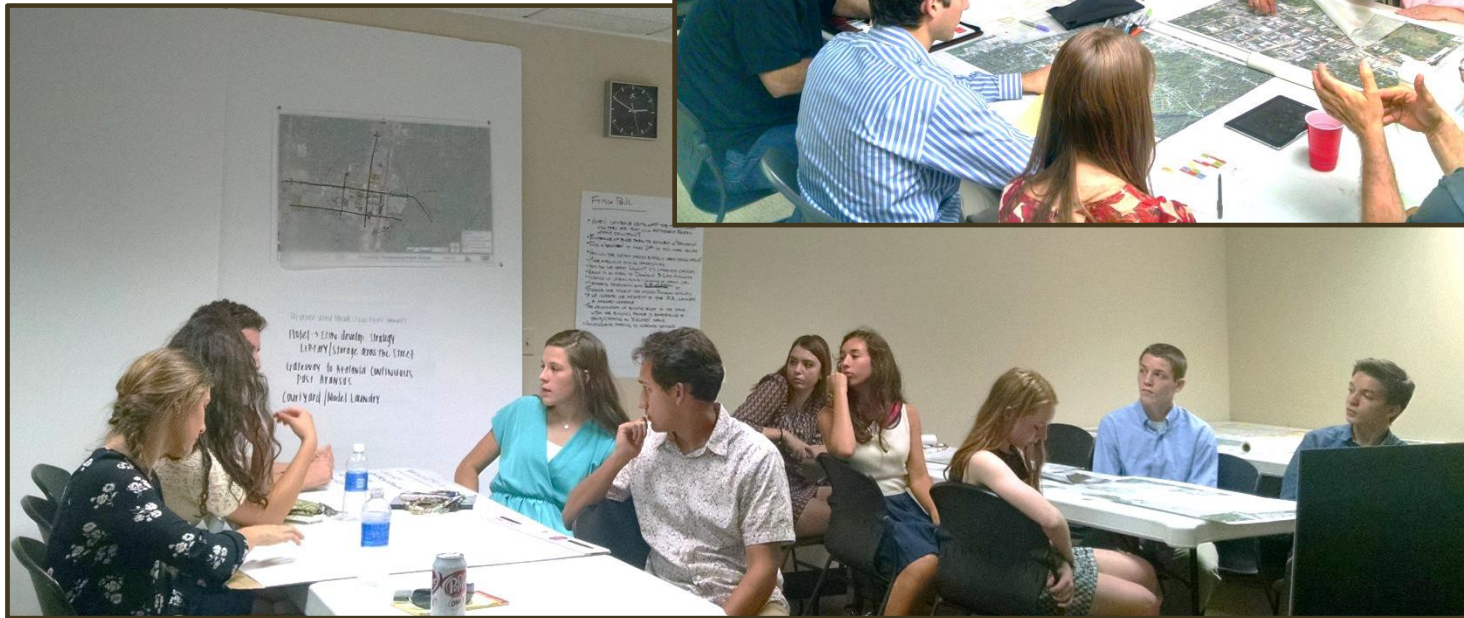




# Downtown Rogers Initiative Community Closing (#designdwntnrogers)

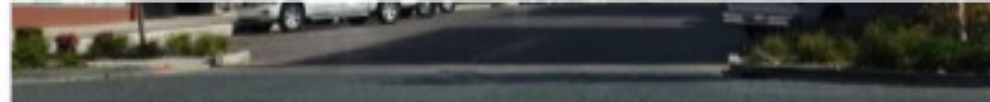


# A Community Vision





# Downtown Rogers Initiative Initiative's Sought Outcomes



# Initiative's Outcomes

- A dynamic vision of downtown as a series of neighborhood
- An intuitive identity for downtown, marrying both its authentic history and contemporary opportunities
- A detailed illustrative representing the richness of the community and providing realistic guidance for redevelopment



# Initiative's Outcomes (cont.)

- Connect and set up activation of public spaces
- Leverage the investments in Lake Atlanta and Regional Trails
- Drive economic development for the City and NWA
- Provide a guidepost for the governance of downtown





# Downtown Rogers Initiative Stakeholder Engagement and SWOT



# Initial Stakeholder Engagement

- Interviewed 100+ people
- Very candid and wide ranging discussions
- Strong interest in linking other activities to initiative
- Strong interest in partnerships with downtown



# Initial Stakeholder Engagement (cont.)

## □ Key themes included:

- Focus on young professionals
- Maintain adjacent family-friendly neighborhoods
- Transition of Walnut design into core of downtown should be analyzed
- How to reactivate physical and historical connection to RR
- What role can RR play as major transit link to rest of region
- Build on emerging restaurant/bar scene
- How can initiative support financing of small investor projects
- Can downtown attract Walmart vendors



# Initial Stakeholder Engagement (cont.)

- Key themes included:
  - Clarifying city's role in supporting small business
  - Perception of difficulty getting to downtown
  - Need to focus on destinations businesses (restaurants, bike shops, etc.)
  - Heart of downtown not clear
  - Public spaces need to be reprogrammed/redesigned comprehensively
  - Simple things can make big difference such as lighting
  - Incredible number of existing destinations/places, but not well known
  - Will banks support downtown investment

## Strengths

- Building Stock
- Authentic History
- Lake Atalanta
- Adjacency to Rogers Airport
- Local leadership
- Size of historic core
- Destination gems

