

FILE NO.: Z-4411-O

NAME: Lot 3A Pleasant Ridge Town Center Revised PCD

LOCATION: Located at 11525 Cantrell Road

DEVELOPER:

Arkansas Sign and Neon
8225 Distribution Drive
Little Rock, AR 72209

AREA: 0.68-acres NUMBER OF LOTS: 1 FT. NEW STREET: 0 LF

WARD: 4 PLANNING DISTRICT: 1 – River Mountain CENSUS TRACT: 42.15

CURRENT ZONING: Revised PCD

ALLOWED USES: Shopping Center – C-2, Shopping Center District uses

PROPOSED ZONING: Revised PCD

PROPOSED USE: Allow a revision to the signage plan for the Chick-fil-A restaurant

VARIANCE/WAIVERS: None requested.

BACKGROUND:

On October 15, 2009, the Little Rock Planning Commission approved a request to allow the placement of an additional wall sign for the Chick-fil-A restaurant. The Little Rock Board of Directors denied this request at their November 17, 2009, public hearing. Subsequent revision to the signage plan for the three (3) lease parcels for the two (2) eastern lots have been approved by the Little Rock Board of Directors which have allowed building signage on two (2) sides of each of the buildings.

A. PROPOSAL/REQUEST/APPLICANT'S STATEMENT:

The site located at 11525 Cantrell Road is developed with a Chick-fil-A. The previously approved signage plan allowed for the placement of a ground mounted monument sign within the front yard area not to exceed six (6) feet in height and seventy-two (72) square feet in area and building signage on the front façade abutting Cantrell Road not to exceed ten (10) percent of the total façade

area. The developers are requesting the allowance of additional signage on the building to include signage on the western facade. The western façade abuts an access drive entering the shopping center and is located over the drive-through pick-up window.

B. EXISTING CONDITIONS:

The site is developed with a shopping center with three (3) out-parcels/lease parcels located along Cantrell Road. The western most lease parcel is developed with Chick-fil-A. The two (2) eastern lots are developed with a furniture store and a restaurant. Also located in the immediate area are a number of restaurants, two (2) convenience stores, banks and office buildings, a drycleaners, a liquor store and a City of Little Rock Fire station. North of the site, across Cantrell Road, is the Walton Heights Subdivision.

C. NEIGHBORHOOD COMMENTS:

All property owners located within 200-feet of the site along with the Walton Heights/Candlewood Neighborhood Association were notified of the public hearing.

D. ENGINEERING COMMENTS:

PUBLIC WORKS CONDITIONS:

No comment.

E. SUBDIVISION COMMITTEE COMMENT: (June 28, 2017)

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 they would work with the applicant to resolve any concerns prior to the item being forwarded to the Commission for final action. 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 outstanding technical issues in need of addressing related to the site plan raised at the June 28, 2017, Subdivision Committee meeting. The applicant is seeking approval of a revision to the previously approved signage plan for Chick-fil-A located in the Pleasant Ridge Town Center Shopping Center. The currently approved signage plan allows the placement of a ground mounted monument sign within the front yard area not to exceed six (6) feet in height and seventy-two (72) square feet in area and building signage on the front façade abutting Cantrell Road not to exceed ten (10) percent of the total façade area. These two (2) signs are in place and comply with the approved signage plan.

The current request is to allow an additional sign on the buildings western facade. The western façade abuts an access drive entering the shopping center and is located over the drive-through pick-up window. The sign is indicated three (3) feet in height and six feet three inches (6' 3") in length for eighteen (18) square feet in sign area.

Section 36-557 of the Little Rock Code of Ordinances states all on-premises wall signs must face a required street frontage except in complexes where a sign without street frontage would be the only means of identification for a tenant. Although the development would typically allow the placement of wall signs on the sides and rears of the building this lot is located with street frontage and was approved with a wall sign along Cantrell Road.

Staff is supportive of the applicant's request. There are other businesses located within this shopping center which have been allowed the placement of two (2) wall signs. To staff's knowledge there are no remaining outstanding technical issues associated with the request. Staff does not feel the placement of the additional wall sign will have any significant impact on this development or on the abutting street.

G. STAFF RECOMMENDATION:

Staff recommends approval of the request to allow the placement of an additional wall sign on the existing Chick-fil-A building.

PLANNING COMMISSION ACTION:

(JULY 20, 2017)

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 an additional wall sign on the existing Chick-fil-A building. 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.