

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

**BOARD OF DIRECTORS COMMUNICATION  
NOVEMBER 3, 2015 AGENDA**

<p><b>Subject:</b></p> <p>An ordinance establishing a Planned Zoning District titled Chenal Curve Short-Form PCD, located at 16900 Chenal Parkway. (Z-8866-A)</p> <p><b>Submitted By:</b></p> <p>Planning &amp; Development Department</p>	<p><b>Action Required:</b></p> <p style="text-align: center;">√ <b>Ordinance</b> Resolution Approval Information Report</p>	<p><b>Approved By:</b></p> <p style="text-align: center;">Bruce T. Moore City Manager</p>
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<b>SYNOPSIS</b>	The request is to rezone the site from C-3, General Commercial District, to PCD, Planned Commercial Development, to allow for the placement a development sign on Kirk Road which is inconsistent with the Chenal/Financial Center Design Overlay District.
<b>FISCAL IMPACT</b>	None.
<b>RECOMMENDATION</b>	Staff recommends approval of the requested PCD zoning. The Planning Commission voted to recommend approval of the PCD zoning by a vote of 9 ayes, 0 nays and 2 absent.
<b>CITIZEN PARTICIPATION</b>	The Planning Commission reviewed the proposed PCD request at its October 6, 2015, meeting and there were no registered objectors present. All property owners located within 200 feet of the site along with the Parkway Place Property Owners Association were notified of the public hearing.
<b>BACKGROUND</b>	The applicant is requesting a rezoning of the site from C-3, General Commercial District to Planned Commercial Development to allow the placement of signage inconsistent with signage allowed in the Chenal/Financial Center Design Overlay District (DOD).

**BACKGROUND  
CONTINUED**

The DOD allows for the placement of a single monument-style sign per parcel, except when the parcel fronts on two (2) different streets upon which one (1) sign per street frontage is allowed.

The site plan indicates the placement of a single sign per parcel along Chenal Parkway. The signs are proposed with a maximum height of eight (8) feet and a maximum sign area of 100 square-feet. The plan also includes the placement of a development sign on Kirk Road. The development sign is proposed with a maximum height of eight (8) feet and a maximum sign area of 100 square-feet.

Please see the attached Planning Commission minute record and site plan for the applicant's specific development proposal and the staff analysis and recommendation.