

# City of Rogers Comprehensive Plan



Adopted July  
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## INTRODUCTION

### **About the Rogers Comprehensive Plan**

The Rogers Comprehensive Plan is the official policy guide for community-wide planning and decision-making for Rogers, Arkansas. This plan provides a framework for assessing current conditions, identifying the strengths and needs for our community, and developing a plan of action for achieving our goals.

### **What is community planning?**

Community planning is the collaborative and ongoing process of preparing for the future of our shared place. For decades, the Rogers community has used plans, policy maps, and strategic actions to achieve our goals. The Rogers Comprehensive Plan builds on these activities in its forward-thinking approach to placemaking.

### **How Will This Plan Be Used?**

The Rogers Comprehensive Plan is a multi-purpose planning tool. The Plan offers a basis for community discussion, feedback, and collaboration. As a direct statement of our shared vision and values, the Plan will be used as a guide for all decisions made by public officials and city staff. The Plan also serves as a progress report and will be reviewed regularly to ensure that our stated objectives and actions fulfill the community's aspirations.

### **Plan Structure**

#### *The Rogers Comprehensive Plan (or "the Plan")*

The Rogers Comprehensive Plan is the master document for community-wide planning. It includes the values, goals and actions that support our community vision. Unlike most comprehensive plans, the Rogers Comprehensive Plan is a living document designed to evolve with the community. This Plan will be added to, updated, and refined over time. Through this approach, we aim to provide a clear and familiar pathway for community involvement, goal setting and implementation. Subject Area Plans and Supplemental Documents will most often be created as part of an implementation strategy for each goal. These documents will be adopted as appendices to the plan.

#### *Appendices*

Subject Area Plans are focused plans that provide more granular goals and actions for addressing key areas of community life. These plans are created as part of an implementation measure for the Rogers Comprehensive Plan.

Supplemental Documents provide background information for other areas of the Plan. These plans are created as part of an implementation measure for the Rogers Comprehensive Plan.

## **PLANNING FOR ROGERS**

### **Developing Our Roadmap**

#### *Hearing from the Community*

Public engagement, community feedback, and public input are all phrases to describe the involvement of community members in the planning, decision-making, or problem-solving process. The voices of our community members not only determine our destination but our method of getting there. Derived from thoughtful community engagement, the values and vision paint a clear picture of what we want Rogers to look like, feel like, and include in the years to come.

#### *Establishing the Vision and Values*

The community vision is an expression of our shared hopes for the future. This vision gives insight into what we value most about our community. The Rogers Comprehensive Plan carries forward the aspirations stated in previous regional and local plans, including the Downtown Rogers Master Plan and Vision 100, and organizes them into five Community Values and seven Vision Elements. Community members and decision makers can use this framework to create policies and pursue actions that will make our vision reality. As the community evolves, so will the vision. The Plan will be revised periodically to ensure that our efforts are focused and effective.

#### *Assessing Current Conditions*

Plan development includes an evaluation of what's working, missing, and possible in Rogers. This process includes an assessment of all elements of community life, including natural resources, land use, housing stock, transportation system, infrastructure, local economy, public health, and social environment. Community feedback, demographic data, market trends, and spatial analysis are all methods of determining the state of the community and the needs going forward.

#### *Inspiring Results*

The goals and objectives pursued under this Plan result in observable and measurable outcomes. Success hinges on collaboration, participation and shared investment in the actions needed to bring about the community we envision. As we implement this plan, the results of this plan will be monitored and shared publicly.

## **Community Values**

Through this Plan, we embrace the following values:

- *Vibrancy*: showcasing life, energy, and beauty;
- *Inclusivity*: including all people, addressing all areas of community life;
- *Connectedness*: connecting people to community, services, and opportunity;
- *Innovation*: embracing new ideas and methods that lead to positive outcomes;
- *Resilience*: withstanding and recovering quickly from difficulties through adaptability.

