



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

## PLANNING COMMISSION MEETING AGENDA

FEBRUARY 3, 2026

5:30 PM

VIEW ONLINE

PLANNING COMMISSION: [HTTPS://US02WEB.ZOOM.US/J/82358620073](https://us02web.zoom.us/j/82358620073)

BOARD OF ADJUSTMENT: [HTTPS://US02WEB.ZOOM.US/J/82358620073](https://us02web.zoom.us/j/82358620073)

### 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:

### ACTION ON MINUTES:

- a. Approving January 20, 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. Horsebarn Road Rezone (Case # RZ25-00699)**

A request by Crafton Tull on behalf of Joey and Cheryl White and Kevin Hurlbut to rezone 5421 S. Horsebarn Road and 324 S 52<sup>nd</sup> Street from the T2 (Rural) and T4.2 (Neighborhood High-Intensity) zoning districts to the T5.2 (City Medium-Intensity) zoning district.



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STAFF: Christina Moore, Planner I  
REPRESENTED BY: Taylor Lindley

**b. Neuhaus Rezone (Case #: RZ25-00682)**

A request Todd Neuhaus to rezone 1800 W. Wood Street from the T4.1 (Neighborhood Medium-Intensity) zoning district to the T4.2 (Neighborhood High intensity) zoning district.

STAFF: Nick Little, Planner II  
REPRESENTED BY: Todd Neuhaus

**PUBLIC HEARINGS:**

**a. OLD BUSINESS** - Items previously discussed and tabled.

i. No items.

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

**i. Prestwick Holdings, LLC Rezone (Case #: RZ25-00712)**

A request by Prestwick Holdings, LLC to rezone a combined 25 acres west of S. 26<sup>th</sup> Street between Bonnie Lane and W. Perry Road from the T2 (Rural) zoning district to the T4.1 (Neighborhood Medium-Intensity) zoning district.

STAFF: Christina Moore, Planner I  
REPRESENTED BY: Evan McMahan

**ii. Praedium Rogers Rezone (Case #: RZ25-00702)**

A request by Praedium Rogers to rezone 4801 S. Champions Drive from the T2 (Rural) zoning district to the T4.2 (Neighborhood High-Intensity), T5.1 (City Low- Intensity), and T5.2 (City Medium-Intensity) zoning district

STAFF: Nick Little, Planner II  
REPRESENTED BY: Libby Topping

**iii. CSP Pinnacle Springs (Case #: SGN25-0692)**

A request by Pinnacle Springs for a Common Sign Plan at 1803 S. 46<sup>th</sup> Street in the T5.2 (City Medium-Intensity) zoning district.

STAFF: Zachery Birdsong, Planner II  
REPRESENTED BY: Matthew Robinson, SJC Ventures

**REPORTS :**

- a. COMMISSIONERS
- b. STAFF

**ADJOURN PLANNING COMMISSION:**

**CALL TO ORDER BOARD OF ADJUSTMENT:**



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DEVELOPMENT  
PLANNING DIVISION  
301 W. CHESTNUT  
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FAX: (479) 986-6896

## **ACTION ON MINUTES:**

- a. Approving January 20, 2026 meeting minutes.

## **OLD BUSINESS :**

- a. No items.

## **NEW BUSINESS:**

### **a. Hotel Vin Sign Variance (Case #: VAR25-0701)**

Requesting a variance from the Unified Development Code at 5501 W. Madison Avenue in the T5.2 (City Medium-Intensity) zoning district.

STAFF: Nick Little, Planner II

REPRESENTED BY: Lee Reinhardt

### **b. Park 5 Variance (Case #: VAR25-0713)**

Requesting a variance from the Unified Development Code at 1499 W. Wallis Road in the T2 (Rural) zoning district.

STAFF: Christina Moore, Planner I

REPRESENTED BY: Ali Karr

## **REPORTS :**

- a. COMMISSIONERS
- b. STAFF

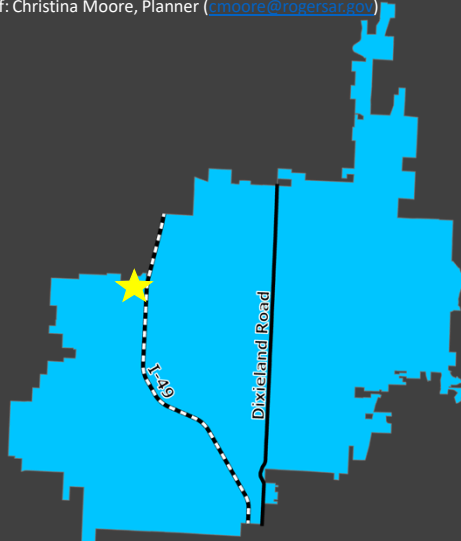
## **ADJOURN BOARD OF ADJUSTMENT:**



## Rezone Horsebarn Road

PLANNING

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



Vicinity Map

#### Location

324 S 52<sup>nd</sup> Street & 5421 W Horsebarn Lane  
Parcel 02-00861-113 & 02-00861-114

#### Place Type

Regional Corridor

#### Zoning

T2 & T4.2

#### Proposed Zoning

T5.2

#### Representative

Taylor Lindley, CTA

This is a rezone request for two properties at the corner of Horsebarn Lane and S 52<sup>nd</sup> Street from T2 and T4.2 to T5.2.

#### 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 3.5 acres to T5.2(City Medium Intensity) as presented in the Regional Corridor placetype.
- Review Type: Standard



# Rezone Horsebarn Road

**PLANNING**



*Geolocation*

### Location Description

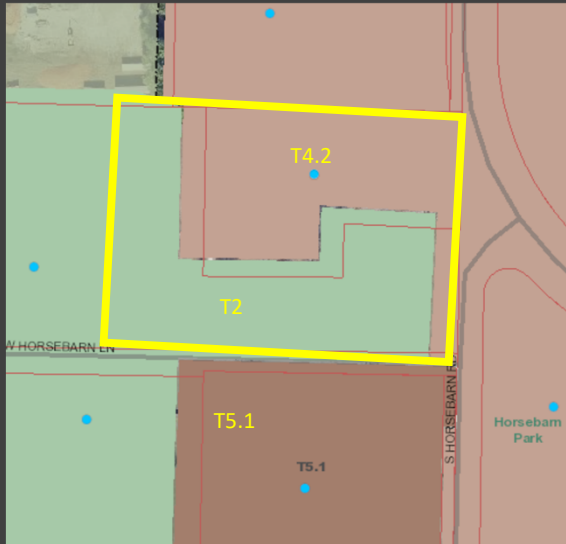
Northwest Rogers; 3.67 acres at S Horsebarn Road and S 52<sup>nd</sup> Street Parcel



## Rezone

### Horsebarn Road

PLANNING



*Current Zoning*



*FLUM*

#### Current Zoning

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

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.

#### Proposed Zoning

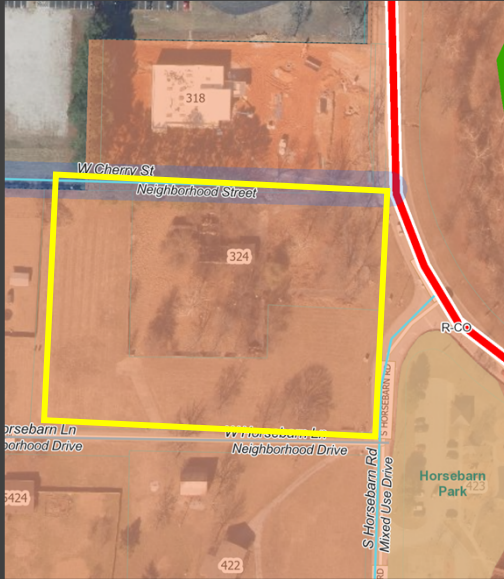
T5.2 – City Medium-Intensity: A medium-low intensity mixed-use district where medium to large-scale buildings line streets in corridor and city center placetypes.



# Rezone Horsebarn Road

## PLANNING

FLUM



### Rezone Request

1. T5.2 in Regional Corridor is subject to Standard Review

### 2.8.6 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.

Place Type	T2	T3.1	T3.2	T4.1	T4.2	T5.1	T5.2	T5.3	T6.1
Regional						SR	SR	SR	ER

T5.2 zoning is subject to standard review in the Regional Corridor placetype.

### Placetype

Regional Corridor

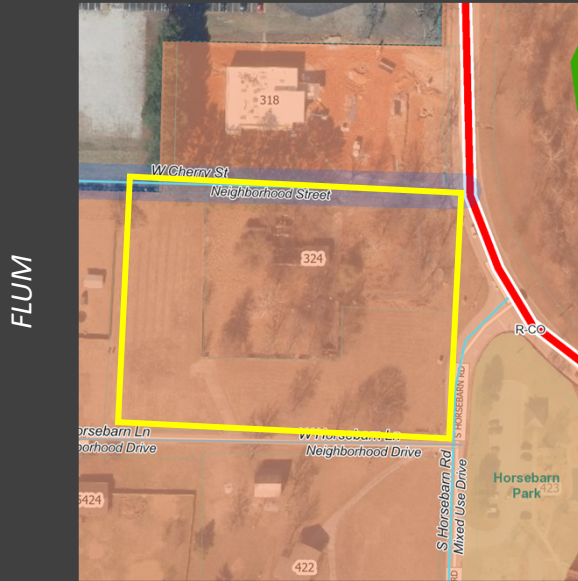
### Placetype Description

"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.



# Rezone Horsebarn Road

PLANNING



### Staff Analysis

1. The Future Land Use Map expects this area to evolve into an urban area from its current state.
2. Although this area has a lot of big residential lots, the FLUM does not anticipate this area remaining residential, instead it should evolve into an urban area to complement the energy provided to the north into Bentonville and the regional trail system.
3. We are expecting this area to evolve from low intensity residential to more intense developments found in Regional Corridors.

When reviewing this request, do not compare T5.2 to the surrounding developments. The FLUM designate this area as a regional corridor, it should have intense development containing housing, services and amenities. The future zoning should be allow for taller compact buildings and the streets to be able to support multimodal transportation. This area has high potential from the regional trail connections and Bentonville to the north.

### Placetype

Regional Corridor

### Placetype Description

“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.



# Rezone Horsebarn Road

PLANNING

**Uses Allowed in T5.2**

- Townhouses, apartment houses, and several commercial uses.

**Use Standards in T5.2**

- Apartment houses in T5 zones must have sidewalks to ground floor units from street.
- Auto Service uses vehicle bays must be oriented toward the interior of property and not visible from the street.

**Selected Zone Standards in T5.2**

- Max Height 6 stories
- Setbacks (0 to 10ft exterior, 0 ft interior)

Use	T2	T3.1	T3.2	T4.1	T4.2	T5.1	T5.2	T5.3	T6.1	T6.2	T6.3	HC	I-1	I-2	Use-Specific Standards
Multi-Unit House		P	P	P	P	P									4.7.1
Town House			P	P	P	P	P	P	P			P			
Apartment House				P	P	P	P	P	P			P			
Live-Work Building				P	P										
Mixed-Use Building				P	P	P	P	P	P	P	P	P			
AGRICULTURE	P	P	P	P	P	P	P	P	P	P	P	P	P	P	4.7.2
CIVIC SPACES	P	P	P	P	P	P	P	P	P	P	P	P	P	P	4.7.3
COMMUNITY SERVICES					P	P	P	P	P	P	P	P	P	P	4.7.4
OFFICE					P	P	P	P	P	P	P	P	P	P	4.7.5
PROFESSIONAL OR PERSONAL SERVICES					P	P	P	P	P	P	P	P	P	P	4.7.6
EATING AND DRINKING					P	P	P	P	P	P	P	P	P	P	4.7.7
HEALTHCARE SERVICE						P	P	P	P	P	P	P	P	P	4.7.8
LODGING	P				P	P	P	P	P	P	P	P	P	P	4.7.20
PARKING				P	P	P	P	P	P	P	P	P	P	P	4.7.9
RETAIL					P	P	P	P	P	P	P	P	P	P	4.7.10
ENTERTAINMENT OR EVENT VENUE	P					P	P	P	P	P	P	P	P	P	4.7.11
ARTISANAL INDUSTRY						P	P	P	P	P	P	P	P	P	4.7.12
TECHNOLOGY INDUSTRY						P	P	P	P	P	P	P	P	P	4.7.13
AUTO SERVICE						P	P	P	P	P	P	P	P	P	4.7.14
FREIGHT, LOGISTICS, AND STORAGE												P	P	P	4.7.15

There are a variety of uses allowed in T5.2 zoning including townhouses, apartment houses and several commercial uses.

Placetype

Regional Corridor

Placetype Description

“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.



# Rezone Horsebarn Road

PLANNING

### Height Transition Standards

- Transition in building height shall be provided for any proposed building adjacent to a zone with a lower maximum building height than the subject property, as follows:
  - Red – first 40ft maximum allowed is 1 story over the max in the adjacent lower zone
    - West property line – 3 stories
    - North property line – 5 stories
  - Yellow – 40ft to 80ft maximum allowed 2 stories over the max in the adjacent lower zone
    - West property line – 4 stories
    - North property line – 6 stories
  - Blue – 80ft to 120ft maximum allowed is 3 stories over the max in the adjacent lower zone
    - West property line – 5 stories
    - North property line – 6 stories
- \*This property borders two zones with different max heights. For areas in overlapping measurements, the lower height requirement would be followed.



Standard	T2	T3.1	T3.2	T4.1	T4.2	T5.1	T5.2
Max Building Height (stories)	2	2.5	2.5	3	4	4	6

These are the transition height requirements when a higher intensity zone is next to lower intensity zones with differing max heights.

### Placetype

Regional Corridor

### Placetype Description

“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.



## Rezone

### Horsebarn Road

**PLANNING**



*Aerial*

**Recommendation:**

**APPROVE**

**PUBLIC INPUT:**

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

**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.

BEFORE THE PLANNING COMMISSION OF THE CITY OF ROGERS, ARKANSAS

**NOTICE OF PUBLIC HEARING FOR A REZONE REQUEST**

Notice is hereby given pursuant to Section 14-725-730 of the Rogers City Code that (**White, Joey A & Cheryl M**) is applying to the Rogers Planning Commission to rezone certain real property at (**5421 W Horsebarn Lane**). The property is more particularly described as follows:

LEGAL DESCRIPTION: (**See attached Exhibit**)

LAYMAN'S DESCRIPTION: (**West of the intersection of Horsebarn Road and 52<sup>nd</sup> Street in Rogers, AR. 5421 W Horsebarn Lane**)

PRESENT ZONING: (**T2**)

ZONING REQUEST: (**T4.2**)

A public hearing by the Rogers Planning Commission will be held on \_\_\_\_\_, 20\_\_ (**Date assigned by Planning Staff**) at 4:30 p.m. in the City Council Chambers of the City Hall Building located at 301 W. Chestnut Street, Rogers, Arkansas.

Respectfully Submitted,

By: \_\_\_\_\_  
(**Applicant's Signature**)



Account #: STCT39

Company: CRAFTON TULL

901 N 47th St Ste 400

Rogers, AR 72756-9635

Ad number #: 568911

PO #:

Matter of: NOTICE OF PUBLIC HEARING A petition for

**AFFIDAVIT • STATE OF ARKANSAS**

I, Anna Hernandez, do solemnly swear that I am the Legal Clerk of the **NWA Democrat Gazette**, a daily newspaper printed and published in WASHINGTON/BENTON county, State of ARKANSAS; that I was so related to this publication at and during the publication of the annexed legal advertisement in the matter of :

NOTICE OF PUBLIC HEARING A petition for

Pending in the court, in said County, and at the dates of the several publications of said advertisement stated below, and that during said periods and at said dates, said newspaper was printed and had a bona fide circulation in said County, that said newspaper had been regularly printed and published in said county, and had a bona fide circulation therein for the period of one month before the date of the first publication of said advertisement; and that said advertisement was published in the regular daily issues of said newspaper as stated below.

And that there is due or has been paid the **NWA Democrat Gazette** for publication the sum of \$76.00.  
(Includes \$0.00 Affidavit Charge).

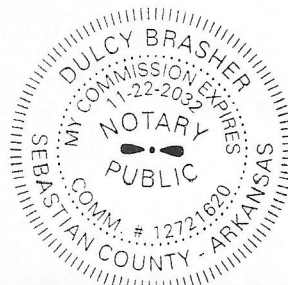
*NWA Democrat Gazette 01/11/26; NWA nwaonline.com 01/11/26*

Legal Clerk

State of ARKANSAS, County of Sebastian,

Subscribed and sworn to before me on this 12th day of January, 2026.

NOTARY PUBLIC



**NOTICE OF PUBLIC HEARING**

A petition for Large Scale Development for the property as described below has been filed with the City of Farmington on the 23rd day of December, 2025.

**LEGAL DESCRIPTION:**

DESCRIPTION PARCEL 760-03869-000:

LOT 28 OF HOLLAND CROSSING COMMERCIAL SUBDIVISION, AS PER PLAT RECORD 24A-00000113 IN THE OFFICE OF THE CIRCUIT CLERK AND EX-OFFICIO RECORDER OF WASHINGTON COUNTY, ARKANSAS.

DESCRIPTION PARCEL 760-03866-000:

LOT 5 OF HOLLAND CROSSING COMMERCIAL SUBDIVISION, AS PER PLAT RECORD 24A-00000050 IN THE OFFICE OF THE CIRCUIT CLERK AND EX-OFFICIO RECORDER OF WASHINGTON COUNTY, ARKANSAS.

A public hearing to consider this Large Scale Development will be held on the 26th day of January, 2026 at six o'clock p.m. at Farmington City Hall, 354 West Main, Farmington, Arkansas. All interested persons are invited to attend.

NO011272

**PROPERTY OWNER AFFIDAVIT**

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

LEGAL DESCRIPTION:

See attached exhibit

LAYMAN'S DESCRIPTION: West of the intersection of Horsebarn Road and 52nd Street in Rogers, AR. 324 S 52nd Street

PRESENT ZONING: T4.2

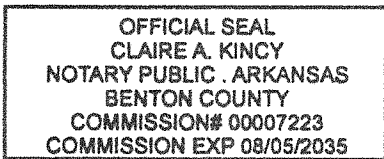
ZONING REQUEST: T5.2

Respectfully Submitted,

By: [Handwritten Signature]  
(Property Owner Signature)

STATE OF ARKANSAS  
COUNTY OF Benton

Subscribed and sworn before me this the 29<sup>th</sup> day of December, 2025.



[Handwritten Signature: Claire A. Kincaid]  
Notary Signature

Claire A. Kincaid  
Notary Name Printed

08/05/2035  
Commission Expires

**EXHIBIT "A"**

**Part of the N 1/2 of the SE 1/4 of the SE 1/4 of Section 8, Township 19 North, Range 30 West of the Fifth Principal Meridian, Benton County, Arkansas, more particularly described as follows: Commencing at the NE Corner of said N 1/2 of the SE 1/4 of the SE 1/4 as shown on Plats R-330 and 10-157; thence S 00°02'33" E 161.65 feet; thence N 88°04'09" W 160.21 feet to a found iron pin; thence S 00°23'34" W 74.37 feet to a found iron pin; thence S 89°31'18" W 193.23 feet to a found iron pin; thence N 00°04'21" W 230.96 feet to a found iron pin on the North line of said N 1/2 of the SE 1/4 of the SE 1/4; thence N 89°47'31" E 354.03 feet along said North line to the Point of Beginning. Subject to the right of way of Horsebarn Road on the East side thereof and to all easements of record or fact. The basis of bearings for this survey is the record bearing of North for the West line of the SE 1/4 of the SE 1/4 of Section 8, Township 19 North, Range 30 West.**

**Subject to easements, rights-of-way, and protective covenants of record, if any.  
Subject to all prior mineral reservations and oil and gas leases.**

**PROPERTY OWNER AFFIDAVIT**

The petitioner, White, Joey A & Cheryl M, petitions the Planning Commission of the City of Rogers, Arkansas to rezone certain real property as set forth herein:

LEGAL DESCRIPTION:

See attached Exhibit.

LAYMAN'S DESCRIPTION: West of the intersection of Horsebarn Road and 52nd Street in Rogers, AR. 5421 W Horsebarn Lane.

PRESENT ZONING: T2

ZONING REQUEST: T5.2

Respectfully Submitted,

By: [Signature]  
(Property Owner Signature)

STATE OF ARKANSAS  
COUNTY OF BENTON

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

NANCY CRUTCHFIELD  
NOTARY PUBLIC  
BENTON COUNTY, ARKANSAS  
COMM. EXP. 11/08/29  
COMMISSION NO. 12709052

[Signature]  
Notary Signature

NANCY CRUTCHFIELD  
Notary Name Printed

11/08/2029  
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 23 day of January, 2026.

Craig Anderson  
Signed

Craig Anderson  
Name Printed

STATE OF ARKANSAS

COUNTY OF Benton

Subscribed and sworn before me this the 23 day of January 2026

Patricia Ann Henry  
Notary Signature  
Patricia Ann Henry  
Notary Name Printed  
7/21/30  
Commission Expire



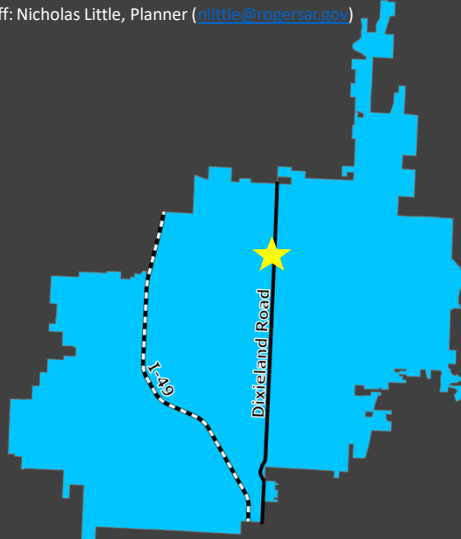




# Rezone Neuhaus

PLANNING

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



Vicinity Map

#### Location

1800 W Wood Street  
SWC of Wood and Dixieland

#### Place Type

Urban Neighborhood

#### Zoning

T4.1

#### Proposed Zoning

T4.2

#### Representative

Joanna Lin-Neuhaus

### 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.

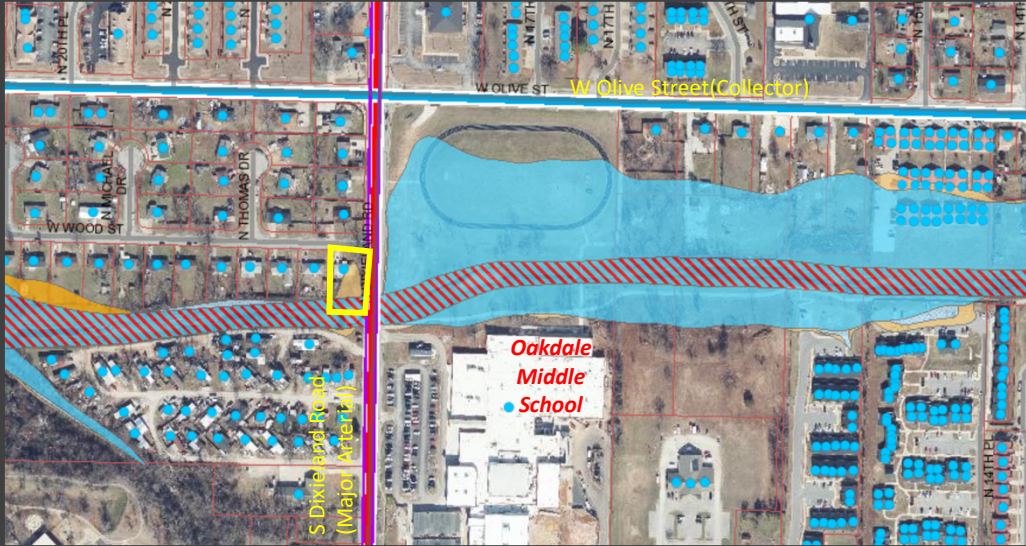
### Request Details:

- Proposal: The applicant is proposing to rezone 0.34 acres to T4.2(Neighborhood High Intensity) as presented in the Urban Neighborhood placetype.
- Review Type: Standard



# Rezone Neuhaus

PLANNING



Geolocation w/ Floodplain and MSP

### Location Description

North central Rogers; SWC of Wood Street and Dixieland Road; 1/10<sup>th</sup> mile south of Olive and Dixieland Intersection  
Parcel 02-03887-000



# Rezone Neuhaus

PLANNING



Current Zoning

FLUM, with MSP

### Current Zoning

T4.1 – Neighborhood Medium-Intensity: 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.

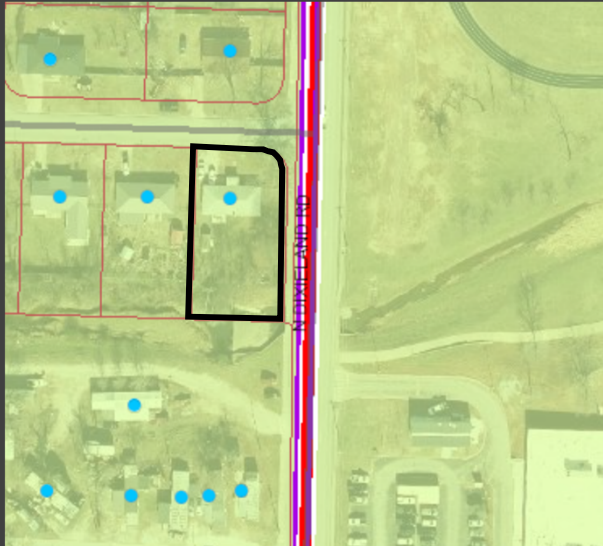
### Proposed Zoning

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.



# Rezone Neuhaus

## PLANNING



FLUM, with MSP

### Rezoning Request

1. T4.2 in Urban Neighborhood is subject to Standard Review

### 2.8.6 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.

Place Type	T2	T3.1	T3.2	T4.1	T4.2	T5.1	T5.2
Neighborhood Center				ER	ER	ER	
<b>Neighborhoods</b>							
Urban Neighborhood			ER	SR	SR	ER	
Fabric			SR	SR	ER		

### 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. 6.



# Rezone Neuhaus

PLANNING

### Uses Allowed in T4.2

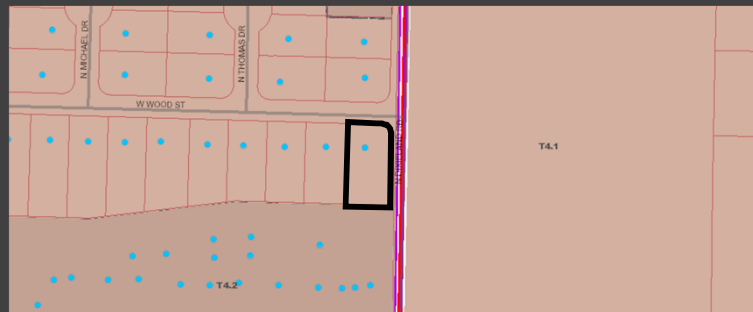
- All residential uses, live-work buildings, mixed-use buildings, offices, professional service, eating and drinking, lodging, parking, retail, agricultural uses and civic spaces.

### Use Standards specific to T4.2

- **Multi-Unit Houses** are permitted when they are consistent in scale with the two nearest residential buildings on the same block face.
- **Apartments** permitted only when they're located on a lot with frontage on an arterial or collector street according to MSP, located on a property in a center placetype, or located on a property abutting or across the street from a public park or programmed open space approved per this UDC.
- The nonresidential uses allowed in **live-work** buildings are limited to those allowed in T4.2 regardless of the zoning of the subject property.
- **Eating and Drinking** and **Retail** are allowed on the ground floor of mixed-use buildings. Also allowed in single-purpose building when located less than 660' or one block, whichever is less, of the intersection of two streets classified as collector or higher, and they do not have a drive through.

### Selected Zone Standards in T4.2

- Max Height: 4 stories
- Setbacks: 5' exterior yard; 5' interior yard; 0' alley



## 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. 6.



## Rezone Neuhaus

**PLANNING**



*Aerial*

**Recommendation:**

**APPROVE**

**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.

**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 9th day of January, 2026.

Todd Neuhaus Joanna Lin-Neuhaus  
Signed

Todd Neuhaus Joanna Lin-Neuhaus  
Name Printed

STATE OF ARKANSAS

COUNTY OF Iowa

Subscribed and sworn before me this the 9 day of January, 2026.



Danielle Niess  
Notary Signature

Danielle Niess  
Notary Name Printed

7-22-26  
Commission Expire

# NOTICE OF PUBLIC HEARING

## NOTICE OF PUBLIC HEARING RE ZONE

On March 12, 2014, the Board of Planning and Zoning will hold a public hearing to consider the rezoning of the property located at 12345 Main Street, City of [City Name], from [Current Zone] to [Proposed Zone]. The hearing will be held at the City Council Chamber, located at [Address], starting at 7:00 PM. The public is invited to attend and voice their opinion on the proposed rezoning. A copy of the rezoning application is available for review at the City Planning and Zoning Department, located at [Address].

