



COMMUNITY DEVELOPMENT
 PLANNING DIVISION
 301 W. CHESTNUT
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 (479) 621-1186

November 6, 2019

TO: BOARD OF ADJUSTMENT
 RE: **STAFF SUMMARY REPORT**
VARIANCE – Pet Supplies Plus

STAFF: GLORIA GARCIA, PLANNING TECHNICIAN

REQUEST INFORMATION:

ADDRESS/LOCATION:	4327 S. Pleasant Crossing Blvd.
SUBDIVISION:	Pleasant Crossing Phase 1
CURRENT ZONING:	C-2 (Highway Commercial)
CURRENT USE:	Retail Sales

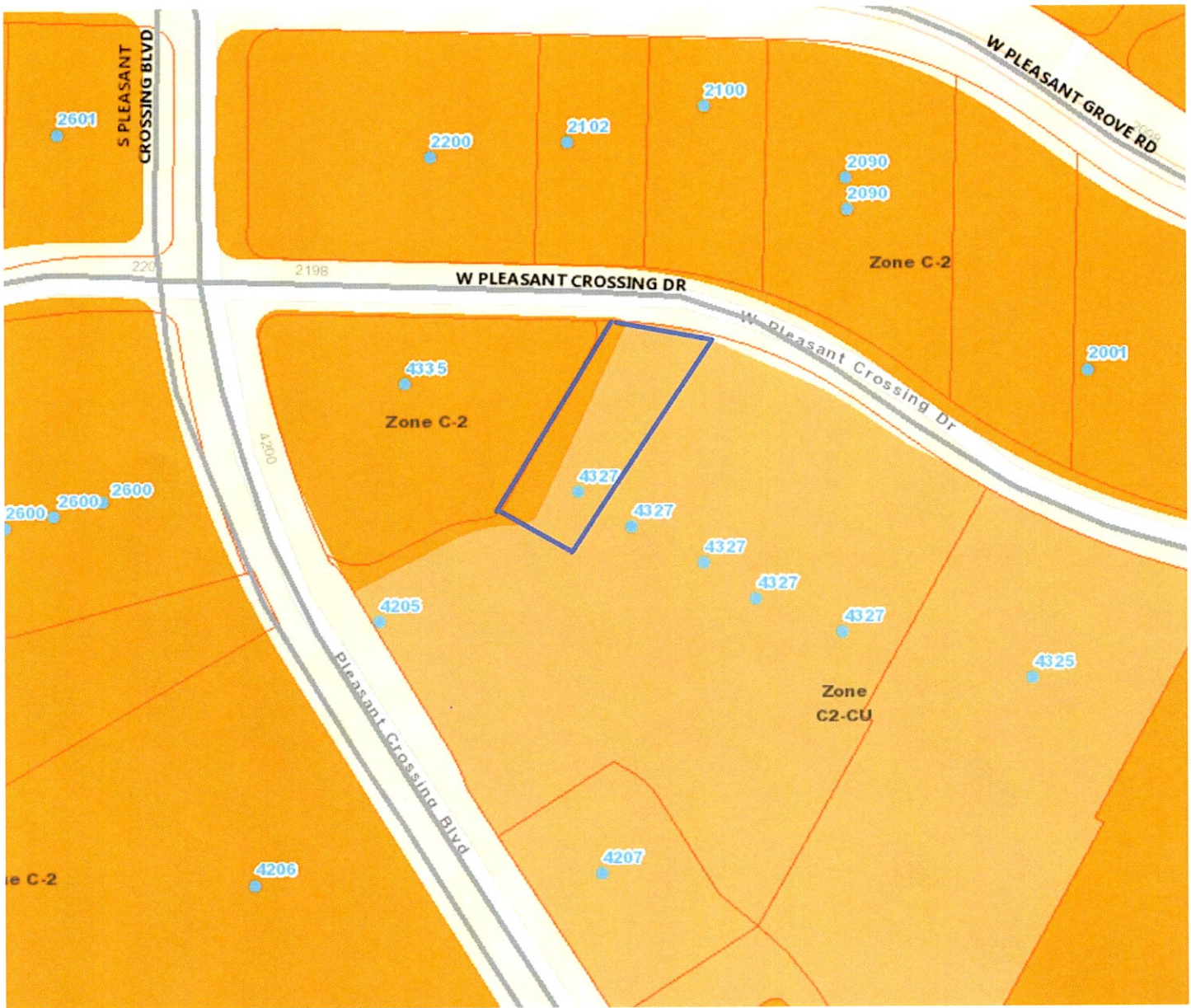
APPLICANT INFORMATION:

APPLICANT/REPRESENTATIVE:	Desi Varsel
PROPERTY OWNER:	PCPC1 LLC
REQUEST:	Allow additional sign area

CITY INFORMATION:

CGM GROWTH DESIGNATION:	Commerce Corridor
GROWTH DESIGNATION CHARACTER:	Interstate-adjacent areas intended for development that maximizes land use efficiency through vertical form, shared or hidden parking, horizontal or vertical mixed-use, and judicious use of open space. Development should provide walkability and access to multi-modal transportation network. Goals include encouraging compact urban-style design, while discouraging suburban forms such as apartment complexes.
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: The site was previously granted a variance for an increase in sign area which brought the

total square footage for the building to 1,003.6 square feet. They were also granted an additional 200 square feet of rear wall sign area which allows each tenant 50 square feet. The applicant has two street frontages and one access drive, therefore is permitted three wall signs. They have one existing wall sign at 150 square feet on the front of the building and are requesting a second wall sign at 193.23 square feet on the west side. This would bring the total square footage for the building to 1,196.83 square feet. Staff does not find this to be a reasonable request due to the size of the existing wall sign and the fact that they are allowed 50 square feet for rear signage.

5. REPORTS FROM OTHERS: No supporting or opposing comments have been received by the Planning Division to date.
6. RECOMMENDATIONS:
 - a) Deny the request to allow 193.23 square feet of additional 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 193.23 square feet of additional 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