



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

FEBRUARY 8, 2019

TO: PLANNING COMMISSION
SUBDIVISION REVIEW COMMITTEE

**DENSITY CONCEPT PLAN, PINNACLE PARK APARTMENTS (Revised)
STAFF SUMMARY REPORT**

ADDRESS:	6.31 acres on the corner of W Pleasant Grove Rd and S Bellview Rd
LAND OWNER:	Fretheim Enterprises, LLC
APPLICANT/REP:	CEI Engineering Associates, Inc.
GROWTH DESIGNATION:	Neighborhood Center
CURRENT ZONING:	C-3
BASE DENSITY:	15 units per acre
PROPOSED DENSITY:	16 units per acre
AUTHORITY:	Various sections of Chapter 14, Article VI, Rogers Code of Ordinances

BACKGROUND

- 1) Planned Use: Residential Multifamily and Commercial.
- 2) Zoning District Intent: Per Sec. 14-710(a), C-3 zoning is intended "for areas designated as Neighborhood Centers on the city's Comprehensive growth Map. The ideal application of this district is the development of a compact, mixed-use, neighborhood-oriented environment that transitions into lower density residential near Neighborhood Center boundaries. This district allows uses that provide essential goods and services to surrounding neighborhoods in a way that promotes placemaking and pedestrian accessibility. It is also intended to encourage medium-density residential development such as townhomes, bungalow courts, and other multi-unit or attached single-family housing types. Because the permitted non-residential uses are intended to be integral to the functions of a neighborhood, emphasis is placed on design and neighborhood compatibility."
- 3) Growth Designation Characteristics: Per CGM Page 1, Neighborhood Centers are characterized by "Medium-intensity, medium-density mixed use areas that serve neighborhood populations within ½ mile radius. Typically centered on intersections of arterial and collector streets. Nodal distribution conducive to efficient multi-modal transportation network. Compatibility with adjacent areas achieved with transitions; medium-density residential generally appropriate transition type."

STAFF REVIEW

REZONE: N/A

DENSITY CONCEPT PLAN:

- 1) Compatibility:
 - a) The applicant proposes 16 units per acre, a 1-unit increase from base density. Elevation drawings were provided which show compatibility with the existing development. The project architect used design elements from existing single-family houses and the Bellview Elementary School to come up with a compatible design for their buildings. Sightline drawings were not provided, however the buildings are kept at a maximum of three-stories on flat land and are separated from any existing single-family housing by a road, right-of-way, and setbacks. The applicant has explained that because of this, sight lines will not be an issue. The proposed development is located in Neighborhood Center 9. It's growth goal is establish. The Neighborhood Center currently has Bellview Elementary School, which helps serve the educational needs of the surrounding neighborhoods and the proposed multifamily component of this project. Additionally, the applicant is proposing a cabana and pool as amenities to the multifamily development. The proposed commercial building will bring needed commercial and possibly restaurant uses to the immediate area. This development meets the intent of a Neighborhood Center being that it is a mixed-use development that can help meet the needs of the surrounding residential development.
 - b) The applicant is requesting a **WAIVER** from Sec. 14-710(d) requiring a maximum build-to-zone of 30' from the front property line and a **WAIVER** from Sec. 14-710(f)(5) requiring parking to be located in the rear or on the side. The applicant stated in their waiver letter that these requests are necessary for a safe, maneuverable area for the planned drive-thru facility for their commercial building. They also stated that placing the building in the proposed location eliminates a lot of the parking in the rear, so they need to bring some parking to the front in order to have enough parking for their planned use. These waivers are compatible with the site layout of Bellview Elementary, which is directly across the street from the proposed commercial building. Staff recommends approval of these two waiver requests.
- 2) Capacity: Staff performed a general review of the provided DCP site layout for capacity and conformance with City Code. Site-specific

deficiencies will be addressed during the large-scale development review and do not affect the disposition of the building layout or site density. Approval of this DCP does not relieve the owner from compliance with City Code. Staff believes the existing roadways could adequately support the increase in traffic from this development with the on-site amenities and convenience goods proposed to reduce travel demand.

GENERAL FINDINGS:

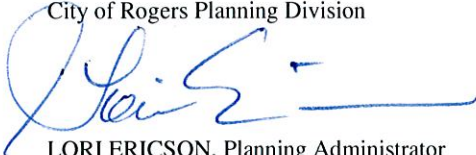
- 1) The applicant proposes 16 units per acre, a 1-unit increase from base density. The proposed density is supported by proximity to the nearby Bellview Elementary School, close proximity to the Razorback Regional Greenway Trail, the mixed-use commercial development that will be built with the project, and the on-site amenities for the apartment complex such as a pool and cabana. The Density Concept Plan meets the intent of the C-3 zoning district and the Neighborhood Center being that it will be a mixed-use development that can help serve the needs of the surrounding neighborhoods. The proposed development is compatible with existing development. Overall, staff recommends approval of this request.
- 2) Staff would find this development to not adversely impact street network capacity.



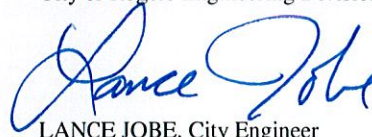
ELIZABETH JOHNSON, Planner II
City of Rogers Planning Division



DYLAN COBB, Planning Engineer
City of Rogers Engineering Division



LORI ERICSON, Planning Administrator
City of Rogers Planning Division



LANCE JOBE, City Engineer
City of Rogers Engineering Division

RECOMMENDATIONS

- 1) Consider request with regard to the health, safety, and general welfare of the public.
- 2) Approve.

SUGGESTED MOTION

- 1) Planning Commission:
 - a) Move to accept or deny/table the Density Concept Plan for Pinnacle Park Apartments at 6.31 acres on the corner of W Pleasant Grove Rd and S Bellview Rd with the following actions on the waivers:
 - i) Approve waiver from maximum build-to-zone of 30' from the property line.
 - ii) Approve waiver from the requirement to locate parking on the rear or side.

DIRECTOR'S COMMENTS

- 1) Agree with recommendations and suggested motion.



JOHN C. McCURDY, Director
City of Rogers Department of Community Development

Tabs:

1. Density Concept Plan
2. Maps and/or photos

Staff recommendations are based on technical review of city code and may not reflect all information made available to officials during discussion and public input.



