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

February 19, 2020

TO: BOARD OF ADJUSTMENT

RE: **STAFF SUMMARY REPORT**
VARIANCE – THE QUARTER SHOPPING CENTER

STAFF: GLORIA GARCIA, PLANNING TECHNICIAN

REQUEST INFORMATION:

ADDRESS/LOCATION:	1400 W. Walnut St.
SUBDIVISION:	Felker's Subdivision
CURRENT ZONING:	C-2 (Highway Commercial), Overlay District
CURRENT USE:	Retail Sales, Personal Services & Restaurant

APPLICANT INFORMATION:

APPLICANT/REPRESENTATIVE:	John Sporleader
PROPERTY OWNER:	John Sporleader
REQUEST:	Allow a common signage plan

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

THIS REPORT MAY NOT REFLECT ALL INFORMATION, DOCUMENTS, OR OTHER MATERIALS MADE AVAILABLE TO OFFICIALS DURING DISCUSSION AND PUBLIC INPUT. STAFF RECOMMENDATIONS ARE BASED ON TECHNICAL REVIEW OF CITY CODE AND MATERIALS PROVIDED BY APPLICANT AT TIME OF SUBMITTAL.

VICINITY MAP:

BACKGROUND:

- 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.

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:
   a) Currently the site is limited to canopy signage due to lack of available wall area. The C-2 zoning district only allows 12 square feet of sign area for a canopy sign. Due to this limited size, the applicant requests approval of a common signage plan to allow canopy signs at this site to be consistent with wall sign standards, which would allow Building A to have 394 square feet of total wall sign area, Building B to have 400 square feet of total wall sign area, and Building C to have 396 square feet of total wall sign area (see Tab 2).
   b) Under the proposed signage plan, the applicant requests 174 square feet for Building A, 280 square feet for Building B, and 144 square feet for Building C. This signage plan would allow a minimum of 18 square feet for the smallest tenant space and a maximum of 48 square feet for the largest tenant space. If approved, this would allow future tenants to obtain sign permits without going through the variance process individually. Staff has reviewed the proposed signage plan and finds it to be a reasonable request.

5. REPORTS FROM OTHERS: No supporting or opposing comments have been received by the Planning Division to date.

6. RECOMMENDATIONS:
   a) Approve the requested common signage plan.

ENGINEERING REVIEW: N/A

STAFF SIGNATURES:

GLORIA GARCIA, Planning Technician
City of Rogers Planning Division

SUGGESTED MOTIONS:

1. *FOR APPROVE:* "Move to approve the requested common signage plan at 1400 W. Walnut St."
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

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

OFFICE USE ONLY

Permit Fee: $100 ($100)
Zoning: C-2, Overlay
App Number: 20-05
CityView Application: PL202000098
Date: 02/07/2020

VARIANCE APPLICATION

APPLICANT: JAS Investments Inc., The Quarter Shopping Center
ADDRESS: 1400 W Walnut SUITE #: 101 - 125
GENERAL LOCATION OF PROPERTY: _____
PHONE #: _____ EMAIL: _____
PROPERTY OWNER: John & Amilda Sporleder PHONE #: 479 619 5250
800 Morningside Drive, Rogers AR 72756

NATURE OF APPEAL:
- ☐ Appeal from decision of enforcement officer
- ☒ Variance from zoning ordinance

EXPLAIN REQUEST: The unique characteristics of the existing steel sign frames justify a method to establish an overall standard square footage for the 23 sign frames.

15 existing suites have 24 square foot sign frames — 6 have 9' square foot sign frames

Applicant Signature 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: 02/07/2020 PUBLIC HEARING DATE: 2/27/2020

BOARD OF ADJUSTMENT DECISION: _____

SECRETARY, BOARD OF ADJUSTMENT DATE

February 6, 2020

City of Rogers
Board of Adjustment

RE: JAS Investments, Inc.
1400 W. Walnut
Rogers, AR 72756

Dear Sir:

The unique characteristics of the existing steel awning frames justify a method to establish an overall standard square footage for each of the 23 sign frames. Each frame has individual vinyl sign material stretched out to the outside edge.

The signage at the Quarter Shopping Center was installed in 1989.

There are fifteen (15) existing tenant suites that have 24 square feet of steel sign frames.

