



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

## PLANNING COMMISSION MEETING AGENDA

JUNE 2, 2026

5:30 PM

VIEW ONLINE

PLANNING COMMISSION: [HTTPS://US02WEB.ZOOM.US/J/87361406331](https://us02web.zoom.us/j/87361406331)

BOARD OF ADJUSTMENT: MEETING CANCELED

### AGENDA

#### CALL TO ORDER PLANNING COMMISSION:

#### ROLL CALL:

#### ACTION ON MINUTES:

- a. Approving May 5, 2026 meeting minutes.

#### PUBLIC FORUM:

Public testimony on any issue not listed on the agenda may be provided at this time.

#### CONSENT AGENDA:

Items listed under the Consent Agenda are considered standard review and may be approved by a single motion. If you wish to provide testimony on any item, please notify the Commission prior to vote so that the item may be moved to New Business for separate consideration.

- a. No items.

#### PUBLIC HEARINGS:

- a. OLD BUSINESS — Items previously discussed and tabled.
  - i. RZ26-00052 - At 906 E. New Hope Rd.  
A request by Blue Sky to rezone 906 E. New Hope Rd. from the T2 (Rural) zoning district to the T4.1 (Neighborhood Medium-Intensity) zoning district. (TABLED 5/5/26)  
STAFF: Zachery Birdsong  
OWNER REPRESENTED BY: Tim Lemons, Lemons Engineering Consulting Inc.
- b. NEW BUSINESS — Items removed from Consent Agenda.
  - i. SGN26-0215 - At 1771 W. Pleasant Grove Rd.  
A request by the Grove Retail Partners for a Common Signage Plat at 1771 W. Pleasant Grove Rd.



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in the HC (Highway Commercial) zoning district.  
STAFF: Christina Moore  
REPRESENTED BY: Burke Larkin

**REPORTS:**

- a. COMMISSIONERS
- b. STAFF

**ADJOURN PLANNING COMMISSION:**

**BOARD OF ADJUSTMENT - NO MEETING:**



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

## ROGERS PLANNING COMMISSION MINUTES

The Rogers Planning Commission met for a public meeting at Rogers City Hall at 301 W. Chestnut Street on May 5, 2026 at 5:30 P.M. The meeting was called to order by Chairwoman Samantha Best followed by the Pledge of Allegiance.

### **ROLL CALL**

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

### **DECLARATION OF ABSTENTION**

Chairwoman Best asked that any Commissioners needing to abstain on agenda items state so and not participate in discussion or vote on the item. Commissioner Lane abstained from POK Resort rezone.

### **ACTION ON MINUTES**

Motion by McClure, second by Cicioni to approve the April 21, 2026 Planning Commission meeting minutes as presented.

Voice Vote: Unanimous – Yes. Motion carried.

**APPROVED.**

### **PUBLIC FORUM**

The Chair opened the public forum for comments.

The public forum was declared closed.

### **CONSENT AGENDA**

**a. RZ26-00157 – In Vicinity of S. Bellview and W. West Dr.**

A request by School Development, LLC to rezone 9.15 acres SE of S. Bellview and W. West Drive from the T2 (Rural) zoning district to the T4.1 (Neighborhood Medium-Intensity) zoning district.

**b. RZ26-00155 – 3.39 acres at 701 W. Hudson Rd.**

A request by POK Resort LLC to rezone 3.39 acres at 701 W. Hudson Rd. from the T5.2 (City Medium-Intensity) zoning district to the HC (Highway Commercial) zoning district.

**c. RZ25-00665 – In Vicinity of W. Sunset Dr. and N. Dove Dr., extended**

A request by April Hamm to rezone 20.99 acres at W. Sunset Dr. & N. Dove Dr. from the T2 (Rural) & T3.2 (Neighborhood Low-Intensity) zoning districts to the T3.2 (Neighborhood Low-Intensity) & T4.1 (Neighborhood Medium-Intensity) zoning districts.

Chairwoman Best asked if there was anyone from the audience there to speak on the rezones listed on the consent agenda. There was no one to speak on the School Development and POK Resort rezones. April Hamm rezone was removed from consent agenda.

The Chair opened the public hearing for comments on the two consent agenda items. There were none. The public hearing was declared closed.

Motion by McClure, second by Jensen to approve the consent agenda.

Voice Vote: Unanimous – Yes. Motion carried.

**APPROVED.**

## **PUBLIC HEARINGS**

### **Old Business**

**a. RZ26-00052 – At 906 E. New Hope Rd. (APPLICANT IS REQUESTING TO POSTPONE ITEM TO THE 6/2/26 MEETING)**

A request by Blue Sky to rezone 906 E. New Hope Rd from the T2 (Rural) zoning district to the T4.1 (Neighborhood Medium-Intensity) zoning district. (TABLED 4/7/26)

Planner Zachery Birdsong noted that the applicant has requested this item be tabled to the 6/2/26 Planning Commission meeting.

The Chair opened the public hearing for comments on the two consent agenda items.

- Nancy Albin – concerns about existing infrastructure and proposed development.

The public hearing was declared closed

Motion by Stevens, second by Lane to table until the June 2, 2026 Planning Commission Meeting.

Voice Vote: Unanimous – Yes, Motion carried.

**TABLED.**

### **New Business**

**a. RZ25-00665 – In Vicinity of W. Sunset Dr. and N. Dove Dr., extended**

A request by April Hamm to rezone 20.99 acres at W. Sunset Dr. & N. Dove Dr. from the T2 (Rural) & T3.2 (Neighborhood Low-Intensity) zoning districts to the T3.2 (Neighborhood Low-Intensity) & T4.1 (Neighborhood Medium-Intensity) zoning districts.

Planner Zachery Birdsong noted that the request is to rezone from T2 and T3.2 to the T3.2 and T4.1 zoning districts. The subject property is in the Neighborhood Fabric placetype and the rezone is subject to standard review. The Master Street Plan depicts a collector street to be required on the property that would provide an additional connection to W. Olive Street. In the proposed zoning exhibit, the zoning boundary is approximately where the collector street will go. On the east and south sides of that street is where they are requesting T3.2 which retains the existing zoning of adjacent properties up to the street. On the other side of the collector street is where T4.1 is being proposed. Public opposition has been voiced regarding neighborhood character, natural features, and traffic. The requested zones align with the Future Land Use Map and the proposed zoning provides a buffer before requesting a higher transect zone. Due to the request meeting the intent of the code and Future Land Use Map, staff is recommending approval.

Clint Karstetter with Karstetter Johnston and owner April Hamm represented the request. Karstetter explains the challenges of developing the property due to the floodplain and floodway which is part of the reason they are asking for additional density.

Staff states that the development would go through the Site Development Plan and Public Improvement Plan process and whatever they ultimately propose to develop on the property would have to meet all requirements in order to be approved. Once an application is filed, all that information will be public record.

The Chair opened the public hearing for comments.

- David Richardson – zoning and wildlife concerns.
- Erin Long – concerns about floodplain, traffic, and number of units allowed.
- Melcenia Sojka – concerns about wildlife, wetlands, and construction noise.
- Mike Kranz – concerns about floodplain, wildlife, and traffic.
- Holly Helm – concerns about traffic, wildlife, and density.
- Jim Hall – concerns about drainage, traffic, noise, and property values.
- Resident – concerns about traffic.
- Kristin Butler – concerns about the compatibility of proposed rezoning request.
- Crystal Watson – concerns about proposed development, high density, drainage, and wildlife.
- Carrie Smith – concerns about stormwater.
- Sarah Draine – concerns about drainage and wildlife.
- Rebecca Dixan – concerns about proposed development.
- Cleo Wright – concerns about existing infrastructure and traffic.
- Dana Mason – concerns about change in neighborhood.
- John Story – concerns about proposed rezone, floodplain, and traffic.
- Shelby Carter – concerns about proposed development.

There were no further comments and the public hearing was declared closed.

The applicants and staff address concerns. Planner Zachery Birdsong states the allowed housing in T4.1 and the conditions.

Deputy Director of Engineering Lance Jobe explains the review process and technical details involved in addressing floodplain and drainage issues.

Commissioners discuss the importance of the collector street and agree that the rezone makes sense from a zoning perspective with the understanding that the development will be subject to extensive review.

Motion by Stevens, second by Cicioni to recommend the request as presented to City Council.

Voice Vote: Unanimous – Yes, Motion carried.

**APPROVED.**

## **REPORTS**

## **ADJOURN**

There being no further business, the Chair adjourned the meeting at 6:59 p.m.

