

FILE NO.: Z-6406-B

NAME: T-Mobile Revised Short-form PD-C

LOCATION: Located at 12211 West Markham Street

DEVELOPER:

Alan Cantlin
T-Mobile
141 Front Street North
Issaquah, WA 98027

AREA: 0.53-acres NUMBER OF LOTS: 1 FT. NEW STREET: 0 LF

WARD: 5 PLANNING DISTRICT: 18 – Ellis Mountain CENSUS TRACT: 42.16

CURRENT ZONING: PD-C

ALLOWED USE: C-3, General Commercial District uses, O-3, General Office District uses and Automobile sales

PROPOSED ZONING: Revised PD-C

PROPOSED USE: Revise the approved signage plan

VARIANCE/WAIVERS: None requested.

BACKGROUND:

Ordinance No. 17,626 adopted by the Little Rock Board of Directors on December 2, 1997, rezoned the site from C-3, General Commercial District to PD-C and established Parkway Motors PD-C Short-form located at 12211 West Markham Street. The Planning Commission reviewed the request at their October 30, 1997, Public Hearing.

The proposal included the creation of a commercial lot with one (1) building and twenty-nine (29) parking spaces. The intended use was auto sales allied with an automobile dealership, which was being developed across West Markham Street. The site included vehicle access from Entergy Drive and an easement next to Luby's Cafeteria.

Ordinance No. 19,351 adopted by the Little Rock Board of Directors on July 19, 2005, allowed a revision to the previously approved PD-C, Planned Development Commercial, to allow the redevelopment of the site with a branch bank facility. The approval also allowed an automobile dealership, C-3, General Commercial District uses and O-3, General Office District uses as alternate uses for the site.

The approval allowed the existing pole sign to remain. The sign was 19-feet in height and 24 square feet in sign area.

A. PROPOSAL/REQUEST/APPLICANT'S STATEMENT:

The applicant is now proposing to amend the previously approved PD-C, Planned Development Commercial, zoning to allow the placement of a pole sign 16-feet in height and a sign panel of 4-feet by 16-feet with a total sign area of 64 square feet. Included in the applicant's request is the allowance of signage as allowed within the commercial zones or a maximum of 36-feet in height and 160 square feet in sign area. No other modifications are proposed for the PD-C zoning request.

B. EXISTING CONDITIONS:

The site is a developed site with a single building and a parking lot. The site was used by an automobile dealership, which has relocated to the Colonel Glenn/I-430 area. The site is located near the intersection of West Markham Street and Chenal Parkway, a commercial node. Across the street is commercial development which includes restaurant space, a liquor store and office uses. To the northwest of the site are Home Depot, Target and Murphy USA Convenience store. To the south of the site are the Entergy offices and maintenance storage yard for Entergy. To the east of the site is the Rock Creek Shopping Center containing a mixture of commercial uses. West of the site is a strip retail center containing a mixture of commercial uses including eating establishments.

C. NEIGHBORHOOD COMMENTS:

All property owners located within 200-feet of the site were notified of the public hearing. The Parkway Place Neighborhood Association was also notified of the request.

D. SUBDIVISION COMMITTEE COMMENT: (November 1, 2017)

The applicant was not present. Staff presented the item stating there were no outstanding technical issues in need of addressing related to the request. Staff stated the request was to allow a larger sign than approved with the current PD-C zoning. 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 November 1, 2017, Subdivision Committee meeting via a revised site plan or cover letter. The request is to amend the previously approved PD-C, Planned Development Commercial, zoning to allow the placement of a pole sign 16-feet in height and a sign panel of 4-feet by 16-feet with a total sign area of 64 square feet. The sign is proposed near the intersection of Entergy Court and West Markham Street.

Included in the applicant's request is the allowance of ground and building signage as allowed within the commercial zones. This would allow a ground mounted sign with a maximum of 36-feet in height and 160 square feet in sign area. Building signage is proposed with a maximum of ten (10) percent of the façade areas on the facades with frontage on a public street. The request indicates there are no other modifications proposed for the approved PD-C zoning request.

Staff is supportive of the applicant's request. The site is not located within the Chenal Design Overlay District. The property is adjacent to commercial zoning and uses on all sides. Staff does not feel the request to allow the increase in sign height and area will significantly impact this development or the adjacent properties.

F. STAFF RECOMMENDATION:

Staff recommends approval of the request to allow the increase in sign height and area as proposed by the applicant and as allowed in commercial zones.

PLANNING COMMISSION ACTION:

(NOVEMBER 30, 2017)

The applicant was present. There were no registered objectors present. Staff presented the item with a recommendation on approval of the request to allow the increase in sign height and area as proposed by the applicant and signage as allowed in commercial zones. There was no further discussion. The item was placed on the consent agenda and approved as recommended by staff by a vote of 8 ayes, 0 noes and 3 absent.