



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

**MEETING DATE  
OCTOBER 28, 2020**

TO: HISTORIC DISTRICT COMMISSION

RE: **STAFF SUMMARY REPORT  
CERTIFICATE OF APPROPRIATENESS – 112 S. 1<sup>st</sup> Street**

STAFF: ETHAN HUNTER, CITY PLANNER

**REQUEST DETAILS**

ADDRESS/LOCATION:	112 S. 1 <sup>st</sup> Street
APPLICANT/REPRESENTATIVE:	OZ Art LLC / Elizabeth Miller
PROPERTY OWNER:	Figure 11 LLC
COA SCOPE OF WORK:	Category II
NATURE OF REQUEST:	Approval of Certificate of Appropriateness
RELEVANT DESIGN GUIDELINES:	6.7; 6.20; 6.31
AUTHORITY:	Ch. 24, Rogers Code of Ordinances

**SUMMARY**

This request is to allow the installation of an 800-sf vinyl artwork on the northern façade of the subject building (interior to Centennial Park). The 20-ft by 40-ft artwork would be stretched across an aluminum billboard frame affixed to the façade using lag screws and lead anchors. Staff finds this proposal to be appropriate with regard to the Design Guidelines and ongoing downtown revitalization efforts.

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 was built in 1894 in the Italianate vernacular style. Key characteristics of this style include double-hung, narrow windows, decorative window hoods, ornate eave treatments and quoins on building corners, front door transoms, protruding sills, flat roofs, and cresting along roof ridges.
3. COMPATIBILITY WITH DESIGN GUIDELINES:
  - a) 6.7 (Brick, Masonry, & Sealers): The proposed project must comply with these guidelines for treating the existing brick façades.
  - b) 6.20 (Murals & Public Art): The proposed project complies with these guidelines.
  - c) 6.31 (Walls): The proposed project complies with these guidelines. While the installation technically obscures “original” façade materials, the northern façade was not visible until 1978 when the building that once occupied Centennial Park burned down. Thus, the features of this specific façade are not especially significant and would not be permanently altered by this proposal.
4. PUBLIC INPUT RECEIVED:

Staff has not received supporting or opposing comments to date.
5. RECOMMENDATIONS:
  - a) Approve request as presented.

/signed/

Ethan Hunter, City Planner  
City of Rogers Planning Division

**SUGGESTED MOTIONS**

1. *IF APPROVING:*  
“Move to approve the request as presented.”
2. *IF APPROVING SUBJECT TO OTHER ACTIONS:*  
“Move to approve the request subject to [conditions or contingencies].”
3. *IF DENYING:*  
“Move to deny the request.”
4. *IF TABLING:*  
“Move to table the request [indefinite or date certain].”

**TABS**

1. Vicinity maps/photos
2. COA application



DEPT. OF COMMUNITY DEVELOPMENT  
PLANNING DIVISION  
301 W. CHESTNUT  
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<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 XXX

Category III \_\_\_\_\_

### APPLICANT INFORMATION

Applicant Name: OZ Art, LLC (Contact: Elizabeth Miller) Address: P.O. Box 1860, Bentonville, AR 72712

Phone: 479-616-2375 Email: emiller@weimail.com

Property Owner (if not applicant): Figure 11 LLC Address: 421 WEST CHESTNUT, ROGERS, AR 72756

Phone: 479-330-6000 Email: szimmtherail@gmail.com

Architect/Engineer/Contractor: Mack Thomas & Son, Inc. Address: 6208 S. 29th St, Fort Smith, AR 72908

Phone: 479-648-1061 Email: mack@mtssigns.com

**PROPERTY INFORMATION**

Historic name of property: \_\_\_\_\_

Address: 112 S. 1st Street, Lot #: \_\_\_\_\_ Block #: \_\_\_\_\_

**BUILDING DATA**

YEAR BUILT: 1894

CONSTRUCTION TYPE: Wood \_\_\_\_\_ Brick XXX Stone \_\_\_\_\_ Other Plaster over original (damaged) brick

