



COMMUNITY DEVELOPMENT
PLANNING DIVISION
301 W. CHESTNUT
planning@rogersar.gov
(479) 621-1186

MEETING DATE
JULY 15 2020

TO: HISTORIC DISTRICT COMMISSION

RE: **STAFF SUMMARY REPORT**
CERTIFICATE OF APPROPRIATENESS – 120 S. 2nd STREET

STAFF: ETHAN HUNTER, CITY PLANNER

REQUEST DETAILS

ADDRESS/LOCATION:	120 S. 2 nd Street, Suites A & B
APPLICANT/REPRESENTATIVE:	Bentonville Housing LLC / Bradley Edwards
PROPERTY OWNER:	Bentonville Housing LLC
COA SCOPE OF WORK:	Category II
NATURE OF REQUEST:	Approval of Certificate of Appropriateness
RELEVANT DESIGN GUIDELINES:	6.4; 6.7; 6.13; 6.17; 6.25; 6.28; 6.31; 6.32
AUTHORITY:	Ch. 24, Rogers Code of Ordinances

SUMMARY

This request is to allow renovation of the existing storefront and building signage. Many of the existing design features are not original to the building. Staff finds the proposed modifications to be appropriate with regard to the Design Guidelines and the surrounding development context.

Community Development recommends approval of this request as presented.

STAFF REVIEW

1. HISTORIC DISTRICT COMMISSION CONSIDERATIONS PER SEC. 24-6(d):

- a) The Rogers Commercial Historic District design guidelines;
- b) Applicable state law;
- c) The considerations listed under section 24-1 of the Code of Ordinances;
- d) The architectural or historic value or significance of a building and its relationship to the surrounding area;
- e) The general compatibility of proposed changes with the surrounding area;
- f) If the proposed work is new construction or an addition to an existing building, whether it is compatible with the existing neighborhood and area of influence;
- g) If the proposed work is an addition to an existing building or structure, whether it complements the design of the existing building or structure;
- h) The general compatibility of the proposed changes with the existing building or structure, including without limitation the following factors considered in relation to the building's area of influence: Siting; Height; Proportion; Rhythm; Roof area; Entrance area; Wall areas; Detailing; Facade; Scale; and Massing;
- i) Whether restoration, rehabilitation, renovation, preservation, alteration, construction, moving or demolition of buildings, structures, or appurtenant fixtures involved will be appropriate to the preservation of the historic district;
- j) If the proposed work is a contemporary design, whether it respects and relates to the special character of the district;
- k) Any other factor relevant to maintaining the historical integrity of the historic district.

2. ARCHITECTURAL BACKGROUND:

The subject building, historically known as Edwards Grocery, was built in 1928 in the Early 20th Century Commercial vernacular style. Key characteristics of this style include large display windows, transom lights, and bulkhead.

3. COMPATIBILITY WITH DESIGN GUIDELINES:

- a) 6.4 (Awnings & Canopies): The proposed project complies with these guidelines. The new awnings appear to be of appropriate style, scale, and proportion to both the building and the Historic District overall.
- b) 6.7 (Brick, Masonry, & Sealers): The proposed project must comply with these guidelines for treating the existing brick façades.
- c) 6.13 (Entries): The proposed project complies with these guidelines. The renovated entries appear to be of appropriate style, scale, and proportion to both the building and the Historic District overall.
- d) 6.17 (Lighting): The proposed project complies with these guidelines. The wall lighting appears to be appropriately shielded and is of appropriate style, scale, and proportion to both the building and the Historic District overall.
- e) 6.25 (Signage): The proposed project complies with these guidelines. The building signage appears to comply with underlying sign regulations and is of appropriate style, scale, and proportion to both the building and the Historic District overall.
- f) 6.28 (Storefront): The proposed project complies with these guidelines. The renovated storefronts appear to be of appropriate style, scale, and proportion to both the building and the Historic District overall. The existing storefront is not original; the proposed renovations are more consistent with the original building, albeit more contemporary.
- g) 6.31 (Walls): The proposed project complies with these guidelines. Original façade materials are being preserved and maintained.
- h) 6.32 (Windows & Doors): The proposed project complies with these guidelines, except for the proposed removal of the original doorway.