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

OFFICE USE ONLY

Density: 15 to 16
Permit Number: _____
CityView Application: PL201801125
Date: 1/29/2019

DENSITY CONCEPT PLAN

Density Concept Plans (DCP) are required to supplement rezone applications for certain zoning districts that limit residential densities. DCPs are intended to present a complete overview of amenities that justify or offset any impacts otherwise caused by exceeding base densities.

All rezone requests are guided by the current Comprehensive Growth Map and remain subject to relevant provisions of the City of Rogers Code of Ordinances. An approved DCP "runs with the land" and is attached to the rezone ordinance.

INSTRUCTIONS

1. Fill out applicant information.
2. Attach letter and all materials needed to support density considerations.
3. Submit DCP to staff along with rezone application.

APPLICANT INFORMATION

APPLICANT: CEI Engineering Associates, Inc.

ADDRESS: 3108 SW Regency Pkwy, Bentonville, AR 72714 SUITE #: 2

GENERAL LOCATION OF THE PROPERTY: NW corner of S Bellview Rd and W Pleasant Grove Rd.

PHONE #: 479-273-9472 EMAIL: jkemp@ceieng.com

PROPERTY OWNER: Fretheim Enterprises, LLC PHONE #: 501-301-4656

CURRENT ZONING: C-3 PROPOSED ZONING: C-3

BASE DENSITY: 15 PROPOSED DENSITY: 16

APPLICANT SIGNATURE:  DATE: 24 Jan 2019

All rezone requests remain subject to relevant provisions of the City of Rogers Code of Ordinances and are guided by the current Comprehensive Growth Map. Approval of a DCP does not relieve the applicant of compliance with required standards, regulations, or policies.



CEI Engineering Associates, Inc.

ENGINEERS ■ SURVEYORS ■ LANDSCAPE ARCHITECTS ■ PLANNERS

3108 SW Regency Parkway, Suite 2
Bentonville, AR 72712
(479) 273-9472 Fax (479) 273-0844
www.ceieng.com

February 6, 2019

Rogers Planning Commission
301 W. Chestnut Street
Rogers, AR 72756

RE: Waiver Request - Pinnacle Park Mixed Use Development

Dear Members of the Rogers Planning Commission,

As part of the proposed mixed-use development located at the northwest corner of South Bellview Road and West Pleasant Grove Road, we are requesting a waiver of the 30' build to zone requirement and amount of parking in front of the building along Pleasant Grove Road. The geometry of the site creates a hardship for the layout of the project due to the odd angle of the intersection of Pleasant Grove and Belleview. Responding to that hardship in an effort to provide usable, safe maneuvering area for the drive-thru facility, we evaluated several different layouts and ultimately decided to align the commercial building perpendicular to Belleview which was consistent with the rest of the structures on site. Maintaining the maneuvering area for drive-thru use required the building to be set back from Pleasant Grove such that nearly all commercial parking would be eliminated if we did not provide some in the front.

Your consideration of this request is appreciated.

Respectfully submitted,

Jaime Kemp
Project Manager
CEI Engineering Associates, Inc.

Solutions for Land and Life

CALIFORNIA ■ TEXAS ■ ARKANSAS ■ MINNESOTA ■ PENNSYLVANIA



CEI Engineering Associates, Inc.

ENGINEERS ■ SURVEYORS ■ LANDSCAPE ARCHITECTS ■ PLANNERS

3108 SW Regency Parkway, Suite 2
Bentonville, AR 72712
(479) 273-9472 Fax (479) 273-0844
www.ceieng.com

24 January 2019

Elizabeth Johnson, District Planner
City of Rogers
Subdivision Committee
301 West Chestnut Street
Rogers, AR 72756

RE: Pinnacle Park Mixed Use Development

Dear Ms. Johnson,

The purpose of this letter and attachments is to submit a revised Density Concept Plan for a neighborhood style apartment complex to include commercial use space meeting the intent of the mixed-use development. The property is located at the northwest corner of South Bellview Road and West Pleasant Grove Road. We believe there is justification for a density over 15 units/acre, but less than the maximum density allowed in C-3 zone of 30 units/acre with a Density Concept Plan. The plan proposes a density of 16 units per acre after dedication of required right of way on the north.

Bellview Point is located just under 1 mile west of exit 81 off Interstate 49, convenient for resident access to a variety of amenities and services. The multifamily development is less than 2.5 miles from Mercy Hospital, 2 miles from the Amp, 1.5 miles from Promenade Mall, a convenience store is just over half mile to the east, Walmart Supercenter is 1.2 miles east, and a grocery store is within a mile to northwest making a short bike ride or walk possible. There are 5 banks and over 13 restaurants within a mile of the site. Several offices and other amenities are very close promoting alternative means of transportation that will reduce vehicular traffic loads on nearby streets.

We look forward to a favorable review by staff and discussions about the proposed project and the opportunities it offers the citizens of the community.

Sincerely,

Jaime Kemp
Project Manager
CEI Engineering

Solutions for Land and Life

CALIFORNIA ■ TEXAS ■ ARKANSAS ■ MINNESOTA ■ PENNSYLVANIA

CEMENT SIDING
BOARD_04
ASPHALT SHINGLE

ROOF RIDGE
41' - 0"

T.O. EAVE
30' - 0"

3RD FLOOR
20' - 0"

2ND FLOOR
10' - 0"

1ST FLOOR
0' - 0"

BRICK_01

CEMENT SIDING
BOARD_01

CEMENT SIDING
BOARD_02

CEMENT SIDING
BOARD_03

BRICK_02

AWNING_01

T.O. EAVE - 1
26' - 8"

T.O. EAVE - 2
22' - 8"

GROUND FLOOR
0' - 0"

METAL
CANOPY_01

CEMENT SIDING
BOARD_02

BRICK_03

BRICK_01

In addition to the convenient location of this development to local amenities, there are several on-site features that justify the density. The development will include providing bike racks for residents, open green space for the resident's use, pool with cabana, and dog park.

COMPATIBILITY

1. BASIC SITE AND BUILDING DATA: The attached drawing illustrates the site development, example apartment floor plans, partial exterior elevation, and provides a calculation summary for the basic site and building data, a graphic of internal circulation, access points, and parking management techniques, and architecture and site layout.

