



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

**PLANNING COMMISSION MEETING AGENDA
SEPTEMBER 13, 2024
5:30 PM**

AGENDA

CALL TO ORDER:

ROLL CALL:

DECLARATION OF ABSTENTION:

CONSENT AGENDA:

1. **Dream Hotel**
Approving a large-scale development located at 3529 South Pinnacle Hills Parkway that includes a 15-story building with a 24,351 square-foot footprint to be used for restaurant, retail, and hotel uses in the T6.1 (formerly U-COR) zoning district.

REGULAR AGENDA-ITEMS REMOVED FROM CONSENT :

REGULAR AGENDA-OLD BUSINESS:

REGULAR AGENDA-NEW BUSINESS :

CALL FOR RECESS:

1.
 - a. **Zoning Review Committee – HELD IN COUNCIL CHAMBERS**
 1. Item 5a or 6a if referred
 - b. **Board of Adjustment – HELD IN COMMUNITY ROOM**

1. SOHO VAR

To allow a reduction of the requirement that 60% of a building's primary façade line be in the build-to zone. *Previously approved variance in March 2023*



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PHONE: (479) 621-1186
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STAFF: Christina Moore
REPRESENTED BY: Geoff Bates

CALL TO ORDER :

COMMISSIONERS' FINAL COMMENTS:

ADJOURN:



LARGE SCALE DEVELOPMENT

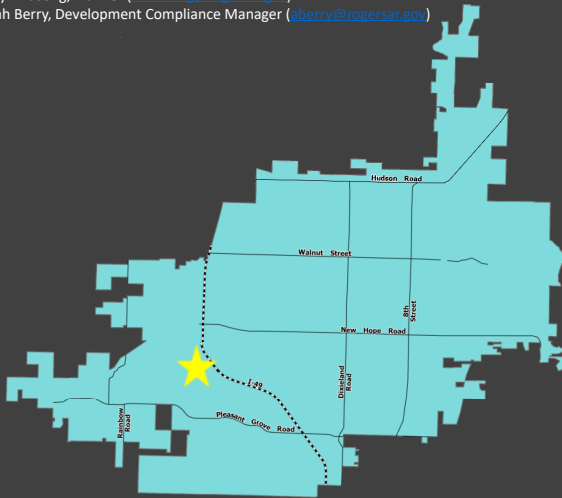
PLANNING

Dream Hotel

Staff:

Zachery Birdsong, Planner (zbirdsong@rogersar.gov)

Amariah Berry, Development Compliance Manager (aberry@rogersar.gov)



Location

3529 South Pinnacle Hills Parkway

CGM Designation

Uptown Regional Center

Zoning

U-COR (Uptown Core Mixed Use)

Proposed Use

Lodging (Hotel)/Retail/Restaurant

Representative

Libby Topping, Crafton Tull

Location:

This property is located at 3259 South Pinnacle Hills Parkway.

Planning Review:

COMPREHENSIVE GROWTH MAP:

Growth Designation:

Regional Center

Growth Designation Character:

Mixed-use urban cores that function as regional activity hubs for commerce, arts and entertainment, living recreation, and retail. Intensity supported by well-connected, high-capacity, pedestrian-oriented street network. Goals include high-quality design and efficient use of land. (CGM PAGE 1)

Allowed Zoning Districts:

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



LARGE SCALE DEVELOPMENT

PLANNING

Dream Hotel



Geolocation:

The property is located near the southeast corner of South Pinnacle Hills Parkway and West Northgate Road.

ZONING:

U-Core (Uptown Core Mixed Use)

Intent. "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." Sec. 14-732(a).

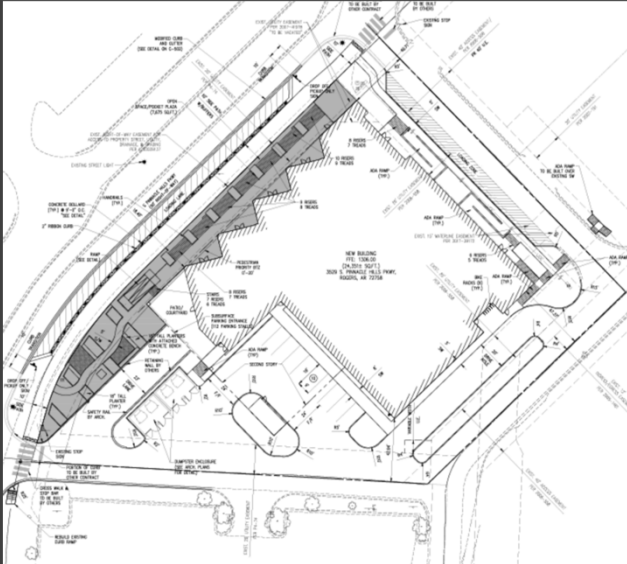


LARGE SCALE DEVELOPMENT

PLANNING

Dream Hotel

Site Plan



Request

- This development proposal includes a 15-story building with a 24,351 square-foot footprint to be used for restaurant, retail and hotel uses.

Request:

- This development proposal includes a 15-story building with a 24,351 square-foot footprint to be used for restaurant, retail and hotel uses. Planning Commission approval is required due to the project being submitted and reviewed under the previous code.

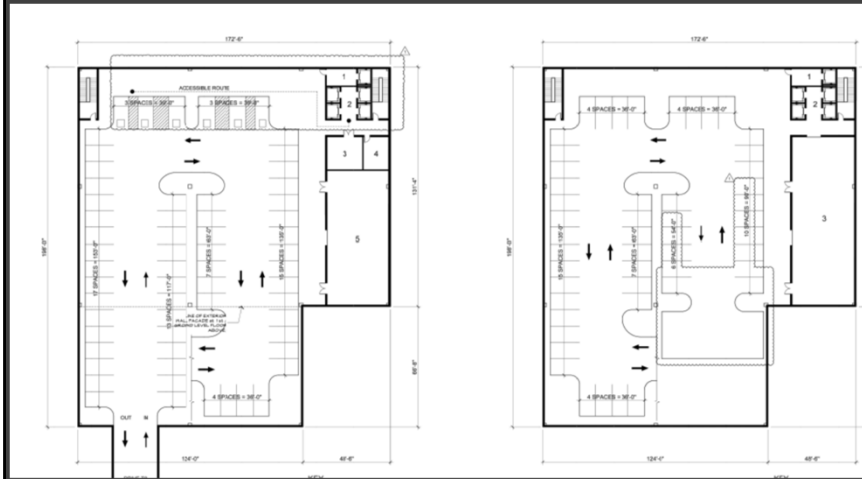


LARGE SCALE DEVELOPMENT

Dream Hotel

PLANNING

Underground Parking



Hotel Parking

- U-COR zoning requires that one parking space be provided for every two lodging rooms proposed.
- 211 guest rooms are being provided, requiring 106 parking stalls. The applicant is providing 112 parking spaces in an underground parking garage, and an additional 10 parking spaces on-site. This exceeds the required parking for the hotel by 16 spaces.

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- U-COR zoning requires that one parking space be provided for every two lodging rooms proposed.
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LARGE SCALE DEVELOPMENT

PLANNING

Dream Hotel

SHARED PARKING METHODOLOGY

A parking analysis of the Uptown Rogers area was requested in response to the Large-Scale plans submitted for Temple Live (a proposed mixed-use retail/dining /hotel on Pinnacle Hills Parkway). This study uses the 3rd edition of the Shared Parking Excel Model created by the Urban Land Institute, ICSC, and the National Parking Association. This model has been widely accepted across the industry and has been used by city's, developers, and consultants for over 30 years.

Shared parking, as described in the 3rd edition of *Shared Parking*, refers to the practice of using a single parking space to serve multiple, distinct land uses without causing conflicts or overlap. In this scenario, the shared parking concept will be applied to the proposed retail, dining, and hotel facilities. This approach allows for the adjustment of parking ratios for each component within a mixed-use development. It evaluates parking needs based on 44 distinct land use ratios, considers alternative transportation options, examines captive market impacts, and accommodates fluctuations in demand across various times and seasons. By leveraging this methodology, the parking requirements for the combined uses can be more effectively managed, enhancing space efficiency and reducing overall parking demand.

This study uses the 7-step process outlined in the 3rd edition of *Shared Parking* and starts by taking the base ratios for the project's proposed land use and adjusting each ratio based on the reductions listed above. The derived number of spaces needed is the maximum parking demand for weekdays and weekends at peak times.

Parking Plan

- The applicant is now proposing 21,693 square feet of retail/commercial space with the hotel and is no longer proposing an event venue.
- The parking study submitted by the applicant uses the 3rd edition of the Shared Parking Model created in part by Urban Land Institute.
- This model is intended to show the demand for parking when looking at multiple uses that are to be served. In this case, that is the hotel, retail and restaurant uses.
- The study takes into account alternative modes of transportation, time of day/year, number of hotel rooms and square-footage of commercial space.

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LARGE SCALE DEVELOPMENT

PLANNING

Dream Hotel

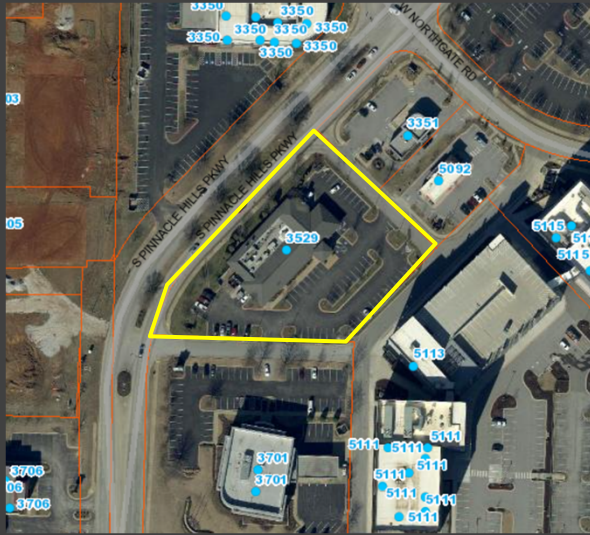
Parking Plan

- The calculation shows that when parking demand is at its peak (in midday, late December on the weekend) 163 parking spaces would be necessary to serve the development.

Shared Parking Demand Summary																		
Peak Month: LATE DECEMBER -- Peak Period: 1 PM, WEEKEND																		
Land Use	Project Data		Weekday					Weekend					Weekday			Weekend		
			Base Ratio	Driving Adj	Non-Captive Ratio	Project Ratio	Unit For Ratio	Base Ratio	Driving Adj	Non-Captive Ratio	Project Ratio	Unit For Ratio	Peak Hr Adj	Peak Mo Adj	Estimated Parking Demand	Peak Hr Adj	Peak Mo Adj	Estimate Parking Demand
	Quantity	Unit											9 AM	late Decemb		1 PM	late Decemb	
Retail																		
Retail (over 2,000 ksf)	13,020	sf GLA	2.90	75%	99%	2.14	ksf GLA	3.20	75%	99%	2.38	ksf GLA	20%	85%	5	95%	85%	25
Employee			0.70	87%	100%	0.61		0.80	87%	100%	0.70		45%	95%	4	100%	95%	9
Hotel and Residential																		
Hotel-Leisure	211	keys	1.00	40%	100%	0.40	key	1.00	46%	100%	0.46	key	100%	100%	84	65%	100%	63
Hotel Employees	211	keys	0.15	87%	100%	0.13	key	0.15	87%	100%	0.13	key	100%	100%	28	100%	100%	28
Restaurant/Lounge	11,300	sf GLA	6.67	47%	90%	2.82	ksf GLA	7.67	40%	70%	2.15	ksf GLA	10%	95%	3	100%	95%	23
Restaurant/Meeting Employees	11,300	sf GLA	1.20	87%	100%	1.04	ksf GLA	1.33	87%	100%	1.16	ksf GLA	100%	100%	12	100%	100%	14
Office																		
Office >500 ksf	8,680	sf GFA	0.20	75%	100%	0.15	ksf GFA	0.02	75%	100%	0.02	ksf GFA	0%	80%	-	80%	80%	-
Employee			2.60	87%	100%	2.26		0.26	10%	100%	0.03		90%	80%	14	80%	80%	-
Additional Land Uses																		
													Customer/Visitor		92	Customer		112
													Employee/Resident		58	Employee/Resident		51
													Reserved		-	Reserved		-
													Total		150	Total		163

Request:

- The calculation shows that when parking demand is at its peak (in midday, late December on the weekend) 163 parking spaces would be necessary to serve the development.



Recommendation
APPROVE

MASTER STREET PLAN IMPROVEMENTS:

Street Pavement and Condition:

S Pinnacle Hills Parkway is not in substandard condition.

Connectivity Standards:

Connectivity standards are not applicable on this site.

Streetscape:

Right-of-Way:

The right-of-way width for S Pinnacle Hills Parkway, a Minor Arterial, is required to be 80-ft. Current right-of-way width is 90-ft.

Sidewalks & Sidepaths:

The applicant proposes a 10-ft sidepath along S Pinnacle Hills Parkway.

Trails:

Trails are neither proposed nor required.

Streetlights:

Streetlights are proposed at each entrance as required by code.

Street Trees:

The applicant proposes 7 Skyrocket Juniper street trees.

Summary

LSDP Staff Recommendation

APPROVE

DRAWING C-001-000 - UTILITY & SANITARY SEWER
LAST MODIFIED BY: JEFFREY L. HOPKINS, 11/27/2024 4:04:59 PM

LEGEND (EXISTING SYMBOLS)

SYMBOLS	LINEWORK
	EASEMENT
	CURB
	INTERMEDIATE CONTOUR
	INDEX CONTOUR
	SANITARY SEWER LINE
	GAS LINE
	WATER LINE (SPECIFY SIZE & TYPE)
	UGT
	UNDERGROUND TELEPHONE
	UGT
	UNDERGROUND ELECTRIC
	OHE
	UGTV
	UGTV
	OHTV
	OHTV
	CHAIN LINK FENCE
	WOOD FENCE
	BARBED WIRE FENCE
	FIBER OPTIC
	RIGHT OF WAY
	ROAD CENTERLINE

LEGEND (CONSTRUCT)

SYMBOLS	LINEWORK
	EASEMENT
	CURB
	INTERMEDIATE CONTOUR
	INDEX CONTOUR
	SANITARY SEWER LINE
	GAS LINE
	WATER LINE
	UGT
	UNDERGROUND TELEPHONE
	UGT
	UNDERGROUND ELECTRIC
	OHE
	OVERHEAD ELECTRIC
	FIBER OPTIC
	UGTV
	UGTV
	OHTV
	CHAIN LINK FENCE
	WOOD FENCE
	BARBED WIRE FENCE
	BUILDING SET BACK
	RIGHT OF WAY
	PROPERTY LINE
	ROAD CENTERLINE

SITE STABILIZATION AND CERTIFICATION

CRAFTON TULL CANNOT CERTIFY THE SITE AS COMPLETE IN ORDER TO OBTAIN THE CERTIFICATE OF OCCUPANCY UNTIL ALL DISTURBED AREAS RELATED TO THE CONSTRUCTION OF THE PROJECT, BOTH ONSITE AND OFFSITE, HAVE BEEN STABILIZED PER THE PLANS AND SPECIFICATIONS AND ALL REQUIREMENTS SPELLED OUT IN PERMITS ISSUED BY THE STATE AND LOCAL AUTHORITIES HAVE BEEN MET.

Arkansas One Call



Know what's below.

Call before you dig.

DREAM HOTEL

3529 S. PINNACLE HILLS PKWY ROGERS, AR 72758

URDC-LARGE SCALE DEVELOPMENT PLAN CITYVIEW PROJECT #LSD24-0138



VICINITY MAP



GENERAL NOTES

- THE DESIGN, INSPECTION, AND CERTIFICATION OF ANY RETAINING WALL SHOWN OR REFERENCED HEREIN, INCLUDING BUT NOT LIMITED TO, SEGMENTAL RETAINING WALLS, MASS GRAVITY WALLS, GABION WALLS, ETC., GREATER THAN FORTY-EIGHT INCHES IN HEIGHT, SHALL BE BY OTHERS. ANY RETAINING WALL DATA SHOWN OR REFERENCED HEREIN SHALL BE ONLY FOR COORDINATION OF THE WALL LOCATION AND ELEVATIONS.
- THE EXISTENCE AND LOCATION OF ANY UNDERGROUND UTILITY PIPES OR STRUCTURES SHOWN ON THESE DRAWINGS IS BASED ON A SEARCH OF THE AVAILABLE RECORDS. TO THE BEST OF OUR KNOWLEDGE THERE ARE NO EXISTING UTILITIES EXCEPT AS SHOWN ON THESE DRAWINGS. CRAFTON TULL ASSUMES NO RESPONSIBILITY REGARDING THE ACCURACY OF THE DEPICTED LOCATION(S) OF THE UNDERGROUND FACILITIES ON THESE DRAWINGS. CONTRACTOR IS RESPONSIBLE FOR THE LOCATION AND PROTECTION OF ANY OTHER FACILITIES NOT SHOWN ON THESE DRAWINGS. CONTRACTOR SHALL VERIFY LOCATION OF ALL FACILITIES BEFORE BEGINNING WORK.
- IN ACCORDANCE WITH GENERALLY ACCEPTED CONSTRUCTION PRACTICES, THE CONTRACTOR WILL BE SOLELY AND COMPLETELY RESPONSIBLE FOR CONDITIONS OF THE JOB SITE INCLUDING SAFETY OF ALL PERSONS AND PROPERTY DURING PERFORMANCE OF THE WORK. THIS REQUIREMENT WILL APPLY CONTINUOUSLY AND NOT BE LIMITED TO NORMAL WORKING HOURS. THE DUTY OF THE ENGINEER TO CONDUCT CONSTRUCTION REVIEW OF THE CONTRACTOR'S PERFORMANCE IS NOT INTENDED TO INCLUDE REVIEW OF THE ADEQUACY OF THE CONTRACTOR'S SAFETY MEASURES IN OR NEAR THE CONSTRUCTION SITE.
- THIS DOCUMENT AND THE IDEAS AND DESIGNS INCORPORATED HEREIN, AS AN INSTRUMENT OF PROFESSIONAL SERVICES, IS THE PROPERTY OF CRAFTON, TULL & ASSOCIATES, INC. AND IS NOT TO BE USED, IN WHOLE OR PART, FOR ANY OTHER PROJECT WITHOUT THE WRITTEN AUTHORIZATION OF CRAFTON, TULL & ASSOCIATES, INC.
- CONTRACTOR SHALL NOT CAUSE ANY LONG-TERM INCONVENIENCE TO THE PUBLIC, ADJACENT PROPERTY OWNERS, PEDESTRIANS, ETC. DURING CONSTRUCTION OF THIS PROJECT. CONTRACTOR SHALL PROVIDE ACCESS TO ALL ADJACENT PROPERTIES AT ALL TIMES DURING CONSTRUCTION.
- CONTRACTOR SHALL CONTACT THE ENGINEER FOR CLARIFICATION IF A DISCREPANCY OR INCONSISTENCY IS IDENTIFIED IN THE PLANS OR SPECIFICATIONS.
- CONTRACTOR IS RESPONSIBLE FOR THE DESIGN AND IMPLEMENTATION OF ALL SHEETING, SHORING, AND SPECIAL EXCAVATION MEASURES REQUIRED ON THE PROJECT WHICH ARE NECESSARY TO CONFORM TO OSHA, FEDERAL, STATE AND LOCAL REGULATIONS.
- ENGINEER OF RECORD SHALL OBSERVE THE INSTALLATION OF THE WATER & SEWER MAINS. BEYOND THAT SCOPE, CRAFTON TULL & ASSOCIATES, INC. (CTA) HAS NOT BEEN RETAINED BY THE OWNER FOR CONSTRUCTION ADMINISTRATION OR OBSERVATION SERVICES FOR THE WORK INDICATED ON THESE DRAWINGS. THEREFORE, CTA HEREBY NOTIFIES ALL PARTIES INVOLVED THAT CRAFTON, TULL & ASSOCIATES, INC. ASSUMES NO RESPONSIBILITY FOR THE INTERPRETATION, COORDINATION, OR ADMINISTRATION OF THESE DOCUMENTS AND/OR DEVIATIONS THEREOF. FURTHERMORE, CRAFTON, TULL & ASSOCIATES, INC. WILL NOT BE RESPONSIBLE FOR ANY EFFECTS THAT ANY CHANGES TO THESE DOCUMENTS MAY HAVE ON ANY RELATED TRADES, CONSTRUCTION SEQUENCES, OR OPERATION OF THE COMPLETED PROJECT EXCEPT AS SPECIFICALLY NOTED IN THE AGREEMENT BETWEEN CRAFTON, TULL & ASSOCIATES AND THE OWNER.