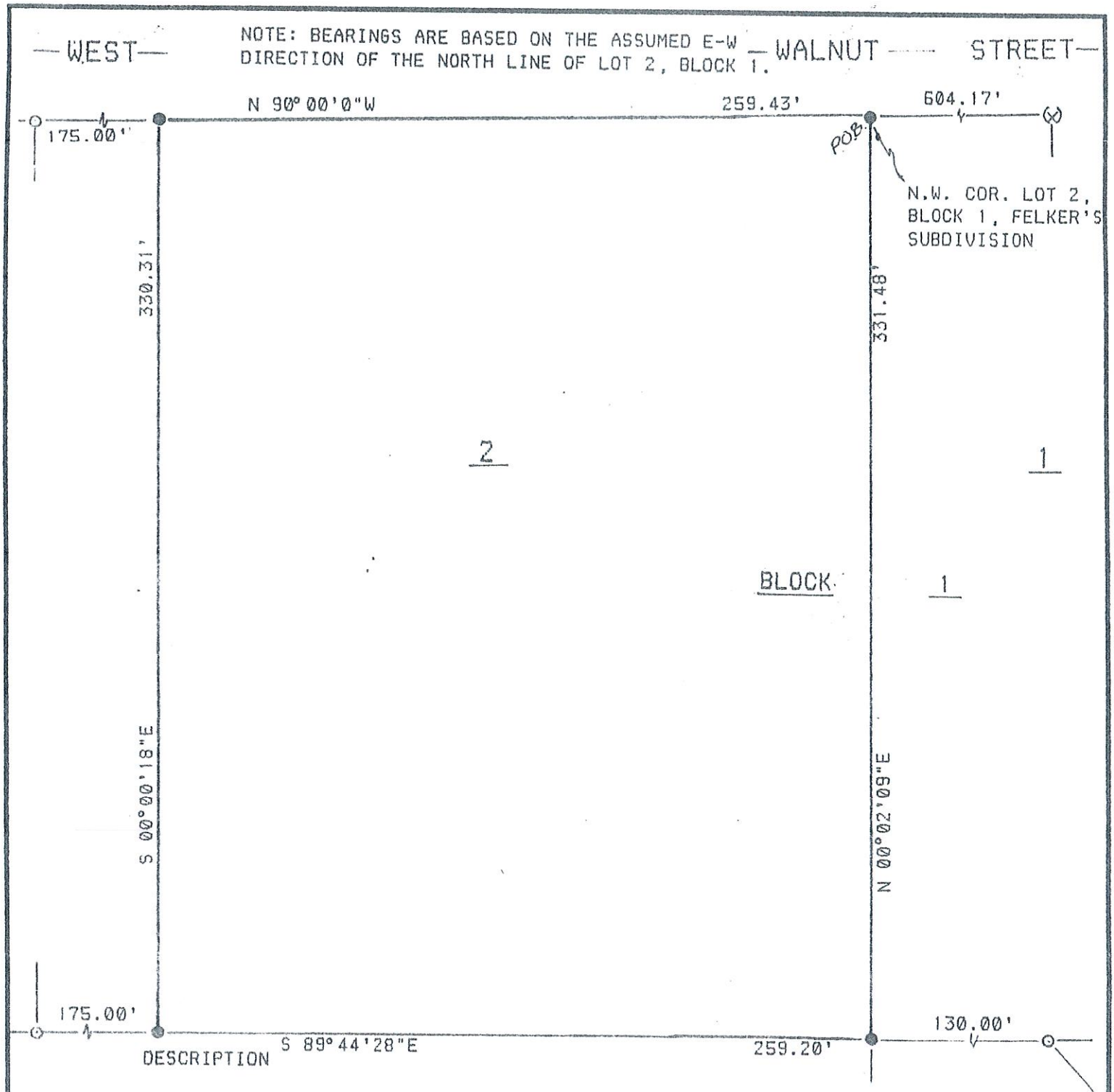
There are six (6) existing tenant suites that have 18 square feet of steel sign frames.

Suite #113 is occupied by a church and they want to keep the two existing signs that are 14 and 12 lineal feet (52 SF).

Suite #125 has 63 feet of frontage in the parking lot. It is better to have two 12 lineal feet of signs (24' x 2' = 48 SF) to balance out the long sign frame. Please refer to the old NWA Gold signage that was approved at a previous variance meeting.

