

March 18, 2024

City of Little Rock
Department of Planning and Development
ATTN: Board of Adjustment
723 W. Markham Street
Little Rock, AR 72201

RE: Sign Distance Variance
10120 N. Rodney Parham Rd.

To Whom it May Concern:

This application is to request a variance in the distance from this location to the billboard sign at 10195 N. Rodney Parham

Here are some key features of this request:

1. The sign proposed meets all other city ordinances and code requirements. The sole variance request is for the distance between this sign and the one that is almost, yet not quite, 1,000 feet away at 10195 Rodney Parham Rd.
2. The proposed sign would be double-sided and digital. The proposed sign area is 12' tall x 36' wide. This is smaller than the maximum allowable sign area. This proposed sign would be no taller than allowed by the existing sign ordinance.
3. The lights of the sign will face east & west along Rodney Parham Rd., NOT toward the neighborhoods. There are many other pylon signs, building signs, and other signs along this portion of Rodney Parham. This proposed sign fits with, and will blend into, this established commercial area.
4. This intersection and the area around it are seeing many changes and reinvestment since the devastating tornado of March 31st, 2023. This sign would be part of that redevelopment & reinvestment and provide another opportunity for businesses in the area to be seen.

Thank you for your attention to this variance application.

Respectfully,



Jeff Yates as agent for Sherman Holdings, Inc.