## Weaknesses

- Perception of “out of the way”
- No “keeper of the flame”
- Incoherence of public spaces
- Lack of brand
- Bad business mix
- No convenient transit
- Gateways are not beautiful

## Opportunities

- **Rail connection to region**
- **Family-centered events**
- **Public space/alley programming**
- **Downtown living**
- **Tyson site**
- **Night life**
- **Heritage High School**

## Threats

- **Heavy industry**
- **Old infrastructure/utilities**
- **Intersection of Walnut @ 8th**
- **Sense that downtown is not part of mainstream Rogers**
- **Failure to dovetail emerging nightlife and serenity of adjacent neighborhoods**



# Downtown Rogers Initiative

## The Market



# New Millennials

## Live – Work – Play Preferences



“Highly-educated young workers, have been flocking to downtowns in recent years. Gen “Y” prefer hip, high-density walkable lifestyle.”

– Brookings Inst.

There is a sharp decline across demographic groups of interest in traditional, auto-dependent suburban living. Fewer than 10 percent of Millennials, Gen-Xers, or Active Boomers prefer suburban residential.

– APA 2014

85% of New Millennials prefer to work remote/flexible 30-70% of work time. – Pew Research 2014

# Rogers Market Condition Highlights



- 120 downtown businesses (25 new in 2013)
- \$51K median household income (vs. \$40K for Ark.)
- Low cost of living (11% less than National average)
- 2.1% /yr. population growth (3x rate for Ark.)

# Downtown Rogers Market Demand Summary



- 370 units/yr. of residential demand in Rogers city wide
- 35-50 units/yr. of market rate mixed residential downtown (but could accelerate as values increase)
- 3K SF/yr. office for Downtown (50K SF city wide)
- 111,000 SF retail demand in greater Downtown Rogers

# Leveraging the Existing Retail Gravity

Attraction Factor - Measure of the effectiveness of a markets ability to attract consumers

	Arkansas	Benton Co.	Washington Co.	Rogers	Bentonville	Siloam Springs	Fayetteville	Springdale
Population	2,959,373	237,297	216,410	60,112	40,167	15,856	78,960	75,229
Sales Tax	1,808,394,306	\$37,668,551	\$41,538,073	\$29,327,809	\$20,735,513	\$6,049,394	\$37,098,102	\$21,500,681
Sales Tax Rates	6.50%	1.00%	1.25%	2.00%	2.00%	2.00%	2.00%	2.00%
Sales	\$27.82 B	\$3.8 B	\$3.3 B	\$1.4 B	\$1.03 B	\$302M	\$1.8 B	\$1.075 B
Sales Per Capita	9,401	15,874	15,355	24,394	25,812	19,076	23,492	14,290
Income Per Capita	22,007	26,199	23,211	25,211	31,667	18,332	25,398	18,474
Trade Area Capture	2,959,373	477,005	372,811	88,893	78,944	15,557	132,181	55,722
Attraction Factor	1.00	2.01	1.72	1.48	1.97	0.98	1.67	0.74

Rogers has strong retail attraction with second highest sales per capita and 1.48 Pull Factor



# Downtown Rogers Initiative 3-Day Design Process





# 3-Day Process

- Integrated all assessment and market information
- Sought input from community at beginning
- Met with key landowners and stakeholders to test designs
- Developed character areas and a new branding structure
- Crafted a detailed illustrative plan
- Tracked implementation needs



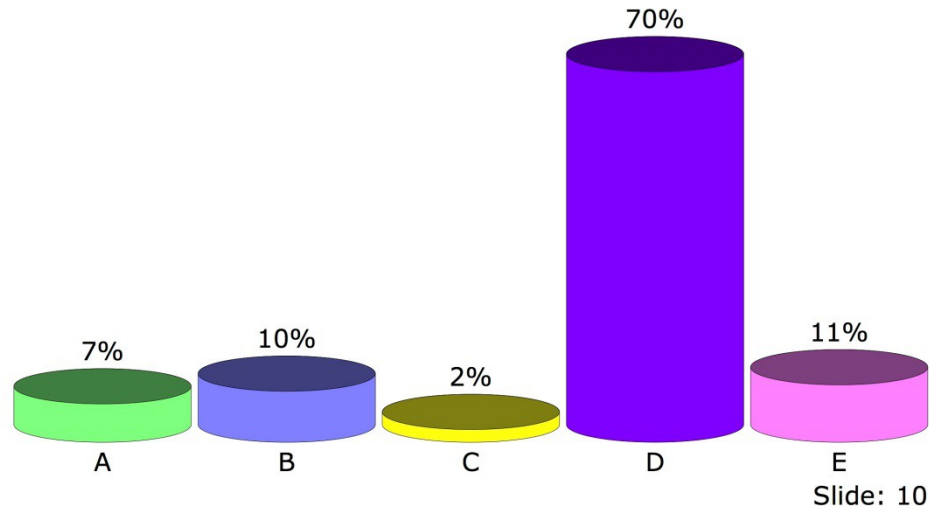
# Key Pad Polling



# Community Priorities

8. When considering redevelopment in Downtown, my highest design priority is:

- a. Neighborhood character, encouraging high quality architecture and building materials
- b. Neighborhood amenities like parks and other public spaces on or nearby Downtown
- c. Walkability and access to trails and bicycling routes
- d. All of the above
- e. Embrace opportunities other than those above

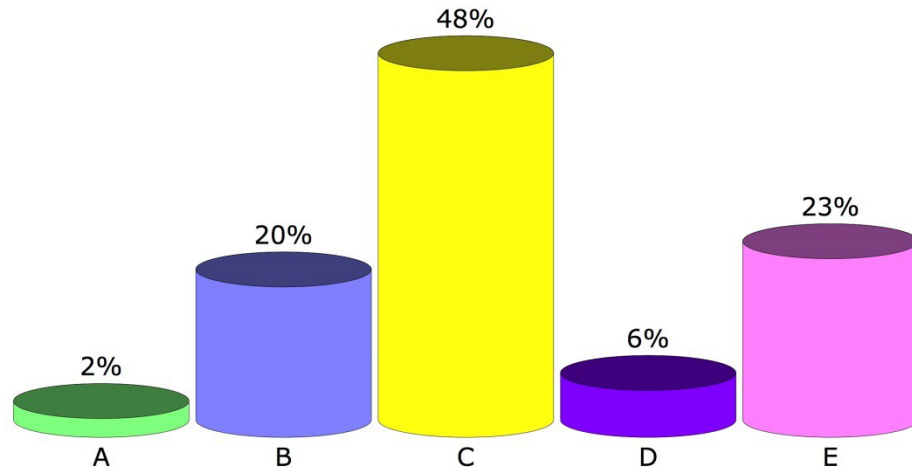


Rogers\_OpeningPresentation\_9.30.14

# Community Priorities

9. When considering redevelopment in Downtown, my highest outcome priority is:

- a. Improving the City's tax base
- b. Offering more housing types
- c. Creating more entertainment options
- d. Improving connections to regional transportation
- e. Other priority than those above



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# Homes

10. If you were to consider buying or renting a home in Downtown, you would desire which of the following:

a. Single-Family Detached



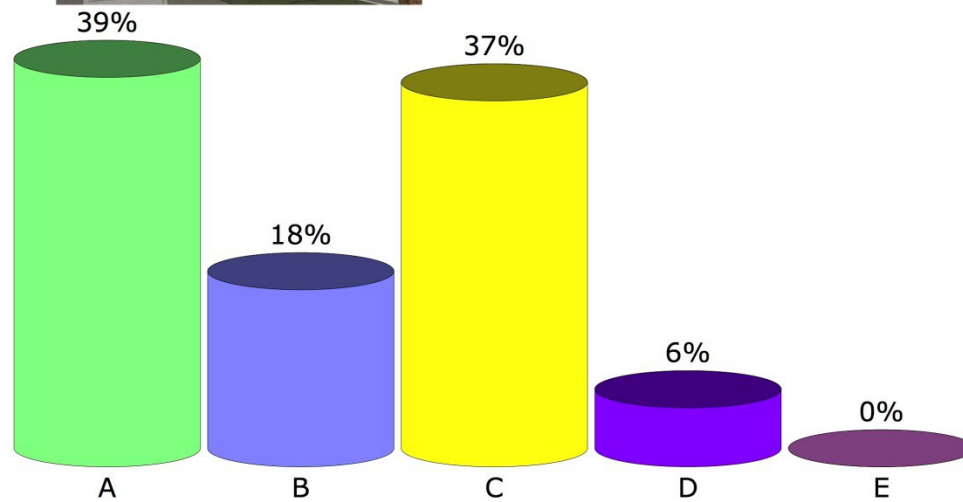
b. Townhome/Live-Work



c. Loft or Urban Apartment



d. I would never prefer to live in Downtown

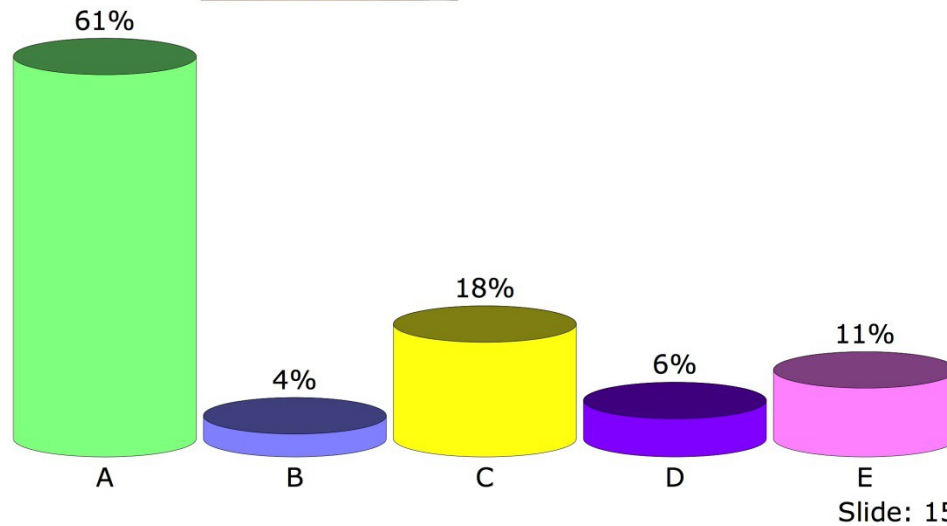


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# Event Preferences

13. What additional event-based experiences would you like to see in downtown?



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# Culinary Preferences

14. What additional culinary/food experiences would you like to see in downtown?

a. Food Trucks



b. Locally Sourced



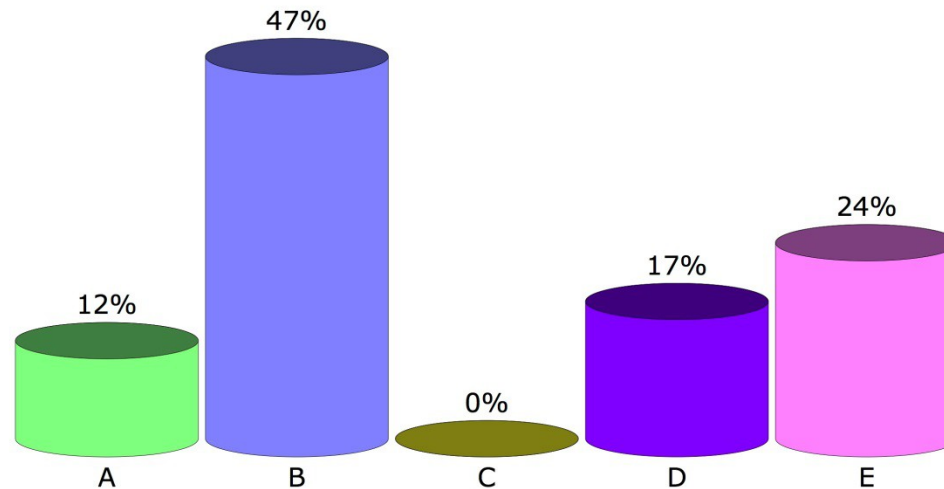
c. Fast Food



d. Boutique chain



e. Ethnic & Culturally Diverse



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# Public Space

15. What additional experiential elements needs to be added or expanded downtown?

a. Pocket parks



b. Café seating



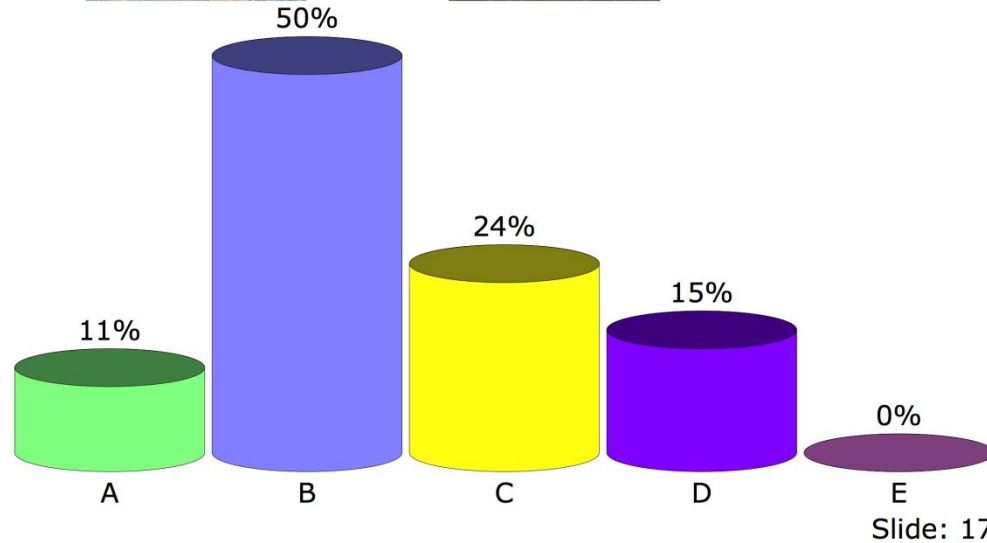
c. Public Art Collection



d. Architectural Diversity



