

FILE NO.: Z-3748-A

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NAME: Parham Place – Revised PCD

LOCATION: 300 S Rodney Parham Road

DEVELOPER:

Marcie Jeter (Agent)  
PO Box 7683  
Little Rock, AR 72217

OWNER/AUTHORIZED AGENT:

Parham Place, LLC (Owner)  
18406 Cantrell Road  
Little Rock, AR 72205

SURVEYOR/ENGINEER:

Brooks Surveying, Inc.  
20820 Arch Street Pike  
Hensley, AR 72065

AREA: 3 acres

NUMBER OF LOTS: 1

FT. NEW STREET: 0 LF

WARD: 6

PLANNING DISTRICT: 3

CENSUS TRACT: 21.03

CURRENT ZONING: PCD

VARIANCE/WAIVERS: None requested.

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BACKGROUND:

On October 6, 1981, Ordinance No. 14,123 was and passed by the Board of Directors of the City of Little Rock which rezoned the property from O-3 to PCD to allow a mixed-use commercial development titled "Parham Place." The PCD contained a use ratio of 50 percent office, medical and retail uses, 40 percent office/warehouse use and associated parking.

On July 28, 2003, the PCD was updated to include a use ratio of 45 percent retail and 55 percent office. All other uses under the previously approved PCD remained unchanged.

A. PROPOSAL/REQUEST/APPLICANT'S STATEMENT:

The applicant is now proposing to amend the previously approved PCD to remove all use percentages and allow the commercial development to have a use mix of 100 percent C-3 permitted uses.

B. EXISTING CONDITIONS:

The site is located on the west side of S Rodney Parham Road, north of W Capitol Avenue and contains an existing forty-thousand (40,000) square foot commercial building and associated parking. The properties surrounding the site contain a mixture of commercial, planned developments and residential zoning. Higher density residential zoning and uses are also located in the general area.

C. NEIGHBORHOOD NOTIFICATIONS:

All owners of property located within 200 feet of the site and all neighborhood associations registered with the City of Little Rock were notified of the public hearing.

D. ENGINEERING COMMENTS: No comments.

E. UTILITIES/FIRE DEPARTMENT/PARKS/COUNTY PLANNING:

Little Rock Water Reclamation Authority: No comments received.

Entergy: No comments received.

Summit Utilities: No comments.

AT & T: No comments received.

Central Arkansas Water:

1. All Central Arkansas Water requirements in effect at the time of request for water service must be met.
2. 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 Little Rock Fire Department is required.

Fire Department:

**Fire Hydrants**

**Locate Fire Hydrants as per Appendix C of the 2012 Arkansas Fire Prevention Code.** Section C101 – C105, in conjunction with Central Arkansas Water (Daniel Tull 501-377-1245) and the Little Rock Fire Marshal's Office (Capt. Tony Rhodes 501-918-3757, or Fire Marshal Derek N. Ingram 501-918-3756 Number and Distribution of Fire Hydrants as per Table C105.1.

Parks and Recreation: No comments received.

County Planning: No comments.

F. **BUILDING CODES/LANDSCAPE:**

Building Code: No comments received.

Landscape: No comments.

G. **TRANSPORTATION/PLANNING:**

Rock Region Metro: No comments received.

Planning Division:

The request is in the West Little Rock Planning District. The Land Use Plan shows C for the requested area. The Commercial (C) 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. The application is to revise a Planned Commercial Development (PCD) to change the use mixed from office with commercial to commercial.

Surrounding the application area, the *Future Land Use Map* shows Residential High Density (RH) area to the south of the site. The Residential High Density (RH) category accommodates residential development of more than twelve (12) dwelling units per acre. The land is developed with apartments in a Planned Residential Development (PRD) zoning. Beyond this is an area of Public/Institutional (PI) with two Faith Based Institutions in R-2 (Single Family District) zoning. The Public Institutional (PI) category includes public and quasi-public facilities that provide a variety of services to the community such as schools, libraries, fire stations, churches, utility substations, and hospitals. Past the RH area to the west of the site is an area of Residential Low Density (RL) with developed single-family subdivisions. Residential Low Density (RL) category provides for single family homes at densities not to exceed 6 dwelling units per acre. Such residential development is typically characterized by conventional