## Vision Elements and Goals

### 1. Preservation & Stewardship

*Rogers proudly maintains and enhances features of our community that reflect our unique identity and shared values.*

Rogers' historic buildings and cultural sites are emblems of our city's heritage. We continue this legacy of stewardship by tending to our most critical assets. These include the character and aesthetic value of our existing neighborhoods, and the condition and capacity of our streets, utility pipes, and natural resources. Goals related to preservation and stewardship contribute toward a pronounced, unique sense of place reflecting our investment in the continuity of our shared place.

#### Preservation & Stewardship Goals

*PG Goal 1* | Recognize and preserve Rogers' authentic character, aesthetics, and history.

*PG Goal 2* | Manage transitions between higher-intensity development and lower-intensity development to protect the quality of life for all residents.

*PG Goal 3* | Enhance community aesthetics through proactive maintenance, redevelopment, and beautification projects.

*PG Goal 4* | Encourage reinvestment, renovation, and revitalization of existing commercial centers, corridors, and mixed use areas.

*PG Goal 5* | Plan for the timely and cost-effective maintenance of public infrastructure.

*PG Goal 6* | Encourage development that respects the natural environment and climate.

*PG Goal 7* | Preserve and enhance the green infrastructure in our local watershed—including Beaver Lake, creeks, wetlands and surrounding areas—to reduce flooding, protect air and water quality, and enhance community aesthetics.

*PG Goal 8* | Increase the use of native plants and trees in landscaping to add to the natural appearance of the community and reduce maintenance costs.

*PG Goal 9* | Increase public awareness and involvement in preservation and stewardship initiatives.

## 2. Growth & Development

*Rogers pursues smart growth to create a distinctive sense of place within our growing community.*

“Growth is smart when it gives us great communities, with more choices and personal freedom, good return on public investment, greater opportunity across the community, a thriving natural environment, and a legacy we can be proud to leave our children and grandchildren.” – Smart Growth Network

Today’s goals aim to prepare Rogers for population change, ensuring that we grow in a manner that is easy to sustain financially and that provides bright opportunities for long-time residents and new neighbors alike. Policies for development set the stage for how the community will look and feel and what it will include in the years to come. Development encompasses a range of activities that make the most of the resources we have. It comprises new construction as well as redevelopment and maintenance of existing built spaces. It also involves establishing capacity for other elements of community life. This includes parks, recreation programs, public art, cultural amenities and other attractions.

### *Growth and Development Goals*

*GD Goal 1* | Plan for an increasingly diverse population of varying ages, abilities, cultural backgrounds, incomes and family sizes.

*GD Goal 2* | Create places of lasting value that evolve with the community.

*GD Goal 3* | Make careful decisions when considering development proposals for undeveloped land.

*GD Goal 4* | Establish a rational process of successional growth, allowing the city to adapt to changes in population over time.

*GD Goal 5* | Remain responsive and adaptable to changes in the real-estate market.

*GD Goal 6* | Develop a technologically modern city that utilizes technology to achieve its goals.

*GD Goal 7* | Balance investment and programming between emerging and established areas of the city.

*GD Goal 8* | Encourage projects that make efficient use of existing infrastructure.

*GD Goal 9* | Construct and maintain infrastructure that is efficient, modern, and appropriate for the surrounding development context.

*GD Goal 10* | Grow according to the time-tested pattern of development, including well-connected centers, corridors, neighborhoods and districts.

### **3. Mobility & Accessibility**

*Rogers provides an efficient, well-connected multimodal transportation system that enhances the lives of our entire community.*

The streets, lanes, and pathways that make up our transportation system are not merely infrastructural elements but essential components of our social fabric. The long-term success of our community requires a reliable and cohesive mobility network that inspires confidence in all users, whether they choose to walk, roll, bike, or take public transit.

Providing accessibility for all users begins with recognizing where people are and where they're trying to go. Our transportation policies—including the Master Street Plan and regional transit goals—ensure critical connections along the routes between home, work or school, and community gathering spaces. Streetscape design plays a major role in making it easy for people, regardless of ability or mode of transportation, to arrive safely to their destination.

#### *Mobility and Accessibility Goals*

*MA Goal 1* | Build a reliable transportation system that provides access in all conditions.

