



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

PLANNING COMMISSION MEETING AGENDA

AUGUST 18, 2026

5:30 PM

VIEW ONLINE:

PLANNING COMMISSION: [HTTPS://US02WEB.ZOOM.US/J/82005398166](https://us02web.zoom.us/j/82005398166)

BOARD OF ADJUSTMENT: [HTTPS://US02WEB.ZOOM.US/J/82005398166](https://us02web.zoom.us/j/82005398166)

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

CALL TO ORDER PLANNING COMMISSION:

ROLL CALL:

ACTION ON MINUTES:

- a. Approving August 4, 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.

No items.



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PUBLIC HEARINGS:

- a. OLD BUSINESS - Items previously discussed and tabled.

No items.

- b. NEW BUSINESS - Items removed from Consent Agenda.

i. **SGN26-0404– At 6361 S. Oldridge Place**

A request by NWA Industrial for a Common Signage Plan at 6361 S. Oldridge Place. in the HC (Highway Commercial) zoning district.

STAFF: Zachery Birdsong, Planner II

OWNER REPRESENTED BY: Mike Jones, Sign Studio

ii. **RZ26-00419 - At 209 W. Locust Street**

A request by Fontana-Locust to rezone 209 W. Locust Street from the T3.2 (Neighborhood Low-Intensity) zoning district to the T4.2 (Neighborhood High-Intensity) zoning district.

STAFF: Christina Moore, Planner I

OWNER: Margarita Fontana

REPORTS :

- a. COMMISSIONERS

- b. STAFF

ADJOURN PLANNING COMMISSION:

CALL TO ORDER BOARD OF ADJUSTMENT:

ACTION ON MINUTES:

- a. Approving August 4, 2026 meeting minutes.

OLD BUSINESS:

No items.

NEW BUSINESS:

- a. **VAR26-0397 – 408 E. Poplar Street**

A request by Ecological Design Group for a variance to differ from the Unified Development Code at 408 E. Poplar Street in the T5.2 (City Medium-Intensity) zoning district. **WITHDRAWN BY**

APPLICANT.

STAFF: Christina Moore, Planner I



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OWNER REPRESENTED BY: Brahm Driver, Ecological Design Group

b. VAR26-0404 – 4100 W. Oak Street

A request by Beyond Wellness for a variance to differ from the Unified Development Code at 4100 W. Oak Street in the T4.2 (Neighborhood High-Intensity) zoning district.

STAFF: Laural Scates, Planner I

OWNER REPRESENTED BY: Tonya Hulett, Ace Sign Company

REPORTS :

a. COMMISSIONERS

b. STAFF

ADJOURN BOARD OF ADJUSTMENT:



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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 August 4, 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: Jorge Andrade, Samantha Best, Derek Burnett, Hannah Cicioni, Kevin Jensen, Isaac Stevens, and Ezequiel Tovar.

Commissioners absent: Steve Lane.

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. None.

ACTION ON MINUTES

Motion by Stevens, second by Jensen to approve the July 21, 2026 minutes as presented. Voice vote: Unanimous – Yes. Motion carried.

APPROVED.

PUBLIC FORUM

None.

CONSENT AGENDA

Two items were listed on the consent agenda:

a. RZ26-00370–At 1755 W. Pleasant Grove Rd.

A request by PWX, LLC/Grove Lot 4 to rezone 1755 W. Pleasant Grove Road from the T5.2 (City Medium-Intensity) zoning district to the HC (Highway Commercial) zoning district.

b. RZ26-00366–At 2718 S. Champions Dr.

A request by Shemin/Champions Drive to rezone 2718 S. Champions Drive from the T2 (Rural) zoning district to the T5.2 (City Medium-Intensity) zoning district.

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

Motion by Cicioni, second by Jensen to approve the consent agenda as presented. Voice vote: Unanimous – Yes. Motion carried.

APPROVED.



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PUBLIC HEARINGS

Old Business

RZ26-00345 – 6253 S. Mount Hebron Rd. (tabled from the July 21, 2026 meeting)

A request by GMD Investments to rezone 6253 S. Mount Hebron Rd. from the T2 (Rural) zoning district to the T4.1 (Neighborhood Medium-Intensity) and T4.2 (Neighborhood High-Intensity) zoning districts.

Planner Amber Long presented the staff report, reiterating that the proposed T4.1 and T4.2 districts implement the Neighborhood Center and Neighborhood Fabric placetypes envisioned by the Future Land Use Map, provide an orderly transition of intensity, and are within one full transect of the most intense zone allowed on adjacent properties; staff recommended approval. Staff noted the City had received over 80 emails representing more than 60 households, raising concerns about traffic and congestion on Mount Hebron Road, sightline obstruction at intersections, pedestrian and child safety near Mount Hebron Park and Janie Darr Elementary, compatibility with the existing single-family character, infrastructure and public service capacity, environmental and karst geology, property values, and process and governance concerns.

William Burckart with Burckart Construction, Inc. and Matt Loos with Olsson Engineering represented the request, addressing anticipated traffic study requirements, internal trip capture expected from a mixed-use development, pedestrian connectivity, and the applicant's stated goal of providing housing attainable at or below 120% of area median income.

The Chair opened the public hearing for comments.

In favor: Garrett Lewis.

Opposed with concerns:

- Jennifer Quesada
- Karen Swift
- Will Gray
- Maria Ingui
- Jesse Ashley
- Nathan Bradley
- Wade Waddelow
- Dave Stewart
- Lorena Edwards
- David Stewart



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concerns about traffic, drainage, density, the retail/commercial component, compatibility with the surrounding single-family neighborhood, the lack of a graduated buffer between T4.2 and adjacent low-intensity uses, school and infrastructure capacity, and property values. Mr. Stewart additionally requested that staff and the City Attorney confirm GMD Investments, LLC's registration and legal authority to submit the application under Arkansas law before further action is taken.

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

Commissioners and the applicant discussed adjusting the T4.1/T4.2 boundary to provide a greater buffer for adjacent residential properties. Mr. Burckart agreed to amend the zoning exhibit so that T4.2 is limited to the area northeast of a line drawn from the northeast corner to the southwest corner of the property, with the remainder of the property zoned T4.1.

Motion by Stevens, second by Andrade to approve the rezone request as amended; T4.2 limited to the area northeast of a line from the northeast corner to the southwest corner of the property, with the remainder zoned T4.1; recommend the amended rezone to City Council for approval. Voice vote: Unanimous – Yes. Motion carried.

APPROVED AS AMENDED.

New Business

SGN26-0368 – 5115 W. J.B. Hunt Drive

A request by SAGE Partners, represented by Kendall Boyce of Crafton Tull, for a Common Signage Plan for the multi-tenant building at 5115 W. J.B. Hunt Drive (Uptown Regional Center), establishing wall sign regulations permitting four wall signs ranging from 64 to 106 square feet. Exceeding the code's one-sign-per-tenant and 30-square-foot maximum and resolving the existing PepsiCo sign's non-conforming status.

Planner Christina Moore presented the staff report. Staff found the proposed signage consistent with the Uptown Regional Center (T6.1) placetype, proportionate to the scale of the multi-story building, and not a hazard to public safety, and recommended approval. Commissioners discussed the recurring need for signage variances of this kind in the Uptown area and asked staff about the timeline for pending sign code amendments; staff advised that amendments are in progress.

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



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Motion by Andrade, second by Jensen to approve the Common Signage Plan as presented.

Voice vote: Unanimous – Yes. Motion carried.

APPROVED.

Reports

None.

ADJOURN

There being no further business, the Chair adjourned the meeting at 7:20 p.m.

ATTEST:

APPROVED:

Ezequiel Tovar, Secretary

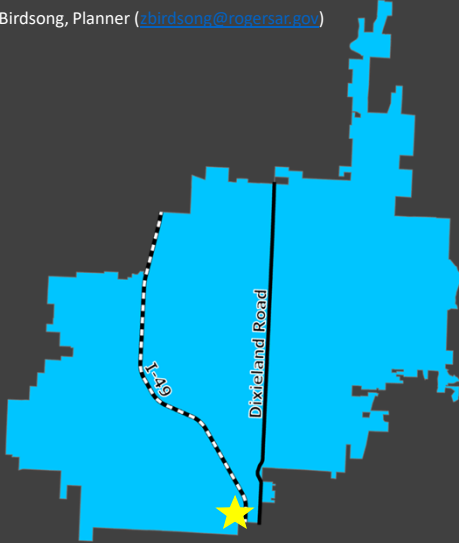
Samantha Best, Chair



Common Signage Plan NWA Industrial

PLANNING

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



Vicinity Map

Location

6361 & 6363 S Oldridge Place

FLUM Place Type

Pleasant Grove Regional Center (PG-RC)

Zoning

HC (Highway Commercial)

Representative

Abby Plemmons, Best Sign Group

Nature of the Request:

The following request is to propose a common signage plan for the multi-tenant buildings located at 6361 and 6363 S Oldridge Place.

Request Details:

Proposal: The applicant is proposing a common sign plan to allow wall signs larger than the 30 s.f. allowance by code.



Common Signage Plan

NWA Industrial

PLANNING



Staff Report Briefing

- The code sets the max wall sign size at 30 s.f. The applicant is establishing wall sign entitlements permitting wall signs up ranging from 90 s.f. to 120 s.f.
- Otherwise, the proposal meets code. With the CSP allowing only one sign per tenant. Each sign must be placed on the east façade of both buildings.

Staff Report Briefing

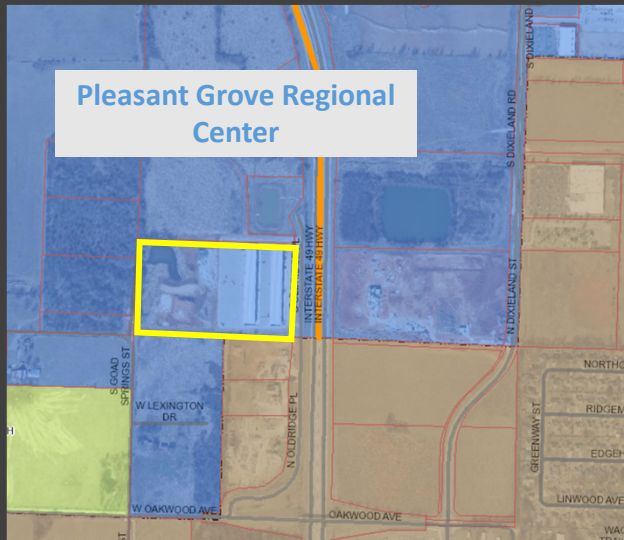
- The applicant is proposing that each tenant receive one wall sign with a maximum size of 1.5 s.f. per linear foot of tenant width.
- All new signage must adhere to the CSP, or the City Code where the CSP is silent.



Common Signage Plan

NWA Industrial

PLANNING



Pleasant Grove Regional Center

Pleasant Grove Regional Center

“Pleasant Grove Regional Center functions as the southern gateway into Rogers. Future developments will consist of infill and new intensive buildings, including large-format retail, institutional uses, and urban housing. The transportation network will evolve to include safe connections for non-drivers at key locations.”

Placetype Description

“The Pleasant Grove Regional Center functions as the southern gateway into Rogers. Future developments will consist of infill and new intensive buildings, including large-format retail, institutional uses, and urban housing. The transportation network will evolve to include safe connections for non-drivers at key locations.”



Common Signage Plan

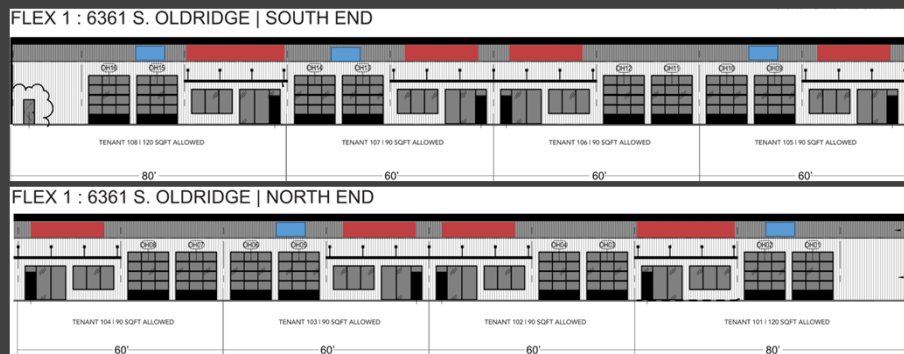
PLANNING

NWA Industrial

Wall Sign Allowances (Deviation Requested)

- **Rogers' Code Wall Sign Requirements:**
 - Area: 30 square feet max
- **Proposed Wall Sign Allowances (Both Buildings are Identical)**
 - Area: 1.5 square feet per linear foot of tenant width (90 s.f. at the smallest and 120 s.f. at the largest)
 - Red boxes indicate proposed sizes per linear foot calculation. Blue boxes indicate approximately 30 s.f. for reference

East Elevation



Wall Sign Deviations from Code

- **Rogers' Code Wall Sign Requirements:**
 - Size: 30 s.f.
- **Proposed Wall Sign Allowances**
 - Size: 1.5 square feet per linear foot of tenant width



Common Signage Plan

PLANNING

NWA Industrial

Applicant's Responses

Is the proposal compatible with the surrounding area?	"Yes, this is an industrial area with businesses surrounding it. Signage is cohesive to the surroundings."
Is the proposal consistent with the intended character of the placetype?	"Yes, signage would be consistent with other industrial tenant spaces."
Does the proposal minimize visual clutter and maximize readability and aesthetic appeal?	"Proposal does minimize visual clutter, property owner has requested within standards a specific placement and consistent sizing for tenants to create a clean and aesthetic environment."
Does the proposal present a clear and public danger to public safety?	"Proposal does not present a public danger, if anything it enhances the ability for drivers to see where the business they are trying to locate is without having to strain to see business signage. Minimizing distraction while driving."

