



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

MEETING DATE
FEB. 18 2020

TO: PLANNING COMMISSION

RE: **STAFF SUMMARY REPORT**
ALTERNATIVE SIGN – DAISY AIRGUN MUSEUM

STAFF: ETHAN HUNTER, CITY PLANNER

REQUEST DETAILS

BUSINESS NAME:	Daisy Airgun Museum
ADDRESS/LOCATION:	202 W. Walnut Street
APPLICANT/REPRESENTATIVE:	Daisy Airgun Museum / Joe Murfin
PROPERTY OWNER:	D&R Hobbs Properties LLC
NATURE OF REQUEST:	Approval of Alternative Sign
AUTHORITY:	Sec. 44-17, Rogers Code of Ordinances

SUMMARY

This request is to allow the installation of a 25' tall scale replica of a Daisy Red Ryder BB Gun on the east façade of the subject building. Requests for alternative signs are subject to Planning Commission approval with the intent of providing "opportunities for signage that, while not in strict conformance with the standards, requirements, and limitations of this [code], provide compensating benefits that justify the deviation from standards, requirements, and limitations of this [code]. Such benefits include enhanced public safety, enhanced visual interest, improved aesthetics, improved place identification, or superior visual integration of signs and related buildings. The alternative sign program may be used to encourage creative, unusual, innovative, or unique design, architecture, construction, or materials in contrast to conventional or formulaic signage," (Sec. 44-17(a)).

In addition to Planning Commission approval, the applicant must also obtain approval from the Historic District Commission. The Legal Department is currently determining the appropriate legal mechanism to allow the alternative sign to occupy public right-of-way (sidewalk), which would be ultimately approved by the Transportation Committee of City Council.

Community Development recommends consideration of this request as presented.

STAFF REVIEW

1. PLANNING COMMISSION CONSIDERATIONS PER SEC. 44-17(d)(3):
 - a) Whether the sign architecturally integrates into or complements the design and materials of the existing and proposed buildings and overall character of the site;
 - b) The aesthetic impact of the sign;
 - c) The overall size of the development and the scale of the use or uses located or anticipated to be located there;
 - d) The relationship between the building setback and sign location;
 - e) Access and visibility to the property;
 - f) Intended traffic circulation pattern;
 - g) Creation of more obvious hierarchy of signage;
 - h) Improvement of the relationship between the property and adjacent properties or land uses;
 - i) Proximity of the property to elevated limited access highways;
 - j) Consistency with the objectives and design policies adopted by the city for the area in which the alternative sign is proposed;
 - k) Any other factor relevant to public health, public safety, or the overall enhancement of the city.
2. GENERAL FINDINGS:
 - a) Based on the above considerations, staff has not identified any specific incompatibilities or concerns with the subject request. Staff has confirmed that, if approved, the alternative sign would not impede ADA-required sidewalk clearwidth.
3. PUBLIC INPUT RECEIVED:

Staff has not received comments regarding this request.
4. RECOMMENDATIONS:
 - a) Consider approval of this request.



ETHAN HUNTER, City Planner
Planning Division

DIRECTOR'S COMMENTS

1. Agree with recommendations.



JOHN C. McCURDY, Director
Department of Community Development

SUGGESTED MOTIONS

1. IF APPROVING AS PRESENTED:
Move to approve as presented the request by Daisy Airgun Museum for an alternative sign at 202 W. Walnut Street.
2. IF APPROVING SUBJECT TO OTHER ACTIONS:
Move to approve the request by Daisy Airgun Museum for an alternative sign at 202 W. Walnut Street subject to [conditions or contingencies].
3. IF DENYING:
Move to deny the request as presented.
4. IF TABLING:
Move to table request as presented [indefinite or date certain].

