

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

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

Subject:	Action Required:	Approved By:
<p>An ordinance establishing a Planned Zoning District titled Holiday Inn Revised Short-Form PCD, located at 10920 Financial Center Parkway. (Z-5152-B)</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	The request is to revise the previously-approved PCD, Planned Commercial Development, to allow for the placement of a sign identifying the hotel on an adjacent lot located on Financial Center Parkway.
FISCAL IMPACT	None.
RECOMMENDATION	Staff recommends approval of the requested PCD zoning. The Planning Commission voted to recommend approval of the PCD zoning by a vote of 10 ayes, 0 nays and 1 absent.
BACKGROUND	Ordinance No. 15,648, adopted by the Little Rock Board of Directors on March 7, 1989, approved a rezoning of this site from O-3, General Office District, and C-3, General Commercial District, to PCD, Planned Commercial District, and established Suitemark Hotel PCD. The approval allowed for the construction of a 128-room hotel. The hotel was contained in three (3) buildings with approximately 72,000 square-feet of space. The materials of construction were wood stick framing with a stucco exterior finish. The buildings were proposed with three (3) and four (4) stories with a maximum building height of forty (40) feet.

**BACKGROUND
CONTINUED**

The applicant is now requesting to amend the previously-approved PCD, Planned Commercial Development, to allow the placement of a ground sign on the adjacent property owned by Relyance Bank. The sign will be located within a sign easement executed between the bank and the Holiday Inn hotel owners. The sign is proposed three (3) feet, four (4) inches in height and four (4) feet, one (1) inches length.

The Planning Commission reviewed the proposed PCD request at its February 25, 2016, meeting and there were no registered objectors present. All property owners located within 200 feet of the site along with the Birchwood 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.