

FILE NO.: Z-4923-S

NAME: Shackleford Crossing Lot 4D – Tacos 4 Life – Revised Short-form PCD

LOCATION: Located at 2630 South Shackleford Road

DEVELOPER:

Austin Samuelson
Taco's 4 Life
803 Harkrider Suite 208
Conway, AR 72032

AREA: 1.0 acres

NUMBER OF LOTS: 1

FT. NEW STREET: 0 LF

WARD: 6

PLANNING DISTRICT: 11 – I-430

CENSUS TRACT: 24.08

CURRENT ZONING: PCD

ALLOWED USES: Mixed Use Shopping Center

PROPOSED ZONING: Revised PCD

PROPOSED USE: Mixed Use Shopping Center – Allow the placement of a 3rd wall sign on the under construction restaurant

VARIANCES/WAIVERS REQUESTED: None requested.

BACKGROUND:

The Little Rock Board of Directors adopted Ordinance No. 19,237 on November 23, 2004, approving a Conceptual PCD known as Shackleford Crossing Long-form PCD, which was located at the southwest corner of South Shackleford Road and Interstate 430. The conceptual plan included the north 62 acres being developed with C-2, Shopping Center District permitted uses, the south 20 acres being O-2, Office and Institutional District permitted uses and the middle 15 acres being a transition area where O-2, Office and Institutional District and C-2, Shopping Center District permitted uses would be allowed. The plan also showed four out parcels along the Shackleford Road frontage, with three main entry drives from Shackleford Road. The total project would consist of 1,000,000 square feet of gross building area.

Ordinance No. 19,399 adopted by the Little Rock Board of Directors on September 20, 2005, established revisions to the previously approved PCD. The approval defined the site plan for Phase I, the commercial portion of the project and one of the office lots. With the request, a preliminary plat for the subdivision of the site with sixteen lots and out-parcels was also approved. The approved site plan included an area previously excluded containing the Comcast office tract on Shackelford Road and incorporated the area into the overall project plan.

Subsequent revisions have allowed the development of the shopping center as currently developed. With the currently under construction Taco's 4 Life all the lots and out-parcels of the shopping center are currently developed.

A. PROPOSAL/REQUEST/APPLICANT'S STATEMENT:

The applicant is proposing to amend the PCD zoning for Lot 4D of the Shackelford Crossing Shopping Center. The site is proposed with a Taco's 4 Life Restaurant which is currently being developed on the site. The approved PCD allows signage on the out-parcel lots of the development on two (2) facades. The total area for exterior wall mounted signs may not exceed 10% of the wall surface area of the front wall on the tenant's demised premises.

B. EXISTING CONDITIONS:

The restaurant is located on an outparcel of the Shackelford Crossing Shopping Center. South of the site is a carwash and north of the site is a restaurant, Longhorn Steakhouse. All the outparcels are currently developed or being developed, Taco's 4 Life being the final outparcel to be developed. Across Shackelford Road is Camp Aldersgate.

Shackelford Road has been completed with two (2) lanes in each direction and a center landscaped median. There are sidewalks along this property frontage. The street was constructed with curb and gutter.

C. NEIGHBORHOOD COMMENTS:

All property owners located within 200-feet of the site and the John Barrow Neighborhood Association were notified of the public hearing.

D. SUBDIVISION COMMITTEE COMMENT: (August 31, 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 request was to allow the placement of a third wall sign on the proposed Taco's 4 Life restaurant. Staff stated the approved PCD, Planned Commercial Development zoning, allowed the placement of two (2) walls signs. Staff stated permits had been issued for the northern façade, the front door, and the western façade, the façade fronting into the shopping center, but the request

was to allow the third sign on the southern facade. 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 issues raised at the August 31, 2016, Subdivision Committee meeting in need of addressing via a revised site plan. The applicant is proposing a revision to the PCD zoning for the shopping center for Lot 4D to allow building signage on three (3) facades of the building. The approved PCD for Shackelford Crossing allowed signage on two (2) of the facades. The total area for exterior wall mounted signs may not exceed 10% of the wall surface area of the front wall on the tenant's demised premises.

The north façade, over the front door, will include the placement of a sign 8-feet 6-inches by 4-feet 4-inches (36.83 square feet). The north façade will also include a 12-foot 6-inch diameter mural on the including the company name, *Taco's 4 Life for every meal you buy we donate a meal to a hungry child*. The north elevation will also include a sign on the canopy of the outdoor patio area stating *Tacos*. This sign is 10-feet 8-inches by 24-inches or 21.33 square feet.

The applicant has indicated a sign on the west elevation which is 35-inches by 8-feet 6-inches for a total of 24.79 square feet. The sign will be placed on a parapet wall fronting into the shopping center parking lot. The west façade will include a 12-foot 6-inch diameter mural on the including the company name, *Taco's 4 Life for every meal you buy we donate a meal to a hungry child*.

The south elevation will also include a sign on the canopy of the outdoor patio area 10-feet 8-inches by 24-inches (21.33 square feet) stating *Tacos*.

The sign area excluding the two (2) murals is 104.28 square feet. The front façade of the building is 72-feet by 27-feet in height. This would allow 194.4 total square feet of sign area for the building.

Staff is supportive of the request. The request is to allow the placement of the signage on a third wall of the proposed restaurant. Staff does not feel the allowance of signage as proposed will adversely impact the development.

F. STAFF RECOMMENDATION:

Staff recommends approval of the request to allow the signage as proposed by the applicant.

PLANNING COMMISSION ACTION:

(SEPTEMBER 22, 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

signage 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 10 ayes, 0 noes, 0 absent and 1 open position.