



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

PLANNING COMMISSION MEETING AGENDA

MARCH 18, 2025

5:30 PM

ONLINE VIEWING:

PLANNING COMMISSION: [HTTPS://US02WEB.ZOOM.US/J/88296122212](https://us02web.zoom.us/j/88296122212)

BOARD OF ADJUSTMENT: [HTTPS://US02WEB.ZOOM.US/J/88296122212](https://us02web.zoom.us/j/88296122212)

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AGENDA

CALL TO ORDER:

ROLL CALL:

DECLARATION OF ABSTENTION:

MINUTES:

- a. March 4, 2025
- b. March 10, 2025

REPORTS :

- a. Staff
- b. Commissioners

PUBLIC FORUM:

Public testimony on any issue not listed on the agenda may be provided at this time.



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CONSENT AGENDA:

The Planning Commission may remove any item from consent for further discussion and separate motion and vote.

Bekaert Corporation Rezone Approving a rezone subject to standard review at 1 W. Bekaert Drive from the I-2 (Heavy Industrial) zoning district to the HC (Highway Commercial) zoning district.

STAFF: Zachery Birdsong

REPRESENTED BY: Libby Topping

REGULAR AGENDA - ITEMS REMOVED FROM CONSENT:

The Planning Commission may remove any item from consent for further discussion and separate motion and vote.

REGULAR AGENDA - OLD BUSINESS:

None.

REGULAR AGENDA - NEW BUSINESS:

a. Discuss forthcoming Unified Development Code amendments.

STAFF: Joe Rexwinkle

COMMISSIONERS' FINAL COMMENTS:

ADJOURN PLANNING COMMISSION:

CALL TO ORDER BOARD OF ADJUSTMENT:

MINUTES:

a. March 4, 2025

OLD BUSINESS :

None.

NEW BUSINESS:

a. Fields at Pinnacle Lot 3 Hotel Vin Variance Requesting a variance from the Unified Development Code at 5501 W. Madison Avenue in the T5.2 (City Medium-Intensity) and T4.2 (Neighborhood High-



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Intensity) zoning districts.

STAFF: Nicholas Little

REPRESENTED BY: Chris Bakunas

ADJOURN BOARD OF ADJUSTMENT:



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ROGERS PLANNING COMMISSION MINUTES

The Rogers Planning Commission met for a public meeting at Rogers City Hall at 301 W. Chestnut Street on March 4, 2025 at 5:44 P.M. The meeting was called to order by Chairman Steve Lane followed by the Pledge of Allegiance.

ROLL CALL

Commissioners attending: Jorge Andrade, Samantha Best, Hannah Cicioni, Kevin Jensen, Steve Lane, Ed McClure, Isaac Stevens, and Ezequiel Tovar.

ACTION ON MINUTES

Motion by McClure, second by Cicioni, to approve the February 4, 2025, Planning Commission meeting minutes as presented.

Voice Vote: Unanimous – Yes. *Motion carried.*

APPROVED.

DECLARATION OF ABSTENTION

Chairman Lane asked that any Commissioners needing to abstain on agenda items state so and not participate in discussion or vote on the item. Lane abstained from the FLUM Amendments and HOFDO rezoning.

REPORTS

None.

PUBLIC FORUM

Doug Brinley stated that him and surrounding neighbors hadn't seen the new agenda for the March 4th Planning Commission and requested to see the agenda. Senior Staff Attorney John Pesek and Chairman Lane both noted that the agenda was posted on the city website.

CONSENT AGENDA

a. Olympus Rezone

Approving a rezoning subject to standard review at 4199 W. New Hope Road from the T4.2 (Neighborhood High-Intensity) zoning district to a mix of the T4.2 (Neighborhood High-Intensity) and T5.2 (City Low-Intensity) zoning districts.

The Chairman opened the public hearing for comments.

- Scott Bowman – proposed development will have a massive impact on quality of life, safety and property values of Bloomfield residents.

Chairman Lane stated that this item would be moved to the regular agenda.

REGULAR AGENDA – Items Removed from Consent

a. Olympus Rezone

Approving a rezone subject to standard review at 4199 W. New Hope Road from the T4.2 (Neighborhood High-Intensity) zoning district to a mix of the T4.2 (Neighborhood High-Intensity) and T5.2 (City Low-Intensity) zoning districts.

Planner Zachery Birdsong noted that this request is to rezone a portion of the property to T5.2 (City Low-Intensity). The applicant's current proposal shows the T5.2 zoning approximately 76' away from the northern property line at its closest. It is over 200' away from the northern property line at the southwest portion of the site. There are also some existing utilities and stormwater pipes that exist on site, limiting the developable area. The subject property is located within the City Corridor Placetype and T5.2 zoning is standard review within this Placetype. T5.2 allows for 8 stories and does allow for more commercial uses. The proposed area for T5.2 is within one full transect of adjacent zones. A portion of the property to the north is shown to remain T4.2 to act as a transition from the residential properties to the north. The request is consistent with the FLUM and staff is recommending approval of the rezone request.

Will Kellstrom represented the request and noted that T4.2 and T5.2 are both allowed as standard review in City Corridor which is what the property is designated on the Future Land Use Map. Kellstrom noted that the buffer zone on the north end of the property has always been part of the plan and they actually increased that buffer so that it lined the entire northern property along Arapaho Drive. The northern part of the property will be challenging to work and you can be reasonably assured that nothing is going to take place up there.

The Chairman reopened the public hearing for comments.

- Doug Brinley – stated that him and neighbors would request that the rezone be tabled.
- Philip Martin – stated that a previous rezone in 2016 from R-O to C-2 was denied and hopes the current commissioners will respect the previous decision and deny this request.
- Dylan Shaddox – in support of the request.
- Adam Wilson – against request and has concerns about privacy and parking.

The public hearing was declared closed.

Commissioner Best expressed her concerns about the possibility of an 8-story building in this area. Commissioner's further discuss height transition standards.

Commissioner Jensen asked Kellstrom what specific entitlements he's seeking from T5.2 that he can't get from T4.2. Kellstrom stated that since so much of the property is difficult to use because of existing encumbrances, they need the additional density on the southern end of the property.

Commissioner Stevens noted that he can see this as a rezone to allow because the higher density would allow housing to be built more affordably at this site than if they use the same amount of property to appeal mass houses.

Motion by Stevens, second by Cicioni, to recommend the rezone request to City Council for approval. Voice Vote: 6 – Yes, 2 – No (Best and Jensen) Motion carried.

APPROVED.

REGULAR AGENDA – Old Business

a. Beauty 4 Ashes Investments Rezone

Approving a rezone subject to standard review at 721 W. Persimmon Street from the T4.1 (Neighborhood Medium-Intensity) zoning district to the T4.2 (Neighborhood High-Intensity) zoning district.

Planner Amber Long noted that this request is standard review in Urban Neighborhood. Urban Neighborhood is a mix of housing and neighborhood scale services. This request is consistent with the area and consistent with the existing uses so staff is recommending approval.

Ben Fernando represented the request and had no further comments.

The Chairman reopened the public hearing for comments. There were none. The public hearing was declared closed.

Motion by Cicioni, second by Jensen, to recommend the rezone request to City Council for approval. Voice Vote: Unanimous – Yes. Motion carried.

APPROVED.

b. Dung Nguyen & Xinh Dinh Le Rezone

A rezone request subject to enhanced review at 315 S. Promenade Boulevard from the T2 (Rural) zoning district to the T5.1 (City Low-Intensity) zoning district. (*Tabled at 1/21/25 PC Meeting*)

Planner Amber Long stated that this request is enhanced review in the Urban Neighborhood and noted that nothing has changed in the report from when it was heard at the 1/21 PC meeting. There was discussion when it was heard the first time about the transition standards and how it would affect this property if developed under T5.1. The height would be limited to one story above the maximum height allowed on the abutting lot within 40' of the property line. Buildings must meet the minimum interior yard setback requirement for the abutting property. Proposed development in T5.1 shall provide Buffer Type A (Table 5.5.5.A) along property lines abutting T2. Staff recommends approval of the request.

Will Kellstrom represented the request and stated that the applicant does not have any concrete plans for this site and is requesting T5.1 for some of the additional uses allowed. He noted that a 6-story building here would be unlikely due to the height standards transitions.

The Chairman reopened the public hearing for comments.

- Doug Raymond – asked if T4.2 allows eating and drinking. Planning

Planning staff clarified that eating and drinking would not be allowed at this location because it is not in a center placetype.

The public hearing was declared closed.

Commissioners discuss transition standards and agree they don't have any issues with the uses in T5.1 but are concerned with the height.

Motion by McClure, second by Stevens, to recommend the rezone request to City Council for approval.

Voice Vote: Unanimous – Yes. Motion carried.

APPROVED.

c. RRA Real Estate Developers Rezone

Approving a rezoning subject to enhanced review on 44.27 acres near the intersection between W. Pleasant Grove Road & S. Rainbow Road from the T2 (Rural) zoning district to a mix of the T5.1 (City Low-Intensity), T4.1 (Neighborhood Medium-Intensity), and T4.2 (Neighborhood High-Intensity) zoning districts. *(Tabled at 1/7/25 PC Meeting)*

Planner Nicholas Little noted that this request was initially heard at the 1/7 Planning Commission meeting and noted that the applicant has updated their request. The updated zoning plan shows T4.2 as the intense center of the development along W. Pleasant Grove Road, T4.1 in the center of the property, and T3.2 along the edges of the property.

The zoning request of T3.2 in the Urban Neighborhood placetype is considered enhanced review. Typically, Urban Neighborhood would call for a more intense zoning that would allow a more urban building bulk, but in this case, T3.2 would be appropriate due to the adjacencies. All criteria are being satisfied for this enhanced review request.

The zoning request of T4.2 in the Neighborhood Center placetype is considered an enhanced review. In this instance, T4.2 is the highest intensity zone proposed and it's located central to the development and relatively central to the intersection in which the Neighborhood Center is based. This zone would allow some specific commercial uses and more housing types, which would attribute to this actually becoming a neighborhood center. All criteria are being satisfied for this enhanced review request.

The following are considered standard review per the UDC: T3.2 zoning in Neighborhood Fabric; T4.1 in Urban Neighborhood and Neighborhood Fabric; T4.2 in Urban Neighborhood.

The criteria for all of these standard review rezone requests are being met.

Staff recommends approval of the rezone request as revised by the applicant.

Taylor Lindley represented the request and stated that they've made several changes to the original request, taking feedback from the commission and neighbors. T3.2 is proposed around the entire boundary other than Pleasant Grove Road, in which they've removed T5.1 and are now proposing T4.2. This will still allow some of the same uses they are seeking and will restrict the building height to 4-stories.

The Chairman opened the public hearing for comments. There were none.
The public hearing was declared closed.

Motion by Andrade, second by McClure, to recommend the revised rezone request to City Council for approval.

Voice Vote: Unanimous – Yes. Motion carried.

APPROVED.

REGULAR AGENDA – New Business

a. Annual review of the Rogers Comprehensive Plan in accordance with Section 2.9.3 of the Unified Development Code.

During this session we will hold a public hearing and begin discussing potential changes to the Future Land Use Map (FLUM).

Planning Deputy Director Joe Rexwinkle provided an overview of the annual review process for the Rogers Comprehensive Plan. The review includes four potential amendments to the FLUM, two of which are related to rezoning applications. Rexwinkle provides the following criteria you should consider when adopting the proposed amendments: whether the amendment proposes fiscal and environmental sustainability, meets the challenge of changing conditions, promotes public health, safety, and welfare.

The first amendment pertains to property along Dodson Road, south of future Oak Street. Last summer there was a rezone/DCP application for an apartment complex at the southwest corner of Oak and Dodson. After staff spoke with some of those neighbors, they agreed that Regional Corridor is too intense to be right next to their neighborhood. This amendment would change the placetype from Regional Corridor to Urban Neighborhood and Suburban Neighborhood.

The Chair opened the public hearing for comments. There were none.
The public hearing was declared closed.

Cicioni asked if there are additional setbacks or standards that would apply if Suburban Neighborhood abuts Urban Neighborhood. Rexwinkle stated that the transition in height and setbacks previously referenced applies regardless of the zoning district and would carry forward in these two placetypes.

Motion by McClure, second by Andrade, to amend the FLUM to Suburban Neighborhood and Urban Neighborhood.

Voice Vote: 7– Yes, 1 – Abstained (Lane). Motion carried.

APPROVED.

The second amendment is an area north of downtown that should be IAT. The map that was presented to the Planning Commission and City Council back in July showed this area as IAT (Industry and Technology) but the map that was signed by the Mayor and put online showed it

as Downtown City Center placetype. Staff is seeking permission to change the official map to reflect what was previously approved which shows the subject area as Industry and Technology.

The Chair opened the public hearing for comments. There were none.
The public hearing was declared closed.

Motion by McClure, second by Jensen, to amend the FLUM to Industry and Technology.

Voice Vote: 7– Yes, 1 – Abstained (Lane). Motion carried.

APPROVED.

The third amendment is associated to a rezone application. The property is located at the south end of the city adjacent to Lowell. It is one of the three Regional Centers and it is more auto oriented in terms of the districts and uses allowed. The applicant had filed a rezone to I-1 (Light Industrial) so that they would be allowed a specific use. This would require changing the placetype to an Industry and Technology placetype or a Highway Corridor placetype. The City of Lowell made changes to their own ordinance to prohibit industrial uses along Goad Springs to reduce future impact of truck traffic. Lowell is also in the process of shifting the Razorback Greenway from the east side of the road to the west side of Goad Springs and is beginning work to tunnel the Greenway below AR-264 at Goad Springs. For all of these reasons staff does not support the FLUM amendment request.

The Chair opened the public hearing for comments.

- Libby Topping – noted that the developer would like to do a similar project to what is north of this site and said they do not anticipate the same kind of traffic as an industrial site.
- Marshall Savers – they are looking to do what is existing in the area and is in support of the request.

The public hearing was declared closed.

Jensen asked if there is another zone that better fits what the applicant is requesting. Rexwinkle noted that with a form-based code it consolidates a lot of uses into one broader category. In this case it's warehousing and the use would be allowed in the Highway Corridor which is an allowed zone in the Pleasant Grove Regional Center but it doesn't meet the use standards.

Motion by McClure, second by Stevens, to deny the FLUM amendment to Industry and Technology.

Voice Vote: 7– Yes, 1 – Abstained (Lane). Motion carried.

DENIED.

The fourth amendment is for a property to the east of Bellview Road and north of Perry Road. Some of the properties to the east of Bellview are part of the Uptown Regional Center and what is being requested is to expand the Regional Center further east. The proposed map shows that they are suggesting to change area A from Urban Neighborhood to Uptown Regional Center and area B from Neighborhood Fabric to Urban Neighborhood to provide adequate transition for area A.

The Chair opened the public hearing for comments.

- Taylor Lindley - the property to the south of Perry Road is already Uptown Regional Center so they would just be continuing that to the north.
- Greg Paschal – concerns about city services in this area, specifically the lack of city water and it's impact on public safety and welfare.

The public hearing was declared closed.

Community Development Director John McCurdy said he think's there could be a remedy for the neighbor that spoke out against the request. If the development came through, he could launch a complaint and then staff could require the developer to provide the water line to his property.

Motion by Stevens to approve the FLUM amendment to change area A to Uptown Regional Center.

Commissioners asked if they could make two separate motions for this FLUM amendment. Senior Staff Attorney John Pesek states that they could take them up separately or together.

Chair Best stated there was a motion and asked if there was a second. There was no second and Stevens withdrew his motion.

Motion by Andrade, second by McClure, to table FLUM amendment number four to the 3/18 PC meeting.

Voice Vote: 7– Yes, 1 – Abstained (Lane). Motion carried.

TABLED.

b. HOFCO Rezone

Approving a rezone on ±17 acres located NE of Bellview and Perry Road from the T2 (Rural) zoning district to the T5.2 (City Medium-Intensity) and T5.1 (City Low-Intensity) zoning district.

Rexwinkle states there is no need for a report since they have to table this request based on their decision for FLUM amendment number four.

The Chair opened the public hearing for comments. There were none.

The public hearing was declared closed.

Motion by McClure, second by Cicioni, to table this rezone to the 3/18 Planning Commission meeting.

Voice Vote: 7 – Yes, 1 – Abstained (Lane) Motion carried.

TABLED.

c. Review sign code draft.

Planner Zachery Birdsong noted that there is no intent for a motion of the sign code draft, just for discussion and input. Birdsong describes the 11 subsections of the proposed sign code and goes through some of the proposed allowances in the draft.

Commissioners and staff review existing signs in the city as examples using the sign code draft.

McCurdy states there is no specific timeline for when this would be approved but would appreciate any feedback on the sign code draft from the commission.

COMMISSIONERS' FINAL COMMENTS

None.

ADJOURN

There being no further business, the Chair adjourned the meeting at 8:05 p.m.

ATTEST:

APPROVED:

Derek Burnett, Secretary

Steve Lane, Chairman



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ROGERS PLANNING COMMISSION MINUTES

The Rogers Planning Commission met for a public meeting at Rogers City Hall at 301 W. Chestnut Street on March 10, 2025 at 5:30 P.M. The meeting was called to order by Chairwoman Samantha Best followed by the Pledge of Allegiance.

ROLL CALL

Commissioners attending: Samantha Best, Hannah Cicioni, Kevin Jensen, Ed McClure, Isaac Stevens, and Ezequiel Tovar.

DECLARATION OF ABSTENTION

Chairwoman Best asked that any Commissioners needing to abstain on agenda items state so and not participate in discussion or vote on the item.

REGULAR AGENDA – Old Business

a. Review of FLUM Amendment #4

Amend the FLUM to Uptown Regional Center and Urban Neighborhood. *(Tabled at 3/4/25 PC Meeting)*

Planning Deputy Director Joe Rexwinkle explains the proposed changes to the Future Land Use Map and highlights the areas to be changed. He presents the current zoning and FLUM for the subject areas, explaining the maximum allowed zones under standard review and the placetypes. Staff supports the proposed FLUM changes to ensure consistency across the city.

The Chairwoman opened the public hearing for comments.

- Ali Karr – proposed amendment provides consistency.
- Anthony Cardarelli – opposes the extension of 30th Street through his property as shown on the Master Street Plan and states there are drainage issues in this area.
- Karen Arriaza – concerns about the ability to keep livestock, the impact of development on their well water quality and the cost of connecting to city water. Potential traffic and safety issues with 30th Street extension.
- Greg Paschal – attended the 3/4 PC meeting and had concerns about city services in the area and development impact on public safety and welfare. Would like staff to address issues that were previously made.

The public hearing was declared closed.

Senior Staff Attorney John Pesek clarifies that the discussion is not about the Master Street Plan but the FLUM amendments. Concerns about the Master Street Plan can be made to Community Development.

Brian Sartain from Rogers Water Utilities explains the plan to extend water mains along Capps Road and the potential impact on wells.

Community Development Director John McCurdy adds that water connectivity issues will be addressed during the site plan review process. The city is committed to ensuring water availability and noted that the city has a history of replacing wells with municipal water lines as development occurs.

Commissioner Jensen reiterates the importance of consistency in zoning and land use for future development.

Motion by Cicioni, second by Jensen, to amend the FLUM to Uptown Regional Center and Urban Neighborhood.

Voice Vote: Unanimous – Yes. Motion carried.

