



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

November 6, 2019

TO: BOARD OF ADJUSTMENT

RE: **STAFF SUMMARY REPORT**
VARIANCE – Ozark Collaborative

STAFF: GLORIA GARCIA, PLANNING TECHNICIAN

REQUEST INFORMATION:

ADDRESS/LOCATION:	219 E. Locust Street
SUBDIVISION:	N/A
CURRENT ZONING:	C-2 (Highway Commercial), Overlay District
CURRENT USE:	Retail Sales

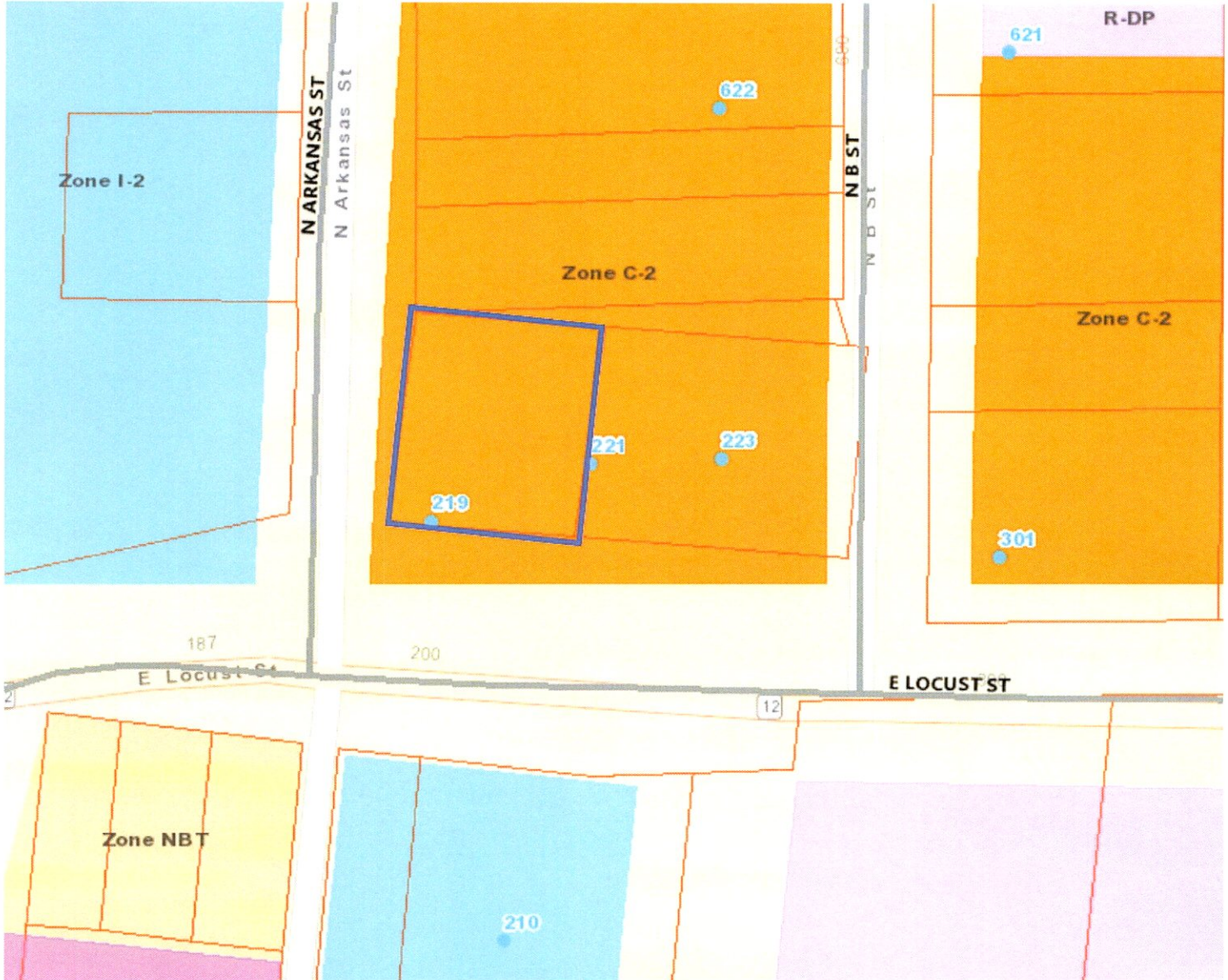
APPLICANT INFORMATION:

APPLICANT/REPRESENTATIVE:	Spencer & Shayna Wolf
PROPERTY OWNER:	ADS Properties LLC
REQUEST:	Allow two additional wall signs

CITY INFORMATION:

CGM GROWTH DESIGNATION:	Regional Center
GROWTH DESIGNATION CHARACTER:	Mixed-use of urban cores, that function as regional activity hubs for commerce, arts and entertainment, living, recreation, and retail. Intensity supported by well-connected, high capacity pedestrian-oriented street network. Goals include high-quality design and efficient use of land.
ZONING DISTRICT INTENT:	Per Sec. 14-709(a), "This district is intended for commercial uses, which depend upon high visibility, generate high traffic volumes or cater to the traveling public. These characteristics dictate that this district be located along or at the intersections of arterial classification streets or along frontage roads adjacent to the interstate or other limited-access streets."
AUTHORITY:	Sec. 14-724, Rogers Code of Ordinances

VICINITY MAP:



BACKGROUND:

- Per Sec. 44-9(1), wall signs are limited to one wall sign per business or street frontage at 2 square feet per 1 linear foot of width along the street frontage, not to exceed 400 square feet.

PLANNING REVIEW:

1. LAND USE: N/A
2. DISPOSITION OF STRUCTURES: N/A
3. SITE-SPECIFIC HARDSHIP: Staff has not identified any circumstances unique to the individual property where strict enforcement of the zoning ordinance would cause undue hardship.
4. GENERAL FINDINGS: Due to having one street frontage, the site is allowed a total of 152 square feet of wall sign

area. Ozark Collaborative has 85 square feet of existing sign area. The applicant requests two additional wall signs that do not exceed the total square footage allowed for the building. The proposed signs are 4.5 and 11 square feet and have visibility from the right-of-way. This would bring the total square footage to 100.5 square feet. Staff finds the request for two additional wall signs to be reasonable due to it being under the allowed square footage total and it's visibility from the right-of-way.

5. REPORTS FROM OTHERS: No supporting or opposing comments have been received by the Planning Division to date.
6. RECOMMENDATIONS:
 - a) Approve the request for two additional wall signs.

ENGINEERING REVIEW: N/A

STAFF SIGNATURES:



GLORIA GARCIA, Planning Technician
City of Rogers Planning Division

SUGGESTED MOTIONS:

1. FOR APPROVE: "Move to approve the variance request to allow two additional wall signs."
2. FOR DENY: "Move to deny the request as presented."
3. FOR TABLE: "Move to table the request [indefinite or date certain]."

DIRECTOR'S COMMENTS:

1. Agree with recommendations.



JOHN C. McCURDY, Director
City of Rogers Community Development

TABS:

1. Variance application and required supplements
2. Map and/or photos