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

PLANNING COMMISSION MEETING AGENDA
JANUARY 20, 2026
5:30 PM
VIEW ONLINE
PLANNING COMMISSION: HTTPS://US02WEB.ZOOM.US/J/84928793556
BOARD OF ADJUSTMENT: HTTPS://US02WEB.ZOOM.US/J/84928793556

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 PLANNING COMMISSION:

ROLL CALL:

ACTION ON MINUTES:

a. Approving January 6, 2026 meeting minutes.

PUBLIC FORUM:

Public testimony on any issue not listed on the agenda may be provided at this time. **Public hearing** is offered at this time for **consent agenda** items noted below.

CONSENT AGENDA:

Items listed under the Consent Agenda are considered standard review and may be approved by a **single motion**. If you wish to provide testimony on any item, please notify the Commission prior to vote so that the item may be moved to **New Business** for separate consideration.

a. McLeod Rezone (Case #: RZ25-00644)

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A request by Dustin McLeod to rezone 4505 W. Oak Street from the T2 (Rural) zoning district to the T5.1 (City Low-Intensity) zoning district.
STAFF: Amber Long, Planner II
REPRESENTED BY: Brahm Driver

b. Brunton Rezone (Case #: RZ25-00662)

A request by James Brunton to rezone 2143 S. 21st Street from the T2 (Rural) zoning district to the T3.2 (Neighborhood Low-Intensity) zoning district.
STAFF: Laural Scates, Planner I
REPRESENTED BY: James Brunton

c. The Grove Lot 3, Ph. 1 Rezone (Case #: RZ25-00675)

A request by The Grove Lot 3, Ph. 1 s to rezone 1739 W. Pleasant Grove Rd from the T5.2 (City Medium-Intensity) zoning district to the HC (Highway Commercial) zoning district.
STAFF: Nicholas Little, Planner II
REPRESENTED BY: Burke Larkin

PUBLIC HEARINGS:

a. OLD BUSINESS - Items previously discussed and tabled.

i. No items.

b. NEW BUSINESS - Any items removed from Consent Agenda.

i. Cimuca Rezone (Case #: RZ25-00643)

A request by Aurelian Cimuca to rezone 0.88-acres near the intersection at W. New Hope Rd and W. Arapaho Dr. from the T2 (Rural) zoning district to the T4.2 (Neighborhood High-Intensity) zoning district.
STAFF: Christina Moore, Planner I
REPRESENTED BY: John Winter

ii. CSP Golf USA (Case #: SGN25-0676)

A request by Golf USA for a Common Sign Plan at 529 N. 46th Street in the T5.2 (City Medium-Intensity) zoning district.
STAFF: Zachery Birdsong, Planner II
REPRESENTED BY: JJ Jones, Best Sign

REPORTS :

a. COMMISSIONERS

b. STAFF

PUBLIC HEARING:

ADJOURN PLANNING COMMISSION:

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

CALL TO ORDER BOARD OF ADJUSTMENT:

ACTION ON MINUTES:

a. Approving January 6, 2026 meeting minutes.

OLD BUSINESS :

a. No items.

NEW BUSINESS:

a. Mobius Learning Academy Variance (Case #: VAR25-0670)
Requesting a variance from the Unified Development Code at 5537 S. Bellview Rd. in the T2 (Rural) zoning district. *WITHDRAWN.*
STAFF: Nicholas Little
REPRESENTED BY: Libby Topping

b. Pinnacle Chiropractic Sign Variance (Case #: VAR25-0069)
Requesting a variance from the Unified Development Code at 800 S. 52nd Street in the T2 (Rural) zoning district.
STAFF: Nicholas Little
REPRESENTED BY: Nate Bubak

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 January 6, 2026 at 5:30 P.M. The meeting was called to order by Chair Samantha Best followed by the Pledge of Allegiance.

ROLL CALL

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

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. Commissioner Steve Lane abstained from the Stellar Development rezone.

ACTION ON MINUTES

Motion by McClure, second by Jensen to approve the December 2, 2025 Planning Commission meeting minutes as presented.
Voice Vote: Unanimous – Yes. *Motion carried.*
APPROVED.

PUBLIC FORUM

CONSENT AGENDA

a. **24th Street Tiny Homes Rezone (Case #: RZ25-00621)**
   A request by Phil Swope to rezone 7.64-acre parcel west of N. 24th Street from the T2 (Rural) zoning district to the T3.2 (Neighborhood Low-Intensity) zoning district.
b. **Park 5 Rezone (Case #: RZ25-00126)**
   A request by Park 5 to rezone 40.42-acre parcel off of W. Wallis Road and S. Rainbow Road from the T2 (Rural) zoning district to the T4.1 (Neighborhood High-Intensity) zoning district.
c. **Stellar Development (Case # RZ25-00638)**
   A request by Matt Loos to rezone 9.77-acre northern parcel on S. 26th Street and W. Laurel Ave. from the T2 (Rural) zoning district to the T5.1 (City Low-Intensity) zoning district.

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

Motion by McClure, second by Andrade to approve the consent agenda.
Voice Vote: Unanimous – Yes, *Motion carried.*
APPROVED.

PUBLIC HEARINGS

Old Business – None

New Business

a. Pinnacle Reserve Rezone (Case #: RZ25-00624)

A request by Pinnacle Reserve to rezone 64.43-acre southern parcel on W. Pleasant Grove Rd and S. Mills Pl. from the HC (Highway Commercial) zoning district and T5.1 (City Low-Intensity) zoning district to the T5.1 (City Low Intensity) and T4.2 (Neighborhood High-Intensity) zoning district.

Planner Laural Scates notes that the request is to rezone 61.43 acres to the T4.2 and T5.1 zoning in the Pleasant Grove Regional Center. The proposed rezone aims to restore a buffer between the neighborhood to the south and the commercial zone to the north. The adopted master street plan shows future collector and arterial streets for this area. This request is a down zone, reducing the types of nonresidential uses that are allowed and reinstating the buffer between the existing subdivision to the south and the proposed T5.1 on the norther portion of the subject property. Staff recommends approval of the request.

Caleb LeBow with Olsson Engineering represented the request and agreed with staff's presentation while emphasizing the need for a buffer to math adjacent properties.

Commissioners discuss the request and ask questions.

The Chair opened the public hearing for comments.

- Ryan Stearle – concerns about buffer and traffic/neighborhood safety.
- Jon Crenshaw – said there are discrepancies between the proposed plan and the future street plan.
- Cheryl Garwood – concerns about proposed buffer width.
- Michael Miller – against request.
- Kirstin Dandreta – concerns about traffic safety.
- Matthew Reith – concerns about buffer and safety.
- Danielle Bunch – questions about where children from new subdivision will go to school.
- Chandra Dijkman – against request.
- Chase Cunningham – concerns about traffic and road capacity.

There were no additional comments and the public hearing was declared closed.

Commissioners, staff and the applicant address public concerns.

Commissioner Kevin Jensen states that this request falls under standard review and requires a very compelling reason for the commission to deny the request. Although he supports the request he wouldn't mind a wider buffer.

Motion by Stevens, second by Andrade to recommend the rezone request as presented to City Council.
Voice Vote: Unanimous – Yes, *Motion carried.*
APPROVED.

REPORTS

Deputy Directory Joe Rexwinkle asked commissioners to deposit their checks and to verify they have access to their city email. He also noted that staff would be sending out a meeting invite two weeks prior to a meeting to confirm attendance.

Commissioner Hannah Cicioni recognized a member from the public who had a question about an item on consent agenda and encouraged them to speak with staff to get their questions answered.

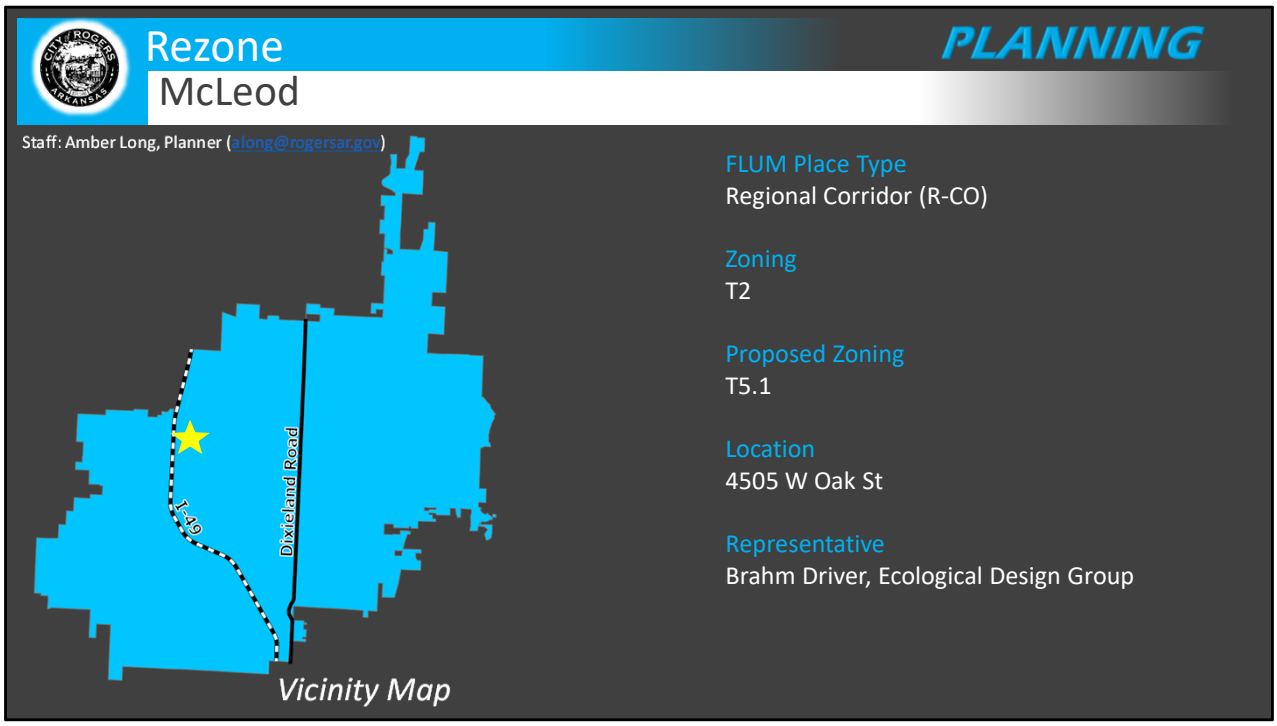
ADJOURN

There being no further business, the Chair adjourned the meeting at 6:49 p.m.

ATTEST: **APPROVED:**

_____ _____

Ezequiel Tovar, Secretary Samantha Best, Chair



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:

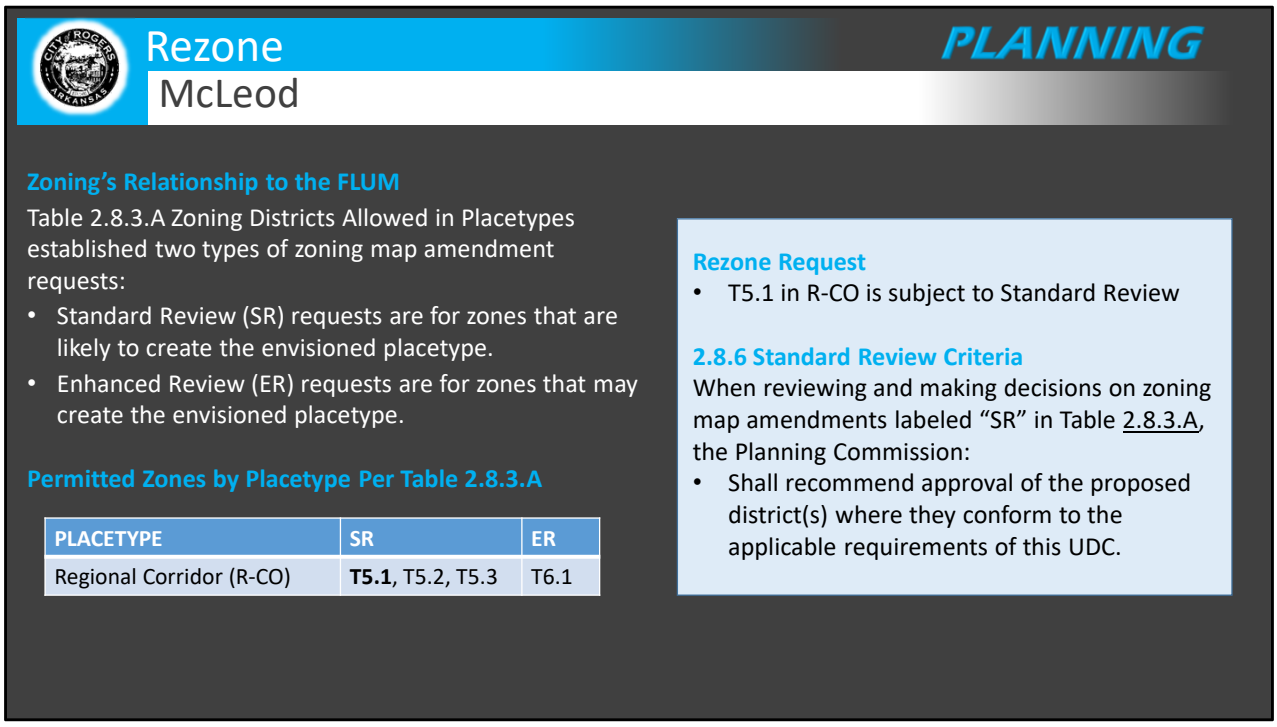
- Proposal: The applicant is proposing to rezone ±0.94 acres from T2 to T5.1 in the Regional Corridor (R-CO) placetypes.
- Review Type: Standard



Location Description

The subject area fronts W Oak Street, west of S 45th Street. It is less than a quarter mile from the Promenade Commons residential development to the east and the Everett dealership to the northwest.

Parcels: 02-00861-075



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:"

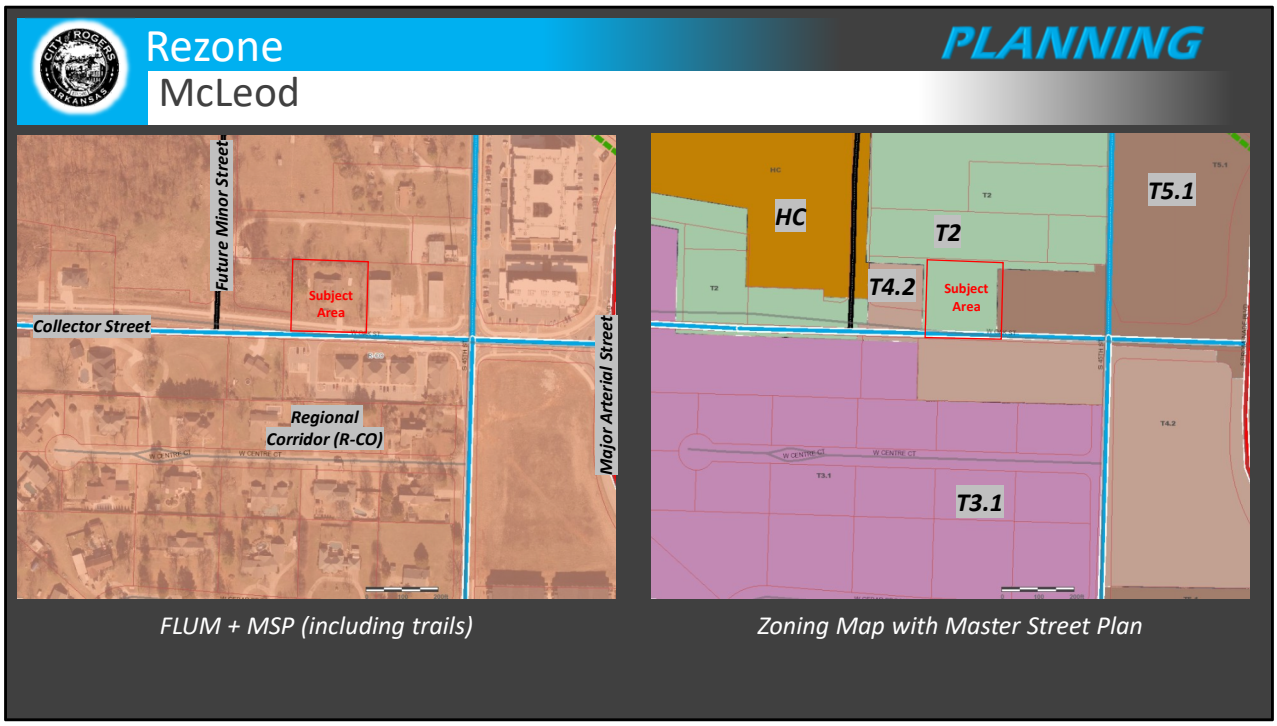
(A) Are likely to create the placetype envisioned by the Plan and thus conform to the Future Land Use Map. Such districts are subject to Standard Review.

