



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

PLANNING COMMISSION MEETING AGENDA

APRIL 7, 2026

5:30 PM

VIEW ONLINE

PLANNING COMMISSION: [HTTPS://US02WEB.ZOOM.US/J/87136208847](https://us02web.zoom.us/j/87136208847)

BOARD OF ADJUSTMENT: N/A

DISCLAIMER:

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

AGENDA

CALL TO ORDER PLANNING COMMISSION:

ROLL CALL:

ACTION ON MINUTES:

- a. Approving March 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.

- a. **Dowers Rezone (RZ26-00091)**



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A request by David Allen Dowers to rezone 3880 S. Old Wire Rd. from the T2 (Rural) zoning district to the T3.2 (Neighborhood Low-Intensity) and the T4.1 (Neighborhood Medium-Intensity) zoning district.

STAFF: Laural Scates, Planner I

REPRESENTED BY: Ali Karr

b. Dominguez Insurance Rezone (RZ26-00086)

A request by Dominguez Insurance to rezone 1108 W. New Hope Road from the T4.1 (Neighborhood Medium-Intensity) zoning district to the T4.2 (Neighborhood High-Intensity) zoning district.

STAFF: Amber Long, Planner II

REPRESENTED BY: Marco Dominguez

c. Blue Sky Rezone (RZ26-00052)

A request by Blue Sky Townhomes to rezone 906 E. New Hope Rd from the T2 (Rural) zoning district to the T4.1 (Neighborhood Medium-Intensity) zoning district.

STAFF: Zachery Birdsong, Planner II

REPRESENTED BY: Aldo Hernandez

PUBLIC HEARINGS:

a. OLD BUSINESS - Items previously discussed and tabled.

No items.

b. NEW BUSINESS - Items removed from Consent Agenda.

a. CSP Shelby Lane Plaza (Case #: SGN26-0064)

A request by Shelby Lane Plaza for a Common Sign Plan at 717 W. Walnut Street in the T5.1 (City Low-Intensity) zoning district.

STAFF: Zachery Birdsong, Planner II

REPRESENTED BY: Lora Trent

REPORTS :

a. COMMISSIONERS

b. STAFF

ADJOURN PLANNING COMMISSION:

BOARD OF ADJUSTMENT - NO MEETING:



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

ROGERS PLANNING COMMISSION MINUTES

The Rogers Planning Commission met for a public meeting at Rogers City Hall at 301 W. Chestnut Street on March 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, 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 McClure, second by Andrade to approve the February 17, 2026 Planning Commission meeting minutes as presented.

Voice Vote: Unanimous – Yes. Motion carried.

APPROVED.

PUBLIC FORUM

CONSENT AGENDA

PUBLIC HEARINGS

Old Business – None

New Business

a. Urban Thread Rezone (RZ26-00019)

A request by Urban Thread 739 N. 4th Street from the T3.2 (Neighborhood Low-Intensity) zoning district to the T4.2 (Neighborhood High-Intensity) zoning district.

Planner Amber Long noted this request is to rezone to T4.2 in the Downtown Neighborhood placetype and is subject to enhanced review. The Downtown Neighborhood placetype encourages a mix of architectural styles, periods, and scales. It also supports small-scale, non-residential uses that are compatible with residential and mixed-use developments in the area. Staff finds the request to rezone from T3.2 to T4.2 appropriate at this location. While the proposed zone does not reflect an orderly transition within the placetype today, rezoning the subject property to T4.2 would implement the placetype as envisioned. The proposed zone conforms to all applicable requirements of the UDC, and it is within one full transect of the most intense zone allowed on adjacent properties. Staff recommends approval of the request.

David Riggins represented the request and stated they are requesting T4.2 for the lower setbacks and potential for maximizing lot usage.

Commissioners discuss the intentions for the rezone and maximum height allowed.

The Chair opened the public hearing for comments.

- Richard Billgren – against.

The public hearing was declared closed.

Commissioners further discuss. Commissioner Cicioni considers the small lot size as a hardship for a need for higher zoning to maximize development potential.

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

Voice Vote: Unanimous – Yes, Motion carried.

APPROVED.

REPORTS

ADJOURN

There being no further business, the Chair adjourned the meeting at 5:55 p.m.

ATTEST:

APPROVED:

Ezequiel Tovar, Secretary

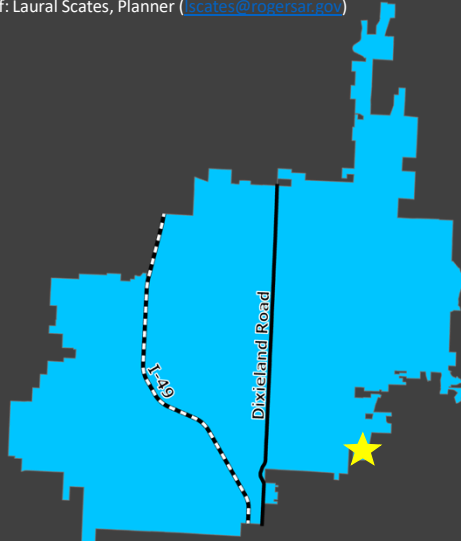
Samantha Best, Chair



Rezone Dowers

PLANNING

Staff: Laural Scates, Planner (scates@rogersar.gov)



Vicinity Map

Location

3880 S Old Wire Rd

Place Type

Neighborhood Fabric

Zoning

T2

Proposed Zoning

T3.2 and T4.1

Representative

Ali Karr

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 ±41.10 acres from T2 to T3.2 and T4.1 in the Neighborhood Fabric (NH-F) placetype.
- Review Type: Standard



Rezone Dowers

PLANNING



Aerial Vicinity Map

Location Description

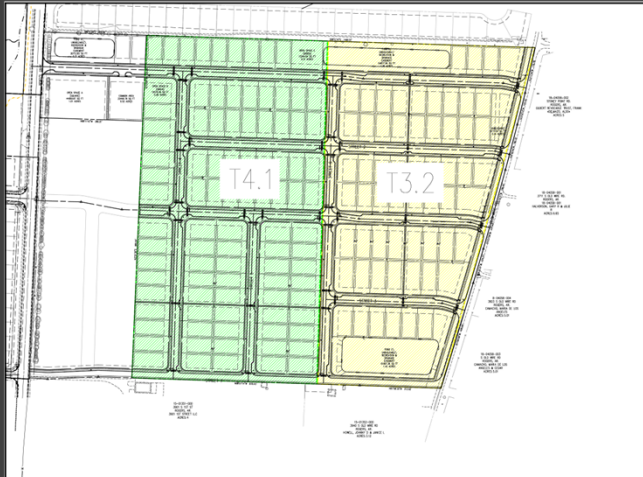
The subject property is located west of S Old Wire Rd and west of AR-265.

Parcels: 02-00632-125



Rezone Dowers

PLANNING



Rezone Request

Both **T3.2** & **T4.1** in **Neighborhood Fabric** are subject to Standard Review.

2.8.6 Standard 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 Sections 2.8.7.1.(A)-(E).

Place Type	T2	T3.1	T3.2	T4.1	T4.2
Fabric			SR	SR	ER

About the Future Land Use Map (FLUM)

The Future Land Use Map is an element of the Comprehensive Plan identifying placetypes that the Planning Commission and City Council have carefully considered and determined to be appropriate for the future growth of the City.

2.8.3 Relationship with Future Land Use Map

"Table 2.8.3.A Zoning Districts Allowed in Placetypes sets forth zoning districts that:"

- (A) Are likely to create the placetype envisioned by the Plan and thus conform to the Future Land Use Map. Such districts are subject to Standard Review.
- (B) May create the placetype envisioned by the Plan and thus may conform to the Future Land Use Map. Such districts are subject to Standard Review and Enhanced Review.
- (C) Will not create the placetype envisioned by the Plan and thus will not conform to the Future Land Use Map. Such districts will not be considered by the Planning Commission and City Council unless and until the Future Land Use Map and this UDC are amended accordingly," (UDC 2.8.3).

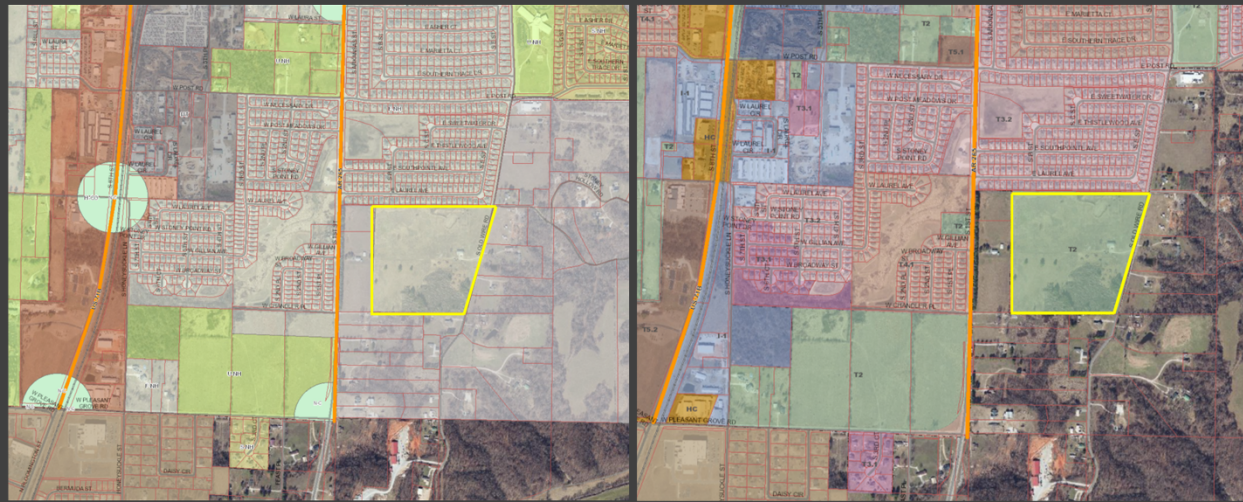
Summary of Request:

This request for a rezone from T2 (Rural) to T3.2 (Neighborhood Low-Intensity) and T4.1 (Neighborhood Medium-Intensity) in Neighborhood Fabric is subject to Standard Review per Table 2.8.3.A.



Rezone Dowers

PLANNING



FLUM

Current Zoning

Rezone Request

Rezone from T2 to T3.2 and T4.1 in Neighborhood Fabric (NH-F).

Placetype Description

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

Current Zone (T2)

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

Proposed Zone (T3.2)

“A low-intensity district intended primarily for suburban neighborhoods, neighborhood fabric, and downtown neighborhood placetypes where nonresidential uses are limited.” (UDC Section 4.2)

Proposed Zone (T4.1)

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



Uses Allowed in T3.2

- All residential living uses, except apartments.

Applicable Use Standards in T3.2

- There are no building type-specific standards applicable to detached houses.
- Accessory buildings are allowed in Interior Yards only.

Uses Allowed in T4.1

- All residential living uses.

Use Standards in T4.1

- There are no building type-specific standards applicable to detached houses.
- Accessory buildings are allowed in Interior Yards only.

Table 4.6.A Permitted Principal Uses

Use	T2	T3.1	T3.2	T4.1	T4.2	T5.1	T5.2	T5.3
LIVING, in a	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
Apartment House			P	P	P	P	P	P

Placetype: Neighborhood Fabric

Placetype Description

Neighborhood Fabric areas offer a diverse mix of housing options, ranging from single-family homes to small-scale multi-unit housing, neighborhood-scale parks, schools, and low impact retail and service establishments. These areas are constructed in an interconnected pattern of accessible streets and blocks for active transportation users of all ages and abilities.

Neighborhood character is created through the style and type of housing and greenspace. – *Rogers Future Land Use Place Types, Pg. 6*



February 18, 2026

Community Development
City of Rogers
305 W Chestnut St
Rogers, AR 72756

RE: Dowers Subdivision Rezoning
CT Job No. 25112200

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 02-00632-125, to be as shown on the attached pages consisting of 118 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:  Date: January 19, 2026

