



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

PLANNING COMMISSION MEETING AGENDA

APRIL 1, 2025

5:30 PM

ONLINE VIEWING:

PLANNING COMMISSION: [HTTPS://US02WEB.ZOOM.US/J/88403176357](https://us02web.zoom.us/j/88403176357)

BOARD OF ADJUSTMENT: [HTTPS://US02WEB.ZOOM.US/J/88403176357](https://us02web.zoom.us/j/88403176357)

DISCLAIMER: THE CITY OF ROGERS MAKES NO CLAIMS, PROMISES, OR GUARANTEES REGARDING THE PARTICIPANTS ABILITY TO ATTEND ANY PUBLIC MEETING VIRTUALLY. TECHNOLOGY RESOURCES, VIRTUAL MEETING PLATFORMS, AND THE INTERNET MAY OCCASIONALLY BE INTERRUPTED OR MADE UNAVAILABLE BY CAUSES BEYOND THE CITY'S REASONABLE CONTROL. THE CITY CANNOT GUARANTEE THAT PARTICIPANTS WILL HAVE THE OPPORTUNITY TO PARTICIPATE VIRTUALLY AT ALL TIMES. PUBLIC FORUMS, PUBLIC HEARINGS, AND SCHEDULED ITEMS OF BUSINESS WILL NOT BE TABLED OR POSTPONED DUE TO TECHNOLOGICAL ISSUES. IF YOU ARE REPRESENTING A PUBLISHED ITEM OF BUSINESS OR WISH TO SPEAK AT A PUBLIC HEARING, IN PERSON ATTENDANCE IS REQUIRED.

AGENDA

CALL TO ORDER:

ROLL CALL:

DECLARATION OF ABSTENTION:

MINUTES:

- a. March 18, 2025

REPORTS :

- a. Staff
- b. Commissioners

PUBLIC FORUM:

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

CONSENT AGENDA:



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

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

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. Gateway Plaza Rezone

A rezone subject to standard review on 3.25 acres near the intersection at N. 8th Street & W. Hudson Road from the T5.2 (City Medium-Intensity) zoning district to the HC (Highway Commercial) zoning district.

STAFF: Zachery Birdsong

REPRESENTED BY: Jared Coleman

b. Discuss forthcoming Unified Development Code amendments.

STAFF: Joe Rexwinkle

COMMISSIONERS' FINAL COMMENTS:

ADJOURN PLANNING COMMISSION:

CALL TO ORDER BOARD OF ADJUSTMENT:

MINUTES:

a. March 18, 2025

OLD BUSINESS :

None.

NEW BUSINESS:

a. First National Bank Variance

Requesting a variance from the Unified Development Code at 3701 S. Pinnacle Hills Parkway in the



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

T6.1 (Regional Low-Intensity) zoning district.

STAFF: Amber Long

REPRESENTED BY: Stan Kortan

b. Greer Lingle Middle School Variance

Requesting a variance from the Unified Development Code at 3701 S. Pinnacle Hills Parkway in the T6.1 (Regional Low-Intensity) zoning district.

STAFF: Zachary Birdsong

REPRESENTED BY: Libby Topping

c. Michael's at Pleasant Crossing Variance

Requesting a variance from the Unified Development Code at 3701 S. Pinnacle Hills Parkway in the T6.1 (Regional Low-Intensity) zoning district.

STAFF: Zachary Birdsong

REPRESENTED BY: Kevin McClafflin

ADJOURN BOARD OF ADJUSTMENT:



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

ROGERS PLANNING COMMISSION MINUTES

The Rogers Planning Commission met for a public meeting at Rogers City Hall at 301 W. Chestnut Street on March 18, 2025 at 5:30 P.M. The meeting was called to order by Chairman Steve Lane followed by the Pledge of Allegiance.

ROLL CALL

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

ACTION ON MINUTES

Motion by Cicioni, second by Andrade, to approve the March 4, 2025 and March 10, 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 Bekaert rezone.

CONSENT AGENDA

a. 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.

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

The public hearing was declared closed.

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

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

APPROVED.

REGULAR AGENDA – New Business

a. Discuss forthcoming Unified Development Code amendments.

Planning Deputy Director Joe Rewinkle gave a brief presentation on changes staff has identified that need to be made to the Unified Development Code. Rexwinkle noted that they hope to

discuss these more in depth at the first April meeting and possibly take action on these amendments at the second April meeting.

Commissioners and staff discussed proposed text amendments.

COMMISSIONERS' FINAL COMMENTS

None

ADJOURN

There being no further business, the Chair adjourned the meeting at 5:57 p.m.

ATTEST:

APPROVED:

Derek Burnett, Secretary

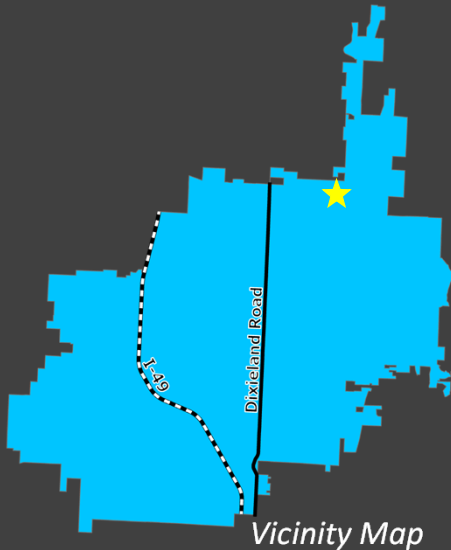
Steve Lane, Chairman



Rezone Gateway Plaza

PLANNING

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



FLUM Place Type

H-CO (Highway Corridor)

Current Zoning

T5.2

Proposed Zoning

HC (Highway Commercial)

Location

3.25 acres at the southeast junction of N 8th Street and W Hudson Road

Representative

Jared Coleman, Blue Whale Development

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 3.25 acres at the southeast junction of N 8th Street and West Hudson Road.
- Review Type: Standard



Geolocation

The subject property is located in northeast Rogers.
Parcel: 02-00744-003



Rezone

Gateway Plaza

PLANNING

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
Highway Corridor	T5.1, T5.2, HC	I-1

Rezone Request

- Highway Commercial in the Highway Corridor Placetype 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).

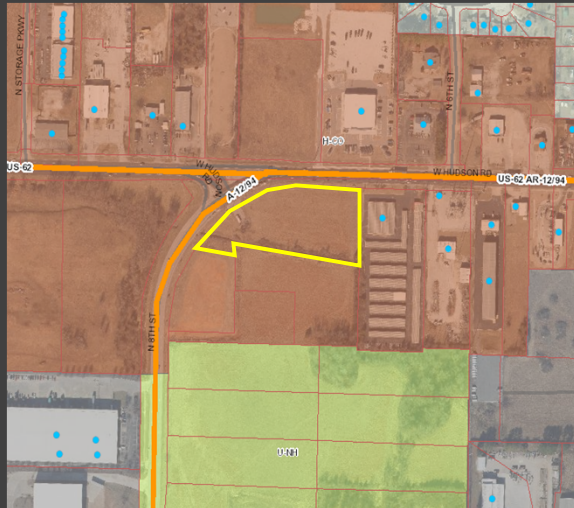
Summary of Request:

This request for a rezone from T5.2 to Highway Commercial is subject to Standard Review and the Special Purpose District Criteria.



Rezone Gateway Plaza

PLANNING



Rezone Request

- Highway Commercial in Highway Corridor

Staff Analysis

- "Highway Corridors comprise areas including open-display commercial uses, light industry, warehousing and distribution, and other businesses centered around large-scale trades and services. Infill and redevelopment will add mixed-use buildings with residential units and amenities for residents and employees. Developments will be connected through cross-access lanes and active transportation facilities." Rogers Future Land Use Placetypes, pg. 5.

Placetype

Highway Corridor (H-CO)

Placetype Description

"Highway Corridors comprise areas including open-display commercial uses, light industry, warehousing and distribution, and other businesses centered around large-scale trades and services. Infill and redevelopment will add mixed-use buildings with residential units and amenities for residents and employees. Developments will be connected through cross-access lanes and active transportation facilities." Rogers Future Land Use Placetypes, pg. 5.

