



August 7, 2024

Little Rock Board of Zoning Adjustment  
723 W Markham Street  
Little Rock, AR 72201

**Re: 10000 Rodney Parham Rd – Application for Sign Variance**

Dear Sir or Madam,

DD23 Rodney Parham LLC, an Arkansas limited liability company (“DYNE”), hereby submits an application for a sign variance for the real property located at 10000 Rodney Parham Road in Little Rock, Arkansas (the “Property”). The Property consists of approximately 1.42 acres located at the southeast corner of N Rodney Parham Road and Old Forge Drive. DYNE is the sole owner of the Property, holding it in fee simple.

I. Plan for the Property and Request for Sign Variance

DYNE, whose sibling company is the largest Tropical Smoothie Café franchisee in the nation and is headquartered in Little Rock, is constructing a Tropical Smoothie Café restaurant on the Property. The new café is a relocation of the former Rodney Parham location situated at 10221 N Rodney Parham Road. The new café at the Property will fill the demand for an affordable and convenient healthy quick service restaurant option in the area with easier access for customers than the former location.

DYNE hereby requests one sign variance from the literal provisions of the Little Rock City Code (“City Code”) Section 36-555.2, which provides the regulations for the C-3 general commercial district. Specifically, DYNE requests a variance from:

- a. City Code Section 36-555.2, to permit a 50’ pylon free standing sign

Pursuant to City Code Section 36-69(2)(b), the Board of Zoning Adjustment has the power to hear requests for variances where strict enforcement of the zoning code would cause undue hardship due to circumstances unique to the individual property under consideration. Additionally, the Board may grant such variances only when such action would be in keeping with the spirit and intent of the zoning code. These criteria are discussed for the variance request herein.

II. Undue Hardship



Applicants for variances must show that strict enforcement of the zoning code would cause undue hardship due to circumstances unique to the property in question.

a. Placement of 50' pylon free standing sign

City Code Section 36-555.2 states: "One (1) freestanding sign per premises, not to exceed two (2) square feet in sign area for each linear foot of main street frontage up to a maximum of one hundred sixty (160) square feet. Such sign shall not exceed a height of thirty-six (36) feet." Therefore, a variance is required for DYNE to place a 50' pylon freestanding sign on the Property.

If granted the variance to place a 50' pylon freestanding sign on the Property, this would allow for better visibility from I-430 relative to other quick service restaurants in the area for the purpose of driving business.

III. Spirit and intent of the zoning code

Applicants must also show that the requested variance will be in keeping with the spirit and intent of the City Code. We believe that our proposed design will not negatively impact the area while still providing the restaurant maximum visibility.

IV. Conclusion

I have enclosed with this letter the application for the variance discussed herein. Thank you in advance for your consideration of our application, and please let me know if you have any questions.

Sincerely,

A handwritten signature in blue ink, appearing to read "Stuart McLendon", is written over a circular blue stamp or seal.

Stuart McLendon  
Managing Director

Enclosures