**ATTEST:**

**APPROVED:**

\_\_\_\_\_  
Ezequiel Tovar, Secretary

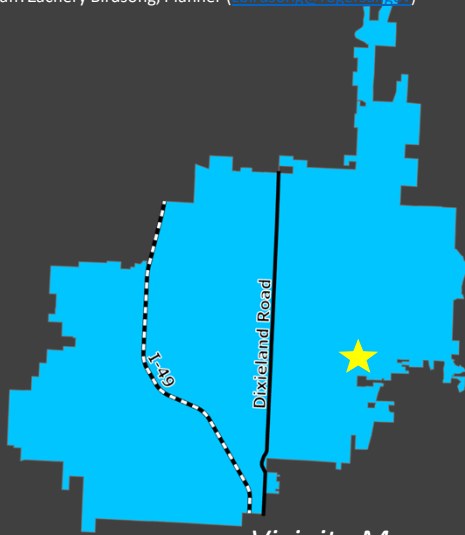
\_\_\_\_\_  
Samantha Best, Chair



# Rezone Blue Sky Rezone

**PLANNING**

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



Vicinity Map

FLUM Place Type  
Neighborhood Fabric

Zoning  
T2

Proposed Zoning  
T4.1

Location  
906 E New Hope Road

Representative  
Aldo Hernandez

### Nature of the Request:

The following request is for an amendment to the City of Rogers Unified Development Code Zoning Map, in accordance with Section 2.8 of the Rogers Unified Development Code.

### Request Details:

- Proposal: The applicant is proposing to rezone ±1.83 acres from T2 to T4.1 in the Neighborhood Fabric placetype.
- Review Type: Standard





# Rezone

# PLANNING

## Blue Sky Rezone

### Zoning's Relationship to the FLUM

Table 2.8.3.A Zoning Districts Allowed in Placetypes established two types of zoning map amendment requests:

- Standard Review (SR) requests are for zones that are likely to create the envisioned placetype.
- Enhanced Review (ER) requests are for zones that may create the envisioned placetype.

### Permitted Zones by Placetype Per Table 2.8.3.A

PLACETYPE	SR	ER
Neighborhood Fabric	T3.2, <b>T4.1</b>	T4.2

### Rezone Request

- T4.1 in Neighborhood Fabric is subject to Standard Review

### 2.8.6 Standard Review Criteria

When reviewing and making decisions on zoning map amendments labeled "SR" in Table 2.8.3.A, the Planning Commission:

- Shall recommend approval of the proposed district(s) where they conform to the applicable requirements of this UDC.

### About the Future Land Use Map (FLUM)

The Future Land Use Map is an element of the Comprehensive Plan identifying placetypes that the Planning Commission and City Council have carefully considered and determined to be appropriate for the future growth of the City.

### 2.8.3 Relationship with Future Land Use Map

"Table 2.8.3.A Zoning Districts Allowed in Placetypes sets forth zoning districts that:"

- (A) Are likely to create the placetype envisioned by the Plan and thus conform to the Future Land Use Map. Such districts are subject to Standard Review.
- (B) May create the placetype envisioned by the Plan and thus may conform to the Future Land Use Map. Such districts are subject to Standard Review and Enhanced Review.
- (C) Will not create the placetype envisioned by the Plan and thus will not conform to the Future Land Use Map. Such districts will not be considered by the Planning Commission and City Council unless and until the Future Land Use Map and this UDC are amended accordingly," (UDC 2.8.3).

### Summary of Request:

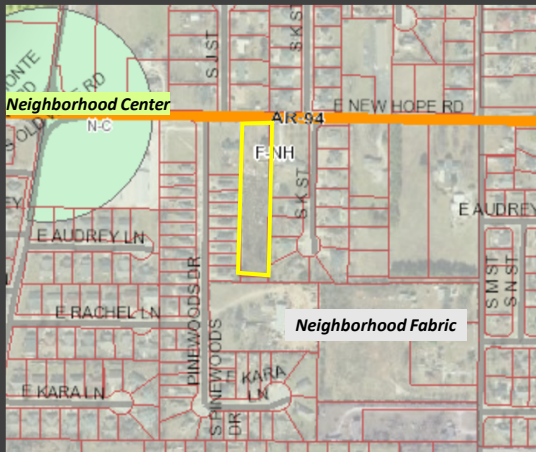
This request for a rezone from T2 to T4.1 in Neighborhood Fabric is subject to Standard Review.



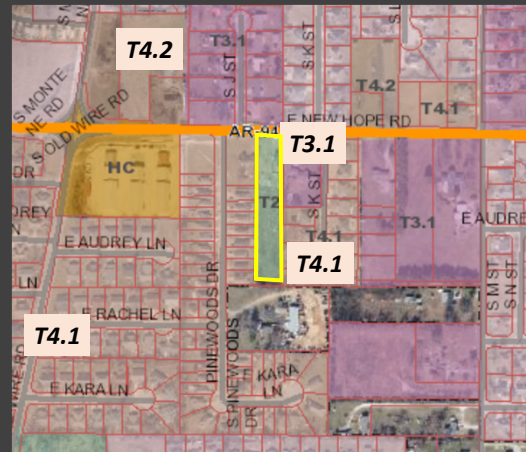
# Rezone

## Blue Sky Rezone

PLANNING



FLUM



Zoning Map

### Rezoning Request

Rezoning from T2 to T4.1 in Neighborhood Fabric.

### Placetype Description

Neighborhood Fabric (F-NH): “Neighborhood Fabric areas offer a diverse mix of housing options, ranging from single-family homes to small-scale multi-unit housing, neighborhood-scale parks, schools, and low impact retail and service establishments. These areas are constructed in an interconnected pattern of accessible streets and blocks for active transportation users of all ages and abilities. Neighborhood character is created through the style and type of housing and greenspace.” *Rogers Future Land Use Placetypes*, pg. 6.

### Current Zone (T2)

“A very low-intensity district intended for agricultural uses and as a temporary holding zone pending development.” (UDC Section 4.2).

### Proposed Zone (T4.1)

“A medium-intensity district intended primarily for neighborhood fabric, downtown neighborhood, and urban neighborhood placetypes where compatible nonresidential uses within walking distance of homes are allowed.” (UDC Section 4.2).



# Rezone Blue Sky Rezone

PLANNING

Table 4.5.A Selected Zone Standards

Standard	T4.1	T4.2	T5.1	T5.2	T5.3
<b>Area Standards</b>					
Max Building Coverage (% of lot)	60	70	90	100	100
Max. Impervious Surface (% of lot)	70	80	100	100	100
<b>Principal Buildings</b>					
Min. Exterior Yard (ft)	10	5	0	0	0
Max. Exterior Yard (ft)			30	10	0
Min. Building Occupancy			70	80	100
Min. Interior Yard (ft)	5	5	0	0	0
Min. Interior Yard, Alleyside	0	0	0	0	0
Max Building Height (stories)	3	4	4	6	6
<b>Ground Floor Spaces</b>					
Min. Floor to Ceiling Height (ft)		12	12	12	12
Min. Depth (ft)		12	12	12	12
Min Entry Frequency (ft)		60 residential; 100 nonresidential			
Min Glazing (% of facade)	15/15	50/25	50/25	50/25	70/25
Upper Floor Space Min Glazing (% of facade)	15	15	15	15	15

Uses Allowed in T4.1

- All Residential Uses
- Agriculture, Civic Spaces, Parking

Relevant Use Standards in T4.1

- Multi-Unit Houses (4.7.1.7) - When they are consistent in scale with the two nearest residential buildings on the same block face.
- Apartment Houses (4.7.1.9)
  - Located on a lot with frontage on the Master Street Plan; or
  - Located on a property abutting or across the street from a public park of programmed open space
- Live-Work (4.7.1.10) - The nonresidential uses allowed in live-work buildings are limited to those allowed in T4.2 regardless of the zoning of the subject property

Policy Maps Analysis:

Per the Future Land Use Map (FLUM), the subject area is located in and surrounded by the Neighborhood Fabric placetype with a Neighborhood Center nearby to the west. Per the Master Street Plan (MSP), the subject property fronts E New Hope Road which is a collector street. The proposed zone T4.1 is appropriate in this context.

Zoning Analysis:

Per Table 2.8.3.A of the UDC, the requested zone T4.1 is considered generally appropriate throughout the Neighborhood Fabric placetype and along collector streets such as E New Hope Rd. A Neighborhood Center is nearby to the west intended to provide nearby access to services. The proposed rezone is consistent with the Future Land Use Map (FLUM) and appropriate in this development context.

Compatibility with Adjacent Zoning

The development intensity permitted in this zone is compatible with the adjacent T4.1 zoning to the west and southeast. The adjacent T3.1 zoning is non-conforming in Neighborhood Fabric with the lowest zone allowed being T3.2.

Uses

Per Section 4.6 of the UDC, T4.1 permits primarily residential uses.



Aerial View

Recommendation:

Approve

**PUBLIC INPUT:**

Some residents voiced concerns at the two previous meetings this was heard.

**RECOMMENDATIONS:**

Staff recommends to approval of this request.

**2.8.8 Planning Commission**

**2.8.8.1 Standard Review Districts**

Where the Director recommends approval of the application they shall cause the Commission to be presented with the request as part of its consent agenda. Interested persons must be provided an opportunity to speak in a public hearing before consideration of the consent agenda.

