



**BOARD OF ADJUSTMENT  
AGENDA  
November 13, 2019**

**I. Call to Order**

**II. Approval of Minutes**

**III. New Business:**

**1. Record Properties**

**Variance\***

104 SW A Street ([VAR19-0017](#))

- Temporary Sign Permit Display Period

**2. Northwest Assembly**

**Variance\***

305 SW Unity Boulevard ([VAR19-0022](#))

- Maximum Wall Sign Area

**IV. Other Business**

**V. Adjournment**

Board of Adjustment  
Minutes  
October 9, 2019

Meeting called to order by Rick Rogers, Chairman

Present: Rustin Chrisco, Joe Haynie, Jan Holland, Sam Pearson, and Rick Rogers  
Staff: Tyler Overstreet

Motion by Mr. Pearson, seconded by Mr. Haynie to approve the minutes of August 14, 2019 as written.  
Approved 5-0

New Business

Item #1

Serrano, Variance Request for 1512 Rice Road, Side Exterior Setbacks, VAR19-0022

Tyler Overstreet reads the staff report.

Opened public hearing

No public comments

Closed public hearing

Roman Rios, acting as translator, for Jose Serrano, applicant/owner.

There is discussion amongst the Board members, applicant, and staff. Applicant is wanting to take away the three accessory buildings, and add one. There is discussion on making the structure fixed or mobile. The applicant agrees to put the single, 100-foot structure on the east side of the house behind the front building line. This agreement removes the need for the variance for the accessory nonresidential building setback as the applicant will come in to compliance.

Discussion now shifts towards the need for a variance for the side exterior setback. Tyler gives a history of the need for the variance request.

Approved 5-0

Other Business

Tyler informs the Board about the upcoming code revisions in the Zoning Code.

Motion by Mr. Chrisco to adjourn.

Meeting adjourned

*Ali Worley*

\*A copy of this recording can be obtained from the Bentonville Planning Department.

## BOA STAFF REPORT

### VAR19-0017, Record Properties, Temporary Sign Display Period

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**TO:** Bentonville Board of Adjustment Members  
**THRU:** Ellen Norvell, Community Development Director  
**FROM:** Tyler Overstreet, Senior Planner  
**BOA DATE:** November 13, 2019

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#### **GENERAL INFORMATION:**

**Representative:** Brad Hampton

**Applicant:** Brad Hampton

**Location:** 104 SW A Street

**Existing Zoning:** DC, Downtown Core

**Existing Land Use:** Downtown Commercial

**REQUEST:** Variance(s)

| Temporary Sign Display Period Variance                                                     |                                                                                                  |                                                                                                                   |
|--------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
|                                                                                            | Regulation                                                                                       | Request                                                                                                           |
| Article 801, Section 801.14, Signs allowed with a temporary sign permit, Subsections C & D | Temporary signs shall not be displayed for more than 15 days nor more than 4 occasions per year. | Request of: once weekly for a total of 52 days per year<br><br>Variance of: 48 temporary sign display occurrences |

#### **SURROUNDING ZONING:**

| Direction | Zoning                         |
|-----------|--------------------------------|
| North     | DC, Downtown Core              |
| South     | DC, Downtown Core              |
| East      | DC, Downtown Core              |
| West      | R-1, Single-Family Residential |

#### **BACKGROUND:**

The applicant has submitted a variance request to the temporary sign regulations for SOCO Church at 104 SW A Street. The applicant proposes that they be allowed to display temporary, feather-flag signage once weekly on Sundays for a total of 52 days per year. The ordinance limits temporary signage to no more than 4 occurrences per year, for no more than 15 days per period; or 60 days total.

According to the applicant's narrative, the applicant's hardship stems from their status as a portable church, making permanent signage on the Record Building difficult, if not impossible. In addition, in the applicant's interpretation, their total display period (in days allowed per year) is still less total days than a typical temporary sign.

For additional information, please reference the attached documents.

**PUBLIC COMMENT:**

Staff has **NOT** received public comment regarding this request.

**CONDITIONS OF APPROVAL:**

If approved, the following condition(s) shall apply:

1. The approved variance shall be for the proposed layout and signage as proposed by the applicant within the application.
2. The applicant shall be required to obtain an approved temporary sign permit prior to displaying signage.

## **Narrative**

As Section 801.14.c, signs on City Property and Public Right-of-Way states, SOCO church is requesting authorization in the form of a permit, or exemption from a permit, to display signage during our worship times, weekly, at our portable Bentonville location. Article 801.14.d and Article 801.14.c cites that the maximum number of permits allowed each year is up to four permits for a temporary sign displayed for not more than 15 consecutive days, amounting to 60 days total per year. SOCO Church is asking for just 50 Sundays for about five hours. Here are the reasons SOCO believes we embody the essence of the article and are applying for authorization or exemption.

Visual Aesthetics – SOCO is a young, vibrant church that embodies the spirit and culture of Bentonville. We are a multi-cultural church that values the inclusion and betterment of the community. Furthermore, SOCO displays excellence and intentionality in everything we do: graphics, marketing, signage, and social media. SOCO has been recognized for its creativeness and excellence in marketing and social media. All to say, SOCO commits to preserving the visual attractiveness and aesthetic of Bentonville, with signage that is visually pleasing and not excessive.

Since SOCO is a portable church, it is difficult for people to recognize our church without clear signage. SOCO currently meets at Record and has no ability to identify it as a church to our first-time guests or promote ourselves to individuals who may be interested in joining a church that parallels our values with the City of Bentonville.

SOCO commits to only using the permitted signage during service times (8:30AM – 1PM on Sundays) and special events (quarterly). We also commit to only using signage that contains our church's information.

Personal Safety – SOCO meets at Record, which has extended sidewalks with ample room for walkers, runners, and cyclists. SOCO commits to keeping any signage in places where safety to any pedestrians and cyclists will not be a concern. Our church utilizes the courtyard and outside area, and we do not want to put our patrons in harm's way, as well.

Thank you for your time and consideration into this matter. SOCO is honored to be a part of the vision and culture of Downtown Bentonville, and we are looking forward to being a part of the growth of this community.



***Proposed 4 feather flag locations (2' x 2' base, 15' tall flag)***

**EXAMPLE:**



## BOA STAFF REPORT

VAR19-0025, Northwest Assembly, Wall Sign Area

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**TO:** Bentonville Board of Adjustment Members  
**THRU:** Ellen Norvell, Community Development Director  
**FROM:** Tyler Overstreet, Senior Planner  
**BOA DATE:** November 13, 2019

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### GENERAL INFORMATION:

**Representative:** Ken Booth

**Applicant:** Northwest Assembly

**Location:** 305 SW Unity Boulevard

**Existing Zoning:** A-1, Agricultural

**Existing Land Use:** Office

**REQUEST:** Variance(s)

| Temporary Sign Display Period Variance                               |                                                                          |                                                                                                         |
|----------------------------------------------------------------------|--------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
|                                                                      | Regulation                                                               | Request                                                                                                 |
| <b>Article 801, Section 801.15, Signs allowed with a sign permit</b> | Wall signs in A-1 districts shall have a maximum size of 25 square feet. | Request of: 65.4 square feet and 96 square feet<br><br>Variance of: 40.4 square feet and 71 square feet |

### SURROUNDING ZONING:

| Direction | Zoning                         |
|-----------|--------------------------------|
| North     | R-1, Single-Family Residential |
| South     | C-2, General Commercial        |
| East      | C-2, General Commercial        |
| West      | C-1, Neighborhood Commercial   |

### BACKGROUND:

The applicant has submitted a variance request to the allowable sign area for signs in A-1 Districts for Northwest Assembly at 305 SW Unity. The applicant proposes that they be allowed to display wall signage with a total area of 65.4 square feet and 96 square feet on two separate facades. A-1 property is only permitted 25 square feet of sign area per façade.

