



**Board of Adjustments
Meeting Agenda
September 10, 2025
Bentonville City Hall
Meeting Time: 4:00 PM**

Registration Link: <https://us02web.zoom.us/j/85115659405>

I. Call to Order

II. Approval of Minutes

- | | |
|---------------------------------------|------------------------------------|
| 1. August 27th Meeting Minutes | Approval of Meeting Minutes |
|---------------------------------------|------------------------------------|

III. New Business

- | | |
|--|------------------|
| 1. 211, 213, 215 NW A, LLC | Variance* |
| 215 NW A St. (VAR25-0013) | |
| <i>Section 801.15 Signs Allowed With A Sign Permit, a) Height and Area Regulations</i> | |

IV. Old Business

V. Other Business

VI. Adjournment



**Board of Adjustments
Meeting Agenda
August 27, 2025
Bentonville City Hall
Meeting Time: 4:00 PM**

Recording Link: <https://bentonvillear.portal.civicclerk.com/event/1632/media>

I. Call to Order

- Meeting called to order at 4:00 PM by chairman Dean Kruithof.
- Members present: Celia Swanson, Kevin Barrington, Danny Bennett, Dean Kruithof
- Members absent: BJ Phillips
- Staff present: Tom Adler, Claire Wise, Nathan Izard

II. Approval of Minutes

1. August 13th Meeting Minutes

Approval of Meeting Minutes

- Motion to approve by Swanson, second by Barrington.
- Minutes are approved 4-0.

III. New Business

1. Hotel Ventures LLC

Variance*

2008 SE 8th St ([VAR25-0006](#))

Section 801.15 Signs Allowed With A Sign Permit a) Height and Area Regulations

- Ms. Wise provides an overview of the staff report.
- Chairman Kruithof opens the public hearing.
- There are no members of the public present or online.
- Chairman Kruithof closes the public hearing.
- Bill Watkins, representing the applicant, provides a supplementary overview, and is present for any questions
- Board members deliberate and conclude that the variance request is clear and reasonable.
- Swanson makes a motion to approve. Barrington seconds.
- The variance is approved 4-0.

2. Ricca

Variance*

205 Southeast Third Street ([VAR25-0026](#))

Section 701.02 (a) of Zoning Code, Alteration, enlargement of buildings and structures.

- Ms. Wise provides an overview of the staff report.
- Chairman Kruithof opens the public hearing.
- There are no members of the public present or online.
- Chairman Kruithof closes the public hearing.

- Eric Pool, representing the applicant, provides a supplementary overview, and answers questions presented by the board members.
- Board members deliberate and conclude that the variance request is clear and reasonable.
- Board recommends an amendment to the second condition as stated in the staff report that the Building Department allow construction to restart under the current permit.
- Bennett makes a motion to approve. Swanson seconds.
- The variance is approved 4-0.

IV. Old Business

3. Reeves

Variance*

1202 Northwest A Street ([VAR25-0016](#))

Section 601.01 (d)(1) of Zoning Code, Accessory Structures

- Ms. Wise provides an overview of the staff report.
- Chairman Kruithof notes that the public hearing was advertised for and held at the last meeting on August 13th.
- There are no members of the public present or online.
- Chairman Kruithof closes the public hearing.
- Luke Jenkins, the applicant, provides a supplementary overview, and is present for any questions.
- Board members deliberate and conclude that the variance request is clear and not reasonable.
- Swanson makes a motion to approve. Barrington seconds.
- The variance is not approved 1-3.

V. Other Business

Board member Swanson notes a correction needs to be made to the Ricca Staff Report. Staff advises that the typo will be corrected.

VI. Adjournment

- Barrington makes a motion to adjourn, Swanson seconds.
- Chairman Kruithof adjourns the meeting.



211, 213, 215 NW A, LLC

215 NW A St.

BOA Date: 9/10/2025

Staff Report Details

Project Number	VAR25-0013
Applicant / Current Owner	Archetype Productions / 211, 213, 215 NW A LLC
Site Area	+/- [1.32] Acres
Current Zoning	D-C, Downtown Core
Variance Request	Sec 801.15 Signs Allowed With A Sign Permit, a) Height and Area Regulations
Related projects	

Property Description

The subject property is located on 215 NW A Street. The property is zoned D-C, Downtown Core with a Future Land Use Designation of City Center.

