



DEPT. OF COMMUNITY
DEVELOPMENT
PLANNING DIVISION
301 W. CHESTNUT
PHONE: (479) 621-1186
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**PLANNING COMMISSION MEETING AGENDA
FEBRUARY 17, 2026
5:30 PM**

AGENDA

CALL TO ORDER PLANNING COMMISSION:

ACTION ON MINUTES:

- a. Approving February 3, 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.

PUBLIC HEARINGS:

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

- i. No items.

- b. **NEW BUSINESS** — Items removed from Consent Agenda.

- i. **CSP Pleasant Crossing Commons (Case #: SGN26-0029)**

A request by Pleasant Crossing Commons for a Common Sign Plan on 27.57 acres at the southwest intersection of S. Dixieland Road & W. Pleasant Crossing Drive in the HC (Highway Commercial) zoning district.

STAFF: Zachery Birdsong, Planner II

REPRESENTED BY: Sunshine Harris

REPORTS :

- a. COMMISSIONERS
- b. STAFF



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ADJOURN PLANNING COMMISSION:

CALL TO ORDER BOARD OF ADJUSTMENT:

ACTION ON MINUTES:

- a. Approving February 3, 2026 meeting minutes.

OLD BUSINESS :

- a. No items.

NEW BUSINESS:

a. John Zito Variance (Case #: VAR25-0722)

Requesting a variance from the Unified Development Code at 808 W. Price Lane in the T4.1 (Neighborhood Medium-Intensity) zoning district.

STAFF: Amber Long, Planner II

REPRESENTED BY: Chuck Bell

REPORTS :

- a. COMMISSIONERS
- b. STAFF

ADJOURN BOARD OF ADJUSTMENT:



COMMUNITY DEVELOPMENT
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planning@rogersar.gov
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ROGERS PLANNING COMMISSION MINUTES

The Rogers Planning Commission met for a public meeting at Rogers City Hall at 301 W. Chestnut Street on February 3, 2026 at 5:30 P.M. The meeting was called to order by Chairwoman Samantha Best followed by the Pledge of Allegiance.

ROLL CALL

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

DECLARATION OF ABSTENTION

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

ACTION ON MINUTES

Motion by Cicioni, second by McClure to approve the January 20, 2026 Planning Commission meeting minutes as presented.

Voice Vote: Unanimous – Yes. Motion carried.

APPROVED.

PUBLIC FORUM

CONSENT AGENDA

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 52nd Street from the T2 (Rural) and T4.2 (Neighborhood High-Intensity) zoning districts to the T5.2 (City Medium-Intensity) zoning district.

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.

The Chair opened the public hearing for comments. There was one person to speak on the Horsebarn Rezone and the item was removed from consent agenda.

The public hearing was declared closed.

Motion by McClure, second by Lane to approve the consent agenda.

Voice Vote: Unanimous – Yes, Motion carried.

APPROVED.

PUBLIC HEARINGS

Old Business – None

New Business

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 52nd Street from the T2 (Rural) and T4.2 (Neighborhood High-Intensity) zoning districts to the T5.2 (City Medium-Intensity) zoning district.

Planner Christina Moore noted that the rezone request to T5.2 is subject to standard review in the Regional Corridor Placetype. The future zoning should be allowed for taller, compact buildings, and the streets to be able to support multimodal transportation. Staff recommends approval of the request.

Craigon Anderson represented the request.

The Chair opened the public hearing for comments.

- Linda Matula – concerns about permitted uses in T5.2

The public hearing was declared closed.

Commissioners and staff discuss the building height requirements and the allowed uses.

Motion by Cicioni, second by Stevens to recommend the rezone request as presented to City Council.

Voice Vote: Unanimous – Yes, Motion carried.

APPROVED.

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

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

Planner Christina Moore noted the requested zoning is the lowest intensity zone allowed as standard review in the Urban Neighborhood Placetype and the lowest allowed zone in the Neighborhood Center Placetype. All zones in Neighborhood Center are subject to enhanced review. The proposed rezone will help transition the Urban Neighborhood to a more intense Neighborhood Center at the corner of W. Perry Road and S. 26th Street. Staff recommends approval of the request.

Evan McMahon represented the request and noted that the drainage is considered during project review but the two discharge points are to the south.

The Chair opened the public hearing for comments.

- Jerry Suter – concerns about proposed development.
- Danny Yates – concerns about proposed development.
- Sherri Yates – consider existing trees being kept as a buffer.
- Mick Smith – concerns about wildlife, detention pond, and building height.
- Joe Higginbottom – concerns about proposed development.
- Kevin Rowlett – concerns about proposed development.

The public hearing was declared closed.

Commissioners discuss the request.

Motion by Stevens, second by Tovar to recommend the rezone request as presented to City Council.

Voice Vote: Unanimous – Yes, Motion carried.

APPROVED.

c. 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.

Planner Nicholas Little stated that the applicant is requesting to three different zonings. T4.2 on the west, T5.1 in the center of the property, and T5.2 on the east side of the property. The property is designated for Urban Neighborhood growth on the west third of the lot and Uptown Regional Center on the eastern two thirds. Both the rezones to T4.2 in the Urban Neighborhood and T5.2 in the Uptown Regional Center are subject to standard review. The rezone to T5.1 in the Uptown Regional Center is subject to enhanced review. Staff recommends approval of the request.

Libby Topping represented the request.

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

The public hearing was declared closed.

Commissioners discuss the request.

Motion by Stevens, second by Jensen to recommend the rezone request as presented to City Council.

Voice Vote: Unanimous – Yes, Motion carried.

APPROVED.

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

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

Planner Zachery Birdsong noted that the requested deviations stem from wall and monument signs approved under the previous sign code last year, in addition to new tenant wall signs that range from 3%-8% of the tenant's façade. The CSP proposes one wall sign per tenant at 1-sf per linear foot of the tenant's façade. The sizes range between 30-sf to 82-sf. Staff recommends consideration of the request with the condition that, in the event existing monument signs 1 and 2 are demolished or removed, an updated common sign plan will need to be submitted for review of the proposed replacement at that time.

Will Kellstrom and Matthew Robinson represented the request. Kellstrom stated that the proposed CSP has been the same from the very start of the development but the process on how to get these signs had changed twice.

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

The public hearing was declared closed.

Motion by Jensen, second by Stevens to approved the request as presented.

Voice Vote: Unanimous – Yes, Motion carried.
APPROVED.

REPORTS

Planning Deputy Director Joe Rexwinkle noted that there will be amendments to the sign code as well as a number of other amendments being presented to the Commission sometime in March.

ADJOURN

There being no further business, the Chair adjourned the meeting at 6:29 p.m.

ATTEST:

APPROVED:

Ezequiel Tovar, Secretary

Samantha Best, Chair



Common Signage Plan Pleasant Crossing Commons

PLANNING

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



Vicinity Map

Location

Six properties under common ownership at the NW corner of S Dixieland and S Pleasant Crossing Boulevard

FLUM Place Type

Pleasant Grove Regional Center

Zoning

Highway Commercial

Representative

Keith Zetzer

Nature of the Request:

The following request is to propose a common signage plan for six property under common ownership at the NW corner of S Dixieland and S Pleasant Crossing Boulevard.

Request Details:

Proposal: The applicant is primarily proposing wall sign allowances for future submissions. The plan was prompted by Planet Fitness' sign. The applicant chose to include additional properties under contiguous ownership to set sign allowances for those as well.



Common Signage Plan Pleasant Crossing Commons

PLANNING

Staff Report Briefing



- The applicant is establishing wall sign regulations that allow the size and number of permitted wall signs greater than what code permits.
- The applicant is using a 2 s.f. and 1.5 s.f. per linear foot calculation to set maximum sign sizes. However, all proposed wall sign allowances will be no more than 10% of the building façade as proposed.
- The applicant proposes that one monument sign be allowed per parcel and that it meet code's height and size requirements.
- There are three existing non-conforming directory pole signs along S Pleasant Crossing.
- All new signage must adhere to the CSP, or the City Code where the CSP is silent.

Staff Report Briefing

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- All proposed wall signage allowances will be no more than 10% of the building façade as proposed.
- The applicant proposes that one monument sign be allowed per parcel and that it meet code's height and size requirements.
- There are three existing non-conforming directory signs along S Pleasant Crossing.
- All new signage must adhere to the CSP, or the City Code where stated or where the CSP is silent.



Wall Sign Deviations from Code



- **Rogers' Code Wall Sign Requirements:**
 - Number: One per tenant
 - Size: 30 s.f.
- **Southern Buildings Wall Sign Allowances (Boxed in Green)**
 - Size: 1.5 s.f. per linear foot of tenant frontage with a maximum of 150 s.f.
 - Placement: One sign per primary elevation, or maximum allowance per code

Wall Sign Deviations from Code

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Common Signage Plan

Pleasant Crossing Commons

PLANNING



Wall Sign Deviations from Code

- **Building 4311 (Outlined in Green)**
 - This new building is composed of four tenant spaces, each about 30' in width. The northern and southern ends of the building are approximately 62'.
 - Each tenant would be allowed a 45 s.f. sign on the east and west. The tenants located on the ends would be allowed an additional 93 s.f. sign on the northern and southern facades.

Building 4311 Wall Sign Allowances

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 - This new building is composed of four tenant spaces, each about 30' in width. The northern and southern ends of the building are approximately 62'.
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Common Signage Plan

Pleasant Crossing Commons

PLANNING

Building 4307 Wall Sign Allowances

Sign Name	Area (sq. ft.)	Max Allowed (s.f.)	Percentage of Façade
EXO DENTAL	48.72	91.12	5.8%
crumbl cookies	58.68	31	5.7%
EXO DENTAL	48.72	55.5	5.8%

Map Parcel Numbers: 02-16155-017, 02-16155-018, 02-16155-010, 02-16155-011, 02-16155-009, 02-16155-012

Building 4307 Wall Sign Allowances

- Existing signs are shown for comparison. The subject building is outlined in green.



Common Signage Plan Pleasant Crossing Commons

PLANNING



**Building 4305 Wall
Sign Allowances**

Building 4305 Wall Sign Allowances

- Existing signs are shown for comparison. The subject building is outlined in green.



Common Signage Plan Pleasant Crossing Commons

PLANNING



Building 4207 Wall Sign Allowances

Building 4207 Wall Sign Allowances

- Existing signs are shown for comparison. The subject building is outlined in green.



Wall Sign Deviations from Code

- **Rogers' Code Wall Sign Requirements:**
 - Number: One per tenant
 - Size: 30 s.f.
- **Northern Building Wall Sign Allowances (Boxed in Yellow)**
 - Size: 2 s.f. per linear foot of tenant frontage (max 300 s.f.)
 - Placement: One sign per building frontage, secondary sign allowed if facing public ROW or primary parking



Wall Sign Deviations from Code

- **Rogers' Code Wall Sign Requirements:**
 - Number: One per tenant
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Common Signage Plan Pleasant Crossing Commons

PLANNING

The collage displays four building facade photos with their respective sign allowances and a map of the Pleasant Crossing Commons area. The photos show signs for POSH NAIL BAR, ROSS DRESS FOR LESS, Sun's FLOOR & HOME, and FAMOUS footwear. The map highlights several parcels, with the subject building (Parcel 02-16155-01) outlined in yellow.

Building	Existing Sign Area (sq. ft.)	Max Allowed Sign Area (sq. ft.)	Percentage of Façade
POSH NAIL BAR	~119.02	90	6.9%
ROSS DRESS FOR LESS	~405.55	300	4.7%
Sun's FLOOR & HOME	~219.65	144	6.8%
FAMOUS footwear	~131.25	117	7.8%

Building 4327 Wall Sign Allowances

Building 4437 Wall Sign Allowances

- Existing signs are shown for comparison. The subject building is outlined in yellow.



Common Signage Plan Pleasant Crossing Commons

PLANNING

 <p>≈127.61 sq. ft.</p> <p>DOLLAR TREE</p> <p>Max allowed: 137 s.f. 7.3% of façade</p>	 <p>≈164.55 sq. ft.</p> <p>goldfish swim school</p> <p>Max allowed: 216 s.f. 7.2% of façade</p>
 <p>≈22.27 sq. ft.</p> <p>The Little Gym</p> <p>Max allowed: 58 s.f. 6.9% of façade</p>	 <p>≈34.13 sq. ft.</p> <p>SalonCentric</p> <p>Max allowed: 58 s.f. 6.9% of façade</p>

Building 4319 Wall Sign Allowances



Building 4319 Wall Sign Allowances

- Existing signs are shown for comparison. The subject building is outlined in yellow.