e. Playground Equipment



Slide: 17

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# Entertainment Preferences

16. What additional outdoor experiences need to be added or expanded downtown?

a. Busking/Street Theater



b. Concert In the Park Series



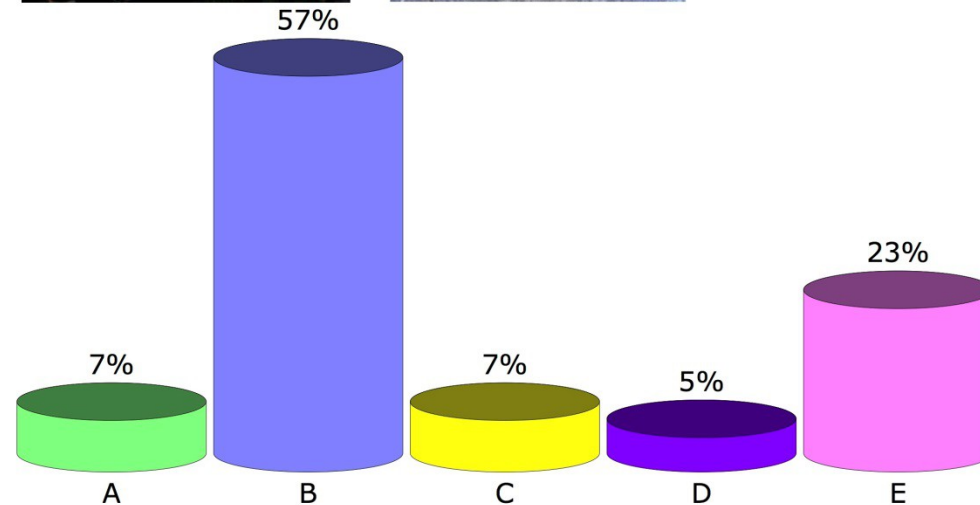
c. Outdoor movies



d. Pop Up Street Art



e. Public Biergarten



Slide: 18

Rogers\_OpeningPresentation\_9.30.14



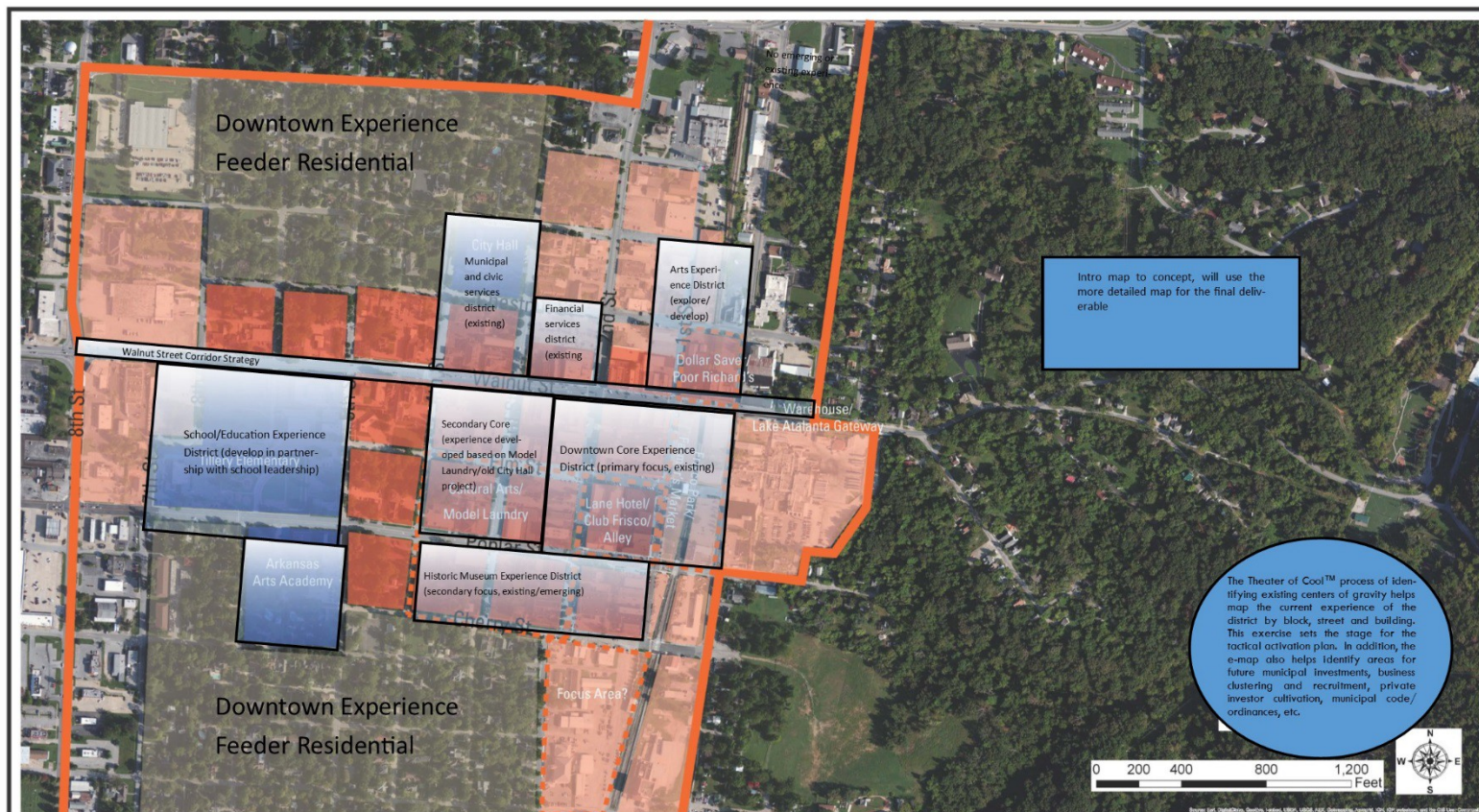
# Downtown Rogers Initiative Theater of Cool



# Theater of Cool and Experience Districts



- Identifies **existing** centers of gravity
- Maps initials **impressions** by block, street and building.
- **Prioritizes** immediate, medium and long-range staging actions.
- **Integrates** with the physical plan to create a living master plan



Downtown Rogers

## Experience Districts and Focus Areas

September 2014





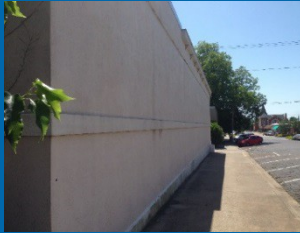
# Theater of Cool and Experience Districts

Some examples of initial activation strategies include:

Café/Outdoor Seating



Public Art



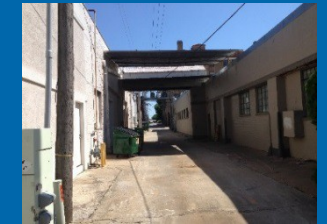
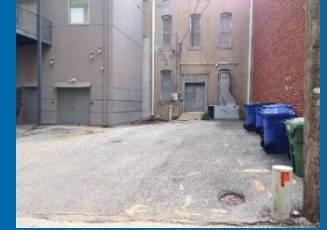
Arts District