Regulation

Monument Sign – Multi-Tenant Wayfinding Sign: A variance to allow the placement of a monument sign within a property zoned D-C, Downtown Core. Sec 801.15 states that monument signs are not allowed within DC zoning districts.

Variance Request

This report will consider and analyze this request based upon the six conditions of approval from the Zoning Code. Said conditions of approval will be bolded to differentiate from staff commentary.

- 1. The applicant demonstrates that:**
 - a. Special conditions and circumstances exist which are peculiar to the land, structure or building involved and which are not applicable to other lands, structure**

Variance Request

or buildings in the same district;

The applicant states the following are special conditions that exist in Midtown Lane given the structure is a unique mixed-use development that integrates office, retail, hospitality, and lifestyle spaces into a cohesive urban campus. The applicant further states that the scale and pedestrian-friendly nature of the project create a distinct need for an innovative wayfinding solution that standard wall mounted and storefront signage cannot effectively provide.

b. That literal interpretation of the provisions of this chapter would deprive the applicant of rights commonly enjoyed by other properties in the same district under the terms of this chapter;

The applicant states that a strict interpretation of the ordinance would prevent Midtown Lane from providing a directory sign that is essential for tenant visibility and pedestrian wayfinding, a right commonly afforded to similar multi-tenant developments. The applicant further states that, given the project's unique campus layout and pedestrian-focused design, and that the variance allows equitable access to signage while preserving the development's overall design integrity.

c. That special conditions and circumstances do not result from the actions of the applicant; and

The applicant states that the need for a freestanding sign stems from the unique layout and pedestrian-oriented design of Midtown Lane, not from any action by the applicant. The applicant further states that the current code does not anticipate this type of development, and therefore a consolidated wayfinding solution is necessary to support tenant visibility and circulation.

d. That granting the variance requested will not confer on the applicant any special privilege that is denied by this chapter to other lands, structures, or buildings in the same district.

This variance request does not specifically address the aspect of special privilege and points to the unique context and configuration of the development to justify the request.

2. No nonconforming use of neighboring lands, structures, or buildings in the same district, and no permitted or nonconforming use of lands, structures, or buildings in other districts shall be considered grounds for the issuance of a variance.

The applicant makes no reference to any nonconformities or properties in neighboring lands or zoning districts.

3. The board of adjustment shall further make a finding that the reasons set forth in the application justify the granting of the variance and that the variance is the minimum variance that will make possible the reasonable use of land, building or structure.

The applicant states that this is the minimum variance needed to allow reasonable use of the Midtown Lane development, ensuring effective wayfinding for a unique multi-tenant, pedestrian-oriented campus. The applicant further states that its placement, scale, and design remain consistent with existing code thresholds in similar zoning districts, providing essential tenant visibility while minimizing visual clutter and preserving the development's pedestrian-focused character.

4. The board of adjustment shall further make a finding that the granting of the variance will be in harmony with the general purpose and intent of this chapter, and will not be injurious to the neighborhood or otherwise detrimental to the public welfare.

Variance Request

The applicant states that granting the variance would allow a thoughtfully designed directory sign that encourages pedestrian activity and provides clear wayfinding, thereby enlivening Midtown Lane while enhancing the vibrancy and accessibility of the surrounding neighborhood. Further, the applicant states that the proposed sign location will not impede the walking public as they traverse the site.

5. Conditions. In granting any variance, the board of adjustment may prescribe appropriate conditions and safeguards that it deems necessary or desirable. Violations of such conditions and safeguards, when made a part of the terms under which the variance is granted, shall be deemed a violation of this chapter.

The Board has the authority to attach any conditions to a variance request that it deems appropriate. Any conditions proposed with a variance approval should be clearly stated into the record in the approval motion.

6. Uses. Under no circumstances shall the board of adjustment grant a variance to allow a use not permissible under the terms of this chapter in the district involved, or any use expressly or by implication prohibited by the terms of this chapter in said district.

The applicant's request does not include a variance of use.

Conclusion

The applicant's variance request comes from Section 801.15 of the Zoning Code - Signs Allowed With A Sign Permit, (a) Height and Area Regulations. The applicant is requesting to build a monument sign that otherwise would not be allowed in the D-C zoning district. The applicant states that due to the building's unique multi-tenant pedestrian focused layout, a wayfinding sign is imperative for enabling clear and equitable tenant visibility, and supports the development's role in enhancing a vibrant, walkable downtown.

