HISTORIC DISTRICT COMMISSION MEETING AGENDA
OCTOBER 7, 2025
5:15 PM
VIEW ONLINE
HTTPS://US02WEB.ZOOM.US/J/81727582793

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AGENDA

CALL TO ORDER:

ACTION ON MINUTES:

a. Approving September 16, 2025 meeting minutes.

PUBLIC HEARINGS:

a. OLD BUSINESS

b. NEW BUSINESS

i. Inspire Wellness COA
A request by Inspire Wellness for a Certificate of Appropriateness to replace canopy and paint exterior at 110 W. Walnut Street.
STAFF: Christina Moore, Planner I
REPRESENTED BY: Irma Perez

REPORTS :

a. COMMISSIONERS

b. STAFF

ADJOURN:

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

ROGERS HISTORIC DISTRICT COMMISSION
MINUTES: September 16, 2025

CALL TO ORDER

The Historic District Commission met for a public meeting at Rogers City Hall at 301 W. Chestnut Street on September 16, 2025 at 5:15 P.M. The meeting was called to order by Chairman Ezequiel Tovar.

ROLL CALL

Commissioners attending: Jorge Andrade, Hannah Cicioni, Ed McClure, Derek Burnett, and Ezequiel Tovar
Absent:

ACTION ON MINUTES

Motion by McClure, second Andrade, to approve the meeting minutes from August 19, 2025.
Voice vote: YES (unanimous). Motion carried.
Minutes ***APPROVED***.

PUBLIC FORUM

OLD BUSINESS

NEW BUSINESS

1. **COA25-0422 Frisco Station Properties**
   A request by Jason Jacob for Frisco Station Properties for a Certificate of Appropriateness to paint the exterior EIEFS and rear stair tower at 222 S. 1st Street.

   Planner Christina Moore presented the staff report. The building is non-historical, and the proposed color is similar to the current one, following the Rogers historical district design guidelines. Staff recommended approval of the exterior paint refresh. Commissioner Andrade noted the color match was very similar and same brand.

   There was no representative present.

   Chairman Tovar opened the public hearing for comments. There were none.
   The public hearing was declared closed.

   Motion by Cicioni, second by Andrade to approve the request.
   Voice Vote: Unanimous – Yes. ***Motion carried.***
   APPROVED

2. **COA25-0426 Rogers Hardware 2**

A request by Rogers Hardware 2 for a Certificate of Appropriateness to replace the cornice at 113 W. Walnut Street.

Planner Christina Moore presented the staff report. The building, built in 1900, is in the Italian architectural style, and the proposed cornice is similar to the original one. The cornice was damaged in the May 2024 tornado.

Representative Byron Copeland, project manager, explained the challenges in finding a contractor to match the original design. The proposed cornice will be stamped metal and powder-coated white.

Chairman Tovar opened the public hearing for comments. There were none.
The public hearing was declared closed.

Motion by McClure, second by Cicioni to approve the request.
Voice Vote: Unanimous – Yes. ***Motion carried.***
APPROVED

3. COA25-0423 Southwest Power Building

A request by Southwest Power Building for a Certificate of Appropriateness to restore the corbels and the cornice at 115 W. Walnut Street.

Planner Laural Scates presented the staff report. The building, built in 1900, is in the Italian architectural style, and the proposed cornice is similar to the original one. The cornice was damaged in the May 2024 tornado.

Vince Tate, the owner of the building, explained how he worked together with Mr. Copeland to find a contractor and expressed satisfaction with the purposed solution. The new cornice will be stamped metal and powder-coated white.

Chairman Tovar opened the public hearing for comments. There were none.
The public hearing was declared closed.

Motion by Cicioni, second by McClure to approve the request.
Voice Vote: Unanimous – Yes. ***Motion carried.***
APPROVED

REPORTS

ADJOURN

There being no further business, the Chair adjourned the meetings at 5:32 PM.

Historic District Commission

October 7th, 2024

CITY OF ROGERS ARKANSAS

Agenda

CALL TO ORDER PUBLIC FORUM

ROLL CALL

ACTION ON MINUTES

1. September 16th, 2025

REPORTS FROM STAFF

OLD BUSINESS

NEW BUSINESS

1. COA #25-0447: a request by Irma Perez for Inspire Wellness for a Certificate of Appropriateness for proposed canopy and exterior color update at 110 W Walnut Street.

