



HISTORIC DISTRICT COMMISSION MEETING AGENDA

JUNE 3, 2025

4:30 PM

VIEW ONLINE

[HTTPS://US02WEB.ZOOM.US/J/87292955030](https://us02web.zoom.us/j/87292955030)

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AGENDA

CALL TO ORDER:

ROLL CALL:

ACTION ON MINUTES:

- a. Approving the May 6, 2025 meeting minutes.

PUBLIC HEARINGS:

a. OLD BUSINESS

None.

b. NEW BUSINESS

I. COA #25-0177 Beaulieu Hardware Building

A request by Charles J. Davis for Beaulieu Hardware Building for Certificate of Appropriateness to repair exterior masonry with wall coating on existing painted brick, update existing windows, and repaint the storefront and window trim at 228 S. 1st Street.

STAFF: Laural Scates, Planner I

REPRESENTED BY: Charles J. Davis

REPORTS :

a. COMMISSIONERS

b. STAFF

ADJOURN:



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ROGERS HISTORIC DISTRICT COMMISSION MINUTES: May 6, 2025

CALL TO ORDER

Lawson called the HDC to order at 4:33 pm

PUBLIC FORUM

The tenant at OZ Smokehouse spoke about the agenda item hoping to come to a resolution to repair the brick work to stop water damage inside in the building and falling brick.

ROLL CALL

Present: Lawson, Cisneros, Loos, Herrera

Absent: Carney, Fry

REPORTS FROM STAFF

ACTION ON MINUTES

Motion by Cisneros, second by Loos, to approve the meeting minutes from September 17, 2024.

Voice vote: YES (unanimous). Motion carried.

Minutes **APPROVED**.

OLD BUSINESS

NEW BUSINESS

1. COA #25-0162: a request by Byron Copeland for a Certificate of Appropriateness at 113 W Walnut Street to install new cornice.

Moore presented the staff report. Staff recommended denial of the proposed cornice in favor of a cornice that more closely resembles the existing cornice.

Lawson asked if there was any one from the public wishing to speak on the item. The applicant spoke about the damage the building sustained during the 2024 tornado and how water was coming in the building and bricks were falling down one day. He wants to restore the cornice however the cost of ornamental cornice was more expensive than the proposed cornice design.

Lawson stated the brick should be repaired as soon as possible and the applicant could take more time to get a replica of the cornice. Cisneros agreed that the brick needed to be repaired to keep the brick from falling

Applicant stated they wanted to find a cornice more like the original but wanted to repair the brick.

Herrera stated we could approve the repair of the brick for safety issues and then they could come back with a cornice proposal later.

Both applicant and commission agreed to repairing the brick and then if necessary due to material change the cornice could come back through the Historic Commission.

Motioned by Lawson to approve the brick repair with the condition that the cornice is repaired like for like, second by Cisneros.

Lawson asked for a vote:

Yes: Lawson, Cisneros, Loos, Herrera

Motion carried.

Lawson: 25-0162 has been approved to repair the brick work with the condition the cornice be brought back like for like.

ADJOURN

Meeting adjourned at 4:54 PM.