Applicant's Responses:

Is the proposal compatible with the surrounding area?

"Yes, this is an industrial area with businesses surrounding it. Signage is cohesive to the surroundings."

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

"Yes, signage would be consistent with other industrial tenant spaces."

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

"Proposal does minimize visual clutter, property owner has requested within standards a specific placement and consistent sizing for tenants to create a clean and aesthetic environment."

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

"Proposal does not present a public danger, if anything it enhances the ability for drivers to see where the business they are trying to locate is without having to strain to see business signage. Minimizing distraction while driving."



Common Signage Plan

PLANNING

NWA Industrial

Staff Analysis

Is the proposal compatible with the surrounding area?	Yes. The proposal is compatible with other signs within the Pleasant Grove Regional Center. While the buildings face S Oldridge Place to the east, the street currently does not continue. The interstate functions as the primary point of visibility.
Is the proposal consistent with the intended character of the placetype?	Yes. The proposal is consistent with the form and location of the site adjacent to the interstate.
Does the proposal minimize visual clutter and maximize readability and aesthetic appeal?	Yes. The proposal retains the limitation to one sign per tenant. It also prescribes material and placement restrictions. The proposal for increased size is primarily to ensure visibility from the Interstate.
Does the proposal present a clear and public danger to public safety?	No. The proposed plan does not create any danger to the public safety.

Staff Analysis:

Is the proposal compatible with the surrounding area?

Yes. The proposal is compatible with other signs within the Pleasant Grove Regional Center. While the buildings face S Oldridge Place to the east, the street currently does not continue. The interstate functions as the primary point of visibility.

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

Yes. The proposal is consistent with the form and location of the site adjacent to the interstate.

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

Yes. The proposal retains the limitation to one sign per tenant. It also prescribes material and placement restrictions. The proposal for increased size is primarily to ensure visibility from the Interstate.

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

No. The proposed plan does not create any danger to the public safety.



Common Signage Plan NWA Industrial

PLANNING



Aerial View

Recommendation:

Approve as presented

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: June 29, 2026

To:
Planning & Zoning Department
City of Rogers
301 W. Chestnut Street
Rogers, AR 72756

Subject: *Common Signage Plan Permit Application*

Dear Planning & Zoning Department,

Please accept this letter and the accompanying documentation as part of our application for a **Common Signage Plan (CSP)** for NWA Industrial.

Common Signage Plan and Application Prepared by:

Abby Plemmons & Mike Jones | Best Sign Group | 479-621-6626 | aplemmons@bestsigngroup.com;
mjones@bestsigngroup.com

Plans Originally Prepared On:

June 29, 2026

Legal Description of Property: Parcel: #02-14400-070

THE S/2 OF THE SW/4 OF THE SW/4 OF SECTION 35, TOWNSHIP 19 NORTH, RANGE 30 WEST, BENTON COUNTY, ARKANSAS, EXCEPT PART OF THE SOUTHWEST QUARTER OF THE SOUTHWEST QUARTER OF SECTION 35, TOWNSHIP 19 NORTH, RANGE 30 WEST, BENTON COUNTY, ARKANSAS, MORE PARTICULARLY DESCRIBED AS FOLLOWS: STARTING AT THE SOUTHEAST CORNER OF THE SOUTHEAST QUARTER OF THE SOUTHWEST QUARTER OF SECTION 35; THENCE SOUTH 89°30'56" WEST ALONG THE SOUTH LINE THEREOF A DISTANCE OF 1319.29 FEET TO THE SOUTHEAST CORNER OF THE SOUTHWEST QUARTER OF THE SOUTHWEST QUARTER OF SECTION 35 FOR THE POINT OF BEGINNING; THENCE SOUTH 89°30'56" WEST ALONG THE SOUTH LINE OF THE SOUTHWEST QUARTER OF THE SOUTHWEST QUARTER OF SECTION 35 A DISTANCE OF 246.68 FEET TO A POINT ON THE WESTERLY PROPOSED RIGHT OF WAY LINE OF RELOCATED U.S. HIGHWAY #71; THENCE NORTH 01°30'41" WEST ALONG SAID PROPOSED RIGHT OF WAY LINE A DISTANCE OF 659.47 FEET TO A POINT; THENCE NORTH 89°30'24" EAST A DISTANCE OF 251.73 FEET TO A POINT ON THE EAST LINE OF THE SOUTHWEST QUARTER OF THE SOUTHWEST QUARTER OF SECTION 35; THENCE SOUTH 01°04'21" EAST ALONG THE EAST LINE OF THE SOUTHWEST QUARTER OF THE SOUTHWEST QUARTER OF SECTION 35 A DISTANCE OF 659.46 FEET TO THE POINT OF BEGINNING AND CONTAINING 3.77 ACRES, MORE OR LESS. SURVEY: 4/24/2025 L202522091

This submission is for a **Common Signage Plan** covering all tenants at NWA Industrial. The development features storefronts set on property zoned Highway Commercial, with main visibility being from I49, where standard code-compliant signage may not be adequately visible to motorists.

The proposed signage sizes are consistent with standard retail storefront signs throughout the City of Rogers, ensuring fair, proportional, and effective identification for all tenants. Sign design, scale, and placement align with existing on-site signage, maintaining visual balance and a cohesive aesthetic across the development. Materials and colors are selected to complement the architectural character of the buildings while providing legible, attractive, and code-compliant signage specific to each tenant's branding.

By providing adequate visibility, the plan supports safe and clear wayfinding for drivers, reducing abrupt lane changes and last-minute turns. This coordinated signage approach ensures all tenants benefit from consistent, effective, and visually harmonious signs while fully adhering to the spirit and intent of the City of Rogers Sign Code.

In regard to the questions presented to me by the city:

- Whether the proposal is compatible with the development and surrounding area;
 - Yes, this is an industrial area with businesses surrounding it. Signage is cohesive to the surroundings.
- Whether the proposal is consistent with the intended character of the placetype;
 - Yes, signage would be consistent with other industrial tenant spaces.
- Whether the proposal minimizes visual clutter and maximizes readability and aesthetic appeal; and
 - Proposal does minimize visual clutter, property owner has requested within standards a specific placement and consistent sizing for tenants to create a clean and aesthetic environment.
- Whether the proposal presents a clear and public danger to public safety.
 - Proposal does not present a public danger, if anything it enhances the ability for drivers to see where the business they are trying to locate is without having to strain to see business signage. Minimizing distraction while driving.

Thank you for your time and consideration of this application. Please feel free to contact me at **479-621-6626** or **aplemmons@bestsigngroup.com** if you have any questions or require additional information.

Sincerely,

Abby Plemmons
Sr. Designer
Best Sign Group

Mike Jones (meeting attendee)

Owner

Best Sign Group

NWA INDUSTRIAL CSP

PROPERTY OWNER

LAUREN BLASS

lblass@sagepartners.com

479.381.4294

COMMON SIGNAGE PLAN

BUILDING SIGNS FOR TENANTS

PROPOSED:

1.5 SQFT OF SIGN FOR EVERY LINEAR FT OF LEASE SPACE

ONE SIGN PER TENANT ALLOWED BY PROPERTY OWNER

IF MULTIPLE UNITS ARE LEASED BY ONE TENANT, ONLY ONE SIGN WILL BE ALLOWED WITH A MAX SIGN SIZE OF 125 SQFT

ALLOWED SIGNAGE:

FLEX BLDG 1: REFERENCE PAGE 2

- ILLUMINATED
- RACEWAY MOUNTED CHANNEL LETTERS
- LED LIGHTED
- RACEWAYS TO MATCH BUILDING COLOR SW 7017 DORIAN GRAY

- SIGN DIMENSIONS TO STAY WITHIN THE COLOR SIGN BAND AT THE TOP OF THE BUILDING.
- SIGNS MAY NOT ENCROACH INTO THE WHITE

- SIGN TO CENTER OVER ENTRANCE AWNING
- MAX SIGN HEIGHT 52"
- MAY USE ANY VARIATION OF MAX SQUARE FOOTAGE AS LONG AS 52" IN HEIGHT IS NOT EXCEEDED AND SIGN STAYS ABOVE AWNING OF EACH SUITE

- LANDLORD APPROVAL REQUIRED FOR DESIGN + PLACEMENT

- ALL SIGNS INSTALLED ON EAST ELEVATION OF BUILDING

FLEX BLDG 2: REFERENCE PAGE 3

- ALLOWED ANY TYPE OF SIGN LIGHTED OR NON-LIGHTED WITH LANDLORD APPROVAL OF DESIGN + PLACEMENT

- CHANNEL LETTERS TO MEET SAME SPECIFICATIONS AS FLEX BLDG 1

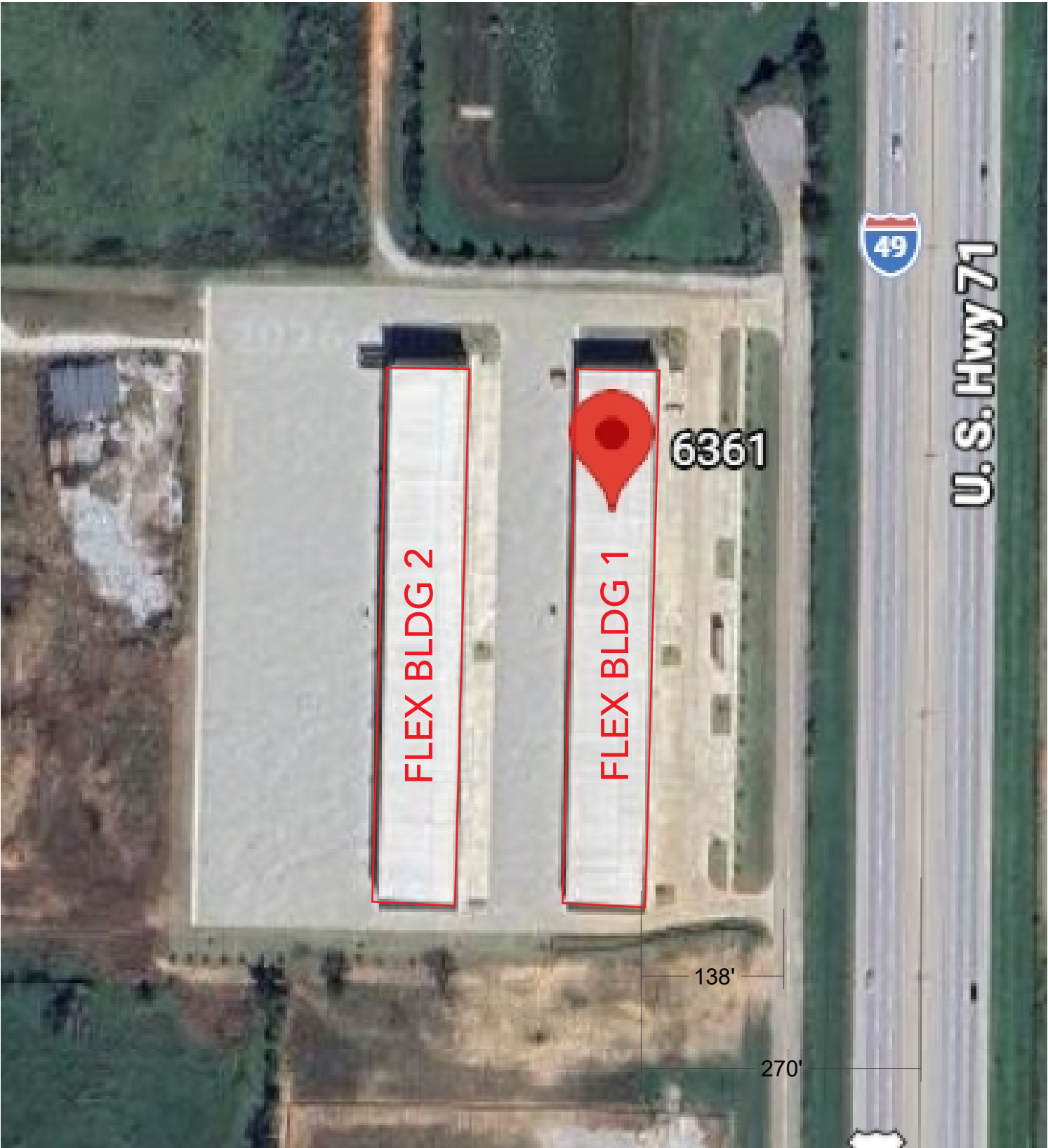
- SIGN DIMENSIONS TO STAY WITHIN THE COLOR SIGN BAND AT THE TOP OF THE BUILDING.
- SIGNS MAY NOT ENCROACH INTO THE WHITE

- ALL SIGNS TO BE INSTALLED ON EAST ELEVATION OF BUILDING

- SIGN TO CENTER OVER ENTRANCE AWNING
- MAX SIGN HEIGHT 52"
- MAY USE ANY VARIATION OF MAX SQUARE FOOTAGE AS LONG AS 52" IN HEIGHT IS NOT EXCEEDED AND SIGN STAYS ABOVE AWNING OF EACH SUITE

6361 S. OLDRIDGE, ROGERS AR 72756 - FLEX 1

6363 S. OLDRIDGE, ROGERS AR 72756 - FLEX 2



1/128" - 1'