TABS

1. Vicinity maps (aerial)
2. Alternative Sign Program application with required supplements

TAB 1

AERIAL VICINITY MAP





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

OFFICE USE ONLY

Permit Fee: \$250 (\$250 per application)

Zoning: COR

Permit Number: 20-01

CityView Application: PL202000078

Date: 01/29/2020

APPLICATION for ALTERNATIVE SIGN PROGRAM

Rogers Code Section 44-17

BUSINESS/TENANT NAME: Daisy Airgun Museum
LOCATION OF ALTERNATIVE SIGNAGE: East outside wall (2nd st.) of museum
PHONE #: 479.236.7656 (cell) EMAIL: jmurfin@daisymuseum.com
SIGN CONTRACTOR: Elemore/Garage graphics + Visuals CONT. LIC. #: MO BUS99-00219
ADDRESS/ZIP CODE: 2503 N. Neergard Ave Springfield MO 65803 PHONE #: 417 831-2570
PROPERTY OWNER: D+R Hobbs Properties, LLC (Debra + Ray Hobbs)
NUMBER of WALL SIGNS INCLUDED: 1 small info sign (static sign) possible.
NUMBER of FREESTANDING SIGNS INCLUDED: 1
UNIQUENESS of SIGNAGE: 25 foot tall replica of an iconic Daisy Red Ryder BB gun; to enhance visual interest and identity the historic downtown Rogers; in recognition of City's historic relationship/home to Daisy brand. Projected to be a "photo-op" for our City.

Application must include an artist's rendering, elevations, and any other materials needed to indicate the signage location, size, height and relationship to buildings and other nearby buildings, signs, and streets.

FEATURES: Illuminated X Non-Illuminated _____ Animated _____

DOES ANY PART PROJECT OVER OR LOCATE IN RIGHT-OF-WAY? yes (Protrudes 5' from building.)
(Signs must be 5 feet from right-of-way. Projecting signs and A-frame signs are allowed in certain zones.)
Sidewalk = 114.5". Sign protrudes 60". Leaves 54.5" of accessibility.

(musem and Dr Hobb)

Number of businesses in building: 2 Number of street frontages: 2

Width of building/business frontage: _____

Width of building/business frontage: _____

ARE THERE EXISTING SIGNS ON PREMISE? YES X NO _____

WILL THESE SIGNS REMAIN WITH ALTERNATIVE SIGNAGE? YES _____ NO _____

If yes, please describe: Type Painted Wall Dimensions 10'4" W x 13'6" H Area 139 sq ft.

Type _____ Dimensions _____ Area _____

Type _____ Dimensions _____ Area _____

Type _____ Dimensions _____ Area _____

ELECTRICAL CONTRACTOR: Howard (Tom) Jones Electric (Rogers, AR)
(Electrical permits required by a *licensed contractor* if sign involves illumination or wiring.)

ARE ANY TEMPORARY SIGNS NEEDED AS PART OF SIGNAGE PLAN: YES _____ NO X

If yes, describe: _____

Rogers Code Section 44-17 ALTERNATIVE SIGN PROGRAM:

- (a) **Purpose.** The purpose and intent of the Alternative Sign Program is to provide opportunities for signage that, while not in strict conformance with the standards, requirements, and limitations of Chapter 44. Such benefits include enhance public safety, enhanced visual interest, improved aesthetics, improved place identification, or superior visual integration of signs and related buildings. The Alternative Sign Program may be used to encourage creative, unusual, innovative or unique design, architecture, construction, or materials in contrast to conventional or formulaic signage. The Alternative Sign Program is not intended to provide routine variances from the standards, requirements, and limitations of Chapter 44.
- (d) **Considerations.** In making its determination, the Planning Commission shall consider:
- (A) Whether the sign architecturally integrates into or compliments the design and materials of the existing and proposed buildings and overall character of the site;
 - (B) The aesthetic impact of the sign;
 - (C) The overall size of the development and the scale of the use or uses located or anticipated to be located there;
 - (D) The relationship between the building setback and sign location;
 - (E) Access and visibility to the property;
 - (F) Intended traffic circulation pattern;
 - (G) Creation of more obvious hierarchy of signage;
 - (H) Improvement of the relationship between the property and adjacent properties or land uses;
 - (I) Proximity of the property to elevated limited access highways;
 - (J) Consistency with the objectives and design policies adopted by the City for the area in which the alternative sign is proposed; and
 - (K) Any other factor relevant to public health, public safety, or the overall enhancement of the City.

