



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

PLANNING COMMISSION MEETING AGENDA

MARCH 17, 2026

5:30 PM

VIEW ONLINE

PLANNING COMMISSION: N/A

BOARD OF ADJUSTMENT: [HTTPS://US02WEB.ZOOM.US/J/85910656785](https://us02web.zoom.us/j/85910656785)

DISCLAIMER:

THE CITY OF ROGERS MAKES NO CLAIMS, PROMISES, OR GUARANTEES REGARDING THE PARTICIPANTS ABILITY TO ATTEND ANY PUBLIC MEETING VIRTUALLY. TECHNOLOGY RESOURCES, VIRTUAL MEETING PLATFORMS, AND THE INTERNET MAY OCCASIONALLY BE INTERRUPTED OR MADE UNAVAILABLE BY CAUSES BEYOND THE CITY'S REASONABLE CONTROL. THE CITY CANNOT GUARANTEE THAT PARTICIPANTS WILL HAVE THE OPPORTUNITY TO PARTICIPATE VIRTUALLY AT ALL TIMES. PUBLIC FORUMS, PUBLIC HEARINGS, AND SCHEDULED ITEMS OF BUSINESS WILL NOT BE TABLED OR POSTPONED DUE TO TECHNOLOGICAL ISSUES. IF YOU ARE REPRESENTING A PUBLISHED ITEM OF BUSINESS OR WISH TO SPEAK AT A PUBLIC HEARING, IN PERSON ATTENDANCE IS REQUIRED.

AGENDA

PLANNING COMMISSION - NO MEETING:

CALL TO ORDER BOARD OF ADJUSTMENT:

ACTION ON MINUTES:

- a. Approving March 3, 2026 meeting minutes.

OLD BUSINESS :

- a. No items.

NEW BUSINESS:

a. First National Bank-Pinnacle (Case #: VAR26-0016)

Requesting a variance from the Unified Development Code at 3706 S. Pinnacle Hills Parkway in the T5.2 (City Medium-Intensity) zoning district. **(TABLED 3/3/26)**

STAFF: Zachery Birdsong, Planner II

REPRESENTED BY: Rosemarie Cooney, Sign Studio



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b. First National Bank-Dixieland (Case #: VAR26-0017)

Requesting a variance from the Unified Development Code at 801 N. Dixieland Road in the T4.2 (Neighborhood High-Intensity) zoning district. **(TABLED 3/3/26)**

STAFF: Zachery Birdsong, Planner II

REPRESENTED BY: Rosemarie Cooney, Sign Studio

REPORTS :

- a. COMMISSIONERS
- b. STAFF

ADJOURN BOARD OF ADJUSTMENT:



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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 March 3, 2026 at 5:57 P.M. The meeting was called to order by Chairman Derek Burnett.

ROLL CALL

Board members attending: Derek Burnett, Kevin Jensen, and Isaac Stevens.

ACTION ON MINUTES

Motion by Jensen, second by Stevens to approve the February 17, 2026 Board of Adjustment minutes.

Voice vote: YES - Unanimous **Motion carried**

APPROVED

OLD BUSINESS

a. John Zito Variance (Case #: VAR25-0722)

Requesting a variance from the Unified Development Code at 808 W. Price Lane in the T4.1 (Neighborhood Medium-Intensity) zoning district. (TABLED 2/17/26)

Planner Amber Long noted that this was tabled at the last BOA meeting. The applicant has met with staff to discuss existing conditions, location of proposed structure, and improvements to the property to mitigate the impact of the structure to neighboring properties. He has agreed to use turf as the surface under the structure, rather than pavement or gravel. Staff recommends consideration of the request. If approved, the variances shall have the following conditions:

1. The accessory structure shall be placed where the top of the building is 11 ft. 3 in. lower than the existing accessory structure.
2. Turf shall be used as the surface under the accessory structure;
3. Evergreen trees shall be planted along the west property line south of the existing drive, providing a solid screen, in accordance with UDC Sec. 5.6.8;
4. The property may not be used in a manner that violates the UDC.
5. The applicant will obtain a floodplain development permit, if applicable.

John Zito represented the request.

The Chair opened the public hearing for comments.

- Hannah Cicioni – is in favor of the request.

The public hearing was declared closed.

Commissioners continue to discuss the height and size of the proposed structure. Commissioner Jensen was in

favor of the request but Commissioners Burnett and Stevens were not.

Motion by Stevens, second by Burnett to deny the request.

Roll Call: 2 – Yes, 1 – No (Jensen). **Motion carried.**

DENIED.

NEW BUSINESS

a. Chad & Jessica Hildebrandt (Case #: VAR26-0023)

Requesting a variance from the Unified Development Code at 1200 N Quail Ter in the T3.2 (Neighborhood Low-Intensity) zoning district.

Planner Christina Moore stated the request is for a reduction in the exterior and rear setbacks to build and Accessory Dwelling Unit. The final plat for Whispering Timbers Phase 9 designates the exterior and rear setbacks as 25 feet. The applicant is proposing a decrease to the exterior side setback to 10 feet and the rear setback to 7.5 feet. The applicants stated hardship is because utility lines and a large mature oak tree leave no compliant buildable area on the lot. Staff recommends approval.

Chad Hildebrandt represented the request and said the ADU will be for his mom. He has also spoken with his neighbors and they are in support of the request.

The Chair opened the public hearing for comments.

- Curtis Bledsoe – is in favor of request.
- Kelsey Patterson – is in favor of request.

The public hearing was declared closed.

Motion by Stevens, second by Jensen to approve the request as presented.