**COMMUNITY DEVELOPMENT**  
PLANNING DIVISION  
410 S. 10TH ST.  
[City Name], MN 55401  
www.ci.[City Name].mn.us

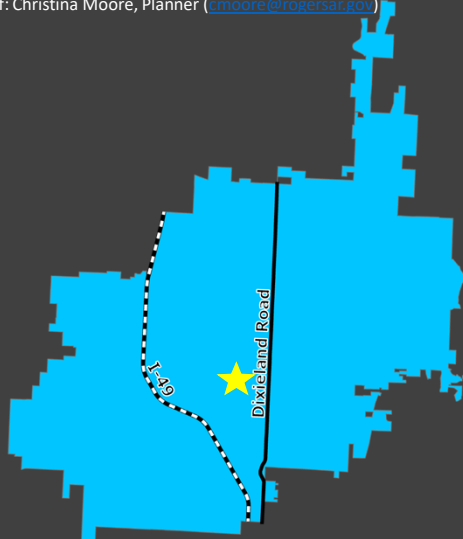


# Rezone

PLANNING

## Prestwick Holdings

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



Vicinity Map

**Location**

2428 & 2430 S 26<sup>th</sup> Street  
Parcel 02-01712-040 & 02-01712-030

**Place Type**

Urban Neighborhood & Neighborhood Center

**Zoning**

T2

**Proposed Zoning**

T4.1

**Representative**

Evan McMahon

This is a request to rezone 2428 and 2430 S 26<sup>th</sup> Street from T2 to T4.1

**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 23 acres to T4.1(Neighborhood Medium Intensity) as presented in the Urban Neighborhood and Neighborhood Center placetypes.
- Review Type: Standard and Enhanced



# Rezone

## Prestwick Holdings

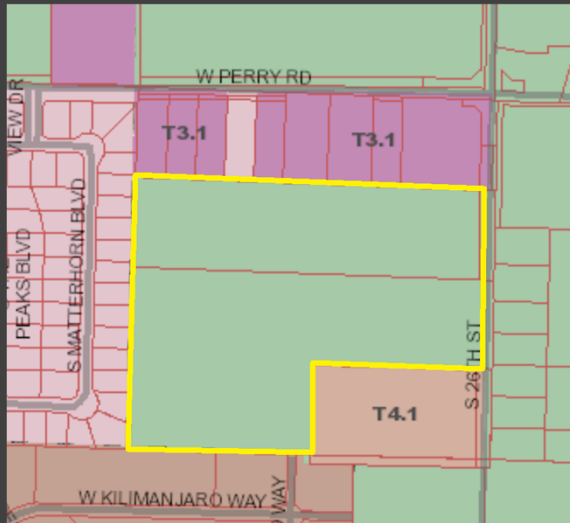
# PLANNING



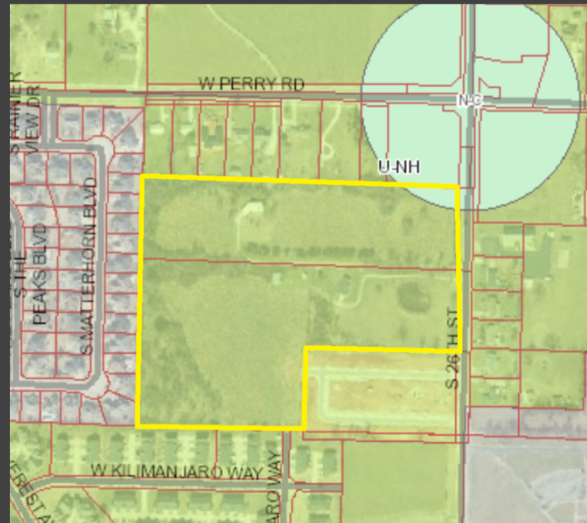
Geolocation

### Location Description

Central Rogers; 23 acres at W Perry Road and S 26<sup>th</sup> Street  
Parcel



Current Zoning



FLUM

Current Zoning

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

Proposed Zoning

T4.1 – Neighborhood Medium-Intensity: 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.

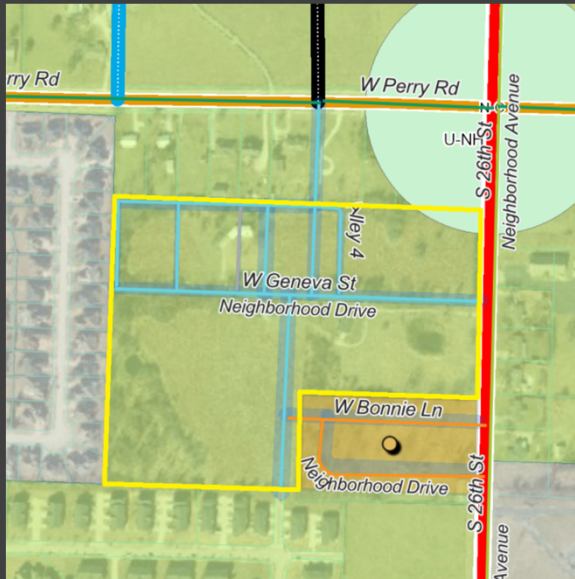


# Rezone

## Prestwick Holdings

# PLANNING

FLUM



### Rezone Request

1. T4.1 in Urban Neighborhood is subject to Standard Review
2. T4.1 in Neighborhood Center is subject to Enhanced Review

### 2.8.6 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.

Place Type	T2	T3.1	T3.2	T4.1	T4.2	T5.1
Urban Neighborhood			ER	SR	SR	ER
Neighborhood Center				ER	ER	ER

T4.1 zoning is the lowest intensity zone allowed with standard review in Urban Neighborhood and the lowest allowed zone in Neighborhood Center. Also note that all zones in Neighborhood Centers are subject to enhanced review.

### Placetype

Urban Neighborhood

### 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. 6.

### Placetype

Neighborhood Center

### Placetype Description

"Neighborhood Centers are places for neighbors to gather, interact, and conveniently access services within a very short distance of most homes. They generally extend several hundred feet from key roadways. Developments cultivate a safe and inviting environment for non-drivers through elements such as enhanced streetscape design, dedicated facilities for active mobility, gathering spaces and active storefronts." *Rogers Future Land Use Placetypes*, pg. 4.



# Rezone

# PLANNING

## Prestwick Holdings

### 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) conform to the applicable requirements of this UDC.**

Yes. The proposed rezone to T4.1 is allowed in the Urban Neighborhood and Neighborhood Center placetypes. In Urban Neighborhood T4.1 is the lowest intensity transect that is subject to standard review. A small piece of the property that is roughly 0.22 acres out of 23 acres is in the Neighborhood Center placetype. T4.1 is the lowest intensity transect allowed in Neighborhood Centers. All transects in Neighborhood Centers are subject to Enhanced Reviews.

Place Type	T2	T3.1	T3.2	T4.1	T4.2	T5.1
Urban Neighborhood			ER	SR	SR	ER
Neighborhood Center				ER	ER	ER

T4.1 zoning will create the Urban Neighborhood placetype envisioned by the FLUM. The rezone is also for a small piece of the outer edge of the Neighborhood Center where more intense development can occur. This rezone will help support the higher intensity towards the middle of the Neighborhood Center.

### Placetype

Urban Neighborhood

### 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. 6.

### Placetype

Neighborhood Center

### Placetype Description

“Neighborhood Centers are places for neighbors to gather, interact, and conveniently access services within a very short distance of most homes. They generally extend several hundred feet from key roadways. Developments cultivate a safe and inviting environment for non-drivers through elements such as enhanced streetscape design, dedicated facilities for active mobility, gathering spaces and active storefronts.” *Rogers Future Land Use Placetypes*, pg. 4.



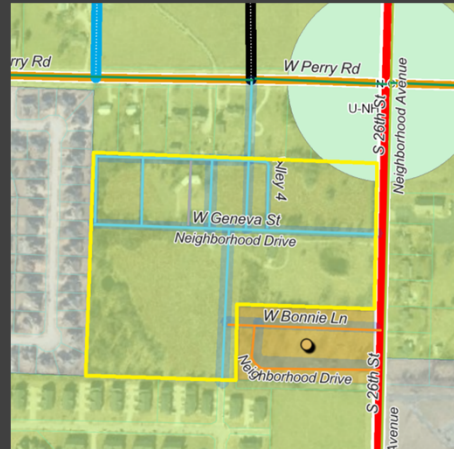
2.8.7 Enhanced Review Criteria

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 T4.1 zoning reinforces the urban neighborhood's role as a transition between the lower intensity neighborhood fabric to the west, to the more intense neighborhood center to the northeast at the corner of S 26<sup>th</sup> and Perry Road.



T4.1 zoning is likely to implement the placetype of Urban Neighborhood while also helping a smooth transition to the more intense Neighborhood Center at the corner.

Placetype

Urban Neighborhood

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. 6.

Placetype

Neighborhood Center

Placetype Description

“Neighborhood Centers are places for neighbors to gather, interact, and conveniently access services within a very short distance of most homes. They generally extend several hundred feet from key roadways. Developments cultivate a safe and inviting environment for non-drivers through elements such as enhanced streetscape design, dedicated facilities for active mobility, gathering spaces and active storefronts.” *Rogers Future Land Use Placetypes*, pg. 4.



2.8.7 Enhanced Review Criteria

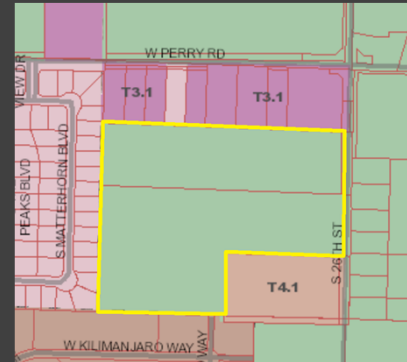
When reviewing and making decisions on zoning map amendments labeled "ER" in Table 2.8.3.A, the Planning Commission:

- 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:

II) Where the subject property is within a neighborhood placetype ensuring higher intensity zones are generally located at the edges of the placetype when the neighborhood lies adjacent to a center or corridor placetype to provide an orderly transition between the edge of the neighborhood and the adjacent placetype.

Yes. The subject property is located near the edge of the Urban Neighborhood placetype adjacent to a Neighborhood Center. The properties to the north are zoned T3.1 which is not allowed in Urban Neighborhood or Neighborhood Centers. When the properties to the north redevelop, they will likely be rezoned to T4.1 up to T5.1 depending on the proximity to the intersection of Perry Road and 26<sup>th</sup> Street.



The subject property is located at the point where Urban Neighborhood meets the Neighborhood Center placetype. This rezone will help transition the urban neighborhood to a more intense neighborhood center at the corner of Perry and 26<sup>th</sup> Street.

Placetype

Urban Neighborhood

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. 6.

Placetype

Neighborhood Center

Placetype Description

“Neighborhood Centers are places for neighbors to gather, interact, and conveniently access services within a very short distance of most homes. They generally extend several hundred feet from key roadways. Developments cultivate a safe and inviting environment for non-drivers through elements such as enhanced streetscape design, dedicated facilities for active mobility, gathering spaces and active storefronts.” *Rogers Future Land Use Placetypes*, pg. 4.



# Rezone

# PLANNING

## Prestwick Holdings

### 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 at the major intersections of Neighborhood Centers with intensity stepping down in Urban Neighborhood. Developments allowed in T4.1 will help support more intense neighborhood oriented developments in the Neighborhood Center at the major intersection.

Place Type	T2	T3.1	T3.2	T4.1	T4.2	T5.1
Urban Neighborhood			ER	SR	SR	ER
Neighborhood Center				ER	ER	ER

The FLUM anticipates that higher-intensity zones be located at the center of the Neighborhood Center placetype. T4.1 at a very small edge piece of the neighborhood center will help support a transition to higher intensity at the intersection.

### Placetype

Urban Neighborhood

### 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. 6.

### Placetype

Neighborhood Center

### Placetype Description

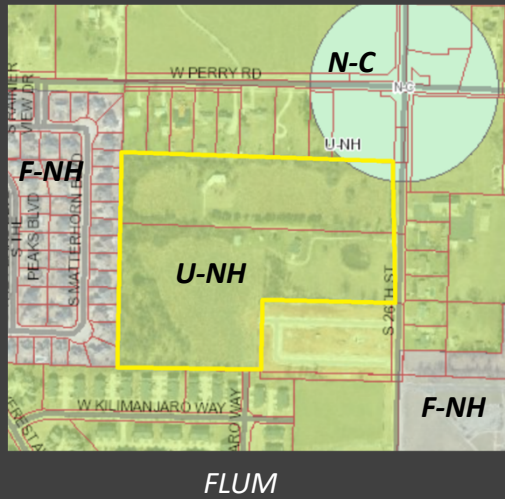
“Neighborhood Centers are places for neighbors to gather, interact, and conveniently access services within a very short distance of most homes. They generally extend several hundred feet from key roadways. Developments cultivate a safe and inviting environment for non-drivers through elements such as enhanced streetscape design, dedicated facilities for active mobility, gathering spaces and active storefronts.” *Rogers Future Land Use Placetypes*, pg. 4.



# Rezone

## Prestwick Holdings

# PLANNING



### Enhanced Review Conclusion

The proposed district(s) conform to the applicable requirements of this UDC.	✓
The proposed district(s) are likely to implement the place type envisioned by the Future Land Use Map.	✓
The proposed district(s) contribute to establishing an orderly transition of intensity with the broader place type by: 1) 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.	✓
The proposed district(s) is within one full transect of the most intense zone allowed on adjacent properties.	✓

Staff finds that the proposed rezoning from T2 to T4.1 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 the middle of the Neighborhood Center. As such, staff finds the request to be appropriate for this location.

### Placetype

Urban Neighborhood

### 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. 6.

### Placetype

Neighborhood Center

### Placetype Description

“Neighborhood Centers are places for neighbors to gather, interact, and conveniently access services within a very short distance of most homes. They generally extend several hundred feet from key roadways. Developments cultivate a safe and inviting environment for non-drivers through elements such as enhanced streetscape design, dedicated facilities for active mobility, gathering spaces and active storefronts.” *Rogers Future Land Use*

*Placetypes*, pg. 4.



# Rezone Prestwick Holdings

PLANNING

**Uses Allowed in T4.1**

- Residential uses, agriculture, civic uses and parking.

**Use Standards in T4.1**

- There are no building-type specific standards applicable to detached houses, attached houses, duplexes or townhouses.
- Multi-unit houses are permitted only when consistent in scale with the two nearest residential buildings on the same block face.
- Apartment Houses are permitted only when located on lots with frontage on an arterial or collector street on the Master Street Plan.

**Selected Zone Standards in T4.1**

- Max Height 3 stories
- Setbacks (10 ft exterior, 5 ft interior)

FLUM

Use	T2	T3.1	T3.2	T4.1	T4.2	T5.1	T5.2	T5.3	T6.1	T6.2	T6.3	HC	I-1	I-2
Detached House	P	P	P	P	P	P								
Cottage House	P	P	P	P	P	P								
Attached House	P	P	P	P	P	P								
Duplex		P	P	P	P	P								
Multi-Unit House		P	P	P	P	P								
Town House			P	P	P	P	P	P	P			P		
Apartment House			P	P	P	P	P	P	P			P		
Live-Work Building				P	P									

All of the living uses are allowed in T4.1 as well as agriculture, civic uses and parking.

Placetype

Urban Neighborhood

Placetype Description

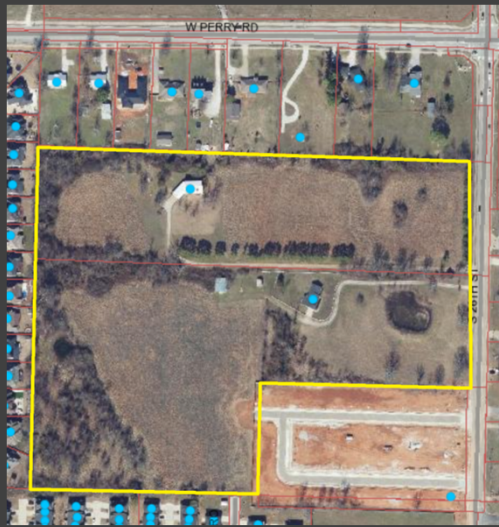
“Urban Neighborhoods contribute a blend of housing and neighborhood-scale services between Centers and Corridors and other residential neighborhoods. These areas emphasize safety and accessibility for active transportation users of all ages and abilities while acting as a harmonious transition between the higher-intensity centers and lower-intensity neighborhoods” *Rogers Future Land Use Placetypes*, pg. 6.

Placetype

Neighborhood Center

Placetype Description

“Neighborhood Centers are places for neighbors to gather, interact, and conveniently access services within a very short distance of most homes. They generally extend several hundred feet from key roadways. Developments cultivate a safe and inviting environment for non-drivers through elements such as enhanced streetscape design, dedicated facilities for active mobility, gathering spaces and active storefronts.” *Rogers Future Land Use Placetypes*, pg. 4.



Aerial

Recommendation:

APPROVE

**PUBLIC INPUT:**

Staff has received calls from surrounding property owners. Mostly concerned about water drainage and intense develop close to homes in Neighborhood Fabric. The property owner was informed water drainage is addressed during site development plan review. T2 is a holding zone and should be rezoned to be in compliance with our FLUM. The proposed T4.1 zoning is the lowest zone permitted with standard review in Urban Neighborhood.

**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.

BEFORE THE PLANNING COMMISSION OF THE CITY OF ROGERS, ARKANSAS

**NOTICE OF PUBLIC HEARING FOR A REZONE REQUEST**

Notice is hereby given pursuant to Section 14-725-730 of the Rogers City Code that **Prestwick Holdings LLC** is applying to the Rogers Planning Commission to rezone certain real property at **2430 S 26th St.** The property is more particularly described as follows:

LEGAL DESCRIPTION: **attached as Exhibit "A"**

LAYMAN'S DESCRIPTION: **east of S 26<sup>th</sup> St. between W Bonnie Ln. and W Perry Rd.**

PRESENT ZONING: **T2**

ZONING REQUEST: **T4.1**

A public hearing by the Rogers Planning Commission will be held on **February 3rd, 2026 at 4:30 p.m.** in the City Council Chambers of the City Hall Building located at 301 W. Chestnut Street, Rogers, Arkansas.

Respectfully Submitted,

By:   
(Applicant's Signature)

## Exhibit "A" Legal Descriptions

### Parcel 02-01712-030:

***The S ½ of the SW ¼ of the SE ¼ of Section 22, Township 19 North of Range 30 West, EXCEPT Five (5) acres out of the SE corner of said tract described as follows: Beginning at the SE corner of said SW ¼ SE ¼ run thence North 20 rods; thence West 40 rods; thence South 20 rods; thence East 40 rods to the place of beginning, containing 15 acres more or less.***

### Parcel 02-01712-040:

**A part of the South Half (S1/2) of the North Half (N1/2) of the Southwest Quarter (SW1/4) of the Southeast Quarter (SE1/4) of Section 22, Township 19 North, Range 30 West, Benton County, Arkansas, and being a portion of that property described in Document Number 476 379 in the Office of the Clerk and Recorder of Benton County, Arkansas, and being more particularly described as follows:**

**Commencing at the Northeast corner of the Southwest Quarter (SW1/4) of the Southeast Quarter (SE1/4) of said Section 22, and run along the East line of said Southwest Quarter (SW1/4) of the Southeast Quarter (SE1/4) South 02°54'37" West 330.77 feet to the Northeast corner of the above described property and the POINT OF BEGINNING; thence along the East line of said property South 02°54'37" West 330.77 feet to the Southeast corner of said property, thence along the South line of said property North 87°06'08" West 55.32 feet to a point on the proposed West Right-of-Way of 26th Street; thence leaving said South property line and along said proposed West Right-of-Way North 02° 37'22" East 330.77 feet to a point on the North line of the above described property; thence along said North line South 87°06'23" East 56.98 feet to the POINT OF BEGINNING, containing 18,572 square feet or 0.43 acres more or less. Subject to any easements, Covenants, Restrictions, or Rights-of-Way of record or fact.**

BEFORE THE PLANNING COMMISSION OF THE CITY OF ROGERS, ARKANSAS

**NOTICE OF PUBLIC HEARING FOR A REZONE REQUEST**

Notice is hereby given pursuant to Section 2.3.4.2 of the Rogers Unified Development Code that **Prestwick Holdings, LLC** is applying to the Rogers Planning Commission to rezone (**CASE # RZ25-00712**) certain real property at **a combined 25 acres east of S. 26<sup>th</sup> Street between Bonnie Lane and W. Perry Road** The property is more particularly described as follows:

LEGAL DESCRIPTION: **attached as Exhibit “A”**

LAYMAN’S DESCRIPTION: **east of S. 26<sup>th</sup> Street between Bonnie Lane and W. Perry Road.**

PRESENT ZONING: **T2**

ZONING REQUEST: **T4.1**

A public hearing by the Rogers Planning Commission will be held on **February 3, 2026** at 5:30 p.m. in the City Council Chambers of the City Hall Building located at 301 W. Chestnut Street, Rogers, Arkansas.

Respectfully Submitted,

By: \_\_\_\_\_  
(Applicant’s Signature)

## Exhibit "A" Legal Descriptions

### Parcel 02-01712-030:

***The S ½ of the SW ¼ of the SE ¼ of Section 22, Township 19 North of Range 30 West, EXCEPT Five (5) acres out of the SE corner of said tract described as follows: Beginning at the SE corner of said SW ¼ SE ¼ run thence North 20 rods; thence West 40 rods; thence South 20 rods; thence East 40 rods to the place of beginning, containing 15 acres more or less.***

### Parcel 02-01712-040:

**A part of the South Half (S1/2) of the North Half (N1/2) of the Southwest Quarter (SW1/4) of the Southeast Quarter (SE1/4) of Section 22, Township 19 North, Range 30 West, Benton County, Arkansas, and being a portion of that property described in Document Number 476 379 in the Office of the Clerk and Recorder of Benton County, Arkansas, and being more particularly described as follows:**

**Commencing at the Northeast corner of the Southwest Quarter (SW1/4) of the Southeast Quarter (SE1/4) of said Section 22, and run along the East line of said Southwest Quarter (SW1/4) of the Southeast Quarter (SE1/4) South 02°54'37" West 330.77 feet to the Northeast corner of the above described property and the POINT OF BEGINNING; thence along the East line of said property South 02°54'37" West 330.77 feet to the Southeast corner of said property, thence along the South line of said property North 87°06'08" West 55.32 feet to a point on the proposed West Right-of-Way of 26th Street; thence leaving said South property line and along said proposed West Right-of-Way North 02° 37'22" East 330.77 feet to a point on the North line of the above described property; thence along said North line South 87°06'23" East 56.98 feet to the POINT OF BEGINNING, containing 18,572 square feet or 0.43 acres more or less. Subject to any easements, Covenants, Restrictions, or Rights-of-Way of record or fact.**

## Exhibit "A" Legal Descriptions

### Parcel 02-01712-030:

***The S ½ of the SW ¼ of the SE ¼ of Section 22, Township 19 North of Range 30 West, EXCEPT Five (5) acres out of the SE corner of said tract described as follows: Beginning at the SE corner of said SW ¼ SE ¼ run thence North 20 rods; thence West 40 rods; thence South 20 rods; thence East 40 rods to the place of beginning, containing 15 acres more or less.***

### Parcel 02-01712-040:

**A part of the South Half (S1/2) of the North Half (N1/2) of the Southwest Quarter (SW1/4) of the Southeast Quarter (SE1/4) of Section 22, Township 19 North, Range 30 West, Benton County, Arkansas, and being a portion of that property described in Document Number 476 379 in the Office of the Clerk and Recorder of Benton County, Arkansas, and being more particularly described as follows:**

**Commencing at the Northeast corner of the Southwest Quarter (SW1/4) of the Southeast Quarter (SE1/4) of said Section 22, and run along the East line of said Southwest Quarter (SW1/4) of the Southeast Quarter (SE1/4) South 02°54'37" West 330.77 feet to the Northeast corner of the above described property and the POINT OF BEGINNING; thence along the East line of said property South 02°54'37" West 330.77 feet to the Southeast corner of said property, thence along the South line of said property North 87°06'08" West 55.32 feet to a point on the proposed West Right-of-Way of 26th Street; thence leaving said South property line and along said proposed West Right-of-Way North 02° 37'22" East 330.77 feet to a point on the North line of the above described property; thence along said North line South 87°06'23" East 56.98 feet to the POINT OF BEGINNING, containing 18,572 square feet or 0.43 acres more or less. Subject to any easements, Covenants, Restrictions, or Rights-of-Way of record or fact.**

**PROPERTY OWNER AFFIDAVIT**

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

Parcel 02-01712-030:

**LEGAL DESCRIPTION:**

*The S 1/2 of the SW 1/4 of the SE 1/4 of Section 22, Township 19 North of Range 30 West, EXCEPT Five (5) acres out of the SE corner of said tract described as follows: Beginning at the SE corner of said SW 1/4 SE 1/4 run thence North 20 rods; thence West 40 rods; thence South 20 rods; thence East 40 rods to the place of beginning, containing 15 acres more or less.*

Parcel 02-01712-040:

The S 1/2 of the N 1/2 of the SW 1/4 of the SE 1/4 of Section 22, Township 19 North, Range 30 West.

**LESS AND EXCEPT:**

A part of the South Half (S1/2) of the North Half (N1/2) of the Southwest Quarter (SW1/4) of the Southeast Quarter (SE1/4) of Section 22, Township 19 North, Range 30 West, Benton County, Arkansas, and being a portion of that property described in Document Number 476 379 in the Office of the Clerk and Recorder of Benton County, Arkansas, and being more particularly described as follows:  
Commencing at the Northeast corner of the Southwest Quarter (SW1/4) of the Southeast Quarter (SE1/4) of said Section 22, and run along the East line of said Southwest Quarter (SW1/4) of the Southeast Quarter (SE1/4) South 02°54'37" West 330.77 feet to the Northeast corner of the above described property and the POINT OF BEGINNING; thence along the East line of said property South 02°54'37" West 330.77 feet to the Southeast corner of said property, thence along the South line of said property North 87°06'08" West 55.32 feet to a point on the proposed West Right-of-Way of 26th Street; thence leaving said South property line and along said proposed West Right-of-Way North 02° 37'22" East 330.77 feet to a point on the North line of the above described property; thence along said North line South 87°06'23" East 56.98 feet to the POINT OF BEGINNING, containing 18,572 square feet or 0.43 acres more or less. Subject to any easements, Covenants, Restrictions, or Rights-of-Way of record or fact.

**LAYMAN'S DESCRIPTION:**

West of S 26th St between its intersections with W Perry Rd and W Bonnie Ln.

PRESENT ZONING: T2

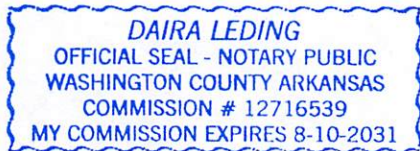
ZONING REQUEST: T4.1

Respectfully Submitted,

By:   
(Property Owner Signature)

STATE OF ARKANSAS  
COUNTY OF Benton

Subscribed and sworn before me this the 16<sup>th</sup> day of December, 2025.



  
Notary Signature

Daira Leding  
Notary Name Printed

8-10-2031  
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 23 day of January, 20 26.