Applicant's Responses

<p>Is the proposal compatible with the surrounding area?</p>	<p>“The proposed CSP establishes consistent, center-wide signage standards tailored to a large-scale, highway commercial shopping center. Sign types, sizes, materials, and illumination methods are regulated to ensure signage is proportional to building façades and compatible with adjacent commercial development along Pleasant Crossing Boulevard. Monument, wall, and wayfinding signs are limited to code-compliant dimensions and setbacks, ensuring visual continuity with surrounding properties while supporting tenant visibility appropriate for a big-box and multi-tenant retail environment.”</p>
<p>Is the proposal consistent with the intended character of the placetype?</p>	<p>“Located within the Pleasant Grove Regional Center, the CSP supports the placetype’s intended character by allowing appropriately scaled monument and wall signage designed for high-traffic visibility without excessive intensity or distraction. The use of durable, professional-grade materials, controlled illumination, and architectural integration reinforces a cohesive, modern commercial identity consistent with corridor-scale retail development and the City’s long-term aesthetic goals.”</p>

Applicant's Responses:

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“The proposed CSP establishes consistent, center-wide signage standards tailored to a large-scale, highway commercial shopping center. Sign types, sizes, materials, and illumination methods are regulated to ensure signage is proportional to building façades and compatible with adjacent commercial development along Pleasant Crossing Boulevard. Monument, wall, and wayfinding signs are limited to code-compliant dimensions and setbacks, ensuring visual continuity with surrounding properties while supporting tenant visibility appropriate for a big-box and multi-tenant retail environment.”

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

“Located within the Pleasant Grove Regional Center, the CSP supports the placetype’s intended character by allowing appropriately scaled monument and wall signage designed for high-traffic visibility without excessive intensity or distraction. The use of durable, professional-grade materials, controlled illumination, and architectural integration reinforces a cohesive, modern commercial identity consistent with corridor-scale retail development and the City’s long-term aesthetic goals.”



Applicant's Responses

<p>Does the proposal minimize visual clutter and maximize readability and aesthetic appeal?</p>	<p>“The CSP minimizes visual clutter through strict controls on sign quantity, size, illumination, and prohibited sign types. The prohibition of flashing, digital, inflatable, and roof-mounted signs, combined with uniform mounting methods and concealed raceways when needed, creates a clean and orderly visual environment. Clear limits on window signage, consistent monument sign design, and coordinated wayfinding improve readability and enhance overall site aesthetics while maintaining tenant brand recognition.”</p>
<p>Does the proposal present a clear and public danger to public safety?</p>	<p>“The CSP presents no clear or substantial danger to public safety. Sign placement, height, and setbacks comply with UDO standards to preserve sightlines for vehicles and pedestrians. Illumination is limited to non-flashing, face-lit or externally lit signage with regulated color temperature, reducing glare and driver distraction. Additionally, all electrical signage must be UL- or MEP-certified and installed in accordance with the National Electrical Code, ensuring safe fabrication, installation, and long-term operation.”</p>

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Does the proposal minimize visual clutter and maximize readability and aesthetic appeal?

“The CSP minimizes visual clutter through strict controls on sign quantity, size, illumination, and prohibited sign types. The prohibition of flashing, digital, inflatable, and roof-mounted signs, combined with uniform mounting methods and concealed raceways when needed, creates a clean and orderly visual environment. Clear limits on window signage, consistent monument sign design, and coordinated wayfinding improve readability and enhance overall site aesthetics while maintaining tenant brand recognition.”

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Common Signage Plan
Pleasant Crossing Commons

PLANNING

Staff Analysis

<p>Is the proposal compatible with the surrounding area?</p>	<p>The proposal is generally compatible with the surrounding area. The Pleasant Grove Regional Center contains primarily large format retail and restaurants surrounded by parking with multiple larger signs. Such as, Burlington, Ashley Furniture, Walmart, Hank’s Fine Furniture, Whataburger, and Walgreens.</p>
<p>Is the proposal consistent with the intended character of the placetype?</p>	<p>Partially. The intended character of this Placetype is that it include large-format retail, institutional uses, and urban housing. The transportation network is intended to evolve, but existing site design and street connections do merit some level of size increase.</p>

Staff Analysis:

Is the proposal compatible with the surrounding area?

The proposal is generally compatible with the surrounding area. The Pleasant Grove Regional Center contains primarily large format retail and restaurants surrounded by parking with multiple larger signs. Such as, Burlington, Ashley Furniture, Walmart, Hank’s Fine Furniture, Whataburger, and Walgreens.

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

Partially. The intended character of this Placetype is that it include large-format retail, institutional uses, and urban housing. The transportation network is intended to evolve, but existing site design and street connections do merit some level of size increase.



Common Signage Plan
Pleasant Crossing Commons

PLANNING

Staff Analysis

<p>Does the proposal minimize visual clutter and maximize readability and aesthetic appeal?</p>	<p>Not completely. Future sign proposals for some of these larger tenants wouldn't be able to request as large of a sign as what is existing. The CSP also creates uniformity through its standards with materials and lighting.</p> <p>However, the plan allows for wall signs on each façade and secondary signs for the northern building facades facing r/w and primary parking areas. It also allows for a monument sign on each parcel in addition to the three existing pole directory signs.</p>
<p>Does the proposal present a clear and public danger to public safety?</p>	<p>No sign is this proposal is presented in a way that presents a clear danger to public safety.</p>

Staff Analysis:

Does the proposal minimize visual clutter and maximize readability and aesthetic appeal?

Not completely. Future sign proposals for some of these larger tenants wouldn't be able to request as large of a sign as what is existing. The CSP also creates uniformity through its standards with materials and lighting.

However, the plan allows for wall signs on each façade and secondary signs for the northern building facades facing r/w and primary parking areas. It also allows for a monument sign on each parcel in addition to the three existing pole directory signs.

Does the proposal present a clear and public danger to public safety?

No sign is this proposal is presented in a way that presents a clear danger to public safety.



Common Signage Plan

Pleasant Crossing Commons

PLANNING

Deviations Summary

Applicant's Proposal	Staff's Recommended Modifications
<p>1. Northern buildings:</p> <ul style="list-style-type: none"> A. Be allowed 2 s.f. per linear foot with a maximum of 300 s.f. B. Be allowed one sign per building frontage, with a secondary sign if facing public ROW or primary parking <p>2. Southern buildings:</p> <ul style="list-style-type: none"> A. Be allowed 1.5 s.f. per linear foot with a maximum of 150 s.f. B. One sign per primary elevation, or maximum allowance per code. <p>3. Freestanding Signs:</p> <ul style="list-style-type: none"> A. One monument sign per parcel allowed 	<p>1. Northern buildings:</p> <ul style="list-style-type: none"> A. Be allowed 2 s.f. per linear foot with a maximum of 250 s.f, except for on the northern elevation, where tenant's be allowed 1.5 s.f. per linear foot not to exceed 80 s.f. due to the building's proximity to W Pleasant Crossing Drive. B. Tenants be allowed only one sign on a choice of two facades each to reduce the total number. <p>2. Southern buildings:</p> <ul style="list-style-type: none"> A. Be allowed 1.5 s.f. per linear foot with a maximum of 80 s.f. due to proximity to S Pleasant Crossing Boulevard. All but two signs are already below this maximum B. Tenants be allowed only one sign on a choice of two facades each to reduce the total number. <p>3. Freestanding Signs:</p> <ul style="list-style-type: none"> A. That all proposed freestanding signs meet code

Deviations Summary



Common Signage Plan Pleasant Crossing Commons

PLANNING



Aerial View

Recommendation:

Consider with staff's stated modifications

PUBLIC INPUT:

No public input has been provided.

RECOMMENDATIONS:

Staff recommends **consideration** of this request with staff's stated modifications

Possible Planning Commission Motions:

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

Pleasant Crossing Commons

Common Signage Plan 2026 Rev. 04 – 02/09/2026

4315 A S Pleasant Crossing Blvd - Rogers AR 72758

Parcel IDs

02-16155-010

02-16155-017

02-16155-018

02-16155-004

02-16155-012

02-16155-011

Shopping Center Common Signage Plan – Rogers, AR

Location: Pleasant Crossing Commons Phase – 4315 A S Pleasant Crossing Blvd. Rogers AR 72758

Zoning District: HC / Highway Commercial

Placetype: Pleasant Grove Regional Center

Parcel IDs: 02-16155-010, 02-16155-017, 02-16155-018, 02-16155-004, 02-16155-012, 02-16155-011

Governing Ordinance: City of Rogers Unified Development Ordinance (UDO), Section 5.8.9 – Common Signage Plan

1. Purpose and Compliance Summary – Rogers, AR – UDO Section 5.8.9(3)

To establish clear, compliant signage standards for tenants and property owners across a multi-parcel shopping center development, ensuring visual harmony, legal conformity, and public safety.

CSP Compliance Summary – Rogers UDO Section 5.8.9(3)

Compatibility with the Development and Surrounding Area

The proposed CSP establishes consistent, center-wide signage standards tailored to a large-scale, highway commercial shopping center. Sign types, sizes, materials, and illumination methods are regulated to ensure signage is proportional to building façades and compatible with adjacent commercial development along Pleasant Crossing Boulevard. Monument, wall, and wayfinding signs are limited to code-compliant dimensions and setbacks, ensuring visual continuity with surrounding properties while supporting tenant visibility appropriate for a big-box and multi-tenant retail environment.

Consistency with the Intended Character of the Placetype

Located within the Pleasant Grove Regional Center, the CSP supports the placetype's intended character by allowing appropriately scaled monument and wall signage designed for high-traffic visibility without excessive intensity or distraction. The use of durable, professional-grade materials, controlled illumination, and architectural integration reinforces a cohesive, modern commercial identity consistent with corridor-scale retail development and the City's long-term aesthetic goals.

Minimization of Visual Clutter and Maximization of Readability and Aesthetic Appeal

The CSP minimizes visual clutter through strict controls on sign quantity, size, illumination, and prohibited sign types. The prohibition of flashing, digital, inflatable, and roof-mounted signs, combined with uniform mounting methods and concealed raceways when needed, creates a clean and orderly visual environment. Clear limits on window signage, consistent monument sign design, and coordinated wayfinding improve readability and enhance overall site aesthetics while maintaining tenant brand recognition.

Protection of Public Health, Safety, and Welfare

The CSP presents no clear or substantial danger to public safety. Sign placement, height, and setbacks comply with UDO standards to preserve sightlines for vehicles and pedestrians. Illumination is limited to non-flashing, face-lit or externally lit signage with regulated color temperature, reducing glare and driver distraction. Additionally, all electrical signage must be UL- or MEP-certified and installed in accordance with the National Electrical Code, ensuring safe fabrication, installation, and long-term operation.

2. General Guidelines

- **Permits:** Required for all permanent signs.
- **Materials:** Durable, commercial-grade materials (metal, routed acrylic, face-lit aluminum only).
- **Illumination:** Only face-lit illumination is permitted. No flashing, pulsating, or color-changing lighting. Max 5000K color temperature.
- **Uniformity:** Signage must conform to the center's overall architectural design and be professionally fabricated.
- **Mounting Method:** All signage must be mounted on a raceway or wire way; **Direct mount preferred. Wire-mounted signs require written approval from the property owner** prior to installation. Signage Backplates are allowed.
- **Common Signage Plan Compliance:** All signage must conform to the City of Rogers Common Signage Plan (CSP) requirements. All existing non-conforming signage may remain; however, it must be brought into compliance if it is replaced.
- **Size:** No sign shall exceed 15% of the entire building façade. Individual Letters not to exceed 120" in height without Landlord Approval.
- **Materials:** Durable, commercial-grade materials (metal, routed acrylic, halo-lit aluminum).

- **Illumination:** External or internal permitted (no flashing, pulsating, or color-changing lighting). Max 5000K color temperature.
 - **Uniformity:** Signage must conform to the center's overall architectural design and be professionally fabricated.
-

3. Allowed Sign Types

A. Monument (Freestanding) Signs

- **Main Parcel:**
 - New monument signage is permitted.
- **Outparcels:**
 - One monument sign per parcel
 - Max Height: Allowed, Maximum per code
 - Max Area: Allowed, Maximum per code
 - Min Setback: 5 ft from ROW
 - Design must complement center monument sign
 - Monument signs for out parcels are allowed if compliant with current City of Rogers code, pending they do not reduce the any other signage located within the property.