APPROVED.

b. HOFCO Rezone

Approving a rezone on ±17 acres located NE of Bellview and Perry Road from the T2 (Rural) zoning district to the T5.2 (City Medium-Intensity) and T5.1 (City Low-Intensity) zoning district. *(Tabled at 3/4/25 PC Meeting)*

Planner Nicholas Little noted that this request is to rezone the property from T2 to the T5.1 and T5.2 zoning districts. Little describes the surrounding land uses and the proposed zoning plan, which includes a buffer of lower intensity zoning. The Future Land Use Map, which was just amended to make this area part of the Uptown Regional Center, would permit the requested zone T5.2 by standard review and T5.1 by enhanced review. Little presents the zone standards and permitted uses under the requested zones. Staff believes the intent of the FLUM and UDC are being achieved with this proposal and recommends approval.

Ali Karr represented the request and noted at this point the request is just for a rezone. The concerns about streets, water, and sewer would be addressed when they go through the site plan review process for the development but right now they are only requesting to bring the property into compliance with the FLUM amendment that was approved.

The Chairwoman opened the public hearing for comments.

- Greg Paschal – opposes the rezone and expresses concerns about the impact on his property and the process.

The public hearing was declared closed.

Commissioners and staff discuss potential connectivity standards and the impact of the rezone.

Motion by Jensen, second by Stevens, to recommend the rezone request to City Council for approval.
Voice Vote: Unanimous – Yes. Motion carried.
APPROVED.

COMMISSIONERS' FINAL COMMENTS

None.

ADJOURN

There being no further business, the Chair adjourned the meeting at 6:15 p.m.

ATTEST:

APPROVED:

Derek Burnett, Secretary

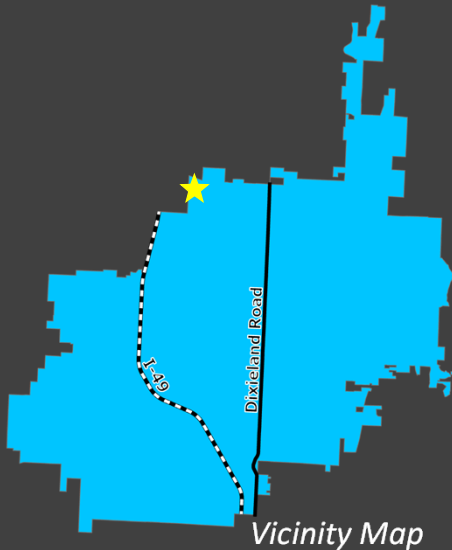
Steve Lane, Chairman



Rezone Bekaert Redevelopment

PLANNING

Staff: Zachery Birdsong, Planner (zbirdsong@rogersar.gov)



Vicinity Map

FLUM Place Type

IAT (Industry and Technology)

Current Zoning

I-2 (Heavy Industrial)

Proposed Zoning

HC (Highway Commercial)

Location

Approximately 18 acres at the SE Intersection of W Hudson and W Bekaert Road

Representative

Libby Topping, Crafton Tull

Nature of the Request:

The following request is for an amendment to the City of Rogers Unified Development Code Zoning Map, in accordance with Section 2.8 of the Rogers Unified Development Code.

Request Details:

- Proposal: The applicant is proposing to rezone approximately 18 acres of the 77 acre parcel at the southeast intersection of W Hudson and W Bekaert Road from I-1 to HC in the Industry and Technology Placetype. A preliminary plat has been submitted for the property.
- Review Type: Standard



Location Description

The subject property is located in northwest Rogers just east of Bentonville City Limits.
Parcel: 02-10579-000



Rezone

PLANNING

Bekaert Redevelopment

Zoning's Relationship to the FLUM

Table 2.8.3.A Zoning Districts Allowed in Placetypes established two types of zoning map amendment requests:

- Standard Review (SR) requests are for zones that are likely to create the envisioned placetype.
- Enhanced Review (ER) requests are for zones that may create the envisioned placetype.

Permitted Zones by Placetype Per Table 2.8.3.A

PLACETYPE	SR	ER
Industry and Technology	T5.2, HC, I-1, I-2	NA

Rezone Request

- Highway Corridor in Industry and Technology is subject to Standard Review

2.8.6 Standard Review Criteria

When reviewing and making decisions on zoning map amendments labeled "SR" for a Special Purpose District in Table 2.8.3.A, the Planning Commission shall recommend approval of the proposed district(s) where the Commission finds the Special Purpose District Criteria to be met.

About the Future Land Use Map (FLUM)

The Future Land Use Map is an element of the Comprehensive Plan identifying placetypes that the Planning Commission and City Council have carefully considered and determined to be appropriate for the future growth of the City.

2.8.3 Relationship with Future Land Use Map

"Table 2.8.3.A Zoning Districts Allowed in Placetypes sets forth zoning districts that:"

- Are likely to create the placetype envisioned by the Plan and thus conform to the Future Land Use Map. Such districts are subject to Standard Review.
- May create the placetype envisioned by the Plan and thus may conform to the Future Land Use Map. Such districts are subject to Standard Review and Enhanced Review.
- Will not create the placetype envisioned by the Plan and thus will not conform to the Future Land Use Map. Such districts will not be considered by the Planning Commission and City Council unless and until the Future Land Use Map and this UDC are amended accordingly," (UDC 2.8.3).

Summary of Request:

This request for a rezone from I-1 to HC in the Industry and Technology Placetype (IAT) is subject to Standard Review and the Special Purpose District Criteria.



Rezone

Bekaert Redevelopment

PLANNING

Rezone Request

✖ Not Met ✖ Not Applicable ● Met

HC in IAT is subject to Standard Review with Special Purpose District Review Criteria

Staff Analysis – Special Purpose District Standard Review Criteria (2.8.6.2)

- When reviewing and making decisions on special purpose district zoning map amendments labeled “SR” in [Table 2.8.3.A](#), the Planning Commission may recommend approval where the Commission finds:
 - ✔ The proposed district conforms to the applicable requirements of this UDC;
 - The requested district conforms to the applicable requirements.
 - ✔ The proposed district is likely to implement the place type envisioned by the Future Land Use Map;
 - HC is a standard review request and is determined to be likely to implement the place type envisioned by the Future Land Use Map
 - ✔ Adequate infrastructure exists to serve the development permitted in the proposed district;
 - Current infrastructure exist around the property and additional infrastructure will be required by code that will serve site.
 - ✔ The property is unlikely to development, or poorly suited for development allowed under the current district;
 - The current zoning is primarily for heavy industrial uses and does not allow for most commercial or residential development. HC zoning would allow for more diverse uses that would be beneficial to the surrounding area.
 - ✔ The proposed district will result in development compatible with the placetype assigned to nearby properties.
 - The surrounding properties are also the IAT Placetype and are therefore compatible with HC zoning. The properties in Bentonville to the west are commercial and also compatible with the requested zoning.

Staff Analysis – Special Purpose District Standard Review Criteria (2.8.6.2)

- When reviewing and making decisions on special purpose district zoning map amendments labeled “SR” in [Table 2.8.3.A](#), the Planning Commission may recommend approval where the Commission finds
- The proposed district conforms to the applicable requirements of this UDC; and
 - The requested district conforms to the applicable requirements.
- The proposed district is likely to implement the place type envisioned by the Future Land Use Map; and
 - HC is a standard review request and is determined to be likely to implement the place type envisioned by the Future Land Use Map
- Adequate infrastructure exists to serve the development permitted in the proposed district; and
 - Current infrastructure exist around the property and additional infrastructure will be required by code that will serve site.
- The property is unlikely to development, or poorly suited for development allowed under the current district; and
 - The current zoning is primarily for heavy industrial uses and does not allow for most commercial or residential development. HC zoning would allow for more diverse uses that would be beneficial to the surrounding area.
- The proposed district will result in development compatible with the placetype assigned to nearby properties.
 - The surrounding properties are also the IAT Placetype and are therefore compatible with HC zoning. The properties in Bentonville to the west are commercial and also compatible with the requested zoning.



Rezone

Bekaert Redevelopment

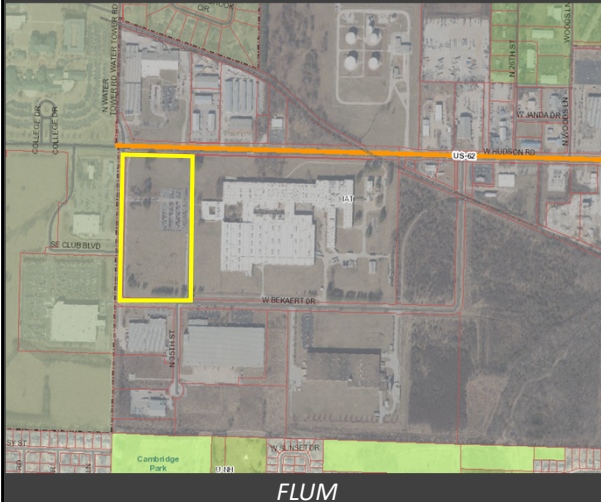
PLANNING

Rezone Request

- Highway Corridor in Industry and Technology

Staff Analysis

- "Industry and Technology areas are modern hubs for large-scale manufacturing, industrial, and office uses. These areas make use of existing transportation infrastructure such as rail, the airport, and high-capacity roadways. These areas are not inherently walkable. Active transportation facilities will be added in key locations to provide non-drivers with access to housing, retail, and services. Industry and Technology areas support a thriving economy by maintaining capacity for industries and services while promoting a more dynamic lifestyle for workforce members." Rogers Future Land Use Placetypes, pg. 5.



