



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

October 4, 2018

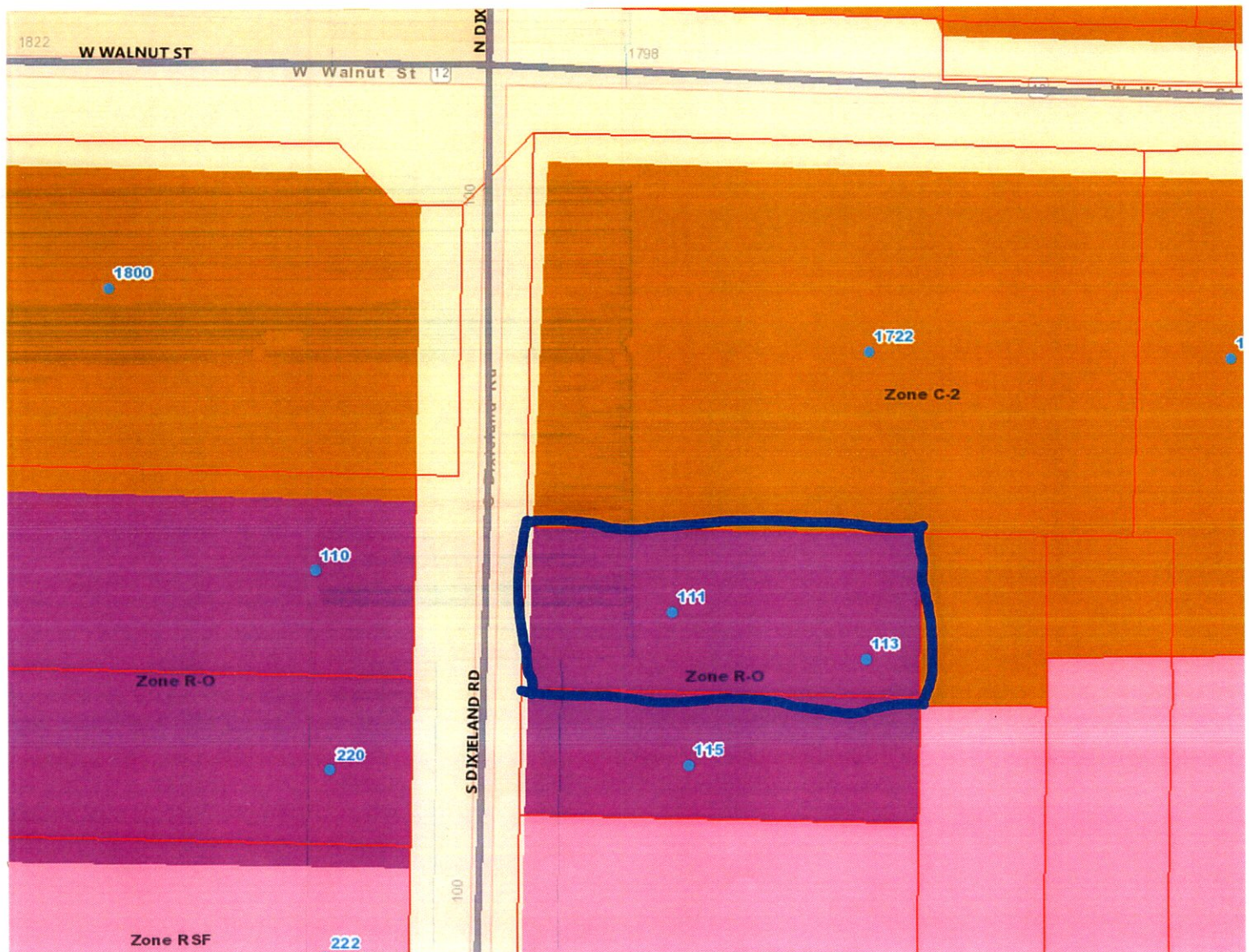
STAFF SUMMARY REPORT

TO: BOARD OF ADJUSTMENT

SUBJECT: VARIANCE #18-62- Quality Assurance Roofing

ADDRESS:	111 S Dixieland Rd
LAND OWNER:	Jennifer Wolfe
APPLICANT/REP:	Erica Bray, Quality Assurance Roofing
ZONING DISTRICT:	R-O (Residential Office), Overlay District
REQUEST:	To allow single tenant use on a multitenant monument sign.
AUTHORITY:	Sec. 14-724, Rogers Code of Ordinances

VICINITY MAP



BACKGROUND

- Per Section 44-9, monuments in the R-O zoning district are limited to 6 feet in height and 48 square feet of total sign area.
- The number of monument signs is determined by the number of street frontages. The site has 1 street frontage and would therefore be limited to 1 monument sign to meet the needs of all businesses located on the property.