*MA Goal 2* | Advance accessibility for all ages and abilities through safe and orderly, multimodal connections.

*MA Goal 3* | Encourage more trips by walking, rolling, biking and transit.

*MA Goal 4* | Ensure that the primary mode on corridors is compatible with the surrounding development patterns and intensities.

*MA Goal 5* | Support regional connectivity for drivers, transit users, and cyclists.

*MA Goal 6* | Enhance driver experience through traffic dispersal and improved safety measures.

*MA Goal 7* | Enhance user experience, especially for non-drivers, through urban design.

#### **4. Economy & Affordability**

*Rogers bolsters a robust economy and a skilled workforce.*

Part of creating an enduring sense of place is creating a self-sustaining, inclusive ecosystem for our local economy. Rogers is enhanced when our community has access to high quality economic, educational, and personal development opportunities offered to our community. Our goals build toward a diverse, strong economy that uplifts our existing assets and reduces the barrier to entry for entrepreneurs, small-businesses, and independent contractors. Cost of living is central to the quality of life for our residents. Policies aimed at fostering affordability in Rogers and the region emphasize the need to reduce the long-term costs of housing, transportation, and essential services. We do this by making use of efficient infrastructure—namely utilities and roads—and by providing convenient access to goods, services, employment, and life-enriching social opportunities.

##### *Economy and Affordability Goals*

*EA Goal 1* | Ensure that public investments, projects, programs and initiatives maintain financial solvency long-term.

*EA Goal 2* | Pursue grants and partnerships to support programming and development.

*EA Goal 3* | Advance attractive housing and transportation options that are financially attainable for all residents.

*EA Goal 4* | Ensure fair and convenient access to essential goods, services, and community resources for all residents.

*EA Goal 5* | Attract, educate, train and retain a workforce that is well-suited to an evolving job market.

*EA Goal 6* | Maintain and advance Rogers' business-friendly reputation through strategic partnerships and initiatives.

*EA Goal 7* | Attract and encourage innovative businesses, especially small locally owned businesses, to serve the community's diverse population.

*EA Goal 8* | Support partnerships that improve affordability in the region.

*EA Goal 9* | Support the development of Rogers Executive Airport as an economic resource for Rogers.



## 5. Safety & Wellbeing

*Rogers prioritizes the safety and health of all community members.*

Rogers is committed to a holistic approach to protecting the health, safety, and welfare of our community. Feelings of safety and wellbeing begin with a sense of belonging and mutual support. Our goals encourage engagement activities that cultivate authentic relationships between all members of our community. They emphasize the importance of excellent public service, quality construction, and thoughtful environmental design in mitigating environmental and public health hazards. They ultimately ensure opportunities for healthy living, including access to health services, active transportation facilities, and nourishing foods.

### Safety and Wellbeing Goals

*SW Goal 1* | Foster an atmosphere of trust through transparency and community involvement.

*SW Goal 2* | Continue to train and retain excellent public safety officials to increase feelings of safety and wellbeing for all residents.

*SW Goal 3* | Enhance safety in the public realm through excellent urban design.

*SW Goal 4* | Prioritize safety and access for non-drivers throughout the city.

*SW Goal 5* | Embrace a multidisciplinary approach to hazard mitigation and emergency response.

*SW Goal 6* | Create and enhance opportunities for healthy living for all residents.

*SW Goal 7* | Support access to world-class healthcare and education opportunities as well as the development of health, education, and childcare professionals.

Ensure convenient and affordable access to nutritious foods for all residents.

*SW Goal 8* | Increase feelings of inclusion through positive public engagement.

*SW Goal 9* | Uphold Rogers' reputation as a friendly community that values all members, respects, and embraces differences, and treats all with dignity.

## 6. Community & Culture

*Rogers engages all members of our community, welcoming their creativity and contributions.*

Rogers' authentic sense of place is driven by its people. All elements of our vision support a high quality of life that captures imagination, amplifies talent, and expands opportunity for all residents. Community involvement is made possible by dynamic arts, culture, and recreation activities that are taking place every day, for all members of the community. Our policies encourage actions that lead to proliferation.