(B) 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.

(C) 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 T2 to T5.1 in Regional Corridor (R-CO) is subject to Standard Review.



Rezone Request

Rezone from T2 to T5.1 in Regional Corridor (R-CO).

Placetype Description

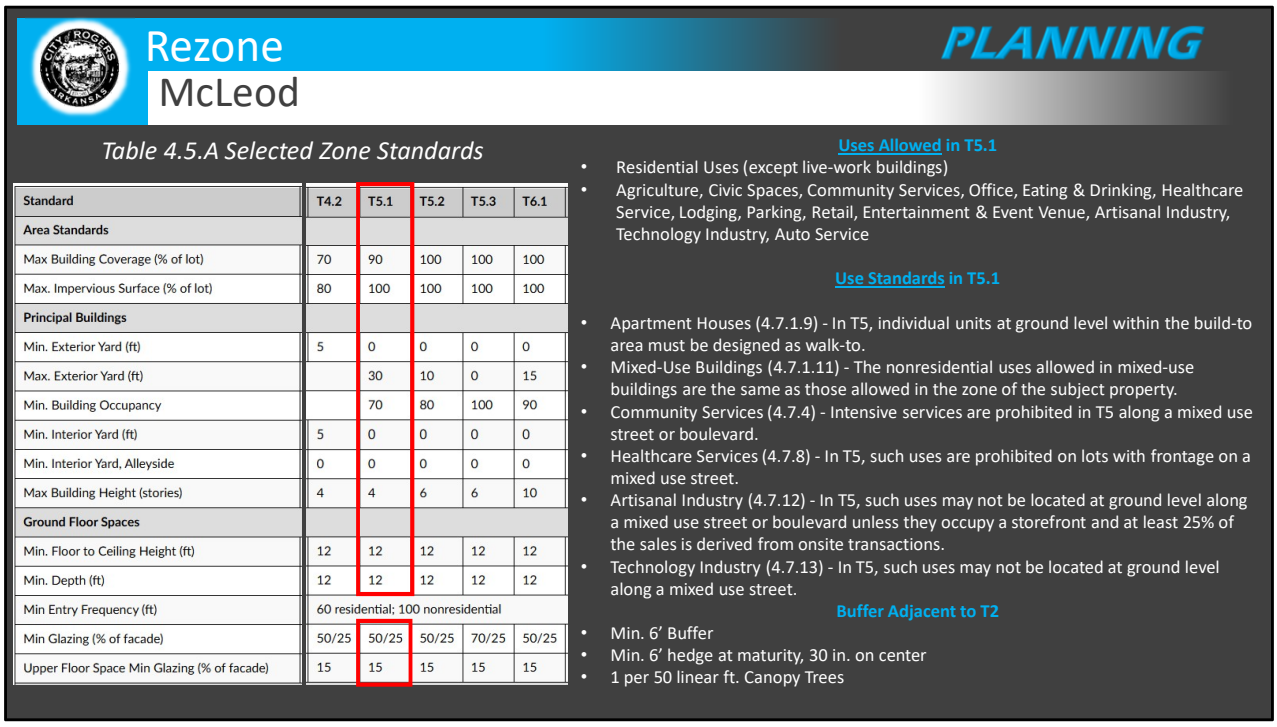
Regional Corridor (R-CO): "Regional Corridors are intensive areas with a high concentration of housing, services, and amenities. Developments include tall, compact buildings and parking located primarily at the side or rear of the site. Streets are multimodal, supporting the easy movement of single drivers, transit, and active transportation users between Regional Centers in Rogers, high-intensity areas in Bentonville, and nearby lower-intensity neighborhoods," *Rogers Future Land Use Placetypes*, pg. 5.

Current Zone (T2)

"A very low-intensity district intended for agricultural uses and as a temporary holding zone pending development," (UDC Section 4.2).

Proposed Zone (T5.1)

"A low-intensity mixed-use district where medium-scale buildings line streets mainly in corridor and city center placetypes," (UDC Section 4.2)



Standard	T4.2	T5.1	T5.2	T5.3	T6.1
Area Standards					
Max Building Coverage (% of lot)	70	90	100	100	100
Max. Impervious Surface (% of lot)	80	100	100	100	100
Principal Buildings					
Min. Exterior Yard (ft)	5	0	0	0	0
Max. Exterior Yard (ft)		30	10	0	15
Min. Building Occupancy		70	80	100	90
Min. Interior Yard (ft)	5	0	0	0	0
Min. Interior Yard, Alleyside	0	0	0	0	0
Max Building Height (stories)	4	4	6	6	10
Ground Floor Spaces					
Min. Floor to Ceiling Height (ft)	12	12	12	12	12
Min. Depth (ft)	12	12	12	12	12
Min Entry Frequency (ft)	60 residential; 100 nonresidential				
Min Glazing (% of facade)	50/25	50/25	50/25	70/25	50/25
Upper Floor Space Min Glazing (% of facade)	15	15	15	15	15

Policy Maps Analysis:

Per the Future Land Use Map, the subject area is located in and surrounded by the Regional Corridor (R-CO) placetype. Per the Master Street Plan, the subject property fronts a Collector street (W Oak St).

Zoning Analysis:

The proposed rezone is consistent with the Future Land Use Map (FLUM) and appropriate in this development context. Per Table 2.8.3.A of the UDC, the requested zone T5.1 is considered generally appropriate throughout the R-CO placetype and along collector streets such as W Oak Street.

Compatibility with Adjacent Zoning

The development intensity permitted in this zone is compatible with the adjacent T4.2 and T5.1 zoning. The adjacent T2 is a holding zone, and properties zoned T2 will need to rezone to conform with the FLUM. Per Section 5.5.5 Transition with Landscape Buffers, buffering and screening is required for developments in T5.1 when adjacent to T2 zoning.

Uses

Per Section 4.6 of the UDC, T5.1 permits several residential and commercial uses, which are compatible with existing uses in the area and expected uses within the Regional Corridor placetype.



PUBLIC INPUT:
No public input received.

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, Dustin McLeod, petitions the Planning Commission of the City of Rogers, Arkansas to rezone certain real property as set forth herein:

LEGAL DESCRIPTION:

REFERENCE DEED - BOOK 94, PAGE 80783:

PART OF THE S 1/2 OF THE SE 1/4 OF THE SE 1/4 OF THE SW 1/4 OF SECTION 9, TOWNSHIP 19 NORTH, RANGE 30 WEST, BENTON COUNTY, ARKANSAS, DESCRIBED AS FOLLOWS: COMMENCING AT THE SE CORNER OF SAID S 1/2 OF THE SE 1/4 OF THE SE 1/4 OF THE SW 1/4; THENCE NORTH 88°50'09" WEST 296.87 FEET TO THE POINT OF BEGINNING; THENCE CONTINUING NORTH 88°50'09" WEST 205.00 FEET; THENCE NORTH 00°24'23" EAST 199.53 FEET; THENCE SOUTH 88°50'09" EAST 205.00 FEET; THENCE SOUTH 00°24'23" WEST 199.53 FEET TO THE POINT OF BEGINNING. SAID TRACT IS SUBJECT TO AN EASEMENT ACROSS THE SOUTHERLY 18.00 FEET.

LAYMAN'S DESCRIPTION:

Property located at 4505 W Oak St, Rogers, AR

PRESENT ZONING: T2

ZONING REQUEST: T4.2

Respectfully Submitted,

By: _____
(Property Owner Signature)

STATE OF ARKANSAS
COUNTY OF Benton

Subscribed and sworn before me this the 19 day of November, 2025.

_____
Notary Signature

CASEY McLeod
Notary Name Printed

10/03/2028
Commission Expires

CASEY MCLEOD
Notary Public - Arkansas
Benton County
Commission # 12705624
My Commission Expires Oct 3, 2028

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 19th day of December, 2025.

Signed

Marina Masino
Name Printed

STATE OF ARKANSAS

COUNTY OF Pulaski

Subscribed and sworn before me this the 19th day of December, 2025

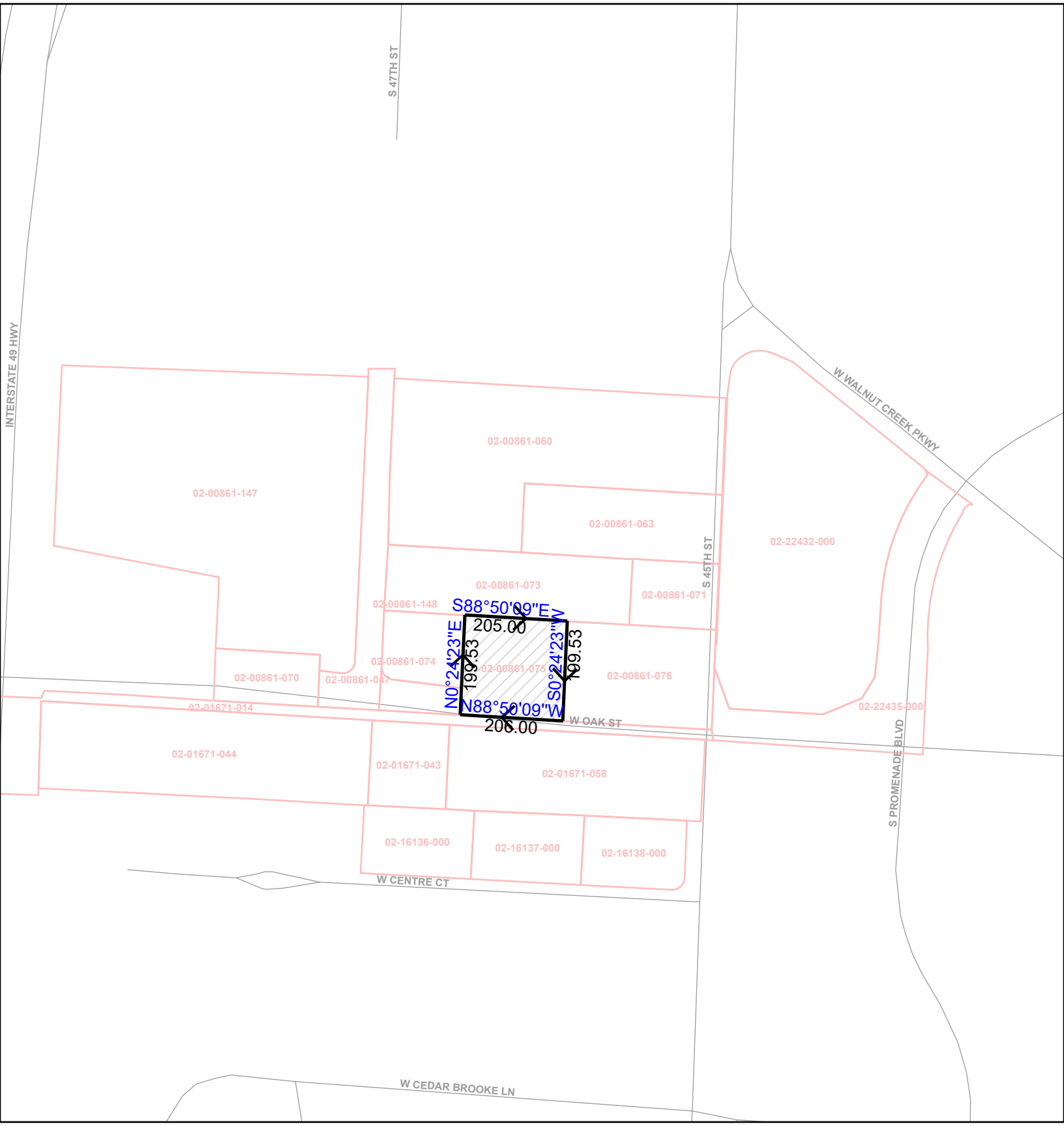
Notary Signature

TAMMY RHENA JOHNSTON
NOTARY PUBLIC
PULASKI COUNTY - ARKANSAS
My Commission Expires January 11, 2032
Commission No. 12385485

Tammy Rhena Johnston
Notary Name Printed

January 11, 2032
Commission Expires

RZ25-00644 Legal Description Confirmation



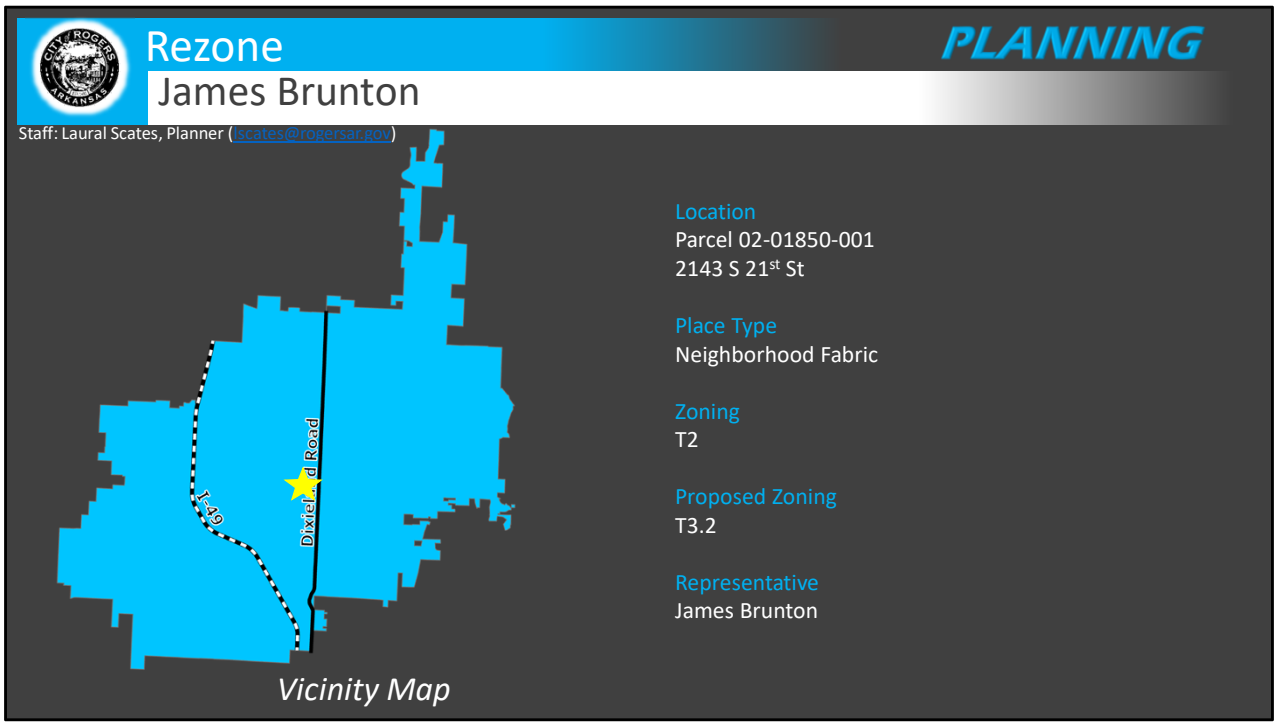
Legend

- Legal Description
- Roads
- Parcels < 300 ft.