Placetype

Industry and Technology (IAT)

Placetype Description

"Industry and Technology areas are modern hubs for large-scale manufacturing, industrial, and office uses. These areas make use of existing transportation infrastructure such as rail, the airport, and high-capacity roadways. These areas are not inherently walkable. Active transportation facilities will be added in key locations to provide non-drivers with access to housing, retail, and services. Industry and Technology areas support a thriving economy by maintaining capacity for industries and services while promoting a more dynamic lifestyle for workforce members." Rogers Future Land Use Placetypes, pg. 5.

Future Land Use Map Analysis:

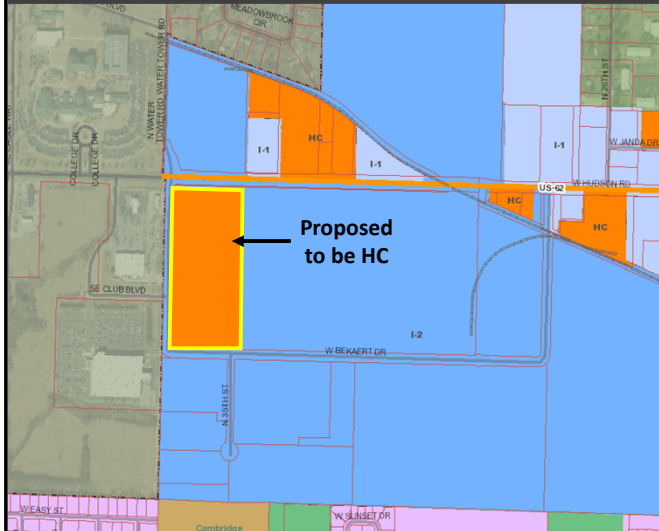
The property is surrounded by the Industry and Technology Placetype with commercial uses in Bentonville to the west. The requested zone is compatible with adjacent properties.



Rezone

Bekaert Redevelopment

PLANNING



Zoning Map

Rezone Request

- Highway Corridor in Industry and Technology

Staff Analysis

- Most of the surrounding area is Industrial with Highway Commercial zoning to the northeast and further east along W Hudson.
- The request is consistent with the FLUM and the evaluation criteria.

Current Zone (I-2)

An industrial district with uses that are not particularly noxious or dangerous but tends to consist of very large buildings, storage, and significant movement of goods and materials. (UDC Section 4.2).

Proposed Zone (HC)

A district consisting mostly of low-scale commercial strip development. These districts standards allow for the existing condition to persist, however also allow for under-utilized parts of parking lots to be filled with active uses. (UDC Section 4.2)

Zoning Analysis:

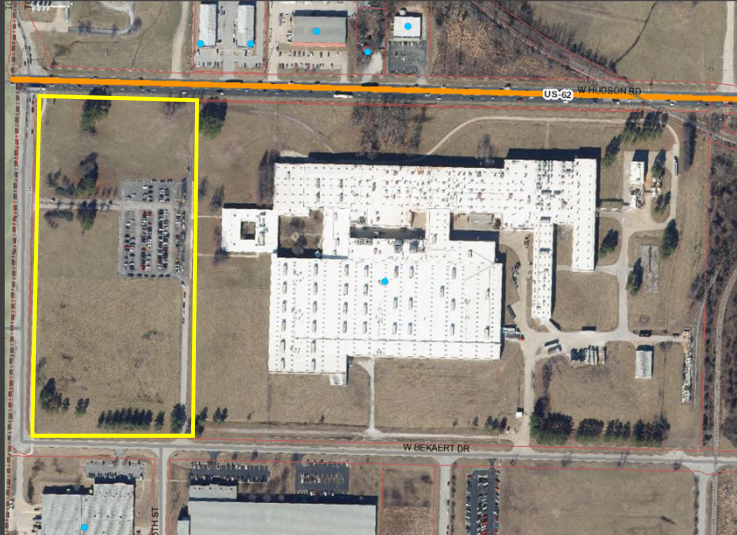
- Most of the surrounding area is Industrial with Highway Commercial zoning to the northeast and further east along W Hudson.
- The request is consistent with the FLUM and the evaluation criteria.



Rezone

Bekaert Redevelopment

PLANNING



Zoning Request

Recommendation:

APPROVE rezone, as
submitted by applicant

PUBLIC INPUT:

No public input has been received.

RECOMMENDATIONS:

Staff recommends **approval** of this request.

2.8.6 Standard Review Districts

Where the Director recommends approval of the application they shall cause the Commission to be presented with the request as part of its consent agenda. Interested persons must be provided an opportunity to speak in a public hearing before consideration of the consent agenda. Thereafter the Commission must take one of the following actions:

- Accept the findings and recommendations of the Director and recommend approval of the rezoning by a majority vote of the quorum present as part of the consent agenda; or
- Remove the application from the consent agenda for commissioner discussion on the application after which the Commission may accept the findings and recommendations of the Director and recommend approval of the rezoning by a majority vote of the quorum present or issue its findings and recommend approval or denial by majority vote of the quorum present.

PROPERTY OWNER AFFIDAVIT

The petitioner, BEKAERT CORPORATION, petitions the Planning Commission of the City of Rogers, Arkansas to rezone certain real property as set forth herein:

LEGAL DESCRIPTION:

See attached Exhibit A

LAYMAN'S DESCRIPTION:

Approximately 17 acres SE the intersection of Hudson Road and Bekaert Drive in Rogers, AR

PRESENT ZONING: I-2

ZONING REQUEST: H-C

Respectfully Submitted,

By: Bryan D. Long
(Property Owner Signature)

[Signature]

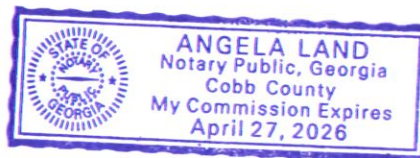
STATE OF ~~ARKANSAS~~ Georgia
COUNTY OF Cobb

Subscribed and sworn before me this the 29th day of January, 2025.

Angela Land
Notary Signature

Angela LAND
Notary Name Printed

4/27/26
Commission Expires



CERTIFICATION

I hereby state that to the best of my knowledge all property owners within 300 feet of my property have been notified by Certified mail at least 15 days prior to the upcoming public hearing for my rezone request.

Dated this the 13 day of March, 2025.

Patricia Ann Henry
Signed

Patricia Ann Henry
Name Printed

STATE OF ARKANSAS

COUNTY OF Benton

Subscribed and sworn before me this the 13 day of March, 2025.

Cynthia Murphy
Notary Signature

Cynthia Murphy
Notary Name Printed

CYNTHIA MURPHY
BENTON COUNTY
NOTARY PUBLIC - ARKANSAS
My Commission Expires January 31, 2030
Commission No. 12374367

1/31/2030
Commission Expires



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 Planning Commission in the Rogers City Hall at 301 West Chestnut Street on **March 18, 2025** at **5:30 p.m.** on the application by **Bekaert Corporation (Case #: RZ25-00066)** to rezone approximately 17 acres at the southeast corner of North Water Tower Road and West Hudson Road at **1 W. Bekaert Drive** from the **I-2 (Heavy Industrial)** zoning district to the **HC (Highway Commercial)** zoning district, the property being more particularly described as follows:

PROPERTY DESCRIPTION:

Approximately 17 acres at the southeast corner of North Water Tower Road and West Hudson Road at 1 W. Bekaert Drive

Parcel Number: 02-10579-000

Derek Burnett, Secretary
Planning Commission

PUBLISH ONE TIME ONLY: **Sunday March 2, 2025**
BILL THE CITY OF ROGERS



Executive Summary

Rogers Unified Development Code 2025 Q1 Text Amendments

- What follows is a summary of substantive amendments proposed in this periodic review cycle.
- Substantive amendments may include changes to standards, technical requirements or language, or policy changes.
- Prepared text is available for most topics. If you wish to review the prepared text (where offered) the page number is provided following each summary in parenthesis.
- The text attached is subject to change upon legal review and will be edited prior to action to correct errors in spelling, grammar, punctuation and the like.

Subject Matter	
Preliminary Plats	
Summary of Text Changes	
a. Replace term “preliminary plat” with “master plan”. (13)	
b. Amend review criteria. (16)	
c. Remove lapse of approval. (17)	
d. Add master plan as substitute for preliminary plat where a preliminary plat would otherwise be required. (17)	
Request of Commission	
Questions and feedback are welcome.	
Site Development Plans	
Summary of Text Changes	
Amend applicability criteria (20)	
Request of Commission	
Questions and feedback are welcome.	
Streets and Blocks	
Summary of Text Changes	
Introduce “street alternative” as a new term that describes features that can also be used in combination with streets to form a block.	
Request of Commission	
Questions and feedback are welcome.	
Zoning Map Amendments (Rezoning)	
Summary of Text Changes	
Amend review criteria for enhanced and standard review (23)	
Request of Commission	
Discuss and provide feedback.	
Tree Preservation	
Summary of Text Changes	

Reduce the mitigation ratio. (33)

Request of Commission

Questions and feedback are welcome.

Lots

Summary of Text Changes

Allow lots that front upon a programmed open space in lieu of a street so long as they also have alley access. (59)

Request of Commission

Questions and feedback are welcome.

Zone Standards

Summary of Text Changes

Reduce max height from 6 to 4 in T5.1, 8 to 6 in T5.2, and 10 to 8 in T5.3. (67)
2024 Q4 amendment modified this section to exempt properties adjacent to on-street parking in HC. The effect of this allows buildings to be right on the sidewalk but without any standards for glazing, entries, etc that apply in other zones. This would require such standards if a developer takes advantage of this exemption.

Request of Commission

Discuss and provide feedback.