[Signature]  
Signed

Evan McMahon  
Name Printed

STATE OF ARKANSAS

COUNTY OF BENTON

Subscribed and sworn before me this the ~~27~~ 23 day of January, 20 26

[Signature]  
Notary Signature

Patricia Henry  
Notary Name Printed

7/21/30  
Commission Expire

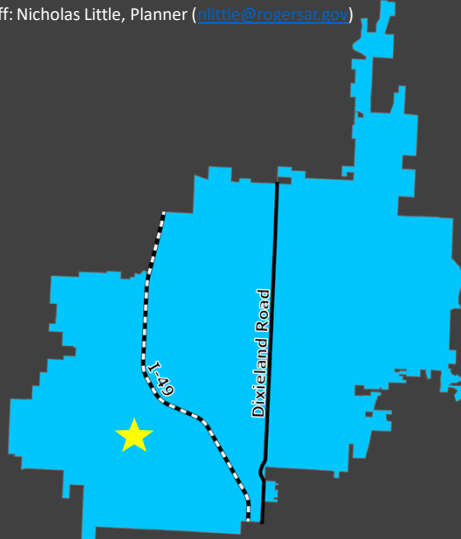




# Rezone Praedium

**PLANNING**

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



Vicinity Map

**Location**

4801 S Champions Drive

**Place Type**

Urban Neighborhood; Regional Center - Uptown

**Zoning**

T2

**Proposed Zoning**

T4.2, T5.1, and T5.2

**Representative**

Libby Topping, CTA

**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.

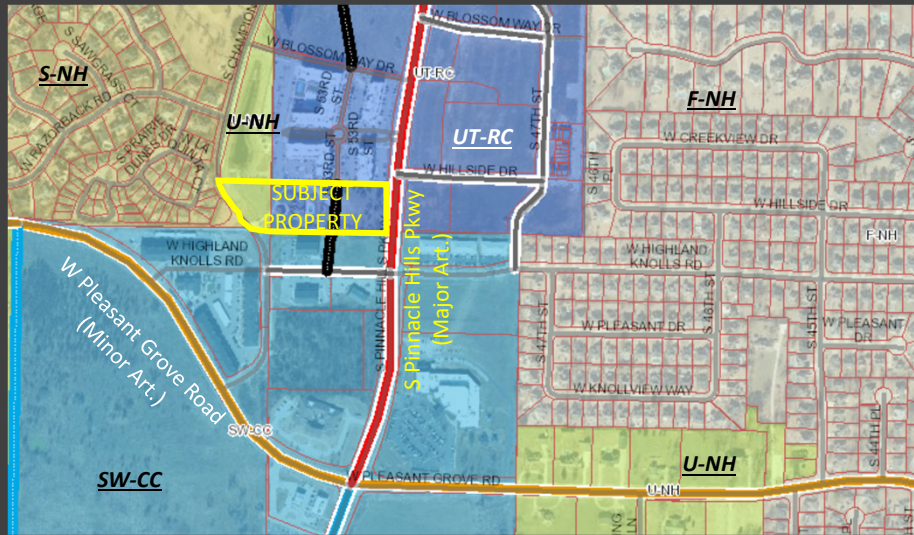
**Request Details:**

- Proposal: The applicant is proposing to rezone 4.71 acres to T4.2(Neighborhood High Intensity), T5.1(City Low Intensity) and T5.2(City Medium Intensity) as presented in the Urban Neighborhood and Uptown Regional Center placetypes.
- Review Type: Standard; Enhanced(T5.1)



# Rezone Praedium

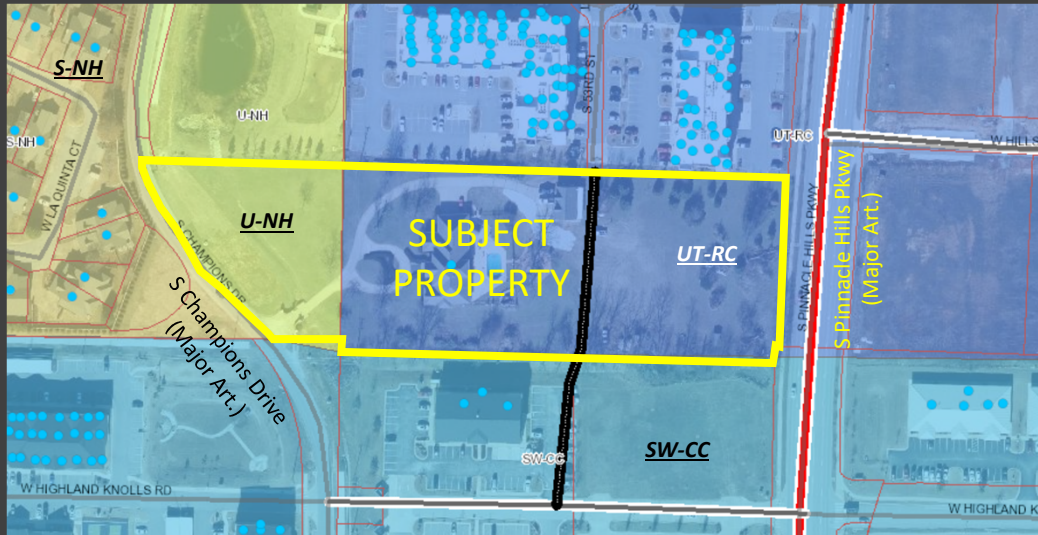
PLANNING



Geolocation w/ Floodplain and MSP

### Location Description

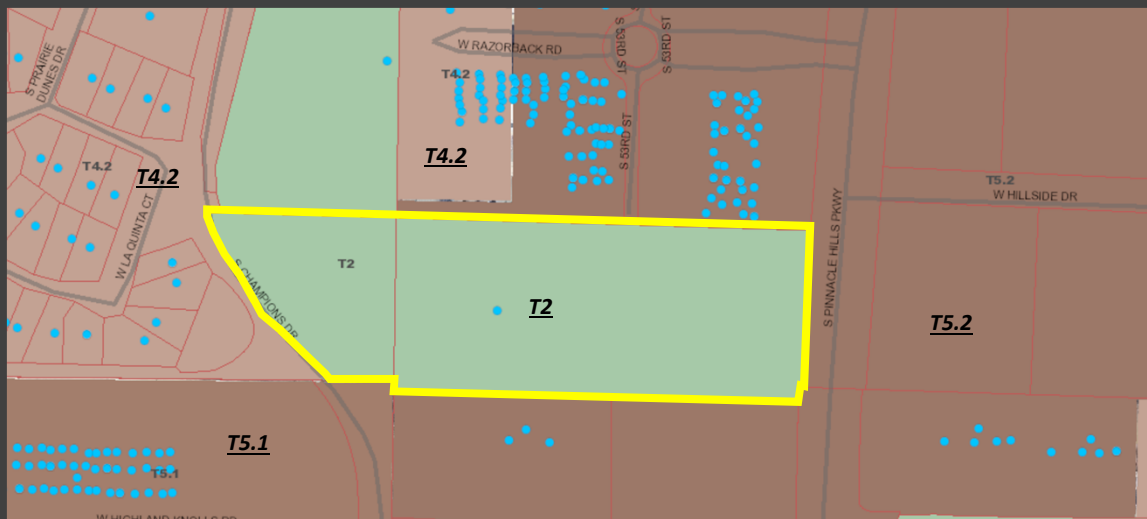
Southwest Rogers; Fronts Pinnacle Hills Parkway on east and S Champions Drive on west;  
1/4<sup>th</sup> mile north of intersection of Pleasant Grove and Pinnacle Hills  
Parcel 02-02087-435; 02-02087-610



Geolocation w/ Floodplain and MSP

Location Description

Southwest Rogers; Fronts Pinnacle Hills Parkway; 1/4<sup>th</sup> mile north of intersection of Pleasant Grove and Pinnacle Hills  
Parcel 02-02087-435; 02-02087-610



Current Zoning

Current Zoning

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

Proposed Zoning

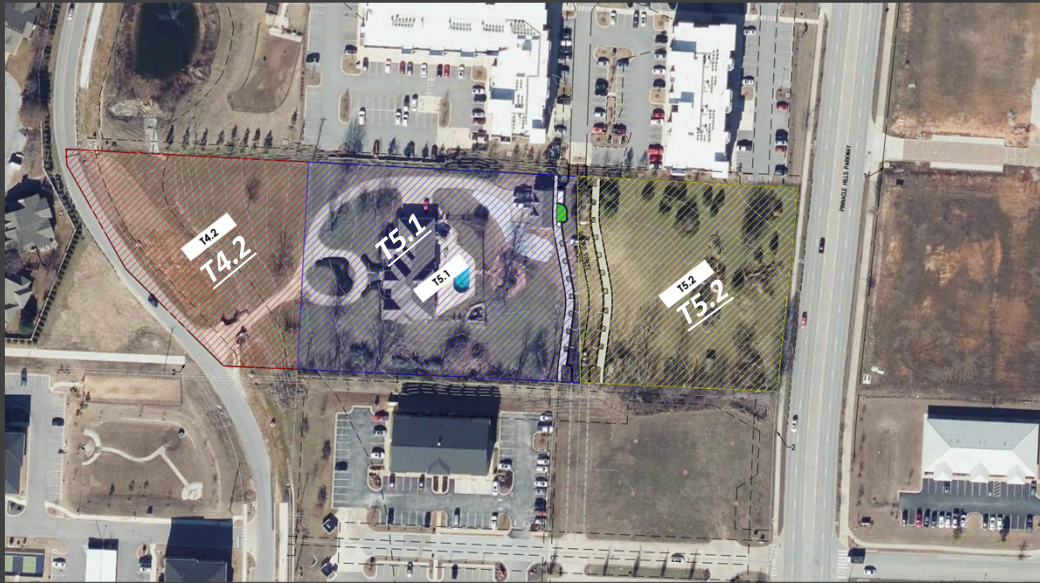
T4.2 – Neighborhood High Intensity: A high-intensity district intended primarily for urban neighborhood placetypes where compatible nonresidential uses within walking distance of homes are encouraged.

T5.1 – City Low-Intensity: A low-intensity mixed-use district where medium-scale buildings line streets mainly in corridor and city center placetypes.

T5.2 – City Medium-Intensity: A medium-low intensity mixed-use district where medium to large-scale buildings line streets in corridor and city center placetypes.



Proposed Zoning Plan



Current Zoning

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

Proposed Zoning

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T5.2 – City Medium-Intensity: A medium-low intensity mixed-use district where medium to large-scale buildings line streets in corridor and city center placetypes.



# Rezone Praedium

## PLANNING



### Rezone Request

1. T4.2 in Urban Neighborhood (U-NH) is subject to Standard Review
2. T5.2 in Regional Center – Uptown (UT-RC) is subject to Standard Review

### 2.8.6 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.

Place Type	T2	T3.1	T3.2	T4.1	T4.2	T5.1	T5.2	T5.3	T6.1	T6.2	T6.3
Regional Center											
Uptown Regional Center						ER	SR	SR	SR	SR	ER
Urban Neighborhood			ER	SR	SR	ER					

### Placetype

Urban Neighborhood (U-NH)  
Regional Center – Uptown (UT-RC)

### 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. 6.

“Uptown Regional Center is one of the region’s most productive hubs for dining, shopping, entertainment, employment, healthcare services and urban housing. It will continue to develop with new streets, parking structures, civic spaces, dedicated transportation facilities for non-drivers, and intensive buildings with activity along their ground floors.” *Rogers Future Land Use Placetypes*, pg. 3.

### Proposed Zoning District Descriptions

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.

T5.2 – City Medium-Intensity: A medium-low intensity mixed-use district where medium to large-scale buildings line streets in corridor and city center placetypes.



# Rezone Praedium

## PLANNING



### Rezone Request

1. T5.1 in Regional Center - Uptown is subject to Enhanced Review

### 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:

- A. The proposed district(s) conform to the applicable requirements of this UDC; and
- B. The proposed district(s) are likely to implement the place type envisioned by the FLUM; and
- C. The proposed district(s) contribute to establishing an orderly transition of intensity within the broader place type by:
- D. The proposed district(s) is within one full transect of the most intense zone allowed on adjacent properties

RJ1

### Placetype

Urban Neighborhood (U-NH)  
Regional Center – Uptown (UT-RC)

### 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. 6.

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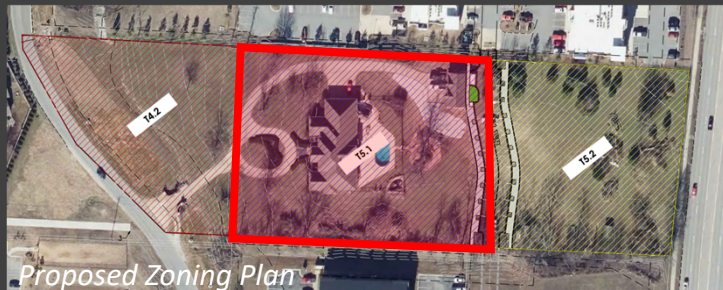
### Proposed Zoning District Descriptions

T5.1 – City Low-Intensity: A low-intensity mixed-use district where medium-scale buildings line streets mainly in corridor and city center placetypes.



# Rezone Praedium

PLANNING



Place Type	T2	T3.1	T3.2	T4.1	T4.2	T5.1	T5.2	T5.3	T6.1	T6.2	T6.3
Regional Center											
Uptown Regional Center						ER	SR	SR	SR	SR	ER

- The proposed district(s) conform to the applicable requirements of this UDC. ✓
- The proposed district(s) are likely to implement the place type envisioned by the Future Land Use Map. ✓
- The proposed district(s) contribute to establishing an orderly transition of intensity with the broader place type by:
  - 1) 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. ✓
- The proposed district(s) is within one full transect of the most intense zone allowed on adjacent properties. ✓

### Enhanced Review Criteria Analysis

1. The proposed district(s) conform to the applicable requirements of this UDC; and
  - It is possible for any potential development that takes place here to conform to UDC requirements under T5.1 zoning.
2. The proposed district(s) are likely to implement the place type envisioned by the Future Land Use Map; and
  - While T5.1 is slightly less urban, relative to some of the developments and development allowances in Uptown Rogers, T5.1 still carries a build-to zone form requirement, with minimum glazing regulations. The proposed zoning district is likely to implement the vision of the FLUM here.
3. The proposed district(s) contribute to establishing an orderly transition of intensity within the broader place type by:
  - 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; or
  - The location of the proposed T5.1 is sandwiched between T5.2 to the east and T4.2 to the west. The Uptown Regional Center in this case is more focused on the eastern portion of the property, and ultimately northward along W Pinnacle Hills Parkway. The eastern portion of the subject property is designated for Urban Neighborhood growth, in an attempt to generally buffer the more urban Regional Center development to the east, from the more traditional existing suburban residential neighborhoods to the west. The proposed T5.1 in this instance is very appropriate, in it's stepping down in allowed intensity from east to west.
4. The proposed district(s) is within one full transect of the most intense zone allowed on adjacent properties, except when:
  - Significant natural barriers separate the two properties; or
  - Roadways of three or more lanes separate the two properties; or
  - The subject property is less than 600 feet in depth, abuts a street classified as an arterial according to the Master Street Plan, and the proposed rezoning is to District T5.1 or T5.2.
  - T5.1 is within 1 full transect of each property that it borders. The northern and eastern adjacencies are Uptown Regional Center, which allow T6 at the highest. The southern adjacency is Southwest City Center, which allows T5 at it's highest. Urban Neighborhood, to the west, allows T4 at it's highest standard review, and T5 by enhanced review. Proposed T5.1 in this instance in the Uptown Regional Center is appropriate
5. If applicable, the proposed district(s) conform to the zone mix requirements specified in Table Table 2.4.3.C Zoning Mix for Sites Over 40 Acres.
  - Not applicable



# Rezone Praedium

PLANNING

Use	T2	T3.1	T3.2	T4.1	T4.2	T5.1	T5.2	T5.3	T6.1	T6.2	T6.3	HC	I-1	I-2
<b>Primary Uses</b>														
LIVING, in a	P	P	P	P	P	P	P	P	P	P	P	P	P	P
Detached House	P	P	P	P	P	P								
Cottage House	P	P	P	P	P	P								
Attached House	P	P	P	P	P	P								
Duplex		P	P	P	P	P								
Multi-Unit House		P	P	P	P	P								
Town House			P	P	P	P	P	P					P	
Apartment House				P	P	P	P	P					P	
Live-Work Building				P	P									
Mixed-Use Building					P	P	P	P	P	P	P			
AGRICULTURE	P	P	P	P	P	P	P	P	P	P	P	P	P	P
CIVIC SPACES	P	P	P	P	P	P	P	P	P	P	P	P	P	P
COMMUNITY SERVICES					P	P	P	P	P	P	P	P	P	P
OFFICE					P	P	P	P	P	P	P	P	P	P
PROFESSIONAL OR PERSONAL SERVICES					P	P	P	P	P	P	P	P	P	P
EATING AND DRINKING					P	P	P	P	P	P	P	P	P	P
HEALTHCARE SERVICE					P	P	P	P	P	P	P	P	P	P
LODGING	P				P	P	P	P	P	P	P	P	P	P
PARKING				P	P	P	P	P	P	P	P	P	P	P
RETAIL					P	P	P	P	P	P	P	P	P	P
ENTERTAINMENT OR EVENT VENUE	P				P	P	P	P	P	P	P	P	P	P
ARTISANAL INDUSTRY					P	P	P	P	P	P	P	P	P	P
TECHNOLOGY INDUSTRY					P	P	P	P	P	P	P	P	P	P
AUTO SERVICE					P	P	P	P	P	P	P	P	P	P

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

## Placetype

Urban Neighborhood (U-NH)

## Placetype Description

“Urban Neighborhoods contribute a blend of housing and neighborhood-scaleservices 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. 6.



# Rezone Praedium

## PLANNING



*Proposed Zoning Plan*

### Recommendation:

**APPROVE** as presented in proposed zoning plan

### **PUBLIC INPUT:**

No public input received.

### **RECOMMENDATIONS:**

Staff recommends **approval** of this request as presented in the applicant’s zoning plan proposal.

### **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.







# Common Signage Plan Pinnacle Springs

**PLANNING**

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



Vicinity Map

**Location**

1801, 1803, and 1805 S 46<sup>th</sup> Street

**FLUM Place Type**

Regional Corridor

**Zoning**

T5.2

**Representative**

Matt Robinson

**Nature of the Request:**

The following request is to propose a common signage plan for the Pinnacle Springs development at 1801, 1803, and 1805 S 46<sup>th</sup> Street.

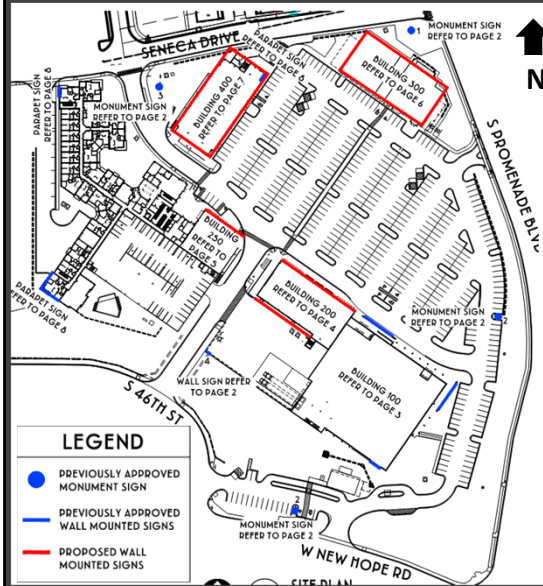
**Request Details:**

Proposal: The applicant is including a mix of existing and proposed wall and monument signs in its proposal.



# Common Signage Plan Pinnacle Springs

**PLANNING**



### Staff Report Briefing

- The applicant is requesting approval of new tenant wall signage and continued use of existing wall and monument signs at Pinnacle Springs that exceeds current code standards.
- The deviations stem from legacy sign approvals under prior code and new wall signs that exceed base size allowances. Though all proposed signs remain under 8% of the façade area.
- Staff is recommending consideration of the request with the condition that, in the event monument signs 1 and 2 are destroyed or removed, they can't be placed back and an amendment to the common signage plan will need to be proposed.

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# Common Signage Plan Pinnacle Springs

**PLANNING**



*Aerial View*

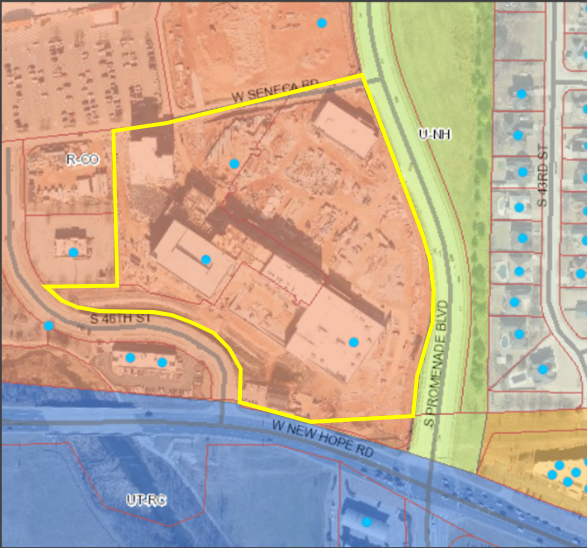
### **Location Description**

The subject property is located at the northwest intersection of S Promenade Boulevard and W New Hope Road.



## Common Signage Plan Pinnacle Springs

**PLANNING**



### Northwest Regional Center Description

“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 multi-modal, 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

### Placetype Description

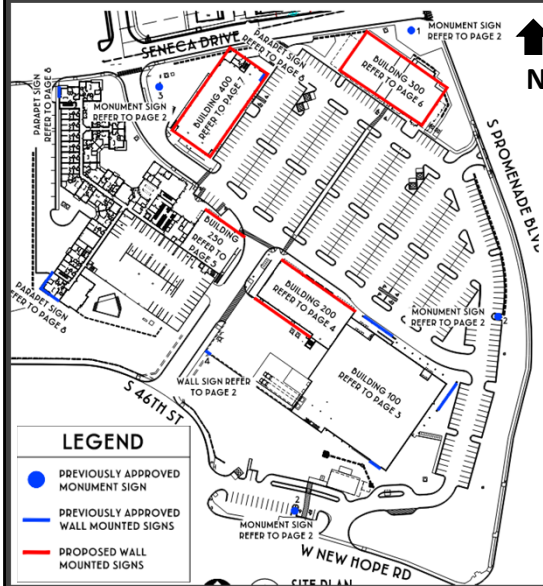
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# Common Signage Plan

## Pinnacle Springs

**PLANNING**



### Existing Conditions that Deviate from Code

- **Rogers' Code Wall Sign Requirements:**
  - Number: One per tenant
  - Size: 30 s.f.
- **Existing Whole Foods Wall Signs**
  - Whole Foods (Building 100) has three existing wall signs that were approved under the previous code. Two of these wall signs are 193 s.f. and the third is 173 s.f.
- **Existing Parapet Wall Signs**
  - The Multi-Family Building has seven retail parapet signs approved under the previous code. Five are 33.5 s.f. and the other two are 76.5 s.f.
  - There are also two vista branded signs that measure 45.5 s.f.

### Existing Conditions that Deviate from Code

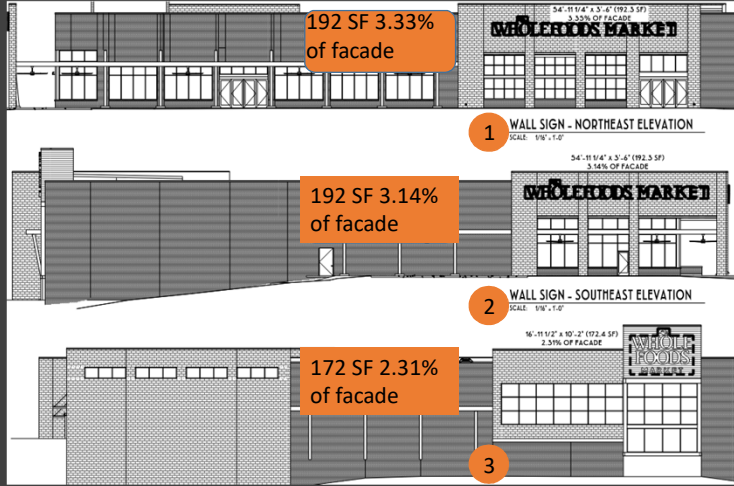
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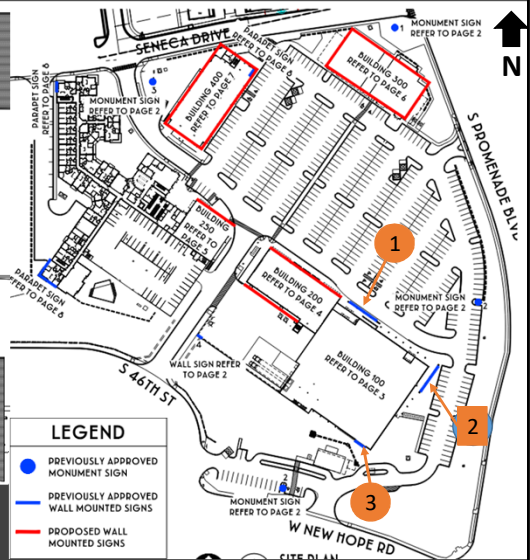
# Common Signage Plan

## Pinnacle Springs

# PLANNING



### Pre-Approved Existing Signs



### Existing Whole Foods Signs

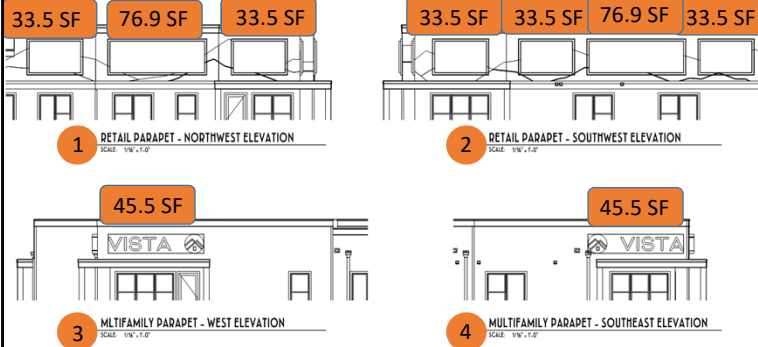
- Square footage and percent of tenant façade is provided with locations shown.



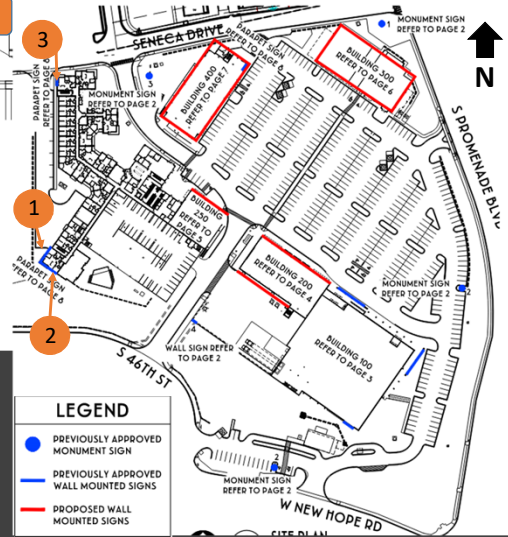
# Common Signage Plan

## PLANNING

### Pinnacle Springs



### Pre-Approved Existing Signs



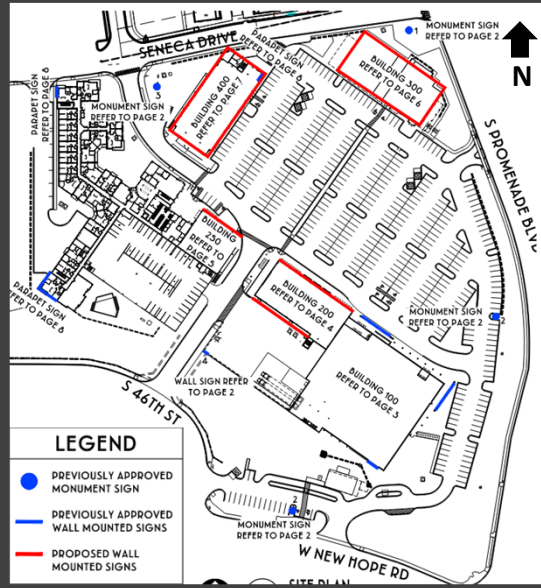
### Pre-existing approved wall signs



# Common Signage Plan

## Pinnacle Springs

**PLANNING**



### Existing Conditions that Deviate from Code

- **Monument Directory Sign Requirements:**
  - Number: One per street frontage
  - Size: 20 plus (5 times number of tenants, up to 12 per sign) 80 s.f. max
  - Height: 12 feet
- **Existing Monument Signs:**
  - There were four monument signs that were previously approved. Two signs are along the same street frontage.
  - Monument 1:
    - 23'10" tall
    - 180 SF (including masonry base)
  - Monument 2 (there are two of these):
    - 19' 2" tall
    - 140 SF (including masonry base)
  - Monument 3:
    - 7'4" tall
    - 40 SF

### Existing Conditions that Deviate from Code

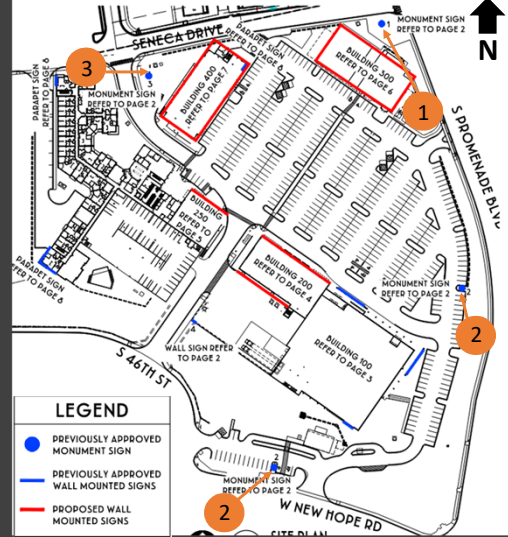
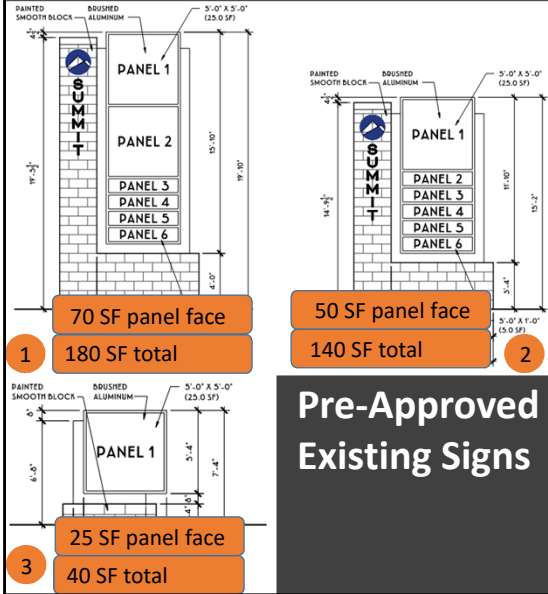
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# Common Signage Plan

## Pinnacle Springs

# PLANNING

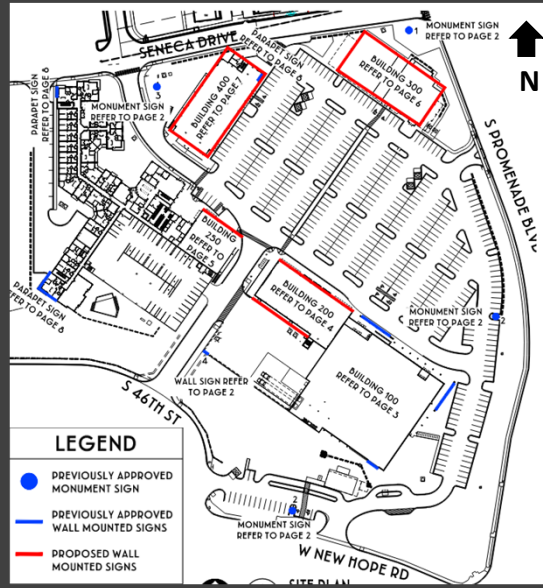


Existing Monument Sign Locations and Sizes



# Common Signage Plan Pinnacle Springs

**PLANNING**



## Proposed Signs that Deviate from Code

- **Wall Signs**
  - Tenants are allowed 1 s.f. per linear foot of the tenant's façade.
  - Tenant's are allowed one wall sign per tenant façade.
  - No new proposed wall sign is greater than 8% of the tenant façade.
  - The max size for new proposed wall signs range from 30 s.f. to 82 s.f. for each tenant.