N

0 75 150 300 Feet


NOTICE OF PUBLIC HEARING



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 0.33 acres to T3.2 (Neighborhood Low-Intensity) as presented in the Neighborhood Fabric placetype.
- Review Type: Standard

Rezone

PLANNING

James Brunton

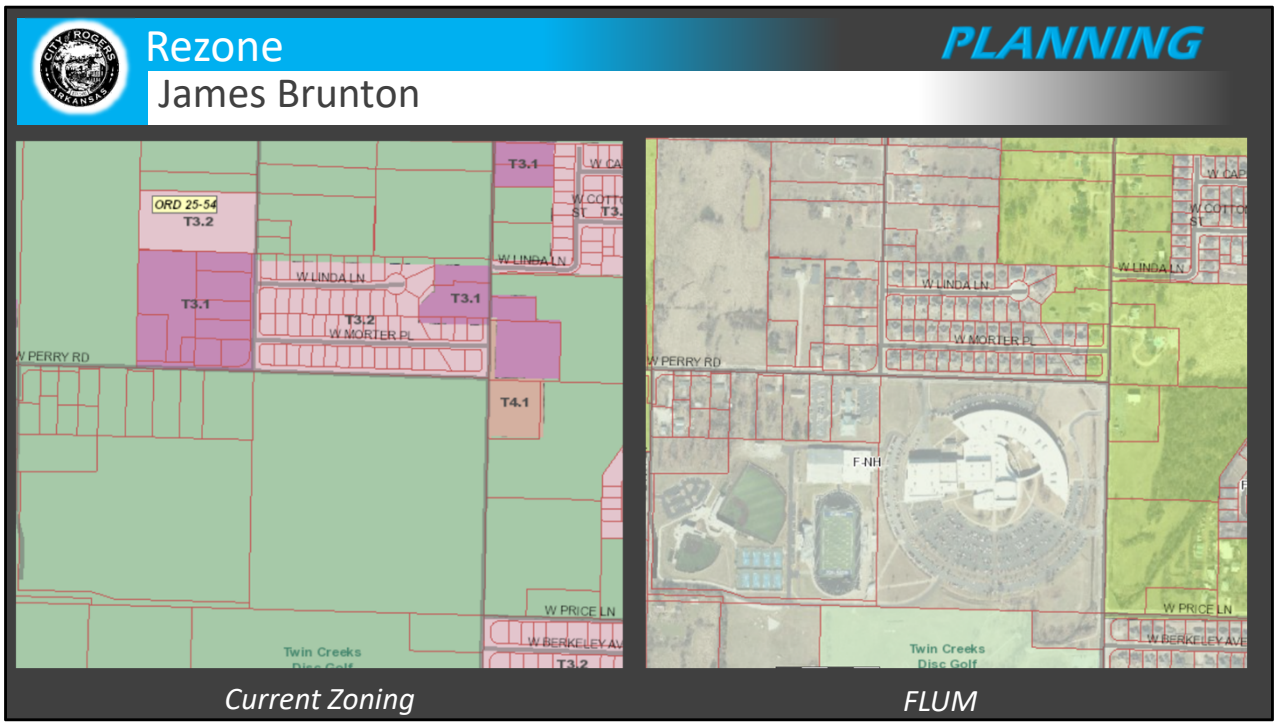


Geolocation

Location Description

Central Rogers; 0.33 acres at S 21st Street near W Perry Rd

Parcel



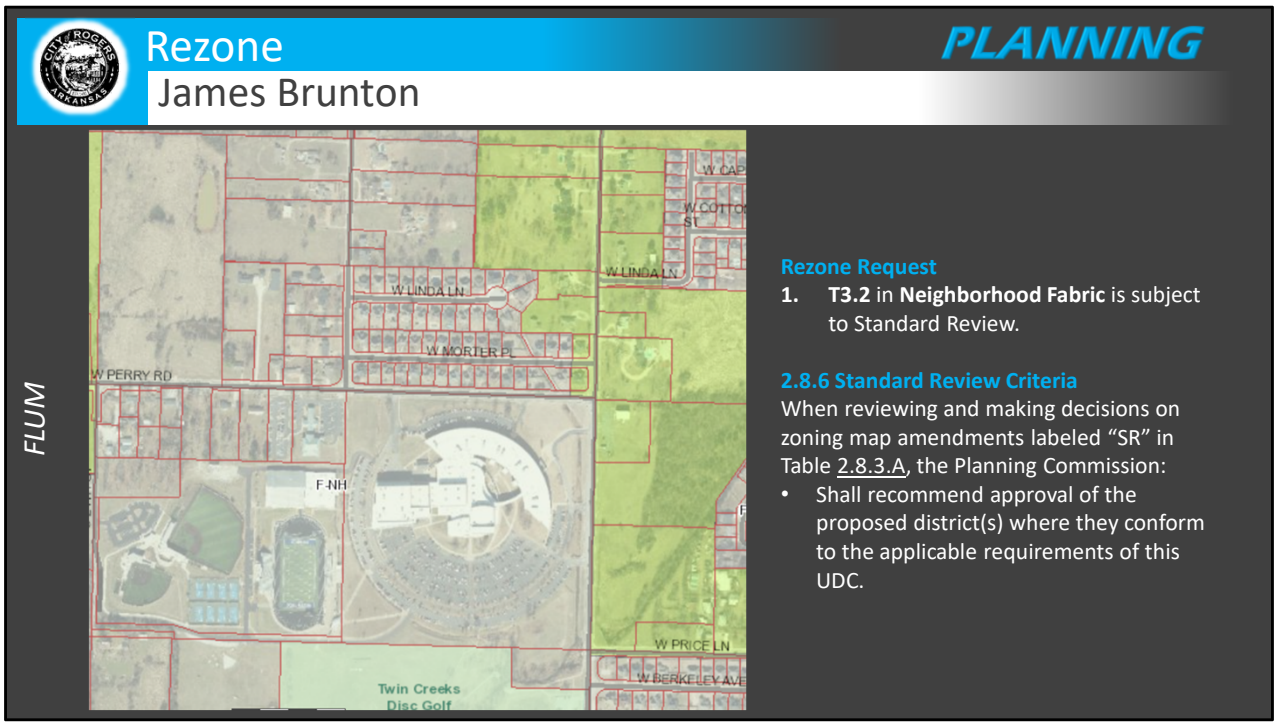
Current Zoning

T2: Rural – A very low-intensity district intended for agricultural uses and as a temporary holding zone pending development.

Proposed Zoning

T3.2 – Neighborhood Low-Intensity:

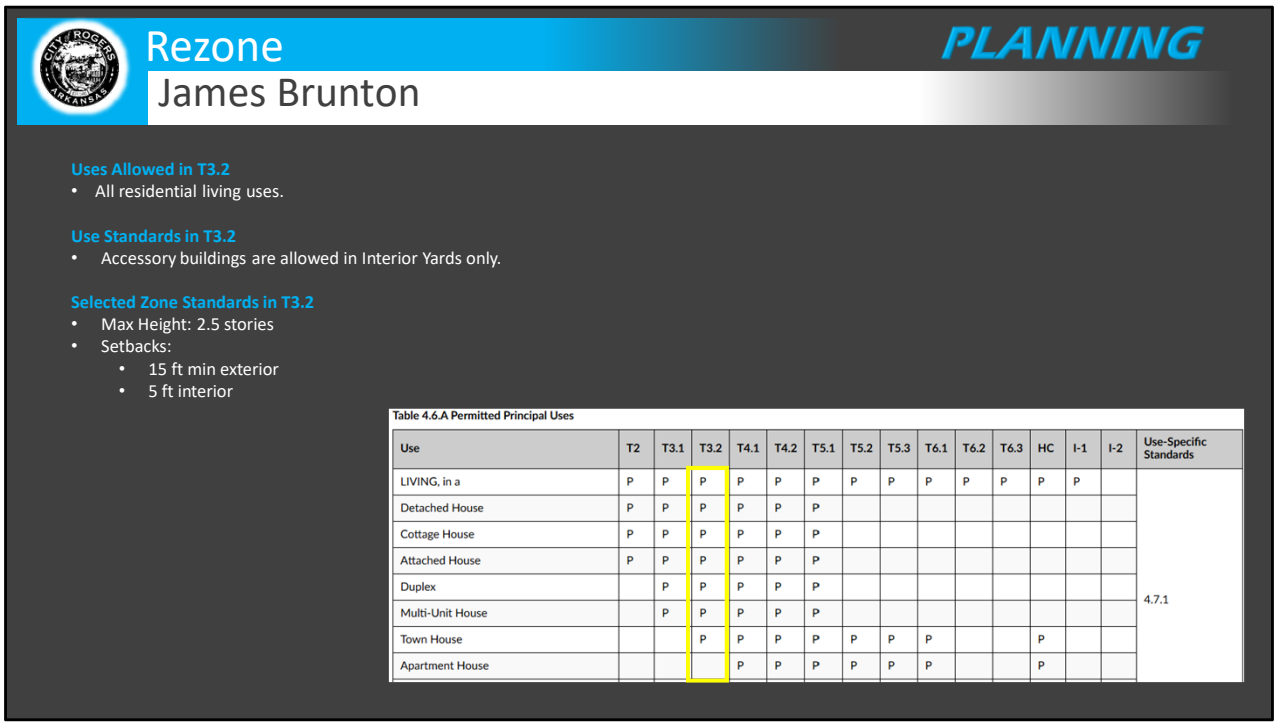
A low-intensity district intended primarily for suburban neighborhoods, neighborhood fabric, and downtown neighborhood placetypes where nonresidential uses are limited.



Placetype: Neighborhood Fabric

Placetype Description

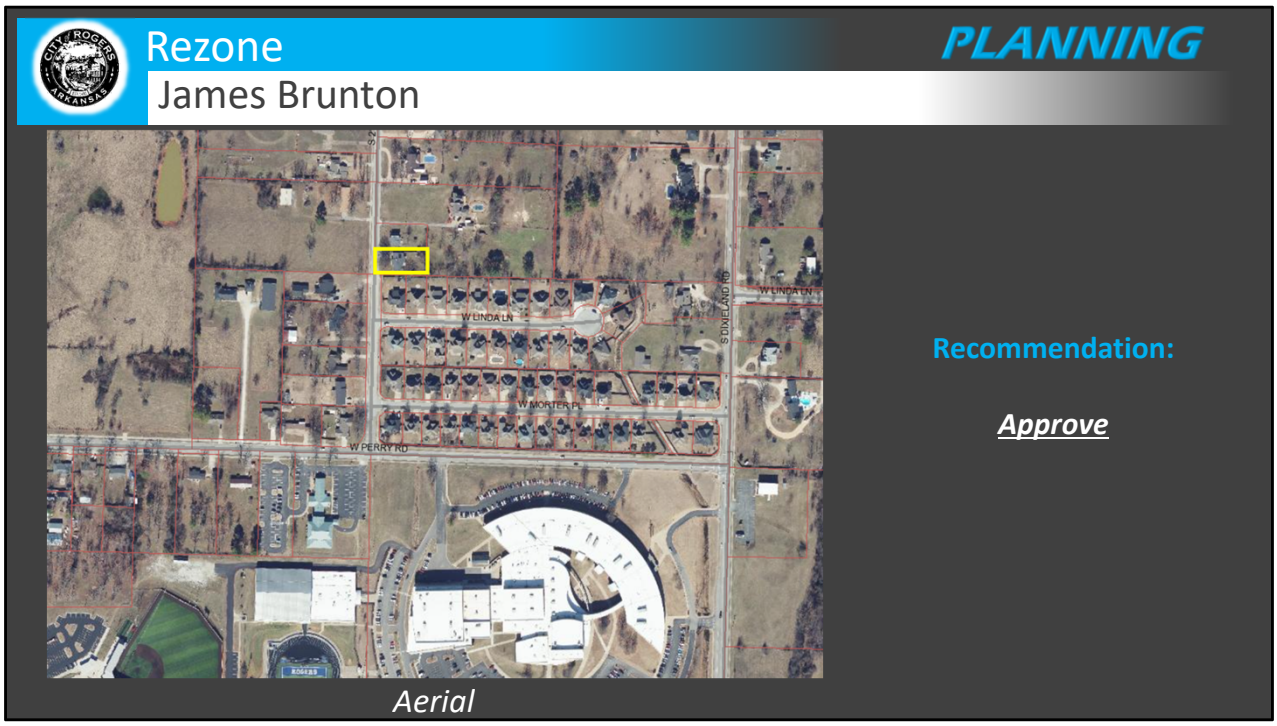
Neighborhood Fabric areas offer a diverse mix of housing options, ranging from single-family homes to small-scale multi-unit housing, neighborhood-scale parks, schools, and low impact retail and service establishments. These areas are constructed in an interconnected pattern of accessible streets and blocks for active transportation users of all ages and abilities. Neighborhood character is created through the style and type of housing and greenspace. – *Rogers Future Land Use Place Types, Pg. 6*



Placetype: Neighborhood Fabric

Placetype Description

Neighborhood Fabric areas offer a diverse mix of housing options, ranging from single-family homes to small-scale multi-unit housing, neighborhood-scale parks, schools, and low impact retail and service establishments. These areas are constructed in an interconnected pattern of accessible streets and blocks for active transportation users of all ages and abilities. Neighborhood character is created through the style and type of housing and greenspace. – *Rogers Future Land Use Place Types, Pg. 6*



PUBLIC INPUT:

No public input as of the writing of this staff report.

RECOMMENDATIONS:

The pleasant Grove Regional Center is an appropriate location for T5.1 zoning. As a result, staff recommends **approval** of this request.

2.8.8 Planning Commission

2.8.8.2 Enhanced Review Districts

The Director shall place applications for enhanced review districts on the regular agenda and the Commission shall hold a separate public hearing.

Possible Planning Commission Motions for Standard Review:

- Recommend approval or denial. Either motion is deemed to pass when a majority of the quorum present vote in favor; or
- Table the request to a date certain not to exceed 60 days for more information. Such a motion requires a majority of the quorum present to pass; or
- Dismiss the request and the applicant's request. Such a motion requires a majority of the quorum present to pass.

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 30 day of November, 2025.

Signed

JAMES BRUNTON

Name Printed

STATE OF ARKANSAS

COUNTY OF Benton

Subscribed and sworn before me this the 30 day of November, 2025.

DENNIS L. MCDOWELL
MY COMMISSION EXPIRES
02-25-2030
NOTARY
PUBLIC
COMM. # 12375382
BENTON COUNTY - ARKANSAS

Notary Signature

Dennis L. McDowell

Notary Name Printed

2/25/2030

Commission Expires

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

LEGAL DESCRIPTION:

A PART OF THE NE1/4 OF THE SW1/4 OF SECTION 23, TOWNSHIP 19 NORTH, RANGE 30 WEST, OF THE FIFTH PRINCIPAL MERIDIAN, BENTON COUNTY, ARKANSAS, AND BEING DESCRIBED AS FOLLOWS: COMMENCING AT THE NORTHWEST CORNER OF THE NE1/4 OF THE SW1/4 OF SECTION 23, TOWNSHIP 19 NORTH, RANGE 30 WEST, SAID POINT BEING A RAILROAD SPIKE SET IN THE ROADWAY OF SOUTH 21ST STREET; THENCE SOUTH 00 DEGREES, 32 MINUTES, 45 SECONDS WEST 573.04 FEET TO A RAILROAD SPIKE SET IN SAID ROADWAY OF SOUTH 21ST STREET, SAID POINT BEING THE TRUE POINT OF BEGINNING; THENCE SOUTH 00 DEGREES, 32 MINUTES, 45 SECONDS WEST 90.00 FEET TO A RAILROAD SPIKE SET IN SAID ROADWAY OF SOUTH 21ST STREET; THENCE LEAVING SAID ROADWAY, SOUTH 89 DEGREES, 14 MINUTES, 07 SECONDS EAST 190.00 FEET TO A SET IRON PIN; THENCE NORTH 00 DEGREES, 32 MINUTES, 45 SECONDS EAST 90.00 FEET TO A SET IRON PIN; THENCE NORTH 89 DEGREES, 14 MINUTES, 07 SECONDS WEST 190.00 FEET TO THE TRUE POINT OF BEGINNING AND BEING SUBJECT TO THE RIGHT OF WAY OF SOUTH 21ST STREET ALONG THE WEST SIDE THEREOF

LAYMAN'S DESCRIPTION: 2143 S 21st Street, Rogers, AR, 72758

PRESENT ZONING: T2-Rural

ZONING REQUEST: T3.2

Respectfully Submitted,

By: _____

(Property Owner Signature)

STATE OF ARKANSAS

COUNTY OF Benton

Subscribed and sworn before me this the 30 day of November, 2025.