2. ARCHITECTURE AND SITE LAYOUT: Moderately sized single-family houses on smaller lots are located north of the site across West Emerald Heights Road. Large single-family houses with large lots are located on the east side of South Bellview Road, all are 2 stories or less with brick and siding exterior walls and pitched shingle roofs. We plan to blend our architectural design with those developments. Bellview Elementary School is located across Pleasant Grove Road to the south which will provide reference for the commercial multi-tenant building proposed along the Pleasant Grove Road frontage.

3. SITE-SPECIFIC HARDSHIPS AFFECTING DEVELOPABILITY: The property was recently impacted by reconstruction of Bellview and Pleasant Grove Roads. Beginning at 7.1 acres the remainder after that construction was reduced to 6.3 acres. Expectations for dedication of right of way along Emerald Heights will further reduce the property area to approximately 6.15 acres, pending final survey and plat of the land. Note that the proposed 94 units calculates to be less than 15 units per acre at the existing 6.31 acres but this density plan is presented to insure the number of units does not exceed the maximum allowable density by right upon submittal of the development plans. Further impacting the developability of the property are utility easements along the north, west, and southern boundaries of the site which exceed the required minimum setbacks. While this presents some hardship and challenges for the development, it also serves as an increased buffer area for nearby property owners and allows for clear sightlines at intersections and drives. The net useable area of site is adversely affected by the utility easements and the thin strips of land that fall between the property boundary and the easements on three sides of a triangular shaped track. Fortunately, the low point on the west end of the site coincides with the natural location for stormwater retention and the encumbrance of an easement of over 100 feet in the acute corner of the triangle. Although this presents some challenges to place building and parking, it does provide an opportunity for the required stormwater basin. The owner is targeting attainable housing needs of the community, so keeping development cost low and reducing management cost are essential for the feasibility of the development. 94 units meets the financial viability for the development and the addition of commercial space meets the requirements of the land use plan for this neighborhood center.

4. SIGHTLINES AND VIEWSHEDS: The proposed development will not impose an adverse impact on viewsheds given the adjacent topography is relatively flat to gently rolling. Keeping the proposed building 3 stories, prevents altering the landscape view in a negative fashion. The sightlines from the roadways and intersections are not negatively impacted by building placement on the site.

5. OPEN SPACE: The proposed site plan attached demonstrates increased landscape buffers along the perimeters of the property to accommodate the utility easements and enhance the visual appeal of the project. In addition to the increased buffers along the perimeter of the site which allow space for landscaping and tree placement, we have included over passive recreational features in lawn areas adjacent to the active recreation areas of pool and cabana.

CAPACITY

1. **TRAFFIC IMPACT:** According to the Institute of Transportation Engineers ITE common trip generation rates, the proposed apartment development will have an approximate traffic increase of 58 trips in a peak hour (PM peak hour, 0.62 trips/unit for multifamily housing ITE code 220) and 625 trips for average weekday 24 hour period (6.65 trips/unit for multifamily housing ITE code 220). The commercial space will generate an approximate increase of 45 trips in a peak hour (PM peak hour, 3.71 trips/1,000 SF for shopping center ITE code 820) and 512 trips for an average weekday 24 hour period (42.7 trips/1,000 SF for shopping center ITE code 820).

2. **ROADWAY CHARACTERISTICS:** South Bellview, located to the east, is a 4-lane minor arterial with pavement in excellent condition. West Pleasant Grove Road, located to the south, is a 5-lane minor arterial in excellent condition. West Pleasant Grove Road, on the east side South Bellview Road, transitions near the intersection of Bellview Road to a major arterial. Emerald Heights Road located to the north is a small neighborhood street that has a protected crosswalk at the intersection with South Bellview Road.

According to Traffic Engineering Consultants' traffic study at the intersection of Bellview and Pleasant Grove roads dated 25 Oct 2017, during the PM peak hour Bellview averages about 892 vehicles combined in both directions, and Pleasant Grove averages about 1,253 vehicles. After research, we believe that this development would not adversely impact the existing traffic infrastructure. This intersection has traffic signals and crosswalks with left and right hand turning lanes in all directions. All of these existing conditions ease congestion, offer safe crossing, and will improve access in and out of the development.

3. **TRAFFIC MANAGEMENT:** Internal circulation, access points, and parking management techniques are illustrated on the attached site plan and are shown to meet the City of Rogers access management standards.

4. **TRAVEL DEMAND:** Onsite amenities include laundry equipment in each unit, bike racks, swimming pool, cabana, open green space, and dog park provide the residents with facilities to use on-site reducing travel demands. Furthermore, the addition of onsite commercial development allows residents to use those services in a convenient, walkable manner to further reduce the travel demands of onsite and adjacent residents.

5. **MULTIMODAL INFRASTRUCTURE:** The development is less than half mile west of the Razorback Regional Greenway Trail that crosses West Pleasant Grove Road (the Bellview Connector begins at the developments property). The site is 1.75 miles south of the transit stop at the corner of New Hope Road and South Bellview Road (via Bellview Road Trail). With the proximity of bike and walking trail systems, our development will promote the use of alternative transportation modes and reduce the burden on the existing infrastructure.

The owner's vision for the development is to fill a perceived need for housing in the community while providing the required commercial facilities to meet the intent of the neighborhood center. We believe this site is well suited for the proposed use and density, meets the comprehensive growth plan, and will be an asset to the City of Rogers.

JOB # PROJ# DRAWING: Base (Concept).dwg LAST SAVED BY: JKEMP




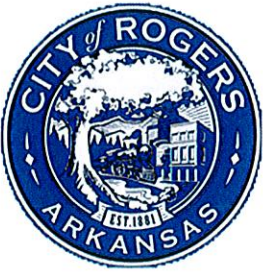
NOTE:
THIS DRAWING IS FOR CONCEPTUAL PURPOSES ONLY. SITE INFORMATION WAS OBTAINED FROM CLIENT'S DOCUMENTS; DESIGN MAY VARY, DEPENDING ON ACTUAL TOPOGRAPHY, DRAINAGE, SOILS, SURVEY, ETC. THIS ADDITIONAL DATA AND SITE CONDITIONS COULD CAUSE CHANGES IN PARKING RATIOS AND SPACE AVAILABLE FOR DEVELOPMENT, AND MAY INCREASE ESTIMATED DEVELOPMENT COSTS.

