

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

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

<b>Subject:</b>	<b>Action Required:</b>	<b>Approved By:</b>
<p>An ordinance establishing a Planned Zoning District titled Masoud Development Short-Form PCD, located at 4918 Baseline Road. (Z-7527-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 request is a rezoning from R-2, Single-Family District, and C-3, General Commercial District, to PCD, Planned Commercial Development, to allow for the redevelopment of the site with additional buildings and new paved areas for parking.</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 11 ayes, 0 nays and 0 absent.</p>
<b>BACKGROUND</b>	<p>On October 27, 2003, the Little Rock Zoning Board of Adjustment approved a variance for this site. The applicant requested a variance to allow incidental signage which exceeded the maximum area allowed (Section 36-555) and to allow a variance to allow a sign without public street frontage (Section 36-557(a)). Incidental signage per the zoning ordinance is allowed at twenty (20) square-feet. The applicant requested and was approved incidental signage for the front of the building of a maximum of fifty (50) square-feet.</p>

**BACKGROUND  
CONTINUED**

Wall signage is typically required to have direct street frontage. The wall signage approved allowed the placement of signage on the gas canopy along the eastern façade, which was located without direct street frontage.

The conditions of approval included:

- There is to be a maximum of fifty (50) square-feet of incidental signage on the front of the building.
- There is to be no signage on the west (Stanton Road) side of the building.
- The signage on the east and west sides of the gas pump canopy must be permitted.
- A sign permit(s) must also be obtained for wall signs on the front of the building up to ninety (90) square-feet in area.

The applicant is now requesting a rezoning of the site to a PCD, Planned Commercial Development, to allow the existing convenience store located on the corner of Baseline and Stanton Road (0.33 acres) which is zoned R-2, Single-Family District, to be redeveloped with a 4,500 square-foot new convenience store building and fuel pumps. The remainder of the site is zoned C-3, General Commercial District (3.7-acres) and contains an existing building containing 14,860 square-feet. Within this C-3 area the applicant is proposing to construct an additional retail building containing 9,500 square-feet.

The Planning Commission reviewed the proposed PCD request at its May 19, 2016, meeting and there were no registered objector present. All property owners located within 200 feet of the site along with the Upper Baseline Neighborhood Association and Southwest Little Rock United 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.