Dennis L. McDowell

Notary Signature

DENNIS L. MCDOWELL NOTARY PUBLIC BENTON COUNTY - ARKANSAS MY COMMISSION EXPIRES 02-25-2030 COMM. # 12376382

Dennis L. McDowell

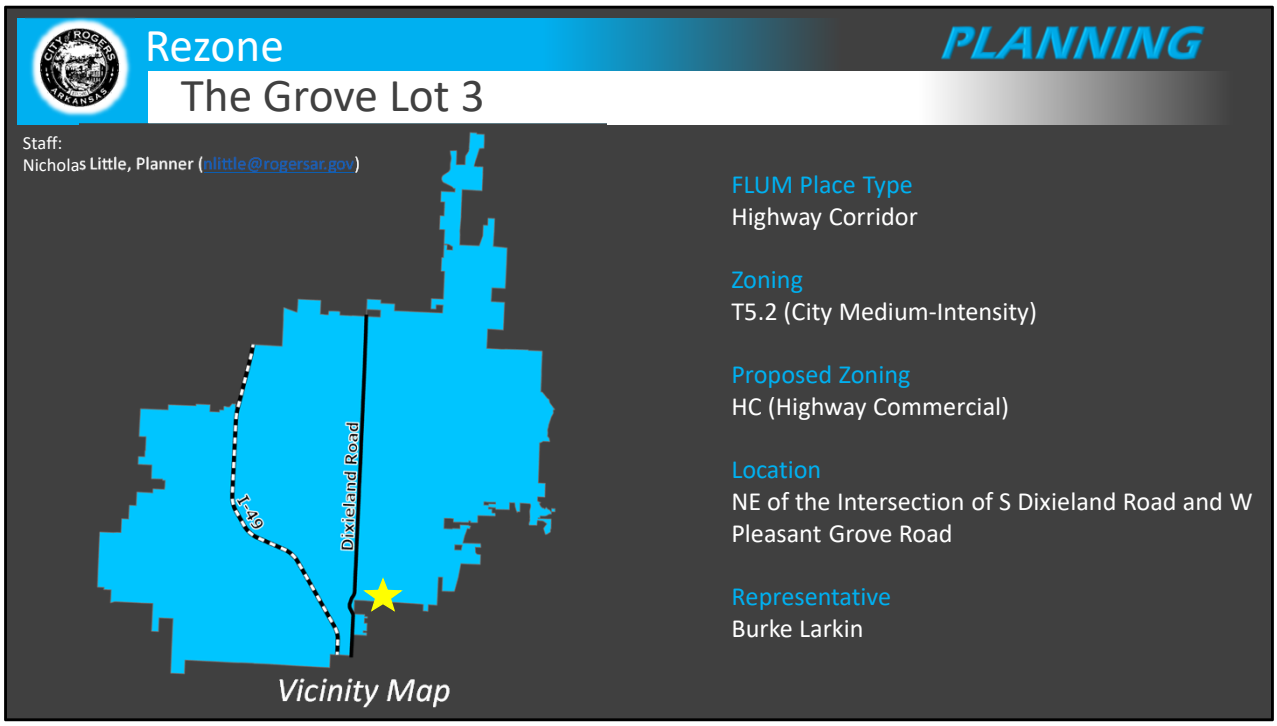
Notary Name Printed

2-25-2030

Commission


NOTICE OF PUBLIC HEARING


NOTICE OF PUBLIC HEARING
NOTICE OF PUBLIC HEARING
REZONE



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.

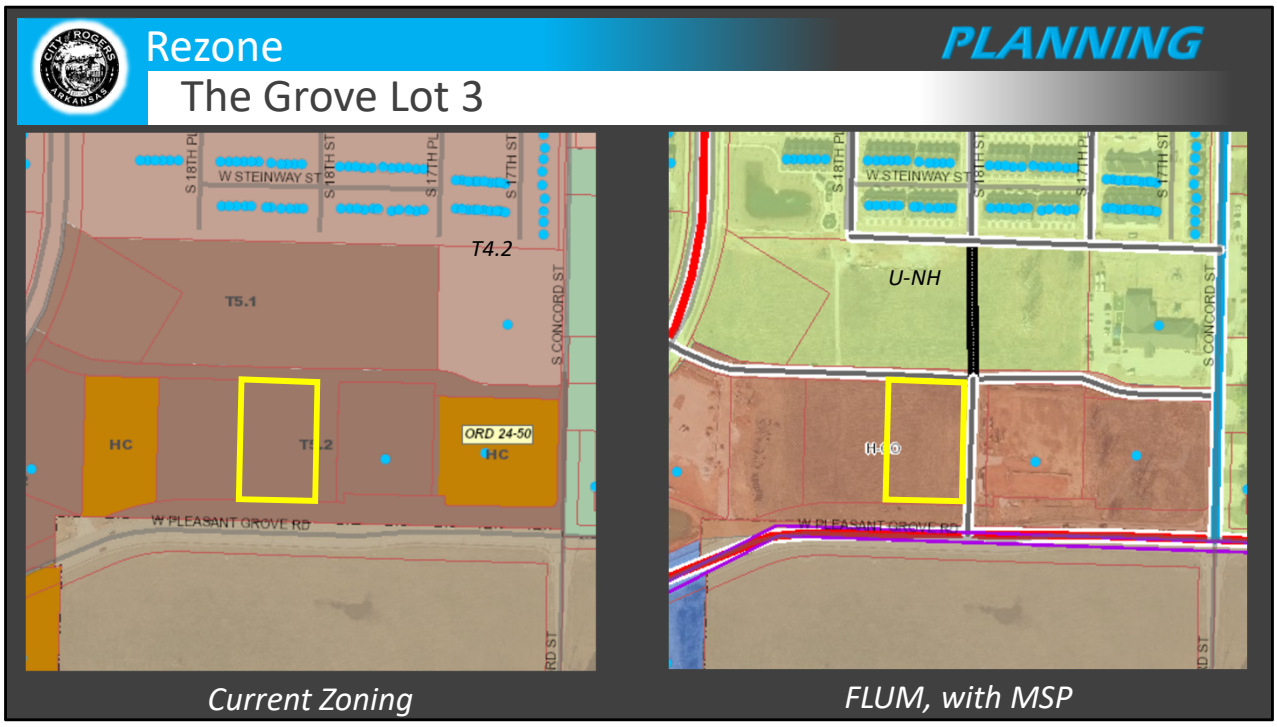
Request Details:

- Proposal: The applicant is proposing to rezone 1.38 acres to HC(Highway Commercial) as presented in the Highway Corridor placetype.
- Review Type: Standard



GEOLOCATION

The property is located just northeast of the intersection of S Dixieland Road and W Pleasant Grove Road.

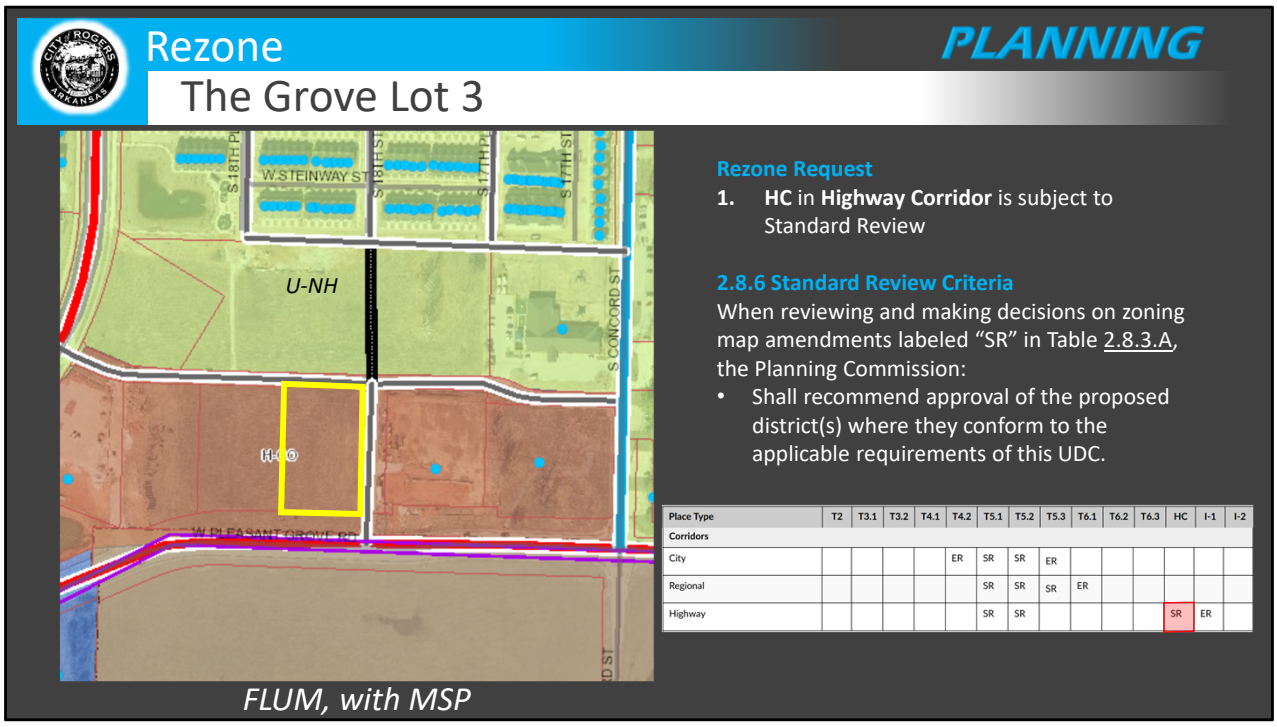


ZONING:
T5.2

"A medium-low intensity mixed-use district where medium to large-scale buildings line streets in corridor and city center placetypes." Section 4.2

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.."



Placetype

Highway Corridor (HC)

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.

Rezone

PLANNING

The Grove Lot 3

Uses Allowed in HC

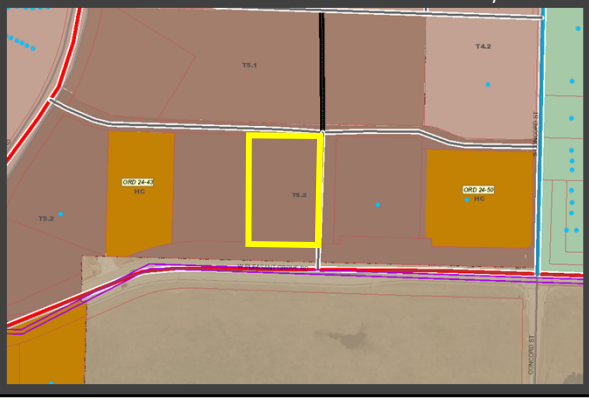
- Townhomes and apartments; Mixed-Use buildings; Commercial uses including office, eating and drinking, lodging, retail, event venue, auto service, etc.; Freight, Logistics and Service; Agricultural; Civic space

Use Standards specific to HC

- **Auto Service** - such uses are prohibited on corner lots **EXCEPT in HC** and I-1; Gas pumps must be accessory to a principal building and must be located in interior yards **EXCEPT in HC** and I-1.
- **Freight, Logistics and Storage** - In HC such uses may not be located within 250 feet of an arterial or collector street or any mixed-use street or boulevard.

Selected Zone Standards in HC

- Max Height: 6 stories
- Setbacks: 30' exterior yard; 20' interior yard; 0' alley





PUBLIC INPUT:
No public input received.

RECOMMENDATIONS:
Staff recommends **approval** of this request.

2.8.8 Planning Commission
2.8.8.2 Enhanced Review Districts
The Director shall place applications for enhanced review districts on the regular agenda and the Commission shall hold a separate public hearing.

Possible Planning Commission Motions for Standard Review:
- Recommend approval or denial. Either motion is deemed to pass when a majority of the quorum present vote in favor; or
- Table the request to a date certain not to exceed 60 days for more information. Such a motion requires a majority of the quorum present to pass; or
- Dismiss the request and the applicant's request. Such a motion requires a majority of the quorum present to pass.

PROPERTY OWNER AFFIDAVIT

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

LEGAL DESCRIPTION: 1739 N Pleasant Grove Rd.

LAYMAN'S DESCRIPTION: Lot #3 - Phase 1 - The Grove/Rogers

PRESENT ZONING: T5.2

ZONING REQUEST: HC

Respectfully Submitted,

By: _____
(Property Owner Signature)

STATE OF ARKANSAS)
COUNTY OF Pulaski

Subscribed and sworn before me this the 2nd day of December, 2025.

_____
Notary Signature

Terri Stebbins
Notary Name Printed

_____
Commission Expires

30

Lot 3, The Grove Phase 1, City of Rogers, Benton County, Arkansas, as shown on Plat Book 2007, Page 128.

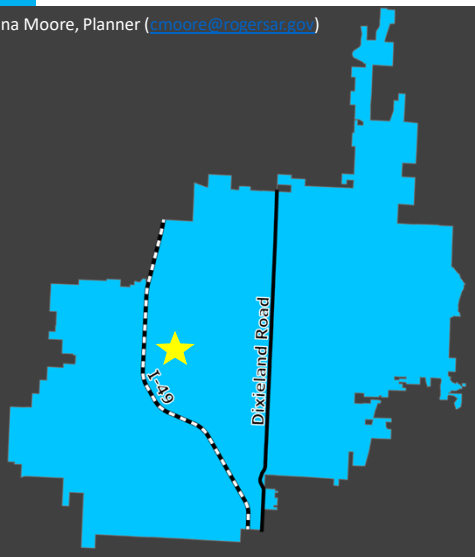

NOTICE OF PUBLIC HEARING

Rezone

PLANNING

Cimuca

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



Vicinity Map

Location
Northeast of the intersection of New Hope Road and Arapaho Road

Place Type
City Corridor

Zoning
T2

Proposed Zoning
T4.2

Representative
John Winter, Olsson

Nature of the Request:

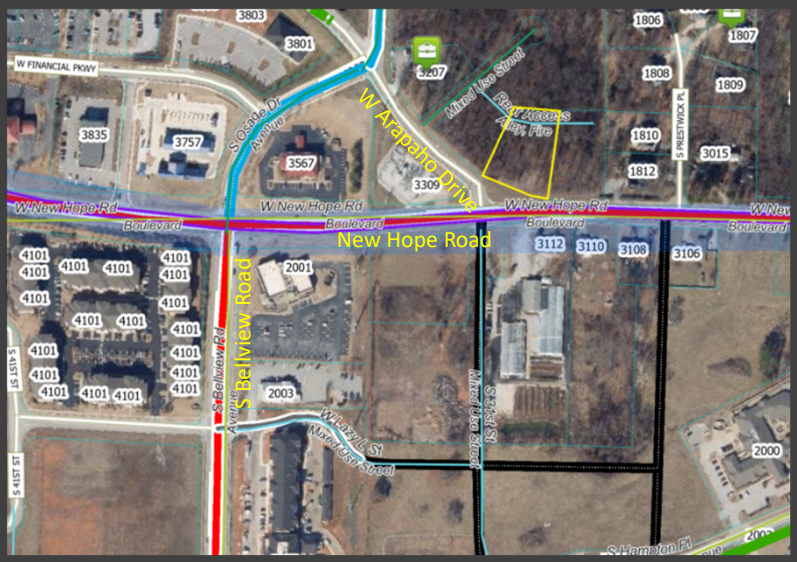
The following request is for an amendment to the City of Rogers Unified Development Code Zoning Map, in accordance with Section 2.8 of the Rogers Unified Development Code.

Request Details:

- Proposal: The applicant is proposing to rezone 0.88 acres to T4.2(Neighborhood High Intensity) as presented in the City Corridor placetype.
- Review Type: Enhanced

Rezone
Cimuca

PLANNING

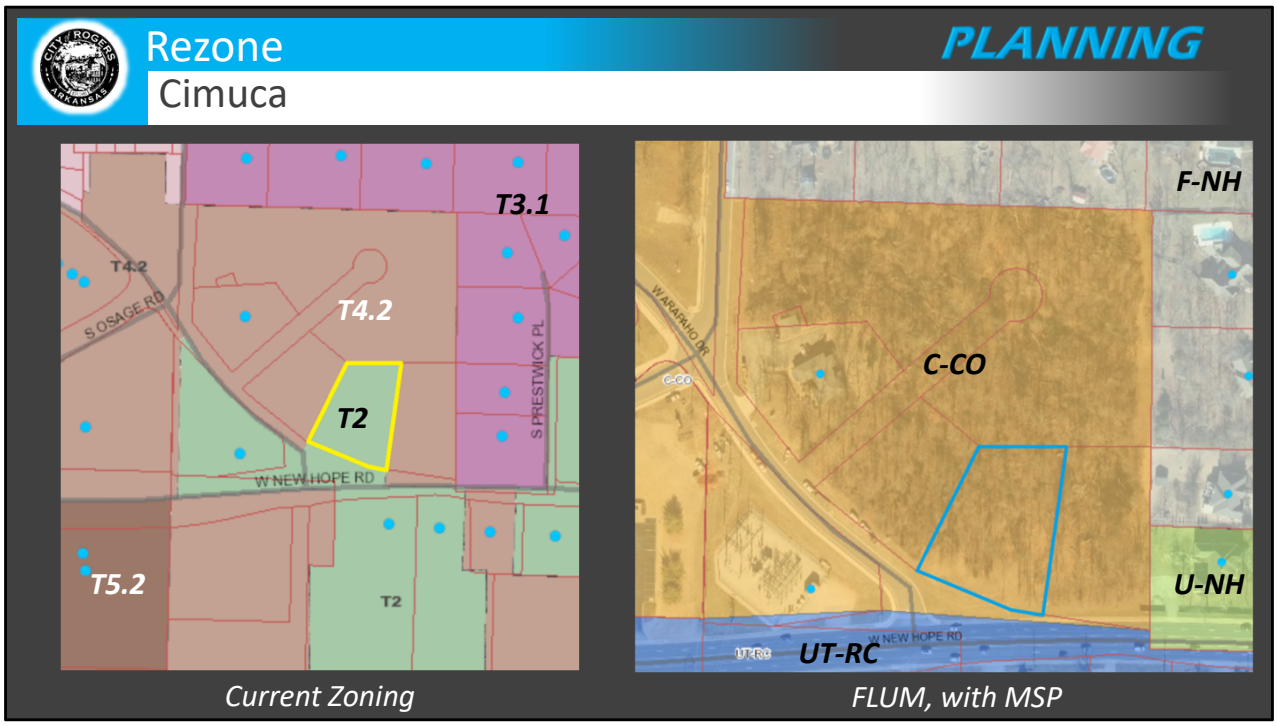


Geolocation w/ and MSP

Location Description

West central Rogers; northeast of the intersection of New Hope and Arapaho Drive. Near the new Whole Foods.

