

File No.: Z-10063

Owners: DYNE Development

Applicant: Brandon Wilson – Wilson Sign & Lighting (Agent)

Address: 10000 Rodney Parham Rd

Legal Description: Lot 4ARR, Old Forge Subdivision, City of Little Rock, Pulaski County, Arkansas

Current Zoning: C-3

Present Use: Vacant

Proposed Use: Quick Service Restaurant with Drive-Thru (Tropical Smoothie)

Variance(s) Requested: A variance is requested from the signs permitted in commercial zones provisions Sec. 36-555(2) to allow a freestanding sign to exceed a height of thirty-six (36) feet.

Justification: The applicant's justification is presented in an attached letter.

STAFF REPORT:

A. Planning and Development Civil Engineering Comments:

No comments.

B. Landscape and Buffer Comments:

No comments.

C. Building Codes Comments:

No Comments.

D. Analysis:

DYNE Development is constructing a new, stand-alone, vehicular oriented Tropical Smoothie Café on the C-3 zoned property at 10000 Rodney Parham Road. The property consists of approximately 1.42 acres and is located at the southeast corner of N. Rodney Parham Road and Old Forge Drive.

The applicant is proposing the construction of a 50-foot free standing pylon sign in the front setback at the west corner of the lot. The proposed sign is to be a 12-foot by 12-

foot translucent vinyl sign with white LEDs in a fabricated steel frame attached to a 38-foot steel pole. The applicant has stated that the increased sign height will allow better visibility from Interstate-430 relative to other quick service restaurants in the area.

Section 36-555(2) allows one (1) freestanding sign per premises in a commercial zone and states that "Such sign shall not exceed a height of thirty-six (36) feet. Therefore, the applicant is requesting a variance to allow for a sign height increase to no more than fifty (50) feet.

Based on the above assessment and analysis, Staff finds the requested variance to be out of character with the surrounding developments and adjoining properties. In addition, Staff feels that the proposed fifty (50) foot sign will detract from the low intensity aesthetic of the overall Rodney Parham corridor.

E. Staff Recommendation:

Staff recommends denial of the request variance to allow a new fifty (50) foot pylon sign at 10000 Rodney Parham Road.