Food Trucks

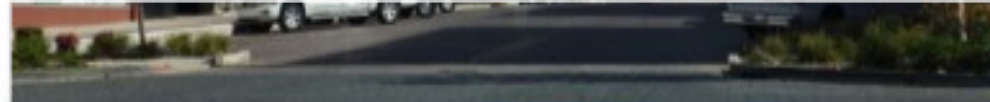


Alley Reclamation





# Downtown Rogers Initiative Lake Atalanta & Bike Park



# OVERALL CONCEPT

## EXPANDED PARK CONCEPT

Over the past few years the City has had the opportunity to evaluate a number of opportunities for the creation of a new Atlanta Park. Additionally, considering the importance of the park and the city of Atlanta, the City Commission has approved the plan to create a new park in the city of Atlanta. The Commission has approved the plan to create a new park in the city of Atlanta. The Commission has approved the plan to create a new park in the city of Atlanta.

## IMPROVEMENTS & AMENITIES

**LAKE ATALANTA**  
The City of Atlanta, Georgia, is pleased to announce the improvements to the Lake Atlanta area. The improvements include the construction of a new park area, the construction of a new park area, and the construction of a new park area.

**WALKING BRIDGE**  
The City of Atlanta, Georgia, is pleased to announce the improvements to the Lake Atlanta area. The improvements include the construction of a new park area, the construction of a new park area, and the construction of a new park area.

**BIKE IMPROVEMENTS**  
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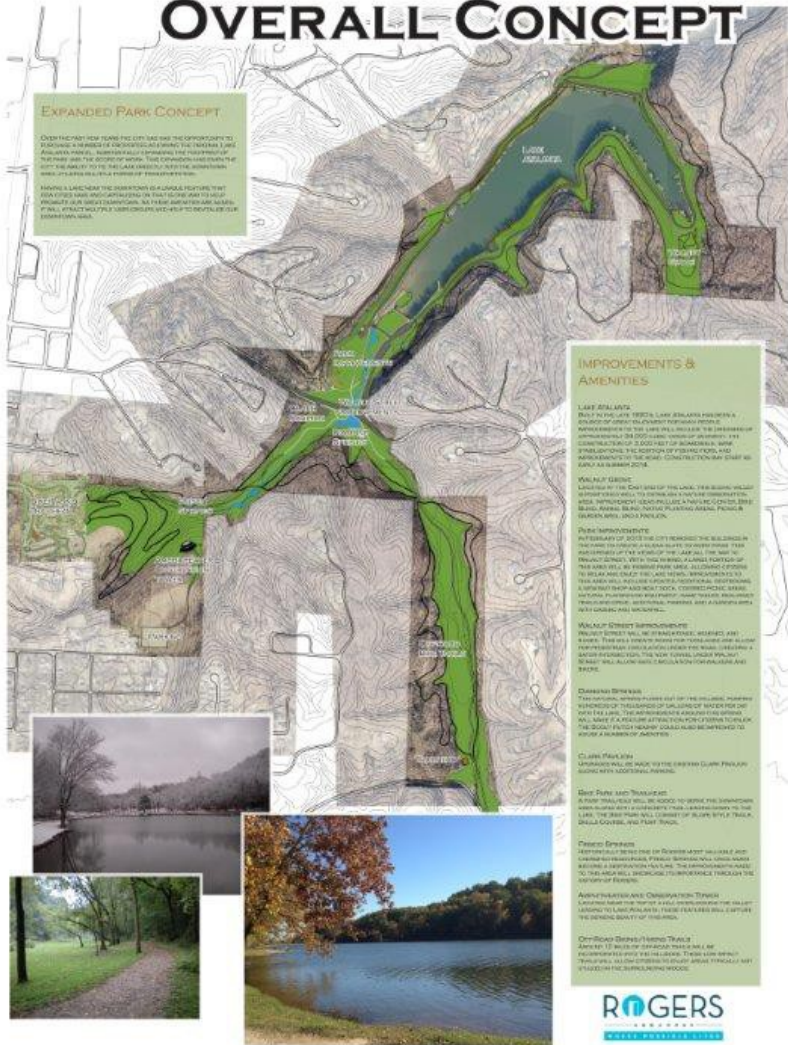
**WALKING BRIDGE IMPROVEMENTS**  
The City of Atlanta, Georgia, is pleased to announce the improvements to the Lake Atlanta area. The improvements include the construction of a new park area, the construction of a new park area, and the construction of a new park area.

**CLUBHOUSE**  
The City of Atlanta, Georgia, is pleased to announce the improvements to the Lake Atlanta area. The improvements include the construction of a new park area, the construction of a new park area, and the construction of a new park area.

**BIKE PUMP TRACK**  
The City of Atlanta, Georgia, is pleased to announce the improvements to the Lake Atlanta area. The improvements include the construction of a new park area, the construction of a new park area, and the construction of a new park area.

**BIKE SKILLS COURSE**  
The City of Atlanta, Georgia, is pleased to announce the improvements to the Lake Atlanta area. The improvements include the construction of a new park area, the construction of a new park area, and the construction of a new park area.