Parcel 02-13147-000

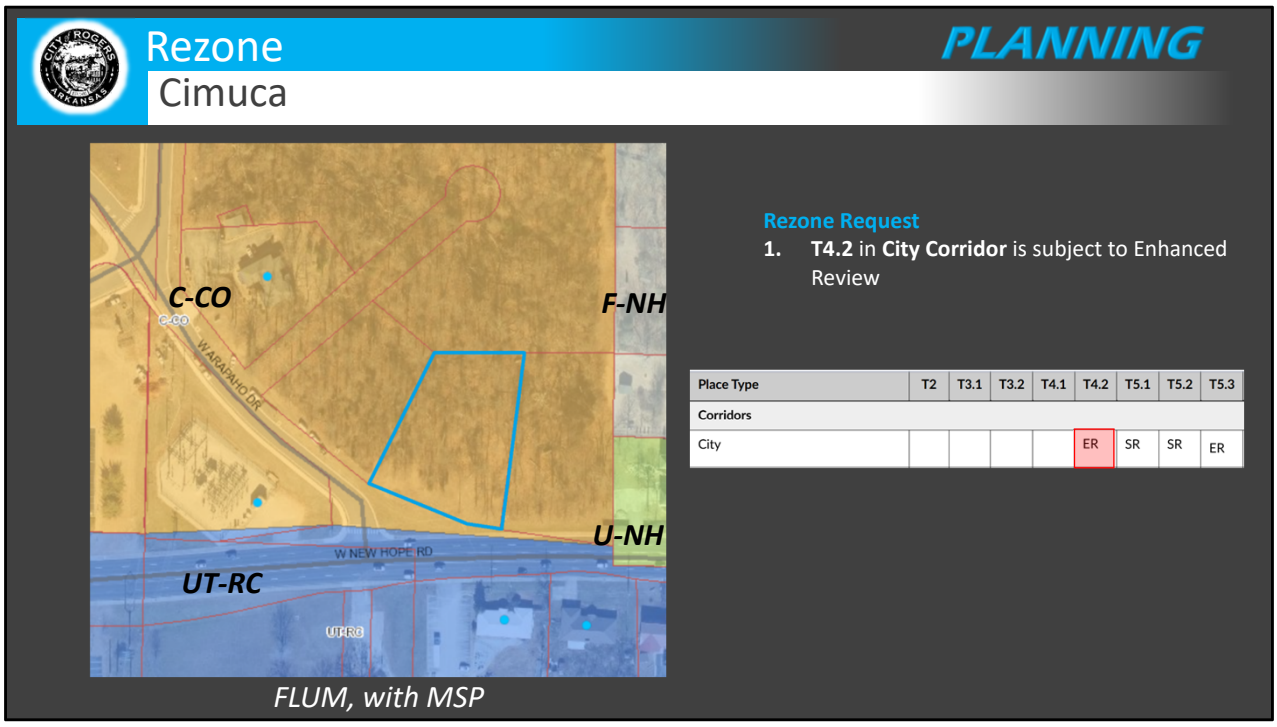


Current Zoning

T2 – Rural: A very low-intensity district intended for agricultural uses and as a temporary holding zone pending development.

Proposed Zoning

T4.2 – Neighborhood High Intensity: A high-intensity district intended primarily for urban neighborhood placetypes where compatible nonresidential uses within walking distance of homes are encouraged.

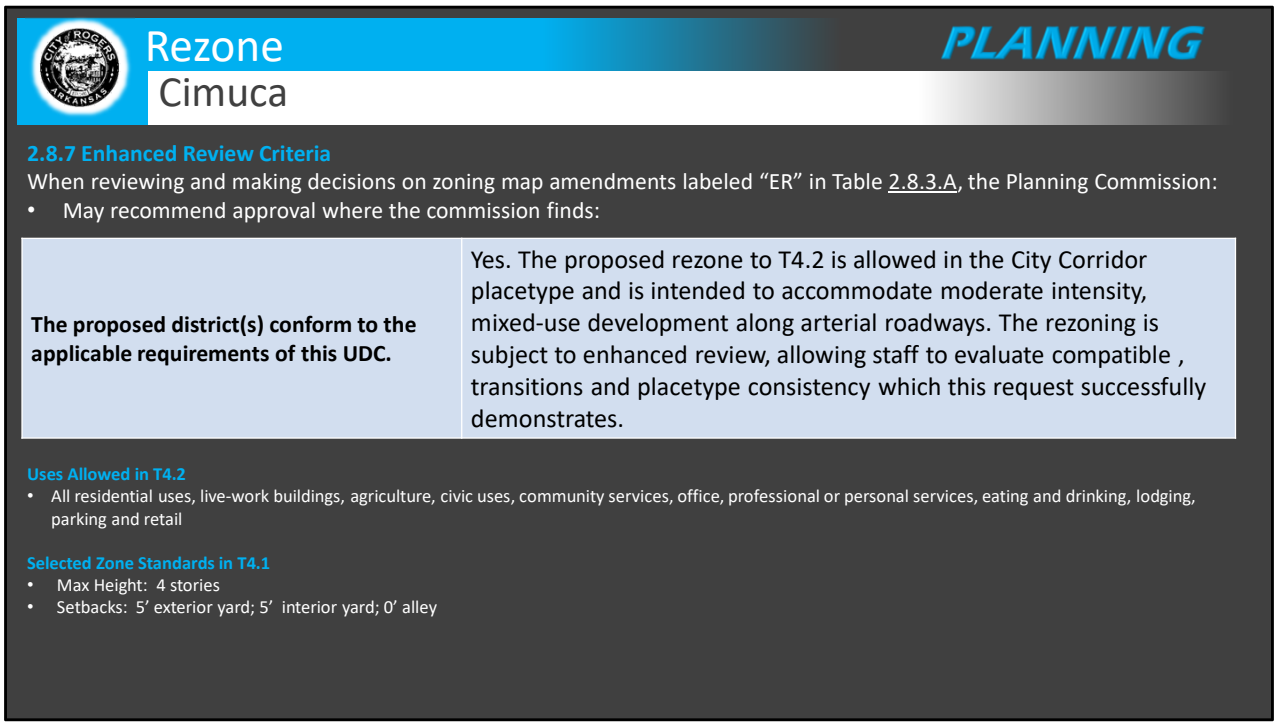


Placetype

City Corridor (C-CO)

Placetype Description

"City Corridors are moderately-intense areas comprising housing, retail, commercial and civic services along regional highways. New development, redevelopment and infill will add compact mixed-use or multi-tenant buildings with attractive signage and outdoor amenities. Access between sites will be prioritized through improved side paths, trails and front cross-access driving lanes. Streets will evolve to accommodate single-drivers, transit, and active transportation users traveling between City Centers and adjacent neighborhoods" *Rogers Future Land Use Placetypes*, pg. 5.



The request to T4.2 is allowed in the City Corridor placetype and conforms to the UDC. New Hope Road is designated as a major arterial, where the UDC anticipates increased development intensity, urban frontage conditions, and multimodal access. The rezoning is subject to enhanced review, allowing the City to evaluate compatibility, transitions, and placetype consistency, which this request successfully demonstrates.
The proposed zoning allows development standards that are compatible with both corridor-scale development and adjacent neighborhood fabric through regulated height, frontage, and building form.

Placetype
City Corridor (C-CO)

Placetype Description
"Corridors are linear destinations that contribute to the city's economic development through their unique mix of housing, industry, services and employment opportunities along critical routes. Access management is prioritized through special attention to the design of intersections; cross-access lanes between developments; and travel lanes and connections for all means of vehicular, active, and public transportation. New, infill, and redevelopment projects will ensure that these areas remain dynamic and compatible with adjacent Centers and Neighborhoods." *Rogers Future Land Use Placetypes*, pg. 5.

"City Corridors are moderately-intense areas comprising housing, retail, commercial and civic services along regional highways. New development, redevelopment and infill will add compact mixed-use or multi-tenant buildings with attractive signage and outdoor amenities. Access between sites will be prioritized through improved side paths, trails and

front cross-access driving lanes. Streets will evolve to accommodate single-drivers, transit, and active transportation users traveling between City Centers and adjacent neighborhoods" *Rogers Future Land Use Placetypes*, pg. 5.

Rezone
Cimuca

PLANNING

2.8.7 Enhanced Review Criteria

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

- May recommend approval where the commission finds:

The proposed district(s) are likely to implement the place type envisioned by the Future Land Use Map.	Yes. The requested T4.2 zoning reinforces the corridor's role as a connective urban environment between Uptown Regional Center and adjacent neighborhoods.



The City Corridor placetype is intended to function as a linear destination, accommodating a range of intensities that increase toward major intersections and regional centers.
T4.2 provides an appropriate mid-range intensity within the corridor, supporting active uses while remaining sensitive to nearby residential areas.
The subject property's location along New Hope Road aligns with the Future Land Use Map's expectation that arterial corridors transition from neighborhood-scale development to more urban intensity.
The proposed zoning reinforces the corridor's role as a connective urban environment between Uptown Regional Center and adjacent neighborhoods.

Placetype

City Corridor (C-CO)

Placetype Description

"Corridors are linear destinations that contribute to the city's economic development through their unique mix of housing, industry, services and employment opportunities along critical routes. Access management is prioritized through special attention to the design of intersections; cross-access lanes between developments; and travel lanes and connections for all means of vehicular, active, and public transportation. New, infill, and redevelopment projects will ensure that these areas remain dynamic and compatible with adjacent Centers and Neighborhoods." *Rogers Future Land Use Placetypes*, pg. 5.

"City Corridors are moderately-intense areas comprising housing, retail, commercial and civic services along regional highways. New development, redevelopment and infill will add compact mixed-use or multi-tenant buildings with attractive signage and outdoor

amenities. Access between sites will be prioritized through improved side paths, trails and front cross-access driving lanes. Streets will evolve to accommodate single-drivers, transit, and active transportation users traveling between City Centers and adjacent neighborhoods" *Rogers Future Land Use Placetypes*, pg. 5.

Rezone

Cimuca

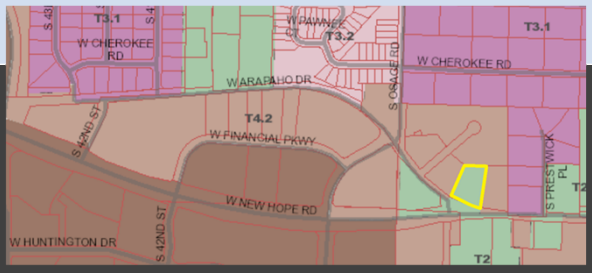
PLANNING

2.8.7 Enhanced Review Criteria

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

- May recommend approval where the commission finds:

The proposed district(s) contribute to establishing an orderly transition of intensity with the broader place type by: I) Where the subject property is within a center and corridor placetype ensuring higher intensity zones are generally interior to the placetype to provide an orderly transition between the center and edge of the placetype.	Yes. The subject property is located near the edge of the City Corridor placetype, adjacent to Neighborhood Fabric and Urban Neighborhood placetypes to the north and east. These properties are zoned T3.1



The subject property is located near the edge of the City Corridor placetype, adjacent to Neighborhood Fabric and Urban Neighborhood placetypes to the north and east, which are zoned T3.1.

The requested T4.2 zoning serves as an appropriate transitional step between the lower-intensity T3.1 neighborhood zoning and higher-intensity corridor and center zones.

Across New Hope Road, properties are designated as Uptown Regional Center, where higher-intensity development is expected, further reinforcing the appropriateness of a mid-intensity transect on this site.

Placetype

City Corridor (C-CO)

Placetype Description

"Corridors are linear destinations that contribute to the city's economic development through their unique mix of housing, industry, services and employment opportunities along critical routes. Access management is prioritized through special attention to the design of intersections; cross-access lanes between developments; and travel lanes and connections for all means of vehicular, active, and public transportation. New, infill, and redevelopment projects will ensure that these areas remain dynamic and compatible with adjacent Centers and Neighborhoods." *Rogers Future Land Use Placetypes*, pg. 5.

"City Corridors are moderately-intense areas comprising housing, retail, commercial and civic services along regional highways. New development, redevelopment and infill will add compact mixed-use or multi-tenant buildings with attractive signage and outdoor amenities. Access between sites will be prioritized through improved side paths, trails and front cross-access driving lanes. Streets will evolve to accommodate single-drivers, transit,

and active transportation users traveling between City Centers and adjacent neighborhoods" *Rogers Future Land Use Placetypes*, pg. 5.

Rezone
Cimuca

PLANNING

2.8.7 Enhanced Review Criteria

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

- May recommend approval where the commission finds:

The proposed district(s) is within one full transect of the most intense zone allowed on adjacent properties.	Yes. The FLUM envisions higher-intensity development located interior to the corridor placetype, with intensity stepping down toward the edges. Within this corridor, the highest intensity zoning, T5.2, occurs near the middle close to New Hope Road and the Uptown Regional Center. The proposed T4.2 zoning places the subject property within one full transect of nearby zoning and supports a gradual westward increase in intensity.



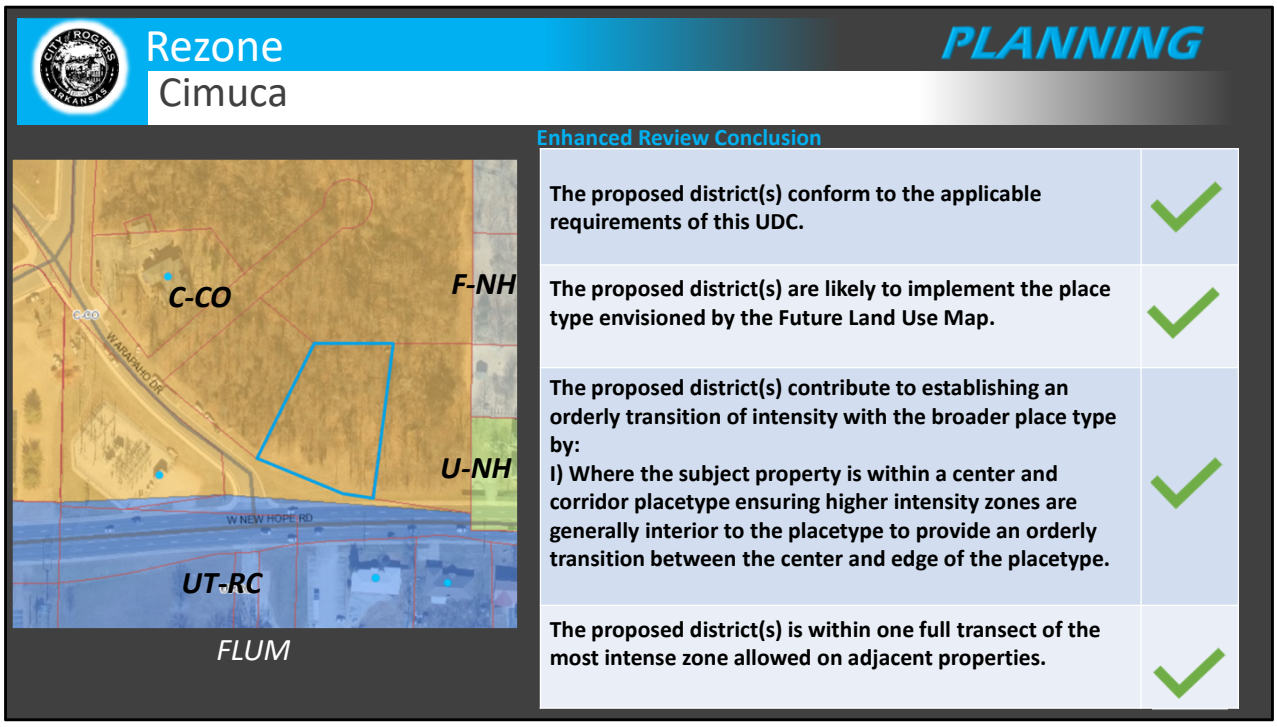
The FLUM anticipates that higher-intensity zones be located interior to the corridor placetypes, with intensity stepping down toward the edges.
Within the broader corridor: Properties closer to the uptown regional center and New Hope a major arterial are zoned T5.2, reflecting the highest intensity in the corridor. Surrounding corridor properties, including those adjacent to the subject site, are already zoned T4.2.The subject property's zoning would be within one full transect of the most intense adjacent zoning, consistent with UDC guidance.