Future Land Use Map Analysis:

The property is surrounded by the Highway Corridor Placetype.



Rezone

Gateway Plaza

PLANNING

Rezone Request

✖ Not Met ✖ Not Applicable ● Met

HC in H-CO 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;
 - HC does conform to applicable requirements.
 - ✔ The proposed district is likely to implement the place type envisioned by the Future Land Use Map;
 - Highway Corridor is intended for a mix of open-display commercial uses, light industry and mixed-use buildings. HC zoning allows for these options and is considered standard review for the Highway Corridor Placetype.
 - ✔ Adequate infrastructure exists to serve the development permitted in the proposed district;
 - Adequate infrastructure exist around the property and additional infrastructure needed to serve the property can be provided when developed.
 - ❓ The property is unlikely to development, or poorly suited for development allowed under the current district;
 - The existing floodplain on this site makes it difficult for development in general. T5.2 zoning has stricter requirements on building form and placement that could make it difficult to take the existing floodplain into account when developing. However, adjacent properties are also zoned T5.2. A rezone to HC would set this property apart in how the development addresses the street when compared to adjacent sites once they develop/redevelop.
 - ✔ The proposed district will result in development compatible with the placetype assigned to nearby properties.
 - Adjacent properties are all within the Highway Corridor Placetype. The proposed zoning is therefore compatible.

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

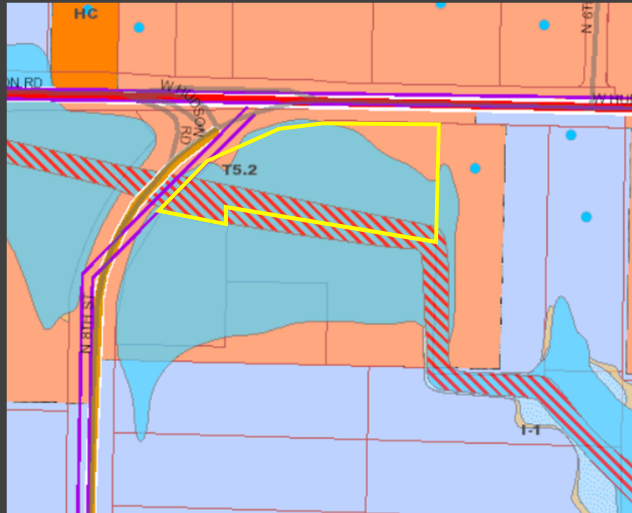
- The proposed district conforms to the applicable requirements of this UDC;
 - HC does conform to applicable requirements.
- The proposed district is likely to implement the place type envisioned by the Future Land Use Map;
 - Highway Corridor is intended for a mix of open-display commercial uses, light industry and mixed-use buildings. HC zoning allows for these options and is considered standard review for the Highway Corridor Placetype.
- Adequate infrastructure exists to serve the development permitted in the proposed district;
 - Adequate infrastructure exist around the property and additional infrastructure needed to serve the property can be provided when developed.
- The property is unlikely to development, or poorly suited for development allowed under the current district;
 - The existing floodplain on this site makes it difficult for development in general. T5.2 zoning has stricter requirements on building form and placement that could make it difficult to take the existing floodplain into account when developing. However, adjacent properties are also zoned T5.2. A rezone to HC would set this property apart in how the development addresses the street when compared to adjacent sites once they develop/redevelop.
- The proposed district will result in development compatible with the placetype assigned to nearby properties.
 - Adjacent properties are all within the Highway Corridor Placetype. The proposed zoning is therefore compatible.



Rezone

Gateway Plaza

PLANNING



Zoning Map

Rezone Request

- Highway Commercial zoning in Highway Corridor

Staff Analysis

- The surrounding properties are zoned T5.2. Highway Commercial zoning at this location would result in a developed property that may not be consistent with adjacent properties as they develop/redevelop.
- The site is heavily inundated by floodplain, rendering development difficult. HC zoning would allow for more flexibility in parking/building location than T5.2 due to the form requirements of T5.2 (build-to-area, parking to be within the interior yard, etc.)
- The request is consistent with the FLUM and mostly consistent with the evaluation criteria.

Current Zone (T5.2)

A medium-low intensity mixed-use district where medium to large-scale buildings line streets in corridor and city center placetypes. (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 4.3)

Zoning Analysis:

- The surrounding properties are zoned T5.2. Highway Commercial zoning at this location would result in a developed property that may not be consistent with adjacent properties as they develop/redevelop.
- The site is heavily inundated by floodplain, rendering development difficult. HC zoning would allow for more flexibility in parking/building location than T5.2 due to the form requirements of T5.2 (build-to-area, parking to be within the interior yard, etc.)
- The request is consistent with the FLUM and mostly consistent with the evaluation criteria.



Rezone

Gateway Plaza

PLANNING



Aerial Image

Recommendation:

CONSIDER rezone, as submitted by applicant

PUBLIC INPUT:

No public input has been received.

RECOMMENDATIONS:

Staff recommends **consideration** of this request.

2.8.6.2 Rezoning to a Special Purpose District

Shall recommend approval of the proposed district(s) where the Commission finds the review criteria are met.



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

**BOARD OF ADJUSTMENT
MINUTES
March 18, 2025**

The **Rogers Board of Adjustment** met for a public meeting at Rogers City Hall at 301 W. Chestnut Street on March 18, 2025 at 5:58 P.M. The meeting was called to order by Chairwoman Hannah Cicioni.

ROLL CALL

Board members attending: Derek Burnett, Hannah Cicioni, and Kevin Jensen.

ACTION ON MINUTES

Motion by Jensen, second by Burnett, to approve the 3/18/25 Board of Adjustment minutes as presented.

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

APPROVED

NEW BUSINESS

1. Hotel Vin VAR

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-Intensity) zoning districts.

Planner Nick Little stated the project is located in West Rogers, just west of the intersection of South Champions Drive and West Northgate Road. The nature of this request is to waive the requirement for an eight-foot masonry wall along all existing single-family residential adjacencies, given that this large-scale development for this project was approved under chapter 14, the variance requested is from the old code of ordinances. A similar request was heard at the for the same location on April 2, 2024, by the board of adjustment. The property is zoned U-COM and has many slopes with the lowest being in the northwestern corner. There is a stormwater detention infrastructure in the area already. The applicant stated hardship is that the construction of the wall would require them to remove at least 17 significant trees, of which already helped create natural screening between the proposed development and the existing neighborhood to the west. They say they're they say they're meeting the spirit and intent of the code varied from by preserving a significant number of mature trees and vegetation along the property line to buffer the strict enforcement of this code does cause undue hardship on the applicants because of the unique circumstances. In this case,

construction of the wall where it's required, would result in numerous old growth existing trees to be removed the required location of the wall, and the fact that it's only required to be eight feet tall would mean that the built wall would sit lower than the hotel under construction and the homes to the west and northwest in which they're intended to buffer leaving the old growth vegetation would ultimately be better, be a better site and sound buffer than the than the required wall. No public input has been received for the variance request this go around the applicants presented a signed agreement with staff that includes signatures from the three affected property owners in Beau Chane. In the letter, there is a list of conditions that mention heavy plantings, in addition to required landscaping that's regulated by the city, removal of a specific large dead tree and a \$10,000 allowance for future plantings. Staff feels that the intent of the very code is certainly being met with this agreement, and recommends approval of the variance request with the condition that the proposed landscaping plan with additional plantings, as shown in this report, is submitted to staff for review as a revision to the approved LSDP for this project.

Applicant James Dibble explained they spent almost a year working back and forth with the adjacent property owners, between ourselves, Hotel Vin, the developers, and the adjacent property owners in Beau Chane. After a lot of communication and ideas back in fourth, we've finally settled on something that both helps both entities. In providing screening and add a view for hotel that will enhance the backside of people being able to look out their hotel window. I want to say thank you very much to all three property owners and how much they've helped us to be able to come to this agreement.

Chairwoman Cicioni opened the public hearing for comments.

- John Schmelzle - spoke in favor of the variance.

The public hearing was declared closed.