We want to establish a standard maximum size that the City of Rogers can use when an individual tenant comes in to get a sign permit in the future.

Sincerely,
JAS Investments, Inc.
John K. Sporleder, President
Quarter Shopping Center
800 Morningside Drive
Rogers, AR 72756



DESCRIPTION

PART OF LOT 2 IN BLOCK 1 OF FELKER'S SUBDIVISION OF THE SE1/4 OF SECTION 11, T-19-N, R-30-W, ROGERS, BENTON COUNTY, ARKANSAS, AS SHOWN AT DEED BOOK 703, PAGE 778, BEING DESCRIBED AS:

BEGINNING AT THE NE CORNER OF SAID LOT 2, BLOCK 1;
THENCE N 90°00'00"W 259.43 FEET (260 FEET, DEED)
ALONG THE NORTH LINE OF SAID LOT 2;
THENCE S 00°00'18"E 330.31 FEET (SOUTH 330.00 FEET, DEED)
TO THE SOUTH LINE OF SAID LOT 2;
THENCE S 89°44'28"E 259.20 FEET (EAST 260.00 FEET, DEED)
ALONG SAID SOUTH LINE TO THE SE CORNER OF SAID LOT 2.
THENCE N 00°02' 09"E 331.48 FEET (NORTH 330.00 FEET, DEED)
ALONG THE EAST LINE OF SAID LOT 2 TO THE POINT OF BEGINNING,
CONTAINING 1.97 ACRES, MORE OR LESS, BEING SUBJECT TO ANY
AND ALL EASEMENTS AND RIGHTS OF WAY OF RECORD.

LAND SURVEYOR'S DECLARATION: I HEREBY DECLARE THAT ON THE 8th DAY OF Nov., 19 91,

101 Puperseria Restaurant Full width 71'	102 Puperseria	103 Puperseria	104 Rogers Nutrition Herbalife	105 Bono Hair Hair braiding	106 Messenger Antique Sales	107 Signature Beauty Salon	108 NWA Tax Tax and Insurance
Inside width = 28'	Inside width = 22'	Inside width = 22'	Inside width = 29'	Inside width = 13'	Inside width = 28	Inside width = 28'	Inside width = 27
Frame 12 -12-6-12-12-12-4 = 70 total 12'sign **Sign Needed 24 sf**	12' sign **Sign Needed 24 sf**	None **Sign Needed 0**	Frame 4- 12-8'6" 3' sign **Sign Needed 24 sf**	Frame 12 12' sign **Sign Needed 24 sf**	frame 12+12 12' sign **Sign Needed 24 sf**	frame 12+12+4 8' sign **Sign Needed 24 sf**	frame 9 + 18 15 sign **Sign Needed 30 sf**

Frontage on Walnut
44'

Sign 44'

Estimate inside width 197

Existing Signage 74 x 2 = 148 SF

Signage Needed 87 x 2 = 174 SF

Suite # 101- 102-103
Pupuseria #1
Anyela Mendoza & Luis Villatoro

Width inside business = 71

Sign frame length = 12 - 12 - 6 - 12 -12 - 12 - 4 =70'

12'	12	6	12	12	12	4

Pupueria #1 12	631-8911 12

Sign length used = 12' + 12' = 24' SF

Sign length needed = 12' + 12' = 24 x 2 = 48 SF

Frontage on Walnut
Width of sign frame 44'
Sign length needed = 44' x 2 = 88 SF

Suite # 104
Rogers Nutrition
Genaro Manjarez

Width inside business = 29'

Sign frame length = 4' - 12' - 8'6" Need 12'

4'	12'	8'6"

Sign length used = 3' x 2' = 6 SF

Rogers
Nutrition
3'x 2'

Sign length needed = 12' x 2' = 24 SF

Suite # 105
Maria African Hair Braiding
Maria Karamoko

Width inside business = 13'

Sign frame length = 12' Need 12'

12

Sign length used = 12'x 2' = 24 SF

Maria Hair Braiding 12 x 2 = 24'

Sign length needed = 12' x 2' = 24 SF

Suite # 106
Unique Findings Antique store
Randall Messenger

Width inside business = 28'

Sign frame length 12' + 12' = 24'