Voice Vote: Yes – Unanimous. **Motion carried.**

APPROVED.

b. First National Bank-Pinnacle (Case #: VAR26-0016)

Requesting a variance from the Unified Development Code at 3706 S. Pinnacle Hills Parkway in the T5.2 (City Medium-Intensity) zoning district.

c. First National Bank-Dixieland (Case #: VAR26-0017)

Requesting a variance from the Unified Development Code at 801 N. Dixieland Road in the T4.2 (Neighborhood High-Intensity) zoning district.

Chairman Burnett noted that the First National Bank variances did not meet the proper mailing deadline and would be tabled.

Motion by Stevens, second by Jensen to table the two variances for First National Bank until the 3/17/26 Board of Adjustment meeting.

Voice Vote: Yes – Unanimous. **Motion carried.**

TABLED.

ADJOURN

There being no further business, the Chair adjourned the meeting at 6:04 p.m.

ATTEST:

APPROVED:

Isaac Stevens, Vice Chair

Derek Burnett, Chair

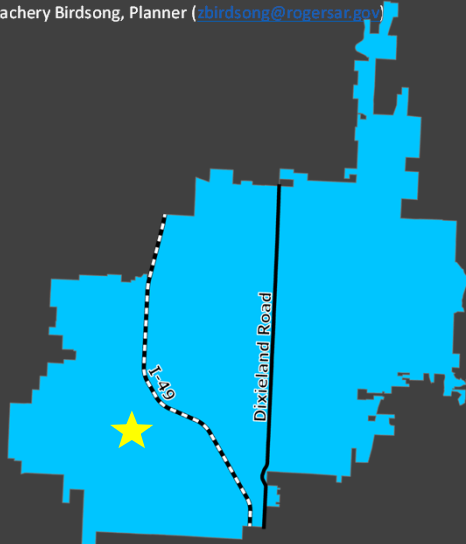


Variance

PLANNING

FNB Pinnacle

Staff: Zachery Birdsong, Planner (zbirdsong@rogersar.gov)



Vicinity Map

Location

3706 S Pinnacle Hills Parkway

Nature of Request

To allow for three total wall signs, two more than the maximum number allowed

Zoning

T5.2

Existing Use

Personal and Professional Service

Representative

Rosemarie Cooney

Summary:

This request is for a variance from Table 5.8.12.G to allow more than one wall sign.



Section 2.12 Variances

2.12.1 Purpose & Intent

The Board of Adjustment is authorized to grant a variance or waive from any provision of this UDC where strict enforcement of the provision would cause undue hardship due to circumstances unique to the individual property under consideration, and grant such variances or waivers only when it is demonstrated that such action will be in keeping with the spirit and intent of the provisions of the UDC.

2.12.2 Review Criteria

The Board of Adjustment shall consider the following in determining whether or not to grant a variance or waiver:

- A. Would the variance or waiver cause undue hardship to the property owner due to circumstances unique to the property; and
- B. Is the hardship a result of any action taken by the property owner or on their behalf; and
- C. Is the variance or waiver requested the minimum amount necessary to carry out the project; and
- D. Is there another reasonable method of avoiding the need for a variance or waiver; and
- E. Any other factor the Board feels is important to consider in keeping with the purpose and intent of this UDC.

Section 2.12 Variances:

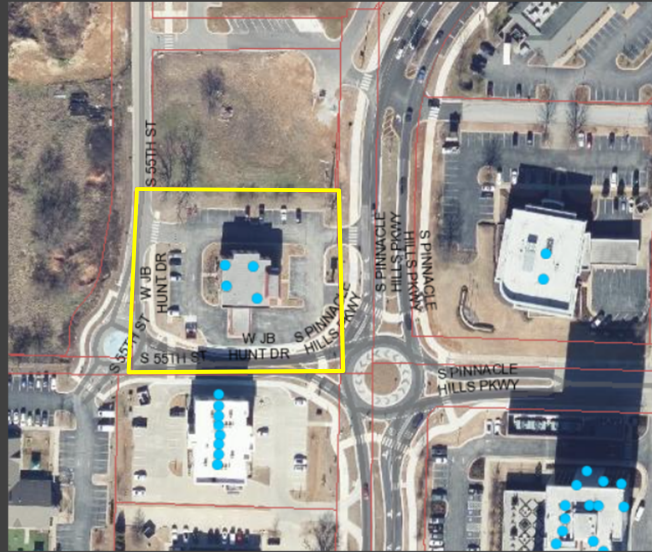
2.12.1 Purpose & Intent

The Board of Adjustment is authorized to grant a variance or waive from any provision of this UDC where strict enforcement of the provision would cause undue hardship due to circumstances unique to the individual property under consideration, and grant such variances or waivers only when it is demonstrated that such action will be in keeping with the spirit and intent of the provisions of the UDC.

2.12.2 Review Criteria

The Board of Adjustment shall consider the following in determining whether or not to grant a variance or waiver:

- Would the variance or waiver cause undue hardship to the property owner due to circumstances unique to the property; and
- Is the hardship a result of any action taken by the property owner or on their behalf; and
- Is the variance or waiver requested the minimum amount necessary to carry out the project; and
- Is there another reasonable method of avoiding the need for a variance or waiver; and
- Any other factor the Board feels is important to consider in keeping with the purpose and intent of this UDC.



Vicinity Aerial View

Site Area:

This site is located at 3706 S Pinnacle Hills Parkway in the Uptown Regional Center.



Variance

FNB Pinnacle

PLANNING



Existing Conditions

- The subject property abuts streets to the east, west, and south.



Variance

FNB Pinnacle

PLANNING

Proposal exhibit



Variance Request

- Table 5.8.12.G limits wall sign allowances to one per tenant.
- The applicant has an existing wall sign on the eastern façade and is requesting two additional signs. One on the northern and another on the southern facades, both under 30 s.f.

Variance Request:

- Table 5.8.12.G allows only one wall sign per tenant.
- There is currently one existing wall sign. The applicant is proposing two additional wall signs that are below the 30 s.f. maximum.



