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ROGERS PLANNING COMMISSION MINUTES

The Rogers Planning Commission met for a public meeting at Rogers City Hall at 301 W. Chestnut Street on November 18, 2025 at 5:30 P.M. The meeting was called to order by Chairman Steve Lane followed by the Pledge of Allegiance.

ROLL CALL

Commissioners attending: Jorge Andrade, Samantha Best, Hannah Cicioni, Kevin Jensen, Steve Lane, Ed McClure, Isaac Stevens and Ezequiel Tovar.

DECLARATION OF ABSTENTION

Chairman Lane asked that any Commissioners needing to abstain on agenda items state so and not participate in discussion or vote on the item. There were none.

ACTION ON MINUTES

Motion by McClure, second by Jensen to approve the November 4, 2025 Planning Commission meeting minutes as presented.

Voice Vote: Unanimous – Yes. Motion carried.

APPROVED.

PUBLIC FORUM

Community Development Director John McCurdy encourages commissioners to visit cnu.org to read an article by Commissioner Isaac Stevens titled "Lets Build Age-Friendly Communities". He also mentions that CNU will host a conference in Rogers next year from March 12-14.

CONSENT AGENDA

PUBLIC HEARINGS

Old Business – None

New Business

a. Mach 1 Common Signage Plan

A request by Mach 1 for a Common Signage Plan at 2255 W. Hudson Road in the T5.2 (City Medium Intensity) zoning district.

Planner Zachery Birdsong provides an overview of the Common Signage Plan process, including its purpose and evaluation criteria. The Mach 1 Common Signage Plan is proposing 10 wall signs for the development, in addition to a pole sign containing fixed and digital copy. The proposal takes up approximately 10" of the building's façade, however there are a couple signs that exceed the square footage of those in the surrounding area and the pole sign exceeds the maximum height by seven feet. Birdsong outlines the deviations from the code, including sign size, height, and digital copy requirements.

The proposal is not in a way that presents a danger to public safety and there has been no public comment. Staff recommends consideration of the request.

Commissioner Samantha Best expresses concerns about maintaining flexibility while being consistent with the code.

Matt Reese with Sign Studio and KC Nix with Mach 1 represented the request. Nix explains the multi-use facility, including a full-service restaurant, performance area, and motor clothes. The client emphasizes the need for specific signage requirements due to branding and franchise rules for BMW and Ducati.

Commissioners discuss the multi-use building and the proposed signage plan. Commissioner Kevin Jensen raises concerns about the height of the pole sign. The applicant expresses willingness to lower the sign if necessary.

Community Development Director John McCurdy and Planner Zachery Birdsong discuss the evaluation process and the importance of considering the surrounding context.

The Chairman opened the public hearing for comments.

- Mark Daniels – clarified the pole sign is actually 24’ tall not 31’.

The public hearing was declared closed.

Motion by Jensen second by Stevens, to approve the request as presented with the condition that the pole sign be limited to a maximum height of 24 feet.

Voice Vote: 7 – Yes, 1 – No (Best). Motion carried.

APPROVED.

REPORTS

ADJOURN

There being no further business, the Chair adjourned the meeting at 5:58 p.m.

ATTEST:

APPROVED:

Derek Burnett, Secretary

Steve Lane, Chairman