



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

BOARD OF ADJUSTMENT MEETING AGENDA

FEBRUARY 7, 2023

5:30 PM

DATE: FEBRUARY 7, 2023

LOCATION: CITY HALL, 301 W. CHESTNUT STREET

REGULAR SESSION: 5:30 PM

ONLINE VIEWING: : [HTTPS://US02WEB.ZOOM.US/J/86458370139](https://us02web.zoom.us/j/86458370139)

AGENDA

CALL TO ORDER:

ROLL CALL:

NEW BUSINESS:

1. (VAR 23-07) A request by Pinnacle Hills Promenade Mall to waive landscape requirements for the development, at 2203 S. Promenade Blvd., in the C-2 (Highway Commercial) zoning district.
 - *STAFF: Kyle Belt*
 - *REPRESENTED BY: Candice Anderson, CEI Engineering*
2. (VAR 23-08) A request by Dominos for three additional wall signs at 100 W. New Hope Road in the C-2 (Highway Commercial) zoning district.
 - *STAFF: Karen Perez*
 - *REPRESENTED BY: Dani Vess, Signarama*
3. (VAR 23-10) A request by Tapestry Hotel for a reduction in glazing requirements on street facing facades, at 4100 S. Pinnacle Hills Pkwy., in the U-COR (Uptown Core Mixed Use) zoning district. (WITHDRAWN BY APPLICANT)
 - *STAFF: Kyle Belt*
 - *REPRESENTED BY: Elizabeth Topping, Crafton Tull*

-

ACTION ON MINUTES:



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

ADJOURN:



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

OFFICE USE ONLY

Permit Fee: _____ (\$100)

Zoning: _____

App Number: _____

CityView Application: _____

Date: _____

VARIANCE APPLICATION

APPLICANT: CEI Engineering, Inc

ADDRESS: 3108 SW Regency Parkway, Bentonville, AR 72715 SUITE #: _____

GENERAL LOCATION OF PROPERTY: North East corner of the Rogers Pinnacle Hills Promenade Mall

PHONE #: 479.268.8465 EMAIL: canderson@ceieng.com

PROPERTY OWNER: Midland Industrial Services, Inc. PHONE #: 479.268.8465

REQUEST to ALLOW: To omit a landscape requirement for the development.

HARDSHIP JUSTIFICATION to VARY FROM CODE: _____

Due to the existing conditions located on the property, the Pinnacle Hills Promenade Mall currently has extensive landscaping located adjacent and in proximity of the proposed development. On the North and East side of the proposed development, the current screening and buffer zone has extensive mature trees and shrubs. Located on the West and South of the property, the parking lot and buildings have an abundance of mature trees and shrubs which will screen the development. CEI is requesting the Board to grant the variance and accept the existing conditions and existing landscaping cohesive within this development.

Applicant Signature

JANUARY 13, 2023

Date

Attachment Checklist:

- ☒ Legal description of property
- ☒ Survey, elevations, sign proofs and/or other documents as needed to illustrate request

PLANNING STAFF PROVIDES:

DATE FILED: _____

PUBLIC HEARING DATE: _____

BOARD OF ADJUSTMENT DECISION: _____

SECRETARY, BOARD OF ADJUSTMENT

DATE



Civil Engineering, Landscape Architecture,
Survey, Planning & Program Management

3108 SW Regency Parkway
Bentonville, AR 72712
Office: 479.273.9472
Toll-free: 1.800.433.4173
ceieng.com

City of Rogers
Board of Adjustments
301 W. Chestnut St.
Rogers, AR 72756

January 13, 2023

**RE: Pinnacle Hills Promenade Mall Maintenance Shed – Variance Request: Landscape Plan
CEI Project No. 32899**

City of Rogers Board of Adjustments,

On behalf of Midland Industrial Services, Inc, CEI is requesting a variance for the following:

The development located at Pinnacle Hills Promenade Mall is being developed as a 3,200 square foot private maintenance shed. The property is currently zoned C-2 and the proposed shed is to be built within the property boundary of the Mall.

LANDSCAPE PLAN

➤ **Section 14-256(12) Design standards, regulations and required improvements.**

A percentage of the total land area then currently under development will be devoted to landscaping.

Due to the existing conditions located on the property, the Pinnacle Hills Promenade Mall currently has extensive landscaping located adjacent and in proximity of the proposed development. On the North and East side of the proposed development, the current screening and buffer zone has extensive mature trees and shrubs. Located on the West and South of the property, the parking lot and buildings have an abundance of mature trees and shrubs which will screen the development. CEI is requesting the Board to grant the variance and accept the existing conditions and existing landscaping cohesive within this development. (See attached Exhibit A)

We appreciate your consideration of our request and look forward to discussing any questions you may have. Contact me at your convenience in the office at 479-273-9472, or by email: canderson@ceieng.com.

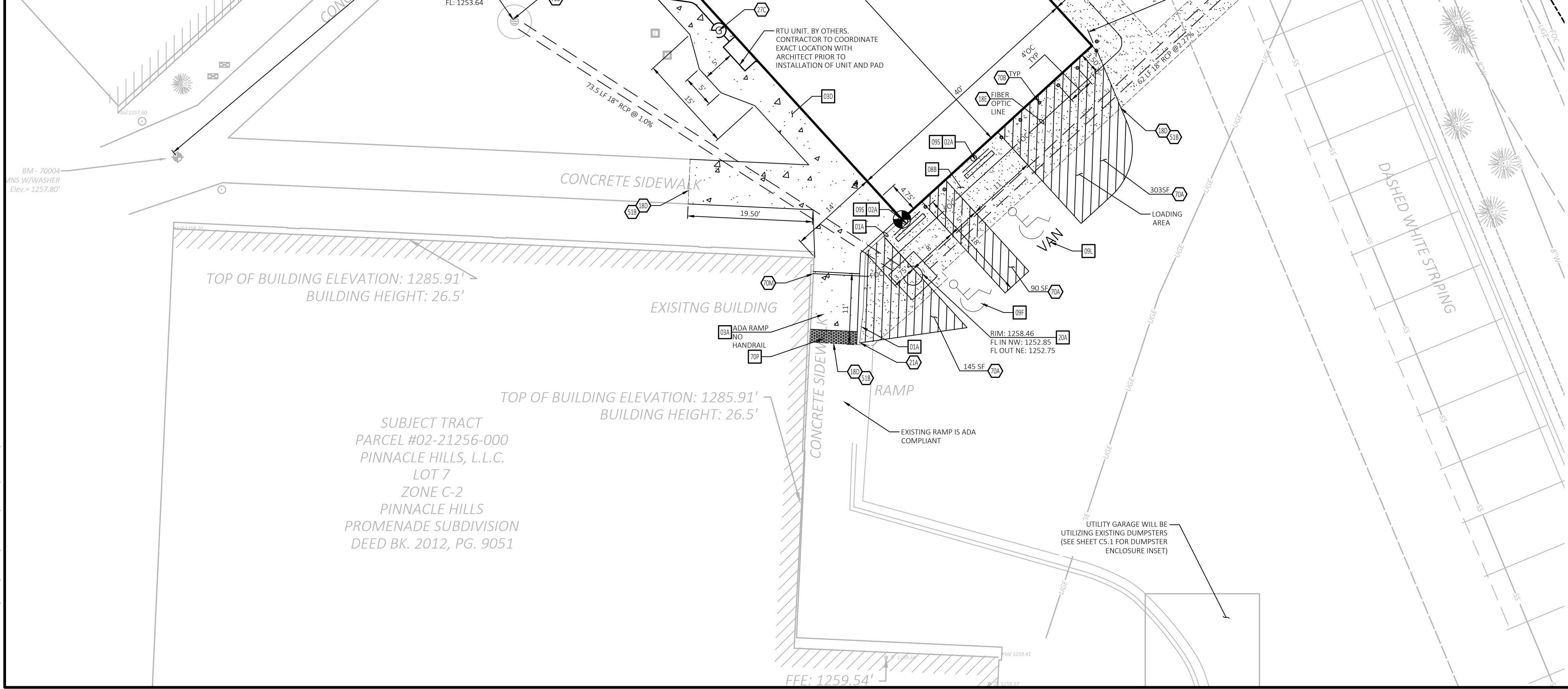
Respectfully Requested,
CEI Engineering, Inc.


Candice Anderson
Assistant Project Manager
Local Development

SITE DATA	
EXISTING SITE AREA	186.19ACRES (8,110,642 ± SF)
ROW DEDICATION	N/A
PROPOSED SITE AREA	186.19ACRES (8,110,642 ± SF)
BUILDING AREA	EXISTING: 1,066,380 ± SF PROPOSED: 3,200 ± SF TOTAL: 1,069,580± SF
ZONING	C-2
PROPOSED PARKING REQUIRED	1 PER 2,000 SF + 5 = 7 SPACES
EXISTING PARKING PROVIDED	4,206 SPACES
TOTAL PARKING PROVIDED	4,208 SPACES*
EXISTING ADA REQUIRED	81 ADA AND 12 VAN
PROPOSED ADA PROVIDED	1 ADA AND 1 VAN
TOTAL ADA PROVIDED	82 ADA AND 13 VAN
BUILDING SETBACKS	FRONT YARD: 65' INTERIOR SIDE YARD: 15' EXTERIOR SIDE YARD: 45' REAR YARD: 15'
BUILDING HEIGHT	1-STORY, 18'-10"
IMPERVIOUS	MAX: 80%
SURFACE REQUIRED	PROVIDED: 79.50%
OPEN SPACE REQUIRED	MIN: 20% OF TOTAL AREA PROVIDED: 20.50%*
PROPOSED USAGE	MAINTENANCE AND STORAGE FACILITY

WAIVER LETTER HAS BEEN SUBMITTED TO ADDRESS THESE ITEMS

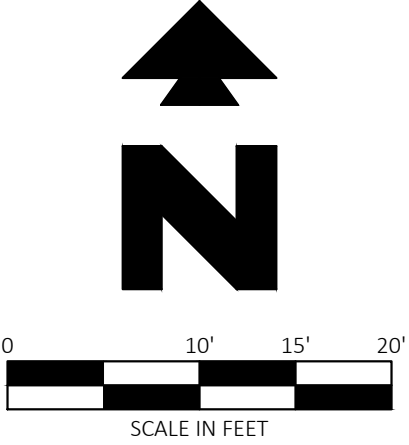
SUBJECT TRACT
PARCEL #02-21256-000
PINNACLE HILLS, L.L.C.
LOT 7
ZONE C-2
PINNACLE HILLS
PROMENADE SUBDIVISION
DEED BK. 2012, PG. 9051



SUBJECT TRACT
PARCEL #02-21257-000
GREAT NORTHWEST
DEVELOPMENT, L.L.C.
LOT 7
ZONE C-2
PINNACLE HILLS
PROMENADE SUBDIVISION
DEED BK. 2012, PG. 9051

SITE BENCHMARK		
BM - 70002 BM MNS W/WASHER N: 72508.42 E: 67208.32 ELEVATION: 1256.77'	BM - 70003 BM MNS W/WASHER N: 726073.96 E: 671902.83 ELEVATION: 1256.49'	BM - 70004 BM MNS W/WASHER N: 726073.96 E: 671902.83 ELEVATION: 1257.80'

NOTE:
SEE ARCHITECTURAL PLANS FOR EXACT LOCATIONS AND DIMENSIONS OF PORCHES, RAMPS, VESTIBULE, SLOPED PAVING, TRUCK DOCKS, BUILDING UTILITY ENTRANCE LOCATIONS AND PRECISE BUILDING DIMENSIONS.