## Proposed Signs that Deviate from Code

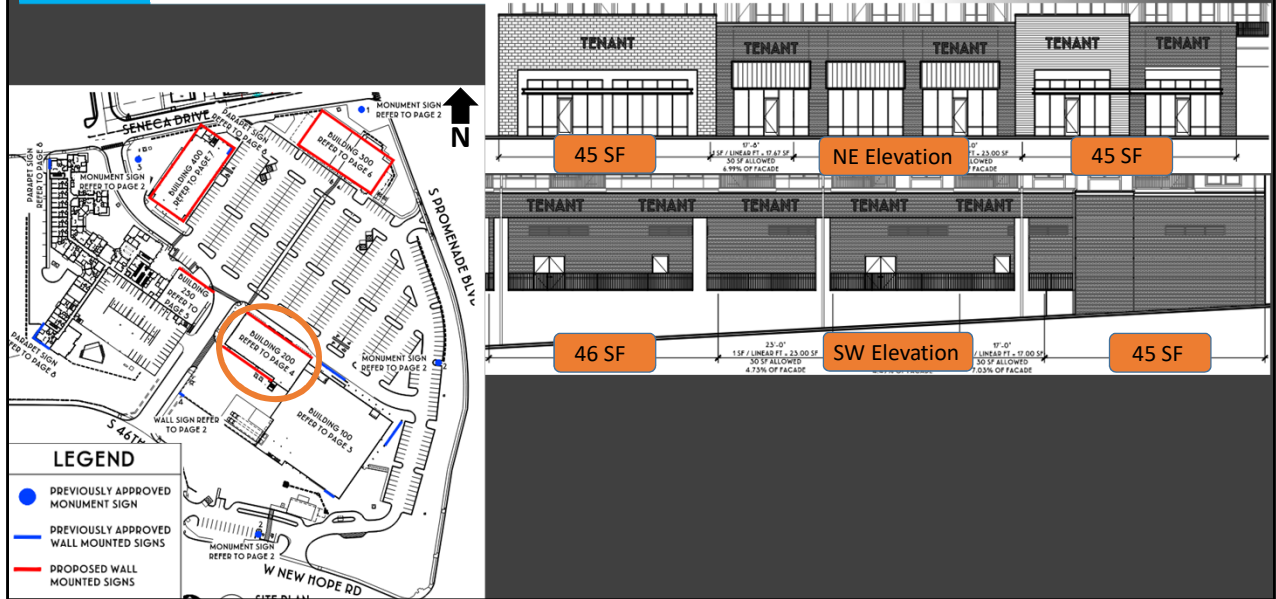
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# Common Signage Plan

## Pinnacle Springs

PLANNING



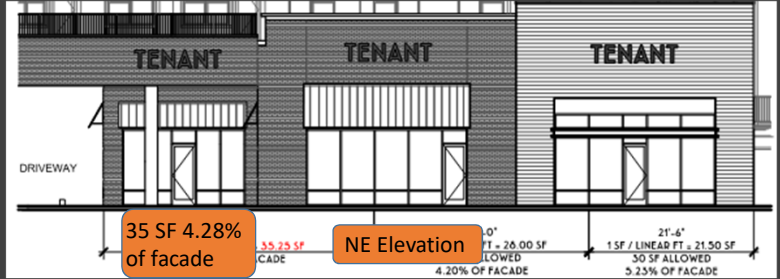
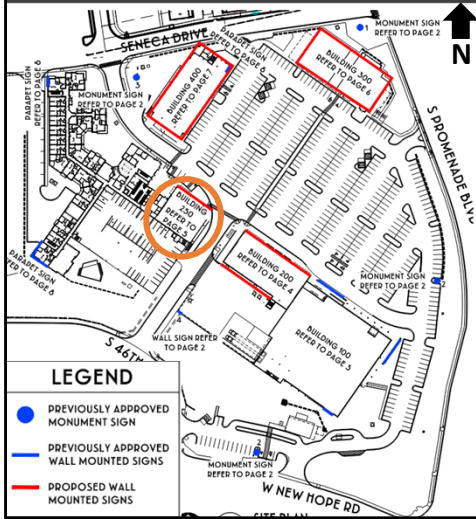
**Proposed Tenant sizes for Building 200**



# Common Signage Plan

## Pinnacle Springs

PLANNING



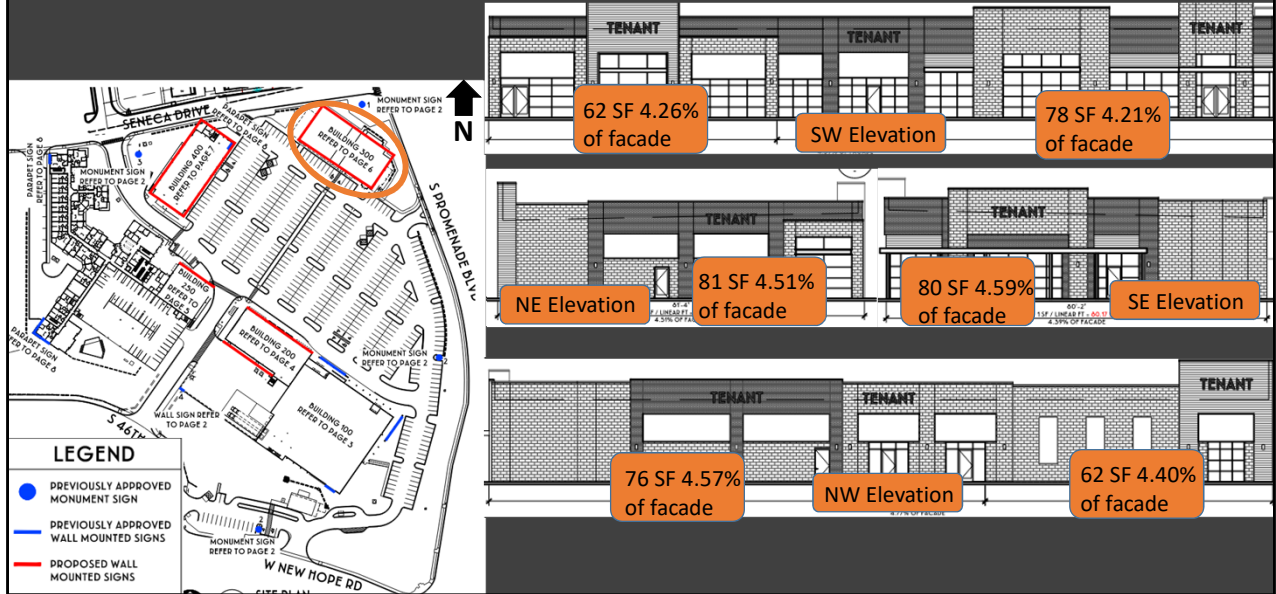
**Proposed Tenant sizes for Building 250**



# Common Signage Plan

## Pinnacle Springs

PLANNING



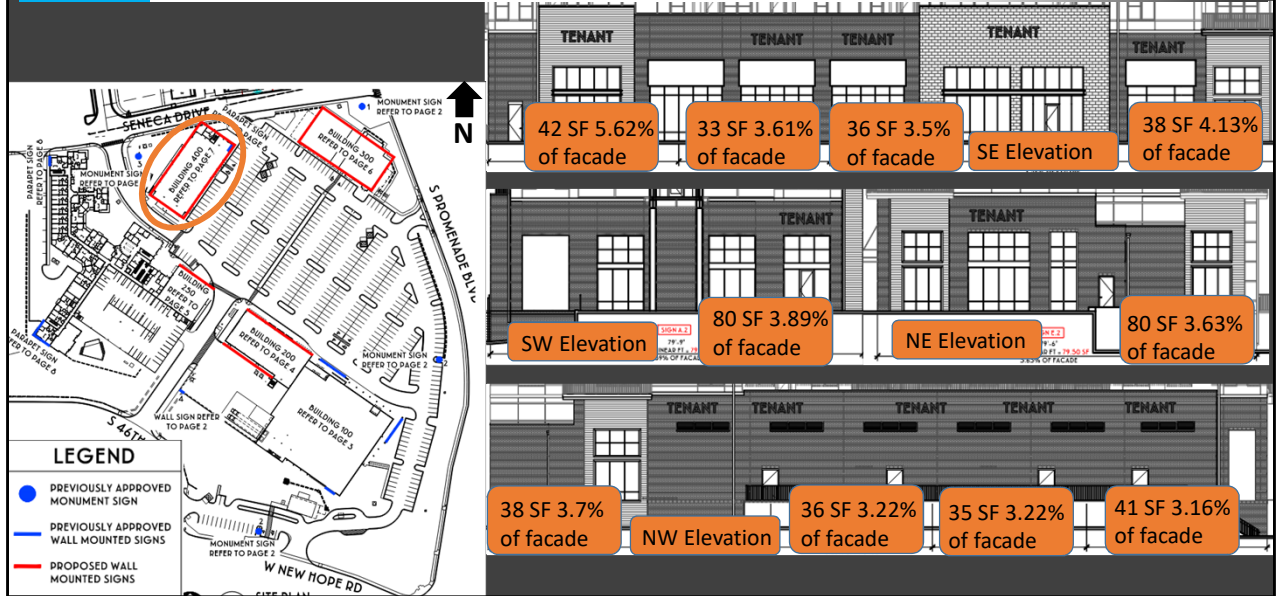
**Proposed Tenant sizes for Building 300**



# Common Signage Plan

## Pinnacle Springs

PLANNING



**Proposed Tenant sizes for Building 400**



**Applicant's Responses**

<p><b>Is the proposal compatible with the surrounding area?</b></p>	<p>"Yes. The Summit is a premier mixed-use development located in a high-traffic commercial corridor. The CSP mandates strict design standards (refer to CSP Page 9), requiring high-quality materials such as individual channel letters and concealed raceways. This ensures that all signage is architecturally integrated with the buildings and matches the high standards of the surrounding Pinnacle Hills area. The precedent for this multi-elevation signage has already been established by the approved Whole Foods and "Vista" signs on the same site."</p>
<p><b>Is the proposal consistent with the intended character of the placetype?</b></p>	<p>"Yes. The intended character of this placetype is a dynamic, pedestrian-oriented "Lifestyle Center." Unlike a traditional strip center where all activity faces the street, this place type focuses activity inward to create a sense of community. To facilitate this character, the CSP is necessary so that legible identification signage on the exterior facades to create the visual interest, vibrancy, and guidance into the center to create the placetype envisioned."</p>

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Applicant's Responses

<p><b>Does the proposal minimize visual clutter and maximize readability and aesthetic appeal?</b></p>	<p>"Yes. The CSP minimizes clutter by enforcing a unified sign program. Without this CSP, tenants might resort to ad-hoc window signage or temporary banners to compensate for a lack of visibility, creating true visual clutter. By "pre-planning" the locations and standardizing the materials, the CSP ensures a clean, organized aesthetic. It maximizes readability by scaling the signage to compensate for viewing distance (setback) and orientation of the buildings, ensuring signs function as intended rather than becoming illegible visual noise."</p>
<p><b>Does the proposal present a clear and public danger to public safety?</b></p>	<p>"No; in fact, it enhances public safety. Illegible or missing signage creates a public safety hazard by causing drivers to slow down unexpectedly, make erratic lane changes, or circle the property searching for a destination. By providing clear, legible identification from the primary approach roads, the CSP allows drivers to make safe, informed decisions well before entering the site."</p>

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Staff Analysis

Is the proposal compatible with the surrounding area?

The proposed wall signage is within the scope of what exists in the surrounding area. The surrounding area consists of Home Depot and auto-oriented dining establishments. The Home Depot’s main sign is 438 SF and they have a 196 SF pole sign. Red Lobster has multiple signs, including four 37 SF wall signs. Olive Garden has four 50 SF wall signs, a 50 SF monument sign, and a 200 SF pylon sign. Bariola’s Pizza has one 60 SF and one 47 SF wall sign.

The monument signs are larger than those in the area. The Whole Foods wall signs, monument signs, and parapet wall signs were all approved under the previous code last year.

Is the proposal consistent with the intended character of the placetype?

Partially. The intended character of the Placetype is that developments include tall, compact buildings and parking located primarily at the side or rear of the site. The Pinnacle Springs development itself was approved under Ch. 14 and received variances allowing it to face internally rather than along the streets due to elevations on site and the existing pond.

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**Staff Analysis**

<p><b>Does the proposal minimize visual clutter and maximize readability and aesthetic appeal?</b></p>	<p>Yes. Apart from the Whole Foods building, the CSP proposes that the wall signs be limited to 1 s.f. per linear foot of a tenant’s width along the building façade, or 30 s.f. minimum. It also limits wall signs to one per tenant’s building face. For most tenant spaces, this results in the sign taking up less than 5% of the tenant’s façade. Some wall signs will not be visible from any street due to the grade of the land, disposition, and distance of the building from the street.</p> <p>The monument directory signs are intended to assist in identification of the tenants on-site in part due to the aforementioned variables.</p>
<p><b>Does the proposal present a clear and public danger to public safety?</b></p>	<p>No sign is this proposal is presented in a way that presents a clear danger to public safety.</p>

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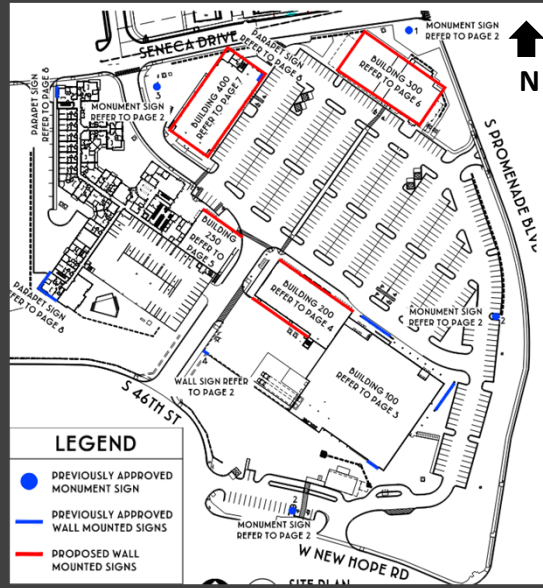
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# Common Signage Plan Pinnacle Springs

**PLANNING**



### Staff Analysis Summary

- Proposed wall sign allowances match the surrounding context. In addition, the signs along the building facades internal to the development are not particularly visible from adjacent streets.
- The monument signs and some wall signs had been approved last year under the previous code. The monument signs are greater than those in the surrounding context.
- The proposed plan requires that the primary tenant sign be centered within the sign space of the tenant’s façade. It also requires that tenant wall signs be individual, internally illuminated channel letters with acrylic faces, creating consistency within the development.

### Staff Analysis Summary

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- The proposed plan requires that the primary tenant sign be centered within the sign space of the tenant’s façade. It also requires that tenant wall signs be individual, internally illuminated channel letters with acrylic faces, creating consistency within the development.



Aerial View

**Recommendation:**

- Consider with the following:
- That monument signs 1 and 2 be allowed to remain with the condition that, if destroyed or removed, the signs cannot be rebuilt and a new proposal through an amendment to the common signage plan must be made.

**PUBLIC INPUT:**

Members of the public have requested information but there has not been any input.

**RECOMMENDATIONS:**

Staff recommends **consideration** of this request with the condition that: Monument signs 1 and 2 be allowed to remain until destroyed or removed, in which case a new proposal through an amendment to the common signage plan must be made.

**Possible Planning Commission Motions:**

- Approve the CSP as presented;
- Approve the CSP with modifications; or
- Deny the CSP

**PROPERTY OWNER AFFIDAVIT**

I, Jeffrey A. DeHart, Manager of Pinnacle Springs Manager, LLC, a Georgia limited liability company, Manager of PINNACLE SPRINGS, LLC, a Delaware limited liability company (the "Owner"), certify that I am the current owner of the property which is the subject of this application. I hereby authorize, Matthew Robinson 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 16<sup>th</sup> day of December, 2025.

Signed [Handwritten Signature]

Jeffrey A. DeHart, Manager  
Name Printed

STATE OF GEORGIA

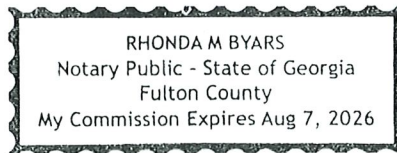
COUNTY OF FULTON

Subscribed and sworn before me this the 16<sup>th</sup> day of December, 2025.

[Handwritten Signature]  
Notary Signature

[Handwritten Name]  
Notary Name Printed

Aug. 7, 2026  
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 30<sup>th</sup> day of January, 2026.

Signed \_\_\_\_\_

Jeffrey DeHort  
Name Printed

STATE OF GEORGIA

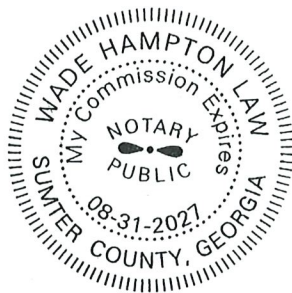
COUNTY OF Fulton

Subscribed and sworn before me this the 30<sup>th</sup> day of January, 2026.

Wade Law  
Notary Signature

Wade Law  
Notary Name Printed

August 31, 2027  
Commission Expires





# SJC VENTURES

1115 Howell Mill Road, Suite 777  
Atlanta, GA 30318  
sjcventures.com

To: The City of Rogers Planning Department

From: SJC Ventures

Date: December 10, 2025

Subject: Common Signage Plan (CSP) – Pinnacle Springs Project

**This statement is provided in support of the Common Signage Plan (CSP) for the "Summit" (f.k.a. "Pinnacle Springs") mixed-use development at 1801-1805 46th St. This plan primarily addresses the wall signage for the project's multi-tenant buildings. It is important to note that all monument signs for the site, as well as the primary wall signage for the anchor tenant (Whole Foods) and the parapet signs, have already been approved and permitted (see the CSP for further details).**

This CSP for the remaining tenant wall signs is essential, balancing the project's commercial identification needs with the City's desire for a high-quality, cohesive streetscape. The proposed plan fulfills the purpose and intent of the Rogers Sign Code by aligning with the unique character of this project.

## **Part 1: Justification for Deviations**

Standard code does not anticipate the specific site conditions of this development. We request adjustments based on two primary factors:

**1. Elevations & Building Orientation:** The project's design creates a unique challenge where a tenant's customer entrance and public visibility are on different elevations. This is a direct result of two key design choices:

- **Inward-Facing Retail:** "Summit" is a modern, mixed-use destination where retail tenants are oriented inward, facing a central parking court. As such, the storefront for all tenants faces away from the public right-of-way. The only way to appropriately identify tenants both on-site and from the public ROW is to place signs on multiple sides of the building.
- **Angled Building Footprints:** The buildings are set at an angle to the primary public frontages (New Hope Rd and Promenade Blvd). This orientation means a single building may have two different elevations that act as primary, visible "fronts" from different public vantage points.



## SJC VENTURES

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Atlanta, GA 30318

sjcventures.com

*Proposed Solution:* To achieve the code's intent of identification, tenants require:

- One internal-facing sign at the customer's actual point of entry.
- One or two external-facing signs to identify the tenant from different public approach routes.

**2. Legibility & Setbacks:** The project's design results in building faces having deep setbacks from the primary public rights-of-way. This legibility challenge is compounded by the buildings' angles, which further reduce the effective size and viewing window for approaching traffic. At this significant distance and angle, standard sizes could be illegible.

*Proposed Solution:* The CSP proposes lettering sizes scaled appropriately for these site-specific conditions, derived from the linear footage of each tenant's space. This ensures the signs are readable without being oversized.

### **Part 2: Compliance with Review Conditions**

In accordance with the Planning Commission's review criteria for adjustments, we provide the following responses:

**1. Is the proposal compatible with the development and surrounding area:** Yes. The Summit is a premier mixed-use development located in a high-traffic commercial corridor. The CSP mandates strict design standards (refer to CSP Page 9), requiring high-quality materials such as individual channel letters and concealed raceways. This ensures that all signage is architecturally integrated with the buildings and matches the high standards of the surrounding Pinnacle Hills area. The precedent for this multi-elevation signage has already been established by the approved Whole Foods and "Vista" signs on the same site.

**2. Is the proposal consistent with the intended character of the placetype:** Yes. The intended character of this placetype is a dynamic, pedestrian-oriented "Lifestyle Center." Unlike a traditional strip center where all activity faces the street, this place type focuses activity inward to create a sense of community. To facilitate this character, the CSP is necessary so that legible identification signage on the exterior facades to create the visual interest, vibrancy, and guidance into the center to create the placetype envisioned.

**3. Does the proposal minimize visual clutter and maximizes readability and aesthetic appeal:** Yes. The CSP *minimizes* clutter by enforcing a unified sign program. Without this CSP, tenants might resort to ad-hoc window signage or temporary banners to compensate for a lack of visibility, creating true visual clutter. By "pre-planning" the locations and standardizing the



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**4. Does the proposal present a clear and public danger to public safety:** No; in fact, it enhances public safety. Illegible or missing signage creates a public safety hazard by causing drivers to slow down unexpectedly, make erratic lane changes, or circle the property searching for a destination. By providing clear, legible identification from the primary approach roads, the CSP allows drivers to make safe, informed decisions well before entering the site.

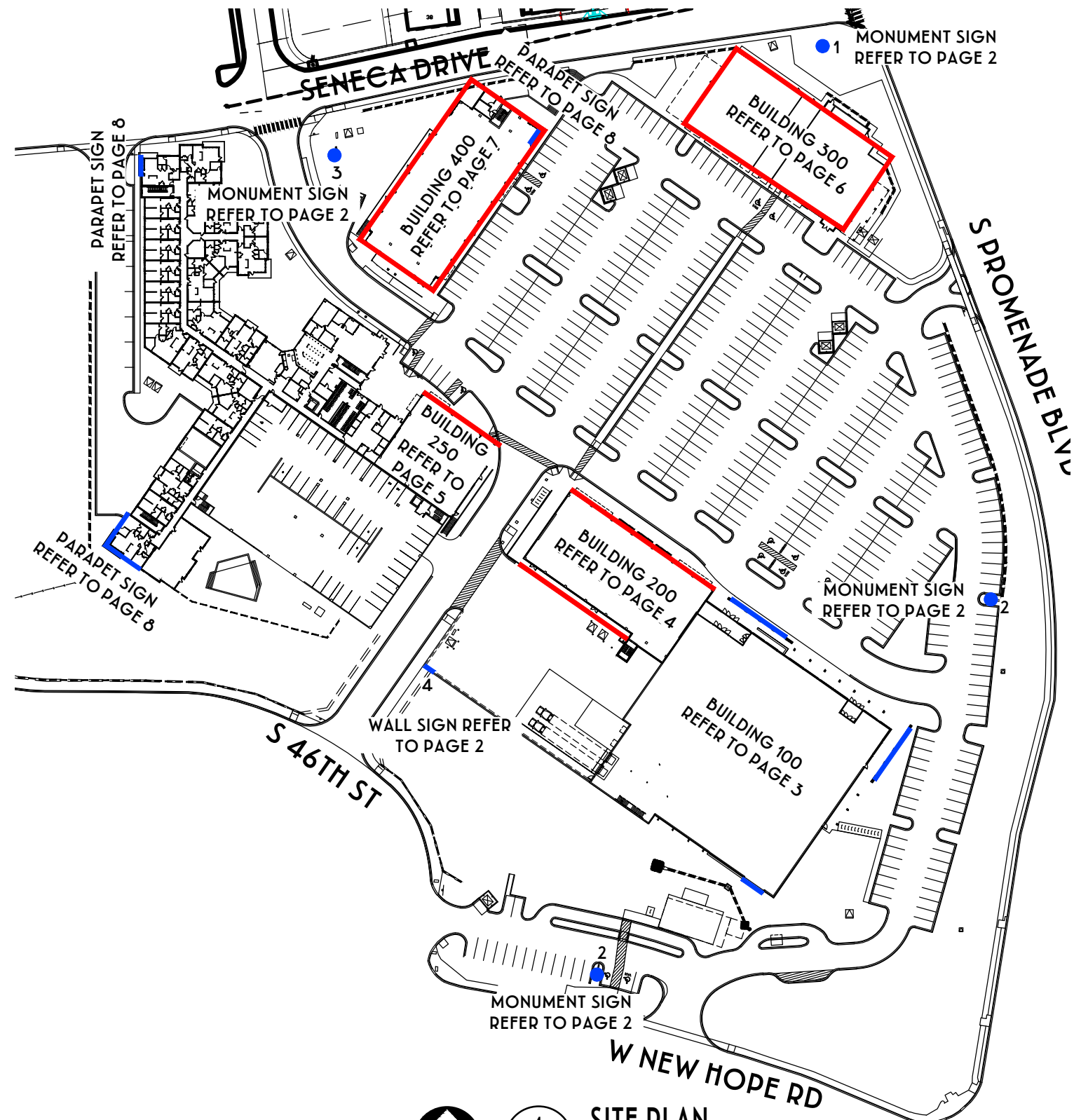
### **Conclusion**


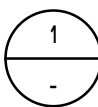
A standard application of the code to this unique, large-format, mixed-use project would create a confusing and poorly identified site. The "Summit" project is the ideal candidate for the City's forward-thinking Common Signage Plan (CSP). The proposed CSP ensures a cohesive, high-end, and unified aesthetic that aligns with the development's character and provides the necessary wayfinding and legibility (the code's intent) while guaranteeing an aesthetically pleasing, consistent sign program (the code's purpose).

We respectfully request its approval. Thank you for your consideration.

