

FILE NO.: Z-8866-A

NAME: Chenal Curve Short-form PCD

LOCATION: Located at 16900 Chenal Parkway

DEVELOPER:

Reese Commercial
11719 Hinson Road, Suite 130
Little Rock, AR 72212

ENGINEER:

Crafton Tull and Associates
10825 Financial Center Parkway, Suite 300
Little Rock, AR 72211

AREA: 3.042 acres NUMBER OF LOTS: 1 FT. NEW STREET: 0 LF

CURRENT ZONING: C-3, General Commercial District

ALLOWED USES: Retail

PROPOSED ZONING: PCD

PROPOSED USE: C-3, General Commercial District – allow signage differing from the Chenal Parkway Design Overlay District

VARIANCE/WAIVERS: None requested.

A. PROPOSAL/REQUEST/APPLICANT'S STATEMENT:

The applicant is requesting a rezoning of the site from C-3, General Commercial District to Planned Commercial Development to allow the placement of signage inconsistent with signage allowed in the Chenal/Financial Center Design Overlay District. The Overlay allows the placement of a single monument style sign per parcel, except when the parcel fronts on two (2) different streets upon which one (1) sign per street frontage is allowed.

The applicant is requesting to place two (2) sign locations on Chenal Parkway. A sign is proposed along the eastern boundary of the site. The sign is proposed eight (8) feet in height and 80 square feet in area. The site plan also indicates a sign at the entrance drive to the shopping center. The sign is proposed eight (8) feet in height and 80 square feet in area. There is an existing sign located on Lot 1, the carwash lot which is also being considered in this rezoning request.

A sign is proposed along Kirk Road. The property has a narrow frontage at Kirk Road, less than nine (9) feet. The sign is proposed eight feet six inches (8'6") in height with an overall width of eight (8) feet for a total sign area of 64.6 square feet.

B. EXISTING CONDITIONS:

The site is developing with a carwash and a strip retail center. Uses proposed in the retail center are a liquor store and a Tropical Smoothie Café. East of the site is a convenience store located at the intersection of Kirk Road and Chenal Parkway. North of the site is a wooded tract which has a large power line and easement bisecting the parcel. South and west of the site, across Chenal Parkway are properties zoned PCD and C-3, General Commercial District which have not developed. Improvements to Kanis Road and Chenal Parkway adjacent to the site appear to be in place.

C. NEIGHBORHOOD COMMENTS:

As of this writing, staff has not received any comment from area property owners. All property owners located within 200 feet of the site along with the Parkway Place Property Owners Association were notified of the public hearing.

D. ENGINEERING COMMENTS:

PUBLIC WORKS CONDITIONS:

1. In accordance with Section 32-8, no obstruction to visibility shall be located within a triangular area 50 feet back from the intersecting right-of-way line (or intersecting tangent lines for radial dedications) at the intersection of Kirk Road with the private street on the north.

E. UTILITIES AND FIRE DEPARTMENT/COUNTY PLANNING:

Wastewater: No objection.

Entergy: Entergy does not object to the proposed signs and sign locations in this proposal. Contact Entergy in advance regarding future service requirements to the development, line extensions, and future facilities locations as this project proceeds.

CenterPoint Energy: No comment received.

AT & T: No comment received.

Central Arkansas Water:

1. All Central Arkansas Water requirements in effect at the time of request for water service must be met.
2. The Little Rock Fire Department needs to evaluate this site to determine whether additional public and/or private fire hydrant(s) will be required. If additional fire hydrant(s) are required, they will be installed at the Developer's expense.
3. Please submit plans for water facilities and/or fire protection system to Central Arkansas Water for review. Plan revisions may be required after additional review. Contact Central Arkansas Water regarding procedures for installation of water facilities and/or fire service. Approval of plans by the Arkansas Department of Health Engineering Division and the Little Rock Fire Department is required.
4. A Capital Investment Charge based on the size of meter connection(s) will apply to this project in addition to normal charges. This fee will apply to all connections including metered connections off the private fire system.
5. If there are facilities that need to be adjusted and/or relocated, contact Central Arkansas Water. That work would be done at the expense of the developer.
6. Contact Central Arkansas Water regarding the size and location of water meter.
7. Due to the nature of this facility, installation of an approved reduced pressure zone backflow preventer assembly (RPZA) is required on the domestic water service. This assembly must be installed prior to the first point of use. Central Arkansas Water requires that upon installation of the RPZA, successful tests of the assembly must be completed by a Certified Assembly Tester licensed by the State of Arkansas and approved by Central Arkansas Water. The test results must be sent to Central Arkansas Water's Cross Connection Section within ten days of installation and annually thereafter. Contact the Cross Connection Section at 501.377.1226 if you would like to discuss backflow prevention requirements for this project.
8. Fire sprinkler systems which do not contain additives such as antifreeze shall be isolated with a double detector check valve assembly. If additives are used, a reduced pressure zone back flow preventer shall be required.

Fire Department: No comment.

Parks and Recreation: No comment received.

County Planning: No comment.

Rock Region Metro: The area is not currently served by METRO. We would like to emphasize maintaining the sidewalk connections to the neighborhood for transit rider access to jobs and shopping. The area is part of our future plans for the West Little Rock express and community shuttle/flex service. METRO has plans to provide service enhancements.