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/boarding               | <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: The earliest date that can be assigned to the building is 1894, as we know the F.Z. Meeks Grocery Company occupied the building from 1894-1912. In 1912, Mr. Meeks died, and his heirs sold the grocery store to the J.S. Elder Grocery Company and that grocery was in business from 1912-1932. One of the improvements to the building J.S. Elder made during his occupancy was the installation of "sanitary appliances" (most likely toilets). From 1933 to an unknown date before 1939 it was Exchange Furniture, a used furniture store. From there the building returned to its original use as a grocery for several decades, with Davidson's Grocery 1939-1944, Anglen Grocery 1947-1948, People's Cash Grocery and Market 1948-1950, White's Food Market 1951-1952, and Roper's Food Market 1952-1955. In 1955 to around 1966 Oklahoma Tire & Supply Co. (otherwise known as OTASCO) occupied the building. The building then was vacant from 1968-1971. In 1972 a recreation parlor utilized the space and then from 1972-2000 it was a Bible Book Store. In 2001 it made the switch to Comics N' Stuff which it stayed as through 2003. In 2005, a portion of the north wall collapsed, and the building was condemned by the city. The wall was repaired, and the building was spared from demolition. The wall we are requesting (the north wall) was originally a party wall and would not have been exposed. In 1978 the building at 108 S. First St. burned to the ground, leaving the side wall of 112 S. 1st St visible.

PROPOSED SCOPE OF WORK: OZ Art, LLC. is partnering with Fort Smith based cultural activation program The Unexpected to mount a state-wide project in the fall bringing 12 art installations to unique spaces in NWA, as well as incredible sites in Little Rock and central Arkansas. The goal of the project is to bring much needed inspiration, purpose and unity to the State, while providing economic development to the creative economy, that allows for community gathering while maintaining proper social distancing guidelines. For the Rogers iteration, we propose to install a 20 ft tall x 40 ft wide billboard on the side of 112 S. 1st Street. This would be attached to the existing structure with lag screws into lead anchors. The structure itself does not weight much, as it is an aluminum frame over which the artwork will be stretched, and will not put undo pressure on the existing wall.



**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.

  
SIGNATURE OF APPLICANT 10/5/20  
DATE

   
SIGNATURE OF PROPERTY OWNER 10/4/20  
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: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

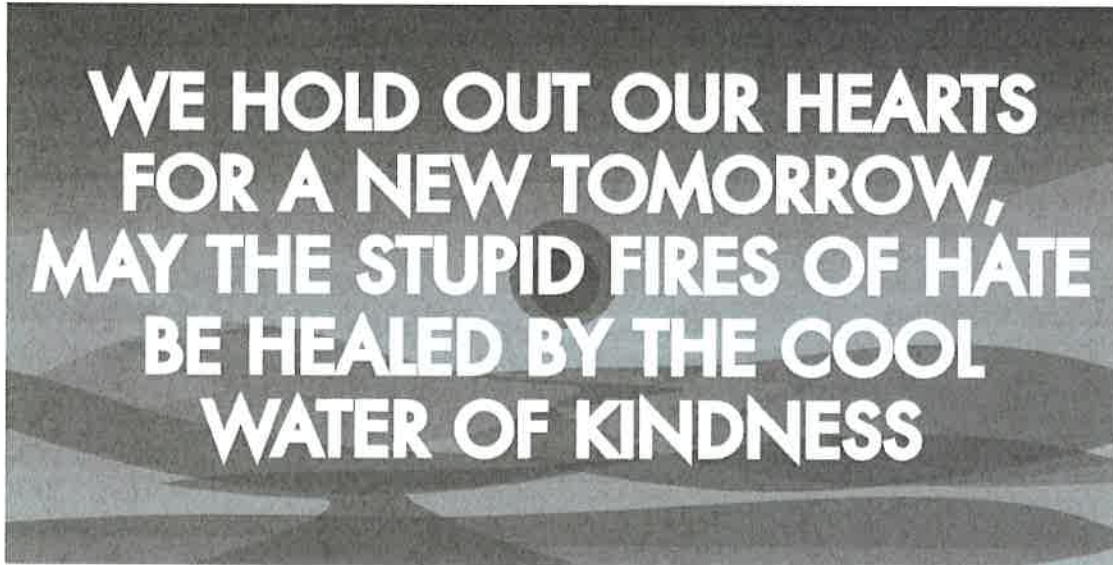
SECRETARY, HISTORIC DISTRICT COMMISSION DATE

DEPARTMENT OF COMMUNITY DEVELOPMENT OFFICIAL DATE

Appendix B:

- The artwork will be vinyl stretched on an aluminum frame. The Frame will be attached to the wall with lag screws into lead anchors.

Artwork Proposal:



Mockup on wall:

