



DEPT. OF COMMUNITY DEVELOPMENT
PLANNING DIVISION
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**BOARD OF ADJUSTMENT
MINUTES
July 18, 2023**

The **Rogers Board of Adjustment** met for a public meeting at Rogers City Hall at 301 W. Chestnut Street on July 18, 2023 at 7:06 P.M. The meeting was called to order by Chairman Mandel Samuels.

ROLL CALL

Board members attending: Ed McClure, Hannah Cicioni, and Mandel Samuels.

ACTION ON MINUTES

Previous minutes: June 20, 2023

Motion by McClure to accept the prepared minutes for the June 20, 2023 meeting of the Board of Adjustment as presented. Second by Cicioni.

Voice vote: YES - Unanimous **Motion carried**

APPROVED

NEW BUSINESS

- 1. (VAR 23-26) A request by Everett Volkswagen under the provisions of the City of Rogers Code of Ordinances, for a variance to exceed both the allowed sign area and the EMC portion of sign at 4510 W. Poplar Street in the C-4 (Open Display Commercial) zoning district.**

Planning Technician Karen Perez the site was located at 4510 W. Poplar Street off exit 85. The applicant is requesting a variance to exceed both the 200-sf sign area and allowable 50% of digital portion. The applicants stated a “smaller sign size would create a hardship in conveying important messages.” He also expressed “the sign will serve two adjacent properties, and will strike a balance between upholding the general intent of the code while addressing the specific needs and challenges of the property owners.” The business was already issued two sign permits in 2022, one of those was a freestanding sign at 40 feet tall with 47-sf of sign area. The business is located within the overlay district; therefore; it would normally not be entitled to a freestanding sign. However, they are allowed one additional freestanding sign under the interstate sign district rules. The applicant states the proposed sign will also serve a future

dealership. It is not clear whether an additional sign would be allowed for a second dealership; but should a second dealership be established the applicant can seek a permit at that time. Staff recognizes nothing unique about this site. Staff recommends denial and would not that the existing sign is below the maximum area limit and could be replaced with a larger face; but a second sign does not appear to be warranted.

Kazi Islam with Hope Consulting shared some pictures of signs. He stated the business culture was to serve the community. He stated there was no other way to meet code.

Mandel opened the public hearing. There were no comments.
The public hearing was closed.

Samuels questioned why the approved sign wasn't made as large as possible. Kazi responded that the approved sign was for Volkswagen, the new sign would be for Everett. Samuels comments Everett owns Volkswagen.

Board and applicant discussed.

Motion by Cicioni to DENY the variance. Second by McClure.

Voice vote: DENY-UNANIMOUS Motion carried

DENIED

ADJOURNMENT

Meeting adjourned at 7:17 PM by Chairman Mandel Samuels.

As recorded by:

Karen Perez
Planning Technician
Community Development Department
City of Rogers

Approved by vote of the Board of Adjustment on:

8.15.23



Ed McClure, BOA Secretary