- ENERGIZED ELECTRICAL LINE SAFETY, WARNINGS, AND ADVANCED NOTICES: ALL OWNERS, GENERAL CONTRACTORS, AND SUBCONTRACTORS ASSOCIATED WITH THIS PROJECT SHALL BE RESPONSIBLE FOR FAMILIARIZING THEMSELVES WITH, COMPLYING WITH, AND THE ENFORCEMENT OF ARKANSAS CODES AR ST § 11-5-307 AND § AR ST 11-5-308 AND ANY OTHER CURRENT STATE CODES PERTAINING TO ADVANCE NOTICE REQUIREMENTS AND FOR SAFETY OF ALL PERSONNEL, INCLUDING THE GENERAL PUBLIC, PERTAINING TO ANY WORK, MOVEMENT, AND ACTIVITY IN CLOSE PROXIMITY TO ANY ENERGIZED ELECTRICAL LINE.
- STATE CONTRACTOR'S LICENSE REQUIRED FOR PROJECTS EXCEEDING \$20,000.
- EASEMENT PLAT REQUIRED FOR CERTIFICATE OF OCCUPANCY.
- IT IS THE RESPONSIBILITY OF THE ENGINEER OF RECORD TO INCLUDE ALL ITEMS REQUIRED BY ORDINANCE. IF APPROVED PLANS CONFLICT WITH ORDINANCE REQUIREMENTS, THE ORDINANCE TAKES PRECEDENCE UNLESS A WAIVER OR VARIANCE HAS BEEN GRANTED.
- STOCKPILES WITH EXCESS CONSTRUCTION SITE MATERIALS, INCLUDING BUT NOT LIMITED TO EXCESS TOP SOIL STOCKPILES, MUST BE REMOVED FROM SITE PRIOR TO PROJECT COMPLETION. GRADING BEYOND THE APPROVED LIMITS IS PROHIBITED.
- CHANNELS, DETENTION PONDS, RETENTION PONDS, SEDIMENT BASINS, ETC. REQUIRE SOD TO THE 100-YEAR WATER SURFACE ELEVATION IMMEDIATELY FOLLOWING INSTALLATION, AND MUST BE INSTALLED AT THE BEGINNING OF THE PROJECT WHERE FEASIBLE.
- WHERE PUBLIC STREETS END FOR FUTURE STUB OUTS, INSTALL MUTCD CLASS 3 BARRICADE WITH " FUTURE STREET EXTENSION" SIGN CENTERED AT THE END OF THE RIGHT-OF-WAY.
- WHERE PUBLIC SIDEWALKS, TRAILS, OR SIDEPATHS END, INCLUDE "SIDEWALK ENDS" SIGN.
- PUBLIC STREETS SHALL HAVE 20-FT OF DRIVABLE SURFACE FOR TOW-WAY TRAFFIC. THIS DOES NOT INCLUDE THE CURB AND GUTTER AND IS MEASURED FROM EDGE OF ASPHALT TO EDGE OF ASPHALT.
- LARGE SCALE PLANS ARE VALID FOR ONE YEAR FOLLOWING PLANNING COMMISSION APPROVAL.

UTILITY CONTACTS

WATER & SANITARY SEWER
ROGERS WATER UTILITIES
601 S. 2ND ST.
ROGERS, AR 72756
PHONE: (479)621-1142

FLOOD NOTE

THIS PROPERTY IS NOT IN FLOOD ZONE "A" OR "AE", AND IS OUTSIDE THE 100-YEAR FLOOD PLAIN AS SHOWN ON THE NATIONAL FLOOD INSURANCE PROGRAM'S FIRM PANEL NUMBER 05007C0265K, EFFECTIVE DATE JUNE 5, 2012..

THE ABOVE STATEMENT IS FOR INFORMATION ONLY AND THIS SURVEYOR ASSUMES NO LIABILITY FOR THE CORRECTNESS OF THE CITED MAP(S). IN ADDITION, NO INDEPENDENT STUDY OF THE LIKELIHOOD OF FLOODING OF THE SURVEYED PROPERTY HAS BEEN DONE BY THE SURVEYOR AND NO OPINION OF FLOOD HAZARDS IS INCLUDED IN THIS SURVEY. THE FLOOD HAZARD ZONE BOUNDARIES SHOWN HEREON WERE SCALED FROM THE MAPS CITED AND ARE NOT THE RESULT OF INDEPENDENT COMPUTATION OR ANALYSIS.

PROPERTY DESCRIPTION

SITE DESCRIPTION
BEING ALL OF TRACT J-6 OF THE TRACT SPLIT PLAT OF TRACT J-3 OF PINNACLE HILLS PHASE 1 IN THE CITY OF ROGERS ACCORDING TO THE OFFICIAL PLAT THEREOF RECORDED IN PLAT BOOK 2005 AT PAGE 1461 IN THE RECORDS OF BENTON COUNTY, ARKANSAS, ALSO DESCRIBED AS BEING A PART OF THE NORTHWEST QUARTER OF THE SOUTHWEST QUARTER OF SECTION 21, TOWNSHIP 19 NORTH, RANGE 30 WEST OF THE 5TH/ PRINCIPAL MERIDIAN, BENTON COUNTY, ARKANSAS.

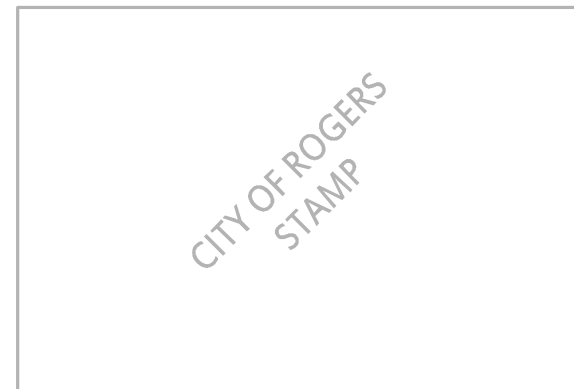
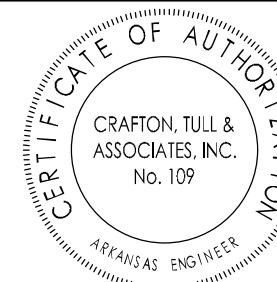
Sheet List Table

SHEET NUMBER	SHEET TITLE
C-001	COVER SHEET
C-002	SURVEY SHEET
C-003	DEMO PLAN
C-101	OVERALL SITE PLAN (C)
C-102	SITE PLAN
C-103	UTILITY PLAN (C)
C-104	GRADING PLAN (C)
C-105	EROSION CONTROL PH.1
C-106	EROSION CONTROL PH.2
C-107	PAVING PLAN (C)
C-201	WATERLINE 1 P&P (C)
C-202	WATERLINE 2 P&P (C)
C-203	FIRE LINE 1 P&P (C)
C-204	SANITARY SEWER LINE 1 P&P (C)
C-205	SANITARY SEWER LINE 2 P&P (C)
C-206	STORM P&P (C)
C-207	RETAINING WALL P&P
C-501	SITE DETAILS
C-502	CITY OF ROGERS DETAILS
C-503	EROSION CONTROL DETAILS
C-504	CROSS SECTION DETAILS
C-505	CONCRETE BOLLARD DETAILS
TF 6005	CONCRETE BOLLARD SECTION VIEW
WD-1	RWU WD-1
WD-2	RWU WD-2
SD-1	RWU SD-1
A2.1	PARKING PLAN
A3.1	BUILDING ELEVATION SHT.1 OF 2
A3.2	BUILDING ELEVATION SHT.2 OF 2
L-101	OVERALL PLANTING PLAN
L-102	PLANTING PLAN ENLARGEMENT A
L-501	PLANTING DETAILS
L-601	PLANT SCHEDULE
LL-501	IRRIGATION DETAILS 1 OF 2
LL-502	IRRIGATION DETAILS 2 OF 2

PROJECT INFORMATION

BUILDING SETBACK:	PEDESTRIAN PRIORITY BTZ 0' MIN-20' MAX SIDE 0' MIN. SETBACK; NO MAX. SETBACK REAR 0' MIN. SETBACK; NO MAX. SETBACK
SITE/DEVELOPMENT AREA:	1.57± AC. (68,358± SQ.FT.)
BUILDING SIZE:	BUILDING FOOTPRINT: 24,351± SQ.FT. 15-STORIES TOTAL: 193,327 SQ.FT. HOTEL: 171,634 SQ.FT. COMMERCIAL/RETAIL: 21,693 SQ.FT. BASEMENT PARKING: 61,846 SQ.FT. TOTAL BUILDING AREA: 255,173 SQ.FT. U-COR 302'-0" (15-STORY) TYPE IB
ZONING:	S. PINNACLE HILLS PKWY PEDESTRIAN PRIORITY 324'±(PER 14-372-9.0)
BUILDING HEIGHT:	
BUILDING TYPE:	
BUILDING/OPEN SPACE FRONTAGE:	
PROPERTY FRONTAGE:	S. PINNACLE HILLS PKWY PEDESTRIAN PRIORITY 353'±
REQUIRED FRONTAGE:	S. PINNACLE HILLS PKWY PEDESTRIAN PRIORITY 90%
PROVIDED FRONTAGE:	S. PINNACLE HILLS PKWY PEDESTRIAN PRIORITY 324'±/353'±=91.7%
OPEN SPACE REQUIREMENT:	5% OF SITE AREA
PUBLIC OPEN SPACE PROVIDED:	7,675 SQ.FT./68,358 SQ.FT = 11.2% - (33% PERVIOUS OF PUBLIC OPEN SPACE) - (67% IMPERVIOUS OF PUBLIC OPEN SPACE)
BUILDING USAGE:	RETAIL/RESTAURANT/HOTEL
REQUIRED PARKING:	LODGING USES (HOTEL): 0.5 SPACES PER GUEST ROOM NON-RESIDENTIAL USES: NO REQUIREMENT PER TABLE 4-1 211 GUEST ROOMS X 0.5 = 105.5 STALLS
PROVIDED PARKING	112 ONSITE PARKING STALLS (VIA PARKING GARAGE) 10 ONSITE PARKING STALLS 122 TOTAL ONSITE PARKING STALLS
FINISHED FLOOR ELEVATION:	SEE GRADING PLAN
PROPERTY USAGE:	MIXED USE (SEE BUILDING USAGE BREAKDOWN)
ADDRESS:	3529 S. PINNACLE HILLS PKWY ROGERS, AR 72758
OWNER:	BCG LAND COMPANY, LLC 200 N. 11TH ST. FORT SMITH, AR 72901 479-461-1814 LBEATY@BEATYCAP.COM
SITE ENGINEER:	CRAFTON TULL DANIEL ELLIS, P.E. 901 N. 47TH ST., SUITE 400 ROGERS, AR 72756 479-636-4838 DANIEL.ELLIS@CRAFTONTULL.COM
VARIANCES:	HEIGHT AND GLAZING VARIANCES APPROVED AT 6/18/2024 PC.

CERTIFICATE OF AUTHORIZATION:



DREAM HOTEL
3529 S. PINNACLE HILLS PKWY,
ROGERS, AR 72758

Key Plan

No.	Description	Date
1	FIRST SUBMITTAL	03/08/2024
2	SECOND SUBMITTAL	04/26/2024
3	THIRD SUBMITTAL	05/21/2024
4	FOURTH SUBMITTAL	06/14/2024
5	FIFTH SUBMITTAL	07/01/2024
6	SIXTH SUBMITTAL	08/14/2024
7	SEVENTH SUBMITTAL	09/03/2024

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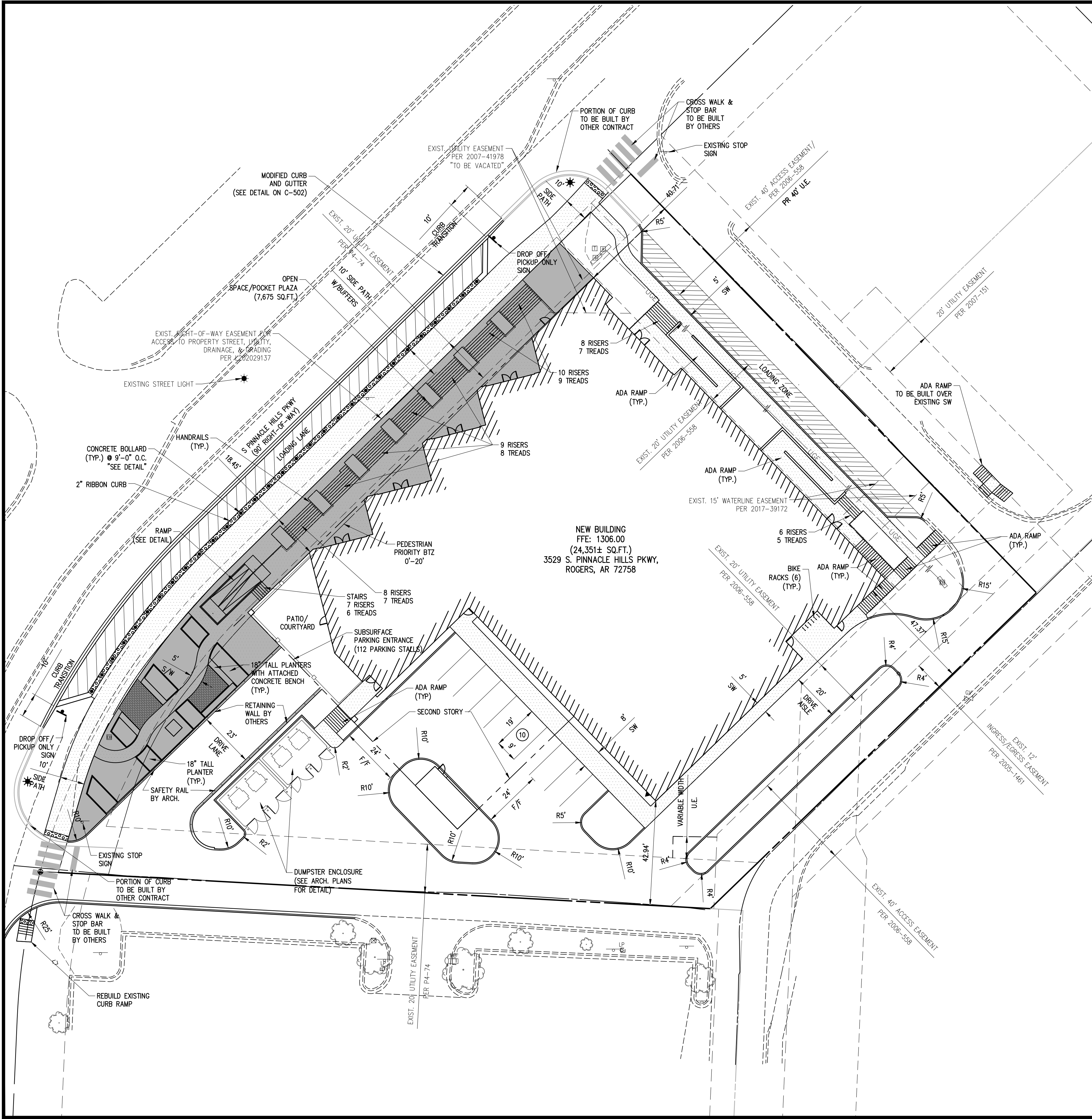
PROJECT NO: 24100500	THIS DOCUMENT IS PRELIMINARY IN NATURE AND IS NOT A FINAL, SIGNED AND SEALED DOCUMENT
ISSUE DATE: 03/08/2024	
CONTACT: D. ELLIS	
DESIGNED BY: M. LOVIE	
CHECKED BY: M. LOVIE	
CAD DATE: 03/12/2024	
PRELIMINARY PLANS	

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COVER SHEET

C-001

DRAWING: C:\DRAWINGS\TRANSLATIONS\PROJECTS\3529 S. PINNACLE HILLS PKWY\DWG\SITE PLANNING\3529 S. PINNACLE HILLS PKWY SITE PLAN.DWG
DATE PLOTTED: 01/10/2024 11:27:09 AM
PLOT BY: M. LOVE



SYMBOLS

FOUND IRON PIPE/REBAR
ELECTRIC JUNCTION BOX
SIGN

LEGEND (EXISTING SYMBOLS)

LINEWORK

EASEMENT
CURB
RIGHT OF WAY
ROAD CENTERLINE

SYMBOLS

SET IRON PIN

LEGEND (CONSTRUCT)

LINEWORK

EASEMENT
CURB
BUILDING SET BACK
PROPERTY LINE

PROJECT INFORMATION

BUILDING SETBACK: PEDESTRIAN PRIORITY BTZ 0' MIN-20' MAX
SIDE 0' MIN. SETBACK; NO MAX. SETBACK
REAR 0' MIN. SETBACK; NO MAX. SETBACK

SITE/DEVELOPMENT AREA: 1.57± AC. (68,358± SQ.FT.)
BUILDING SIZE: BUILDING FOOTPRINT: 24,351± SQ.FT.
15-STORIES TOTAL: 193,327 SQ.FT.
HOTEL: 171,634 SQ.FT.
COMMERCIAL/RETAIL: 21,693 SQ.FT.
BASEMENT PARKING: 61,846 SQ.FT.
TOTAL BUILDING AREA: 255,173 SQ.FT.