SITE DATA	
GROSS SITE AREA	7.10 ACRES
NET SITE AREA	6.31 ACRES
FUTURE SITE AREA	+/- 6.15 ACRES
ZONING	C-3
MULTIFAMILY UNITS	94 (16 UNITS PER ACRE)
COMMERCIAL SPACE	+/- 12,000 SF
PARKING REQUIRED	141 SPACES
PARKING PROVIDED	249 SPACES

BUILDING INFORMATION	
BUILDING A	4- 2 BED UNITS, 8- 1 BED UNIT
BUILDING B	8- 2 BED UNITS
BUILDING C	4- 2 BED UNITS, 8- 1 BED UNIT
BUILDING D	12,000 SF MULTI TENANT COMMERCIAL

WAIVER REQUEST OF MAXIMUM 30' BUILDING SETBACK IN C-3 ZONING.

31047	1/24/19	DPOR	PM	DES	RJC
CEI PROJECT NO.	DATE	DPOR	PM	DES	DRW
 Engineering Associates, Inc. <u>ENGINEERS</u> • <u>PLANNERS</u> • <u>SURVEYORS</u> <u>LANDSCAPE ARCHITECTS</u> • <u>ENVIRONMENTAL SCIENTISTS</u>					
3108 S.W. REGENCY PARKWAY, SUITE 2			(479)273-9472		
Bentonville, AR 72712			FAX (479)273-0844		
PINNACLE PARK MIXED USE					
W. PLEASANT GROVE RD.					
ROGERS			AR		
CONCEPTUAL SITE PLAN			REV DATE 1/28/19 REV	SHEET NO. C1	



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

TO: PLANNING COMMISSION
SUBDIVISION REVIEW COMMITTEE

Tabled

NOVEMBER 7, 2018

DENSITY CONCEPT PLAN, PINNACLE PARK APARTMENTS STAFF SUMMARY REPORT

ADDRESS:	6.31 acres on the corner of W Pleasant Grove Rd and S Bellview Rd
LAND OWNER:	Fretheim Enterprises, LLC
APPLICANT/REP:	Gresham & Beggs
GROWTH DESIGNATION:	Neighborhood Center
CURRENT ZONING:	C-3
BASE DENSITY:	15 units per acre
PROPOSED DENSITY:	26 units per acre
AUTHORITY:	Various sections of Chapter 14, Article VI, Rogers Code of Ordinances

BACKGROUND

- 1) Planned Use: Residential Multifamily
- 2) Zoning District Intent: Per Sec. 14-710(a), C-3 zoning is intended "for areas designated as Neighborhood Centers on the city's Comprehensive growth Map. The ideal application of this district is the development of a compact, mixed-use, neighborhood-oriented environment that transitions into lower density residential near Neighborhood Center boundaries. This district allows uses that provide essential goods and services to surrounding neighborhoods in a way that promotes placemaking and pedestrian accessibility. It is also intended to encourage medium-density residential development such as townhomes, bungalow courts, and other multi-unit or attached single-family housing types. Because the permitted non-residential uses are intended to be integral to the functions of a neighborhood, emphasis is placed on design and neighborhood compatibility."
- 3) Growth Designation Characteristics: Per CGM Page 1, Neighborhood Centers are characterized by "Medium-intensity, medium-density mixed use areas that serve neighborhood populations within ½ mile radius. Typically centered on intersections of arterial and collector streets. Nodal distribution conducive to efficient multi-modal transportation network. Compatibility with adjacent areas achieved with transitions; medium-density residential generally appropriate transition type."

STAFF REVIEW

REZONE: N/A

DENSITY CONCEPT PLAN:

- 1) Compatibility: The applicant proposes 26 units per acre, an 11 unit increase from base density. Sightline drawings were provided which show minimal privacy impacts and partial exterior elevations were provided which show compatibility with the existing development. The letter accompanying the density concept plan states that there is "over 26,00 square feet of active open space for *perhaps* a swimming pool, dog park, and/or patio." The applicant has not committed to providing any amenities, and the amenities that they have suggested are nothing more than what would be found at an apartment complex at base density. Additionally, while multifamily is a permitted by right use in the C-3 zoning district, the intent of a neighborhood center is to be a mixed-use development to serve the neighborhood populations within a ½ mile radius. This proposed development violates the intent of a neighborhood center.
- 2) Capacity: Staff performed a general review of the provided DCP site layout for capacity and conformance with City Code. Site specific deficiencies will be addressed during the large scale development review and do not affect the disposition of the building layout or site density. Approval of this DCP does not relieve the owner from compliance with City Code. Staff believes the existing roadways could adequately support the increase in traffic from this development if additional on-site amenities and convenience goods are proposed to reduce travel demand.

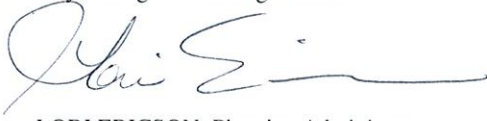
GENERAL FINDINGS:

- 1) This density concept plan has not provided adequate amenities to justify an increase in density. Additionally, the density concept plan does not meet the intent of the neighborhood center growth designation. Staff would find this development compatible if the applicant included mixed-use amenities to justify an additional 11 units per acre. Staff recommends tabling the request to allow the applicant to revise the density concept

- plan.
- 2) Staff would find this development to not adversely impact street network capacity.



ELIZABETH JOHNSON, Planner II
City of Rogers Planning Division



LORI ERICSON, Planning Administrator
City of Rogers Planning Division



DYLAN COBB, Planning Engineer
City of Rogers Engineering Division



NATHAN BECKNELL, City Engineer
City of Rogers Engineering Division

RECOMMENDATIONS

- 1) Consider request with regard to the health, safety, and general welfare of the public.
- 2) Table.

SUGGESTED MOTION

- 1) Subdivision Committee:
 - a) Move to recommend acceptance of the proposed Density Concept Plan as presented, or deny/table the request by Pinnacle Park Apartments.
- 2) Planning Commission:
 - a) Move to accept or deny/table the Density Concept Plan for Pinnacle Park Apartments at 6.31 acres on the corner of W Pleasant Grove Rd and S Bellview Rd.

DIRECTOR'S COMMENTS

- 1) Agree with recommendations and suggested motion.



JOHN C. MCCURDY, Director
City of Rogers Department of Community Development

Tabs:

1. Density Concept Plan
2. Maps and/or photos

Staff recommendations are based on technical review of city code and may not reflect all information made available to officials during discussion and public input.