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



18-04057-005

CONNER TRUST, DAVID A
PO BOX 544 CASSVILLE MO 65625-

18-04057-003

MORRIS, JANICE A; SALINAS, CARLA J
12334 STONEY POINT RD ROGERS AR 72758-7545

18-04057-000

STONEY POINT CEMETERY
STONEY POINT RD

18-04058-002

GILBERT REVOCABLE TRUST, FRANK O - *DELMAZO, ALDO*
PO BOX 7877 BEND OR 97708-7877

18-04058-001

HALVORSON, GARY R & JULIE R
3711 S OLD WIRE RD ROGERS AR 72758-9626

18-04058-004

CAMACHO, MARIA DE LOS ANGELES
3823 S OLD WIRE RD ROGERS AR 72758

18-04058-003

CAMACHO, MARIA DE LOS ANGELES & CESAR
3823 S OLD WIRE RD ROGERS AR 72758

18-04061-000

HERNANDEZ, REYNALDO & ROSELEA
3939 S OLD WIRE RD ROGERS AR 72758-9660

18-04061-002

WALLACE, WESLEY C & TINA J
4003 S OLD WIRE RD ROGERS AR 72758-9615

15-01352-000

HOWELL, JOHNNY D & JANICE L
PO BOX 273 ROGERS AR 72757-0273

18-04060-000

CULPEPPER, LEE & ADRIANNE
4002 S OLD WIRE RD ROGERS AR 72758

15-01351-000

3901 1ST STREET LLC
8200 CHAD COLLEY BLVD FT SMITH AR 72916



18-04060-000
CULPEPPER, LEE & ADRIANNE
4002 S OLD WIRE RD ROGERS AR 72758

18-04059-000
DOWERS, DAVID A & LORIE
3880 S OLD WIRE RD ROGERS AR 72758

18-04059-001
DOWERS, DAVID ALLEN & LORIE LAVERNE
3880 S OLD WIRE RD ROGERS AR 72758

02-19695-000
CITY OF ROGERS
301 W CHESTNUT ST ROGERS AR 72756-4559

02-19520-000
BOUNSANA, DALY P; PHOUTHAVONG, TIFFANY
100 E LAUREL AVE ROGERS AR 72758

02-19520-001
BOUNSANA, DALY P; PHOUTHAVONG, TIFFANY
100 E LAUREL AVE ROGERS AR 72758

02-19521-000
PHAM, LONG; TRAN, THU
102 E LAUREL AVE ROGERS AR 72758-8430

02-19521-001
PHAM, LONG; TRAN, THU
102 E LAUREL AVE ROGERS AR 72758-8430

02-19522-000
SIMON, TERRA
104 E LAUREL AVE ROGERS AR 72758-8430

02-19522-001
SIMON, TERRA
104 E LAUREL AVE ROGERS AR 72758-8430

02-19523-000
BANUELOS, MARIA G ENRIQUEZ
PO BOX 3045 ROGERS AR 72757

02-19523-001
BANUELOS, MARIA G ENRIQUEZ
PO BOX 3045 ROGERS AR 72757



02-19524-000
LOCKARD, MATTHEW C
108 E LAUREL AVE ROGERS AR 72758-8430

02-19524-001
LOCKARD, MATTHEW C
108 E LAUREL AVE ROGERS AR 72758-8430

02-19525-000
GALDAMEZ, GERARDO FRANCO
3912 QUIGLEY ST APT B OAKLAND CA 94619-1912

02-19525-001
GALDAMEZ, GERARDO FRANCO
3912 QUIGLEY ST APT B OAKLAND CA 94619-1912

02-19526-000
PINA, JOSE M
112 E LAUREL AVE ROGERS AR 72758-8430

02-19526-001
PINA, JOSE M
112 E LAUREL AVE ROGERS AR 72758-8430

02-19527-000
LESLIE, LANCE
922 S 15TH ST ROGERS AR 72758-

02-19527-001
LESLIE, LANCE
922 S 15TH ST ROGERS AR 72758-

02-19528-000
HERNANDEZ, JOSE G & BERTA
116 E LAUREL AVE ROGERS AR 72758-8430

02-19528-001
HERNANDEZ, JOSE G & BERTA
116 E LAUREL AVE ROGERS AR 72758-8430

02-19529-000
HERRERA, CLAUDIA GUADALUPE; MUNOZ, ALEXIS
200 E LAUREL AVE ROGERS AR 72758

02-19529-001
SANCHEZ, ERIC
1305 EASTVIEW DR ROGERS AR 72758



02-19530-000
MARIAH LIVING TRUST - WALLACE, CAROLYN ELAINE
202 E LAUREL AVE ROGERS AR 72758

02-19530-001
MARIAH LIVING TRUST - WALLACE, CAROLYN ELAINE
202 E LAUREL AVE ROGERS AR 72758

02-19531-000
RAMIREZ, ANA R
204 E LAUREL AVE ROGERS AR 72758

02-19531-001
RAMIREZ, ANA R
204 E LAUREL AVE ROGERS AR 72758

02-19532-000
GALLEGOS, MARTIN TRUJILLO & SILVA, ELENA TREJO
206 E LAUREL AVE ROGERS AR 72758

02-19532-001
GALLEGOS, MARTIN TRUJILLO; SILVA, ELENA TREJO
206 E LAUREL AVE ROGERS AR 72758

02-19533-000
ADAMS, RALPH J & AMY L
2215 ANDREW CT ROGERS AR 72756

02-19533-001
ADAMS, RALPH J & AMY L
2215 ANDREW CT ROGERS AR 72756

02-19534-000
NIBLETT REVOCABLE TRUST, ALVIN R
420 N 37TH PL ROGERS AR 72756

02-19534-001
NIBLETT REVOCABLE TRUST, ALVIN R
420 N 37TH PL ROGERS AR 72756

02-19535-000
GARCIA, FRANCISCO
300 E LAUREL AVE ROGERS AR 72758

02-19535-001
GARCIA, FRANCISCO
300 E LAUREL AVE ROGERS AR 72758



02-19536-000
VALLE-MORAN, EDWIN
302 E LAUREL AVE ROGERS AR 72758

02-19536-001
VALLE-MORAN, EDWIN
302 E LAUREL AVE ROGERS AR 72758

02-19537-000
VARGAS, YESENIA C GARCIA; CRUZ, RICARDO A
304 E LAUREL AVE ROGERS AR 72758

02-19537-001
VARGAS, YESENIA C GARCIA; CRUZ, RICARDO A
304 E LAUREL AVE ROGERS AR 72758

02-19538-000
SAUCEDO, JOEL GARCIA; CALLEROS, CRISTELA VANESSA
306 E LAUREL AVE ROGERS AR 72758

02-19538-001
SAUCEDO, JOEL GARCIA; CALLEROS, CRISTELA VANESSA
306 E LAUREL AVE ROGERS AR 72758

02-19539-000
FIGUEROA, MARTINA
308 E LAUREL AVE ROGERS AR 72756

02-19539-001
FIGUEROA, MARTINA
308 E LAUREL AVE ROGERS AR 72756

02-19540-000
RAMIREZ, SABRINA ANNE; RODRIGUEZ, FRANCISCO
310 E LAUREL AVE ROGERS AR 72758

02-19540-001
RAMIREZ, SABRINA ANNE; RODRIGUEZ, FRANCISCO
310 E LAUREL AVE ROGERS AR 72758

02-19541-000
HERNANDEZ, RAUL
400 E LAUREL AVE ROGERS AR 72758

02-19541-001
HERNANDEZ, RAUL
400 E LAUREL AVE ROGERS AR 72758



02-19542-000
PEREZ, EVERARDO AGUINAGA; AGUINAGA, EVE LEAL
402 E LAUREL AVE ROGERS AR 72758

02-19542-001
PEREZ, EVERARDO AGUINAGA; AGUINAGA, EVE LEAL
402 E LAUREL AVE ROGERS AR 72758

02-19543-000
BELT, JENNIFER
404 E LAUREL AVE ROGERS AR 72758

02-19543-001
BELT, JENNIFER
404 E LAUREL AVE ROGERS AR 72758

02-19544-000
RODRIGUEZ, LUIS A ESQUIVEL
406 E LAUREL AVE ROGERS AR 72758

02-19544-001
NASH, STENNETT E & MERCEDES A
1355 1047TH AVE SAN LEANDRO CA 94578

02-19545-000
MORALES, SERAFIN MARTINEZ; MARTINEZ, MIGUEL
408 E LAUREL AVE ROGERS AR 72758

02-19545-001
MORALES, SERAFIN MARTINEZ; MARTINEZ, MIGUEL
408 E LAUREL AVE ROGERS AR 72758

02-19546-000
RODRIGUEZ, MARISELA & CANDELARIO
3409 S E ST ROGERS AR 72758

02-19546-001
RODRIGUEZ, MARISELA & CANDELARIO
3409 S E ST ROGERS AR 72758

02-19547-000
NORTHWEST ARKANSAS DREAM HOMES LLC
PO BOX 10557 FAYETTEVILLE AR 72703

02-19548-000
GUNNISON RENTALS LLC
1204 E JOYCE BLVD SUITE 102 FAYETTEVILLE AR 72703-5375



02-19549-000
NORTHWEST ARKANSAS DREAM HOMES LLC
PO BOX 10557 FAYETTEVILLE AR 72703

02-19559-000
NORTHWEST ARKANSAS DREAM HOMES LLC
PO BOX 10557 FAYETTEVILLE AR 72703

02-19560-000
NORTHWEST ARKANSAS DREAM HOMES LLC
PO BOX 10557 FAYETTEVILLE AR 72703

02-19561-000
NW AR DREAM HOMES LLC
PO BOX 13000 SPRINGDALE AR 72703-1300

02-19562-000
GALUTZA, DEAN FRANKLIN JR & TAMMY LYNN
401 E LAUREL AVE ROGERS AR 72758-8432

02-19563-000
NORTHWEST ARKANSAS DREAM HOMES LLC
PO BOX 10557 FAYETTEVILLE AR 72703

02-19564-000
GUNNISON RENTALS LLC
1204 E JOYCE BLVD SUITE 102 FAYETTEVILLE AR 72703-5375

02-19565-000
NORTHWEST ARKANSAS DREAM HOMES LLC
PO BOX 10557 FAYETTEVILLE AR 72703

02-19566-000
HERNANDEZ, JULIAN R & VALERIA
305 E LAUREL AVE ROGERS AR 72758-8431

02-19567-000
NW AR DREAM HOMES LLC
PO BOX 13000 SPRINGDALE AR 72703-1300

02-19568-000
GARCIA, GABRIEL & YESENIA
1137 LEXINGTON CIR SPRINGDALE AR 72762

02-19569-000
RIGGINS, DAVID
6593 FIREFLY CATCH AVE SPRINGDALE AR 72762



02-19570-000
KIRMER FAMILY TRUST- LYNETTE S
8280 TITLEIST CIR ROGERS AR 72756

02-19571-000
NORTHWEST ARKANSAS DREAM HOMES LLC
PO BOX 10557 FAYETTEVILLE AR 72703

02-19572-000
GUNNISON RENTALS LLC
1204 E JOYCE BLVD SUITE 102 FAYETTEVILLE AR 72703-5375

02-19573-000
NORTHWEST ARKANSAS DREAM HOMES LLC
PO BOX 10557 FAYETTEVILLE AR 72703

02-19574-000
GUNNISON RENTALS LLC
1204 E JOYCE BLVD SUITE 102 FAYETTEVILLE AR 72703-5375

02-19686-000
GUNNISON RENTALS LLC
1204 E JOYCE BLVD SUITE 102 FAYETTEVILLE AR 72703-5375

02-19687-000
RIGHTER, AILEAH G
113 E LAUREL AVE ROGERS AR 72758-8430

02-19688-000
YOUNG, EARVIN M & ROSALIND
111 E LAUREL AVE ROGERS AR 72758-8430

02-19689-000
NORTHWEST ARKANSAS DREAM HOMES LLC
PO BOX 10557 FAYETTEVILLE AR 72703

02-19690-000
MATA-LAZO, WALTER A
107 E LAUREL AVE ROGERS AR 72758-8430

02-19691-000
NORTHWEST ARKANSAS DREAM HOMES LLC
PO BOX 10557 FAYETTEVILLE AR 72703

02-19692-000
GUNNISON RENTALS LLC
1204 E JOYCE BLVD SUITE 102 FAYETTEVILLE AR 72703-5375



02-19693-000
NORTHWEST ARKANSAS DREAM HOMES LLC
101 E LAUREL AVE

02-19678-000
HAHN, HAROLD
100 E SOUTHPOINTE AVE ROGERS AR 72758

02-19679-000
VAUGHN, RYAN BRYCE & CRAWFORD, NATASHA & ZULU, SONENI
102 E SOUTHPOINTE AVE ROGERS AR 72758

02-19680-000
HAMMER, SHAWNA
104 E SOUTHPOINTE AVE ROGERS AR 72758

02-19681-000
RAMIREZ, JAVIER GONZALEZ ; TRUJILLO, GRISELDA GONZALEZ
106 E SOUTHPOINTE AVE ROGERS AR 72758

02-19682-000
GRAHAM, JARED T
2008 E COBBLESTONE SQ FAYETTEVILLE AR 72703

02-19683-000
GIDEON, JELSON ANKEIR
110 E SOUTHPOINTE AVE ROGERS AR 72758

02-19684-000
LOYOLA, MARIA M
112 E SOUTHPOINTE AVE ROGERS AR 72758-0505

02-19685-000
MARTINEZ, ALFREDO; MARTINEZ-FRAIRE, JOSUE CALEB
114 E SOUTHPOINTE AVE ROGERS AR 72758

02-19575-000
NAJERA, MARGARITA
200 E SOUTHPOINTE AVE ROGERS AR 72758-0500

02-19576-000
ORELLANA, FRANCISCO
202 E SOUTHPOINTE AVE ROGERS AR 72758-0500

02-19577-000
HERNANDEZ, OCIEL & MARIA GLADIS
204 E SOUTHPOINTE AVE ROGERS AR 72758-0500



02-19578-000
GUNNISON RENTALS LLC
1204 E JOYCE BLVD SUITE 102 FAYETTEVILLE AR 72703-5375

02-19579-000
NORTHWEST ARKANSAS DREAM HOMES LLC
PO BOX 10557 FAYETTEVILLE AR 72703

02-19580-000
GUNNISON RENTALS LLC
1204 E JOYCE BLVD SUITE 102 FAYETTEVILLE AR 72703-5375

02-19581-000
NORTHWEST ARKANSAS DREAM HOMES LLC
PO BOX 10557 FAYETTEVILLE AR 72703

02-19582-000
BAYES, RONALD STEVEN & MICHELLE RENEE
302 E SOUTHPOINTE AVE ROGERS AR 72758-

02-19583-000
NORTHWEST ARKANSAS DREAM HOMES LLC
PO BOX 10557 FAYETTEVILLE AR 72703

02-19584-000
CARILLO, SERGIO & ANGELA
5700 VIA REAL 63 CARPINTERIA CA 93013-2614

02-19585-000
NORTHWEST ARKANSAS DREAM HOMES LLC
PO BOX 10557 FAYETTEVILLE AR 72703

02-19586-000
GUNNISON RENTALS LLC
1204 E JOYCE BLVD SUITE 102 FAYETTEVILLE AR 72703-5375

02-19587-000
NORTHWEST ARKANSAS DREAM HOMES LLC
PO BOX 10557 FAYETTEVILLE AR 72703

02-19588-000
GUNNISON RENTALS LLC
1204 E JOYCE BLVD SUITE 102 FAYETTEVILLE AR 72703-5375

02-19589-000
NORTHWEST ARKANSAS DREAM HOMES LLC
PO BOX 10557 FAYETTEVILLE AR 72703



Crafton Tull
architecture | engineering | surveying

901 N 47th Street, Suite 200
Rogers, AR 72756

479.636.4838 (ph)
479.631.6224 (fax)

02-19590-000

ROMERO, VALENTIN HERNANDEZ; IBARRA, OLIVIA NAVA; NAVA, OSVALDO HERNANDEZ

406 E SOUTHPOINTE AVE ROGERS AR 72758

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 Schuber Mitchell Homes, LLC/Crafton Tull on behalf of David Allen Dowers is applying to the Rogers Planning Commission to rezone certain real property at 3880 S Old Wire Road. The property is more particularly described as follows:

LEGAL DESCRIPTION: See “Exhibit A”

LAYMAN’S DESCRIPTION: 3880 S Old Wire Road

PRESENT ZONING: T2

ZONING REQUEST: T4.1 and T3.2

A public hearing by the Rogers Planning Commission will be held on April 7th, 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)

PROPERTY OWNER AFFIDAVIT

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

3880 S. Old Wine Road which is the subject of this application. I hereby
(Address or Parcel ID)

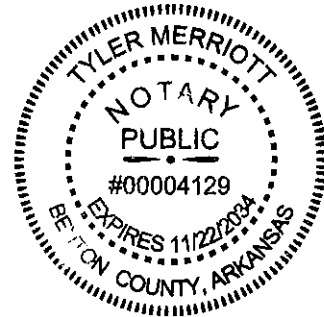
authorize, Schuber Mitchell + Crafter Toll to act as my agent for this application only.
(agent name or list self)

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 28 day of January, 2026.

[Signature]
Signed

David Downes
Name Printed



STATE OF AR

COUNTY OF Benton

Subscribed and sworn before me this the 28th day of January, 2026.

