

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

**BOARD OF DIRECTORS COMMUNICATION
JANUARY 18, 2022 AGENDA**

Subject:	Action Required:	Approved By:
<p>An ordinance approving a Planned Zoning Development titled The District at Midtown Revised Long-Form PCD, located at 500 South University Avenue (Z-8278-B).</p>	<p>√ Ordinance Resolution</p>	
<p>Submitted By:</p> <p>Planning & Development Department</p>		<p>Bruce T. Moore City Manager</p>
<hr/> <p style="text-align: center;">SYNOPSIS</p>	<p>The applicant is requesting that the 7.21-acre property, located at 500 South University Avenue, be rezoned from PCD, Planned Commercial District, to Revised PCD, to allow for the installation of three (3) new 480 square-foot wall signs on the north, south and east facades of an existing parking deck.</p>	
<p style="text-align: center;">FISCAL IMPACT</p>	<p>None.</p>	
<p style="text-align: center;">RECOMMENDATION</p>	<p>Staff recommends approval of the PCD rezoning request. The Planning Commission voted to recommend approval by a vote of 9 ayes, 0 nays and 2 absent.</p>	
<p style="text-align: center;">BACKGROUND</p>	<p>The applicant proposes to install three (3) new 480 square-foot wall signs on the existing parking deck structure. The proposed wall signs will be placed on the north, south and east parking deck facades. The proposed signage will include the names of tenants located on the property. The applicant previously installed the sign frames in anticipation of the future sign placement.</p>	

**BACKGROUND
CONTINUED**

The applicant provided the following information with respect to the request for wall signage:

“In order to provide greater exposure to the tenants, we would like to install individual tenant signs on three (3) sides of the detached parking deck along University Avenue. Two (2) tenants have agreed to have their signs displayed and the owners would like to have spaces available for four (4) additional signs to offer other current or future tenants. Once the tenant has agreed to display their sign the same sign would be repeated at each of the three (3) proposed locations on the parking deck.”

The Planning Commission reviewed this request at their December 9, 2021, meeting and there were no objectors present. All owners of property located within 200 feet of the site, as well all Neighborhood Associations registered within the City of Little Rock, were notified. Please see the attached Planning Commission minutes for Staff’s Analysis and the Commission’s action.