Building Height and Height Encroachments

Summary of Text Changes

- a. Section is rewritten so as not to conflate maximum building height standards (and how height is measured) with features allowed to encroach about the roofline of a building or encroach above the maximum height allowed in the zone (features like chimneys). (73)
- b. Transition standards pertaining to building height would be relocated to this section and changed as follows:
 - i. Within 40 ft: cannot exceed 1 story above that allowed in the most intense zone subject to standard review on the adjacent property
 - ii. Between 40-80 ft cannot exceed 2 stories
 - iii. Between 80-120 ft cannot exceed 3 stories
- c. The maximum height allowed on abutting properties would be determined based upon the height allowed in the most intense zone subject to standard review in the abutting property's placetype. (73)

Request of Commission

Discuss and provide feedback.

Driveways

Summary of Text Changes

Change max driveway width to 25 ft (from 22) for residential uses since they are poured in 5 ft increments. (76)

Request of Commission

Questions and feedback are welcome.

Drive-Throughs

Summary of Text Changes

Add drive-through standards which had been inadvertently left out. (76)

Request of Commission

Questions and feedback are welcome.

Permitted Use Table

Summary of Text Changes

Allow additional uses in I-2. (76)

Request of Commission

Questions and feedback are welcome.

Eating and Drinking Use Standards

Summary of Text Changes

- a. Allow the use in T5.1 regardless of the property. (79)
- b. Allow use in T4.2 only when they do not have a drive-through, or when they are on a center placetype, or where they are on mixed-use streets and arterial streets. (79)

Request of Commission

Questions and feedback are welcome.

Retail Use Standards

Summary of Text Changes

- a. Allow outdoor display only as an accessory use (i.e. the property would also require a building where transactions occur). (79)

Request of Commission

Questions and feedback are welcome.

Auto Services Use Standards

Summary of Text Changes

Allow outdoor storage associated with this use only when located in an interior yard (i.e. not in front of building) except along Service Road typologies (where it would be permitted in the front yard). (79)

Request of Commission

Questions and feedback are welcome.

Landscaping and Screening

Summary of Text Changes

- a. Added requirement for parking lot landscaping (there exists a requirement for landscaping around parking lots, but not within). (93)
- b. Add option to grant admin adjustment for masonry screen walls (94)

Request of Commission

Questions and feedback are welcome.

Signs

Summary of Text Changes

- a. Propose immediate change to sign code pertaining to monument signs.

b. Further feedback is necessary on broader sign code amendments.

Request of Commission

Discuss and provide feedback.



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

**BOARD OF ADJUSTMENT
MINUTES
March 4, 2025**

The **Rogers Board of Adjustment** met for a public meeting at Rogers City Hall at 301 W. Chestnut Street on March 4, 2025 at 5:30 P.M. The meeting was called to order by Chairwoman Hannah Cicioni.

ROLL CALL

Board members attending: Ed McClure, Hannah Cicioni, and Kevin Jensen.

ACTION ON MINUTES

Motion by Jensen, second by McClure, to approve the 2/4/25 Board of Adjustment minutes as presented.

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

APPROVED

NEW BUSINESS

1. Armstrong VAR

Requesting a variance from the Unified Development Code at 805 S. 52nd Street in the T5.2 (City Medium-Intensity) zoning district.

Planner Nick Little stated the property is located on the east side of South 52nd Street, with its eastern property boundary fronting the interstate 49 right away. The requested variance here is to exceed the required separation distance between oversized pole signs, Table 5.8.2 of the UDC states that over that oversized pole signs must be no closer than 2640 feet from the nearest oversized sign. The applicant proposes placing the sign on the southeastern corner of their lot, about 430 feet away from the nearest oversized sign to the north. The applicant submitted no justification for the requested variance. The most obvious way to avoid this variance would be to utilize building signage, like so many of the buildings that front interstate 49. With the lack of hardship and justification staff recommends denial of the variance request.

Applicant Sam Harris, the market president for Armstrong bank explained the owner of the bank has a preference to have a standalone sign in the back of the property. This was the design that was decided on at the executive level, they wanted it to be consistent with their other branches.

Chairwoman Cicioni opened the public hearing for comments. There were none.
The public hearing was declared closed.

Commissioner Ed McClure questioned when the property was purchased and if applicant was aware of the variance need and the staff recommendation. Commissioner Jensen questioned staff on the 2640 feet requirement give you a little background of why that number looks very specific. Deputy Director Joe Rexwinkle answered the oversized sign is intended to address billboards. If you look at the standards for the height and area that they're more consistent with the size of a billboard, it's just the title of that sign type was called oversized sign. That's why that separation requirement exists.

Commissioner Jensen stated the rules were in place when you purchase the property. The law requires 2640 feet and the requested sign is 430 feet away, a big difference. If you were 2638 feet I could see this going differently and there is no compelling hardship here for a sign this size.

Motion by McClure, second by Jensen to DENY the request as presented.

Voice Vote: Unanimous – Yes. Motion carried.

DENIED

ADJOURN

There being no further business, the Chairwoman adjourned the meeting at 5:43 p.m.

As recorded by:

Karen Perez
Planning Technician
Community Development Department
City of Rogers

Approved by vote of the Board of Adjustment on:

Kevin Jensen, BOA Secretary

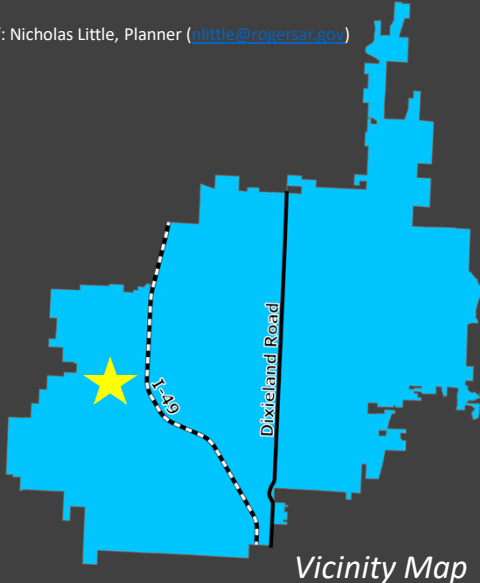


Variance

PLANNING

Vin Hotel Masonry Wall

Staff: Nicholas Little, Planner (nlittle@rogersar.gov)



Vicinity Map

Location

5501 W Northgate Road

Nature of Request

To waive the 8' masonry wall requirement required by Sec. 14-732(4.3)(d.)

Zoning

U-COM, U-COR

Proposed Use

Hotel

Representative

James Dibble, MCE

Summary:

This site is located in west Rogers, near the intersection of W Northgate and S Champions.

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



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:

- U-COM and U-NBT zoning.
- Significant terrain on site, with lowest area being in the northwestern corner of subject property.
- Large stormwater detention area already built in northwestern corner of property.
- Fields at Pinnacle Lot 2 development under construction to east across S 55th Street.
- Adjacent to Beau Chane to the west – estate-style subdivision with mansion homes and large lots.
- Multifamily housing to the south across W Northgate Road.

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

PLANNING

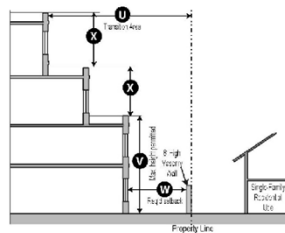
Vin Hotel Masonry Wall

The following transition standards shall apply to all new building construction and all upper story additions to existing buildings located adjacent to any existing single-family detached residential use.

v.	Transition Area	300 feet min.	U
vi.	Max. Building Height at Required Setback	35 feet	V
vii.	Required Setback	20 feet min.	W

viii.	Required Stepback	30 foot height increase allowed every 30 feet of setback beyond V (1:1 slope)	X
-------	-------------------	---	---

An 8-foot tall masonry or block wall shall be required when adjacent to any existing single-family detached residential use and shall be optional for all other adjacencies. A 6-foot wide landscape buffer with evergreen trees (balled-and-burlapped, 8-feet at time of planting) shall be required parallel to any single-family residential lot line. (See surface parking setbacks illustration; Subsection 4.2 (e) i).



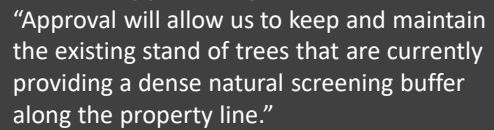
Variance Request

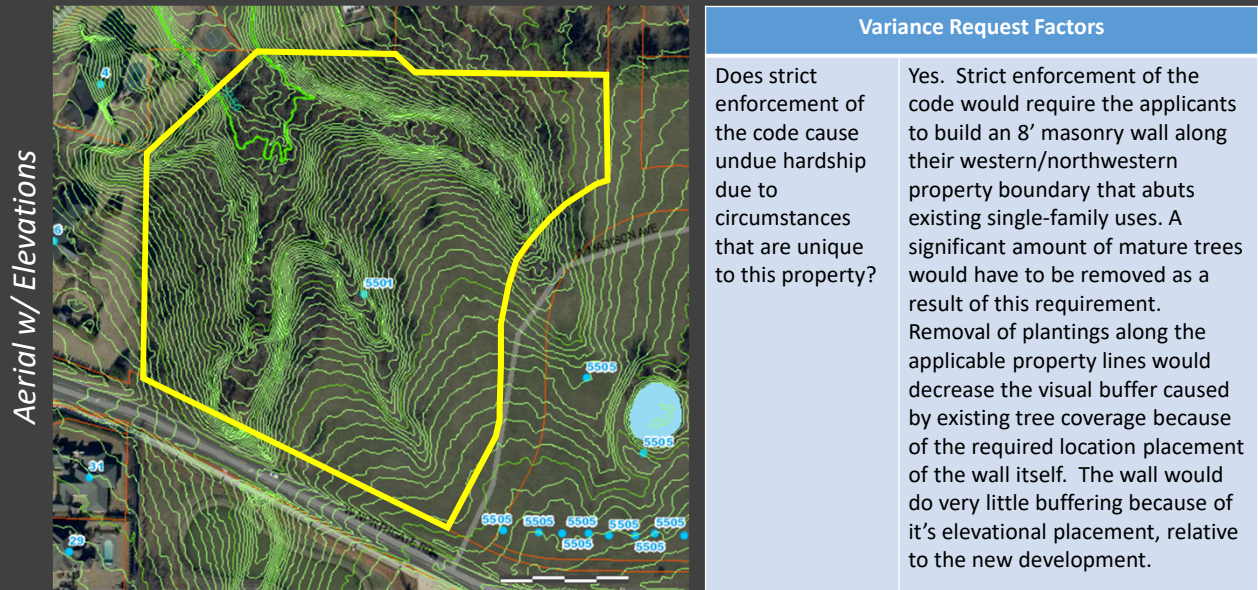
- Sec. 14-732(4.3)(d.) requires transition standards when adjacent to existing single-family detached uses.
- 8' masonry wall required as part of those transition standards

Applicable Code Section

Request:

- The applicant is requesting to waive the requirement for the 8' masonry wall along the western property boundary, that abuts existing single-family residential.





