

FILE NO.: Z-2110-A

NAME: Dental Care Associates Short-form POD

LOCATION: 4700 West Markham Street

DEVELOPER:

Signs of Integrity
2400 Skilpadde Lane
Little Rock, AR 72210
501-350-4703

OWNER/AUTHORIZED AGENT:

Machen Real Estate, LLC/owner
Frank Withrow/Agent

SURVEYOR/ENGINEER:

White-Daters & Associates, Inc./Surveyor

AREA: 0.32 acres

NUMBER OF LOTS: 1

FT. NEW STREET: 0 LF

WARD: 3

PLANNING DISTRICT: 4

CENSUS TRACT: 15.01

CURRENT ZONING: O-3 General Office

ALLOWED USES: General Office

PROPOSED ZONING: POD

PROPOSED USE: Dental Office and O-3 uses

VARIANCE/WAIVERS:

1. 48 square foot ground sign

BACKGROUND:

The property at 4700 West Markham is undergoing renovation and investment for continued use as a dental office. A new ground sign is proposed to complement the investment in the building. As this parcel is located within the Midtown Design Overlay

District, the specific regulations for signage apply. Ground signs on sites of less than one acre are limited to no more than 24 square feet in area. As variances to the Midtown Design Overlay District are not permitted, the avenue for consideration of a larger sign is to rezone the property to a Planned Zoning District.

A. PROPOSAL/REQUEST/APPLICANT'S STATEMENT:

The applicant seeks a zoning change to accommodate a larger sign to replace an existing monument sign.

The zoning ordinance maximum square footage is 24 feet per street frontage. This property sits at the corner of North Palm Street and West Markham Street. Instead of having a sign on each street frontage, the applicant would like to combine the square footage into one sign along the Markham Street frontage.

The sign would be no more than 6 feet in height and 48 square feet in area.

This new sign would be set 3 feet further from Markham Street than the existing sign and moved east approximately 10 feet as to not impede visibility for vehicles entering Markham Street from Palm Street.

B. EXISTING CONDITIONS:

The property is developed with the dental office building and associated parking.

Opposite the dental office across West Markham Street is the UAMS campus. Further west is War Memorial Park.

Residential uses are found to the north and east.

C. NEIGHBORHOOD COMMENTS:

As of this writing, staff has received one letter from nearby property owners. They are concerned about parking on North Palm Street, primarily from staff and visitors to UAMS and the Arkansas Department of Health. Notice of the public hearing was sent to all owners of properties located within 200 feet of the site, as well as the Hillcrest Residents Association and Save Hillcrest Neighborhood Association.

D. ENGINEERING COMMENTS:

PUBLIC WORKS CONDITIONS:

None.

E. UTILITIES/FIRE DEPARTMENT/PARKS/COUNTY PLANNING:

Little Rock Water Reclamation Authority: Sewer available to this site. No conflict with proposed sign location.

Entergy: No comment received.

CenterPoint Energy: No comment.

AT & T: No comment received.

Central Arkansas Water:

NO OBJECTIONS; All Central Arkansas Water requirements in effect at the time of request for water service must be met.

Fire Department: No comment.

Parks and Recreation: No comment received.

County Planning: No comment received.

F. BUILDING CODES/LANDSCAPE:

Building Code: No comment.

Landscape: No comment.

G. TRANSPORTATION/PLANNING:

Rock Region Metro:

No comment.

Planning Division: This request is located in Heights/Hillcrest Planning District. The Land Use Plan shows Office (O) for this property. This category represents services provided directly to consumers (e.g., legal, financial, medical) as well as general offices which support more basic economic activities. The applicant has applied for a rezoning from O-3 (General Office District) to POD (Planned Office Development District) to allow for a larger sign than allowed by the Midtown Design Overlay District. The request is within the Midtown Design Overlay District.

Master Street Plan: To the south of the property is West Markham and it is a Minor Arterial. East of the property is Palm Street and it is a Local Street on the Master Street Plan. A Minor Arterial provides connections to and through an urban area and their primary function is to provide short distance travel within the urbanized area. Entrances and exits should be limited to minimize negative effects of traffic

and pedestrians on West Markham since it is a Minor Arterial. The primary function of Local Streets is to provide access to adjacent properties. Local Streets that are abutted by non-residential zoning/use or more intensive zoning than duplexes are considered as "Commercial Streets". A Collector design standard is used for Commercial Streets. These streets may require dedication of right-of-way and may require street improvements for entrances and exits to the site.

Bicycle Plan: There are no bike routes shown in the immediate vicinity.

H. SUBDIVISION COMMITTEE COMMENT: (August 7, 2019)

The applicant was not present. Staff presented the item to the committee and indicated comments would be forwarded to the applicant with the requirement for responses to be received by August 14, 2019. The committee forwarded the item to the full commission.

I. ANALYSIS:

Approval of this request would allow for the installation of a monument sign to go along with updates to the structure. It is not inappropriate for the area. Many of the commercial developments to the east have pylon signs and the monument sign type is better suited for this location.

J. STAFF RECOMMENDATION:

Staff recommends approval of the request to rezone the property to POD subject to compliance with the comments and conditions outlined in paragraphs D, E, and F and the staff analysis in the agenda staff report.

PLANNING COMMISSION ACTION: (AUGUST 29, 2019)

The applicant was not present. There were no registered objectors present. Staff informed the commission that the notification was not completed properly; therefore, the request should be deferred to the October 10, 2019 meeting. There was no further discussion. The item was placed on the consent agenda and deferred to the October 10, 2019 agenda. The vote was 8 ayes, 0 noes, 2 absent, and 1 open position.

PLANNING COMMISSION ACTION: (OCTOBER 10, 2019)

The applicant was present. There were no registered objectors present. Staff presented the item and a recommendation of approval as outlined in the "staff recommendation" above. There was no further discussion. The item was placed on the consent agenda and approved as recommended by staff, including all staff comments and conditions. The vote was 9 ayes, 0 noes, and 2 absent.