ADJOURN

COA: Inspire Wellness

Vicinity Map

Summary

Nature of Request

Replace Awning and Repaint Exterior

COA Scope of Work

Category II

Relevant Design Guidelines

6.4 (Awnings & Canopies)

6.9 (Color)

6.25 (Signage)

6.28 (Storefront)

Location

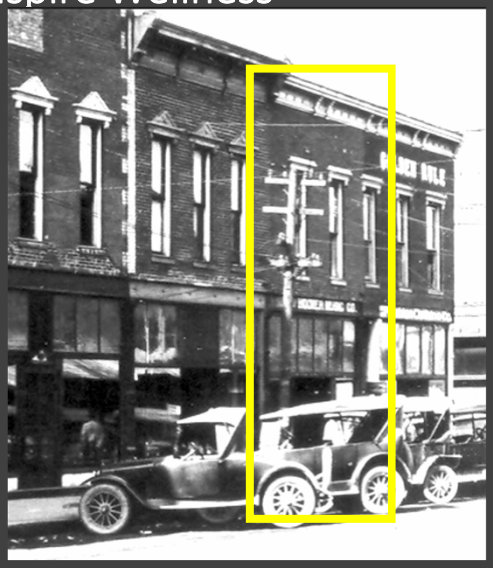
110 W Walnut Street

Representative

Irma Perez

Staff: Christina Moore, Planner I (cmoore@rogersar.gov)

COA: Inspire Wellness



Historical Photo

Summary Continued

Architectural Background

- Historically known as the Golden Rule Building
- Built in 1905 in the 20th Century Commercial architectural Style
- Key Characteristics of Style: Cast-iron supported storefronts; large display windows; transom lights; bulkhead; recessed entry; double doors; tall second story windows; and cornice

Staff: Christina Moore, Planner I (cmoore@rogersar.gov)

COA: Inspire Wellness

Plans

Compatibility with Design Guidelines

- 6.28 (Storefront):
  - A) "Retain and preserve storefronts that contribute to the overall historic character of a building, including such functional and decorative features as transoms, doors, entablatures, display windows, pilasters, recessed entries and signs."

- There is a small portion of metal missing underneath the windows. It is proposed to remove the metal under the windows and paint the wood black. All remaining metal on the storefront will be painted black.
- The storefront was wooden at construction in 1905. The metal was added during a remodel in 1963 when the store changed hands from Variety Leader Store to Mode O'Day.

COA: Inspire Wellness

Current Facade

Proposed Facade

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 black color was selected from the HDC appropriate color pallet.
- The metal on the store front will be painted black.

COA: Inspire Wellness

Sign Specifications

Compatibility with Design Guidelines

- 6.25 (Signage):
  - A) "All signage in the RCHD is subject to underlying city code."
  - Sec. 5.8.9 allows awning signs if:
    - On the ground floor
    - Minimum projection is 4 feet
    - Max valance height is 1 foot
- Proposed awning will meet standards.

