

FILE NO.: Z-8998-A

NAME: MEMS Revised Short-form PDO

LOCATION: 1121 West 7th Street

DEVELOPER:

MEMS
Metropolitan Emergency Medical Service
1022 West 8th Street
Little Rock, AR 72201

ENGINEER:

Cromwell Architects Engineers
101 South Spring Street
Little Rock, AR 72201

AREA: 3.13 acres NUMBER OF LOTS: 1 zoning lot FT. NEW STREET: 0 LF

WARD: 1 PLANNING DISTRICT: 5 – Downtown CENSUS TRACT: 44

CURRENT ZONING: POD

ALLOWED USES: Ambulance service, headquarters post

PROPOSED ZONING: Revised POD

PROPOSED USE: Allow the placement of a ground sign on West 7th Street

VARIANCE/WAIVERS: None requested.

BACKGROUND:

Ordinance No. 20,985 adopted by the Little Rock Board of Directors on January 20, 2015, rezoned the site from UU, Urban Use District to PD-O, Planned Development Office, to allow the development of the MEMS Campus. The plan included the placement of the currently constructed buildings as well as plans for future development of the site. The approval allowed for wall signage as allowed within the UU, Urban Use Zoning District. The plan did not include the placement of ground signage.

A. PROPOSAL/REQUEST/APPLICANT'S STATEMENT:

The applicant is now proposing to amend the previously approved PD-O, Planned Development Office, to allow the placement of a ground sign along West 7th Street. The campus has been dedicated to "David J. Jones" Little Rock Ambulance Authority Board Member Emeritus for his role in the founding of MEMS as well as years of devoted service to the organization.

The sign is indicated three (3) feet in height and five (5) feet long. The lettering on the sign:

David J. Jones Campus
MEMS
Headquarters
1121 W. 7th Street

The UU, Urban Use Zoning District states off-premise signs are not allowed. Ground mounted signs are discouraged and may only be permitted as a variance. Permitted signs are to comply with the Office and Institutional Zoning District, maximum of six (6) feet in height and 64 square feet in area.

B. EXISTING CONDITIONS:

The MEMS site is located along I-630 at the Chester Street entrance ramp. The new buildings have been constructed including the new office and headquarter building. There are a number of uses in the area including State and Federal offices, a City of Little Rock Fire Station, restaurants, retail uses and residential uses.

C. NEIGHBORHOOD COMMENTS:

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

D. ENGINEERING COMMENTS:

PUBLIC WORKS CONDITIONS:

No comment.

E. SUBDIVISION COMMITTEE COMMENT: (February 22, 2017)

Mr. Kent Taylor of Cromwell Architects and Engineers was present representing the request. Staff presented an overview of the item stating there were no outstanding technical issues in need of addressing related to the proposed request. 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 associated with the request in need of addressing via a revised site plan raised at the February 22, 2017, Subdivision Committee meeting. The applicant is proposing to amend the previously approved PD-O, Planned Development Office, to allow the placement of a ground sign along West 7th Street. The ground mounted sign follows all requirements laid out in the Little Rock Cord Ordinance, Section 36-553. One (1) freestanding sign per premises, not to exceed two (2) square feet in sign area for each linear foot of main street frontage up to a maximum of sixty-four (64) square feet. Such sign may not exceed a height of six (6) feet.

Staff is supportive of the applicant's request. The applicant is seeking approval to allow the placement of a ground sign along West 7th Street to identify the newly redeveloped MEMS complex. Although ground signs are not prevalent within the UU, Urban Use Zoning District there are locations which do have ground signs. The applicant has proposed signage which is smaller than signage typically allowed in office zones. The sign is proposed three (3) feet by five (5) feet with a maximum sign area of 15 square feet.

G. STAFF RECOMMENDATION:

Staff recommends approval of the request to allow the placement of a ground sign along West 7th Street as proposed by the applicant.

PLANNING COMMISSION ACTION:

(MARCH 16, 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 a ground sign along West 7th Street 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 and 1 absent.