# LEGEND

- PREVIOUSLY APPROVED MONUMENT SIGN
- PREVIOUSLY APPROVED WALL MOUNTED SIGNS
- PROPOSED WALL MOUNTED SIGNS



  **SITE PLAN**  
SCALE: 1" = 120'



**SJC VENTURES**

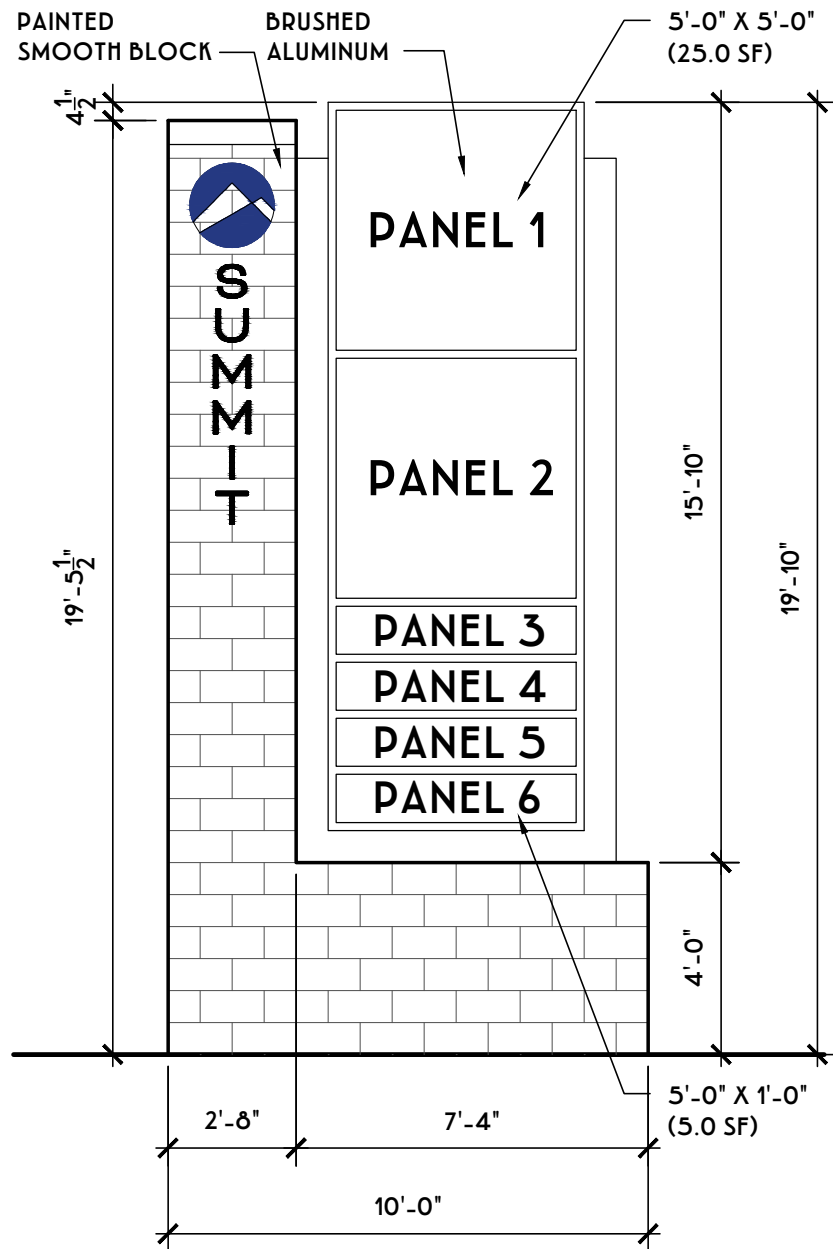
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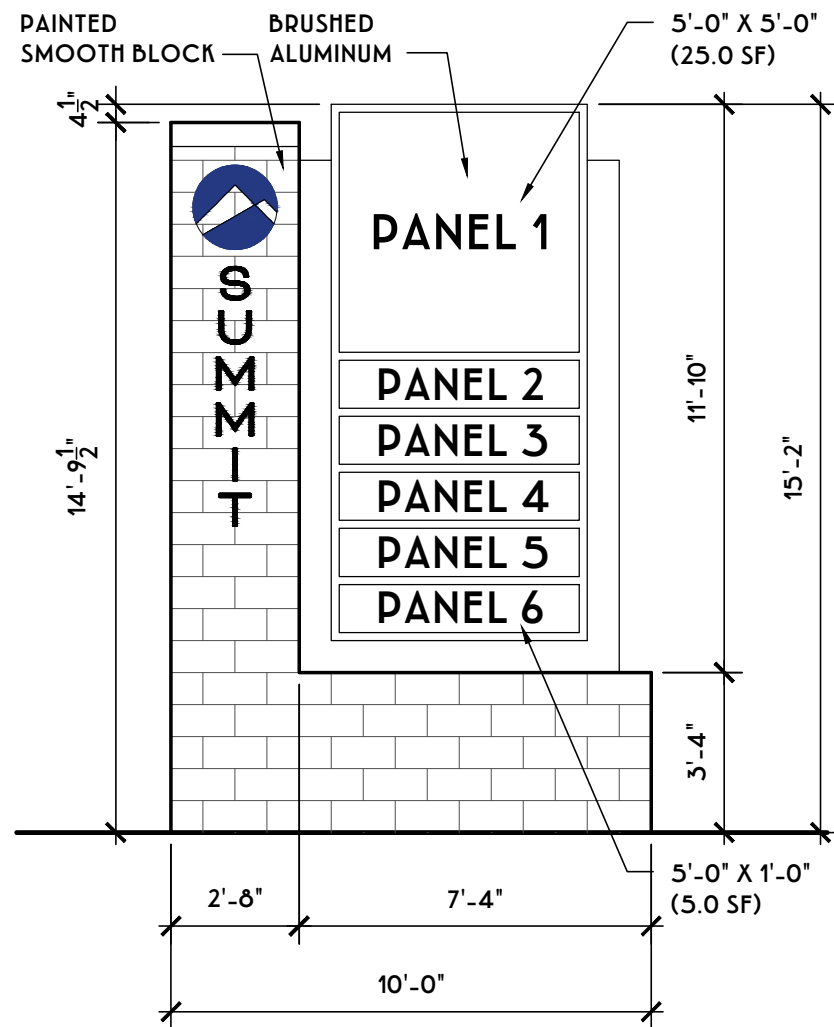
**SUMMIT**

DRAWING  
SP.16 - COMMON SIGNAGE PLAN  
PAGE 1 - SITE PLAN

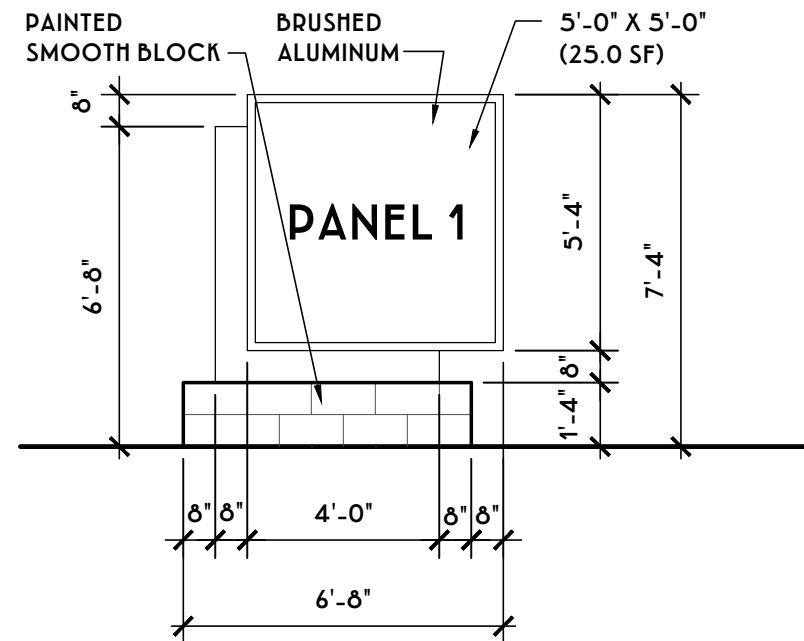
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2026.01.22



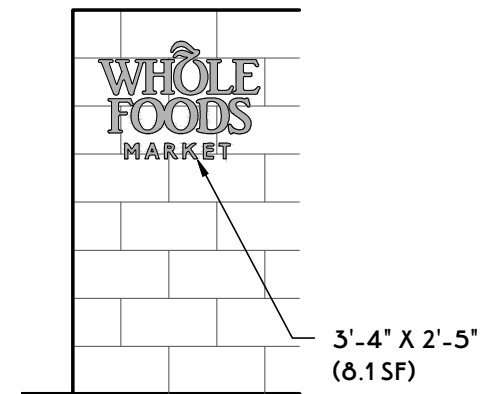
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2 MONUMENT SIGN  
SCALE: 1/4" = 1'-0"



3 MONUMENT SIGN  
SCALE: 1/4" = 1'-0"



4 WALL SIGN  
SCALE: 1/4" = 1'-0"



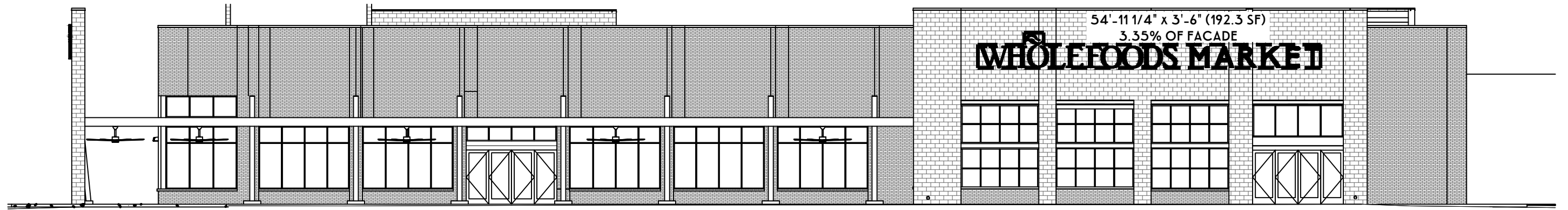
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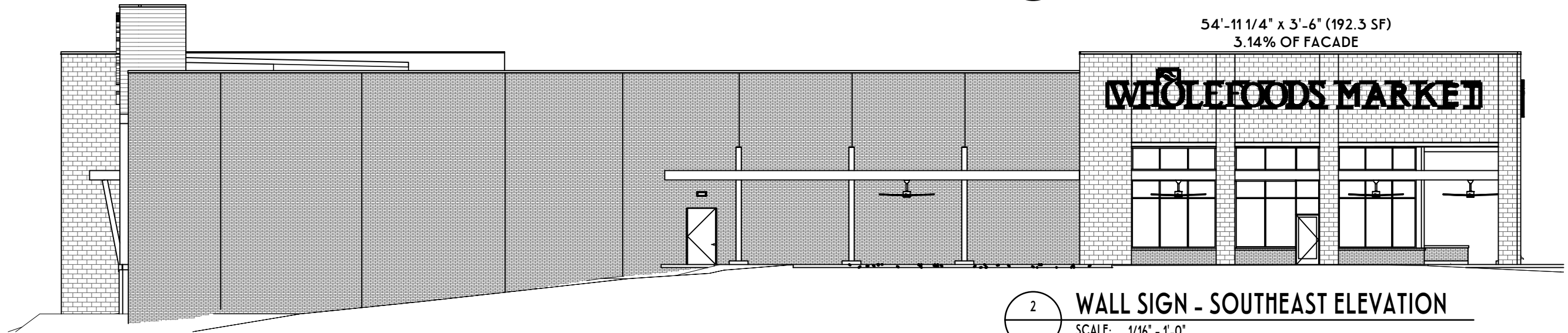
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SP.16 - COMMON SIGNAGE PLAN  
PAGE 2 - MONUMENT SIGNS

DATE  
2026.01.22

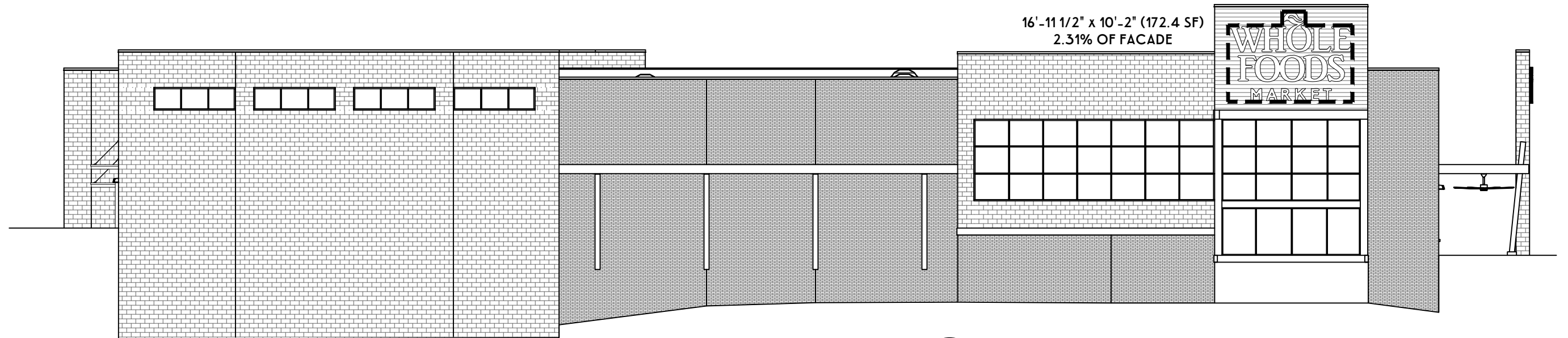
**\*ALL SIGNS ON THIS SHEET HAVE BEEN PREVIOUSLY APPROVED AND PERMITTED**



1 WALL SIGN - NORTHEAST ELEVATION  
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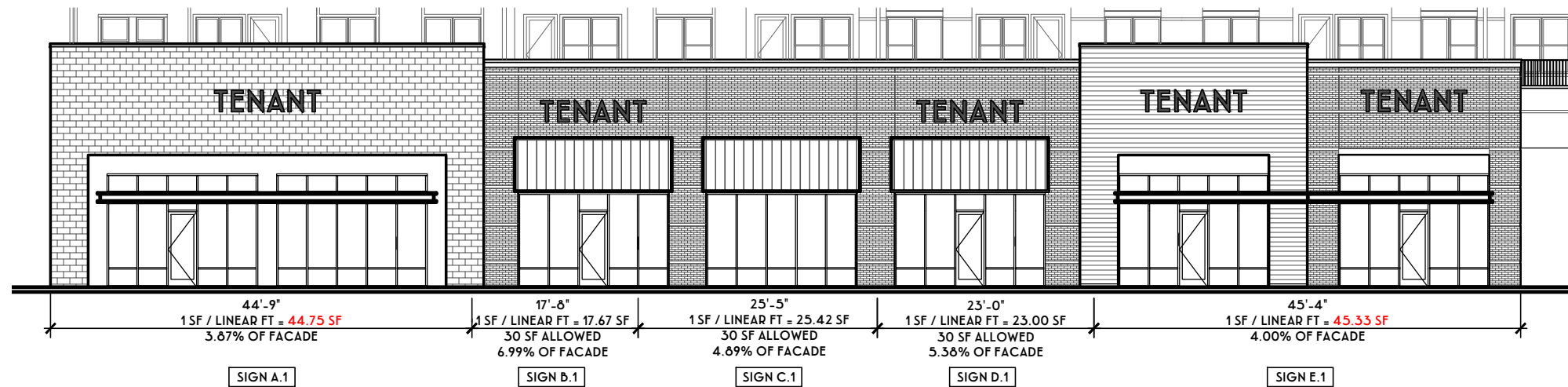


2 WALL SIGN - SOUTHEAST ELEVATION  
SCALE: 1/16" = 1'-0"



3 WALL SIGN - SOUTHWEST ELEVATION  
SCALE: 1/16" = 1'-0"

**\*ALL SIGNS ON THIS SHEET HAVE BEEN PREVIOUSLY APPROVED AND PERMITTED**



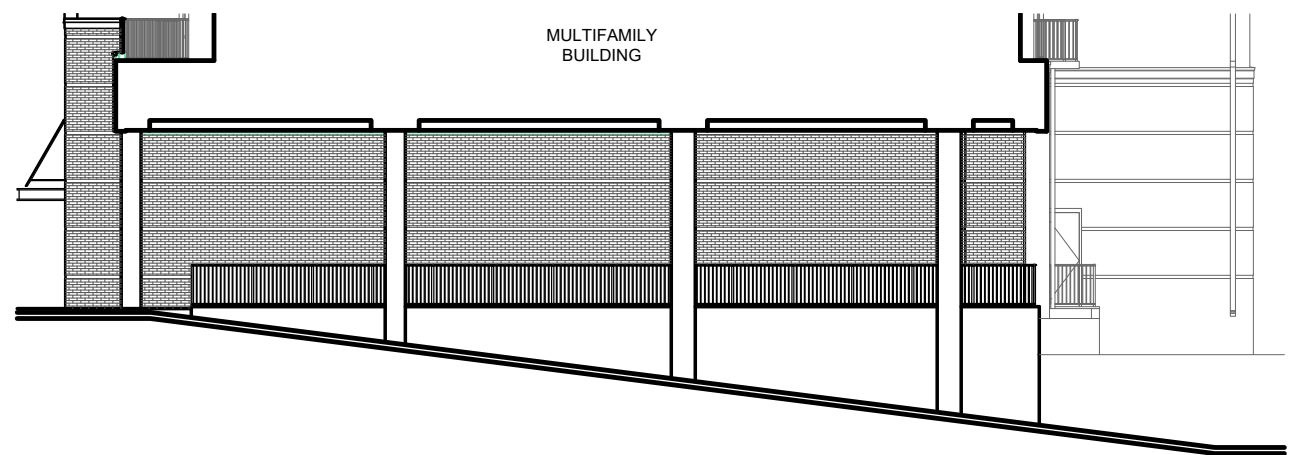
**PERMITTED SIGNAGE**

**NUMBER ALLOWED:**  
 1 SIGN PER TENANT  
 -- OR --  
 THE NUMBER OF SIGNS SHOWN ON THE COMMON SIGNAGE PLAN

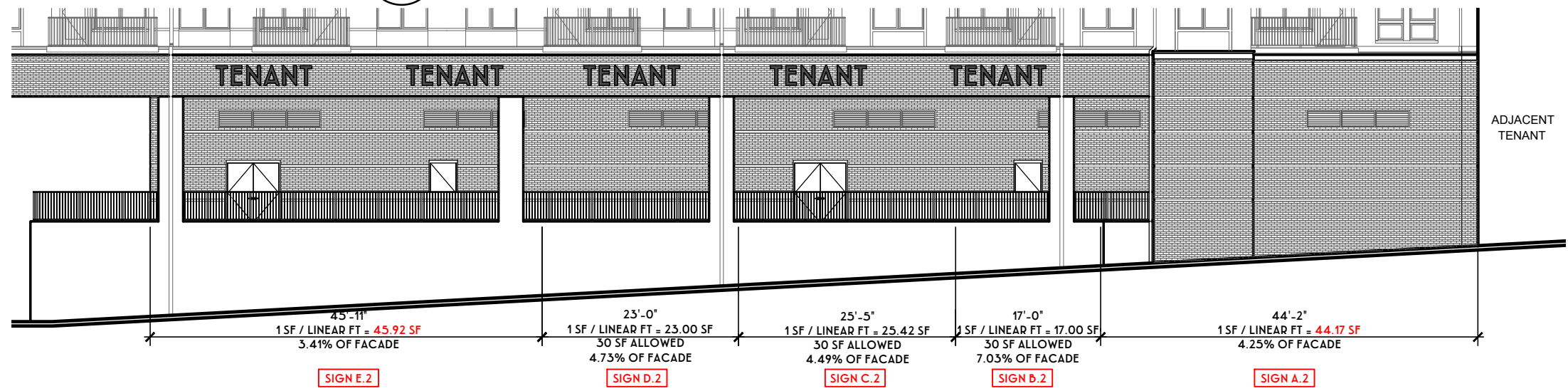
**AREA ALLOWED:**  
 1 SF PER LINEAR FOOT OF FRONTAGE  
 -- OR --  
 30 SF MINIMUM

**NOTE:** THERE SHALL BE NO MORE THAN ONE SIGN PER BUILDING FACE OF TENANT'S PREMISE. MULTIPLE SIGNS ON SINGLE BUILDING FACE OF PREMISES SHOWN AS EXAMPLES OF POTENTIAL SUBDIVISION OR SUBLET OF PREMISE.

1 **WALL SIGNS - NORTHEAST ELEVATION**  
 SCALE: 1/16" = 1'-0"



2 **WALL SIGNS - NORTHWEST ELEVATION**  
 SCALE: 1/16" = 1'-0"



3 **WALL SIGNS - SOUTHWEST ELEVATION**  
 SCALE: 1/16" = 1'-0"



DRAWING  
 SP.16 - COMMON SIGNAGE PLAN  
 PAGE 4 - BUILDING 200

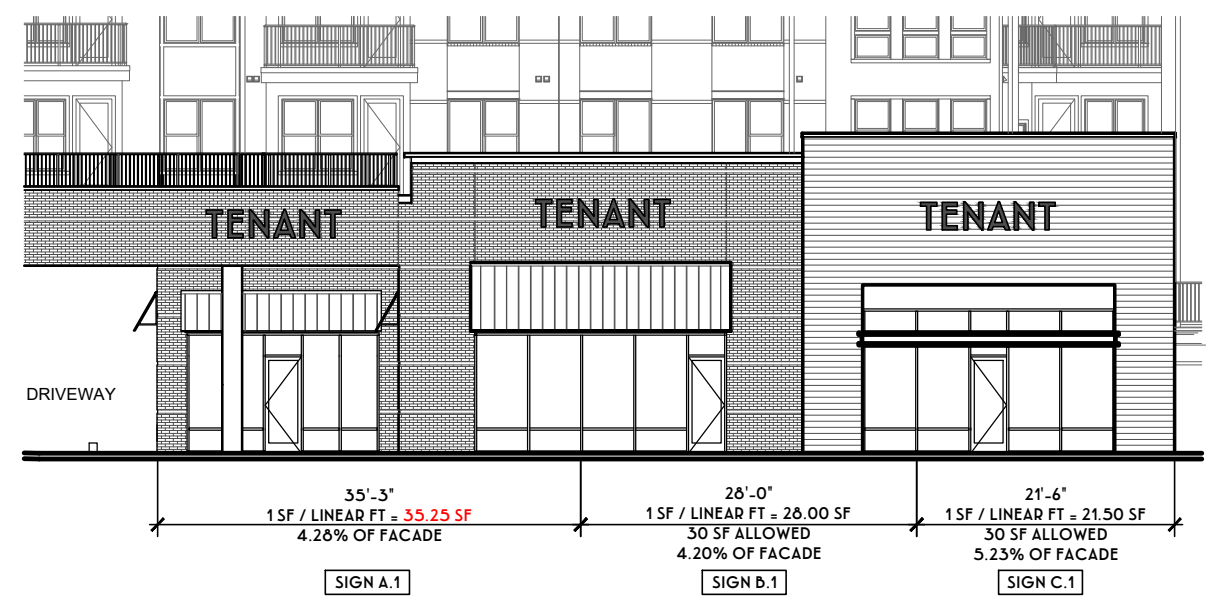
DATE  
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**PERMITTED SIGNAGE**

**NUMBER ALLOWED:**  
 1 SIGN PER TENANT  
 -- OR --  
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1  
-

**WALL SIGNS - NORTHEAST ELEVATION**

SCALE: 1/16" = 1'-0"



DRAWING  
 SP.16 - COMMON SIGNAGE PLAN  
 PAGE 5 - BUILDING 250

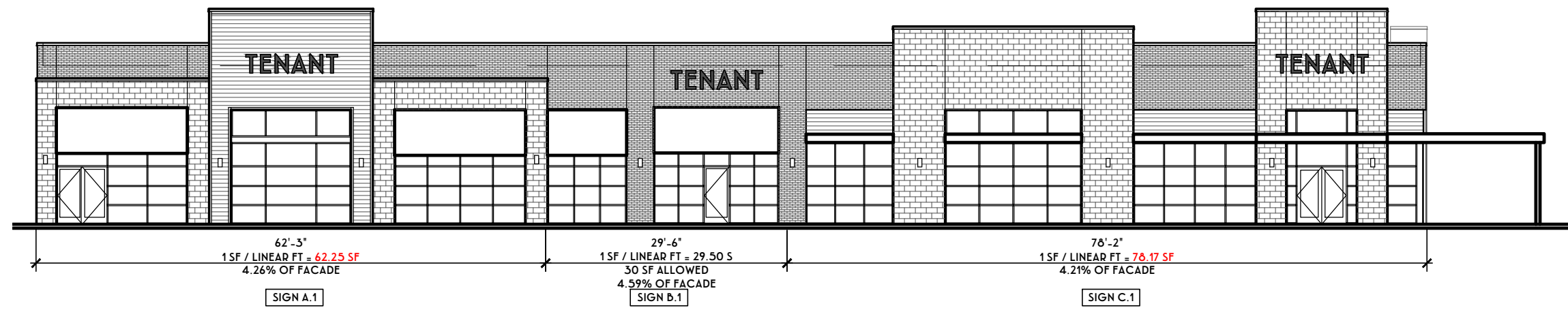
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**PERMITTED SIGNAGE**

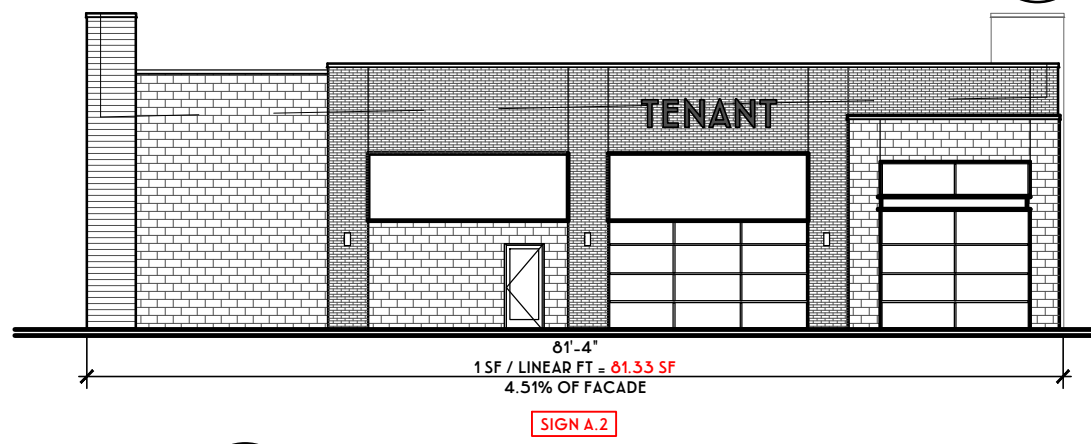
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 1 SIGN PER TENANT  
 -- OR --  
 THE NUMBER OF SIGNS SHOWN ON THE COMMON SIGNAGE PLAN

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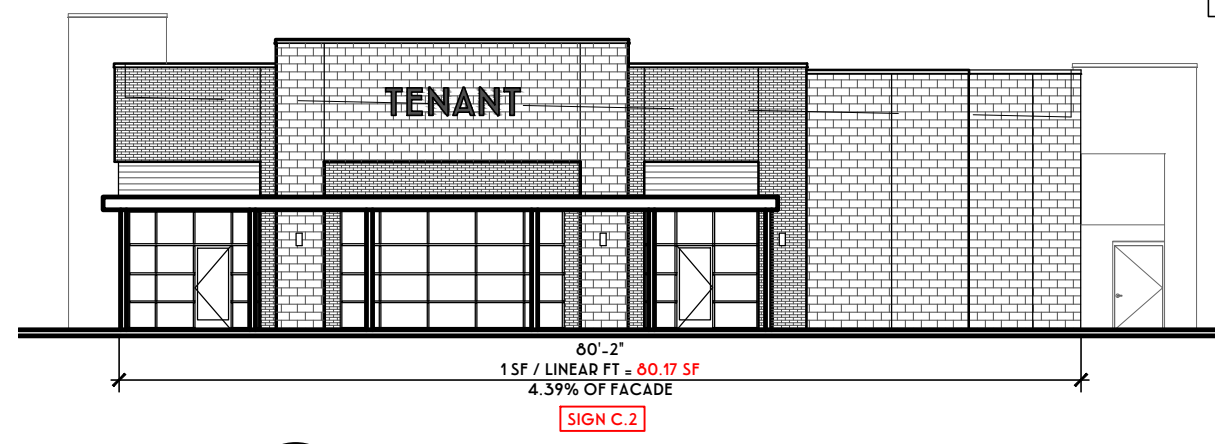
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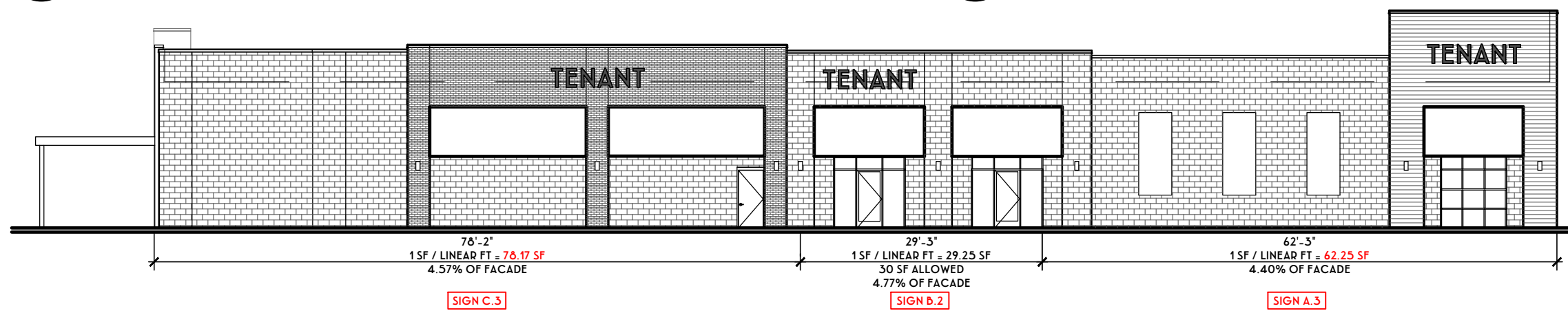
1 WALL SIGNS - SOUTHWEST ELEVATION  
 SCALE: 1/16" = 1'-0"



