

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

**BOARD OF DIRECTORS COMMUNICATION  
APRIL 18, 2017 AGENDA**

<b>Subject:</b>	<b>Action Required:</b>	<b>Approved By:</b>
<p>An ordinance establishing a Planned Zoning District titled Huffstutlar Properties Revised Long-Form PCD, located at 10600 Interstate 30. (Z-4635-D)</p> <p><b>Submitted By:</b></p> <p>Planning &amp; Development Department</p>	<p>√ <b>Ordinance</b> Resolution Approval Information Report</p>	<p>Bruce T. Moore City Manager</p>
<b>SYNOPSIS</b>	<p>The request is to amend the previously-approved PCD, Planned Commercial Development, to allow for the placement of wall signage without public street frontage and allow a single ground sign to exceed the height typically allowed in Commercial Zoning Districts.</p>	
<b>FISCAL IMPACT</b>	<p>None.</p>	
<b>RECOMMENDATION</b>	<p>Staff recommends approval of the requested PCD zoning. The Planning Commission voted to recommend approval of the PCD zoning by a vote of 10 ayes, 0 nays and 1 absent.</p>	
<b>BACKGROUND</b>	<p>Ordinance No. 21,171, adopted by the Little Rock Board of Directors on February 2, 2016, rezoned the site from C-3, General Commercial District, to PCD, Planned Commercial Development, to add equipment sales and service as an allowable use for the site. The site plan included areas for outdoor display of equipment which would be placed on a limestone surface within the forty-five (45)-foot building setback. Two (2) buildings were proposed with a total of 40,785 square-feet of floor area. The maximum building height proposed was thirty-five (35) feet.</p>	

**BACKGROUND  
CONTINUED**

The approval included signage as allowed in commercial zones or a maximum of thirty-six (36) feet in height and 160 square-feet in area.

Stribling Equipment, located at 10600 Interstate 30, is now requesting a revision to the previously-approved signage plan. The applicant is requesting the placement of a wall sign along the eastern façade of the building, which is located without street frontage. The sign is proposed as a seven (7)-foot logo sign with 291 square-feet of sign area. The site also has frontage on West Baseline Road and Childress Drive, which the applicant is not requesting to place wall signage.

The plan also includes the placement of a pylon sign along the frontage road. The sign is proposed forty-five (45) feet high with 296 square-feet of sign area. The ordinance typically allows a maximum sign height of thirty-six (36) feet and 160 square-feet of sign area. The applicant is not proposing to place a pylon sign on the West Baseline or Childress Road frontages which would typically be allowed.

The Planning Commission reviewed the proposed PCD request at its March 16, 2017, meeting and there was one (1) registered objector present. All property owners located within 200 feet of the site along with Southwest Little Rock United for Progress were notified of the public hearing. Please see the attached Planning Commission minute record and site plan for the applicant's specific development proposal and the staff analysis and recommendation.