ZONING: U-COR
BUILDING HEIGHT: 275'-7" (15-STORY)
BUILDING TYPE: TYPE IB
SPACE FRONTAGE: S. PINNACLE HILLS PKWY PEDESTRIAN PRIORITY 324'± (PER 14-372-9.0)
REQUIRED FRONTAGE: S. PINNACLE HILLS PKWY PEDESTRIAN PRIORITY 353'±
PROVIDED FRONTAGE: S. PINNACLE HILLS PKWY PEDESTRIAN PRIORITY 90%
OPEN SPACE REQUIREMENT: 5% OF SITE AREA
PUBLIC OPEN SPACE PROVIDED: 7,675 SQ.FT./68,358 SQ.FT. = 11.2%
- (33% PERVIOUS OF PUBLIC OPEN SPACE)
- (67% IMPERVIOUS OF PUBLIC OPEN SPACE)

BUILDING USAGE: RETAIL/RESTAURANT/HOTEL
REQUIRED PARKING: LODGING USES (HOTEL): 0.5 SPACES PER GUEST ROOM
NON-RESIDENTIAL USES: NO REQUIREMENT PER TABLE 4-1
211 GUEST ROOMS X 0.5 = 105.5 STALLS

PROVIDED PARKING: 112 ONSITE PARKING STALLS (VIA PARKING GARAGE)
10 ONSITE PARKING STALLS
122 TOTAL ONSITE PARKING STALLS

FINISHED FLOOR ELEVATION: SEE GRADING PLAN
PROPERTY USAGE: MIXED USE (SEE BUILDING USAGE BREAKDOWN)
ADDRESS: 3529 S. PINNACLE HILLS PKWY
ROGERS, AR 72758

OWNER: BCG LAND COMPANY, LLC
200 N. 11TH ST.
FORT SMITH, AR 72901
479-461-1814
LBEATY@BEATYCAP.COM

SITE ENGINEER: CRAFTON TULL
DANIEL ELLIS, P.E.
901 N. 47TH ST., SUITE 400
ROGERS, AR 72756
479-636-4838
DANIEL.ELLIS@CRAFTONTULL.COM

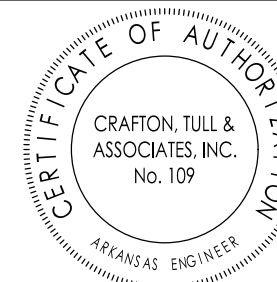
VARIANCES: HEIGHT AND GLAZING
VARIANCES APPROVED AT
6/18/2024 PC.

SITE NOTES

- THE DESIGN, INSPECTION, AND CERTIFICATION OF ANY RETAINING WALL SHOWN OR REFERENCED HEREIN, INCLUDING BUT NOT LIMITED TO, SEGMENTAL RETAINING WALLS, MASS GRAVITY WALLS, GABION WALLS, ETC., GREATER THAN FORTY-EIGHT INCHES IN HEIGHT, SHALL BE BY OTHERS. ANY RETAINING WALL DATA SHOWN OR REFERENCED HEREIN SHALL BE FOR COORDINATION OF THE WALL LOCATION AND ELEVATIONS ONLY.
- ALL WORK AND MATERIALS SHALL COMPLY WITH ALL CITY/COUNTY/STATE/FEDERAL REGULATIONS AND CODES AND OSHA STANDARDS.
- CONTRACTOR SHALL REFER TO ARCHITECTURAL PLANS FOR EXACT LOCATIONS AND DIMENSIONS OF VESTIBULES, SLOPE PAVING, SIDEWALKS, EXIT PORCHES, TRUCK DOCKS, PRECISE BUILDING DIMENSIONS AND EXACT UTILITY ENTRANCE LOCATIONS.
- ALL CURB DIMENSIONS AND RADII ARE TO BACK OF CURB UNLESS OTHERWISE NOTED.
- ALL PAVEMENT MARKINGS DIMENSIONS FACE OF CURB UNLESS OTHERWISE NOTED.
- ALL WORK SHALL BE DONE IN STRICT ACCORDANCE WITH THE PROJECT SPECIFICATIONS.
- ALL CURB/SIDEWALK/HANDICAP RAMP DESIGNS SHALL CONFORM TO ADA STANDARDS OR LOCAL RESTRICTIVE CODES, WHICHEVER IS MORE RESTRICTIVE.
- CONTRACTOR SHALL ENSURE ALL NECESSARY PERMITS ARE OBTAINED PRIOR TO CONSTRUCTION START.
- CONTRACTOR SHALL MATCH NEW CURB AND GUTTER, CONCRETE, AND PAVEMENT TO EXISTING IN GRADE AND ALIGNMENT.
- CONTRACTOR SHALL MAINTAIN ALL EXISTING PARKING, SIDEWALKS, DRIVES, ETC. CLEAR AND FREE FROM ANY CONSTRUCTION ACTIVITY AND/OR MATERIAL TO ENSURE EASY AND SAFE PEDESTRIAN AND VEHICULAR TRAFFIC TO AND FROM THE SITE.
- ALL HVAC AND OTHER MECHANICAL EQUIPMENT MUST BE SCREENED FROM PUBLIC VIEW.

ALL STREETLIGHTS ARE TO BE THE
DECORATIVE STREETLIGHTS
(HOLOPHANE ACORN TYPE)
FOR THE UPTOWN AREA.

CERTIFICATE OF AUTHORIZATION



CITY OF ROGERS
STAMP



GRAPHIC SCALE IN FEET
20' 0 20'

DREAM HOTEL

3529 S. PINNACLE HILLS PKWY,
ROGERS, AR 72758

Key Plan

No.	Description	Date
1	FIRST SUBMITTAL	03/08/2024
2	SECOND SUBMITTAL	04/26/2024
3	THIRD SUBMITTAL	05/21/2024
4	FOURTH SUBMITTAL	06/14/2024
5	FIFTH SUBMITTAL	07/01/2024
6	SIXTH SUBMITTAL	08/14/2024

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PROJECT NO: 24100500

ISSUE DATE: 03/08/2024

CONTACT: D. ELLIS

DESIGNED BY: M. LOVE

CHECKED BY: M. LOVE

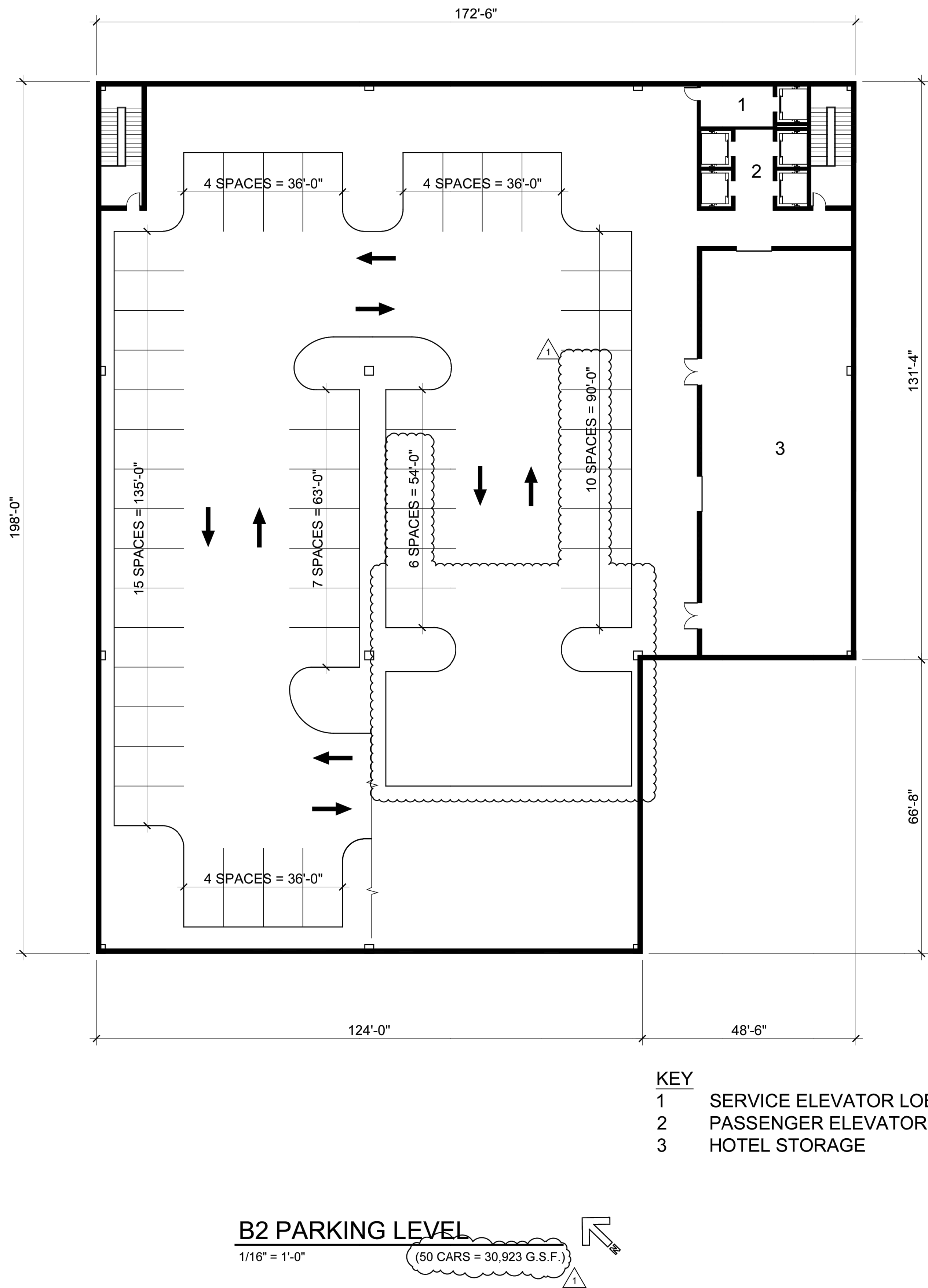
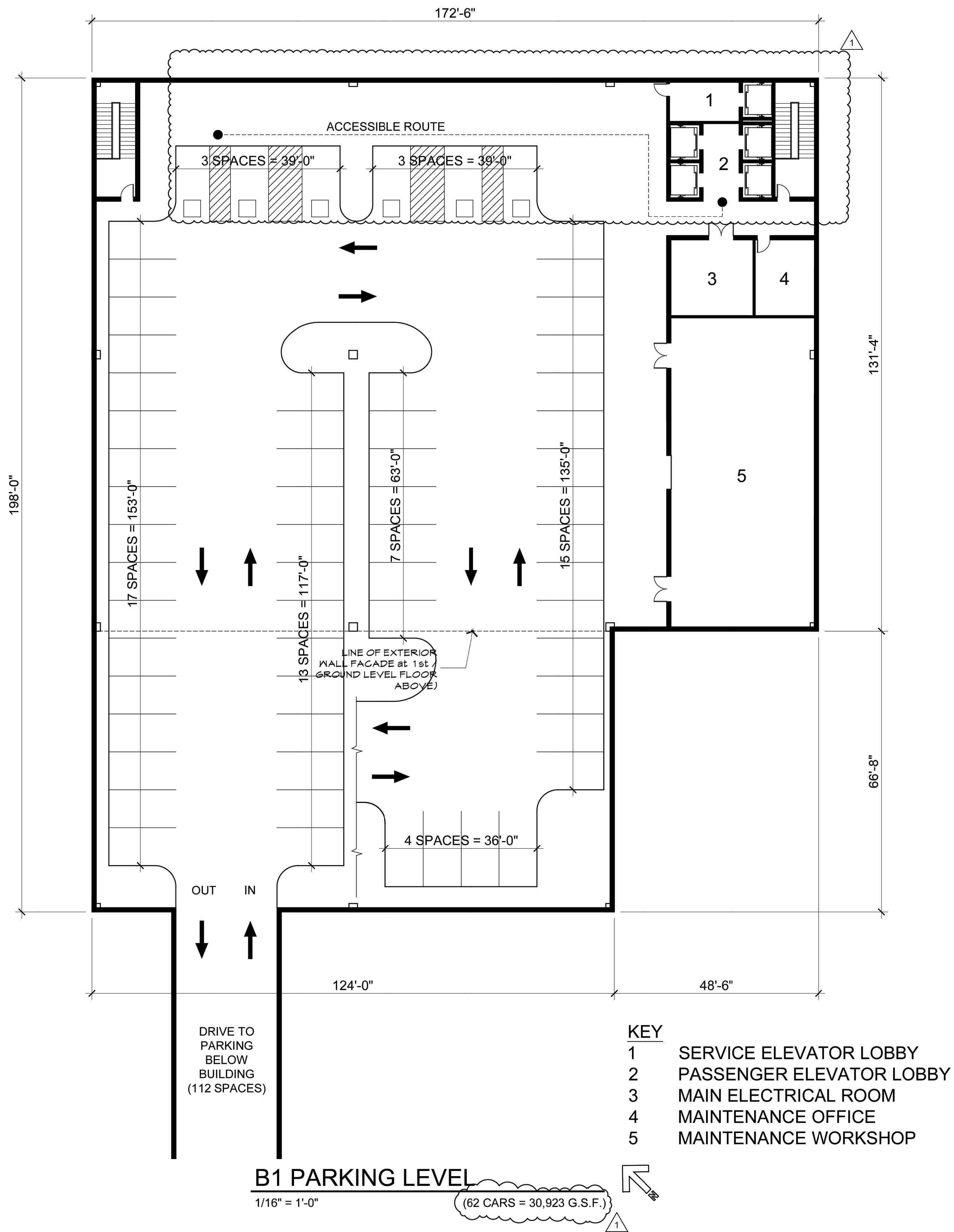
DATE: 03/12/2024

PRELIMINARY PLANS

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SITE PLAN

C-102



PARKING DATA			
FLOOR #	REGULAR	ACCESSIBLE	TOTALS
B1 PARKING	56	6	62
B2 PARKING	50	0	50
1st / GROUND	10	0	10
TOTALS	116	6	122



