



COMMUNITY DEVELOPMENT
PLANNING DIVISION
301 W. CHESTNUT
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November 6, 2019

TO: BOARD OF ADJUSTMENT

RE: **STAFF SUMMARY REPORT**
VARIANCE – Northgate Plaza

STAFF: GLORIA GARCIA, PLANNING TECHNICIAN

REQUEST INFORMATION:

ADDRESS/LOCATION:	5111 W. JB Hunt Drive
SUBDIVISION:	Pinnacle Hills Phase 1
CURRENT ZONING:	C-2 (Highway Commercial), CU (Condominium Use)
CURRENT USE:	Office/ Parking Facility/ Restaurant

APPLICANT INFORMATION:

APPLICANT/REPRESENTATIVE:	Ken Jones Sign Company
PROPERTY OWNER:	Johnelle Hunt & Gus Blass
REQUEST:	Allow an increase in height & sign area on a monument sign

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:

- The applicant has applied for a sign permit for the proposed signage as shown in Tab 1.
- Per Sec. 44-13, A commercial development defined as having two or more buildings will be allowed a maximum of one monument sign ten feet in height and 100 square feet in sign face area.

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: Multitenant buildings are permitted a monument sign at ten feet in height and 100 square feet in sign area. The multitenant building is 6 stories tall and offers 110,000 square feet of tenant space. A larger monument is needed to provide adequate signage for each of their tenants. The proposed monument sign exceeds the height limit by two feet, and the allowed square footage by 44 square feet. The property owners were granted a variance in 2015 for Hunt Tower, located directly across the street at 5100 W. JB Hunt Drive, for this same request. Staff finds this to be a reasonable request due to the size of the building and the similar variance previously granted for Hunt Tower.
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 a monument sign at 12' in height and 144 square feet of sign area.

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 a monument sign at 12' in height and 144 square feet of sign area."
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