4. PUBLIC INPUT RECEIVED:

Staff has not received supporting or opposing comments to date.

5. RECOMMENDATIONS:

- a) Approve request as presented.



Ethan Hunter, City Planner
City of Rogers Planning Division

SUGGESTED MOTIONS

1. *IF APPROVING:*
“Move to approve the request by Bradley Edwards for a Certificate of Appropriateness at the subject location as presented.”
2. *IF APPROVING SUBJECT TO OTHER ACTIONS:*
“Move to approve the request by Bradley Edwards for a Certificate of Appropriateness at the subject location subject to [conditions or contingencies].”
3. *IF DENYING:*
“Move to deny the request as presented.”
4. *IF TABLING:*
“Move to table the request [indefinite or date certain].”

TABS

1. Vicinity maps/photos
2. COA application

TAB 1

AERIAL VICINITY MAP



CURRENT PHOTO





**DEPT. OF COMMUNITY DEVELOPMENT
PLANNING DIVISION
301 W. CHESTNUT
PHONE: (479) 621-1186
FAX: (479) 986-6896**

<u>OFFICE USE ONLY</u>	
Fee: _____	(\$100)
COA Number: _____	
CityView Number: _____	
Date Issued: _____	

CERTIFICATE OF APPROPRIATENESS Sec. 24-5

Please see **Appendix A** of this application to determine the appropriate category based on the proposed scope of work. Additional information may be found in the Rogers Commercial Historic District Design Guidelines document. Please see **Appendix B** for required supplemental materials. This project is:

Category I _____

Category II X

Category III _____

APPLICANT INFORMATION

Applicant Name: Bradley Edwards Address: 1522 Hotz Drive, Fayetteville, AR

Phone: 479-283-1176 Email: be@ozarkmodern.com

Property Owner (if not applicant): Bentonville Housing LLC Address: 702 SE 5th St Suite 34, Bentonville, AR
Owner Rep: Will Nitz

Phone: 479-599-8140 Email: wnitz@bluecrane.us

Architect/Engineer/Contractor: Bradley Edwards Address: 1522 Hotz Drive, Fayetteville, AR

Phone: 479-283-1176 Email: be@ozarkmodern.com

PROPERTY INFORMATION

Historic name of property: Edward's Grocery and Watson's Goodyear Store

Address: 120 A & B S 2nd St Lot #: 9 Block #: 9

BUILDING DATA

YEAR BUILT: 1928 & 1945

CONSTRUCTION TYPE: Wood Brick Stone Other

ORIGINAL USE:

<input type="checkbox"/> Single-family residential	<input type="checkbox"/> Industrial
<input type="checkbox"/> Multi-family residential	<input type="checkbox"/> Vacant
<input type="checkbox"/> Hotel/boardings	<input type="checkbox"/> Mixed-use
<input type="checkbox"/> Office	<input type="checkbox"/> Other
<input checked="" type="checkbox"/> Commercial/retail	

BRIEF HISTORY AND DESCRIPTION OF PROPERTY:

Originally built in 1928, 120 S 2nd St was home to the Edward's Grocery. In 1939, it became Waugh's Barber and Beauty Shop. Subsequently, in 1945, a second building was added on to the south; 122 was added for the tire department of Watson's Goodyear, which then moved into both parts of the building (120 & 122). An extension was added to the back of the store for a tire recapping plant. In 1981, 120 became the Rug Mart; in 1985, The Golden Slipper. The two buildings were renovated in 1998. In 2003, the building became the Thomas Kinkade Art Gallery.

PROPOSED SCOPE OF WORK:

The proposed scope of work for this project includes renovating the existing storefront systems - which are not original - to be more in keeping with the original two-building Goodyear Tire structure. This includes a flush storefront system on 120 and a covered porch on 122. We are proposing an operable glass wall for 122's facade, which would allow a more flexible and participatory relationship with the street; in good weather, patrons could dine outside, and in colder weather, the facade can be closed for more indoor dining. The existing masonry, masonry openings, glass block clerestorey, and awnings would remain.