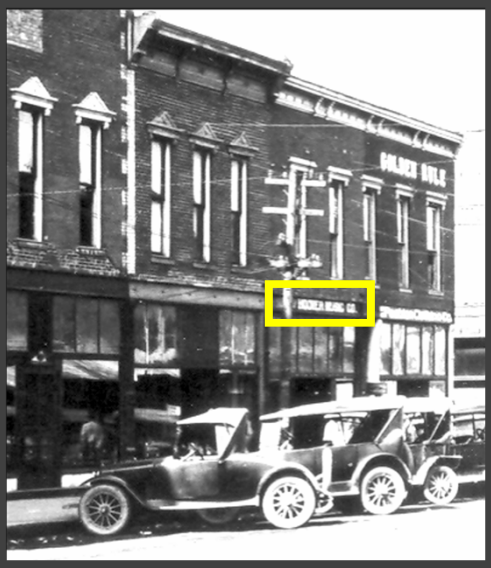
COA: Inspire Wellness

Proposed Awning

Compatibility with Design Guidelines

- 6.4 (Awning):
  - (A) "Minimum setback for a front awning or canopy shall be at least two-and-a half (2.5) feet from the face of the curb or no closer than one (1) foot from a lamp post. "
  - (C) "Appropriate supporting mechanisms are wall-mounted brackets, chain or posts."
  - (E) "Fabric awnings are appropriate and encouraged for historic buildings and new construction."
  - (I) "Colors must be compatible with the overall color scheme of the faced. Solid colors or simple muted striped patterns are appropriate."
- Proposed awning is compatible with design guidelines:
  - Will utilize existing awning brackets
  - Fabric Awning
  - Awning matches the proposed façade color

COA: Inspire Wellness



Historic Photo

Staff Analysis

6.25 Signage (J) states "Ghost signs (historic painted wall signs) should be preserved and not removed.

-It is not known at this time if the metal sheet is covering the wall sign shown in this picture. Removing the awning could expose the sign.

COA: Inspire Wellness

Proposed Improvements

STAFF RECOMMENDATION:

Approve proposed awning and color update with the condition the ghost sign is not revealed while removing the existing awning.

*This will require an inspector to go out at the time of awning removal to ensure the sign is not exposed. If it is exposed, an awning redesign will be needed and a new COA review.

COA: Inspire Wellness

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:
None

Adjourn

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

OFFICE USE ONLY

Fee: _____ ($100)

COA Number: _____

CityView Number: _____

Date Issued: _____

CERTIFICATE OF APPROPRIATENESS
Sec. 24-5

Please see **Appendix A** of this application to determine the appropriate category based on the proposed scope of work. Additional information may be found in the Rogers Commercial Historic District Design Guidelines document. Please see **Appendix B** for required supplemental materials. This project is:

Category I _____

Category II _X_____

Category III _____

APPLICANT INFORMATION

Applicant Name: Irma Perez Address: 11238 Landers Rd Rogers AR 72756 United S

Phone: (479) 866-7321 Email: lperez.08@cox.net

Property Owner (if not applicant): Ashley Pledger Address: 110 W Walnut

Phone: +1 (479) 264-8564 Email: _____

Architect/Engineer/Contractor: Irma Perez Address: 11238 Landers Rd Rogers AR 72756

Phone: (479) 866-7321 Email: _____

110 W Walnut Street Rogers AR 72756

PROPERTY INFORMATION

110 W Walnut Street

Historic name of property: _____

Address: _____1905_____ Lot #: _____ Block #: _____

x x

BUILDING DATA

YEAR BUILT: _____

x

CONSTRUCTION TYPE: Wood _____ Brick _____ Stone _____ Other _____

ORIGINAL USE:

___ Single-family residential
___ Multi-family residential
___ Hotel/boarding
___ Office
___ Commercial/retail
___ Industrial
___ Vacant
___ Mixed-use
___ Other

BRIEF HISTORY AND DESCRIPTION OF PROPERTY:

Use to be a retail clothing store awning with discolorations and in need of replacement

PROPOSED SCOPE OF WORK:

Change awning cover with new business name and logo, pain exterior existing surfaces black

APPLICATION SUBMISSION

Certificates of Appropriateness are effective immediately upon issuance. Work approved must begin within twelve (12) months of approval. If the Certificate of Appropriateness expires, your project must be resubmitted for approval. Any work done outside the scope of the Certificate of Appropriateness renders it null and void.

ANY WORK APPROVED BY THE HISTORIC DISTRICT COMMISSION IS SUBJECT TO ADDITIONAL CITY PERMITS SUCH AS SIGN AND BUILDING PERMITS.

I hereby certify I am the owner, agent of the owner, or other person in control of the property and that the information given herein, and as shown on the application and Certificate of Appropriateness, is true and that I am authorized to obtain this Certificate of Appropriateness. I understand that if the construction and/or installation for which this Certificate of Appropriateness is issued is contrary to the requirements of city codes or regulations, violations must be corrected. Approval by the Historic District Commission does not excuse the applicant, owner, or agent from compliance with any other applicable codes, ordinances, or policies of the City of Rogers.