F. ISSUES/TECHNICAL/DESIGN:

Building Code: No comment.

Planning Division: This request is located in the Chenal Planning District. The Land Use Plan shows Commercial (C) for this property. The commercial category includes a broad range of retail and wholesale sales of products, personal and professional services, and general business activities. Commercial activities vary in type and scale, depending on the trade area that they serve. This site is with the Chenal/Financial Center Design Overlay District. The applicant has applied for a rezoning from C-3, General Commercial District to PCD (Planned Commercial Development District) to have signage inconsistent with the Design Overlay District on the site.

Master Street Plan: Chenal Parkway is a Principal Arterial on the Master Street Plan. A Principal Arterial is to serve through traffic and to connect major traffic generators or activity centers within the urbanized area. Entrances and exits should be limited to minimize negative effects of traffic and pedestrians along Chenal Parkway since it is an Arterial. This street may require dedication of right-of-way and may require street improvements for entrances and exits to the site.

Bicycle Plan: A Class I Bike Path is shown along Chenal Parkway. A Bike Path is to be a paved path physically separate for the use of bicycles. Additional right-of-way or an easement is recommended. Nine-foot paths are recommended to allow for pedestrian use as well (replacing the sidewalk).

Landscape: No comment.

G. SUBDIVISION COMMITTEE COMMENT: (September 16, 2015)

Mr. Frank Riggins was present representing the request. Staff presented an overview of the item stating there were few outstanding technical issues associated with the request. Staff stated the request was to rezone the site to Planned Commercial Development to allow the placement of signs inconsistent with the Chenal/Financial Center Design Overlay District. Staff stated the proposed signage plan included the allowance of three (3) signs on Chenal

Parkway and one (1) sign on Kirk Road. Staff stated the DOD only allowed the placement of a single sign per parcel or lot per street frontage.

Public Works comments were addressed. Staff stated no obstruction to visibility was allowed within a fifty (50) foot triangular area of the intersection.

Staff noted the comments from the various other agencies. There were no more issues for discussion. The Committee then forwarded the item to the full Commission for final action.

H. ANALYSIS:

There were no outstanding technical issues associated with the request raised at the September 16, 2015, Subdivision Committee meeting. The applicant is requesting approval of a Planned Commercial Development to rezone the site from C-3, General Commercial District to PCD to allow the placement of signage which is inconsistent with signage allowed in the Chenal/Financial Center Design Overlay District (DOD). The DOD allows the placement of a single monument style sign per parcel, except when the parcel fronts on two (2) different streets upon which one (1) sign per street frontage is allowed. The PCD zoning encompasses both Lot 2, the location of the strip retail center and Lot 1, the location of the carwash due to the fact the sign proposed on Kirk Road includes advertisement for both the strip center and carwash.

The applicant is requesting to place two (2) sign locations on Chenal Parkway. A sign is proposed along the eastern boundary of the site. The sign is proposed eight (8) feet in height and 80 square feet in area. The site plan also indicates a sign at the entrance drive to the shopping center. The sign is proposed eight (8) feet in height and 80 square feet in area.

The DOD has specific development criteria related to signage and overhead utilities. The Overlay states *Signage*. Signage shall comply with the Little Rock Sign Ordinance, except for ground mounted signs. The maximum size of principal site signs along Chenal/Financial Center Parkway shall be one hundred (100) square feet in area and eight (8) feet in height. Each landowner will be permitted to erect one (1) sign per parcel, except for parcels fronting on two (2) different streets upon which one (1) per street frontage may be erected. The signs will be "monument" type signs. There are three (3) signs proposed for Lot 2; the eastern boundary and the two (2) at the entrance to the development.

A sign is proposed along Kirk Road. The property has a narrow frontage at Kirk Road, less than nine (9) feet. The sign is proposed eight feet six inches (8'6") in height with an overall width of eight (8) feet for a total sign area of 64.6 square feet. A noted the DOD allows monument style ground signs with a maximum height of eight (8) feet and a maximum sign area of 100 square feet.

Staff is not supportive of the application as filed. The applicant is seeking approval to place two (2) sign locations on Lot 2. There is an existing sign location on Lot 1 which would allow the applicant three (3) sign location along the Parkway. Per the DOD only two (2) locations, one (1) sign location per parcel, is allowed. Staff feels the signage plan as proposed for Chenal Parkway is excessive. The DOD is limited in the areas of enforcement with the primary purpose of the DOD being related to signage and overhead utilities. Staff is however supportive of allowing the placement of signage along Kirk Road.

I. STAFF RECOMMENDATION:

Staff recommends denial of the application as filed.

PLANNING COMMISSION ACTION:

(OCTOBER 8, 2015)

The applicant was present. There were no registered objectors present. Staff presented the item stating the applicant had amended the request to reduce the proposed ground signs on the Parkway to one (1) sign per parcel. Staff stated the request also included the placement of a ground sign along Kirk Road. Staff stated all ground signs were to be monument style signs with a maximum height of eight (8) feet and a maximum sign area of 100 square feet. Staff stated building signs were proposed on the facades abutting Chenal Parkway and on the eastern façade of the carwash. Staff stated they were now supportive of the applicant's request. Staff presented a recommendation of approval of the request subject to compliance with the comments and conditions as outlined in paragraphs D, E and F of the agenda staff report. 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.