DEPT. OF COMMUNITY DEVELOPMENT
PLANNING DIVISION
301 W. CHESTNUT
PHONE: (479) 621-1186
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PL201801125

DENSITY CONCEPT PLAN

Density Concept Plans (DCP) are required to supplement rezone applications for certain zoning districts that limit residential densities. DCPs are intended to present a complete overview of amenities that justify or offset any impacts otherwise caused by exceeding base densities.

All rezone requests are guided by the current Comprehensive Growth Map and remain subject to relevant provisions of the City of Rogers Code of Ordinances. An approved DCP "runs with the land" and is attached to the rezone ordinance.

INSTRUCTIONS

1. Fill out applicant information.
2. Attach all materials needed to support density considerations.
3. Submit DCP to staff along with rezone application.

APPLICANT INFORMATION

APPLICANT: PINNACLE PARK APARTMENTS FOR FRETHEIM ENTERPRISES, LLC

CURRENT ZONING: C-3 PROPOSED ZONING: C-3

BASE DENSITY: 15 PROPOSED DENSITY: 26

NARRATIVE DESCRIPTION OF ATTACHED MATERIALS: 7 TWO STORY APARTMENT BUILDINGS

APPROXIMATELY 30% 1 BEDROOM AND 70% 2 BEDROOM UNITS WITH

80% BRICK VENEER 20% HARDIE SIDING & FIBERGLASS SHINGLES

ROOFS ARE 4:12 EXTERIOR COMMUNITY BUILDING PAVILION POOL

AND DOG PARK INCLUDED

APPLICANT SIGNATURE: *Scott Frethem* DATE: 10-31-2018



November 6, 2018

MS Elizabeth Johnson, district planner
City of Rogers
Subdivision Committee
301 West Chestnut Street
Rogers, Arkansas 72756

479 621-1186

www.rogersar.gov
ejohnson@rogersar.gov

RE: **PINNACLE PARK APARTMENTS**
ROGERS, ARKANSAS
Apartment Unit Development

Beth,

The purpose of this letter and attachments is to submit a Density Concept Plan for a neighborhood style apartment complex at the northwest corner of South Bellview Road and West Pleasant Grove Road. We believe there is ample reason to justify a density over 15 units/acre, but less than the maximum density allowed in C-3 zone of 30 units/acre with a Density Concept Plan.

Bellview Point is located just under 1 mile west of exit 81 off Interstate 49, convenient for resident access to a variety of amenities and services. The multifamily development is less than 2.5 miles from Mercy Hospital, 2 miles from The Amp, 1.5 miles from Promenade Mall, a convenience store is just over half mile to east, Walmart Supercenter is 1.2 miles east, and a grocery store is within a mile to northwest making a short bike ride or walk possible. There are 5 banks and over 13 restaurants within a mile of the site. Several offices and other amenities are very close promoting alternative means of transportation that will reduce vehicular traffic loads on nearby streets.

We look forward to a favorable review by staff and discussions about the proposed project and the opportunities it offers the citizens of the community.

Sincerely,
Gresham & Beggs Architects, P.A.

JIM BOB GRESHAM, NCARB AIA NFPA
jbgresham@greshambeggs.com

encl.

In addition to the convenient location of this development to local amenities, there are a number of on-site features that justify the density. The owner expects to provide bike racks for residents, open green space for game play, a pool, a dog park, a common building with meeting space and fitness center, an open air pavilion, and paved areas for activities.

COMPATIBILITY

1. **BASIC SITE AND BUILDING DATA** The attached drawing illustrates the site development, example apartment floor plans, partial exterior elevation, and provides a calculation summary for the basic site and building data, a graphic of internal circulation, access points, and parking management techniques, and architecture and site layout.

2. **ARCHITECTURE AND SITE LAYOUT** Moderately sized single family houses on smaller lots are located north of the site across West Emerald Heights Road. Large single family houses with larger lots on the east side of South Bellview Road all are 2 stories or less with brick and siding exterior walls and pitched shingle roofs. We plan to blend our architectural design with those developments. Bellview Elementary School is located across Pleasant Grove Road to the south.

3. **SITE-SPECIFIC HARDSHIPS AFFECTING DEVELOPABILITY** The utility easements along the north, west, and southern boundaries of the site exceed the required setbacks. While this presents some hardship and challenges for development, it also serves as an increased buffer area for nearby property owners and allows for clear sightlines at intersections and drives. The net useable area of site is adversely affected by the utility easements and the thin strips of land that fall between the property boundary and the easements on three sides of a triangular shaped tract. Fortunately the low point on the west end of the site coincides with the natural location for stormwater retention and the encumbrance of an easement of over 100 feet in the acute corner of the triangle. Although this presents some challenges to place building and parking, it does provide a opportunity for a pond buffer. The owner is targeting affordable housing needs of the community, so keeping development costs low and reducing management cost help the pro forma. 160 units is the sweet spot for financial viability.

4. **SIGHTLINES AND VIEWSHEDS** The proposed development will not impose an adverse impact on viewsheds given the adjacent topography is relatively flat to gently rolling. Keeping the proposed buildings two story prevents altering the landscape view in a negative fashion. The sightlines from the roadways and intersections are not negatively impacted by building placement on the site.

5. **OPEN SPACE** In addition to the increased buffers along the perimeter of the site which allow space for landscaping and tree placement, we have indicated over 26,000 square feet of active open space for perhaps a swimming pool, dog park, and/or patio. There is also over 20,000 square feet of green space for lawn or plantings.

