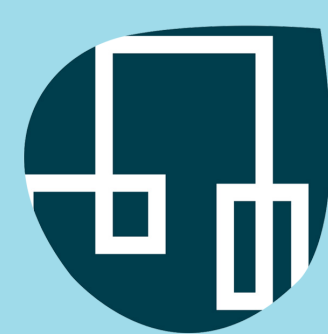


PLACE TYPES: CITY CENTERS

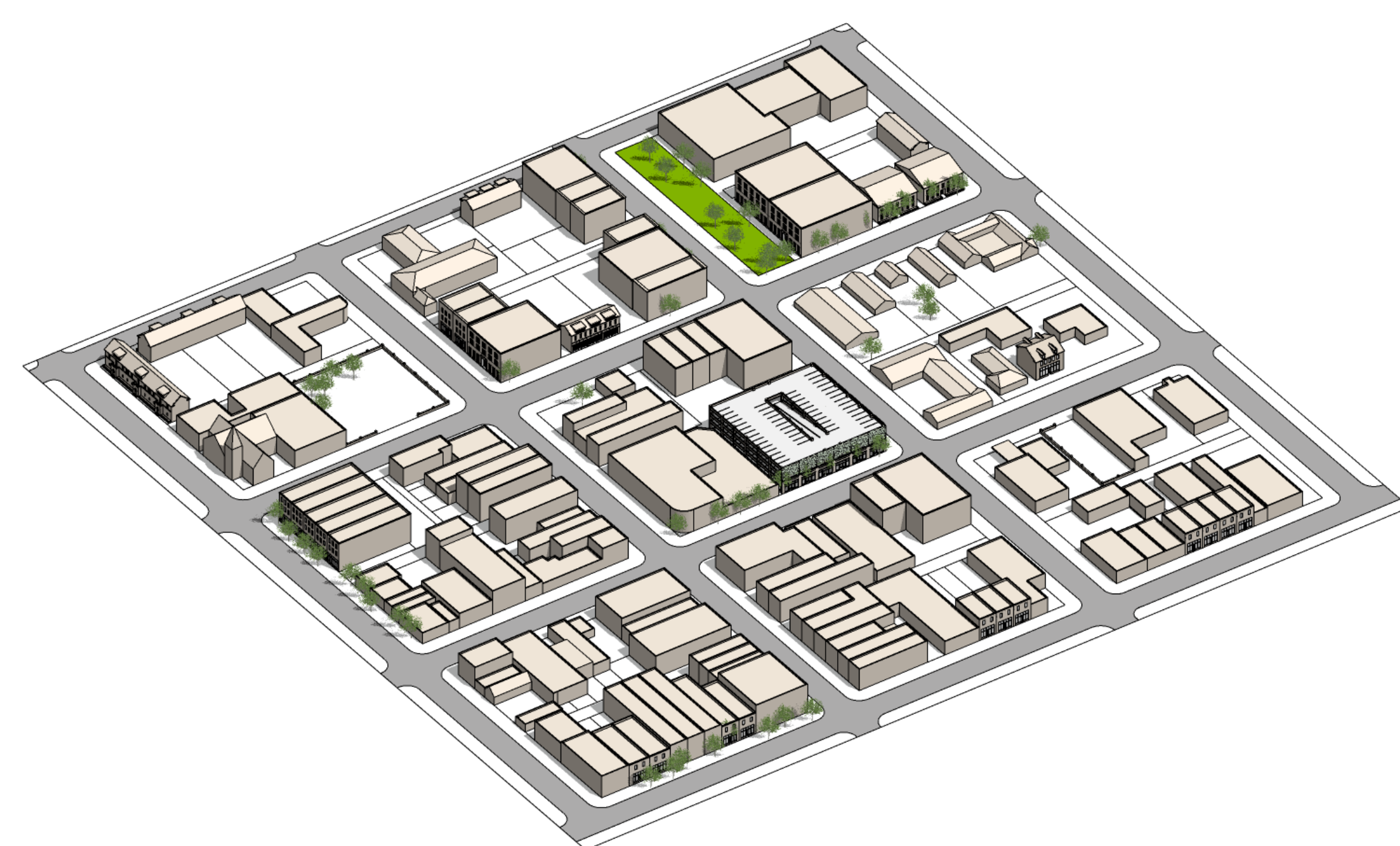


CITY CENTERS

City Centers are intensive mixed-use areas that function as activity hubs for commerce, arts and entertainment, living, recreation, and retail, drawing primarily from Rogers. They are structured by a well-connected, high-capacity, and pedestrian-oriented street network. Their scale is clearly low-