[Signature]
Notary Signature

Tyler Merriott
Notary Name Printed

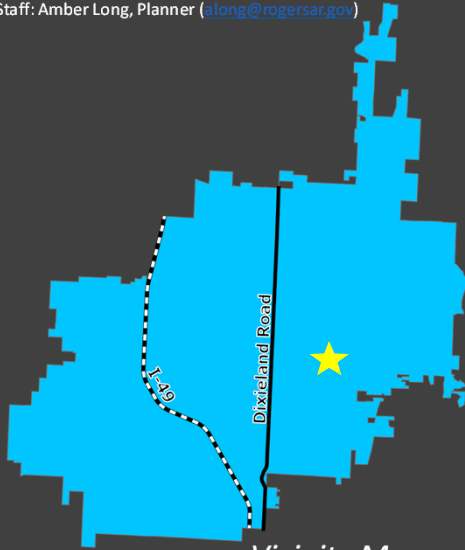
11/22/2034
Commission Expires



Rezone Dominguez Insurance

PLANNING

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



Vicinity Map

FLUM Place Type

Urban Neighborhood (U-NH)

Zoning

T4.1

Proposed Zoning

T4.2

Location

1108 W New Hope Rd.

Representative

Marco Dominguez

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 ±0.41 acres from T4.1 to T4.2 in the Urban Neighborhood (U-NH) placetypes.
- Review Type: Standard



Aerial View

Location Description

The subject area is located at the southwest corner of W New Hope Rd. and S 11th Pl. It is several hundred feet southeast of the Bonnie Grimes Elementary School and Rogers Health and Rehabilitation Center; and it is cater-corner to the Milady's Maid cleaning service.

Parcels: 02-01959-000



Zoning’s Relationship to the FLUM

Table 2.8.3.A Zoning Districts Allowed in Placetypes established two types of zoning map amendment requests:

- Standard Review (SR) requests are for zones that are likely to create the envisioned placetype.
- Enhanced Review (ER) requests are for zones that may create the envisioned placetype.

Permitted Zones by Placetype Per Table 2.8.3.A

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

Rezone Request

- T4.2 in U-NH 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.

About the Future Land Use Map (FLUM)

The Future Land Use Map is an element of the Comprehensive Plan identifying placetypes that the Planning Commission and City Council have carefully considered and determined to be appropriate for the future growth of the City.

2.8.3 Relationship with Future Land Use Map

“Table 2.8.3.A Zoning Districts Allowed in Placetypes sets forth zoning districts that:”

- (A) Are likely to create the placetype envisioned by the Plan and thus conform to the Future Land Use Map. Such districts are subject to Standard Review.
- (B) May create the placetype envisioned by the Plan and thus may conform to the Future Land Use Map. Such districts are subject to Standard Review and Enhanced Review.
- (C) Will not create the placetype envisioned by the Plan and thus will not conform to the Future Land Use Map. Such districts will not be considered by the Planning Commission and City Council unless and until the Future Land Use Map and this UDC are amended accordingly,” (UDC 2.8.3).

Summary of Request:

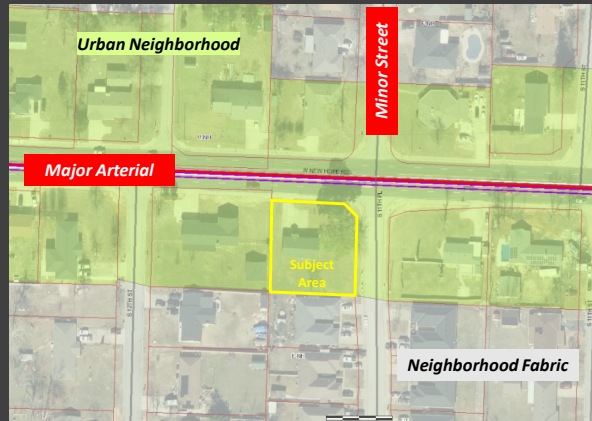
This request for a rezone from T4.1 to T4.2 in Urban Neighborhood (U-NH) is subject to Standard Review.



Rezone

Dominguez Insurance

PLANNING



FLUM + MSP (including trails)



Zoning Map

Rezone Request

Rezone from T4.1 to T4.2 in Urban Neighborhood (U-NH).

Placetype Description

Urban Neighborhood (U-NH): “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.

Current Zone (T4.1)

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

Proposed Zone (T4.2)

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



Table 4.5.A Selected Zone Standards

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

Uses Allowed in T4.2

- All Residential Uses
- Agriculture, Civic Spaces, Community Services, Office, Professional or Personal Services, Eating & Drinking, Lodging, Parking, Retail

Relevant Use Standards in T4.2

- Multi-Unit Houses (4.7.1.7) - When they are consistent in scale with the two nearest residential buildings on the same block face.
- Apartment Houses (4.7.1.9) – Located on a lot with frontage on MSP.
- Community Services (4.7.4) - Intensive services are prohibited in T4.
- Eating & Drinking (4.7.7) – Allowed on the ground floor of a mixed-use building or in a single use building when:
 - Within 660 feet or one block of the intersection of two streets each being a collector or an arterial.
 - They do not have a drive-through.
- Retail (4.7.10) - Allowed on the ground floor of a mixed-use building or in a single use building when:
 - Within 660 feet or one block of the intersection of two streets each being a collector or an arterial.
 - They do not have a drive-through.

Policy Maps Analysis:

Per the Future Land Use Map (FLUM), the subject area is located in and surrounded by the Urban Neighborhood (U-NH) placetype. Per the Master Street Plan (MSP), the subject property fronts a major arterial street. The proposed zone T4.2 is appropriate in this context.

Zoning Analysis:

Per Table 2.8.3.A of the UDC, the requested zone T4.2 is considered generally appropriate throughout the U-NH placetype and along major arterial streets such as W New Hope Rd. The proposed rezone is consistent with the Future Land Use Map (FLUM) and appropriate in this development context.

Compatibility with Adjacent Zoning

The development intensity permitted in this zone is compatible with the adjacent T4.1 zoning and the T4.2 zoning across W New Hope Rd.

Uses

Per Section 4.6 of the UDC, T4.2 permits all residential uses and select commercial uses, which are compatible with existing uses in the area and expected uses within the Urban Neighborhood placetype.



Rezone

Dominguez Insurance

PLANNING



Aerial View

Recommendation:

Approve

PUBLIC INPUT:

No public input received.

RECOMMENDATIONS:

Staff recommends **approval** of this request.

2.8.8 Planning Commission

2.8.8.1 Standard Review Districts

Where the Director recommends approval of the application they shall cause the Commission to be presented with the request as part of its consent agenda. Interested persons must be provided an opportunity to speak in a public hearing before consideration of the consent agenda.

Possible Planning Commission Motions for Standard Review:

- Accept the findings and recommendations of the Director and recommend approval of the rezoning by a majority vote of the quorum present as part of the consent agenda; or
- Remove the application from the consent agenda for commissioner discussion on the application after which the Commission may accept the findings and recommendations of the Director and recommend approval of the rezoning by a majority vote of the quorum present or issue its findings and recommend approval or denial by majority vote of the quorum present.

PROPERTY OWNER AFFIDAVIT

I, MARCO Polo DOMINGUEZ, certify that I am the legal owner of the property located at
(Owner name, printed)

1108 W NEW HOPE RD Rogers AR which is the subject of this application. I hereby
(Address or Parcel ID)

authorize, MARCO Polo DOMINGUEZ 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 17 day of Feb, 2026.

[Signature]
Signed

MARCO Polo DOMINGUEZ
Name Printed

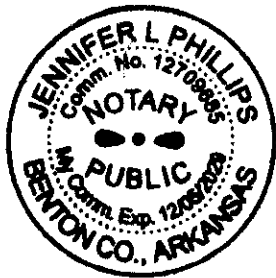
STATE OF Arkansas

COUNTY OF Benton

Subscribed and sworn before me this the 17 day of Feb, 2026

[Signature]
Notary Signature

Jennifer Phillips
Notary Name Printed



12/05/2029
Commission Expires

Parcel #	Owner Name	Site Address	Acres
02-12502-000	TORRES JOINT REVOCABLE TRUST, ELOY & MATILDE & TORRES, PAULO & OSVELIA	1910 & 1912 S 11TH PL	0.26
02-12527-000	SIMMONS REVOCABLE TRUST, PATSY H	1907 & 1909 S 11TH PL	0.27
02-06043-000	SANCHEZ, MANUEL UBALDO ESTRADA	1905 S 12TH ST	0.41
02-06221-000	RITCHIE, RICKY	1906 S 11TH ST	0.32
02-12526-000	REYES DURON INVESTMENTS LLC	1911 & 1913 S 11TH PL	0.27
02-06047-000	PEDROZA, PEDRO MARTINEZ & MARTINEZ, JESSE	1909 S 12TH ST	0.41
02-12503-000	PEDROZA, DIEGO ARMANDO IBARRA	1914 & 1916 S 11TH PL	0.26
02-01485-000	NEW HOPE ASSETS LLC	1151 W NEW HOPE RD	5.07
02-06028-000	MORALES, JOSE & SARAVIA, CLAUDIA	1902 S 12TH ST	0.41
02-06041-000	MORALES, JOSE & CLAUDIA	S 12TH ST	0.27
02-06217-000	MAYBERRY, DONALD M & DONNA L	1102 W NEW HOPE RD	0.46
02-01479-000	MANN, EARLENE J	1201 W NEW HOPE RD	0.40
02-01962-000	LIMA, JOSE LUIS CERNA & AMADOR, BRENDA ESMERALDA MIGUEL	1104 W NEW HOPE RD	0.49
02-06223-000	JONES, VIRGINIA LOU	1908 S 11TH ST	0.32
02-05129-000	HINRICHS, CORINE	1848 S 11TH PL	0.36
02-01480-000	HARVEY, GARY M & RHONDA J	1109 W NEW HOPE RD	0.67
02-06045-000	HARDIN, AARON J	1906 S 12TH ST	0.54
02-05119-000	GROVES, CHRISTOPHER LEE & MONTERO, REYNA VICTORIA GAMEZ	1851 S 11TH PL	0.41
02-06044-000	GLIDDEN, FREDE & REBECCA A	1907 S 12TH ST	0.41
02-05131-000	GARRETT, WILLIAM SCOTT & PILAR	1842 S 11TH PL	0.28
02-12501-000	FUENTES, LAURA	1906 & 1908 S 11TH PL	0.26
02-12524-000	FAGAN INVESTMENTS INC-FAGAN, GERALD	1919 & 1921 S 11TH PL	0.26
02-12525-000	FAGAN INVESTMENTS INC	1915 & 1917 S 11TH PL	0.26
02-06042-000	ESPINOZA, CELEDONIO	1904 S 12TH ST	0.75
02-06027-000	ESCOBAR, MANUEL DE JESUS & SILVA E	1110 W NEW HOPE RD	0.62
02-01959-000	DOMINGUEZ, MARCO POLO	1108 W NEW HOPE RD	0.41
02-08073-000	DE MANCIA, YUDITH LANDAVERDE & ANGEL, NORMA E LOPEZ & LANDAVERDE, MARIO A MANCIA	1814 S 11TH ST	0.33
02-12504-000	CLLI PROPERTIES LLC	1918 & 1920 S 11TH PL	0.26
02-01480-001	CITY OF ROGERS		0.05
02-05120-000	CHAMBERS, MICHAEL EUGENE & CYPERT, KELLY RAYE	1847 S 11TH PL	0.32
02-06219-000	BRANHAM REVOCABLE LIVING TRUST, NOAH R & JUDITH A	1904 S 11TH ST	0.33
02-05130-000	BARLEY, MICHAEL A & SARAH N	1846 S 11TH PL	0.29
02-05121-000	ASKINS, ROBERT L & CYNTHIA N	1843 S 11TH PL	0.35
02-06040-000	AGUILAR, EDGAR A & AGUILAR, MELVIN E	1903 S 12TH ST	0.37

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

Marco Dominguez is applying to the Rogers Planning Commission to rezone certain real property at 1108 W New Hope Rd. The property is more particularly described

as follows:

LEGAL DESCRIPTION:

A PART OF THE NW1/4 OF THE NW1/4 OF SECTION 24, TOWNSHIP 19 NORTH, RANGE 30 WEST OF THE FIFTH PRINCIPAL MERIDIAN, BENTON COUNTY, ARKANSAS, AND BEING DESCRIBED AS FOLLOWS: COMMENCING AT THE SE CORNER OF THE NW1/4 OF THE NW1/4 OF SECTION 24, TOWNSHIP 19 NORTH, RANGE 30 WEST, SAID POINT BEING A CONCRETE MONUMENT, THENCE NORTH 89°05'58" WEST 659.78 FEET AND NORTH 00°00'48" EAST 1141.33 FEET TO THE TRUE POINT OF BEGINNING, SAID POINT BEING A SET IRON PIN; THENCE NORTH 00°00'48" EAST 147.80 FEET TO A FOUND IRON PIPE ON THE SOUTH RIGHT OF WAY OF NEW HOPE ROAD; THENCE ALONG SAID RIGHT OF WAY, SOUTH 89°25'23" EAST 105.67 FEET TO A SET IRON PIN, THENCE 39.04 FEET ALONG A CURVE TO THE RIGHT, HAVING A DELTA ANGLE OF 89°27'41" AND A RADIUS OF 25.00 FEET, THENCE SOUTH 00°02'18" WEST 73.91 FEET TO A SET IRON PIN; THENCE 49.15 FEET ALONG A CURVE TO THE LEFT, HAVING A DELTA ANGLE OF 02°45'15" AND A RADIUS OF 1022.45 FEET; THENCE NORTH 89°25'22" WEST 131.55 FEET TO THE TRUE POINT OF BEGINNING, SUBJECT TO THE RIGHT OF WAY OF NEW HOPE ROAD AND A TWENTY FOOT WIDE GAS LINE EASEMENT TO ARKANSAS WESTERN GAS COMPANY ALONG THE NORTH SIDE THEREOF. LESS AND EXCEPT: ALL THAT PART BEING CONVEYED TO THE ARKANSAS STATE HIGHWAY COMMISSION DESCRIBED AS: PART OF THE NW1/4 OF THE NW1/4 OF SECTION 24, TOWNSHIP 19 NORTH, RANGE 30 WEST, BENTON COUNTY, ARKANSAS, MORE PARTICULARLY DESCRIBED AS FOLLOWS: STARTING AT A PK NAIL BEING USED AS THE COMMON CORNER OF SECTION 13, 14, 23 & 24; THENCE SOUTH 02°31'52" WEST ALONG THE WEST LINE OF THE NW1/4 OF THE NW1/4 OF SECTION 24, A DISTANCE OF 30.84 FEET TO A POINT; THENCE SOUTH 87°18'33" EAST 55.94 FEET TO A POINT ON THE SOUTHERLY RIGHT OF WAY LINE OF STATE HIGHWAY 94 AS ESTABLISHED BY THE PLAT OF NEW HOPE ACRES; THENCE CONTINUE SOUTH 87°18'33" EAST ALONG SAID RIGHT OF WAY LINE 145.00 FEET TO A POINT ON THE SOUTHERLY PRESCRIPTIVE RIGHT OF WAY LINE OF STATE HIGHWAY 94 AS ESTABLISHED BY STATE HIGHWAY AFFIDAVIT DATED NOVEMBER 13, 2001; THENCE CONTINUE SOUTH 87°18'33" EAST ALONG SAID RIGHT OF WAY LINE 115.00 FEET TO A POINT ON THE SOUTHERLY RIGHT OF WAY LINE OF STATE HIGHWAY 94 AS ESTABLISHED BY THE PLAT OF NEW HOPE ACRES; THENCE SOUTH 87°18'33" EAST