Applicant's Response

	Applicant's Response
How does strict enforcement of the code cause undue hardship due to circumstances that are unique to this property?	"The property is located at an intersection where traffic approaches the site from multiple directions and along different street frontages. Under previous sign regulations, businesses in this area were permitted one building sign per street frontage, which allowed appropriate visibility to approaching traffic. The recent change to the ordinance limiting the property to a single building sign creates a hardship specific to this location because the building faces more than one traffic corridor, yet only one direction can be addressed with a single sign. Also, due to the roundabout that takes you around the road quickly. As a financial institution serving the public, clear identification of the business from multiple approaches is important for customer access, safety, and navigation. The inability to provide visibility from more than one direction places the property at a disadvantage compared with surrounding businesses that were permitted multiple signs under the prior ordinance."
Is the hardship the result of any action taken by the property owner or on their behalf?	"No. The hardship was created by the recent change in the city's sign ordinance, not by any action of the property owner. Neighboring properties and businesses were permitted multiple building signs prior to the ordinance change and continue to benefit from that visibility, especially with the added roundabout. The applicant is simply seeking reasonable signage consistent with the historical allowance and surrounding context."

Summary of Applicant's Hardship:

The applicants stated hardship is that the property is located at an intersection where traffic approaches from multiple directions. Additional wall signs are necessary to allow for appropriate visibility.



Applicant's Response

	Applicant's Response
<p>Is the variance or waiver requested the minimum amount necessary to carry out the project?</p>	<p>"Yes. The applicant is requesting two additional building signs, which is the minimum necessary to provide visibility to the multiple traffic approaches. No increase in sign size beyond what is permitted by code is being requested. The variance strictly addresses the number of building signs, allowing the bank to place one sign oriented toward each primary traffic direction."</p>
<p>Is there another reasonable method of avoiding the need for a variance or waiver?</p>	<p>"No reasonable alternative exists that would achieve the same visibility and functionality. Ground signs or monument signs cannot fully address the multiple directional approaches due to placement, visibility constraints, and traffic patterns. Additionally, alternative signage types would not provide the same clear building identification expected for a financial institution, particularly for customers navigating from different roadways. A second building sign is the most appropriate and least intrusive solution."</p>
<p>Any other factor the Board feels is important to consider in keeping with the purpose and intent of this UDC?</p>	<p>"Granting the variance would be consistent with the intent of the UDC to support safe navigation, fair business identification, and compatibility with surrounding development. Nearby businesses continue to display multiple building signs due to prior code allowances, and approving this request would simply allow this property to maintain a similar level of visibility and fairness within the commercial corridor. The proposed signage will remain compliant with all other applicable regulations regarding size, lighting, and design, ensuring it does not create visual clutter or negatively impact the surrounding area. The request represents a reasonable and minimal adjustment that allows the business to function effectively while maintaining the spirit and intent of the city's development code."</p>

Summary of Applicant's Response:

- The applicant states the building signs requested are the minimum necessary to provide visibility to the multiple traffic approaches and that there is no reasonable alternative to avoid the need for the variance.



Staff's Analysis

	Staff's Analysis
How does strict enforcement of the code cause undue hardship due to circumstances that are unique to this property?	There are no real unique circumstances on this property that create undue hardship for not being able to meet the code. However, this property is located along three street frontages.
Is the hardship the result of any action taken by the property owner or on their behalf?	No.
Is the variance or waiver requested the minimum amount necessary to carry out the project?	Additional signs aren't exactly necessary for the project. There is an existing pole sign in addition to the single wall sign. Though the applicant is proposing that both new wall signs be under 30 s.f., meeting code.
Is there another reasonable method of avoiding the need for a variance or waiver?	No. Code only allows one wall sign per tenant regardless of number of street frontages and zoning designation. There is no other action the applicant could take that would allow for the additional wall signs.

Summary of Applicant's Hardship:

- While the property does abut a road on three sides, there is no site specific hardship. Other than a desire for increased visibility, there is no need for additional wall signs. Additional signs aren't necessary for the project. Though the additional signs proposed do meet size requirements. There is no other reasonable method to avoid the need for a variance.



FNB Pinnacle

Proposal exhibit

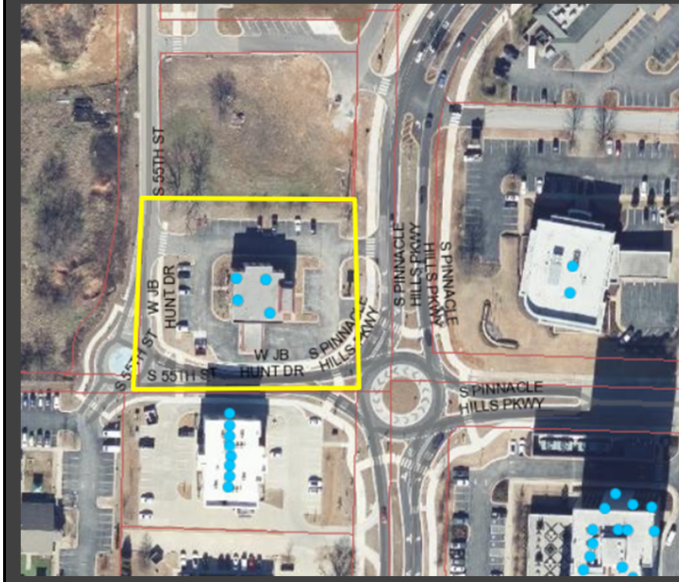


Staff Analysis

- There is no real site specific hardship. However, the site does have multiple road frontages and the proposed signs meet the size requirements.
- A similar variance request for T-Mobile in December of last year was approved by the Board, allowing a wall sign for each street frontage (2), with the condition the sign sizes be below the maximum.

Staff Analysis

- There is no real site specific hardship. However, the site does have multiple road frontages and the proposed signs meet the size requirements.
- A similar variance request for T-Mobile was approved by the Board, allowing a wall sign for each street frontage (2), with the condition the sign sizes be below the maximum.



Recommendation

- **APPROVE** the variance from Table 5.8.12.G, allowing two additional wall signs as proposed

Public Input:

Staff did receive inquiries about this request but no opposition was voiced.

Recommendation

- **APPROVE** the variance from Table 5.8.12.G, allowing two additional wall signs as proposed.

Re: Notice of Public Hearing – Variance Request for Additional Building Signage at 3706 S Pinnacle Hills Pkwy, Rogers, AR

To the **Board of Adjustment**,

We respectfully submit this letter in support of our variance request to allow 2 additional building signs at the referenced bank location.

The property is limited to one building sign under current regulations; however, unique site conditions have created practical challenges that warrant consideration of 2 additional signs. Recent development in the surrounding area, including the installation of a roundabout, has significantly reduced building visibility, making the location more difficult to identify from key approaches. In addition, access roads now border all sides of the property, creating multiple points of entry and increasing the need for clear, intentional wayfinding to guide customers safely and confidently to the appropriate entrance.

Finally, the addition of the 2 building signs will enhance the exterior appearance of the building, ensuring it remains visually appealing and consistent with the character and quality of nearby developments.

For these reasons, we respectfully request approval of the variance. Thank you for your time and consideration.

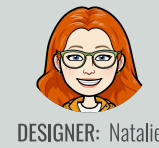
Sincerely,
Kali Daniels
Permits Coordinator/Sign Studio

479-250-4844

Permits@yoursignstudio.com



FNB - Pinnacle - Southside



Job #: 3703622
Sales Rep: Roe
PROOF DATE: 1/7/2026

PLEASE CONFIRM ALL PROOF SPECS ARE ACCURATE. IT IS YOUR RESPONSIBILITY TO CHECK FOR ANY AND ALL ERRORS. WE ARE NOT RESPONSIBLE FOR ERRORS AFTER APPROVAL. ANY ADDITIONS OR CORRECTIONS AFTER PROOF APPROVAL WILL BE AT CUSTOMER'S EXPENSE.

Proposed Sign
Southside - Non-lit PVC Letters
Sq Ft: 21 ft²
Overall Height: 381"
Installation Height: 345"

Rogers & Cave Springs : 479-250-4844 | www.yoursignstudio.com



Folder Name: Z:\Client Files\Clients\First National Bank\Rogers - 3706 S Pinnacle Hills Pkwy\3703622 - Southside Channel Letters\Artwork - Internally
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File Name: FNB - Pinnacle - Southside - PVC Letters - v1.fs

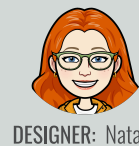
APPROVED: _____

DATE: _____





FNB - Pinnacle - Southside



DESIGNER: Natalie

Job #: 3703622

Sales Rep: Roe

PROOF DATE: 9/30/2025

PLEASE CONFIRM ALL PROOF SPECS ARE ACCURATE. IT IS YOUR RESPONSIBILITY TO CHECK FOR ANY AND ALL ERRORS. WE ARE NOT RESPONSIBLE FOR ERRORS AFTER APPROVAL. ANY ADDITIONS OR CORRECTIONS AFTER PROOF APPROVAL WILL BE AT CUSTOMER'S EXPENSE.

Rogers & Cave Springs : 479-250-4844 | www.yoursignstudio.com

Type: Southside - Non-lit PVC Letters

Size: 36" x 115.2"