12'	12'

Sign length used =12' x 2' = 24 SF

Unique Findings
12' x 2' = 24'

Sign length needed = 12' x 2' = 24 SF

Suite # 107
Signature Design – Beauty Salon
David Gotsche

Width inside business = 28'

Sign frame length 24' = 12' + 12'

12	12	4

Sign length used = 8' x 2' = 16 SF

Signature Design
8' x 2' = 16 SF

Sign length needed = 12' x 2' = 24 SF

Suite # 108
NWA Tax Services - Tax & Insurance
Eva Rogriquez

Width inside business = 27'

Sign frame length 9' +18' = 27'

9	18

Sign length used = 15' x 2 = 30 SF

NWA Tax Services
15' x 2' =30 SF

Sign length needed = 15' x 2' = 30 SF

109 Arkansas Drywall Contractor	110 Vacant	111 Bottom Line Heat AC Repair	112 Vacant	113 Unitarian Church	114 Clean Kutz Barber shop	115 All Around Electric Electrical Contractor	116 Vacant	117 The Essential Therapeutic Massage	118 Vacant	119 Maguis Maids	120 Vacant
Inside width = 22'	Inside width = 20'	Inside width =23'	Inside width = 27'	Inside width = 41'	Inside width = 22'	Inside width = 20'	Inside width =23'	Inside width + 23'	Inside width = 16'	Inside width = 12	Inside width = 22'
frame 9'6" 9'6" sign **Sign Needed 19 sf**	Frame 9'6"= 9'6" total Sign empty **Sign Needed 19 sf**	Frame 9'6" = 9'6" total Sign 9'6" **Sign Needed 19 sf**	Frame 9'8"-12-7'6"= 29 total Sign empty **Sign Needed 24'sf**	Frame 7-14-12 -8 = 41 total Sign 26 **Sign Needed 14+12=52'sf**	Frame 5-12-6 =22 total Sign 12 **Sign Needed 24'sf**	Frame 12 - 6 = 18 total Empty **Sign Needed 24' sf**	Frame 12' = 12' total Empty **Sign Needed 24' sf**	Frame 10' = 10' total Sign 10' **Sign Needed 20' sf**	Frame 9' = 9' total Empty **Sign Needed 18' sf**	Frame 9 = 9' total Empty **Sign Needed 18' sf**	Frame 10 = 10 total empty **Sign Needed 20 sf**

Estimate inside width 271

Existing Signage 57 x 2 = 114 SF

Signage Needed 140 x 2 = 280 SF

Suite # 109
ADC -- Arkansas Drywall Contractors
Joel Adan

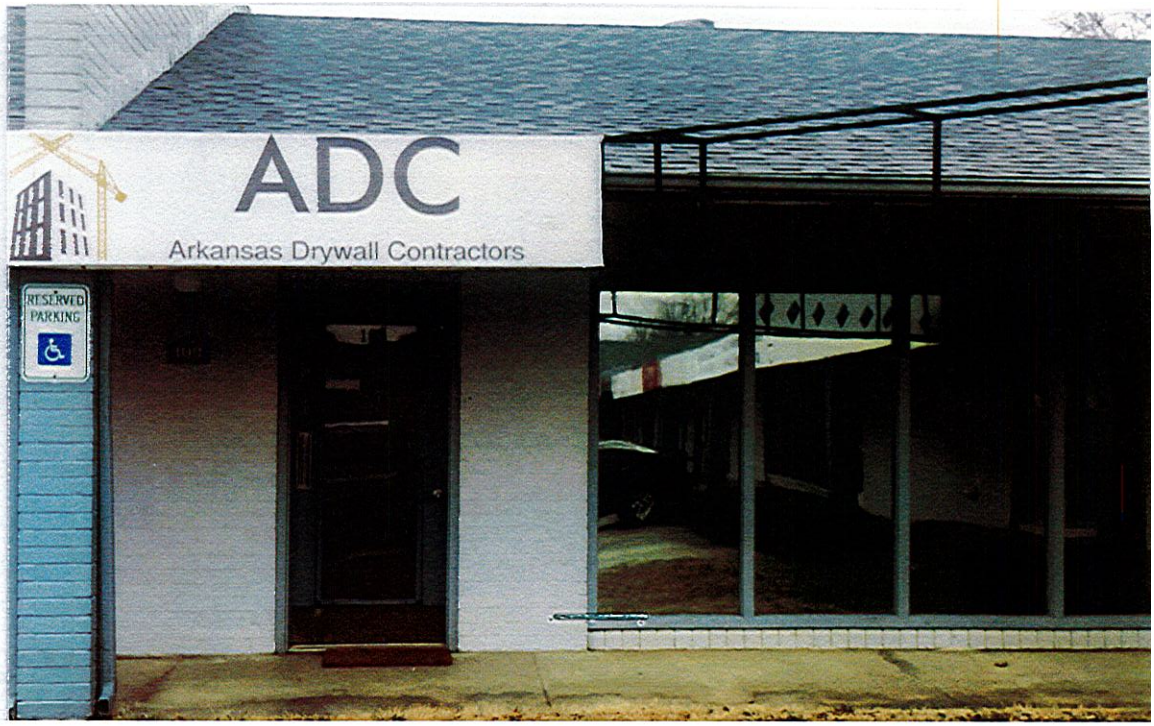
Width inside = 22'

