

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

**BOARD OF DIRECTORS COMMUNICATION  
APRIL 5, 2016 AGENDA**

<b>Subject:</b>	<b>Action Required:</b>	<b>Approved By:</b>
<p>An ordinance amending Chapter 36 of the Code of Ordinances of the City of Little Rock, Arkansas, to allow for the alteration of a limited number of existing billboards currently located on scenic corridors, the removal of existing billboards currently located in the City and the corresponding reduction in the existing cap ratio of allowable billboard sites</p> <p><b>Submitted By:</b> Planning &amp; Development Department</p>	<p style="text-align: center;">√ <b>Ordinance</b> Resolution Approval Information Report</p>	<p style="text-align: center;">Bruce T. Moore City Manager</p>
<p style="text-align: center;"><b>SYNOPSIS</b></p> <p style="text-align: center;"><b>FISCAL IMPACT</b></p> <p style="text-align: center;"><b>RECOMMENDATION</b></p> <p style="text-align: center;"><b>BACKGROUND</b></p>	<p>A proposal has been submitted whereby one (1) billboard on Kanis Road and up to three (3) billboards on Interstate 630 may be altered subject to the removal of several billboards currently located in the City. In addition, once the billboards are removed, the cap of 198 allowed billboards will be reduced correspondingly.</p> <p>None.</p> <p>Approval of the ordinance.</p> <p>The term scenic corridor is a reference in the City’s sign code that is defined as:</p> <p style="padding-left: 40px;">“a public right-of-way which, in the opinion of the board of directors, exhibits special aesthetic and visual characteristics worthy of protection through enhanced billboard regulation.”</p>	

**BACKGROUND  
CONTINUED**

Scenic corridors were first created in July 1992. At that time, Interstate 630, Interstate 430, Interstate 440, Highway 10, Rebsamen Park Road and the western portion of Chenal Parkway were designated scenic corridors. The designation prohibits the erection of new billboards and limits the alteration of any pre-existing billboards on those designated corridors. In January 2005, the scenic corridor designation was extended to Kanis Road, Stagecoach Road, Colonel Glenn Road, west of the Stagecoach intersection and the remainder of Chenal Parkway. There were small segments of Kanis and Colonel Glenn Roads where a billboard could be erected within specifically designated commercial zones.

The current proposal is to allow for the alteration of the one (1) billboard behind the Shell station at Kanis and Shackleford Roads and three (3) of the existing billboards located on Interstate 630 between University Avenue and Children's Hospital. In exchange, several billboards are to be removed from locations throughout the City.

In addition, for each billboard removed under this proposal, the cap ratio, which determines how many billboards are allowed in the City, will be corresponding reduced. It is conceivable that up to thirteen (13) billboards could be removed and the number of allowed billboards reduced from 198 down to 185. No new billboards will be permitted in the scenic corridors under this proposal. No more than four (4) existing billboards total will be permitted to be altered, including conversion to digital format.

Notice of the proposed amendment was sent to all local billboard companies and neighborhood associations where the existing billboards proposed for alteration are located.

At its March 10, 2016, meeting, the Planning Commission voted 11 ayes, 0 nays and 0 absent to recommend approval of the Ordinance Amendment. There were no objectors present.