CAPACITY

1. **TRAFFIC IMPACT** According to the Institute of Transportation Engineers ITE common trip generation rates, the proposed development will have an average traffic increase of 90 trips in a peak hour (PM peak hour, 0.56 trips/unit for multifamily housing low rise) and 1,171 trips for average weekday 24 hour period (7.32 trips/unit for multifamily housing low rise).
2. **ROADWAY CHARACTERISTICS** Currently South Bellview Road is a 4 lane minor arterial with pavement in excellent condition. West Pleasant Grove Road has pavement in excellent condition, is a 5 lane minor arterial street to the west, transitions at the Bellview Road intersection to a major arterial to the east. Emerald Heights Road is a small neighborhood street that has a protected crosswalk at the intersection with South Bellview Road. According to Traffic Engineering Consultants' traffic study at the intersection of Bellview and Pleasant Grove roads dated 10-25-2017, during the PM peak hour Bellview averages about 892 vehicles combined in both directions, and Pleasant Grove averages about 1,253 vehicles. After our research, we believe that this development would not adversely impact the existing traffic infrastructure. This intersection has traffic signals and crosswalks with left and right hand turning lanes in all directions. All of these existing conditions ease congestion, offer safe crossings, and will improve access in and out of our site. We are unaware of any proposed nearby developments that would impact our proposed development.
3. **TRAFFIC MANAGEMENT** Internal circulation, access points, and parking management techniques are illustrated on the attached site plan.
4. **TRAVEL DEMAND** Onsite amenities include laundry equipment in each unit, swimming pool, community building, and outdoor pavilion, a dog park, patio, and outdoor play area. See attached aerial illustrating proximity to offsite services that help reduce travel demand.
5. **MULTIMODAL INFRASTRUCTURE** We are less than half mile west of the Razorback Regional Greenway Trail that crosses West Pleasant Grove Road (the Bellview Road Connector begins at our property). Our site is 1.75 miles south of the Transit stop at corner of New Hope Road and South Bellview Road (via Bellview Road Trail). With the close proximity of bike and walking trail systems, our development will promote the use of alternative transportation modals and reduce the burden on the existing infrastructure.

The owner's vision for this site is to fill a perceived need for housing in the community. We believe this site is well suited for the proposed use and density, meets the comprehensive growth plan, and will be an asset to the City of Rogers.

AVERAGE DAILY TRIPS

Query Filter

DATA SOURCE:

ITE TGM 10th Edition

SEARCH BY LAND USE CODE:

222

LAND USE CATEGORY:

(220-299) Residential

LAND USE:

220 - Multifamily Housing (Low-Rise)

INDEPENDENT VARIABLE (IV):

Dwelling Units

TIME PERIOD:

Weekday

SETTING/LOCATION:

General Urban/Suburban

TRIP TYPE:

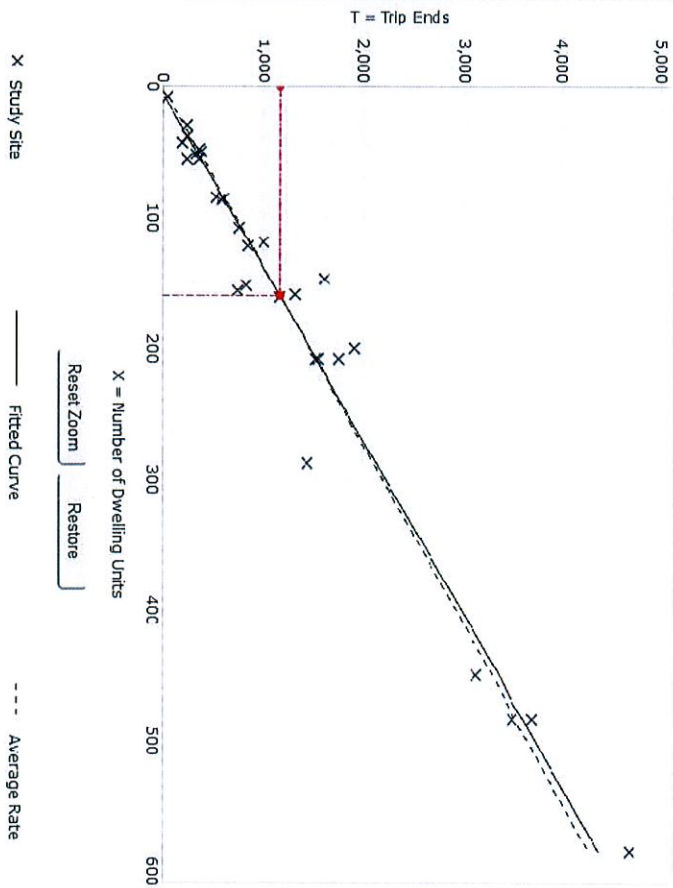
Vehicle

ENTER IV VALUE TO CALCULATE TRIPS:

163

Calculate

Data Plot and Equation



DATA STATISTICS

more details

Independent Variable:

Dwelling Units

Time Period:

Weekday

Setting/Location:

General Urban/Suburban

Trip Type:

Vehicle

Number of Studies:

29

Avg. Num. of Dwelling Units

163

Average Rate:

7.32

Range of Rates:

4.45 - 10.97

Standard Deviation

1.31

Fitted Curve Equation:

$= 7.56(X) - 40.86$

R²:

0.96

Directional Distribution:

50% entering, 50% exiting

Calculated Trip Ends:

Average Rate: 11.71 (Total), 585 (Entry), 585 (Exit)

Fitted Curve: 1189 (Total), 584 (Entry), 585 (Exit)

AM PEAK HOUR OF THE ADJACENT STREET

Query

Filter

DATA SOURCE:

ITE-TGM, 10th Edition

SEARCH BY LAND USE CODE:

220

LAND USE CATEGORY:

(200-299) Residential

LAND USE:

220 - Multifamily Housing (Low-Rise)

INDEPENDENT VARIABLE (IV):

Dwelling Units

TIME PERIOD:

Weekday, Peak Hour of Adjacent Street Traffic

SETTING/LOCATION:

General Urban/Suburban

TRIP TYPE:

Vehicle

ENTER IV VALUE TO CALCULATE TRIPS:

150

Calculate

Data Plot and Equation

DATA STATISTICS

Independent Variable:

Dwelling Units

Time Period:

Weekday, Peak Hour of Adjacent Street Traffic

Setting/Location:

General Urban/Suburban

TRIP TYPE:

Vehicle

Number of Studies:

42

Avg. Num. of Dwelling Units:

109

Average Rate:

0.46

Range of Rates:

0.18 - 0.74

Standard Deviation:

0.12

Fitted Curve Equation:

$\ln(Y) = 0.95 \ln(X) - 0.51$

R²:

0.90

Directional Distribution:

23% entering, 77% exiting

Calculated Trip Ends:

Average Rate: 74 (Total), 7 (Entry), 57 (Exit)
Fitted Curve: 75 (Total), 17 (Entry), 58 (Exit)

PM PEAK HOUR OF THE ADJACENT STREET

Query Filter

DATA SOURCE:

ITE-TGM 10th Edition

SEARCH BY LAND USE CODE:

220

LAND USE CATEGORY:

(200-299) Residential

LAND USE:

220 - Multifamily Housing (Low-Rise)

