



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

PLANNING COMMISSION MEETING AGENDA

JUNE 17, 2025

5:30 PM

COUNCIL CHAMBERS, ROGERS CITY HALL, 301 W. CHESTNUT STREET

VIEW ONLINE [HTTPS://US02WEB.ZOOM.US/J/81997326419](https://us02web.zoom.us/j/81997326419)

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AGENDA

CALL TO ORDER:

ROLL CALL:

ACTION ON MINUTES:

1. Approving May 20, 2025 meeting minutes.

PUBLIC HEARING:

OLD BUSINESS:

CONSENT AGENDA:

NEW BUSINESS:

1. **Maple Grove Rezone**
A rezone subject to enhanced review at 800 S. Arkansas Street from the T4.1 (Neighborhood Medium-Intensity) zoning district to the T4.2 (Neighborhood High-Intensity) zoning district.
STAFF: Amber Long, Planner II
REPRESENTED BY: Ben Fernando

REPORTS OF BOARDS AND STANDING COMMITTEES:

REPORTS FROM STAFF:



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ADJOURN:



COMMUNITY DEVELOPMENT
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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 May 20, 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: Jorge Andrade, Samantha Best, Derek Burnett, Hannah Cicioni, Kevin Jensen, Ed McClure, Isaac Stevens, and Ezequiel Tovar.

ACTION ON MINUTES

Motion by Cicioni, second by McClure to approve the May 6, 2025 Planning Commission meeting minutes as presented.

Voice Vote: Unanimous – Yes. Motion carried.

APPROVED.

PUBLIC HEARINGS

Old Business

I. Marco Reyes Riveiro Rezone

A rezone at 1400 N. D Street from the T3.1 (Neighborhood Low-Intensity) zoning district to the T4.1 (Neighborhood Medium-Intensity) zoning district. **(TABLED AT 5/6/25 PC MEETING)**

Planner Nicholas Little noted that this request is to rezone from T3.1 to T4.1 in the Neighborhood Fabric placetype. The requested rezone would allow smaller exterior and interior yard setbacks, taller buildings, and larger percentages of impervious and building coverages. T4.1 would allow for more dense housing types. The proposed zoning is compliant with the FLUM and all reasonable notification requirements have been met by the applicant. Staff recommends approval of the request.

Gilberto Reyes stated that the request was tabled at the 5/6 meeting due to trash concerns which has now been taken care of. Planner Nicholas Little confirmed that site had been cleared.

The Chairman opened the public hearing for comments.

- Larry Stockton – is in favor of the request if it raises property values.

The public hearing was declared closed.

Motion by McClure, second by Stevens, to APPROVE the request.

Voice Vote: Unanimous – Yes. Motion carried.

APPROVED.

PUBLIC FORUM

Mike Jones from Best Sign Group shared concerns regarding the revised sign ordinance.

REPORTS

None.

ADJOURN

There being no further business, the Chair adjourned the meeting at 5:45 p.m.

ATTEST:**APPROVED:**

Derek Burnett, Secretary

Steve Lane, Chairman

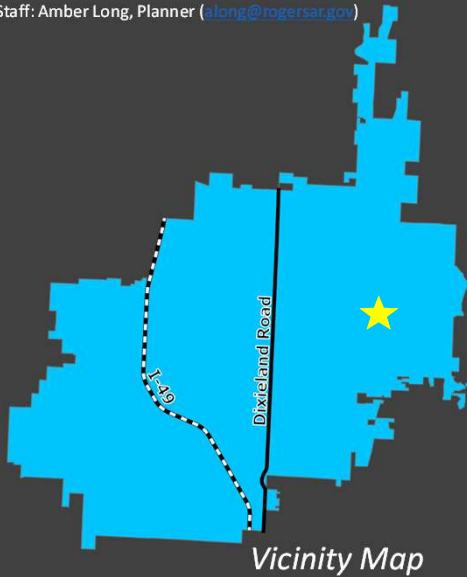


Rezone

Maple Grove 800 Project

PLANNING

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



Vicinity Map

FLUM Place Type

Urban Neighborhood (U-NH)

