

FILE NO.: Z-7756-A

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NAME: Axiom Practice Management Short-form PCD

LOCATION: Located at 610 President Clinton Avenue

DEVELOPER:

Greyson Skokos  
Moses Tucker Real Estate  
200 River Market Avenue  
Little Rock, AR 72201

SURVEYOR:

Brooks Surveying, Inc.  
20820 Arch Street Pike  
Hensley, AR 72065

AREA: 0.25 acres

NUMBER OF LOTS:1

FT. NEW STREET: 0 LF

WARD: 1

PLANNING DISTRICT: 5 - Downtown

CENSUS TRACT: 44

CURRENT ZONING: UU, Urban Use District

ALLOWED USES: All enclosed activities

PROPOSED ZONING: PCD

PROPOSED USE: UU, Urban Use District uses - Allow the placement of an internally lit sign within the River Market Design Overlay District

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A. PROPOSAL/REQUEST/APPLICANT'S STATEMENT:

Axiom Practice Management, LLC, a Tenant of 610 President Clinton Avenue, is requesting to place two (2) signs on the south side of the building along President Clinton Avenue and on the north side of the building fronting the Arkansas River. The signs on the south side of the building are proposed to be reverse channel lit LED letters and brushed aluminum faces with returns measuring 4'2" x 15' and 4'2" by 17' in size. This requires a variance from Section 36-353(c) to allow the signs to be internally lit. The signs on the north side of the building are proposed to be channel lighted LED letters with light blue

and grey colored plex faces and aluminum returns also measuring 4'2" x 15' and 4'2" by 17' in size. This requires a variance from Section 36-353(d) to allow the signs to be internally lit. Axiom Practice Management, LLC consists of two (2) separate entities, AXPM and Rock Dental Brands. Each entity is proposing to have one (1) sign facing the north and south sides of the building. The justification for the variance is to identify their place of business. The River Market Design Review Committee has already approved the sign application.

B. EXISTING CONDITIONS:

The building is located in the River Market District with the Arkansas River to the north and President Clinton Avenue to the south. The former occupant, the Clinton Museum Store, has relocated to the Clinton Library. Also located in this general area are restaurants, hotels, the Museum of Discovery and the Arkansas Game and Fish Commission, Witt Stephens Jr. Central Arkansas Nature Center.

C. NEIGHBORHOOD COMMENTS:

All property owners located within 200 feet of the site along with the River Market Neighborhood Association were notified of the public hearing.

D. SUBDIVISION COMMITTEE COMMENT: (April 27, 2016)

The applicant was not present. Staff stated there were no outstanding technical issues associated with the request. Staff stated the request was to allow the placement of internally lit signs which were prohibited by the River Market Design Overlay District thus necessitating a rezoning to PCD. 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 raised at the April 27, 2016, Subdivision Committee meeting. The applicant is requesting a rezoning of the site from UU, Urban Use District to PCD, Planned Development Commercial to allow signage on the north and south facades of this building inconsistent with the typical design standards of the River Market Design Overlay District.

The River Market Design Review Committee reviewed and approved the applicant's request at their March 8, 2016, meeting.

Signs on the south façade are proposed to be placed between the second and third floor windows. The south facing signs are to be reverse channel lighted LED letters with brushed aluminum letters (faces and returns). The signs would be surface mounted to the brick, preferable mounted into the mortar joints of the brick.

Section 36-353(c)(1)a states “Except as permitted in subsection (b), the maximum sign height on a building shall not extend above the second floor windowsill or above the overhang of a single story building.” The signs are located between the second and third floor windows, above the height typically allowed.

The signs on the north façade are proposed to be placed between the third and fourth floor windows (counting the basement as one with the difference of ground level on the river side of the building.) The north facing signs are to be pan channel lighted LED letters with colored plex faces and aluminum returns. These signs are internally illuminated signs with Plexiglas faces in different colors. These would be surface mounted to the bricks, preferable mounted into the mortar joints of the brick.

*Section 36-353(d)(2)* states “Signs shall not cover more than ten (10) percent of the facade facing the river.” The AXPM signage measures 15' x 4'-2" for a total of 62.48 square feet and the Rock Dental Brands sign measures 17' x 4'-2" for a total of 70.82 square feet. In total, they measure 133.6 sf, or 5.34% of allowable size, under the 10% allowable.

Section 36-353(d)(3) states that “Internally lit signs are prohibited.” The signs are proposed as internally lit signs. When signs are externally lit, they shall be illuminated from a concealed source of light or a decorative source that is integral to the design of the sign.

Staff is supportive of the applicant’s request. Staff does not feel the placement of the internally lit signs as proposed will have any adverse impact on the area. To staff’s knowledge there are no remaining outstanding technical issues associated with the request. Staff feels the rezoning to allow the placement of the internally lit sign as proposed is appropriate.

F. STAFF RECOMMENDATION:

Staff recommends approval of the applicant’s request to rezone the property from UU, Urban Use District to PCD, Planned Commercial Development, to allow the placement of the signage as proposed by the applicant.

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PLANNING COMMISSION ACTION:

(MAY 19, 2016)

The applicant was present. There were no registered objectors present. Staff presented the item with a recommendation of approval of the applicant’s request to rezone the property from UU, Urban Use District to PCD, Planned Commercial Development, to allow the placement of the signage as proposed by the applicant. There was no further discussion. The item was placed on the consent agenda and approved as recommended by staff by a vote of 11 ayes, 0 noes and 0 absent.