

FILE NO.: Z-5099-H

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NAME: Northwest Territory Short-form PD-C

LOCATION: Located on the Northeast corner of Cantrell Road and the Divide Parkway

DEVELOPER:

VCC  
216 Louisiana Street  
Little Rock, AR 72201

AREA: 1.08-acres

NUMBER OF LOTS: 1

FT. NEW STREET: 0 LF

WARD: 5

PLANNING DISTRICT: 19 - Chenal

CENSUS TRACT: 42.05

CURRENT ZONING: R-2, Single-family

ALLOWED USES: Single-family residential

PROPOSED ZONING: PD-C

PROPOSED USE: Allow the placement of a subdivision identification sign on the parcel

VARIANCE/WAIVERS: None requested.

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A. PROPOSAL/REQUEST/APPLICANT'S STATEMENT:

The applicant is proposing the placement of a subdivision identification sign at the northeast corner of Cantrell Road and the Divide Parkway. The sign is proposed 48.5-feet in length and 4.5-feet in height. The sign is indicated with the subdivision name, *the Divide, where the City ends and the Country begins*. The lettering is indicated 50-inches tall and 182.25-inches in length. The base area for the lettering is indicated 16-feet wide and 4.5-feet tall. There are two (2) additional lettered panels on the sign base to allow for advertisement of the businesses within the subdivision. Each of the panels are indicated 9-feet wide and 4.5-feet tall. The lettering is indicated 22-inches in height and 96-inches wide.

B. EXISTING CONDITIONS:

This site contains an electrical transmission tower and overhead power lines. The sign has been constructed on the site and the lettering is in place. There is a private school located to the northeast of this site and the Chenal Pointe Apartments are located to the northwest of the site. There is undeveloped commercially zoned property to the west of the site with Cantrell Road frontage. To the south of the site is a big box retailer and a church. To the southeast is a single-family subdivision, Bishop Place.

C. NEIGHBORHOOD COMMENTS:

All property owners located within 200-feet of the site along with the Aberdeen Court Property Owners Association and the Maywood Manor Neighborhood Association were notified of the public hearing.

D. ENGINEERING COMMENTS:

PUBLIC WORKS CONDITIONS:

No comment.

E. SUBDIVISION COMMITTEE COMMENT:

(June 28, 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 they would work with the applicant to resolve any concerns prior to the item being forwarded to the Commission for final action. There were no more issues for discussion. The Committee then forwarded the item to the full Commission for final action.

F. ANALYSIS:

There were no outstanding technical issues in need of addressing related to the proposed site plan. The applicant is requesting a rezoning of the site from R-2, Single-family to PD-C, Planned Development Commercial, to allow the placement of a subdivision identification sign at the northeast corner of Cantrell Road and the Divide Parkway.

Section 36-551, signs allowed in one (1) and two (2) family zones allows one (1) subdivision identification sign per major entrance as determined by the Director of Planning and Development shall be permitted per neighborhood or subdivision, not to exceed thirty-two (32) square feet in area and six (6) feet in height. The sign is indicated with a sign area which exceeds the typical development standard for a subdivision identification sign. The site is also located within the Highway 10 Design Overlay District which has development criteria related to signage. Section 36-346 states signage shall comply with the provisions

of Article X Chapter 36, except as follows: Commercial Development signage and Commercial Building signage. This proposed sign does not fall within this criteria.

The sign is proposed 48.5-feet in length and 4.5-feet in height. The sign is indicated with the subdivision name, *the Divide, where the City ends and the Country begins*. The lettering is indicated 50-inches tall and 182.25-inches in length. The base area for the lettering is indicated 16-feet wide and 4.5-feet tall. There are two (2) additional lettered panels on the sign base to allow for advertisement of the businesses within the subdivision. Each of the panels are indicated 9-feet wide and 4.5-feet tall. The lettering is indicated 22-inches in height and 96-inches wide.

Staff is supportive of the applicant's request. The applicant is seeking approval to allow the placement of a subdivision identification sign which exceeds the sign area typically allowed. The sign is proposed to identify several 100-acres and not a neighborhood as is typical with subdivision signs. To staff's knowledge there are no outstanding technical issues associated with the request. Staff feels the sign as proposed is appropriate for this location.

G. STAFF RECOMMENDATION:

Staff recommends approval of the request to allow the rezoning of this site from R-2, Single-family to PD-C, Planned Development Commercial, to allow the placement of a subdivision identification sign to serve the Northwest Territory Subdivision.

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PLANNING COMMISSION ACTION:

(JULY 20, 2017)

The applicant was present. There were no registered objectors present. Staff presented the item with a recommendation of approval of the request to allow the rezoning of this site from R-2, Single-family to PD-C, Planned Development Commercial, to allow the placement of a subdivision identification sign to serve the Northwest Territory Subdivision. There was no further discussion. The item was placed on the consent agenda and approved as recommended by staff by a vote of 9 ayes, 0 noes and 2 absent.