



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

**BOARD OF ADJUSTMENT MEETING AGENDA
MARCH 11, 2021
4:00 PM
VIRTUALLY VIA ZOOM WEBINAR ID 858 7454 6888**

AGENDA

CALL TO ORDER:

ROLL CALL:

NEW BUSINESS:

1. Variance request by Bumper to Bumper Auto Parts to allow a roof sign at 1512 N. 2 nd Street in the City's I-2 (Heavy Industrial) zoning district. - STAFF: Gloria Garcia - REPRESENTED BY: Jason Dement

ACTION ON MINUTES:

1. February 25, 2021

ADJOURN:



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

MEETING DATE
March 11, 2021

TO: BOARD OF ADJUSTMENT

RE: **STAFF SUMMARY REPORT**
VARIANCE – #21-10 BUMPER TO BUMPER
PL202100214

STAFF: Gloria Garcia, Zoning Technician

REQUEST DETAILS

ADDRESS/LOCATION:	1512 N. 2 nd Street
SUBDIVISION:	N/A
CURRENT ZONING:	I-2 (Heavy Industrial)
CURRENT USE:	Vehicle Sales & Service
APPLICANT/REPRESENTATIVE:	Mike Jones with Best Sign Group
PROPERTY OWNER:	Dymark Properties, LLC
NATURE OF REQUEST:	Allow roof sign
AUTHORITY:	Sec. 14-724, Rogers Code of Ordinances

SUMMARY

This request is to allow a single-sided 78-square-foot roof sign.

Community Development recommends approval of the request.

STAFF REVIEW

1. BOARD OF ADJUSTMENT DUTIES PER SEC. 14-724(e)(1):

- a) Hear appeals from the decision of the Department of Community Development in respect to the enforcement and application of the zoning ordinance and the sign permitting provisions contained in Chapter 44, and may affirm or reverse, in whole or in part, said decision of the Department of Community Development; and
- b) Hear requests for variance from the literal provisions of the zoning ordinance in instances where strict enforcement of the zoning ordinance would cause undue hardship due to circumstances unique to the individual property under consideration, and grant such variances only when it is demonstrated that such action will be in keeping with the spirit and intent of the provisions of the zoning ordinance.

2. SUBJECT REQUEST:

- a) The applicant request to allow a single-sided 78-square-foot roof sign.

3. GENERAL FINDINGS:

- a) This request is to allow a single-sided 78-square-foot roof sign.
- b) This site has one street frontage and is allowed one wall sign by right with a maximum of 150-sf of total wall sign area for the building, per Rogers Code Section 44-9. If approved, the roof sign will be under the allowed square footage.
- c) Applicant states the building does not allow ample space for a wall sign.
- d) Business promotion and visibility is noted as a need for the signage.
- e) In addition to wall signage, the applicant is allowed one monument sign at a maximum of 6 feet in height and 72-sf in sign area.

4. ZONING:

- a) I-2 (Heavy Industrial)

The purpose and intent of the I-2 zoning district, per Rogers Code Sec. 14-714, is to allow heavy industrial uses and other uses not otherwise provided for in other industrial districts.

5. PUBLIC INPUT RECEIVED:

Staff has not received any comments from the public regarding this request.

6. RECOMMENDATIONS:

- a) Approve the request.

DIRECTOR'S COMMENTS

1. Agree with recommendations.



JOHN C. MCCURDY, Director
Community Development

SUGGESTED MOTIONS

1. IF APPROVING AS PRESENTED:

Move to approve the request as presented.

2. IF APPROVING SUBJECT TO OTHER ACTIONS:

Move to approve the request subject to [conditions or contingencies].