To the west and south, the corridor transitions toward higher-intensity development. A property containing utility infrastructure lies between the subject site and higher-intensity areas, naturally limiting development intensity in that segment of the corridor. The proposed T4.2 zoning supports a gradual ramp-up of intensity westward, reinforcing the corridor's intended hierarchy rather than creating abrupt changes in scale.

Placetype
City Corridor (C-CO)

Placetype Description
"Corridors are linear destinations that contribute to the city's economic development through their unique mix of housing, industry, services and employment opportunities along critical routes. Access management is prioritized through special attention to the design of intersections; cross-access lanes between developments; and travel lanes and connections for all means of vehicular, active, and public transportation. New, infill, and redevelopment projects will ensure that these areas remain dynamic and compatible with adjacent Centers and Neighborhoods." *Rogers Future Land Use Placetypes*, pg. 5.

“City Corridors are moderately-intense areas comprising housing, retail, commercial and civic services along regional highways. New development, redevelopment and infill will add compact mixed-use or multi-tenant buildings with attractive signage and outdoor amenities. Access between sites will be prioritized through improved side paths, trails and front cross-access driving lanes. Streets will evolve to accommodate single-drivers, transit, and active transportation users traveling between City Centers and adjacent neighborhoods” *Rogers Future Land Use Placetypes*, pg. 5.



Staff finds that the proposed rezoning from T2 to T4.2 is consistent with the Unified Development Code, implements the Future Land Use Map's City Corridor placetype, and establishes an orderly and logical transition of development intensity. The request aligns with existing zoning patterns, respects adjacent neighborhood-scale development, and supports the planned progression of intensity toward Uptown Regional Center and major arterial intersections. As such, staff finds the request to be appropriate for this location.

Placetype

City Corridor (C-CO)

Placetype Description

"Corridors are linear destinations that contribute to the city's economic development through their unique mix of housing, industry, services and employment opportunities along critical routes. Access management is prioritized through special attention to the design of intersections; cross-access lanes between developments; and travel lanes and connections for all means of vehicular, active, and public transportation. New, infill, and redevelopment projects will ensure that these areas remain dynamic and compatible with adjacent Centers and Neighborhoods." *Rogers Future Land Use Placetypes*, pg. 5.

"City Corridors are moderately-intense areas comprising housing, retail, commercial and civic services along regional highways. New development, redevelopment and infill will add compact mixed-use or multi-tenant buildings with attractive signage and outdoor amenities. Access between sites will be prioritized through improved side paths, trails and front cross-access driving lanes. Streets will evolve to accommodate single-drivers, transit, and active transportation users traveling between City Centers and adjacent neighborhoods" *Rogers Future Land Use Placetypes*, pg. 5.



PUBLIC INPUT:
No public input received.

RECOMMENDATIONS:
Staff recommends **approval** of this request.

2.8.8 Planning Commission
2.8.8.2 Enhanced Review Districts
The Director shall place applications for enhanced review districts on the regular agenda and the Commission shall hold a separate public hearing.

Possible Planning Commission Motions for Standard Review:
- Recommend approval or denial. Either motion is deemed to pass when a majority of the quorum present vote in favor; or
- Table the request to a date certain not to exceed 60 days for more information. Such a motion requires a majority of the quorum present to pass; or
- Dismiss the request and the applicant's request. Such a motion requires a majority of the quorum present to pass.

PROPERTY OWNER AFFIDAVIT

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

LEGAL DESCRIPTION: Lot 2, Glen Vista Subdivision, to the City of Rogers, Benton County, Arkansas, as shown on plat record "O" at page 74.

LAYMAN'S DESCRIPTION: Northeast of the intersection of W Arapaho Dr and W new Hope Road

PRESENT ZONING: T2– RURAL

ZONING REQUEST: T4.2 – NEIGHBORHOOD HIGH-INTENSITY

Respectfully Submitted,

By: Aurelian Cimuca
(Property Owner Signature)

STATE OF ~~ARKANSAS~~ QMZH Texas
COUNTY OF Dallas

Subscribed and sworn before me this the 20th day of November, 2025.

by Aurelian Cimuca

Quazi Md Ziaul Hoque
Notary Signature

Quazi Md Ziaul Hoque
Notary Name Printed

12/10/2028
Commission Expires

NOTARY PUBLIC STATE OF TEXAS
Quazi Md Ziaul Hoque
ID NUMBER
132818593
COMMISSION EXPIRES
December 10, 2028

Electronically signed and notarized online using the Proof platform.

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 public hearing request.

Dated this the 7th day of January, 2026.

John Winter
Signed

John Winter
Name Printed

KIMBERLY ERSTINE
WASHINGTON COUNTY
NOTARY PUBLIC - ARKANSAS
My Commission Expires October 23, 2032
Commission No. 12389902

STATE OF ARKANSAS

COUNTY OF Washington

Subscribed and sworn before me this the 7th day of January, 2026.

Kimberly Erstine
Notary Signature

Kimberly Erstine
Notary Name Printed

October 23, 2032
Commission Expire

RZ25-00643 Legal Description Confirmation



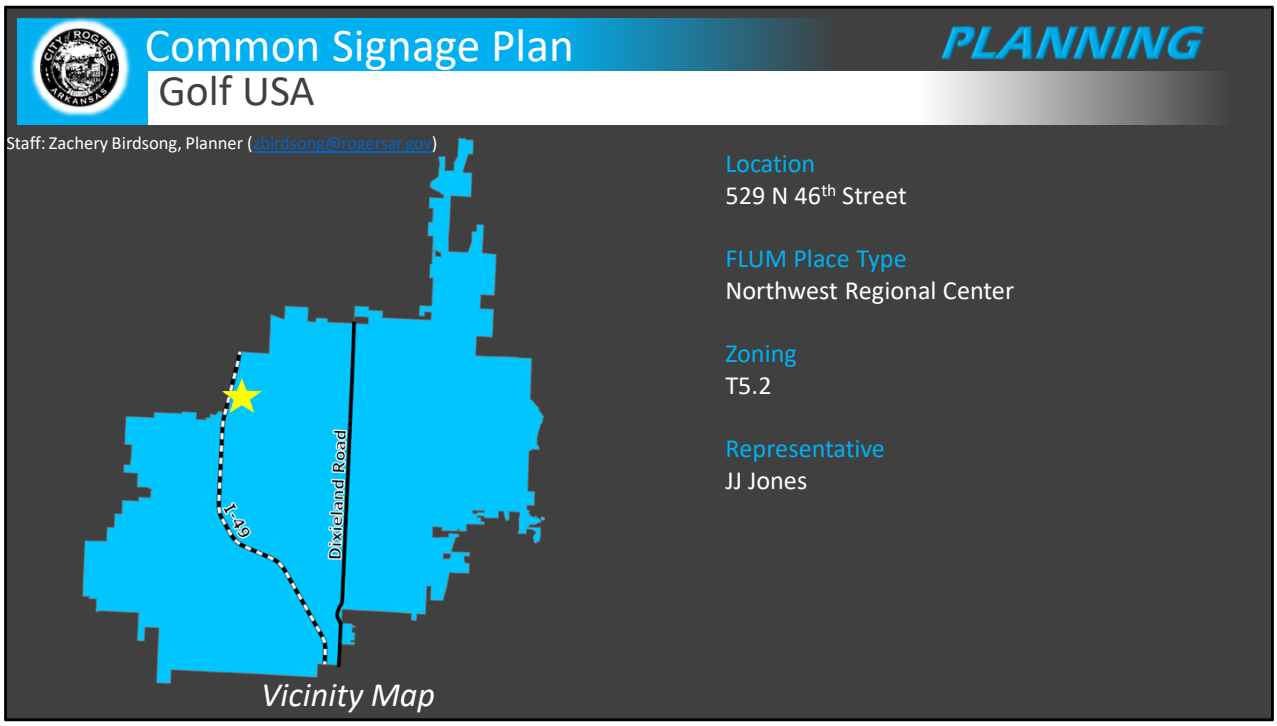
Legend

- Legal Description
- Roads
- Parcels < 300 ft.

N

0 75 150 300 Feet


NOTICE OF PUBLIC HEARING
NOTICE OF PUBLIC HEARING
REZONE
COMMUNITY DEVELOPMENT
PLANNING DIVISION
(479) 621-1156
planning@rogersar.gov



Nature of the Request:

The following request is to propose a common signage plan for the development at 529 N 46th St.

Request Details:

Proposal: The applicant is proposing multiple wall signs and two monument signs.



Location Description

The subject property is located in the Scottsdale Center, southeast of the junction of N 46th and W Locust St.

Common Signage Plan

PLANNING

Golf USA



FLUM

Northwest Regional Center Description
"The Northwest Regional Center is an important interchange for intercity travel and a focal point for retail, hospitality and urban living. It currently includes large-format retail with large parking lots, but will be retrofitted to include intensive buildings supported by an interconnected street grid and active transportation facilities." – Rogers Future Land Use Placetypes pg. 3

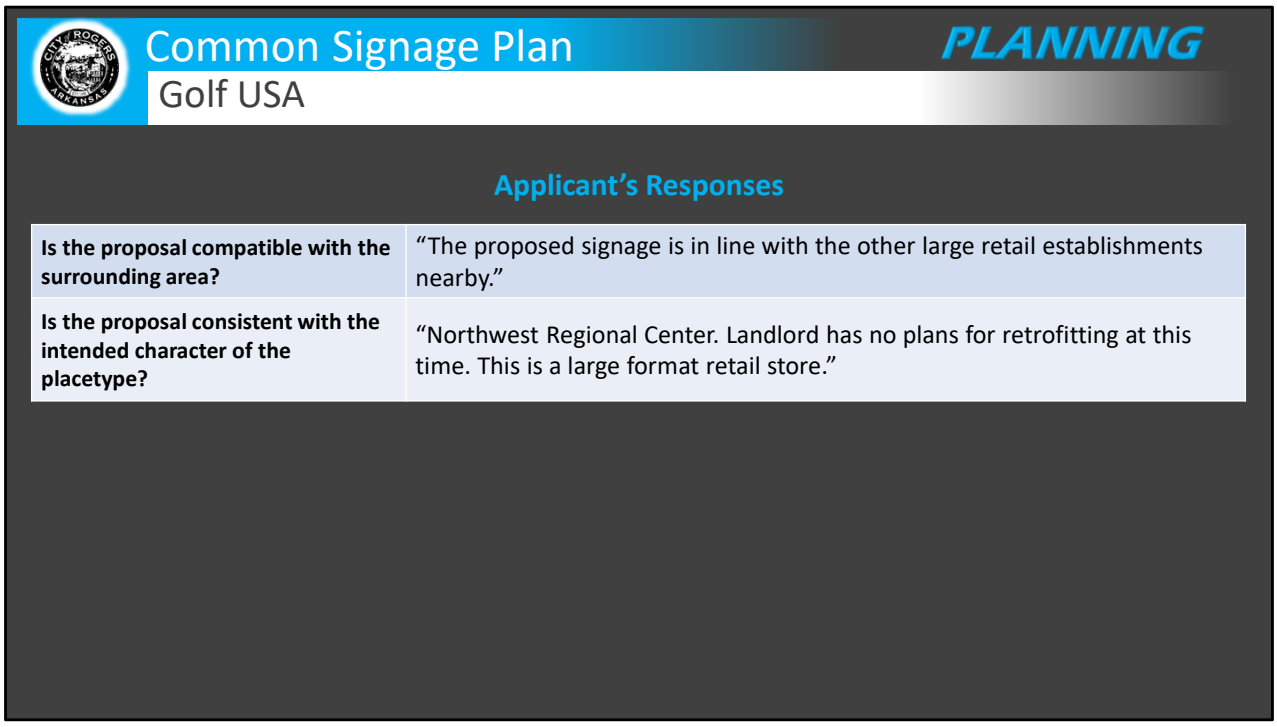
<u>Placetype Description</u>

"The Northwest Regional Center is an important interchange for intercity travel and a focal point for retail, hospitality and urban living. It currently includes large-format retail with large parking lots, but will be retrofitted to include intensive buildings supported by an interconnected street grid and active transportation facilities." – Rogers Future Land Use Placetypes pg. 3



Deviations from Code:

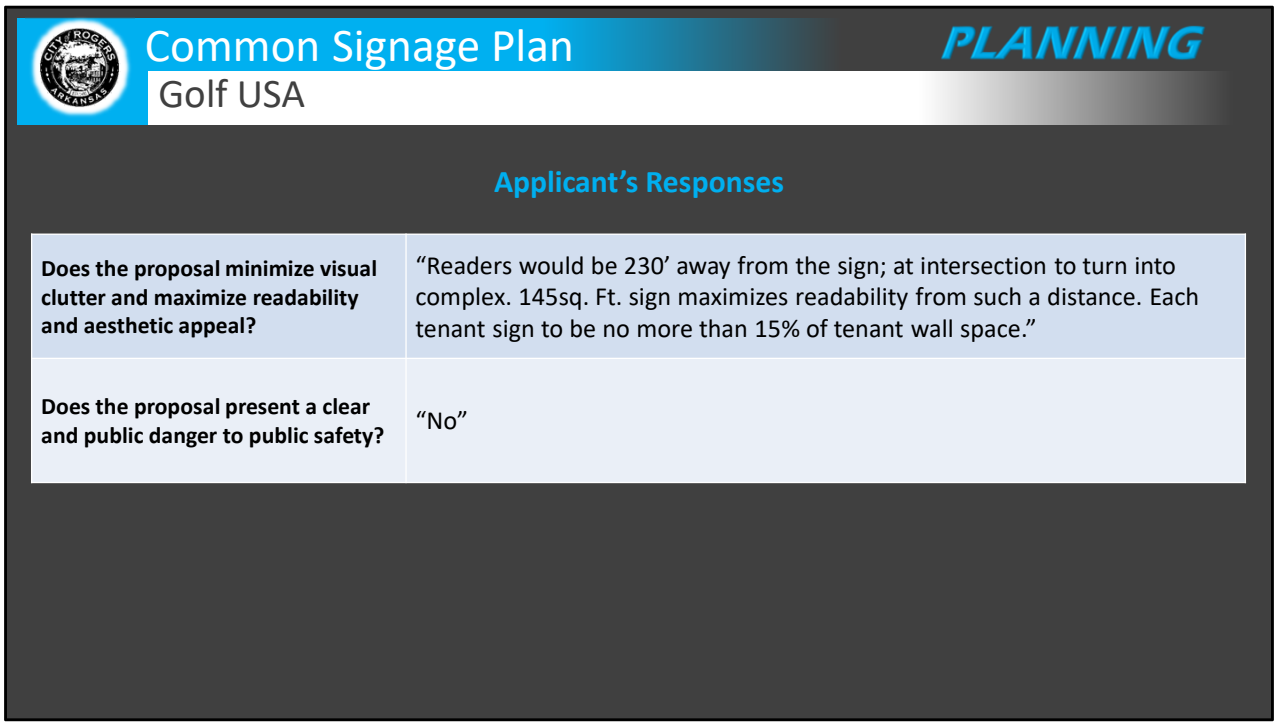
- *Wall signs:*
  - No proposed wall sign is meeting the 30 square foot maximum size. Instead, the proposal limits the wall sign size at 15% of the overall tenant wall space. Each tenant is only allowed one wall sign. However, the applicant proposes that tenant number three have two signs.
- *Directory signs:*
  - Both directory monument signs meet size and height requirements. Though this property only has one street frontage and code limits the number of directory signs to one per street frontage.



