

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

**BOARD OF DIRECTORS COMMUNICATION  
AUGUST 20, 2024 AGENDA**

<b>Subject:</b>	<b>Action Required:</b>	<b>Approved By:</b>
<p>An ordinance approving a Planned Zoning Development titled Rowan Development Revised PCD, located at 12210 W. Markham Street (Z-5258-G).</p> <p><b>Submitted By:</b></p> <p>Planning &amp; Development Department</p>	<p>√ <b>Ordinance</b> Resolution</p>	<p>Emily Cox Acting 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 applicant is requesting the property located at 12210 West Markham Street, be rezoned from PCD, Planned Commercial District, to Revised PCD, to allow placement of a billboard sign on the property.</p> <p>None.</p> <p>Staff recommends approval of the Revised PCD rezoning request. The Planning Commission voted to recommend approval by a vote of 8 ayes, 0 nays, and 3 absent.</p> <p>The applicant is requesting to the property located at 12210 West Markham Street, be rezoned from PCD, Planned Commercial District, to Revised PCD, to allow placement of a billboard sign on the property.</p>	

**BACKGROUND  
CONTINUED**

On December 4, 2003, the Little Rock Planning Commission approved the expansion of the automobile dealership (Parkway Mazda). On January 6, 2004, the Little Rock Board of Directors adopted Ordinance No. 19,022 to allow the automobile dealership to expand the proposed area. On March 27, 2012, The Board of Directors passed Ordinance No. 20,557, which revised the previously approved PCD to allow C-3 and O-2 uses for their site.

The applicant is proposing to revise the existing PCD to allow for the construction of a billboard sign adjacent to the existing building and to create a billboard easement. All remaining aspects of the previously approved PCD will remain unchanged.

The property contains an existing 5,270 square foot, one-story brick-frame structure, which was constructed in 2016. Properties in the general area contain commercial zoning and uses in all directions.

The applicant submitted revisions to the Revised PCD application to staff on June 21, 2024. The applicant has revised the application as follows:

- The proposed billboard has been moved from the east side of the existing building to a landscaped area in front of the building.
- The proposed billboard will cantilever over the existing building, at the southwest corner of the building.
- The proposed billboard has been removed from any ingress/egress easement.
- The revised billboard placement will not impact the existing building's footings/foundation, nor will the existing sidewalk or driveway in front of the building be disturbed during billboard construction.
- The applicant has submitted graphics for the proposed billboard. The billboard will have an overall height of 35 feet and a sign area of 12 feet by 24 feet (288 square feet).

The Planning Commission reviewed this request at their July 11, 2024, meeting, and there were no objectors present. All owners of property located within 300 feet of this site, as well as 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.