2 WALL SIGNS - NORTHEAST ELEVATION  
 SCALE: 1/16" = 1'-0"



3 WALL SIGNS - SOUTHEAST ELEVATION  
 SCALE: 1/16" = 1'-0"



4 WALL SIGNS - NORTHEAST ELEVATION  
 SCALE: 1/16" = 1'-0"



DRAWING  
 SP.16 - COMMON SIGNAGE PLAN  
 PAGE 6 - BUILDING 300

DATE  
 2026.01.22



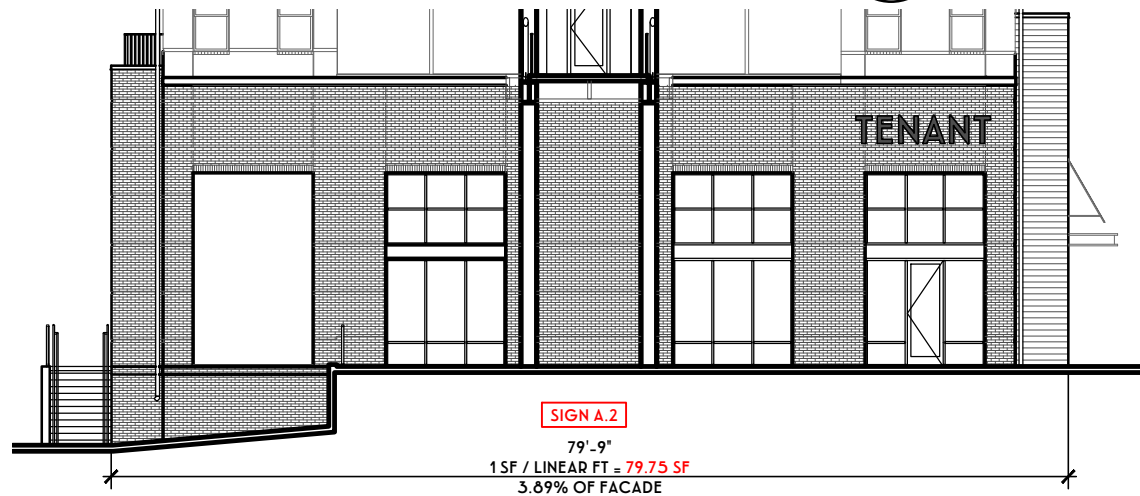
1  
-  
WALL SIGNS - SOUTHEAST ELEVATION  
SCALE: 1/16" = 1'-0"

**PERMITTED SIGNAGE**

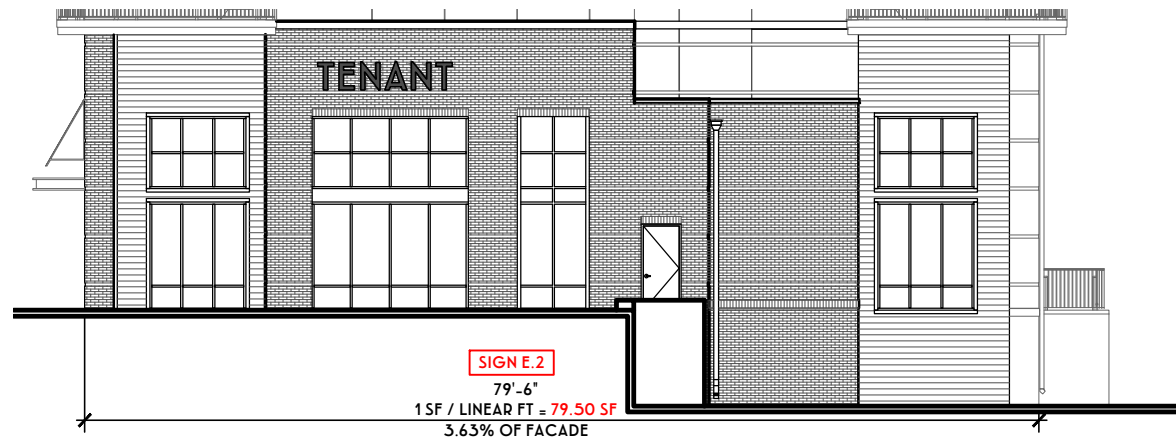
**NUMBER ALLOWED:**  
1 SIGN PER TENANT  
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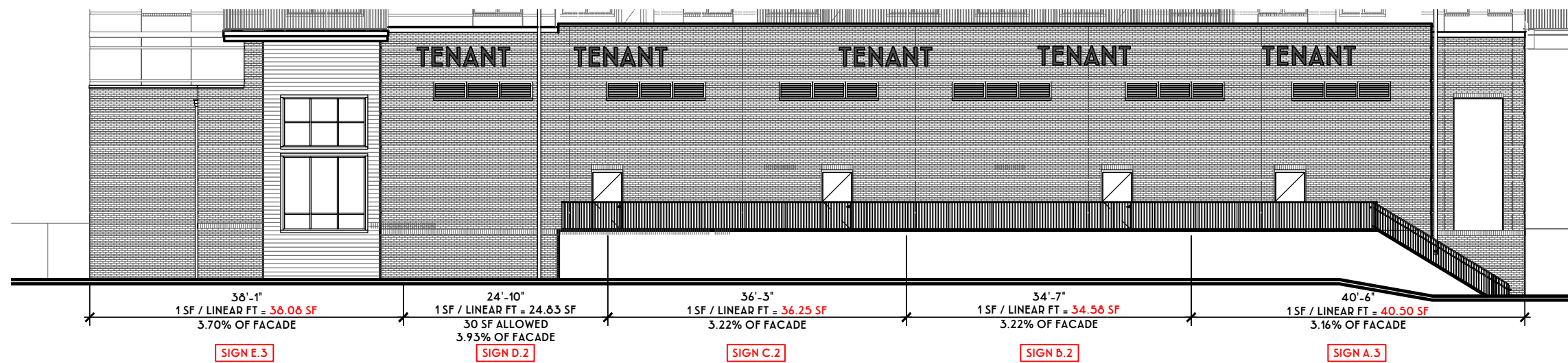
**NOTE:** THERE SHALL BE NO MORE THAN ONE SIGN PER BUILDING FACE OF TENANT'S PREMISE. MULTIPLE SIGNS ON SINGLE BUILDING FACE OF PREMISES SHOWN AS EXAMPLES OF POTENTIAL SUBDIVISION OR SUBLET OF PREMISE.



2  
-  
WALL SIGNS - SOUTHWEST ELEVATION  
SCALE: 1/16" = 1'-0"



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-  
WALL SIGNS - NORTHEAST ELEVATION  
SCALE: 1/16" = 1'-0"



4  
-  
WALL SIGNS - NORTHWEST ELEVATION  
SCALE: 1/16" = 1'-0"

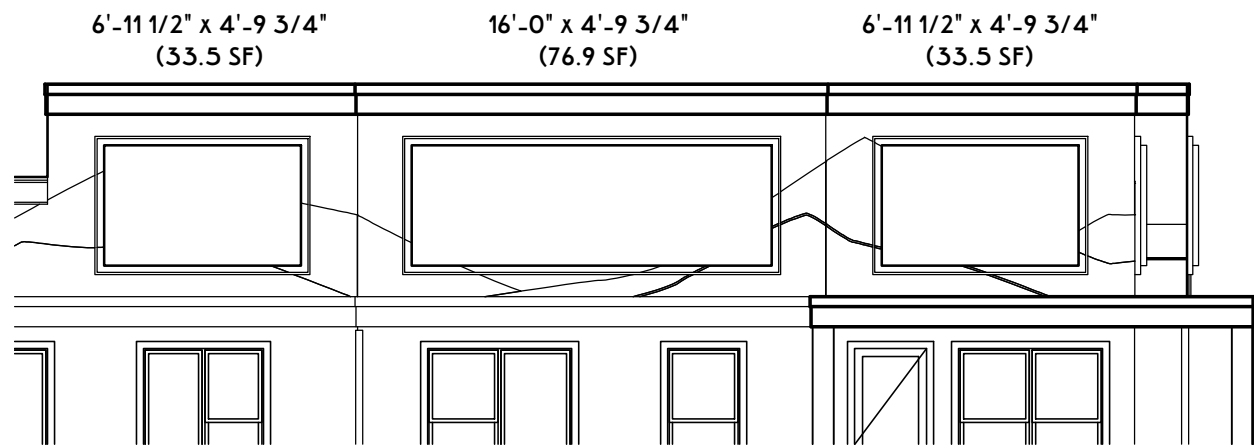


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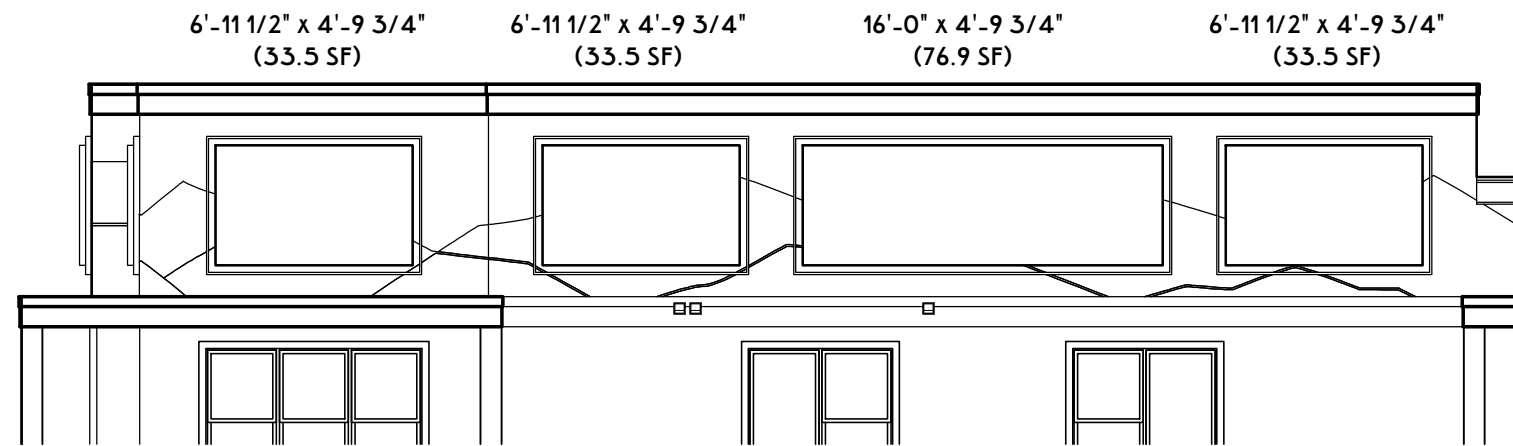


DRAWING  
SP.16 - COMMON SIGNAGE PLAN  
PAGE 7 - BUILDING 400

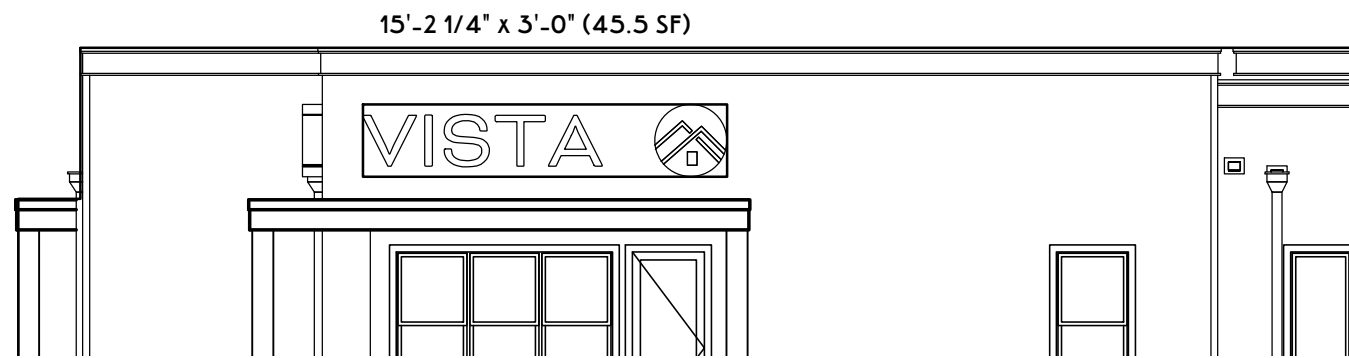
DATE  
2026.01.22



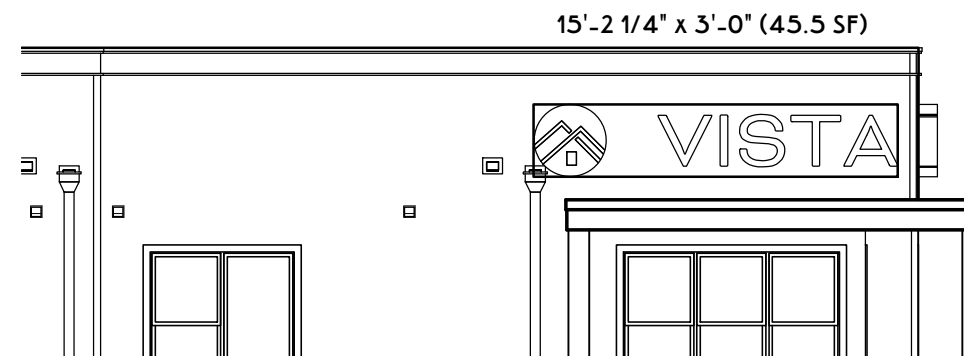
1 RETAIL PARAPET - NORTHWEST ELEVATION  
SCALE: 1/16" = 1'-0"



2 RETAIL PARAPET - SOUTHWEST ELEVATION  
SCALE: 1/16" = 1'-0"



3 MULTIFAMILY PARAPET - WEST ELEVATION  
SCALE: 1/16" = 1'-0"



4 MULTIFAMILY PARAPET - SOUTHEAST ELEVATION  
SCALE: 1/16" = 1'-0"



PROJECT



DRAWING  
SP.16 - COMMON SIGNAGE PLAN  
PAGE 8 - PARAPET SIGNS

DATE  
2026.01.22

**\*ALL SIGNS ON THIS SHEET HAVE BEEN PREVIOUSLY APPROVED AND PERMITTED**

# TENANTS' SIGN CRITERIA

## SPECIFICATION / PRIMARY TENANT SIGN

### 1.1 SIGN TEXT

THE CANOPY SIGN OR PRIMARY SIGN IS TO BE LIMITED BY THE AREA CONTAINED IN THE "TENANT SIGNAGE SPACE" SHOWN ON DRAWING A. DUE TO LIMITATIONS OF SPACE, EACH TENANT IS RESTRICTED TO THE USE OF TRADE NAME ONLY; NO LOGO WILL BE PERMITTED UNLESS SPECIFICALLY APPROVED BY THE LANDLORD. TENANTS ARE URGED TO CONSIDER A GENERIC NAME FOR THEIR SIGN. THE SIGN IS READ FROM A DISTANCE BY A DRIVER WHOSE PRIMARY ATTENTIONS ARE FOCUSED ON OPERATING THE CAR SAFELY. STUDIES MEASURING THE AMOUNT OF INFORMATION THE HUMAN EYE CAN READ AND COMPREHEND WHILE DRIVING A CAR HAVE A DIRECT CORRELATION BETWEEN THE BREVITY OF THE MESSAGE AND THE NUMBER OF DRIVERS WHO WILL SEE AND REMEMBER THE SIGN. THEREFORE, ONE WORD IS BETTER THAN TWO OR THREE; A SHORT WORD IS BETTER THAN A LONG ONE, ETC.

### 1.2 TYPOGRAPHY

DESIRED TYPOGRAPHY SHALL BE SUBMITTED TO LANDLORD FOR APPROVAL. UPPER- AND LOWER-CASE LETTERING MAY BE USED.

### 1.3 MATERIALS

SIGNS SHALL BE INDIVIDUAL, INTERNALLY ILLUMINATED CHANNEL LETTERS WITH ACRYLIC FACES. NO SIGN SHALL FLASH OR HAVE MOVING PARTS. LETTERS TO BE OF WELDED ALUMINUM CONSTRUCTION WITH PAINTED FINISH. LETTER FACES TO BE TRANSLUCENT 3/16" ACRYLIC WITH 1" DARK BRONZE TRIM CAP. ALL NEON OR LED LIGHTING COMPONENTS SHALL BE INTERNAL AND CONCEALED IN THE RACEWAY (SEE DRAWING B.) ALL HARDWARE MUST BE NON-CORROSIVE STAINLESS STEEL. ALL SIGNS SHALL CONFIRM TO THE UL REQUIREMENTS INCLUDING THE USE OF GLASS HOUSINGS FOR TERMINATION OF NEON ELECTRODES. ALL SIGNS MUST ALSO MEET THE LOCAL SIGN ORDINANCES IN ADDITION TO MEETING THE REQUIREMENTS SET FORTH IN THIS DOCUMENT.

### 1.4 COLOR

THE INSIDE CHANNEL OF ALL LETTERS SHALL BE WHITE FOR MAXIMUM REFLECTION OF LIGHT. ALL PAINTS SHALL BE CATALYST HARDENED URETHANE. ALL SIDE FACE COLORS ARE SUBJECT TO APPROVAL BY THE LANDLORD.

### 1.5 INSTALLATION REQUIREMENTS

THE PRIMARY SIGN SHALL BE CENTERED WITHIN THE CANOPY SIGN SPACE ABOVE OR IN FRONT OF THE TENANT'S PREMISES. NO PART OF THE SIGN SHALL EXTEND BEYOND THE TENANT'S SIGN AREA OR PROJECT MORE THAN 12" BEYOND THE FACE OF THE BUILDING. SIGNAGE SHALL BE PERMITTED ON THE SIDE WALLS FOR ALL TENANTS OCCUPYING END CAP SPACES. THE SIZE OF SUCH SIGNAGE SHALL BE DETERMINED ON A CASE-BY-CASE BASIS, BUT IN NO EVENT EXCEED A MAXIMUM LENGTH OF 30% OF THE BUILDING DEPTH, UNLESS OTHERWISE APPROVED IN WRITING BY LANDLORD AND LOCAL JURISDICTION. SUCH SIGNAGE SHALL BE BOUND BY ALL OTHER SIGNAGE CRITERIA CONTAINED HEREIN. SIGNAGE SHALL BE PERMITTED ON THE FASCIA OF THE EXTERIOR REAR WALL OF TENANTS PREMISES AND SHALL BE BOUND BY ALL OTHER SIGNAGE CRITERIA HEREIN. ALL SIGNS WILL BE MAINTAINED AND CLEANED AT TENANT'S EXPENSE. UPON VACATING THE PREMISES, TENANT SHALL REMOVE ALL SIGNAGE AND RESTORE THE BUILDING TO ORIGINAL CONDITION, INCLUDING PAINTING, IF NECESSARY.

### 1.6 SUBMITTALS AND APPROVALS

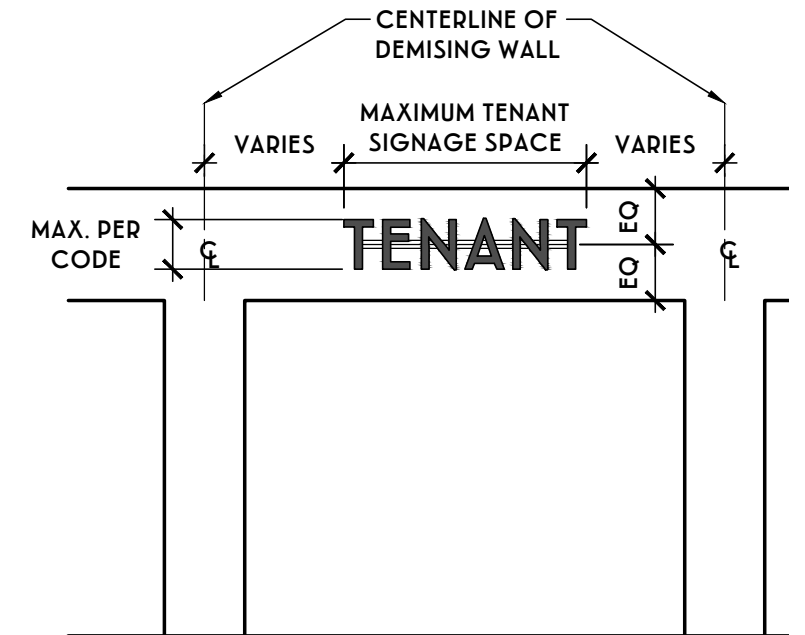
EACH TENANT SHALL SUBMIT SIGN REQUIREMENTS TO THE LANDLORD FOR APPROVAL PRIOR TO FABRICATION AND INSTALLATION. THE FOLLOWING CONSTITUTE THE MINIMUM INFORMATION REQUIRED:  
 LAYOUT OF NAME FOR SIGNAGE (INCLUDING DIMENSIONS)  
 LETTER STYLE  
 COLOR  
 LOCATION ON ELEVATION  
 CONSTRUCTION AND INSTALLATION DETAILS AS SET FORTH IN THIS DOCUMENT.  
 THREE COPIES OF THE DRAWINGS SHALL BE SUBMITTED TO LANDLORD AT LANDLORD'S ADDRESS TO THE ATTENTION OF THE TENANT COORDINATOR.

### 1.7 CONSTRUCTION REQUIREMENTS

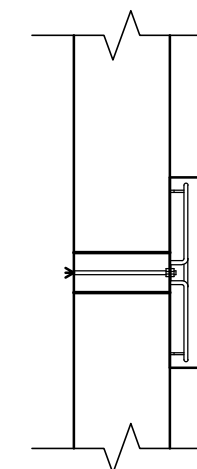
- (A) CHANNEL LETTERS MUST BE FABRICATED OF NON-CORROSIVE ALUMINUM AND BE APPROPRIATE AND COMPLIMENTARY TO THE BUILDING. LETTER EDGING TO BE FROM A MINIMUM OF 0.040 GAGE ALUMINUM. LETTER BACKS TO BE FROM A MINIMUM OF 0.080 GAGE ALUMINUM.
- (B) JOINING OF MATERIALS (I.E. SEAMS) SHALL BE FINISHED IN SUCH A WAY AS TO BE UNNOTICEABLE. VISIBLE WELDS SHALL BE CONTINUOUS FULL WELDS AND GROUND SMOOTH. RIVETS, SCREWS, AND OTHER FASTENERS THAT EXTEND TO VISIBLE SURFACES SHALL BE FLUSH, FILLED, AND FINISHED TO BE UNNOTICEABLE.
- (C) ALL FINISHED SURFACES OF METAL SHALL BE FREE FROM OIL-CANNING AND WARPING. ALL SIGN FINISHES SHALL BE FREE OF DUST, ORANGE PEEL, DRIPS, AND RUNS. FINISHED SURFACES SHALL HAVE UNIFORM SURFACE CONFORMING TO THE HIGHEST STANDARD OF THE INDUSTRY.
- (D) ALL NEON TUBES SHALL TERMINATE IN UL APPROVED GLASS HOUSINGS.
- (E) ALL SECONDARY TRANSFORMERS TO BE GROUND FAULT INTERCEPT (GFI) IN ACCORDANCE WITH UL, NEC, AND LOCAL CODE REQUIREMENTS.
- (F) ALL NEON TUBES OR LED LIGHTING TO BE EVENLY SPACED AND OF SUFFICIENT QUANTITY WITHIN THE CHANNEL LETTERS TO PROVIDE EVEN ILLUMINATION.
- (G) ALL CONDUITS, CROSSOVERS, WIRING, TRANSFORMERS, AND OTHER EQUIPMENT NECESSARY FOR SIGN CONNECTION SHALL BE CONCEALED.
- (H) ALL HARDWARE, INCLUDING BUT NOT LIMITED TO; BOLTS, NUTS, WASHERS, SCREWS, RIVETS, CLIPS FASTENINGS, AND CLIPS SHALL BE MADE OF NON-CORROSIVE ALUMINUM OR STAINLESS STEEL.
- (I) ALL SIGNS MUST BE CONSTRUCTED ACCORDING TO UNDERWRITER LABORATORIES REQUIREMENTS AND ALL SIGNS MUST BEAR THE APPROPRIATE UL LABELS. ALL FABRICATION AND INSTALLATION OF ELECTRICAL SIGNS SHALL COMPLY WITH UBC, NEC, AND LOCAL BUILDING AND ELECTRICAL CODES.
- (J) PENETRATIONS IN BUILDING WALLS SHALL BE KEPT TO A MINIMUM AND WHERE NECESSARY, SHALL BE MADE WATERPROOF.
- (K) ALL PENETRATIONS TO THE BUILDING FASCIA FOR MOUNTING HARDWARE AND ELECTRICAL SERVICE SHALL BE INDICATED ON THE DRAWING SUBMITTALS FOR APPROVAL.
- (L) ALL MANUFACTURERS' LABELS ARE PROHIBITED WITH THE EXCEPTION OF THE REQUIRED UL LABELS.
- (M) ALL WORK SHALL BE DONE IN A QUALITY AND WORKMANLIKE MANNER BY AN APPROVED SIGN FABRICATOR AND INSTALLER. SAID COMPANY MUST CARRY LIABILITY AND WORKER'S COMPENSATION INSURANCE OF AT LEAST ONE MILLION DOLLARS (\$1,000,000) TO COVER THE EVENT OF ANY LOSS. A CERTIFICATE OF INSURANCE SHALL BE PROVIDED TO LANDLORD PRIOR TO INSTALLATION.

IN ADDITION TO COMPLYING WITH THE SIGNAGE CRITERIA CONTAINED HEREIN, TENANT SHALL COMPLY WITH THE REQUIREMENTS OF ALL APPLICABLE CODES AND/OR LOCAL ORDINANCES AND OBTAIN LOCAL GOVERNMENT APPROVAL WHEN REQUIRED BY CODE, AND IF ANY OF THE PROVISIONS OF THIS EXHIBIT (OR OF THE LEASE) CONFLICT WITH ANY OF THE REQUIREMENTS OF ANY APPLICABLE CODES AND/OR ORDINANCES, THEN SUCH REQUIREMENTS (AND THE MOST RESTRICTIVE OF SUCH REQUIREMENTS) SHALL GOVERN. ALL PERMITS SHALL BE OBTAINED BY THE TENANT'S OWN SIGN CONTRACTOR AT TENANT'S OWN COST AND EXPENSE. IN NO EVENT SHALL THE LANDLORD'S REVIEW AND APPROVAL BE CONSTRUED AS AUTORIZATION TO FABRICATE AND INSTALL SIGNAGE IN CONFLICT WITH ANY SUCH REQUIREMENTS

THE SPECIFICATIONS OUTLINED ABOVE OR THE APPROVAL BY LANDLORD OF ANY SIGNAGE DOES NOT CONSTITUTE A REPRESENTATION THAT SUCH SHALL MEET OR COMPLY WITH THE REQUIREMENTS OF LOCAL AUTHORITIES. IT IS THE TENANT'S RESPONSIBILITY TO OBTAIN ALL APPROVALS NECESSARY TO MEET APPLICABLE CONDITIONS.



**DRAWING A**



- 3/16" ACRYLIC FACE COLOR TO BE APPROVED BY LANDLORD
- 15MM NEON TUBING OR L.E.D. ILLUMINATION
- 1/4" WEEP HOLES FOR DRAINAGE
- ALL NEON TUBES MUST TERMINATE INTO UL APPROVED GLASS HOUSINGS
- MECHANICAL ATTACHMENT DETAILS TO HAVE ENGINEER STAMP
- ALL HARDWARE TO BE NON-CORROSIVE STAINLESS STEEL
- ALL CONSTRUCTION TO BE ALUMINUM

**DRAWING B**

 <b>SJC VENTURES</b>	PROJECT  <b>SUMMIT</b>	DRAWING SP.16 - COMMON SIGNAGE PLAN PAGE 9 - SPECIFICATIONS
		DATE 2026.01.22



# NOTICE OF PUBLIC HEARING

## NOTICE OF PUBLIC HEARING COMMON SIGNAGE PLAN

DESCRIPTION: To show a Common Signage Plan at 100 S. 4th St. in the 11th Ward, Madison, Wisconsin 53703.