DATE:
6.24.26

REV:
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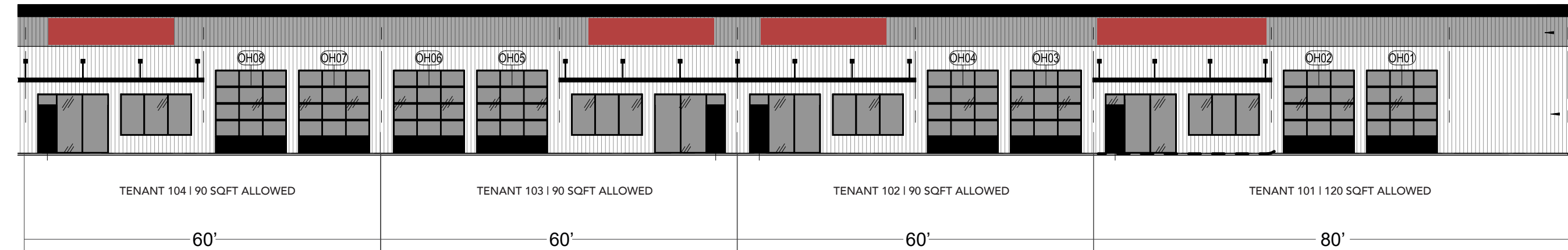
ART: ADP

PG: 01

FLEX 1 : 6361 S. OLDRIDGE | SOUTH END



FLEX 1 : 6361 S. OLDRIDGE | NORTH END



DATE:
6.24.26

REV:
0

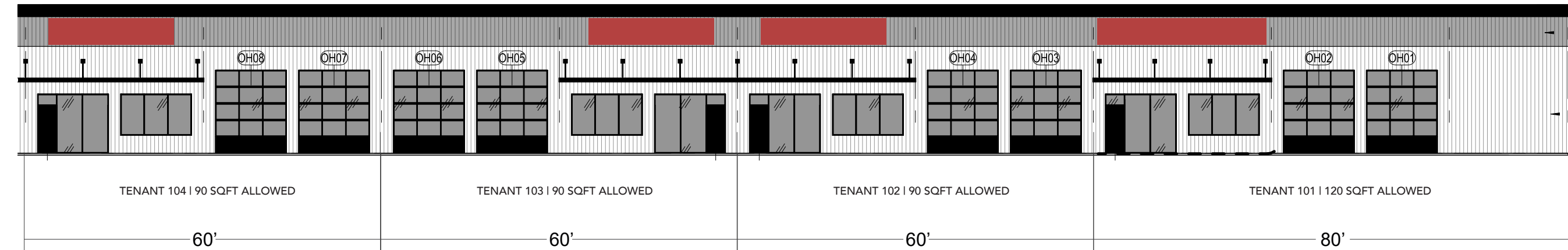
ART: ADP

PG: 02

FLEX 2 : 6363 S. OLDRIDGE | SOUTH END



FLEX 2 : 6363 S. OLDRIDGE | NORTH END



DATE:
6.24.26

REV:
0

ART: ADP

PG: 03

TENANT’S SIGN CRITERIA FLEX BLDG 1 : 6361 S. Oldridge

1.1 SIGN TEXT

The canopy sign or primary sign is to be limited by the area contained in the “tenant signage space” shown on FLEX Bldg A drawings.

Tenants may use logo and trade name text with landlord approval if preferred.

Tenants are urged to consider a generic name for their sign. The sign is read from a distance by a driver whose primary attentions are focused on operating the car safely. Studies measuring the amount of information the human eye can read and comprehend while driving a car have a direct correlation between the brevity of the message and the number of drivers who will see and remember the sign. Therefore, one word is better than two or there; a short word is better than a long one, etc.

Logo and letters allowed assuming no component exceeds 52” in height.
May use any variation of max square footage as long as 52” in height is not exceeded and sign stays above awning of each suite.

1.2 TYPOGRAPHY

Desired typography shall be submitted to Landlord for approval. Upper- and lower-case lettering may be used along with logo graphics.

1.3 MATERIALS

Signs shall be raceway mounted, internally illuminated channel letters with acrylic faces. No sign shall flash or have moving parts. Letters to be of welded aluminum construction with painted finish. Letter faces to be translucent 3/16” acrylic.. All LED lighting components shall be internal and concealed in the raceway. All hardware must be non-corrosive stainless steel. All signs shall conform to the UL requirements. All signs must also meet the local sign ordinances in addition to meeting the requirements set forth in this document.

Raceways to be painted to match: SW 7017 DORIAN GRAY

Sign to not exceed 52” in overall height.

Sign to be equal to or less than allowed square footage in place by property owner and shown on Flex Bldg drawing A

1.4 INSTALLATION REQUIREMENTS

The sign shall be centered within the canopy sign space above awning of the Tenant’s Premises, located within the painted sign band of the top portion of the building. No sign should encroach into the white painted area of the buildings.

No part of the sign shall extend beyond the tenant’s assigned sign area or project more than 10” beyond the face of the building.

In the event that the Lessee leases multiple units at the Property, the Lessee shall be limited to a total of one (1) exterior sign.

1.5 SUBMITTALS AND APPROVALS

Each tenant shall submit sign requirements to the Landlord for approval prior to fabrication and installation. The following constitute the minimum information required:
Layout of name for signage (including dimensions)
Letter style
Color
Location on elevation
Construction and installation details as set forth in this document.

TENANT’S SIGN CRITERIA FLEX BLDG 2: 6363 S. Oldridge

1.1 SIGN TEXT

The canopy sign or primary sign is to be limited by the area contained in the “tenant signage space” shown on FLEX Bldg B drawings.

Tenants may use logo and trade name text with landlord approval if preferred.

Tenants are urged to consider a generic name for their sign. The sign is read from a distance by a driver whose primary attentions are focused on operating the car safely. Studies measuring the amount of information the human eye can read and comprehend while driving a car have a direct correlation between the brevity of the message and the number of drivers who will see and remember the sign. Therefore, one word is better than two or there; a short word is better than a long one, etc.

Logo and letters allowed assuming no component exceeds 52” in height
May use any variation of max square footage as long as 52” in height is not exceeded and sign stays above awning of each suite. .

1.2 TYPOGRAPHY

Desired typography shall be submitted to Landlord for approval. Upper- and lower-case lettering may be used along with logo graphics.

1.3 MATERIALS

Signs shall be any preferred lighted or non-lighted sign type that has final landlord approval.

Examples: Aluminum panels w/ vinyl or printed graphics, non-lit letters, sign cabinet, raceway mounted channel letters.

Any channel letter style signs should be raceway mounted, internally illuminated channel letters with acrylic faces. No sign shall flash or have moving parts. Letters to be of welded aluminum construction with painted finish. Letter faces to be translucent 3/16” acrylic. All LED lighting components shall be internal and concealed in the raceway. All hardware must be non-corrosive stainless steel.

Raceways to be painted to match: SW 7017 DORIAN GRAY

All lighted signs shall conform to the UL requirements.

All signs must also meet the local sign ordinances in addition to meeting the requirements set forth in this document.

Sign to not exceed 52” in overall height.

Sign to be equal to or less than allowed square footage in place by property owner and shown on Flex Bldg drawing B

1.4 INSTALLATION REQUIREMENTS

The sign shall be centered within the canopy sign space above awning of the Tenant’s Premises, located within the painted sign band of the top portion of the building. No sign should encroach into the white painted area of the buildings.

No part of the sign shall extend beyond the tenant’s assigned sign area or project more than 10” beyond the face of the building.

In the event that the Lessee leases multiple units at the Property, the Lessee shall be limited to a total of one (1) exterior sign.

1.5 SUBMITTALS AND APPROVALS

Each tenant shall submit sign requirements to the Landlord for approval prior to fabrication and installation. The following constitute the minimum information required:
Layout of name for signage (including dimensions)
Letter style
Color
Location on elevation
Construction and installation details as set forth in this document.

PROPERTY OWNER AFFIDAVIT

I, Alex Blas, certify that I am the current owner of the property which is the subject of this application. I hereby authorize, _____ to act as my agent for this application only. All statements contained in this application have been prepared by me or my agents and are true and correct to the best of my knowledge. The application is being submitted with my knowledge and consent.

Dated this the 25 day of June, 2026.

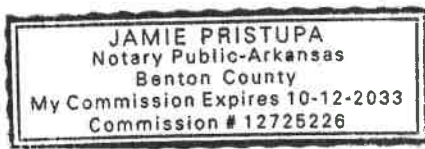
[Signature]
Signed

Alex Blas
Name Printed

STATE OF Arkansas

COUNTY OF Benton

Subscribed and sworn before me this the 25 day of June, 2026.



[Signature]
Notary Signature

Jamie Pristupa
Notary Name Printed

10-12-2033
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 7 day of July, 2026

[Signature]

Signed

Abby Plemmons

Name Printed

STATE OF ARKANSAS

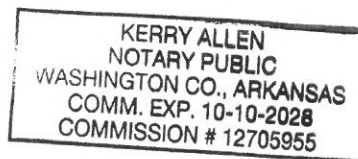
COUNTY OF Benton

Subscribed and sworn before me this the 30 day of July, 2026.

[Signature]
Notary Signature

KERRY ALLEN
Notary Name Printed

10-10-2028
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 **August 18, 2026** at **5:30 p.m.** on the application by **Mike Jones with Sign Studio on behalf of NWA Industrial (SGN26-0404)** for a **Common Signage Plan** at **6361 S. Oldridge Place.** in the **HC (Highway Commercial)** zoning district, the property being more particularly described as follows:

PROPERTY DESCRIPTIONS:

6361 S. Oldridge Place

Parcel Number: 02-14400-070

PUBLISH ONE TIME ONLY: **Sunday August 2, 2026**
BILL THE CITY OF ROGERS



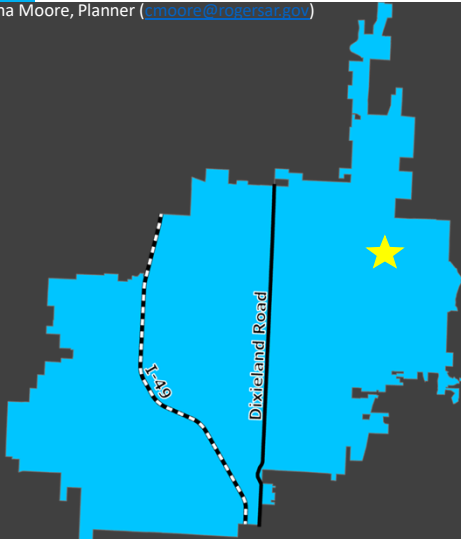


Rezone

Locust

PLANNING

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



Vicinity Map

Location
209 W Locust Street
Parcel 02-02710-000

Place Type
Downtown Neighborhood

Zoning
T3.2 (Neighborhood Low-Intensity)

Proposed Zoning
T4.2 (Neighborhood High-Intensity)

Representative
Jessica Hester (Verdent Studio)

This is a request to rezone the property located at 209 W Locust Street.

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.

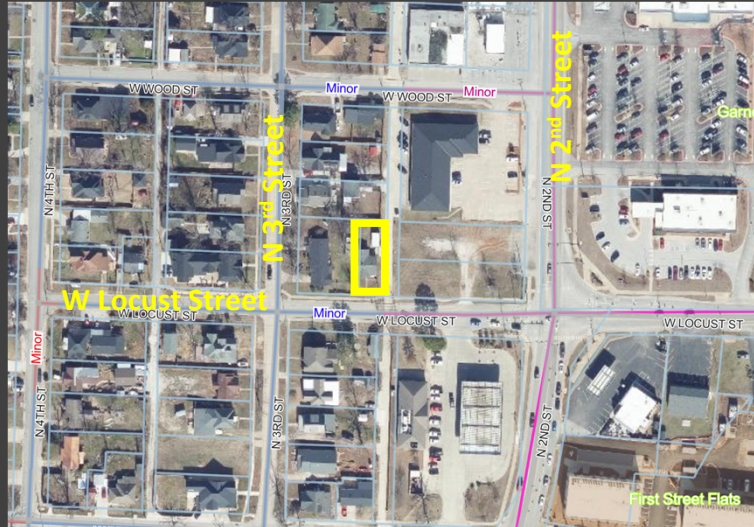
Request Details:

- Proposal: The applicant is proposing to rezone 0.13 acre to T4.2 (neighborhood high intensity) as presented in the Downtown Neighborhood placetypes.
- Review Type: Enhanced



Rezone Locust

PLANNING



Subject Property and Surrounding Conditions

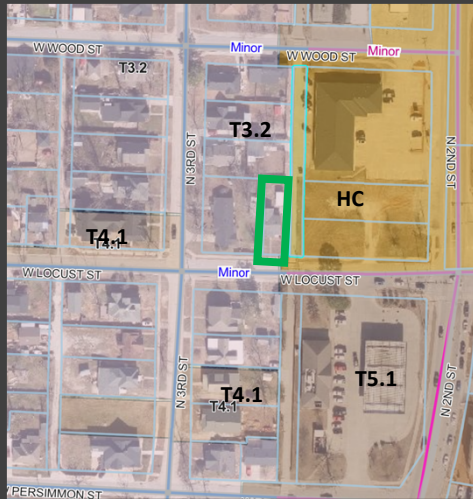
Location Description

Downtown Rogers near Locust Street and N 2nd Street next to the Railyard Loop Trail.
Parcel

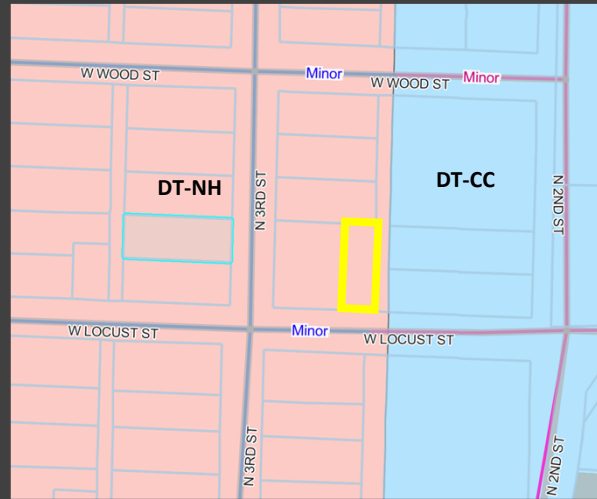


Rezone Locust

PLANNING



Current Zoning



FLUM

Current Zoning

T3.2 – Neighborhood Low-Intensity: A low-intensity district intended primarily for suburban neighborhoods, neighborhood fabric, and downtown neighborhood placetypes where non residential uses are limit.