1120 Garrison Avenue
Suite 1A
Fort Smith, AR 72901
479.782.4085
www.GoStudio6.com

CONSULTANTS

CITY OF ROGERS
STAMP

OWNER
TempleLive NWA / DREAM HOTELS

PROJECT
TempleLive / DREAM HOTELS

LOCATION
**3529 S. PINNACLE HILLS PARKWAY
ROGERS, ARKANSAS**

REVISIONS		
MARK	DATE	DESCRIPTION
1	07-01-24	ACCESSIBLE PARKING SPACES LOCATED ON PLAN
5	07-23-2024	DELETED MUSIC VENUE

PROJECT NO: 23-044
DATE: 5/3/2024
ISSUED

PRELIMINARY-NOT FOR CONSTRUCTION

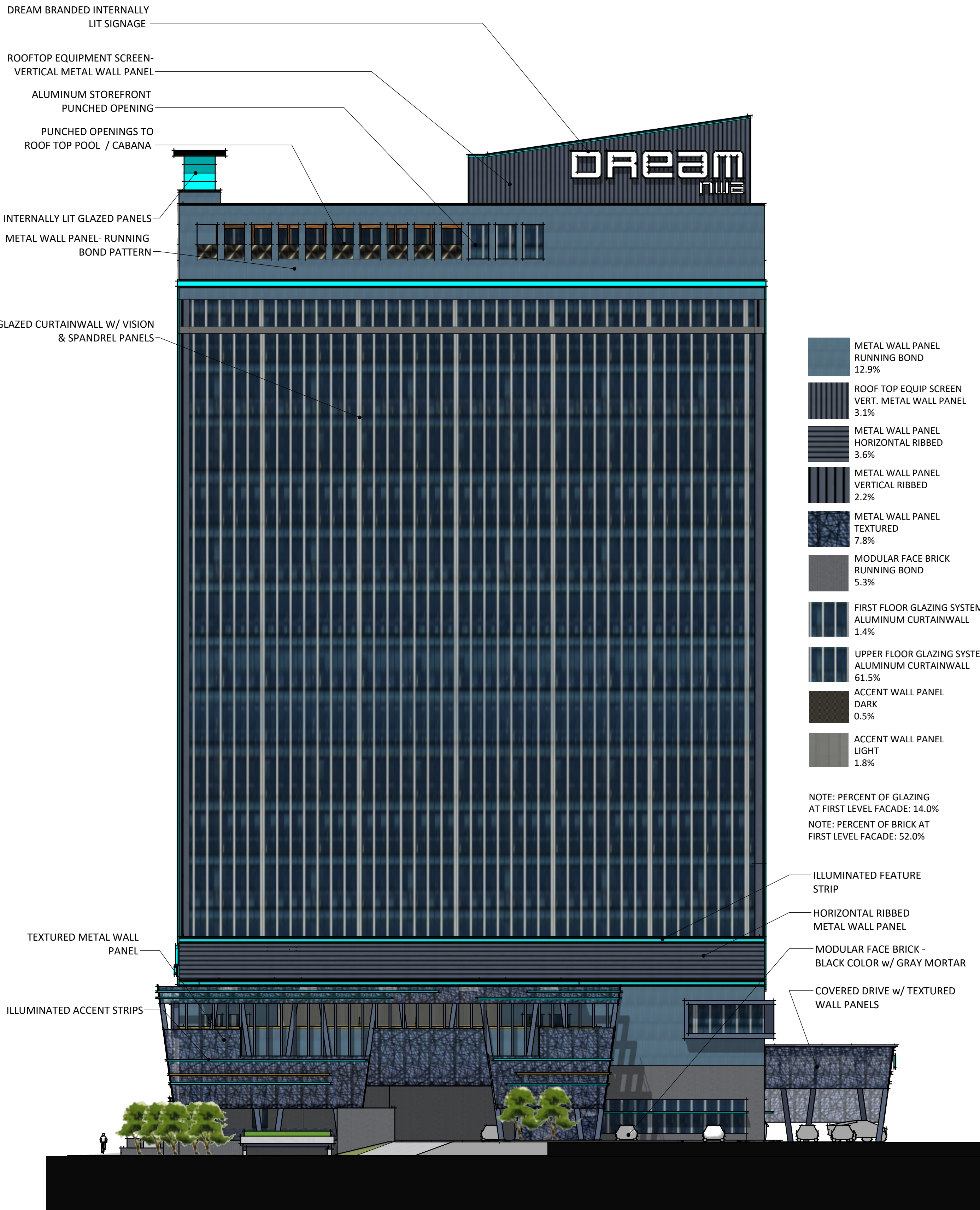
SHEET TITLE

B1 & B2
PARKING LEVELS

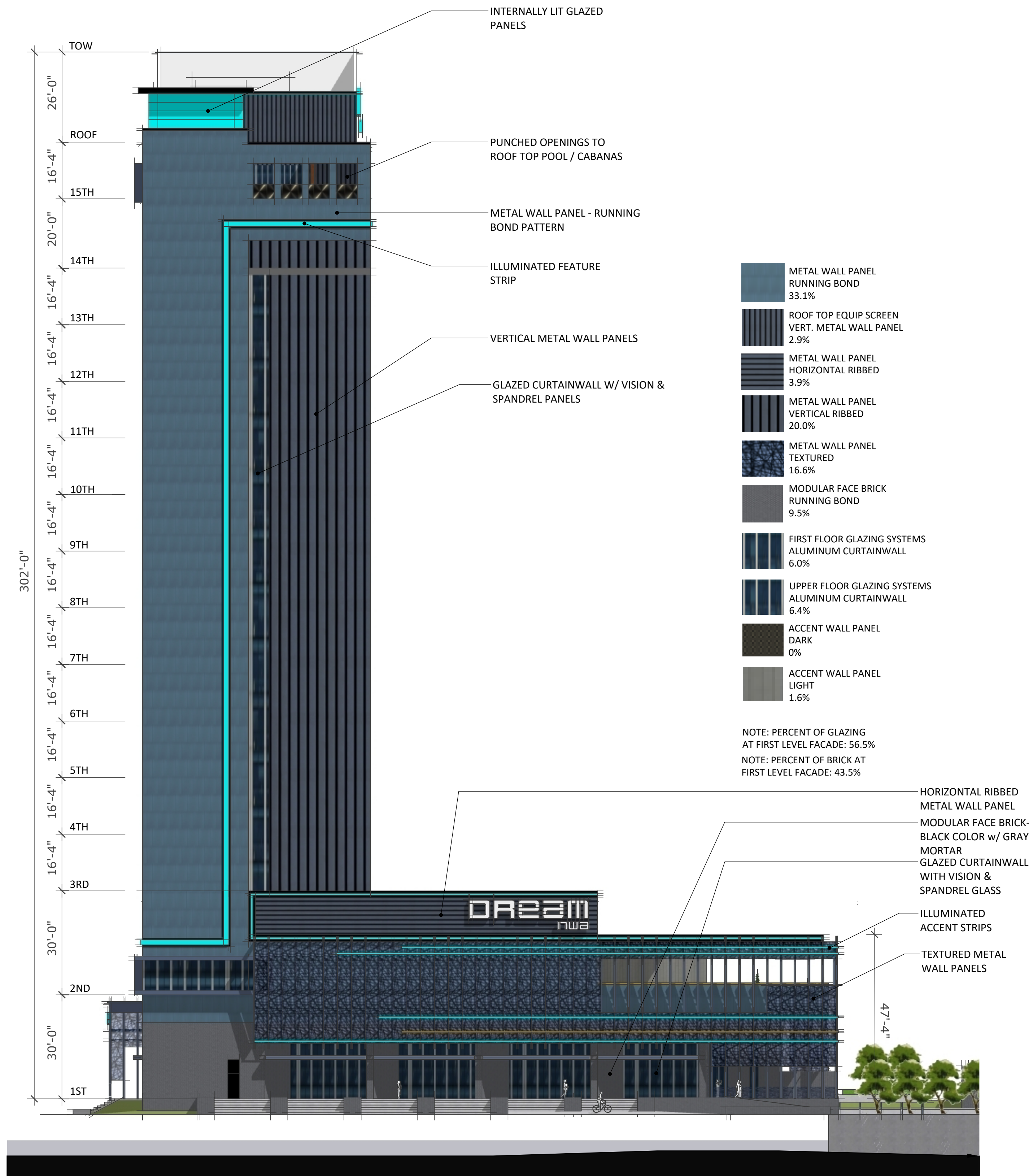
DISCIPLINE - SHEET NUMBER

A2.1

Page 14 of 47



1 SOUTH ELEVATION
1" = 20'-0"



2 WEST ELEVATION (PEDESTRIAN PRIORITY FRONTAGE)
1" = 20'-0"



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Suite 1A
Fort Smith, AR 72901
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CONSULTANTS

OWNER
TempleLive NWA / DREAM HOTELS
PROJECT
TempleLive / DREAM HOTELS
LOCATION
3529 S. PINNACLE HILLS PARKWAY
ROGERS, ARKANSAS

REVISIONS		
MARK	DATE	DESCRIPTION
5	07/23/24	DELETE MUSIC VENUE
6	08/29/24	CORRECTED MATL. CALCS.

PROJECT NO: 23-052
DATE: 05/03/2024
ISSUED

SHEET TITLE

PROPOSED ELEVATIONS

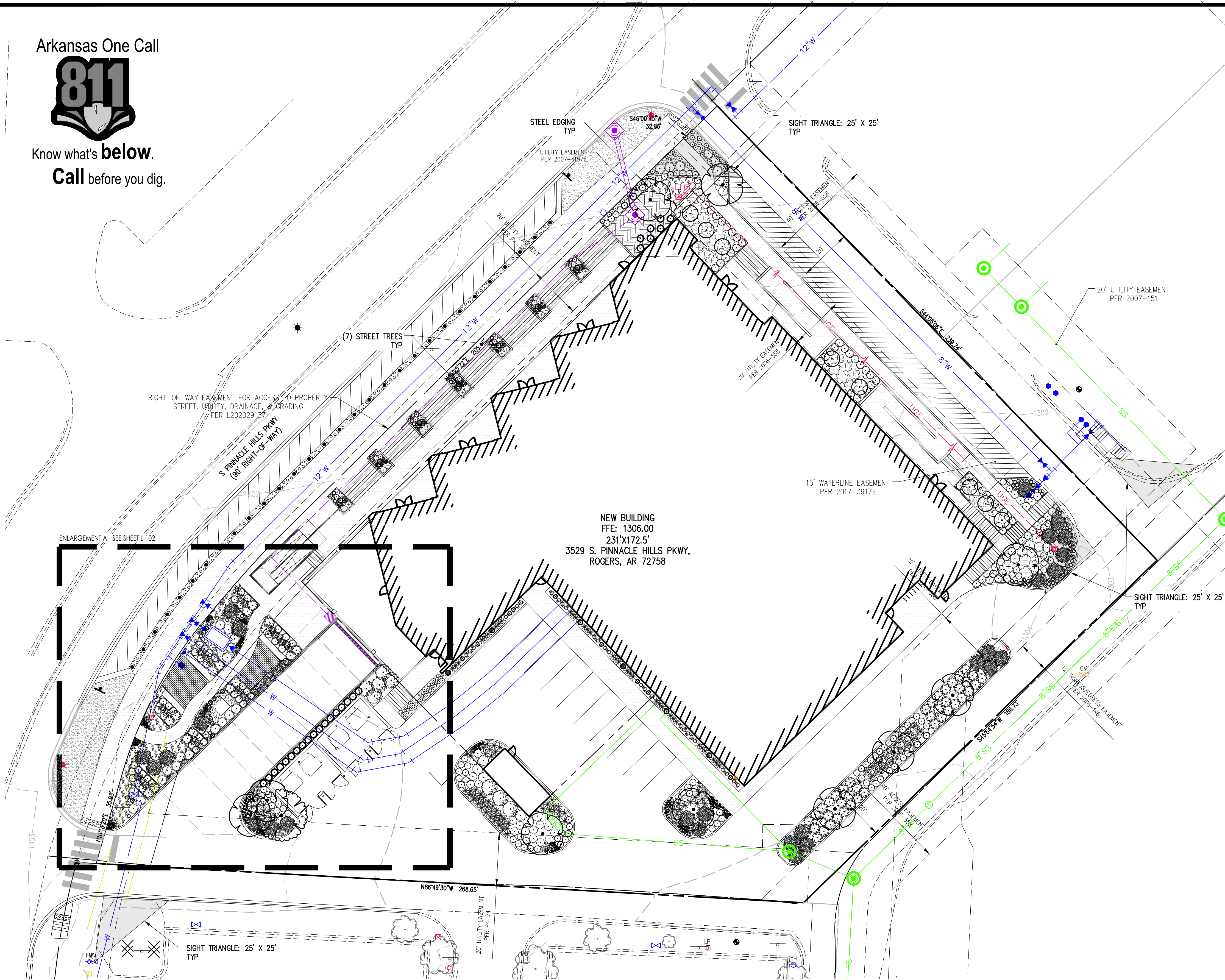
DISCIPLINE - SHEET NUMBER

A3.3

Arkansas One Call



Know what's **below**.
Call before you dig.



NOTE:
SEE SHEET L-601 FOR FULL PLANT SCHEDULE.

LANDSCAPE NOTES

- CONTRACTOR SHALL CONFIRM THE LOCATION OF ALL UTILITIES PRIOR TO STARTING ANY WORK BY CONTACTING THE ONE-CALL SYSTEM. ALL UTILITY LOCATIONS SHOWN ON THIS PLAN ARE APPROXIMATE AND ARE BASED ON SURVEY INFORMATION, SITE DEVELOPMENT PLANS, UTILITY RECORDS, ETC.
- CONTRACTOR SHALL AVOID DAMAGE TO ALL UTILITIES DURING THE COURSE OF WORK. ANY DAMAGES TO UTILITIES, STRUCTURES, SITE APPURTENANCES, ETC. WHICH OCCUR AS A RESULT OF LANDSCAPE CONSTRUCTION ARE THE RESPONSIBILITY OF THE CONTRACTOR AND SHALL BE REPAIRED AT NO COST TO OWNER.
- ALL PLANT MATERIALS SHALL BE NURSERY GROWN (CONTAINER OR BALLED & BURLAPPED) AND SHALL MEET OR EXCEED THE SIZE AND GRADING REQUIREMENTS ESTABLISHED BY THE LATEST EDITION OF "AMERICAN STANDARDS FOR NURSERY STOCK" PUBLISHED BY THE AMERICAN NURSERY AND LANDSCAPE ASSOCIATION.
- ALL PLANT MATERIALS MUST BE HEALTHY, VIGOROUS, AND FREE OF PESTS AND/OR DISEASE.
- ALL PLANT MATERIALS ARE SUBJECT TO THE APPROVAL OF THE LANDSCAPE ARCHITECT BEFORE, DURING, AND AFTER CONSTRUCTION.
- CONTRACTOR IS RESPONSIBLE FOR VERIFYING ALL QUANTITIES SHOWN ON THESE PLANS PRIOR TO PRICING THE WORK.
- NOTIFY LANDSCAPE ARCHITECT OR DESIGNATED REPRESENTATIVE OF ANY LAYOUT OR QUANTITY DISCREPANCIES PRIOR TO BEGINNING CONSTRUCTION.
- NO CHANGES TO THE PLANT SCHEDULE ARE ALLOWED WITHOUT APPROVAL OF THE OWNER, LANDSCAPE ARCHITECT, AND CITY. APPROVED ALTERNATE MATERIALS SHALL MEET THE SAME CRITERIA FOR TYPE, SIZE, AND FUNCTION AS THOSE SHOWN ON LANDSCAPE PLAN.
- PLANTINGS IN EXCESS OF MINIMUM REQUIREMENTS MAY NOT BE REDUCED ONCE APPROVED BY THE PLANNING COMMISSION.
- ALL PLANT MATERIALS SHALL BE INSTALLED IN ACCORDANCE WITH THE DETAILS PROVIDED.
- ALL LAWN AREAS SHALL RECEIVE 4" OF TOPSOIL TO MEET FINAL GRADE IN ACCORDANCE WITH GRADING PLAN.
- ALL PLANTING BED AREAS SHALL BE PREPARED BY REMOVING EXISTING SOD AND WEEDS. PLANTING BED AREAS SHALL RECEIVE 6" OF TOPSOIL AMENDED TO ENHANCE FAVORABLE GROWING CONDITIONS. SOIL MIX SHALL BE TILLED INTO BED AREA TO A MINIMUM DEPTH OF 12".
- PLANTING BEDS SHALL RECEIVE A MINIMUM OF 3" SHREDDED HARDWOOD MULCH. ALL TREES NOT LOCATED IN PLANTING BEDS SHALL RECEIVE A MULCH SAUCER PER DETAIL.
- CONTRACTOR TO FIELD VERIFY THE LIMITS OF DISTURBANCE. ALL DISTURBED AREAS MUST BE STABILIZED PER CITY CODE PRIOR TO PROJECT CLOSE-OUT.
- TURF AREAS SHALL BE SEEDED OR SODDED PER PLANTING PLAN. REFER TO PLANT SCHEDULE, LANDSCAPE NOTES, AND HYDROSEEDING NOTES FOR SPECIES AND INSTALLATION REQUIREMENTS.
- ALL SLOPES 3:1 AND GREATER SHALL RECEIVE SOD. ON SLOPES OF 4:1 OR GREATER, SOD SHALL BE STAPLED IN PLACE.
- ALL ENTRANCE/EXIT PLANTINGS SHALL BE INSTALLED AND MAINTAINED TO PROVIDE CLEAR SIGHT DISTANCE FROM THE STREETS AND ALL SITE ENTRANCES/EXITS PER CITY CODE.
- IF A LANDSCAPE IRRIGATION SYSTEM IS TO BE CONSTRUCTED, LANDSCAPE CONTRACTOR SHALL CONFIRM LOCATION OF PLANNED IRRIGATION LINE WITH THE IRRIGATION CONTRACTOR PRIOR TO PLANTING BED CONSTRUCTION AND PLANT INSTALLATION.
- CONTRACTOR IS RESPONSIBLE FOR FULLY MAINTAINING ALL PLANTING MATERIAL (INCLUDING BUT NOT LIMITED TO WATERING, SPRAYING, MULCHING, FERTILIZING, ETC.) IN ALL PLANTING AREAS AND LAWN AREAS UNTIL THE WORK IS APPROVED AND ACCEPTED IN TOTAL BY OWNER.

ROGERS UTILITIES AND PLANT MATERIALS

- CONTRACTOR SHALL FIELD VERIFY THE LOCATION OF UTILITIES PRIOR TO LANDSCAPE INSTALLATION AND NOTIFY LANDSCAPE ARCHITECT OF ANY CONFLICTS.
- TREES AND LANDSCAPING SHALL NOT BE PLACED WHERE THEY INTERFERE WITH SITE DRAINAGE CHANNELS, LINES, OR STRUCTURES, NOR WHERE THEY IMPEDE DETENTION/RETENTION FUNCTIONS.
- TREES WITH A MATURE HEIGHT GREATER THAN 20' SHALL NOT BE PLANTED WITHIN 10' OF OVERHEAD UTILITIES.
- TREES SHALL NOT BE PLACED WITHIN 10' OF UNDERGROUND UTILITIES.
- TREES AND LANDSCAPING THAT OBSCURE VISIBILITY SHALL NOT BE PLACED WITHIN 10' OF A FIRE HYDRANT. ALL OTHER LANDSCAPING MUST BE MAINTAINED TO ENSURE VISIBILITY OF FIRE HYDRANT.
- CITY RESERVES THE RIGHT TO REMOVE LANDSCAPING THAT BLOCKS ACCESS TO UTILITIES OR FAILS TO MEET THE REQUIREMENTS SET FORTH HEREIN.

ROGERS MAINTENANCE NOTES

- ONCE LANDSCAPING IS INSTALLED, THE OWNER MUST PROVIDE A LANDSCAPE GUARANTEE TO THE CITY OF ROGERS FOR FINAL APPROVAL AND CERTIFICATE OF OCCUPANCY. LANDSCAPING SHALL BE MAINTAINED IN HEALTHY LIVING CONDITION FOR A GUARANTEE PERIOD OF THREE YEARS, AND ANY PLANT MATERIAL THAT DIES, TURNS BROWN, OR DEFOOLIATES PRIOR TO GUARANTEE EXPIRATION SHALL BE PROMPTLY REMOVED FROM THE SITE AND REPLACED WITH MATERIAL OF THE SAME SPECIES, QUANTITY, AND SIZE AND MEETING ALL PLANT LIST SPECIFICATIONS.
- AFTER THE REQUIRED 3 YEAR GUARANTEE PERIOD, LANDSCAPING SHALL BE MAINTAINED IN HEALTHY LIVING CONDITION BY THE OWNER OF THE PROPERTY. ALL PLANTS THAT DIE SHALL BE REPLACED BY THE OWNER OF THE PROPERTY.
- HEALTHY TREES SHALL NOT BE REMOVED AT ANY TIME.
- TREES SHALL NOT BE TOPPED AT ANY TIME.
- WHEN PRUNING IS NECESSARY TO MAINTAIN THE HEALTH OF THE TREE OR FOR PUBLIC SAFETY, PROPER PRUNING TECHNIQUES AS ESTABLISHED BY THE LATEST EDITION OF ANSI A300 "STANDARDS FOR TREE CARE OPERATIONS" SHALL BE UTILIZED.