Material: Direct print 6mm PVC

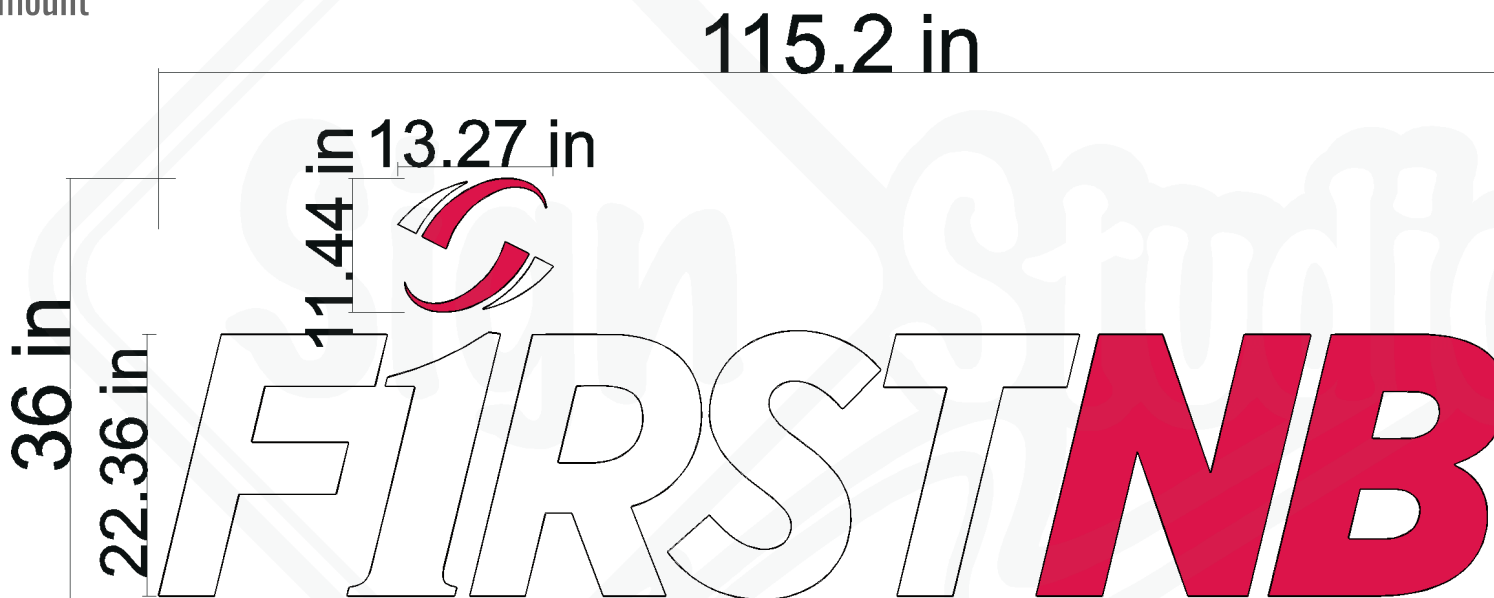
Color: White & Red

Sides: Single

Quantity: 1

Mounting: Flush-mount

Notes:



www.yoursignstudio.com

Folder Name: Z:\Client Files\Clients\First National Bank\Rogers - 3706 S Pinnacle Hills Pkwy\3703622 - Northside Channel Letters\Artwork - Internally

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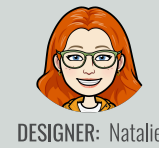
APPROVED: _____

DATE: _____





FNB - Pinnacle - Northside



Job #: 3703622
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Rogers & Cave Springs : 479-250-4844 | www.yoursignstudio.com

Proposed Sign
Northside - Non-lit PVC Letters
Sq Ft: 21 ft²
Overall Height: 388"
Installation Height: 352'



Folder Name: Z:\Client Files\Clients\First National Bank\Rogers - 3706 S Pinnacle Hills Pkwy\3703622 - Northside Channel Letters\Artwork - Internally
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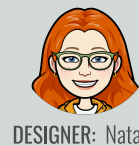
APPROVED: _____

DATE: _____





FNB - Pinnacle - Northside



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Rogers & Cave Springs : 479-250-4844 | www.yoursignstudio.com

Type: Northside - Non-lit PVC Letters

Size: 36" x 115.2"

Material: Direct print 6mm PVC

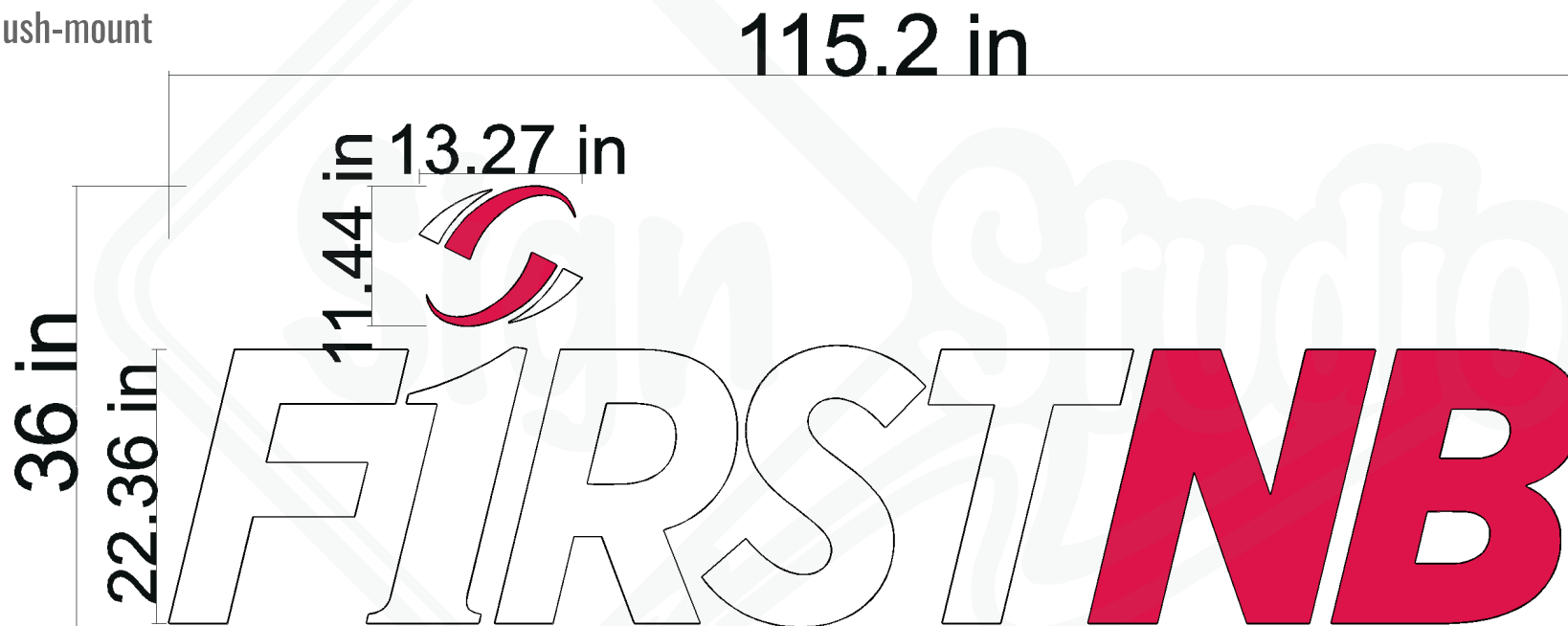
Color: White & Red

Sides: Single

Quantity: 1

Mounting: Flush-mount

Notes:



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Folder Name: Z:\Client Files\Clients\First National Bank\Rogers - 3706 S Pinnacle Hills Pkwy\3703622 - Northside Channel Letters\Artwork - Internally