UTILITY NOTE: PROPOSED SEWER SERVICE BY OTHERS. COORDINATE WITH MEP/ARCH.
UTILITY NOTE: ALL HVAC AND OTHER MECHANICAL EQUIPMENT MUST BE SCREENED FROM PUBLIC VIEW.
SITE NOTE: TRASH REMOVAL SERVICES TO BE ACCOMMODATED BY 4 YARD DUMPSTER CURB SIDE SERVICE CONTAINERS.
SITE NOTE: ALL WOOD FENCE AT NORTH SIDE OF PROPERTY AND SURROUNDING TRASH ENCLOSURE

EXISTING LEGEND

— UGE —	Underground Electric Line	☒	Irrigation controller
— G —	Gas Line	⋈	Water valve
— FOC —	Underground Fiber Optic Line	⊕	Light pole straight-2 lamps
— SS —	Sanitary Sewer Line	⊞	Electrical riser
--- (Size) ---	Storm Drainage Pipe	⊞	Electrical vault
⊙	Site benchmark	⊞	Telephone sign
⊙	Clean out	⊞	Telephone vault
⊙	SMH	⊞	Fiber optic warning sign
⊙	DMH	⊞	Evergreen tree
⊙	Grate inlet(square)	⊞	PVC
⊙	Grate inlet (Circular) (GIC)	⊞	RCP
⊙	Fire hydrant	⊞	FFE
		⊞	Finish Floor Elevation

PROPOSED LEGEND

—	CONCRETE CURB AND GUTTER. SEE DETAIL 03A/01B.	---	STORM DRAIN
⊙	BUILDING CONTROL POINT	— X"G —	GAS SERVICE
⊙	LIMITS OF SIDEWALKS AND CONCRETE APRONS (PER ARCH. PLANS)	— UGE —	UNDERGROUND ELECTRIC SERVICE
⊙	LIMITS OF ASPHALT	— X"SS —	SANITARY SEWER SERVICE
		— X"W —	WATER SERVICE

GENERAL SITE & UTILITY NOTES

A. SEE SHEET C1.0 FOR SITE & UTILITY NOTES.

SITE & UTILITY NOTES

- 18D MATCH EXISTING PAVEMENT ELEVATIONS.
- 18E POINT OF RELOCATION.
- 21A TAPER CURB TO MATCH EXISTING CURB.
- 22A POINT OF CONNECTION - WATER SERVICE (PER LOCAL CODES).
- 22G 90° M.J. BEND WITH THRUST BLOCK FITTING (SEE SIZES THIS PAGE).
- 22M PROPOSED WATER METER (PER LOCAL CODES AND SPECIFICATIONS).
- 22S M.J. TAPPING SADDLE W/M.J. TAPPING VALVE AND THRUST BLOCKING IN ADJUSTABLE VALVE BOX (SEE SHEET WD-1).
- 23A POINT OF CONNECTION - SANITARY SEWER SERVICE (PER LOCAL CODES).
- 27A POINT OF CONNECTION FOR GAS SERVICE (PER LOCAL GAS COMPANY REQUIREMENTS).
- 27C PROPOSED GAS METER.
- 29A MAINTAIN MIN. 18 INCHES VERTICAL SEPARATION.
- 51B LIMITS OF SAWCUT AND PAVEMENT REMOVAL
- 70A 4" TRAFFIC YELLOW PAINTED STRIPING 2' O.C. @60° (STRIPING TO BE CENTERED ON DOOR LOCATION WHERE APPLICABLE)
- 70B BOLLARDS TO BE INSTALLED BY OTHERS
- 70C TRENCHING/PIPING FOR WATER MAINS PER RWU DETAIL SD-1/6
- 70D CONTRACTOR TO SEAL SIDE OF STORM BOX WITH NON-SHRINK GROUT
- 70E RAMP IN SIDEWALK
- 70F MAINTAIN 6" VERTICAL SEPARATION
- 70L CONTRACTOR TO VERIFY LOCATION OF UTILITY IN FIELD
- 70M CONNECTION LOCATION OF FIBER LINES TO BE MAINTAINED AND RE-USED FOR NEW LINES
- 70N RWU WILL CONSTRUCT WATER METER SERVICE AT OWNER'S EXPENSE

SITE & UTILITY DETAILS

- 01A TYPE A CONCRETE CURB AND GUTTER
- 01P RAISED CURB AND GUTTER DETAIL
- 02A PRECAST CONCRETE WHEEL STOP
- 03A WHEELCHAIR RAMP IN SIDEWALK
- 03D CONCRETE SIDEWALK
- 07Q CONCRETE ACCESSIBLE RAMP & HANDRAIL
- 07U STAIR HANDRAIL
- 08B HEAVY DUTY ASPHALT PAVING
- 08S CONCRETE STEP DETAIL
- 08F 90° ACCESSIBLE PARKING SPACE STRIPING
- 09L 90° VAN ACCESSIBLE PARKING SPACE STRIPING
- 09S ACCESSIBLE/VAN ACCESSIBLE PARKING SIGN
- 20A JUNCTION BOX
- 70G SANITARY SEWER CLEAN OUT PER RWU DETAIL SD-1/6
- 70H TRENCHING/PIPING FOR WATER MAINS PER RWU DETAIL WD-1/18
- 70I TRENCHING/PIPING FOR SEWER MAINS PER RWU DETAIL SD-1/15
- 70K STANDARD SEWER SERVICE LATERAL PER RWU DETAIL SD-1/3
- 70P TRUNCATED DOMES

CITY OF ROGERS STAMP



CEI ENGINEERING ASSOCIATES, INC.
3108 SW REGENCY PKWY
BENTONVILLE, AR 72712
PHONE: (479) 273-9472
FAX: (479) 273-0844

REVISION		
NO.	DESCRIPTION	DATE
1	REV-0	10/21/2022
2	REV-1	10/28/2022
3	REV-2	12/22/2022

PROMENADE UTILITY
GARAGE
2203 S PROMENADE BLVD
ROGERS, ARKANSAS



PROFESSIONAL OF RECORD	AED
PROJECT MANAGER	ZMH
DESIGNER	TN
CEI PROJECT NUMBER	32899
DATE	12/22/2022
REVISION	REV-2

SITE & UTILITY PLAN
SHEET TITLE
SHEET NUMBER

C5.0

CITYVIEW PROJECT #PL202201062

DRAWING LOCATION: P:\2020\32899\DRAWINGS\DESIGNWORKING\2899-SP.DWG - SAVED BY: TNGUYEN

© 2022 CEI ENGINEERING ASSOCIATES, INC.



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 **Rogers Board of Adjustment** on **February 7th, 2023 at 5:30 p.m.** at Rogers City Hall regarding an application by **Pinnacle Hills Promenade Mall** under the provisions of the City of Rogers Code of Ordinances, for a variance **to waive landscape requirements for the development** at **Northeast corner of 2203 S. Promenade Blvd.**, in the C-2 (Highway Commercial) zoning district more particularly described as follows:

PARCEL NUMBER:

02-21250-000

LOCATION:

2203 S. Promenade Blvd.

Ed McClure, Secretary
Board of Adjustment

PUBLISH ONE TIME ONLY: **Sunday January 22, 2023**
BILL THE CITY OF ROGERS



NOTICE OF PUBLIC HEARING
PUBLIC NOTICE
The following information is being provided to the public for their information and to allow them to participate in the public hearing process. The public hearing will be held on the date and at the location specified below. The public is invited to attend the hearing and to provide input to the decision-making process. The public hearing is open to all interested parties. The public hearing will be held on the date and at the location specified below. The public is invited to attend the hearing and to provide input to the decision-making process. The public hearing is open to all interested parties.

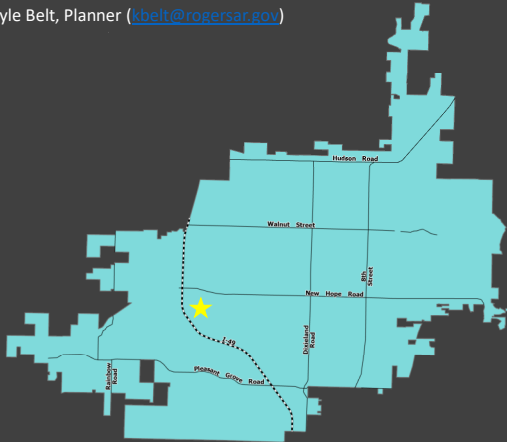


Variance

PLANNING

Pinnacle Hills Promenade Mall

Staff: Kyle Belt, Planner (kbelt@rogersar.gov)



Vicinity Map

Location

NE corner of Promenade Mall

Nature of Request

Waiver of Landscaping Requirements

Zoning

C-2 (Highway Commercial)

Proposed Use

Grounds Maintenance Building

Representative

Candice Anderson, CEI

Summary:

This project is located at the NE corner of the Promenade Mall

- A waiver from Sec. 14-256(12) total area devoted to landscaping.

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.

Zoning:

C-2 (Highway Commercial): 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. Sec. 14-709(a).

Growth Designation:

Regional Center

Growth Designation Purpose:

To focus urban development in three areas – Downtown, Midtown, and Uptown – that serve as centers of gravity for the greater Northwest Arkansas region. (CGM PAGE 1)

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. (CGM PAGE 1)

Allowed Zoning Districts:

U-COR, U-COM, U-ENT, U-NBT



Board of Adjustment

PLANNING

(e) Appeals; powers and duties. Sec. 14-724(e)(1)(a)(b)

(1) The Board of Adjustment shall hear the following appeals as provided by state law:

- 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.

Summary:

This project is located at the NE corner of the Promenade Mall

- A waiver from Sec. 14-256(12) total area devoted to landscaping.

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.

Zoning:

C-2 (Highway Commercial): 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. Sec. 14-709(a)

Growth Designation:

Regional Center

Growth Designation Purpose:

To focus urban development in three areas – Downtown, Midtown, and Uptown – that serve as centers of gravity for the greater Northwest Arkansas region. (CGM PAGE 1)

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. (CGM PAGE 1)

Allowed Zoning Districts:

U-COR, U-COM, U-ENT, U-NBT



Variance

Pinnacle Hills Promenade Mall

PLANNING



Aerial View

Request

Waiver of Landscape Requirements for Groundskeeping/Maintenance Shed

Stated Hardship

The applicant states that due to this proposal being located on an existing impervious area, the total site landscaping, screening and bufferyard are adequate as is.

Request:

- A waiver from Sec. 14-256(12) total area devoted to landscaping.

Stated Hardship:

The applicant states that due to this proposal being located on an existing impervious area, the total site landscaping, screening and bufferyard are adequate as is.



Variance

Pinnacle Hills Promenade Mall

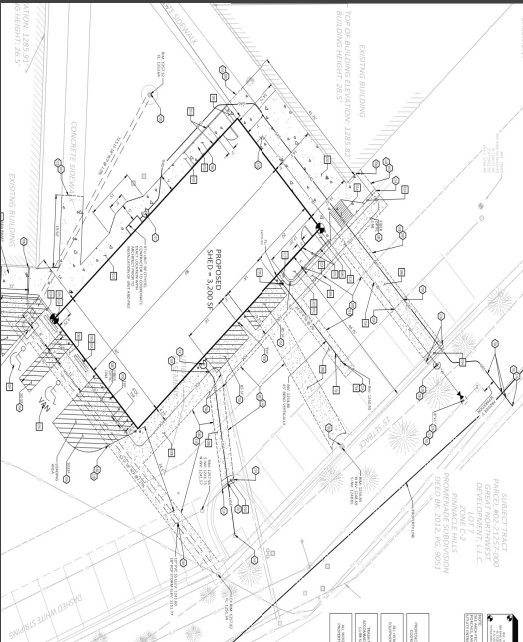
PLANNING

Staff Findings

The proposed structure would be in a paved area, completely impervious.

The proposed structure is intended to serve the on-site landscaping services.

Landscaping requirements were addressed when the mall was originally constructed.



Site Plan

Findings:

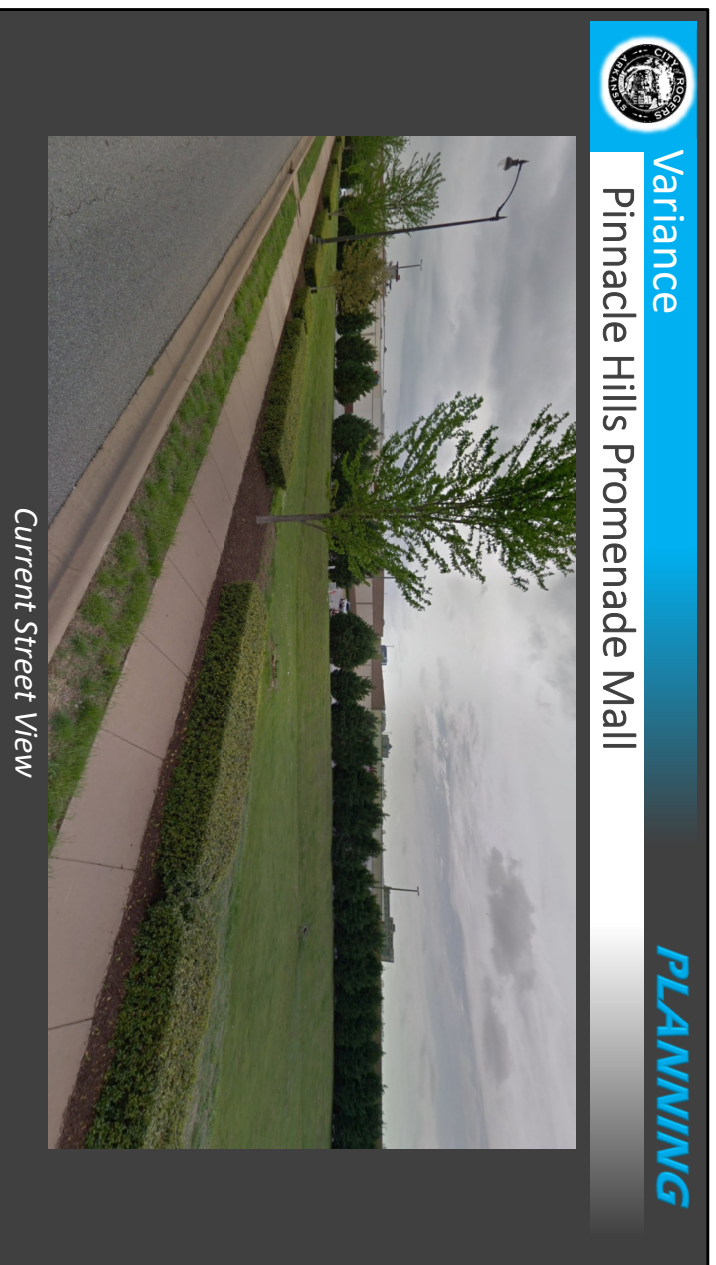
- The proposed structure would be constructed on an area that is already paved an completely impervious.
- The existing structures and landscaping to the west of the proposed structure provide adequate screening.
- The existing bufferyard and evergreen screen to the north and east provide adequate screening.
- The proposed structure is intended to serve the on-site landscaping and maintenance services.