Sign frame length 9'6"
9'6"

Sign length used = 9'6" x 2' = 19 SF

Arkansas Drywall
9'6" x 2' = 19 SF

Sign length needed 9'6" x 2' = 19 SF



Suite # 110
Vacant Office

Width inside business = 20'

Sign frame length = 9'6"

9'6"

Sign length used = 9'6" x 2' = 19 SF

Vacant 9'6" x 2' = 19 SF

Sign length needed 9'6" x 2' = 19 SF

Suite # 111
Bottomline Heating/Cooling
Matt Spiezio

Width inside business = 23'

Sign frame length = 9'6"

9'6"

Sign length used 9'6" x 2' = 19 SF

Bottomline Heating
9'6" x 2' = 19 SF

Sign length needed 9'6" x 2' = 19 SF

Suite # 112
Vacant Office

Width inside business = 27'

Sign frame length 9'8" - 12 - 7'6" = 29'

9'8"	12	7'6"

Sign length used = 12' x 2' = 24 SF

Vacant 12' x 2' = 24 SF

Sign length needed = 12' x 2' = 24 SF

Suite # 113
Unitarian Universalists of Benton County

Width inside church = 41'

Sign frame length 7 - 14 - 12 - 8 = 41'

7	14	12	8

Sign length used 26 x 2' = 52 SF

Unitarian Univers	www.uubcar.org
14' x 2' = 28 SF	12' x 2' = 24 SF

Sign length needed = 26' x 2' = 52 SF

Suite # 114
Clean Kutz Barber Shop
Chris Virnet

Width inside business = 22'

Sign frame length 5 - 12 - 6 = 23'

5	12	6

Sign length used = 12' x 2' = 24 SF

Clean Kutz
12' x 2' = 24 SF

Sign length needed 12' x 2' = 24 SF

Suite # 115
All Around Electric
Jose Hernandez & Manuel Perez

Width inside business = 20'

Sign frame length 12' - 6' = 18'

12	6

Sign length used = 12' x 2' = 24 SF

Blank
12' x 2' = 24 SF

Sign length needed 12' x 2' = 24 SF

Suite # 116
Vacant Office

Width inside business = 23'

Sign frame used 12' - 6' = 18'

12

Sign length used 12' x 2' = 24 SF

Blank
12' x 2' = 24 SF

Sign length needed = 12' x 2' = 24 SF

Suite # 117
The Essentials – Therapeutic Massage
Tony Kneads

Width inside business = 23'

Sign frame length = 10'

10'

Sign length used 10' x 2' = 20 SF

The Essentials
10' x 2' = 20 SF

Sign length needed = 10' x 2' = 20 SF

Suite # 118
Vacant Office

Width inside business = 16'

Sign frame length = 9'

9'

Sign length used 9' x 2' = 18 SF

Blank
9' x 2' = 18 SF

Sign length needed 9' x 2' = 18 SF

Suite # 119
Maguis Maids – cleaning service
Lu Hernandez & Margarita Munoz

Width inside business = 12'

Sign frame length = 9'

9'

Sign length used 9' x 2' = 18 SF

Blank
9' x 2' = 18 SF

Sign length needed 9' x 2' = 18 SF

Suite # 120
Vacant Office

Width inside business = 22'