ALONG SAID RIGHT OF WAY LINE 350.00 FEET TO A POINT; THENCE SOUTH 02°41'27" WEST ALONG SAID RIGHT OF WAY LINE 10.96 FEET TO A POINT ON THE SOUTHERLY PRESCRIPTIVE RIGHT OF WAY LINE OF STATE HIGHWAY 70, AS ESTABLISHED BY STATE HIGHWAY AFFIDAVIT DATED NOVEMBER 13, 2001 FOR THE POINT OF BEGINNING, SAID POINT BEING THE NE CORNER OF LOT 1, BLOCK 1 OF REVISED NEW HOPE ACRES AS PER PLAT H AT PAGE 29; THENCE SOUTH 86°44'44" EAST ALONG SAID RIGHT OF WAY LINE 105.67 FEET TO A POINT; THENCE IN A SOUTHERLY DIRECTION ALONG SAID RIGHT OF WAY LINE, ALONG A CURVE TO THE RIGHT HAVING A CHORD BEARING OF SOUTH 42°00'53" EAST 35.19 FEET TO A POINT ON THE WESTERLY RIGHT OF WAY LINE OF SOUTH 11TH PLACE; THENCE SOUTH 02°42'57" WEST ALONG SAID RIGHT OF WAY LINE 2.60 FEET TO A POINT ON THE SOUTHERLY RIGHT OF WAY LINE OF STATE HIGHWAY 94 AS ESTABLISHED BY AHTD JOB 009985; THENCE NORTH 50°07'06" WEST ALONG SAID RIGHT OF WAY LINE 25.32 FEET TO A POINT; THENCE NORTH 85°23'02" WEST ALONG SAID RIGHT OF WAY LINE 110.31 FEET TO A POINT ON THE EAST LINE OF LOT 1, BLOCK 1 OF NEW HOPE ACRES; THENCE NORTH 02°41'27" EAST ALONG SAID RIGHT OF WAY LINE 9.64 FEET TO THE POINT OF BEGINNING AND CONTAINING 0.03 ACRES MORE OR LESS, AS SHOWN ON PLANS PREPARED BY THE AHTD REFERENCE AS JOB 009985.

LAYMAN'S DESCRIPTION: 1108 W New Hope Rd.

PRESENT ZONING: T4.1

ZONING REQUEST: T4.2

A public hearing by the Rogers Planning Commission will be held on April 07, 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,

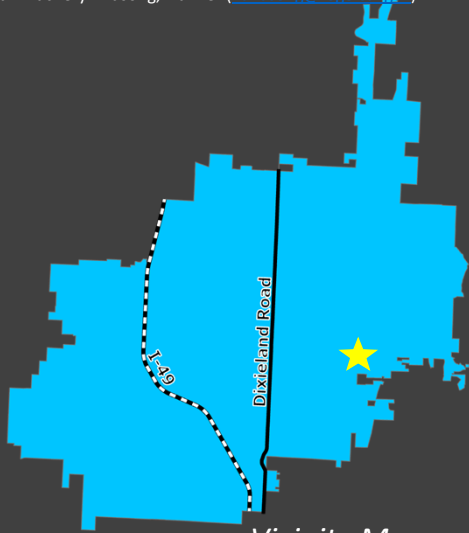
By: 



Rezone Blue Sky Rezone

PLANNING

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



Vicinity Map

FLUM Place Type
Neighborhood Fabric

Zoning
T2

Proposed Zoning
T4.1

Location
906 E New Hope Road

Representative
Aldo Hernandez

Nature of the Request:

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

Request Details:

- Proposal: The applicant is proposing to rezone ±1.83 acres from T2 to T4.1 in the Neighborhood Fabric placetype.
- Review Type: Standard



Rezone

Blue Sky Rezone

PLANNING

Zoning's Relationship to the FLUM

Table 2.8.3.A Zoning Districts Allowed in Placetypes established two types of zoning map amendment requests:

- Standard Review (SR) requests are for zones that are likely to create the envisioned placetype.
- Enhanced Review (ER) requests are for zones that may create the envisioned placetype.

Permitted Zones by Placetype Per Table 2.8.3.A

PLACETYPE	SR	ER
Neighborhood Fabric	T3.2, T4.1	T4.1

Rezone Request

- T4.1 in Neighborhood Fabric 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.

About the Future Land Use Map (FLUM)

The Future Land Use Map is an element of the Comprehensive Plan identifying placetypes that the Planning Commission and City Council have carefully considered and determined to be appropriate for the future growth of the City.

2.8.3 Relationship with Future Land Use Map

"Table 2.8.3.A Zoning Districts Allowed in Placetypes sets forth zoning districts that:"

- (A) Are likely to create the placetype envisioned by the Plan and thus conform to the Future Land Use Map. Such districts are subject to Standard Review.
- (B) May create the placetype envisioned by the Plan and thus may conform to the Future Land Use Map. Such districts are subject to Standard Review and Enhanced Review.
- (C) Will not create the placetype envisioned by the Plan and thus will not conform to the Future Land Use Map. Such districts will not be considered by the Planning Commission and City Council unless and until the Future Land Use Map and this UDC are amended accordingly," (UDC 2.8.3).

Summary of Request:

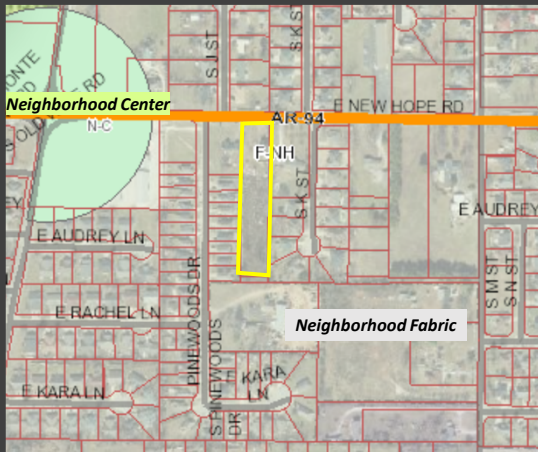
This request for a rezone from T2 to T4.1 in Neighborhood Fabric is subject to Standard Review.



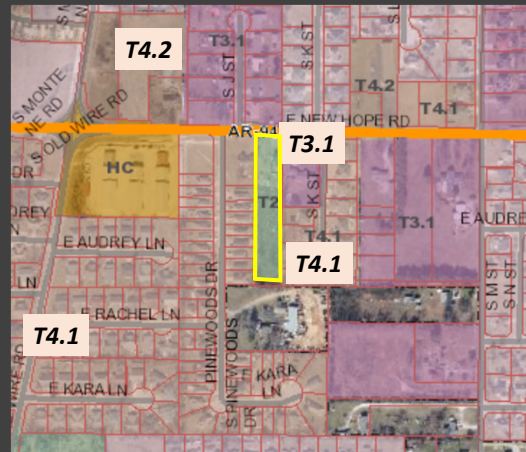
Rezone

Blue Sky Rezone

PLANNING



FLUM



Zoning Map

Rezone Request

Rezone from T2 to T4.1 in Neighborhood Fabric.

Placetype Description

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

Current Zone (T2)

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

Proposed Zone (T4.1)

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



Rezone

Blue Sky Rezone

PLANNING

Table 4.5.A Selected Zone Standards

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

Uses Allowed in T4.1

- All Residential Uses
- Agriculture, Civic Spaces, Parking

Relevant Use Standards in T4.1

- Multi-Unit Houses (4.7.1.7) - When they are consistent in scale with the two nearest residential buildings on the same block face.
- Apartment Houses (4.7.1.9) – Located on a lot with frontage on the Master Street Plan.

Policy Maps Analysis:

Per the Future Land Use Map (FLUM), the subject area is located in and surrounded by the Neighborhood Fabric placetype with a Neighborhood Center nearby to the west. Per the Master Street Plan (MSP), the subject property fronts E New Hope Road which is a collector street. The proposed zone T4.1 is appropriate in this context.

Zoning Analysis:

Per Table 2.8.3.A of the UDC, the requested zone T4.1 is considered generally appropriate throughout the Neighborhood Fabric placetype and along collector streets such as E New Hope Rd. A Neighborhood Center is nearby to the west intended to provide nearby access to services. The proposed rezone is consistent with the Future Land Use Map (FLUM) and appropriate in this development context.

Compatibility with Adjacent Zoning

The development intensity permitted in this zone is compatible with the adjacent T4.1 zoning to the west and southeast. The adjacent T3.1 zoning is non-conforming in Neighborhood Fabric with the lowest zone allowed being T3.2.

Uses

Per Section 4.6 of the UDC, T4.1 permits primarily residential uses.



Aerial View

Recommendation:

Approve

PUBLIC INPUT:

No public input received.

RECOMMENDATIONS:

Staff recommends **approval** of this request.

2.8.8 Planning Commission

2.8.8.1 Standard Review Districts

Where the Director recommends approval of the application they shall cause the Commission to be presented with the request as part of its consent agenda. Interested persons must be provided an opportunity to speak in a public hearing before consideration of the consent agenda.

Possible Planning Commission Motions for Standard Review:

- Accept the findings and recommendations of the Director and recommend approval of the rezoning by a majority vote of the quorum present as part of the consent agenda; or
- Remove the application from the consent agenda for commissioner discussion on the application after which the Commission may accept the findings and recommendations of the Director and recommend approval of the rezoning by a majority vote of the quorum present or issue its findings and recommend approval or denial by majority vote of the quorum present.

REZONING NOTIFICATION - PROPERTY OWNERS WITHIN 300 FEET

Subject Property: 906 E. New Hope Rd., Rogers, AR 72758 | Parcel: 02-00596-000 | Owner: Gonzalez, Blanca R & Hernandez, Aldo E

Generated: March 20, 2026 | Source: Benton County AR GIS & Assessor Records (bentoncountyar.gov)

#	Parcel ID	Property Owner	Mailing Address	Property Address	Direction	Notes
1	02-00597-000	MP Development LLC & Skyline Construction of NWA LLC	1000 Captain Good St, Pea Ridge, AR 72751	904 E New Hope Rd	West (adjacent)	
2	02-00600-000	FJH Partners LLC	908 E New Hope Rd, Rogers, AR 72758	908 E New Hope Rd	East (adjacent)	
3	02-00601-000	Sluik, Timothy S & Sonya G	926 E New Hope Rd, Rogers, AR 72758	926 E New Hope Rd	East	
4	02-00591-002	Jimenez, Daniel & Maria G	901 E New Hope Rd, Rogers, AR 72758	E New Hope Rd (no #)	West	2.47 acres, vacant
5	02-00587-000	First Missionary Baptist Church	112 N Main, PO Box 124, Cave City, AR 72521	1005 E New Hope Rd	East	Exempt religious
6	02-06972-000	Caceres, Victor Javier	1814 S J St, Rogers, AR 72756	1814 S J St	North	
7	02-06975-000	Peralta-Garcia, Helena	1812 S J St, Rogers, AR 72756	1812 S J St	North	
8	02-06979-000	Coulter, John D & Christina M	16 Talana Pl, Bella Vista, AR 72715	1811 S J St	North	Mailing ≠ property
9	02-06980-000	Martinez, Jaime Chavez	1813 S J St, Rogers, AR 72756	1813 S J St	North	
10	02-06973-000	Santillan, Araceli	1822 S J St, Rogers, AR 72756	1822 S J St	North	
11	02-06981-000	Ruan, Santiago J & Guzman-DeRuan, Patricia	1823 S J St, Rogers, AR 72756	1823 S J St	North	
12	02-10697-000	Guzman, Carlos	1810 S K St, Rogers, AR 72756	1810 S K St	North/East	
13	02-10698-000	Dominguez, Ruben Figueroa	1812 S K St, Rogers, AR 72756	1812 S K St	North/East	
14	02-10699-000	Lopez, Juana	1814 S K St, Rogers, AR 72756	1814 S K St	North/East	
15	02-10700-000	Vega, Juvenal & Alejandra	1816 S K St, Rogers, AR 72756	1816 S K St	North/East	
16	02-10701-000	Gonzalez, Gamaliel Sr	1815 S K St, Rogers, AR 72756	1815 S K St	North/East	
17	02-10702-000	Duffek, Tina Louise	1813 S K St, Rogers, AR 72756	1813 S K St	North/East	
18	02-10703-000	Chavez, Ana Vilma Solano	1811 S K St, Rogers, AR 72756	1811 S K St	North/East	
19	02-12492-000	Cooper, Nancy J	910 E Linden Pl, Rogers, AR 72756	910 E Linden Pl	North	
20	02-13674-000	Garcia, Denise A	4500 SW Swinton, Bentonville, AR 72713	1901 S K St	East	Mailing ≠ property
21	02-13675-000	Albin, Nancy P & Steven F	1903 S K St, Rogers, AR 72758	1903 S K St	East	
22	02-13676-000	Toyco, Nilton Reynoso	1905 S K St, Rogers, AR 72758	1905 S K St	East	
23	02-13677-000	Albarran, Caritina Hurtado	1907 S K St, Rogers, AR 72758	1907 S K St	East	
24	02-13678-000	Tobey, Jerry T & Kathy E	1909 S K St, Rogers, AR 72758	1909 S K St	East	
25	02-13679-000	Cardona, Oscar A	1911 S K St, Rogers, AR 72758	1911 S K St	East	
26	02-13680-000	Lopez, Juan Garcia & Hurtado, Miriam	1913 S K St, Rogers, AR 72758	1913 S K St	East	
27	02-13681-000	City of Rogers	301 W Chestnut St, Rogers, AR 72756	S K St (no #)	East	Exempt - government
28	02-13682-000	Lineberger Revocable Trust, John R & Barbara J	19018 Pinecrest Trl, Rogers, AR 72756	1914 S K St	East	Trust - mailing ≠ property
29	02-13683-000	Garcia, Marcos T Ruiz & Lillian T Morales	1912 S K St, Rogers, AR 72758	1912 S K St	East	
30	02-13684-000	Thomas, Zachary & Christy	2417 W Hendrix Heights, Fayetteville, AR 72704	1910 S K St	East	Mailing ≠ property
31	02-13685-000	Stokes, Tyler S & Lyndsey W	1908 S K St, Rogers, AR 72758	1908 S K St	East	
32	02-18852-000	Silent Properties LLC	PO Box 3618, Fayetteville, AR 72702	Pinewoods Sub (no #)	Southwest	Vacant lot
33	02-18853-000	Jimenez, Maria & Jesus	1900 S Pinewoods Dr, Rogers, AR 72758	1900 S Pinewoods Dr	Southwest	
34	02-18854-000	Garcia, Sergio & Ma Eugenio Garcia Garcia	1902 S Pinewoods Dr, Rogers, AR 72758	1902 S Pinewoods Dr	Southwest	
35	02-18855-000	Interiano, Heydi	1904 S Pinewoods Dr, Rogers, AR 72758	1904 S Pinewoods Dr	Southwest	
36	02-18856-000	Judd, Joel & Rachel	1906 S Pinewoods Dr, Rogers, AR 72758	1906 S Pinewoods Dr	Southwest	
37	02-18857-000	Kohler, Derek	1908 S Pinewoods Dr, Rogers, AR 72758	1908 S Pinewoods Dr	South	
38	02-18858-000	Granados, German Huerta	1910 S Pinewoods Dr, Rogers, AR 72758	1910 S Pinewoods Dr	South	
39	02-18859-000	Rawlins, Matthew Scott	1912 S Pinewoods Dr, Rogers, AR 72758	1912 S Pinewoods Dr	South	
40	02-18860-000	Cano, Joel	1914 S Pinewoods Dr, Rogers, AR 72758	1914 S Pinewoods Dr	South	
41	02-18861-000	Ballesteros, Maria G & Albarran, Samuel C	1916 S Pinewoods Dr, Rogers, AR 72758	1916 S Pinewoods Dr	South	