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: Quality Assurance Roofing is requesting single use of a monument sign under 6 feet in height with 24 square feet of total sign area. The requested square footage is exactly half the total permitted sign area that would be allowed, leaving 24 square feet for the business in the rear portion of the lot, Terracon. Quality Assurance Roofing could install their requested signage at its current sizes, but they must provide tenant space for Terracon on the monument as well. Terracon currently has an illegal yard sign to serve for wayfinding purposes. Terracon has discussed the possibility of a variance to allow a second monument to serve wayfinding purposes. Staff has concerns that a second monument may reduce parking and have limited visibility from S Dixieland Road.
- 5) Views of Others: N/A
- 6) RECOMMENDATIONS:
 - a) Deny the request for single tenant use of a multitenant monument.



KARA KING, Planning Technician
City of Rogers Planning Division

ADMINISTRATOR'S SUGGESTED MOTION:

- 1) Motion to **deny** the variance request for single tenant use of a multitenant monument.

DIRECTOR'S COMMENTS:

- 1) Agree with recommendations and suggested motion.



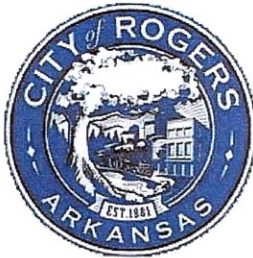
JOHN C. McCURDY, Director
City of Rogers Department of Community Development

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 CC (\$100)
Zoning: R-0
App Number: 18-62
CityView Application: PL201800936
Date: 10/12/2018

VARIANCE APPLICATION

APPLICANT: Quality Assurance Roofing
ADDRESS: 111 S. Dixieland Rd. Rogers, AR 72758 SUITE #: _____
GENERAL LOCATION OF PROPERTY: Dixieland Rd. Frontage, right next to Walgreens
PHONE #: 479-231-5469 EMAIL: erica@myassuranceroofing.com
PROPERTY OWNER: Jennifer Wolfe PHONE #: 512-940-7919

NATURE OF APPEAL:

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

EXPLAIN REQUEST: I am requesting full access to the sign marquee

on front of our office we are leasing. On this property, there is a separate office located behind us. The owner of both offices and property, has always allowed our front office full access to this marquee.

Yuna Brady
Applicant Signature

10/12/18
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: 10/12/2018 PUBLIC HEARING DATE: 10/25/2018

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 **Quality Assurance Roofing** under the provisions of the City of Rogers Code of Ordinances, for a **variance from multitenant monument standards** in the city's **R-O** (Residential Office) zoning and the city's Overlay District, more particularly described as follows:

LEGAL DESCRIPTION:

A PART OF LOT 2, BLOCK 2 FELKER'S SUBDIVISION AS SET FORTH IN PLAT RECORD BOOK 6 AT PAGE 145 AND A PART OF LOT 3, BENCOR ADDITION AS SET FORTH IN PLAT RECORD P2 AT PAGE 314, TO THE CITY OF ROGERS, BENTON COUNTY, ARKANSAS, SITUATED IN THE SE ¼ OF SECTION 11, TOWNSHIP 19 NORTH, RANGE 30 WEST OF THE FIFTH PRINCIPAL MERIDIAN AND BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS: COMMENCING AT THE NW CORNER OF LOT 1 OF BENCOR ADDITION, AS SET FORTH IN PLAT RECORD P2 AT PAGE 314, THENCE COINCIDENT WITH THE WESTERN LINE OF SAID LOT 1, BENCOR ADDITION, S 02°56'04" W FOR A DISTANCE OF 233.10 FEET TO THE TRUE POINT OF BEGINNING OF THE HEREIN DESCRIBED TRACT; THENCE S 86°34'10" E FOR A DISTANCE OF 236.52 FEET TO A POINT; THENCE N 02°35'26" E FOR A DISTANCE OF 4.65 FEET TO A POINT LOCATED ON THE SOUTHERN LINE OF SAID LOT 1, BENCOR ADDITION; THENCE COINCIDENT WITH SAID SOUTHERN LINE, S 87°15'59" E FOR A DISTANCE OF 75.00 FEET TO A POINT; THENCE LEAVING SAID LOT 1, BENCOR ADDITION, S 03°31'11" W FOR A DISTANCE OF 101.75 FEET TO A POINT; THENCE S 02°00'45" W FOR A DISTANCE OF 2.15 FEET TO A POINT; THENCE N 87°15'59" W FOR A DISTANCE OF 73.48 FEET TO A POINT; THENCE N 02°29'48" E FOR A DISTANCE OF 6.05 FEET TO A POINT; THENCE N 87°00'42" W FOR A DISTANCE OF 237.79 FEET TO A POINT; THENCE N 02°32'49" E FOR A DISTANCE OF 95.00 FEET TO A POINT; THENCE S 86°34'10" E FOR A DISTANCE OF 1.48 FEET TO THE POINT OF BEGINNING, CONTAINING 30,090 SQUARE FEET OR .69 ACRES, MORE OR LESS.