**Possible Planning Commission Motions for Standard Review:**

- Accept the findings and recommendations of the Director and recommend approval of the rezoning by a majority vote of the quorum present as part of the consent agenda; or
- Remove the application from the consent agenda for commissioner discussion on the application after which the Commission may accept the findings and recommendations of the Director and recommend approval of the rezoning by a majority vote of the quorum present or issue its findings and recommend approval or denial by majority vote of the quorum present.

**REZONING NOTIFICATION - PROPERTY OWNERS WITHIN 300 FEET**

Subject Property: 906 E. New Hope Rd., Rogers, AR 72758 | Parcel: 02-00596-000 | Owner: Gonzalez, Blanca R & Hernandez, Aldo E

*Generated: March 20, 2026 | Source: Benton County AR GIS & Assessor Records (bentoncountyar.gov)*

#	Parcel ID	Property Owner	Mailing Address	Property Address	Direction	Notes
1	02-00597-000	MP Development LLC & Skyline Construction of NWA LLC	1000 Captain Good St, Pea Ridge, AR 72751	904 E New Hope Rd	West (adjacent)	
2	02-00600-000	FJH Partners LLC	908 E New Hope Rd, Rogers, AR 72758	908 E New Hope Rd	East (adjacent)	
3	02-00601-000	Sluik, Timothy S & Sonya G	926 E New Hope Rd, Rogers, AR 72758	926 E New Hope Rd	East	
4	02-00591-002	Jimenez, Daniel & Maria G	901 E New Hope Rd, Rogers, AR 72758	E New Hope Rd (no #)	West	2.47 acres, vacant
5	02-00587-000	First Missionary Baptist Church	112 N Main, PO Box 124, Cave City, AR 72521	1005 E New Hope Rd	East	Exempt religious
6	02-06972-000	Caceres, Victor Javier	1814 S J St, Rogers, AR 72756	1814 S J St	North	
7	02-06975-000	Peralta-Garcia, Helena	1812 S J St, Rogers, AR 72756	1812 S J St	North	
8	02-06979-000	Coulter, John D & Christina M	16 Talana Pl, Bella Vista, AR 72715	1811 S J St	North	Mailing ≠ property
9	02-06980-000	Martinez, Jaime Chavez	1813 S J St, Rogers, AR 72756	1813 S J St	North	
10	02-06973-000	Santillan, Araceli	1822 S J St, Rogers, AR 72756	1822 S J St	North	
11	02-06981-000	Ruan, Santiago J & Guzman-DeRuan, Patricia	1823 S J St, Rogers, AR 72756	1823 S J St	North	
12	02-10697-000	Guzman, Carlos	1810 S K St, Rogers, AR 72756	1810 S K St	North/East	
13	02-10698-000	Dominguez, Ruben Figueroa	1812 S K St, Rogers, AR 72756	1812 S K St	North/East	
14	02-10699-000	Lopez, Juana	1814 S K St, Rogers, AR 72756	1814 S K St	North/East	
15	02-10700-000	Vega, Juvenal & Alejandra	1816 S K St, Rogers, AR 72756	1816 S K St	North/East	
16	02-10701-000	Gonzalez, Gamaliel Sr	1815 S K St, Rogers, AR 72756	1815 S K St	North/East	
17	02-10702-000	Duffek, Tina Louise	1813 S K St, Rogers, AR 72756	1813 S K St	North/East	
18	02-10703-000	Chavez, Ana Vilma Solano	1811 S K St, Rogers, AR 72756	1811 S K St	North/East	
19	02-12492-000	Cooper, Nancy J	910 E Linden Pl, Rogers, AR 72756	910 E Linden Pl	North	
20	02-13674-000	Garcia, Denise A	4500 SW Swinton, Bentonville, AR 72713	1901 S K St	East	Mailing ≠ property
21	02-13675-000	Albin, Nancy P & Steven F	1903 S K St, Rogers, AR 72758	1903 S K St	East	
22	02-13676-000	Toyco, Nilton Reynoso	1905 S K St, Rogers, AR 72758	1905 S K St	East	
23	02-13677-000	Albarran, Caritina Hurtado	1907 S K St, Rogers, AR 72758	1907 S K St	East	
24	02-13678-000	Tobey, Jerry T & Kathy E	1909 S K St, Rogers, AR 72758	1909 S K St	East	
25	02-13679-000	Cardona, Oscar A	1911 S K St, Rogers, AR 72758	1911 S K St	East	
26	02-13680-000	Lopez, Juan Garcia & Hurtado, Miriam	1913 S K St, Rogers, AR 72758	1913 S K St	East	
27	02-13681-000	City of Rogers	301 W Chestnut St, Rogers, AR 72756	S K St (no #)	East	Exempt - government
28	02-13682-000	Lineberger Revocable Trust, John R & Barbara J	19018 Pinecrest Trl, Rogers, AR 72756	1914 S K St	East	Trust - mailing ≠ property
29	02-13683-000	Garcia, Marcos T Ruiz & Lillian T Morales	1912 S K St, Rogers, AR 72758	1912 S K St	East	
30	02-13684-000	Thomas, Zachary & Christy	2417 W Hendrix Heights, Fayetteville, AR 72704	1910 S K St	East	Mailing ≠ property
31	02-13685-000	Stokes, Tyler S & Lyndsey W	1908 S K St, Rogers, AR 72758	1908 S K St	East	
32	02-18852-000	Silent Properties LLC	PO Box 3618, Fayetteville, AR 72702	Pinewoods Sub (no #)	Southwest	Vacant lot
33	02-18853-000	Jimenez, Maria & Jesus	1900 S Pinewoods Dr, Rogers, AR 72758	1900 S Pinewoods Dr	Southwest	
34	02-18854-000	Garcia, Sergio & Ma Eugenio Garcia Garcia	1902 S Pinewoods Dr, Rogers, AR 72758	1902 S Pinewoods Dr	Southwest	
35	02-18855-000	Interiano, Heydi	1904 S Pinewoods Dr, Rogers, AR 72758	1904 S Pinewoods Dr	Southwest	
36	02-18856-000	Judd, Joel & Rachel	1906 S Pinewoods Dr, Rogers, AR 72758	1906 S Pinewoods Dr	Southwest	
37	02-18857-000	Kohler, Derek	1908 S Pinewoods Dr, Rogers, AR 72758	1908 S Pinewoods Dr	South	
38	02-18858-000	Granados, German Huerta	1910 S Pinewoods Dr, Rogers, AR 72758	1910 S Pinewoods Dr	South	
39	02-18859-000	Rawlins, Matthew Scott	1912 S Pinewoods Dr, Rogers, AR 72758	1912 S Pinewoods Dr	South	
40	02-18860-000	Cano, Joel	1914 S Pinewoods Dr, Rogers, AR 72758	1914 S Pinewoods Dr	South	
41	02-18861-000	Ballesteros, Maria G & Albarran, Samuel C	1916 S Pinewoods Dr, Rogers, AR 72758	1916 S Pinewoods Dr	South	

## REZONING NOTIFICATION - PROPERTY OWNERS WITHIN 300 FEET

Subject Property: 906 E. New Hope Rd., Rogers, AR 72758 | Parcel: 02-00596-000 | Owner: Gonzalez, Blanca R & Hernandez, Aldo E

*Generated: March 20, 2026 | Source: Benton County AR GIS & Assessor Records (bentoncountyar.gov)*

#	Parcel ID	Property Owner	Mailing Address	Property Address	Direction	Notes
42	02-18862-000	Martinez, Rosalia	1918 S Pinewoods Dr, Rogers, AR 72758	1918 S Pinewoods Dr	South	
43	02-18863-000	Molina, Carlos E & Maria Roxana	1920 S Pinewoods Dr, Rogers, AR 72758	1920 S Pinewoods Dr	South	
44	02-18895-000	Blevins Family Farms Limited Partnership	PO Box 1055, Bentonville, AR 72712	1907 S Pinewoods Dr	South	
45	02-18894-000	Whitt, Brooke Elizabeth & Harrison Connor	1909 S Pinewoods Dr, Rogers, AR 72758	1909 S Pinewoods Dr	South	
46	02-18893-000	Ruvalcaba, Rosalba & Gutierrez, Jesus Ruvalcaba	1911 S Pinewoods Dr, Rogers, AR 72758	1911 S Pinewoods Dr	South	
47	02-18892-000	Smedley, Justin R	1913 S Pinewoods Dr, Rogers, AR 72758	1913 S Pinewoods Dr	South	
48	02-18891-000	Almaraz, Antonio & Martha	1915 S Pinewoods Dr, Rogers, AR 72758	1915 S Pinewoods Dr	South	
49	02-18890-000	Cuenca, Adriana Gonzalez	1917 S Pinewoods Dr, Rogers, AR 72758	1917 S Pinewoods Dr	South	
50	02-18896-000	Roberts, Cody B	1905 S Pinewoods Dr, Rogers, AR 72758	1905 S Pinewoods Dr	South	
51	02-18897-000	Mendez, Osiel	1903 S Pinewoods Dr, Rogers, AR 72758	1903 S Pinewoods Dr	South	
52	02-18864-000	Garrison, Randy L & Laura B	901 E Rachel Ln, Rogers, AR 72758	901 E Rachel Ln	South	
53	02-18865-000	Reedy, John	903 E Rachel Ln, Rogers, AR 72758	903 E Rachel Ln	South	
54	02-18866-000	Miles, Katherine E	900 E Rachel Ln, Rogers, AR 72758	900 E Rachel Ln	South	
55	18-03569-000	Morgan Property Management LLC	2218 Little Flock Dr, Rogers, AR 72756	1923 Pinewoods Dr	South	Commercial, 2.99 acres
56	18-03567-000	Perez, Erick A Rico	1912 S M St, Rogers, AR 72758	1912 S M St	Southeast	2.5 acres
57	02-00599-011	Perez, Erick A Rico & Almaras, Cristina Rico	1912 S M St, Rogers, AR 72758	S M St (no #)	Southeast	3.35 acres, vacant