REZONING NOTIFICATION - PROPERTY OWNERS WITHIN 300 FEET

Subject Property: 906 E. New Hope Rd., Rogers, AR 72758 | Parcel: 02-00596-000 | Owner: Gonzalez, Blanca R & Hernandez, Aldo E

Generated: March 20, 2026 | Source: Benton County AR GIS & Assessor Records (bentoncountyar.gov)

#	Parcel ID	Property Owner	Mailing Address	Property Address	Direction	Notes
42	02-18862-000	Martinez, Rosalia	1918 S Pinewoods Dr, Rogers, AR 72758	1918 S Pinewoods Dr	South	
43	02-18863-000	Molina, Carlos E & Maria Roxana	1920 S Pinewoods Dr, Rogers, AR 72758	1920 S Pinewoods Dr	South	
44	02-18895-000	Blevins Family Farms Limited Partnership	PO Box 1055, Bentonville, AR 72712	1907 S Pinewoods Dr	South	
45	02-18894-000	Whitt, Brooke Elizabeth & Harrison Connor	1909 S Pinewoods Dr, Rogers, AR 72758	1909 S Pinewoods Dr	South	
46	02-18893-000	Ruvalcaba, Rosalba & Gutierrez, Jesus Ruvalcaba	1911 S Pinewoods Dr, Rogers, AR 72758	1911 S Pinewoods Dr	South	
47	02-18892-000	Smedley, Justin R	1913 S Pinewoods Dr, Rogers, AR 72758	1913 S Pinewoods Dr	South	
48	02-18891-000	Almaraz, Antonio & Martha	1915 S Pinewoods Dr, Rogers, AR 72758	1915 S Pinewoods Dr	South	
49	02-18890-000	Cuenca, Adriana Gonzalez	1917 S Pinewoods Dr, Rogers, AR 72758	1917 S Pinewoods Dr	South	
50	02-18896-000	Roberts, Cody B	1905 S Pinewoods Dr, Rogers, AR 72758	1905 S Pinewoods Dr	South	
51	02-18897-000	Mendez, Osiel	1903 S Pinewoods Dr, Rogers, AR 72758	1903 S Pinewoods Dr	South	
52	02-18864-000	Garrison, Randy L & Laura B	901 E Rachel Ln, Rogers, AR 72758	901 E Rachel Ln	South	
53	02-18865-000	Reedy, John	903 E Rachel Ln, Rogers, AR 72758	903 E Rachel Ln	South	
54	02-18866-000	Miles, Katherine E	900 E Rachel Ln, Rogers, AR 72758	900 E Rachel Ln	South	
55	18-03569-000	Morgan Property Management LLC	2218 Little Flock Dr, Rogers, AR 72756	1923 Pinewoods Dr	South	Commercial, 2.99 acres
56	18-03567-000	Perez, Erick A Rico	1912 S M St, Rogers, AR 72758	1912 S M St	Southeast	2.5 acres
57	02-00599-011	Perez, Erick A Rico & Almaras, Cristina Rico	1912 S M St, Rogers, AR 72758	S M St (no #)	Southeast	3.35 acres, vacant

Total Properties: 57 parcels within 300 feet of 906 E. New Hope Rd (Parcel 02-00596-000)

IMPORTANT NOTES:

- Mailing addresses shown are from Benton County Assessor records — use these for notification letters, not the property addresses.
- Properties marked "Mailing ≠ property" have owners whose mailing address differs from the property location.
- City of Rogers parcels included — notify City Clerk at 301 W Chestnut St, Rogers, AR 72756.
- The subject property owner (Gonzalez, Blanca R & Hernandez, Aldo E) and their adjacent vacant parcel (18-03570-001) are excluded.
- City of Rogers right-of-way parcel (02-18898-000, streets/infrastructure) is excluded.
- This list is based on the Benton County GIS 300-foot buffer tool. Verify with the City of Rogers Planning Department for official requirements.
- Data sourced from Benton County GIS (gis.bentoncountyar.gov) and Assessor Records (arcountydata.com) on March 20, 2026.

PROPERTY OWNER AFFIDAVIT

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

LEGAL DESCRIPTION:

BEGINNING AT A POINT WHICH IS SOUTH 89°14'18" EAST 335.51 FEET FROM THE NORTHWEST CORNER OF THE NE 1/4 OF THE NE 1/4 OF SAID SECTION 19, SAID POINT BEING IN THE CENTERLINE OF STATE HIGHWAY NO. 94; THENCE CONTINUING WITH THE CENTERLINE OF SAID HIGHWAY SOUTH 89°14'18" EAST 119.80 FEET; THENCE LEAVING SAID HIGHWAY SOUTH 00°48'16" WEST 688.64 FEET; THENCE NORTH 89°42'11" WEST 122.42 FEET; THENCE NORTH 01°01'19" EAST 689.70 FEET TO THE POINT OF BEGINNING. SUBJECT TO A 50.00 FOOT WIDE RIGHT-OF-WAY FOR STATE HIGHWAY NO. 94 CENTERED ALONG THE NORTH LINE OF THE DESCRIBED BOUNDARY.

LAYMAN'S DESCRIPTION: 906 E New Hope Rd Rogers AR 72758

PRESENT ZONING: T2

ZONING REQUEST: T4.1

Respectfully Submitted,

BY: [Signature]
(Property Owner Signature)

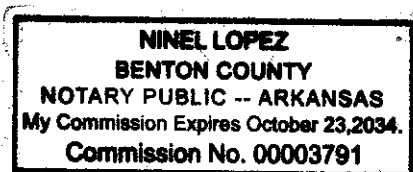
STATE OF ARKANSAS
COUNTY OF Benton

Subscribed and sworn before me this the 20 day of March, 2026.

[Signature]
Notary Signature

Ninel Lopez
Notary Name Printed

Oct 23 2034
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 20 day of MARCH, 2026.

Signed

Aldo Edgar Hernandez
Name Printed

STATE OF ARKANSAS

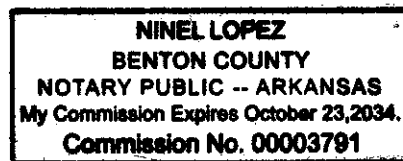
COUNTY OF Benton

Subscribed and sworn before me this the 20 day of March, 2026.

Ninel Lopez
Notary Signature

Ninel Lopez
Notary Name Printed

OCT 23 2034
Commission Expire





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

NOTICE OF PUBLIC HEARING

Notice is hereby given that a public hearing will be held before the Rogers Planning Commission in the Rogers City Hall at 301 West Chestnut Street on **April 7, 2026** at **5:30 p.m.** on the application by **Blue Sky Townhomes (Case #: RZ26-00052)** to rezone **906 E. New Hope Rd** from the **T2 (Rural)** zoning district to the **T4.1 (Neighborhood Medium-Intensity)** zoning district, the properties being more particularly described as follows:

PROPERTY DESCRIPTIONS:

906 E. New Hope Rd.

Parcel Number: 02-00596-000

PUBLISH ONE TIME ONLY: **Sunday March 22, 2025**
BILL THE CITY OF ROGERS

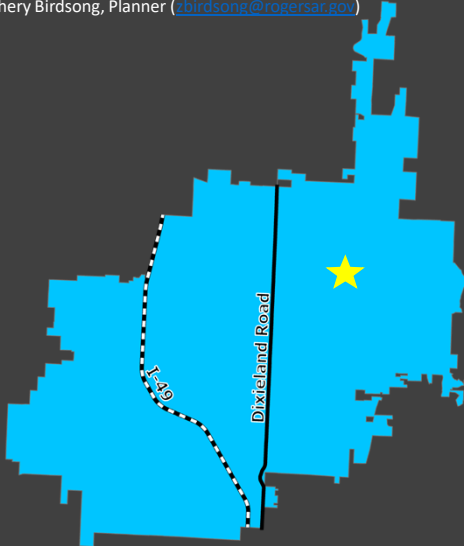




Common Signage Plan Shelby Lane Plaza

PLANNING

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



Vicinity Map

Location

Near the Northeast corner of Walnut and 8th

FLUM Place Type

Downtown City Center

Zoning

T5.1

Representative

Michael Dardis

Nature of the Request:

The following request is to propose a common signage plan for the multi-tenant building near the northeast corner of Walnut and 8th.

Request Details:

Proposal: The applicant is proposing regulations for the number of wall signs and sizes in addition to a directory pole and monument sign.



Common Signage Plan Shelby Lane Plaza

PLANNING



Staff Report Briefing

- The applicant is establishing wall sign regulations permitting 2 s.f. per linear foot of the tenant's width, not to exceed 100 s.f.
- All proposed wall sign allowances will be no more than 10% of the building façade as proposed.
- The applicant is proposing two directory signs. One pole sign along N 8th Street and one monument sign along W Walnut. Both are shown to have a greater square footage than what is allowed per code.
- All new signage must adhere to the CSP, or the City Code where the CSP is silent.

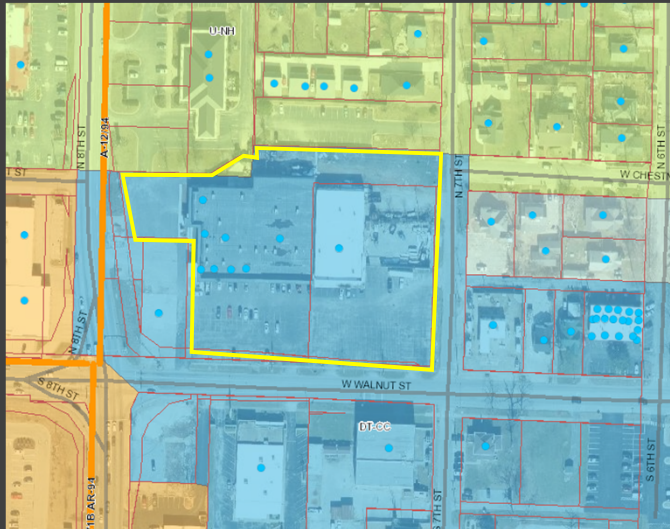
Staff Report Briefing

- The applicant is establishing wall sign regulations permitting 2 s.f. per linear foot of the tenant's width, not to exceed 100 s.f. There is only one sign that would reach this maximum.
- All proposed wall sign allowances will be no more than 10% of the building façade as proposed.
- The applicant is proposing two directory signs. One pole sign along N 8th Street and one monument sign along W Walnut. Both are shown to have a greater square footage than what is allowed per code.
- All new signage must adhere to the CSP, or the City Code where the CSP is silent.



Common Signage Plan Shelby Lane Plaza

PLANNING



FLUM

Downtown City Center Description

“The Downtown City Center is a historic downtown offering unique and engaging entertainment, outdoor gathering areas, shopping, dining, residential and employment opportunities. It retains a welcoming pedestrian environment through small, walkable blocks and buildings with windows and entrances along the street. Activity lasts all day into the evening.” – Rogers Future Land Use Placetypes pg. 4

Placetype Description

“The Downtown City Center is a historic downtown offering unique and engaging entertainment, outdoor gathering areas, shopping, dining, residential and employment opportunities. It retains a welcoming pedestrian environment through small, walkable blocks and buildings with windows and entrances along the street. Activity lasts all day into the evening.” – Rogers Future Land Use Placetypes pg. 4



Common Signage Plan

PLANNING

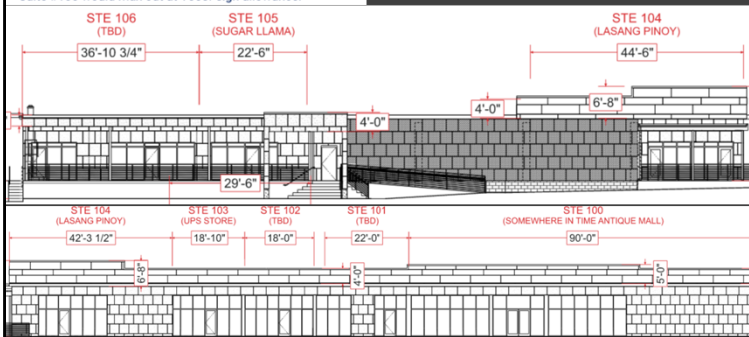
Shelby Lane Plaza

Suite #100	90'	100sf
Suite #101	22'	44sf
Suite #102	18'	36sf
Suite #103	18'-10"	38sf
Suite #104A	42'3"	85sf
Suite #104B	44' 6"	89sf
Suite #105	22'6"	45sf
Suite #106	36'-10"	74sf

Wall Sign Deviations from Code

- **Rogers' Code Wall Sign Requirements:**
 - Number: One per tenant
 - Size: 30 s.f.
- **Proposed Wall Sign Allowances**
 - Number: One sign per tenant elevation facing a primary street
 - Size: 2 s.f. per linear foot of tenant frontage with the exception that no sign exceed 100 s.f.

*Suite 104A faces W Walton St., while suite 104B faces N 8th St.
 **Suite #100 would max out at 100sf sign allowance.



Wall Sign Deviations from Code

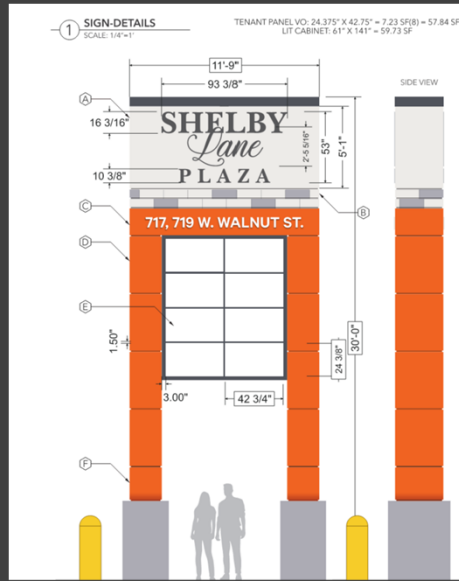
- **Rogers' Code Wall Sign Requirements:**
 - Number: One per tenant
 - Size: 30 s.f.
- **Proposed Wall Sign Allowances**
 - Number: One sign per tenant elevation facing a primary street. Suite 104 would be allowed two signs and all other tenants would only be allowed one.
 - Size: 2 s.f. per linear foot of tenant frontage with the exception that no sign exceed 100 s.f. The smallest sign would be 36 s.f. and the largest allowed would be 100 s.f.