**BIKE PUMP TRACK**  
The City of Atlanta, Georgia, is pleased to announce the improvements to the Lake Atlanta area. The improvements include the construction of a new park area, the construction of a new park area, and the construction of a new park area.



# BIKE PARK

## SLOPE STYLE TRAILS

These are the most popular trails for mountain bikers. They are designed to be fun and challenging, with a variety of terrain and obstacles. The trails are designed to be fun and challenging, with a variety of terrain and obstacles. The trails are designed to be fun and challenging, with a variety of terrain and obstacles.



## SKILLS COURSE

A skills course is a series of obstacles designed to help riders improve their technique and skills. The course is designed to be fun and challenging, with a variety of terrain and obstacles. The course is designed to be fun and challenging, with a variety of terrain and obstacles.



## PUMP TRACK

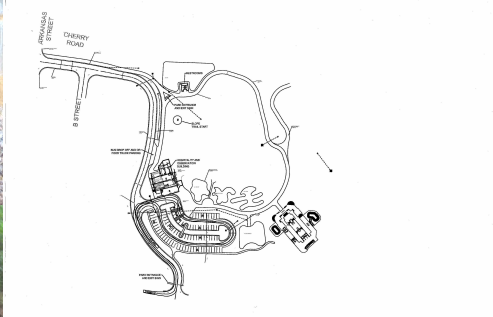
A pump track is a series of obstacles designed to help riders improve their technique and skills. The track is designed to be fun and challenging, with a variety of terrain and obstacles. The track is designed to be fun and challenging, with a variety of terrain and obstacles.