Proposed Zoning

T4.2 – Neighborhood High-Intensity – a high-intensity district intended primarily for urban neighborhood placetypes where compatible nonresidential uses within walking distance of homes are encouraged.

Rezone

Locust

PLANNING

Rezone Request

- T4.2 in Downtown Neighborhood** is subject to Enhanced Review

Place Type	T2	T3.1	T3.2	T4.1	T4.2	T5.1
Downtown			ER	SR	ER	

T4.2 is the highest intensity zoning allowed with enhanced review in Downtown Neighborhood.

Placetype

Downtown Neighborhood

Placetype Description

“includes neighborhoods adjacent to the Downtown City Center. These areas have an interconnected grid with a lot-and-block pattern, alleys, and a unique mix of architectural styles, periods, and scales. These neighborhoods also include small-scale retail, institutional uses, and services that blend seamlessly with the surrounding residential development and nearby mixed-use developments. New developments, redevelopment, and infill will respect the scale and disposition of existing homes while providing options for active transportation users of all ages and abilities. ” *Rogers Future Land Use Placetypes*, pg. 6



Rezone Locust

PLANNING

2.8.7 Enhanced Review Criteria

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

- May recommend approval where the commission finds:

The proposed district(s) conform to the applicable requirements of this UDC.

Unsure. T4.2 introduces many commercial uses that are not allowed in lower transects that would generate increased traffic. The site does not have sufficient parking or access due to the adjacent Railyard Loop Trail.

While the code does not regulate parking, in Sec 5.3.2.1 the code states that where there is insufficient parking either on private property or public parking, a parking study must be submitted to the Director based on the demand of a particular use.

Place Type	T2	T3.1	T3.2	T4.1	T4.2	T5.1
Downtown			ER	SR	ER	

Use	T2	T3.1	T3.2	T4.1	T4.2
LIVING, in a	P	P	P	P	P
Detached House	P	P	P	P	P
Cottage House	P	P	P	P	P
Attached House	P	P	P	P	P
Duplex		P	P	P	P
Multi-Unit House		P	P	P	P
Town House			P	P	P
Apartment House				P	P
Live-Work Building				P	P
Mixed-Use Building					P
AGRICULTURE	P	P	P	P	P
CIVIC SPACES	P	P	P	P	P
COMMUNITY SERVICES					P
OFFICE					P
PROFESSIONAL OR PERSONAL SERVICES					P
EATING AND DRINKING					P
HEALTHCARE SERVICE					
LODGING	P				P
PARKING				P	P
RETAIL					P

Staff is unsure that the commercial uses allowed in T4.2 would be able to conform to our sufficient parking standards for commercial uses on this lot.

Placetype

Downtown Neighborhood

Placetype Description

“includes neighborhoods adjacent to the Downtown City Center. These areas have an interconnected grid with a lot-and-block pattern, alleys, and a unique mix of architectural styles, periods, and scales. These neighborhoods also include small-scale retail, institutional uses, and services that blend seamlessly with the surrounding residential development and nearby mixed-use developments. New developments, redevelopment, and infill will respect the scale and disposition of existing homes while providing options for active transportation users of all ages and abilities. “ *Rogers Future Land Use Placetypes*, pg. 6



Rezone Locust

PLANNING

2.8.7 Enhanced Review Criteria

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

- May recommend approval where the commission finds:

The proposed district(s) are likely to implement the place type envisioned by the Future Land Use Map.

Unsure.

The city does envision the Downtown Neighborhood having a mix of residential and neighborhood scale businesses, however, we are unsure if this particular property can support the commercial uses allowed in T4.2.

T4.2 introduces Office, professional or personal services, Eating and Drinking, Lodging, and Retail.



While the city does want a walkable downtown neighborhood with a mix of housing and neighborhood scale businesses, we have concerns that this location may not be able to support commercial activity.

Placetype

Downtown Neighborhood

Placetype Description

“includes neighborhoods adjacent to the Downtown City Center. These areas have an interconnected grid with a lot-and-block pattern, alleys, and a unique mix of architectural styles, periods, and scales. These neighborhoods also include small-scale retail, institutional uses, and services that blend seamlessly with the surrounding residential development and nearby mixed-use developments. New developments, redevelopment, and infill will respect the scale and disposition of existing homes while providing options for active transportation users of all ages and abilities.” *Rogers Future Land Use Placetypes*, pg. 6



Rezone Locust

PLANNING

2.8.7 Enhanced Review Criteria

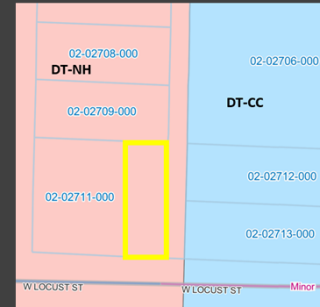
When reviewing and making decisions on zoning map amendments labeled “ER” in Table 2.8.3.A, the Planning Commission:

- May recommend approval where the commission finds:

The proposed district(s) contribute to establishing an orderly transition of intensity with the broader place type by:

II)Where the subject property is within a neighborhood placetype ensuring higher intensity zones are generally located at the edges of the placetype when the neighborhood lies adjacent to a center or corridor placetype to provide an orderly transition between the edge of the neighborhood and the adjacent placetype; and.

No. Staff does not think T4.2 would make an orderly transition of intensity out of Downtown Neighborhood into Downtown City Center. The concern arises from the potential adverse impact on parking a commercial use would have on the surrounding area due to the limited space and access on the site.



Place Type	T2	T3.1	T3.2	T4.1	T4.2	T5.1	T5.2	T5.3
Downtown City Center					SR	SR	SR	ER
Downtown Neighborhood			ER	SR	ER			

Staff does not think T4.2 would make an orderly transition in intensity because of the potential negative impact on parking from a commercial use.

Placetype

Downtown Neighborhood

Placetype Description

“includes neighborhoods adjacent to the Downtown City Center. These areas have an interconnected grid with a lot-and-block pattern, alleys, and a unique mix of architectural styles, periods, and scales. These neighborhoods also include small-scale retail, institutional uses, and services that blend seamlessly with the surrounding residential development and nearby mixed-use developments. New developments, redevelopment, and infill will respect the scale and disposition of existing homes while providing options for active transportation users of all ages and abilities. “ *Rogers Future Land Use Placetypes*, pg. 6



Rezone Locust

PLANNING

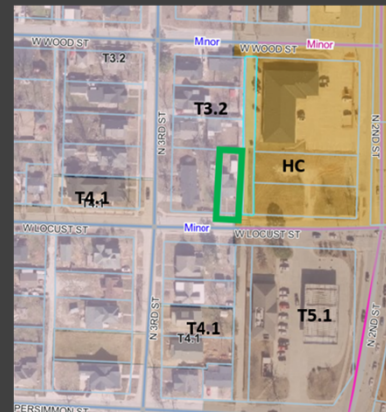
2.8.7 Enhanced Review Criteria

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

- May recommend approval where the commission finds:

The proposed district(s) is within one full transect of the most intense zone allowed on adjacent properties.

Yes. The adjacent T3.2 homes to the west and north face N 3rd Street; T4.2 is one full transect above T3.2, satisfying this criterion. The HC lot to the east is separated by the Railyard Loop Trail and is nonconforming in Downtown City Center placetype.



T4.2 is within one full transect of the adjacent properties zoned T3.2

Placetype

Downtown Neighborhood

Placetype Description

"includes neighborhoods adjacent to the Downtown City Center. These areas have an interconnected grid with a lot-and-block pattern, alleys, and a unique mix of architectural styles, periods, and scales. These neighborhoods also include small-scale retail, institutional uses, and services that blend seamlessly with the surrounding residential development and nearby mixed-use developments. New developments, redevelopment, and infill will respect the scale and disposition of existing homes while providing options for active transportation users of all ages and abilities. " *Rogers Future Land Use Placetypes*, pg. 6



Rezone Locust

PLANNING



FLUM

Enhanced Review Conclusion

The proposed district(s) conform to the applicable requirements of this UDC.

?

The proposed district(s) are likely to implement the place type envisioned by the Future Land Use Map.

?

The proposed district(s) contribute to establishing an orderly transition of intensity with the broader place type by:

l) Where the subject property is within a center and corridor placetype ensuring higher intensity zones are generally interior to the placetype to provide an orderly transition between the center and edge of the placetype.

✗

The proposed district(s) is within one full transect of the most intense zone allowed on adjacent properties.

✓

Staff finds that there are concerns regarding traffic generation from the allowed commercial uses in T4.2 and would like more time to analyze the impacts of parking. We would be in support of a rezone to T4.1 which would be considered standard review in Downtown Neighborhood.

Placetype

Downtown Neighborhood

Placetype Description

“includes neighborhoods adjacent to the Downtown City Center. These areas have an interconnected grid with a lot-and-block pattern, alleys, and a unique mix of architectural styles, periods, and scales. These neighborhoods also include small-scale retail, institutional uses, and services that blend seamlessly with the surrounding residential development and nearby mixed-use developments. New developments, redevelopment, and infill will respect the scale and disposition of existing homes while providing options for active transportation users of all ages and abilities.” *Rogers Future Land Use Placetypes*, pg. 6



Rezone Locust

PLANNING

Uses Allowed in T4.2 vs T3.2 vs T4.1

- T4.2: All residential building types (including apartment houses and live-work buildings), mixed-use buildings, and compatible nonresidential uses within walking distance of homes — community services, office, personal/professional services, eating and drinking, lodging, and retail (Table 4.6.A). Healthcare service, entertainment/event venues, artisanal and technology industry, and auto service are not permitted.
- T4.1: All residential uses, live-work building, agriculture, and civic spaces
- T3.2: Residential building types through town houses, plus agriculture and civic spaces only. Apartment houses, live-work and mixed-use buildings, and all nonresidential uses listed above are not permitted — the UDC describes T3.2 as a district for placetypes, including Downtown Neighborhood, “where nonresidential uses are limited” (Sec. 4.2).

Use Standards in T4.2

- Eating and Drinking / Retail (4.7.7, 4.7.10): allowed on the ground floor of a mixed-use building; allowed as a single-purpose building only within 660 feet (or one block) of an intersection of two collector or arterial streets, and never with a drive-through. Locust and N 3rd Streets are both residential streets, so a standalone commercial building would not qualify on this site — nonresidential uses here would need to be part of a mixed-use building.
- Live-Work Buildings (4.7.1.10): the nonresidential uses allowed in a live-work building are limited to those allowed in T4.2, regardless of the zoning of the subject property.
- Apartment Houses (4.7.1.9): in T4 zones, permitted only on a lot fronting an arterial or collector street on the Master Street Plan, on a property in a center placetype, or on a property abutting or across the street from a public park or open space.

Comparing uses allowed in T3.2, T4.1, and T4.2

Placetype

Downtown Neighborhood

Placetype Description

“includes neighborhoods adjacent to the Downtown City Center. These areas have an interconnected grid with a lot-and-block pattern, alleys, and a unique mix of architectural styles, periods, and scales. These neighborhoods also include small-scale retail, institutional uses, and services that blend seamlessly with the surrounding residential development and nearby mixed-use developments. New developments, redevelopment, and infill will respect the scale and disposition of existing homes while providing options for active transportation users of all ages and abilities.” *Rogers Future Land Use Placetypes*, pg. 6



Rezone Locust

PLANNING

Selected Zone Standards in T3.2 vs T4.1 vs T4.2

Standard	T3.2	T4.1	T4.2
Area Standards			
Max Building Coverage (% of lot)	50%	60%	70%
Max. Impervious Surface (% of lot)	60%	70%	80%
Principal Buildings			
Min. Exterior Yard (ft)	15	10	5
Max. Exterior Yard (ft)	See 4.5.3.1	See 4.5.3.1	See 4.5.3.1
Min. Building Occupancy	N/A	N/A	N/A
Min. Interior Yard (ft)	5	5	5
Min. Interior Yard, Alleyside	5	0	0
Max Building Height (stories)	2.5	3	4
Ground Floor Spaces			
Min. Floor to Ceiling Height (ft)	12	12	12
Min. Depth (ft)	12	12	12
Min Glazing (% of facade)	N/A	15/15	50/25
Upper Floor Space Min Glazing (% of facade)	15%	15%	15%

Comparing zoning standards in T3.2, T4.1, and T4.2

Placetype

Downtown Neighborhood

Placetype Description

“includes neighborhoods adjacent to the Downtown City Center. These areas have an interconnected grid with a lot-and-block pattern, alleys, and a unique mix of architectural styles, periods, and scales. These neighborhoods also include small-scale retail, institutional uses, and services that blend seamlessly with the surrounding residential development and nearby mixed-use developments. New developments, redevelopment, and infill will respect the scale and disposition of existing homes while providing options for active transportation users of all ages and abilities.” *Rogers Future Land Use Placetypes*, pg. 6



Rezone Locust

PLANNING



Aerial

Summary:

- Staff is concerned that T4.2 would create challenges with parking in the area when a commercial use is allowed on the site
- The uses in T4.1 are much more compatible with this location and are likely to implement the placetype envisioned by the city.
- T4.1 would allow the same commercial uses as T4.2 but in a live work building as long as the commercial use is within the same building.

Live-work building: A building designed and intended to accommodate one dwelling unit above or behind a nonresidential use with storefront at ground level street-facing façade.



Rezone Locust

PLANNING



Aerial

Recommendation:

Consider these recommendations:

- **Approve** a rezone to T4.1; or
- **Table** the request until staff can work with applicant on a parking plan

PUBLIC INPUT:

Staff has not received input from the public.