Common Signage Plan

PLANNING

Shelby Lane Plaza



Directory Pole Sign Deviations from Code

- **Rogers' Directory Sign Requirements**
 - Quantity: One per street frontage
 - Area: 20 s.f. (plus 5 times the number of tenants) 60 s.f. max in this case
 - Height: 12 if monument, 30 if pole
 - Location: Not allowed in the downtown city center placetype
- **Proposed Directory Pole Sign Allowances that Deviate**
 - Area: A total of approximately 170 s.f.
 - Location: This form of sign is not allowed in the downtown city center

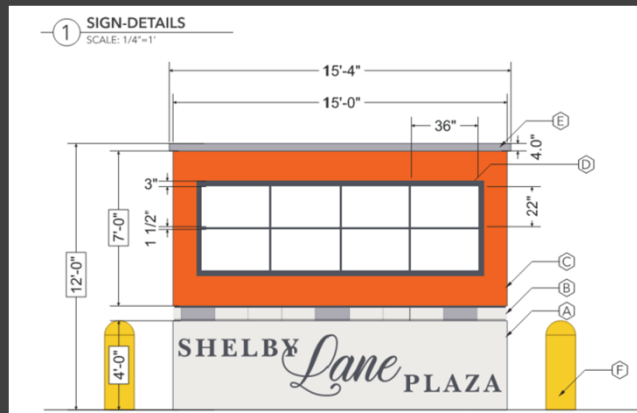
Directory Pole Sign Deviations from Code

- **Rogers' Directory Sign Requirements**
 - Quantity: One per street frontage
 - Area: 20 s.f. (plus 5 times the number of tenants) 60 s.f. max in this case
 - Height: 12 if monument, 30 if pole
 - Location: Not allowed in the downtown city center placetype
- **Proposed Directory Pole Sign Allowances that Deviate**
 - Area: A total of approximately 170 s.f. This area is measured to include the tenant panels, addressing, and Shelby Lane Plaza branding.
 - Location: This form of sign is not allowed in the downtown city center



Common Signage Plan Shelby Lane Plaza

PLANNING



Directory Monument Sign Deviations from Code

- **Rogers' Directory Sign Requirements**
 - Quantity: One per street frontage
 - Area: 20 s.f. (plus 5 times the number of tenants) 60 s.f. max in this case
 - Height: 12 if monument, 30 if pole
 - Location: Not allowed in the downtown city center Placetype
- **Proposed Directory Monument Sign Allowances that Deviate**
 - Area: A total of approximately 180 s.f.
 - Location: This form of sign is not allowed in the downtown city center

Directory Monument Sign Deviations from Code

- **Rogers' Directory Sign Requirements**
 - Quantity: One per street frontage
 - Area: 20 s.f. (plus 5 times the number of tenants) 60 s.f. max in this case
 - Height: 12 if monument, 30 if pole
 - Location: Not allowed in the downtown city center Placetype
- **Proposed Directory Monument Sign Allowances that Deviate**
 - Area: A total of approximately 180 s.f. This area is measured to include the entirety of the structure.
 - Location: This form of sign is not allowed in the downtown city center



Applicant's Responses

<p>Is the proposal compatible with the surrounding area?</p>	<p>“The free-standing signage will incorporate plaza building colors and materials. The proposed signage mimics the signage types being utilized by other businesses in the area. Please refer to pages 6 and 7 of the drawings which show the surrounding businesses and the plaza development.”</p>
<p>Is the proposal consistent with the intended character of the placetype?</p>	<p>“While the evolution of the Downtown City Center based on the FLUM may develop into “walkable blocks and buildings with windows and entrances along the street”; the current state of the established area is for vehicular traffic. Obviously, the plaza was developed prior to the establishment of the FLUM placetype. If we are held to the sign code based on future land use, this will hinder the plaza’s success and limit tenant advertising. The plaza is compatible with the other businesses currently within the area.”</p>

Applicant's Responses:

Is the proposal compatible with the surrounding area?

“The free-standing signage will incorporate plaza building colors and materials. The proposed signage mimics the signage types being utilized by other businesses in the area. Please refer to pages 6 and 7 of the drawings which show the surrounding businesses and the plaza development.”

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

“While the evolution of the Downtown City Center based on the FLUM may develop into “walkable blocks and buildings with windows and entrances along the street”; the current state of the established area is for vehicular traffic. Obviously, the plaza was developed prior to the establishment of the FLUM placetype. If we are held to the sign code based on future land use, this will hinder the plaza’s success and limit tenant advertising. The plaza is compatible with the other businesses currently within the area.”



Applicant's Responses

<p>Does the proposal minimize visual clutter and maximize readability and aesthetic appeal?</p>	<p>“The architectural free-standing site signs are designed for visibility from busy roads to capture the attention of drivers to the businesses in the plaza. They are durable illuminated signs that will serve as decorative landmarks displaying the tenant’s branding. The tenant’s wall sign specifications are noted on page 5 of the drawings and existing signs are shown on page 6. These signs are based on the tenant’s registered logo and proportionate to the store frontage.”</p>
<p>Does the proposal present a clear and public danger to public safety?</p>	<p>“The wall signs will be attached to the building as per city code and the site sign footings will be engineered. Additionally, the site signs will be set back from the roads and placed within the plaza’s property lines – refer to the site plan shown on the drawings. The sign placement will not create a traffic or safety hazard.”</p>

Applicant's Responses:

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

“The architectural free-standing site signs are designed for visibility from busy roads to capture the attention of drivers to the businesses in the plaza. They are durable illuminated signs that will serve as decorative landmarks displaying the tenant’s branding. The tenant’s wall sign specifications are noted on page 5 of the drawings and existing signs are shown on page 6. These signs are based on the tenant’s registered logo and proportionate to the store frontage.”

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

“The wall signs will be attached to the building as per city code and the site sign footings will be engineered. Additionally, the site signs will be set back from the roads and placed within the plaza’s property lines – refer to the site plan shown on the drawings. The sign placement will not create a traffic or safety hazard.”



Staff Analysis

<p>Is the proposal compatible with the surrounding area?</p>	<p>The wall sign proposal is compatible generally with the existing context. The proposed monument directory sign however is both taller and larger than those in the area. The directory pole sign is taller albeit similar in size to some nearby signs.</p>
<p>Is the proposal consistent with the intended character of the placetype?</p>	<p>The proposal is not consistent with the intended character of the placetype. Though this is largely because the site itself currently is not consistent with the character of the placetype. The size of wall signs requested would not be as necessary if closer to the street. The pole and monument signs would not fit with the urban form of the development if the building occupied the street frontage.</p>

Staff Analysis:

Is the proposal compatible with the surrounding area?

The wall sign proposal is compatible generally with the existing context. The proposed monument directory sign however is both taller and larger than those in the area. The directory pole sign is taller albeit similar in size to some nearby signs.

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

The proposal is not consistent with the intended character of the placetype. Though this is largely because the site currently is not consistent with the character of the placetype. The size of wall signs requested would not be as necessary if closer to the street. The pole and monument signs would not fit with the urban form of the development if the building occupied the street frontage.



Staff Analysis

<p>Does the proposal minimize visual clutter and maximize readability and aesthetic appeal?</p>	<p>The wall sign proposal results in no sign being larger than 10% of the tenant’s façade on buildings distanced further than 100’ from the street.</p> <p>The pole sign and monument sign however are both proposed to be much larger than what code allows. This is in part because of the desire to advertise the name of the plaza. The height (12’) and area (180 s.f.) of the monument sign far exceeds the pedestrian scale in a placetype prioritizing the pedestrian.</p>
<p>Does the proposal present a clear and public danger to public safety?</p>	<p>No sign in 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?

The wall sign proposal results in no sign being larger than 10% of the tenant’s façade on buildings distanced further than 100’ from the street.

The pole sign and monument sign however are both proposed to be much larger than what code allows. This is in part because of the desire to advertise the name of the plaza. The height (12’) and area (180 s.f.) of the monument sign far exceeds the pedestrian scale in a placetype prioritizing the pedestrian.

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.



Deviations Summary

Applicant's Proposal	Staff's Recommended Modifications and Summary
<p>1. Wall Signs:</p> <ul style="list-style-type: none"> A. To allow one sign per tenant elevation facing a primary street B. To allow no more than 2 s.f. of sign area per linear foot of tenant width. Signs however shall not be allowed to be greater than 100 s.f. <p>2. Directory Pole Sign:</p> <ul style="list-style-type: none"> A. To be allowed at this location B. Proposed to be approximately 170 s.f. 	<p>1. Wall Signs</p> <ul style="list-style-type: none"> A. Staff has no recommended modifications. B. The proposal of 2 s.f. of sign area per linear foot with a maximum of 100 s.f. is satisfactory given the distance of the building from the streets. Staff has no recommended modifications. <p>2. Directory Pole Sign:</p> <ul style="list-style-type: none"> A. N 8th street is a minor arterial and truck route. Across 8th street also is the start of the highway corridor. A directory pole sign where proposed fits with the existing context of the site and surrounding area. B. The size of the sign, while it may be somewhat compatible with existing signs, well exceeds what code allows. Staff recommends a reduction in the size of the sign to approximately 120 s.f.

Staff Summary

See slide



Deviations Summary

Applicant's Proposal	Staff's Recommended Modifications and Summary
<p>1. Directory Monument Sign:</p> <ul style="list-style-type: none"> A. To be allowed at this location B. Proposed to be approximately 180 s.f. 	<p>1. Directory Monument Sign:</p> <ul style="list-style-type: none"> A. Monument signs are not allowed in the downtown city center. This is primarily because this placetype is intended for small, walkable blocks with windows and doors along the street frontage. This development does not currently fit this description and a monument sign fits the context. B. This sign's size however is larger than what would be desired for a pedestrian scale monument sign. Staff is agreeable to allowing this sign type, with a reduction in both size and height. <ul style="list-style-type: none"> I. Size: Staff recommends a size reduction to approximately 80 s.f. II. Height: Staff recommends a height reduction to 5'. Allowing for an additional foot in height for every additional 5' the sign is from the r/w, up to 7' in height.

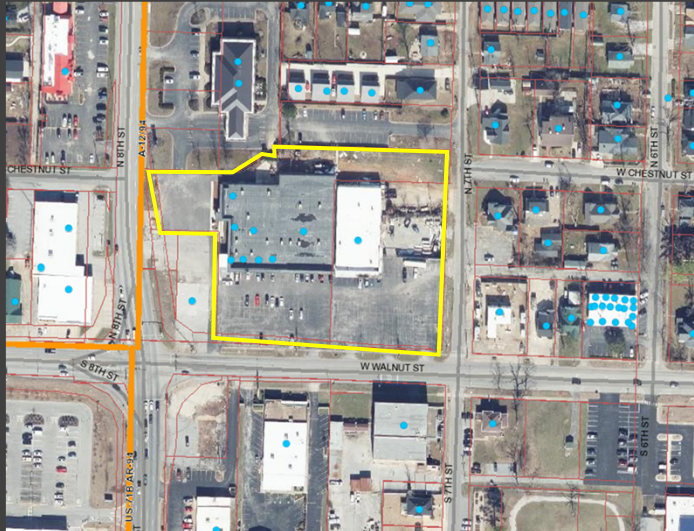
Staff Summary

See slide



Common Signage Plan Shelby Lane Plaza

PLANNING



Aerial View

Recommendation:

Consider with staff's stated modifications and the condition that the location of the monument sign be worked out with staff to ensure it is outside the right-of-way

PUBLIC INPUT:

No public input has been provided.

RECOMMENDATIONS:

Staff recommends **consideration** of this request with staff's stated modifications and the condition that the location of the monument sign be worked out with staff to ensure it is outside of the right-of-way

Possible Planning Commission Motions:

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

Shelby LANE P L A Z A

GARNER & LARIMORE, INC.

GARNER & LARIMORE, INC

SHELBY LANE PLAZA
717 & 719 W WALNUT ST
ROGERS, AR 72756

09/05/25

ao65598

PRESENTED BY
MICHAELDARDIS

o: 417.862.2454

e: Michaeld@springfieldsign.com

a: 4825 E. Kearney St.
Springfield, MO 65803





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Springfield Sign
4825 E Kearney St
Springfield, MO 65803

29 January 2026

Planning Commission
City of Rogers, AR
301 W Chestnut St,
Rogers, AR 72756

Dear Commission Members:

Please find herein the Common Sign Plan (CSP) submittal for the property located at Shelby Lane Plaza 717 & 719 W Walnut, Rogers AR 72756. The goal of this CSP is to address the need for site signage (monument and pylon) as well as the allowance for tenant wall signage.

The CSP proposes a needed deviation from the Rogers Unified Development Code, section 5.8 signs. Please refer to the sign drawings and note that the placetype is the downtown city center (established commercial area).

Wall Signage

Code allowance is one 30sf sign per tenant space. Strict compliance with the code creates a hardship in that it limits the visibility of the signage due to its size. For local businesses, a sign can be the primary reason customers become aware of their establishment. Please refer to page 5 of our drawings as we are proposing an allowance of 2sf per linear foot of tenant frontage with a maximum of 100sf as follows:

Suite #100	90'	100sf
Suite #101	22'	44sf
Suite #102	18'	36sf
Suite #103	18'-10"	38sf
Suite #104A	42'3"	85sf
Suite #104B	44' 6"	89sf
Suite #105	22'6"	45sf
Suite #106	36'10"	74sf

*Suite 104A faces W Walton St., while suite 104B faces N 8th St.

**Suite #100 would max out at 100sf sign allowance.

The property cannot reasonably be used in a manner consistent with the placetype vision of “walkable blocks and buildings with windows and entrances along the street” as the building setback from W Walnut St. and N 8th St. is 152’ and 150’ respectively.

Directory Signs

Directory Pole Sign: Code allowance for other placetypes is 30’ in height, one per street frontage, and “20 square-foot plus five (5) times the number of tenants, up to (12) per sign”. We are requesting one 30’ pole sign along N 8th St. with 7.2sf tenant panels and 60sf center name panel. *Please note that the existing pole sign along W Walton St. was damaged during the tornado and will be removed.

Directory Monument Sign: Code allowance for other placetypes is 12’ in height, one per street frontage, and “20 square-foot plus five (5) times the number of tenants, up to (12) per sign”. We are requesting one 12’ monument sign along W Walton St. with 7sf tenant panels and a 60sf center name panel.