Historic District Commission

June 3, 2025

Agenda



CALL TO ORDER PUBLIC FORUM

ROLL CALL

ACTION ON MINUTES

1. May 5, 2025

REPORTS FROM STAFF

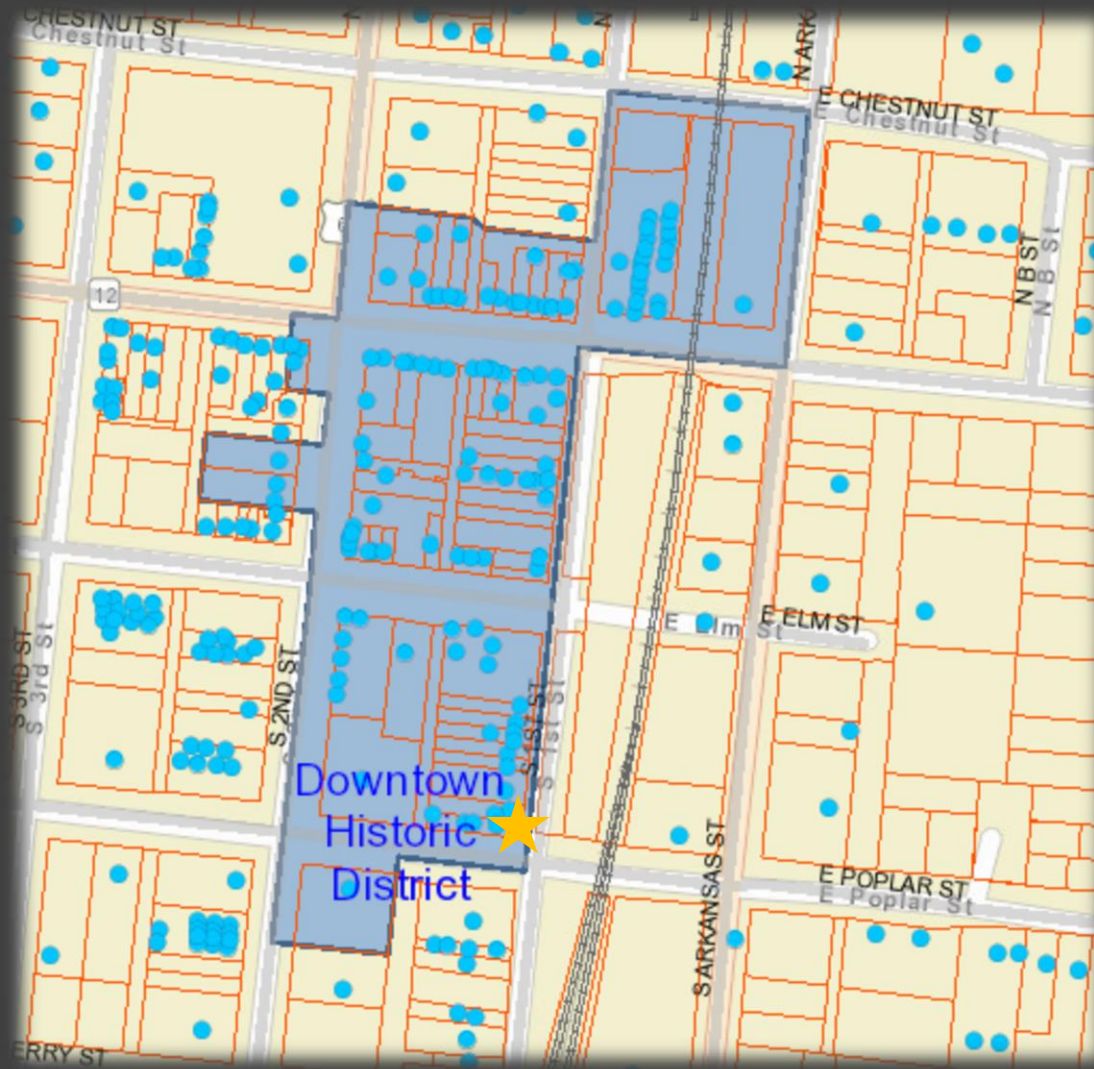
OLD BUSINESS

NEW BUSINESS

1. COA #25-0177: a request by Charles Davis for Beaulieu Hardware for a Certificate of Appropriateness for proposed to repair exterior masonry, paint the façade and window trim, and update existing windows at 228 S 1st St.

ADJOURN

COA: Beaulieu Hardware



Vicinity Map

Summary

Nature of Request

Repair exterior masonry, paint façade and window trim, and update existing windows

COA Scope of Work

Category II

Relevant Design Guidelines

6.7 (Brick, Masonry & Sealers)

6.9 (Color)

6.20 (Murals & Public Art)

6.32 (Windows & Doors)