Applicant's Responses:

Is the proposal compatible with the surrounding area?
"The proposed signage is in line with the other large retail establishments nearby."

Is the proposal consistent with the intended character of the placetype?
"Northwest Regional Center. Landlord has no plans for retrofitting at this time. This is a large format retail store."



Applicant's Responses:

Does the proposal minimize visual clutter and maximize readability and aesthetic appeal?
"Readers would be 230' away from the sign; at intersection to turn into complex. 145sq. Ft. sign maximizes readability from such a distance. Each tenant sign to be no more than 15% of tenant wall space."

Does the proposal present a clear and public danger to public safety?
"No"

Common Signage Plan

PLANNING

Golf USA

Staff Analysis

Is the proposal compatible with the surrounding area?	This area does consist of large retail stores/services that contain existing larger signs. However, some of the commercial spaces located along N 46th do have signs that aren't as large as the ones proposed.
Is the proposal consistent with the intended character of the placetype?	The intended character of the Placetype is that it include intensive buildings supported by an interconnected street grid and active transportation facility. This proposal does not meet the intended character, but the Placetype description acknowledges the Northwest Regional Center is currently large format retail.
Does the proposal minimize visual clutter and maximize readability and aesthetic appeal?	The CSP proposes that the wall signs be limited to 15% of the building façade. The building is set off approximately 70' from the street.
Does the proposal present a clear and public danger to public safety?	No sign is this proposal is presented in a way that presents a clear danger to public safety.

Staff Analysis:

Is the proposal compatible with the surrounding area?
This area does consist of large retail stores/services that contain existing larger signs. However, some of the commercial spaces located along N 46th do have signs that aren't as large as the ones proposed.

Is the proposal consistent with the intended character of the placetype?
The intended character of the Placetype is that it include intensive buildings supported by an interconnected street grid and active transportation facility. This proposal does not meet the intended character, but the Placetype description acknowledges the Northwest Regional Center is currently large format retail.

Does the proposal minimize visual clutter and maximize readability and aesthetic appeal?
The CSP proposes that the wall signs be limited to 15% of the building façade. The building is set off approximately 70' from the street.

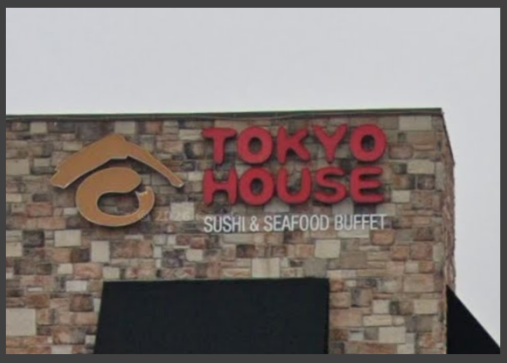
Does the proposal present a clear and public danger to public safety?
No sign is this proposal is presented in a way that presents a clear danger to public safety.

Common Signage Plan

PLANNING

Golf USA

Nearby Existing Signs



72.5 s.f.



86.5 s.f.



PUBLIC INPUT:
No public input received.

RECOMMENDATIONS:
Staff recommends **consideration** of this request.

Possible Planning Commission Motions:
- Approve the CSP as presented;
- Approve the CSP with modifications; or
- Deny the CSP

PROPERTY OWNER AFFIDAVIT

I, Kenie Odunkwe, certify that I am the current owner of the property which is the subject of this application. I hereby authorize, Best Sign Group to act as my agent for this application only. All statements contained in this application have been prepared by me or my agents and are true and correct to the best of my knowledge. The application is being submitted with my knowledge and consent.

Dated this the 5 day of December, 20 25.

Signed

Kenie Odunkwe
Name Printed

STATE OF Arkansas

COUNTY OF Benton

Subscribed and sworn before me this the 5 day of December, 20___.

STATE OF ARKANSAS NOTARY PUBLIC
CARISSA CUMMINGS
MY COMMISSION # 12711479
EXPIRES: July 9, 2030
Benton County

Carissa Cummings
Notary Signature

Carissa Cummings
Notary Name Printed

7.9.2030
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 public hearing request.

Dated this the 14th day of January, 2026.

Signed

Josh "JJ" Jones

Name Printed

STATE OF ARKANSAS

COUNTY OF Benton

Subscribed and sworn before me this the 14 day of January, 2026.

Lee Amber Reinhardt

Notary Signature

Lee Amber Reinhardt

Notary Name Printed

11-04-2032

Commission Expires

LEE AMBER REINHARDT
Notary Public-Arkansas
Benton County
My Commission Expires 11-04-2032
Commission # 12721459

12/1/2025

TO: Rogers Planning Commission

RE: Golf USA Common Signage Plan

This letter is intended to answer the review criteria for the Common Signage Plan, 5.8.9 (C)II (1)(a,b,c,d).

a- *Whether the proposal is compatible with the development and surrounding area*.

The proposed signage is in line with the other large retail establishments nearby.

b- *Whether the proposal is consistent with the intended character of the place type.*
Northwest Regional Center. Landlord has no plans for retrofitting at this time. This is a large format retail store.

c- *Whether the proposal minimizes visual clutter and maximizes readability and aesthetic appeal*.
Readers would be 230' away from the sign; at intersection to turn into complex. 145sq ft sign maximizes readability from such a distance. Each tenant sign to be no more than 15% of tenant wall space.

d- *Whether the proposal presents a clear and public danger to public safety.*
No

Please advise if any more information is required.

Thanks,



JJ Jones

Custom Sign Designer



Wall sign locations
Max 15% of the overall wall space

Wall spaces
Tenant 1- 1,300 sq ft
Tenant 2- 1,092 sq ft
Tenant 3 wall 1- 1,500 sq ft
Tenant 3 wall 2- 2,080 sq ft

15% of wall space
Tenant 1- 195 sq ft
Tenant 2- 163.8 sq ft
Tenant 3 wall 1- 225 sq ft
Tenant 3 wall 2- 312 sq ft

PN2 | PAGE NOTES

LEGAL DESCRIPTION:
BEG N/C SEC 9 S86*E99.22' S03*W330'
S14*W215.91' CURVE TO LEFT S8*W62.48'
S02*W434.17' POB S87*E283.48'
S02*W223.55' N87*W286.08'
N02*E223.57' POB PLAT P2-229

SUBDIVISION:
Scottsdale Center

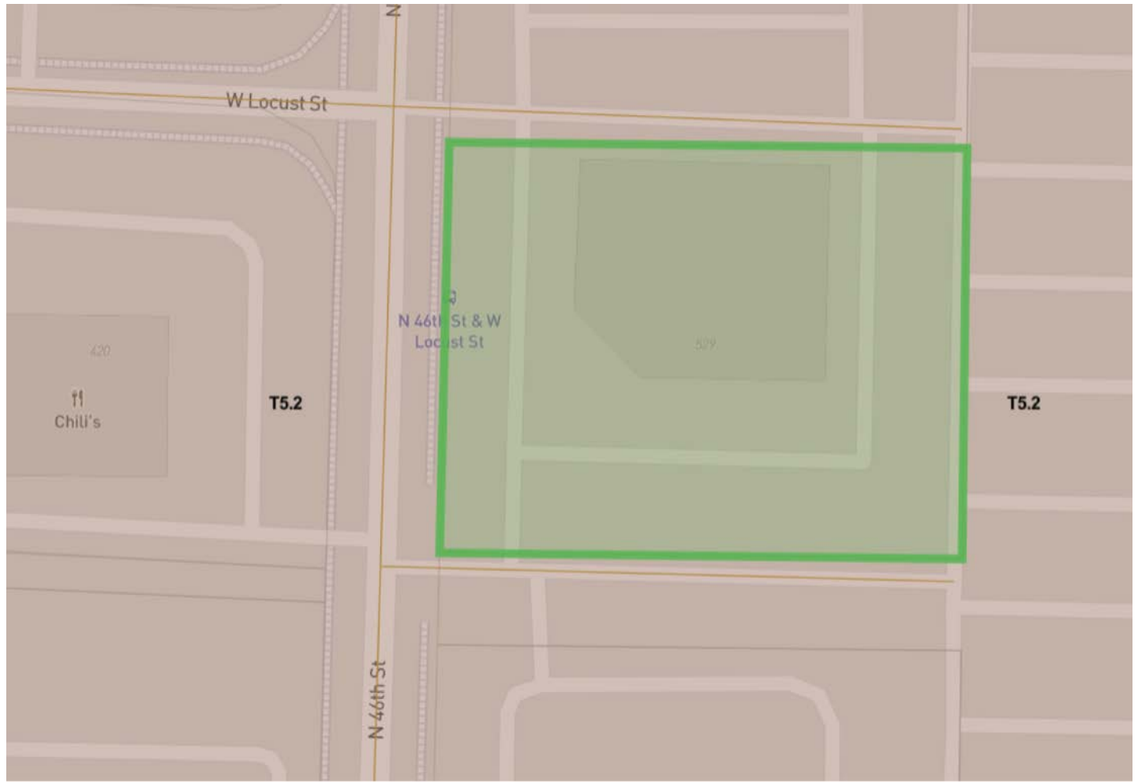
Parcel ID:
0215163000

Existing Building Area:
15,200 ft^2

Lot Area - Public Records:
63,598 ft^2

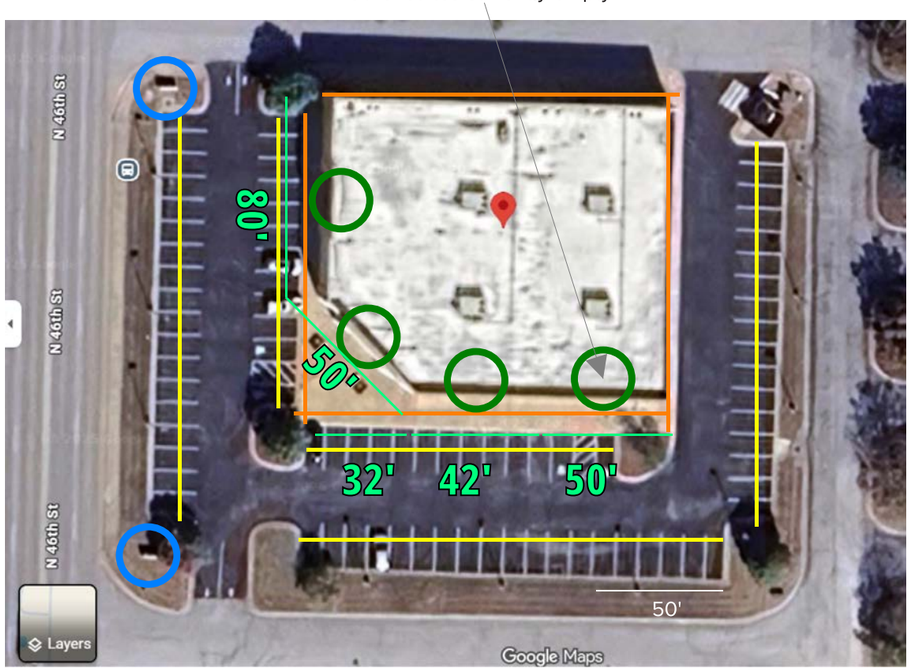
PARKING-
735 linear ft

SIDEWALK-
552 linear ft



Property Lines

Golf USA Location
Other suites currently empty



Parking area
Tenant Space
Sidewalk area
Directory location
Wall sign locations

Property Owner: Kezie Odunukwe

Reason for request: a 30 sq ft sign would not be easily read by viewers traveling at 30mph on N 46th St.
30 sq ft sign would be dwarfed by all other signs in the shopping center.
National brands have minimum size requirements. Requiring a 30 sq ft sign will deter businesses from renting space.

01 | Common Signage Plan
3 tenants

BEST SIGN GROUP Get Noticed.
2860 W. WALNUT
SUITE 300
ROGERS, AR 72756

CLIENT
Golf USA
529 N 46th St,
Rogers, AR 72756

REVISIONS
12/04/2025

DATE
11/11/2025

DRAWN BY
JJ

PROJECT
Golf USA
Sign Package



PN1 | PAGE NOTES

Manufacture and install
Qty 2 ea
Wall cabinet on monuments

35 1/2" x 96 1/2" Flat White Acrylic

35 3/4" x 96 3/4" x 6" Single Face Black Extruded Cabinet Horizontal LED, UL, Wall Mount inside of 36 1/2 x 97 1/2 concrete indention

34 1/2" x 72 1/2" Flat White Acrylic

34 3/4" x 72 3/4" x 6" Single Face Black Extruded Cabinet Horizontal LED, UL, Wall Mount inside of 35 1/2 x 73 1/2 concrete indention

Note: Each panel will be split into thirds for the three tenants.
One monument is at each entrance.
Vinyl logos to be added for each tenant.

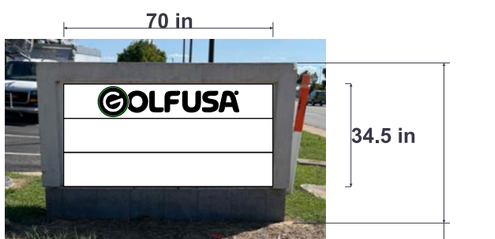
Manufacture and install
Channel letters
67"x313"
Qty 1

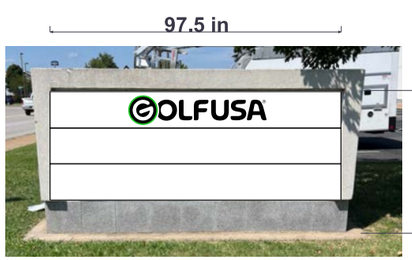
Preformed Channel Letters with plex faces and LED's - remote
Face: 3/16" Plex faces (standard color)
Vinyl: TBD / black dual perf
Trim: 3/4" or 1" Jewelite trim (standard stock color) - black
Return: 4" deep .040 prefinished coil standard color (no paint) - black
Back: 3mm white ACM
Illumination: White LED's (24V constant current)
Power Supply: 60W or 96W power supplies 24V (100-277 VAC) w. box
Electrical: Prewired 6' leads & snap-in bushings / UL listed
Mounting: 1/4" x 6" all thread w. nutserts
Mounting Pattern: Yes (water & tear r esistant tyvek)

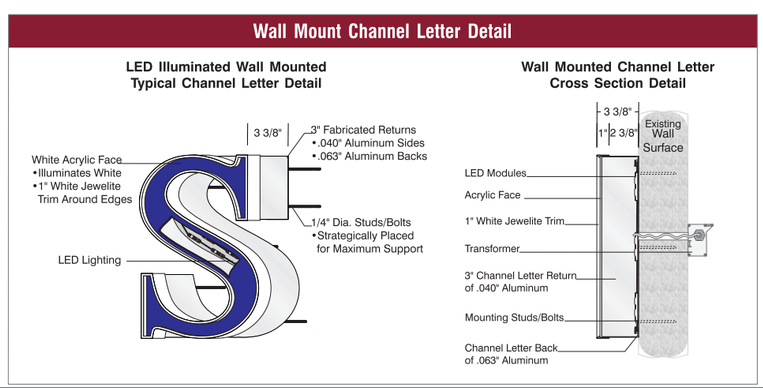
Overall wall size 1,300 sq ft
Wall sign 145 sq ft

Zoned T5.2

Directory Signs (double sided)







01 | Golf USA

CL and tenant cabinets

BEST SIGN GROUP Get Noticed.
2860 W. WALNUT
SUITE 300
ROGERS, AR 72756

CLIENT
Golf USA
529 N 46th St,
Rogers, AR 72756

REVISIONS
12/04/2025

DATE
11/11/2025

DRAWN BY
JJ

PROJECT
Golf USA
Sign Package


NOTICE OF PUBLIC HEARING
NOTICE OF PUBLIC HEARING
COMMON SIGNAGE PLAN

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

BOARD OF ADJUSTMENT
MINUTES

The **Rogers Board of Adjustment** met for a public meeting at Rogers City Hall at 301 W. Chestnut Street on January 6, 2026 at 6:57 P.M. The meeting was called to order by Chairman Derek Burnett.

ROLL CALL
Board members attending: Derek Burnett, Kevin Jensen, and Isaac Stevens.

