



DEPT. OF COMMUNITY DEVELOPMENT  
PLANNING DIVISION  
301 W. CHESTNUT  
PHONE: (479) 621-1186  
FAX: (479) 986-6896

October 16, 2018

**STAFF SUMMARY REPORT**

TO: BOARD OF ADJUSTMENT

SUBJECT: VARIANCE #18-61 – Webster University

ADDRESS:	1200 W Walnut St
LAND OWNER:	Jones Trust
APPLICANT/REP:	Best Sign Group
ZONING DISTRICT:	C-2 (Highway Commercial), C-U (Condominium Use), Overlay District
REQUEST:	To allow 9.67 square feet of additional sign (from 25 to 34.67)
AUTHORITY:	Sec. 14-724, Rogers Code of Ordinances

VICINITY MAP



#### BACKGROUND

- Per Section 44-9, the total wall sign area, for each tenant, is limited to 2 feet per every linear foot of frontage width, not to exceed 400 square feet. The site is therefore permitted 400 square feet maximum.
- Each tenant is guaranteed 25 square feet of total sign area.
- If a multitenant building does not have clearly defined tenant spaces or tenant entrances, each tenant's signage is limited to 25 square feet even if the 400 square foot building total has not been exceeded.

#### STAFF REVIEW

ENGINEERING REVIEW: N/A

#### PLANNING REVIEW:

- 1) Land Use: N/A
- 2) Disposition of Structures: N/A
- 3) Site-Specific Hardship: N/A
- 4) General Findings: The site has 5 tenants, and the total square footage for the building is 307 square feet. The site has 3 street frontages, and the total sign area allowed for the entire building is 400 square feet. The requested 34.67 square feet for Webster University is necessary for wayfinding purposes.
- 5) Views of Others: N/A
- 6) RECOMMENDATIONS:
  - a) Approve the request for 9.67 square feet of additional sign area for Webster University.



KARA KING, Planning Technician  
City of Rogers Planning Division

#### ADMINISTRATOR'S SUGGESTED MOTION:

- 1) Motion to **approve** the variance request for 9.67 square feet of additional sign area for Webster University.

#### DIRECTOR'S COMMENTS:

- 1) Agree with recommendations and suggested motion.



JOHN C. McCURDY, Director  
City of Rogers Department of Community Development

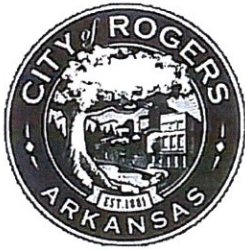
#### Tabs:

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

*Note: staff recommendations are based on technical review of city code and may not reflect all information made available to officials during discussion and public input.*







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OFFICE USE ONLY

Permit Fee: \$100.00 (\$100)  
Zoning: C-2  
App Number: 18-61  
CityView Application: PL201800925  
Date: 10-12-18

VARIANCE APPLICATION

APPLICANT: Webster University

ADDRESS: 1200 W. Walnut St SUITE #: 300

GENERAL LOCATION OF PROPERTY: corner of Walnut and 12th Street

PHONE #: 479-621-6626 EMAIL: Hucker@webster.edu

PROPERTY OWNER: Jones Trust PHONE #: 479-936-8218

NATURE OF APPEAL:

- ☐ Appeal from decision of enforcement officer  
☒ Variance from zoning ordinance

EXPLAIN REQUEST: add 34.67 ft of signage to building.

Rama Tucker

Applicant Signature

10/9/18

Date

Attachment Checklist:

- ☒ Letter explaining hardship or reason for request  
☒ Legal description of property  
☐ Relevant supporting documents  
☒ Survey or sign proofs as needed

PLANNING STAFF PROVIDES:

DATE FILED: 10-11-18 PUBLIC HEARING DATE: 10-25-18

BOARD OF ADJUSTMENT DECISION: \_\_\_\_\_

SECRETARY, BOARD OF ADJUSTMENT

DATE



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## NOTICE OF PUBLIC HEARING

Notice is hereby given that a public hearing will be held before the **Board of Adjustment** in the **Community Room** at City Hall at 301 W Chestnut Street on **October 25, 2018 at 4:00 p.m.** on the application by **Webster University** under the provisions of the City of Rogers Code of Ordinances, for a **variance to allow 9.67 square feet of additional sign area (from 25 square feet to 34.67 square feet)** at **1200 W Walnut St** in the city's **C-2 (Highway Commercial)** zoning, more particularly described as follows:

### LEGAL DESCRIPTION:

A PART OF THE NW 1/4 OF THE SW 1/4 OF SECTION 12, TOWNSHIP 19 NORTH, RANGE 30 WEST, BENTON COUNTY, ARKANSAS, BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS:

