

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

**BOARD OF DIRECTORS COMMUNICATION
SEPTEMBER 6, 2016 AGENDA**

Subject:	Action Required:	Approved By:
<p>An ordinance establishing a Planned Zoning District titled Stanton Optical Revised Short-Form PCD, located at 112 South University Avenue. (Z-8501-B)</p> <p>Submitted By:</p> <p>Planning & Development Department</p>	<p>√ Ordinance Resolution Approval Information Report</p>	<p>Bruce T. Moore City Manager</p>
SYNOPSIS	<p>The applicant is proposing to revise the previously-approved PD-C, Planned Development Commercial, to allow for the placement of a wall sign along the buildings southern façade.</p>	
FISCAL IMPACT	<p>None.</p>	
RECOMMENDATION	<p>Staff recommends approval of the requested PD-C zoning. The Planning Commission voted to recommend approval of the PCD zoning by a vote of 9 ayes, 0 nays and 2 absent.</p>	
BACKGROUND	<p>The previous approval allowed the placement of wall signage on the eastern facade, along South University Avenue, and the north façade, the front façade. The sign proposed along the southern façade is eighty-eight (88) inches in height and 182 inches in width for a total sign area of 112 square-feet. Section 36-557 states all on-premises wall signs must face required street frontage except in complexes where a sign without street frontage would be the only means of identification for a tenant. The site is not a part of the Park Avenue Shopping Center Development but abuts the developments northern boundary.</p>	

**BACKGROUND
CONTINUED**

The Planning Commission reviewed the proposed PD-C request at its August 11, 2016, meeting and there were no registered objectors present. All owners of property located within 200 feet of the site along with the Briarwood Neighborhood Association and the Hillcrest Residents 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.