RECOMMENDATIONS:

Staff recommends **considering** these recommendations.

2.8.8 Planning Commission

2.8.8.2 Enhanced Review Districts

The Director shall place applications for enhanced review districts on the regular agenda and the Commission shall hold a separate public hearing.

Possible Planning Commission Motions for Standard Review:

- Recommend approval or denial. Either motion is deemed to pass when a majority of the quorum present vote in favor; or
- Table the request to a date certain not to exceed 60 days for more information. Such a motion requires a majority of the quorum present to pass; or
- Dismiss the request and the applicant's request. Such a motion requires a majority of the quorum present to pass.

Rezoning Narrative

Existing Conditions

- T3.2 Residential
- DT-NH Future Land Use
- Edge condition adjacent to Greenway
- HC zoning across the corridor

Proposed Conditions

- Retain existing residence
- Potential lodging use
- Small-scale trail-oriented beverage vendor
- No large commercial building
- Limited vehicular demand
- Greenway-focused activation

Justification

- Implements DT-NH vision
- Creates orderly transition between neighborhood and commercial corridor
- Supports active transportation infrastructure
- T4.2 is the minimum district necessary to accommodate the intended mixed-use arrangement

Rezoning Justification Narrative

The subject property is located at 209 W. Locust Street and is currently zoned T3.2 Neighborhood Edge – Medium Lot. The property is designated as Downtown Neighborhood (DT-NH) on the City of Rogers Future Land Use Map and occupies a unique location along the Rail Yard Loop and Razorback Greenway corridor. The site is further distinguished by its position at the edge of an established residential neighborhood and its proximity to commercially zoned property located immediately east of the Greenway corridor.

The applicant is seeking to rezone the property from T3.2 to T4.2 in order to accommodate a mixed-use arrangement consisting of the continued use of the existing residence together with a small-scale, trail-oriented commercial use located at the rear of the property. The proposed concept is intended to serve pedestrians and cyclists utilizing the Greenway system while maintaining the residential character of the site and surrounding neighborhood.

The requested T4.2 district is consistent with the Downtown Neighborhood (DT-NH) place type. The DT-NH designation envisions neighborhoods that incorporate a mix of housing, neighborhood-scale retail, services, and walkable destinations that support active transportation and integrate seamlessly with surrounding residential development. The proposed use aligns with these objectives by introducing a modest neighborhood-serving amenity that supports the City's investment in the Greenway system while preserving the existing residential use on the property.

The requested rezoning also contributes to an orderly transition of intensity between surrounding land uses. While the subject property is currently zoned residential, it is situated adjacent to the Rail Yard Loop corridor with Highway Commercial (HC) zoning located directly across the corridor to the east. Rezoning to T4.2 establishes an appropriate transition between the lower-intensity residential neighborhood and the more intensive commercial uses located beyond the Greenway. The proposal introduces only a limited increase in intensity while maintaining the existing residential structure and neighborhood character.

The applicant is not seeking a purely commercial designation. Rather, the intent is to create a mixed-use property that combines residential and neighborhood-serving commercial activity in a manner consistent with the Future Land Use Map and the goals of the Downtown Neighborhood place type. Retaining the existing residence is a fundamental component of the proposal and helps ensure that the property continues to function as a transition between residential and commercial environments.

The current T3.2 district does not permit the proposed commercial use. While T4.1 introduces additional residential flexibility, it does not provide for the mixed-use, retail, eating and drinking, lodging, and service uses contemplated by the proposed development concept. T4.2 represents the lowest-intensity district that accommodates the intended mix of residential and neighborhood-serving commercial activity while remaining consistent with the adopted Future Land Use Map

For these reasons, the requested rezoning to T4.2 is consistent with the City's long-range planning objectives, supports the vision established for the Downtown Neighborhood place type, promotes active transportation and Greenway-oriented development, and provides an appropriate transition between adjacent residential and commercial areas.

PROPERTY OWNER AFFIDAVIT

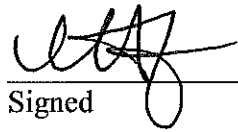
I, Margarita A. Fontana, certify that I am the legal owner of the property located at
(Owner name, printed)

209 W LOCUST ST, Rogers, AR 72756 which is the subject of this application. I hereby
(Address or Parcel ID)

authorize, Verdant Studio to act as my agent for this application only.
(agent name or list self)

I acknowledge that all information contained in this application has been prepared by me or my agent and are true and correct. I have read the application and consent to its filing, and I remain responsible for compliance with applicable regulations.

Dated this the 26 day of JUNE, 2026.


Signed

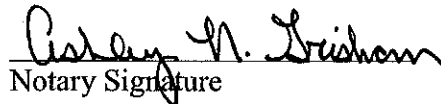
MARGARITA FONTANA
Name Printed

STATE OF Arkansas

COUNTY OF Benton

Subscribed and sworn before me this the 26th day of June, 2026.




Notary Signature

Ashley N. Grisham
Notary Name Printed

May 26, 2030
Commission Expires

BEFORE THE PLANNING COMMISSION OF THE CITY OF ROGERS, ARKANSAS

NOTICE OF PUBLIC HEARING FOR A REZONE REQUEST

Notice is hereby given pursuant to Section 2.3.4.2 of the Rogers Unified Development Code that **Margarita A. Fontana** is applying to the Rogers Planning Commission to rezone (**INSERT CASE #**) certain real property at **209 W LOCUST ST, Rogers, AR 72756**. The property is more particularly described as follows:

LEGAL DESCRIPTION: (The East 42.5 feet of Lots 7 and 10 Block 1 Barnett's Addition in Rogers, Benton County, Arkansas, more precisely described as follows:
Starting at a found 1" pipe at the Southeast Corner of said Lot 10 for the true POINT OF BEGINNING;
Thence North 87 Degrees 31 Minutes 41 Seconds West, 42.50 Feet to a set PS #1227 5/8" rebar;
Thence North 02 Degrees 28 Minutes 19 Seconds East, 120.00 Feet to a set PS #1227 5/8" rebar;
Thence South 87 Degrees 31 Minutes 41 Seconds East, 42.50 Feet to a set PS #1227 5/8" rebar;
Thence South 02 Degrees 28 Minutes 19 Seconds West, 120.00 Feet to a found 1" pipe and the true POINT OF BEGINNING containing 0.117 acres more or less and being subject to the right-of-way of West Locust Street and any easements of record.

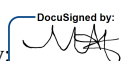
LAYMAN'S DESCRIPTION: **209 W LOCUST ST, Rogers, AR 72756**

PRESENT ZONING: **T3.2**

ZONING REQUEST: **T4.2**

A public hearing by the Rogers 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.

Respectfully Submitted,

By: 
2888D1A04C72482
(Applicant's Signature)

209 W LOCUST ST**300' Property Owner List**

514 N 3rd Street

Barnes, Lisa Joanne & William, Jason

515 N 3rd Street

Tildan LLC

518 N 3rd Street

Arkitec Inc

519 N 3rd Street

Burns, Judith A

521 N 3rd Street

Charette Revocable Trust, Phyllis W

522 N 3rd Street

Hillyer, Derek & Kristin

604 N 3rd Street

Eisma, Dean & Nancy

607 N 3rd Street

Taylor, Kevin & Brooke

608 N 3rd Street

Pura Vida Inc

614 N 3rd Street

Mabry Trust, Djuana L

615 N 3rd Street

Mcclure, Michael

616 N 3rd Street

Brown, Lisa Anne Malies

617 N 3rd Street

Pumford Johnson Trust – Neil R & Donna D

621 N 3rd Street

Slocum, Sean & Chrislyn

624 N 3rd Street

Allison, Julianne S

614 N 2nd Street

Simmons Revocable Trust, Patsy H

612 N 2nd Street

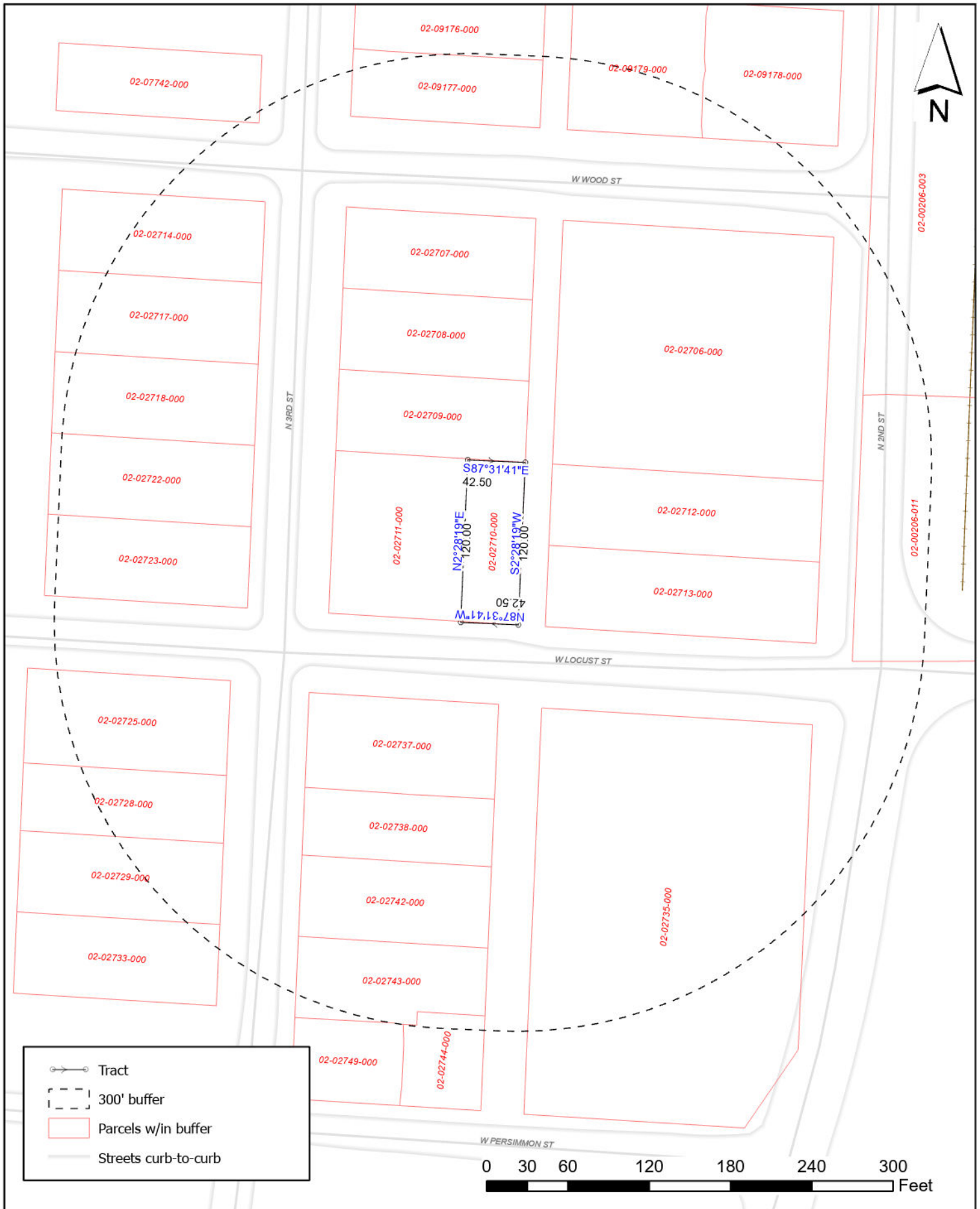
Simmons Revocable Trust, Patsy H

205 W Locust Street

Simmons Revocable Trust, Patsy H

522 N 2nd Street

Casey's Marketing Company



RZ26-00419
Fontana/W. Locust St.



NOTICE OF PUBLIC HEARING

209

679

GREGORY



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

BOARD OF ADJUSTMENT MINUTES

The **Rogers Board of Adjustment** met for a public meeting at Rogers City Hall at 301 W. Chestnut Street on August 4, 2026 at 7:21 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 July 7, 2026 minutes as presented.

Voice vote: Unanimous – Yes. Motion carried.

APPROVED.

OLD BUSINESS

None.

NEW BUSINESS

a. VAR26-0369 – 303 S. Arkansas St.

A request by Shannon Hicks on behalf of First National Bank (Downtown Rogers branch) for a variance to allow a second wall sign (20 sq. ft.) on the building's north elevation, exceeding the code's one-wall-sign-per-tenant limit.

Planner Christina Moore presented the staff report. Staff found no unique, site-created hardship, but noted the proposed sign is the minimum size necessary and is identical in size, design, and materials to the existing, previously approved west-elevation sign, and recommended approval.

The Chair opened the public hearing for comments. Hannah Cicioni, an adjoining property owner, spoke in support of the second wall sign as presented. There were no further comments and the public hearing was declared closed.

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

Voice vote: Unanimous – Yes. Motion carried.

APPROVED.

b. VAR26-0365 – 1609 N. 24th St.

A request by Mike Jones of Best Sign Group, on behalf of Rogers Public Schools, for a variance from UDC Section 5.8.8 to allow an electronic message center (digital sign) at Mathias



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

Elementary School in the Neighborhood placetype, where the digital portion of the sign would exceed 50% of the area of the fixed sign.

Staff presented the report, noting the existing sign is a fixed monument sign roughly 200 feet from N. 24th Street, that the proposed digital portion (approximately 19.5 sq. ft.) is equal to rather than half the size of the fixed portion, and that there is no unique hardship associated with the property. Staff recommended denial of the variance as proposed, noting the applicant could instead reduce the size of the digital sign to meet code, apply under the Special Sign Program, or wait for pending sign code and Future Land Use Map amendments.

Mr. Jones spoke in support of the request, stating the electronic sign would allow the school to communicate directly with parents and visitors in the car line, and noting the Board has previously granted similar electronic message center variances for other schools, including Founders Academy.