single family homes, but may also include patio or garden homes and cluster homes, provided that the density remain less than 6 units per acre. To the north, on west side of Rodney Parham Road, is an area of Office (O). The Office (O) category represents services provided directly to consumers (e.g., legal, financial, medical) as well as general offices which support more basic economic activities. This Office area is developed with a single family residence in R-2 zoning and offices in O-3 (General Office District) zoning and a PCD (Planned Commercial Development) District. Further to the west is a large area of Commercial (C) with various retail uses zoned C-3 (General Commercial District).

North of the site, on the east side of Rodney Parham Road, is a PI area with a Post Office and a Public School. South of which is a RL area with developed single-family subdivisions zoned R-2. Further to the south is a RH area with apartments zoned R-5 (Urban Residence District) and R-6 (High-Rise Apartment District).

Master Street Plan:

S Rodney Parham Road is shown as a Minor Arterial on the *Master Street Plan Map*. Minor Arterials are high volume roads designed to provide the connections to and through an urban area. Curb cuts should be minimized to allow for continuous traffic flow while still allowing some access to adjoining property. Right-of-Way (ROW) is 90 feet. Sidewalks are required on both sides. This street may require additional ROW or street improvements.

Bicycle Plan:

S Rodney Parham Road is shown with proposed Class 2 bicycle lanes. A Bike Lane provides a portion of the pavement for the sole use of bicycles.

Historic Preservation Plan:

There are no historic sites or districts in the vicinity.

H. ANALYSIS:

The applicant proposes to amend the existing PCD to remove the previously approved use ratio of 45 percent retail and 55 percent office to allow 100 percent C-3 permitted uses. The associated parking allowed under the previously approved PCD will remain unchanged.

The site is located on the west side of S Rodney Parham Road, north of W Capitol Avenue and contains an existing forty-thousand (40,000) square foot commercial building and associated parking. The properties surrounding the site contain a mixture of commercial, planned developments and residential zoning. Higher density residential zoning and uses are also located in the general area.

The applicant notes the hours of operation will be from 6:00 am to 6:00 pm, Monday through Saturday.

The applicant is proposing no additional signage at this time. Any new signage must comply with Section 36-555 of the City's zoning Ordinance (signs permitted in commercial zones).

The applicant is proposing no additional lighting at this time. Any additional lighting must be low-level and directed away from adjacent properties.

The site plan does not show a dumpster on the site. Any dumpster installed on the site must be screened per Section 36-523 of the City's Zoning Ordinance.

Any additional landscaping installed on the site must comply with Chapter 15 of the City's Landscape Ordinance.

The applicant provided responses and additional information to all issues raised during staff's review of the application. To staff's knowledge, there are no outstanding issues.

Staff is supportive of the requested PCD revision to allow C-3 permitted uses for the existing PCD commercial development. Staff views the proposed use mix for the existing development appropriate. The property is designated as Commercial (C) on the City's Future Land Use Plan would allow a rezoning to C-3. The associated parking approved under the existing PCD will remain unchanged. Staff feels the parking will be sufficient to serve the use. Staff believes the proposed change in the use mix will have no adverse impact on the general area.

I. STAFF RECOMMENDATION:

Staff recommends approval of the requested PCD revision, subject to compliance with the comments and conditions noted in paragraph E, and the staff analysis, of the agenda staff report.

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PLANNING COMMISSION ACTION:

(APRIL 13, 2023)

The applicant was not present. There were no persons registered in opposition. Staff presented the item and a recommendation of deferral.

The item remained on the consent agenda for deferral as recommended by staff. The vote was 7 ayes, 0 nays, 3 absent and (1) open position.

PLANNING COMMISSION ACTION:

(MAY 11, 2023)

The applicant was present. There were no persons registered in opposition. Staff presented the item and a recommendation of approval as outlined in the "staff recommendation" above. The item remained on the consent agenda for approval as recommended by staff, including all staff comments and conditions. The vote was 6 ayes, 0 nays, 4 absent and 1 open position.