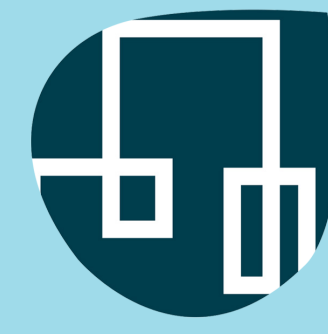


PLACE TYPES: REGIONAL CENTERS

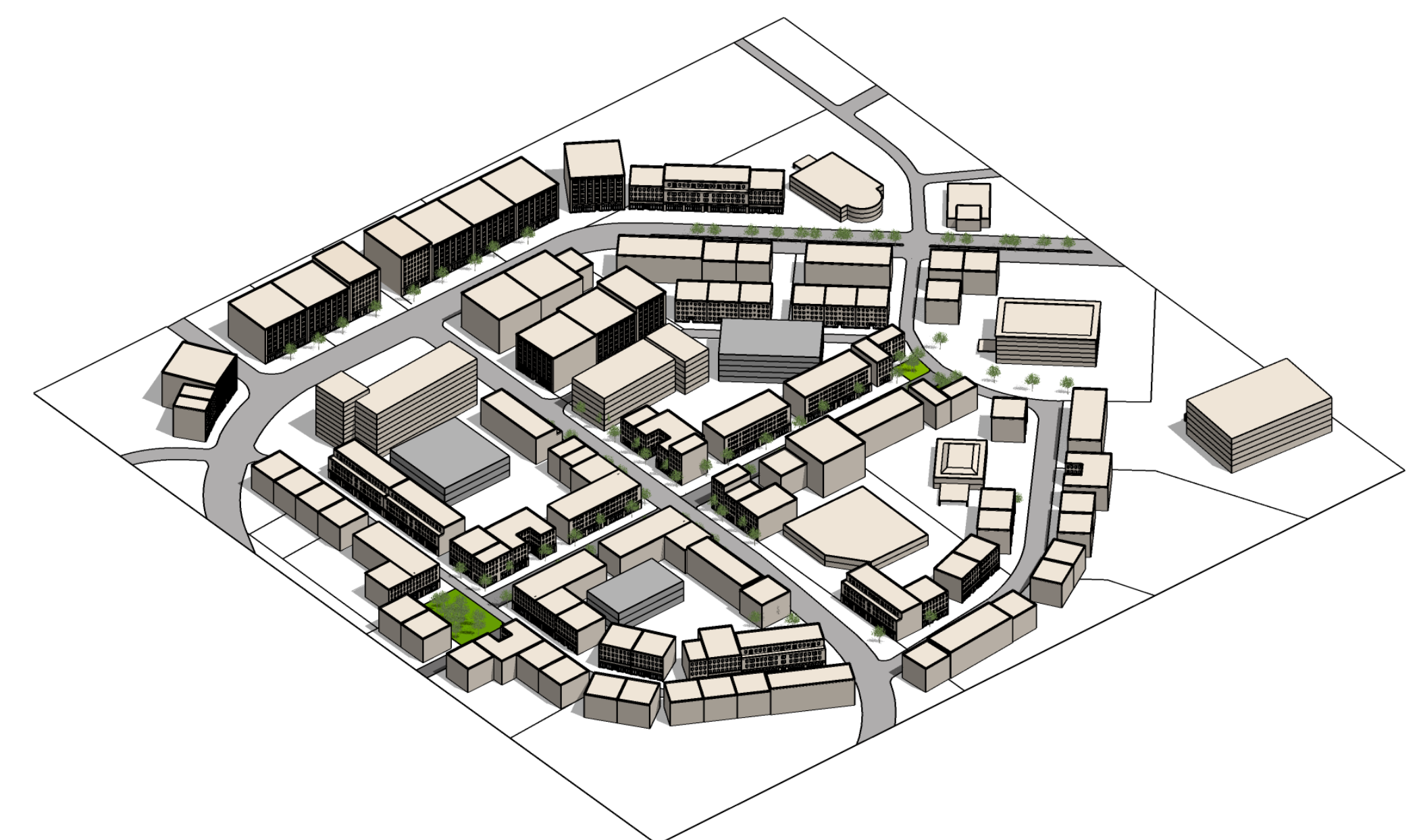


REGIONAL CENTERS

Regional Centers are intensive mixed-use areas that function as regional activity hubs for commerce, arts and entertainment, living, recreation, and retail. They are structured by a well-connected, high-capacity, and pedestrian-orient-

ed street network. Goals include high-quality design, efficient use of land, pervasive pedestrian and bicycle amenities, and transitions towards surrounding land uses.

UPTOWN REGIONAL CENTER



The Uptown Regional Center is an intensive and dynamic central hub for dining, shopping, entertainment, employment, healthcare services, and urban housing serving the city and region. Tall buildings line streets with activity along their ground floors and a wide mixture of uses that result in all-day activity. This center will continue to develop with new streets, civic spaces, pedestrian and bicycle facilities, and active and intensive buildings. Uptown is Rogers' most bustling, built-out area, providing retail, employment, and entertainment at a scale that draws well beyond the borders of Rogers.

NORTHWEST REGIONAL CENTER

The Northwest Regional Center spans the border of Rogers and Bentonville, providing an area of concentrated shopping today, and retail, employment, and housing built upon a walkable framework into the future. This regional center will evolve from large-format shopping with

large parking lots to an intensive mixed-use area at a scale slightly lower than Uptown. Adjacent to significant employment areas in Rogers and Bentonville, this center will provide the housing and retail necessary to support the regular daily needs of surrounding areas.

PLEASANT GROVE REGIONAL CENTER

The Pleasant Grove Regional Center is the southern gateway to Rogers, focused upon future growth of intensive institutional, office, and service sector businesses, along with immediately supportive housing and retail. The center is lower in scale than the other interstate-adjacent

centers and includes both redevelopment of interstate-adjacent commercial, and new development areas. An employment-focused center, Pleasant Grove requires supportive housing, retail, and civic amenities to ensure it remains active all day.