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

Board members discussed the sign's visibility from the street and adjacent residential property, the precedent set by prior school EMC variances, and possible alternatives such as relocating or resizing the sign.

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

Voice vote: Unanimous – Yes. Motion carried.

APPROVED.

Reports

None.

ADJOURN

There being no further business, the Chair adjourned the meeting at 8:04 p.m.

ATTEST:

APPROVED:

Isaac Stevens, Vice Chair

Derek Burnett, Chairman

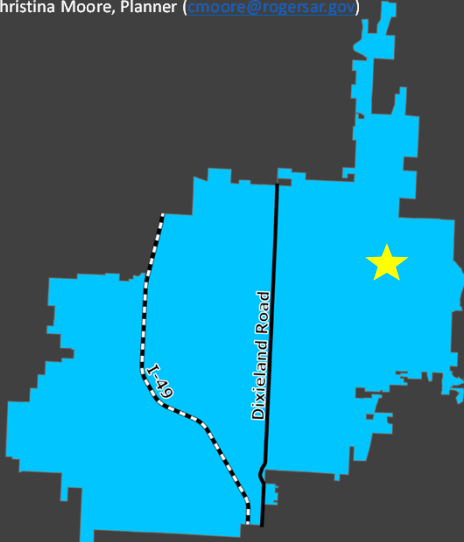


Variance

PLANNING

Poplar Street Paired Homes (WITHDRAWN)

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



Vicinity Map

Location

408 E Poplar Street

Nature of Request

To allow a duplex building type in T5.2 zoning

Zoning

T5.2 (Downtown City Center Placetype)

Existing Use

Housing

Representative

Shawn Dible

Summary:

This request is withdrawn

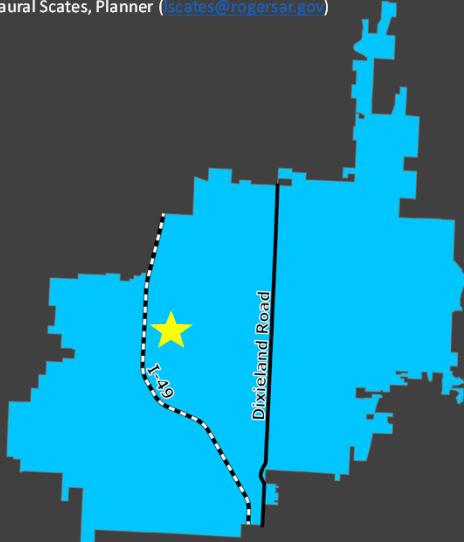


Variance

PLANNING

Beyond Wellness

Staff: Laural Scates, Planner (lscales@rogersar.gov)



Vicinity Map

Location

4100 W Oak St

Nature of Request

To allow for the installation of a sign that is larger than what would be allowed by code.

Zoning

T4.2 (Neighborhood Medium-Intensity)

Existing Use

Commercial

Representative

Tonya Hulett

Summary:

This request is for a variance from Section 5.8.8 to allow for the installation of a sign that is larger than what would be allowed by code.



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

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- 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 Beyond Wellness

PLANNING



Existing Conditions

- There is no existing signage for this business.
- The building, which was previously residential, faces W Oak Street at a diagonal angle.
- The proposed sign location is about 145 feet from the intersection of W Oak St and S 43rd St.

Site Area:

This site is located in central Rogers at 1400 W Oak St.

Existing Conditions:



Variance

Beyond Wellness

PLANNING



Proposal exhibit

Variance Request

- Section 5.8.12 (D)(I) states: "The maximum area of any wall sign shall not exceed thirty (30) square feet."
- The applicant is proposing a sign that measures 9'x9', or **81 sq ft.**

Variance Request:



Beyond Wellness

Question	Applicant's Response	Staff Response
How does strict enforcement of the code cause undue hardship due to circumstances that are unique to this property?	"Strict application of the current sign size limitation creates a practical hardship for our business operations. Due to the 145-foot setback from the nearest roadway intersection, a sign meeting the standard 30-square-foot maximum is effectively invisible to motorists."	The existing building that is being remodeled sits at an angle on the property, facing the intersection rather than having frontage on one street like most other buildings. Visibility alone is the hardship.
Is the hardship the result of any action taken by the property owner or on their behalf?	"No. This hardship is not self-created and is directly attributable to the physical and geographic characteristics of the property."	Yes, the decision to add new signage to the building requires the sign code to be applied.

Summary of Applicant's Hardship:

Q: How does strict enforcement of the code cause undue hardship due to circumstances that are unique to this property?

Applicant: "Strict application of the current sign size limitation creates a practical hardship for our business operations. Due to the 145-foot setback from the nearest roadway intersection, a sign meeting the standard 30-square-foot maximum is effectively invisible to motorists."

Staff: The existing building that is being remodeled sits at an angle on the property, facing the intersection rather than having frontage on one street like most other buildings. Visibility alone is the hardship.

Q: Is the hardship the result of any action taken by the property owner or on their behalf?

Applicant: "No. This hardship is not self-created and is directly attributable to the physical and geographic characteristics of the property."

Staff: Yes, the decision to add new signage to the building requires the sign code to be applied.



Variance

PLANNING

Beyond Wellness

Question	Applicant's Response	Staff Response
Is the variance or waiver requested the minimum amount necessary to carry out the project?	"Yes."	No. A smaller sign could be proposed.
Is there another reasonable method of avoiding the need for a variance or waiver?	"No."	The applicant could consider a different sign type, like a monument sign, that would give them better visibility on the street if that is their main concern. They could even have both- a smaller wall sign and a monument sign near the street.
Any other factor the Board feels is important to consider in keeping with the purpose and intent of this UDC?	No comment.	No comment.

Summary of Request:

Q: Is the variance or waiver requested the minimum amount necessary to carry out the project?

Applicant: "Yes"

Staff: "No. A smaller sign could be proposed."

Q: Is there another reasonable method of avoiding the need for a variance or waiver?

Applicant: "No."

Staff: "The applicant could consider a different sign type, like a monument sign, that would give them better visibility on the street if that is their main concern."

Q: Any other factor the Board feels is important to consider in keeping with the purpose and intent of this UDC?

Applicant: No Comment

Staff: "Staff is working on code and FLUM amendments that may change the placetype that this property is in, and the requirements for sign proportions.

While the sign is not along the street, an electronic sign is still visible from the street, facing a residential home."



Variance Beyond Wellness

PLANNING



Proposed location of wall sign

Analysis

The main concern of the property owner is visibility from the street. The location of the wall sign is far enough away from the building that a larger size would be justified.

While the property owner has considered other sign types like monuments, the proposed wall-sign gives the building an identity that will help customers recognize that this once residential home now is a commercial space.

Staff Analysis:



Variance Beyond Wellness

PLANNING



Recommendation

Approve the variance from Section 5.8.12 (D)(I):

- The location of the wall sign is far enough away from the building that a larger size would be justified.
- The proposed wall-sign gives the building an identity that will help customers recognize that this once residential home now is a commercial space.

Public Input:

Staff did not receive inquiries about this request.

Recommendation

PROPERTY OWNER AFFIDAVIT

I, Todd Denton, certify that I am the legal owner of the property located at
(Owner name, printed)

4100 W Oak Street, Rogers 72758 which is the subject of this application. I hereby
(Address or Parcel ID)

authorize, Tonya Hulett to act as my agent for this application only.
(agent name or list self)

I acknowledge that all information contained in this application has been prepared by me or my agent and are true and correct. I have read the application and consent to its filing, and I remain responsible for compliance with applicable regulations.

Dated this the 26 day of May, 2026.

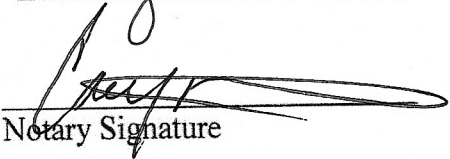

Signed

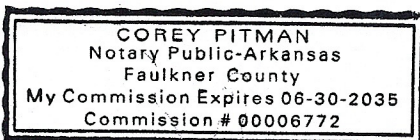
Todd Denton
Name Printed

STATE OF Arkansas

COUNTY OF Pulaski

Subscribed and sworn before me this the 26 day of May, 2026.


Notary Signature



Corey Pitman
Notary Name Printed

06/30/2035
Commission Expires

Tonya Hulett / ACE Sign Company
11935 Interstate 30
Little Rock, AR 72209
501-562-0800
tonya.h@acesigncompany.com

June 26, 2026

Zoning / Planning Department
City of Rogers / Benton County
301 W Chestnut Street
Rogers, AR 72756

Re: Sign Variance Request — Larger Sign Approval

Dear Members of the Zoning Board / Planning Commission,

I am writing on behalf of Beyond Wellness to formally request a sign variance for the property located at 4100 W Oak Street, Parcel/Tax ID: 02-22389-0000. We respectfully seek approval to install a sign that exceeds the maximum size currently permitted under City of Rogers Sign Ordinance Section [5.8.12], which limits signage to current limit, 30 square feet. We are requesting approval for a sign measuring approximately 81 square feet.

Description of Proposed Sign

The proposed sign will be a Wall Mounted sign displaying the business name and logo. The sign will be constructed of aluminum cabinet with LED face illumination and will measure 9 x 9, totaling 81 square feet. The sign will be positioned between the Brick Columns under the Porte Co-chere.

Grounds for Variance

We believe the requested variance is warranted based on the following circumstances:

- 1. Unique Physical Conditions:** The property presents unique conditions that limit sign visibility under the current ordinance.
- 2. No Adverse Impact on Public Welfare:** The proposed sign will not create any adverse impacts on traffic safety, neighboring properties, or the general character of the area. The sign has been designed to comply with all other applicable standards, including setback, height, and lighting regulations.

Demonstration of Hardship

Strict application of the current sign size limitation creates a practical hardship for our business operations. Visibility of 30 Sq. Ft, Due to the 145-foot setback from the nearest roadway intersection, a sign meeting the standard 30-square-foot maximum is effectively invisible to motorists. This hardship is not self-created and is directly attributable to the physical and geographic characteristics of the property.

Attached Supporting Documents

The following documents are enclosed for your review:

- Site plan showing proposed sign location
- Scaled sign rendering / design specifications

We appreciate the Board's consideration of this request and are fully committed to working within the spirit of the community's sign standards while addressing the practical limitations of our property. We welcome the opportunity to present additional information or answer questions at the scheduled hearing.

Respectfully submitted,



Tonya Hulett
Project Manager/ Sign Provider
ACE Sign Company June 26, 2026

ARTWORK APPROVAL



PLEASE READ CAREFULLY

ALL PAGES PROVIDED IN THIS DOCUMENT MUST BE SIGNED

Please be advised that all pages of the document displaying artwork proofs must be thoroughly reviewed in their entirety. It is imperative to examine each page carefully to ensure accuracy, orientation, completeness, and satisfaction with the design.

Upon completion of the review, each page must be signed by the responsible individual or authorized representative to indicate approval. Your signature serves as confirmation that you have reviewed and accepted the artwork as presented.

Production of your signage order will commence only after all pages have been reviewed and signed. Failure to review and sign each page may result in delays in production and may affect the final outcome of your signage.

We appreciate your attention to this important step in the process and thank you for your cooperation. If you have any questions or concerns regarding the artwork proofs or the approval process, please do not hesitate to contact us.