Commissioner Burnett asked Planner Nick Little to go over the letter that the developer and HOA agreed on. Nick explained the three conditions heavy plantings to block the view of headlights, the removal of a specific dead large tree, and a \$10,000 allowance for future plantings beyond what was purposed in the planting plan. Burnett and Nick discussed further.

Motion by Jensen, second by Burnett to APPROVE w/conditions as presented.

Voice Vote: Unanimous – Yes. Motion carried.

APPROVED

ADJOURN

There being no further business, the Chairwoman adjourned the meeting at 6:10 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

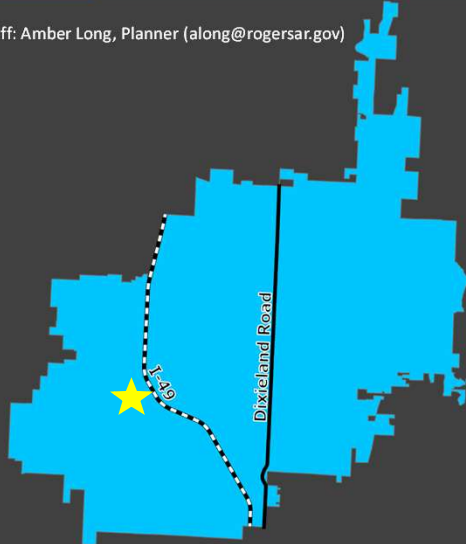


Variance

PLANNING

First National Bank

Staff: Amber Long, Planner (along@rogersar.gov)



Vicinity Map

Location

3701 S. Pinnacle Hills Pkwy

Nature of Request

Alterations to an existing pole sign

Zoning

T6.1

Existing Use

Personal or Professional Services - Bank

Representative

Stan Kortan, Advance Sign and Lighting
First National Bank

Summary:

This request is for a variance from Section 5.8 Signs to allow alterations to an existing pole sign.

This site is located west of I-49 in the Uptown Regional Center, at the northeast corner of S Pinnacle Hills Pkwy and W JB Hunt Dr.

Parcel: 02-15427-001

Site Acreage: ±2.0 acres



Section 2.12 Variances

2.12.1 Purpose & Intent

The Board of Adjustment is authorized to grant a variance or waive from any provision of this UDC where strict enforcement of the provision would cause undue hardship due to circumstances unique to the individual property under consideration, and grant such variances or waivers only when it is demonstrated that such action will be in keeping with the spirit and intent of the provisions of the UDC.

2.12.2 Review Criteria

The Board of Adjustment shall consider the following in determining whether or not to grant a variance or waiver:

- A. Would the variance or waiver cause undue hardship to the property owner due to circumstances unique to the property; and
- B. Is the hardship a result of any action taken by the property owner or on their behalf; and
- C. Is the variance or waiver requested the minimum amount necessary to carry out the project; and
- D. Is there another reasonable method of avoiding the need for a variance or waiver; and
- E. Any other factor the Board feels is important to consider in keeping with the purpose and intent of this UDC.

Section 2.12 Variances:

2.12.1 Purpose & Intent

The Board of Adjustment is authorized to grant a variance or waive from any provision of this UDC where strict enforcement of the provision would cause undue hardship due to circumstances unique to the individual property under consideration, and grant such variances or waivers only when it is demonstrated that such action will be in keeping with the spirit and intent of the provisions of the UDC.

2.12.2 Review Criteria

The Board of Adjustment shall consider the following in determining whether or not to grant a variance or waiver:

- Would the variance or waiver cause undue hardship to the property owner due to circumstances unique to the property; and
- Is the hardship a result of any action taken by the property owner or on their behalf; and
- Is the variance or waiver requested the minimum amount necessary to carry out the project; and
- Is there another reasonable method of avoiding the need for a variance or waiver; and
- Any other factor the Board feels is important to consider in keeping with the purpose and intent of this UDC.



Variance

First National Bank

PLANNING

Site Conditions



Aerial Image



View from S. Pinnacle Hills Pkwy

Site Conditions:

There are two existing signs on the property: a monument sign at the southwest corner of the site; and the subject pole sign at the northwest corner. Both signs are visible from the adjacent trail shown in the image “View from S. Pinnacle Hills Parkway.” Other than billboards, pole signs are nonconforming under the UDC. Routine maintenance to nonconforming signs is permitted; however, alterations to nonconforming signs require voluntary removal of the nonconformity to obtain a sign permit (UDC 1.6.7).



Variance

PLANNING

First National Bank

Applicant's Proposal

"We would like to refresh the exterior of the sign, instead of making extensive changes to the existing support structure of the sign. The existing sign is 24' tall and the support structure is sound. The sign has electronic message centers and includes two tenant panels. The tenants have an expectation to maintain their visibility presence. The tenants have had representation on the sign since the sign was installed and expect to have their names visible. The bank has an obligation to their tenants.

We propose installing new exterior skins to give the structure a fresh, attractive appearance. We would like to avoid changing the support structure of the sign.

We only wish to update the exterior 'skin'".



Variance

First National Bank

PLANNING

Variance Summary

Based on the nature of the alterations, this proposal has been evaluated as a monument sign.

VAR 1. Sign Illumination

VAR 2. Max. number of signs/street frontage

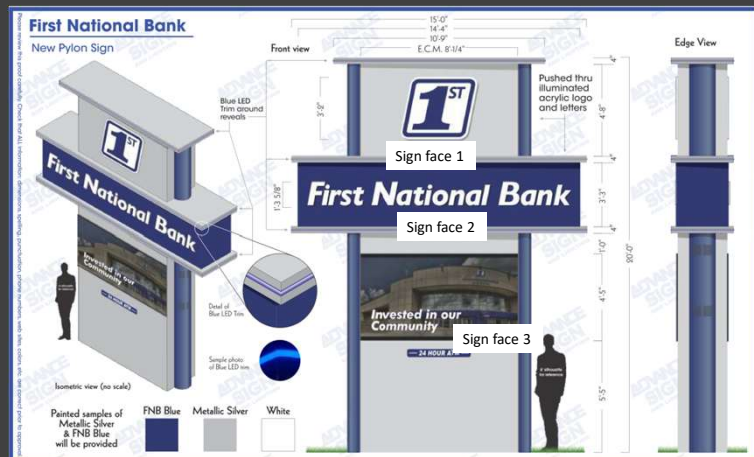
VAR 3. Required Masonry Base

VAR 4. Total Structure Height

VAR 5. Max. Cumulative Sign Face Width

VAR 6. Max. Cumulative Sign Face Area

VAR 7. EMC Display



Proposed Sign

Variance Summary:

The applicant is proposing several alterations to the existing pole sign, including the addition of a pylon base. This change allows the proposed sign to be reviewed as a monument sign. Construction of the proposed sign would require 7 variances from Section 5.8 Signs. For ease of reference, the sign elements have been labeled “sign face 1, 2 or 3”.



Variance

PLANNING

First National Bank

Variance Description

	UDC Standard	Applicant's Proposal
VAR 1. Sign Illumination	Internal illumination is limited to individually-illuminated characters. Light sources must be mounted, shielded, and pointed toward the sign face.	• "Pushed thru illuminated acrylic logo and letters" • Blue LED trim
VAR 2. Number of signs/street frontage	Max. 1 sign per street frontage	• Alterations to 1 of 2 signs along S. Pinnacle Hills Pkwy
VAR 3. Required Masonry Base	Min. 2 ft.	• No masonry provided
VAR 4. Total Structure Height	Max. 6 ft.	• 20 ft.
VAR 5. Cumulative Sign Face Width	Max. 90%	• Sign face 2: 179% • Sign face 3: 100% • Tenant Panels: Unknown
VAR 6. Cumulative Sign Face Area	Max. 36 sq. ft. per side	• Sign faces 1-3: 64 sq. ft. • Tenant Panels: Unknown
VAR 7. EMC Display	Max. 75% of fixed display	• (EMC/Fixed) x 100 = 123%

UDC Standards:

VAR 1. Sign Illumination: 5.8.6.(E)(I) and (III).