Zoning:

U-COR (Uptown Core Mixed Use): The purpose of the Uptown Core Mixed Use zone is to anticipate higher intensity growth within the Uptown Rogers area and to expand the core to include key locations for mixed-use development that are compatible with the vision of the Comprehensive Growth Map. 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 Uptown Rogers as a place for public interaction.

Development Standards within this URDC zone specifically address the unique aspects of development in this area by respecting the existing development pattern while allowing high-density, pedestrian-oriented development to occur.

Sec. 14-732(4.2)(a).



Findings:

- Per Sec.14-732(5.3)(1) The Pedestrian-Priority Frontage façade glazing requirement for Commercial or Mixed Use Buildings is 50% minimum coverage for the ground floor and 20% minimum for the upper floors.
- Per Sec.14-732(5.3)(1) “Glazing for ground floor commercial uses shall be transparent enough for the public to view inside.”
- Per Sec.14-732(1.0) The purpose of the Uptown Rogers Development Code (URDC) is to shape greenfield development and infill within the Uptown Rogers area to encourage excellent urban design, walkability, efficient use of land, and commercial resilience to firmly establish Uptown Rogers as a regional urban center.
- Regarding request 1:
 - The applicant states that hotel patrons are typically there for nightly stays in which the curtains are closed and room darkness is preferred regarding their request for the reduction on S. Pinnacle Hills Pkwy. Staff has confirmed with the applicant that there are guest bedrooms located on the first floor.
- Regarding request 2:
 - The applicant has provided a valid hardship in demonstrating that the requirement cannot be met without significantly affecting the proposed

design’s structural integrity and the fact that the inner walls of the majority of the south side of the building will be guest room walls.

- As this is a hotel, neither request will diminish the purpose and intent of the glazing requirements or the Uptown Rogers Development Code as a whole.
- **Staff recommends Approval of this request.**

Zoning:

U-COR (Uptown Core Mixed Use): The purpose of the Uptown Core Mixed Use zone is to anticipate higher intensity growth within the Uptown Rogers area and to expand the core to include key locations for mixed-use development that are compatible with the vision of the Comprehensive Growth Map. 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 Uptown Rogers as a place for public interaction.

Development Standards within this URDC zone specifically address the unique aspects of development in this area by respecting the existing development pattern while allowing high-density, pedestrian-oriented development to occur.

Sec. 14-732(4.2)(a).



Variance

Pinnacle Hills Promenade Mall

PLANNING



Aerial Map

Staff Recommended Motion:

Approve

Public Input Received:

None.

Recommendation:

Approve

COMPREHENSIVE GROWTH MAP:

Growth Designation:

Regional Center

Growth Designation Purpose:

To focus urban development in three areas – Downtown, Midtown, and Uptown – that serve as centers of gravity for the greater Northwest Arkansas region. (CGM PAGE 1)

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. (CGM PAGE 1)

Allowed Zoning Districts:

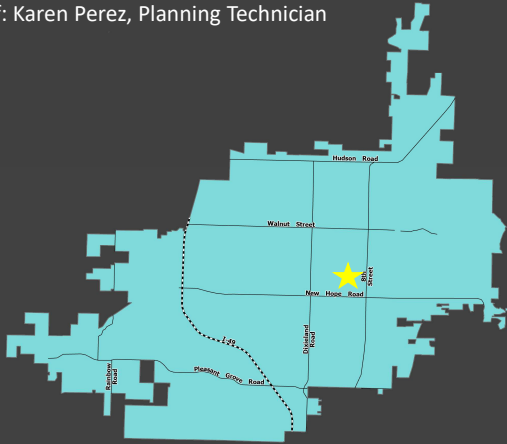
U-COR, U-COM, U-ENT, U-NBT



Variance Domino's

PLANNING

Staff: Karen Perez, Planning Technician



Vicinity Map

Summary

Location

100 W. New Hope Road

Nature of Request

To allow four additional wall signs

Zoning

C2 (Highway Commercial)

Current Use

Restaurant, Fast Food

Representative

Dani Vess, Signarama

Location:

100 W. New Hope Road just north of the new Kum & Go

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.



Variance Domino's

PLANNING



Zoning Map

Findings

- The property is zoned C-2.
- C-2 sign allowance:
 - a) One wall sign allowed per business/street frontage at 2-sf of sign area for every one linear ft. of frontage not to exceed 400-sf.
- This site has two street frontages (New Hope & 1st Street) and is allowed two wall signs by right and a total of 200-sf by right.

Zoning:

- a) *C-2 (Highway Commercial):* The purpose and intent of the highway commercial district is 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.



Variance Domino's

PLANNING



Sign Rendering

Request:

- Requesting four additional wall signs.

Stated Hardship

- Applicant does not state a site specific hardship but lists the branding package being required by the franchise. They would also like branding consistency with the other Dominos locations.

The variance from Sec. 44-9(1) includes:

- One wall sign allowed per business/street frontage at 2-sf of sign area for every one linear ft. of frontage not to exceed 400-sf. This site has 2 street frontages and is permitted 2 wall signs by right.
- Applicant is requesting two additional wall signs on the east elevation and two additional wall signs on the north elevation.



Variance Domino's

PLANNING

Square Footage
"Domino's" - 10.56 sq.ft.
"Pick-Up Window" - 8.46 sq.ft.
Small Domino Tile - 2.55 sq.ft.
Large Domino Tile - 8.97 sq.ft.
TOTAL - 30.54 sq.ft.



Sign Rendering

Findings

- If approved the total sign area would be 67.08 square feet under the allowed 200 square feet.
- The new Kum & Go location just directly north was granted a variance in July 2022 for an additional wall sign and sign area increase of 173 square feet.
- Dominos on Northgate was granted a variance back in 2017 for 2 additional wall signs and a increase in total sign area by 80.55 square feet.

Analysis

- We recommend considering this request since they will be under the allowed sign area.

Findings:

- C-2 sign allowance:
 - a) One wall sign allowed per business/street frontage at 2-sf of sign area for every one linear ft. of frontage not to exceed 400-sf.
- The intent of Chapter 44 is to use private land and the sight line created by public rights-of-way to inform and persuade the general public by publishing a message. This section provides standards for the erection and maintenance of signs. All signs shall be erected and maintained in accordance with Chapter 44 so as to promote, preserve, and protect the health, safety, general welfare, convenience, and enjoyment of the public, to preserve and protect the aesthetic quality of Rogers.



Variance Domino's

PLANNING



Aerial Map

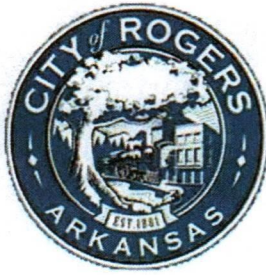
Staff Recommended Motion:
CONSIDER

Public Input Received:

- a) No input has been received from the public.

Recommendation:

Consider



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
App Number: 23-09
CityView Application: PL202300041
Date: 1/17/2023

VARIANCE APPLICATION

APPLICANT: Domino's Pizza
ADDRESS: 100 W New Hope Rd, Rogers AR 72758 SUITE #: _____
GENERAL LOCATION OF PROPERTY: W New Hope & 1st St.
PHONE #: 417-886-5050 EMAIL: dani@signarama-springfieldmo.co
PROPERTY OWNER: Overland Development Inc PHONE #: _____

REQUEST to ALLOW: Additional Signage on building as shown on drawings.

HARDSHIP JUSTIFICATION to VARY FROM CODE: ① Branding package as required by franchise ② Branding Consistency - 5092 W Northgate Rd (Rogers) & 2100 W Hudson (Rogers)

Dani Um Date 1-11-23
Applicant Signature

Attachment Checklist:

- ☐ Legal description of property
- ☐ Survey, elevations, sign proofs and/or other documents as needed to illustrate request

PLANNING STAFF PROVIDES:

DATE FILED: 1/17/2023 PUBLIC HEARING DATE: 2/7/2023

BOARD OF ADJUSTMENT DECISION: _____

SECRETARY, BOARD OF ADJUSTMENT

DATE



January 13, 2023

RE: Domino's Signage
100 W New Hope – Rogers, AR

To Whom It May Concern:

We would like to request a variance for the property at 100 W New Hope. Our request for additional signage is to meet our franchise standards and to allow for brand consistency. We have two other locations in the area that have multiple signs similar to how our new building will look. We have provided photos and design proofs to show what has already been allowed for the other locations. We would request that our new building be allowed to follow our franchise's branding package and allow us to be consistent with how we appear to the area where we will be operating these three stores.

Our Hudson Rd location at 2100 W Hudson Rd, St 1 was recently approved for additional signs to be added to the front and rear elevations that will bring our signage into compliance.

We also have the 5092 W Northgate location. This location is very similar to our New Hope design and sign package minus the pick up window directional signage.

We appreciate your consideration,

Regards,

Dani Vess – Signarama, Springfield, MO

417/886-5050

On behalf of Domino's – Team A&M

Square Footage

"Domino's" - 10.56 sq.ft.

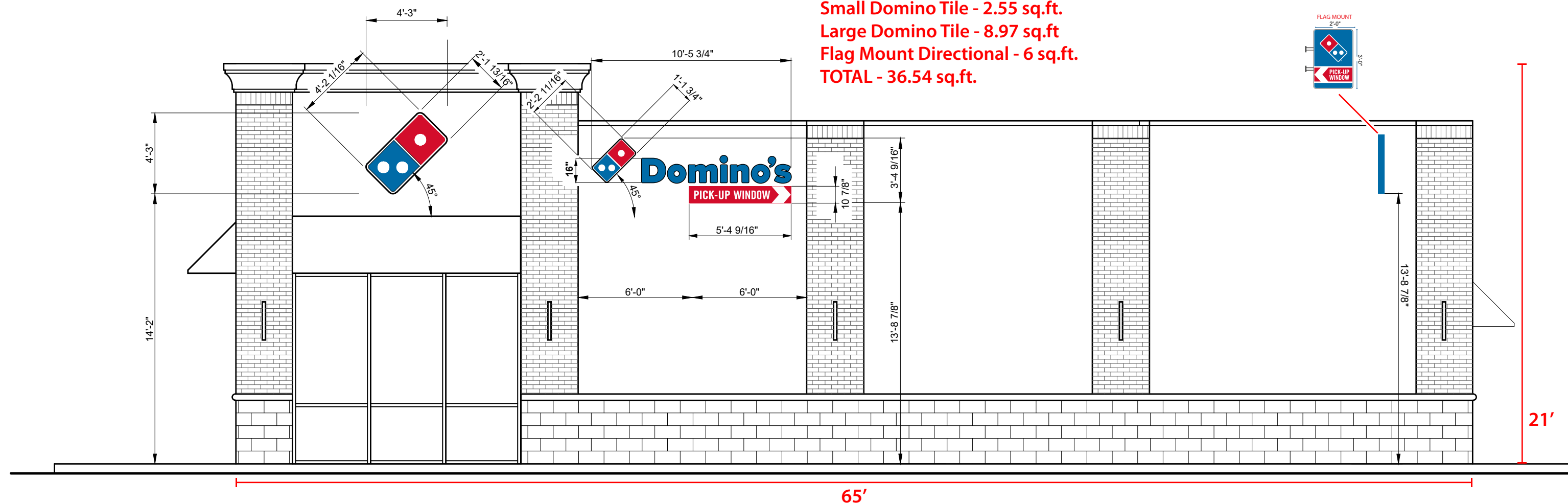
"Pick-Up Window" - 8.46 sq.ft.

Small Domino Tile - 2.55 sq.ft.

Large Domino Tile - 8.97 sq.ft

Flag Mount Directional - 6 sq.ft.

TOTAL - 36.54 sq.ft.



N O R T H E L E V A T I O N

PROJECT NAME: Domino's Pizza
ADDRESS: 100 W New Hope Rd
CITY/ STATE: Rogers, AR
ZIP CODE: 72758

DESIGNER: Brandon
PROOF DATE: 10/5/22
PROOF#: 4

**WE *CANNOT* PROCEED
WITH YOUR ORDER
UNTIL YOU RESPOND
TO THIS PROOF.
APPROVE OR
REQUEST REVISION**

- **SPELLING IS YOUR RESPONSIBILITY**
- **Colors on finished product may vary slightly from electronic proof**
If color accuracy is important and you require a hard copy of your proof, please request one in your response.
- **Sizes are noted**
- **Drawing is Not to Scale**

**ADDITIONAL DESIGN WORK &
PROOF REVISIONS MAY BE
SUBJECT TO ADDITIONAL
DESIGN CHARGES.**
**THE CURRENT DESIGN RATE IS
\$25 PER 15min OF DESIGN TIME.**

Copyright Notice ©
All information contained in this and
Subsequent documents and renderings
are the sole property of Signarama, Springfield.
Any use or re-distribution of said information
contained within this documentation may be done
only with the express written consent of
Signarama, Springfield.

Square Footage

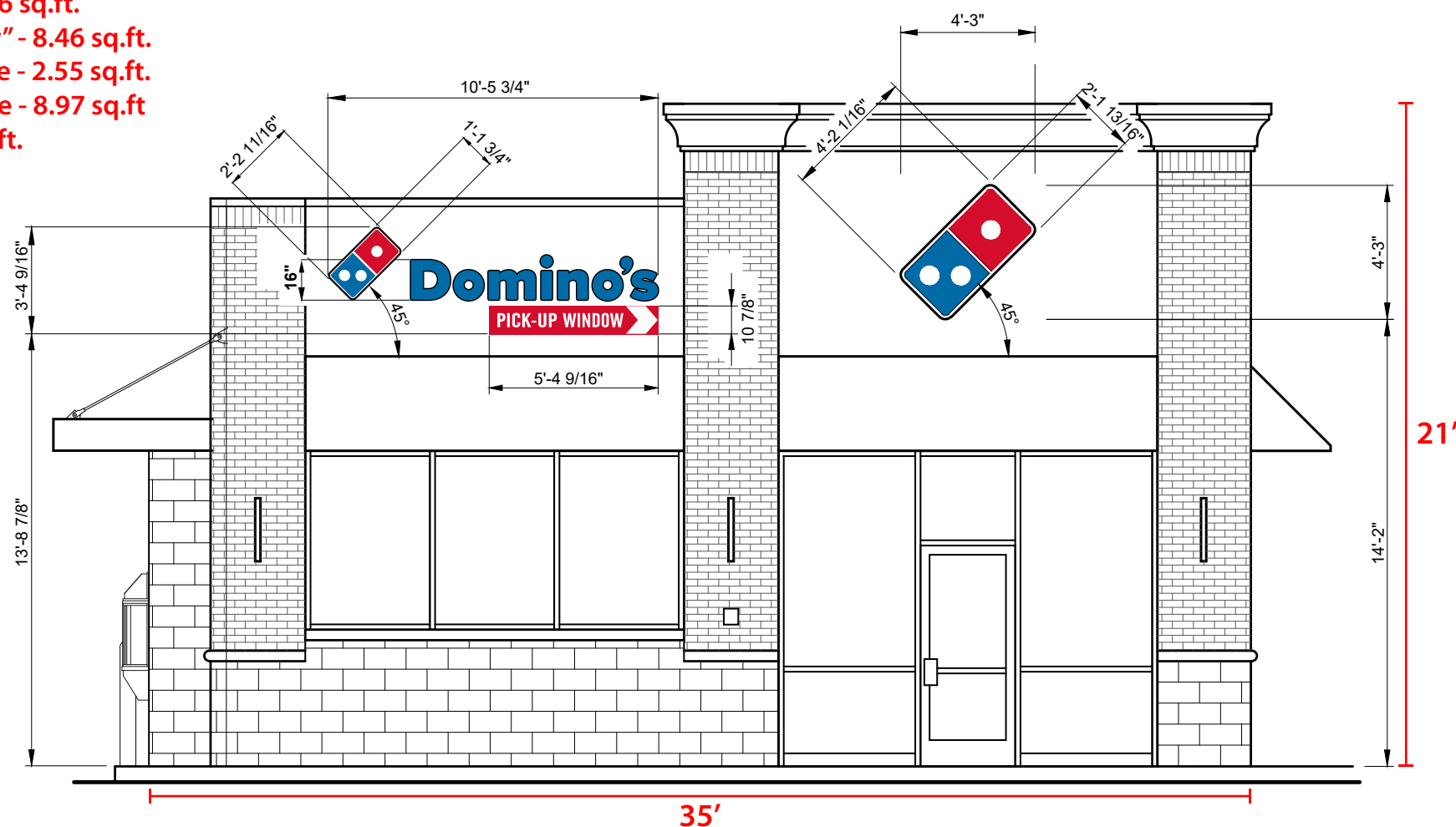
"Domino's" - 10.56 sq.ft.

"Pick-Up Window" - 8.46 sq.ft.

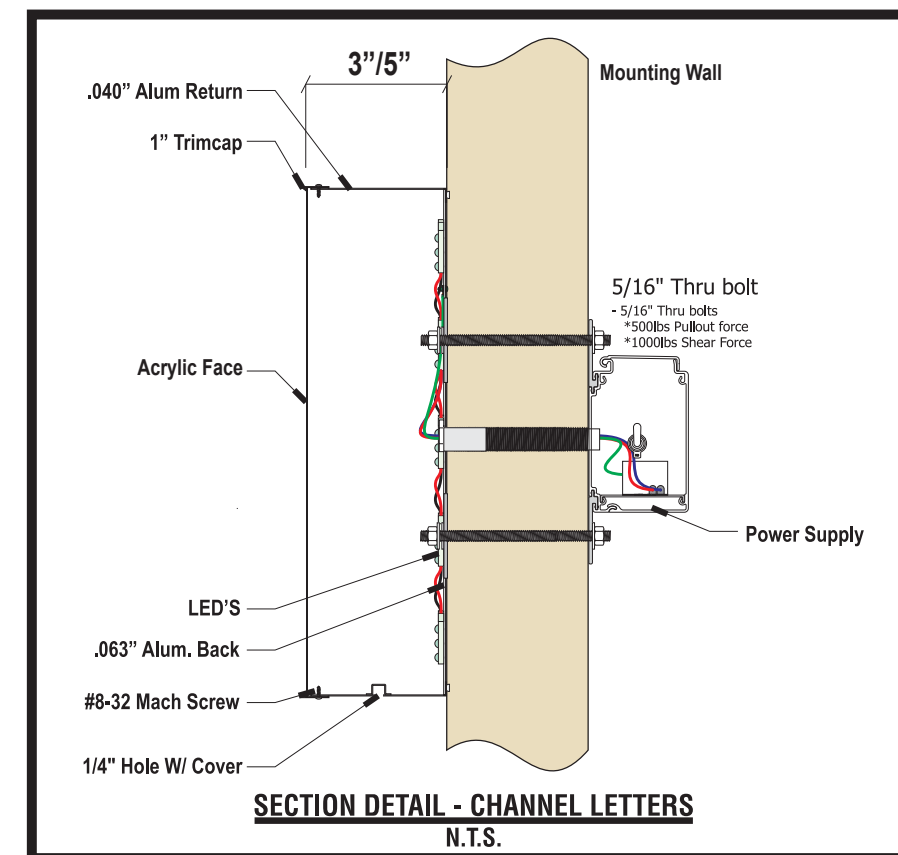
Small Domino Tile - 2.55 sq.ft.

Large Domino Tile - 8.97 sq.ft

TOTAL - 30.54 sq.ft.



EAST ELEVATION



PROJECT NAME: Domino's Pizza
ADDRESS: 100 W New Hope Rd
CITY/ STATE: Rogers, AR
ZIP CODE: 72758

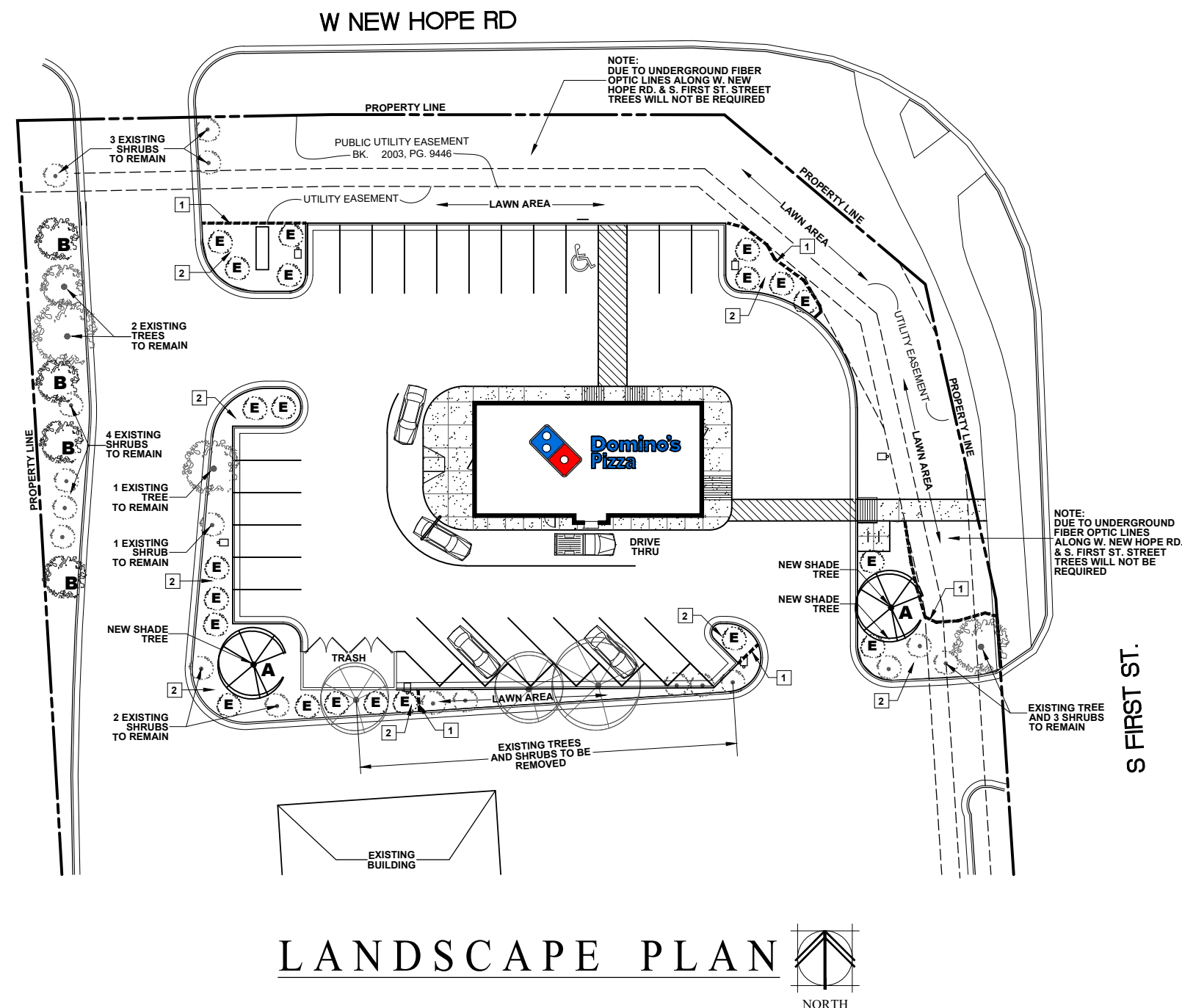
DESIGNER: Brandon
PROOF DATE: 10/5/22
PROOF#: 4

WE CANNOT PROCEED
WITH YOUR ORDER
UNTIL YOU RESPOND
TO THIS PROOF.
APPROVE OR
REQUEST REVISION

- **SPELLING IS YOUR RESPONSIBILITY**
- **Colors on finished product may vary slightly from electronic proof**
If color accuracy is important and you require a hard copy of your proof, please request one in your response.
- **Sizes are noted**
- **Drawing is Not to Scale**

ADDITIONAL DESIGN WORK & PROOF REVISIONS MAY BE SUBJECT TO ADDITIONAL DESIGN CHARGES.
THE CURRENT DESIGN RATE IS \$25 PER 15min OF DESIGN TIME.

Copyright Notice ©
All information contained in this and Subsequent documents and renderings are the sole property of Signarama, Springfield. Any use or re-distribution of said information contained within this documentation may be done only with the express written consent of Signarama, Springfield.



Copyright Notice ©
All information contained in this and Subsequent documents and renderings are the sole property of Signarama, Springfield. Any use or re-distribution of said information contained within this documentation may be done only with the express written consent of Signarama, Springfield.





NOTICE OF PUBLIC HEARING

**NOTICE OF PUBLIC HEARING
VARIANCE**

DESCRIPTION:	To allow three additional wall signs at 100 W. New Hope Road in the C-2 zoning district.
APPLICANT:	Dominos
BOARD/COMMISSION:	Board of Adjustment
MEETING DATE/TIME:	February 7th, 2023 at 5:30 PM
MEETING LOCATION:	Rogers City Hall 301 W. Chestnut Street
PUBLIC COMMENTS:	boardofadjustments@rogersar.gov www.rogersar.gov/1181/Public-Hearing-Signs

 COMMUNITY DEVELOPMENT
PLANNING DIVISION
(479) 624-1186
planning@rogersar.gov



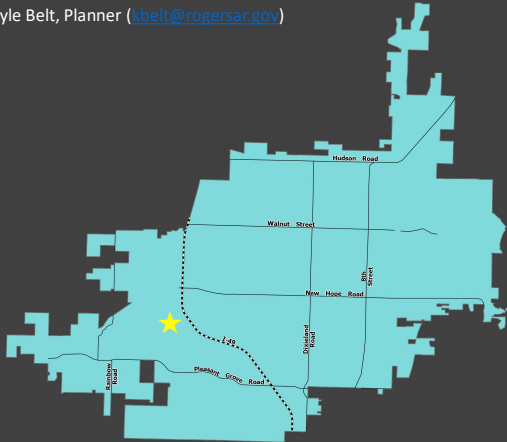


Variance

PLANNING

Tapestry Hotel

Staff: Kyle Belt, Planner (kbelt@rogersar.gov)



Vicinity Map

Location

NW corner of S. Pinnacle Hills Pkwy. and W. Park Ave.

Nature of Request

Reduction of Facade Glazing Requirements for a new Hotel

Zoning

U-COR (Uptown Core Mixed Use)

Proposed Use

Hotel

Representative

Libby Topping, Crafton Tull and Associates

Summary:

This project is located at the NW corner of S. Pinnacle Hills Pkwy. and W. Park Ave. The request is for a reduction of the façade glazing requirements on the following two streets.

- Reduce the required 50% façade ground floor façade transparency on S. Pinnacle Hills Pkwy. to 27%.
- Reduce the required 50% façade ground floor façade transparency and 20% upper floor façade transparency on W. Park Ave. to 2.8%.

Parcel: 02-22636-040

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.

Zoning:

U-COR (Uptown Core Mixed Use): The purpose of the Uptown Core Mixed Use zone is to anticipate higher intensity growth within the Uptown Rogers area and to expand the core to include key locations for mixed-use development that are compatible with the vision of the Comprehensive Growth Map. 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 Uptown Rogers as a place for public interaction.

Development Standards within this URDC zone specifically address the unique aspects of development in this area by respecting the existing development pattern while allowing high-density, pedestrian-oriented development to occur.

Sec. 14-732(4.2)(a).

Growth Designation:

Regional Center

Growth Designation Purpose:

To focus urban development in three areas – Downtown, Midtown, and Uptown – that serve as centers of gravity for the greater Northwest Arkansas region. (CGM PAGE 1)

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. (CGM PAGE 1)

Allowed Zoning Districts:

U-COR, U- COM, U-ENT, U-NBT



Board of Adjustment

PLANNING

(e)Appeals; powers and duties. Sec. 14-724(e)(1)(a)(b)

(1)The Board of Adjustment shall hear the following appeals as provided by state law:

- 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.

Summary:

This project is located at the NW corner of S. Pinnacle Hills Pkwy. and W. Park Ave. The request is to reduce the requirement of 90% pedestrian priority frontage on the following two streets:

- Reduce the required 50% minimum façade glazing on S. Pinnacle Hills Pkwy. to 27%.
- Reduce the required 50% minimum façade glazing on W. Park Ave. to 2.8%.

Parcel: 02-22636-040

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.

Zoning:

U-COR (Uptown Core Mixed Use): The purpose of the Uptown Core Mixed Use zone is to anticipate higher intensity growth within the Uptown Rogers area and to expand the core to include key locations for mixed-use development that are compatible with the vision of the Comprehensive Growth Map. 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 Uptown Rogers as a place for public interaction. Development Standards within this URDC zone specifically address the unique aspects of development in this area by respecting the existing development pattern while allowing high-density, pedestrian-oriented development to occur.

Sec. 14-732(4.2)(a).

Growth Designation:

Regional Center

Growth Designation Purpose:

To focus urban development in three areas – Downtown, Midtown, and Uptown – that serve as centers of gravity for the greater Northwest Arkansas region. (CGM PAGE 1)

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. (CGM PAGE 1)

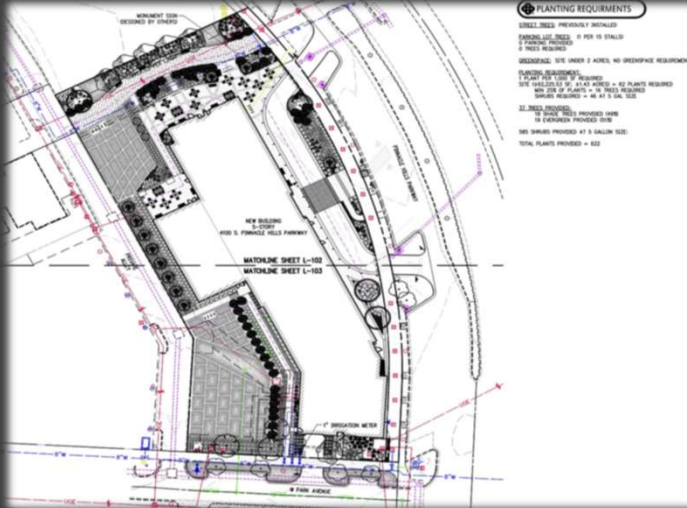
Allowed Zoning Districts:

U-COR, U-COM, U-ENT, U-NBT



Variance Tapestry Hotel

PLANNING



Site and Landscape Plan

Request

Reduction of 50% Façade Glazing Requirement on this site for S. Pinnacle Hills Pkwy. and W. Park Ave. from:

- 1) 50% minimum façade glazing on S. Pinnacle Hills Pkwy. to 27%.
- 2) 50% minimum façade glazing on W. Park Ave. to 2.8%.

Request:

- A variance from Sec. 14-732(5.3)(a)(iii)(1) reducing required 50% minimum façade glazing on S. Pinnacle Hills Pkwy. to 27%.
- A variance from Sec. 14-732(5.3)(a)(iii)(1) reducing the required 50% minimum façade glazing on W. Park Ave. to 2.8%.

Stated Hardship:

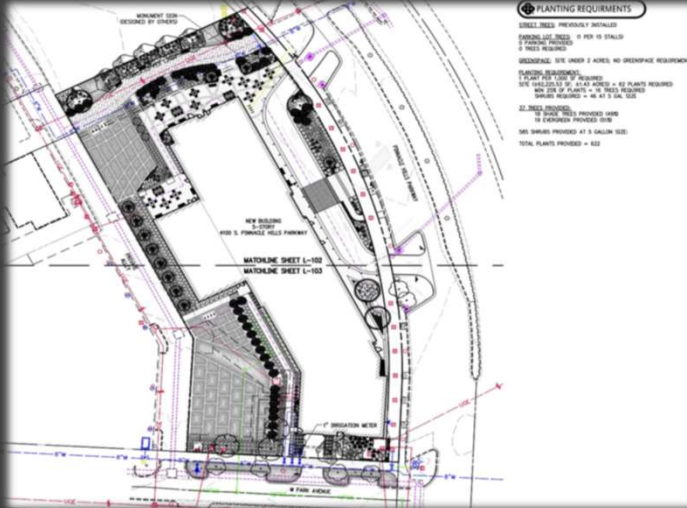
Request 1: The applicant states that hotel patrons prefer privacy and darkness in their rooms. They argue that the glazing requirement makes this unachievable.

Request 2: The applicant has stated that the end walls of the building are load-bearing continuous walls that also serve as room walls for patrons on the inside and cite this as a hardship concerning their reduction request for the W. Park Ave. side of the building.



Variance Tapestry Hotel

PLANNING



Site and Landscape Plan

Stated Hardship

Request 1: The applicant states hotel patrons prefer privacy and darkness in their rooms. They argue the glazing requirement makes this unachievable.

Request 2: The applicant states the end walls of the building are load-bearing continuous walls that also serve as room walls for patrons on the inside and cite this as a hardship concerning their reduction request for the W. Park Ave. side of the building.

Request:

- A variance from Sec. 14-732(5.3)(a)(iii)(1) reducing required 50% minimum façade glazing on S. Pinnacle Hills Pkwy. to 27%.
- A variance from Sec. 14-732(5.3)(a)(iii)(1) reducing the required 50% minimum façade glazing on W. Park Ave. to 2.8%.

Stated Hardship:

Request 1: The applicant states that hotel patrons prefer privacy and darkness in their rooms. They argue that the glazing requirement makes this unachievable.

Request 2: The applicant has stated that the end walls of the building are load-bearing continuous walls that also serve as room walls for patrons on the inside and cite this as a hardship concerning their reduction request for the W. Park Ave. side of the building.



Façade Glazing Requirements

Table 5-2: Required Minimum Façade Glazing by Façade Frontage Type			
Façade Frontage Type	Pedestrian Priority or Pedestrian-Friendly Frontage	Public Open Space Frontage	General Frontage or Other Façades
Commercial Use or Mixed Use Buildings			
Ground Floor	50% minimum	50% minimum	None
Upper Floor(s)	20% minimum	20% minimum	None

Request:

- A variance from Sec. 14-732(5.3)(a)(iii)(1) reducing required 50% minimum façade glazing on S. Pinnacle Hills Pkwy. to 27%.
- A variance from Sec. 14-732(5.3)(a)(iii)(1) reducing the required 50% minimum façade glazing on W. Park Ave. to 2.8%.

Stated Hardship:

Request 1: The applicant states that hotel patrons prefer privacy and darkness in their rooms. They argue that the glazing requirement makes this unachievable.

Request 2: The applicant has stated that the end walls of the building are load-bearing continuous walls that also serve as room walls for patrons on the inside and cite this as a hardship concerning their reduction request for the W. Park Ave. side of the building.



Variance

PLANNING

Tapestry Hotel



East Elevation

Findings:

- Per Sec.14-732(5.3)(iii)(1) The Pedestrian-Priority Frontage façade glazing requirement for Commercial or Mixed Use Buildings is 50% minimum coverage for the ground floor and 20% minimum for the upper floors.
- Per Sec.14-732(5.3)(iii)(1) “Glazing for ground floor commercial uses shall be transparent enough for the public to view inside.”
- Per Sec.14-732(1.0) The purpose of the Uptown Rogers Development Code (URDC) is to shape greenfield development and infill within the Uptown Rogers area to encourage excellent urban design, walkability, efficient use of land, and commercial resilience to firmly establish Uptown Rogers as a regional urban center.
- Regarding request 1:
 - Per Sec. 14-724 (e)(1)(b) No statement of undue hardship has been provided that also explains how a Variance would maintain the spirit and intent of the subject ordinance.
 - Staff recommends ***DENIAL***.
- Regarding request 2:
 - Per Sec. 14-724 (e)(1)(b) No statement of undue hardship has been provided that also explains how a Variance would maintain the spirit and intent of the subject ordinance.

- Staff recommends ***DENIAL***.

Zoning:

U-COR (Uptown Core Mixed Use): The purpose of the Uptown Core Mixed Use zone is to anticipate higher intensity growth within the Uptown Rogers area and to expand the core to include key locations for mixed-use development that are compatible with the vision of the Comprehensive Growth Map. 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 Uptown Rogers as a place for public interaction.

Development Standards within this URDC zone specifically address the unique aspects of development in this area by respecting the existing development pattern while allowing high-density, pedestrian-oriented development to occur.

Sec. 14-732(4.2)(a).



Variance

PLANNING

Tapestry Hotel



Street View (Facing West)

Staff Findings

Regarding request 1:

No statement of undue hardship explaining how a Variance would maintain the spirit and intent of the subject ordinance has been provided.

Findings:

- Per Sec.14-732(5.3)(iii)(1) The Pedestrian-Priority Frontage façade glazing requirement for Commercial or Mixed Use Buildings is 50% minimum coverage for the ground floor and 20% minimum for the upper floors.
- Per Sec.14-732(5.3)(iii)(1) “Glazing for ground floor commercial uses shall be transparent enough for the public to view inside.”
- Per Sec.14-732(1.0) The purpose of the Uptown Rogers Development Code (URDC) is to shape greenfield development and infill within the Uptown Rogers area to encourage excellent urban design, walkability, efficient use of land, and commercial resilience to firmly establish Uptown Rogers as a regional urban center.
- Regarding request 1:
 - Per Sec. 14-724 (e)(1)(b) No statement of undue hardship has been provided that also explains how a Variance would maintain the spirit and intent of the subject ordinance.
 - Staff recommends ***DENIAL***.
- Regarding request 2:
 - Per Sec. 14-724 (e)(1)(b) No statement of undue hardship has been provided that also explains how a Variance would maintain the spirit and intent of the subject ordinance.

