



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

March 3, 2020

TO: BOARD OF ADJUSTMENT

RE: STAFF SUMMARY REPORT
VARIANCE – VINSON SQUARE

STAFF: GLORIA GARCIA, PLANNING TECHNICIAN

REQUEST INFORMATION:

ADDRESS/LOCATION:	210-216 E. Chestnut Street
SUBDIVISION:	Rogers Original Subdivision
CURRENT ZONING:	COR
CURRENT USE:	Office

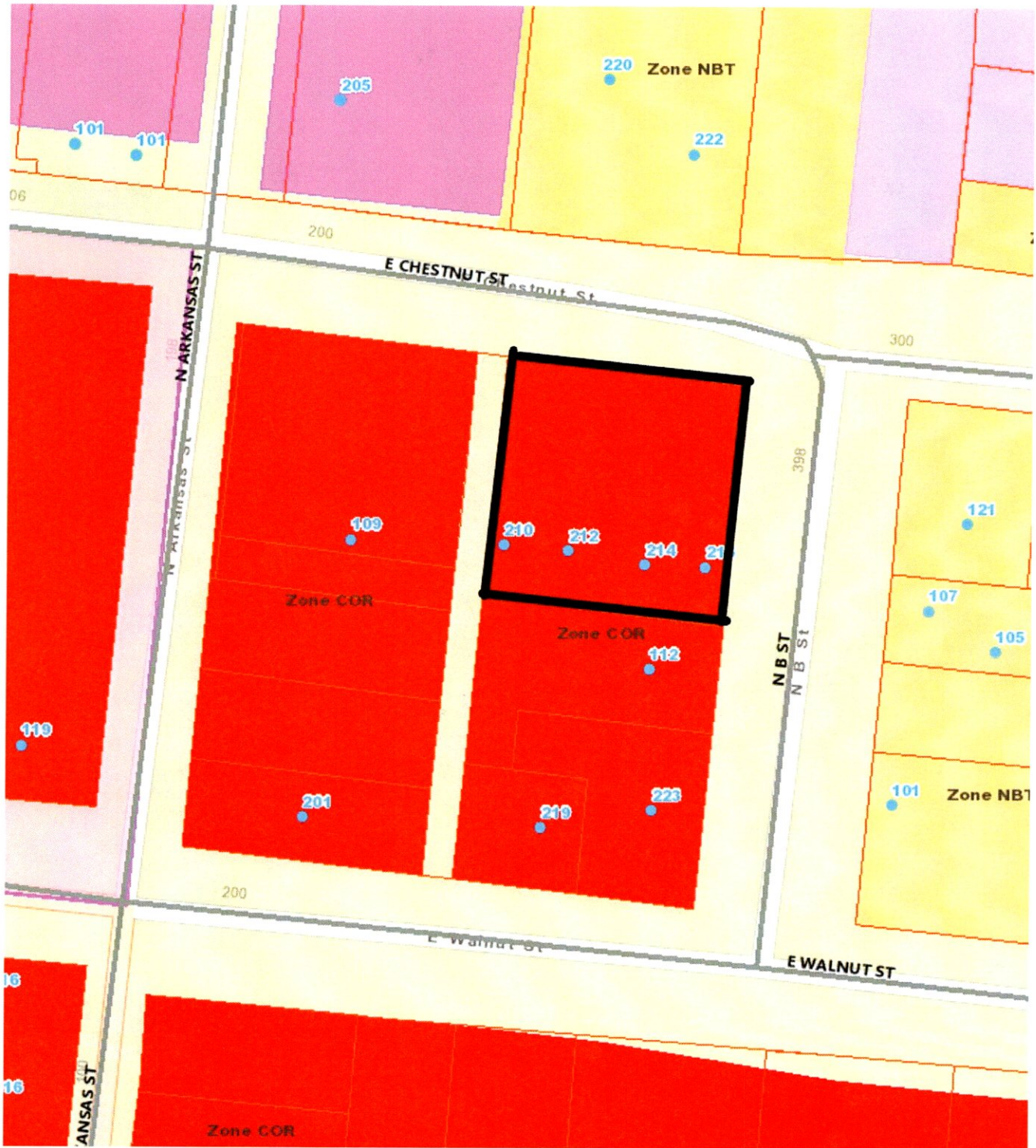
APPLICANT INFORMATION:

APPLICANT/REPRESENTATIVE:	Shawn Dible
PROPERTY OWNER:	Shawn Dible
REQUEST:	Allow monument sign

CITY INFORMATION:

CGM GROWTH DESIGNATION:	Reginal Center
GROWTH DESIGNATION CHARACTER:	Mixed-use urban cores that function as regional activity hubs for commerce, arts and entertainment living, recreation, and retail. Intensity supported by well-connected, high capacity, pedestrian-oriented street network. Goals include high-quality design and efficient use of land.
ZONING DISTRICT INTENT:	Per Sec. 14-715(4.2)(a) "The purpose of the Core Mixed Use Zone is to highlight the historic core of Downtown Rogers and to expand the core to include key locations for mixed use development that are compatible with the downtown core. The intent is to mix commercial uses with some residential and public uses. Focusing on pedestrian facilities and unique experience destinations will be a key to establishing Downtown Rogers as a place for public interaction.
AUTHORITY:	Sec. 14-724, Rogers Code of Ordinances

VICINITY MAP:



BACKGROUND:

- Per Sec. 44-9(1), the COR zoning district does not allow a monument 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: The applicant is requesting to install a monument sign at 6' in height and 48 square feet in total sign area. Freestanding signs are not allowed in the COR zoning district because properties located in the Downtown Rogers Regional Center typically feature buildings that are built up to the property line, leaving little to no room for a freestanding sign. However, this location is built far from the front property line and would have adequate space to accommodate a monument sign. Staff is in support of this variance due to its unique layout in the Downtown.
5. REPORTS FROM OTHERS: No supporting or opposing comments have been received by the Planning Division to date.
6. RECOMMENDATIONS:
 - a) Approve the request to allow a monument sign.

STAFF SIGNATURES:



GLORIA GARCIA, Planning Technician
City of Rogers Planning Division

SUGGESTED MOTIONS:

1. FOR APPROVE: "Move to approve the request as presented."
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



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

CH 270

OFFICE USE ONLY

Permit Fee: \$100 (\$100)
Zoning: COR
App Number: 20-07
CityView Application: PL202000146
Date: 2/27/2020

VARIANCE APPLICATION

APPLICANT: Vinson Square LLC - Shawn Dible
ADDRESS: 105 W Elm Street Rogers AR SUITE #: 203
GENERAL LOCATION OF PROPERTY: 210-216 E Chestnut Ave
PHONE #: 479 212 2820 EMAIL: Karen@elevatecreateco.com
PROPERTY OWNER: Shawn Dible PHONE #: 479 644 4702
479 212 2820
NATURE OF APPEAL:
☐ Appeal from decision of enforcement officer
☒ Variance from zoning ordinance
EXPLAIN REQUEST: See attached letter

[Signature]

Applicant Signature

2/26/2020
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: 2/27/2020 PUBLIC HEARING DATE: 3/12/2020

