

FILE NO.: Z-4923-T

NAME: Shackleford Crossing Revised Long-form PCD

LOCATION: Located at 2600 – 2700 South Shackleford Road

DEVELOPER:

Bo Brownlee
Venture Investment Partners, LLC
8235 Douglas Avenue, Suite 720
Dallas, TX 75225

SURVEYOR:

Development Consultants Inc.
2200 North Rodney Parham Road, Suite 220
Little Rock, AR 72212

AREA: 36 ± acres

NUMBER OF LOTS: 1

FT. NEW STREET: 0 LF

WARD: 6

PLANNING DISTRICT: 11

CENSUS TRACT: 24.08

CURRENT ZONING: PCD, Planned Commercial Development

PROPOSED ZONING: Revised PCD, Planned Commercial Development

PROPOSED USE: Revision to the previously approved signage plan, cutting of vegetation within the State Highway right of way, modify the allowed restaurant square footage and allow for an increase in building height

VARIANCE/WAIVERS: 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 (4) out parcels along the Shackleford Road frontage, with three (3) 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 (1) of the office lots. With the request, a preliminary plat for the subdivision of the site with sixteen (16) lots and out-parcels was also approved. The approved site plan included an area previously excluded containing the Comcast office tract on Shackleford Road and incorporated the area into the overall project plan.

Subsequent revisions have allowed the development of the shopping center as currently developed. 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 previously approved PCD, Planned Commercial Development, for the Shackleford Crossing Shopping Center. The applicant's request includes a revision to the previously approved signage plan, to allow the cutting of vegetation within the State Highway right of way as allowed by the Arkansas Department of Transportation, modify the allowed restaurant square footage and to allow for an increase in building height. The applicant's requests have been incorporated into the original ordinance language. The ordinance language has been stricken through and the applicant's requested language follows the original language:

Section 4. Article 4. D Right of Way Issues - ~~The Highway Department I-430 right-of-way shall remain undisturbed until the applicant has received approval of any alteration plan with the Highway Department. The clearing of undergrowth and trees will be restricted to a caliper of less than six (6") inches complying with the current practices of the Highway Department.~~ The clearing of undergrowth and trees will be restricted to the requirements of the necessary permit, which will be received prior to any work being started, from either the State of Arkansas or the City of Little Rock.

Section 4. Article 8. C Signage Issues - ~~The total area for exterior wall mounted signs may not exceed 10% of the wall surface area of the front wall of the tenant's demised premises.~~ The total area for exterior wall mounted signs may not exceed 10% of the total square footage of the tenant's demised premises.

Section 4. Article 8. F Signage Issues - ~~The commercial portion of the development will be limited to two (2) ground mounted pylon signs, one (1) at an entry drive from Shackleford Road and one along the I-430 Freeway area.~~ The commercial portion of the development will be limited to four (4) ground-mounted pylon signs, two (2) at entry drives from Shackleford Road and two (2) along the I-430 Freeway area. [Each sign shall have a maximum height of 36 feet and a

maximum area of 680 square feet. An additional monument sign (hardscape wall) may be constructed at the Shackleford Road/I-430 Intersection. A wall sign may be natural stone or brick masonry, 5-foot maximum height, with a 30 inch by 50-foot area for metal letters to spell project name. The area around the wall shall be planted to create a landscape feature at this corner of the site.]

Section 4. Article 9. B Other Site Design Issues - Commercial/Retail buildings constructed on the property shall not exceed a total of 750,000 square feet of gross floor area, with a maximum of 55,000 square feet of restaurant uses on outparcels and 35,000 square feet of restaurant uses on the balance of project with a total maximum restaurant use for the entire property not to exceed 90,000 square feet. Additionally, all restaurants shall have a parking ratio of not less than 12 spaces per 1,000 square feet calculated independently of retail parking ratios. Commercial/Retail buildings constructed on the property shall not exceed a total of 750,000 square feet of gross floor area, with a maximum of 55,000 square feet of restaurant uses on outparcels and 55,000 square feet of restaurant uses on the balance of the project with a total maximum restaurant use for the entire property not to exceed 110,000 square feet. Restaurant Parking: All restaurants that are on outparcels shall be required to self-park on site at a parking ratio of not less than 12 spaces per 1,000 square feet. All restaurants that are within the buildings on the balance of the property shall have a parking ratio of not less than 5 spaces per 1,000 square feet calculated independently of retail parking ratios.

Section 4. Article 9. K Other Site Design Issues - Maximum building height on the property shall not exceed 45-feet 50 feet unless approved by the Planning Commission consistent with the height regulations as allowed within the O-2 zoning district for the office portion of the development.

B. **EXISTING CONDITIONS:**

The site is developed as the Shackleford Crossing shopping center. The out parcels are fully developed as is the interior of the shopping center. To the east of the site is Camp Aldersgate and south of the site is the office portion of the originally approved PCD, Planned Commercial Development Zoning. North of the site is the freeway exit ramp. West of the site is I-430.