PLANTING REQUIREMENTS

STREET TREES REQUIRED:
S. PINNACLE HILLS PKWY (106.21 LF) = 1 TREE PER 30LF
4 TREES REQUIRED; 7 TREES PROVIDED (PLACED IN PLANTERS)

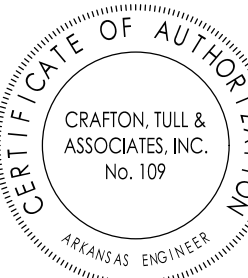
GREENSPACE REQUIREMENTS:
DEVELOPMENT AREA: (±1.57 ACRES; ±68,358 SF)
GREENSPACE: SITE UNDER 2 ACRES = NO GREENSPACE REQUIREMENT
PLAZA: 7,675 SF
PLAZA PERVIOUS AREA: 2,532.58 SF / 7,675 SF = 33% PROVIDED

SITE PLANTS REQUIRED:
1 PLANT PER 1,000 SF = 68 PLANTS REQUIRED
68 X 25% = 17 TREES REQUIRED
68 X 75% = 51 5 GALLON SHRUBS REQUIRED

SITE TREES PROVIDED:
DECIDUOUS SHADE TREES = 9 (18%)
ORNAMENTAL DEC. TREES = 10 (20%)
EVERGREEN TREES = 31 (62%)
50 TREES PROVIDED

SITE SHRUBS PROVIDED:
7 GALLON SIZE = 33
5 GALLON SIZE = 282
3 GALLON SIZE = 213

CERTIFICATE OF AUTHORIZATION



CITY OF ROGERS
STAMP



GRAPHIC SCALE IN FEET
20' 0 20'

DREAM HOTEL
3529 S. PINNACLE HILLS PKWY,
ROGERS, AR 72758

Key Plan

No.	Description	Date
1	FIRST SUBMITTAL	03/08/2024
2	SECOND SUBMITTAL	04/26/2024
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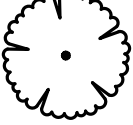
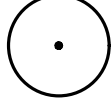
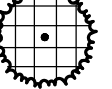
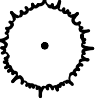
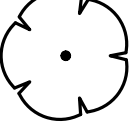
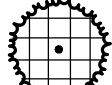
PROJECT NO: 24100500
ISSUE DATE: 03/08/2024
CONTACT: D. ELLIS
DC BY: M. LOVE
QC DATE: 03/12/2024
PRELIMINARY PLANS
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OVERALL PLANTING PLAN

L-101

PLANT SCHEDULE

<u>SYMBOL</u>	<u>QTY</u>	<u>BOTANICAL / COMMON NAME</u>	<u>CONT.</u>	<u>CAL.</u>	<u>HEIGHT</u>	<u>TYPE</u>
	1	GINKGO BILOBA 'AUTUMN GOLD' / AUTUMN GOLD MAIDENHAIR TREE	B & B	2.5"CAL	10' HT MIN	SHADE
	8	GINKGO BILOBA 'GOLDSPIRE' / GOLDSPIRE MAIDENHAIR TREE *CONTRACTOR SHALL INSTALL ONLY MALE PLANTS LIMBED TO 4.5' ABOVE GROUND	B & B	4.5"CAL	12 HT MIN	SHADE
	6	JUNIPERUS SCOPULORUM 'SKYROCKET' / SKYROCKET JUNIPER	B & B		10'-12' HT.	EVERGREEN
	26	JUNIPERUS VIRGINIANA 'TAYLOR' / TAYLOR JUNIPER	B & B		8' HT. MIN.	EVERGREEN
	10	PRUNUS X YEDOENSIS / YOSHINO CHERRY	B & B	2"CAL	8' HT. MIN.	ORNAMENTAL
<u>STREET TREES</u>						
	7	JUNIPERUS SCOPULORUM 'SKYROCKET' / SKYROCKET JUNIPER	B & B		10'-12' HT.	EVERGREEN

<u>SYMBOL</u>	<u>QTY</u>	<u>BOTANICAL / COMMON NAME</u>	<u>SIZE</u>	<u>HEIGHT</u>	<u>SPREAD</u>
	42	ARONIA MELANOCARPA 'UCCONNAM165' / LOW SCAPE MOUND®BLACK CHOKEBERRY	3 GAL	12" HT. MIN.	24" SPREAD
	110	BUXUS X 'GREEN VELVET' / G.V. BOXWOOD	3 GAL	12" HT. MIN.	18" SPREAD MIN.
	25	CHAMAECYPARIS PISIFERA 'GOLDEN MOP' / GOLDEN MOP THREADLEAF SAWARA CYPRESS	7 GAL	18" HT. MIN.	24" SPREAD MIN.
	62	DISTYLUM X 'PIDIST-II' TM / B.C. DISTYLUM	5 GAL	24" HT. MIN.	18" SPREAD MIN.
	58	FOTHERGILLA MAJOR 'BLUE SHADOW' / BLUE SHADOW FOTHERGILLA	5 GAL		
	32	HYDRANGEA ARBORESCENS 'ANNABELLE' / ANNABELLE HYDRANGEA	3 GAL		
	6	HYDRANGEA PANICULATA 'LITTLE LIME' / LITTLE LIME PANICLE HYDRANGEA	3 GAL		
	7	HYDRANGEA QUERCIFOLIA 'RUBY SLIPPERS' / RUBY SLIPPERS OAKLEAF HYDRANGEA	5 GAL	24" HT. MIN.	24" SPREAD
	29	HYDRANGEA QUERCIFOLIA 'PEE WEE' / PEE WEE OAKLEAF HYDRANGEA	5 GAL	18" HT. MIN.	18" SPREAD MIN.
	62	PINUS MUGO 'CARSTEN'S WINTERGOLD' / CARSTEN'S WINTERGOLD MUGO PINE	5 GAL	18" HT. MIN.	18" SPREAD MIN.
	41	SPIRAEA JAPONICA 'GOLDMOUND' / GOLDMOUND JAPANESE SPIREA	5 GAL	12" HT. MIN.	18" SPREAD MIN.
	27	TAXUS CUSPIDATA 'MONLOO' TM / EMERALD SPREADER JAPANESE YEW	5 GAL	12" HT. MIN.	12" SPREAD MIN.
	21	VIBURNUM CASSINOIDES 'SMNVCCD' / LIL' DITTY®VIBURNUM	3 GAL		
	8	VIBURNUM PLICATUM TOMENTOSUM 'SUMMER SNOWFLAKE' / S.S. VIBURNUM	7 GAL	24" MIN. HT.	24" SPREAD MIN.

GRASSES

	48	MISCANTHUS SINENSIS 'MORNING LIGHT' / MORNING LIGHT EULALIA GRASS	1 GAL
	66	MISCANTHUS SINENSIS 'LITTLE KITTEN' / L.K. MAIDEN GRASS	1 GAL
	30	PANICUM VIRGATUM 'NORTHWIND' / NORTHWIND SWITCH GRASS	1 GAL
	104	PANICUM VIRGATUM 'SHENANDOAH' / SHENANDOAH SWITCH GRASS	1 GAL
	59	SCHIZACHYRIUM SCOPARIUM / LITTLE BLUESTEM GRASS	1 GAL

PERENNIALS

	258	ECHINACEA PURPUREA 'PAS702917' TM / POWWOW WILD BERRY CONEFLOWER	1 GAL
	42	PLATYCODON GRANDIFLORUS / BALLOON FLOWER *SPACED 18 INCHES ON CENTER	1 GAL
	187	RUDBECKIA FULGIDA SULLIVANTII 'LITTLE GOLDSTAR' / LITTLE GOLDSTAR CONEFLOWER	1 GAL

<u>SYMBOL</u>	<u>QTY</u>	<u>BOTANICAL / COMMON NAME</u>	<u>SIZE</u>	<u>FIELD2</u>	<u>FIELD3</u>
---------------	------------	--------------------------------	-------------	---------------	---------------

SHRUB AREAS

	215	CHASMANTHIUM LATIFOLIUM / NORTHERN SEA OATS #16" ON CENTER SPACING	1 GAL
	90	PANICUM VIRGATUM 'HEAVY METAL' / HEAVY METAL SWITCH GRASS #24" ON CENTER SPACING	1 GAL

<u>SYMBOL</u>	<u>QTY</u>	<u>BOTANICAL / COMMON NAME</u>	<u>CONT</u>	<u>SPACING</u>
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SOD/SEED

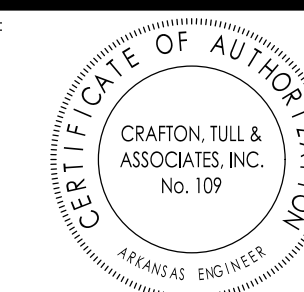
	1,263 SF ZOYSIA JAPONICA 'EL TORO' / EL TORO ZOYSIA GRASS	S.F.
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901 N. 47th St., Suite 400
Rogers, Arkansas 72756

 **Crafton Tull**
architecture | engineering | surveying

479.636.4838 t
www.craftontull.com

CERTIFICATE OF AUTHORIZATION



CITY OF ROGERS
STAMP

DREAM HOTEL
3529 S. PINNACLE HILLS PKWY,
ROGERS, AR 72758

Key Plan

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PROJECT NO: 24100500
 ISSUE DATE: 03/08/2024
 CONTACT: D.ELIUS
 QC BY: M.LOVE
 QC Date: 03/12/2024

PRELIMINARY PLANS

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NOT FOR CONSTRUCTION *** REVIEW SET ***

PLANT SCHEDULE

L-601

September 12th 2024

Parking Analysis

Prepared for:

Temple Live

Submitted to:

City of Rogers
301 W Chestnut
Rogers, AR 72756

CT JOB NO. 24100500



Crafton Tull

Prepared by:  **Crafton Tull**

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

PROJECT OWNER

BCG Land Company LLC

PROJECT LOCATION

3529 S. Pinnacle Hills Parkway Rogers, AR 72758

EXISTING PARKING

This area in uptown Rogers has a substantial amount of public parking nearby. The proposed site is exceptionally well-suited for utilizing this shared parking, aligning well with ULI shared parking standards. It boasts a substantial supply of parking options, including 260 on-street, public parking stalls located within a convenient 15-minute walk of the venue. Recent aerial imagery suggests that at least 90% of these stalls are typically available, which translates to approximately 234 stalls accessible at any given time. This high availability of nearby parking spaces supports the efficiency and effectiveness of shared parking arrangements, making this location an ideal choice for such a system.

SHARED PARKING METHODOLOGY

A parking analysis of the Uptown Rogers area was requested in response to the Large-Scale plans submitted for Temple Live (a proposed mixed-use retail/dining /hotel on Pinnacle Hills Parkway). This study uses the 3rd edition of the Shared Parking Excel Model created by the Urban Land Institute, ICSC, and the National Parking Association. This model has been widely accepted across the industry and has been used by city's, developers, and consultants for over 30 years.

Shared parking, as described in the 3rd edition of *Shared Parking*, refers to the practice of using a single parking space to serve multiple, distinct land uses without causing conflicts or overlap. In this scenario, the shared parking concept will be applied to the proposed retail, dining, and hotel facilities. This approach allows for the adjustment of parking ratios for each component within a mixed-use development. It evaluates parking needs based on 44 distinct land use ratios, considers alternative transportation options, examines captive market impacts, and accommodates fluctuations in demand across various times and seasons. By leveraging this methodology, the parking requirements for the combined uses can be more effectively managed, enhancing space efficiency and reducing overall parking demand.

This study uses the 7-step process outlined in the 3rd edition of *Shared Parking* and starts by taking the base ratios for the project's proposed land use and adjusting each ratio based on the reductions listed above. The derived number of spaces needed is the maximum parking demand for weekdays and weekends at peak times.

ANALYSIS

STEP 1: GATHER AND REVIEW PROJECT DATA

The Proposed project includes a 15 story hotel that has 21,693 sq.ft dedicated to retail and commercial uses, a bar/restaurant, and 211 guest rooms. Also proposed with this development is a parking garage that has 122 parking stalls. Please refer to *Figure 1. Site Plan* for further details on the layout of this site. As mentioned above there are also 234

public parking spaces within walking distance of the proposed project that could also be used.

STEP 2: SELECT PARKING RATIOS

Parking ratios for each use were selected. For commercial/retail space the metric considered by the parking industry is based on the square footage of the gross leasable area or GLA. The same metric is used for the office and restaurant/bar uses. For hotel-use, the ratio is based on the number of keys or guest rooms. The ratios consider guests and employees. Please refer to the summary table below for all base ratios used to analyze this project.

Table 1. Base Ratio Calculations

Land Use	Quantity		Maximum Parking Demand	
			Weekday	Weekend
Retail				
Retail (<400 ksf)	13,020	sf GLA	38	42
Employee			10	11
Hotel and Residential				
Hotel-Downtown	211	keys	211	211
Hotel Employees	211	keys	32	32
Restaurant/Lounge	11,300	sf GLA	76	87
Restaurant/Meeting Employees	11,300	sf GLA	14	16
Office				
Office <25 ksf	8,680	sf GFA	3	1
Reserved weekday only =1, 24/7 2	2	0%	0	0
Employee			31	4
SUM			415	404

STEP 3: SELECT FACTORS AND ANALYZE DIFFERENCES IN ACTIVITY PATTERNS.

Typical peak activity factors and patterns were incorporated into the model to showcase which time of day would be busiest on the weekdays and weekends and how this varies from month to month. Since peak times vary based on use this allows for fewer parking spaces than if each of these uses were a free-standing development. All month-by-month demands were taken from the Base Data of ULI shared parking 3rd edition.

Peak times of day were adjusted based on data for this project. *Peak times reflect the knowledge of the typical guest at this hotel.* A large portion of the hotel guests are anticipated to be traveling for work and therefore we do not show a peak demand for weekends like a typical hotel. It was assumed guests would leave the hotel around 9:00 am before a typical 11:00 am checkout. Check-in will begin at 4:00pm it was assumed parking will be at peak demand starting at 6:00 pm Time of day factors for the hotel reflects the proposed hotel's check-in and check-out times. Office time of day factors reflect a typical 9 am to 5 pm schedule, and retail reflects a standard open time of 11:00 am to 5:00 PM

STEP 4: DEVELOP SCENARIOS FOR CRITICAL PARKING NEEDS

Based on the above assumed needs and peak hours the model iterated a peak usage of parking needed across all uses of the site. The peak month is Late December. The peak time for Weekdays is 9:00 am and the peak time for Weekends is 1:00 pm. The Below Graphs summarize the peak usage for weekends and weekdays.

Figure 2. Peak Month Daily Parking Demand by Hour (Weekday)

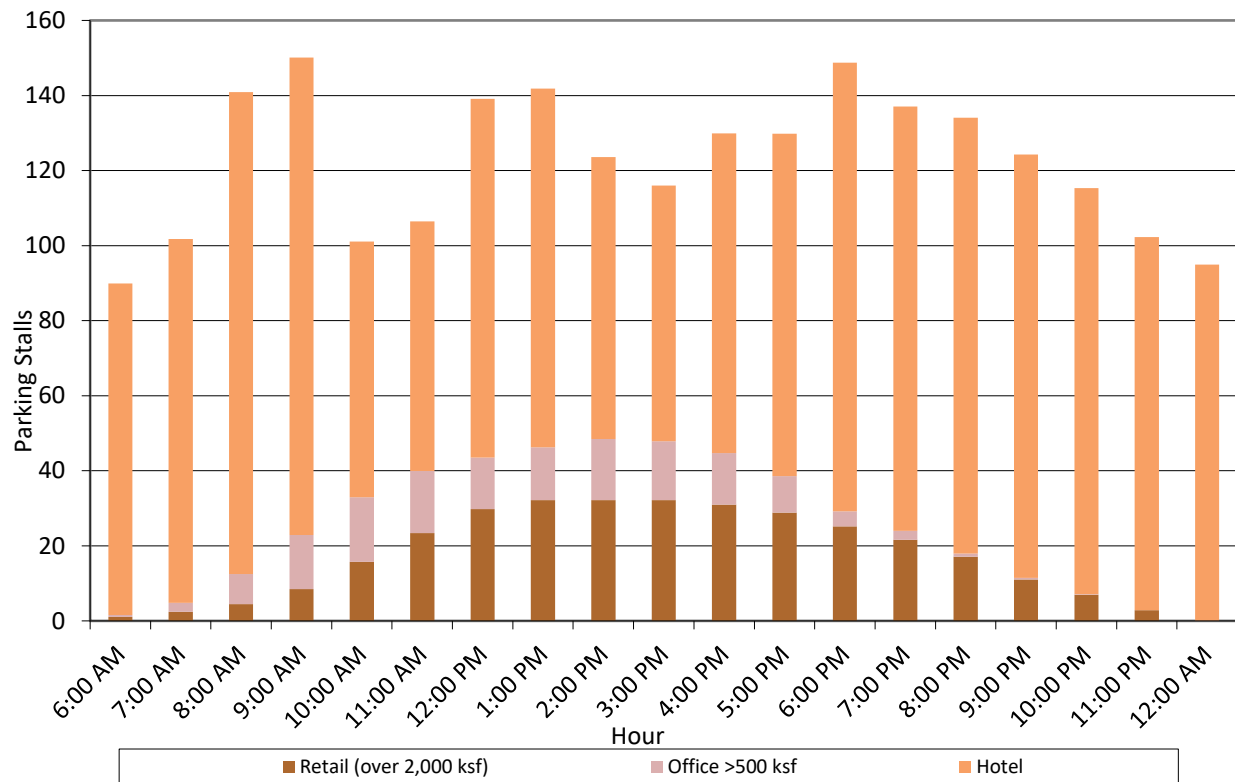
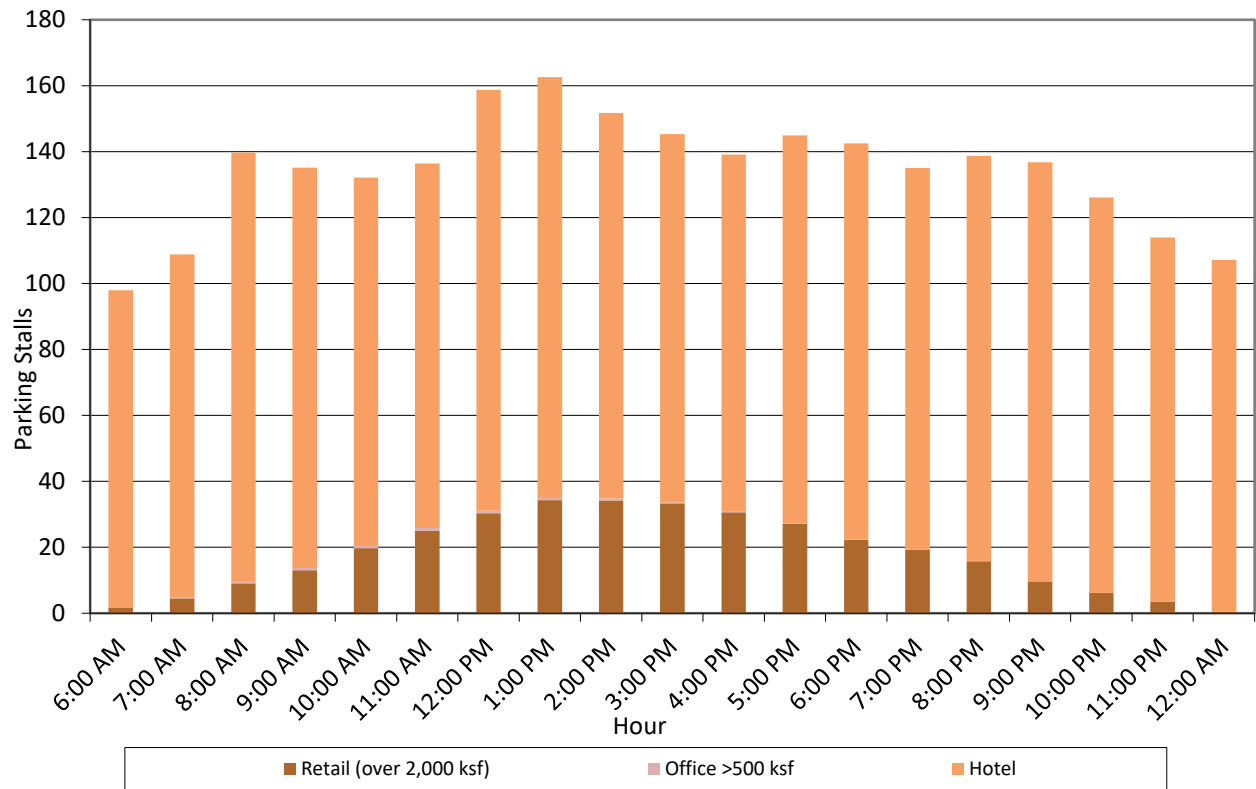


Figure 3. Peak Month Daily Parking Demand by Hour (Weekend)



STEP 5: ADJUST MODE SPLIT FOR EACH SCENARIO

Modal Split is the percentage of people arriving at a destination in different modes of transportation. This considers those riding their bikes, walking, carpooling, using a mode of public transportation, or ride-hailing using a taxi, uber, or Lyft. These driving reductions were inserted into the model as a percentage. The table below reflects the percentage of driving a car with no other passengers to the proposed development.