In an attempt to unify the facade, we are proposing to join the two awnings, add wall-washing lighting along the cornice, and include sconces on the north and south. Building signage is kept to a minimum: simple backlit steel text sign on the awning, and a backlit steel logo silhouette mounted on the brick.

APPLICATION SUBMISSION

Certificates of Appropriateness are effective immediately upon issuance. Work approved must begin within twelve (12) months of approval. If the Certificate of Appropriateness expires, your project must be resubmitted for approval. Any work done outside the scope of the Certificate of Appropriateness renders it null and void.

ANY WORK APPROVED BY THE HISTORIC DISTRICT COMMISSION IS SUBJECT TO ADDITIONAL CITY PERMITS SUCH AS SIGN AND BUILDING PERMITS.

I hereby certify I am the owner, agent of the owner, or other person in control of the property and that the information given herein, and as shown on the application and Certificate of Appropriateness, is true and that I am authorized to obtain this Certificate of Appropriateness. I understand that if the construction and/or installation for which this Certificate of Appropriateness is issued is contrary to the requirements of city codes or regulations, violations must be corrected. Approval by the Historic District Commission does not excuse the applicant, owner, or agent from compliance with any other applicable codes, ordinances, or policies of the City of Rogers.

Bradley Edwards _____ 06-26-2020
SIGNATURE OF APPLICANT DATE

Will Nitz _____ 06-26-2020
SIGNATURE OF PROPERTY OWNER DATE

HISTORIC DISTRICT COMMISSION USE ONLY

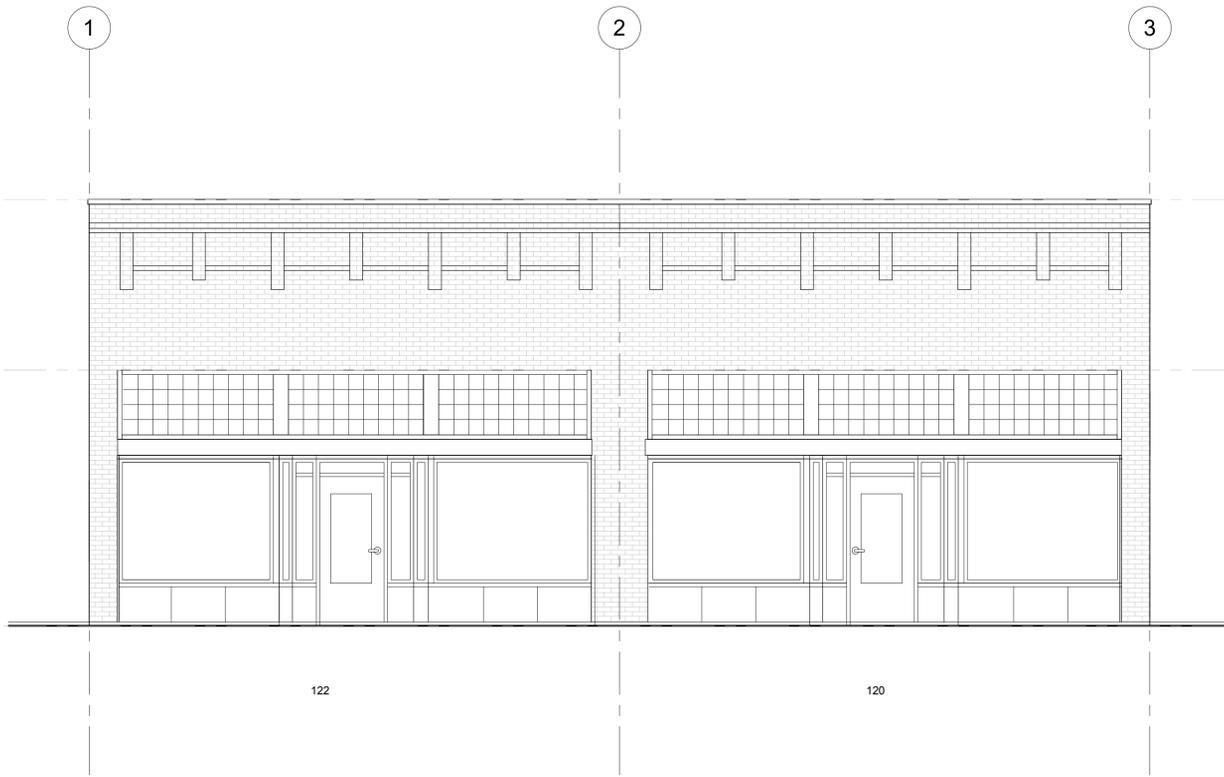
This project is: Category I _____ Category II _____ Category III _____