C. **NEIGHBORHOOD COMMENTS:**

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

D. **SUBDIVISION COMMITTEE COMMENT:** (September 20, 2017)

The applicant was not present. Staff presented the item stating there were no outstanding technical issues in need of addressing related to the proposed development plan. Staff stated the applicant was requesting to amend the approved signage plan for the shopping center and to allow for clarification for a

few points within the originally approved ordinance. 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 outstanding technical issues in need of addressing related to the request raised at the September 20, 2017, Subdivision Committee meeting. The applicant is seeking approval of a revision to the current PCD, Planned Commercial Development Zoning to revise the previously approved signage plan, to clarify cutting of vegetation within the Arkansas Department of Transportation right of way, to modify the allowed restaurant square footage and to allow for an increase in building height.

Section 4. Article 4. D Right of Way Issues - Currently the ordinance requires the right of way to remain undisturbed until the applicant has received approval for any cutting or clearing from the Arkansas Department of Transportation. The ordinance states the clearing of undergrowth and trees will be restricted to a caliper of less than six (6") inches complying with the current practices of the Arkansas Department of Transportation. The applicant is requesting the language be stricken and replaced with - The clearing of undergrowth and trees will be restricted to the requirements of the necessary permit, which will be received prior to any work being started, from either the Arkansas Department of Transportation or the City of Little Rock.

Staff has concerns with the removal of the cutting of trees within the State right of way. I-430 is identified as a Scenic Corridor. Staff feels the existing vegetation is an enhancement to the corridor and should be preserved.

Section 4. Article 8. C Signage Issues – This section is proposed to revise the allowable wall signage for the individual tenants. The amendment will include the square footage occupied by the tenant in the calculation for the allowable wall signage. Currently wall signage is calculated based on the façade area not to exceed ten (10) percent.

Staff is not supportive of allowing the change in the calculation for wall signage. All wall signs within the City of Little Rock are calculated at ten (10) percent of the façade of the tenant's space with the possible exception of sites located within a Design Overlay District. Staff feels the current calculation allows for adequate wall signage for this development and wall signage in general located within the City.

Section 4. Article 8. F Signage Issues - The approved PCD ordinance currently limits the ground signage to two (2) signs one (1) along I-430 and one (1) along South Shackelford Road. The remainder of the ordinance remains in place with regard to total height and total area for each of the signs. Currently each sign is limited to a maximum height of 36 feet and a maximum area of 680 square feet.

The plan indicates the placement of ground signage along the southern portion of the development or along the northern portion of the development along the freeway frontage. The applicant is also proposing the placement of a ground sign at the second driveway into the main shopping center on South Shackelford Road. A second location has been identified on South Shackelford Road adjacent to the southern driveway, "the Wal-Mart entrance".

Staff has concerns with the applicant's request to increase the number of ground signs allowed both along the freeway frontage and along South Shackelford Road. The approval allowed the size of the signs to be increased from 160 square feet of sign area to 680 square feet of sign area, in lieu of having multiple signs.

Section 4. Article 9. B Other Site Design Issues – This section is proposed to allow for an increase in the allowed restaurant square footage and revises the parking requirement of the restaurant portion and the retail portion of the development. The approval allows an increase in the restaurant square footage from 90,000 square feet to 110,000 square feet. The parking for restaurants is calculated by requiring all restaurants that are on outparcels to self-park on site at a parking ratio of not less than 12 spaces per 1,000 square feet. All restaurants that are within the buildings on the balance of the property are to have a parking ratio of not less than 5 spaces per 1,000 square feet calculated independently of retail parking ratios.

Staff is supportive of this request.

Section 4. Article 9. K Other Site Design Issues - This section allows for the maximum building height to be increased by five (5) feet from 45-feet to 50-feet.

Staff is supportive of this request.

Although staff is supportive of portions of the applicant's request staff is not supportive of the overall proposal. Staff feels the requested change to the signage plan is not appropriate nor does staff support the clearing of trees within the State right of way.

F. STAFF RECOMMENDATION:

Staff recommends denial of the request as filed.

PLANNING COMMISSION ACTION:

(OCTOBER 12, 2017)

The applicant was present. There were no registered objectors present. Staff presented the item stating the applicant had revised the request to limit the approval to the placement of one (1) additional ground sign along the I-430 frontage. Staff stated the sign was proposed with a maximum of 36-feet in height and 680 square feet of sign area.

Staff stated there would not be any additional signage along South Shackleford Road. Staff stated the calculation for wall signage was proposed to remain as currently calculated. Staff stated the clearing of trees within the right of way was a matter for the Arkansas Department of Transportation. Staff presented a recommendation of approval of the applicant's request as currently proposed. 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.