VAR 2. Max. number of signs/street frontage: Table 5.8.8.1, Structure

VAR 3. Required Masonry Base: Table 5.8.8.1, Structure

VAR 4. Total Structure Height: Table 5.8.8.1, Structure

VAR 5. Max. Number of Signs: Table 5.8.8.1, Sign Faces

VAR 6. Max. Cumulative Sign Face Width: Table 5.8.8.1, Sign Faces

VAR 7. Max. Cumulative Sign Face Area: Table 5.8.8.1, Sign Faces

VAR 8. EMC Display: Table 5.8.8.1, Sign Faces



Variance

PLANNING

First National Bank

Applicant's Stated Hardship

	Applicant's Response
Would strict application of the code cause an undue hardship due to circumstances that are unique to this property?	"The sign was installed following code at the time. Code has been altered so this is not longer permissible. Adhering to new code creates a undue financial hardship. Removing the existing will create unnecessary cost to remove existing steel poles and concrete foundations and installation of a new steel pole and concrete foundation. Our proposal requires no foundation work."
How will approval of this variance be in keeping with the "spirit and intent" of the code being varied?	"The code being waved superseded existing code, which was followed at the time of installation. Other structure of the same or similar height exist in the area."



Variance

PLANNING

First National Bank

Staff Analysis

	Staff's Response
Would strict application of the code cause an undue hardship due to circumstances that are unique to this property?	No. There is no site specific hardship here.
Is the hardship a result of any action taken by the property owner or on their behalf?	Sort of. The applicant is proposing modifications to an existing nonconforming pole sign. The modifications include, but not limited to, a 4' reduction in sign height and the addition of a pylon base that would revert the existing sign to a monument sign. The proposed sign does not conform to the requirements for large monument signs.



Variance

PLANNING

First National Bank

Staff Analysis

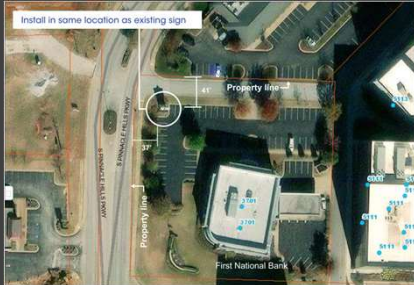
	Staff's Response
Is the variance or waiver requested the minimum amount necessary to carry out the project?	No.
Is there another reasonable method of avoiding the need for a variance or waiver?	Yes. The applicant could propose a sign that conforms to the requirements for large monument signs.
Any other factor the Board feels is important to consider in keeping with the purpose and intent of this UDC.	The applicant wants to retain the tenant panels shown on the existing sign.



Variance

PLANNING

First National Bank



Recommendation

DENY the following variances:

VAR 1. Sign Illumination

VAR 2. Max. number of signs/street frontage

VAR 3. Required Masonry Base

VAR 4. Total Structure Height

VAR 5. Max. Cumulative Sign Face Width

VAR 6. Max. Cumulative Sign Face Area

VAR 7. EMC Display

Public Input:

No public input received.

Recommendation:

DENY the variances for the proposed monument sign. The proposed alterations well-exceed the requirements for large monument signs and would otherwise be prohibited as a pole sign.



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 **April 1, 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 **First National Bank** for variances to differ from the **Unified Development Code** at 3701 S. Pinnacle Hills Parkway in the T6.1 (Regional Low-Intensity) zoning district more particularly described as follows:

PARCEL NUMBER:

02-15427-001

LOCATION:

3701 S. Pinnacle Hills Parkway

Derek Burnett, Secretary
Board of Adjustment

PUBLISH ONE TIME ONLY: **Sunday March 16, 2025**

BILL THE CITY OF ROGERS

New Pylon Sign

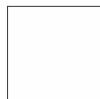


Painted samples of
Metallic Silver
& FNB Blue
will be provided

FNB Blue

Metallic Silver

White



Notes:
Replacement Pylon Sign

Designed for:	First National Bank
Project Location:	3701 South Pinnacle Hills, Rogers, AR
Consultant:	Josh

NOTE: All dimensions shown on this drawing are nominal and may vary on the finished product due to fabrication tolerances. Every attempt is made to match colors as closely to manufactured vinyl films or PANTONE matching system colors. However no color matching scheme can guarantee an exact match due to environment and other characteristics that effect how color is

Date: 9/25/2024
Scale: ~~1"=40"~~
Page(s): 1 of 1
Drawing #: FNB092524
Designer: sk
Revision: 001

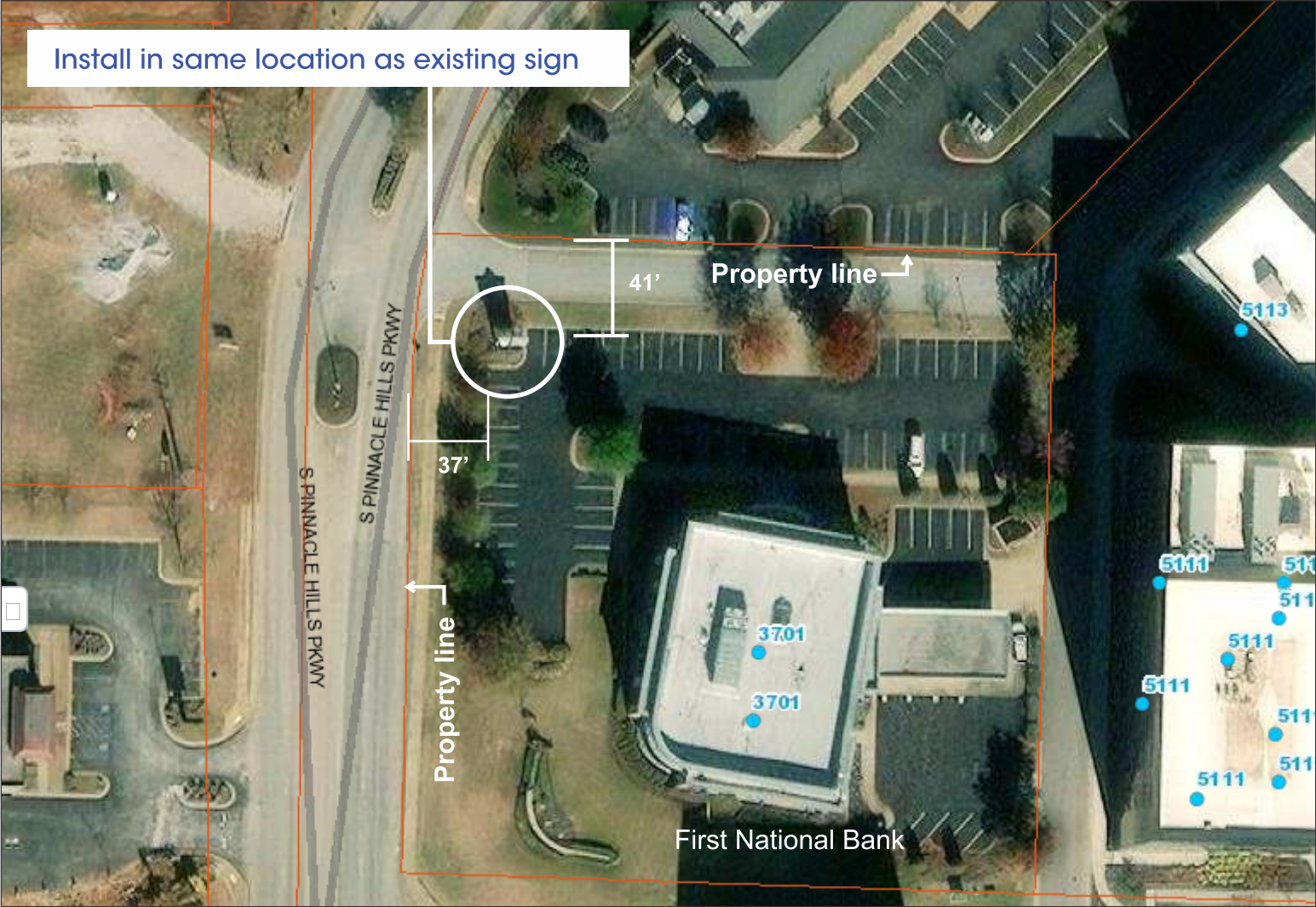
☒ **APPROVED** ☐ **REVISE**

Signature required to begin production.