According to the applicant's narrative, visitors have had difficulty locating their church due to an address change from a Walton Address to SW Unity. In addition, visitors have difficulty seeing the

church from Walton Boulevard. In the past, the applicant has operated under the assumption that the property is zoned C-2, General Commercial; it was only with a recent Large Scale Development project that they realized the site is zoned A-1, Agricultural.

For additional information, please reference the attached documents.

**PUBLIC COMMENT:**

Staff has **NOT** received public comment regarding this request.

**CONDITIONS OF APPROVAL:**

If approved, the following condition(s) shall apply:

1. The approved variance shall be for the proposed layout and signage as proposed by the applicant within the application.
2. The applicant shall be required to obtain an approved sign permit prior to displaying any signage.



**SAND CREEK**  
Engineering and Landscape Architecture, Inc.

November 4, 2019

Project #19037

RE: Northwest Assembly Church  
301 SW Unity Blvd.  
Bentonville, AR. 72712

To whom it may concern,

On behalf of the Northwest Assembly Church we hereby submit a request for Variance of the Sign Code Section 801.15 Sign Allowed and Sign Size restrictions.

The Church has been in this location since the 1990's and was known for years as 2202 South Walton Blvd. because it had a section of the property that connected to South Walton, which has always been the main entrance to the property. It also borders SW D on the west, connects to SW 24<sup>th</sup> on the South and to SW 20<sup>th</sup> on the North. After the address was changed by the 911 regulations, the church has had a hard time with people being able to find the drive. They drive past the entrance especially going north on Walton. Having a larger sign on the building will help drivers see the church from both Walton and SW D Street.

The location of the church on the property and the buildings between the church and Walton Blvd. has the majority of the site hidden from view.

The past sign permits have been granted on the idea that the entire property was zoned C-2. It was not until this latest expansion occurred that the zoning difference was noticed. It appears that the front area was rezoned at some point to C-2 and the rest of the property was left as A1.

Please place this item on the agenda for the next Variance Board meeting and let me know if there is anything else you need.

Sincerely,

**Ken Booth**

Project Manager

[kbooth@sandcreek.us](mailto:kbooth@sandcreek.us)