APPLICANT & USE: POWER SIGNAGE GROUP, INC. Planning Commission

BOARD/COMMISSION: Planning Commission

MEETING DATE/TIME: February 1, 2024 at 6:00 PM

MEETING LOCATION: Boardroom, 100 S. 4th St., Madison, WI

PUBLIC COMMENT: [planningcommission@cityofmadison.com](mailto:planningcommission@cityofmadison.com)

FOR MORE INFORMATION: [www.cityofmadison.com/planning](http://www.cityofmadison.com/planning)

CO. COMMUNITY DEVELOPMENT  
PLANNING DIVISION  
100 S. 4th St.  
Madison, WI 53703  
[www.cityofmadison.com/planning](http://www.cityofmadison.com/planning)

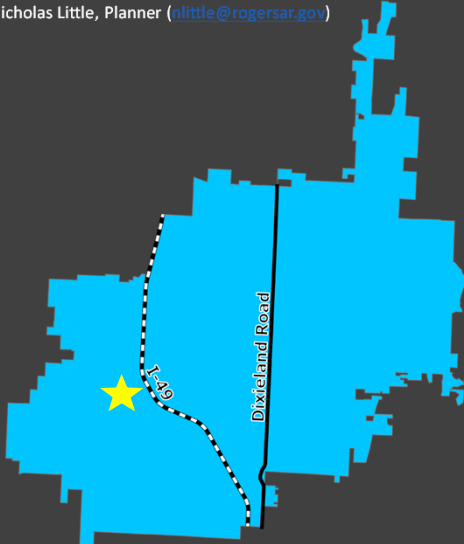


# Variance

PLANNING

## Hotel Vin Signs

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



Vicinity Map

### Location

5501 W Madison Avenue

### Nature of Request

Exceed maximum area for wall sign; allow for more than one sign per tenant

### Zoning

T5.2

### Proposed Use

Lodging

### Representative

Lee Reinhardt, Best Sign Group

### **Summary:**

This request is for 2 variances from Table 5.8.12.G., allowing a wall sign to exceed 30 square feet in area, and to allow more than 1 sign per tenant in the Uptown Regional Center Placetype.

Site Acreage: ±8.42



## 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.

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- 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.



Hotel Vin Signs



Vicinity Aerial View

**Site Area:**

This site is located at 5501 W Madison Avenue, about 1/4<sup>th</sup> mile west of the Pinnacle Hills-Northgate roundabout



# Variance Hotel Vin Signs

## PLANNING



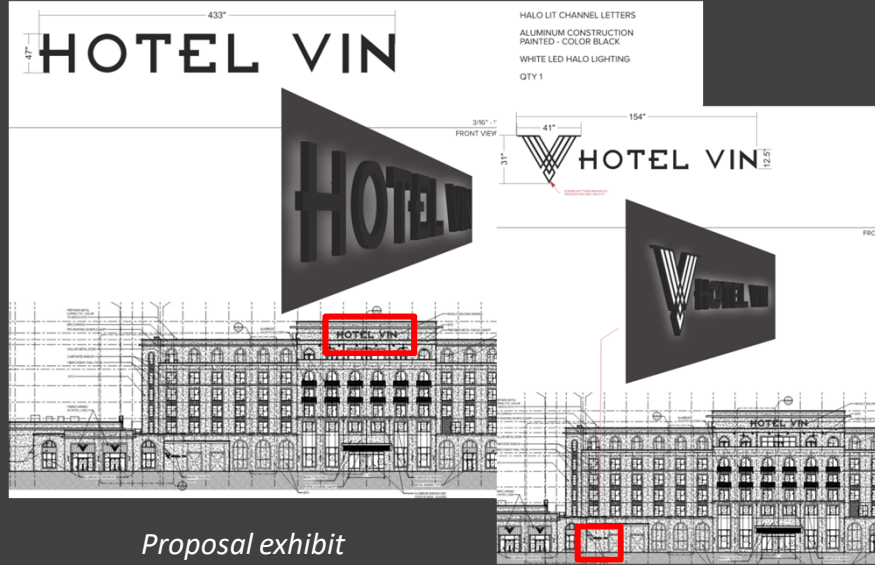
**Existing Conditions**  
The subject property is currently under construction with Hotel Vin, Phase 3 of the larger Fields at Pinnacle development.



# Variance

## Hotel Vin Signs

# PLANNING

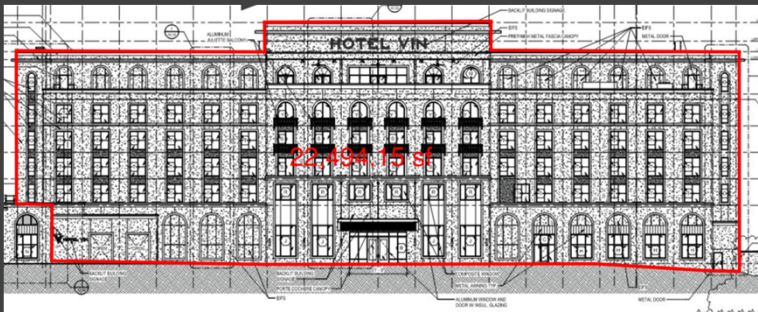


### Variance Requests

1. Variance from Table 5.8.12.G , which limits wall signs to **30 square feet** in area.
2. Variance from Table 5.8.12.G, which limits wall signs to **one per tenant.**

### Variance Request:

1. Variance from Table 5.8.12.G , which limits wall signs to **30 square feet** in area.
2. Variance from Table 5.8.12.G, which limits wall signs to **one per tenant.**



Proposal exhibit

**Variance Request**

1. Variance from Table 5.8.12.G, which limits wall signs to **30 square feet** in area.
  - The applicant is proposing a **141.33 square foot** wall sign at the top of the façade.
  - Given the large façade of the building, the proposed sign area is only about **0.63%** of the total facade

**Variance Request:**

1. Variance from Table 5.8.12.G , which limits wall signs to **30 square feet** in area.

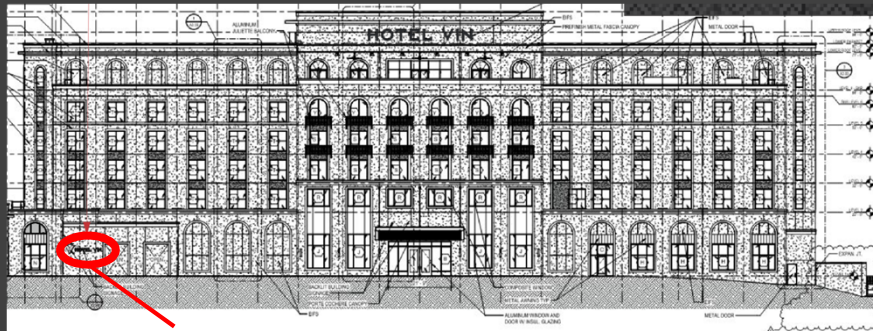
Proposed sign is just over 141 square feet, which only makes up 0.63% of the total façade area, given the 22,494 square foot façade.



## Variance

### Hotel Vin Signs

## PLANNING



Proposed Sign Location

Proposal exhibit

#### Variance Requests

1. Variance from Table 5.8.12.G, which limits wall signs to one per tenant.

- Second proposed wall sign, that meets 30 square feet size maximum, at ground-level.

#### **Variance Request:**

2. Variance from Table 5.8.12.G, which limits wall signs to one per tenant.

Applicant is proposing a second, much smaller wall sign at the ground level of the building.



Hotel Vin Signs

Applicant's Stated Hardship

	Applicant's Response
<p><b>How does strict enforcement of the code cause undue hardship due to circumstances that are unique to this property?</b></p>	<p>"Strict enforcement of the revised sign ordinance creates an undue hardship because the development was approved and permitted with the proposed sign prior to adoption of the new code. The sign was an integral component of the approved project and relied upon by the property owner, making this hardship unique to a site caught mid-development by a regulatory change. Applying the new standards retroactively would unfairly remove a previously anticipated sign that is appropriate for the site's scale and visibility."</p>

**Summary of Applicant's Hardship:**

The applicants stated hardship is the fact that this development was permitted under the Code of Ordinances, prior to the adoption of the UDC and the current iteration of the sign code.



Hotel Vin Signs

Staff Analysis

Would strict application of the code cause an undue hardship due to circumstances that are unique to this property?

The size maximum for wall signs has been shown to be too small, based on the Board of Adjustment's recent decisions to allow signs larger than 30 square feet.

In regards to the one per tenant variance, the unique circumstance is the size of the building, even though there's only one tenant. Other than the large sign at the top of the building, there's no signage at ground level speaking to what this building is.



Quantity	One per tenant
Area (square feet)	30
Projection (inches)	10

**Staff's Response:**

See slide for responses to the variance criteria.



# Variance

# PLANNING

## Hotel Vin Signs

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

No. To the Applicant's stated hardship, this building was developed under the Code of Ordinances, to which developments had a different sign code that was less restrictive.

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 proposed sign is well under the 10% area ratio that is seen in other jurisdictions.

The applicant could also only proposed one wall sign, since they're the only tenant, but they would either have no identification on the larger scale(top) or at the ground level(bottom).

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

No.

### Staff Analysis

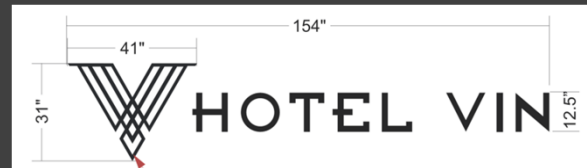


Table 5.8.12.G Wall Signs

Quantity	One per tenant
Area (square feet)	30
Projection (inches)	10

### Staff's Response:

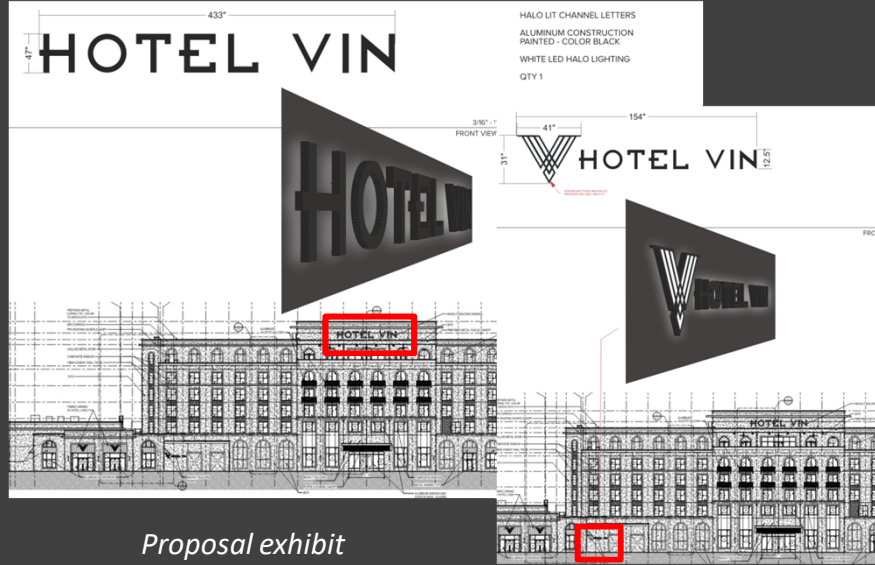
See slide for responses to the variance criteria.



# Variance

## Hotel Vin Signs

# PLANNING



Proposal exhibit

### Recommendation

- **APPROVAL** of the variance from Table 5.8.12.G, allowing a **141.33 square foot** wall sign.
- **APPROVAL** of the variance from Table 5.8.12.G., allowing a **second tenant wall sign**.

### Public Input:

Staff received one email from a notified neighbor, asking about the request.

### Recommendation

- **APPROVAL** of the variance from Table 5.8.12.G, allowing a **141.33 square foot** wall sign.
- **APPROVAL** of the variance from Table 5.8.12.G., allowing a **second tenant wall sign**.

# SOUTH ELEVATION

47" 433"  
HOTEL VIN

PN1 PAGE NOTES

ILLUMINATED

HALO LIT CHANNEL LETTERS

ALUMINUM CONSTRUCTION  
PAINTED - COLOR BLACK

WHITE LED HALO LIGHTING

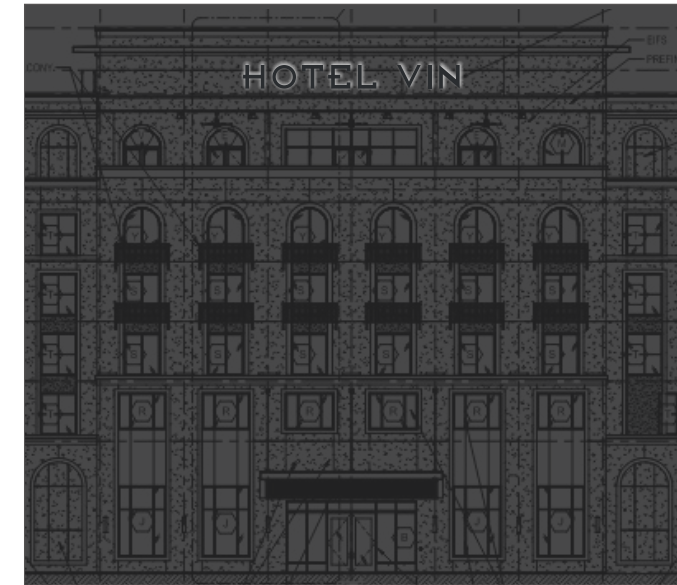
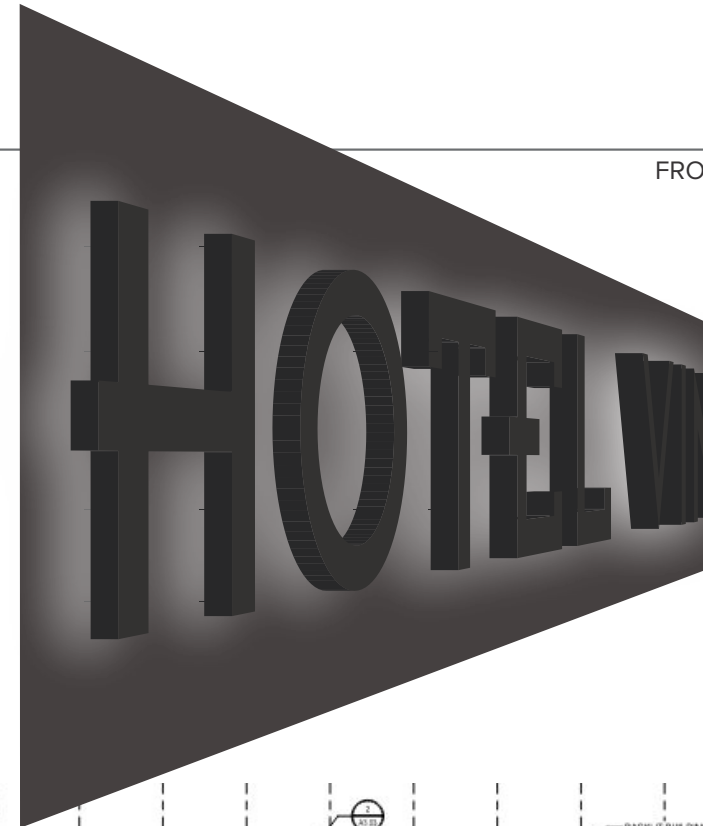
QTY 1

**BEST SIGN GROUP**  
Get Noticed.

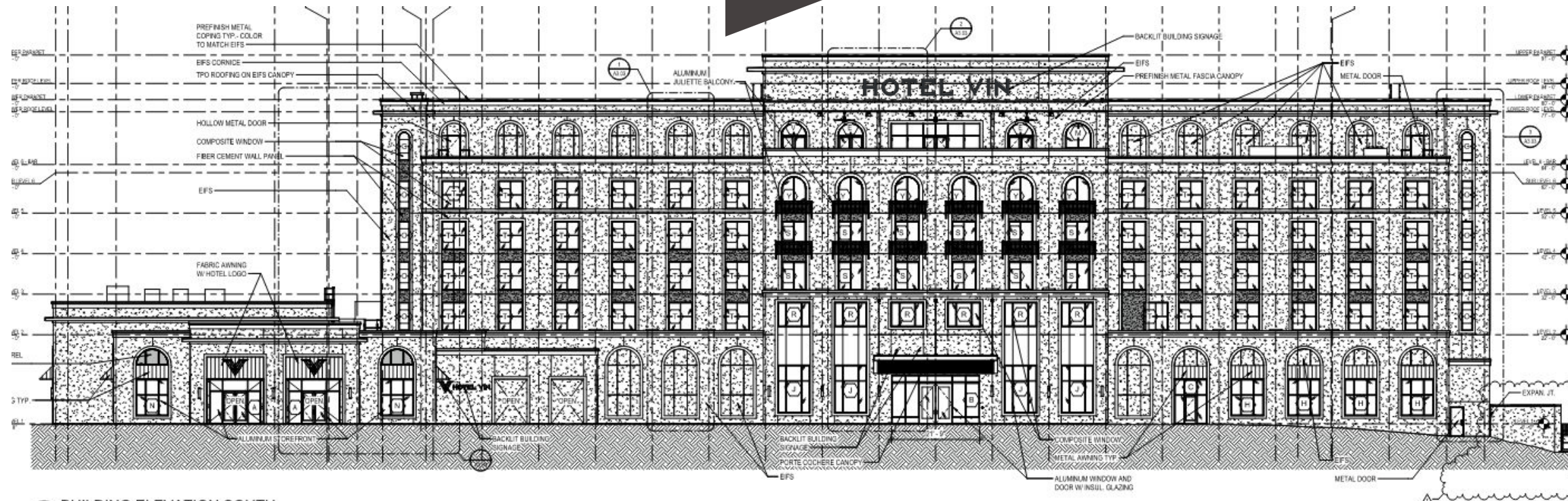
2860 W. WALNUT  
SUITE 300  
ROGERS, AR 72756

01

3/16" - 1'  
FRONT VIEW



NIGHT VIEW



02

BUILDING ELEVATION SOUTH

1/32" - 1'  
DAY VIEW

CLIENT  
COMPANY  
ADDRESS

REVISIONS  
01/00/2024

DATE  
01/01/2023

DRAWN BY  
ADP

PROJECT  
NAME

PG: 01

# SOUTH ELEVATION



PN1 | PAGE NOTES

ILLUMINATED

FRONT & HALO LIT LOGO  
WHITE ACRYLIC FACE WITH VINYL GRAPHICS

HALO LIT CHANNEL LETTERS

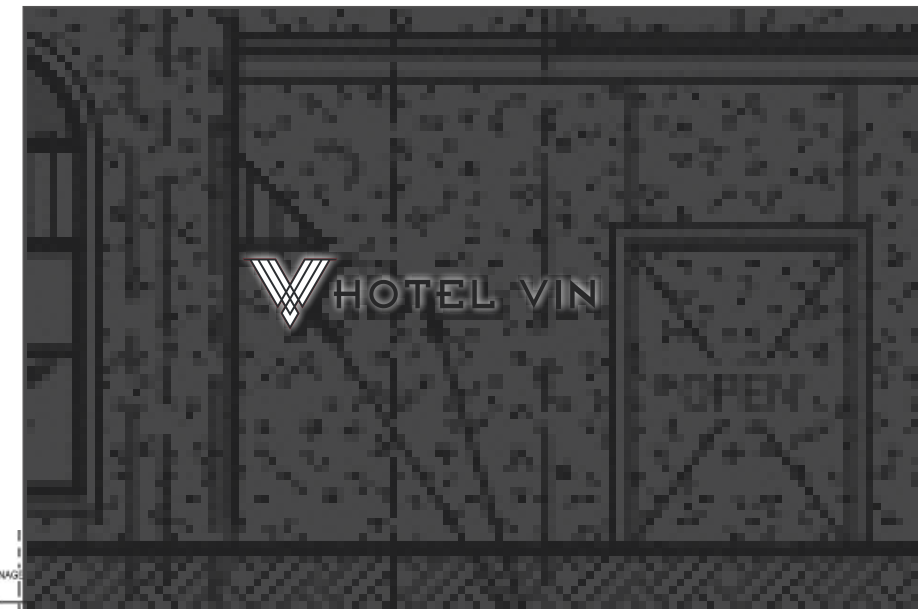
ALUMINUM CONSTRUCTION  
PAINTED - COLOR BLACK

WHITE LED HALO LIGHTING

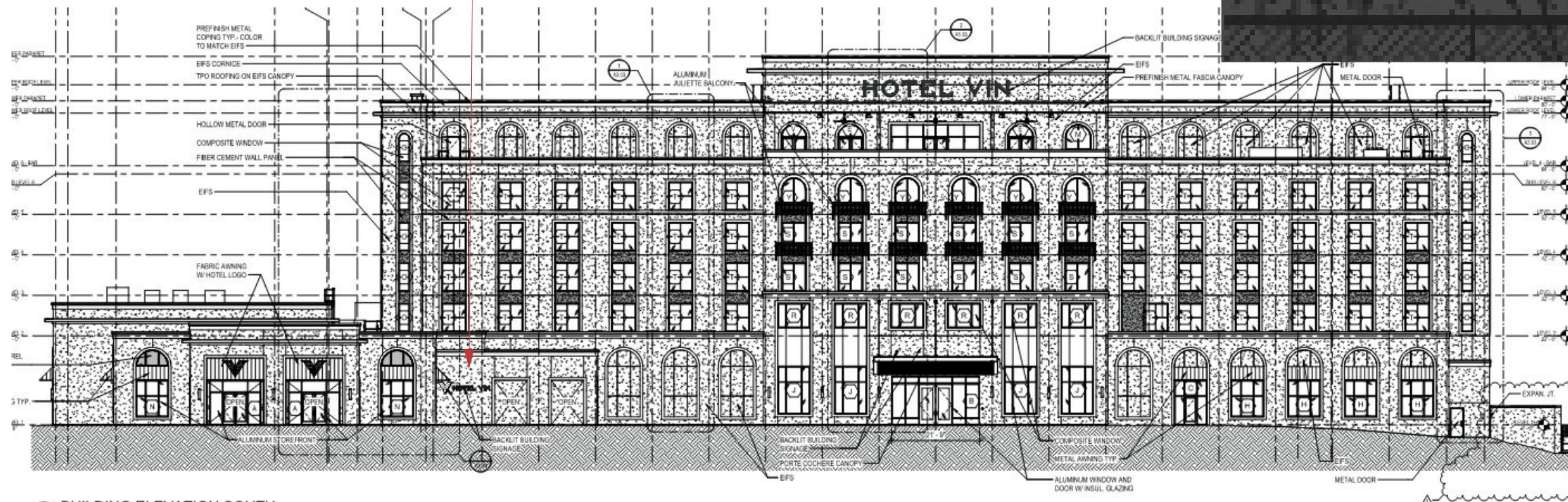
QTY 1

01

3/16" - 1'  
FRONT VIEW



NIGHT VIEW



02

2 BUILDING ELEVATION SOUTH

1/32" - 1'  
DAY VIEW

**BEST SIGN GROUP**  
Get Noticed.

2860 W. WALNUT  
SUITE 300  
ROGERS, AR 72756

CLIENT  
COMPANY  
ADDRESS

REVISIONS  
01/00/2024

DATE  
01/01/2023

DRAWN BY  
ADP

PROJECT  
NAME

PG: 01

**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 14 day of January, 20 26.

[Signature]  
Signed

Lee Reinhardt  
Name Printed

STATE OF ARKANSAS

COUNTY OF Benton

Subscribed and sworn before me this the 14 day of January, 20 26.

[Signature]  
Notary Signature

KERRY ALLEN  
Notary Name Printed

10/10/2028  
Commission Expires

KERRY ALLEN  
NOTARY PUBLIC  
WASHINGTON CO., ARKANSAS  
COMM. EXP. 10-10-2028  
COMMISSION # 12705955

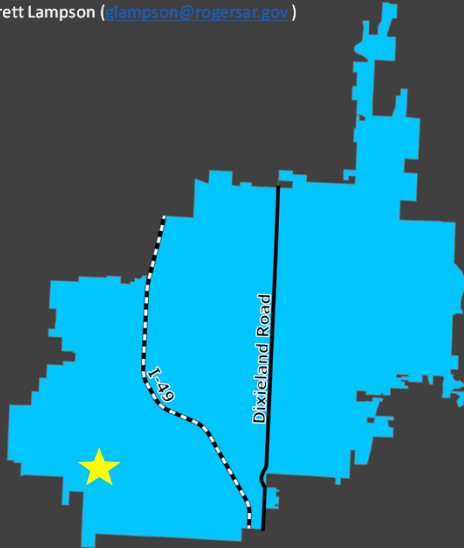


# Variance

**ENGINEERING**

## Park 5

Staff: Garrett Lampson ([glampson@rogersar.gov](mailto:glampson@rogersar.gov))



Vicinity Map

### Location

1499 W Wallis Road

### Nature of Request

1. Allow an increase in velocities on offsite properties within other high risk flooding areas per Chapter 22 Flood damage prevention code

### Zoning

T3.2

### Existing Use

Single Family Housing

### Representative

Ali Karr, CTA

### **Summary:**

This request is for a variance from the Chapter 22 flood damage prevention code to allow an increase in velocities on offsite properties within other high risk flooding areas.

Site Acreage: ±40.42



## 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**

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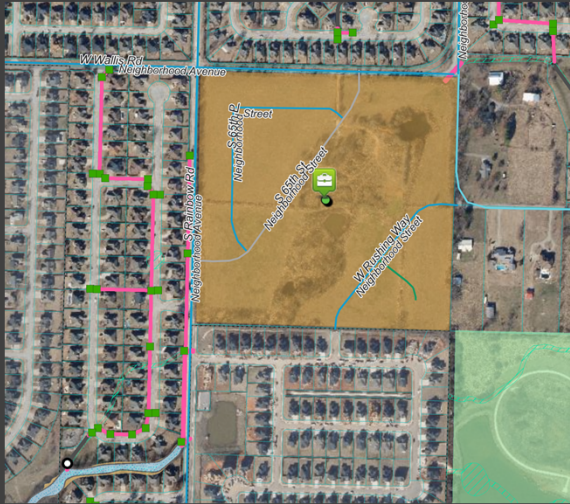
- Would the variance or waiver cause undue hardship to the property owner due to circumstances unique to the property; and
- Is the hardship a result of any action taken by the property owner or on their behalf; and
- Is the variance or waiver requested the minimum amount necessary to carry out the project; 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.



Vicinity Aerial View

**Site Area:**

This site is located at 401 S 40<sup>th</sup> Street, just east of the intersection of W Oak Street and S Promenade Boulevard.



**Existing Conditions**

- There is a primary channel running from the NE to SW corner across the site. The Engineer, as required by the City, has mapped a floodplain across the property and adjacent parcels. The subject property contains Zones 1, 2, and 3 Vulnerability in the Cave Springs Recharge Area. This is an area of known flooding, and existing flooding conditions were modeled on all surrounding properties.



**Variance Request**

- Allow an increase in velocities on offsite properties within other high risk flooding areas in contradiction to the Chapter 22 Flood damage prevention code

**Variance Request:**



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?	"Under existing conditions, the culverts beneath Stratsman Road are undersized, causing backwater effects and ponding on the adjacent offsite property. The proposed culvert allows floodwaters to pass downstream more efficiently rather than accumulating upstream until overtopping the roadway occurs. As a result, velocities increase locally at the adjacent cross section; however, these increases are confined in extent and are accompanied by reductions in base flood elevations and overall flood risk. Additionally, all velocities increases remain below 5ft/s. which is considered erosive, and the sheer stress is manageable with turf grass and not additional reinforcement."
	Staff's Response
How does strict enforcement of the code cause undue hardship due to circumstances that are unique to this property?	Existing undersized culverts beneath Stratsman Road contribute to documented flooding on the adjacent upstream off-site property. The addition of culverts is necessary to correct this deficiency and to comply with required roadway improvements under municipal code. These code-mandated improvements are outside the applicant's control and result in a localized increase in flow velocity at a single cross-section at the culvert inlet.

**Summary of Applicant's Hardship:**

The existing culverts under Stratsman Road are undersized, causing upstream ponding and backwater effects, while the proposed culvert improves downstream conveyance, reduced flood elevations and overall flood risk. Although localized flow velocities increase, they remain limited in extend, below erosive thresholds, and manageable with turf grass without additional reinforcement.

**Staff's Response**

Undersized culverts beneath Stratsman Road contribute to upstream flooding, and additional culverts are required to address this issue and comply with municipal roadway standards. While the improvements cause a localized increase in flow velocity at the culvert inlet, they are code-mandated and limited in extent.



	Applicant's Response
How will approval of this variance be in keeping with the "spirit and intent" of the code being varied?	"The requested variance is associated with future improvements within the Stratsman Road right-of-way that are not proposed to be constructed as part of this project but were required to be analyzed and designed. The variance is not the result of site development activities and instead addresses existing roadway drainage deficiencies that currently burden the property."
	Staff's Response
How will approval of this variance be in keeping with the "spirit and intent" of the code being varied?	The intent of Ch 22 is to prevent or mitigate flood related damages while also having the developer bear the burden of any negative impacts. This variance will reduce the chance for flood damages to the adjacent property caused by an existing roadway while mitigating all expected impacts within the applicant's property. The proposed conditions do not increase the potential for flood-related damages on upstream or downstream properties.