COMMENCING FROM THE NORTHEAST CORNER OF THE NW 1/4 OF THE SW 1/4 OF SAID SECTION 12, BEING THE APPROXIMATE CENTERLINE OF WEST WALNUT STREET; THENCE ALONG SAID APPROXIMATE CENTERLINE N 86°51'23" W 458.24 FEET; THENCE LEAVING SAID CENTERLINE S 03°08'37" W 27.00 FEET; THENCE N 86°51'23" W 120.85 FEET TO THE POINT OF BEGINNING; THENCE S 02°57'00" W 505.00 FEET; THENCE N 86°51'23" W 200.00 FEET; THENCE N 02°54'28" E 36.00 FEET; THENCE N 86°51'23" W 125.00 FEET; THENCE S 02°54'28" W 180.50 FEET; THENCE N 86°51'23" W 412.11 FEET TO THE WEST LINE OF THE NW 1/4 OF THE SW 1/4 OF SAID SECTION 12; THENCE ALONG THE WEST LINE THEREOF N 02°54'28" E 676.50 FEET TO THE NORTHWEST CORNER OF THE NW 1/4 OF THE SW 1/4 OF SAID SECTION 12, BEING THE APPROXIMATE CENTERLINE OF WEST WALNUT STREET; THENCE ALONG SAID APPROXIMATE CENTERLINE S 86°51'23" E 414.75 FEET; THENCE LEAVING SAID APPROXIMATE CENTERLINE S 02°54'28" W 30.00 FEET TO THE SOUTH RIGHT-OF-WAY OF WEST WALNUT STREET; THENCE ALONG SAID SOUTH RIGHT-OF-WAY S 86°51'23" E 237.74 FEET; THENCE LEAVING SAID SOUTH RIGHT-OF-WAY N 02°48'48" E 30.00 FEET TO THE APPROXIMATE CENTERLINE OF WEST WALNUT STREET; THENCE ALONG SAID APPROXIMATE CENTERLINE S 86°51'23" E 85.00 FEET; THENCE LEAVING SAID APPROXIMATE CENTERLINE S 02°48'48" W 27.00 FEET TO THE POINT OF BEGINNING, CONTAINING 10.10 ACRES, MORE OR LESS. SUBJECT TO THE RIGHTS-OF-WAY OF WEST WALNUT STREET, ELM STREET, POPLAR STREET, 13<sup>TH</sup> STREET AND ALL EASEMENTS OF RECORD. LESS AND EXCEPT THAT PORTION DEEDED TO THE ARKANSAS STATE HIGHWAY COMMISSION IN A WARRANTY DEED RECORDED IN BOOK 709, PAGE 573 CONTAINING 0.03 ACRES, MORE OR LESS. CONTAINING IN TOTAL 10.07 ACRES, MORE OR LESS.

### LAYMAN'S DESCRIPTION:

1200 W Walnut St

Roger Clark, Secretary  
Board of Adjustment

**PUBLISH ONE TIME ONLY:**    **October 15, 2018**  
**BILL THE CITY OF ROGERS**

## **Sign Variance Justification**

### **Subject Location:**

Webster University – Northwest Arkansas  
1200 W Walnut St. | Suite 1300 | Rogers, AR 72756

### **Background:**

Webster University moved their main campus from Fayetteville to Rogers into the Center for Non-Profit in Rogers.

We are requesting a variance to allow Webster University to use their existing sign that is 34.67 sq ft and place it on the building as shown in our drawings. There is currently signs on the building from other tenants that will stay under the 400 sq ft goal. The building itself is very large and the sign we are requesting is not excessive and well within an esthetics of the building.

The building currently has 307 sq ft on it as it sits now with an estimated 4-5 separate entrances.

Webster University is requesting relief from the City of Rogers sign regulations to better fulfill their full potential.

Webster University does have permission and full support from the landlord to install the signage on the property.

We appreciate the opportunity to present our reasoning behind our request for limited relief from the City of Rogers sign regulations. We feel that the purposes and intent of the ordinance and General Plan would be advanced by the requested deviations from the requirements and the benefits of such a deviation will substantially outweigh the detriment that would result in ineffective identification.

Laura Tucker  
Best Sign Group





DAY TIME VIEW 1/16" = 1'

<b>CUSTOMER</b>	Webster University
<b>LOCATION</b>	1200 W. Walnut St STE 300 Rogers AR
<b>SCALE</b>	1/2" = 1'-0"
<b>DATE</b>	
<b>FILE NAME</b>	
<b>INFO</b>	Existing channel letter sign moving from Fayetteville to Rogers.