LAYMAN'S DESCRIPTION:

111 S Dixieland Rd

Roger Clark, Secretary
Board of Adjustment

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

Regarding:

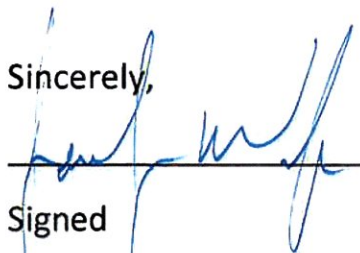
111 & 113 S. Dixieland Rd

Rogers AR, 72758

To Whom It May Concern,

I Jennifer Wolfe am the owner of the above referenced building and only the front building located at 111 S. Dixieland Dr, will be allowed to use freestanding signage. The building located in back at 113 S Dixieland Dr, will be limited to wall signage only per, code.

Sincerely,



Signed

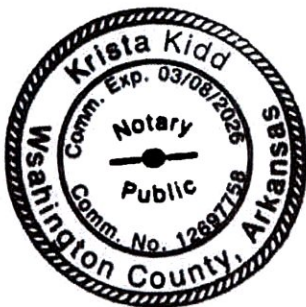
Jennifer Wolfe

Name Printed

STATE OF ARKANSAS

COUNTY OF Benton

Subscribed and sworn before me this the 12 day of October, 2018.



Notary Signature

Krista Kidd

Notary Name Printed

3/8/2026

Commission Expires



10/12/18

Regarding property address: 111 S. Dixieland Rd.

Rogers, AR 72758

To whom this may concern:

I, Erica Bray, owner of Quality Assurance Roofing, leasing the office located at address listed above, am requesting access to usage of entire signage space in the marquee. This marquee is located right in front of our building, with Dixieland Rd. frontage.

The owner of this property we are leasing, Jennifer Wolfe, also owns the warehouse located behind us, at address 113 S. Dixieland Rd. However, Jennifer has always allowed the office building in the front section of property that I am leasing, usage of entire signage space in this marquee.

I feel that if the business leasing the warehouse behind us, at address 113 S. Dixieland Rd., were to have access to 1/2 of the signage space in this marquee, this would cause a hardship to my business and their business. I feel this way because the warehouse behind us is not visible from Dixieland Rd. If the signage in marquee had both of our businesses listed, the customers of business located behind us, will assume that their office is working out of our building, located in the front of this property, since this marquee is located right in front of the building I'm leasing.

This front office building that I am leasing is larger in size, with 2 visible nice glass door entrances into this office. Both these entrances face the Dixieland Rd. frontage, with one entrance going into basement of this building, and the other entrance going into the main entry of this office building. We would most likely have customers/clients of business behind us, walking into our building, from either entrance, looking for people in the business behind us. We would have to re-direct their customers to the warehouse building behind us. This would also bring confusion to our customers, wondering if other business on half the signage in marquee, is located in our building as well.

I am kindly requesting the City of Rogers to review my Variance Application and supporting documents and consider my concerns, when making their decision regarding my request.