## OPTION 5 | NORTH ELEVATION SMALLER

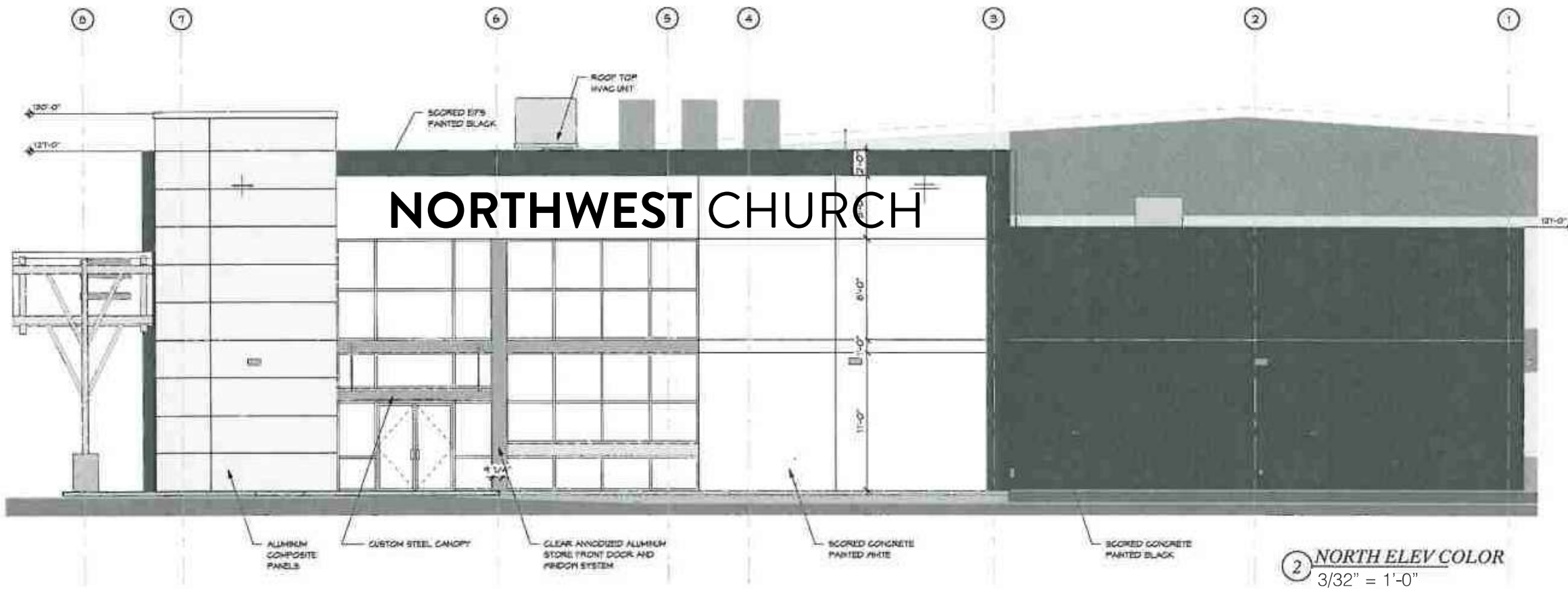


BUILDING SIGN

$$1/4'' = 1'-0''$$

ILLUMINATED | DIRECT MOUNT CHANNEL LETTERS | BLACK DAY NIGHT PERF ON SIGN FACES

\*SIGN IS CURRENTLY OUT OF COMPLIANCE WITH CURRENT CITY REGULATIONS - THIS IS 65.4 SQ FT, YOU ARE CURRENTLY ALLOWED 25 SQFT



## CLIENT

Client Name

LOCATION

Location of  
Sign

DATE \_\_\_\_\_

00/00/00

SG REP

ADP

ALL DRAWINGS PRESENTED HERE ARE EXCLUSIVE PROPERTY OF BEST SIGN GROUP. THIS ARTWORK IS A REPRESENTATION OF SIGN(S) TO BE CONSIDERED FOR MANUFACTURING BY BEST SIGN GROUP, AND NO OTHER SIGN MANUFACTURER, UNLESS OTHERWISE NOTED AND AGREED TO. DRAWINGS CONTAINED HEREIN ARE NOT TO BE EXHIBITED TO OTHERS, OUTSIDE OF INCLUDED PARTIES AND EMPLOYEES.

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**PLEASE READ THIS!**

PLEASE CHECK PROOF  
VERY CAREFULLY!

EVERY CARE HAS BEEN TAKEN TO FOLLOW YOUR INSTRUCTIONS, BUT THE FINAL RESPONSIBILITY FOR THE ACCURACY OF THIS PROOF RESTS WITH YOU, THE CLIENT. PLEASE CHECK THIS PROOF THOROUGHLY. ONCE YOU HAVE SUBMITTED IT TO BEST SIGN GROUP WITH APPROVAL, THIS ARTWORK WILL BE RELEASED INTO PRODUCTION. PLEASE BE AWARE DELAYS IN APPROVAL MAY AFFECT COMPLETION DATE.

☐ ART IS GOOD!

DATE OF APPROVAL \_\_\_\_\_

APPROVAL SIGNATURE \_\_\_\_\_

☐ NEED REVISION(S)

TAKE A MOMENT AND MARK THE CORRECTIONS  
NEEDED DIRECTLY ON THE PROOF.

② NORTH ELEV COLOR  
3/32" = 1'-0"



BUILDING SIGN

ILLUMINATED | DIRECT MOUNT CHANNEL LETTERS | BLACK DAY NIGHT PERF ON SIGN FACES

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3/8" = 1'-0"

\*SIGN IS CURRENTLY OUT OF COMPLIANCE WITH CURRENT CITY REGULATIONS - THIS IS 96SQ FT, YOU ARE CURRENTLY ALLOWED 25 SQFT


$$1/8'' = 1'-0''$$


CLIENT

Client Name

LOCATION

Location of  
Sign

DATE \_\_\_\_\_

00/00/00

BSG REP

ADP

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