Table 2. Driving Adjustments

Land Use	Driving Adjustments			
	Weekday		Weekend	
	Daytime	Evening	Daytime	Evening
Retail				
Retail (<400 ksf)	75%	75%	75%	75%
Employee	87%	87%	87%	87%
Food and Beverage				
Fine/Casual Dining	75%	75%	75%	75%
Employee	87%	87%	87%	87%
Bar/Lounge/Night Club	75%	75%	75%	75%
Employee	87%	87%	87%	87%
Hotel and Residential				
Hotel-Downtown	40%	40%	46%	46%
Hotel Employees	87%	87%	87%	87%
Restaurant/Lounge	47%	47%	40%	40%
Restaurant/Meeting Employees	87%	87%	87%	87%
Office				
Office <25 ksf	75%	75%	75%	75%
Reserved	87%	87%	10%	10%
Employee	87%	87%	10%	10%

These percentages were pulled from the data highlighted in ULI's *Shared Parking* third edition. The 75% driving adjustment for retail, dining, and miscellaneous customers comes from the graph on page 56 of ULI's *Shared Parking* third edition. The 87% for service and office employees was chosen based on American commuting data on page 34 of *Shared Parking*. Slight modifications were made to the office employees on weekends. This was adjusted to 10% as it was assumed the majority of the time offices would be closed on weekends. For the Hotel the averages were selected based on a typical downtown hotel with paid and/or valet parking (see table below).

Figure 1 Excel Inputs for Hotels

Suggested Driving Ratios per 3rd Edition Shared Parking		
Reduced by 10% as baseline ratios 2020 reflecting TNC use.		
LOWER FURTHER FOR TNC USE AS APPROPRIATE		
	Weekday	Weekend
Guest Rooms		
Typical business hotel suburban location	59%	69%
Airport hotel	49%	53%
Downtown hotel with paid and/or valet pkg	40%	46%
Resort hotel	50%	50%
Restaurant/Lounge		
Typical business hotel suburban location	63%	54%
Airport hotel	72%	72%
Downtown hotel with paid and/or valet pkg	47%	40%
Resort hotel	50%	50%
Meeting/Conference		
Typical business hotel suburban location	68%	68%
Airport hotel	81%	36%
Downtown hotel with paid and/or valet pkg	45%	45%
Resort hotel	50%	50%

STEP 6: APPLY CAPTIVE MARKET ADJUSTMENTS

The noncaptive ratio is an estimate of the percentage of parkers at a land use in a mixed-use development or district who are not already counted as parking at another of the land use. This would account for employees who are already parked for the day but decided to use one of the other uses without generating an extra demand for the parking. The noncaptive percentages were entered into a subassembly of the excel model to then calculate the captive ratio that was used to calculate the overall parking demand. For this model we ULI's suggested noncaptive ratios for retail, office, dining, and a downtown hotel with valet and/or paid parking. This is highlighted in the captive ratio table below.

Table 3. Captive Ration Adjustments

Land Use	Captive Ratio Adjustments			
	Weekday		Weekend	
	Daytime	Evening	Daytime	Evening
Retail				
Retail (<400 ksf)	98%	100%	99%	99%
Employee	100%	100%	100%	100%
Hotel and Residential				
Hotel-Business	100%	100%	100%	100%
Hotel-Downtown	100%	100%	100%	100%
Hotel Employees	100%	100%	100%	100%
Restaurant/Lounge	90%	90%	70%	70%
Restaurant/Meeting Employees	100%	100%	100%	100%
Office				
Office <25 ksf	100%	100%	100%	100%
Reserved	100%	100%	100%	100%
Employee	100%	100%	100%	100%

Figure 2. Excel Inputs for Hotel Driving Adjustments

Suggested Non-captive adjustments per 3rd Edition Shared Parking

	Weekday	Weekend
Guest Rooms always	100%	100%
Restaurant/Lounge		
Typical business hotel suburban location	90%	30%
Airport hotel	90%	70%
Downtown hotel with paid and/or valet pkg	90%	70%
Resort hotel	90%	70%
Meeting/Conference		
Typical business hotel suburban location	60%	70%
Airport hotel	90%	90%
Downtown hotel with paid and/or valet pkg	60%	70%
Resort hotel	25%	25%

STEP 7: CALCULATE REQUIRED PARKING

Based on the analysis, a total of 163 parking stalls are required during the peak scenario (refer to Table 4 for a detailed parking breakdown). The proposed site plans to provide 122 onsite parking stalls, which means 41 additional offsite public stalls would be necessary. This requirement is comfortably met by the available nearby public parking, which far exceeds the need. It's important to note that this peak demand represents only a single hour of the entire year. On average, the site's parking needs are expected to be significantly lower.

CONCLUSION

As the Uptown Rogers area continues to develop and become more urban, standard parking stalls will become less necessary. Using the Urban Land Institute's Shared Parking Excel Model, it was calculated that worst case scenario 163 parking stalls would be required. The proposed site has 122 parking stalls. Meaning at a maximum only 41 of the nearby Public Parking stalls would be needed.

The entire Excel model for this report is located in the Appendix. A parking map has also been included with this report as supporting documentation.

Should you have any questions or require any additional information, please feel free to contact us at your convenience.

Sincerely,

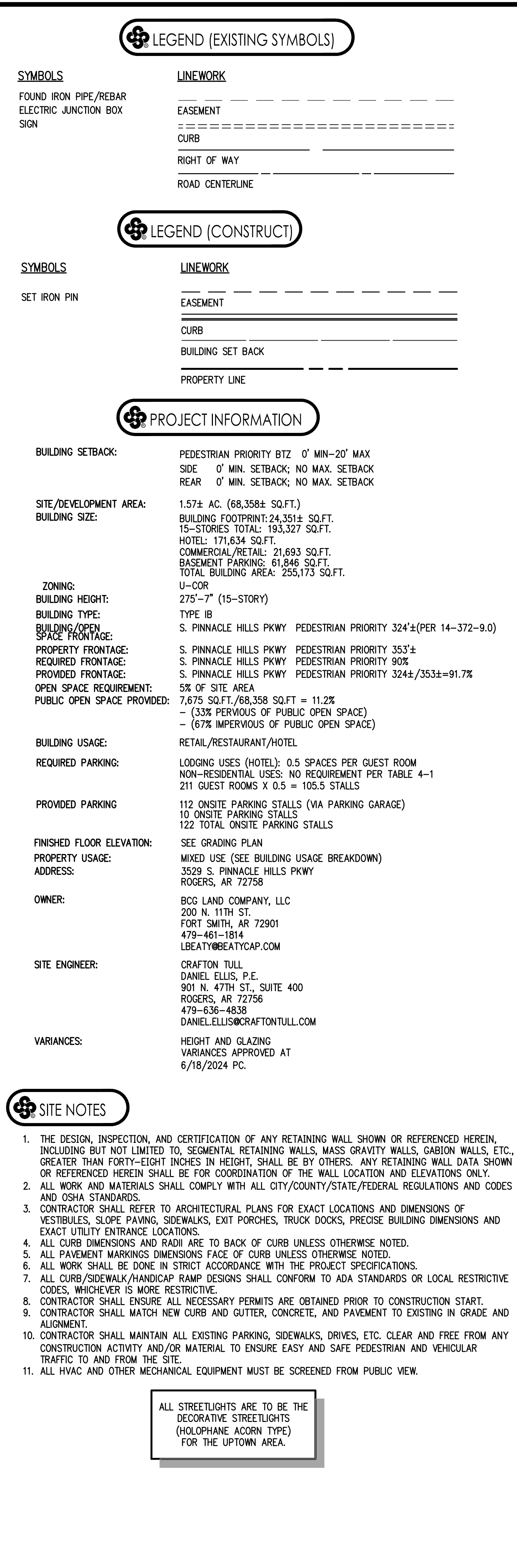
Crafton, Tull & Associates, Inc.

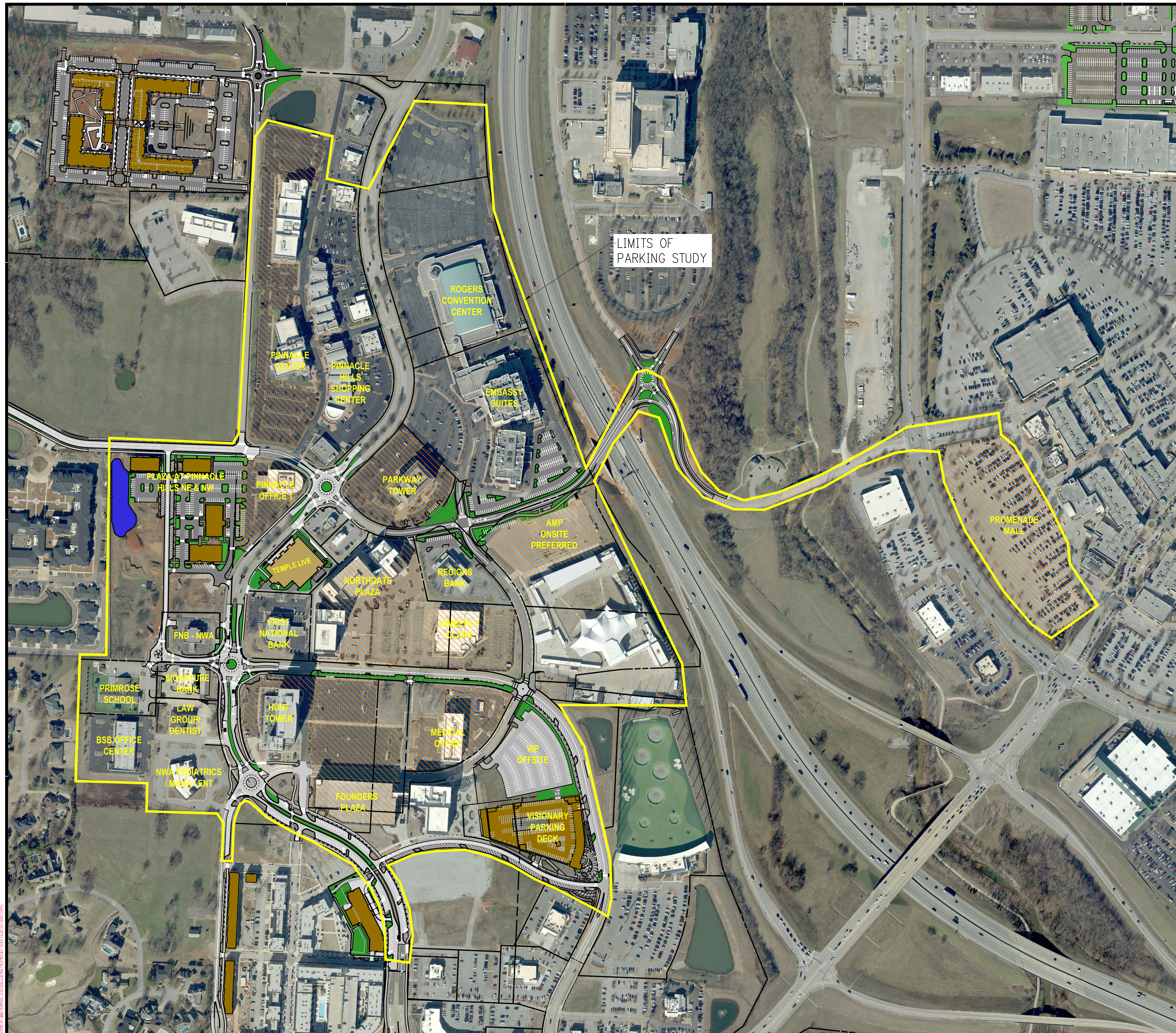
Elizabeth Topping

Libby Topping, P.E., CFM
Project Manager

Courtney Austin

Courtney Austin, E.I.
Project Engineer





PARKING CALCULATIONS:

PRIVATE PARKING STALLS AVAILABLE FOR WALMART AMP (2024):

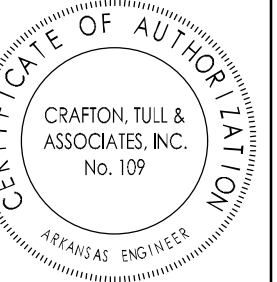
HUNT TOWER	453	PARKING	STALLS
PINNACLE CENTER	550	PARKING	STALLS
KIMBERLY CLARK OFFICE	252	PARKING	STALLS
PARKWAY TOWER	240	PARKING	STALLS
PINNACLE OFFICE I	66	PARKING	STALLS
NORTHGATE PLAZA	570	PARKING	STALLS
MEDICAL OFFICE	155	PARKING	STALLS
PROMENADE MALL	966	PARKING	STALLS
AMP ONSITE PREFERRED	339	PARKING	STALLS
FOUNDERS PLAZA	605	PARKING	STALLS
VIP OFFSITE (AS OF 2022)	209	PARKING	STALLS
VIP OFFSITE (ADDED IN 2024)	69	PARKING	STALLS
VISIONARY	325	PARKING	STALLS
TOTAL	4,799	PARKING	STALLS

ADDITIONAL PRIVATE PARKING STALLS IN UPTOWN AREA (2024):

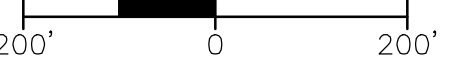
EMBASSY SUITES	417 PARKING STALLS
PINNACLE HILLS SHOPPING CENTER	423 PARKING STALLS
<u>REGIONS BANK</u>	<u>75 PARKING STALLS</u>
TOTAL	915 PARKING STALLS

AVAILABLE PUBLIC PARKING STALLS IN UPTOWN AREA (2024):

PINNACLE HILLS & CHAMPIONS	145 PARKING STALLS
FOUNDERS WAY & JB HUNT DRIVE	115 PARKING STALLS
<u>ROGERS CONVENTION CENTER</u>	<u>776 PARKING STALLS</u>
TOTAL	1,036 PARKING STALLS



GRAPHIC SCALE IN FEET



Key Plan

[illegible]

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PROJECT NO: _____
 ISSUE DATE: mm/dd/yy _____
 CONTACT: FIRST INITIAL. LAST NAME _____
 CHECKED BY: _____

Project: Temple Live
 Description:
 Projected Parking Supply: 122

Land Use	Quantity		Maximum Parking Demand	
			Weekday	Weekend
Retail				
Retail (<400 ksf)	13,020	sf GLA	38	42
Employee			10	11
Hotel and Residential				
Hotel-Downtown	211	keys	211	211
Hotel Employees	211	keys	32	32
Restaurant/Lounge	11,300	sf GLA	76	87
Restaurant/Meeting Employees	11,300	sf GLA	14	16
Office				
Office <25 ksf	8,680	sf GFA	3	1
Reserved weekday only =1, 24/7 2	2	0%	0	0
Employee			31	4
SUM			415	404

i. For determination of percent to be reserved

Insert default driving adjustment values below. These values estimate the % of Customers/Visitors and Employees/Residents that are parking at the site.

WARNING: The table below may be used to auto-populate the table to the left, the values in which will be used in the model.

Driving adjustments for customers of retail, dining and supermarket can be different depending upon the use. Driving adjustments for residential visitors could also be different. Check and override in the table at left to ensure project specific accuracy.

Driving Adjustments Sub-Routine				
	Weekday		Weekend	
	Daytime	Evening	Daytime	Evening
Residents (vehicle ownership)	100%	100%	100%	100%
Service (Non-office) Employees	87%	87%	87%	87%
Office Employees	87%	87%	10%	10%
Retail/Dining & Misc Customers	75%	75%	75%	75%
Entertainment Customers ¹	100%	100%	100%	100%
Event Attendees ¹	100%	100%	100%	100%

2-8 pg 34

2-8 pg 34

I based this off chart 3-3 on pg. 56

¹Large venues may have more tour/coach/school bus arrivals

Suggested Driving Ratios per 3rd Edition Shared Parking

Reduced by 10% as baseline ratios 2020 reflecting TNC use.