3. IF DENYING:

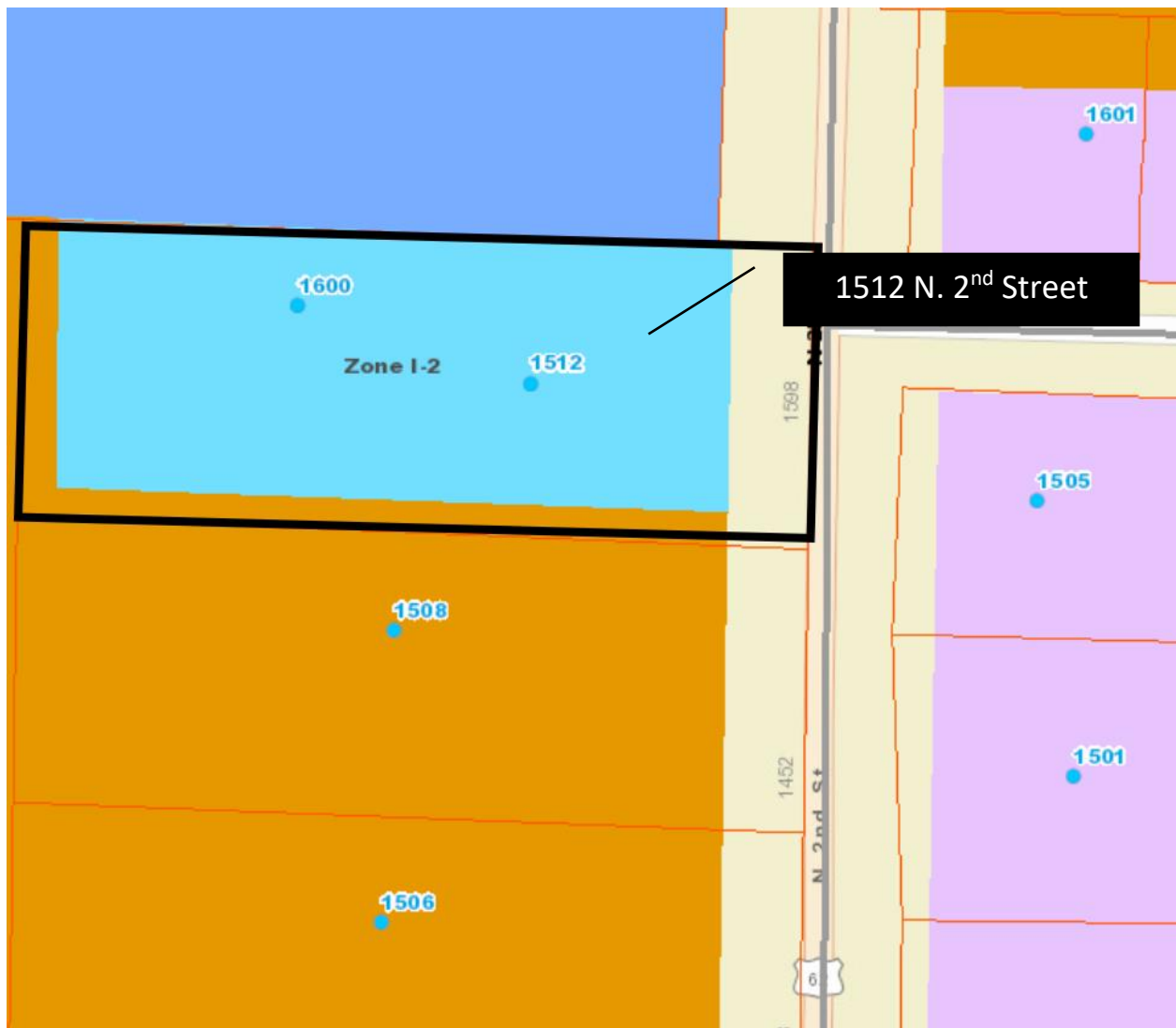
Move to deny the request as presented.

4. IF TABLING:

Move to table the request as presented [indefinite or date certain].

