

FILE NO.: Z-4635-D

---

NAME: Huffstutlar Properties Revised Long-form PCD

LOCATION: 10600 Interstate 30

DEVELOPER:

Munn Enterprises – Stribling Equipment  
c/o Kerri Little  
7712 HWY 49 North  
Hattiesburg, MS 39402

ENGINEER:

McGetrick and McGetrick Engineering  
P.O. Box 30441  
Little Rock, AR 72210

AREA: 10.58 acres

NUMBER OF LOTS: 1

FT. NEW STREET: 0 LF

CURRENT ZONING: PCD

ALLOWED USES: C-3, General Commercial District and equipment sales and service

PROPOSED ZONING: Revised PCD

PROPOSED USE: Modify the approved signage plan

VARIANCE/WAIVERS: None requested.

---

BACKGROUND:

Ordinance No. 21,171 adopted by the Little Rock Board of Directors on February 2, 2016, rezoned the site from C-3, General Commercial District to Planned Commercial Development, PCD, to add equipment sales and service as an allowable use for the site. The site plan included areas for outdoor display of equipment which would be placed on a limestone surface within the 45-foot building setback.

Two (2) buildings were proposed with a total of 40,785 square feet of floor area. The maximum building height proposed was 35-feet. The approval included signage as allowed in commercial zones or a maximum of 36-feet in height and 160 square feet in area.

A. PROPOSAL/REQUEST/APPLICANT'S STATEMENT:

Stribling Equipment, 10600 Interstate 30, is requesting a revision to the previously approved signage plan. The applicant is requesting the placement of a wall sign along the eastern façade of the building, which is located without street frontage. The sign is proposed as a seven (7) foot logo sign, Stribling Equipment, with 291 square feet of sign area. The applicant is also proposing the placement of two (2) wall signs on the southern façade, which are located with street frontage. Sign one (1) is proposed also as a seven (7) foot logo sign, Stribling Equipment with 291 square feet of sign area. The second is proposed as a seven (7) foot wall sign with 51.06 square feet of sign area. The site also has frontage on West Baseline Road and Childress Drive, which the applicant is not requesting to place wall signage.

The plan also includes the placement of a pylon sign along the frontage road. The sign is proposed 45 feet high with 296 square feet of sign area.

B. EXISTING CONDITIONS:

The site sits on the I-30 Frontage Road between Baseline Road and I-30. The new building is currently under construction. To the north, across Baseline Road is an apartment building with single-family homes located further to the north. The Arkansas State Highway and Transportation Department is located to the northeast and vacant undeveloped property is located to the northwest. There are a number of commercial uses located along the Frontage Road in this area. There is a church located immediately to the west which has a driveway located on Childress Road.

C. NEIGHBORHOOD COMMENTS:

All property owners located within 200-feet of the site along with Southwest Little Rock United for Progress were notified of the public hearing.

D. ENGINEERING COMMENTS:

PUBLIC WORKS CONDITIONS:

No comment.

E. SUBDIVISION COMMITTEE COMMENT: (February 22, 2017)

Mr. Pat McGetrick was present representing the request. Staff presented an overview of the item stating there were no additional items necessary to complete the review process. Staff stated the request was to allow a taller sign than allowed within the commercial zones and to allow the placement of a wall sign on the eastern façade which was located without public street frontage. 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 items necessary to complete the review via a revised site plan from comments raised at the February 22, 2017, Subdivision Committee meeting. The applicant is seeking approval for a revision to the previously approved signage plan. The applicant is seeking approval to allow the placement of a wall sign along the east façade of the building which is located without public street frontage. The applicant is also requesting the placement of a pylon sign along the Frontage Road which exceeds the height typically allowed in commercial zones.

The wall sign along the eastern façade of the building, which is located without street frontage is proposed as a seven (7) foot logo sign, Stribling Equipment, with 291 square feet of sign area. Wall signage allowed in commercial zones is typically allowed at ten (10) percent of the wall façade. The sign area proposed is much less than the ten (10) percent typically allowed. To be allowed the wall sign on the eastern façade the applicant has committed to eliminate any wall signage on the northern, Baseline Road, and western, Childress Road frontages. Based on the typical standards of the zoning ordinance the applicant would be allowed signage on each of these facades since they are located with street frontages.

The applicant proposes the placement of a pylon sign along the I-30 Frontage Road. The sign is proposed 45 feet high with 296 square feet of sign area. The commercial zones typically allow pylon signs with a maximum height of 36 feet and a maximum sign area of 160 square feet. The ordinance also allows the placement of a pylon sign every 150 feet of linear street frontage on a property. The applicant has committed to eliminate any other pylon signs for the site. Based on the applicant's street frontage the site would be allowed multiple signs on the Baseline and Childress Roads frontages as well as the I-30 Frontage Road.

Staff is supportive of the applicant's request. The applicant is seeking approval to allow the placement of a wall sign on the eastern façade, locate without public street frontage, in-lieu of placing wall signs on the northern and western facades which would be allowed by-right within the commercial zoning districts. The request also includes the allowance of a pylon sign nine (9) feet taller than typically allowed but as a trade off the applicant has committed to eliminating all other pylon

signs which would be allowed within the commercial zoning district. To staff's knowledge there are no remaining outstanding technical issues associated with the request. Staff feels the signage plan as proposed is a reasonable request.

G. STAFF RECOMMENDATION:

Staff recommends approval of the request to allow the placement of a wall sign on the eastern façade of the building, located without public street frontage, to not exceed ten (10) percent of the wall façade and to allow the placement of a pylon sign along the I-30 Frontage Road not to exceed 45-feet in height and 296 square feet in area.

---

PLANNING COMMISSION ACTION:

(MARCH 16, 2017)

The applicant was present. There was one (1) registered objector present. Staff presented the item with a recommendation of approval of the request to allow the placement of a wall sign on the eastern façade of the building, located without public street frontage, to not exceed ten (10) percent of the wall façade and to allow the placement of a pylon sign along the I-30 Frontage Road not to exceed 45-feet in height and 296 square feet in area.

Mr. Pat McGetrick was present representing the request. He stated he would yield his time to the opposition.

Mr. John Huggler addressed the Commission stating there were too many signs along I-30 and once a sign was in place they rarely were removed. He stated the company would have equipment within the front yard area which would act as advertising. He stated the company did not need a sign twice the size allowed within the zoning district.

Mr. McGetrick stated the company was in the process of redeveloping the site. He stated they had removed a number of the vacant buildings and would remove the bill board but there were seven (7) years remaining on the lease agreement. He stated the company had committed to not placing any additional signage along Baseline and Childress Roads which would be allowed under the current zoning.

There was no further discussion. The Chair entertained a motion for approval of the item as recommended by staff. The motion carried by a vote of 10 ayes, 0 noes and 1 absent.