

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

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

Subject:	Action Required:	Approved By:
<p>An ordinance establishing a Planned Zoning District titled Axiom Practice Management Short-form PCD, located at 610 President Clinton Avenue. (Z-7756-A)</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 request is a rezoning of the site from UU, Urban Use District, to PCD, Planned Commercial Development, to allow signs located on the building to be internally lit.</p>	
FISCAL IMPACT	<p>None.</p>	
RECOMMENDATION	<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>	
BACKGROUND	<p>Axiom Practice Management, LLC, a tenant of 610 President Clinton Avenue, is requesting to place two (2) signs on the south side of the building along President Clinton Avenue and on the north side of the building fronting the Arkansas River. The signs on the south side of the building are proposed to be reverse channel lit LED letters and brushed aluminum faces with returns measuring 4'2" x 15' and 4'2" by 17' in size. This requires a variance from Section 36-353(c) to allow the signs to be internally lit.</p>	

**BACKGROUND
CONTINUED**

The signs on the north side of the building are proposed to be channel lighted LED letters with light blue and grey colored plex faces and aluminum returns also measuring 4'2" x 15' and 4'2" by 17' in size. This requires a variance from Section 36-353(d) to allow the signs to be internally lit. Axiom Practice Management, LLC consists of two (2) separate entities, AXPM and Rock Dental Brands. Each entity is proposing to have one (1) sign facing the north and south sides of the building. The justification for the variance is to identify their place of business. The River Market Design Review Committee has already approved the sign application.

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 River Market 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.