B. Wall Signs

- **Main Parcel (Multi-Tenant):**
 - Max Area: 2 sq ft per linear foot of tenant frontage (max 300 sq ft)
 - Placement: One sign per building frontage; secondary sign allowed if facing public ROW or primary parking
- **Outparcels:**
 - Max Area: 1.5 sq ft per linear foot (max 150 sq ft)
 - One sign per primary elevation; or Maximum allowance per code

C. Window Signs

- **Permitted Coverage:** Max 25% of any individual windowpane
- **Temporary Promotions:** Allowed, Maximum per code

D. Directional / Wayfinding Signs

- Max Height: Maximum per code
- Max Area: Maximum per code
- Uses: Parking, drive-thru, loading, delivery access

E. Drive-Thru Menu Boards (if applicable)

- Max Height: Maximum per code
 - Max Area: Maximum per code
 - Max Quantity: Maximum per code
 - Must be screened with landscaping when visible from ROW
-

4. Prohibited Signs

The following sign types are not permitted on any parcel within the center:

- Flashing, blinking, or scrolling digital signs
- LED video or dynamic message boards (except as allowed for fuel pricing)

- Roof-mounted, inflatable, or portable signs
 - Exposed neon tubing
 - Exposed raceway-mounted channel letters (unless painted to match wall and integrated)
-

5. Design Standards

- **National Brands:** National brands with trademarked logos, colors and lettering are acceptable and may be used as submitted, provided they meet size and placement guidelines.
 - **Color Scheme:** Must complement base building or use center-approved color palette or National brand color scheme
 - **Lettering:** No Restrictions
 - **Logos:** Allowed, as per code
 - **Mounting & Illumination:** Direct Mount Preferred or Raceway must be concealed; lighting should be even and without hotspots
-

6. Maintenance

- Tenants are responsible for maintaining sign condition
 - Broken or unlit signs must be repaired within 30 days
 - Center reserves right to require removal or update of nonconforming signs
-

7. Approval Process

- The property owner reserves the right to reject any proposed signage package at their sole discretion.
 - Submit all sign proposals to property owner for **design review and approval**
 - Include:
 - Location plan
 - Scaled renderings
 - Materials & lighting specs
 - No signage may be installed prior to Landlord Approval and City of Rogers permit issuance
-

8. Variance Requests

- Variances must be approved via the **Board of Adjustment** in accordance with UDO procedures
 - Center owner will support only signage that aligns with branding and architectural integrity of the center at its sole discretion
-

9. UL Certification Requirement

To ensure safety, quality, and code compliance, all signage installed within the shopping center must meet the following standards:

UL Certification

- **All electrical signs must be UL Listed and labeled** by an authorized Underwriters Laboratories (UL) agency or a **Nationally Recognized Testing Laboratory (NRTL)**. **MEP (Mechanical, Electrical, Plumbing) engineering certification is also accepted as an alternative** where applicable under local building codes.
- UL or MEP labels must be **permanently affixed** and visible on each sign at the time of final installation.
- Non-illuminated signs are encouraged, but if electrical components are used (LEDs, internal illumination, etc.), they must be UL- or MEP-approved and installed per NEC (National Electrical Code) and local code requirements.
- Contractors or fabricators must provide **proof of UL or MEP certification** with submittal

Responsibility

- It is the **tenant and sign contractor's responsibility** to ensure signs are fabricated and installed in compliance with UL/NRTL/MEP standards.
- The property owner reserves the right to require re-fabrication or removal of any sign not properly certified.

CSP SUPPLEMENTAL GUIDE

South Pleasant Crossing Boulevard
Rogers, AR 72758

SITE PLAN



PARCEL MAP



Project Location:

**Planet Fitness
Store #0000**

South Pleasant Crossing
Boulevard
Rogers, AR 72758

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BUILDING SIGNS					
SIGN	TENANT	PROPOSED	SIGN	TENANT	ESTIMATED
A	PLANET FITNESS	182.62 sq ft	N	FRESHAIR SALON	84.47 sq ft
SIGN	TENANT	ESTIMATED	O	IGNITE CHIROPRACTIC	62.25 sq ft
B	POSH NAILS	119.02 sq ft	P	EMERALD AESTHETICS	95.68 sq ft
C	FAMOUS FOOTWEAR	131.25 sq ft	Q	MODERN SHOWROOM	N/A
D	ROSS DRESS FOR LESS	405.55 sq ft	R	HOTWORX	25.97 sq ft
E	CARPET ONE (FLOOR LIQUIDATORS)	219.65 sq ft	S	V'S BARBERSHOP	42.36 sq ft
F	PET SUPPLIES PLUS	147.54 sq ft	T	CRUMBL COOKIE	58.68 sq ft
G	BURN BOOT CAMP	44.55 sq ft	U	EXODENTAL	48.72 sq ft
H	BURN BOOT CAMP	44.55 sq ft	V	EXODENTAL	48.72 sq ft
I	BURN BOOT CAMP	44.55 sq ft			
J	STATE BEAUTY SUPPLY	34.13 sq ft			
K	LITTLE GYM	22.27 sq ft			
L	GOLDFISH SWIM SCHOOL	164.55 sq ft			
M	DOLLAR TREE	127.61 sq ft			

Design Revision

1 - 12/19/2025	T. Nguyen
2 - 01/13/2026	T. Nguyen
3 - 01/15/2026	T. Nguyen
4 - 01/16/2026	T. Nguyen
5 - 02/06/2026	T. Nguyen
6 - 02/09/2026	T. Nguyen

Project Notes:

Tenants & Units Available

Unit Number	Unit Name	Footage
4327		
A	Posh Nails	2,975 Sq Ft
B	Famous Footwear	6,000 Sq Ft
C	Ross Dress for Less	24,904 Sq Ft
D	Carpet One (Flooring Liquidators)	7,611 Sq Ft
E	Pet Supplies Plus	7,500 Sq Ft

4207		
	Burn Boot Camp	5,000 Sq Ft

4319		
101	State Beauty Supply	2,353 Sq Ft
102	Little Gym	3,366 Sq Ft
105	Goldfish Swim School	8,417 Sq Ft
107	Dollar Tree	8,000 Sq Ft

4305		
101	Freshair Salon	2,675 Sq Ft
102	Ignite Chiropractic	2,000 Sq Ft
103	Emerald Aesthetics	2,485 Sq Ft
104	Modern Showroom (NO SIGNAGE)	1,860 Sq Ft
105	Hotworx	1,950 Sq Ft

4307		
A	V's Barbershop	1,265 Sq Ft
B	CrumbI Cookie	2,055 Sq Ft
C	Exo Dental	2,250 Sq Ft

4315		
A	Planet Fitness	20,000 Sq Ft
B	Available	2,291 - 2783 Sq Ft

4311		
101	Available	1,960 Sq Ft
102	Available	1,865 Sq Ft
103	Available	1,865 Sq Ft
104	Available	1,960 Sq Ft

Project Location:

**Planet Fitness
Store #0000**

South Pleasant Crossing
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Project Notes:

4315 S Pleasant Crossing Blvd Ste A
Rogers, AR 72758



Project Location:

**Planet Fitness
Store #0000**

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Maximum sign allowance of "2 sq. ft. per lineal ft." = 240 sq. ft.
 Façade Area = 2771.19 sq. ft.
 Max façade area the signage can cover = 10%
 Proposed signage coverage = 6.59%

182.62 sq. ft.



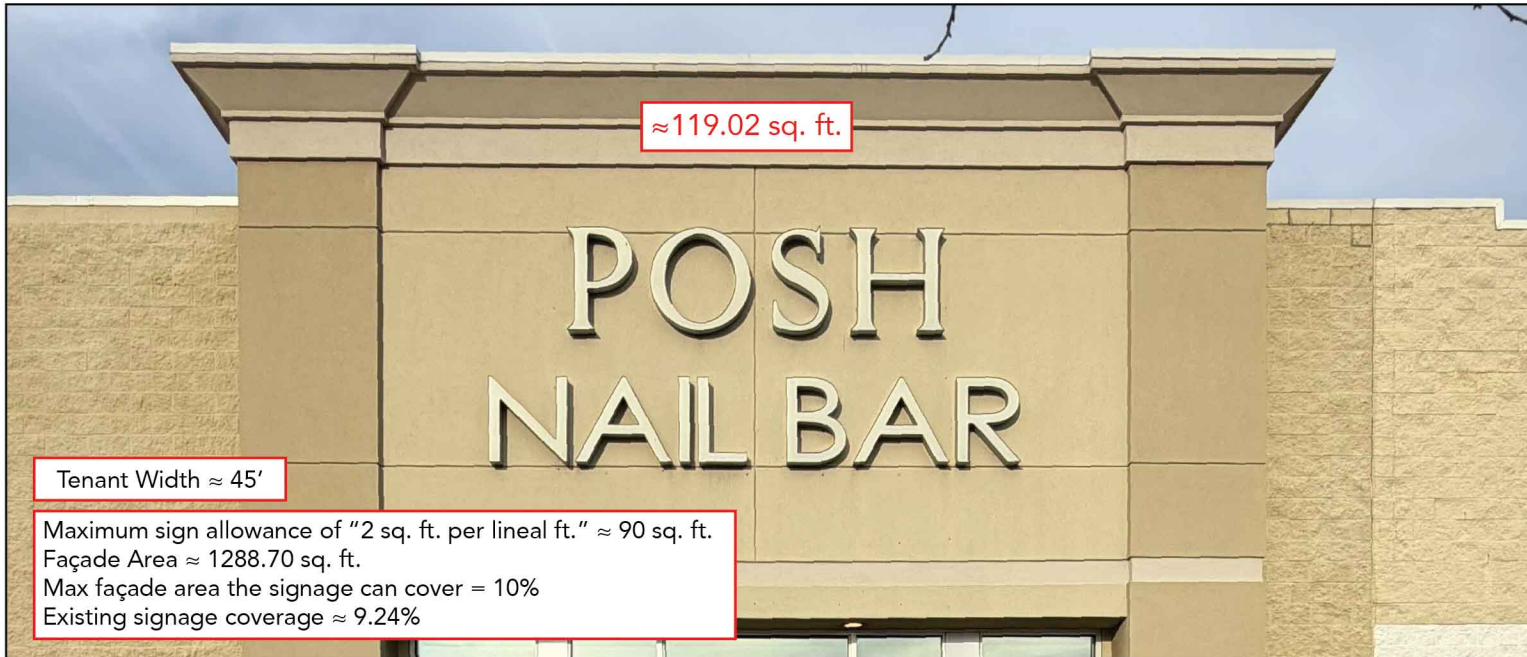
120'

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6 - 02/09/2026	T. Nguyen

Project Notes:

4327 S Pleasant Crossing Blvd Ste A
Rogers, AR 72758



≈ 119.02 sq. ft.

Tenant Width ≈ 45'

Maximum sign allowance of "2 sq. ft. per lineal ft." ≈ 90 sq. ft.
Façade Area ≈ 1288.70 sq. ft.
Max façade area the signage can cover = 10%
Existing signage coverage ≈ 9.24%

Project Location:

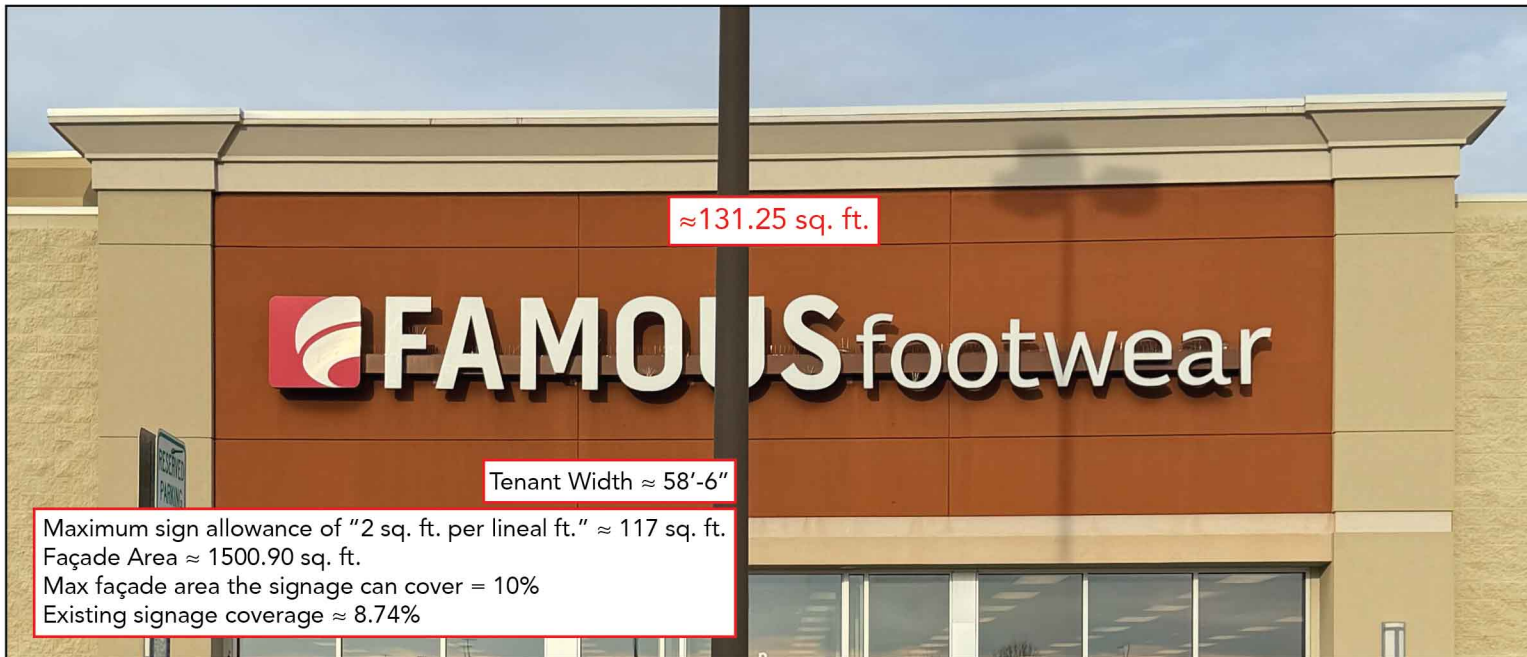
Planet Fitness
Store #0000

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ESTIMATED EXISTING SIGNAGE



≈ 131.25 sq. ft.