Best Regards,

Erica Bray

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CITY OF ROGERS, ARKANSAS
301 W. CHESTNUT
PHONE (479)621-1186
FAX (479)986-6896

OFFICE USE ONLY

Permit Fee: _____ (\$10 per sign)

Zoning: _____

Permit Number: _____

CityView Application: _____

Date: _____

APPLICATION FOR SIGN PERMIT

BUSINESS NAME Quality Assurance Roofing

ADDRESS OF SIGN: 111 S. Dixieland Rd Rogers, AR

SIGN CONTRACTOR: New Life Graphics CONT. LIC. _____

ADDRESS/ZIP CODE: 608 S. 8th St. 72756 PHONE # 479-899-6656

PROPERTY OWNER: Jennifer Wolfe

TENANT NAME: Quality Assurance Roofing - Erica Bray

EMAIL: erica@myassuranceroofing.com

Sign Type*	Dimension	Sign Area (sq. ft.)	Height	Valuation (include sign cost/labor)
<u>non monument</u> Existing back <u>lit sign</u>	<u>4 x 6</u>	<u>front of</u> <u>office 24 sq ft.</u>	<u>4 ft high</u>	<u>sign cost \$450</u> <u>labor \$50</u>
<u>Wall</u> Flat metal <u>sign</u>	<u>4 x 8</u>	<u>on side of</u> <u>bldg. 32 sq ft.</u>	<u>4 ft high</u> <u>8 ft wide</u>	

*wall, pole, monument, awning, canopy, projection, suspended, electronic/LED

TYPE OF WORK: New Sign Alteration Repair

FEATURES: ☒ Illuminated Non-Illuminated Animation

DOES ANY PART *PROJECT OVER OR LOCATE* IN RIGHT OF WAY?
(Signs must be 5 feet from any right-of-way. **Exception:** projecting signs and sandwich signs in allowable zoning districts.)

Number of businesses in building? 1 Number of street frontages? 1

Street names Dixieland

Width of Building/Business Frontage 80 ft.

Width of Building/Business Frontage

ARE THERE EXISTING SIGNS ON PREMISE: ☒ YES NO

If yes, please describe: Back lit marquee Freestanding Sign Size 4x6 area 24sq ft
There was also evidence of signage on side of bldg. facing walgreens - from previous tenants

 Wall Sign Size

 Wall Sign Size

 Wall Sign Size

 Wall Sign Size

Is new sign being attached to existing sign frame? yes

If this is an alteration, repair, etc., please describe:

ELECTRICAL CONTRACTOR: all pre existing already
(Electric permits required, by a licensed electrical contractor, if illuminated or any wiring is being placed for sign)

Multitenant buildings with multiple signs: Letter from building owner granting permission for sign placement is required.

DRAWING and/or SITE PLAN REQUIRED WITH THE FOLLOWING INFORMATION DESIGNATED:

1. PLOT/SITE PLAN REQUIRED, DRAWN TO SCALE, FOR DETACHED FREESTANDING, MONUMENT SIGNS

- a. Legal description of property
- b. Dimensions of property
- c. Drawings showing details of construction, including loads, stresses and anchors.
Drawings must be sealed by a Arkansas registered design professional
- d. Sign location and dimensions in relation to all buildings, property lines, driveways, parking spaces, and internal circulation drive aisles, streets and electric lines
- e. Any easements, storm detention or drainage areas
- f. Width of driveways and width of right of way
- g. Sight vision triangle measurements for driveways and intersection corners
- h. Streets adjacent to sign.
- i. Locations of and distance from other detached sign on the same parcel and/or premise
- j. Distance to closest residential zoning district
- k. New freestanding signs require a landscape plan for the required 50 sf of landscaped area

2. ELEVATION DRAWINGS REQUIRED, DRAWN TO SCALE, ON WALL SIGNS PROJECTING SIGNS, MARQUEE SIGNS, AND DETACHED SIGNS:

- a. All dimensions of sign to include structure, lighting, and all extremities
- b. Drawings showing details of construction, including loads, stresses and anchors.
Drawings must be sealed by a Arkansas registered design professional
- c. Dimension and height from grade to bottom surface of sign area
- d. Dimension and height from grade to uppermost portion of sign
- e. Dimension from building wall to outer most extremity of wall sign
- f. Linear footage of each building wall having frontage on a street

ALL DETACHED SIGNS REQUIRE A FOOTING INSPECTION PRIOR TO THE CONCRETE BEING POURED. INSPECTION MUST BE REQUESTED BY 8:30 AM TO RECEIVE A SAME DAY INSPECTION.

NOTE: CONTACT (479) 621-1186 IF YOU HAVE ANY QUESTIONS.

