

Merritt Dake, Property Owner / Restaurant Co-Owner
Loca Luna Restaurant
3519 Old Cantrell Road, Little Rock, AR 72202
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C: 972-413-6680

October 13, 2025

To:

City of Little Rock Planning Commission
% Romie Price
723 W. Markham Street, Little Rock, AR 72201

Subject: Request for Sign Variance –Loca Luna 3519 Old Cantrell Road, Little Rock, AR 72202

Dear Members of the Planning Commission,

On behalf of Loca Luna Restaurant, I am respectfully requesting approval of a variance to permit the installation of rooftop signage at our property located at 3519 Old Cantrell Road. We understand that rooftop signage is not typically permitted under the City of Little Rock sign ordinance; however, due to the unique topography and visibility constraints of this site, we believe a variance is warranted and consistent with the intent of the code.

Our building sits below the elevation of Cantrell Road, and as a result, most traditional wall-mounted or ground signs are not visible to motorists traveling along this primary corridor. The proposed rooftop sign location is the only placement that provides reasonable visibility to Cantrell Road, allowing customers to safely identify and locate our business.

Additionally, the adjacent business, Good Day Farms, has been permitted rooftop signage of a comparable size and placement, establishing a precedent and ensuring visual consistency along this segment of the corridor. We are proposing a sign that will be uplit rather than internally illuminated or composed of channel letters. This approach will provide tasteful, low-level illumination without creating glare or light spill that could impact nearby properties or traffic. As part of this request, we also intend to remove the existing sign currently at this location, resulting in fewer overall signs on the property.

We believe the proposed signage meets the spirit and purpose of the City's sign regulations by maintaining a visually appropriate appearance while accommodating the property's unique topographic limitations. Approval of this variance will allow for effective business identification and contribute positively to the overall corridor aesthetic.

We appreciate your time and consideration of this request. We have provided supplemental materials including a survey, site photo and a signage rendering, to assist in your review.

Respectfully submitted,



Merritt Dake, Property Owner / Restaurant Co-Owner
Loca Luna Restaurant