

**OFFICE OF THE CITY MANAGER
LITTLE ROCK, ARKANSAS**

**BOARD OF DIRECTORS COMMUNICATION
NOVEMBER 5, 2019 AGENDA**

<p>Subject:</p> <p>An ordinance establishing a Planned Zoning District titled Parker Audi Short-Form PRD, located at 12601 Chenal Parkway (Z-5803-C).</p> <p>Submitted By:</p> <p>Planning & Development Department</p>	<p>Action Required:</p> <p style="text-align: center;">√ Ordinance Resolution</p>	<p>Approved By:</p> <p style="text-align: right;">Bruce T. Moore City Manager</p>
<p style="text-align: right;">SYNOPSIS</p> <p style="text-align: right;">FISCAL IMPACT</p> <p style="text-align: right;">RECOMMENDATION</p> <p style="text-align: right;">BACKGROUND</p>	<p>The applicant is requesting approval of a revision to the existing PCD, Planned Commercial District, for the renovation of the site for the resumption of the use of the property as an automobile dealership.</p> <p>None.</p> <p>Staff recommends approval of the POD zoning. The Planning Commission voted 9 ayes, 0 nays and 2 absent to recommend approval.</p> <p>In 1994, a request to rezone this site from C-2, Shopping Center District, to PCD, Planned Commercial Development, to allow the use of the property for automobile display, sales and service was approved by the Board of Directors. This application proposed a 19,340 square-foot building containing the show room, offices and administrative area, service area, and parts area. A second building of 2,440 square-feet also to be constructed for use as a sales office. In 2005, the PCD was revised to allow flags/banners to be placed on approximately seventeen (17) light poles. These banners were intended to differentiate between the various vehicle brands and to designate the areas for the sale of new and used vehicles.</p>	

**BACKGROUND
CONTINUED**

The most recent amendment to the PCD was in 2013 and modified the primary building to accommodate a different automobile brand, the addition of a car wash for exclusive use by the dealership to wash new cars and customer cars after service or maintenance. An eight (8)-foot screening fence was placed on the southern perimeter of the property to enhance the site and limit access during non-business hours. Lastly, the signage approved with the revision included an eight (8)-foot high monument sign with an area of 100 square-feet to be placed on Chenal Parkway, a pylon sign with a height of thirty-six (36) feet and maximum area of 160 square-feet on Markham Street, and unique wall signage featuring two (2) model cars mounted on the wall. The previous dealership closed at the end of 2018 and the owners are seeking to re-tool the site for operation under another auto brand.

Four (4) additions to the main structure are proposed. Two (2) additions would be located on the front façade and are 288 square-feet and 304 square-feet each. A third addition would expand the building on the east-facing façade; this is the largest expansion at 1,716 square-feet. The fourth building addition would be a canopy added to the rear covering a new paved area for courtesy cars. The front façade would also be redesigned with the removal of a covered porch and canopy.

New monument signs are also proposed. The larger sign would be placed adjacent to the access drive to West Markham Street. This sign would be twenty (20) feet in height and 127 square-feet in area. A smaller sign is proposed for the frontage along Chenal Parkway. The proposed height of this sign is fifteen (15) feet and the proposed square-footage is seventy-two (72) square-feet. Any building signage will comply with the zoning ordinance. The Planning Commission reviewed this request at their October 10, 2019, meeting, and there were no objectors present. Please see the attached Planning Commission minutes for Staff's Analysis and the Commission's action.