For businesses located off main thoroughfares or within complex commercial centers, large pylon or monument signs serve as essential wayfinding tools, guiding customers to the correct entrance. The architectural signage will identify the plaza and promote its tenants while aligning with the building and the character of the surrounding commercial area. The monument and pylon setbacks are 34.5’ and 39’ respectively from the road. With this in mind, we are asking to increase the center name panels to 60 sqft and the tenant panels to 7.2 sqft for better visibility.

Planning Commission Criteria:

A) Whether the proposal is compatible with the development and surrounding area:

The free-standing signage will incorporate plaza building colors and materials.

The proposed signage mimics the signage types being utilized by other businesses in the area. Please refer to pages 6 and 7 of the drawings which show the surrounding businesses and the plaza development.

Area businesses:

Cooks Natural Foods 726 W Walnut St, Rogers, AR 72756

AutoZone 119 S 8th St, Rogers, AR 72756

AT&T 700 W Walnut St, Rogers, AR 72756

Smokin' Joe's Ribhouse 200 N 8th St, Rogers, AR 72756

Simmons Bank 111 N 8th St, Rogers, AR 72756

Gathered Goods (closed) 100 N 8th St Suite A, Rogers, AR 72756

Walmart Neighborhood Market 808 W Walnut St, Rogers, AR 72756

B) Whether the proposal is consistent with the intended character of the placetype:

While the evolution of the Downtown City Center based on the FLUM may develop into "walkable blocks and buildings with windows and entrances along the street"; the current state of the established area is for vehicular traffic.

Obviously, the plaza was developed prior to the establishment of the FLUM placetype. If we are held to the sign code based on future land use, this will hinder the plaza's success and limit tenant advertising.

The plaza is compatible with the other businesses currently within the area.

C) Whether the proposal minimizes visual clutter and maximizes readability and aesthetic appeal:

The architectural free-standing site signs are designed for visibility from busy roads to capture the attention of drivers to the businesses in the plaza. They are durable illuminated signs that will serve as decorative landmarks displaying the tenant's branding.

The tenant's wall sign specifications are noted on page 5 of the drawings and existing signs are shown on page 6. These signs are based on the tenant's registered logo and proportionate to the store frontage.

D) Whether the proposal presents a clear and public danger to public safety:

The wall signs will be attached to the building as per city code and the site sign footings will be engineered. Additionally, the site signs will be set back from the roads and placed within the plaza's property lines – refer to the site plan shown on the drawings. The sign placement will not create a traffic or safety hazard.

Sincerely,

Michael Dardis

Sr. Business Development Manager / Owner Representative

MichaelD@SpringfieldSign.com

208-738-6062

Property owner:

Brown Commercial Development

719 W. Walnut St Rogers, Arkansas

Garner & Larimore, Inc.

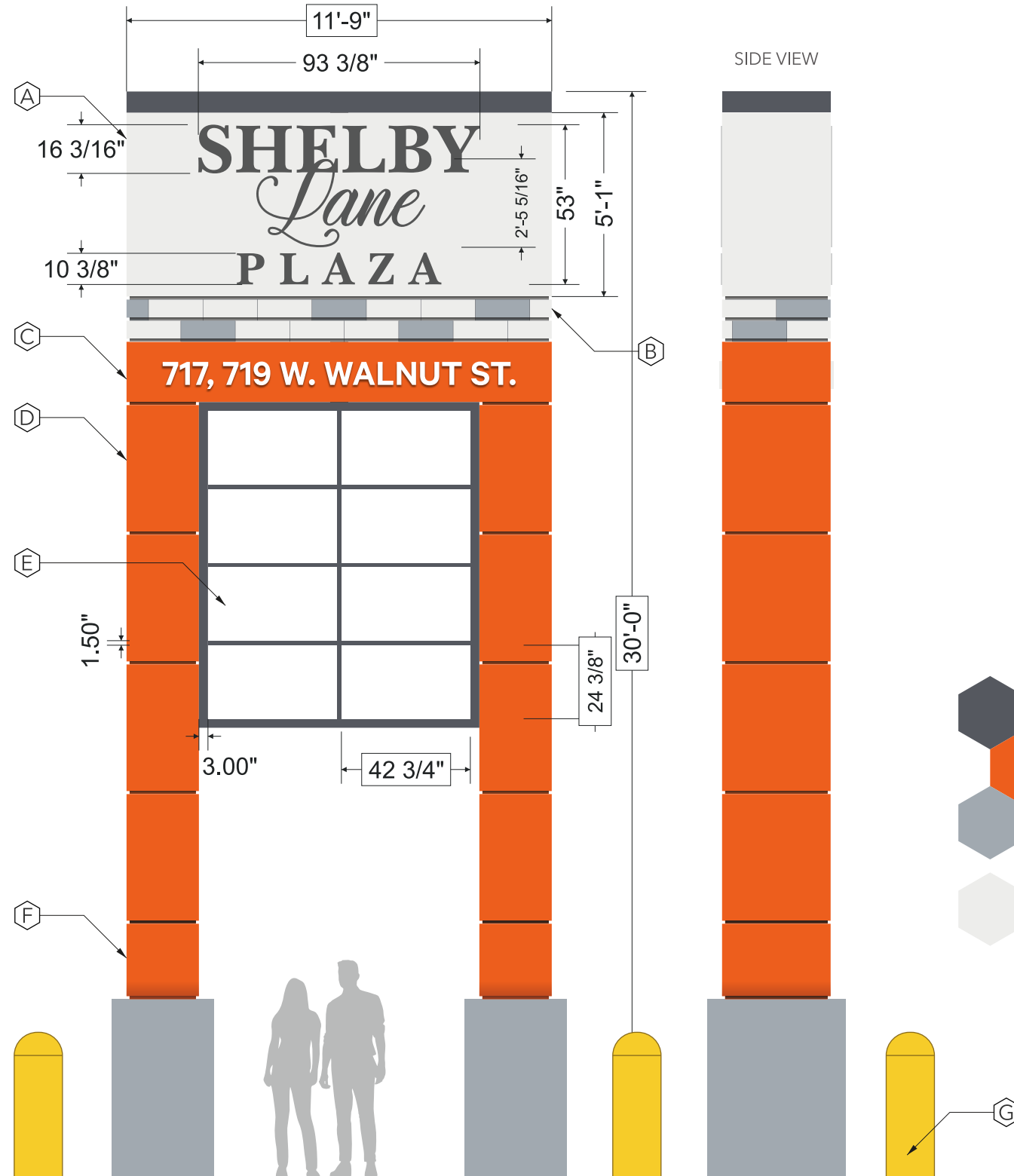
c/o Mr. Jim Brown

PO Box 1599, Rogers, AR 72757

479-531-8840

1 SIGN-DETAILS
SCALE: 1/4"=1'

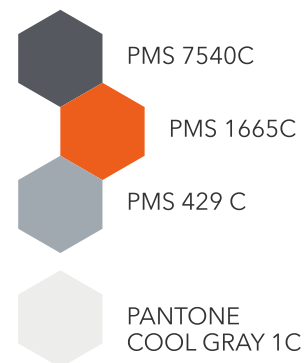
TENANT PANEL VO: 24.375" X 42.75" = 7.23 SF(8) = 57.84 SF
LIT CABINET: 61" X 141" = 59.73 SF



- (A) - INTERNALLY ILLUMINATED CABINET PAINTED COOL GRAY WITH DARK GRAY TRIM, WHITE LEDS, 3/4" PUSH THRU, SECOND SURFACE BLACK VINYL PERF AND PAINTED REVEALS
- (B) - PAINTED REVEALS TO RESEMBLE EXTERIOR BUILDING FACADE
- (C) - NON-LIT CABINET PAINTED ORANGE WITH DIMENSIONAL LETTERS PAINTED WHITE AND FLUSH MOUNTED TO CABINET
- (D) - POLE CLADDING PAINTED ORANGE WITH REVEALS
- (E) - INTERNALLY ILLUMINATED TENANT PANEL CABINET WITH WHITE LEDS AND PAINTED DARK GRAY
- (F) - INTERNALLY ILLUMINATED CABINET TO COVER EXISTING BASES
- CABINETS PAINTED LIGHT GRAY
- SOFT WHITE WALL WASH LED HOUSING EMBEDDED IN TOP OF CABINET (FACE FLUSH) FACING UPWARDS
- LED COLOR TBD BY SALES
- (G) - (4) BOLLARDS: TWO NEEDED AT EACH END OF SIGN

ALL COLORS TBD BY SALES AND/OR SHERWIN WILLIAMS COLOR MATCH

*ALL COLOR CALLOUTS CONFORM TO AND MEET PROVIDED GRAPHICS AND/OR BRAND STANDARDS. COLOR PROFILE ADJUSTMENT MAY BE NEEDED DURING PRINT/PAINT PRODUCTION. SEE VINYL OR PAINT FOREMAN FOR DETAILS.