DRAWING AND SITE PLAN REQUIREMENTS:

1. PLOT/SITE PLAN REQUIRED, DRAWN TO SCALE, FOR DETACHED FREESTANDING AND 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 signs on same parcel and/or premise.
- j. Distance to closet residential zoning district.
- k. New freestanding signs require a 50 square foot landscape plan.


2. ELEVATION DRAWINGS REQUIRED, DRAWN TO SCALE, FOR WALL, PROJECTING, MARQUEE, 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.

NOTES:

- All detached signs require a footing inspection prior to concrete being poured. Inspection must be requested by 8:30am to receive a same-day inspection.
- Overlay District prohibits pole signs and limits monument signs to 6' height (10' if multitenant).
- Details related to zoning and permitted signage can be found in Chapter 44 of the Municipal Code.

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.

Signature  Date 1/29/2020
Contractor _____ Owner _____ Agent for Owner _____

PLANNING STAFF PROVIDES:

DATE FILED: 01/27/2020 PUBLIC HEARING DATE: 02/18/2020 CERTIFIED MAIL DATE: 02/03/2020
PLANNING COMMISSION ACTION: _____ DATE: _____
COMMENTS: _____

MEMO TO: John McCurdy, Director of Community Development, City of Rogers, Arkansas

FROM: Joe C. Murfin, Chairman, Daisy Airgun Museum,
jmurfin@daisymuseum.com 479-236-7656

RE: Proposal to create and install a large-scale Daisy Red Ryder BB gun sculpture

SUMMARY OF INTENT: The Daisy Airgun Museum, a 501(c) (3) corporation, wishes to create and install a twenty-five foot tall (approximate size) sculpture of a Daisy Red Ryder BB gun, securely anchored at the top of the D & R Hobbs building (which the museum currently occupies, at 202 West Walnut.) with the base (butt of the stock) siting on/anchored to the sidewalk immediately adjacent to the building. The intent of the sculpture is to create a photo-opportunity for visitors to our city.

PROPOSED LOCATION: The sculpture would stand upright, closely paralleling the east wall of the building, centered at 349 inches from the front of the building, as shown, approximately, in the attached mock-up image. Due to the shape of the stock of the sculpture, the base of the sculpture would extend approximately five feet from the building. Until exact scale is established, we would request a variance to occupy an area extending no more than six feet from the east side of the building.

ADA COMPLIANCE: We are aware that a 36" sidewalk width requirement exists to make sure sidewalks are accessible for use by wheelchair-bound individuals. The width of the existing sidewalk, from the building to the curb, at the location of the proposed sculpture installation, is 114.5 inches. Assuming the sculpture protrudes 72" from the building at the base, 42.5" of useable sidewalk (plus a 6" wide curb) will be accessible. Likely the sculpture will protrude 60" and 54.4" of sidewalk will be clearly accessible.

SCOPE OF WORK: A letter and resume from fabricator Elemoose is attached. The sculpture would be comprised of a hard composite shell, be foam-filled, with a full-length aluminum pipe inside which would sit on a steel pin and base. The base of the sculpture will be weighted inside (with Daisy BBs). Details regarding anchoring the sculpture to the building and to the sidewalk are pending Elemoose's site evaluation. Local construction companies will be approached to provide in-kind services.

ADDITIONAL FEATURES: As is possible, we propose to install cameras for security and ground-flush floodlights in the surrounding concrete for visibility and security. The details of these features are pending site evaluation.

Attachments: Elemoose (fabricator) scope of work and resume.

Mock-up illustration of sculpture indicating size and location.





Red lines indicate approximate one-foot increments.



PROPOSED SCOPE OF WORK
December 12, 2019

25'h Daisy Red Ryder Replica

Location: 202 W. Walnut St. Rogers, AR 72756

The 25'h Red Ryder replica will have an internal 3003 aluminum structure with sculpted Styrofoam pieces to add dimension and detail. The foam will be coated with an epoxy/urethane to allow for exterior use and be painted to customer specifications.