Location

228 S. 1st St

Representative

Charles Davis

COA: Beaulieu Hardware



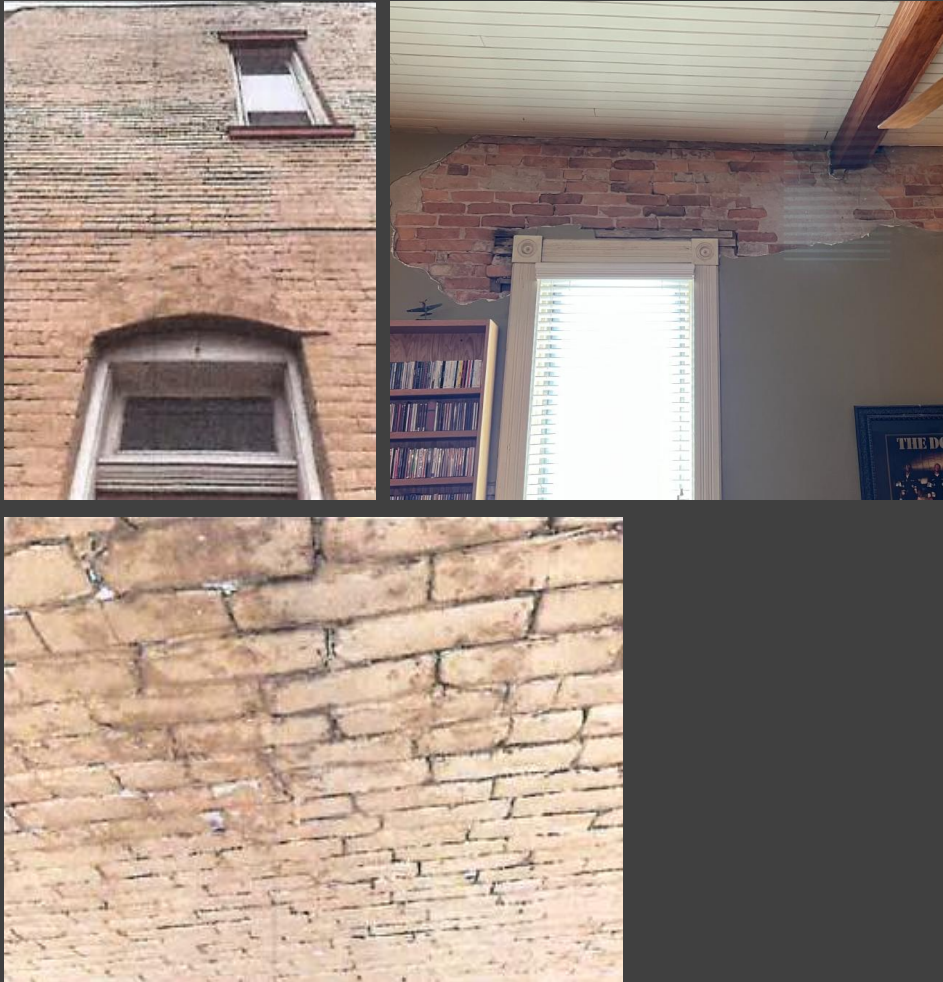
Historical Photo

Summary Continued Architectural Background

- Historically known as the Hatler Building
- Built in 1910 in the 20th Italianate architectural Style
- Key Characteristics of Style: Double-hung, narrow windows; window panes are either one-over-one or two-over-one; decorative window hoods; ornate treatment of the eaves; quoins at building corners; transom above front door; protruding sills; flat roof; and cresting along roof ridges



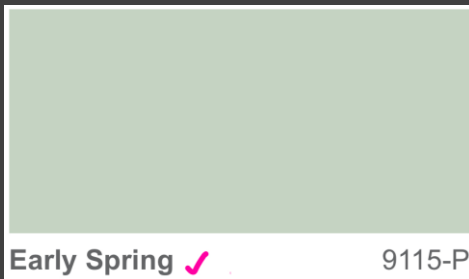
Compatibility with Design Guidelines



Brick & Masonry

- 6.7 (Brick, Masonry, & Sealers):
 - A) "Materials original to the building should be preserved where possible."
 - B) "High pressure water cleaning (600 PSI or greater) should never be used on brick or masonry. These processes damage brick surfaces and erode mortar joints. Low pressure water cleaning is acceptable if the pressure is kept between 200 & 450 PSI."
 - E) "Water-repellent coatings should not be added unless masonry repairs have failed to stop water penetration problems."
 - F) As a general rule, brick and masonry should not be painted except in the case where the brick is extremely mismatched from earlier alterations or cannot withstand weather.
 - H) Repointing should match original width, depth, color, raking profile, composition and texture.
 - I) Repointing should never be done with Portland cement or other hard mortar but with original compounds, if it can be determined, or with a historic compound such as one part lime and two parts sand. Original type mortar compounds allows for expansion and contraction while hard mortar or cement prevents the expansion and contraction process.
- All exterior masonry surfaces will be washed to remove dust, dirt, and residue with high pressure not to exceed 600 PSI.
- The contracted brick restoration company recommends that because the building has been painted for many years, a "MasterProtect Wall Coating" be applied after the brick and mortar work is completed to better protect against water and moisture issues.
- All exterior brick mortar joints shall be cut back to a depth of 2 1/2 times the width of the mortar joints. All surfaces will be cleaned and new mortar will be packed into the back of the joint to match the original mortar color.