LOWER FURTHER FOR TNC USE AS APPROPRIATE

Second Edition

	Weekday	Weekend	Weekday	Weekend	TNC reduction
Guest Rooms					
Typical business hotel suburban location	59%	69%	66%	77%	0.9
Airport hotel	49%	53%	54%	59%	0.9
Downtown hotel with paid and/or valet pkg	40%	46%			
Resort hotel	50%	50%			
Restaurant/Lounge					
Typical business hotel suburban location	63%	54%	70%	60%	0.9
Airport hotel	72%	72%	80%	80%	0.9
Downtown hotel with paid and/or valet pkg	47%	40%			
Resort hotel	50%	50%			
Meeting/Conference					
Typical business hotel suburban location	68%	68%	75%	75%	0.9
Airport hotel	81%	36%	90%	40%	0.9
Downtown hotel with paid and/or valet pkg	45%	45%			
Resort hotel	50%	50%			

Project: Temple Live

Description:

Projected Parking Supply: 122

Land Use	Captive Ratio Adjustments			
	Weekday		Weekend	
	Daytime	Evening	Daytime	Evening
Retail				
Retail (<400 ksf)	98%	100%	99%	99%
Employee	100%	100%	100%	100%
Hotel and Residential				
Hotel-Downtown	100%	100%	100%	100%
Hotel Employees	100%	100%	100%	100%
Restaurant/Lounge	90%	90%	70%	70%
Restaurant/Meeting Employees	100%	100%	100%	100%
Office				
Office <25 ksf	100%	100%	100%	100%
Reserved	100%	100%	100%	100%
Employee	100%	100%	100%	100%

Project: Temple Live
Description:

Shared Parking Demand Summary																		
Peak Month: MARCH -- Peak Period: 1 PM, WEEKEND																		
Land Use	Project Data		Weekday					Weekend					Weekday			Weekend		
			Base Ratio	Driving Adj	Non-Captive Ratio	Project Ratio	Unit For Ratio	Base Ratio	Driving Adj	Non-Captive Ratio	Project Ratio	Unit For Ratio	Peak Hr Adj	Peak Mo Adj	Estimated Parking Demand	Peak Hr Adj	Peak Mo Adj	Estimated Parking Demand
	Quantity	Unit											9 AM	March		1 PM	ate Decemb	
Retail																		
Retail (<400 ksf)	13,020	sf GLA	2.90	75%	98%	2.14	ksf GLA	3.20	75%	99%	2.37	ksf GLA	0%	70%	-	100%	85%	25
Employee			0.70	87%	100%	0.61		0.80	87%	100%	0.70		45%	79%	3	100%	95%	9
Hotel and Residential																		
Hotel-Downtown	211	keys	1.00	40%	100%	0.40	key	1.00	46%	100%	0.46	key	100%	100%	84	65%	100%	63
Hotel Employees	211	keys	0.15	87%	100%	0.13	key	0.15	87%	100%	0.13	key	100%	100%	28	100%	100%	28
Restaurant/Lounge	11,300	sf GLA	6.67	47%	90%	2.82	ksf GLA	7.67	40%	70%	2.15	ksf GLA	10%	95%	3	100%	95%	23
Restaurant/Meeting Employees	11,300	sf GLA	1.20	87%	100%	1.04	ksf GLA	1.33	87%	100%	1.16	ksf GLA	100%	100%	12	100%	100%	14
Office																		
Office <25 ksf	8,680	sf GFA	0.30	75%	100%	0.23	ksf GFA	0.03	75%	100%	0.02	ksf GFA	0%	100%	-	80%	80%	-
Reserved		empl	0.00	87%	100%	0.00		0.00	10%	100%	0.00		100%	100%	-	100%	100%	-
Employee			3.50	87%	100%	3.05		0.35	10%	100%	0.04		90%	100%	24	80%	80%	-
Additional Land Uses																		
													Customer/Visitor		87	Customer		112
													Employee/Resident		67	Employee/Resident		51
													Reserved		-	Reserved		-
													Total		155	Total		163

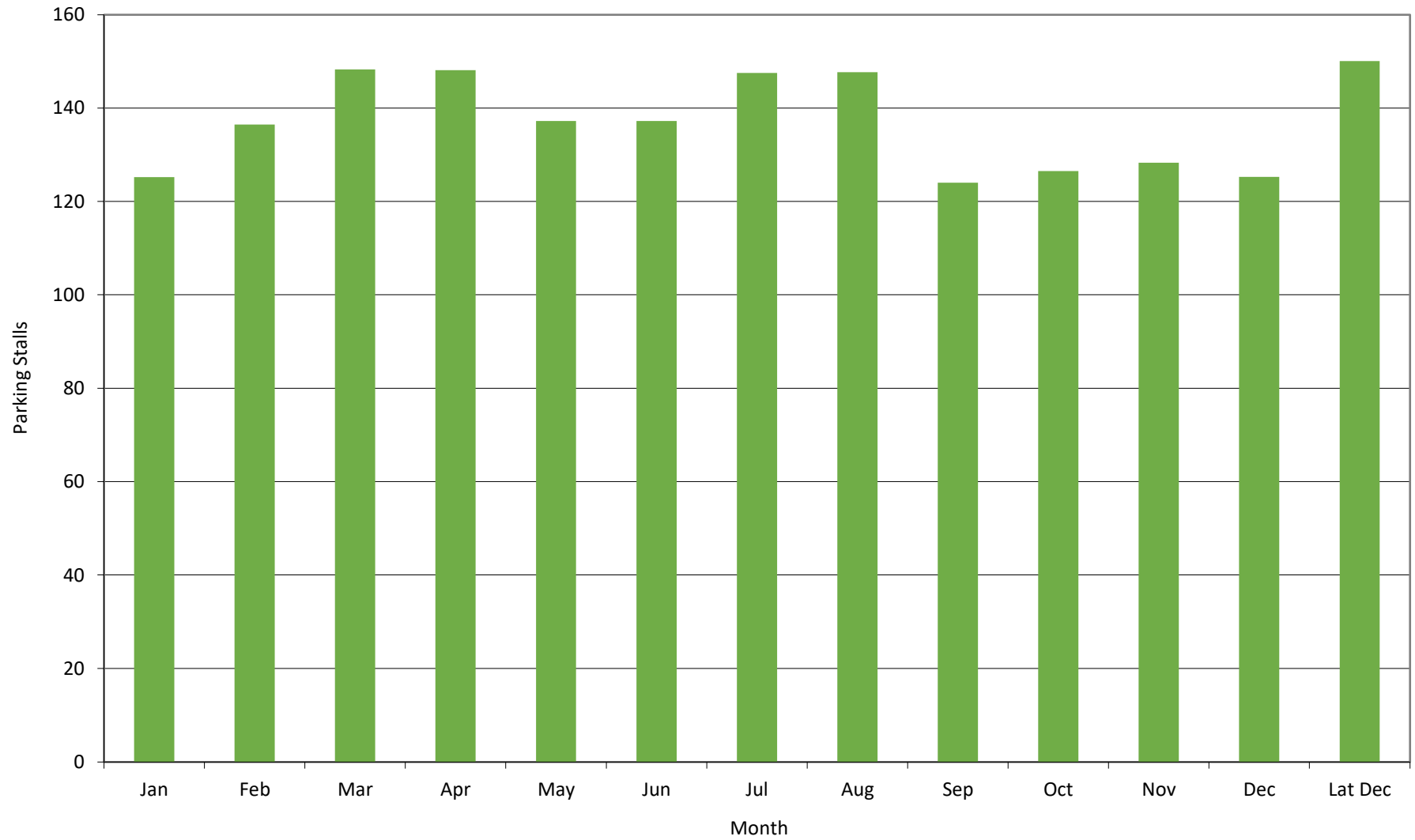
Project: Temple Live

Description:

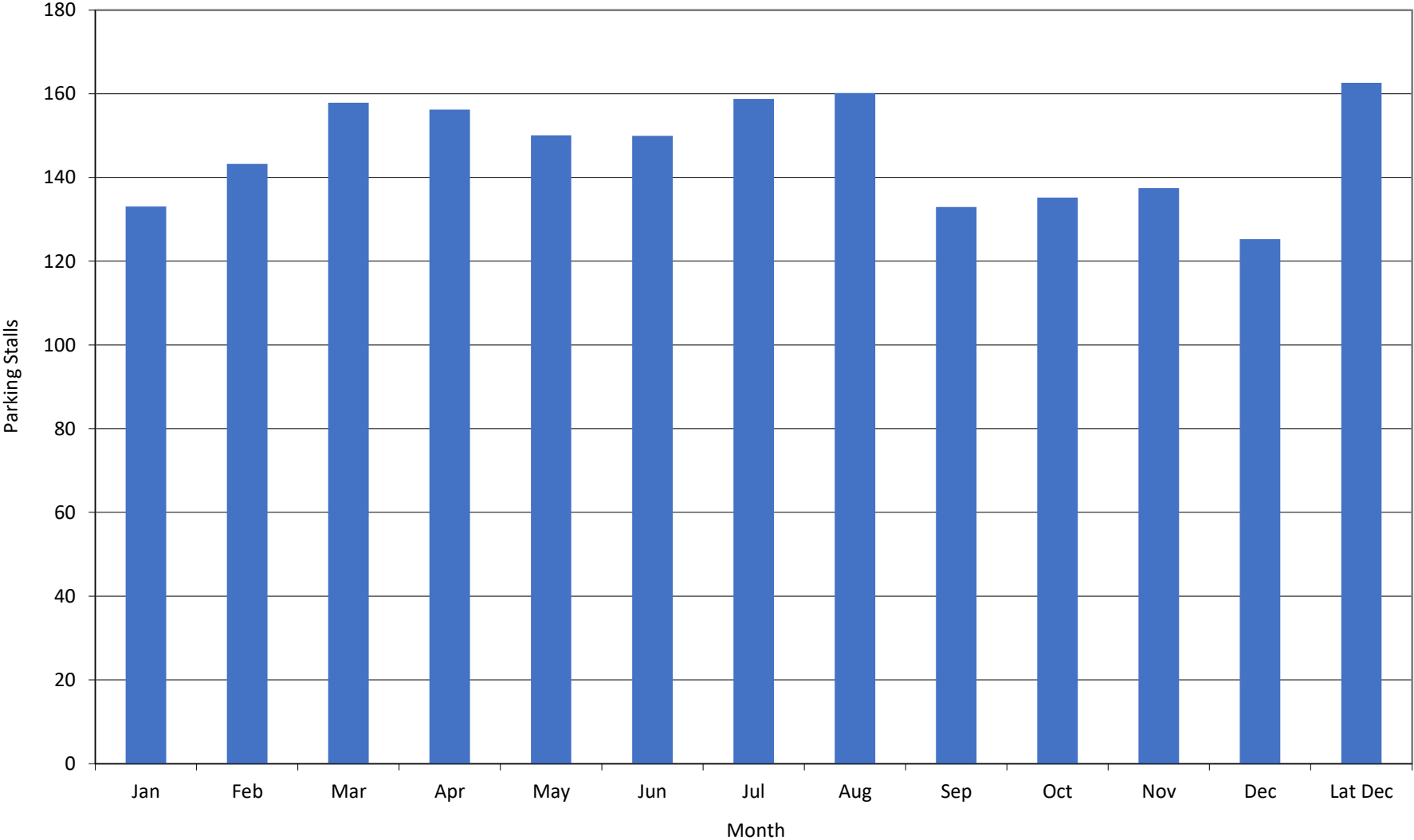
Monthly Comparison Summary						
Month	Weekday					
	Overall Pk		AM Peak Hr		PM Peak Hr	
	Time	Demand	Time	Demand	Time	Demand
January	9 AM	125	9 AM	125	1 PM	122
February	9 AM	136	9 AM	136	1 PM	128
March	9 AM	148	9 AM	148	1 PM	140
April	9 AM	148	9 AM	148	1 PM	138
May	9 AM	137	9 AM	137	1 PM	136
June	9 AM	137	9 AM	137	1 PM	135
July	9 AM	148	9 AM	148	1 PM	140
August	9 AM	148	9 AM	148	1 PM	148
September	1 PM	124	9 AM	120	1 PM	124
October	1 PM	127	9 AM	120	1 PM	127
November	1 PM	128	9 AM	120	1 PM	128
December	1 PM	125	9 AM	102	1 PM	125
Late December	9 AM	150	9 AM	150	1 PM	142
Monthly Average						133

Monthly Comparison Summary						
Month	Weekend					
	Overall Pk		AM Peak Hr		PM Peak Hr	
	Time	Demand	Time	Demand	Time	Demand
January	12 PM	133	8 AM	121	12 PM	133
February	12 PM	143	8 AM	133	12 PM	143
March	12 PM	158	8 AM	147	12 PM	158
April	12 PM	156	8 AM	146	12 PM	156
May	12 PM	150	8 AM	136	12 PM	150
June	12 PM	150	8 AM	136	12 PM	150
July	12 PM	159	8 AM	147	12 PM	159
August	12 PM	160	8 AM	148	12 PM	160
September	12 PM	133	9 AM	118	12 PM	133
October	12 PM	135	9 AM	118	12 PM	135
November	12 PM	137	9 AM	121	12 PM	137
December	12 PM	125	11 AM	100	12 PM	125
Late December	1 PM	163	8 AM	140	1 PM	163
Monthly Average						146

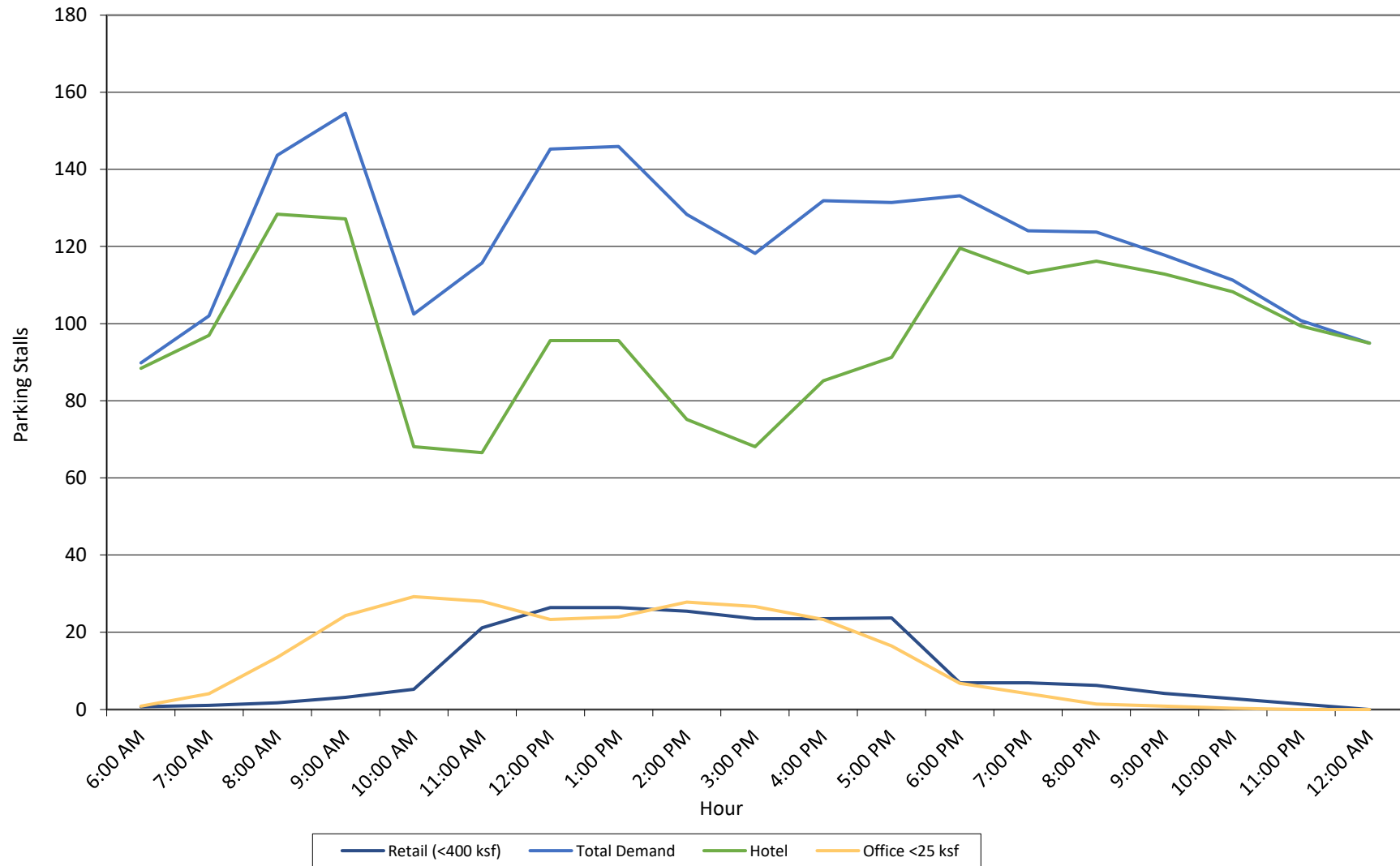
Weekday Month-by-Month Estimated Parking Demand



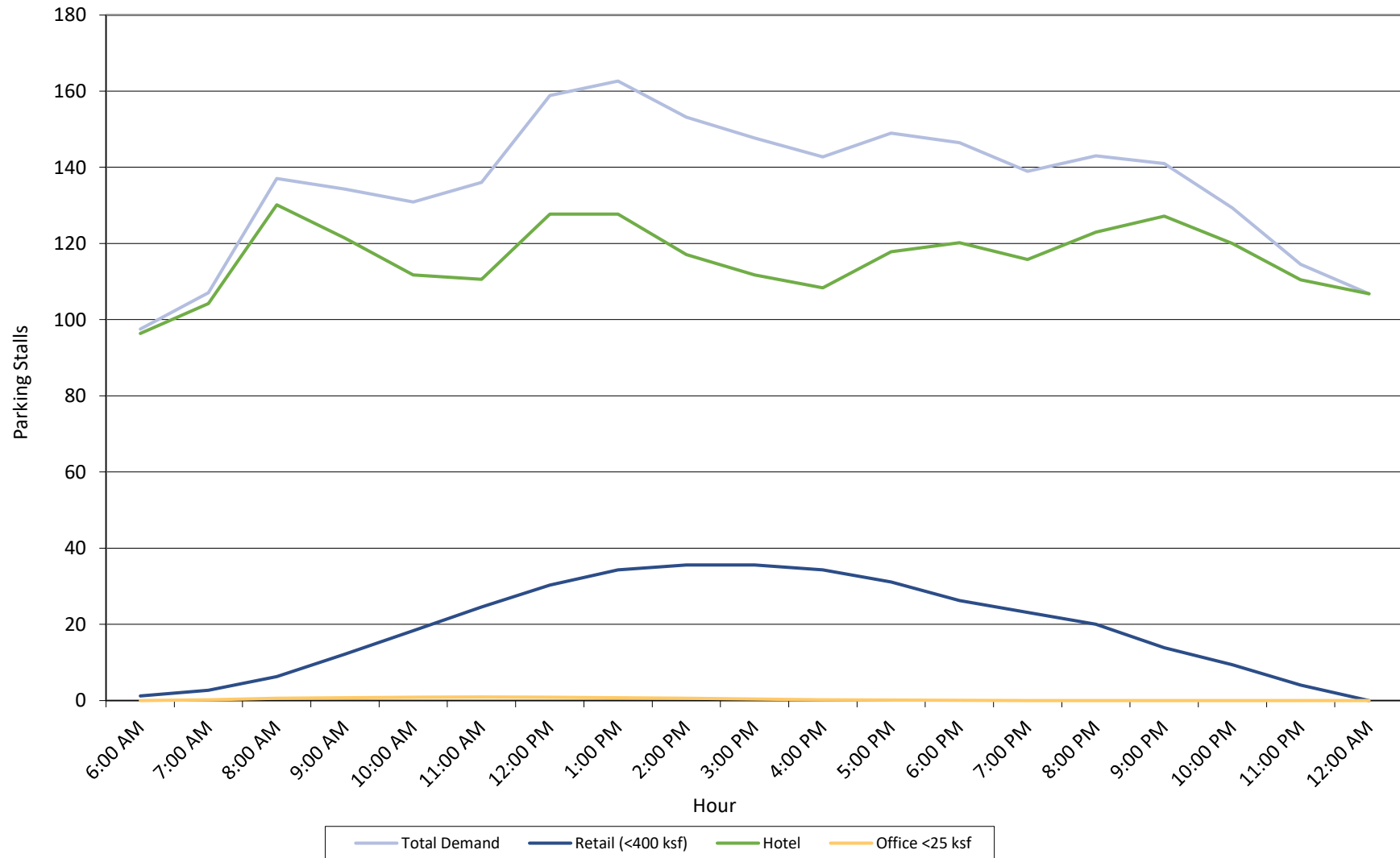
Weekend Month-by-Month Estimated Parking Demand



