



# ROGERS FUTURE LAND USE PLACETYPES

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## What is the Rogers Future Land Use Map (FLUM)?

As the spatial blueprint for the city, the Rogers Future Land Use Map illustrates the community's vision for the form, intensity, and arrangement of development throughout the city. It incorporates elements of previous land use maps while providing a more nuanced and contemporary approach to future land use planning. It accounts for today's on-the-ground development patterns, flood zones, and special features such as parks, schools, city-owned facilities, county clubs, and cemeteries; and it ensures that neighborhoods and environmental assets are sufficiently protected from incompatible uses.

## How will the FLUM be used?

The FLUM is the primary policy document for spatial analysis and land use planning in Rogers. It is not regulatory in nature but is closely aligned with development regulations and other policy maps to ensure that development outcomes reflect the community's vision and values. It will be used as the basis for decision-making related to changes to the zoning map, new construction, redevelopment, and other elements of placemaking.

## Revisions to the Future Land Use Map

The Rogers Future Land Use Map will be reviewed by the Rogers Planning Commission annually to ensure the FLUM's efficacy and compliance with Arkansas State Law. Proposed changes to the map will be considered annually or when initiated by the Planning Commission or City Council.

## Authority

Arkansas State Law grants municipal planning commissions the permission to create land use, transportation, and community facilities, and other plans significant to health, safety, and welfare ([Ark. Code Ann. § 14-56-414](#)).

All plans, recommended ordinances and regulations may be adopted by following proper notification of the public and required public hearings before the Rogers Planning Commission and the Rogers City Council. Adopted plans, ordinances and regulations for the City of Rogers will be filed in the office of the City Clerk; while plans, ordinances and regulations affecting the extraterritorial jurisdiction (ETJ) will be filed in the office of the Benton County Recorder's Office ([Ark. Code Ann. § 14-56-422](#)).

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## FLUM PLACETYPES

<b>REGIONAL CENTERS</b>
<p><b>Regional Centers</b> are regionally significant activity hubs in close proximity to the interstate offering commerce, arts and entertainment, living, recreation, retail and services attracting residents and locals beyond the borders of Rogers. They are structured by a network of well-connected, complete streets. Developments are intensive and pedestrian-oriented, with effective transitions toward surrounding land uses. There are three (3) Regional Centers:</p>
<p><b>Uptown Regional Center</b> is one of the region’s most productive hubs for dining, shopping, entertainment, employment, healthcare services and urban housing. It will continue to develop with new streets, parking structures, civic spaces, dedicated transportation facilities for non-drivers, and intensive buildings with activity along their ground floors.</p>
<p><b>Northwest Regional Center</b> is an important interchange for intercity travel and a focal point for retail, hospitality and urban living. It currently includes large-format retail with large parking lots, but will be retrofitted to include intensive buildings supported by an interconnected street grid and active transportation facilities.</p>
<p><b>Pleasant Grove Regional Center</b> 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.</p>

## ROGERS FUTURE LAND USE PLACETYPES

### CITY CENTERS

**City Centers** are local activity hubs for commerce, arts and entertainment, living, recreation, and retail, drawing primarily Rogers residents. They are structured around well-connected, complete streets. Developments are lower in scale and intensity than Regional Centers yet are active all day and into the evening. Careful and effective transitions are made toward surrounding residential areas. There are three (3) City Centers:

**Downtown City Center** is a historic downtown offering unique and engaging entertainment, outdoor gathering areas, shopping, dining, residential and employment opportunities. It retains a welcoming pedestrian environment through small, walkable blocks and buildings with windows and entrances along the street. Activity lasts all day into the evening.

**Midtown City Center** is an active destination for goods and services, recreation, employment and housing. New developments will add a tight network of streets with ample active transportation facilities, and buildings and civic spaces that address the street in a manner comparable to Downtown Rogers.

**Southwest City Center** is an emerging activity center for goods, services, and amenities. New developments are moderate in intensity and are supported by well-connected, high-capacity, multimodal streets.

### NEIGHBORHOOD CENTERS

**Neighborhood Centers** are places for neighbors to gather, interact, and conveniently access services within a very short distance of most homes. They generally extend several hundred feet from key roadways. Developments cultivate a safe and inviting environment for non-drivers through elements such as enhanced streetscape design, dedicated facilities for active mobility, gathering spaces, and active storefronts.

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### CORRIDORS

**Corridors** are linear destinations that contribute to the city's economic development through their unique mix of housing, industry, services and employment opportunities along critical routes. Access management is prioritized through special attention to the design of intersections; cross-access lanes between developments; and travel lanes and connections for all means of vehicular, active, and public transportation. New, infill, and redevelopment projects will ensure that these areas remain dynamic and compatible with adjacent Centers and Neighborhoods. There are three (3) Corridor types.

**Regional Corridors** are intensive areas with a high concentration of housing, services, and amenities. Developments include tall, compact buildings and parking located primarily at the side or rear of the site. Streets are multimodal, supporting the easy movement of single drivers, transit, and active transportation users between Regional Centers in Rogers, high-intensity areas in Bentonville, and nearby lower-intensity neighborhoods.

**City Corridors** are moderately-intense areas comprising housing, retail, commercial and civic services along regional highways. New development, redevelopment and infill will add compact mixed-use or multi-tenant buildings with attractive signage and outdoor amenities. Access between sites will be prioritized through improved sidepaths, trails and front cross-access driving lanes. Streets will evolve to accommodate single-drivers, transit, and active transportation users traveling between City Centers and adjacent neighborhoods.

**Highway Corridors** 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. Developments will be connected through cross-access lanes and active transportation facilities.

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### NEIGHBORHOODS

**Neighborhoods** are residential areas outside of designated corridors and centers. These areas comprise residential developments of varying sizes, scales, and building typologies. They may include neighborhood-scale services and commercial spaces, institutional uses, and places of worship. There are four (4) distinct Neighborhood types.

**Urban Neighborhoods** contribute a blend of housing and neighborhood-scale services between Centers and Corridors and other residential neighborhoods. These areas emphasize safety and accessibility for active transportation users of all ages and abilities while acting as a harmonious transition between the higher- intensity centers and lower-intensity neighborhoods.

**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.

**Downtown Neighborhood** 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.

**Suburban Neighborhoods** consist of single-family detached homes on individual lots, often separated from commercial and retail areas by distance, built, or natural barriers. The street patterns are often curvilinear and have limited connectivity to adjacent neighborhoods. Lots are generally larger with private outdoor space. Homes within a development are generally similar in size, scale, and design. Suburban Neighborhoods will maintain their character while increasing active transportation accessibility through carefully planned connections, for all ages and abilities, to surrounding neighborhoods and public amenities.

**ROGERS FUTURE LAND USE PLACETYPES**

**INDUSTRY & TECHNOLOGY**

**Industry and Technology** areas are modern hubs for large-scale manufacturing, industrial, and office uses. These areas make use of existing transportation infrastructure such as rail, the airport, and high-capacity roadways. These areas are not inherently walkable. Active transportation facilities will be added in key locations to provide non-drivers with access to housing, retail, and services. Industry and Technology areas support a thriving economy by maintaining capacity for industries and services while promoting a more dynamic lifestyle for workforce members.

**RURAL**

**Rural** areas encompass the lands in Rogers’ extraterritorial jurisdiction (ETJ). These areas include sparsely built-out residential, wooded, agricultural, and natural recreation areas. Rural areas preserve the nature and residential lifestyle of unincorporated communities.