File Name: FNB Pinnacle - Northside - Channel Letters - v1.fs

Created

APPROVED: _____

DATE: _____



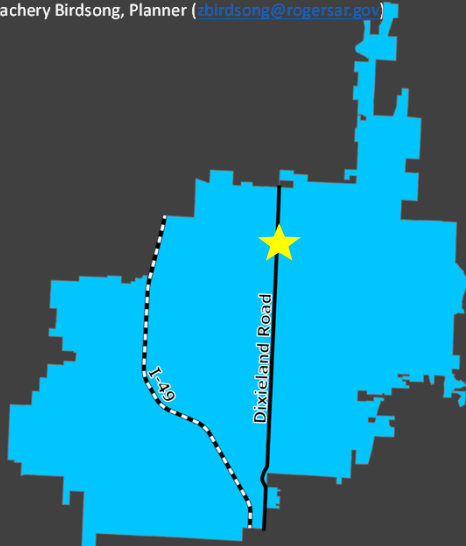


Variance

PLANNING

FNB Dixieland

Staff: Zachery Birdsong, Planner (zbirdsong@rogersar.gov)



Vicinity Map

Location

801 N Dixieland Road

Nature of Request

To allow for two total wall signs, one more than the maximum number allowed

Zoning

T4.2

Existing Use

Personal and Professional Service

Representative

Rosemarie Cooney

Summary:

This request is for a variance from Table 5.8.12.G to allow more than one wall sign.



Section 2.12 Variances

2.12.1 Purpose & Intent

The Board of Adjustment is authorized to grant a variance or waive from any provision of this UDC where strict enforcement of the provision would cause undue hardship due to circumstances unique to the individual property under consideration, and grant such variances or waivers only when it is demonstrated that such action will be in keeping with the spirit and intent of the provisions of the UDC.

2.12.2 Review Criteria

The Board of Adjustment shall consider the following in determining whether or not to grant a variance or waiver:

- A. Would the variance or waiver cause undue hardship to the property owner due to circumstances unique to the property; and
- B. Is the hardship a result of any action taken by the property owner or on their behalf; and
- C. Is the variance or waiver requested the minimum amount necessary to carry out the project; and
- D. Is there another reasonable method of avoiding the need for a variance or waiver; and
- E. Any other factor the Board feels is important to consider in keeping with the purpose and intent of this UDC.

Section 2.12 Variances:

2.12.1 Purpose & Intent

The Board of Adjustment is authorized to grant a variance or waive from any provision of this UDC where strict enforcement of the provision would cause undue hardship due to circumstances unique to the individual property under consideration, and grant such variances or waivers only when it is demonstrated that such action will be in keeping with the spirit and intent of the provisions of the UDC.

2.12.2 Review Criteria

The Board of Adjustment shall consider the following in determining whether or not to grant a variance or waiver:

- Would the variance or waiver cause undue hardship to the property owner due to circumstances unique to the property; and
- Is the hardship a result of any action taken by the property owner or on their behalf; and
- Is the variance or waiver requested the minimum amount necessary to carry out the project; and
- Is there another reasonable method of avoiding the need for a variance or waiver; and
- Any other factor the Board feels is important to consider in keeping with the purpose and intent of this UDC.



Variance
FNB Dixieland

PLANNING



Vicinity Aerial View

Site Area:

This site is located at 801 N Dixieland Road.



Existing Conditions

- The property is at an intersection, abutting both N Dixieland and W Olive.
- The bank has two existing wall signs along the road frontages that will be replaced with the ones proposed.



Variance

FNB Dixieland

PLANNING



Proposal exhibit

Variance Request

- Table 5.8.12.G limits wall sign allowances to one per tenant.
- The applicant has two existing wall signs on the west and south façade that they are proposing be replaced by what is shown. Both signs depicted are below the maximum of 30 s.f.

Variance Request:

- Table 5.8.12.G allows only one wall sign per tenant.
- The bank currently has two existing signs. They are proposing to replace those with wall signs that are below the 30 s.f. maximum.



Applicant's Response

	Applicant's Response
How does strict enforcement of the code cause undue hardship due to circumstances that are unique to this property?	"The property is located at a four-way intersection where traffic approaches the site from multiple directions and along different street frontages. Under previous sign regulations, businesses in this area were permitted one building sign per street frontage, which allowed appropriate visibility to approaching traffic. The recent change to the ordinance limiting the property to a single building sign creates a hardship specific to this location because the building faces more than one traffic corridor, yet only one direction can be addressed with a single sign. As a financial institution serving the public, clear identification from multiple approaches is important for customer access, safety, and navigation. Restricting the property to one building sign places it at a disadvantage compared with surrounding businesses that were permitted multiple signs under the prior ordinance."
Is the hardship the result of any action taken by the property owner or on their behalf?	"No. The hardship was created by the recent change in the city's sign ordinance, not by any action of the property owner. The property previously displayed two building signs in compliance with the prior code, and neighboring properties were permitted similar signage. The applicant is simply seeking reasonable signage consistent with the historical allowance and surrounding commercial context."

Summary of Applicant's Hardship:

The applicants stated hardship is that the property is located at an intersection where traffic approaches from multiple directions. Additional wall signs are necessary to allow for appropriate visibility.



Applicant's Response

	Applicant's Response
Is the variance or waiver requested the minimum amount necessary to carry out the project?	"Yes. The applicant is requesting two building signs, which is the minimum necessary to provide visibility to the multiple traffic approaches. No increase in sign size beyond what is permitted by code is being requested. The variance strictly addresses the number of building signs, allowing the bank to place signage oriented toward each primary traffic direction."
Is there another reasonable method of avoiding the need for a variance or waiver?	"No reasonable alternative exists that would achieve the same visibility and functionality. Ground or monument signs cannot adequately address the multiple directional approaches due to placement, visibility constraints, and traffic patterns. Additionally, alternative signage types would not provide the same clear building identification expected for a financial institution, particularly for customers navigating from different roadways. A second building sign is the most appropriate and least intrusive solution."
Any other factor the Board feels is important to consider in keeping with the purpose and intent of this UDC?	"Granting the variance would be consistent with the intent of the UDC to support safe navigation, fair business identification, and compatibility with surrounding development. Nearby businesses continue to display multiple building signs due to prior code allowances, and approving this request would allow the property to maintain a similar level of visibility within the commercial corridor. The proposed signage will remain compliant with all other applicable regulations regarding size, lighting, and design, ensuring it does not create visual clutter or negatively impact the surrounding area. The request represents a reasonable and minimal adjustment that allows the business to function effectively while maintaining the spirit and intent of the city's development code."

