

◆ INVESTMENT OPPORTUNITY ◆

2120 S. 30th Street

Rogers, Arkansas 72758



\$1,050,000

MLS #134-4851



*2-Acre Corner Parcel • Dual Street Frontage • 2,780 SF Existing Home
T2 Zoning • Future Land Use: Urban Neighborhood (U-NH)
Pinnacle Hills Corridor • 30th Street Planned Pass-Through*

PROPERTY SNAPSHOT

ASKING PRICE \$1,050,000	MLS NUMBER #134-4851	LOT SIZE 2.0 Acres	HOME SIZE 2,780 SF	BEDS / BATHS 3 Bed / 3 Bath
CURRENT ZONING T2	FUTURE LAND USE U-NH (Urban Neighborhood)	LOT TYPE Corner Parcel — Dual Frontage	CORRIDOR 30th St. Planned Pass-Through	

EXECUTIVE SUMMARY

This 2-acre corner parcel at 2120S. 30th Street represents a rare convergence of immediate utility and long-term development upside in one of Northwest Arkansas's most actively transforming corridors. The property carries a current T2 zoning designation, with a Future Land Use Map classification of **Urban Neighborhood (U-NH)** under Rogers' landmark 2024 Unified Development Code — the city's explicit signal that this parcel is earmarked for high-intensity, mixed-use, walkable redevelopment.

A **2,780 SF existing home (3 bed / 3 bath)** with multiple living areas, mature trees, and a private setting provides immediate income potential as a primary residence or high-end rental while a buyer holds or plans the site. The dual street frontage on a corner lot — directly along the planned 30th Street pass-through — gives this parcel the visibility, accessibility, and flexibility that development sites of this scale rarely offer at this price point.

ZONING & FUTURE LAND USE — WHY THIS MATTERS

Understanding Rogers' new zoning framework is the key to unlocking the value of this property. In July 2024, the Rogers City Council unanimously adopted a new Unified Development Code (UDC) that replaced use-based zoning with a progressive form-based code — one of the most significant planning overhauls in NWA history.

Current Zoning — T2:

The property's current designation is T2, a lower-intensity residential zone. This governs what can be built today without a rezoning request.

Future Land Use — U-NH (Urban Neighborhood):

The city's Future Land Use Map has designated this parcel U-NH — Urban Neighborhood. This is the city's formal, public declaration of intent for this corridor. U-NH designation aligns with the T4.2 zoning district under the UDC, which permits anything from single-family homes to 4-story mixed-use buildings by right.

What T4.2 / U-NH Enables:

Single-family homes, townhomes, duplexes, triplexes, small-scale condos, live-work units, ground-floor retail with residential above, and up to 4-story mixed-use buildings — the full spectrum of missing middle and mixed-use development, all by-right once rezoned.

Fast-Track Approval:

Under the 2024 UDC, development projects compliant with the code receive administrative approval — no Planning Commission hearing, no lengthy public process. Treated like a building permit. This dramatically compresses the developer's timeline and risk.

The Rezoning Pathway:

A buyer seeking to develop to U-NH / T4.2 intensity would pursue a rezoning from T2 to T4.2. Given the city's explicit Future Land Use designation of U-NH for this corridor, that rezoning application is strongly supported by existing city planning policy — the city has already told you where it wants this parcel to go.

PROPERTY HIGHLIGHTS

- 2.0-acre corner lot with **dual street frontage** — maximum visibility and access options
- Existing **2,780 SF home (3 bed / 3 bath)** with multiple living areas — immediate use as primary residence, high-end rental, or interim holding asset
- **Mature trees and private setting** — desirable character for residential or boutique mixed-use development
- **City water available nearby** — infrastructure access reduces development cost
- **Gently sloped, usable terrain** — favorable for construction across a variety of project types
- **Future street connectivity planned** in surrounding area — the 30th Street pass-through increases long-term traffic and accessibility
- Located within the **Pinnacle Hills Entertainment District** — one of Rogers' two active entertainment zones
- **High visibility and accessibility** — corner position with dual frontage on a planned corridor

SURROUNDING DEVELOPMENT CATALYSTS

Ozark United FC Stadium & Entertainment District

Planned | \$250M–\$350M | 36 Acres | W. Perry Rd & S. Bellview Rd, Rogers

A professional soccer club is pursuing a 5,000-seat stadium and full mixed-use entertainment district. The site will include restaurants, retail, and residential components. Financing and development partners are being finalized; the club targets a 2027 inaugural season. This is a future catalyst — disclosed as planned, not yet under construction.

SCHEDULE A PRIVATE SHOWING & INVESTMENT BRIEFING

We invite serious buyers and their representatives to schedule a private showing. We will provide a full development map, zoning overlay, Rogers UDC corridor analysis, and comparable land sales — in addition to a full walkthrough of the existing home. Whether your interest is immediate development, income hold, or 1031 exchange, we can walk you through every angle of this opportunity.

LISTING BROKERS	PROPERTY INFO	CONTACT US
<i>Donna Katzfey Keller Williams Market Pro Realty Bentonville, Arkansas</i>	<i>MLS #134-4851 2120 S. 30th Street, Rogers AR 2.0 Acres 2,780 SF Home</i>	<i>[Phone Number] [Email Address] [Website / Landing Page]</i>

This investment brief is provided for informational purposes only. Current zoning is T2; U-NH is a Future Land Use designation under Rogers' 2024 UDC — not a current entitlement. Any rezoning or development is subject to city approval. All development timelines and project values are sourced from public records and press releases current as of 2025–2026. Buyers should conduct independent due diligence. Information deemed reliable but not guaranteed.

2120 S. 30th Street, Rogers, AR 72758 | MLS #134-4851 | Listed at \$1,050,000 | 2.0 Acres | 2,780 SF

