



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 – The Phone Fix

STAFF: GLORIA GARCIA, PLANNING TECHNICIAN

REQUEST INFORMATION:

ADDRESS/LOCATION:	1400 W. Walnut Street, Ste 125
SUBDIVISION:	Felker's Subdivision
CURRENT ZONING:	C-2 (Highway Commercial), Overlay District
CURRENT USE:	Maintenance & Repair Services

APPLICANT INFORMATION:

APPLICANT/REPRESENTATIVE:	Adam Melton
PROPERTY OWNER:	Jas Investments Inc. & John Sporleader
REQUEST:	Allow additional sign area

CITY INFORMATION:

CGM GROWTH DESIGNATION:	Access Corridor
GROWTH DESIGNATION CHARACTER:	Stretches of single-use highway corridors in between other Growth Designation nodes. Goals include emphasizing access management, restricting uses with high trip generation, and encouraging compact residential development.
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. 44-9(1), one canopy sign is permitted per canopy face at 12 square feet in total sign area. The sign area shall be deducted from the maximum allowable wall sign 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: The total sign area of a canopy is deducted from the total wall sign area allowed. This site is allowed 400 square feet of sign area and has 358.5 square feet of existing signage. The applicant is requesting 80 square feet of additional sign area for each of the two canopy signs (from 12 square feet to ~~92~~ square feet each). The proposed signage would bring their total to ~~542.5~~ square feet. Adjustments to the proposed signs could meet the 12 square foot maximum for a canopy. The applicant will have additional visibility with their proposed 20.5 square foot wall sign, which is allowed by right. Staff recommends denial of the proposed signs due to a lack of site-specific hardship.
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 160 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 160 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