Does strict enforcement of the code cause undue hardship due to circumstances that are unique to this property?

Yes. Strict enforcement of the code would require the applicants to build an 8' masonry wall along their western/northwestern property boundary that abuts existing single-family uses. A significant amount of mature trees would have to be removed as a result of this requirement. Removal of plantings along the applicable property lines would decrease the visual buffer caused by existing tree coverage because of the required location placement of the wall itself. The wall would do very little buffering because of its elevational placement, relative to the new development.



Variance

Vin Hotel Masonry Wall

PLANNING

Landscape Plan, showing increased plantings



Variance Request Factors

How is the spirit and intent of the code being met?

The forested area west of the hotel serves as a substantial visual buffer for the adjacent single-family homes. The terrain of the site also slopes, somewhat drastically, to the northwest. Because of the proposed preserved vegetation, steep slope of the property, and the required placement of the 8' masonry wall, the wall wouldn't block the view any better than the existing mature tree cover would for the adjacent neighbors.

Can the difficulty be obviated by some feasible method other than a variance?

No. The difficulty in this instance is the requirement to construct an 8 foot tall masonry wall that runs nearly 800 linear feet along the western and northwestern property boundary.

How is the spirit and intent of the code being met?

- The forested area west of the hotel serves as a substantial visual buffer for the adjacent single-family homes. The terrain of the site also slopes, somewhat drastically, to the northwest. Because of the proposed preserved vegetation, steep slope of the property, and the required placement of the 8' masonry wall, the wall wouldn't block the view any better than the existing mature tree cover would for the adjacent neighbors.

Can the difficulty be obviated by some feasible method other than a variance?

- No. The difficulty in this instance is the requirement to construct an 8 foot tall masonry wall that runs nearly 800 linear feet.



Variance

Vin Hotel Masonry Wall

PLANNING



Aerial Map

Recommendation

APPROVE the variance request to waive the masonry wall requirement with the condition that the applicant submits landscape plan showing increased plantings as presented for approval.

Public Input:

No public input received.

Recommendation

APPROVE the variance request to waive the masonry wall requirement with the condition that the applicant submits landscape plan showing increased plantings as presented for approval.



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: James Dibble

ADDRESS: 1580 E. Stearns Street, Fayetteville, AR 72703 SUITE #: _____

GENERAL LOCATION OF PROPERTY: West of the intersection of Madison & Northgate

PHONE #: (479) 443-2377 EMAIL: jdibble@mce.us.com

PROPERTY OWNER: Hotel Vin Rogers, LLC PHONE #: (574) 213-5615

REQUEST to ALLOW(Cite Variation[s] from Applicable Section[s] of Code and Proposal): We are asking for a variance to Section 14.732, U-NBT Residential Transition Standards requiring an 8' masonry screen wall along the western property line

Sec. 14-724(e)(1)(b) requires variance applicants to respond to these two questions for variance consideration:

How does strict enforcement of the code cause undue hardship due to circumstances that are unique to this property?

An 8' screen wall will require us to remove upwards of 17 existing significant trees and numerous other trees that are currently providing a dense natural screening buffer between the residential lots to the west and our development. Removal of these trees to accommodate a screen wall will reduce the effectiveness of the existing vegetation.

How will approval of this variance be in keeping with the "spirit and intent" of the code being varied?

Approval will allow us to keep and maintain the existing stand of trees that are currently providing a dense natural screening buffer along the property line

Applicant Signature

1/28/2025

Date

Attachment Checklist

- ☒ Owner Signature on Letter or Application ☐ If needed, additional sheet for above required responses
☒ Survey, elevations, sign proofs and/or other documents as needed to illustrate request

PLANNING STAFF PROVIDES:

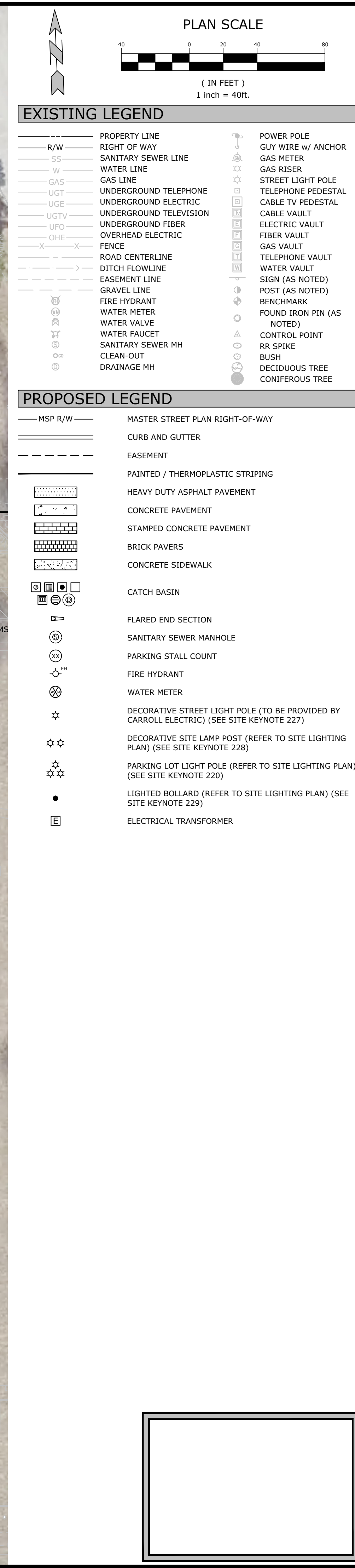
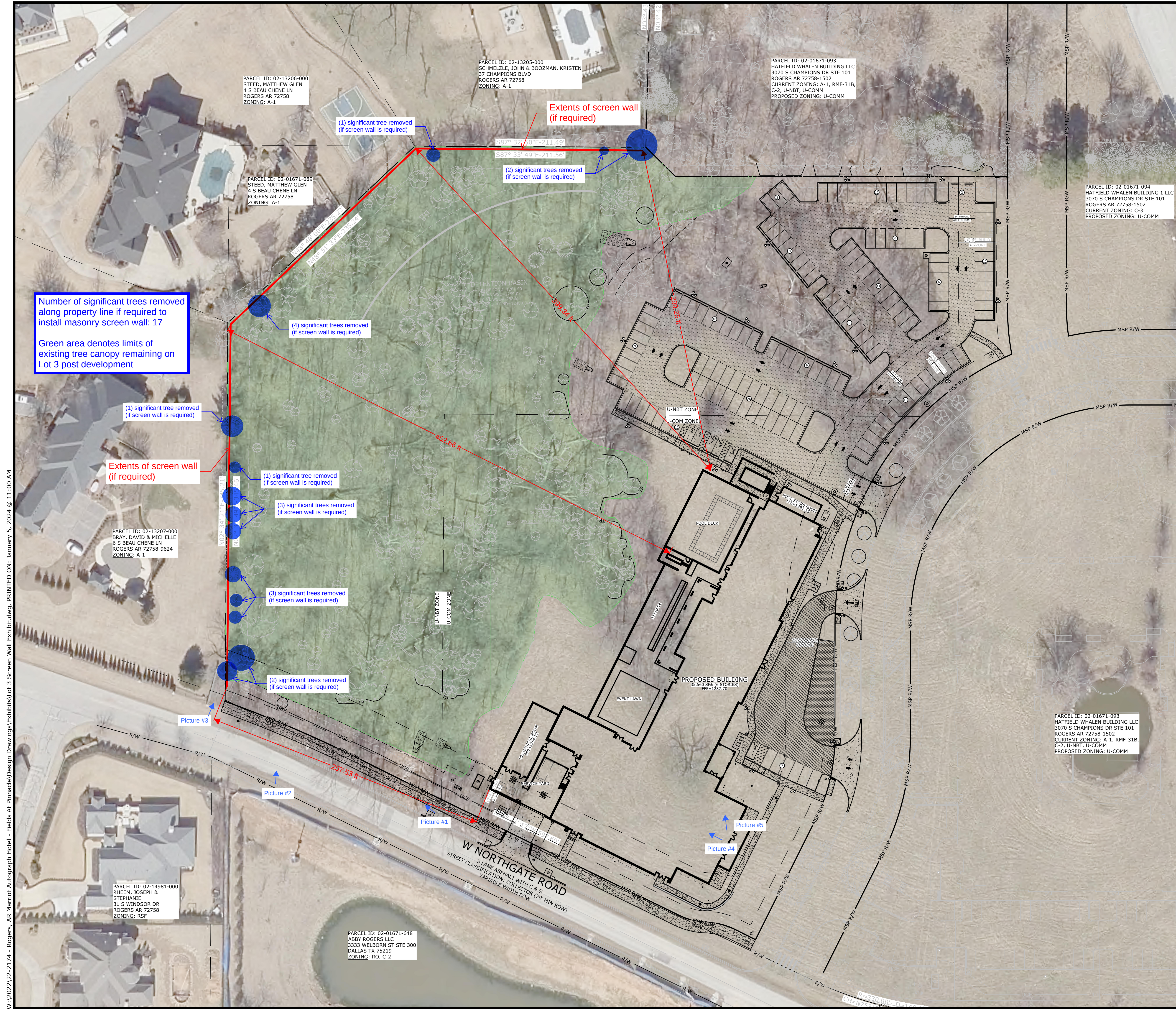
BOARD OF ADJUSTMENT DECISION: _____