INDEPENDENT VARIABLE (IV):

Dwelling Units

TIME PERIOD:

Weekday, Peak Hour of Adjacent Street Traffic

SETTING/LOCATION:

General Urban/Suburban

TRIP TYPE:

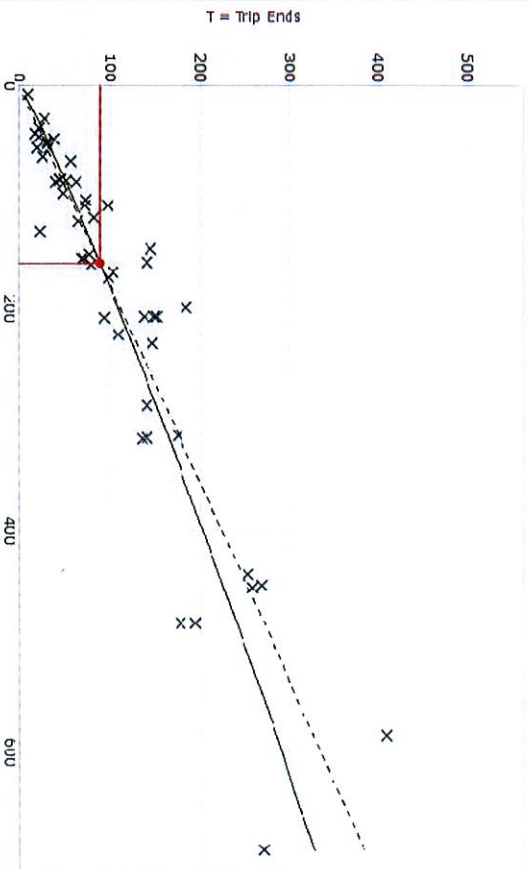
Vehicle

ENTER IV VALUE TO CALCULATE TRIPS:

160

Calculate

Data Plot and Equation



DATA STATISTICS

Independent Variable:

Dwelling Units

Time Period:

Weekday

Peak Hour of Adjacent Street Traffic

One Hour Between 4 and 5 p.m.

Setting/Location:

General Urban/Suburban

Trip Type:

Vehicle

Number of Studies:

50

Avg. Num. of Dwelling Units:

187

Average Rate:

0.56

Range of Rates:

0.18 - 1.25

Standard Deviation:

0.16

Fitted Curve Equation:

$Ln(T) = 0.89 Ln(X) - 0.02$

R²:

0.86

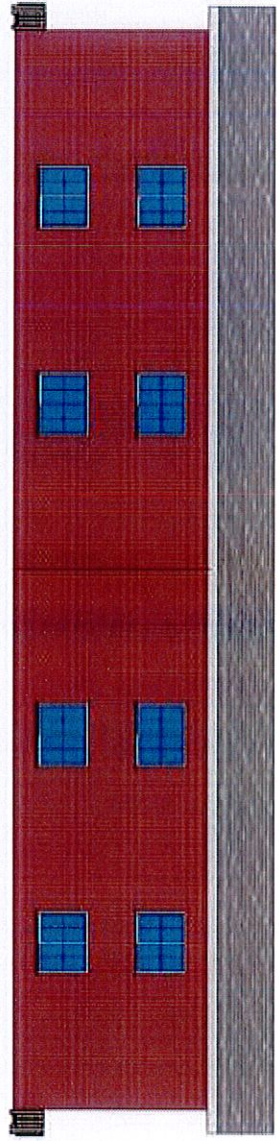
Directional Distribution:

63% entering, 37% exiting

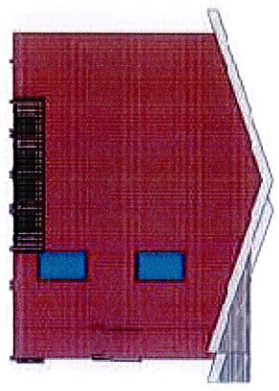
Calculated Trip Ends:

Average Rate: 90 (Total), 56 (Entry), 34 (Exit)

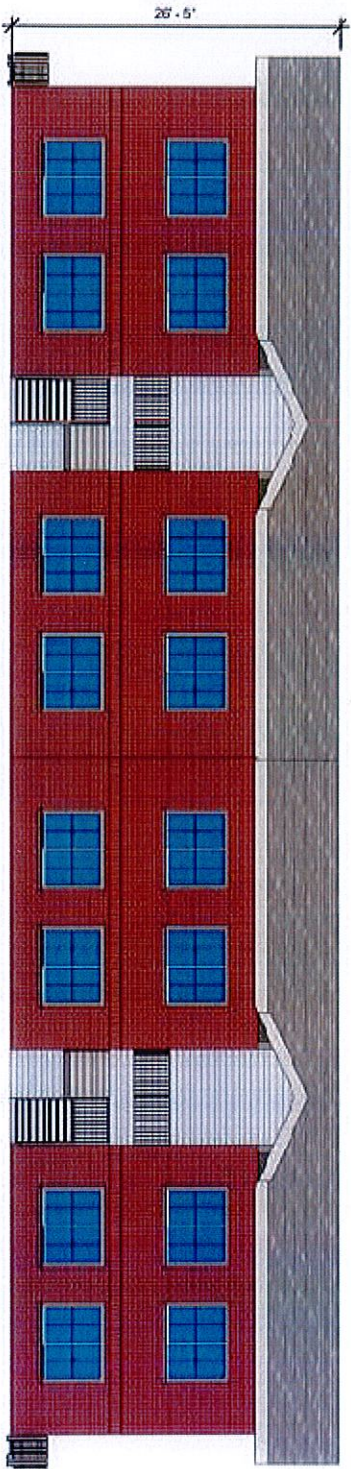
Fitted Curve: 90 (Total), 57 (Entry), 33 (Exit)



Rear Elevation



Side Elevation



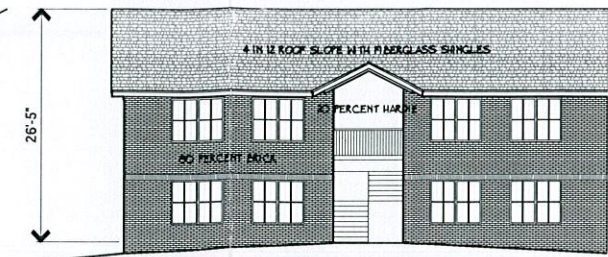
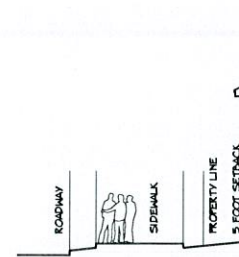
Front Elevation