3 SIGN-PROPOSED
SCALE: 3/32"=1'

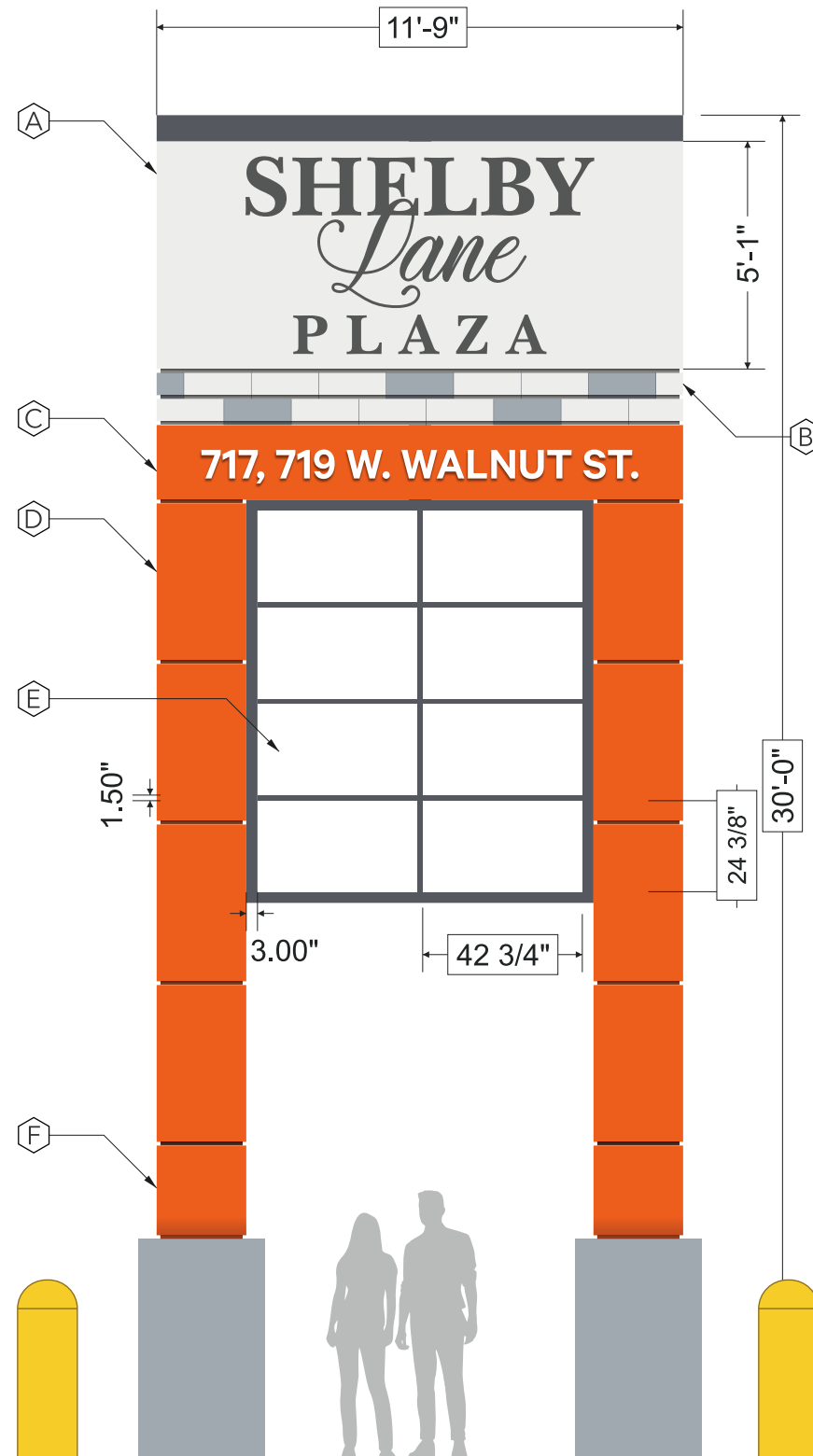


2 SIGN-EXISTING







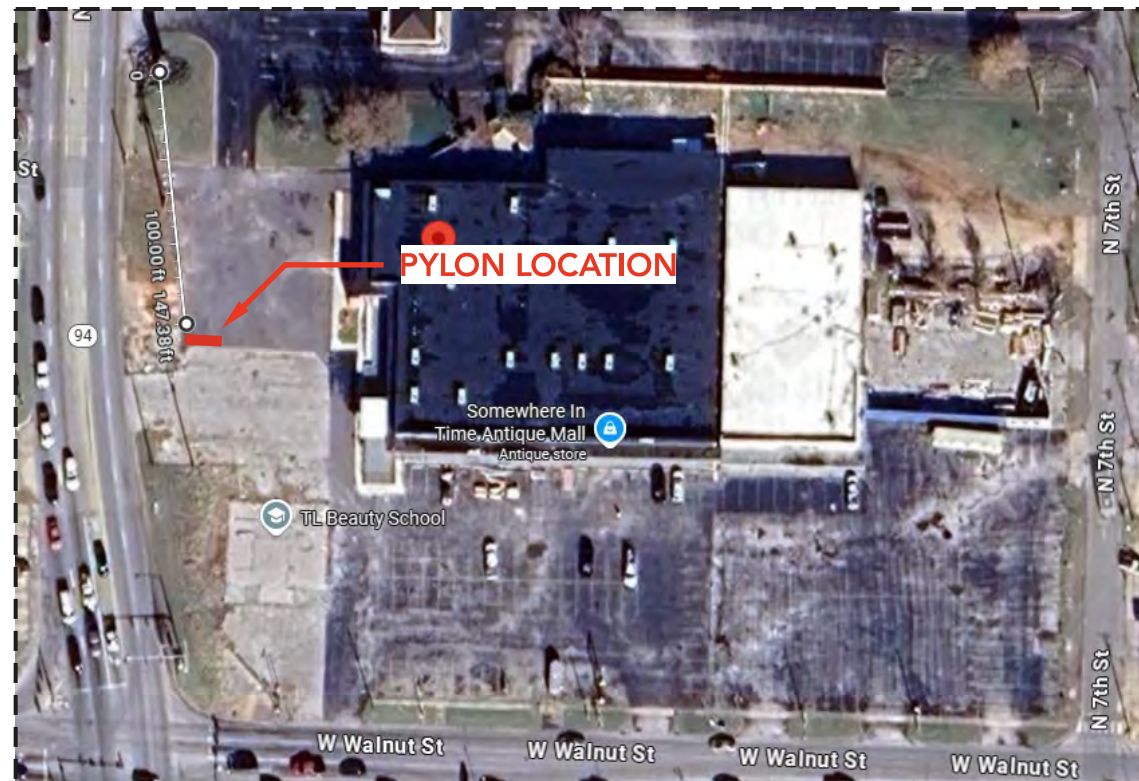
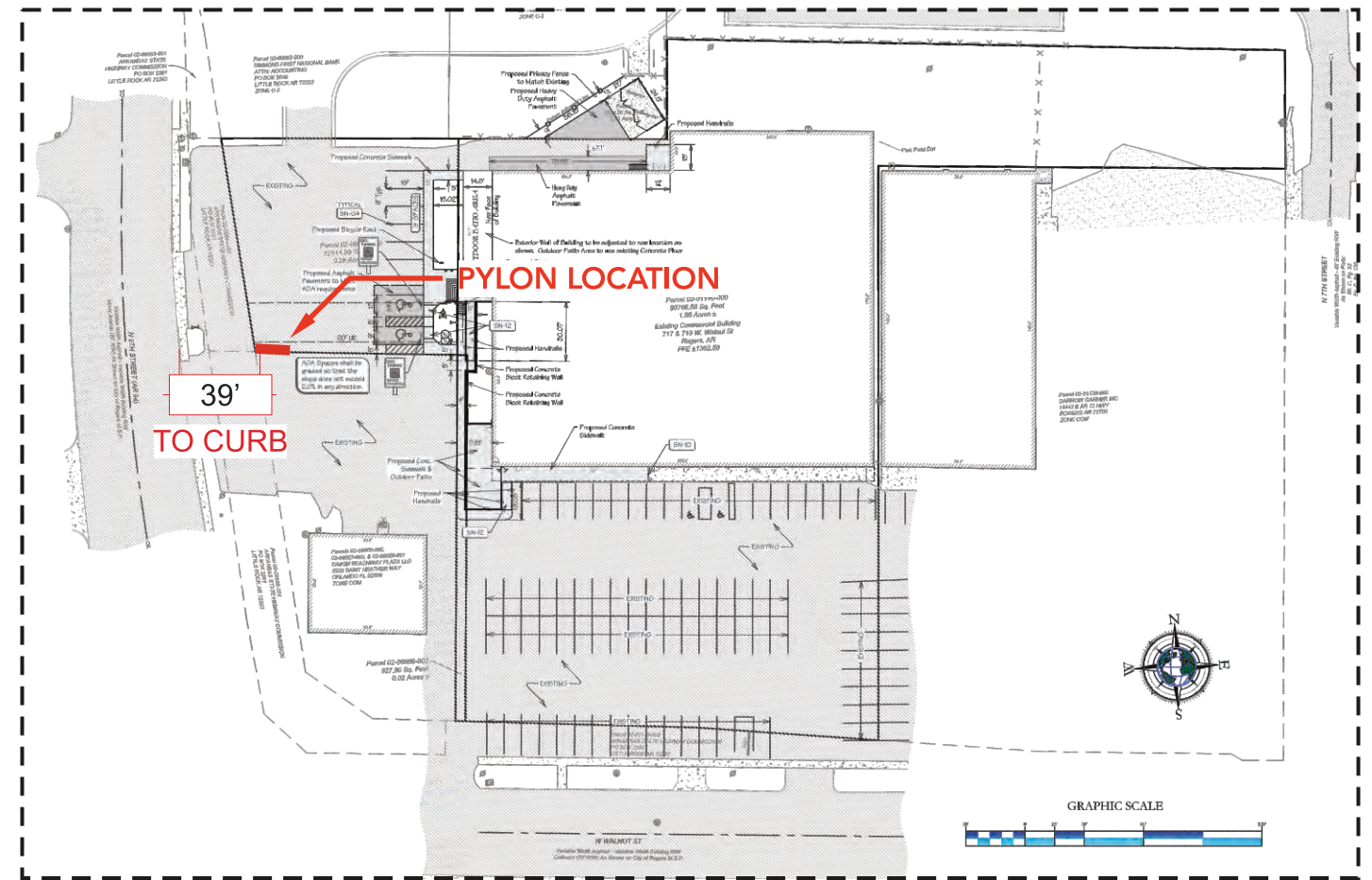
1 SIGN-DETAILS

SCALE: 1/4"=1'

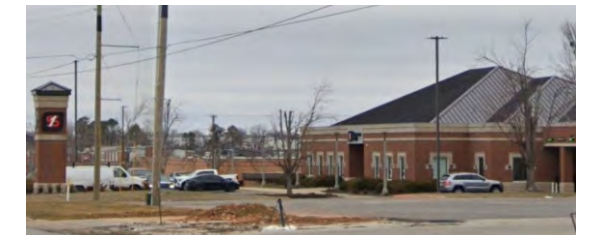


TENANT PANEL VO: 24.375" X 42.75"
= 7.23 SF(8) = 57.84 SF
LIT CABINET: 61" X 141" = 59.73 SF

-  PANTONE 7540C
-  PANTONE 1665C
-  PANTONE 429 C
-  PANTONE COOL GRAY 1C



2 SIGN-EXISTING



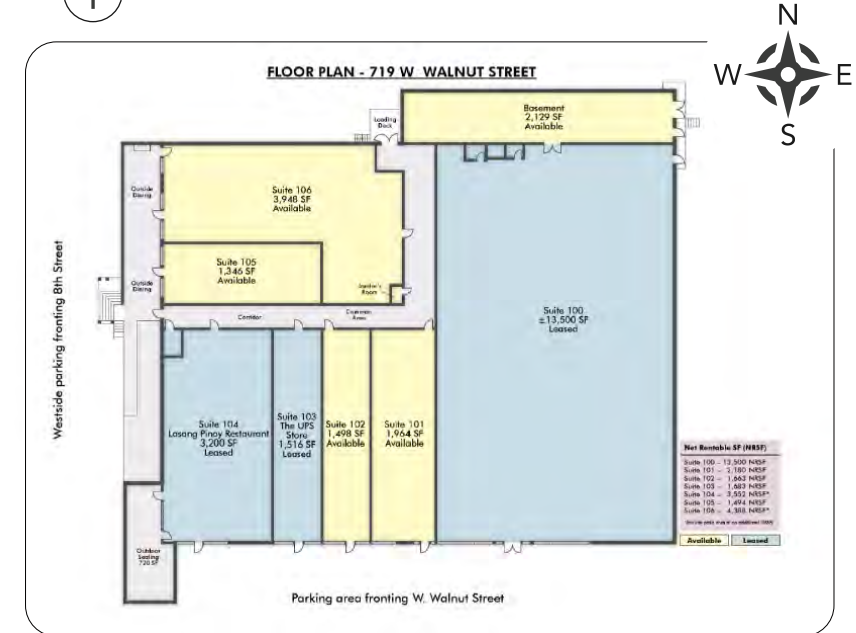
2 SIGN-PROPOSED



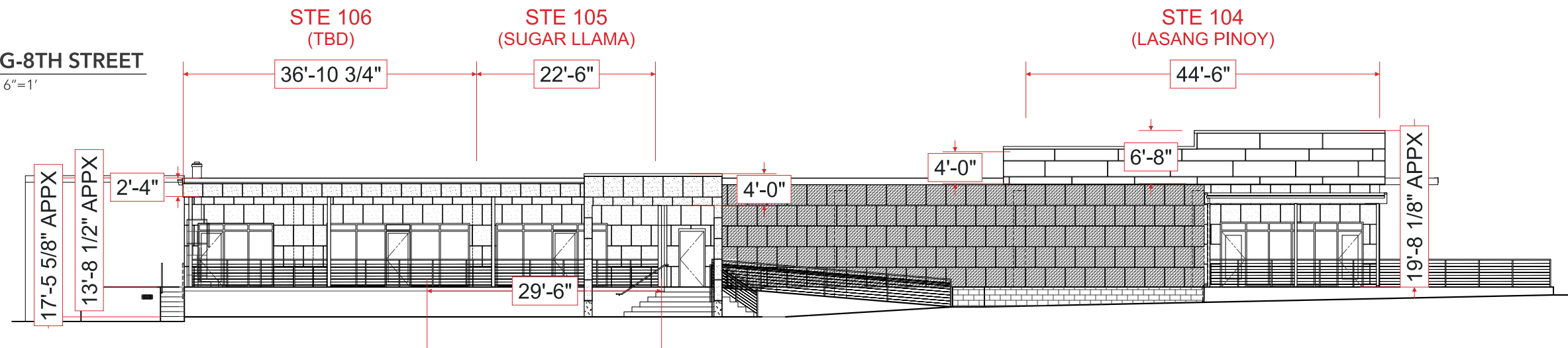
DOWNTOWN CITY CENTER
 - BUILDING SETBACK IS
 > 164' +/- FROM W WALNUT ST
 > 160' +/- FROM N 8TH ST

- UNIFORMED TENANT SIGN ALLOWANCES**
- ONE SIGN PER TENANT ELEVATION FACING A PRIMARY STREET
 - SIGN SQUARE FOOTAGE ALLOWANCE IS 2 SQUARE FOOT PER LINEAL FOOT OF TENANT SPACE
 - SIGN MAY BE INSTALLED UP TO 10" ABOVE THE ROOF LINE
 - INTERNAL LED ILLUMINATION - NO NEON OR FLUORESCENT LIGHTING
 - SIGN DEPTH NOT TO EXCEED 10"
 - SIGNS TO BE FABRICATED WITH WEATHER-RESISTANT MATERIALS SUCH AS ALUMINUM AND ACRYLIC
 - SIGN TYPES LIMITED TO LOGO CABINETS AND INDIVIDUAL LETTER SETS ON BACKER PANELS PAINTED TO MATCH BUILDING
 - WINDOW SIGN GRAPHICS SHALL NOT EXCEED 20% OF EACH INDIVIDUAL WINDOW

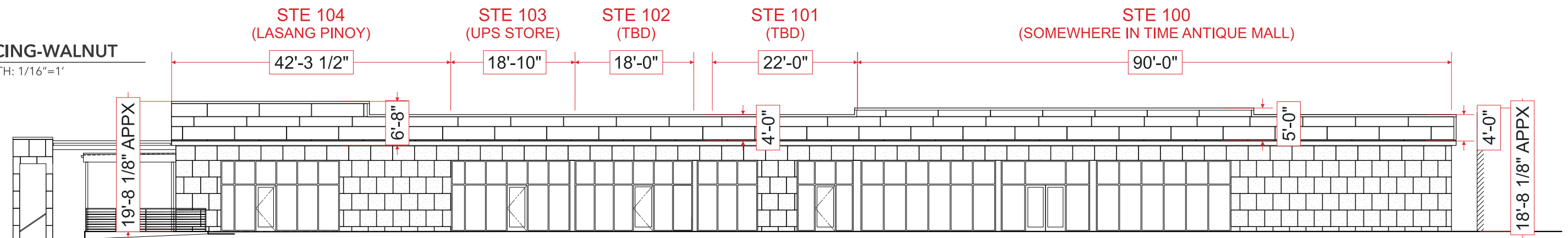
1 FLOOR-PLAN



1 FACING-8TH STREET WEST: 1/16"=1'



1 FACING-WALNUT SOUTH: 1/16"=1'



1 EXISTING
CENTER SIGNS



SUITE 100:
A - SOMEWHERE IN TIME
- 36" X 156" (39SF)



SUITE 103:
B - UPS
- 24" X 12' (24SF)



SUITE 105:
C - SUGAR LLAMAS
- 2.6' X 12' (30SF)



SUITE 104A:
D - LASANG PINOY
- 4' X 20' (80SF)

1 EXISTING
CENTER FROM ROAD



1 EXISTING
NEIGHBORING BUSINESSES



COOKS NATURAL FOODS:

A - 726 W WALNUT ST
ROGERS, AR 72756



SIMMONS BANK:

E - 111 N 8TH ST
ROGERS, AR 72756



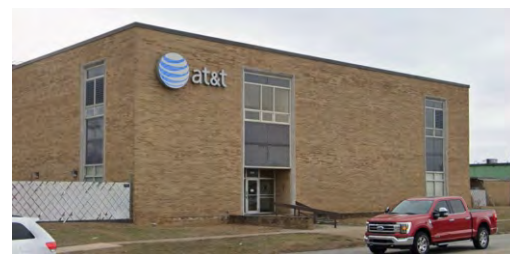
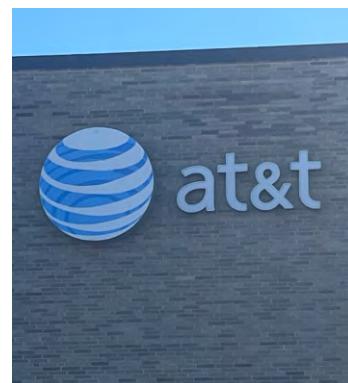
AUTOZONE:

B - 119 S 8TH ST
ROGERS, AR 72756



GATHERED GOODS (CLOSED):

F - 100 N 8TH ST, SUITE A
ROGERS, AR 72756



AT&T:

C - 700 W WALNUT ST
ROGERS, AR 72756



SMOKIN' JOE'S RIBHOUSE:

D - 200 N 8TH ST
ROGERS, AR 72756



WALMART NEIGHBORHOOD MARKET:

G - 808 W WALNUT ST
ROGERS, AR 72756

PROPERTY OWNER AFFIDAVIT

I, Jim Brown, certify that I am the current owner of the property which is the subject of this application. I hereby authorize, Springfield Sign 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 4th day of FEBRUARY, 2026.

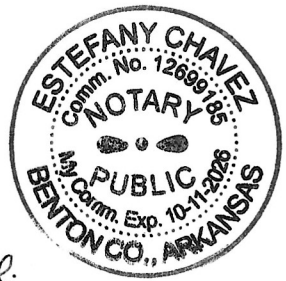
[Handwritten Signature]
Signed

Jim G. BROWN
Name Printed

STATE OF Arkansas

COUNTY OF Benton

Subscribed and sworn before me this the 4th day of February, 2026.



[Handwritten Signature]
Notary Signature

Estefany Chavez
Notary Name Printed

10/11/2026
Commission Expires



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

NOTICE OF PUBLIC HEARING

Notice is hereby given that a public hearing will be held before the Rogers Planning Commission in the Rogers City Hall at 301 West Chestnut Street on **April 7, 2026** at **5:30 p.m.** on the application by **Shelby Lane Plaza (Case #: SGN26-0064)** for a **Common Signage Plan** at **717 & 719 W. Walnut Street** in the **T5.1 (City Low-Intensity) zoning district**, the property being more particularly described as follows:

PROPERTY DESCRIPTION:

717 & 719 W. Walnut Street

Parcel Numbers: 02-01140-000, 02-01139-000

PUBLISH ONE TIME ONLY: **Sunday March 22, 2026**
BILL THE CITY OF ROGERS