Sign frame length = 10'

10'

Sign length used 10' x 2' = 20 SF

Blank
10' x 2' = 20 SF

Sign length needed 10' x 2' = 20 SF

125 Phone Fix Electronic repairs	124 He Asked Her Bridal Shop	123 Vacant	122 ABC Tax Joyce Anderson	121 Bentonville Support David Fitch Wal-Mart Vendor
Inside business width = 63	Inside business width = 41	Inside business width = 40	Inside business width = 26'	Inside business width = 28'
Frame 18 - 45 = 63 total 9'6" + 8'2" current sign **Sign Needed** **24 + 24 = 48 sf**	Frame 4 – 9 – 16 -12 = 41 total Sign empty **Sign Needed** **24 sf**	Frame 9 - 12 - 17 - 2 = 40 total Sign empty **Sign Needed** **24 sf**	Frame 7 – 12 – 7 = 26 total 12' sign **Sign Needed** **24 sf**	Frame 7 – 12 – 8 = 27 total Sign empty **Sign Needed** **24 sf**

Phone Fix
Frontage on Walnut
44' lineal feet

Sign empty

Sign Needed
24 sf + 24 sf = 48 sf

Estimate inside width 198

Existing Signage 30 x 2 = 60 SF

Signage Needed 72 x 2 = 144 S

Suite # 121
Bentonville Support Team
David Fitch

Width inside business = 28'

Sign frame length 7 - 12 - 8 = 27'

7	12	8

Sign length used -- Blank

Future sign 12'

Sign length needed 12' x 2' = 24 SF

Suite # 122
ABC Tax Services
Joyce Anderson

Width inside business = 26'

Sign frame length 7 - 12 - 7 = 26'

7	12	7

Sign length used 12' x 2' = 24 SF

ABC Tax Services
12' x 2' = 24 SF

Sign length needed 12' x 2' = 24 SF

Suite # 123
Vacant- old Gun shop

Width inside business = 40'

Sign frame length 9' – 12' – 17' = 38

9	12	17

Sign length used = Blank - vacant space

Future Sign 12'x 2' = 24 SF

Sign length needed 12'x 2' = 24 SF

Suite # 124
He Asked Her – Wedding Dress shop
Tracie Byrd

Width Inside business = 41'

Sign frame length 9 - 16 - 12 = 37'

9	16	12

Sign length used = She is ordering new sign

He Asked Her 12' x 2' = 24 SF

Sign length needed = 12' x 2' = 24 SF

Suite # 125
The Phone Fix – Electronics Repair
Stephan & Catherine Goenner

Width inside business = 63'

Sign frame length 18 - 45 = 63'

18'	45'

Sign length used 9'6" + 8'2" = 17' 8" temporary sign

Electronics	The Phone Fix
9'6"	8'2"