COA: Beaulieu Hardware



Paint Colors

Compatibility with Design Guidelines

- 6.9 (Color):
 - A) "Use appropriate colors to create a coordinated color scheme for the building. The façade should "read" as a single composition."
 - E) "Using the historic color scheme of a building is preferred when evidence exists."
 - F) "Paint charts of appropriate colors are available at the Department of Community Development or Main Street Rogers office."
- The main color "Early Spring" was selected from the MasterProtect color chart, using the commissions approved color chart as a guide.
- In addition "Shale" was chosen for the trim/secondary color from the MasterProtect palette.

COA: Beaulieu Hardware



Compatibility with Design Guidelines

- 6.20 (Murals & Public Art):
 - A) "It may be appropriate to paint murals on the side or rear walls of buildings."
 - B) "Retain existing "ghost signs" advertisement signage painted on the walls of buildings."
 - C) "Public art projects should be reviewed by the Rogers Historic District Commission and comply with city codes."
- While it is painted to appear as one, the mural is not a ghost sign. It was added to the building after 1999.
- The Coca-Cola mural will need to be repainted as every inch of mortar on the building will be removed and some bricks may be replaced in that area if needed. The existing layers of paint will likely be scraped to prepare for the wall coating as well.



Mural Paint Colors

COA: Beaulieu Hardware



One more piece of history

By LYNN ATKINS

Staff Writer • lynna@timesonline.com

When Emery and Ruth Davis bought a historic building on the corner of Poplar and First streets in 2001, they could tell there had once been a large sign on the Poplar Street side. But they were busy renovating the inside of the building, including the row of antique glass windows above the door in the shop that is now Favorite Tuxedos.

A member of the Historic Commission, Emery Davis, stayed busy with several family businesses, but he never forgot about the sign. Eventually, he found a photo that showed it had once advertised Coca-Cola. A little more research revealed that there were at least two different Coke signs on the same spot.

That was when he met Chuck Bame.

When Bame graduated from college with a degree in art, there

was before technology allowed billboards and large signs to be created on a computer and printed. He painted signs with oil paint.

"It's kind of a lost art," he admitted.

After Bame accepted a job at Rogers High School, he developed the habit of stopping by the Iron Horse Coffee Shop on his way home. That's where he met Emery Davis and heard about the historic sign.

Both Davis and Bame did some research. Davis contacted Coca-Cola, but the company didn't want to help pay for the sign renovation. They did provide patterns that had been circulated among small retailers in the past.

Photos from Gary Townsend, who publishes an historic calendar each year, and the Rogers Historic Museum were found. Working with the patterns and the old photos Bame, who has also worked in ad-

Chuck Bame is on the side of signs advertised

on the side of signs advertised



Compatibility with Design Guidelines

- 6.31 (Walls):
 - E) "Preserve original facade materials."
 - F) "When replacement of facade wall materials is necessary, the new materials should match the original in scale, color, texture and finish."
 - G) "Do not cover or obscure original facade materials. If the original material has been covered, uncover it, if feasible."
 - H) "Do not use harsh cleaning methods that could damage the finish of historic materials."

COA: Beaulieu Hardware



Compatibility with Design Guidelines

- 6.32 (Windows & Doors):
 - A) "Maintain and persevere all historically significant storefront opening features."
 - B) "Retain the original shape of the transom glass in historic storefronts."
 - C) "The shape of the transom is important to the proportion of the storefront, and it should be preserved in its historic configuration."
 - D) "Preserve historic upper story windows."
 - G) "All new windows and window replacements must meet all City of Rogers codes."
- Each of the tall, rectangular windows of the second floor, as well as the single window on the first floor near the Coca-Cola mural will be replaced with historically appropriate windows.



COA: Beaulieu Hardware



Summary

- Although the proposed high water pressure damages brick, the brick and mortar on the building is already deteriorating and needs to be properly sealed to protect the historic building from water and moisture.
- 226 and 228 S First Street were constructed at the same time and historically had similar façades. The neighboring façade color was approved in August 2024 based on the existing color palette of this building.
- The existing Coca Cola mural will be damaged due to the high pressure washing, however, the owner will replace the sign with the provided color palette.

Proposed Improvement

COA: Beaulieu Hardware



STAFF RECOMMENDATION:
Approve the brick and mural repair, as well as the window replacement, but consider the color choice.

Proposed Improvements

COA: Beaulieu Hardware



Historic District Commission Considerations per Sec. 24-6(d):

- a) The Rogers Commercial Historic District design guidelines;
- b) Applicable state law;
- c) Refer to the considerations listed under section 24-1 of the Code of Ordinances;

Public Input Received:



Adjourn