**Total Properties: 57 parcels within 300 feet of 906 E. New Hope Rd (Parcel 02-00596-000)**

**IMPORTANT NOTES:**

1. Mailing addresses shown are from Benton County Assessor records — use these for notification letters, not the property addresses.
2. Properties marked "Mailing ≠ property" have owners whose mailing address differs from the property location.
3. City of Rogers parcels included — notify City Clerk at 301 W Chestnut St, Rogers, AR 72756.
4. The subject property owner (Gonzalez, Blanca R & Hernandez, Aldo E) and their adjacent vacant parcel (18-03570-001) are excluded.
5. City of Rogers right-of-way parcel (02-18898-000, streets/infrastructure) is excluded.
6. This list is based on the Benton County GIS 300-foot buffer tool. Verify with the City of Rogers Planning Department for official requirements.
7. Data sourced from Benton County GIS (gis.bentoncountyar.gov) and Assessor Records (arcountydata.com) on March 20, 2026.

**PROPERTY OWNER AFFIDAVIT**

The petitioner Aldo E Hernandez petitions the Planning Commission of the City of Rogers, Arkansas to rezone certain real property as set forth herein:

LEGAL DESCRIPTION:

BEGINNING AT A POINT WHICH IS SOUTH 89°14'18" EAST 335.51 FEET FROM THE NORTHWEST CORNER OF THE NE 1/4 OF THE NE 1/4 OF SAID SECTION 19, SAID POINT BEING IN THE CENTERLINE OF STATE HIGHWAY NO. 94; THENCE CONTINUING WITH THE CENTERLINE OF SAID HIGHWAY SOUTH 89°14'18" EAST 119.80 FEET; THENCE LEAVING SAID HIGHWAY SOUTH 00°48'16" WEST 688.64 FEET; THENCE NORTH 89°42'11" WEST 122.42 FEET; THENCE NORTH 01°01'19" EAST 689.70 FEET TO THE POINT OF BEGINNING. SUBJECT TO A 50.00 FOOT WIDE RIGHT-OF-WAY FOR STATE HIGHWAY NO. 94 CENTERED ALONG THE NORTH LINE OF THE DESCRIBED BOUNDARY.

LAYMAN'S DESCRIPTION: 906 E New Hope Rd Rogers AR 72758

PRESENT ZONING: T2

ZONING REQUEST: T4.1

Respectfully Submitted,

BY: [Signature]  
(Property Owner Signature)

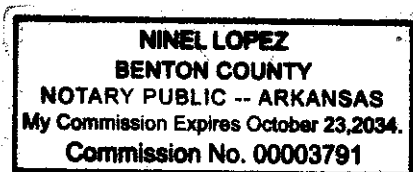
STATE OF ARKANSAS  
COUNTY OF Benton

Subscribed and sworn before me this the 20 day of March, 2026.

[Signature]  
Notary Signature

Ninel Lopez  
Notary Name Printed

Oct 23 2034  
Commission Expires



**CERTIFICATION**

I hereby state that to the best of my knowledge all property owners within 300 feet of my property have been notified by Certified mail at least 15 days prior to the upcoming public hearing for my public hearing request.

Dated this the 20 day of MARCH, 2026.

Signed

*Aldo Edgar Hernandez*  
Name Printed

STATE OF ARKANSAS

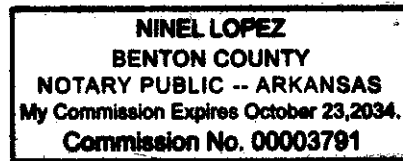
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*Ninel Lopez*  
Notary Signature

Ninel Lopez  
Notary Name Printed

OCT 23 2034  
Commission Expire





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

## NOTICE OF PUBLIC HEARING

Notice is hereby given that a public hearing will be held before the Rogers Planning Commission in the Rogers City Hall at 301 West Chestnut Street on **April 7, 2026** at **5:30 p.m.** on the application by **Blue Sky Townhomes (Case #: RZ26-00052)** to rezone **906 E. New Hope Rd** from the **T2 (Rural)** zoning district to the **T4.1 (Neighborhood Medium-Intensity)** zoning district, the properties being more particularly described as follows:

### PROPERTY DESCRIPTIONS:

906 E. New Hope Rd.

Parcel Number: 02-00596-000

PUBLISH ONE TIME ONLY: **Sunday March 22, 2025**  
BILL THE CITY OF ROGERS





# Common Signage Plan The Grove Retail

**PLANNING**

Staff: Christina Moore, Planner ([cmoore@rogersar.gov](mailto:cmoore@rogersar.gov))



Vicinity Map

**Location**

1771 W. Pleasant Grove Road

**FLUM Place Type**

H-CO (Highway Corridor)

**Zoning**

HC (Highway Commercial)

**Representative**

Burke Larkin, Orion Capital Partners

**Nature of the Request:**

The following request is to propose a common signage plan for the multi-tenant building near the northeast corner of Dixieland Road and W Pleasant Grove Road

**Request Details:**

Proposal: The applicant is proposing a common sign plan to allow wall signs larger than the 30 sqft and more than 1 sign per tenant allowed by code.



**Staff Report Briefing**

- The applicant is establishing wall sign regulations permitting wall signs between 17 sq ft and 36 sq ft
- The proposal also includes one façade to have more than 1 sign for a tenant on the west side.
- The applicant is proposing seven (7) wall signs on a new multi-tenant building at 1771 W. Pleasant Grove Road.
- All new signage must adhere to the CSP, or the City Code where the CSP is silent.

**Staff Report Briefing**

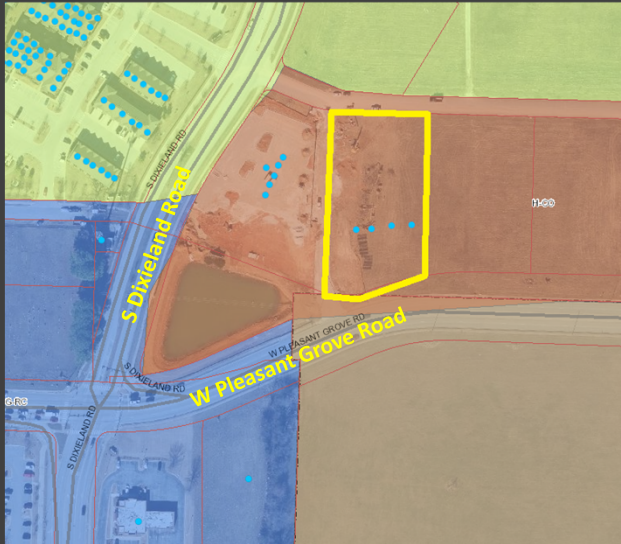
- The applicant is establishing wall sign regulations permitting seven wall signs on a new multi-tenant building at 1771 W Pleasant Grove Road.
- The signs will range in size from 17 sq ft to 36 sq ft
- All new signage must adhere to the CSP, or the City Code where the CSP is silent.



# Common Signage Plan

## The Grove Retail

**PLANNING**



### H-CO (Highway Corridor) Description

“The Highway Corridor placetype is intended to comprise areas including open-display commercial uses, light industry, warehousing and distribution, and other businesses centered around large-scale trades and services. Infill and redevelopment will add mixed-use buildings with residential units and amenities for residents and employees. Development will be connected through cross-access lanes and active transportation facilities.” – Rogers Future Land Use Placetypes

### Placetype Description

The highway corridor placetype envisions a mix of commercial, industrial, and trade uses that will gradually incorporate mixed-use residential development, all connected through shared access lanes and walkable transportation infrastructure.