SECRETARY, BOARD OF ADJUSTMENT

DATE of PUBLIC HEARING

Legal Description

LOT 3 OF THE LOT SPLIT OF LOTS 1 & 2 PER PROPERTY LINE ADJUSTMENT
2016-86, CREATING LOT 1-4 AS FILED FOR RECORD 3/16/2023



PRELIMINARY NOT FOR CONSTRUCTION		
ORIGINAL SIGNATURE ON FILE		
 MCE McLELLAND ENGINEERS, INC. DESIGNED TO SERVE		
1580 E STEARNS ST FAYETTEVILLE, ARKANSAS 72703 (479) 443-2377 HTTP://WWW.MCE.US.COM		
© 2023		
HOTEL VIN FIELDS AT PINNACLE LOT 3 5501 W. MADISON AVENUE ROGERS, AR		
 Know what's below. Call before you dig.		
LOT 3 SCREEN WALL EXHIBIT		
DESIGNED BY: JAD	DRAWN BY: JAD	
DATE: 1/5/2024	REVISION: REV-2	
SCALE: AS NOTED	JOB NUMBER: 22-2174	
1		

To: City of Rogers Community Development Staff
Rogers Planning Commission
Rogers Board of Adjustment

From: 2, 4 & 6 Beau Chene Lane and the Beau Chene POA

Subject: Support for Revised Landscape Plan for Hotel Vin

We, the undersigned, express our support for the attached revised Landscape Plan dated **December 18, 2024**, which serves as an update to the previously approved Landscape Plan associated with the Hotel Vin, Fields at Pinnacle Lot 3 LSD dated 4/5/24.

Background

The original Large-Scale Development (LSD) plan was submitted with a Variance request around April 2024. The request sought to omit the block wall from the design, citing the developer's intent to preserve the existing canopy and the wall's limited effectiveness due to significant grade differences in certain areas between the development and existing homes.

While we believe the Developer and Engineer were acting in good faith at the time of the Variance request, the Beau Chene neighborhood was not engaged prior to LSD or Variance submission. We became aware of the Variance request only a few days before the meeting, when a neighbor noticed the "Public Notice" sign. With limited time to review the plans and understand the implications, the Beau Chene POA submitted a letter opposing the Variance request. Consequently, the Board of Adjustment denied the Developer's request to omit the block wall from the Large-Scale Development plan.

Collaboration on the Revised Plan

Since the approval of the original LSD, the Developer has worked closely with the Beau Chene neighborhood to address concerns, particularly the issue of vehicle headlights potentially shining into the adjacent homes. The revised plan includes:

1. **Heavy planting** in strategic locations to mitigate headlight intrusion.
2. The removal of an existing large, dead tree.
3. A **\$10,000 allowance** for future plantings in addition to the landscaping depicted on the revised plan.

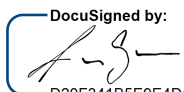
The revised plan omits the block wall entirely.

Community Support

We appreciate the Developer's willingness to collaborate and their efforts to address our concerns. Their responsiveness has resulted in a mutually beneficial plan, and we welcome them to our community.

This letter is signed by the owners of **2 S Beau Chene Lane**, **4 S Beau Chene Lane**, and **6 S Beau Chene Lane**, as well as the Beau Chene Property Owners Association (POA).

Sincerely,

DocuSigned by:

D20F341B5E9E4D1...
John Schmelzle

2 S. Beau
Chene Lane

1/7/2025

DocuSigned by:

2A7C41194DE4487...
Matthew Steed

4 S. Beau
Chene Lane

1/7/2025

DocuSigned by:

336E7749791A47E...
Meredith Rogers

6 S. Beau
Chene Lane

1/7/2025

DocuSigned by:

5A3DA68B339D42C...
MATTHEW ALLEN

President, Beau Chene POA

1/9/2025

PROPERTY OWNER PERMISSION

I, Kristen Sawdon, hereby permit the use of a screen wall variance
(name) (use)
on my property at 5501 W. Madison Avenue Rogers, Arkansas.
(address)

Dated this the 27.00 day of February, 2024.00.

DocuSigned by:
Kristen Sawdon
F7F5D7D7973D469...
Signed

Kristen Sawdon
Name Printed

STATE OF ARKANSAS

COUNTY OF _____

Subscribed and sworn before me this the _____ day of _____, 20____.

Notary Signature

Notary Name Printed

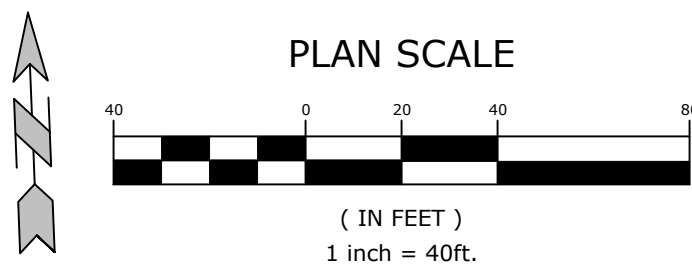
Commission Expires

W:\2022\22-2174 - Rogers, AR Marriott Autograph Hotel - Fields At Pinnacle Design Drawings\222174-LP.dwg, PRINTED ON: October 16, 2024 @ 8:29 AM

CITY PLANNING REQUIREMENTS		REQUIRED	PROVIDED
	OVERALL SITE AREA = 366,752 TOTAL DEVELOPMENT (DISTURBED) AREA = 222,602 S.F.	MINIMUM 20% GREEN SPACE 366,752 SF X 20% = 73,350 SF	241,855 SF (65.95%)
INTERIOR PLANTINGS (SEC. 14-256)	1 TREE OR SHRUB REQUIRED FOR EVERY 2,000 SF OF DEVELOPMENT AREA DEVELOPMENT AREA = 222,602 SF / 2,000 SF	111 TREES OR SHRUBS	63 TREES 108 SHRUBS 172 TOTAL PLANTINGS
	A MIN. OF 25% OF REQUIRED TREES OR SHRUBS SHALL CONSIST OF TREES NO MORE THAN 25% OF TREES TO BE ORNAMENTAL TREES A MINIMUM OF 10% OF TREES SHALL BE EVERGREEN FOR EVERY 15 PARKING STALLS PROPOSED, 1 TREE IS REQUIRED	111 x 25% = 28 TREES 28 x 25% = 7 TREES MAX. 28 x 10% = 3 TREES 157 STALLS / 15 = 10 TREES	63 INTERIOR TREES (+35) 0 TREES 3 EVERGREEN TREES 21 PARKING LOT TREES (+11)
STREET TREES	ONE TREE PER 50 LF OF STREET FRONTAGE	534 LF FRONTAGE / 50 LF = 11 TREES	20 TREES (+9)
MITIGATION TREES	MITIGATION TREES REQUIRED AT A 1:5 RATIO FOR EVERY SIGNIFICANT TREE REMOVED (68 TREES REMOVED / 5 = 14 TREES REQUIRED)	14 TREES	14 TREES
REQUIRED LANDSCAPE TOTALS	INTERIOR TREES = 28 TREES STREET TREES = 11 TREES MITIGATION TREES = 14 TREES 53 TREES	63 TREES (+36) 14 TREES (+3) 14 TREES 91 TREES PROVIDED	
	TOTAL TREES REQUIRED = 53 TREES TOTAL SHRUBS REQUIRED = 58 SHRUBS	91 TREES PROVIDED 108 SHRUBS PROVIDED	

SITE DATA		
OVERALL SITE AREA	366,752 S.F.	8.42 AC
TOTAL DEVELOPMENT (DISTURBED) AREA	222,014 S.F.	5.10 AC
PARKING SPACE REQUIREMENTS		
HOTEL (0.5 STALLS / ROOM) 125 ROOMS PROPOSED	63	157
ADA PARKING STALLS	3 (1 TO BE VAN PARKING)	6 (1 TO BE VAN PARKING)
BIKE RACK REQUIREMENTS		
BIKE RACKS (5% OF HOTEL ROOMS)	6 BIKE RACKS (12 TOTAL BIKES)	6 BIKE RACKS (12 TOTAL BIKES)
ZONING		
URDC (UPTOWN ROGERS DEVELOPMENT CODE) / U-COM (UPTOWN COMMERCIAL MIXED USE) & U-NBT (UPTOWN NEIGHBORHOOD TRANSITION)		
FRONT BUILD-TO ZONE	10' MIN. - 45' MAX. (GENERAL FRONTAGE)	
SIDE BUILD-TO ZONE	0' MIN.; NO MAX. (GENERAL FRONTAGE)	
REAR BUILD-TO ZONE	0' MIN.; NO MAX. (GENERAL FRONTAGE)	
BUILDING COVERAGE AREA	53,137 SF (14.49% OF LOT)	
TOTAL IMPERVIOUS AREA	124,897 SF (34.05% OF LOT)	
TOTAL PERVIOUS AREA	241,855 SF (65.95% OF LOT)	
TOTAL BUILDING HEIGHT	92'-0"	
BUILDING SF (PER FLOOR)	TOTAL BUILDING SF	
1 ST FLOOR = 35,560 SF 2 ND FLOOR = 17,458 SF 3 RD FLOOR = 17,352 SF 4 TH FLOOR = 17,321 SF 5 TH FLOOR = 17,321 SF 6 TH FLOOR = 17,443 SF	122,455 SF	
OPEN SPACE REQUIREMENTS		
GENERAL REQUIREMENT (5% OF TOTAL LOT)	REQUIRED 18,338 SF	PROVIDED 19,150 SF (103.62% TOTAL OPEN SPACE)
NON-RESIDENTIAL (4 SF / 1K SF BUILDING COVERAGE AREA)	REQUIRED 143 SF	PROVIDED 1,500 SF (8.12% TOTAL OPEN SPACE)
TOTAL OPEN SPACE	18,481 SF	20,650 SF (111.74% TOTAL OPEN SPACE)

LANDSCAPE NOTES:
1. PLANTINGS IN EXCESS OF MINIMUM REQUIREMENTS MAY NOT BE REDUCED
ONCE APPROVED BY THE PLANNING COMMISSION
2. A LETTER FROM THE OWNER/DEVELOPER IS REQUIRED THAT GUARANTEES TO
MAINTAIN AND/OR REPLACE THE LANDSCAPING FOR A PERIOD OF THREE YEARS
STARTING ONCE INSTALLATION IS COMPLETE.