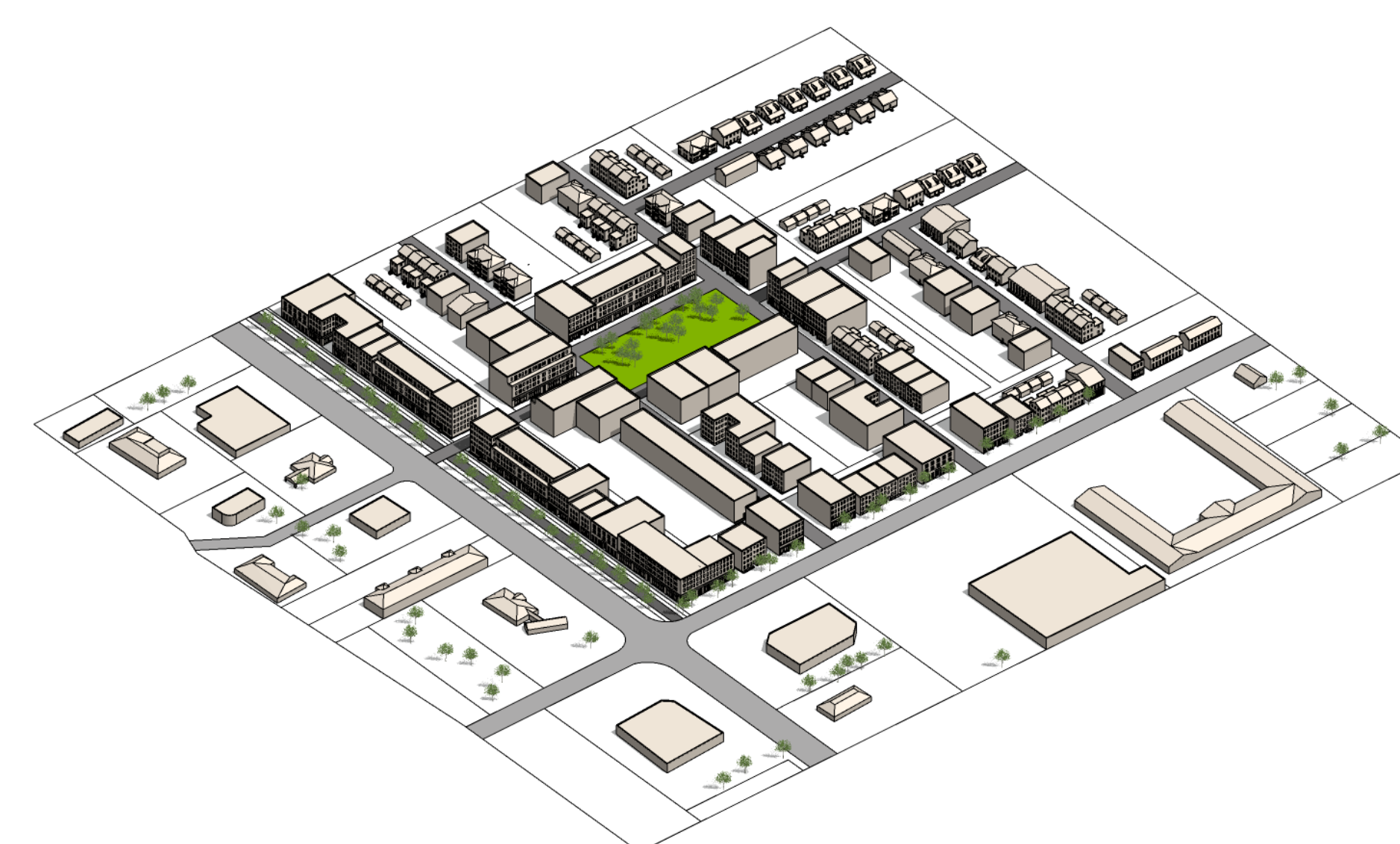
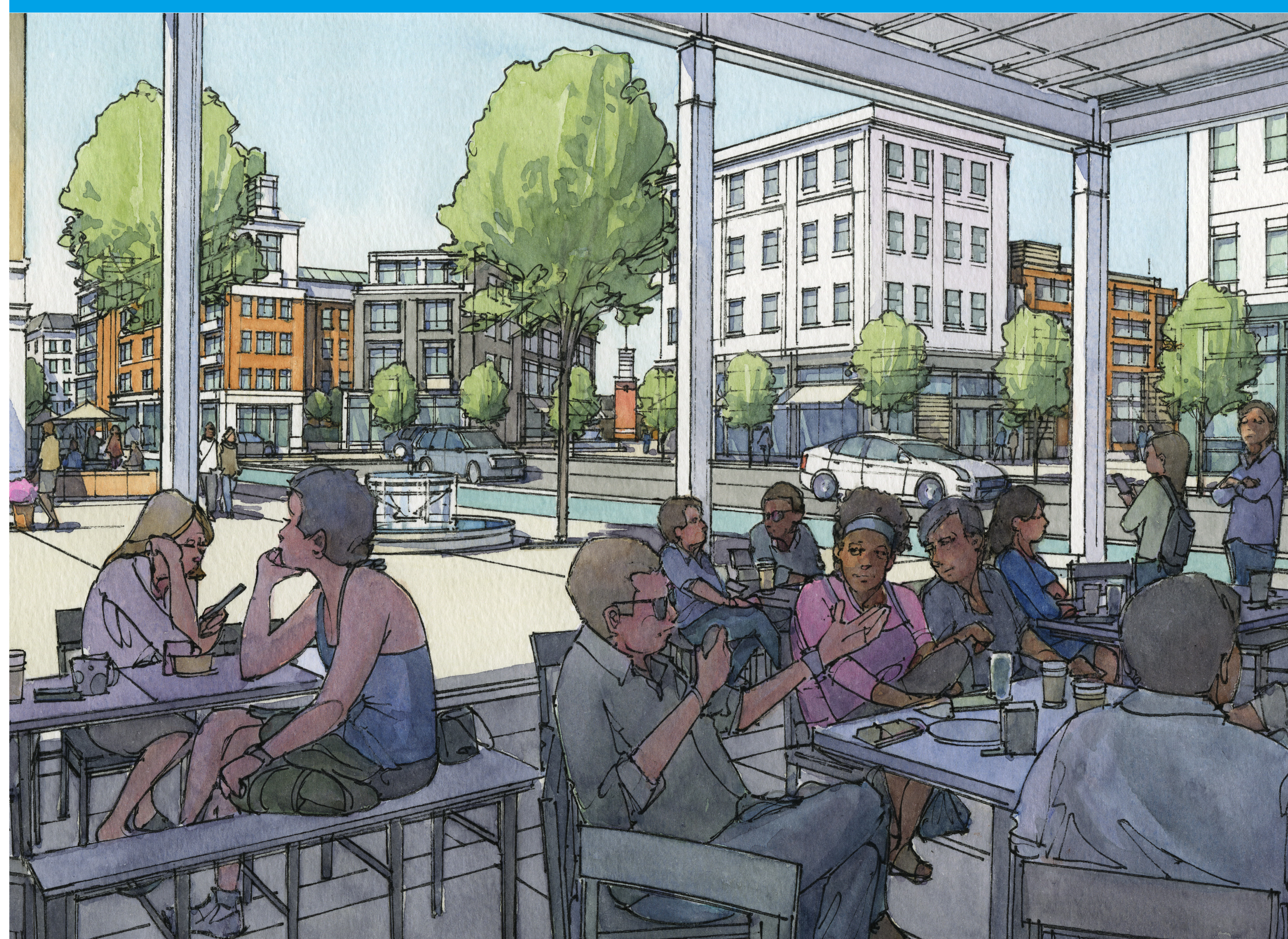
er and less intense than Regional Centers, yet are active all day. Goals include high-quality design, efficient use of land, pervasive pedestrian and bicycle amenities, and transitions towards surrounding land uses.

DOWNTOWN CITY CENTER



The Downtown City Center is an active and vibrant, relatively high-intensity mixed-use area which is active from the early morning and late into the evening. It includes entertainment, outdoor gathering areas, shopping, dining, residential, and employment uses lining small, regular blocks. Buildings face windows and entrances towards the street and contribute to a welcoming pedestrian environment. The small blocks contribute to the walkable nature of the area. The scale and character of the area continues the traditions of Downtown Rogers.

MIDTOWN CITY CENTER



The Midtown City Center is an active and vibrant, relatively high-intensity mixed-use area, modeled on Downtown Rogers and intended to provide convenient access to goods, services, jobs, and housing by redeveloping existing low intensity commercial uses along Walnut. Redevelopment will require new streets and civic spaces, and will add a tight network of pedestrian and bicycle paths, bringing activity and vibrancy to an area that is car dominated today.