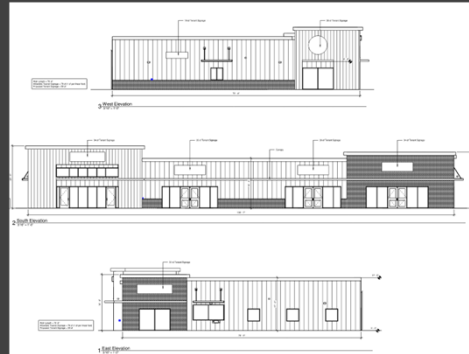
## Common Signage Plan

PLANNING

### The Grove Retail

#### Wall Sign Allowances (Code Compliant)

- **Rogers' Code Wall Sign Requirements:**
  - Number: 1 wall sign per tenant
  - Area: 30 square feet max
- **Proposed Wall Sign Allowances**
  - West Elevation: 14 s.f. and 36 s.f. proposed / 30 s.f. allowable
  - South Elevation: (2) 30 s.f. and (2) 34 s.f. proposed / 30 s.f. allowable
  - East Elevation: (1) 34 s.f. proposed / 30 s.f. allowable



#### Wall Sign Deviations from Code

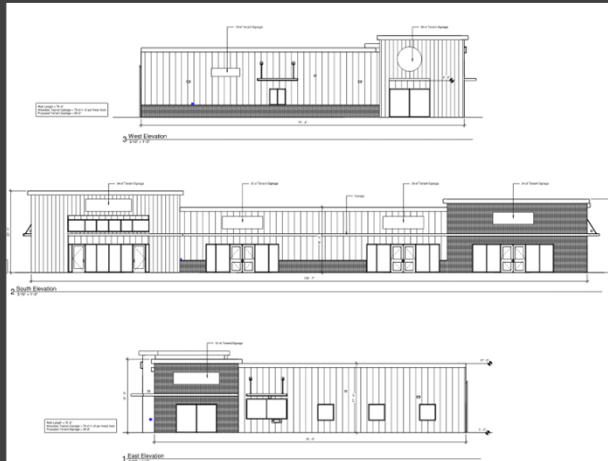
- **Rogers' Code Wall Sign Requirements:**
  - Number: One per tenant
  - Size: 30 s.f.
- **Proposed Wall Sign Allowances**
  - Number: The south and east elevations both have only 1 sign per tenant, while the west facing façade has two signs for 1 tenant.
  - Size: 4 signs are proposed to be larger than the 30 square feet allowance. The proposed signs that are larger include (3) 34 s.f. and (1) 36 s.f.



# Common Signage Plan

## The Grove Retail

PLANNING



### Sign Design and Construction Details

#### Sign Type and Materials

- Internally illuminated channel letters with durable aluminum and acrylic materials
- Consistent illumination designed to minimize glare

#### Sign Placement and Context

- Signs integrated into building facade aligned with parapets, entry features, and canopy structures
- Flush-mounted wall signs; no projection hazards
- Signs sized proportionate to tenant bay width; no single sign dominates the elevation

#### Context – Surrounding Commercial Uses

- Compatible with adjacent businesses: Big Biscuit, Big Whiskey, Chick-fil-A, McDonald's, Handel's Ice Cream, and other multi-tenant strip centers along W. Pleasant Grove Road

The signs will be made of illuminated channel letters so they are easy to read. The signs will be placed over each tenant and sized proportionately. The signs are compatible with adjacent developments.

### Wall Sign Deviations from Code

- **Rogers' Code Wall Sign Requirements:**
  - Number: One per tenant
  - Size: 30 s.f.
- **Proposed Wall Sign Allowances**
  - Number: The south and east elevations both have only 1 sign per tenant, while the west facing façade has two signs for 1 tenant.
  - Size: 4 signs are proposed to be larger than the 30 square feet allowance. The proposed signs that are larger include (3) 34 s.f. and (1) 36 s.f.

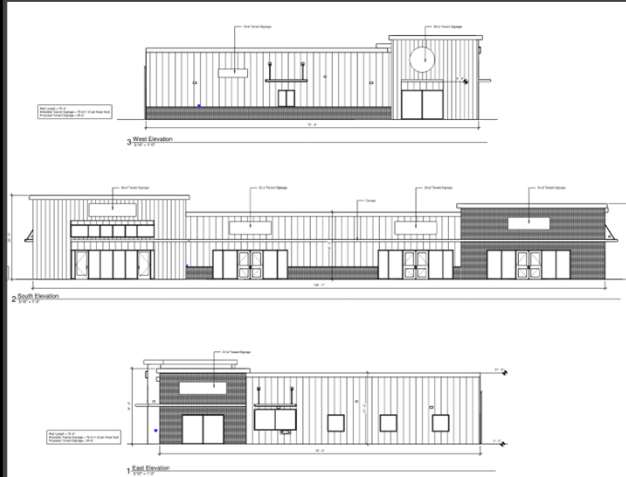


# Common Signage Plan

## The Grove Retail

**PLANNING**

### Sign Compliance Summary by Elevation



- **West Elevation**
  - Signs: (1) 14 s.f. & (1) 36 s.f. | Allowed: 30 s.f. | Proposed Number : 2 signs | 1 tenant
- **South Elevation (Primary/Street-Facing)**
  - Signs: (1) 14 s.f. & (1) 34 s.f. | Allowed: 30 s.f. | Proposed Number : 4 signs | 4 tenants
- **East Elevation**
  - Signs: (1) 34 s.f. | Allowed: 30 s.f. | Proposed Number : 1 sign | 1 tenant

### Wall Sign Deviations from Code

- **Rogers' Code Wall Sign Requirements:**
  - Number: One per tenant
  - Size: 30 s.f.
- **Proposed Wall Sign Allowances**
  - Number: The south and east elevations both have only 1 sign per tenant, while the west facing façade has two signs for 1 tenant.
  - Size: 4 signs are proposed to be larger than the 30 square feet allowance. The proposed signs that are larger include (3) 34 s.f. and (1) 36 s.f.



Applicant's Responses

<p><b>Is the proposal compatible with the surrounding area?</b></p>	<p>“The signage is integrated into a modern retail façade and is consistent with surrounding commercial developments along W. Pleasant Grove Road. The majority of zoning toward the west closely resembles HC, with numerous examples of this type of signage including Chick-fil-A, McDonald’s, Handel’s Ice Cream, and other single and multi-tenant strip centers. Our signage will blend well with Big Biscuit and Big Whiskey.”</p>
<p><b>Is the proposal consistent with the intended character of the placetype?</b></p>	<p>“The Highway Corridor placetype supports clear, legible signage that enhances wayfinding for commercial uses along major arterials. The proposed signage is proportionate to the building and tenant bays, and is consistent with the auto-oriented commercial character anticipated by the H-CO placetype.”</p>

**Applicant's Responses:**

**Is the proposal compatible with the surrounding area?**

The proposed signage fits the modern retail aesthetic of the surrounding W Pleasant Grove Road corridor, consistent with nearby commercial tenants.

**Is the proposal consistent with the intended character of the placetype?**

The proposed signage meets Highway Corridor placetype standards and is proportionate to the building.



Applicant's Responses

<p><b>Does the proposal minimize visual clutter and maximize readability and aesthetic appeal?</b></p>	<p>“Strategic spacing and proportional sizing enhance readability across all elevations. Sign sizes vary appropriately by tenant bay width and façade articulation, ensuring that no single sign dominates the elevation. The coordinated layout ensures readability while minimizing visual clutter. Signs are based on each tenant’s registered logo and are proportionate to their store frontage.”</p>
<p><b>Does the proposal present a clear and public danger to public safety?</b></p>	<p>“All signage is flush-mounted with no projection hazards and controlled illumination. Wall signs will be attached to the building per city code. The sign placement will not create a traffic or safety hazard. Footings will be engineered as required.”</p>

**Applicant's Responses:**

**Does the proposal minimize visual clutter and maximize readability and aesthetic appeal?**

Signage is proportionally sized to each tenant’s bay width and registered logo, creating a balanced, readable, and visually cohesive façade.

**Does the proposal present a clear and public danger to public safety?**

All signage is safely flush-mounted, code compliant, and engineered to prevent projection or traffic hazards.



Staff Analysis

<p><b>Is the proposal compatible with the surrounding area?</b></p>	<p>The wall sign proposal is compatible with the existing commercial context along W. Pleasant Grove Road. The proposed wall signs are proportionate to the building façade and consistent in scale and character with adjacent commercial developments including multi-tenant strip centers and single-tenant buildings in the area. Staff has no concerns regarding compatibility.</p>
<p><b>Is the proposal consistent with the intended character of the placetype?</b></p>	<p>The proposal is consistent with the intended character of the H-CO (Highway Corridor) placetype. The H-CO designation supports auto-oriented commercial development along major arterials with emphasis on vehicular access and visibility. Wall signs of this scale and type are appropriate and anticipated in this context. The proposed signage complies with code and aligns with the commercial character of W. Pleasant Grove Road.</p>

**Staff Analysis:**

**Is the proposal compatible with the surrounding area?**

The proposed wall signs are proportionate and compatible with the surrounding commercial developments along W Pleasant Grove Road and staff has no concerns.

**Is the proposal consistent with the intended character of the placetype?**

The proposed signage is appropriate for the H-CO placetype, complies with code, and aligns with the auto-oriented commercial character of W Pleasant Grove Road.