Pinnacle Park Apartments

ACREAGE SUMMARY:
Parcel 002-02087-565: 178833 sq. ft. or 4.13 acres
Parcel 002-02087-570: 124940 sq. ft. or 2.87 acres
Acreage within West Pleasant Grove Road ROW: 14674 sq. ft. or 0.34 acres
Acreage within Bellevue Road ROW: 19728 sq. ft. or 0.45 acres
Total Acreage within ROW: 34402 sq. ft. or 0.79 acres
(W Pleasant Grove Road and Bellevue Road): 34402 sq. ft. or 0.79 acres
Parcel 002-02087-570: Less area within ROW: 2.08 acres
Parcel 002-02087-559: 4545 sq. ft. or 0.10 acres
Total Acreage: All parcels (including ROW): 7.10 acres
Total Acreage: All parcels (excluding ROW): 6.31 acres

ZONE C-3 AREA CALCULATIONS FOR 6.31 ACRES

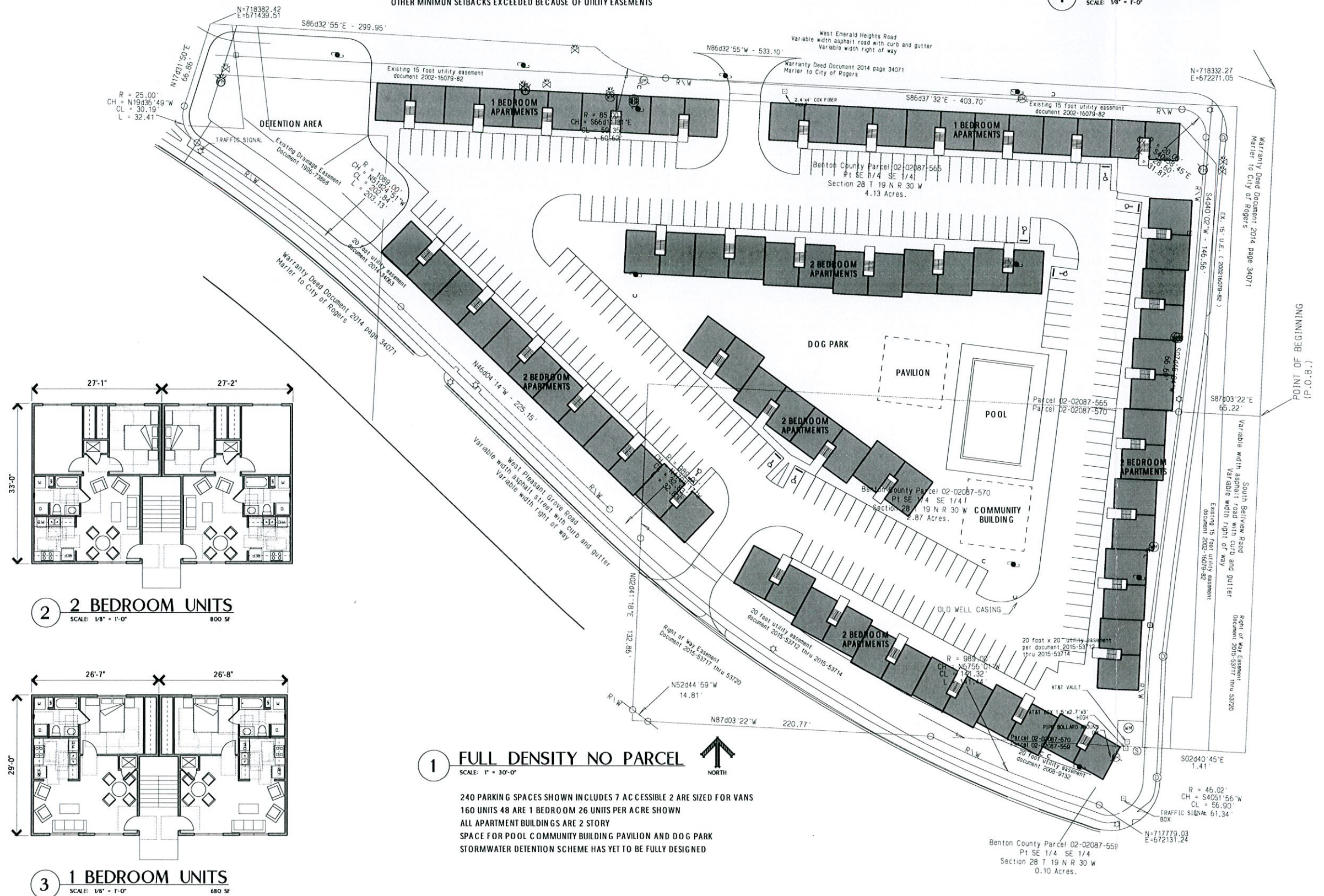
94 UNITS ALLOWED WITHOUT DENSITY PLAN 189 UNITS ALLOWED WITH DENSITY PLAN
MAXIMUM IMPERVIOUS AREA 90% OR 247,377 SF 227,980 SHOWN 83%
MAXIMUM BUILDING COVERAGE 80% OR 219,890 SF 127,240 SHOWN 46%
MINIMUM OPEN SPACE 10% OR 27,487 SF 46,836 SHOWN 17%
26,215 SQUARE FEET OF ACTIVE 20,621 PASSIVE OPEN SPACE PROVIDED
MINIMUM SETBACKS ARE 5'-0" FOR FRONT AND SIDE YARDS 10'-0" REAR YARDS
5'-0" MINIMUM USED ON EAST PROPERTY LINE ONLY
OTHER MINIMUM SETBACKS EXCEEDED BECAUSE OF UTILITY EASEMENTS



4 FRONT ELEVATION
SCALE: 1/8" = 1'-0"



GRESHAM & BEGGS
ARCHITECTS, P.A.



PINNACLE PARK APARTMENTS
ROGERS, ARKANSAS
APARTMENT UNIT DEVELOPMENT
FRETHEIM ENTERPRISES FORT SMITH, ARKANSAS

REVISIONS

DATE 11-2-2018

PROJECT NO. 1813

FULL