This COA is: Approved _____ Approved with conditions _____ Denied _____

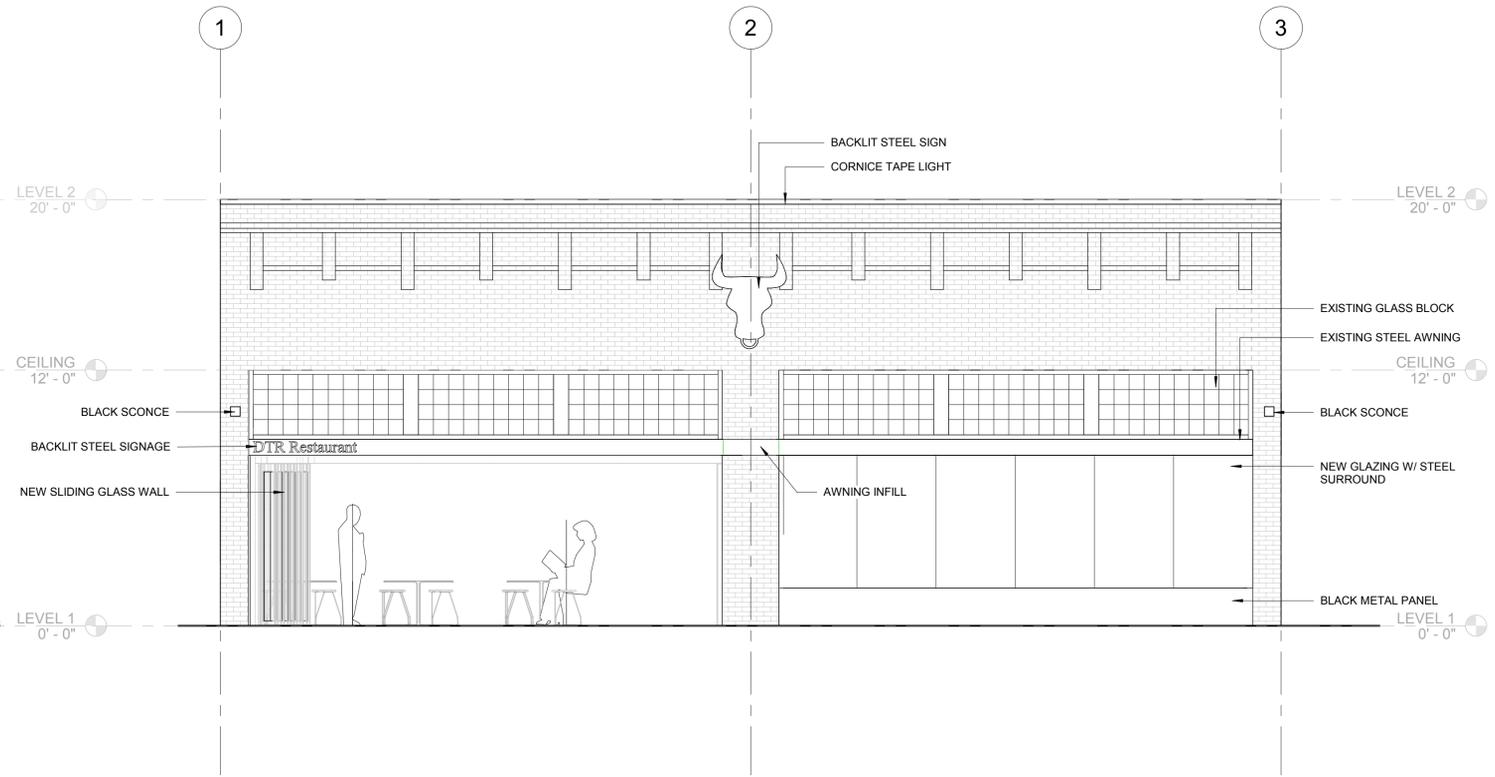
Reasons for approval, conditions, or denial: _____