PROPERTY BRAND/EXTENSION:
Beyond Wellness

PROPERTY LOCATION:
4100 W. Oak Street Rogers, AR 72758

PROPERTY CODE:
TBD

DATE:
03/24/2026

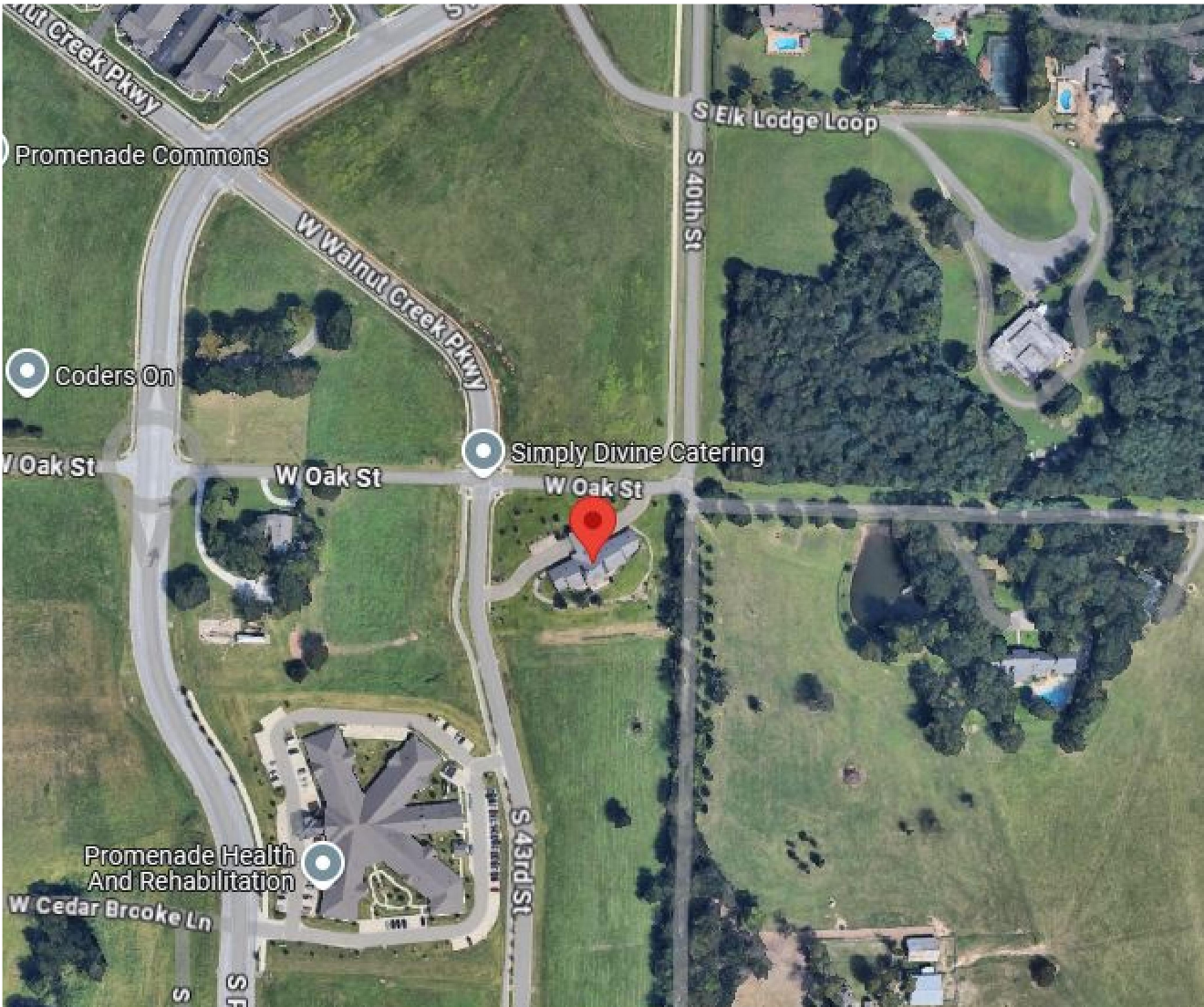
SALES REP:
Tonya Hulett

PREPARED BY:
Kayla Roy

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INITIALS: _____

LOCATION MAP



	PROPERTY BRAND/EXTENSION: Beyond Wellness		PROPERTY LOCATION: 4100 W. Oak Street Rogers, AR 72758		PROPERTY CODE: TBD
	DATE: 03/20/2025	SALES REP: Tonya Hulett	PREPARED BY: Victoria Phan		
	©2022 ACE Company & Ace Signs of Arkansas, LLC. All Rights Reserved. This design is the property of ACE Company and are the result of original work of its employees. They are submitted to your company for the purpose of consideration to purchase from ACE Company, a project according to this design. Exhibition to anyone other than employees of your company or use of this design or to create a design that is similar without written approval from ACE Company is a violation of copyright. In the event that such violation occurs, ACE Company shall be paid for the full amount of any project using a similar design. The colors and dimensions are approximate and may vary from the actual product. Customer must Sign and Date for artwork approval to confirm they are ready for production. Please double check colors, sizes, placement, description, and spelling errors before signing. After payments and signed approval, the artwork is now owned by the customer.				INITIALS: _____

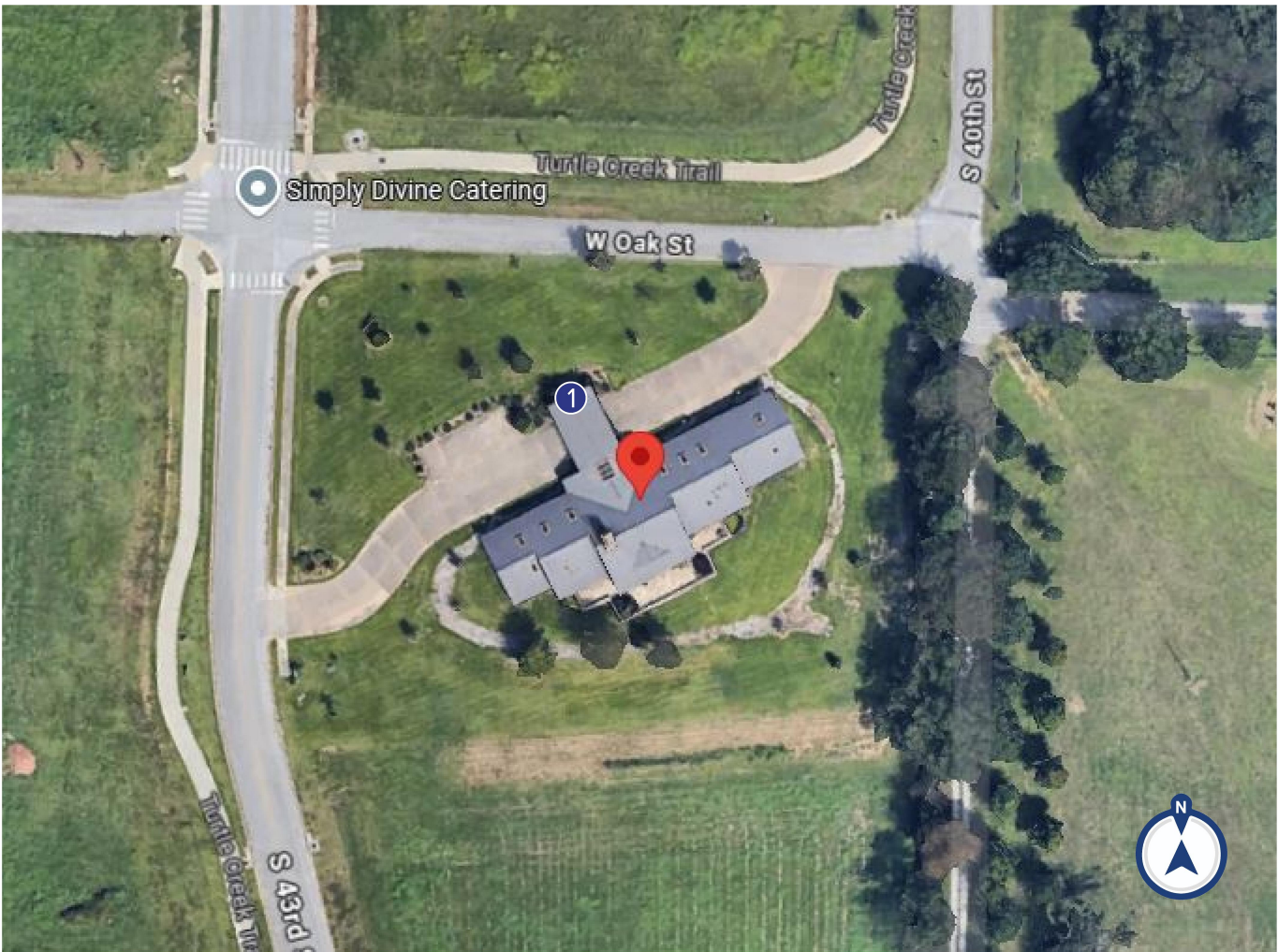
SITE PLAN

PROPOSED SIGNS:

- 1 WALL CABINET

EXISTING SIGNS:

- 1 NO SIGN



PROPERTY BRAND/EXTENSION: Beyond Wellness		PROPERTY LOCATION: 4100 W. Oak Street Rogers, AR 72758		PROPERTY CODE: TBD	
DATE: 03/20/2025		SALES REP: Tonya Hulett		PREPARED BY: Victoria Phan	
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					INITIALS: _____

EXISTING



PROPOSED



RENDERINGS NOT TO SCALE



H9' x W9' LED illuminated wall cabinet with applied graphics
Black cabinet skins and back

○ WHITE

● PANTONE 5753 C

● BLACK

**ACE
SIGNS**

PROPERTY BRAND/EXTENSION:
Beyond Wellness

PROPERTY LOCATION:
4100 W. OAK Street Rogers, AR 72758

PROPERTY CODE:
TBD

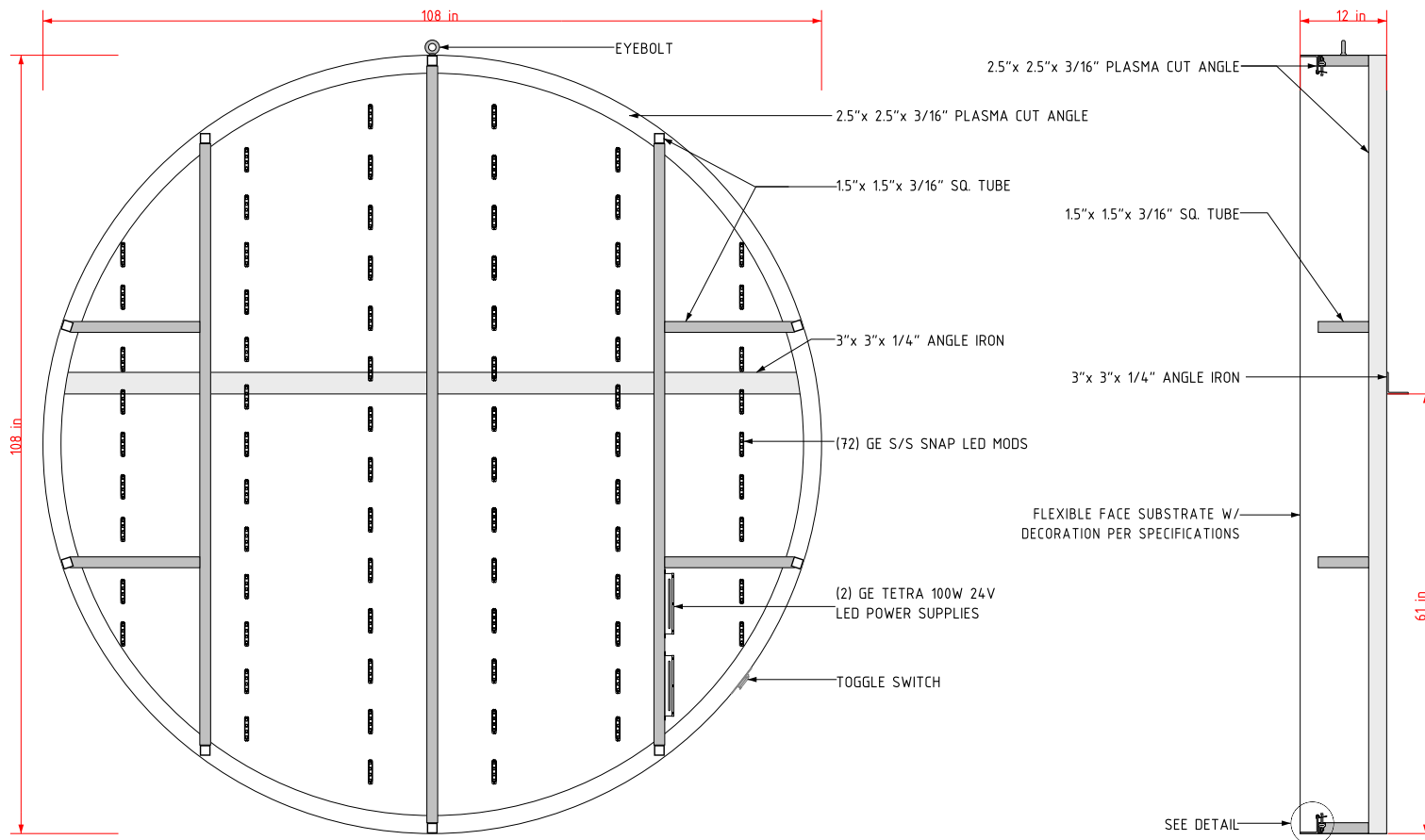
DATE:
03/24/2026

SALES REP:
Tonya Hulett

PREPARED BY:
Kayla Roy

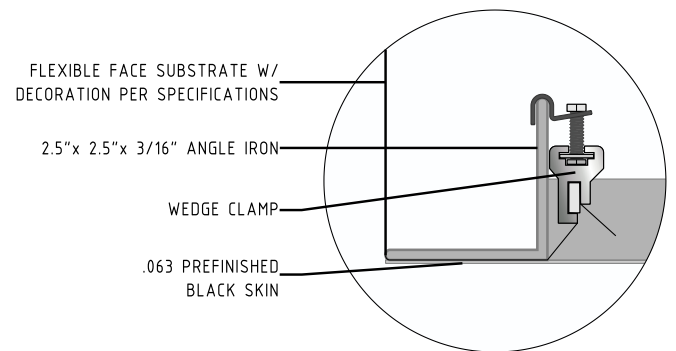
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INITIALS: _____



- SPECIFICATIONS:
- PLASMA CUT ANGLE IRON FRAME.
 - SIGN WILL MOUNT TO EXISTING WOOD CROSS BEAM USING 3/8" WOOD TOGGLE BOLTS THROUGH STEEL ANGLE ON BACK AND THROUGH STEEL TUBING.
 - POWER WHIP WILL BE LEFT INSIDE OF SIGN AND PULLED OUT THE BACK OF THE SIGN PER INSTALLERS PREFERENCE.
 - U.L. LISTED

ELECTRICAL NOTES:
 1x 120V @ 20A SINGLE PHASE CIRCUIT
 2.2 TOTAL AMP DRAW



 11935 I-30, Little Rock, AR 72209 Mon-Fri 8:00am - 5:00pm P: 800-224-1366 F: 501-492-8268 www.acesigncompany.com/		PROJECT	
		Beyond Wellness - Rogers, AR	
TITLE Single Sided Flex Face Cabinet			
APPROVED	DATE:	REV	
CHECKED	03.25.2026	1	
DRAWN	AB	SHEET 1 of 1	

BEFORE THE BOARD OF ADJUSTEMENT OF THE CITY OF ROGERS, ARKANSAS

NOTICE OF PUBLIC HEARING FOR A VARIANCE REQUEST

Notice is hereby given pursuant to Section 2.3.4.2 of the Rogers Unified Development Code that Tonya Hulett is applying to the Rogers Board of Adjustment for variance Beyond Wellness to differ from certain requirements of the Unified Development Code at 4100 W Oak Street, Rogers, AR 72758 in Zone C-1.