Staff Analysis

<p><b>Does the proposal minimize visual clutter and maximize readability and aesthetic appeal?</b></p>	<p>The wall sign proposal minimizes visual clutter through proportional sizing tied to each tenant’s bay width and frontage. 3 of the 7 signs meet our 30 square foot maximum sign requirement. The internally illuminated channel letter design provides clear readability while maintaining a cohesive aesthetic across the façade.</p>
<p><b>Does the proposal present a clear and public danger to public safety?</b></p>	<p>No sign in this proposal presents a clear danger to public safety. All wall signs are flush-mounted with no projection hazards. The proposal is consistent with standard commercial signage installation practices.</p>

**Staff Analysis:**

**Does the proposal minimize visual clutter and maximize readability and aesthetic appeal?**

Signage is proportionally size to each tenant bay, with 3 of the 7 signs meeting the 30 square foot maximum, and internally illuminated channel letter providing a clean, cohesive look.

**Does the proposal present a clear and public danger to public safety?**

All signs do not present a clear and public danger to public safety.



### Staff Recommendation Summary

Applicant's Proposal	Staff's Analysis and Recommendation
<p><b>1. Wall Signs (Code Compliant – No Deviations)</b></p> <ul style="list-style-type: none"> <li>A. West Elevation: 14 s.f. and 36 s.f. proposed / 30 s.f. allowable</li> <li>B. South Elevation: (2) 30 s.f. and (2) 34 s.f. proposed / 30 s.f. allowable</li> <li>C. East Elevation: (1) 34 s.f. proposed / 30 s.f. allowable</li> </ul>	<p><b>1. Wall Signs</b></p> <ul style="list-style-type: none"> <li>A. Staff has no recommended modifications. On the west elevation 1 proposed sign is 6 square feet under the max allowed sign area and the other is 6 square feet over the requirement.</li> <li>B. On the south elevation, 2 signs meet our code requirements and two signs are 4 square feet over the requirement.</li> <li>C. On the east elevation 1 sign is proposed that is 4 square feet over our max allowed. This side of the building also has two signs for one tenant while the code only allows 1 sign.</li> </ul>

### Staff Summary

See slide



# Common Signage Plan

**PLANNING**

## The Grove Retail

### Staff Recommendation

Applicant's Proposal	Staff's Finding
<b>1. Criteria Summary</b>	<b>Staff's Finding</b>
1. Compatible with surrounding area? 2. Consistent with H-CO placetype? 3. Minimizes visual clutter? 4. No public safety danger?	1. Yes – consistent with commercial signage on W. Pleasant Grove Road 2. Yes – H-CO supports auto-oriented commercial signage 3. Yes – proportional sizing, coordinated layout 4. Yes – flush-mounted wall signs; no projection hazards identified

### Staff Summary

See slide



## Common Signage Plan The Grove Retail

**PLANNING**



*Aerial View*

### **Recommendation:**

*Recommendation: Approve the  
Common Signage Plan for The Grove  
Retail as proposed.*

### **PUBLIC INPUT:**

No public input has been provided.

### **RECOMMENDATIONS:**

Staff recommends **approval** of this request.

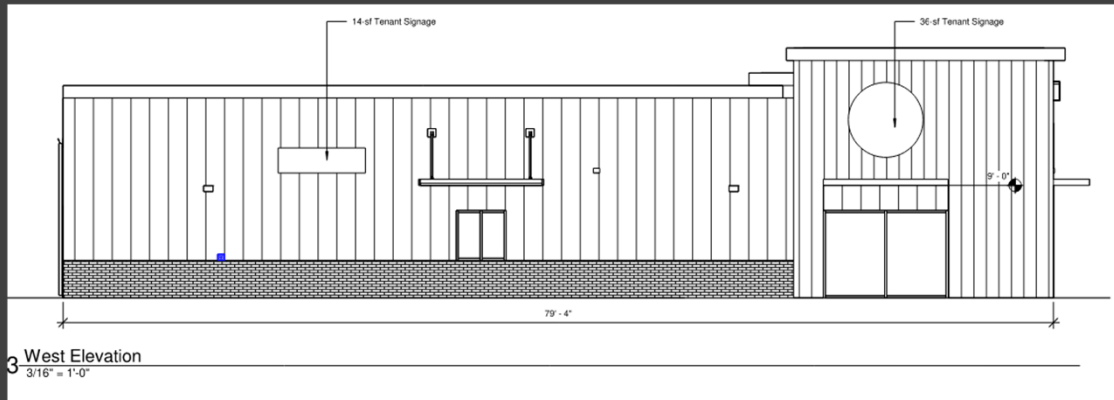
### **Possible Planning Commission Motions:**

- Approve the CSP as presented;
- Approve the CSP with modifications; or
- Deny the CSP



# Common Signage Plan The Grove Retail

PLANNING



**PUBLIC INPUT:**

No public input has been provided.

**RECOMMENDATIONS:**

Staff recommends **approval** of this request.

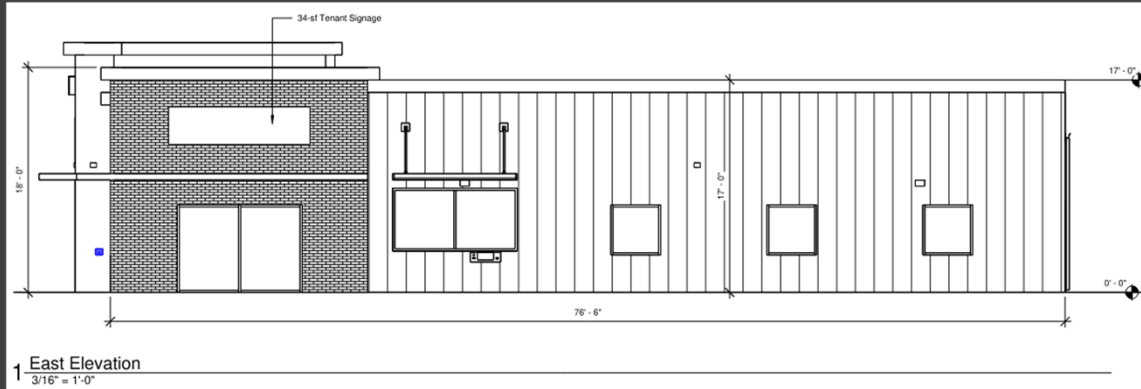
**Possible Planning Commission Motions:**

- Approve the CSP as presented;
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# Common Signage Plan The Grove Retail

PLANNING



### **PUBLIC INPUT:**

No public input has been provided.

### **RECOMMENDATIONS:**

Staff recommends **approval** of this request.

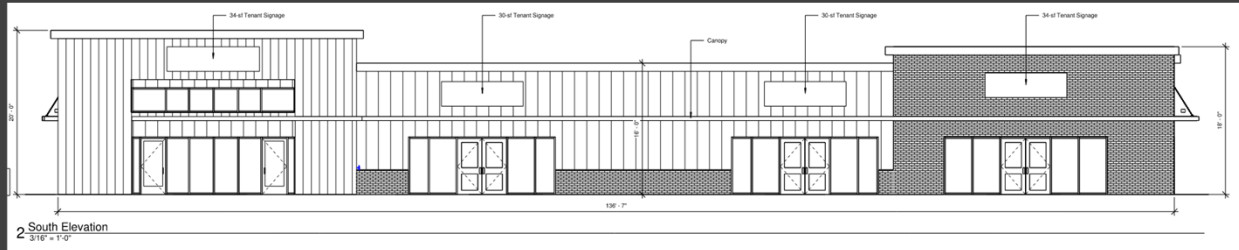
### **Possible Planning Commission Motions:**

- Approve the CSP as presented;
- Approve the CSP with modifications; or
- Deny the CSP



## Common Signage Plan The Grove Retail

PLANNING



### **PUBLIC INPUT:**

No public input has been provided.

### **RECOMMENDATIONS:**

Staff recommends **approval** of this request.

### **Possible Planning Commission Motions:**

- Approve the CSP as presented;
- Approve the CSP with modifications; or
- Deny the CSP



Date: April 23, 2026

Re: The Grove Retail – Common Signage Plan Submission

Project Address: 1771 W. Pleasant Grove Road, Rogers, AR 72758

Parcel No.: 02-21543-000

Dear Planning Committee,

## Introduction

We are establishing a cohesive and context-sensitive signage framework for The Grove Retail that balances flexibility with strict adherence to the City’s sign code, as outlined in Section 5.8.9. The proposed Common Signage Plan (CSP) is designed to provide clear tenant identification while maintaining a unified architectural and visual character across the development.

## Plan Components and Design Details

The CSP includes detailed building elevations (East, South, and West) illustrating the precise placement, scale, and proportion of all tenant signage. Each sign location has been thoughtfully integrated into the building façade to align with architectural elements such as parapets, entry features, and canopy structures.

Signage allowances are calculated in accordance with the code requirement and the proposed signage remains compliant across all elevations:

East, West and South Elevation: Proposed ~ 30 square feet

All proposed signage falls within allowable limits and is proportionate to tenant frontage and

building scale. Sign construction will consist of internally illuminated channel letters with durable aluminum and acrylic materials, designed to provide consistent illumination without glare.