Please review this proof carefully. Check that ALL information, dimensions, spelling, punctuation, phone numbers, web sites, colors, etc. are correct prior to approval.

First National Bank

Alteration to Pylon Sign - Site



Jonesboro, Arkansas
Phone: 870-275-6465
sales@advancesign1.com

advancesignjonesboro.com

MEMBER



Notes:
Site notes for replacement
Pylon Sign

Designed for:	First National Bank
Project Location:	3701 South Pinnacle Hills, Rogers, AR
Consultant:	Josh

This document is owned by Advance Sign and Lighting. By receipt hereto the holder agrees not to use the information, disclose it to any third party, nor reproduce this document or any portion of this document without prior written consent by Advance Sign and Lighting. Holder agrees to immediately return this document upon request of Advance Sign and Lighting.

NOTE: All dimensions shown on this drawing are nominal and may vary on the finished product due to fabrication tolerances. Every attempt is made to match colors as closely to manufactured vinyl films or PANTONE matching system colors. However no color matching scheme can guarantee an exact match due to environment and other characteristics that effect how color is

Date: 9/25/2024
Scale: NA
Page(s): 1 of 1
Drawing #: FNB092524
Designer: sk
Revision: 001

☒ APPROVED ☐ REVISE

Signature required to begin production.



5303 Stadium Blvd., Jonesboro, Arkansas 72401
Ph: 870-275-6465 • sales@advancesign1.com

Advance Sign and Lighting, working on behalf of First National Bank, is seeking a variance to refresh an existing pylon sign at 3701 South Pinnacle Hills, Rogers, AR.

We would like to refresh the exterior of the sign, instead of making extensive changes to the existing support structure of the sign. The existing sign is 24' tall and the support structure is sound. The sign has electronic message centers and includes two tenant panels. The tenants have an expectation to maintain their visibility presence. The tenants have had representation on the sign since the sign was installed and expect to have their names visible. The bank has an obligation to their tenants.

We propose installing new exterior skins to give the structure a fresh, attractive appearance. We would like to avoid changing the support structure of the sign.

We only wish to update the exterior "skin".

Sincerely,

A handwritten signature in black ink that reads 'Jeff Goza'.

Jeff Goza, Advance Sign and Lighting

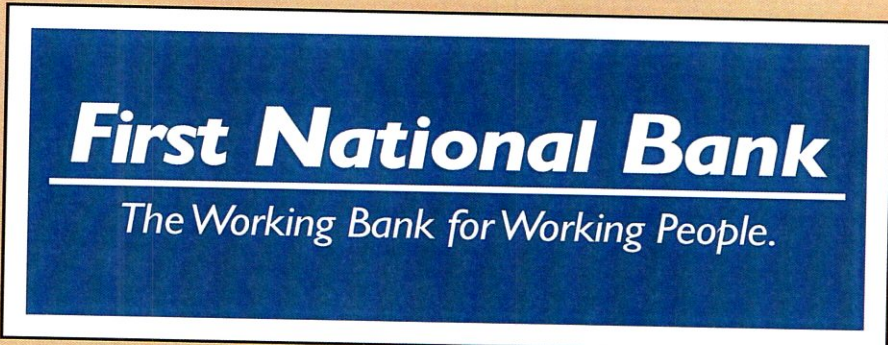


2015 Approved Sign
***included for reference.**



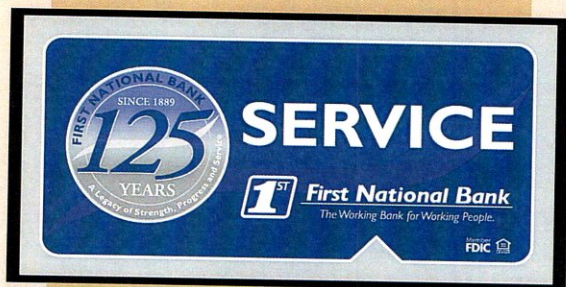
**20" routed illuminated
reverse logo**

**Sloan Colorline
Border LED**



**5' x 12' illuminated
cabinet**

24' TALL



**41" x 87" full
color electronic
message center**



18" X 87" Panel



18" X 87" Panel



18" X 87" Panel

6' to Ground

71.00 in

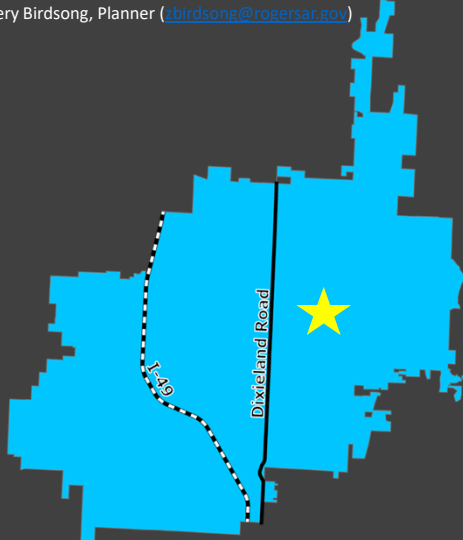


Variance

PLANNING

Greer Lingle Middle School

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



Vicinity Map

Location

901 N 13th Street

Nature of Request

To allow a fence height greater than the maximum allowed within the interior yard

Zoning

T4.1

Use

Civic Spaces

Representative

Kevin McClafin, Halff Associates

Summary:

This site is located at 901 North 13th Street.



Section 2.12 Variances

2.12.1 Purpose & Intent

The Board of Adjustment is authorized to grant a variance or waive from any provision of this UDC where strict enforcement of the provision would cause undue hardship due to circumstances unique to the individual property under consideration, and grant such variances or waivers only when it is demonstrated that such action will be in keeping with the spirit and intent of the provisions of the UDC.

2.12.2 Review Criteria

The Board of Adjustment shall consider the following in determining whether or not to grant a variance or waiver:

- A. Would the variance or waiver cause undue hardship to the property owner due to circumstances unique to the property; and
- B. Is the hardship a result of any action taken by the property owner or on their behalf; and
- C. Is the variance or waiver requested the minimum amount necessary to carry out the project; and
- D. Is there another reasonable method of avoiding the need for a variance or waiver; and
- E. Any other factor the Board feels is important to consider in keeping with the purpose and intent of this UDC.

Section 2.12 Variances

2.12.1 Purpose & Intent

The Board of Adjustment is authorized to grant a variance or waive from any provision of this UDC where strict enforcement of the provision would cause undue hardship due to circumstances unique to the individual property under consideration, and grant such variances or waivers only when it is demonstrated that such action will be in keeping with the spirit and intent of the provisions of the UDC.

2.12.2 Review Criteria

The Board of Adjustment shall consider the following in determining whether or not to grant a variance or waiver:

Would the variance or waiver cause undue hardship to the property owner due to circumstances unique to the property; and

Is the hardship a result of any action taken by the property owner or on their behalf; and

Is the variance or waiver requested the minimum amount necessary to carry out the project; and

Is there another reasonable method of avoiding the need for a variance or waiver; and

Any other factor the Board feels is important to consider in keeping with the purpose and intent of this UDC.