The Red Ryder replica will be anchored near the top of the historic building located at 202 W. Walnut St using expansion anchors. The stock of the gun will have a mounting plate that will sit on a square of concrete no more than 5'x5'.

As of this date this project has not been reviewed by a structural engineer. Attachment methods are subject to change after review by engineer and after site inspection has been completed.



OUR BACKGROUND: What started in a garage over 20 years ago has grown into a 150,000-sq. ft. facility full of state of the art equipment, artists, craftsmen and skilled technicians who are ready to transform the unthinkable into reality. Our abilities to design interpret, fabricate and install high-quality products have earned us extraordinary clients throughout the world.

OUR KEY PROJECTS:

Memphis Pyramid: Interior / Exterior Signage package including the Massive exterior signs measuring 130'w x 42't and 115'w x 78't installed on a sloped surface 150' off the ground. Total project value of \$3.11M

Legends of Golf: Signage and architectural elements for two courses as well as event signage, tee box markers and more. \$1.175M in product and service packed into a 60 day turnaround.

North Atlantic Right Whale: Fabrication of a 45' whale modeled from a living whale that had been observed for a number of years. This recreation now hangs in the Smithsonian National Museum of Natural History.

Ameristar Casino Package: Interior / Exterior Signage including a street scape themed interior walkway as well as a helicopter installed exterior marquee sign. Total project value \$1.9M

Plants vs. Zombies: Interior / Exterior Props, signage, stage elements and the production of the ride bodies. Ride Bodies built to ASTM Specs. Total project value \$546K - 12 week from design to install

OUR REFERENCES:

Bass Pro Shops (Client)
Tom Jowett
(417) 873-5000

Herschend Family Entertainment
Lara McKay
lmckay@hfecorp.com

Midwest Sign
Carey Baskin - 417-860-1096
(Acct. #5382650)

Grimco, Inc.
Twila Cochran - 800-542-9941
(Acct. #1958370)

Allied Plastic Supply
Joe Wolf - 816-920-5026
(Cust. # GARGRA03)

OUR MISSION: Ele Moose is a haven for designers, thinkers, and dreamers alike, offering a place for skilled and artistic individuals to create work that satisfies his/her niche. We are committed to bringing to life a wide range of ideas and designs by melding artistic talent and advanced technology to produce the highest quality, most innovative products one can imagine.



ELEMOOSE

2503 N. Neergard Ave.
Springfield, MO 65803

PREQUALIFICATION RESUME

OUR VISION: We are striving to be the best in bringing dreams and visions of all sizes to life through fabricated excellence.

OUR COMPANY: Garage Graphics & Visuals, Inc. DBA Elemoose

Business Established: 1992

Type of Business: S Corporation

Incorporated State and Date: Missouri April 1996

Billing/Shipping Address: 2503 N. Neergard Ave Springfield, Mo 65803

Phone Number: 417-831-7570

Federal I.D. # 43-1743029

Mo Sales Tax I.D. #16054512

Mo Unemployment # 767748-0-077-3993

Sic Code: 339950

MO Contractor's License # Bus99-00219

OUR TEAM

Owner: Steve Tindle

Controller: Mindy Teeter

Estimator: Bonnie Croney

Operations: Chad Baker

Project Management: Joy Frazier

OUR CLIENTS: Disney, Bass Pro Shops, Cedar Fair, Dollywood, Ameristar Casinos, Herschend Family Entertainment, Paragon 360, Enteraction Partners, Six Flags, Alterface, America's Wildlife Museum & Aquarium, Titanic, Astute Medical, University of California, Tyson Food Service, Missouri S&T University

OUR SERVICES: Design Assist / Design Interpret, 3D Scanning & Routing, Deep Draw Vacuum Forming, Electrical, Routing and Laser Cutting, Molding & Casting, Metal & Wood Fabrication, Foam Fabrication, Digital Printing & Laser Engraving, Specialty Finishes