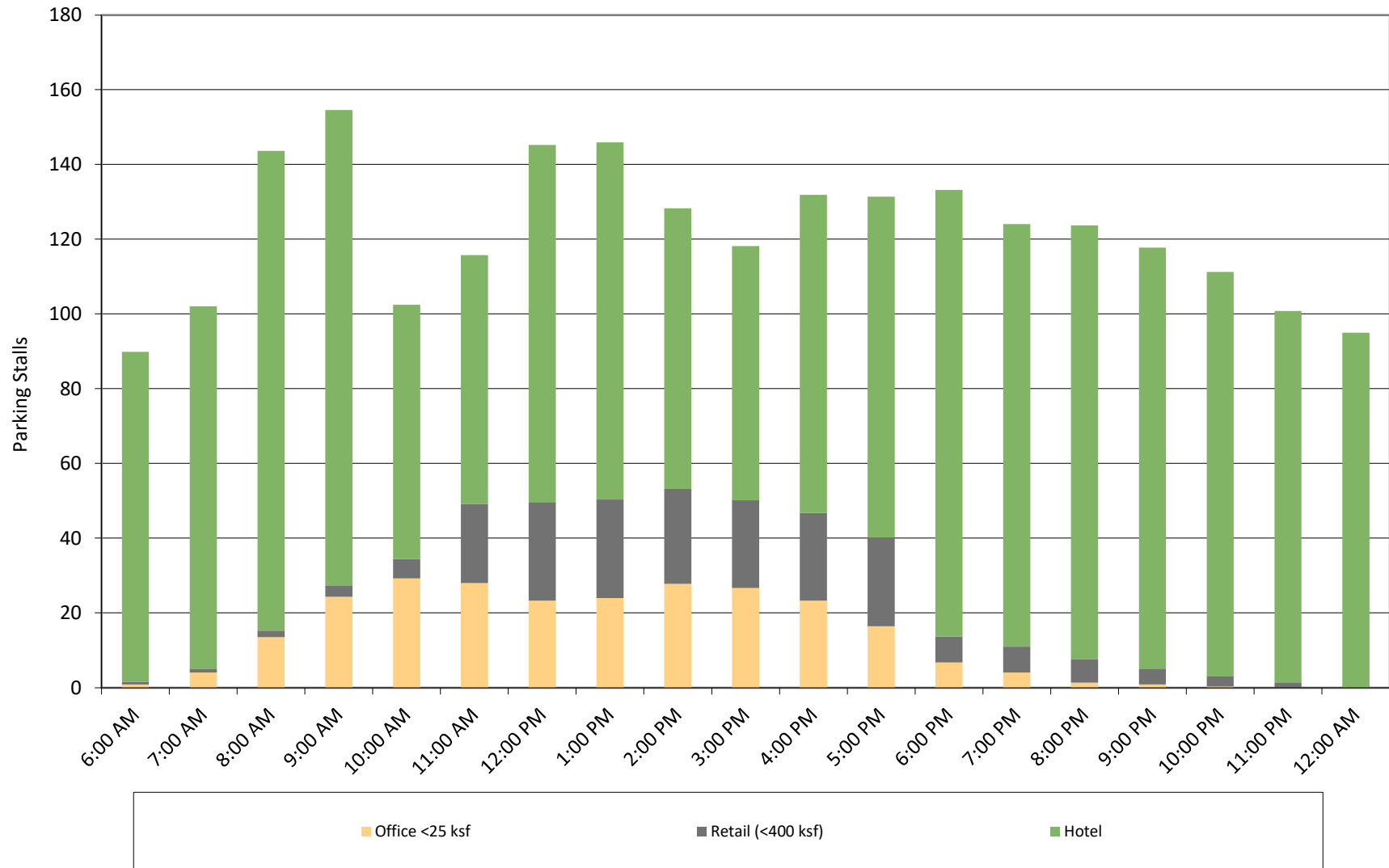
Peak Month Daily Parking Demand by Hour (Weekday)



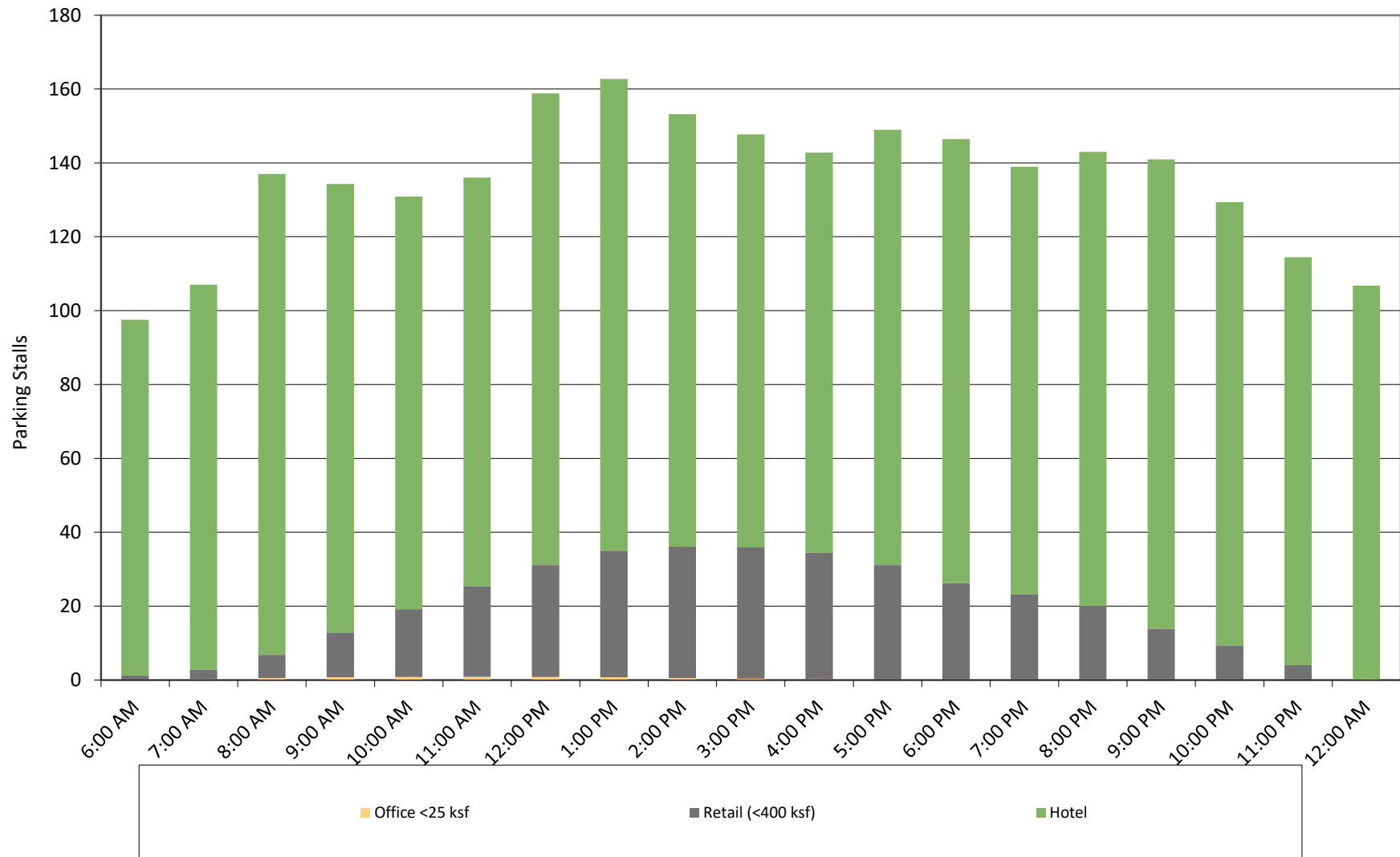
Peak Month Daily Parking Demand by Hour (Weekend)



Peak Month Daily Parking Demand by Hour (Weekday)



Peak Month Daily Parking Demand by Hour (Weekend)

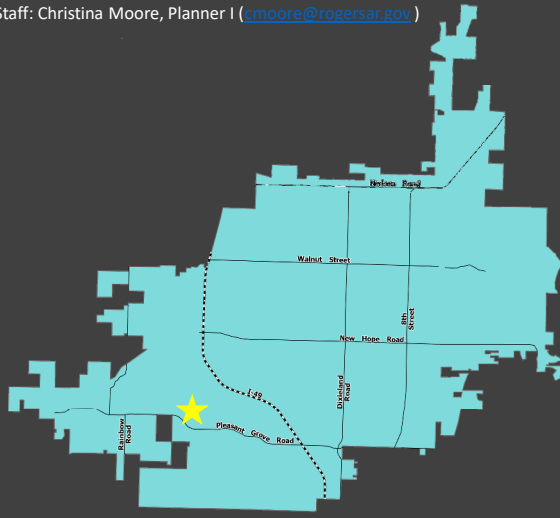




Variance SOHO

PLANNING

Staff: Christina Moore, Planner I (cmoore@rogersar.gov)



Vicinity Map

Location

4901 Champions Dr

Nature of Request

To allow a reduction of the requirement that 60% of a building's primary façade line be in the build-to zone

- *Previously approved variance in March 2023*

Zoning

C-3 (Neighborhood Commercial)

Proposed Use

Multi-use commercial development under LSDP Review

Representative

Geoff Bates, Bates & Associates, Inc

Summary:

This site is located in west Rogers south of the Pinnacle Hills round-a-bout, near W Pleasant Grove and S Champions. This variance was previously approved in March 2023, however, the associated large scale expired in April 2024.



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.

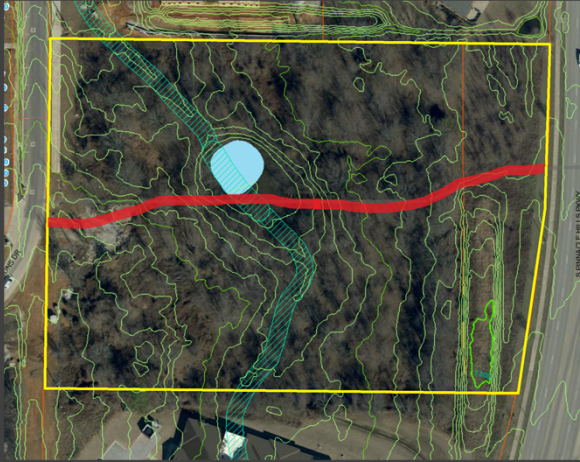
Board of Adjustment Duties Per Sec. 14-724(e)(1):

- 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.



Board of Adjustment

PLANNING



Site Conditions:

- The natural drainage of the site is in the middle.
- Nearby sites have driveways that we have asked the developer to add curvature to their road to match.

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.

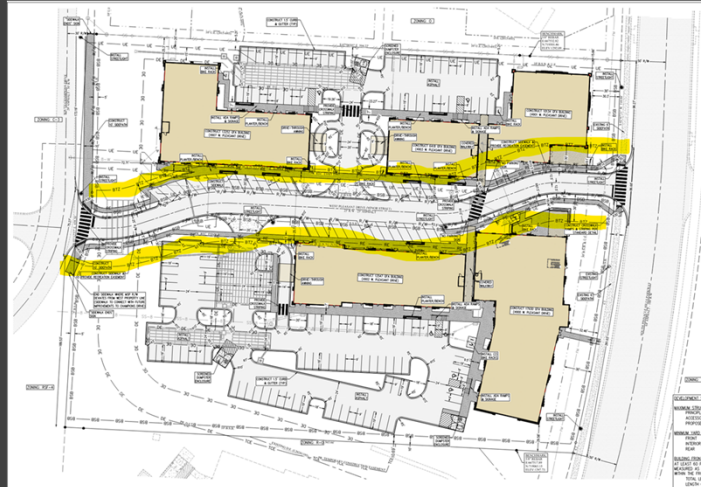


Variance SOHO

PLANNING

Request

- To vary from the required 60% of a building's primary façade line be in the build-to-zone. Sec 14-710(d)(3)
- The applicant is proposing 59% primary façade line in the build-to-zone on the south side of Pleasant Drive .



Site Plan

Request:

- To vary from the required 60% primary façade in the build-to-zone

Proposal:

- The applicant is proposing 59% primary façade in the build-to-zone on the south side. The north side of the development is meeting the requirement with 66% in the build-to-zone.



Variance SOHO

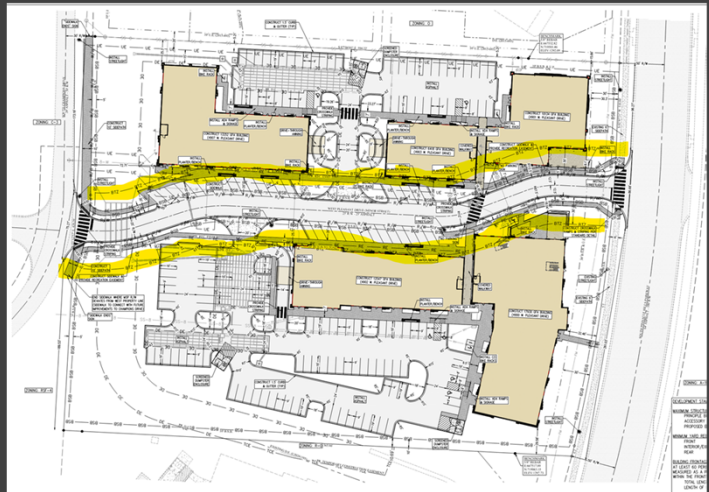
PLANNING

Applicant Hardship

"Due to the existing swale located on the SE corner of the development we are having to propose a large swale through this development. Due to the swale running along the western property line we are unable to propose any permanent structure along the western side of the development"

Applicant Spirit and Intent

"We are providing building frontage along the majority of the property."



Stated Hardship:

- The applicant states their hardship is due to a drainage swale on the western side of their property preventing further buildings on that side of property.

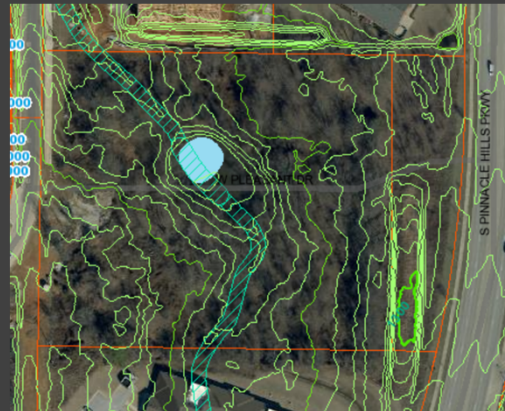
Spirit and Intent:

- They state they are meeting the purpose and intent by providing building frontage on the majority of the property.



Staff Analysis of Request

Variance Request Factors	
Does strict enforcement of the code cause undue hardship due to circumstances that are unique to this property?	No, the natural drainage of the site is in the middle and the development proposes moving the natural flow to the west. The plans are short 1% and they could widen the patio or one of the buildings by 6 feet to meet the requirement.



Site Drainage

Analysis:

- Staff finds the hardship was created by changing the natural flow of the property; however, most of the build-to requirement is being met.

C-3 (Neighborhood Commercial): The purpose and intent for areas designated as Neighborhood Centers on the city's Comprehensive Growth Map. The ideal application of this district is the development of a compact, mixed-use, neighborhood-oriented environment that transitions into lower density residential near Neighborhood Center boundaries. This district allows uses that provide essential goods and services to surrounding neighborhoods in a way that promotes placemaking and pedestrian accessibility. It is also intended to encourage medium-density residential development such as townhomes, bungalow courts, and other multi-unit or attached single-family housing types. Because the permitted non-residential uses are intended to be integral to the functions of a neighborhood, emphasis is placed on design and neighborhood compatibility. Sec. 14-710 (a).



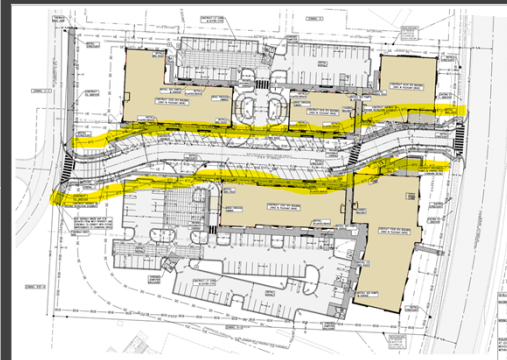
Variance SOHO

PLANNING

Staff Analysis of Request

Variance Request Factors

How is the spirit and intent of the code being met?	Mostly. The spirit and intent of this requirement is to create a walkable environment for pedestrians to be able to peer into storefronts or outdoor spaces like patios and plazas. The applicant is meeting more than the requirement with 66% in the build-to zone on the north side and only short 1% on the south side of the development.
Can the difficulty be obviated by some feasible method other than a variance?	Yes, the developer could widen one of the buildings or patios by 6 feet.



Site Plan

Analysis:

- Staff finds the spirit and intent of the code is mostly being met. The buildings to the north are in the build to zone 66% of the frontage. The southern property is short by 1 % or 6 feet.
- The variance can be avoided, but would require 6 feet of additional building in the build-to-zone.

C-3 (Neighborhood Commercial): The purpose and intent for areas designated as Neighborhood Centers on the city's Comprehensive Growth Map. The ideal application of this district is the development of a compact, mixed-use, neighborhood-oriented environment that transitions into lower density residential near Neighborhood Center boundaries. This district allows uses that provide essential goods and services to surrounding neighborhoods in a way that promotes placemaking and pedestrian accessibility. It is also intended to encourage medium-density residential development such as townhomes, bungalow courts, and other multi-unit or attached single-family housing types. Because the permitted non-residential uses are intended to be integral to the functions of a neighborhood, emphasis is placed on design and neighborhood compatibility. Sec. 14-710 (a).



Variance SOHO

PLANNING



Aerial Map

Recommendation

- **CONSIDER** the request to vary from the required 60% required façade in the build-to-zone on the south side of the development.

Public Input:

No public input received.

Recommendation:

CONSIDER the request to vary from the 60% required façade in the build-to-zone on the south side of the development.