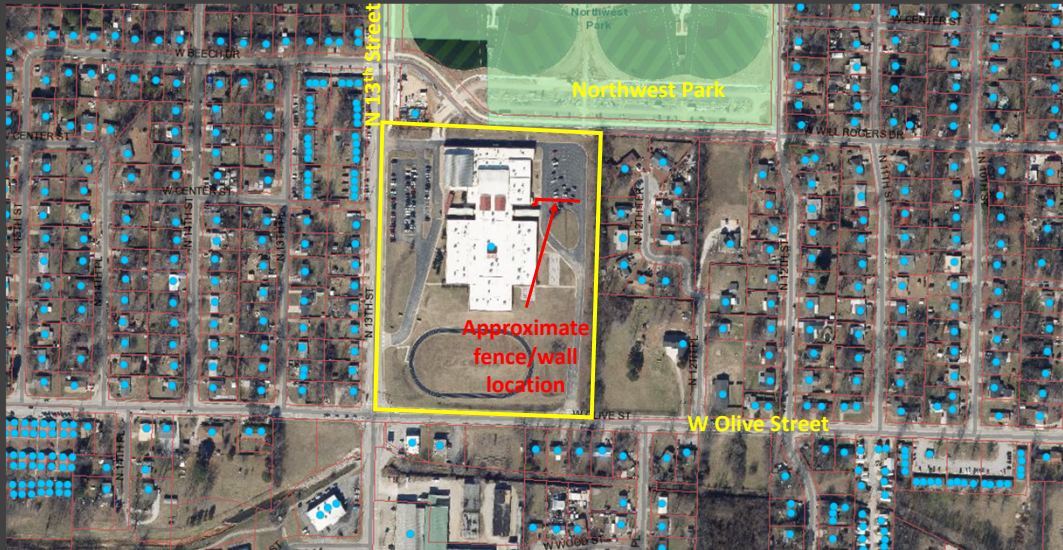


Variance

PLANNING

Greer Lingle Middle School

Geolocation



GEOLOCATION

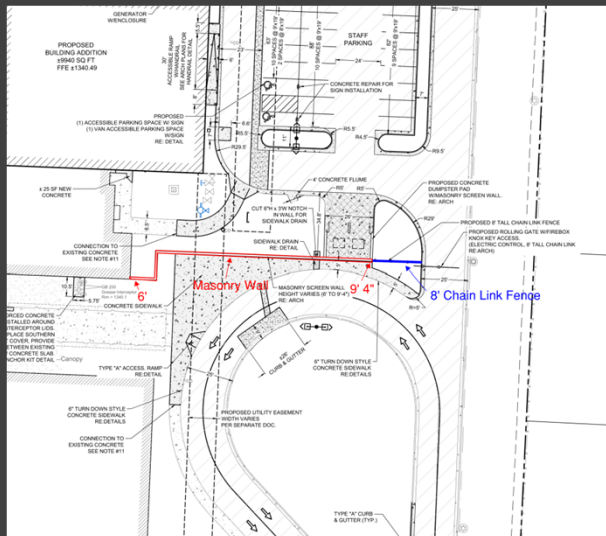
- The subject property is in east Rogers at the northeast intersection of W Olive and N 13th Street.



Variance

Greer Lingle Middle School

PLANNING



Site Plan

Variance Request

- To allow a fence height greater than the maximum allowed within the interior yard

What the UDC Says

- Table 4.5.A requires fencing in the interior yard to be no greater than 6' in T4.1 zoning.

Applicant Proposal

- The applicant is proposing a masonry wall that ranges from 6' in height on the west side to 9'4" on the east. As the ground slopes downward heading east, the wall increases in height to be kept level. The applicant is also proposing an 8' chain link fence just east of the masonry wall.

Requests:

To allow a fence height greater than the maximum allowed within the interior yard

- Table 4.5.A requires fencing in the interior yard to be no greater than 6' in T4.1 zoning.
- The applicant is proposing a masonry wall that ranges from 6' in height on the west side to 9'4" on the east. As the ground slopes downward heading east, the wall increases in height to be kept level. The applicant is also proposing an 8' chain link fence just east of the masonry wall.



Variance

PLANNING

Greer Lingle Middle School

Staff Analysis of Request

Variance Request Factors		
	Applicant Response	Staff Response
Would the variance cause undue hardship to the property owner due to circumstances unique to the property?	"Rogers School District currently uses fences and screening that exceeds 6' height in other locations. This code limits what they see as beneficial and necessary for separating on-site uses. This code requirement creates an undue hardship for the School District."	While the school may use screening exceeding 6' in other locations, there is nothing unique about the property itself that warrants the request for a variance.
Is the hardship a result of action taken by the property owner?	"The School District is creating the need for this variance, but they are creating it as a courtesy to the City of Rogers. The purpose of moving the parent/student drop-off area is to help eliminate drop-off traffic from stacking into 13th Street. This will be accomplished by creating longer stacking distance along the existing drive from Olive Street."	There is no site specific hardship.

Staff Analysis:

Would the variance cause undue hardship to the property owner due to circumstances unique to the property?

- While the school may use screening exceeding 6' in other locations, there is nothing unique about the property itself that warrants the request for a variance.

Is the hardship a result of action taken by the property owner?

- There is no site specific hardship.



Variance

PLANNING

Greer Lingle Middle School

Staff Analysis of Request

Variance Request Factors		
	Applicant Response	Staff Response
Is the variance requested the minimum amount necessary to carry out the project?	"The proposed variance request is the minimum height needed to effectively separate the proposed use areas. The wall height varies due to on-site grade changes. The 8' tall fence separation is the minimum height the School District wants to use, and as mentioned above, is used in other school sites in Rogers."	Not necessarily. The height of the wall could change with the grade.

Staff Analysis:

Is the variance requested the minimum amount necessary to carry out the project?

- Not necessarily. The height of the wall could change with the grade.



Variance

PLANNING

Greer Lingle Middle School

Staff Analysis of Request

Variance Request Factors		
	Applicant Response	Staff Response
Is there another reasonable method of avoiding the need for a variance?	"The first option would be to leave the parent-student stacking in current configuration. It would eliminate the need for the wall and fence separation. However, it is our understanding that this option would likely not be supported by city engineering or planning staff. The second option is for the city to amend the code to eliminate the need for this variance. After meeting with city staff, they stated that they might review the possibility of a code amendment sometime in March of 2025. Construction must start before that, so the school is ready for next year. Thus, the variance is being submitted now for review."	The applicant could propose a wall/fence that slopes down with the grade, keeping it at 6'. However, this would not offer the same separation/safety that the school desires.

Staff Analysis:

Is there another reasonable method of avoiding the need for a variance?

- The applicant could propose a wall/fence that slopes down with the grade, keeping it at 6'. However, this would not offer the same separation/safety that the school desires.



Variance

PLANNING

Greer Lingle Middle School

Staff Analysis of Request

Variance Request Factors		
	Applicant Response	Staff Response
Any other factor the Board feels is important to consider in keeping with the purpose and intent of this UDC.	“There are several site design recommendations per Arkansas Public Schools Academic Facility Manual, Chapter 4, Site Selection and Design, including: i. Separate bus and car circulation ii. Separate visitor and staff parking or service drives iii. Incorporate adequate fencing for safety of students, to prevent students from entering traffic. Chapter 7050 Civil Sitework standards include: i. The various methods of traffic (pedestrian, bicycles, cars, buses, delivery) shall be separated as much as possible to provide safe and efficient access. Trash enclosures shall be provided in a location accessible to trash trucks without conflicting with pedestrian routes and drop-off or pick-up areas.”	Staff recognizes the importance of adequate separation between the student drop-off area and deliveries/staff parking. We can see the benefit of allowing 8’ in this context. However, 9’4” does not seem necessary even with the grading changes.

Staff Analysis:

Any other factor the Board feels is important to consider in keeping with the purpose and intent of this UDC.

- Staff recognizes the importance of adequate separation between the student drop-off area and deliveries/staff parking. We can see the benefit of allowing 8’ in this context. However, 9’4” does not seem necessary even with the grading changes.



Variance

PLANNING

Greer Lingle Middle School



Variance Decision Recommendation

CONSIDER with a max height of 8' rather than the 9'4"

Public Input:

No public input received.

Variance Decision Recommendation

Consider with a max height of 8' rather than the proposed 9'4".