**Summary of Applicant's Hardship:**

The requested variance relates to required analysis of future Stratsman Road right-of-way improvements addressing existing drainage deficiencies, rather than impacts from the proposed site development.

**Staff's Response**

The variance aligns with Chapter 22 by reducing flood risk from an existing roadway, ensuring the applicant mitigates impacts on their property while not increasing flood-related damages upstream or downstream.



Staff Analysis

<p>Would strict application of the code cause an undue hardship due to circumstances that are unique to this property?</p>	<p>There is an upstream flooding condition exacerbated by Stratsman Road. The storm pipe revisions associated with the proposed project reduce the upstream flooding.</p>
<p>Is the hardship a result of any action taken by the property owner or on their behalf?</p>	<p>No. The need for action is a result of City request.</p>

**Staff's Response:**

See slide for responses to the variance criteria.



Staff Analysis

<b>Is the variance or waiver requested the minimum amount necessary to carry out the project?</b>	Yes. This is the minimum foreseeable amount at this time. Further revisions to Stratsman Road to bring the street into compliance with city standards has been directed to do so while meeting all code requirements.
<b>Is there another reasonable method of avoiding the need for a variance or waiver?</b>	No. This design was created in order to alleviate upstream flooding conditions without negatively impacting the downstream residents. The velocity increase is isolated to the immediately adjacent cross section and is a condition associated with the pipe installation.

**Staff's Response:**

- See slide for responses to the variance criteria.



**Recommendation**

- **APPROVAL** of the variance from Chapter 22 Flood Damage Prevention Code
- **Conditions**
  - The approval is only for the impact associated with the construction of an additional pipe under Stratsman Road associated with flood depth alleviation. There is an expectation for a revised design of Stratsman Road before project completion that is expected to meet City roadway design standards that will require separate H&H modeling approval.

**Public Input:**

Staff received calls asking more information regarding the variance.

Staff recommends approval with conditions.

**Recommendation**



December 17, 2025

Ref: Adjacent Property Owners within 300 feet  
Parcel 02-14173-890  
W Wallis Rd & Rainbow Rd – Rogers, AR  
CTA Project Number 24108000

I hereby certify that on this date I have made a search of the Benton County GIS web site and found the property owners and their addresses, which are within 300 feet of Parcel 02-14353-000, to be as shown on the attached page consisting of 120 individual parcel numbers. This certification does not apply to the accuracy of the Benton County GIS web site, only to their listing of the current owner's names and addresses.

Signed: Ken J. Mose Date: December 17, 2025

Professional Land Surveyor #1460  
Crafton, Tull & Associates, Inc.  
Agent



PARCEL 02-21191-000  
POLLARD, DAVID & MARTINE  
6528 W HEARTH BAY  
ROGERS AR 72758-4120

PARCEL 05-12566-000  
HUGHES, AARON & EMILY  
1403 SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 02-17519-001  
CITY OF ROGERS  
ATTN: CITY CLERK  
ROGERS AR 72756-4559

PARCEL 02-21170-000  
SMITH, TYLER & BRITTANY  
6525 W HEARTH BAY  
ROGERS AR 72758

PARCEL 05-12603-000  
CITY OF CAVE SPRINGS  
PO BOX 36  
CAVE SPRINGS AR 72718-0036

PARCEL 05-12558-000  
ESPINOZA, ERICK GONZALEZ  
1412 SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 05-12554-000  
RASMUSEN, ROBERT L & LINDSEY  
1420 SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 02-14173-940  
FOS, DARRELL J & JOAN  
1901 STRATSMAN LN  
CAVE SPRINGS AR 72718-9489

PARCEL 05-12545-000  
ALLENS MILL POA INC  
POST WAY  
CAVE SPRINGS AR 72718



PARCEL 05-12577-000  
SCHINKER, MATTHEW V & ASHLEIGH  
1419 SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 05-12561-000  
ZETTLE, CLAIRE  
1406 SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 02-21109-000  
BEAVERS, JAMES C & PRISCILLA L  
5707 S 65TH ST  
CAVE SPRINGS AR 72718

PARCEL 02-19461-000  
DOZIER, DAVID W & KIMBERLEE A  
5708 S 66TH ST  
CAVE SPRINGS AR 72718

PARCEL 02-19471-000  
DEGN, JASON & AMELIA R  
5902 S 66TH ST  
CAVE SPRINGS AR 72718-8448

PARCEL 02-21401-000  
SIBAJA, IRENE ROOT  
5706 S 63RD ST  
ROGERS AR 72758-8537

PARCEL 05-12555-000  
HOOVER, GRAYSON & PAMELA  
1418 SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 05-12569-000  
JLB FAMILY TRUST-BARRE, JAMES H JR  
811 JONAS LN  
CAVE SPRINGS AR 72718

PARCEL 02-21112-000  
HARTNESS, BENJAMIN & CATHERINE  
6502 W TUMBLER RDG  
ROGERS AR 72758



PARCEL 02-21197-000  
MILLER, THOMAS B & DONNA J  
5703 S 65TH CT  
ROGERS AR 72758-4169

PARCEL 02-19442-000  
5903 S 66TH ST 72718 LLC  
5903 S 66TH ST  
ROGERS AR 72718

PARCEL 02-21125-000  
HICKS FAMILY TRUST-MATTHEW D & HOLLY M  
6528 W TUMBLER RDG  
ROGERS AR 72758

PARCEL 05-12548-000  
SHOUP, CALEB & ALLIE  
1432 SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 05-12551-000  
GAMA, MICHAEL IVAN ROMERO & VARGAS, LILIANA SARAH I CRESPO  
1426 SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 05-12574-000  
ALSAFFAR, REEM & AZIZ, HAYDAR  
1413 SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 02-15996-000  
COLUCCI, NICHOLAS VITO JR & AMY  
6602 W BRAEBOURNE DR  
ROGERS AR 72758

PARCEL 02-21121-000  
KUTZ FAMILY TRUST - RODNEY G & MARY R  
6520 W TUMBLER RDG  
ROGERS AR 72758

PARCEL 02-19455-000  
PIERCE, DAVID T & VESTA R  
5703 S 66TH ST  
CAVE SPRINGS AR 72718-8447



PARCEL 02-19443-000  
CHEADER, JAMIE D & KEVIN L  
5901 S 66TH ST  
CAVE SPRINGS AR 72718

PARCEL 02-21110-000  
GILCHRIST, ROBERT E & SALLE-ANNE  
5709 S 65TH ST  
ROGERS AR 72758-4179

PARCEL 02-21111-000  
GAUTIER, BRENT & AMY  
6500 W TUMBLER RDG  
ROGERS AR 72758-4170

PARCEL 02-21126-000  
CLARK, JUSTIN G & REBEKAH  
5706 S 65TH PL  
ROGERS AR 72758

PARCEL 02-15998-000  
HANSMANN, TONY J & GINA L  
5511 S BRAEBOURNE RD  
ROGERS AR 72758-8963

PARCEL 05-12556-000  
REED, NICHOLAS & JENNIFER M  
1416 SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 02-21202-000  
CITY OF ROGERS  
ATTN: CITY CLERK  
ROGERS AR 72756-4559

PARCEL 05-12550-000  
MURRAY, SEAN & SARAH  
1428 SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 02-21115-000  
ROBBINS, MITCHELL BRENT & ELIZABETH NICOLE  
6508 W TUMBLER RDG  
ROGERS AR 72758-4170



PARCEL 02-19445-000  
MILLS TRUST-JOE S & LAURA L  
5811 S 66TH ST  
CAVE SPRINGS AR 72718

PARCEL 02-14173-950  
HUGHES FAMILY TRUST-JOHNNY COATES JR & ANGIE SCHEER  
1913 STRATSMAN LN  
CAVE SPRINGS AR 72718-9489

PARCEL 02-19498-000  
CITY OF ROGERS  
ATTN: CITY CLERK  
ROGERS AR 72756-4559

PARCEL 02-21122-000  
JUNEAU, ANTHONY W & SUZANNE E  
6522 W TUMBLER RDG  
ROGERS AR 72758-4170

PARCEL 02-19451-000  
JOHNSON, SUSANNE  
5711 S 66TH ST  
CAVE SPRINGS AR 72718

PARCEL 02-21201-003  
HEARTH STONE PHASE 3 LLC  
PO BOX 739 LOWELL AR 72745-0739

PARCEL 02-19463-000  
BROOKS, TYLER ISAAC & JULIA DANELLE  
5800 S 66TH ST  
CAVE SPRINGS AR 72718-8449

PARCEL 02-21119-000  
DANCER, DON C & JONES, MARTHA BROOKE  
6516 W TUMBLER RDG  
ROGERS AR 72758

PARCEL 02-21124-000  
PASSMORE, WESTON MICHAEL & AMY MARIE  
6526 W TUMBLER RDG  
ROGERS AR 72758



PARCEL 05-12567-000  
LUDEMAN, RICHARD & KATHLEEN  
1405 SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 02-21117-000  
SPINDLER, PATRICK L  
6512 W TUMBLER RDG  
ROGERS AR 72758

PARCEL 02-16001-000  
NELSON FAMILY TRUST - GARY A & SHARON E  
5505 S BRAEBOURNE RD  
ROGERS AR 72758

PARCEL 02-19441-000  
LONG REVOCABLE TRUST, ROBERT E  
5905 S 66TH ST  
CAVE SPRINGS AR 72718

PARCEL 05-12559-000  
BORJES, ESTEBAN & ILIANA L  
1410 SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 02-21192-000  
HALTER, ROBERT D & KAREN D  
6513 W TUMBLER RDG  
ROGERS AR 72758-4170

PARCEL 05-12553-000  
VASQUEZ, JOSUE J & BRITTNEY A  
1422 SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 02-16027-000  
SHADOW VALLEY PROPERTY OWNERS ASSOCIATION  
15138 NATURAL HABITAT WAY ROGERS AR 72758-4611

PARCEL 02-21190-000  
CRASK, NORMA  
6518 W HEARTH BAY  
ROGERS AR 72758



PARCEL 02-19472-000  
GONZALEZ, JOSE SALVADOR & DE SALVADOR, BLANCA MARBELLA CORNEJO  
5904 S 66TH ST  
CAVE SPRINGS AR 72718-8448

PARCEL 05-12582-000  
KUNCHALA, SUNDEEP  
1429 SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 02-21198-000  
BUNTIN, BRYCE & KERRI  
5706 S 65TH ST  
ROGERS AR 72758

PARCEL 02-19444-000  
MITCHELL REVOCABLE TRUST, STEVEN & ELIZABETH  
5813 S 66TH ST  
CAVE SPRINGS AR 72718

PARCEL 05-12580-000  
MEERSMAN, JAMES A & KATHLEEN M  
1425 SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 05-12564-000  
ALLENS MILL POA INC  
SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 05-12568-000  
SEBASTIAN, DANIEL J  
813 JONAS LN  
CAVE SPRINGS AR 72718

PARCEL 02-19456-000  
HILL, KENNETH & MISTY  
5701 S 66TH ST  
CAVE SPRINGS AR 72718

PARCEL 02-21127-000  
HOLMES, GARY D & EDITH J  
5704 S 65TH PL  
ROGERS AR 72758-4143



PARCEL 02-21118-000  
SHAW, JEFFREY & LINDSEY BROOKE  
6514 W TUMBLER RDG  
ROGERS AR 72758

PARCEL 02-14174-007  
BELL LIVING TRUST, WAYNE T  
1350 S STRATSMAN LN  
ROGERS AR 72758-8849

PARCEL 02-21486-000  
LIBERTY BELL ESTATES LLC  
1202 MOBERLY LN STE 3  
BENTONVILLE AR 72712-7090

PARCEL 02-19470-000  
MEREDITH, ANDREW RAY & LUONG, RONA  
5900 S 66TH ST  
CAVE SPRINGS AR 72718

PARCEL 05-12547-000  
KRANING, JUSTIN & CAITLIN  
818 POST WAY  
CAVE SPRINGS AR 72718

PARCEL 02-21114-000  
DANGELO, DIANE J  
6506 W TUMBLER RDG  
ROGERS AR 72758-4170

PARCEL 05-12575-000  
CHAPPA, KUSUMANJALI  
1415 SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 02-19447-000  
MACARI, MICHAEL G  
5807 S 66TH ST  
CAVE SPRINGS AR 72718

PARCEL 02-19448-000  
BRIDGES LIVING TRUST, CHASE & AMANDA  
5805 S 66TH ST  
CAVE SPRINGS AR 72718



PARCEL 02-19465-000  
SMITH REVOCABLE TRUST, JONATHAN & DERONDA  
5804 S 66TH ST  
CAVE SPRINGS AR 72718

PARCEL 05-12581-000  
BURBRIDGE, JOSHUA T & FOSTER, CHRISTEY  
1427 SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 02-19457-000  
BABB, LISA S  
5700 S 66TH ST  
CAVE SPRINGS AR 72718-8447

PARCEL 05-12565-000  
MURRY, WELDON G & MEAGAN  
1401 SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 02-19467-000  
GOLDSMITH, MAX BRIAN & SUSAN  
5808 S 66TH ST  
CAVE SPRINGS AR 72718-8449

PARCEL 02-15997-000  
GARCIA, JORGE Q  
6600 W BRAEBOURNE DR  
ROGERS AR 72758

PARCEL 02-21193-000  
LEMKE, CHRISTY D  
5704 S 65TH CT  
ROGERS AR 72758

PARCEL 02-19440-000  
DAVIDSON, DON & NANCY  
5907 S 66TH ST  
CAVE SPRINGS AR 72718-8449

PARCEL 05-12562-000  
REILLY, HOLLY ANNE  
1404 SPRING WATER WAY  
CAVE SPRINGS AR 72718



PARCEL 02-19469-000  
RUSCOE, JONATHAN TAYLOR & FOWLER, SHANNON  
5812 S 66TH ST  
CAVE SPRINGS AR 72718

PARCEL 02-21399-000  
ELDER, JEREMY R & KELLY C  
6204 W TUMBLER RDG  
ROGERS AR 72758-4035

PARCEL 02-16000-000  
GOUGH FAMILY REVOCABLE TRUST, ELLIOTT & KATHRYN  
5507 S BRAEBOURNE RD  
ROGERS AR 72758-8969

PARCEL 05-12578-000  
CHRISTIE, ROBIEN D & TAYLOR M  
1421 SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 02-21400-000  
KOOY, JOHN R JR & CASSANDRA L  
6206 W TUMBLER RDG  
ROGERS AR 72758

PARCEL 02-21128-000  
MCENTYRE, ALEXIS  
5702 S 65TH PL  
ROGERS AR 72758-4143

PARCEL 02-19449-000  
SPURLOCK, LARRY H & LINDA ROSE  
5803 S 66TH ST  
CAVE SPRINGS AR 72718-8449

PARCEL 02-19468-000  
ARCHER, ZACHARY E & LAUREN N  
5810 S 66TH ST  
CAVE SPRINGS AR 72718-8449

PARCEL 02-19466-000  
WILLIAMS, JOSHUA & KIMBERLY  
5806 S 66TH ST  
CAVE SPRINGS AR 72718-8449



PARCEL 05-12560-000  
HARVELL FAMILY TRUST-DAVID RYAN & MISTY DAWN  
1408 SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 05-12552-000  
OWENS, MATT & KARLEE  
1424 SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 02-19453-000  
RASKIEWICZ, TERRI A  
5707 S 66TH ST  
CAVE SPRINGS AR 72718-8447

PARCEL 02-14173-890  
HHC HOMES LLC  
W WALLIS RD & S RAINBOW RD  
3333 S PINNACLE HILLS PKWY, STE 500 ROGERS AR 72758

PARCEL 02-21116-000  
BOOKER, BRETT J & SHELBY L  
6510 W TUMBLER RDG  
ROGERS AR 72758

PARCEL 05-12563-000  
FRANKLIN, KATHRYN  
1402 SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 02-19450-000  
DESAI, CHANDRAKANT & REKHABEN  
5801 S 66TH ST  
CAVE SPRINGS AR 72718-8449

PARCEL 02-14174-000  
CITY OF ROGERS  
ATTN: CITY CLERK ROGERS AR 72756-4559

PARCEL 02-19458-000  
DADASHI, MOHSEN & SUSANNA F  
5702 S 66TH ST  
CAVE SPRINGS AR 72718-8447



PARCEL 02-19446-000  
CARLOCK, DAVID & KATHY  
5809 S 66TH ST  
CAVE SPRINGS AR 72718-8449

PARCEL 02-19473-000  
HOLMES, DEBORAH K  
5906 S 66TH ST  
CAVE SPRINGS AR 72718

PARCEL 02-21113-000  
PERRY, STEVEN W & KRISTI K - HAYNES, JACOB M  
6504 W TUMBLER RDG  
ROGERS AR 72758

PARCEL 02-19454-000  
COUCH, JOHN & KAREN  
5705 S 66TH ST  
CAVE SPRINGS AR 72718-8447

PARCEL 02-19462-000  
LONG, KELLY A  
5710 S 66TH ST  
CAVE SPRINGS AR 72718-8447

PARCEL 05-12579-000  
BONNER, JING  
1423 SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 02-19452-000  
CANTARELLA, NICHOLAS & LANI  
5709 S 66TH ST  
CAVE SPRINGS AR 72718

PARCEL 02-21123-000  
ANGEL, ADAM JACKSON & MARY CAROL  
6524 W TUMBLER RDG  
ROGERS AR 72758

PARCEL 05-12557-000  
TREECE, ADAM & ROBERTS, ANNA  
1414 SPRING WATER WAY  
CAVE SPRINGS AR 72718



PARCEL 02-21120-000  
COWGER, WILLIAM C & ERIN R  
6518 W TUMBLER RDG  
ROGERS AR 72758-4170

PARCEL 02-19459-000  
WRIGHT, JACKIE & JOAN  
5704 S 66TH ST  
CAVE SPRINGS AR 72718-8447

PARCEL 05-12546-000  
BATES, PHILLIP THOMAS & PATRICIA K  
816 POST WAY  
CAVE SPRINGS AR 72718

PARCEL 02-19464-000  
CAMARDESE, AUBRIE L  
5802 S 66TH ST  
CAVE SPRINGS AR 72718-8449

PARCEL 02-19460-000  
HAMILTON, BARRETT & RITA  
5706 S 66TH ST  
CAVE SPRINGS AR 72718-8447

PARCEL 05-12549-000  
THAKRE, BHUPENDRASINH & PAYEL  
1430 SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 05-12576-000  
ORTIZ, EDWIN & ANA G  
1417 SPRING WATER WAY  
CAVE SPRINGS AR 72718

PARCEL 02-21169-000  
WHITACRE, IRA  
5705 S 65TH PL  
ROGERS AR 72758-4143

PARCEL 02-19439-000  
SMITH REVOCABLE TRUST, CAROL ANNE  
5909 S 66TH ST  
CAVE SPRINGS AR 72718-8448



PARCEL 02-15999-000  
BRODY, HAROLD & CAROL A  
5509 S BRAEBOURNE RD  
ROGERS AR 72758

PARCEL 02-17518-000  
HEARTH STONE PROPERTY OWNERS ASSOCIATION INC  
LOWELL AR 72745-0739

PARCEL 02-21201-001  
HEARTH STONE PHASE 3 LLC  
PO BOX 739 LOWELL AR 72745-0739





December 18, 2025

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

RE: Park 5 Subdivision – Variance Request  
CityWorks #PIP24-0628  
CTA Job No. 24108000

City Staff and Board of Adjustment Members,

We would like to request a variance from the prohibition of increases in velocities on offsite properties within other high risk flooding areas per Chapter 22 of the City of Rogers Unified Development Code (UDC).

A HEC-RAS hydraulic analysis was performed for the primary onsite channel and includes roadway culverts located upstream and downstream of the site. The analysis indicates localized velocity increases at the upstream cross section on the east side of Stratsman Road under the proposed condition due to the addition of a future culvert intended to improve conveyance.

Under existing conditions, the culverts beneath Stratsman Road are undersized, causing backwater effects and ponding on the adjacent offsite property. The proposed culvert allows floodwaters to pass downstream more efficiently rather than accumulating upstream until overtopping the roadway occurs. As a result, velocities increase locally at the adjacent cross section; however, these increases are confined in extent and are accompanied by reductions in base flood elevations and overall flood risk. Additionally, all velocities increases remain below 5 ft/s, which is considered erosive, and the sheer stress is manageable with turf grass and not additional reinforcement.

The requested variance is associated with future improvements within the Stratsman Road right-of-way that are not proposed to be constructed as part of this project but were required to be analyzed and designed. The variance is not the result of site development activities and instead addresses existing roadway drainage deficiencies that currently burden the property. We appreciate your consideration of this variance request. Should you have any questions, or require any additional information, please contact us at your convenience.

Sincerely,

Ali Karr, P.E., CFM  
Project Manager

BEFORE THE BOARD OF ADJUSTEMENT OF THE CITY OF ROGERS, ARKANSAS

**NOTICE OF PUBLIC HEARING FOR A VARIANCE REQUEST**

Notice is hereby given pursuant to Chapter 22 of the Rogers Unified Development Code that **HHC Homes, LLC and Crafton Tull** is applying to the Rogers Board of Adjustment for variance **PIP24-0628** to differ from certain requirements of the Unified Development Code at **Wallis and Rainbow** in Zone **T2 (future T3.2)**.

A public hearing by the Board of Adjustment will be held on **February 3, 2026** at 5:30 p.m. in the City Council Chambers of the City Hall Building located at 301 W. Chestnut Street, Rogers, Arkansas.

More information is available from the following:

**Christina Moore**  
City of Rogers  
479.621.1186  
[cmoore@rogersar.gov](mailto:cmoore@rogersar.gov)

**Ali Karr, P.E.**  
**Crafton Tull**  
**479-636-4838**  
[ali.karr@craftontull.com](mailto:ali.karr@craftontull.com)

Respectfully Submitted,

By: \_\_\_\_\_  
(Applicant's Signature)

PROPERTY OWNER AFFIDAVIT

I, JIA COMMUNITIES (MHC HOMES), certify that I am the current owner of the property which is the subject of this application. I hereby authorize, Crafton Tull 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 18 day of December, 20 25.

  
\_\_\_\_\_

Signed

GAGE MCKINNIS - COO  
\_\_\_\_\_

Name Printed

STATE OF Arkansas

COUNTY OF Benton

Subscribed and sworn before me this the 18 day of December, 20 25

Christa Stover

OFFICIAL SEAL  
CHRISTA STOVER  
NOTARY PUBLIC, ARKANSAS  
BENTON COUNTY  
COMMISSION# 12725566  
COMMISSION EXP 11-15-2033



## UNDERSTANDING THE VARIANCE PROCESS

### Sec. 2.12 of Rogers Unified Development Code

#### Application steps:

1. Discuss variance with Planning staff to verify nature of request.
2. Complete application and provide the following supplements:
  - Five-hundred dollar (\$500) filing fee made payable to the City of Rogers.
  - A signed copy of the Director's Minimum Submittal Requirements with all required documents for a Variance.
  - Unabbreviated legal description. Platted lot/block description is sufficient.
  - Reduction survey, site plan, sign proofs, pictures, or any other items necessary to explain request. Setback reduction requests must include the reduction distance in terms of linear feet.
3. Once application and required supplements are submitted and determined to meet all requirements, Planning staff will assign the variance request to a public hearing date based on the Public Hearing deadline and meeting schedule.

#### Public hearing details:

- Public hearings for variance requests are held during regularly scheduled Board of Adjustment meetings which take place on the first and third Tuesday of each month. The Board meets at 5:30 pm in the Council Chambers at City Hall.
- A legal notice of public hearing is advertised in the newspaper, and a public hearing notice sign is placed on the subject property 15 days prior to the Board of Adjustment meeting.
- The applicant or representative must be in attendance to represent the request and answer questions from the Board. If the applicant or representative fails to appear on the scheduled meeting date, the item can be postponed only once. If the applicant fails to appear on the second meeting date, the request will be automatically denied.
- The Board may approve a variance request with conditions or limits.

#### If your setback reduction is approved:

- Setback reduction variances require provision of an official reduction survey that complies with the city's REDUCTION SURVEY STANDARDS.
- Planning staff will review and confirm that the reduction survey complies with survey standards and the approved variance. Survey revisions may be necessary.
- Once reviewed, surveys may be submitted for signatures on paper not exceeding 18" x 24". If a survey requires City and utility signatures, utility signatures must be gathered first.
- Surveys must be recorded with the Benton County Circuit Clerk, and a pdf must be filed with the Department of Community Development before considered final.



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

<u>OFFICE USE ONLY</u>	
Permit Fee: _____ (\$500)	Zoning: _____
App. Number _____	
CityWorks Application: _____	
Date: _____	

### VARIANCE APPLICATION

APPLICANT: Ali Karr - Crafton Tull

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

GENERAL LOCATION OF PROPERTY: SE intersection of Wallis Rd and Rainbow Rd

PHONE #: 479-878-2468 EMAIL: ali.karr@craftontull.com

PROPERTY OWNER: HHC Homes, LLC PHONE #: (417) 658-2665

REQUEST to ALLOW(Cite Variation[s] from Applicable Section[s] of Code and Proposal):  
Chapter 22, Flood Damage Prevention Code, Increases in velocities offsite

**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.**

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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.**

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 12/18/25  
\_\_\_\_\_  
Applicant Signature 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



DEPT. OF COMMUNITY DEVELOPMENT  
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## REDUCTION SURVEY STANDARDS

**Surveys must feature the following:**

- Information required per Arkansas Standards of Practice No. 1.
- Graphic depiction (with bearings and distances) of the area to be reduced.
- Textual depiction of the linear distance to be reduced.
- If a reduction only involves specific encroachments, the reduction area must include the specific encroachments.

**Required signatures:**

<i>Setback and easement reduction:</i>	<i>Setback reduction only:</i>	<i>*Easement reduction only:</i>
Property owner (with notarization) Secretary, Board of Adjustment Community Development Director RWU Electric provider Gas provider CATV provider Phone/Internet provider	Property owner (with notarization) Secretary, Board of Adjustment Community Development Director	Property owner (with notarization) Community Development Director RWU Electric provider Gas provider CATV provider Phone/Internet provider

\*Easement reductions do not require a variance, but shall be submitted for review by Community Development and RWU, and require approval from all appropriate utilities. Submittals for easement reductions follow the standards and details above.

**Utility Contact Information:**

Provider	Contact	Phone #	Email
Rogers Water Utilities	Stephen Ponder	(479) 621-1156	stephenponder@rwu.org
Carroll Electric	Derek Thurman	(479) 273-2421 *2690	dthurman@carrollecc.com
AEP SWEPCO	Chris Andreolli	(479) 986-1015/ (479) 721-8573	clandreolli@aep.com
Black Hills Energy	Adam Comer	(479)320-5104/(479)877-0006	adam.comer@blackhillscorp.com
CATV (Cox)	Jason Combs	(479) 263-7057	jason.combs@cox.com
Phone (AT&T)	Justin Kumpe	(479) 435-2762	Jk449q@att.com



## UNDERSTANDING THE VARIANCE PROCESS

### Sec. 2.12 of Rogers Unified Development Code

#### Application steps:

1. Discuss variance with Planning staff to verify nature of request.
2. Complete application and provide the following supplements:
  - Five-hundred dollar (\$500) filing fee made payable to the City of Rogers.
  - A signed copy of the Director's Minimum Submittal Requirements with all required documents for a Variance.
  - Unabbreviated legal description. Platted lot/block description is sufficient.
  - Reduction survey, site plan, sign proofs, pictures, or any other items necessary to explain request. Setback reduction requests must include the reduction distance in terms of linear feet.
3. Once application and required supplements are submitted and determined to meet all requirements, Planning staff will assign the variance request to a public hearing date based on the Public Hearing deadline and meeting schedule.

#### Public hearing details:

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12.18.2025

Applicant Signature

Date

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BOARD OF ADJUSTMENT DECISION: \_\_\_\_\_

SECRETARY, BOARD OF ADJUSTMENT

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Black Hills Energy	Adam Comer	(479)320-5104/(479)877-0006	adam.comer@blackhillscorp.com
CATV (Cox)	Jason Combs	(479) 263-7057	jason.combs@cox.com
Phone (AT&T)	Justin Kumpe	(479) 435-2762	Jk449q@att.com

# NOTICE OF PUBLIC HEARING

## NOTICE OF PUBLIC HEARING VARIANCE

APPLICANT: [REDACTED]  
PROJECT: [REDACTED]  
PROPERTY: [REDACTED]  
ADDRESS: [REDACTED]  
CITY: [REDACTED]  
COUNTY: [REDACTED]  
STATE: [REDACTED]



CITY OF BOULDER  
PLANNING DEPARTMENT  
1701 13TH STREET  
BOULDER, COLORADO 80502

PHONE: 303.440.3300