- Staff recommends ***DENIAL***.

Zoning:

U-COR (Uptown Core Mixed Use): The purpose of the Uptown Core Mixed Use zone is to anticipate higher intensity growth within the Uptown Rogers area and to expand the core to include key locations for mixed-use development that are compatible with the vision of the Comprehensive Growth Map. 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 Uptown Rogers as a place for public interaction.

Development Standards within this URDC zone specifically address the unique aspects of development in this area by respecting the existing development pattern while allowing high-density, pedestrian-oriented development to occur.

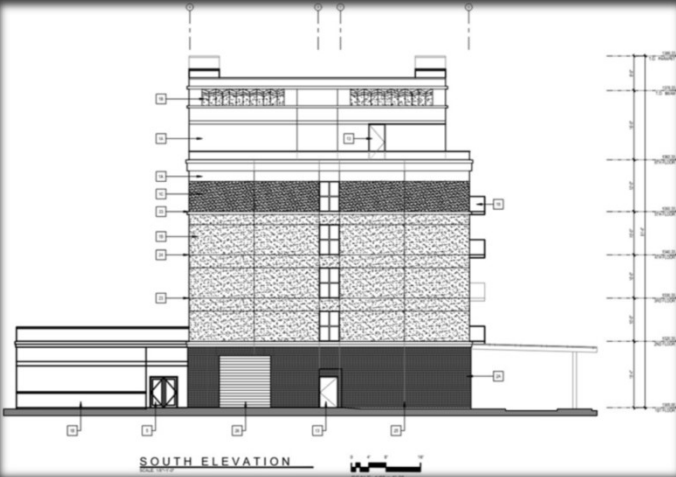
Sec. 14-732(4.2)(a).



Variance

PLANNING

Tapestry Hotel



South Elevation

Staff Findings Cont.

Regarding request 2:

No statement of undue hardship explaining how a Variance would maintain the spirit and intent of the subject ordinance has been provided.

Findings:

- Per Sec.14-732(5.3)(iii)(1) The Pedestrian-Priority Frontage façade glazing requirement for Commercial or Mixed Use Buildings is 50% minimum coverage for the ground floor and 20% minimum for the upper floors.
- Per Sec.14-732(5.3)(iii)(1) “Glazing for ground floor commercial uses shall be transparent enough for the public to view inside.”
- Per Sec.14-732(1.0) The purpose of the Uptown Rogers Development Code (URDC) is to shape greenfield development and infill within the Uptown Rogers area to encourage excellent urban design, walkability, efficient use of land, and commercial resilience to firmly establish Uptown Rogers as a regional urban center.
- Regarding request 1:
 - Per Sec. 14-724 (e)(1)(b) No statement of undue hardship has been provided that also explains how a Variance would maintain the spirit and intent of the subject ordinance.
 - Staff recommends **DENIAL**.
- Regarding request 2:
 - Per Sec. 14-724 (e)(1)(b) No statement of undue hardship has been provided that also explains how a Variance would maintain the spirit and intent of the subject ordinance.

- Staff recommends ***DENIAL***.

Zoning:

U-COR (Uptown Core Mixed Use): The purpose of the Uptown Core Mixed Use zone is to anticipate higher intensity growth within the Uptown Rogers area and to expand the core to include key locations for mixed-use development that are compatible with the vision of the Comprehensive Growth Map. 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 Uptown Rogers as a place for public interaction.

Development Standards within this URDC zone specifically address the unique aspects of development in this area by respecting the existing development pattern while allowing high-density, pedestrian-oriented development to occur.

Sec. 14-732(4.2)(a).



Variance

PLANNING

Tapestry Hotel



Street View (Facing South)

Staff Findings Cont.

On 1/26/2023, the applicant requested that both Variance requests be withdrawn.

Findings:

- Per Sec.14-732(5.3)(iii)(1) The Pedestrian-Priority Frontage façade glazing requirement for Commercial or Mixed Use Buildings is 50% minimum coverage for the ground floor and 20% minimum for the upper floors.
- Per Sec.14-732(5.3)(iii)(1) “Glazing for ground floor commercial uses shall be transparent enough for the public to view inside.”
- Per Sec.14-732(1.0) The purpose of the Uptown Rogers Development Code (URDC) is to shape greenfield development and infill within the Uptown Rogers area to encourage excellent urban design, walkability, efficient use of land, and commercial resilience to firmly establish Uptown Rogers as a regional urban center.
- Regarding request 1:
 - Per Sec. 14-724 (e)(1)(b) No statement of undue hardship has been provided that also explains how a Variance would maintain the spirit and intent of the subject ordinance.
 - Staff recommends ***DENIAL***.
- Regarding request 2:
 - Per Sec. 14-724 (e)(1)(b) No statement of undue hardship has been provided that also explains how a Variance would maintain the spirit and intent of the subject ordinance.

- Staff recommends ***DENIAL***.

Zoning:

U-COR (Uptown Core Mixed Use): The purpose of the Uptown Core Mixed Use zone is to anticipate higher intensity growth within the Uptown Rogers area and to expand the core to include key locations for mixed-use development that are compatible with the vision of the Comprehensive Growth Map. 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 Uptown Rogers as a place for public interaction.

Development Standards within this URDC zone specifically address the unique aspects of development in this area by respecting the existing development pattern while allowing high-density, pedestrian-oriented development to occur.

Sec. 14-732(4.2)(a).



Variance

Tapestry Hotel

PLANNING



Aerial Map

Staff Recommended Motion:

Deny

- 1) Request to reduce required 50% minimum façade glazing on S. Pinnacle Hills Pkwy. to 27%.

Deny

- 1) Request to reduce requested 50% minimum façade glazing on W. Park Ave. to 2.8%.

Findings:

- Per Sec.14-732(5.3)(iii)(1) The Pedestrian-Priority Frontage façade glazing requirement for Commercial or Mixed Use Buildings is 50% minimum coverage for the ground floor and 20% minimum for the upper floors.
- Per Sec.14-732(5.3)(iii)(1) “Glazing for ground floor commercial uses shall be transparent enough for the public to view inside.”
- Per Sec.14-732(1.0) The purpose of the Uptown Rogers Development Code (URDC) is to shape greenfield development and infill within the Uptown Rogers area to encourage excellent urban design, walkability, efficient use of land, and commercial resilience to firmly establish Uptown Rogers as a regional urban center.
- Regarding request 1:
 - Per Sec. 14-724 (e)(1)(b) No statement of undue hardship has been provided that also explains how a Variance would maintain the spirit and intent of the subject ordinance.
 - Staff recommends ***DENIAL***.
- Regarding request 2:
 - Per Sec. 14-724 (e)(1)(b) No statement of undue hardship has been provided that also explains how a Variance would maintain the spirit and intent of the subject ordinance.

- Staff recommends ***DENIAL***.

Zoning:

U-COR (Uptown Core Mixed Use): The purpose of the Uptown Core Mixed Use zone is to anticipate higher intensity growth within the Uptown Rogers area and to expand the core to include key locations for mixed-use development that are compatible with the vision of the Comprehensive Growth Map. 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 Uptown Rogers as a place for public interaction.

Development Standards within this URDC zone specifically address the unique aspects of development in this area by respecting the existing development pattern while allowing high-density, pedestrian-oriented development to occur.

Sec. 14-732(4.2)(a).

Staff Recommended Motion:

Deny both requests.



Variance

PLANNING

Tapestry Hotel

Staff:

Kyle Belt, Planner (kbelt@rogersar.gov)

Request

Withdrawn by applicant on 1/26/2023.
The applicant intends to revise their proposal.

Request:

The applicant was for a

Status:

The applicant e-mailed on 1/26/2023 stating they would like to withdraw their request. They intend to revise their proposal.



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

OFFICE USE ONLY

Permit Fee: _____ (\$100)

Zoning: _____

App Number: _____

CityView Application: _____

Date: _____

VARIANCE APPLICATION

APPLICANT: CRAFTON TULL

ADDRESS: 901 N. 47TH STREET SUITE #: 400

GENERAL LOCATION OF PROPERTY: 4100 S PINNACLE HILLS PKWY

PHONE #: 479.636.4838 EMAIL: daniel.ellis@craftontull.com
libby.topping@craftontull.com

PROPERTY OWNER: JH LAND HOLDINGS LLC PHONE #: _____

REQUEST to ALLOW: Reduction in required building frontage along Pinnacle Hills Parkway and West Park Ave

HARDSHIP JUSTIFICATION to VARY FROM CODE: See hardship letter

Applicant Signature Elizabeth Topping Date 12.21.2022

Attachment Checklist:

- ☒ Legal description of property
- ☒ Survey, elevations, sign proofs and/or other documents as needed to illustrate request

PLANNING STAFF PROVIDES:

DATE FILED: _____ PUBLIC HEARING DATE: _____

BOARD OF ADJUSTMENT DECISION: _____

SECRETARY, BOARD OF ADJUSTMENT _____ DATE _____

 PROPERTY DESCRIPTION

LOT 1, BLOCK 4 OF PINNACLE HEIGHTS, AS PER PLAT RECORD L202013247 AND THE SOUTH HALF OF A VACATED STREET, AS PER DOCUMENT L202219608, BOTH IN THE OFFICE OF THE CIRCUIT CLERK AND EX-OFFICIO RECORDER OF BENTON COUNTY, ARKANSAS, MORE PARTICULARLY DESCRIBED AS FOLLOWS:

BEGINNING AT THE SOUTHEAST CORNER OF LOT 1, BLOCK 4 OF SAID PINNACLE HEIGHTS;
THENCE ALONG THE SOUTH LINE THEREOF N86°53'15"W 160.67 FEET TO THE SOUTHWEST CORNER OF SAID LOT 1;
THENCE ALONG THE WEST LINE THEREOF N03°06'45"E 96.09 FEET;
THENCE ALONG SAID WEST LINE N26°53'15"W 196.32 FEET TO THE NORTHWEST CORNER OF SAID LOT 1;
THENCE N27°19'36"W 35.00 FEET TO THE CENTERLINE OF A VACATED STREET AS VACATED BY DOCUMENT L202219608;
THENCE ALONG SAID CENTERLINE N63°06'45"E 163.79 FEET TO THE SOUTHERLY RIGHT-OF-WAY OF SOUTH PINNACLE HILLS PARKWAY;
THENCE ALONG SAID RIGHT-OF-WAY 353.88 FEET ALONG A CURVE TO THE RIGHT WITH A RADIUS OF 460.00 FEET AND A LONG CHORD OF S19°42'30"E 345.22 FEET;
THENCE ALONG SAID RIGHT-OF-WAY S02°19'51"W 59.99 FEET TO THE POINT OF BEGINNING, CONTAINING 1.43 ACRES, MORE OR LESS AND SUBJECT TO ANY AND ALL EASEMENTS OF RECORD OR FACT.

TO WHOM IT MAY CONCERN – the below is intended to support our request for a variance from the requirement for 50% glazing on the south and east facades of the referenced project. Our current plans, as submitted to the city for review, show the percentage of glazing on the East Elevation (front) at 27%, and on the South Elevation (end) at 2.8%. The reasons for the percentage of glazing being less than 50% are as follows:

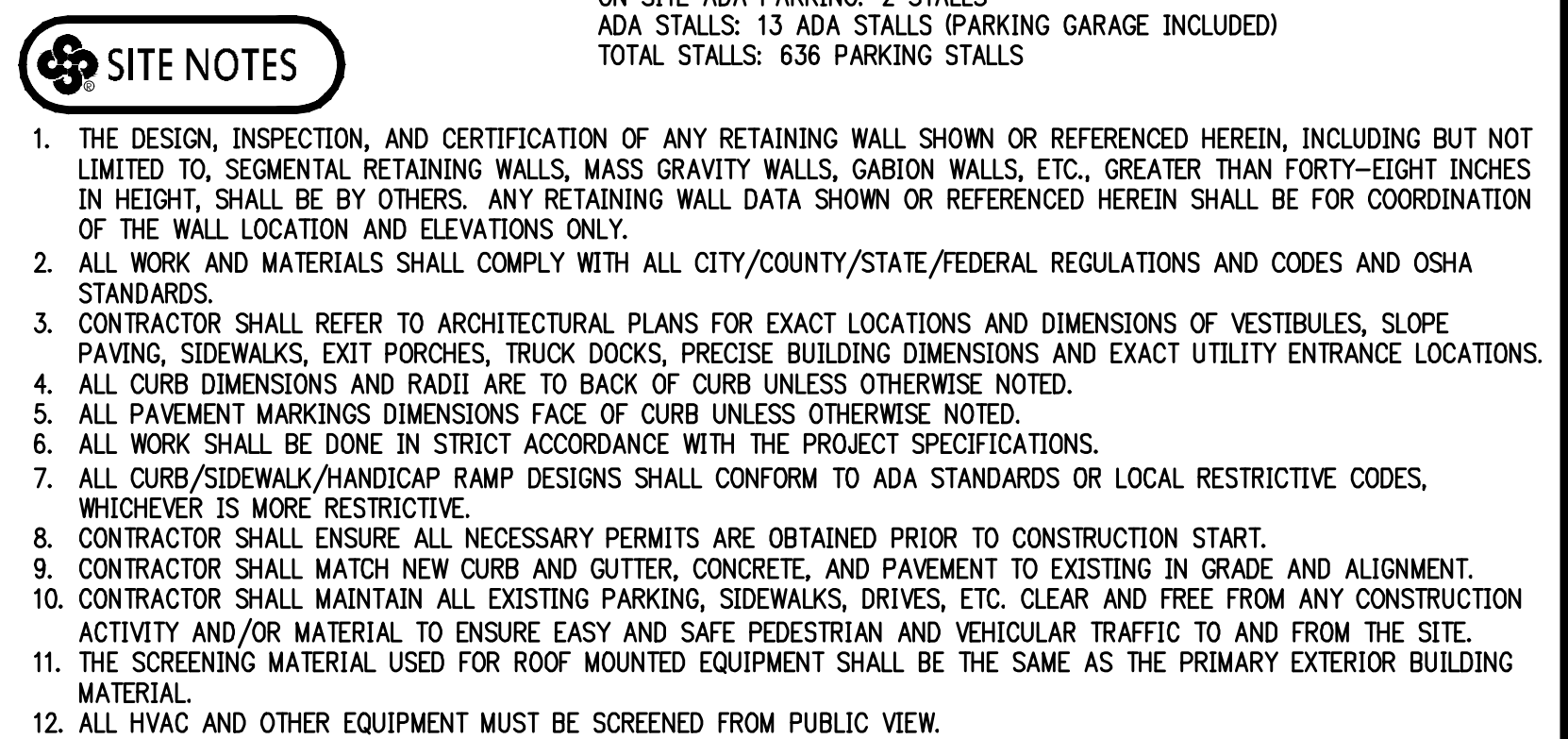
- **East Façade** – Hotels, unlike retail and most commercial uses, do not benefit from high %'s of glazing. Most guests are there for nightly stays, when curtains are closed and room darkness is preferred. Further, with drapes in an open position and mechanical units on the exterior walls, much of the exterior wall would not benefit from glazing in those areas.
- **South facade** - the end walls of the building are continuous load bearing walls, carrying significant portions of the building loads to grade, where excessive opening would be structurally difficult. Inside the ends of building are guestroom walls with bed headboards and other furnishings that would block-out the usefulness of exterior wall glazing, and fire stairs, required to be 2-hour rated (not practical for glazing use).

We hope this information is useful in your consideration of our variance request.

Winford (Buck) Lindsay, FAIA
344 West Pike Street
Lawrenceville GA 30046

Tel 770-963 8989
Dir 770-407-5800
Cell 404-520 0058

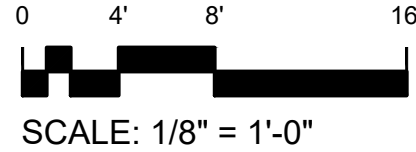
blindsay@lpmatlanta.com





EAST ELEVATION

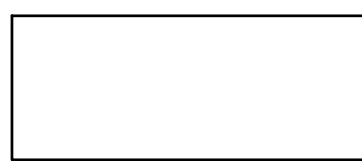
SCALE: 1/8" = 1'-0"



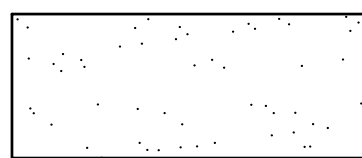
SCALE: 1/8" = 1'-0"

EXTERIOR FINISH MATERIALS LEGEND

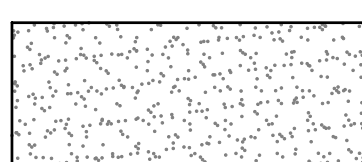
EXTERIOR INSULATION FINISH SYSTEM (COLOR 1)
DRYVIT OUTSULATION PLUS MD
SANDPEBBLE FINE
SW 7028ST INCREDIBLE WHITE



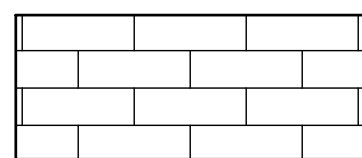
EXTERIOR INSULATION FINISH SYSTEM (COLOR 2)
DRYVIT OUTSULATION PLUS MD
SANDPEBBLE FINE
#111 PRAIRIE CLAY



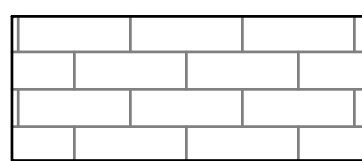
EXTERIOR INSULATION FINISH SYSTEM (COLOR 3)
DRYVIT OUTSULATION PLUS MD
SANDPEBBLE FINE
SW 7048 URBANE BRONZE



BRICK VENEER (COLOR 1)
MODULAR 7-5/8" X 3-5/8" X 2-1/4"
INTERSTATE BRICK
PLATINUM



BRICK VENEER (COLOR 2)
MODULAR 7-5/8" X 3-5/8" X 2-1/4"
INTERSTATE BRICK
MIDNIGHT BLACK



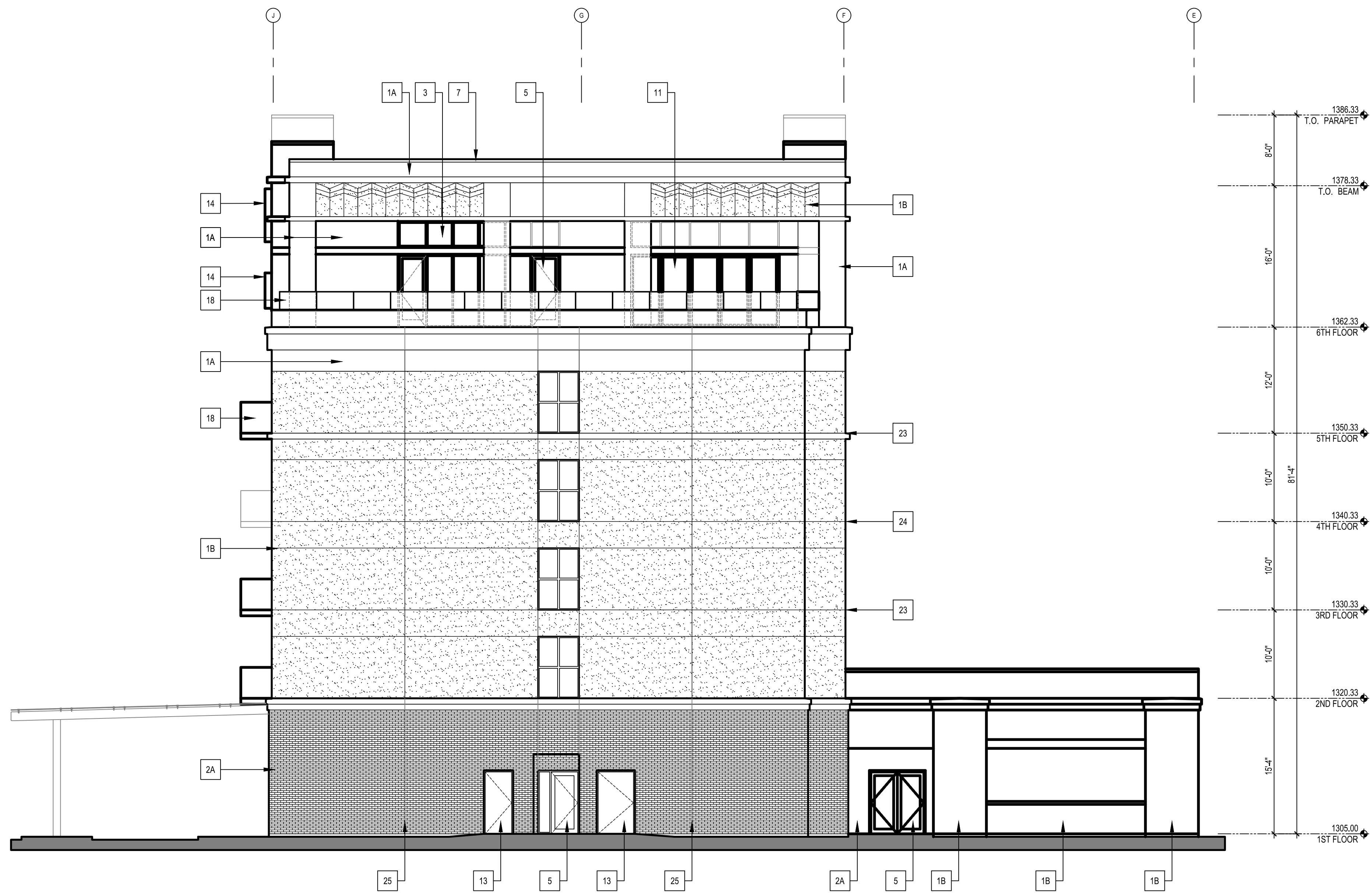
EIFS NOTES

SPACING, WIDTH, LOCATIONS AND CONSTRUCTION OF ALL JOINTS AND REVEALS WITHIN EIFS AT ALL EXTERIOR WALL AND CEILING LOCATIONS SHALL COMPLY WITH THE REQUIREMENTS OF THE CONTRACT DOCUMENTS AND THE REQUIREMENTS FOR ALL APPLICABLE SIMILAR CONDITIONS ENCOUNTERED AS DEFINED BY THE EIFS MANUFACTURER NECESSARY FOR THE SPECIFIED EIFS WARRANTY. NOTHING IN THE CONTRACT DOCUMENTS SHALL BE CONSTRUED TO REPRESENT A CONFLICT WITH THE EIFS MANUFACTURER'S WARRANTY REQUIREMENTS. REFERENCE WALL SECTIONS AND EIFS JOINT/REVEAL DETAILS ON SHEET A363 FOR ADDITIONAL INFORMATION CONCERNING EIFS JOINT AND REVEAL SPACING, WIDTH, LOCATIONS AND CONSTRUCTION REQUIRED. HORIZONTAL EIFS JOINTS WITH WEEPS/DRAINAGE TRACKS/DRAINAGE STRIPS ARE REQUIRED AT THE FOLLOWING LOCATIONS:

1. THE FULL PERIMETER OF THE BUILDING (WHERE APPLICABLE) AT THE 3RD FLOOR LEVEL
2. EIFS TERMINATIONS ABOVE GRADE AND HARDESCAPED AREAS
3. EIFS TERMINATIONS ABOVE ROOF SURFACES
4. EIFS TERMINATIONS ABOVE ALL EXTERIOR DOORS AND FENESTRATION
5. EIFS TERMINATIONS AT ALL SOFFIT / FASCIA CONDITIONS

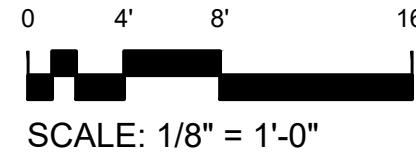
KEYED ELEVATION NOTES

KEY	ITEM DESCRIPTION
1A	EXTERIOR INSULATION FINISH SYSTEM WITH SECONDARY AIRWEATHER BARRIER (COLOR 1)
1B	EXTERIOR INSULATION FINISH SYSTEM WITH SECONDARY AIRWEATHER BARRIER (COLOR 2)
1C	EXTERIOR INSULATION FINISH SYSTEM WITH SECONDARY AIRWEATHER BARRIER (COLOR 3)
2A	BRICK VENEER (COLOR 1)
2B	BRICK VENEER (COLOR 2)
3	PREFINISHED ALUMINUM STOREFRONT - ALUCOBOND FOCUS BLACK
4	PREFINISHED ALUMINUM GUESTROOM FIXED WINDOWS - ALUCOBOND FOCUS BLACK
5	PREFINISHED ALUMINUM ENTRANCE - ALUCOBOND FOCUS BLACK
6	PREFINISHED ALUMINUM AUTOMATIC BIPARTING ENTRANCE - ALUCOBOND FOCUS BLACK
7	PREFINISHED ALUMINUM COPING - PAINT TO MATCH ADJACENT WALL
8	PREFINISHED ALUMINUM SCUPPER - PAINT TO MATCH ADJACENT WALL
9	PREFINISHED ALUMINUM GUTTER WITH DOWNSPOUTS - PAINT TO MATCH ADJACENT WALL
10	PREFINISHED ALUMINUM LOUVERS - PAINT TO MATCH ADJACENT WALL
11	PREFINISHED ALUMINUM FOLDING EXTERIOR WALL SYSTEM - ALUCOBOND FOCUS BLACK
12	PAINTED GALVANIZED EXPOSED STRUCTURAL STEEL
13	PAINTED GALVANIZED HOLLOW METAL DOOR AND FRAME - PAINT TO MATCH ADJACENT WALL
14	BUILDING SIGNAGE - PROVIDE 3" F.T. PLYWOOD BACKING
15	LIGHT FIXTURE - SEE ELECTRICAL DRAWINGS
16	FIRE DEPARTMENT CONNECTION / FIRE PUMP TEST HEADER
17	DRYER VENT CAP - PAINT TO MATCH ADJACENT WALL
18	GLASS GUARDRAIL
19	GAS METER - PAINT TO MATCH ADJACENT WALL
20	LIGHT FIXTURE
21	LOUVER - PAINT TO MATCH ADJACENT WALL
22	KNOX BOX
23	HORIZONTAL CONTROL JOINT (SEE A365)
24	HORIZONTAL DRAINAGE JOINT (SEE A365)
25	VERTICAL CONTROL JOINT (SEE A365)
26	PREFINISHED ROLLING SERVICE DOOR



