COMMUNITY DEVELOPMENT
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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 December 2, 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: Samantha Best, Derek Burnett, Hannah Cicioni, Kevin Jensen, Steve Lane, Ed McClure, and Isaac Stevens.

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 18, 2025 Planning Commission meeting minutes as presented.
Voice Vote: Unanimous – Yes. *Motion carried.*
APPROVED.

PUBLIC FORUM

CONSENT AGENDA

PUBLIC HEARINGS

Old Business – None

New Business

a. BCS Hopper Common Signage Plan

A request by BCS Hopper for a Common Signage Plan at 206 S. Promenade Boulevard in the T5.2 (City Medium Intensity) zoning district.

Planner Christina Moore presented the request for new signage for two new tenants at the shopping center. The proposal includes two walls, a blade sign, and a pylon sign, exceeding code limits. The proposed signs are proportionate to the size of signs existing in the shopping center and does not present a clear danger to public safety. Staff recommends consideration of the request.

Tom Hopper and Lee Reinhardt represented the request.

Commissioners discuss the request and agree it fits the existing signage.

The Chairman opened the public hearing for comments. There were none.

The public hearing was declared closed.

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

b. The Visionary Common Signage Plan
A request by The Visionary for a Common Signage Plan at 3800 S. JB Hunt Drive in the T6.1 (Regional Low Intensity) zoning district.

Planner Christina Moore presents the request for a Common Signage Plan to allow seven wall signs and a monument sign. The wall signs range in size from 80 to 275 square feet and a monument sign at 12' tall and 288 square feet. The proposal is consistent with the Uptown district scale and character and does not present a public safety. Staff recommends consideration of the request.

Commissioner Samantha Best and staff discuss the sign code and the regulations. Planning Deputy Director Joe Rexwinkle suggests potential amendments to the sign code.

Commissioners further discuss the request.

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

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

REPORTS
a. COMMISSIONERS
2026 voting of Planning Commission officers.

Chairman Steve Lane states Commissioner Best will become Chair, Commissioner Burnett will become Vice Chair and nominates Ezequiel Tovar for Secretary.

Chairman Lane nominates Commissioner Stevens as Vice Chair for Board of Adjustment, and Commissioner Burnett will become Chair.

Motion by McClure second by Cicioni, to approve the 2026 officers.
Voice Vote: Unanimous – Yes, ***Motion carried.***
APPROVED.

ADJOURN
There being no further business, the Chair adjourned the meeting at 5:54 p.m.

ATTEST: **APPROVED:**

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Derek Burnett, Secretary Steve Lane, Chairman

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BOARD OF ADJUSTMENT
MINUTES

The **Rogers Board of Adjustment** met for a public meeting at Rogers City Hall at 301 W. Chestnut Street on December 2, 2025 at 5:59 P.M. The meeting was called to order by Chairwoman Cicioni.

ROLL CALL
Board members attending: Derek Burnett, Kevin Jensen, and Hannah Cicioni.
Not present:

ACTION ON MINUTES
Motion by Jensen, second by Burnett, to approve 11/4/25 Board of Adjustment minutes.
Voice vote: YES - Unanimous ***Motion carried***
APPROVED

NEW BUSINESS

a. Metro by T-Mobile Sign Variance

Requesting a variance from the Unified Development Code at 302 S. 8th Street in the T5.2 (City Medium-Intensity) zoning district.

Planner Laural Scates stated that the request was for a variance from Table 5.8.12.G Wall Signs. This site is located at 302 S. 8th Street, near W Poplar and W Cherry St. The subject property has a triple street frontage. The applicant is requesting two signs, one on the north wall and one on the south. One of the signs is proposed to be 48.83-sf. The other would be 50.35-sf. The applicant states that “Due to the location of the building to the road and the quick moving traffic, the signs need to be larger for customers to located the business.” Staff analysis recommended denying the additional signs and approval of a maximum of one sign. Staff asked a condition be placed on the property that before a wall sign could be approved, they would need to remove existing nonconforming signs.

Applicant Rebecca Steakley added that the proposed signage has been pulled and recycled from other locations due to the cost of the rebuilding due to the tornado. That is the reason the signs are so large.

Chairwoman Cicioni opened the public hearing for comments.
There were none.
The public hearing was declared closed.

Chairwoman Cicioni stated she found the sign code restrictive at one wall sign per tenant. If there is a three-street property and only one sign is permitted the business has no identifying visuals. Deputy Director Joe Rexwinkle spoke on staff recommendation was mainly due to the size of the signs. Commissioner Jensen agreed with Cicioni and stated that he was good with the number of signs being purposed.

Motion by Jensen to **APPROVE** two wall signs, second by Burnett.
Voice Vote: – Unanimous. ***Motion carried.***
APPROVED

Motion by Jensen to **DENY** the proposed sized of the signs, second by Burnett.
Voice Vote: – Unanimous. ***Motion carried.***
DEINED

2026 BOA Leadership
Commissioner Derek Burnett will be the 2026 BOA Chair. Commissioner Isaac Stevens will serve as BOA Vice Chair. Commissioner Kevin Jensen will stay as a BOA member again.

ADJOURN
There being no further business, the Chairwoman Cicioni adjourned the meeting at 6:15 p.m.

Approved by vote of the Board of Adjustment on:

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