A public hearing by the Board of Adjustment will be held on August 18, 2026 (**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:

PLANNER, Planner II
City of Rogers
479.621.1186
Planner @rogersar.gov

Tonya Hulett
Ace Signs of Arkansas LLC
501-562-0800
tonya.h@acesigncompany.com

Respectfully Submitted,

By: Tonya Hulett
(Applicant's Signature)

Exhibit "A"

Subject Property:

Parcel: [02-22389-000](#)

Owner: Foxden Develop LLC

[02-22389-000](#) / [02-22388-000](#)
7012 1010 0001 9079 9973
EF LLC
c/o EF Management
1425 Lakefront
The Woodlands, TX

[02-22390-001](#)
7012 1010 0001 9079 9973
Herb's Farm, LLC
1425 Lakefront
Spring, TX 77380

[02-22395-000](#)
7012 1010 0001 9079 9966
Ozark Center Foundation
PO Box 6430
Springdale, AR 72761

[02-22391-000](#)
7012 1010 0001 9079 9980
SRV LLC
8520 S 30th Ave
Fort Smith, AR 72204

[02-22392-000](#)
7012 1010 0001 9079 9935
Prime Investment NWA LLC
Holmes A
Huntsville, AL 35894

[02-22392-000](#)
7012 1010 0001 9079 9928
Menade Mob I, LLC
2200 Ave NE Suite 700A
Huntsville, AL 35894

[02-01671-038](#) / [02-22389-000](#)
7012 1010 0001 9079 9942
Steven Chastain Rev. Tru
41 S 40th St
Rogers, AR 72758-1600

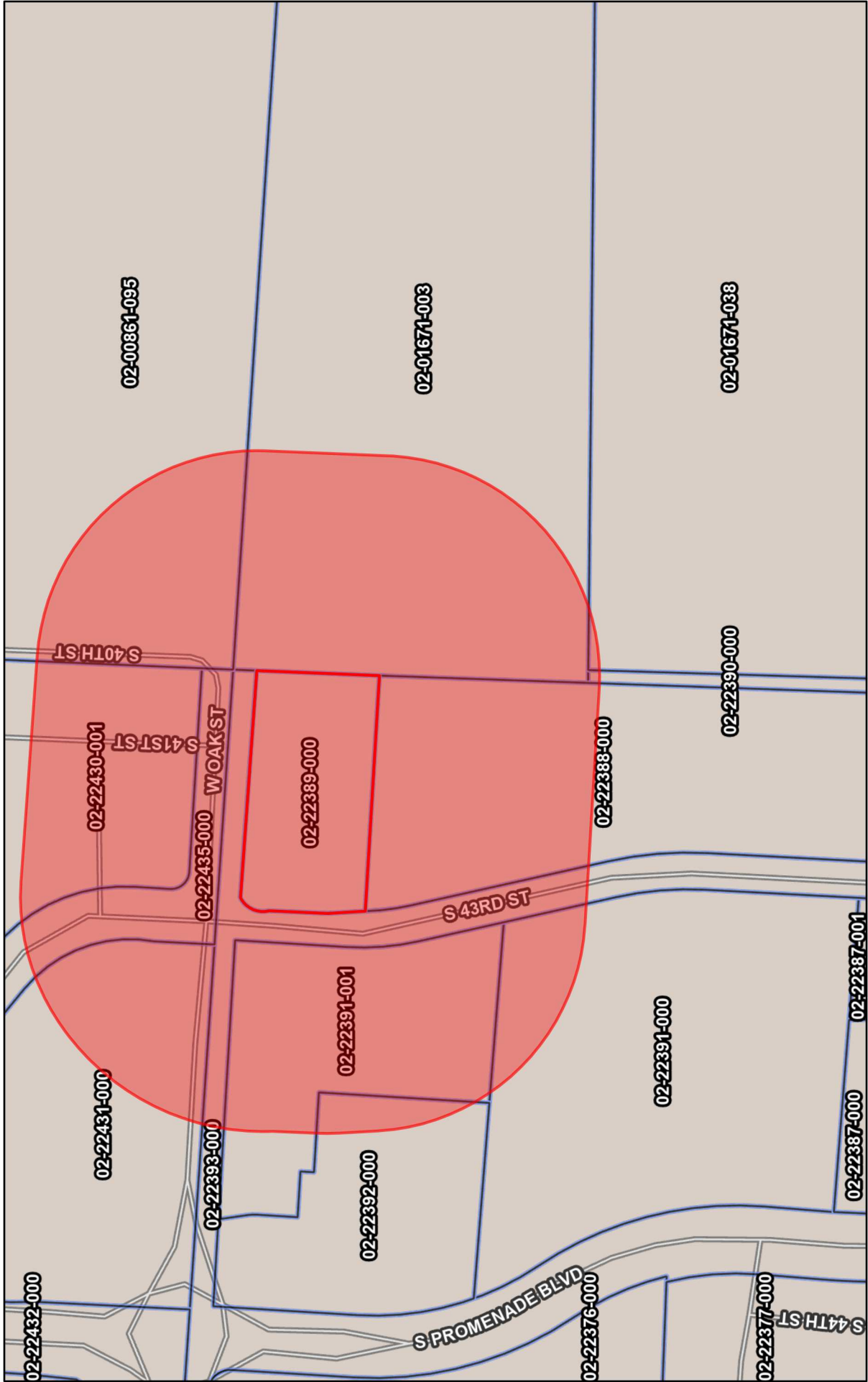
[02-01671-003](#)
7012 1010 0001 9079 9904
Steve Chastain
41 S 40th St
Rogers, AR 72758-1600

[02-22391-000](#)
7012 1010 0001 9079 9911
SRV LLC
8520 S 30th Ave
Fort Smith, AR 72204

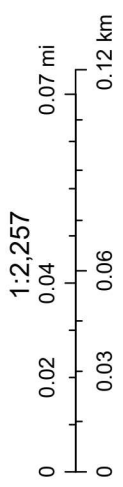
****DISCLAIMER****

This report is being issued without any representation as to the status or validity of the title, and the Company assumes no liability by virtue of errors or omissions. Any liability of the Company shall not exceed the amount paid for the report.

Adjoiners of 02-22389-000 within 300 feet



June 4, 2026



graphicsLayer0 Parcels Id's
Parcels Streets

Exhibit "A"

Subject Property:

Parcel: [02-22389-000](#)

Owner: Foxden Development LLC

[02-22431-000](#) / [02-22388-000](#)

EF Capital AR LLC
c/o EF Capital Management
1425 Lakefront Cir
The Woodlands, TX 77380

[02-22430-001](#)

Heights at Magnolia Farms, LLC
1425 Lakefront Cir Ste 200
Spring, TX 77380

[02-00861-095](#)

Ozark Guidance Center Foundation
PO Box 6430
Springdale, AR 72766-6430

[02-22391-000](#)

SRN Properties 2 LLC
8520 S 36th Terrace
Fort Smith, AR 2908-8880

[02-22391-001](#)

Prime Medical Investment NWA LLC
228 Holmes Ave NE Suite 700A
Huntsville, AL 35801

[02-22392-000](#)

PHP Promenade Mob I, LLC
228 Holmes Ave NE Suite 700A
Huntsville, AL 35801

[02-01671-038](#) / [02-22390-000](#)

R. Steven Chastain Rev. Trust
901 S 40th St
Rogers, AR 72758-1600

[02-01671-003](#)

Steve Chastain
901 S 40th St
Rogers, AR 72758-1600

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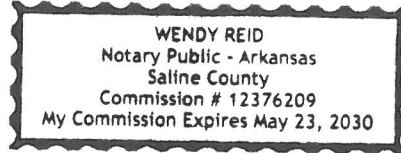
CERTIFICATION

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 31 day of July, 2026.


Signed

Tonya Huelt
Name Printed



STATE OF ARKANSAS

COUNTY OF Pulaski

Subscribed and sworn before me this the 31st day of July, 2026.

Wendy Reid
Notary Signature

Wendy Reid
Notary Name Printed

May 23rd 2030
Commission Expire

7012 1010 0001 9079 9904

U.S. Postal Service™ CERTIFIED MAIL™ RECEIPT (Domestic Mail Only; No Insurance Coverage Provided)		
For delivery information visit our website at www.usps.com		
Rogers, AR 72758		
Postage	\$5.55	0574
Certified Fee	\$0.00	38
Return Receipt Fee (Endorsement Required)	\$0.00	Postmark Here
Restricted Delivery Fee (Endorsement Required)	\$0.00	
Total Postage & Fees	\$6.37	07/31/2026
Sent To: Steve Chartain		
Street, Apt. No.; or PO Box No. 901 S 40th Street		
City, State, ZIP+4 Rogers, AR 72758-1400		
PS Form 3800, August 2006 See Reverse for Instructions		

7012 1010 0001 9079 9911

U.S. Postal Service™ CERTIFIED MAIL™ RECEIPT (Domestic Mail Only; No Insurance Coverage Provided)		
For delivery information visit our website at www.usps.com		
Rogers, AR 72758		
Postage	\$5.55	0574
Certified Fee	\$0.00	38
Return Receipt Fee (Endorsement Required)	\$0.00	Postmark Here
Restricted Delivery Fee (Endorsement Required)	\$0.00	
Total Postage & Fees	\$6.37	07/31/2026
Sent To: E. Steven Chartain Rev. Trunt		
Street, Apt. No.; or PO Box No. 901 S 40th Street		
City, State, ZIP+4 Rogers, AR 72758-1400		
PS Form 3800, August 2006 See Reverse for Instructions		

7012 1010 0001 9079 9980

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For delivery information visit our website at www.usps.com		
SPRING TX 77380		
Postage	\$5.55	0574
Certified Fee	\$0.00	38
Return Receipt Fee (Endorsement Required)	\$0.00	Postmark Here
Restricted Delivery Fee (Endorsement Required)	\$0.00	
Total Postage & Fees	\$6.37	07/31/2026
Sent To: EF Capital AR LLC c/o EF Capital Management		
Street, Apt. No.; or PO Box No. 1425 Lakefront Cir.		
City, State, ZIP+4 The Woodlands, TX 77380		
PS Form 3800, August 2006 See Reverse for Instructions		

7012 1010 0001 9079 9926

U.S. Postal Service™ CERTIFIED MAIL™ RECEIPT (Domestic Mail Only; No Insurance Coverage Provided)		
For delivery information visit our website at www.usps.com		
Huntsville AL 35801		
Postage	\$5.55	0574
Certified Fee	\$0.00	38
Return Receipt Fee (Endorsement Required)	\$0.00	Postmark Here
Restricted Delivery Fee (Endorsement Required)	\$0.00	
Total Postage & Fees	\$6.37	07/31/2026
Sent To: PDP Promenade Mkt, LLC		
Street, Apt. No.; or PO Box No. 2206 Holmen Ave, Ste NE Ste		
City, State, ZIP+4 Huntsville, AL 35801 700A		
PS Form 3800, August 2006 See Reverse for Instructions		

2012 1010 0001 9079 9973

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Spring, TX 77389

Postage	\$5.55	0574
		38
Certified Fee	\$0.00	
Return Receipt Fee (Endorsement Required)	\$0.00	Postmark Here
Restricted Delivery Fee (Endorsement Required)	\$0.00	
Total Postage & Fees	\$0.82	07/31/2026
	\$6.37	

Sent To: Height at Magnolia Farms, LLC
 Street, Apt. No.; or PO Box No. 1425 Lakeland Cir, Ste 200
 City, State, ZIP+4 Spring, TX 77380

PS Form 3800, August 2006 See Reverse for Instructions

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Fort Smith, AR 72908

Postage	\$5.55	0574
		38
Certified Fee	\$0.00	
Return Receipt Fee (Endorsement Required)	\$0.00	Postmark Here
Restricted Delivery Fee (Endorsement Required)	\$0.00	
Total Postage & Fees	\$0.82	07/31/2026
	\$6.37	

Sent To: SEN Properties LLC
 Street, Apt. No.; or PO Box No. 8520 S 34th Terrace
 City, State, ZIP+4 Fort Smith, AR 72908-8880

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Springdale, AR 72766

Postage	\$5.55	0574
		38
Certified Fee	\$0.00	
Return Receipt Fee (Endorsement Required)	\$0.00	Postmark Here
Restricted Delivery Fee (Endorsement Required)	\$0.00	
Total Postage & Fees	\$0.82	07/31/2026
	\$6.37	

Sent To: Ozark Guidance Center Foundation
 Street, Apt. No.; or PO Box No. PO Box 6430
 City, State, ZIP+4 Springdale, AR 72766-6430

PS Form 3800, August 2006 See Reverse for Instructions

2012 1010 0001 9079 9935

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Huntsville, AL 35801

Postage	\$5.55	0574
		38
Certified Fee	\$0.00	
Return Receipt Fee (Endorsement Required)	\$0.00	Postmark Here
Restricted Delivery Fee (Endorsement Required)	\$0.00	
Total Postage & Fees	\$0.82	07/31/2026
	\$6.37	

Sent To: Prime Medical Investment NHA
 Street, Apt. No.; or PO Box No. 228 Holmen Ave, NE Suite LLC
 City, State, ZIP+4 Huntsville, AL 35801 700A

PS Form 3800, August 2006 See Reverse for Instructions

NOTICE OF PUBLIC HEARING

NOTICE OF PUBLIC HEARING VARIANCE

DESCRIPTION:	A variance to differ from the Unified Development Code at 4100 W. Oak St. in the T4.2 (Neighborhood High-Intensity) zoning district.
APPLICANT:	Beyond Wellness (Case #: VAR26-0408)
BOARD/COMMISSION:	Board of Adjustment
MEETING DATE/TIME:	August 18, 2026 at 5:30 PM
MEETING LOCATION:	Rogers City Council Chambers 301 W. Chestnut St.
PUBLIC COMMENTS:	boardofadjustments@rogersar.gov

www.rogersar.gov/1181/Public-Hearing-Signs



COMMUNITY DEVELOPMENT
PLANNING DIVISION
(479) 621.1186
planning@rogersar.gov