NORTH ELEVATION

SCALE: 1/8" = 1'-0"



SCALE: 1/8" = 1'-0"



WEST ELEVATION

SCALE: 1/8" = 1'-0"

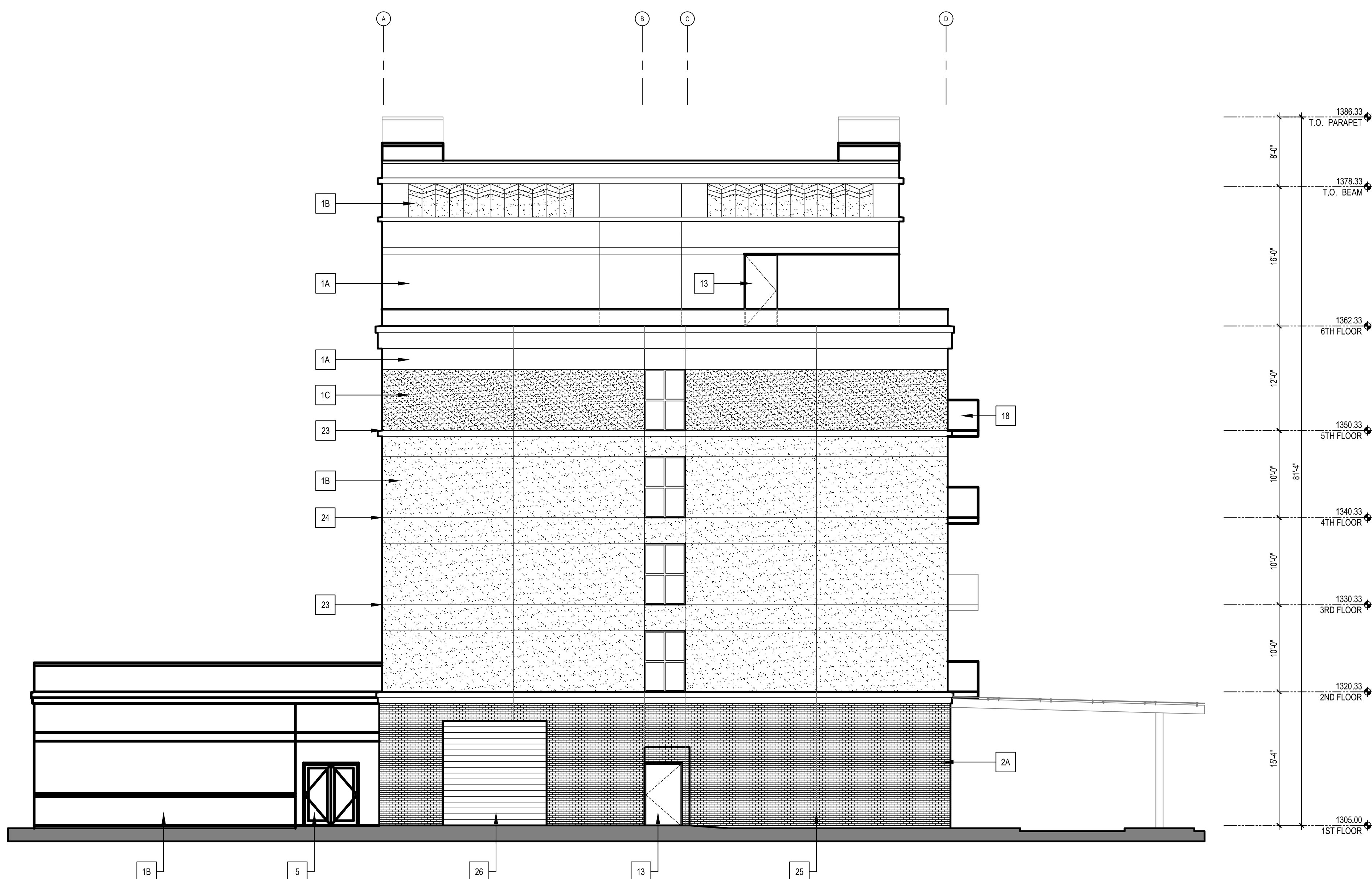


SCALE: 1/8" = 1'-0"

EXTERIOR FINISH MATERIALS LEGEND	
EXTERIOR INSULATION FINISH SYSTEM (COLOR 1) DRYVIT OUTSULATION PLUS MD SANDBLEBBLE FINE SW 7028ST INCREDIBLE WHITE	
EXTERIOR INSULATION FINISH SYSTEM (COLOR 2) DRYVIT OUTSULATION PLUS MD SANDBLEBBLE FINE #111 PRAIRIE CLAY	
EXTERIOR INSULATION FINISH SYSTEM (COLOR 3) DRYVIT OUTSULATION PLUS MD SANDBLEBBLE FINE SW 7048 URBANE BRONZE	
BRICK VENEER (COLOR 1) MODULAR 7-5/8" X 3-5/8" X 2-1/4" INTERSTATE BRICK PLATINUM	
BRICK VENEER (COLOR 2) MODULAR 7-5/8" X 3-5/8" X 2-1/4" INTERSTATE BRICK MIDNIGHT BLACK	

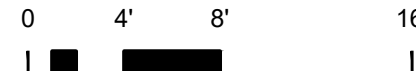
EIFS NOTES
SPACING, WIDTH, LOCATIONS AND CONSTRUCTION OF ALL JOINTS AND REVEALS WITHIN EIFS AT ALL EXTERIOR WALL AND CEILING LOCATIONS SHALL COMPLY WITH THE REQUIREMENTS OF THE CONTRACT DOCUMENTS AND THE REQUIREMENTS FOR ALL APPLICABLE SIMILAR CONDITIONS ENCOUNTERED AS DEFINED BY THE EIFS MANUFACTURER NECESSARY FOR THE SPECIFIED EIFS WARRANTY. NOTHING IN THE CONTRACT DOCUMENTS SHALL BE CONSTRUED TO REPRESENT A CONFLICT WITH THE EIFS MANUFACTURER'S WARRANTY REQUIREMENTS. REFERENCE WALL SECTIONS AND EIFS JOINT/REVEAL DETAILS ON SHEET A363 FOR ADDITIONAL INFORMATION CONCERNING EIFS JOINT AND REVEAL SPACING, WIDTH, LOCATIONS AND CONSTRUCTION REQUIRED. HORIZONTAL EIFS JOINTS WITH WEEPS/DRAINAGE TRACKS/DRAINAGE STRIPS ARE REQUIRED AT THE FOLLOWING LOCATIONS: 1. THE FULL PERIMETER OF THE BUILDING (WHERE APPLICABLE) AT THE 3RD FLOOR LEVEL. 2. EIFS TERMINATIONS ABOVE GRADE AND HARDCAPED AREAS 3. EIFS TERMINATIONS ABOVE ROOF SURFACES 4. EIFS TERMINATIONS ABOVE ALL EXTERIOR DOORS AND FENESTRATION 5. EIFS TERMINATIONS AT ALL SOFFIT / FASCIA CONDITIONS

KEYED ELEVATION NOTES	
KEY	ITEM DESCRIPTION
1A	EXTERIOR INSULATION FINISH SYSTEM WITH SECONDARY AIRWEATHER BARRIER (COLOR 1)
1B	EXTERIOR INSULATION FINISH SYSTEM WITH SECONDARY AIRWEATHER BARRIER (COLOR 2)
1C	EXTERIOR INSULATION FINISH SYSTEM WITH SECONDARY AIRWEATHER BARRIER (COLOR 3)
2A	BRICK VENEER (COLOR 1)
2B	BRICK VENEER (COLOR 2)
3	PREFINISHED ALUMINUM STOREFRONT - ALUCOBOND FOCUS BLACK
4	PREFINISHED ALUMINUM GUESTROOM FIXED WINDOWS - ALUCOBOND FOCUS BLACK
5	PREFINISHED ALUMINUM ENTRANCE - ALUCOBOND FOCUS BLACK
6	PREFINISHED ALUMINUM AUTOMATIC BIPARTING ENTRANCE - ALUCOBOND FOCUS BLACK
7	PREFINISHED ALUMINUM COPING - PAINT TO MATCH ADJACENT WALL
8	PREFINISHED ALUMINUM SCUPPER - PAINT TO MATCH ADJACENT WALL
9	PREFINISHED ALUMINUM GUTTER WITH DOWNSPOUTS - PAINT TO MATCH ADJACENT WALL
10	PREFINISHED ALUMINUM LOUVERS - PAINT TO MATCH ADJACENT WALL
11	PREFINISHED ALUMINUM FOLDING EXTERIOR WALL SYSTEM - ALUCOBOND FOCUS BLACK
12	PAINTED GALVANIZED EXPOSED STRUCTURAL STEEL
13	PAINTED GALVANIZED HOLLOW METAL DOOR AND FRAME - PAINT TO MATCH ADJACENT WALL
14	BUILDING SIGNAGE - PROVIDE 3/4" T. PLYWOOD BACKING
15	LIGHT FIXTURE - SEE ELECTRICAL DRAWINGS
16	FIRE DEPARTMENT CONNECTION / FIRE PUMP TEST HEADER
17	DRYER VENT CAP - PAINT TO MATCH ADJACENT WALL
18	GLASS GUARDRAIL
19	GAS METER - PAINT TO MATCH ADJACENT WALL
20	LIGHT FIXTURE
21	LOUVER - PAINT TO MATCH ADJACENT WALL
22	KNOX BOX
23	HORIZONTAL CONTROL JOINT (SEE A365)
24	HORIZONTAL DRAINAGE JOINT (SEE A365)
25	VERTICAL CONTROL JOINT (SEE A365)
26	PREFINISHED ROLLING SERVICE DOOR



SOUTH ELEVATION

SCALE: 1/8" = 1'-0"



SCALE: 1/8" = 1'-0"



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 **Rogers Board of Adjustment** on **February 7th, 2023 at 5:30 p.m.** at Rogers City Hall regarding an application by **Tapestry Hotel** under the provisions of the City of Rogers Code of Ordinances, for a variance **for reduction in glazing requirements on street facing facades** at **4100 S. Pinnacle Hills Pkwy.**, in the U-COR (Uptown Core Mixed Use) zoning district more particularly described as follows:

PARCEL NUMBER:

02-22636-040

LOCATION:

4100 S. Pinnacle Hills Parkway

Ed McClure, Secretary
Board of Adjustment

PUBLISH ONE TIME ONLY: **Sunday January 22, 2023**
BILL THE CITY OF ROGERS



NOTICE OF PUBLIC HEARING

VARIANCE

DESCRIPTION: A variance is being requested for the proposed use of the property. The variance is being requested for the proposed use of the property. The variance is being requested for the proposed use of the property.

PROPERTY: 4100 MDHEALTH

APPLICANT: MDHEALTH

MEETING DATE/TIME: January 17, 2024, 7:00 PM

MEETING LOCATION: 4100 MDHEALTH

PUBLIC COMMENT: Please contact the Planning Division at (479) 123-4567 for more information.

COMMUNITY DEVELOPMENT
PLANNING DIVISION
(479) 123-4567
planning@joplin.org

Belt, Kyle

From: Libby Topping <Libby.Topping@craftontull.com>
Sent: Thursday, January 26, 2023 8:57 AM
To: Belt, Kyle
Cc: Daniel Ellis
Subject: Tapestry - Glazing Variance

CAUTION: This email originated from outside of the City of Rogers and attachments were detected. Do not open attachments unless you recognize the sender and know the content is safe.

CAUTION: This email originated from outside of the City of Rogers and URL's were detected. Do not click links unless you recognize the sender and know the content is safe.

Kyle,
I would like to request to withdraw my request to be heard at the BOA on 2/7 for the glazing variances on Tapestry Hotel. Thanks!

Libby Topping, E.I., CFM
Civil Engineer III | Infrastructure



Crafton Tull



Office: 479-636-4838 | Direct: 479-878-2474
901 N. 47th Street, Suite 400
Rogers, AR 72756
www.craftontull.com

Disclaimer

This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you are not the named addressee you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system. Thank you, we appreciate your cooperation.