Zoning

T4.1

Proposed Zoning

T4.2

Location

800 S. Arkansas St.

Representative

Ben Fernando, Beauty4Ashes Investments LLC

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 ± 0.93 acres from T4.1 to T4.2 in the Urban Neighborhood (U-NH) placetypes.
- Review Type: Standard



Rezone Maple Grove 800 Project

PLANNING



Geolocation

Location Description

The subject property is located at the southeast corner of S. Arkansas St./S. 1st Street and S. Monte Ne Road, along the Railyard Loop Trail. The property is across the street from the Maple Grove Park and is less than a mile south of Lake Atalanta Park. The existing building was previously used as a church. Surrounding developments include civic spaces and detaches houses.

Parcels: 02-02911-000



Rezone

Maple Grove 800 Project

PLANNING

Permitted Zones by Placetype Per Table 2.8.3.A

PLACETYPE	SR	ER
Urban Neighborhood (U-NH)	T4.1, T4.2	T3.2, T5.1

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.

Rezone Request

- T4.2 in U-NH is subject to Standard Review

2.8.7 Standard Review Criteria

When reviewing and making decisions on zoning map amendments labeled "SR" in Table 2.8.3.A, the Planning Commission:

- Shall recommend approval of the proposed district(s) where they conform to the applicable requirements of this UDC.

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:

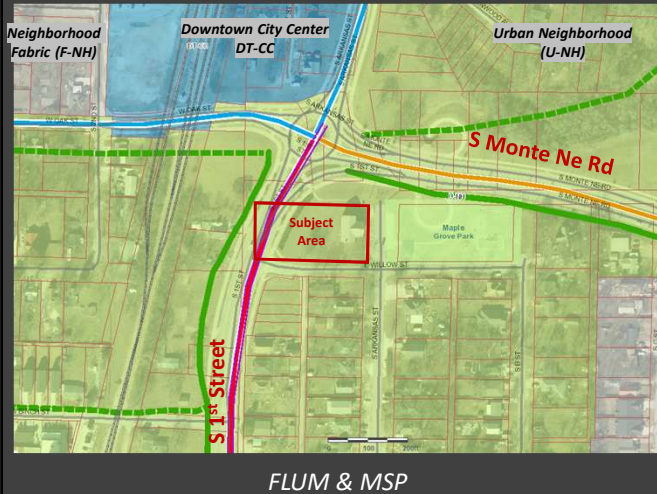
This request for a rezone from T4.1 to T4.2 in Urban Neighborhood (U-NH) is subject to Standard Review.



Rezone

Maple Grove 800 Project

PLANNING



Rezone Request

- T4.2 in U-NH is subject to Standard Review

Staff Analysis

At the subject location, T4.2 is considered likely to implement the placetype as envisioned:

“Urban Neighborhoods contribute a blend of housing and neighborhood-scale services between Centers and Corridors and other residential neighborhoods. These areas emphasize safety and accessibility for active transportation users of all ages and abilities while acting as a harmonious transition between the higher- intensity centers and lower-intensity neighborhoods,” *Rogers Future Land Use Placetypes*, pg. 4.

Placetype

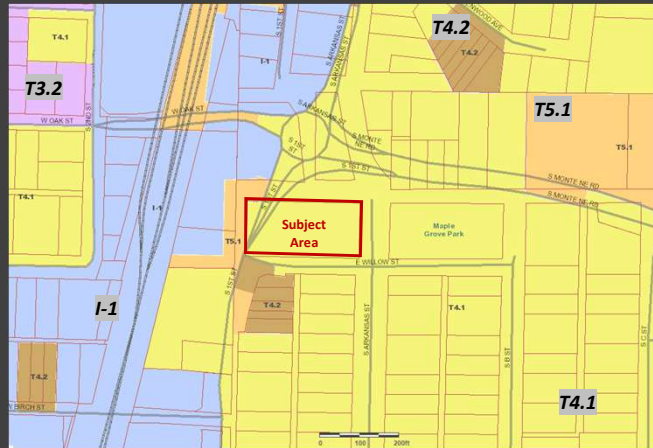
Urban Neighborhood (U-NH)