## Signage Design and Flexibility

The CSP allows for multiple tenant signs while maintaining a cohesive design language across the project. Sign sizes vary appropriately by tenant bay width and façade articulation, ensuring that no single sign dominates the elevation. The coordinated layout ensures readability while minimizing visual clutter.

## Planning Commission Review Criteria

Compatibility with Development and Surrounding Area – The signage is integrated into a modern retail façade and is consistent with surrounding commercial developments.

Consistency with Placetype – The Highway Corridor setting supports clear, legible signage that enhances wayfinding.

Minimization of Visual Clutter – Strategic spacing and proportional sizing enhance readability.

Public Safety – All signage is flush-mounted with no projection hazards and controlled illumination.

The majority of zoning on Pleasant Grove Road, toward the west, closely resembles HC. There are numerous examples of this type of signage and uses: Chick fil A, McDonald's, Handel's Ice Cream and numerous other single tenant buildings and multi-tenant strip centers. Our signage will blend well with Big Biscuit and Big Whiskey.

## Conclusion

The proposed Common Signage Plan for The Grove Retail fully complies with the City's sign code while achieving a cohesive and high-quality visual outcome. The plan ensures tenant visibility and enhances the overall identity of the development without creating visual clutter or safety concerns.

Thank you for your consideration.

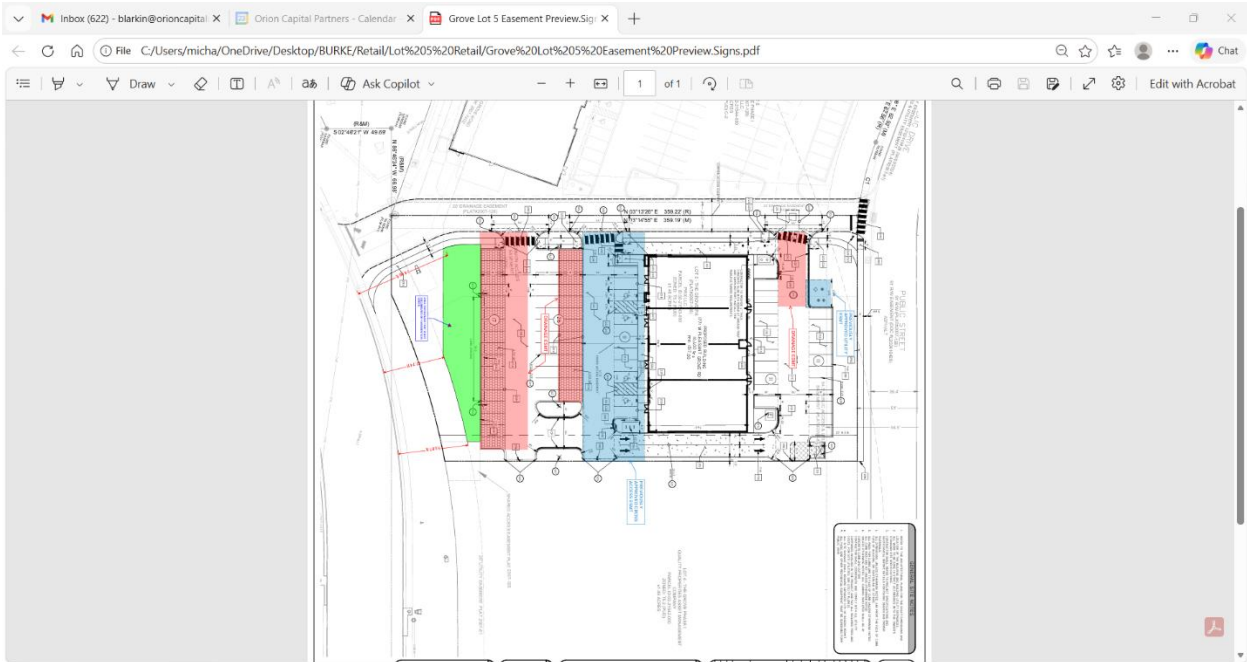
Sincerely,

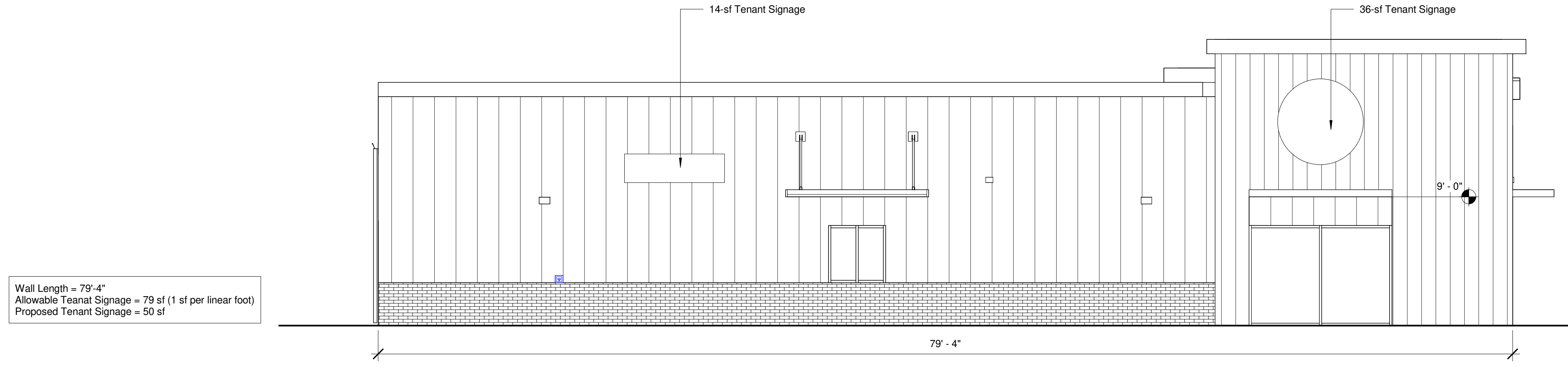
Burke Larkin  
Orion Capital Partners

CC: Randal Hurban (R&all – Architect); Sitewise (Engineer)

Sign Plan Rendering:

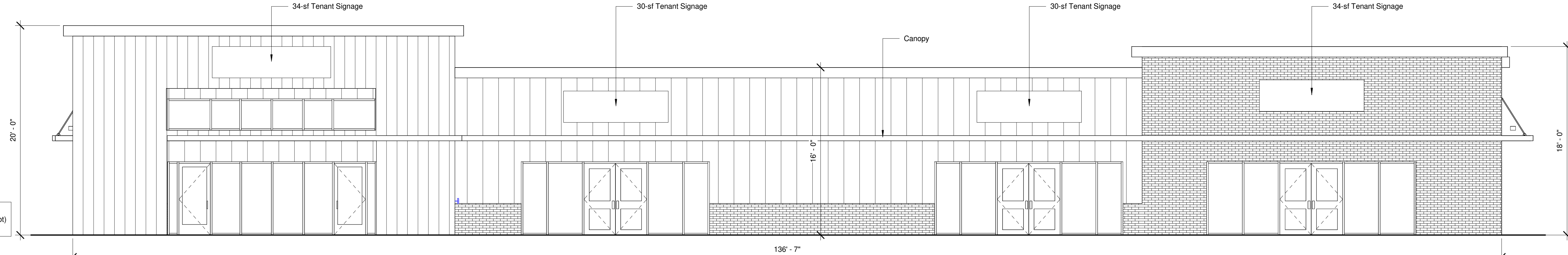






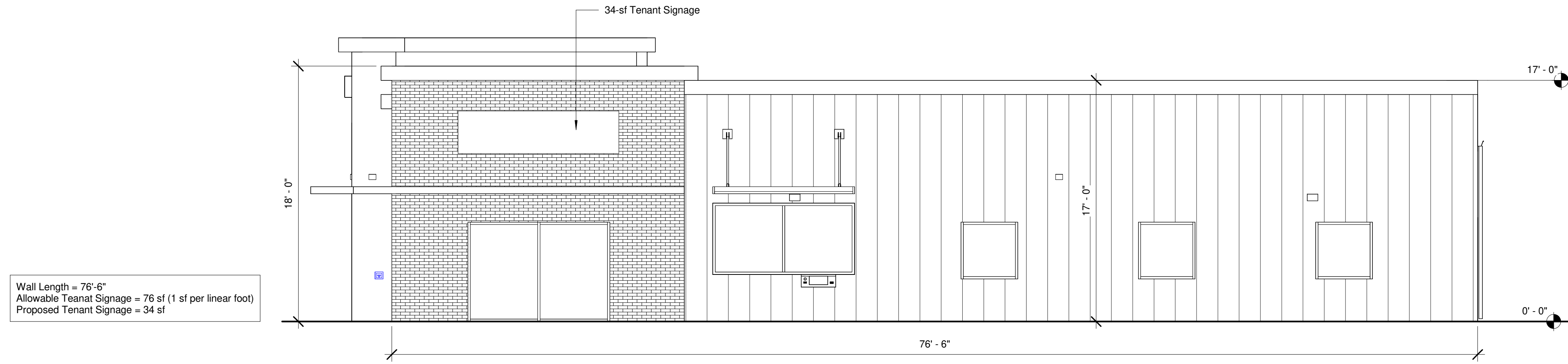
Wall Length = 79'-4"  
 Allowable Teanat Signage = 79 sf (1 sf per linear foot)  
 Proposed Teanat Signage = 50 sf

