

We can imagine a future — as we do in our 2022 VISION 100 plan — but how do we get there?

FROM PLAN TO PROCESS

FUTURE LAND USE MAP | MAY, 2022

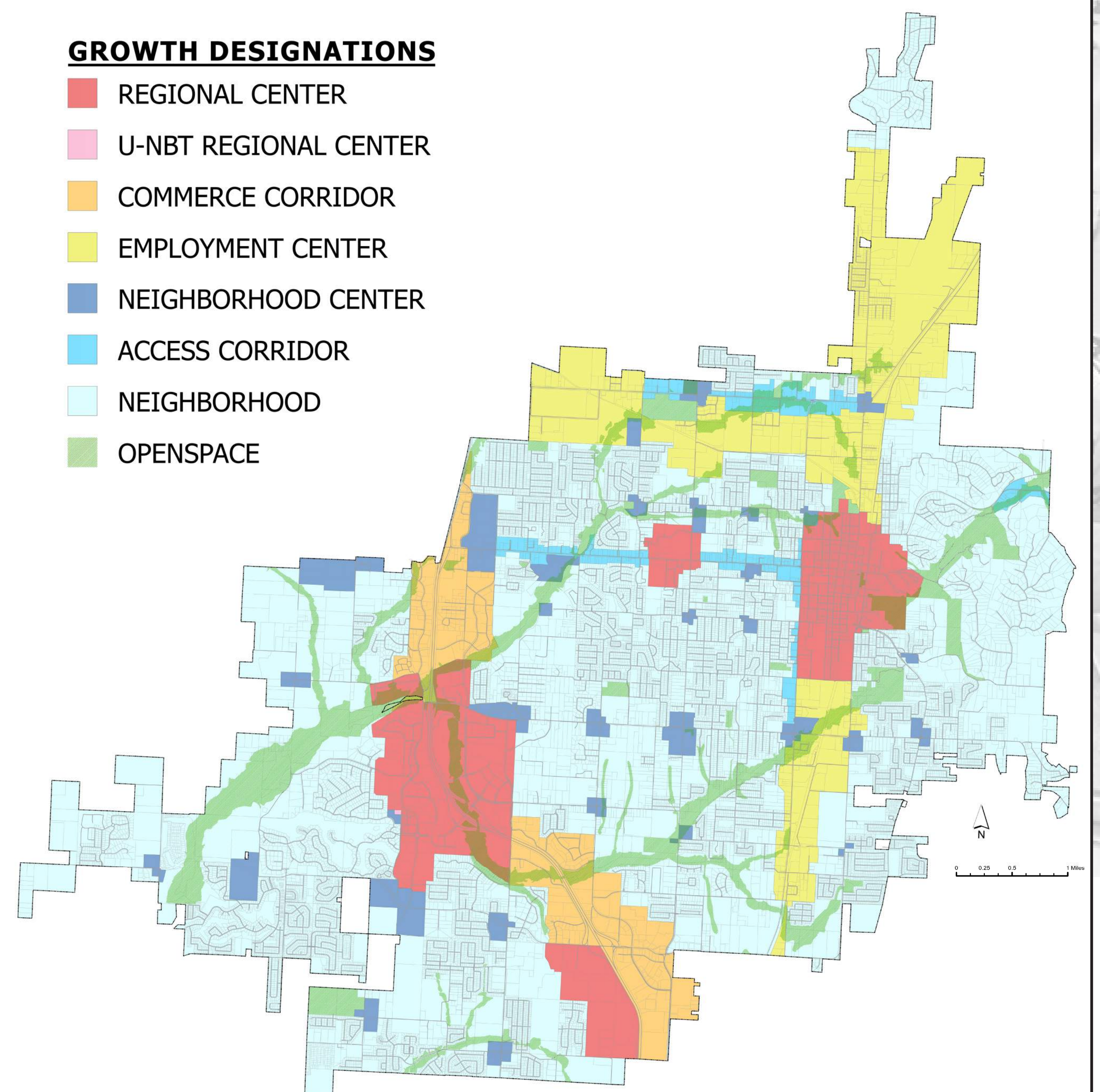
01 | START WITH YOUR DESTINATION IN MIND

VISION 100 is our collective community vision — a roadmap to Rogers' future and our guide to ongoing decision and policy making.

Much of our vision involves how we grow and develop. These ambitions are reflected in broad strokes on our Future Land Use map, an illustration of where future development of different types is considered more or less appropriate.