Monument Sign – Multi-Tenant Wayfinding Sign: A variance to allow the placement of a monument sign within a property zoned D-C, Downtown Core. Sec 801.15 states that monument signs are not allowed within DC zoning districts.

The Board has the authority to attach any conditions to a variance request that it deems appropriate. Any conditions proposed with a variance approval should be clearly stated into the record in the approval motion.

Background

Public Comment

Has Staff received Public Comment at the time of this report?: **No**

Conditions of Approval

The following conditions of approval are offered for the Board's consideration:

1. The approved variance shall be for the proposed layout and setbacks, as provided by the applicant within this application.
2. The applicant shall be required to obtain an approved sign permit for the structure.

Section 301.10.c, Standards of Approval, of the Zoning Code

Standards for approval. A variance from the terms of this chapter shall not be granted by the board of adjustment unless and until:

(1) The applicant demonstrates that:

- a. special conditions and circumstances exist which are peculiar to the land, structure or building involved and which are not applicable to other lands, structures or buildings in the same district;
- b. that literal interpretation of the provisions of this chapter would deprive the applicant of rights commonly enjoyed by other properties in the same district under the terms of this chapter;
- c. that special conditions and circumstances do not result from the actions of the applicant; and,
- d. that granting the variance requested will not confer on the applicant any special privilege that is denied by this chapter to other lands, structures, or buildings in the same district.

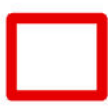
(2) No nonconforming use of neighboring lands, structures, or buildings in the same district, and no permitted or nonconforming use of lands, structures, or buildings in other districts shall be considered grounds for the issuance of a variance.

(3) The board of adjustment shall further make a finding that the reasons set forth in the application justify the granting of the variance and that the variance is the minimum variance that will make possible the reasonable use of land, building or structure.

(4) The board of adjustment shall further make a finding that the granting of the variance will be in harmony with the general purpose and intent of this chapter, and will not be injurious to the neighborhood or otherwise detrimental to the public welfare.

(5) *Conditions.* In granting any variance, the board of adjustment may prescribe appropriate conditions and safeguards that it deems necessary or desirable. Violations of such conditions and safeguards, when made a part of the terms under which the variance is granted, shall be deemed a violation of this chapter.

(6) *Uses.* Under no circumstances shall the board of adjustment grant a variance to allow a use not permissible under the terms of this chapter in the district involved, or any use expressly or by implication prohibited by the terms of this chapter in said district.



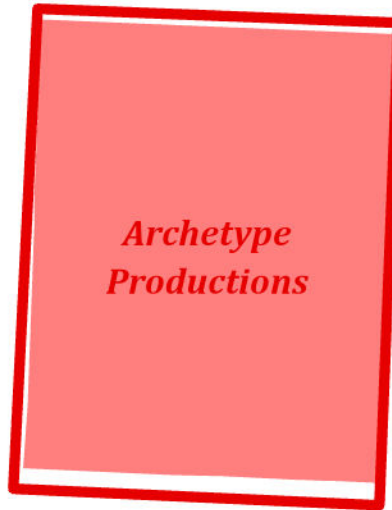
**Pending PC
Item**

NW B ST

NW 3RD ST

NW A ST

NW 2ND ST



*Archetype
Productions*



VAR25-0013
Archetype Productions
215 NW A ST



To the City of Bentonville Planning and Zoning Committee,

After our discussion with Nathan Izard, we are pleased to respectfully resubmit our variance request without changes for your consideration. This variance request is for the proposed Midtown Lane directory signage, a freestanding sign designed to complement the architectural vernacular of the development while enhancing visibility for tenants and improving pedestrian wayfinding.

Special Conditions & Circumstances

Midtown Lane is a unique mixed-use development that integrates office, retail, hospitality, and lifestyle spaces into a cohesive urban campus. Unlike traditional standalone commercial properties, Midtown Lane serves as a multi-tenant environment that benefits from clear, shared signage. The scale and pedestrian-friendly nature of the project create a distinct need for an innovative wayfinding solution that standard wall-mounted or storefront signage cannot effectively provide.