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

OFFICE USE ONLY

Permit Fee: _____ (\$500) Zoning: _____

App. Number _____

CityWorks Application: _____

Date: _____

VARIANCE APPLICATION

APPLICANT: Rogers Public School District, Contact: Dan Caley

ADDRESS: 2815 S. 1st Street, Rogers, AR 72758 SUITE #: _____

GENERAL LOCATION OF PROPERTY: 901 N 13th Street, Rogers, AR

PHONE #: (479) 636-5421 EMAIL: dan.caley@rpsar.net

PROPERTY OWNER: Rogers Public School District PHONE #: (479) 636-5421

REQUEST to ALLOW(Cite Variation[s] from Applicable Section[s] of Code and Proposal): _____

UDC Section 4.5, Table 4.5.A Wall and Fence Heights

Sec. 2.12.2 requires variance applicants to respond to these criteria for variance consideration:

Would the variance or waiver cause undue hardship to the property owner due to circumstances unique to the property; and

See attached variance request letter

Is the hardship a result of any action taken by the property owner or on their behalf; and

See attached variance request letter

Is the variance or waiver requested the minimum amount necessary to carry out the project; and

See attached variance request letter

Is there another reasonable method of avoiding the need for a variance or waiver; and
See attached variance request letter

Is there any other important factor that should be considered by the Board in keeping with the purpose and intent of the UDC?
See attached variance request letter


Applicant Signature

2-5-2025
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
 - ☒ Director’s Minimum Submittal Requirements(required at time of application)

PLANNING STAFF PROVIDES:

BOARD OF ADJUSTMENT DECISION: _____

SECRETARY, BOARD OF ADJUSTMENT

DATE of PUBLIC HEARING



February 12, 2025

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

Re: Variance Request
Greer Lingle Middle School Storm Shelter Addition
901 N 13th Street, Rogers, AR

City of Rogers Board of Adjustments:

We are preparing plans for a storm shelter addition to Greer Lingle Middle School. This school is located at the northeast corner of N 13th Street and W Olive Street in Rogers. The proposed storm shelter is located near the northeastern corner of the existing school. Approximately 5,480 S.F. of the existing building will be removed and replaced, and approximately 4,060 S.F. of additional building will be added. As a part of this project, the school district is moving the parent/student drop-off area from the front of the building to the rear (east side) of the building.

For student safety, the school district proposes to separate the student drop-off area from the deliveries, staff parking, and trash pick up areas. This separation includes a masonry wall from the edge of the school to the outside edge of the new dumpster enclosure and a chain link fence from the wall to a chain link rolling gate across the eastern drive. Our overall site plan and site dimension plan are included with this variance request. The height of the masonry wall varies from 6' tall at the building to approximately 9'-4" tall at the eastern side of the new dumpster enclosure. The proposed chain link fence and rolling gate are 8' tall.

We are requesting a variance for the heights of the masonry wall, the chain link fence, and the chain link rolling gate. Unified Development Code Section 4.5, Table 4.5.A requires a maximum fence or wall height of 6' within interior yards. We offer the following information in support of this variance request:

- A. Rogers School District currently uses fences and screening that exceeds 6' height in other locations. This code limits what they see as beneficial and necessary for separating on-site uses. This code requirement creates an undue hardship for the School District.
- B. As discussed above the School District is creating the need for this variance, but they are creating it as a courtesy to the City of Rogers. The purpose of moving the parent/student drop-off area is to help eliminate drop-off traffic from stacking into 13th Street. This will be accomplished by creating longer stacking distance along the existing drive from Olive Street. The proposed configuration nearly doubles the existing stacking distance and exceeds the current on-site and estimated on-street stacking distance combined.
- C. The proposed variance request is the minimum height needed to effectively separate the proposed use areas. The wall height varies due to on-site grade changes. The 8' tall fence separation is the minimum height the School District wants to use, and as mentioned above, is used in other school sites in Rogers.



- D. After review there are two primary options of avoiding this variance request. The first option would be to leave the parent-student stacking in current configuration. It would eliminate the need for the wall and fence separation. However, it is our understanding that this option would likely not be supported by city engineering or planning staff. The second option is for the city to amend the code to eliminate the need for this variance. After meeting with city staff, they stated that they might review the possibility of a code amendment sometime in March of 2025. Construction must start before that, so the school is ready for next year. Thus, the variance is being submitted now for review.
- E. Is there any other important factors that should be considered by the Board in keeping with the purpose and intent of the UDC? Summary of the key points of consideration:
- a. The School District is relieving a majority of the on-street parent drop-off vehicle staking, creating the need for this variance.
 - b. Walls and fences of this height are currently utilized in other Rogers schools.
 - c. It is our understanding that the City of Rogers might already be modifying the requirement of this code section (maximum fence and wall heights).
 - d. There are several site design recommendations per Arkansas Public Schools Academic Facility Manual, Chapter 4, Site Selection and Design, including:
 - i. Separate bus and car circulation
 - ii. Separate visitor and staff parking or service drives
 - iii. Incorporate adequate fencing for safety of students, to prevent students from entering traffic.
- Chapter 7050 Civil Sitework standards include:
- i. The various methods of traffic (pedestrian, bicycles, cars, buses, delivery) shall be separated as much as possible to provide safe and efficient access.
 - ii. Trash enclosures shall be provided in a location accessible to trash trucks without conflicting with pedestrian routes and drop-off or pick-up areas.

We appreciate your consideration of this request. If you have any questions or need additional information, please email at kmcclaflin@halff.com or call at (479) 273-2209.

Sincerely,

Halff Associates, Inc

A handwritten signature in blue ink, appearing to read "Kevin McClaflin", is written over a horizontal line.

Kevin McClaflin
Project Manager

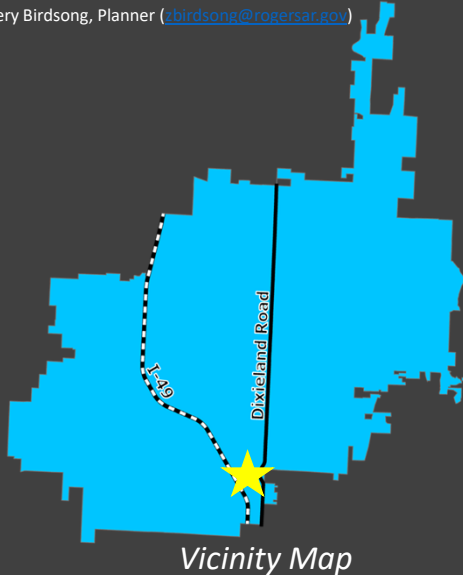
Cc. Hight-Jackson, File



Variance Michael's

PLANNING

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



Vicinity Map

Location

The SW intersection of S Dixieland Road and W Pleasant Crossing Drive
Parcel 02-16155-011

Nature of Request

To reduce the interior yard setback where the proposed building encroaches from 20' to 5' in HC zoning.

Zoning

HC

Use

Retail

Representative

Libby Topping, Crafton Tull

Summary:

This site is located at the SW intersection of South Dixieland Road and West Pleasant Crossing Drive.



Section 2.12 Variances

2.12.1 Purpose & Intent

The Board of Adjustment is authorized to grant a variance or waive from any provision of this UDC where strict enforcement of the provision would cause undue hardship due to circumstances unique to the individual property under consideration, and grant such variances or waivers only when it is demonstrated that such action will be in keeping with the spirit and intent of the provisions of the UDC.

2.12.2 Review Criteria

The Board of Adjustment shall consider the following in determining whether or not to grant a variance or waiver:

- A. Would the variance or waiver cause undue hardship to the property owner due to circumstances unique to the property; and
- B. Is the hardship a result of any action taken by the property owner or on their behalf; and
- C. Is the variance or waiver requested the minimum amount necessary to carry out the project; and
- D. Is there another reasonable method of avoiding the need for a variance or waiver; and
- E. Any other factor the Board feels is important to consider in keeping with the purpose and intent of this UDC.

Section 2.12 Variances

2.12.1 Purpose & Intent

The Board of Adjustment is authorized to grant a variance or waive from any provision of this UDC where strict enforcement of the provision would cause undue hardship due to circumstances unique to the individual property under consideration, and grant such variances or waivers only when it is demonstrated that such action will be in keeping with the spirit and intent of the provisions of the UDC.

2.12.2 Review Criteria

The Board of Adjustment shall consider the following in determining whether or not to grant a variance or waiver:

Would the variance or waiver cause undue hardship to the property owner due to circumstances unique to the property; and

Is the hardship a result of any action taken by the property owner or on their behalf; and

Is the variance or waiver requested the minimum amount necessary to carry out the project; and

Is there another reasonable method of avoiding the need for a variance or waiver; and

Any other factor the Board feels is important to consider in keeping with the purpose and intent of this UDC.