BOARD OF ADJUSTMENT DECISION: _____

SECRETARY, BOARD OF ADJUSTMENT

DATE

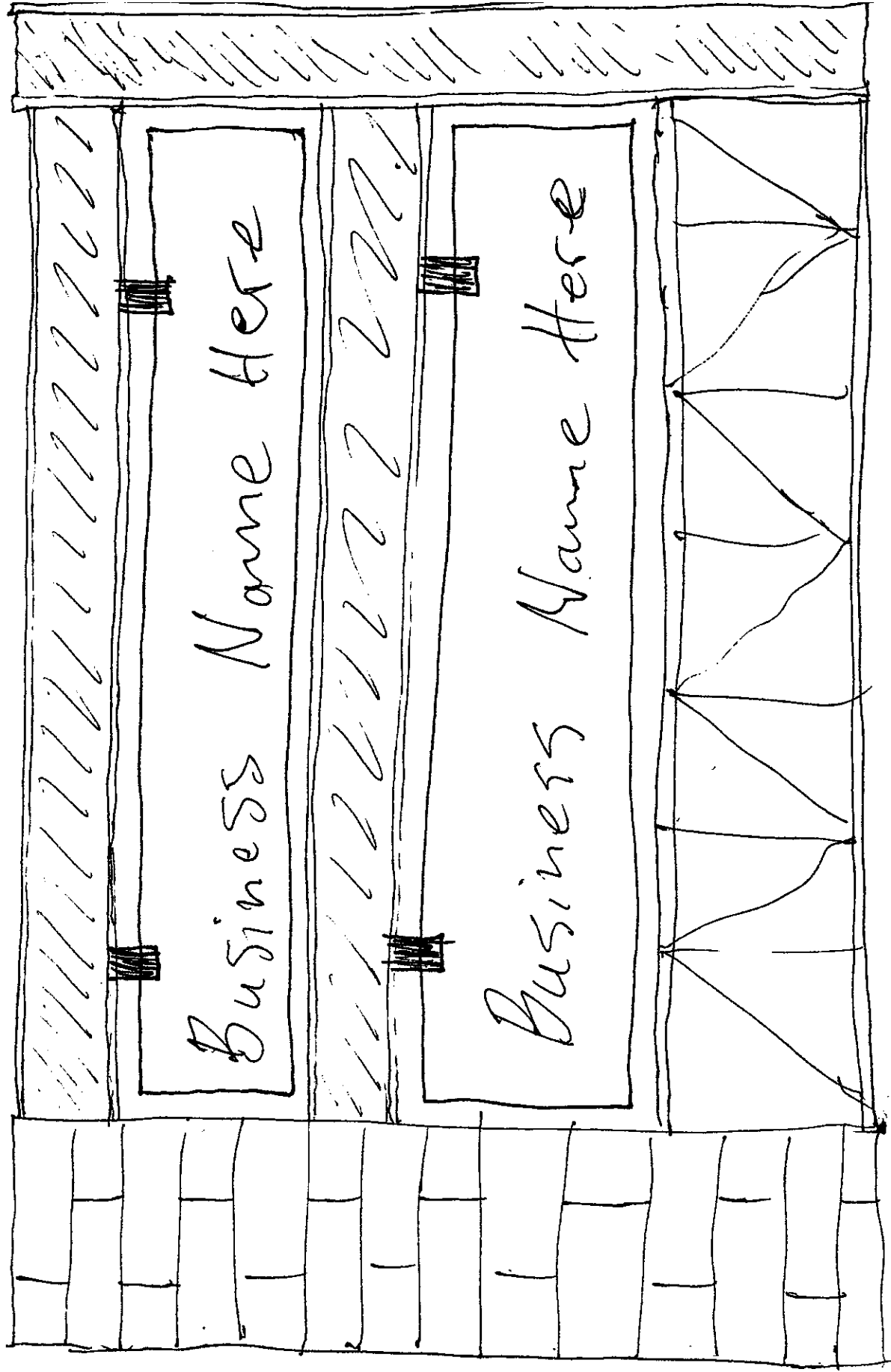
To whom it may concern:

I own the commercial property at 210 and 216 East Chestnut St. in downtown Rogers. It is currently zoned Core Mixed use and the zoning prohibits the use of monument signs. While I understand the need to change some of the code in accordance with the new downtown zoning, this particular property would benefit greatly from the use of a monument sign near the street. It is a long narrow block building that sits back some distance from the street with a large parking lot in the front. The whole property is obscured from Arkansas Street by the Ozark beer property, however a sign near the NW corner of the parking lot would give a great deal of visibility to Arkansas Street traffic for the businesses currently occupying the building. There was previously a tall sign in approximately the same location where I wish to place a monument sign. I would like to design and build a unique industrial style frame with space for two business signs. The materials would be brick and steel. A brick post on one end with steel trusses for the base and steel I-beams for the rest of the frame. All the steel would be painted. The size would be around 8 feet long by 6 feet. I have included a rough sketch. Although I would submit a more refined and specific design for sign approval, I am seeking a variance from the board of adjustments to allow a monument sign on the property. Please consider my request and let me know if there are any other questions I can answer.

Thank you,

A handwritten signature in black ink, appearing to read 'Shawn Dible', with a stylized, flowing script.

Shawn Dible
479-644-4702
shawn@elevatecreateco.com



10:24



ON  HUNT



Hestnut St

274 sq ft

VINSON
SQUARE
LLC



Name: Area 03/05/20 10:23

Total Length

67 ft

Total Area

274 sq ft

Add notes