

FILE NO.: Z-5803-C

NAME: Parker Audi Revised Short-form PCD

LOCATION: 12601 Chenal Parkway

DEVELOPER:

Parker Automotive Holdings
1700 North Shackleford Road
Little Rock, AR 72227

OWNER/AUTHORIZED AGENT:

Parker Automotive Holdings, Owner/Timothy E. Daters, Authorized Agent

SURVEYOR/ENGINEER:

White Daters & Associates/Engineer

AREA: 3.30 acres

NUMBER OF LOTS: 1

FT. NEW STREET: 0 LF

WARD: 5

PLANNING DISTRICT: 18

CENSUS TRACT: 42.18

CURRENT ZONING: PCD

ALLOWED USES: Automobile dealership with accessory car wash

PROPOSED ZONING: Revised PCD

PROPOSED USE: Automobile dealership with accessory car wash

VARIANCE/WAIVERS:

1. Sign Height

BACKGROUND:

In 1994, the Planning Commission reviewed a request to rezone this site from C-2, Shopping Center District to Planned Commercial Development to allow the use of the property for automobile display, sales and service. 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. This application was approved by the Board of Directors and constructed in conformance with the site plan.

In 2005, the PCD was revised to allow flags/banners to be placed on approximately 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.

The most recent amendment to the PCD was in 2013 and involved the modification of the primary building to accommodate a different auto dealership, the addition of a car wash for use exclusively by the dealership to wash new cars and customer cars after service or maintenance. An 8-foot screening fence was also 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 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 36 feet and maximum area of 160 square feet, and unique wall signage featuring two 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 additions to the main structure are proposed. Two additions would be located on the front façade and are 288 square feet and 304 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 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 15 feet and the proposed square footage is 72 square feet. No information was provided for any wall signage.

A. PROPOSAL/REQUEST/APPLICANT'S STATEMENT:

The proposed use of the site is for an automobile dealership and related activities. Intended hours of operation are Monday through Saturday from 7am to 9pm and occasionally on Sundays. No additional exterior pole lighting is included in this request.

B. EXISTING CONDITIONS:

The site is a vacant automobile dealership. Located south and east of the property are commercial uses, such as restaurants, retail and furniture stores, and a fueling station. Immediately west across Atkins Road is an undeveloped property zoned O-3, General Office. An office complex is situated to the southwest. Crossing

West Markham Street to the north is a bank and a retail center is further west. Big box retailers with restaurants and a fuel center located on out-parcels are found across Chenal Parkway. All these developments have frontage on both Chenal Parkway and West Markham Street.

C. NEIGHBORHOOD COMMENTS:

As of this writing, staff has not received any comments from area property owners or neighborhood associations. Notice of the public hearing was sent to all owners of properties located within 200 feet of the site, as well as the Parkway Place neighborhood association.

D. ENGINEERING COMMENTS:

PUBLIC WORKS CONDITIONS:

1. Right-of-way should be dedicated on W. Markham St to the back of the existing sidewalk prior to the issuance of the certificate of occupancy.
2. Repair or replace any curb, gutter, sidewalk and access ramps that are damaged and not in compliance with ADA recommendations in the public right-of-way prior to occupancy. Specifically, the access ramp at the intersection of W. Markham St. and Atkins St. should be reconstructed in conformance with City of Little Rock standard detail PW-49.

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

Little Rock Water Reclamation Authority: Sewer Available to this site.

Entergy:

Entergy does not object to this proposal. There does not appear to be any conflicts with existing electrical utilities at this location. Contact Entergy in advance to discuss electrical service requirements, or adjustments to existing facilities (if any) as this project proceeds.

CenterPoint Energy: No comment.

AT & T: No comment received.

Central Arkansas Water: NO OBJECTIONS; All Central Arkansas Water requirements in effect at the time of request for water service must be met.

Fire Department:

Maintain Access:

Fire Hydrants.

Maintain fire apparatus access roads at fire hydrant locations as per Appendix D of the 2012 Arkansas Fire Prevention Code Vol. 1 **Section D103.1 Access road width with a hydrant.** Where a fire hydrant is located on a fire apparatus access road, the minimum road width shall be 26 feet, exclusive of shoulders.

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 Capt. John Hogue 501-918-3754). Number and Distribution of Fire Hydrants as per Table C105.1.

Parks and Recreation: No comment received.

County Planning: No comment.