SECRETARY, HISTORIC DISTRICT COMMISSION DATE

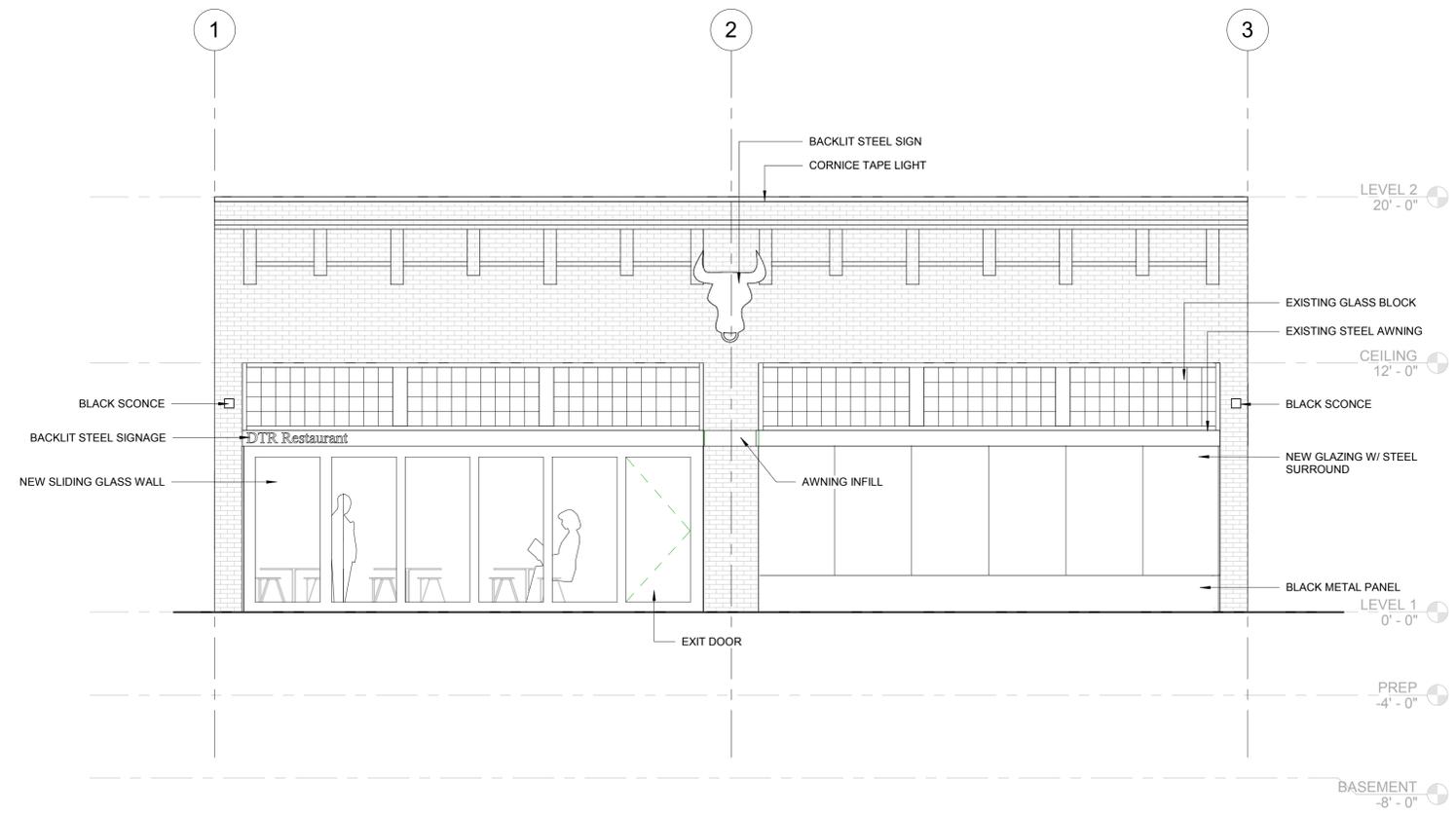
DEPARTMENT OF COMMUNITY DEVELOPMENT OFFICIAL DATE



2 EXISTING ELEVATION
1/4" = 1'-0"



1 PROPOSED ELEVATION (OPEN)
1/4" = 1'-0"



3 PROPOSED ELEVATION (CLOSED)
1/4" = 1'-0"

CONTACT:
ARCHITECT:
BRADLEY EDWARDS
C: 479.283.1176
E: BE@OZARKMODERN.COM