ACTION ON MINUTES
Motion by Jensen, second by Stevens to approve the 12/2/25 Board of Adjustment minutes.
Voice vote: YES - Unanimous ***Motion carried***
APPROVED

NEW BUSINESS
a. Arisa Health Sign Variance (VAR25-0627)
Requesting a variance from the Unified Development Code at 501 S. 40th Street in the T4.2 (Neighborhood High- Intensity) zoning district.

Planner Nicholas Little noted that the applicant is requesting two variances. The first variance request is to allow for a 118.3-sf wall sign along the western façade. The code currently allows a maximum sign area of 30-sf. The second variance is to relocate an existing monument sign. The sign being moved was permitted in 2021 under a different rendition of the sign code. This requires a variance because the current sign code does not allow monument signs in the Urban Neighborhood placetype. Staff recommends consideration of the variance allowing exceedance of the maximum wall sign area and recommends approval of the monument relocation.

Ken Jones with Ken Signs represented the request and stated his clients want a sign that is legible/visible and believe the requested wall sign is aesthetically pleasing with the size of the building.

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

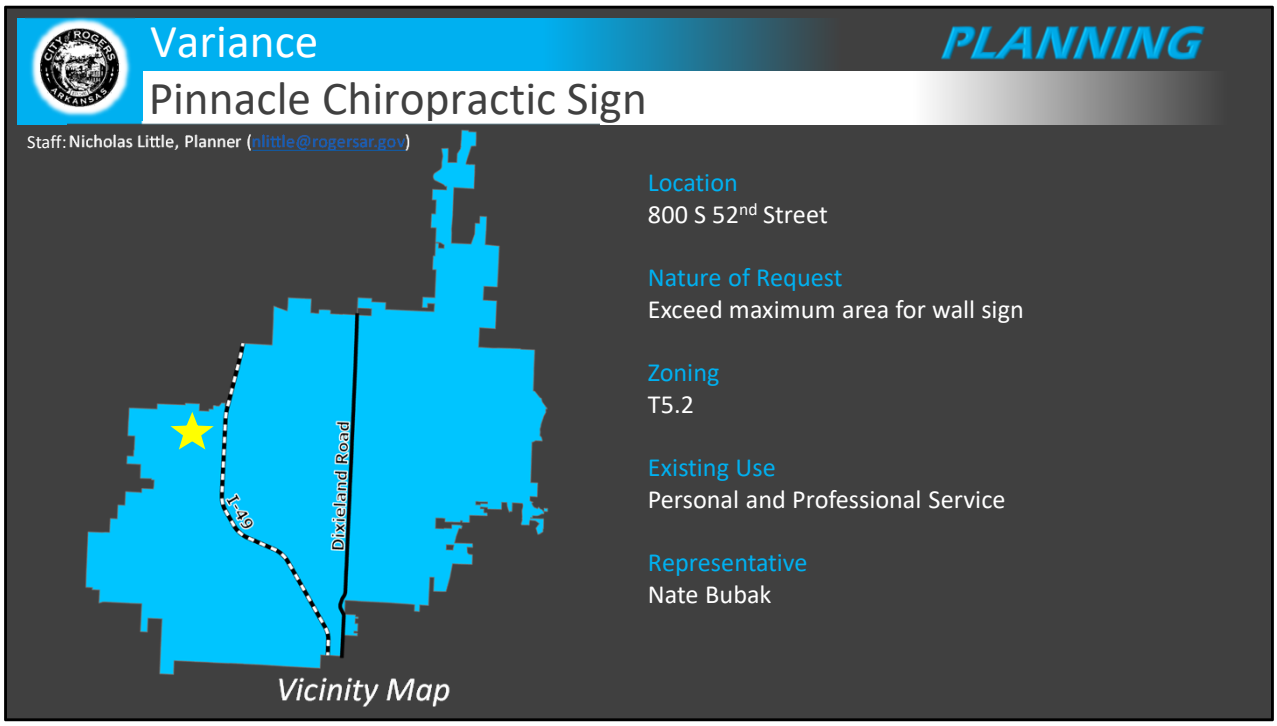
Commissioners discuss the proposed wall sign lighting and the applicant confirms it will not be facing the subdivision to the north.

Motion by Jensen, second by Stevens to approve a wall sign at 118.3-sf and to allow the relocation of an existing monument.
Voice Vote: – Unanimous. ***Motion carried.***
APPROVED

ADJOURN
There being no further business, the Chair adjourned the meeting at 7:09 p.m.

Approved by vote of the Board of Adjustment on:

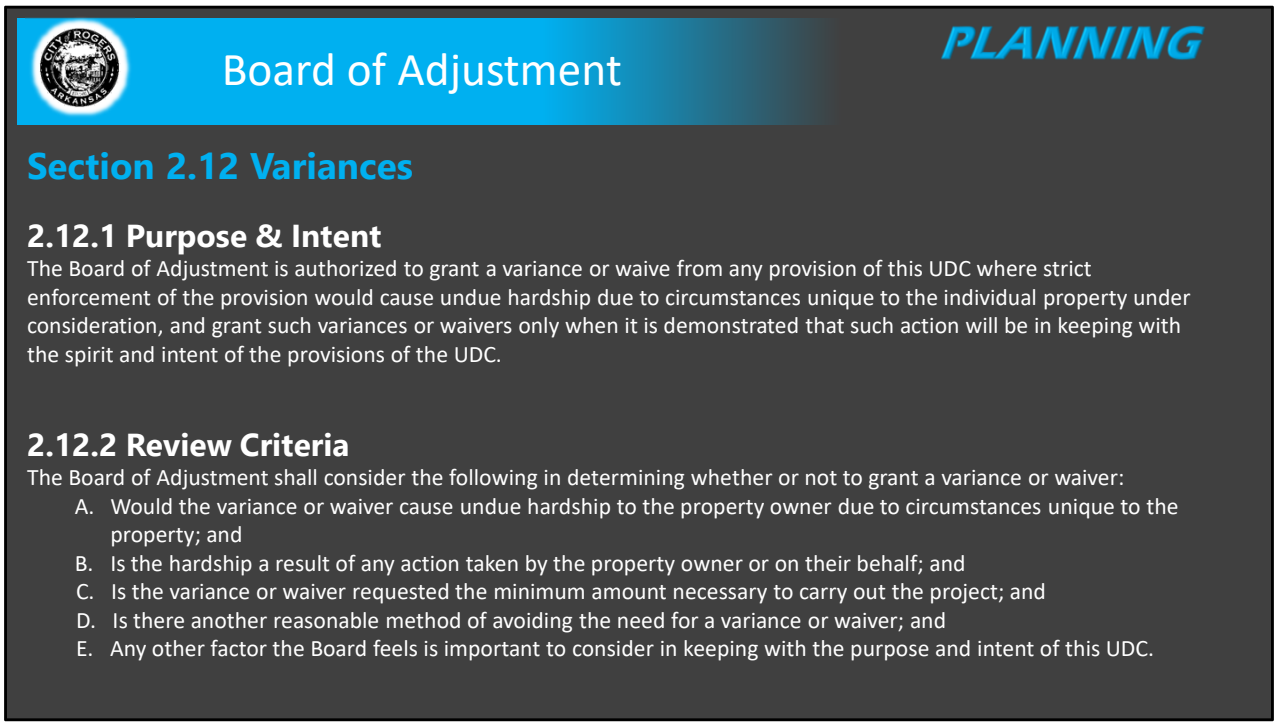
_____



Summary:

This request is for a variance from Table 5.8.12.G., allowing a wall sign to exceed 30 square feet in area the Regional Corridor Placetype.

Site Acreage: ±1.45



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

Pinnacle Chiropractic Sign



Vicinity Aerial View

Site Area:

This site is located at 800 S 52nd Street, just southwest of the intersection of the new Oak Street Overpass..

Variance

PLANNING

Pinnacle Chiropractic Sign



Existing Conditions

- The subject property fronts S 52nd Street, which parallels I-49.
- Construction of Pinnacle Chiropractic, which the proposed wall sign will serve, is currently underway

Variance

PLANNING

Pinnacle Chiropractic Sign



Proposal exhibit

Variance Request

- Table 5.8.12.G limits wall signs to **30 square feet** in area.
- Applicant is proposing an increase in allowed signage area to **172.28 square feet.**

Variance Request:

Variance

PLANNING

Pinnacle Chiropractic Sign

Applicant's Stated Hardship

	Applicant's Response
How does strict enforcement of the code cause undue hardship due to circumstances that are unique to this property?	"The new code ordinance 25-49 regarding maximum square footage of a wall mounted sign has put our new building at a significant disadvantage in terms of visibility and legibility of our company name, image and logo within the 30 sq. foot regulations. Our name "Pinnacle Chiropractic and Family Wellness" with our logo attached makes it difficult to fit all of that within the new regulations of wall mounted signs on a building. Our business relies heavily on word of mouth referrals and organic marketing of passerby's--if our business name and logo are not visibly legible from the street or sidewalk, it makes it very difficult for the future of our business to organically advertise to potential patients passing by the building. Additionally, surrounding businesses have wall mounted signage that far exceeds the new ordinance code of 30 sq. foot, making our building visually less appealing to our neighboring businesses."
How will approval of this variance be in keeping with the "spirit and intent" of the code being varied?	No response from applicant

Summary of Applicant's Hardship:

The applicants stated hardship is general visibility and legibility. They also note the larger sign size of the surrounding businesses.

Variance

PLANNING

Pinnacle Chiropractic Sign

Staff Analysis

Would strict application of the code cause an undue hardship due to circumstances that are unique to this property?	There are no real unique circumstances on this property that create undue hardship for not being able to meet the code. However, the maximum sign area allowed has exemplary been shown to be too small by the frequency of variances to this requirement.
Is the hardship a result of any action taken by the property owner or on their behalf?	No. The development was built to T5.2 standards, with the shown building being brought up to the proposed drive aisle as requested of the applicants.



Table 5.8.12.G Wall Signs	
Quantity	One per tenant
Area (square feet)	30
Projection (inches)	10

Staff's Response:

See slide for responses to the variance criteria.

Variance

PLANNING

Pinnacle Chiropractic Sign

Staff Analysis

Is the variance or waiver requested the minimum amount necessary to carry out the project?	No. The proposed sign could be smaller to meet our particularly restrictive code, but the request is nearly in line with typical 10% façade ratio that is seen in other cities.
Is there another reasonable method of avoiding the need for a variance or waiver?	No.



Staff's Response:

- See slide for responses to the variance criteria.

Variance

PLANNING

Pinnacle Chiropractic Sign



Proposal exhibit

Staff Analysis

- Based on measurement of the façade shown in the approved SDP for Pinnacle Chiropractic, the façade in total is 1,572.3 square feet.
- The proposed sign would be **10.95%** of the full façade, which is nearly in line with typical regulations in other cities.

Staff Analysis



Public Input:

Staff did not receive any phone calls or emails regarding this request.

Recommendation

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 public hearing request.

Dated this the 5th day of DECEMBER, 2025.

John A. Daniel
Signed

JOHN A. DANIEL
Name Printed

STATE OF ARKANSAS

COUNTY OF Pulaski

Subscribed and sworn before me this the 5 day of December, 2025.

Jennifer M. Jackson
Notary Signature

JENNIFER M JACKSON MY COMMISSION EXPIRES 09-30-2030 NOTARY PUBLIC COMM. #12712027 SALINE COUNTY - ARKANSAS

Jennifer M. Jackson
Notary Name Printed

9.30.2030
Commission Expires

PROPERTY OWNER AFFIDAVIT

I, JOHN A. DANIEL, certify that I am the current owner of the property which is the subject of this application. I hereby authorize, NATHAN BUBAK to act as my agent for this application only. All statements contained in this application have been prepared by me or my agents and are true and correct to the best of my knowledge. The application is being submitted with my knowledge and consent.

Dated this the 5th day of DECEMBER, 2025.

John A. Daniel
Signed

JOHN A. DANIEL
Name Printed

STATE OF Arkansas

COUNTY OF Pulaski.

Subscribed and sworn before me this the 5 day of December, 2025.

Jennifer M Jackson
Notary Signature

JENNIFER M JACKSON
MY COMMISSION EXPIRES 09-30-2030
NOTARY PUBLIC
SALINE COUNTY - ARKANSAS
COMM. #12712027

Jennifer M. Jackson
Notary Name Printed

9-30-2030
Commission Expires

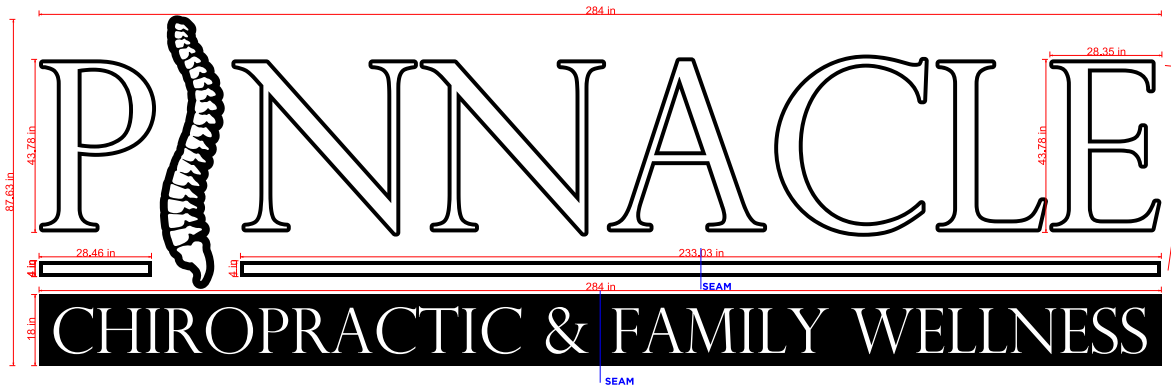
INSTALL ADDRESS: 800 S 52nd St, Rogers, AR

FILE PATH:"Q:\JOBS\P\Pinnacle Chiropractic and Family Wellness\2025\28019 Exterior Signage"

JOB #28019
PO #

PROOF DATE: 01-13-2026
APPROVAL DATE: -
DUE DATE: -
INSTALL DATE: -

PROOF



CHANNEL LETTERS & CAN
- "PNNACLE"
- WHITE ACRYLIC FACES
- BLACK VINYL INLINE
- BLACK RETURNS, 4"
- BLACK TRIM CAPS
- FLUSH MOUNT

CABINET
- PUSH THROUGH ACRYLIC FACE
- 1/4" BASE W/ 1/2" PUSH
- BLACK RETURNS, 4"
- BLACK TRIM CAPS
- FLUSH MOUNT

****DESCRIPTION MIGHT CHANGE DUE TO MANUFACTURING CAPABILITIES**

CURRENT



PROPOSED



LIT VIEW



APPROVED BY: _____ **DATE:** _____

WE HAVE REVIEWED ALL SPELLING, SIZING, COLORS, QUANTITIES AND MATERIALS AND UNDERSTAND ALL REVISIONS AFTER APPROVAL WILL BE OUR RESPONSIBILITY.

These drawings reflect exactly what Arkansas Sign & Banner plans to fabricate for this project. **Please carefully review all pages, as these drawings supercede all prior written or verbal communications.** Arkansas Sign & Banner is responsible only for details of the job that are included in these drawings. ASB takes pride in precision, but the final examination for accuracy is the customer's responsibility. If these drawings accurately represent this project, and you would like us to proceed with the job as drawn, please sign and date below, and email all pages back to your project manager.

NOTES

INFO

INTERNAL APPROVAL:

☐ _____ ☐ _____

☐ _____ ☐ _____

DESIGNER: AV

PROOF # 3

PAGE: 1 of 1

ARKANSAS SIGN & BANNER

1914 S. Walton Blvd., Bentonville, AR
479-271-9722
www.arkansassign.net

PROJECT MANAGER:
HUNTER WARD
HWARD@arkansassign.net

SALES REPRESENTATIVE:
JOEL BOOTH
JBOOTH@arkansassign.net

COMPANY:
PINNACLE CHIROPRACTIC

ORDER CONTACT:
NATE BUBAK

PHONE:
308-476-3138

ON SITE CONTACT:
-

SIGN TYPE
- ☐ SIZE: 7'X4'
- ☐ SIDES: 1
- ☐ QUANTITY: 1
- ☐ LIT: LED LIT WHITE
- ☐ MOUNT: FLUSH

MATERIALS
- ☐ SEE PROOF

COLOR MATCH
- ☐ BLACK

INSTRUCTIONS
- ☐ OC INSTALL