

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

**BOARD OF DIRECTORS COMMUNICATION  
AUGUST 15, 2017 AGENDA**

<b>Subject:</b>	<b>Action Required:</b>	<b>Approved By:</b>
<p>An ordinance establishing a Planned Zoning District titled East Village Revised Short-Form PCD, located at 1200 – 1400 East 6<sup>th</sup> Street. (Z-9150-A)</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 applicant is proposing to amend the previously-approved PCD, Planned Commercial Development, to allow for a revision to the approved signage plan to allow exposed neon.</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 9 ayes, 0 nays and 2 absent.</p>	
<b>BACKGROUND</b>	<p>The applicant is proposing to amend the previously-approved PCD, Planned Commercial Development, to allow for a revision to the approved signage plan. The site is located within the Presidential Park Design Overlay District which has specific guidelines for signage.</p> <p>The plan includes the placement of <i>The Paint Factory</i> which is proposed as a wall sign with twenty (20)-inch aluminum channel letters with clear acrylic faces and exposed neon lighting. The sign area is proposed forty-six (46) inches in height and seventeen (17) feet in length.</p>	

**BACKGROUND  
CONTINUED**

The plan also includes the placement of a projecting sign. The sign is proposed of welded aluminum construction with painted or vinyl graphics and red exposed neon illuminated. The sign is proposed with a maximum height of ninety-six (96) inches. The sign projection is 33.25 inches from the wall. All other wall signage will comply with the development standards for signage as allowed within the UU, Urban Use District, and the Presidential Park Design Overlay District.

The application as submitted included the placement of seven (7) shipping containers stacked twenty (20) feet by eight (8) feet by eight (8) feet to a height of fifty-six (56) feet with lettering on the top container identifying the area as the East Village and the placement of an eight (8)-foot tall by sixteen (16)-foot wide lighted billboard sign on the top of the west elevation facing Shall Avenue of the building located on the southeast corner of Shall Avenue and East 6<sup>th</sup> Street. The applicant amended his request at the Planning Commission public hearing and removed these two (2) items from the request limiting the request to the allowance of the placement of exposed neon on the proposed wall signs.

The Planning Commission reviewed the proposed PCD request at its July 20, 2017, meeting and there was one (1) registered objector present. All property owners located within 200 feet of the site along with the Hanger Hill Neighborhood Association 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.