### Community and Culture Goals

*CC Goal 1* | Reflect the diversity of our community in cultural and recreational opportunities.

*CC Goal 2* | Engage community members of all ages, genders, cultures, and incomes equitably.

*CC Goal 3* | Provide and maintain public spaces for community gathering, communal working, play, education and instruction.

*CC Goal 4* | Showcase civic pride through festivals, fairs, events, and beautification projects.

*CC Goal 5* | Actively support opportunities for fun.

*CC Goal 6* | Ensure equitable access to well-maintained, natural outdoor spaces for all residents.

*CC Goal 7* | Ensure opportunities for community connection through arts, culture, recreation, and civic participation for all phases of life.

## **7. Rogers in the Region**

*Rogers recognizes and embraces its unique position in Northwest Arkansas.*

Located in the heart of Northwest Arkansas, Rogers is integral to the success and sustainability of the region. As we prepare to absorb our share of Northwest Arkansas' growth, we are committed to contributing our expertise and resources toward addressing challenges—including stormwater management, housing attainability, and regional transit—that impact our entire region. Our goals underscore the importance of collaboration between communities when planning for the future. Rather than competing with neighboring cities, we aim to create a distinct sense of place and leverage our unique strengths for the prosperity of the region.

### *Rogers in the Region Goals*

*RR Goal 1* | Contribute toward Northwest Arkansas' polycentric development pattern through strong local placemaking, connectivity, and economic development.

*RR Goal 2* | Identify areas of opportunity wherein Rogers can serve as a leader for Northwest Arkansas.

*RR Goal 3* | Promote and uplift our unique offerings including housing, arts, dining, entertainment, parks, active recreation, and education.

*RR Goal 4* | Acknowledging Rogers' pivotal position in the Beaver and Illinois River watersheds, manage stormwater and protect water quality to reduce adverse impact on communities downstream.

*RR Goal 5* | Lead in problem-solving for issues impacting the entire region.

*RR Goal 6* | Be proactive in planning for, creating and maintaining regional assets and amenities as the region grows.

*RR Goal 7* | Acknowledge and respect the unique identity of other communities in the region.

## **IMPLEMENTATION**

Immediately following adoption of the Comprehensive Plan, the Planning Commission and Planning Division staff will develop an organized course of action for reaching our stated goals.

### **Identifying Metrics for Success**

Metrics are observable and measurable outcomes that speak to the progress we're making toward our shared goals. We will use these metrics to track progress and pinpoint opportunities for action.

### **Develop and Pursue Action Items**

Action items are projects, investments, initiatives, and partnerships that align with the goals of this Plan. Rogers Planning Commission and city staff will work together to create a list of key actions for achieving each goal. City staff will coordinate efforts between departments to ensure that activities advancing common goals are prioritized.

### **Community Engagement, Collaboration, and Partnerships**

The Rogers Comprehensive Plan is people-driven. The success of this plan relies on the participation of residents, business owners, employers, community groups, non-profits, public officials, and city staff. Involvement comes in many forms. Action items that include community engagement, collaboration, and partnerships uplift the community's role in placemaking and increase opportunities for everyone to contribute.

### **Track and Report Progress**

Using the identified metrics, Planning Division staff will monitor progress on the Plan. Key findings and milestones will be reported during the State of the City address, relevant events, and online.

### **Regular Updates to the Plan**

The Rogers Planning Commission will review the Plan annually and may initiate a review and update of the Plan at any point to incorporate community feedback, staff's assessment of success metrics, and other relevant information. This approach keeps the Plan up to date while ensuring predictable outcomes.

### **Provide Plan Information in a User-Friendly Format**

The Rogers Comprehensive Plan will be stylized to present the vision and goals in an engaging and digestible format, in hard copy and online. Interested members of the community can attend meetings of the Rogers Planning Commission to learn about the action items pursued under this plan and give feedback. Planning Division staff and other collaborators will share opportunities for public involvement, success metrics, and other information related to the implementation of the plan online, in-person, and over the phone.