

FILE NO.: Z-4377-A

NAME: South Oaks Apartments Revised Long-form PD-R

LOCATION: Located at 3401 Fair Park Boulevard

DEVELOPER:

Arkansas Sign and Neon
Attn. Kevin Honea
8525 Distribution Drive
Little Rock, AR 72209

AREA: 5.46 acres

NUMBER OF LOTS: 1

FT. NEW STREET: 0 LF

WARD: 1

PLANNING DISTRICT: 9

CENSUS TRACT: 19

CURRENT ZONING: PD-R

ALLOWED USES: Multi-family

PROPOSED ZONING: Revised PD-R

PROPOSED USE: Allow a revision to the approved signage plan

VARIANCE/WAIVERS: None requested.

A. PROPOSAL/REQUEST/APPLICANT'S STATEMENT:

The applicant is requesting approval to allow a modification to the previously approved signage plan. The new entry sign is proposed along Fair Park Boulevard replacing the existing apartment development sign. The sign is indicated with brick columns. The columns are indicated 8.8-feet high. The overall sign width including the columns is 10.8-feet wide. The face of the sign is 6.75-feet high and 7.8-feet wide resulting in the face of the site containing 52.65 square feet.

B. EXISTING CONDITIONS:

The site is developed as an apartment complex. Across Fair Park Boulevard is the University of Arkansas Little Rock (UA Little Rock) campus. The section of Fair Park Boulevard contains a mixture of uses including residential, commercial

and office uses. There is an auto related business located on the northwest corner of Fair Park Boulevard and Asher Avenue, a muffler shop. There is an auto parts store on the northeast corner of Fair Park Boulevard and Asher Avenue.

C. NEIGHBORHOOD COMMENTS:

All property owners located within 200 feet of the site along with the South of Asher Neighborhood Association, the Curran Conway Neighborhood Association and the University District Partnership were notified of the public hearing.

D. SUBDIVISION COMMITTEE COMMENT: (August 9, 2017)

The applicant was not present. Staff presented an overview of the item stating there were no outstanding technical issues associated with the request. Staff stated the applicant was seeking approval for the placement of a sign which exceeded the height and area allowed per Section 36-552 of the Little Rock Code of Ordinances. Staff stated the maximum sign height allowed per the ordinance was six (6) feet and the maximum sign area allowed was 24 square feet. There were no more issues for discussion. The Committee then forwarded the item to the full Commission for final action.

E. ANALYSIS:

There were no outstanding technical issues in need of addressing related to the request. The applicant is seeking approval to allow the placement of a new development sign along Fair Park Boulevard. The sign is indicated with brick columns 8.8-feet high and an overall sign width, including the columns, of 10.8-feet. The face of the sign is 6.75-feet high and 7.8-feet wide resulting in the face of the sign containing 52.65 square feet. There are no other changes proposed for the site.

Staff is supportive of the applicant's request. To staff's knowledge there are no remaining outstanding technical issues associated with the request. The signs are proposed with architectural enhancements which has become common around the City and with this type development. Staff feels the development sign as proposed is appropriate for the site.

F. STAFF RECOMMENDATION:

Staff recommends approval of the request to allow a modification to the previously approved signage plan as proposed by the applicant.

PLANNING COMMISSION ACTION:

(AUGUST 31, 2017)

The applicant was present. There were no registered objectors present. Staff presented the item with a recommendation of approval of the request subject to compliance with the comments and conditions as outlined in paragraphs D, E and F of the agenda staff report. There was no further discussion. The item was placed on the consent agenda and approved as recommended by staff by a vote of 10 ayes, 0 noes and 1 absent.