Summary of Applicant's Response:

- The applicant states the building signs requested are the minimum necessary to provide visibility to the multiple traffic approaches and that there is no reasonable alternative to avoid the need for the variance.



Staff's Analysis

	Staff's Analysis
How does strict enforcement of the code cause undue hardship due to circumstances that are unique to this property?	There are no real unique circumstances on this property that create undue hardship for not being able to meet the code. However, this property is located along two street frontages.
Is the hardship the result of any action taken by the property owner or on their behalf?	No.
Is the variance or waiver requested the minimum amount necessary to carry out the project?	Additional signs aren't exactly necessary for the project. The applicant is proposing these new signs to replace the existing ones so that the branding is consistent across locations.
Is there another reasonable method of avoiding the need for a variance or waiver?	No. Code only allows one wall sign per tenant regardless of number of street frontages and zoning designation. There is no other action the applicant could take that would allow for the additional wall signs.

Summary of Applicant's Hardship:

- While the property does abut a road on two sides, there is no site specific hardship. Other than a desire for updated branding, there is no need for additional wall signs. Additional signs aren't necessary for the project. Though the additional signs proposed do meet size requirements. There is no other reasonable method to avoid the need for a variance.



FNB Dixieland



Proposal exhibit

Staff Analysis

- There is no real site specific hardship. However, the site does have multiple road frontages and the proposed signs meet the size requirements.
- A similar variance request for T-Mobile was approved by the Board in December of last year, allowing a wall sign for each street frontage (2), with the condition the sign sizes be below the maximum.

Staff Analysis

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Variance FNB Dixieland

PLANNING



Recommendation

- **APPROVE** the variance from Table 5.8.12.G, allowing one additional wall sign as proposed

Public Input:

Staff did receive inquiries about this request but no opposition was voiced.

Recommendation

- **APPROVE** the variance from Table 5.8.12.G, allowing one additional wall sign as proposed.

Re: Notice of Public Hearing – Variance Request for Additional Building Signage at 801 North Dixieland Road, Rogers, AR

To the **Board of Adjustment**,

We respectfully submit this letter in support of our variance request to allow a second building sign at the referenced bank location.

The property is limited to one building sign under current regulations; however, unique site conditions have created practical challenges that warrant consideration of an additional sign. Recent development in the surrounding area has reduced the building's visibility, making it more difficult to identify from key approaches. Additionally, access roads border all sides of the property, resulting in multiple points of entry and an increased need for clear, intentional wayfinding to help customers navigate the site safely and confidently.

The addition of a second building sign will also enhance the exterior appearance of the building, ensuring it remains visually appealing and consistent with the character and quality of nearby developments.

For these reasons, we respectfully request approval of the variance. Thank you for your time and consideration.

Sincerely,
Kali Daniels
Permits Coordinator/Sign Studio

479-250-4844

Permits@yoursignstudio.com



FNB - Acrylic Logo - Building Elevation



Job #: 3703623
Sales Rep: Roe
PROOF DATE: 1/9/2026

PLEASE CONFIRM ALL PROOF SPECS ARE ACCURATE. IT IS YOUR RESPONSIBILITY TO CHECK FOR ANY AND ALL ERRORS. WE ARE NOT RESPONSIBLE FOR ERRORS AFTER APPROVAL. ANY ADDITIONS OR CORRECTIONS AFTER PROOF APPROVAL WILL BE AT CUSTOMER'S EXPENSE.

Type: Main Entrance Acrylic Logo
Building Width: 96 ft
Building Height: 20 ft
Overall Height: 10 ft
Installation Height: 7.5 ft

Bentonville, Cave Springs, and Lowell : 479-250-4844 | www.yoursignstudio.com



www.yoursignstudio.com

Folder Name: Z:\First National Bank\Rogers - 801 N Dixieland Rd\3703623 - Main Entrance Channel Letters\Artwork - Internally Created

File Name: FNB - Dixieland - Main Entrance - Acrylic Logo - v3.fs

APPROVED: _____

DATE: _____

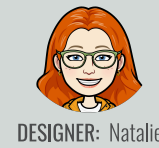
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FNB - Acrylic Logo - Sign Detail