Sign length needed = 12' + 12' = 24 x 2

= 24 x 2 = 48 SF

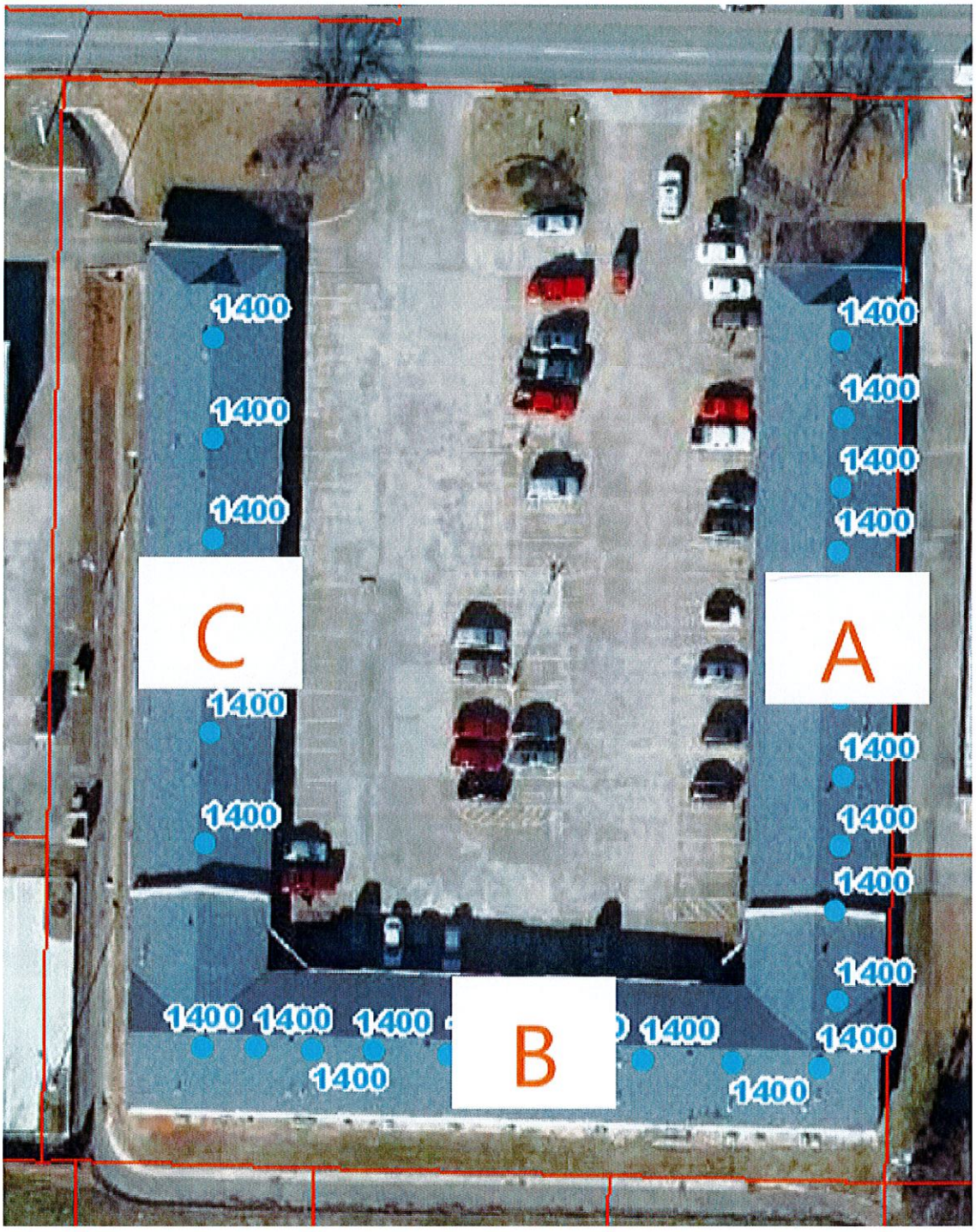
Frontage on Walnut

Width of sign frame 44'

Sign length needed = 12' + 12' = 24 x 2

= 24 x 1 = 48 SF

NWA Gold & Silver
We Always Pay More!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DEPT. OF COMMUNITY DEVELOPMENT
PLANNING DIVISION
301 W. CHESTNUT
PHONE: (479) 621-1186
FAX: (479) 986-6896

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 **February 27, 2020** at **4:00 p.m.** on the application by **The Quarter Shopping Center** under the provisions of the City of Rogers Code of Ordinances, for a variance **to allow a common signage plan** at **1400 W. Walnut St.** more particularly described as follows:

LEGAL DESCRIPTION:
Part of Lot 2 in Block 1 of Felker's Subdivision of the SE1/4 of Section 11, T-19-N, R-30-W, Rogers, Benton County, Arkansas, as shown at deed book 703, page 778, being described as: Beginning at the NE corner of said Lot 2, Block 1; thence N90°00'00"W 259.43 feet (260 feet, deed) along the north line of said Lot 2; thence S00°00'18"E 330.31 feet (South 330.00 feet, deed) to the south line of said Lot 2; thence S89°44'28"E 259.20 feet (East 260.00 feet) deed along said south line to the SE corner of said Lot 2. Thence N00°02'09"E 331.48 feet (North 330.00 feet, deed) along the east line of said Lot 2 to the point of beginning, containing 1.97 acres, more or less, being subject to any and all easements and rights-of-way of record.

LAYMAN'S DESCRIPTION:
1400 W. Walnut St.

Roger Clark, Secretary
Board of Adjustment

PUBLISH ONE TIME ONLY: **February 17, 2020**
BILL THE CITY OF ROGERS