

File No.: Z-3612-B

Owners: Sherman Holdings

Applicant: Jeff Yates - Agent

Address: 10120 North Rodney Parham Road

Legal Description: Track 2-A Colony West Commercial Subdivision, City of Little Rock

Zoned: C-3

Present Use: Commercial Landscape Area

Proposed Use: Commercial (Billboard) Sign

Variance(s)Requested: The sign provisions of Sec. 36-256 to permit an Off-Premises Billboard sign within 1,000-feet of a neighboring sign.

Justification: The applicant's justification is presented as per the attached letter.

STAFF REPORT

A. Planning and Development Civil Engineering Comments:

No Comments

B. Buffering and Landscape Comments:

No Comments

C. Building Codes Comments:

No Comments

D. Staff Analysis:

Sherman properties is constructing a new stand-alone, vehicular-oriented billboard sign on the Commercial Use (C-3) zoned property at 10120 North Rodney Parham Road. The property consists of 0.81 acres and is located at the northeast corner of 10120 North Rodney Parham Road and Breckenridge Drive.

The applicant is requesting an variance to allow the a new ground-mounted billboard sign to be erected along the west perimeter of the property adjacent to Breckenridge Drive. The proposed sign is proposed to be located within 1,000-feet of a neighboring sign located at 10195 North Rodney Parham Road. The proposed sign meets all code requirements and is indicated to be a digital double-sided 12-foot x 36'-foot structure and face east / west along N. Rodney Parham Road.

The Zoning regulations Section 36-556 define an off-premise sign as follows:

*(a) Billboards shall only be allowed in C-3 and C-4 commercial zones, and I-2 and I-3 industrial zones, provided the sign meets the following criteria:*

- (1) No portion of the billboard shall encroach within the following setback from the public right-of-way: C-3 zone-twenty-five (25) feet; C-4 zone-forty-five (45); I-2 and I-3 zones-fifty (50) feet.*
- (2) The billboard shall not exceed the following maximum height: C-3 and C-4 zones-thirty-five (35) feet; I-2 and I-3 zones-forty-five (45) feet. Height shall be measured from the elevation of the centerline of the adjacent traffic lanes to the highest point of the billboard.*
- (3) The billboard site shall be located within six hundred sixty (660) feet of an expressway or freeway or within three hundred (300) feet of any arterial designated by the master street plan.*
- (4) No billboard site shall be located less than one thousand (1,000) feet from another billboard sit. The separation requirement shall be measured along the nearest edge of pavement between points directly opposite the signs, provided that only on streets separated by a median, each side of the street shall be considered separately for distance purposes.*
- (5) No billboard shall be animated.*

The applicant stated in a cover letter dated March 18, 2024;

*"1. The sign proposed meets all other city ordinances and code requirements. The sole variance request is for the distance between this sign and the one that is almost, yet not quite, 1,000 feet away at 10195 Rodney Parham.."*

Staff believes that the stated justification or hardship does not show the site to have a "unique" condition for which the variance will render relief from the regulations as stated.

Staff does not support the request to have a twelve (12) foot high x (36) foot wide ground-mounted billboard sign at the corner of North Rodney Parham Road and Breckenridge Drive. Staff believes that the requested variance is not justified or appropriate for the site.

E. Staff Recommendation:

Staff recommend denial of the requested ground-mounted billboard sign variance.