Placetype Description

“Urban Neighborhoods contribute a blend of housing and neighborhood-scale services between Centers and Corridors and other residential neighborhoods. These areas emphasize safety and accessibility for active transportation users of all ages and abilities while acting as a harmonious transition between the higher-intensity centers and lower-intensity neighborhoods,” *Rogers Future Land Use Placetypes*, pg. 4.

Future Land Use Map Analysis:

The subject property is located at the southeast corner of a major roundabout. The northwest corner of this intersection is within the Downtown City Center (DT-CC), which offers unique entertainment, shopping, residential, and employment opportunities in a pedestrian-friendly environment. The northeast, southeast, and southwest corners of this intersection are within the Urban Neighborhood (U-NH), which aims to provide a harmonious transition between higher-intensity placetypes and lower-intensity neighborhoods through a blend of housing and neighborhood-scale services. Like the DT-CC, the U-NH placetype prioritizes safety for active transportation users. Per Table 2.8.3.A Zoning Districts Allowed in Placetypes, the requested zone T4.2 is considered likely to implement the placetype as envisioned by the FLUM.



Zoning Map

- T4.2 in U-NH is subject to Standard Review

Development and Zoning Considerations

- The proposed district T4.2
 - Conforms to the applicable requirements of the UDC.
 - Implements the placetype as envisioned.

Current Zone (T4.1)

“A medium-intensity district intended primarily for neighborhood fabric, downtown neighborhood, and urban neighborhood placetypes where compatible nonresidential uses within walking distance of homes are allowed,” (UDC Section 4.2).

Proposed Zone (T4.2)

“A high-intensity district intended primarily for urban neighborhood placetypes where compatible nonresidential uses within walking distance of homes are encouraged,” (UDC Section 4.2).

Zoning Analysis:

The property is across the street from T5.1 and I-1 zoning, and the proposed zone T4.2 provides an orderly transition from these more intense zones to the lower-intensity zones to the southeast. The subject property is adjacent to parcels zoned T4.1 and T4.2. The proposed zone T4.2 permits development that implements the placetype as envisioned by the FLUM.



Geolocation

Recommendation:

Approve

PUBLIC INPUT:

Staff has not received public input regarding this request.

RECOMMENDATIONS:

Staff recommends **approval** of this request.

2.8.8 Planning Commission

2.8.8.1 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.

Possible Planning Commission Motions for Standard Review:

- 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, Beauty4ashes Investments LLC, petitions the Planning Commission of the City of Rogers, Arkansas to rezone certain real property as set forth herein:

LEGAL DESCRIPTION: PLAT 2/02/1909 B-28 SURVEYS: 4/12/2013 2013-191

LAYMAN'S DESCRIPTION: 800 S Arkansas Street, Rogers, AR 72756

PRESENT ZONING: T4.1

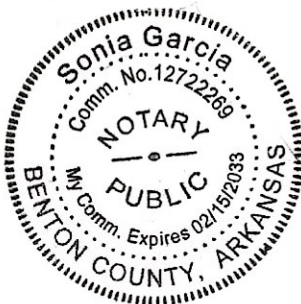
ZONING REQUEST: T5.1

Respectfully Submitted

By: [Signature]
(Property Owner Signature)

STATE OF ARKANSAS
COUNTY OF Benton

Subscribed and sworn before me this the 25th day of February, 2025.



[Signature]
Notary Signature

Sonia Garcia
Notary Name Printed

02/15/2033
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 10th day of June, 2025.