SIGNATURE OF APPLICANT — DATE: 08/28/2025

SIGNATURE OF PROPERTY OWNER — DATE: 08/28/2025

HISTORIC DISTRICT COMMISSION USE ONLY

This project is: Category I _____ Category II _____ Category III _____

This COA is: Approved _____ Approved with conditions _____ Denied _____

Reasons for approval, conditions, or denial: _____

_____

_____

SECRETARY, HISTORIC DISTRICT COMMISSION — DATE

DEPARTMENT OF COMMUNITY DEVELOPMENT OFFICIAL — DATE

APPENDIX A: CATEGORY INFORMATION

CATEGORY I: Ordinary Maintenance

This category is constituted by exterior repairs with *no* change in design, color, material, or appearance. Includes repainting structure same color(s) and/or minor repairs with no additions or removals, such as replacing rotted porch flooring, replacing rotting or damaged exterior surface and/or trim, replacing rusted screening or surface-mounted gutters, replacement roofing of same type and color, or essentially similar work.

Public notice is *not* required for this category.

CATEGORY II: Exterior Changes Not Affecting Surrounding Property

This category includes repainting structures in original or authentic (correct for time period of original construction) color(s) and/or restoring to original design or appearance, including minor removals (such as removing porches or enclosures not part of the original structure), additions (such as reconstruction of original porches, railings, or ornamental trim), or essentially similar work not materially affecting surrounding property owners (changing character of neighborhood). This category includes signage.

Public notice is required for this category.

CATEGORY III: Exterior Changes Affecting Surrounding Property

This category includes construction of new additions which previously never existed, building new or demolishing outbuildings, removing original portion or detailing from a building (such as doors, windows, or ornamental trim that was part of the original structure), demolishing a building over 50 years old, or essentially similar work which materially affects surrounding property owners.

Public notice is required for this category.

APPENDIX B: REQUIRED SUPPLEMENTS

The Historic District Commission and Department of Community Development staff may require the following supplements based on applicability to proposed scope of work:

- An accurate color rendering, photograph, or drawing of each elevation on which changes are proposed, that shows existing appearances and proposed changes;
- A description of the materials to be used and an overall scheme, including without limitation, foundation, walls, trim, windows, doors, any other exterior surface or detail;
- Relevant material samples;
- A color sample of any and all proposed paints to be used on the exterior;
- If the proposed work involves a new construction or a change in footprint, a general site plan including the necessary details as specified by the Department of Community Development or a surveyed property boundary drawing; or
- If the proposed work involves demolition, a structural report from a licensed engineer or architect, an Environmental Assessment report, or multiple contractor estimates for cost of rehabilitation and demolition.

INSPIRE WELLNESS
110

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110
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112½
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479) 366 0980
www.novo-studio.com

GOLDEN RULE
GIFT BOX
MODE O'DAY
TOM and JERRY'S

The Former A. & P. Daniels Variety Store

CLOSES DOOR LAST TIME--Miss Ruby Wilson locks for the last time the door of Leader Variety store, which was Rogers' first variety store. Miss Wilson's parents, Mr. and Mrs. O.H. Wilson, purchased the business in 1925 from the late W.H. Lyon. It was located at 212 South First street at that time. In the summer of 1927 it was moved to 112 South Second street, in the building now occupied by Harris Tasty Pastry. When Wilson died in 1934, Miss Wilson and her mother took over management of the store. In 1935, it was moved to its present location at 110 West Walnut. Miss Wilson had managed the business alone since the death of her mother in 1941.

Rogers Daily News
2-2-1963

110
NOTICE OF PUBLIC HEARING
CERTIFICATE OF APPROPRIATENESS
DESCRIPTION
A request for a Certificate of Appropriateness to replace canopy and paint exterior at 110 W. Walnut Street.
APPLICANT
Wayne Wellmann (Claire & COAZA-44ry)
BOARD/COMMISSION
Historic District Commission
MEETING DATE/TIME
October 7, 2025 at 5:15 PM
MEETING LOCATION
Rogers City Council Chambers 301 W. Cherry St.
PUBLIC COMMENTS
historicdistrictcommission@rogerscitygov
www.rogerscity.gov/118/public-meetings-agenda