TABS

1. Vicinity map (aerial)
2. Variance application with required supplements





1512 N. 2nd Street



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OFFICE USE ONLY

Permit Fee: \$100 (S100)

Zoning: I-2

App Number: 21-10

CityView Application: PL202100214

Date: 02/22/2021

VARIANCE APPLICATION

APPLICANT: Bumper to Bumper

ADDRESS: 1512 N 2nd St SUITE #: _____

GENERAL LOCATION OF PROPERTY: Sits between W. Stribling & W. Easy Streets on East Side of Road

PHONE #: (479) 636-3672 EMAIL: tbottoms@bestsigngroup.com

PROPERTY OWNER: DYMARK PROPERTIES LLC PHONE #: _____

NATURE OF APPEAL:

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

EXPLAIN REQUEST: Sign to be installed on customer supplied parapet that is built in the middle of the roof slope.

Zinty B...
Applicant Signature

2/19/21
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: 2/22/2021 PUBLIC HEARING DATE: 3/11/2021

BOARD OF ADJUSTMENT DECISION: _____

SECRETARY, BOARD OF ADJUSTMENT

DATE

Sign Variance Justification

Subject Location:

Bumper to Bumper
1512 N 2nd St.
Rogers, AR 72756

Background:

Bumper to Bumper has re-located their store in Rogers to 1512 N 2nd St. Relocating to the new location is evident that Bumper to Bumper plans to continue their partnership with the City, but they find that they need to bolster their identity by modifying the signage entitlements dictated by the City's zoning ordinance. Therefore, as agents of Bumper to Bumper we are applying for a variance requesting the building sign to be attached to the roof of the building.

This building does not allow any ample space for signage. Since the proposed 3'x 26' sign sits on top of the roof it will allow enough visibility from the road to be able to advertise effectively. We do not feel that a building sign attached to the front of the building will give the representation needed for the new location and would be completely hidden by vehicles that were to park in front of that building. By allowing the sign to be attached to the roof, it would increase the visibility of this sign and likelihood for this business to flourish. The sign we are requesting is a single sided 78 Sq. Ft. sign that would sit approximately 3' back from the fascia directly on top of the existing store front wall. (see attached photos on sign drawing)

We appreciate the opportunity to present our reasoning behind our request for limited relief from the City of Rogers sign regulations. We feel that due to the circumstances it is reasonable to ask for this request.

Mike Jones
Best Sign Group



288"

36"

**BUMPER
TO
BUMPER**
Auto Parts Specialists

AUTO PARTS

**BUMPER
TO
BUMPER**
Auto Parts Specialists

1512

144"

900"



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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 an online meeting on Zoom (instructions to be posted under the BOA at www.rogersar.gov) on **March 11, 2021 at 4:00 p.m.** regarding an application by **Bumper to Bumper** under the provisions of the City of Rogers Code of Ordinances, for a variance to allow a **roof sign** at **1512 N. 2nd Street** in the City's **I-2 (Heavy Industrial) zoning district** more particularly described as follows:

LEGAL DESCRIPTION:

PARCEL B-2: A PART OF LOT 'B' OF THE JIM TULL TRACT SPLIT FILED IN PLAT RECORD 31 AT PAGE 154 OF PART OF THE SE1/4 OF THE NEL/4 OF SECTION 1, TOWNSHIP 19 NORTH, RANGE 30 WEST, BENTON COUNTY, ARKANSAS, BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS: COMMENCING AT THE NORTHWEST CORNER OF SAID LOT 'B', THENCE S8856'56"E 342.22 FEET; THENCE S0000'00"E 127.41 FEET; THENCE N8856'56"W 341.67 FEET; THENCE N0014'43"W 127.42 FEET TO THE POINT OF BEGINNING SUBJECT TO THE RIGHT OF WAY OF NORTH SECOND STREET AND TO ANY AND ALL EASEMENTS AND RIGHTS OF WAY OF RECORD OR OF FACT SURVEYS: 5/12/2020 L202026697

LAYMAN'S DESCRIPTION:

1512 N. 2nd Street

Roger Clark, Secretary
Board of Adjustment

PUBLISH ONE TIME ONLY: **February 28, 2021**
BILL THE CITY OF ROGERS