Importantly, the proposed sign is not located within the sidewalk or pedestrian pathway. While it remains visible to passersby, we have gone to great lengths to ensure that it does not impede pedestrian movement. Instead, its placement is intentional, strategically positioned to enhance foot traffic flow rather than obstruct it, helping visitors navigate the development efficiently and safely.

Furthermore, the directory has been carefully designed to remain within the allowable square footage threshold of 32 square feet established for C3 free-standing signage. This deliberate alignment with existing code precedent underscores our effort to balance compliance with practicality, ensuring the sign is both effective for tenant visibility and respectful of regulatory intent.

Preserving Commonly Enjoyed Rights

A strict interpretation of the current ordinance would prevent Midtown Lane from implementing a directory sign that is essential for wayfinding, a right commonly afforded to other commercial developments with similar multi-tenant structures. Given the project's unique layout, multiple points of entry, and high pedestrian interaction, this signage serves an essential function comparable to that of permitted signage in similar urban developments.

Without this sign, individual tenants may be disadvantaged in visibility, requiring additional storefront signage that could lead to visual clutter and detract from the overall design integrity of the development. This variance would ensure equitable access to proper identification and wayfinding for all businesses within Midtown Lane, while

recognizing the intentional choice of a centralized layout and user experience that prioritizes pedestrian comfort, encourages communal gathering, and offers protection from the street. This approach directly aligns with Downtown Bentonville's initiatives to create more pedestrian-prioritized spaces, which in its rarity warrants additional consideration.

Circumstances Beyond the Applicant's Control

The necessity for this freestanding sign arises from the unique configuration of Midtown Lane rather than any action by the applicant. The project was designed to foster an engaging pedestrian experience and enhance connectivity within downtown Bentonville. However, the existing signage code does not account for the specific needs of developments like Midtown Lane, where a consolidated wayfinding solution is essential for tenant visibility and foot traffic optimization.

By granting this variance, the city will enable a thoughtfully integrated signage solution that supports local businesses, enhances the pedestrian experience, and upholds the city's vision for a vibrant downtown district.

We appreciate your time and consideration and look forward to working with the city to bring this signage solution to fruition.