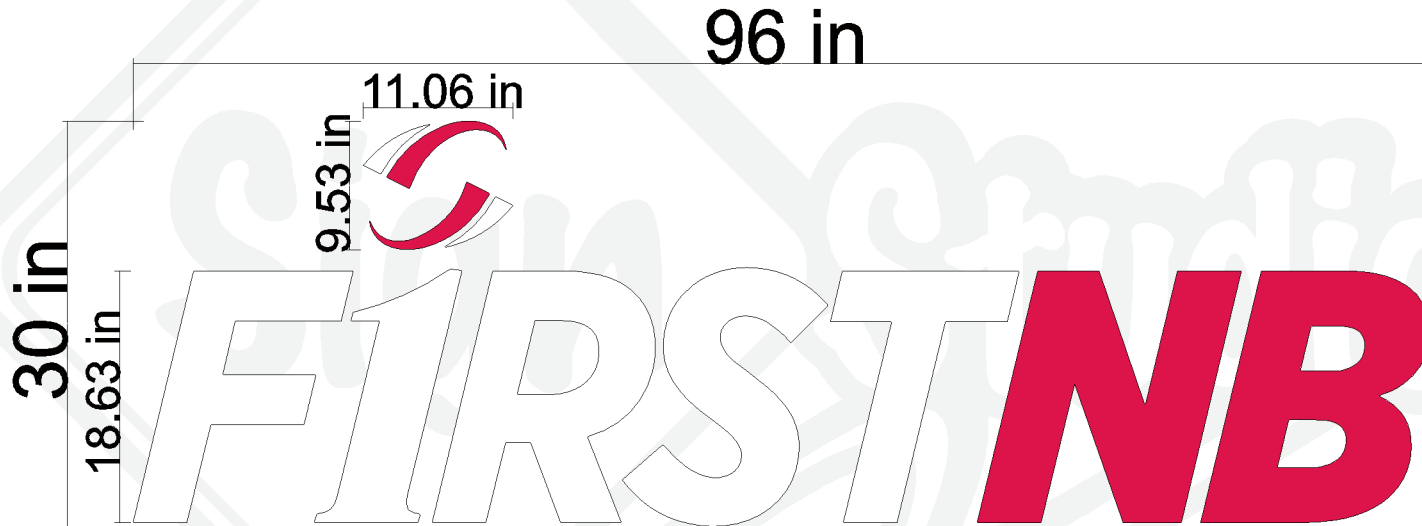


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Rogers & Cave Springs : 479-250-4844 | www.yoursignstudio.com

Type: Main Entrance Acrylic Logo
Size: 30" x 96"
Material: Routed 1/2" clear acrylic, Painted
Face Color: White, PMS 187c (red)
Mounting: Standoffs, 3/4" gap from wall
Quantity: 1
Notes:



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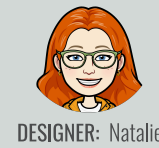
APPROVED: _____

DATE: _____





FNB - Acrylic Logo - Building Elevation



Job #: 3703623

Sales Rep: Roe

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Rogers & Cave Springs : 479-250-4844 | www.yoursignstudio.com

Type: South Side Acrylic Logo
Building Width: 96 ft
Building Height: 20 ft
Overall Height: 8 ft
Installation Height: 5 ft



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Folder Name: Z:\Client Files\Clients\First National Bank\Rogers - 801 N Dixieland Rd\3703623\3703623 - Southside Channel Letters\Proofs\v7

File Name: PROOF - FNB - Dixieland - South Side - Acrylic Logo - v7.fs

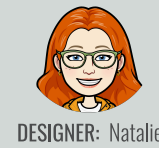
APPROVED: _____

DATE: _____





FNB - Acrylic Logo - Sign Detail

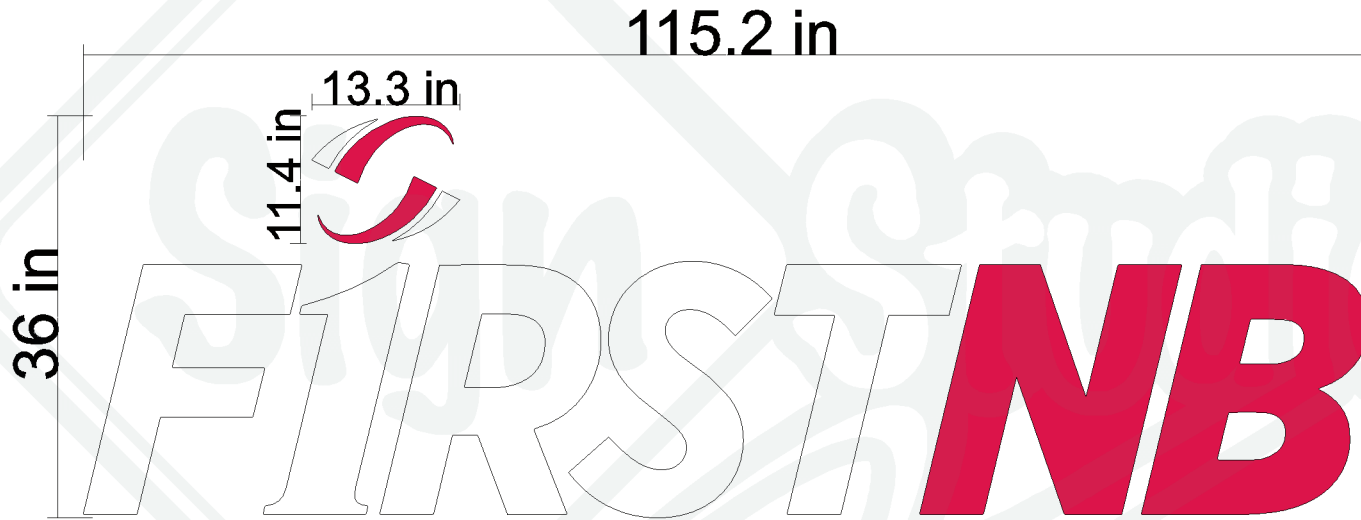


Job #: 3703623
Sales Rep: Roe
PROOF DATE: 1/9/2026

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Rogers & Cave Springs : 479-250-4844 | www.yoursignstudio.com

Type: South Side Acrylic Logo
Size: 36" x 115.2"
Material: Routed 1/2" clear acrylic, Painted
Face Color: White, PMS 187c (red)
Mounting: Standoffs, 3/4" gap from wall
Quantity: 1
Notes:



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Folder Name: Z:\Client Files\Clients\First National Bank\Rogers - 801 N Dixieland Rd\3703623\3703623 - Southside Channel Letters\Artwork - Internally
Created

File Name: FNB - Dixieland - Southside - Acrylic Logo - v4.fs

APPROVED: _____

DATE: _____