GROWTH DESIGNATIONS

- REGIONAL CENTER
- U-NBT REGIONAL CENTER
- COMMERCE CORRIDOR
- EMPLOYMENT CENTER
- NEIGHBORHOOD CENTER
- ACCESS CORRIDOR
- NEIGHBORHOOD
- OPENSOURCE



For development to be fully consistent with our vision we need to also consider context. Part of the *INFORM ROGERS* process includes a more nuanced fine-tuning of our Future Land Use map to ensure our neighborhoods and environmental assets are sufficiently protected from incompatible uses.

02 | FINE-TUNE POLICY TO PROTECT NEIGHBORHOODS

03 | ALIGN ZONING WITH DESIRED COMMUNITY OUTCOMES

Finally, a vision for desirable growth is of limited use if our zoning and development regulations don't produce what we want. Beautiful, healthy, livable places — where authenticity blossoms and opportunity thrives — require specific regulatory approaches. *INFORM ROGERS* begins with an examination of our current zoning to determine where it produces development inconsistent with the goals of *VISION 100*, then follows with the drafting of new rules where *what we want* and *what's allowed* are one and the same.

Rogers is a pragmatic community. Becoming a place where authenticity lives requires both intention and will. But the payoff is worth the invested energy, in terms of both:

DOLLARS & SENSE



01 | GROWING SMARTER GROWS THE BOTTOM LINE

By aligning our development code with our vision, we'll attract next generation, forward-focused developers to build the walkable, active, destination-worthy centers we've envisioned. We'll protect our existing neighborhoods but we'll also reward the community with more choices in where and how to live or get around, with meaningful opportunities to spend less on housing, transportation, or household energy.

In time, these strategies will increase property values, tax revenues, and jobs per acre, while reducing associated costs in city services and infrastructure — leaving more funding on the table for other community priorities.



02 | LIVING HEALTHY PAYS DIVIDENDS

The way we build today separates home, work, school, shopping, and civic places, requiring large, fast roads to connect everything. Our development codes guarantee it. That's why Americans drive seven times more miles each year than we did in 1950, and why more sedentary lifestyles have increased healthcare costs — for both individuals and communities overall.

When we mix compatible uses on traffic-calmed streets — as this effort will do — we improve access to daily needs. More productive, active lifestyles are encouraged. People walk and bike more. Wellbeing increases, weight loss improves, and negative health outcomes — like dementia — are reduced, paying dividends for all.

LEARN MORE:

The ways in which we benefit when we grow smarter are extensive — both personally and as a community. See our associated handout for a deeper dive explanation and the citations that back it up.



INFORM ROGERS ↓ How we got here.

Since 1989, the Rogers-Lowell Area Chamber of Commerce has collaborated proactively with city and regional leaders to produce 9 strategic action plans projecting and planning for our future wants and needs. The 10th and most recent iteration, which guides our march towards a thriving region of 100,000 people, is called:

VISION 100

ONE VISION, NINE AMBITIONS FOR ROGERS:

AN INVITING ATMOSPHERE

A community where the highest standards of beauty—built and natural—are met.

A GROWING ECONOMY

A diversified, balanced economy that can buffer the region from dramatic economic swings.

PRIORITIZED EDUCATION

A continued tradition of award-winning excellence in education.

HEALTHY LIVING

A community of high-quality healthcare where healthy lifestyles are supported and encouraged.

ATTRACTING AMENITIES

A center for the cultural arts and destination for desirable retail, dining, and entertainment.

SERVING THE COMMUNITY

Fiscally-sound city services expanded to meet future needs in smart and efficient ways.

RESPECTING DIFFERENCES

A friendly culture where all are respected and treated with dignity.

EMBRACING INVOLVEMENT

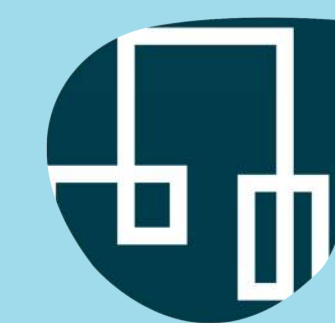
An ever-growing tradition of community engagement, involvement, and service.

AN INSPIRING QUALITY OF LIFE

A place that inspires imagination, showcases talent, provides opportunity, and values authenticity.



INFORM ROGERS: Implementing the vision.



ZONING IS THE DNA OF GROWTH.

The rules we set can help cultivate economic opportunity, fiscal prudence, consumer choices, healthy lifestyles, and the “art of neighboring.”



BEAUTY FLOWS FROM FORM.

Growing smarter ensures our ability to enhance and protect for future generations the natural beauty that surrounds us.



QUALITY OF LIFE IS PLANNED FOR.

Conscious growth ensures a healthy network of connections — to nature, to recreation, to amenities and services, and to each other.

