

FILE NO.: Z-8501-B

NAME: Stanton Optical Revised Short-from PCD

LOCATION: Located at 112 South University Avenue

DEVELOPER:

Musa Realty Group
4800 North Federal Highway, Suite 201B
Boca Raton, FL 33431

ENGINEER:

GarNat Engineering
Attn. Vernon Williams
P.O. Box 116
Benton, AR 72018

AREA: 0.39 acres

NUMBER OF LOTS: 1

FT. NEW STREET: 0 LF

CURRENT ZONING: PCD

ALLOWED USES: Retail and Optical

PROPOSED ZONING: Revised PCD

PROPOSED USE: Add a wall sign on the southern façade of the building, located without public street frontage.

VARIANCE/WAIVERS: None requested.

BACKGROUND:

Ordinance No. 20,216 adopted by the Little Rock Board of Directors on February 16, 2010, rezoned the site from C-3, General Commercial District to Planned Commercial Development. The approval allowed the construction of a 4,043 square foot building and seventeen (17) parking spaces. Any existing curb cut located on South University Avenue would be maintained for access. The building was proposed with a maximum building height of thirty (30) feet. The front façade was to be decorative panels. Windows without mullions were proposed. This development did not occur.

Ordinance No. 21,072 adopted by the Little Rock Board of Directors on July 21, 2016, allowed a revision to the previously approved PCD. The revision reinstated the previously approved PCD (Planned Commercial Development) to allow the construction of a 3,780 square foot building and 17 parking spaces. The applicant indicated the building would be used as an optical clinic with retail sales.

A. PROPOSAL/REQUEST/APPLICANT'S STATEMENT:

The applicant is now proposing to revise the previously approved PD-C, Planned Development Commercial, to allow the placement of a wall sign along the buildings southern façade. The previous approval allowed the placement of wall signage on the eastern, along South University Avenue, and the north façade, the front façade.

B. EXISTING CONDITIONS:

Stanton Optical is currently constructing their offices and retail sales building on this site. North of the site has redeveloped with two (2) new restaurants. There is an office building/school located to the west of the site. South of the site is the Park Avenue Shopping Center containing restaurant, retail and residential. Across University Avenue is St. Vincent Hospital.

C. NEIGHBORHOOD COMMENTS:

All owners of property located within 200-feet of the site along with the Briarwood Neighborhood Association and the Hillcrest Residents Neighborhood Association were notified of the public hearing.

D. SUBDIVISION COMMITTEE COMMENT: (July 20, 2016)

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 the applicant was seeking approval to allow the placement of wall signage on the southern facade of the building, which is located without public street frontage. Staff noted the allowance of the signage as proposed would require a revision to the currently approved PD-C. 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 associated with the request in need of addressing via a revised site plan raised at the July 20, 2016, Subdivision Committee meeting. The request is to revise the previously approved PD-C, Planned Development Commercial, to allow the placement of a wall sign along the buildings southern façade. The southern façade is located without public

street frontage. The previous approval allowed the placement of wall signage on the eastern façade, along South University Avenue, and the north façade, the front, entrance, of the building.

The sign proposed along the southern façade is 88-inches in height and 182-inches in width for a total sign area of 112 square feet. Section 36-557 states all on-premises wall signs must face required street frontage except in complexes where a sign without street frontage would be the only means of identification for a tenant. The site is not a part of the Park Avenue Shopping Center Development but abuts the developments northern boundary.

Staff is supportive of the applicant's request. The building is located such that the sign will be visible to the customers within the Park Avenue Shopping Center as well as customers traveling north along South University Avenue. Staff does not feel the placement of the sign will create any negative impact on this development or other developments within the general area.

F. STAFF RECOMMENDATION:

Staff recommends approval of the request to allow the placement of the wall sign on the southern façade as proposed by the applicant.

PLANNING COMMISSION ACTION:

(AUGUST 11, 2016)

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 placement of the wall sign on the southern façade as proposed by the applicant. 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.