

**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 Landmark Apartments Revised Long-Form PD-R, located at 16000 Rushmore Avenue. (Z-6120-Q)</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>
<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>The request is to amend the previously-approved PD-R, Planned Development - Residential, to allow for the placement of an additional wall sign on the retaining wall located at the southwest corner of Capitol Hills Boulevard and Rushmore Avenue.</p> <p>None.</p> <p>Staff recommends approval of the requested PD-R zoning. The Planning Commission voted to recommend approval of the PD-R zoning by a vote of 9 ayes, 0 nays and 2 absent.</p> <p>The plan indicates the placement of a ground sign at the entrance drive from Rushmore Avenue. The plan indicates the sign with a maximum height of five (5) feet, four (4) inches. The sign is indicated with two (2)-foot, two (2)-inch columns and the sign area is indicated four (4) feet in height and eight (8) feet in length. The sign as proposed complies with the previously-approved ground sign for this location.</p>	

**BACKGROUND  
CONTINUED**

Located on the lower retaining wall the applicant is requesting the placement of a wall sign with lettering *Landmark Apartments* and directional arrows directing patrons to the main entrance. The lettering is proposed with reverse halo illuminated lighting.

The Planning Commission reviewed the proposed PD-R request at its July 20, 2017, meeting and there were no registered objectors present. All property owners located within 200 feet of the site along with the Spring Valley Manor Neighborhood Association and the Capitol Lake Estates 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.