F. **BUILDING CODES/LANDSCAPE:**

Building Code:

Project is subject to full commercial plan review and approval prior to issuance of a building permit. For information on submittal requirements and the review process, contact a commercial plans examiner:

Curtis Richey at 501.371.4724; crichey@littlerock.gov or
Steve Crain at 501-371-4875; scrain@littlerock.gov

Landscape:

1. Any new site development must comply with the City's minimal landscape and buffer ordinance requirements and the Chenal Overlay District.
2. Any new building rehabilitation or expansion may require the existing landscaping, buffer, or vehicular use areas not meeting the current code requirements to be brought into compliance. Existing vehicular use areas may continue as nonconforming until such time as a building permit is granted to enlarge or reconstruct a structure on the property exceeding ten (10) percent of the existing gross floor area. At such time ten (10) percent of the existing vehicular use area shall be brought into compliance on a graduated scale.
3. The City Beautiful Commission recommends preserving as many existing trees as feasible on this site. Credit toward fulfilling Landscape Ordinance

requirements can be given when preserving trees of six (6) inch caliper or larger.

G. TRANSPORTATION/PLANNING:

Rock Region Metro: No comment.

Planning Division:

Planning Division: This request is located in Ellis Mountain Planning District. The Land Use Plan shows Commercial (C) for this property. This 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 applicant has applied for a revision to the PCD (Planned Commercial Development District) to allow for signage changes and some building expansions. The request is within the Chenal/Financial Center Design Overlay District.

Master Street Plan: To the east of the property is Chenal Parkway and it is a Principal Arterial. North of the property is Markham and it is a Collector 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 on Chenal Parkway since it is a Principal Arterial. The primary function of a Collector Road is to provide a connection from Local Streets to Arterials. These streets may require dedication of right-of-way and may require street improvements for entrances and exits to the site.

Bicycle Plan: There are no bike routes shown in the immediate vicinity.

H. SUBDIVISION COMMITTEE COMMENT:

September 18, 2019

The applicant was present. Staff presented the item to the committee. Planning staff asked for confirmation the proposed monument signs are not within easements and/or to provide documentation of agreements to locate the signs within easements. Also, information on any proposed wall signage was requested. Public Works commented on dedicated right-of-way on West Markham Street to the back of the existing sidewalk prior to the issuance of the Certificate of Occupancy. The Landscape comment was to remind the applicant of the requirements and to encourage the maintenance of existing materials. The applicant was informed responses were to be received by September 25, 2019. The committee forwarded the item to the full commission.

I. ANALYSIS:

A revised site plan was submitted in response to comments from the Subdivision Committee meeting on September 18, 2019. Alternative locations for the monument signs are proposed in the event the applicant cannot work out an agreement with the utilities to locate the signs in within the easements.

The proposed monument signs do not comply with the Chenal/Financial Center Design Overlay. The maximum height of signs is 8 feet and the maximum area is 100 square feet. The proposed larger sign exceeds both the height and square footage maximums and the smaller sign exceeds the maximum height. Under the existing PCD, a monument sign with a height of 8 feet and 100 square feet was approved for the frontage along Chenal Parkway. A pylon sign was approved fronting on West Markham Street with a maximum height of 36 feet and area of 160 square feet. The combined square footage of the proposed signs is less than what is currently allowed, being 200 square feet for the two monument signs proposed under this request and 260 square feet under the provisions of the current PCD. The height of the smaller sign complies with the Chenal/Financial Center Design Overlay. The larger sign, although not in compliance with the design overlay, nonetheless has a proposed height of 20 feet, significantly less than the 36-foot height presently approved on the property.

The request for additional right-of-way dedication has been added to the site plan. This change precipitates a variance to the landscape buffer along West Markham Street, as a portion of the buffer would be less than nine feet in width.

Several additional existing specific site and operational conditions are also proposed to remain with the revised PCD. They are as follows:

- a. No body shop shall be constructed as a part of this development.
- b. No vehicles will be parked off-site.
- c. No on-street unloading of vehicles being delivered to the property.
- d. No flashing lights, search lights or carnival-type promotions.
- e. Test drive routes are to be defined and not allowed through the Timber Ridge neighborhood.
- f. All site lighting is to be directional and controlled to light only the site.

Staff is supportive of the re-use of the property for an automobile dealership and the proposed site modifications.

J. STAFF RECOMMENDATION:

Staff recommends approval of the PCD subject to compliance with the comments and conditions outlined in paragraphs D, E, and F and the staff analysis in the agenda staff report.

PLANNING COMMISSION ACTION:

(OCTOBER 10, 2019)

The applicant was present. There were no registered objectors present. Staff presented the item and a recommendation of approval as outlined in the “staff recommendation” above. There was no further discussion. The item was placed on the consent agenda and approved as recommended by staff, including all staff comments and conditions. The vote was 9 ayes, 0 noes, and 2 absent.