

FILE NO.: Z-5152-B

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NAME: Holiday Inn Revised Short-form PCD

LOCATION: Located at 10920 Financial Center Parkway

DEVELOPER:

Drew Crawford and Associates  
724 Garland Street  
P.O. Box 3333  
Little Rock, AR 72203

SURVEYOR:

White Daters and Associates  
24 Rahling Circle  
Little Rock, AR 72223

AREA: 2.99 acres

NUMBER OF LOTS: 1

FT. NEW STREET: 0 LF

WARD: 6

PLANNING DISTRICT: 11

CENSUS TRACT: 24.07

CURRENT ZONING: PCD

ALLOWED USES: Hotel

PROPOSED ZONING: Revised PCD

PROPOSED USE: Allow the placement of a ground sign on an adjacent parcel within a sign easement

VARIANCE/WAIVERS: None requested.

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BACKGROUND:

Ordinance No. 15,648 adopted by the Little Rock Board of Directors on March 7, 1989, approved a rezoning of this site from O-3, General Office District and C-3, General Commercial District to PCD and established Suitemark Hotel PCD. The approval allowed the construction of a 128 room hotel. The hotel was contained in

three (3) buildings with approximately 72,000 square feet of space. The materials of construction were wood stick framing with a stucco exterior finish. The buildings were proposed with three (3) and four (4) stories with a maximum building height of 40-feet.

A. PROPOSAL/REQUEST/APPLICANT'S STATEMENT:

The applicant is requesting to amend the previously approved PCD, Planned Commercial Development, to allow the placement of a ground sign on the adjacent property owned by Relyance Bank. The sign will be located within a sign easement executed between the bank and the Holiday Inn hotel owners. The sign is proposed 3-feet 4-inches (3'4") in height and 4-feet 1-inches (4'1") in length.

B. EXISTING CONDITIONS:

The site contains a hotel located behind a branch bank facility fronting Chenal Parkway. The area is primarily developed with office, commercial and hotel facilities. There is an extended stay hotel located to the west and a banking facility located to the east. Across Chenal Parkway is a multi-story office building. Chenal Parkway has been constructed to Master Street Plan standard including curb, gutter and sidewalk.

C. NEIGHBORHOOD COMMENTS:

As of this writing, staff has received an informational phone call from an area property owner. All property owners located within 200-feet of the site along with the Birchwood Neighborhood Association were notified of the public hearing.

D. SUBDIVISION COMMITTEE COMMENT: (February 3, 2016)

The applicant was present. Staff presented an overview of the item stating there were no outstanding technical issues associated with the request. Staff noted the request was to allow a sign for the hotel on an adjacent parcel within a sign easement. 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 site plan raised at the February 8, 2016, Subdivision Committee meeting. The applicant is proposing to amend the PCD to allow the placement of a ground sign on an adjacent property owned by Relyance Bank. The hotel states with the completion of the I-630 improvements visibility of the existing signage, which is located on the building only, is difficult to see. The applicant states with the placement of the sign at the driveway entrance, guests of the hotel will know when and where to turn to access their business.

The sign will be located within a sign easement at the driveway entrance shared by the bank and the hotel. The hotel is located on a lot which does not have public street frontage with Chenal Parkway. The sign is proposed 3-feet 4-inches (3'4") in height and 4-feet 1-inches (4'1") in length.

Staff is supportive of the request. Staff does not feel the placement of a sign identifying the hotel along the Parkway will have any adverse impact on the bank property or on the area.

F. STAFF RECOMMENDATION:

Staff recommends approval of the request to allow the ground sign as proposed.

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PLANNING COMMISSION ACTION:

(FEBRUARY 25, 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 ground sign as proposed. 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.