I hereby certify the owner of record authorizes the proposed sign, and I have been authorized by the owner to make this application as his authorized agent, and we agree to conform to all applicable laws of this jurisdiction

Erica Bray 479-239-5409 8/21/18
Signature Phone Date

Title: _____ Contractor ☒ Owner _____ Agent for Owner

Planning Staff Approval: _____

★ QUALITY
ASSURANCE
★
ROOFING
QUALITY OVER QUANTITY
479-239-5469



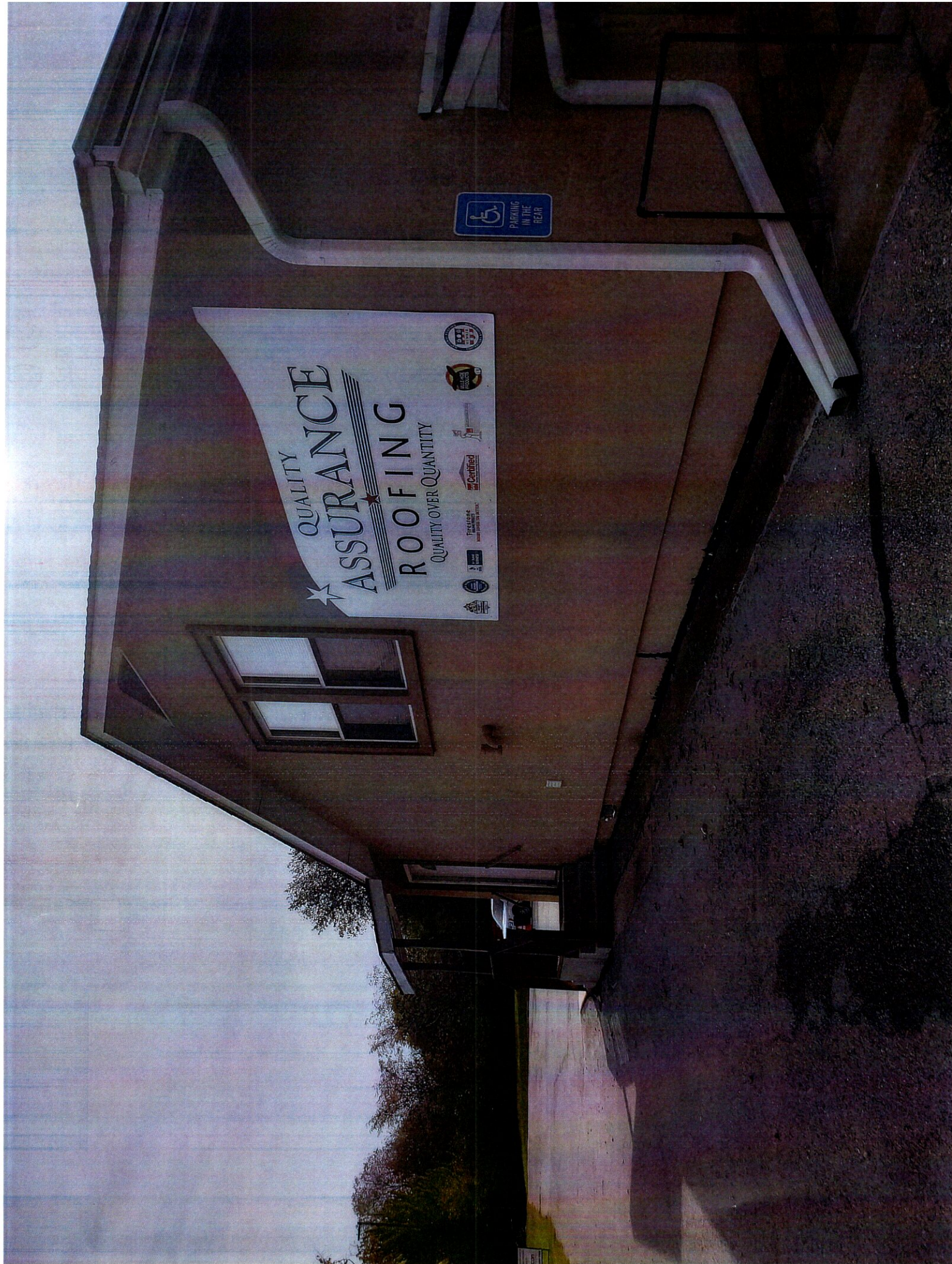
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QUALITY OVER QUANTITY
479-239-5469

DRIVE THRU PHARMACY

PHOTO







QUALITY
ASSURANCE
ROOFING
QUALITY OVER QUANTITY



 PARKING
IN THE
REAR