[Signature]
Signed

BEN FERNANDO
Name Printed

STATE OF ARKANSAS

COUNTY OF Benton

Subscribed and sworn before me this the 10th day of June, 2025.

[Signature]
Notary Signature

Estefany Chavez
Notary Name Printed

10/11/2026
Commission Expires





DEPT. OF COMMUNITY DEVELOPMENT
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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 **June 17, 2025 at 5:30 p.m.** on the application by **Maple Grove 800 Project (Case #: RZ25-00121)** to rezone 800 S. Arkansas Street from the **T4.1 (Neighborhood Medium-Intensity)** zoning district to the **T4.2 (Neighborhood High-Intensity)** zoning district, the property being more particularly described as follows:

PROPERTY DESCRIPTION:

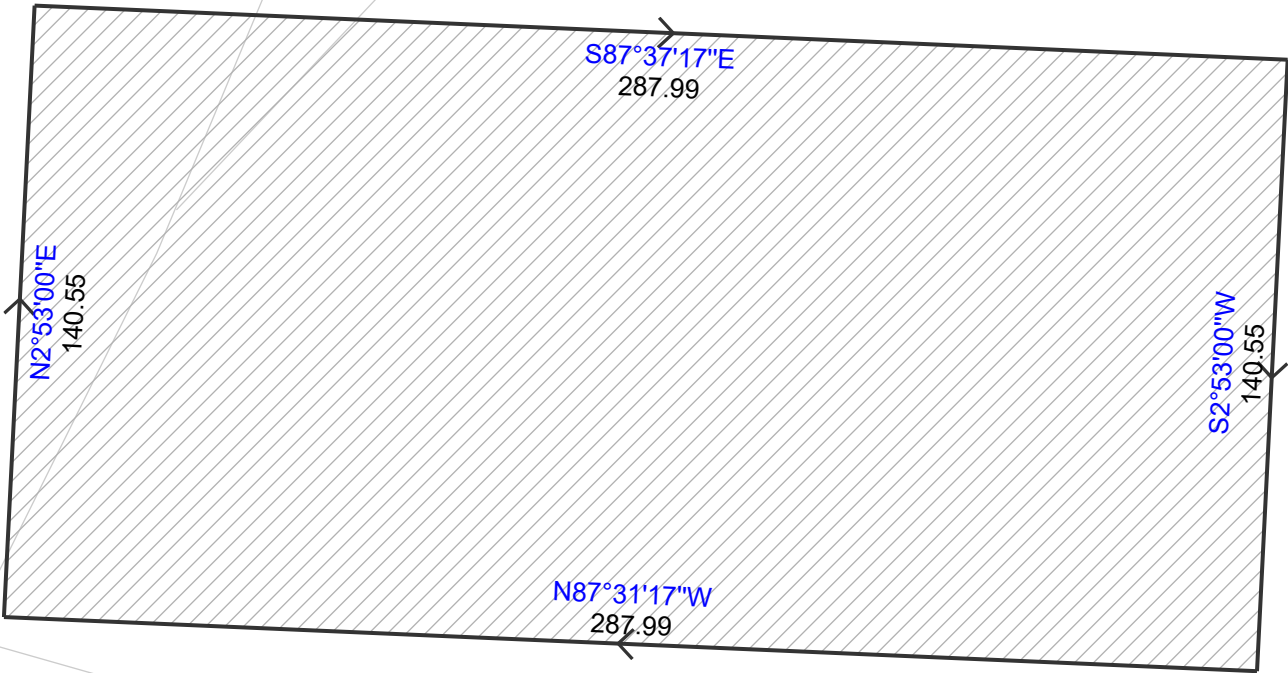
800 S. Arkansas Street
Parcel Number: 02-02911-000

Derek Burnett, Secretary
Planning Commission

PUBLISH ONE TIME ONLY: **Sunday June 1, 2025**
BILL THE CITY OF ROGERS



Legal Description Confirmation



S 1st St

E Willow St

S Arkansas St