Tenant Width ≈ 58'-6"

Maximum sign allowance of "2 sq. ft. per lineal ft." ≈ 117 sq. ft.
Façade Area ≈ 1500.90 sq. ft.
Max façade area the signage can cover = 10%
Existing signage coverage ≈ 8.74%

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6 - 02/09/2026	T. Nguyen

Project Notes:

4327 S Pleasant Crossing Blvd Ste B
Rogers, AR 72758

4327 S Pleasant Crossing Blvd Ste C
Rogers, AR 72758

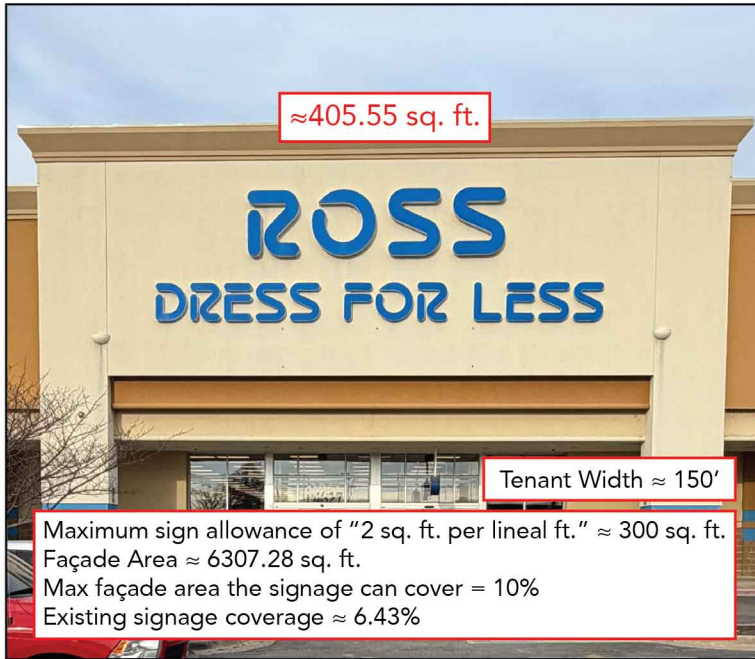
4327 S Pleasant Crossing Blvd Ste D
Rogers, AR 72758

Project Location:

**Planet Fitness
Store #0000**

South Pleasant Crossing
Boulevard
Rogers, AR 72758

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ESTIMATED EXISTING SIGNAGE



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Project Notes:

4327 S Pleasant Crossing Blvd Ste E
Rogers, AR 72758

4207 S Pleasant Crossing Blvd
Rogers, AR 72758

Project Location:

**Planet Fitness
Store #0000**

South Pleasant Crossing
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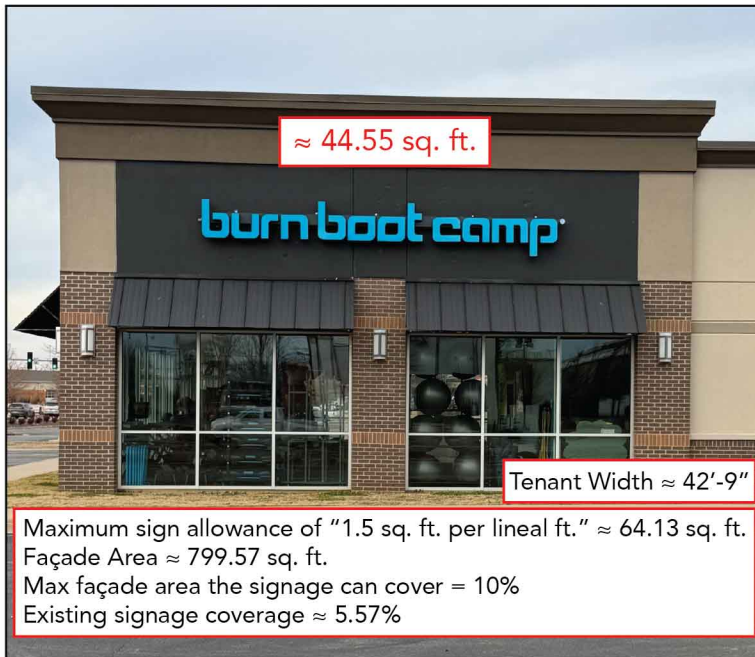
≈ 44.55 sq. ft.

Tenant Width ≈ 108'

Maximum sign allowance of "1.5 sq. ft. per lineal ft." ≈ 162 sq. ft.
Façade Area ≈ 2403 sq. ft.
Max façade area the signage can cover = 10%
Existing signage coverage ≈ 1.85%

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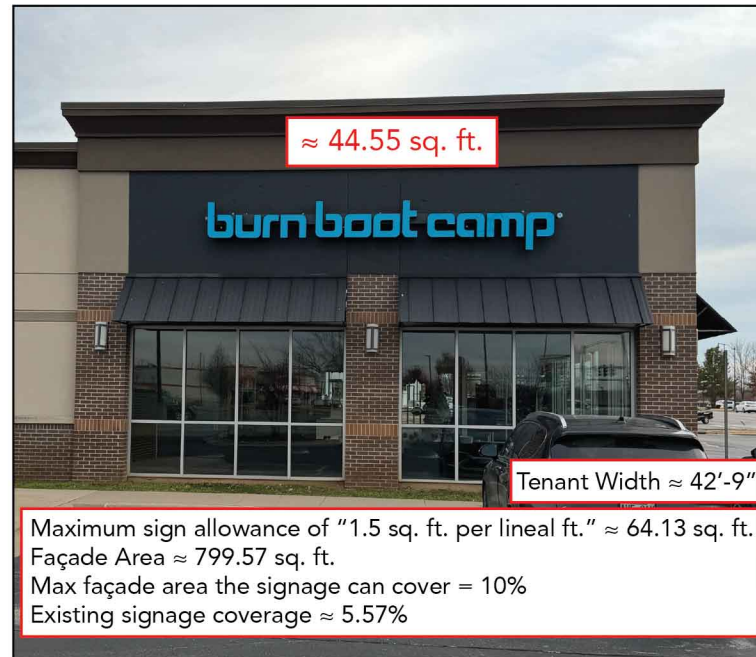
ESTIMATED EXISTING SIGNAGE



≈ 44.55 sq. ft.

Tenant Width ≈ 42'-9"

Maximum sign allowance of "1.5 sq. ft. per lineal ft." ≈ 64.13 sq. ft.
Façade Area ≈ 799.57 sq. ft.
Max façade area the signage can cover = 10%
Existing signage coverage ≈ 5.57%



≈ 44.55 sq. ft.

Tenant Width ≈ 42'-9"

Maximum sign allowance of "1.5 sq. ft. per lineal ft." ≈ 64.13 sq. ft.
Façade Area ≈ 799.57 sq. ft.
Max façade area the signage can cover = 10%
Existing signage coverage ≈ 5.57%

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6 - 02/09/2026	T. Nguyen

Project Notes:

4319 S Pleasant Crossing Blvd Ste 101
Rogers, AR 72758

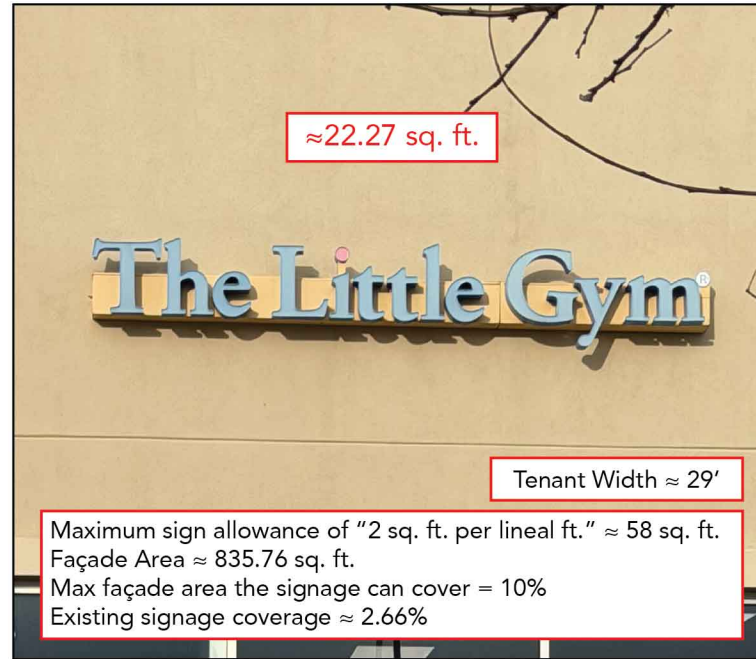
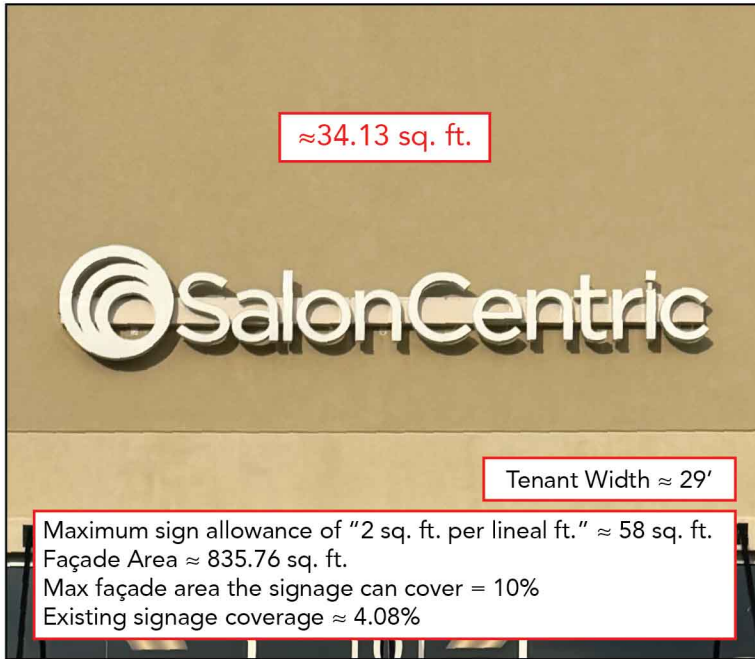
4319 S Pleasant Crossing Blvd Ste 102
Rogers, AR 72758

Project Location:

**Planet Fitness
Store #0000**

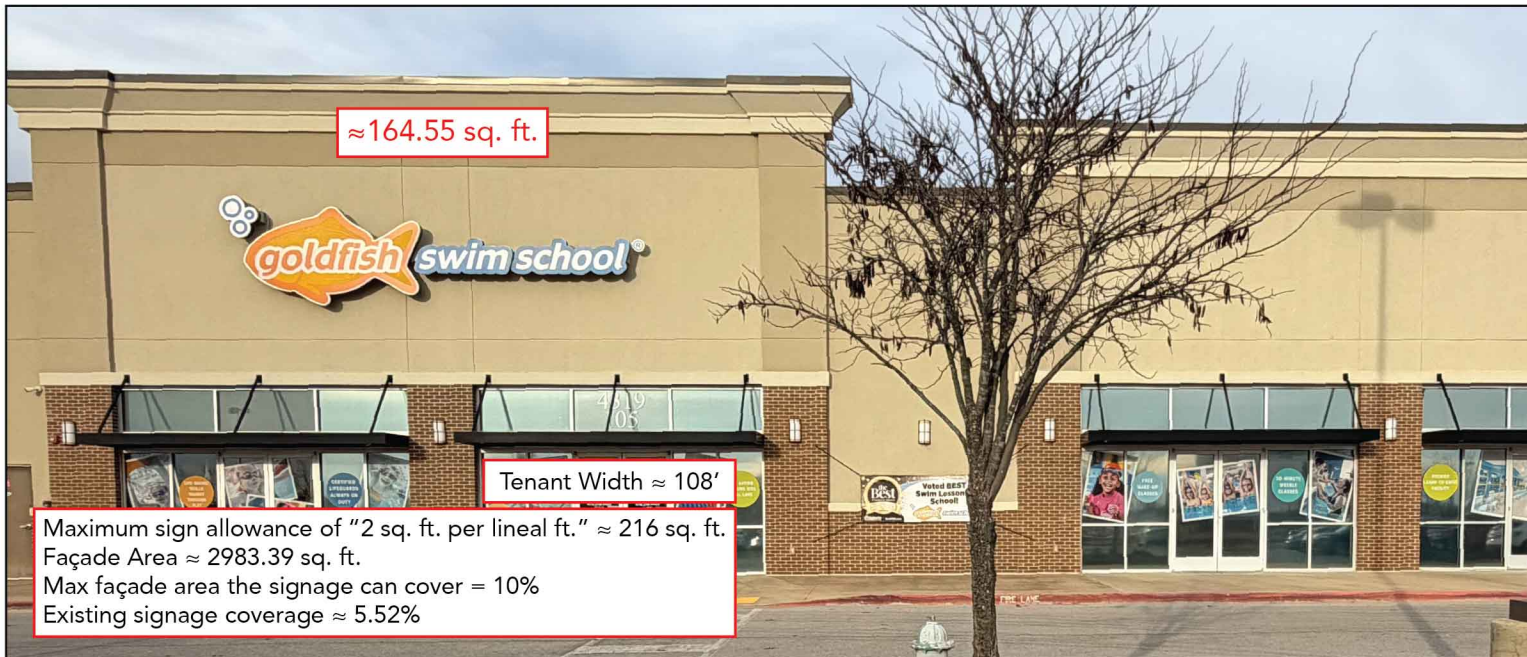
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Project Notes:

4319 S Pleasant Crossing Blvd Ste 105
Rogers, AR 72758

4319 S Pleasant Crossing Blvd Ste 107
Rogers, AR 72758



Maximum sign allowance of "2 sq. ft. per lineal ft." \approx 137.5 sq. ft.
 Façade Area \approx 1865.56 sq. ft.
 Max façade area the signage can cover = 10%
 Existing signage coverage \approx 6.84%

Project Location:

Planet Fitness
Store #0000

South Pleasant Crossing
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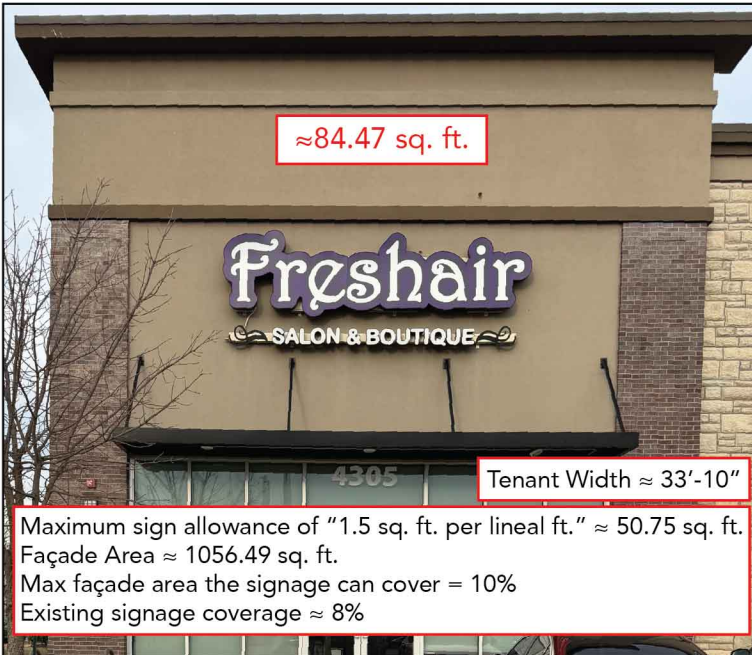
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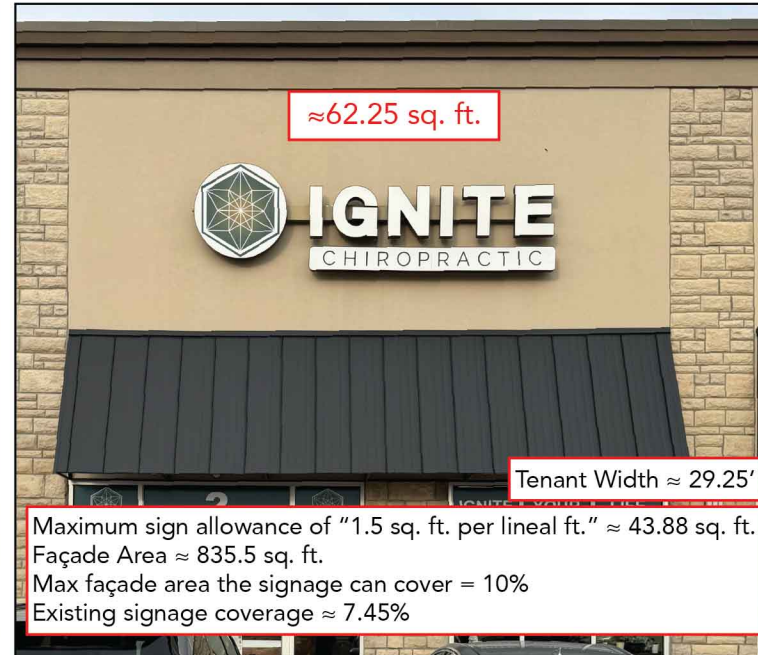
Project Notes:

ESTIMATED EXISTING SIGNAGE



Maximum sign allowance of "1.5 sq. ft. per lineal ft." \approx 50.75 sq. ft.
 Façade Area \approx 1056.49 sq. ft.
 Max façade area the signage can cover = 10%
 Existing signage coverage \approx 8%

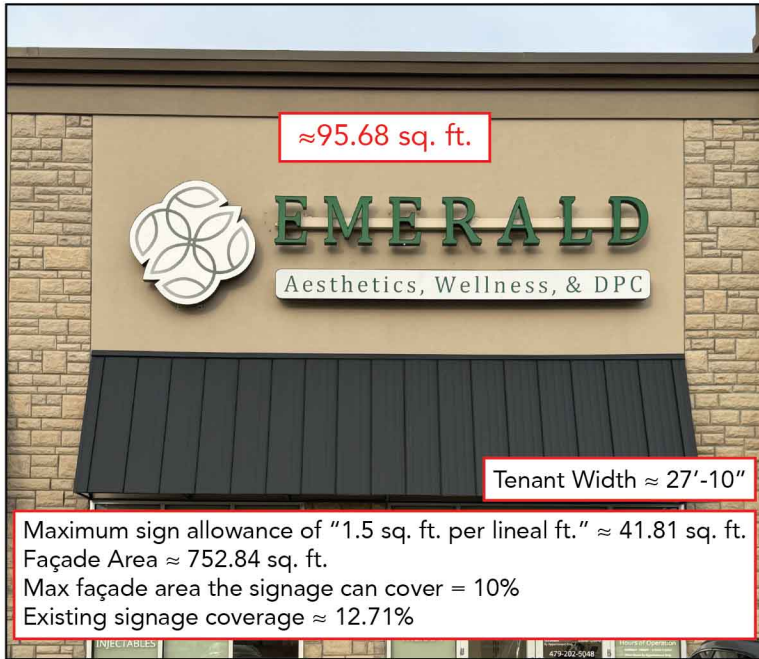
4305 S Pleasant Crossing Blvd Ste 101
Rogers, AR 72758



Maximum sign allowance of "1.5 sq. ft. per lineal ft." \approx 43.88 sq. ft.
 Façade Area \approx 835.5 sq. ft.
 Max façade area the signage can cover = 10%
 Existing signage coverage \approx 7.45%

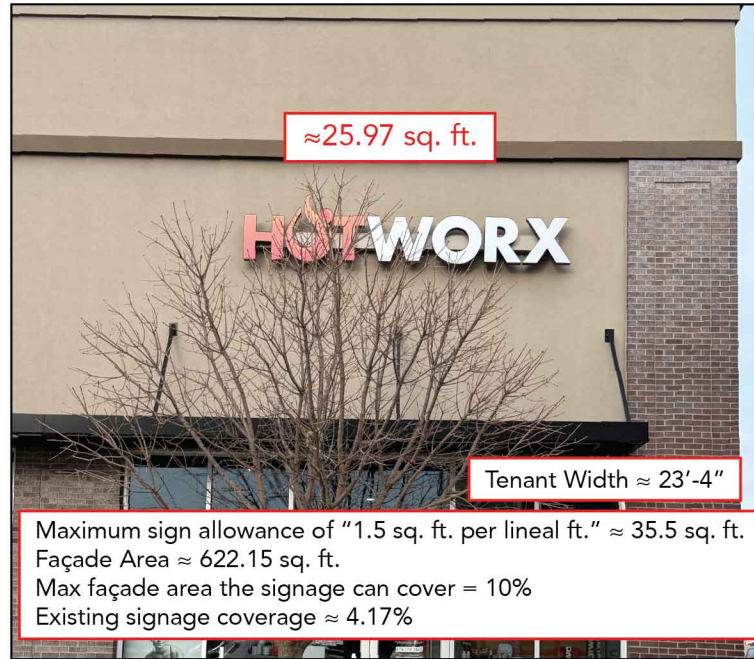
4305 S Pleasant Crossing Blvd Ste 102
Rogers, AR 72758

4305 S Pleasant Crossing Blvd Ste 103
Rogers, AR 72758



Maximum sign allowance of "1.5 sq. ft. per lineal ft." \approx 41.81 sq. ft.
 Façade Area \approx 752.84 sq. ft.
 Max façade area the signage can cover = 10%
 Existing signage coverage \approx 12.71%

4305 S Pleasant Crossing Blvd Ste 105
Rogers, AR 72758



Maximum sign allowance of "1.5 sq. ft. per lineal ft." \approx 35.5 sq. ft.
 Façade Area \approx 622.15 sq. ft.
 Max façade area the signage can cover = 10%
 Existing signage coverage \approx 4.17%

Project Location:

**Planet Fitness
Store #0000**

South Pleasant Crossing
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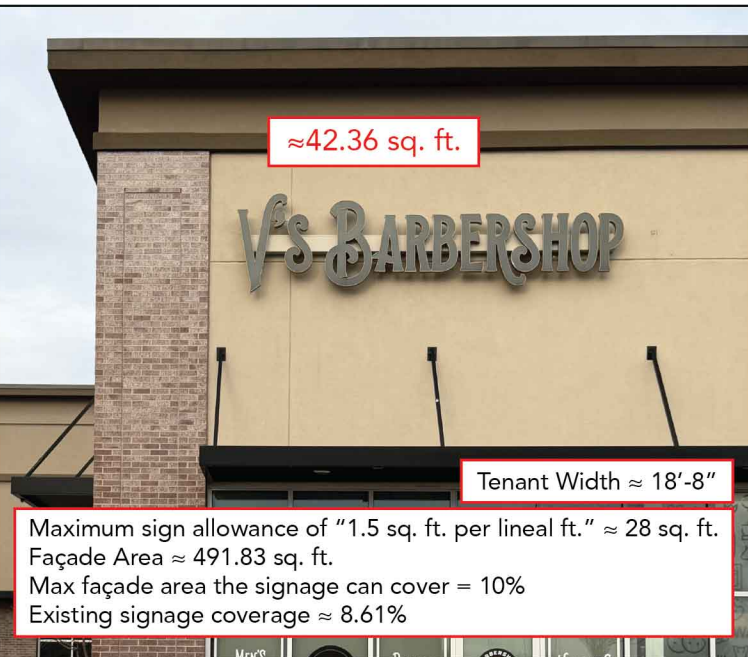
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Project Notes:

ESTIMATED EXISTING SIGNAGE



Maximum sign allowance of "1.5 sq. ft. per lineal ft." \approx 28 sq. ft.
 Façade Area \approx 491.83 sq. ft.
 Max façade area the signage can cover = 10%
 Existing signage coverage \approx 8.61%

4307 S Pleasant Crossing Blvd Ste A
Rogers, AR 72758



Maximum sign allowance of "1.5 sq. ft. per lineal ft." \approx 31 sq. ft.
 Façade Area \approx 543.28 sq. ft.
 Max façade area the signage can cover = 10%
 Existing signage coverage \approx 10.8%

4307 S Pleasant Crossing Blvd Ste B
Rogers, AR 72758

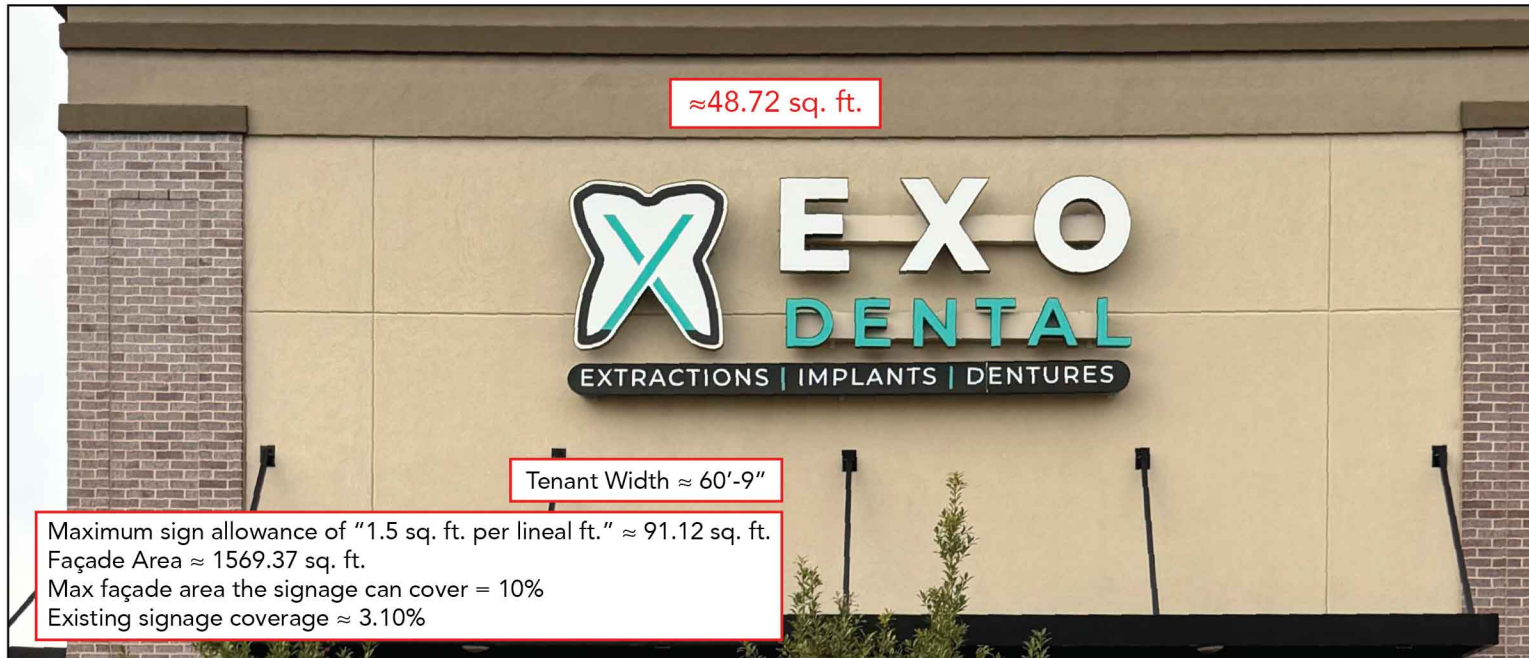
4307 S Pleasant Crossing Blvd Ste C
Rogers, AR 72758