Variance Michael's

PLANNING

Geolocation



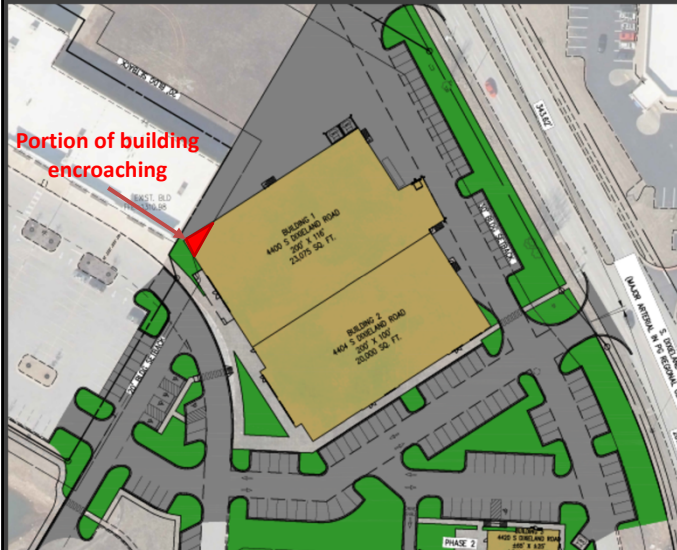
GEOLOCATION

- The subject property is in south Rogers, northeast of the Walmart Supercenter.



Variance Michael's

PLANNING



Site Plan

Variance Request

- To reduce the interior yard setback where the proposed building encroaches to 5'

What the UDC Says

- Table 4.5.A requires buildings to be at least 20' from interior lot lines in HC zoning

Applicant Proposal

- The applicant is proposing building 1 to encroach approximately 15' into the interior yard setback along the western property line

Requests:

To exceed the required separation distance for oversized signs

- Table 4.5.A requires buildings to be at least 20' from interior lot lines in HC zoning
- The applicant is proposing building 1 to encroach approximately 15' into the interior yard setback along the western property line



Variance Michael's

PLANNING

Staff Analysis of Request

Variance Request Factors		
	Applicant Response	Staff Response
Would the variance cause undue hardship to the property owner due to circumstances unique to the property?	"The previous buildings within the shopping center show 0' side setbacks due to the ownership requirements for buildings within the shopping center. In order to maximize the remaining undeveloped land and keep the context of the shopping center consistent, we are requesting the reduced setbacks."	There are no circumstances unique to the property causing a hardship that merits this request.
Is the hardship a result of action taken by the property owner?	"No."	No, because a hardship does not exist.

Staff Analysis:

Would the variance cause undue hardship to the property owner due to circumstances unique to the property?

- There are no circumstances unique to the property causing a hardship that merits this request.

Is the hardship a result of action taken by the property owner?

- No, because a hardship does not exist.



Variance Michael's

PLANNING

Staff Analysis of Request

Variance Request Factors		
	Applicant Response	Staff Response
Is the variance requested the minimum amount necessary to carry out the project?	"We have moved the proposed building as far away from the existing property line as possible while still allowing the land to be developable."	No. There is no site-specific hardship requiring the placement of the building as proposed.
Is there another reasonable method of avoiding the need for a variance?	"There is no reasonable method of avoiding the variance without changing the context of the shopping center."	Yes. The building footprint could be reduced and/or the building could be shifted further east.
Any other factor the Board feels is important to consider in keeping with the purpose and intent of this UDC.	"The intent of this project is to finalize development of the Pleasant Crossing Shopping Center, which has been continually growing since 2004."	While there is no site-specific hardship, setbacks are intended to protect adjacent properties and keep developments consistent. In this case, the rest of the shopping center further west has 0' lot lines.

Staff Analysis:

Is the variance requested the minimum amount necessary to carry out the project?

- No. There is no site-specific hardship requiring the placement of the building as proposed.

Is there another reasonable method of avoiding the need for a variance?

- Yes. The building footprint could be reduced and/or the building could be shifted further east.

Any other factor the Board feels is important to consider in keeping with the purpose and intent of this UDC.

- While there is no site-specific hardship, setbacks are intended to protect adjacent properties and keep developments consistent. In this case, the rest of the shopping center further west has 0' lot lines.



Variance Michael's

PLANNING



Variance Decision Recommendation

CONSIDER the request as presented

Public Input:

No public input received.

Variance Decision Recommendation

CONSIDER the request as presented



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

OFFICE USE ONLY

Permit Fee: _____ (\$500) Zoning: _____

App. Number _____

CityWorks Application: _____

Date: _____

VARIANCE APPLICATION

APPLICANT: Libby Topping - Crafton Tull

ADDRESS: 901 N 47th Street, Rogers, AR 72756 SUITE #: 400

GENERAL LOCATION OF PROPERTY: Dixieland Road & Pleasant Crossing Drive

PHONE #: 479-878-2474 EMAIL: Libby.Topping@craftontull.com

PROPERTY OWNER: PCPC 1 LLC PHONE #: (479) 372-4052

REQUEST to ALLOW(Cite Variation[s] from Applicable Section[s] of Code and Proposal):
Section 4.5 Zone Standards, Min. Interior Yard

Sec. 2.12.2 requires variance applicants to respond to these criteria for variance consideration:

Would the variance or waiver cause undue hardship to the property owner due to circumstances unique to the property; and
See attached letter.

Is the hardship a result of any action taken by the property owner or on their behalf; and
See attached letter.

Is the variance or waiver requested the minimum amount necessary to carry out the project; and
See attached letter.

Is there another reasonable method of avoiding the need for a variance or waiver; and
See attached letter.

Is there any other important factor that should be considered by the Board in keeping with the purpose and intent of the UDC?
See attached letter.



Applicant Signature

2-12-25
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
- ☒ Director's Minimum Submittal Requirements(required at time of application)

PLANNING STAFF PROVIDES:

BOARD OF ADJUSTMENT DECISION: _____

SECRETARY, BOARD OF ADJUSTMENT

DATE of PUBLIC HEARING



February 12, 2025
City of Rogers
Community Development
301 W Chestnut St.
Rogers, AR 72756

Re: Variance Request – Michael’s Pleasant Crossing
CityView Project # SDP25-0014
CTA Job No. 24106500

I am writing this letter to request the following variances in regards to the new development, Michael’s Pleasant Crossing:

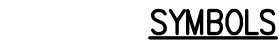
1. A variance from the maximum 20 ft interior yard setback for HC zone (Section 4.5.A Selected Zone Standards)

Michael’s Pleasant Crossing development includes three buildings with a total of 5.59 acres of development. We are requesting a reduction of the required 20 ft interior yard setback to 5 ft for Buildings One and Two, which will be positioned adjacent to the existing commercial buildings. The previous buildings within the shopping center show 0’ side setbacks due to the ownership requirements for buildings within the shopping center. In order to maximize the remaining undeveloped land and keep the context of the shopping center consistent, we are requesting the reduced setbacks. We have moved the proposed building as far away from the existing property line as possible while still allowing the land to be developable. Due to the existing conditions of this site, there is no reasonable method of avoiding the variance without changing the context of the shopping center. The intent of this project is to finalize development of the Pleasant Crossing Shopping Center, which has been continually growing since 2004.

Should you have any questions or concerns, feel free to contact us at your earliest convenience.

Sincerely,
Crafton Tull and Associates

Hugo Garcia-Ceron, E.I.



FOUND IRON PIPE/REBAR

 LEGEND (EXISTING SYMBOLS)

LINEWORK

CURB

RIGHT OF WAY

ROAD CENTERLINE

LEGEND (CONSTRUCT)

SYMBOLS

SET IRON PIN

LINEWORK

CURB

BUILDING SET BACK

PROPERTY LINE

PHASE LINE

BLOCK LENGTH



MICHAELS
PLEASANT CROSSING
ROGERS, ARKANSAS

This document, and the ideas and designs incorporated herein, as an instrument of professional service, is the property of Crafton, Tull & Associates, Inc., and is not to be used, in whole or in part, for any other project, without the written authorization of Crafton, Tull & Associates, Inc.

PROJECT NO: 24106500

CONTACT: LTOPPING

PRELIMINARY

PLANS

© 2025 Crafton, Tull & Assoc

OVERALL SITE PLAN (C)

C-101