CONTRACTOR:

DTR RESTAURANT

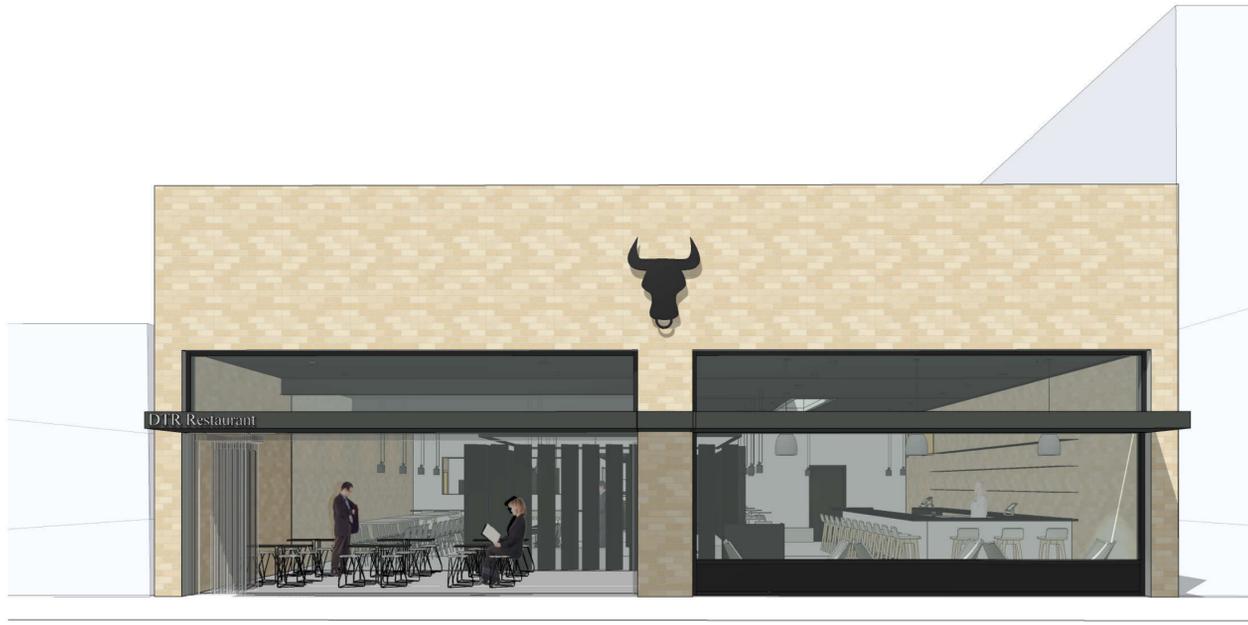
120 S 2ND ST
ROGERS AR

A201

ELEVATIONS

6/25/2020 10:14:38 AM

REVISION



① EXTERIOR VIEW

CONTACT:
 ARCHITECT:
 BRADLEY EDWARDS
 C: 479.283.1176
 E: BE@OZARKMODERN.COM
 CONTRACTOR:

DTR RESTAURANT

120 S. 2ND ST
 ROGERS AR

A802

EXTERIOR VIEW

6/25/2020 10:19:48 AM

REVISION