Project Location:

Planet Fitness
Store #0000

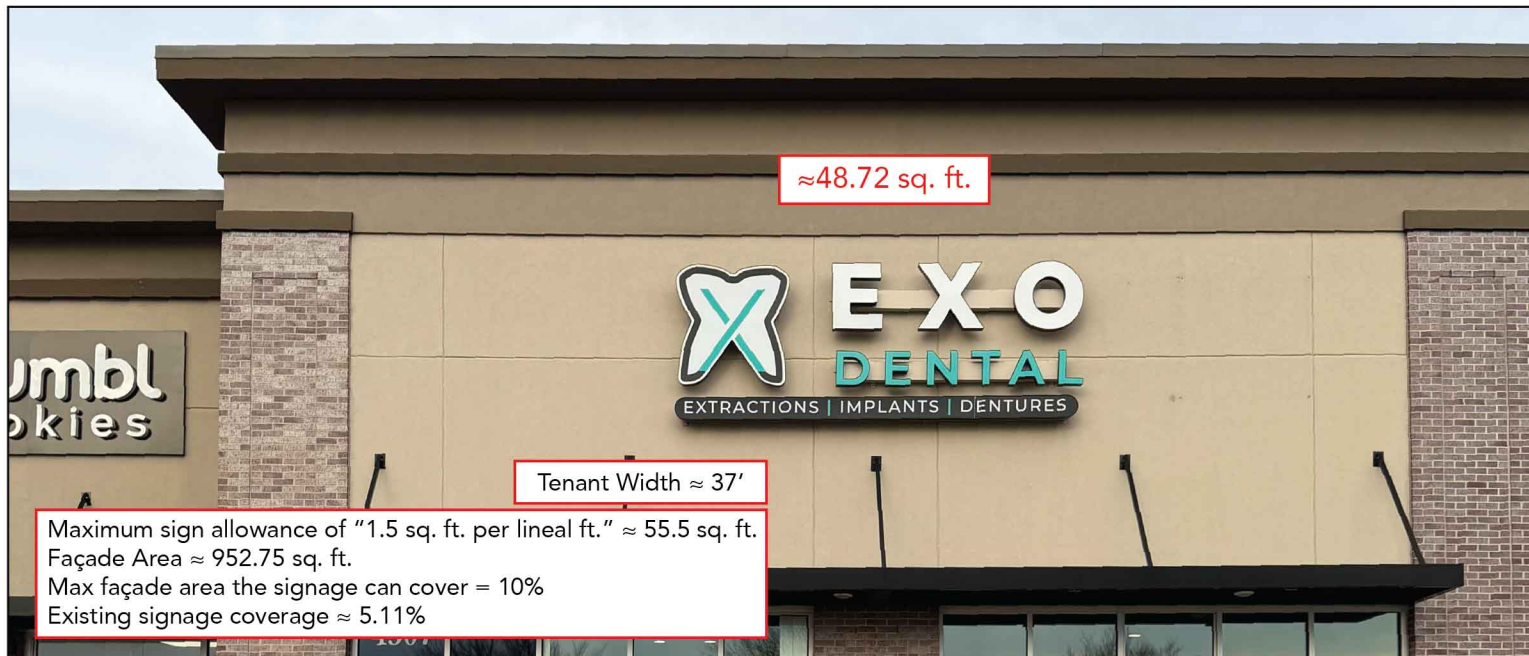
South Pleasant Crossing
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Maximum sign allowance of "1.5 sq. ft. per lineal ft." \approx 91.12 sq. ft.
Façade Area \approx 1569.37 sq. ft.
Max façade area the signage can cover = 10%
Existing signage coverage \approx 3.10%

Tenant Width \approx 60'-9"



Maximum sign allowance of "1.5 sq. ft. per lineal ft." \approx 55.5 sq. ft.
Façade Area \approx 952.75 sq. ft.
Max façade area the signage can cover = 10%
Existing signage coverage \approx 5.11%

Tenant Width \approx 37'

ESTIMATED EXISTING SIGNAGE

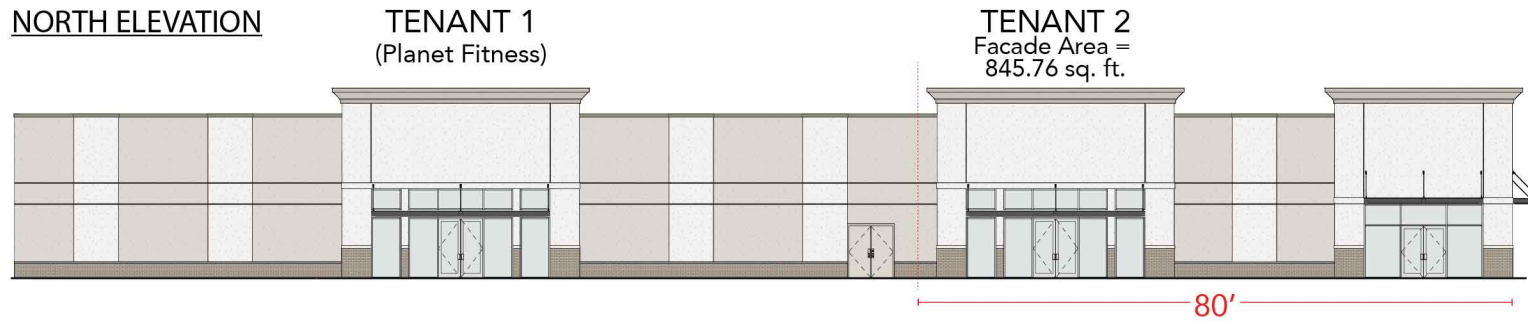
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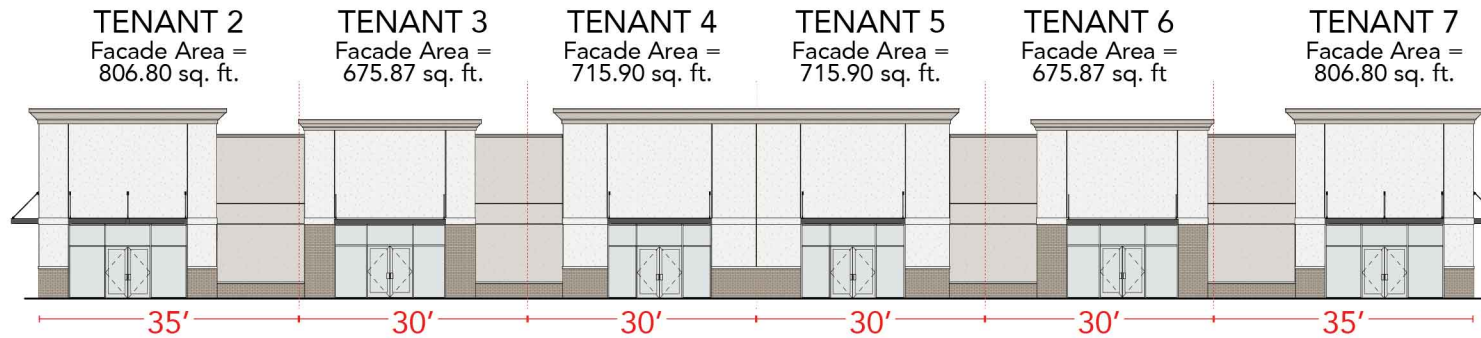
1 - 12/19/2025	T. Nguyen
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5 - 02/06/2026	T. Nguyen
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Project Notes:

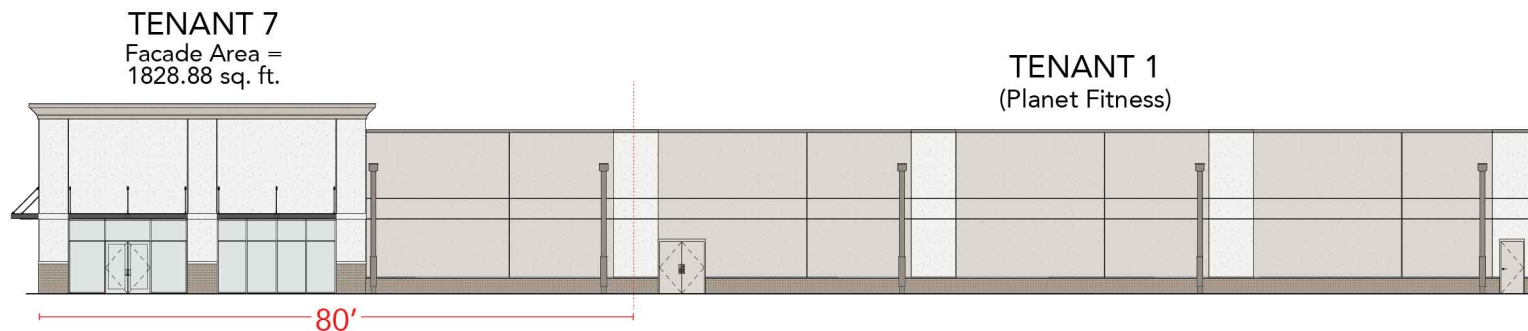
NORTH ELEVATION



EAST ELEVATION



SOUTH ELEVATION



Project Location:

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Store #0000**

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Project Notes:

PROPERTY OWNER AFFIDAVIT

I, MATT SITTON, certify that I am the current owner of the property which is the subject of this application. I hereby authorize, KEITH ZETZER 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 19 day of JANUARY, 2026.


Signed

MATT SITTON
Name Printed

STATE OF ARKANSAS
COUNTY OF BENTON

Subscribed and sworn before me this the 19 day of JANUARY, 2026.


Notary Signature

KIM BEAUMONT
WASHINGTON COUNTY
NOTARY PUBLIC - ARKANSAS
My Commission Expires June 22, 2030
Commission No. 12711227

Kim BEAUMONT
Notary Name Printed

06/22/30
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 19 day of JANUARY, 2026.



Signed

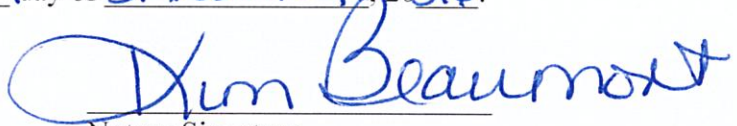
MATT SITTON

Name Printed

STATE OF ARKANSAS

COUNTY OF BENTON

Subscribed and sworn before me this the 19 day of JANUARY, 2026.



Notary Signature

KIM BEAUMONT

Notary Name Printed

06/22/30

Commission Expires

KIM BEAUMONT
WASHINGTON COUNTY
NOTARY PUBLIC - ARKANSAS
My Commission Expires June 22, 2030
Commission No. 12711227



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

BOARD OF ADJUSTMENT MINUTES

The **Rogers Board of Adjustment** met for a public meeting at Rogers City Hall at 301 W. Chestnut Street on February 3, 2026 at 6:33 P.M. The meeting was called to order by Chairman Derek Burnett.

ROLL CALL

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

ACTION ON MINUTES

Motion by Jensen, second by Stevens to approve the January 20, 2026 Board of Adjustment minutes.

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

APPROVED

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.

Planner Nicholas Little noted the request is for two variances from the sign code. The first is to exceed the 30-sf maximum wall sign area. The applicant is proposing a 141.33-sf wall sign on the eastern façade of the building. The second variance is to allow one additional wall sign. The applicants are proposing one second smaller sign that meets the 30-sf maximum at the ground floor of the building. Staff recommends approval of the request.

Lee Reinhardt represented the request.

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

The public hearing was declared closed.

Motion by Jensen, second by Stevens to approve the request as presented.

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

APPROVED

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.

Stormwater Engineer Garrett Lampson noted that the variance request is to allow an increase in velocities on offsite properties within other high-risk flooding areas per Chapter 22 Flood Damage Prevention Code. The strict enforcement of this code is because of a street improvement required by the City. This approval is keeping in spirit with the intent of Chapter 22 because it's the minimum necessary improvements to address upstream flooding concern. Staff recommends approval of the request under the condition that we are expecting the full development later. This approval is for the current design proposed.