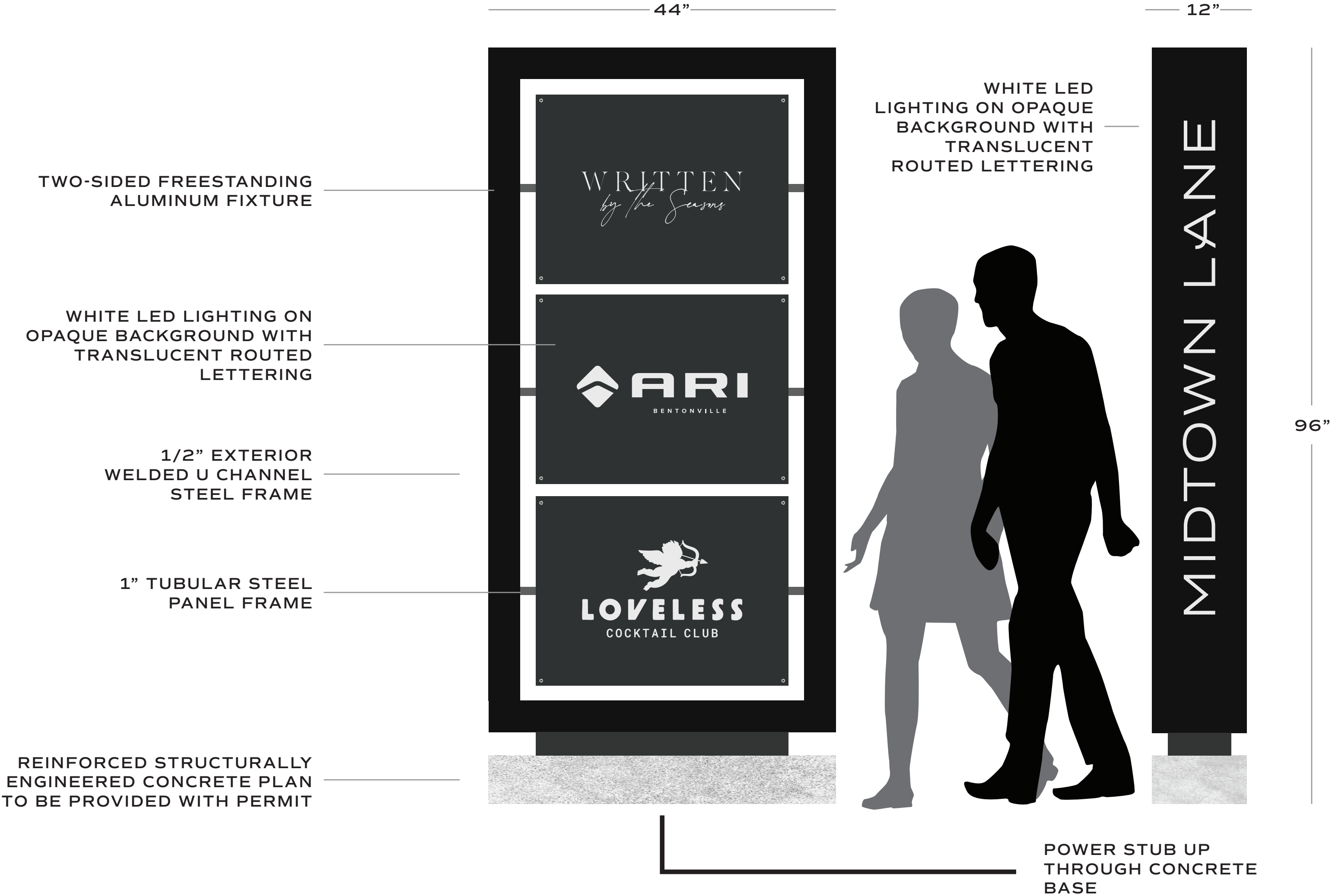
Sincerely,

A handwritten signature in black ink, appearing to read 'Will Collins', with a stylized, cursive script.

Will Collins
Partner, Archetype

DIRECTORY SIGNAGE
ELEVATION

MIDTOWN LANE

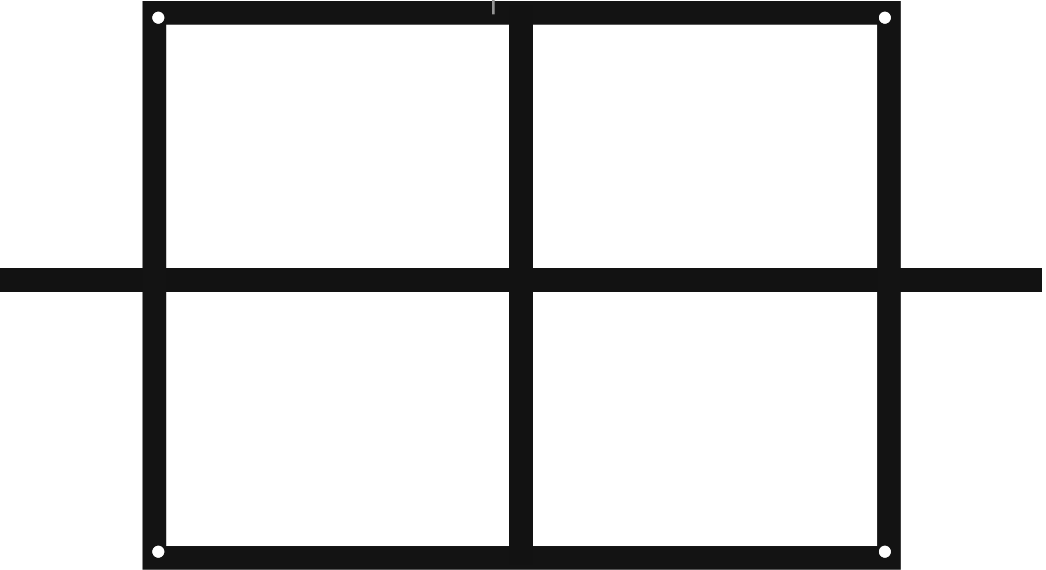


4" 2" 32" 2" 4"



1/8" PAINTED ALUMINUM TENANT PANELS

1" TUBULAR STEEL FRAME DETAIL FOR TWO SIDED PANELS



DIRECTORY SIGNAGE