**3 West Elevation**  
 3/16" = 1'-0"



Wall Length = 136'-7"  
 Allowable Teanat Signage = 136 sf (1 sf per linear foot)  
 Proposed Teanat Signage = 128 sf

**2 South Elevation**  
 3/16" = 1'-0"



Wall Length = 76'-6"  
 Allowable Teanat Signage = 76 sf (1 sf per linear foot)  
 Proposed Teanat Signage = 34 sf

**1 East Elevation**  
 3/16" = 1'-0"

# SAMPLE LETTER

BEFORE THE PLANNING COMMISSION OF THE CITY OF ROGERS, ARKANSAS

## NOTICE OF PUBLIC HEARING FOR A COMMON SIGNAGE PLAN

Notice is hereby given pursuant to Section 2.3.4.2 of the Rogers Unified Development Code that **The Grove Retail Partners, LLC**, is applying to the Rogers Planning Commission for a Common Signage Plan \_\_\_\_\_ to differ from certain requirements of the Unified Development Code at **1771 W Pleasant Grove Road**, in the \_\_\_\_\_ zoning district.

A public hearing by the Planning Commission will be held on \_\_\_\_\_, 20\_\_ (Date assigned by Planning Staff) at 5:30 p.m. in the City Council Chambers of the City Hall Building located at 301 W. Chestnut Street, Rogers, Arkansas.

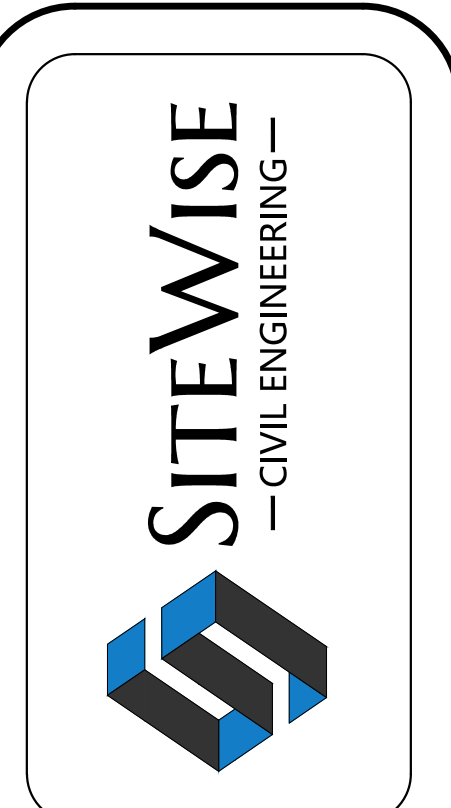
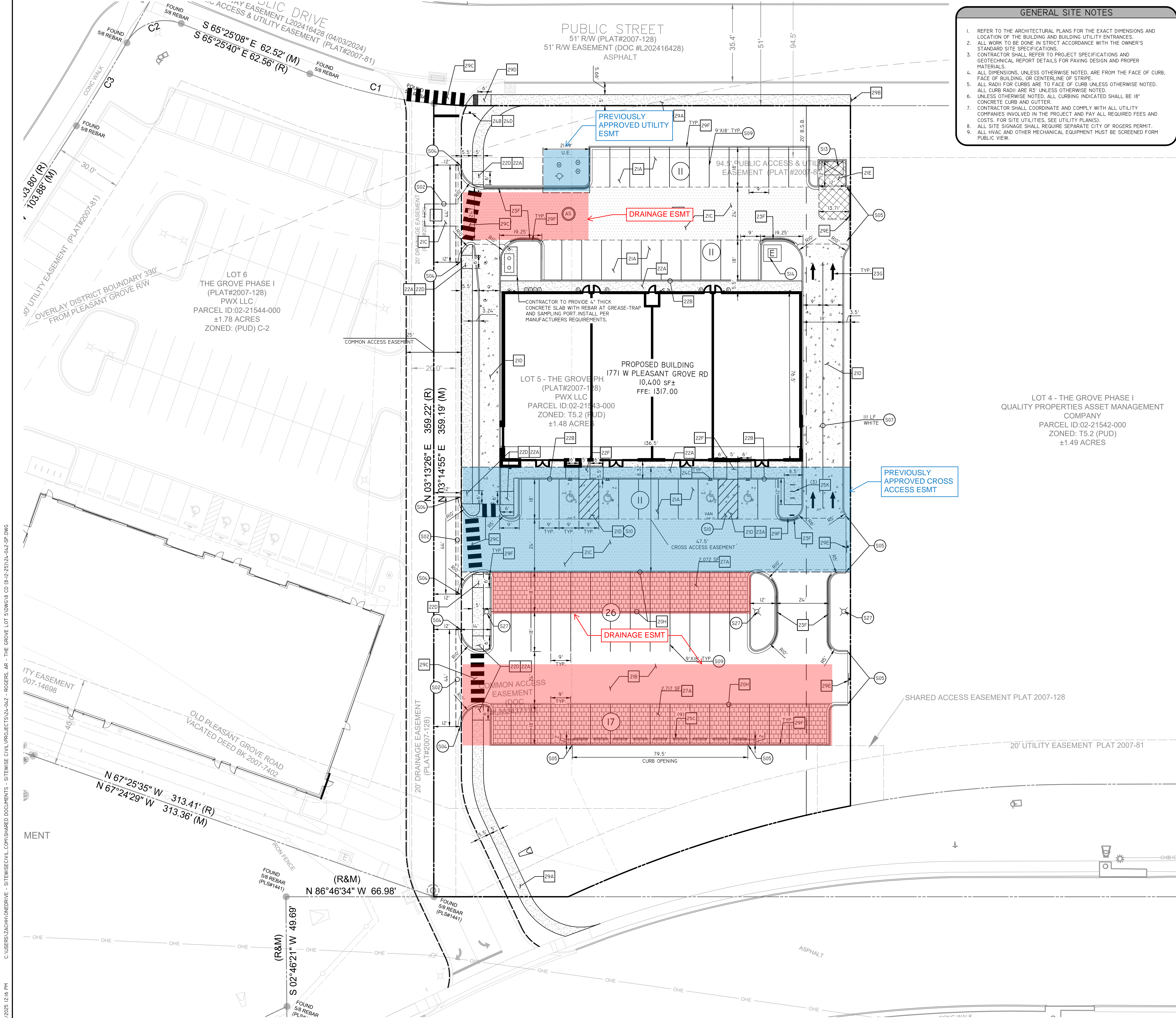
More information is available from the following:

(Staff will insert Planner Name)  
City of Rogers  
479.621.1186  
(Staff will insert planner email)

**Burke Larkin**  
**Orion Capital Partners**  
**479.640.9588**  
**Blarkin@orioncapitalusa.com**

Respectfully Submitted,

By: \_\_\_\_\_  
(Applicant's Signature)



DATE	DESCRIPTION
3/28/2025	2ND CITY SUBMITTAL
5/07/2025	3RD CITY SUBMITTAL
6/25/2025	5TH CITY SUBMITTAL

THE GROVE LOT 5  
**SITE DEVELOPMENT PLAN**  
 1771 W PLEASANT GROVE RD  
 ROGERS, ARKANSAS

SCALE DATE  
 1" = 20' 06/25/2025

CITY PROJECT NUMBER  
 SDP25-0102

SEE PROJECT NUMBER  
 24-042

SHEET NAME  
 SITE PLAN

SHEET  
**C2.0**



8/14/2025 12:16 PM C:\USERS\ZACHIONEDRIVE - SITEWISE\CIVIL\PROJECTS\24-042 - ROGERS, AR - THE GROVE LOT 5\DWG18 CD (8-12-25)\24-042-SP.DWG

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City of Rogers  
479.621.1186  
(Staff will insert planner email)

**Burke Larkin**  
**Orion Capital Partners**  
**479.640.9588**  
**Blarkin@orioncapitalusa.com**

Respectfully Submitted,

By: \_\_\_\_\_  
(Applicant's Signature)



**The Big Biscuit**  
BREAKFAST & LUNCH

**Big X**  
WHISKEY'S

1787

1787

AN MTI COMPANY  
**MTI COMMERCIAL CONSTRUCTION**  
BUILDING A LEGACY ONE PROJECT AT A TIME  
**(479) 435-0853**

**NOTICE OF PUBLIC HEARING**  
NOTICE OF PUBLIC HEARING  
COMMON SEWERAGE PLAN  
COMMUNITY DEVELOPMENT  
PLANNING DIVISION  
479.435.1234  
planning@mti.com