Ali Karr represented the request and noted that the variance is on the northeast corner of the site so not on the site itself. This request is on the condition that they build the culvert underneath with the expansion of Stratsman Road. This is all for future development but getting the variance in place now due to flooding concerns.

The Chair opened the public hearing for comments.

- Resident – wants to know the timeline for these plans.
- Katie Franklin – drainage and environment concerns.

The public hearing was declared closed.

Commissioners discuss the request.

Motion by Jensen, second by Stevens to approve the request as presented.

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

APPROVED

ADJOURN

There being no further business, the Chair adjourned the meeting at 7:00 p.m.

ATTEST:

APPROVED:

Isaac Stevens, Vice Chair

Derek Burnett, Chair

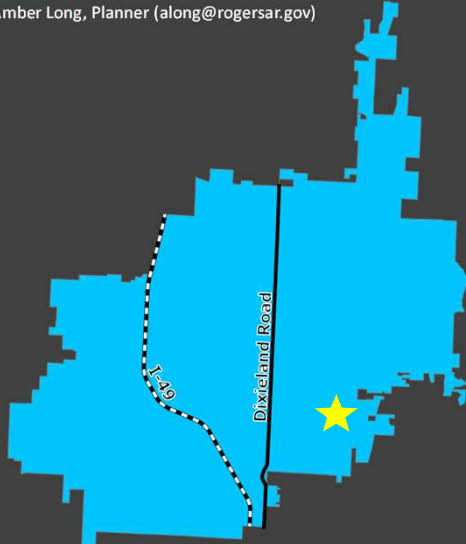


Variance

John Zito

PLANNING

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



Vicinity Map

Location

808 W Price Lane

Nature of Request

- To allow an accessory structure greater in area, extent, height, and purpose than the principal building.
- To allow an accessory structure taller than 16 ft.

Zoning

T4.1

Existing Use

Living – Detached House

Representative

Chuck Bell, Bell Construction

Summary:

This request is for a variance from the definition of “accessory building” in Section 8.5.1 A Terms and from the maximum building height for accessory buildings in Table 4.5.A Selected Zone Standards. The applicant proposes an accessory structure that does not conform to these two standards.

Site Acreage: ±2.43



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:

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2.12.2 Review Criteria

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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:

The subject property is located east of the intersection of W Price Lane and S Rill St. It is across the street from Gospel Light Baptist Church; and it is about 530 ft. west of Kinty Jones Heating & Cooling, which fronts S 8th Street.



Existing Conditions



Aerial View - 2025



Street View - 2026

Existing Conditions:

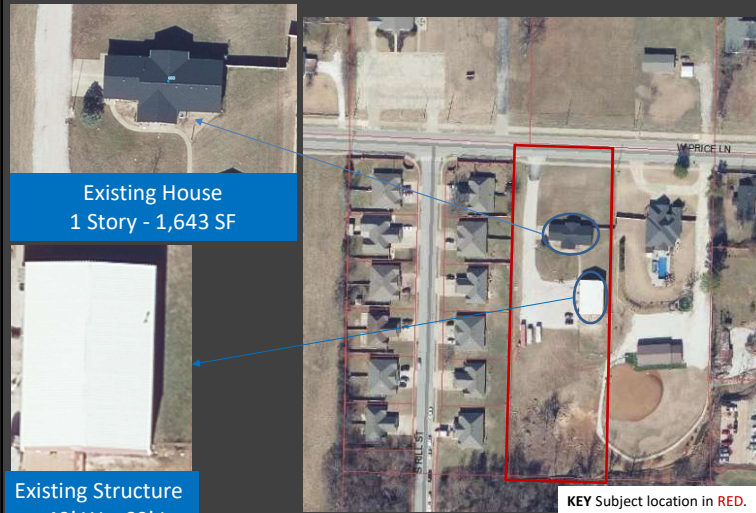
The slide above shows two views of the subject property: the image on the left is a 2025 aerial view; and the image on the right is a street view of the property, taken by the staff planner on February 6, 2026.



Variance

John Zito

PLANNING



Aerial View - 2025

Existing Conditions

- Frontage on W Price Lane
- Located in the U-NH placetype, adjacent to F-NH and west of H-CO.
- 2025 (City GIS) and 2026 (Google Maps) aerial images show a detached home, accessory building, and storage containers.

Existing Conditions:

Location

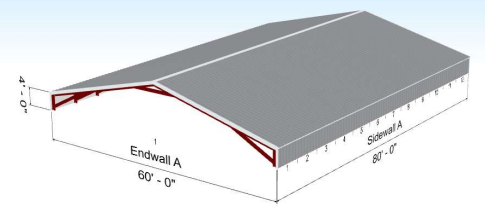
The subject property is located along W Price Lane. It is in the Urban Neighborhood placetype, immediately east of the Neighborhood Fabric placetype and about 180 feet west of the Highway Corridor placetype.

Existing Development

The subject property is developed with a one-story, detached house, which serves as the principal building. According to Benton County Assessor's data, the home is 1,643 SF. Aerial imagery shows a larger non-residential accessory structure behind the house. According to the applicant, the structure is 2,520 SF, which is 877 SF larger than the principal building. Aerial imagery also shows several storage containers onsite, but it is unclear whether they are on the property today.



Exhibit A. Proposed Roof



Proposed Structure

Dimensions of Proposed Structure

Proposed Height	21 ft. to the tallest point
Proposed Area under Roof	70 ft. x 80 ft. = 5,600 SF
Area of Proposed Storage Containers	9 ft. 6 in. x 40 ft.



Exhibit B. Proposed Accessory Structure

Summary of Applicant's Proposal

The applicant proposes a new accessory structure. It comprises two storage containers covered by a roof. The total area under the roof is 5,600 SF, and the proposed height is 21 ft.



Exhibit A. Proposed Roof

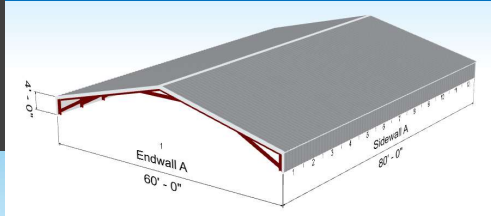


Exhibit B. Proposed Accessory Structure

Variance Requests

- 1. To allow an accessory structure greater in area, extent, height, and purpose than the principal building.

“Accessory building means a building which is on the same property as a principal building and the use of which is incidental to and subordinate in area, extent, height, and purpose to the principal building,” Sec. 8.5.1 A Terms.

- 1. To allow an accessory structure taller than 16 ft.

Table 4.5.A Selected Zone Standards	
Accessory Buildings	
Max Height	16 ft.

Variance Request Summary

To be constructed as presented, the proposed structure would need the following variances.

Variance Request #1:

A variance from the definition of accessory structures as stated in Section 8.5.1 A Terms. An accessory structure is defined as “a building which is on the same property as a principal building and the use of which is incidental to and subordinate in area, extent, height, and purpose to the principal building.” The proposed structure is 3,957 SF larger than the principal building. It is unclear how tall the existing house is, however the proposed structure is taller than 16 ft, which is the maximum height for a story in the Unified Development Code (Sec. 4.5.5.1).

Variance Request #2:

A variance from the maximum height allowance for accessory structures, which is 16 ft per Table 4.5.A Selected Zone Standards. The proposed structure is 5 ft. taller than the maximum height allowed.



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?	"There isn't anything unique to the property"
Is the hardship a result of any action taken by the property owner or on their behalf?	"No"
Is the requested variance or waiver the minimum amount necessary to carry out the project?	N/A
Is there another reasonable method of avoiding the need for a variance or waiver?	"No"
Is there any other factor you believe the Board feels is important to consider in keeping with the purpose and intent of this UDC?	"No"

Summary of Applicant's Hardship:

The applicant has no stated hardship. See the slide above for more information.



Variance

John Zito

PLANNING

Staff Analysis

Would the variance or waiver cause undue hardship to the property owner due to circumstances unique to the property?	No. There are no site-specific hardships warranting a variance for the proposed project.
Is the hardship a result of any action taken by the property owner or on their behalf?	There is no site-specific hardship.
Is the requested variance or waiver the minimum amount necessary to carry out the project?	No. The variance request is not based on a site-specific hardship.
Is there another reasonable method of avoiding the need for a variance or waiver?	Yes. The applicant could propose an accessory structure that is less than 16 ft. tall and that is smaller than the existing primary residence.
Any other factor the Board feels is important to consider in keeping with the purpose and intent of this UDC.	Aerial imagery from 2025 and 2026 show an accessory building that is larger than the primary structure. If approved, the cumulative area of non-residential space onsite would be at least 8,120 SF.

Staff's Response:

See the slide above to view staff's analysis of the request using the criteria in UDC Sec. 2.12.2.



Variance John Zito

PLANNING



Recommendation

- **DENY** the request to allow an accessory structure greater in area than the principal building.
- **DENY** the request to allow an accessory structure taller than 16 ft.

Public Input:

Staff did not receive calls or emails regarding this project.

Recommendation: Staff recommends **DENIAL** of the variance requests from Section 8.5.1.A to allow an accessory structure greater in area, extent, height, and purpose than the principal building; and from Section 4.5.A to allow an accessory structure taller than the maximum allowed height. The applicant has not presented any site-specific hardships to warrant the request.

PROPERTY OWNER AFFIDAVIT

I, John Zito, certify that I am the legal owner of the property located at
(Owner name, printed)

808 West Price Lane which is the subject of this application. I hereby
(Address or Parcel ID)

authorize, _____ to act as my agent for this application only.
(agent name or list self)

I acknowledge that all information contained in this application has been prepared by me or my agent and are true and correct. I have read the application and consent to its filing, and I remain responsible for compliance with applicable regulations.

Dated this the 26 day of December, 2025.

[Signature]
Signed

John Zito
Name Printed

STATE OF Arkansas

COUNTY OF Benton

Subscribed and sworn before me this the 26th day of December, 2025.

Michelle Templeton
Notary Signature

Michelle Templeton
Notary Name Printed

09/21/2027

Commission Expires

MICHELLE TEMPLETON
NOTARY PUBLIC, ARKANSAS
Benton County
COMMISSION # 12702439
COMMISSION EXP. 09/21/2027

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 30th day of JANUARY, 2026.

Chuck Bell

Signed

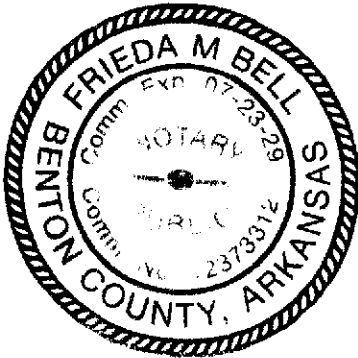
Chuck Bell

Name Printed

STATE OF ARKANSAS

COUNTY OF Benton

Subscribed and sworn before me this the 30th day of January, 2026



Frieda M Bell

Notary Signature

Frieda M Bell

Notary Name Printed

7/23/2029

Commission Expires

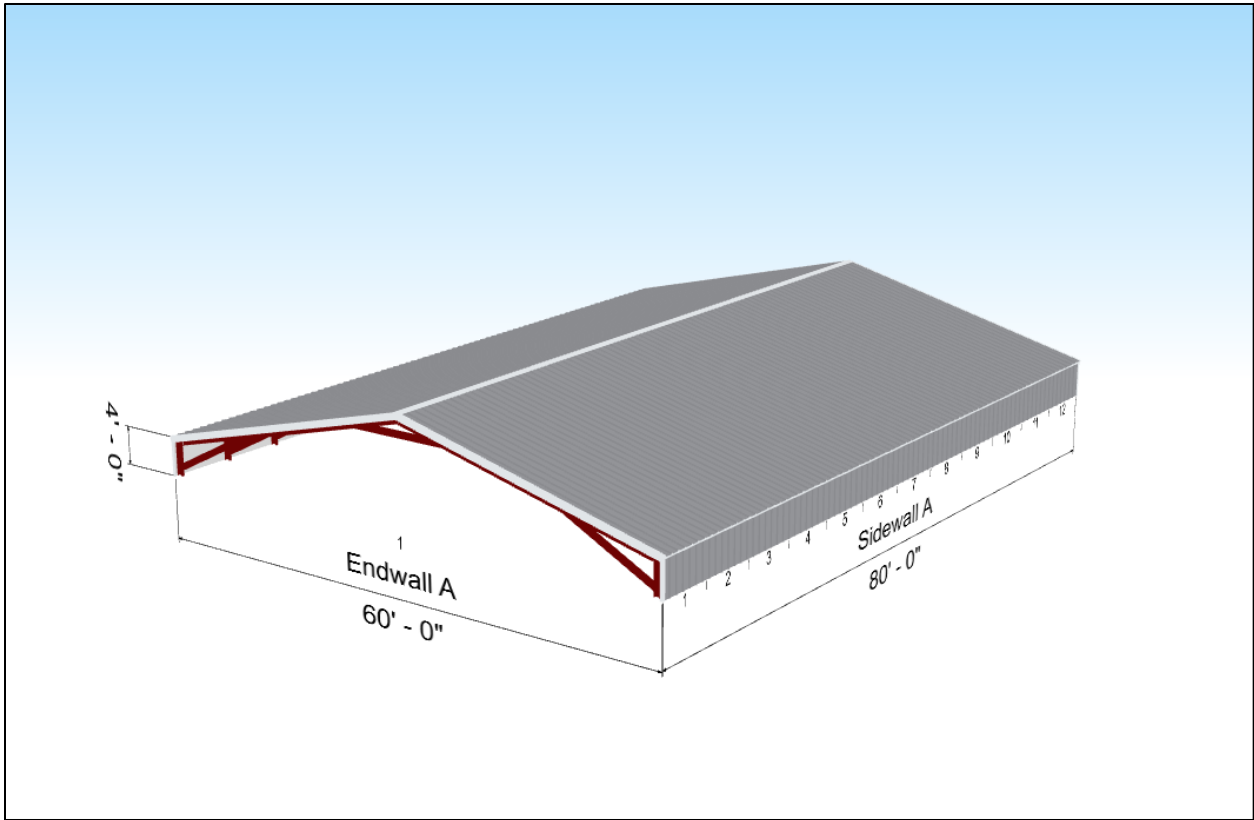


Exhibit A. Proposed Roof



Exhibit B. Proposed Accessory Structure





3866 W. Sunset
Springdale, AR 72762
479-582-9383
www.realtytitleinc.com

File No.: 25-92511W

Property Owners- 300 feet

Subject Property:

Current Owner: John Zito and Rebecca Zito
Parcel Number: 02-02049-001
Property Address: 808 W Price Ln, Rogers, AR
Mailing Address: 806 W Price Ln, Rogers, AR 72758

Adjoining Property Owners:

Current Owner: Red Point LLC
Parcel Number: 02-21103-000
Property Address: N/A
Mailing Address: PO Box 6245, Springdale, AR 72766

Current Owner: Red Point LLC
Parcel Number: 02-21102-000
Property Address: N/A
Mailing Address: PO Box 6245, Springdale, AR 72766

Current Owner: Red Point LLC
Parcel Number: 02-21088-000
Property Address: 2437 & 2439 S Rill St, Rogers, AR
Mailing Address: PO Box 6245, Springdale, AR 72766

Current Owner: Red Point LLC
Parcel Number: 02-21087-000
Property Address: 916 & 918 W Laura St, Rogers, AR
Mailing Address: PO Box 6245, Springdale, AR 72766

Current Owner: Red Point LLC
Parcel Number: 02-21086-000
Property Address: 912 & 914 W Laura St, Rogers, AR
Mailing Address: PO Box 6245, Springdale, AR 72766

Current Owner: Red Point LLC
Parcel Number: 02-21085-000
Property Address: 908 & 910 W Laura St, Rogers, AR
Mailing Address: PO Box 6245, Springdale, AR 72766

Current Owner: Red Point LLC
Parcel Number: 02-21083-000

Property Address: 900 & 902 W Laura St, Rogers, AR
Mailing Address: PO Box 6245, Springdale, AR 72766

Current Owner: Red Point LLC
Parcel Number: 02-21082-000
Property Address: 901 & 903 W Laura St, Rogers, AR
Mailing Address: PO Box 6245, Springdale, AR 72766

Current Owner: Red Point LLC
Parcel Number: 02-21081-000
Property Address: 905 & 907 W Laura St, Rogers, AR
Mailing Address: PO Box 6245, Springdale, AR 72766

Current Owner: Red Point LLC
Parcel Number: 02-21080-000
Property Address: 909 & 911 W Laura St, Rogers, AR
Mailing Address: PO Box 6245, Springdale, AR 72766

Current Owner: Red Point LLC
Parcel Number: 02-21079-000
Property Address: 913 & 915 W Laura St, Rogers, AR
Mailing Address: PO Box 6245, Springdale, AR 72766

Current Owner: Red Point LLC
Parcel Number: 02-21078-000
Property Address: 917 & 919 W Laura St, Rogers, AR
Mailing Address: PO Box 6245, Springdale, AR 72766

Current Owner: Red Point LLC
Parcel Number: 02-21077-000
Property Address: 2429 & 2431 S Rill St, Rogers, AR
Mailing Address: PO Box 6245, Springdale, AR 72766

Current Owner: Red Point LLC
Parcel Number: 02-21072-000
Property Address: 2428 & 2430 S Rill St, Rogers, AR
Mailing Address: PO Box 6245, Springdale, AR 72766

Current Owner: Wildflower Residential, LLC
Parcel Number: 02-17138-000
Property Address: S Rill St, Rogers, AR
Mailing Address: 2468 N 56th St, Springdale, AR 72762

Current Owner: Lynette S. Kirmer, Trustee of the Kirmer Family Trust dated October 24, 2002
Parcel Number: 02-17137-000
Property Address: 2401 & 2403 S Rill St, Rogers, AR
Mailing Address: 8280 Titleist Cir, Rogers, AR 72756

Current Owner: Murphy Alexander Still
Parcel Number: 02-17136-000

Property Address: 2405 & 2407 S Rill St, Rogers, AR
Mailing Address: 2405 S Rill St, Rogers, AR 72758

Current Owner: Adrienne Lynn Ackley
Parcel Number: 02-17135-000
Property Address: 2409 & 2411 S Rill St, Rogers, AR
Mailing Address: 2411 S Rill St, Rogers, AR 72758

Current Owner: Kerry Middleton and Melissa Middleton
Parcel Number: 02-17134-000
Property Address: 2413 & 2415 S Rill St, Rogers, AR
Mailing Address: 13240 Dickson Rd, Hiwasse, AR 72739

Current Owner: Jose H. Jorge and Cynthia Jorge
Parcel Number: 02-17133-000
Property Address: 2417 & 2419 S Rill St, Rogers, AR
Mailing Address: 2203 W New Hope Rd, Rogers AR 72758

Current Owner: Jorge Favela Salazar and Diana Mariela Hernandez Sula
Parcel Number: 02-17132-000
Property Address: 2421 & 2423 S Rill St, Rogers, AR
Mailing Address: 2421 S Rill St, Rogers, AR 72758

Current Owner: MBM Investments, LLC, a California limited liability company
Parcel Number: 02-17131-000
Property Address: 2420 & 2422 S Rill St, Rogers, AR
Mailing Address: 1535 Farmers Ln #256, Santa Rosa, CA 95405

Current Owner: Susana Hurtado and Gerardo Hernandez Santos
Parcel Number: 02-17130-000
Property Address: 2416 & 2418 S Rill St, Rogers, AR
Mailing Address: 1530 Bristol Ln, Centerton, AR 72719

Current Owner: Engel M. Flores Lara
Parcel Number: 02-17129-000
Property Address: 2412 & 2414 S Rill St, Rogers, AR
Mailing Address: 2414 S Rill St, Rogers, AR 72758

Current Owner: Ryan M. Wegerer and Olivia B. Wegerer, Trustees, of their successors in interest, of the Ryan and Olivia Wegerer Living Trust dated May 24, 2023
Parcel Number: 02-17128-000
Property Address: 2408 & 2410 S Rill St, Rogers, AR
Mailing Address: 7753 Phoenix Ave, Springdale, AR 72762

Current Owner: Adan Perez
Parcel Number: 02-17127-000
Property Address: 2404 & 2406 S Rill St, Rogers, AR
Mailing Address: 2404 S Rill St, Rogers, AR 27258

Current Owner: Mabarín Pacheco and Liliana Pacheco
Parcel Number: 02-17126-000

Property Address: 2400 & 2402 S Rill St, Rogers, AR
Mailing Address: 2400 S Rill St, Rogers, AR 72758

Current Owner: Auto Appearance Group, LLC
Parcel Number: 02-02055-000
Property Address: W Post Rd, Rogers, AR
Mailing Address: 2779 S Honeysuckle Ln, Rogers, AR 72758

Current Owner: 3 Calhoun C's "Limited Liability Company"
Parcel Number: 02-02053-001
Property Address: 2414 & 2416 8th St, Rogers, AR
Mailing Address: 1 S Block Ave, Fayetteville, AR 72701

Current Owner: Honey Creek Land & Cattle, LLC
Parcel Number: 02-02053-000
Property Address: 2410 S 8th St, Rogers, AR
Mailing Address: 4355 Spring Valley Dr, Bentonville, AR 72712

Current Owner: John Joseph Zito and Rebecca Zito
Parcel Number: 02-02050-000
Property Address: 806 W Price Ln, Rogers, AR
Mailing Address: 806 W Price Ln, Rogers, AR 72756

Current Owner: Kevin Wayne Hesse, Personal Representative of the Estate of Joyce May Refshauge
Parcel Number: 02-02048-000
Property Address: 804 W Price Ln, Rogers, AR
Mailing Address: 804 W Price Ln, Rogers, AR 72758

Current Owner: Juan Antonio Sierra Garcia and Evelyn Yesenia Sierra
Parcel Number: 02-02047-000
Property Address: 802 W Price Ln, Rogers, AR
Mailing Address: 802 W Price Ln, Rogers, AR 72758

Current Owner: David W. White and Barbara White
Parcel Number: 02-02007-000
Property Address: 807 W Price Ln, Rogers, AR
Mailing Address: 807 W Price Ln, Rogers, AR 72758

Current Owner: Gospel Light Baptist Church of Rogers
Parcel Number: 02-02005-000
Property Address: 1001 W Price Ln, Rogers, AR
Mailing Address: 1001 W Price Ln, Rogers, AR 72758

Current Owner: Gospel Light Baptist Church of Rogers
Parcel Number: 02-02004-000
Property Address: 809 W Price Ln, Rogers, AR
Mailing Address: 1001 W Price Ln, Rogers, AR 72758

This list is compiled mainly from the Benton County Assessor's Office and is further certified through December 31, 2025.

Issued Through the Office of
Realty Title & Closing Services, LLC
Arkansas Title Agency License No.: 100102353
3866 W. Sunset
Springdale, AR 72762
479-582-9383 fax 479-582-2925



By:

Authorized Signatory

Brittney Pullen

9589 0710 5270 3814 3159 90

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Rogers, AR 72758

OFFICIAL USE

Certified Mail Fee	\$5.30	0718 05
Extra Services & Fees (check box, add fee as appropriate)	\$4.40	
<input type="checkbox"/> Return Receipt (hardcopy)	\$0.00	Postmark Here
<input type="checkbox"/> Return Receipt (electronic)	\$0.00	
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<input type="checkbox"/> Adult Signature Restricted Delivery	\$0.00	
Postage	\$0.78	01/30/2026
Total Postage and Fees	\$10.48	

Sent To: Kevin Wayne Hesse
Street and Apt. No., or PO Box No.: 804 W. Price Ln
City, State, ZIP+4®: Rogers, AR 72758

PS Form 3800, January 2023 PSN 7530-02-000-9047 See Reverse for Instructions

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Extra Services & Fees (check box, add fee as appropriate)	\$4.40	
<input type="checkbox"/> Return Receipt (hardcopy)	\$0.00	Postmark Here
<input type="checkbox"/> Return Receipt (electronic)	\$0.00	
<input type="checkbox"/> Certified Mail Restricted Delivery	\$0.00	
<input type="checkbox"/> Adult Signature Required	\$0.00	
<input type="checkbox"/> Adult Signature Restricted Delivery	\$0.00	
Postage	\$0.78	01/30/2026
Total Postage and Fees	\$10.48	

Sent To: Wildflower Residential LLC
Street and Apt. No., or PO Box No.: 2468 N. 56th St
City, State, ZIP+4®: Springdale, AR 72762

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Hiwasse, AR 72725

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Certified Mail Fee	\$5.30	0718 05
Extra Services & Fees (check box, add fee as appropriate)	\$4.40	
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<input type="checkbox"/> Return Receipt (electronic)	\$0.00	
<input type="checkbox"/> Certified Mail Restricted Delivery	\$0.00	
<input type="checkbox"/> Adult Signature Required	\$0.00	
<input type="checkbox"/> Adult Signature Restricted Delivery	\$0.00	
Postage	\$0.78	01/30/2026
Total Postage and Fees	\$10.48	

Sent To: Kerry Middleton + Melissa Middleton
Street and Apt. No., or PO Box No.: 13240 Dickson Rd
City, State, ZIP+4®: Hiwasse, AR 72739

PS Form 3800, January 2023 PSN 7530-02-000-9047 See Reverse for Instructions

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Fayetteville, AR 72701

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Postage	\$0.78	01/30/2026
Total Postage and Fees	\$10.48	

Sent To: 3 Calhoun C's LLC
Street and Apt. No., or PO Box No.: 1 S. Black Ave
City, State, ZIP+4®: Fayetteville, AR 72701

PS Form 3800, January 2023 PSN 7530-02-000-9047 See Reverse for Instructions

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Rogers, AR 72758

OFFICIAL USE

Certified Mail Fee	\$5.30	0718 05
Extra Services & Fees (check box, add fee as appropriate)	\$4.40	
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<input type="checkbox"/> Adult Signature Restricted Delivery	\$0.00	
Postage	\$0.78	01/30/2026
Total Postage and Fees	\$10.48	

Sent To: Murphy Alexander Still
Street and Apt. No., or PO Box No.: 2405 S. Rill St
City, State, ZIP+4®: Rogers, AR 72758

PS Form 3800, January 2023 PSN 7530-02-000-9047 See Reverse for Instructions