EXISTING LEGEND	
---	PROPERTY LINE
R/W	RIGHT OF WAY
SS	SANITARY SEWER LINE
W	WATER LINE
GAS	GAS LINE
UGT	UNDERGROUND TELEPHONE
UGE	UNDERGROUND ELECTRIC
UGTV	UNDERGROUND TELEVISION
UFO	UNDERGROUND FIBER
OHE	OVERHEAD ELECTRIC
X	FENCE
---	ROAD CENTERLINE
---	DITCH FLOWLINE
---	EASEMENT LINE
---	GRAVEL LINE
---	FIRE HYDRANT
---	WATER METER
---	WATER VALVE
---	WATER FAUCET
---	SANITARY SEWER MH
---	CLEAN-OUT
---	DRAINAGE MH
---	POWER POLE
---	GUY WIRE W/ ANCHOR
---	GAS METER
---	GAS RISER
---	STREET LIGHT POLE
---	TELEPHONE PEDESTAL
---	CABLE TV PEDESTAL
---	CABLE VAULT
---	ELECTRIC VAULT
---	FIBER VAULT
---	GAS VAULT
---	TELEPHONE VAULT
---	WATER VAULT
---	SIGN (AS NOTED)
---	POST (AS NOTED)
---	BENCHMARK
---	FOUND IRON PIN (AS NOTED)
---	CONTROL POINT
---	RR SPIKE
---	BUSH
---	DECIDUOUS TREE
---	CONIFEROUS TREE
PROPOSED LEGEND	
---	STORM DRAIN
---	CATCH BASIN
---	SANITARY SEWER MANHOLE
---	FLARED END SECTION
---	GAS METER
---	ELECTRIC METER
---	FIRE HYDRANT
---	WATER METER
---	SANITARY SEWER MANHOLE
---	CLEAN-OUT
---	ELECTRIC TRANSFORMER
---	LIGHT POLE
---	SEED (SEE PLANTING LIST - THIS SHEET)
---	SOD (SEE PLANTING LIST - THIS SHEET)
---	SHRUB PLANTING (SEE PLANTING LIST - THIS SHEET)
---	TREE PLANTING (SEE PLANTING LIST - THIS SHEET)
---	TREE PROTECTION FENCING
---	GAS LINE
---	UNDERGROUND ELECTRIC LINE
---	WATER LINE
---	SANITARY SEWER LINE
P	PARKING LOT / INTERIOR TREE
R	RELOCATED EXISTING STREET FRONTAGE TREE
I	INTERIOR TREE
S	STREET FRONTAGE TREE
M	MITIGATION TREE
W	SCREENING WALL / INTERIOR TREE

PLANT LIST				
KEY	QTY.	COMMON NAME	Botanical name	SYMBOL
CA	N/A	PRAIRIFIRE CRABAPPLE (See Keynote #605)	Malus 'Prairifire'	
PE	4	EMERALD PRAIRIE ELM	Ulmus parvifolia 'Emerald Prairie'	
RB	16	OKLAHOMA REDBUD	Cercis canadensis var. texensis 'Oklahoma'	
HL	13	SUNBURST HONEY LOCUST	Gleditsia triacanthos var. inermis 'Suncole'	
SO	9	SHUMARD OAK	Quercus shumardi	
BB	3	BRACKEN'S BROWN BEAUTY MAGNOLIA	Magnolia grandiflora 'Bracken's Brown Beauty'	
BC	7	SHAWNEE BRAVE BALD CYPRESS	Taxodium distichum 'Mickelson'	
BG	7	WILDFIRE BLACKGUM	Nyssa sylvatica 'Wildfire'	
LP	38	LOBLOLLY PINE	Pinus taeda	
BW	50	WINTERGREEN BOXWOOD	Buxus microphylla 'Wintergreen'	
MJ	24	MORNING LIGHT MAIDEN GRASS	Miscanthus sinensis 'Morning Light'	
SJ	34	SUNBURST ST. JOHNSWORT	Hypericum frondosum 'Sunburst'	
FG	30	HAMELN DWARF FOUNTAIN GRASS	Pennisetum alopecuroides 'Hamelin'	
TURF	-	YUKON BERMUDA SOD	Cynodon dactylon 'Yukon'	

Note: Caliper measurements as per American Standards for Nursery Stock (ANSI Z-60.1 - 2014) requirements.

LANDSCAPE KEYNOTES	
601	SEEDING AREA
602	SODDED AREA
603	LANDSCAPE BEDS, SINGLE TREES AND SHRUBS SHALL HAVE THE SAME 3" LAYER OF MULCH APPLIED TO THE OUTSIDE EDGE OF THE PLANTING PIT
604	2' CLEAR ZONE OF SHREDDED HARDWOOD MULCH IN THE CAR OVERHANG AREA
605	RELOCATED EXISTING STREET TREES (4 - NOT COUNTED IN PLANT LIST)
LANDSCAPE DETAILS	
10A	TREE PROTECTION FENCE
60A	TREE PLANTING
60C	TREE PLANTING ON SLOPE
60D	SHRUB PLANTING
61A	STEEL EDGING



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HTTP://WWW.MCE-US.COM

REGISTERED LANDSCAPE ARCHITECT
CHRISTOPHER M. BAUMANN
License Number 985
10/16/2024
ORIGINAL SIGNATURE ON FILE

FIELDS AT PINNACLE LOT 3
HOTEL VIN
5501 W. MADISON AVENUE
ROGERS, AR

811
Know what's below.
Call before you dig.

REV	DATE	DESCRIPTION
0	5/14/2024	100% CONSTRUCTION DOCS / CITY APPROVED

LANDSCAPE PLAN

DESIGNED BY: JAD
DATE: 10/16/2024
SCALE: AS NOTED

DRAWN BY: JAD
REVISION: REV-9
JOB NUMBER: 22-2174

C6.01



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 **March 18, 2025 at 5:30 p.m.** at Rogers City Hall under the provisions of the City of Rogers Code of Ordinances, regarding an application by **Fields at Pinnacle Lot 3 Hotel Vin** for variances to differ from the **Unified Development Code** at 5501 W. Madison Avenue in the T5.2 (City Medium-Intensity) and T4.2 (Neighborhood High-Intensity) zoning districts more particularly described as follows:

PARCEL NUMBER:

02-01671-000

LOCATION:

5501 W. Madison Avenue

Kevin Jensen, Secretary
Board of Adjustment

PUBLISH ONE TIME ONLY: **Sunday March 2, 2025**
BILL THE CITY OF ROGERS



NOTICE OF PUBLIC HEARING

VARIANCE

A variance is being requested from the City of Rogers, Arkansas, for the proposed project described below. The variance is being requested from the City of Rogers, Arkansas, for the proposed project described below. The variance is being requested from the City of Rogers, Arkansas, for the proposed project described below.

DESCRIPTION: The proposed project is a new building to be constructed on the site located at the intersection of Highway 101 and Highway 102 in Rogers, Arkansas. The proposed project is a new building to be constructed on the site located at the intersection of Highway 101 and Highway 102 in Rogers, Arkansas. The proposed project is a new building to be constructed on the site located at the intersection of Highway 101 and Highway 102 in Rogers, Arkansas.

APPLICANT: The applicant for the variance is the City of Rogers, Arkansas. The applicant for the variance is the City of Rogers, Arkansas. The applicant for the variance is the City of Rogers, Arkansas.

DATE OF HEARING: The public hearing for the variance will be held on the 15th day of March, 2024, at 10:00 AM. The public hearing for the variance will be held on the 15th day of March, 2024, at 10:00 AM. The public hearing for the variance will be held on the 15th day of March, 2024, at 10:00 AM.

MEETING LOCATION: The public hearing for the variance will be held at the City of Rogers, Arkansas, located at the intersection of Highway 101 and Highway 102. The public hearing for the variance will be held at the City of Rogers, Arkansas, located at the intersection of Highway 101 and Highway 102. The public hearing for the variance will be held at the City of Rogers, Arkansas, located at the intersection of Highway 101 and Highway 102.

PUBLIC COMMENT: The public is invited to attend the public hearing for the variance and to provide comments on the proposed project. The public is invited to attend the public hearing for the variance and to provide comments on the proposed project. The public is invited to attend the public hearing for the variance and to provide comments on the proposed project.

FOR MORE INFORMATION: For more information about the proposed project and the public hearing, please contact the City of Rogers, Arkansas, at (479) 621-1188. For more information about the proposed project and the public hearing, please contact the City of Rogers, Arkansas, at (479) 621-1188. For more information about the proposed project and the public hearing, please contact the City of Rogers, Arkansas, at (479) 621-1188.

CITY OF ROGERS

COMMUNITY DEVELOPMENT

PLANNING DIVISION

(479) 621-1188

planning@rogersar.gov