## VICINITY MAP



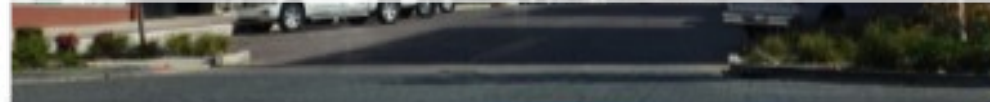
# Underway







# Downtown Rogers Initiative Regional Context





# Pedestrian & Cycling

## Gateway Corridors to Downtown Rogers

**North** – 2nd Street – Highway 62 to Olive/2nd St. Roundabout

- **Gateway:** Olive/2nd Roundabout
- **Trails:** North Loop

**West** – Walnut St./Dixieland Rd. to 8th St.

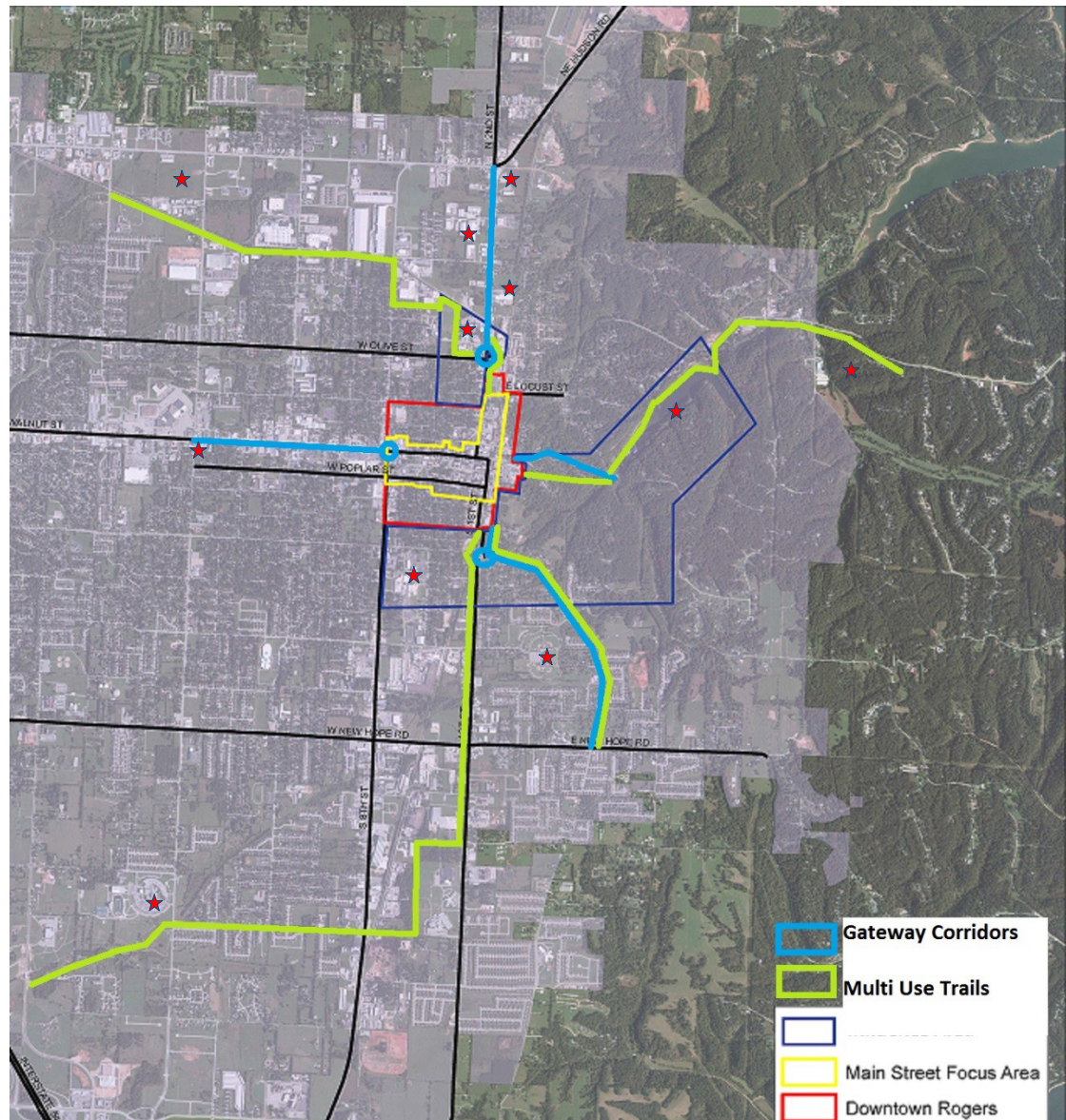
- **Gateway:** Walnut/8th Roundabout

**East** – Walnut St. – Arkansas St. to Lake Atalanta

- **Gateway:** Walnut/Arkansas St.
- **Trails:** Lake Atalanta & Beaver Lake

**South** – Monte Ne Rd. – New Hope Rd. to Arkansas /1st St./Monte Ne Rd. Roundabout

- **Gateway:** Arkansas-1st-Monte Ne Roundabout
- **Trails:** South Loop & Monte Ne





# Downtown Rogers Initiative The Master Plan





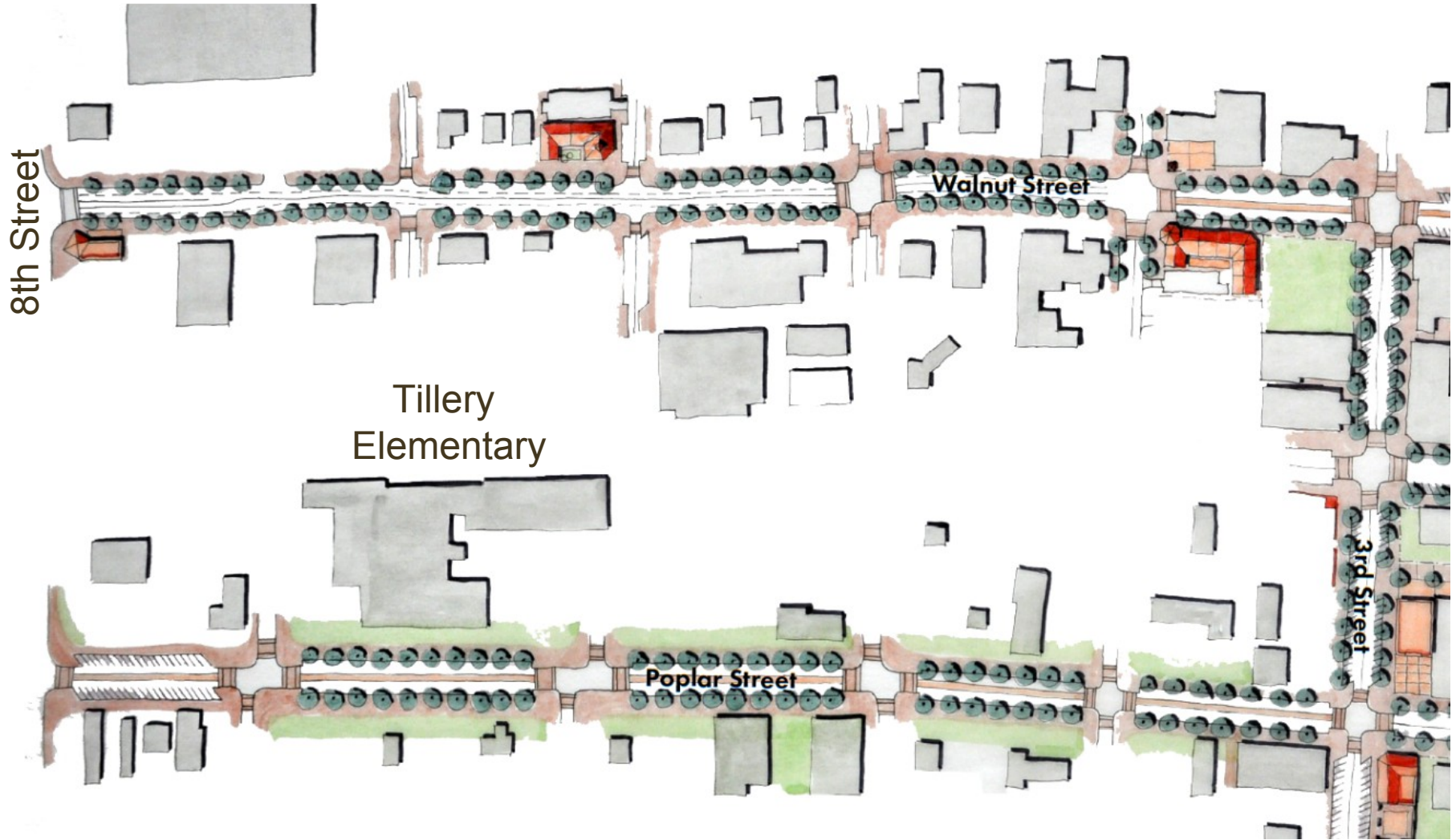




# Downtown Rogers Initiative Walnut Corridor (and Poplar Improvements)

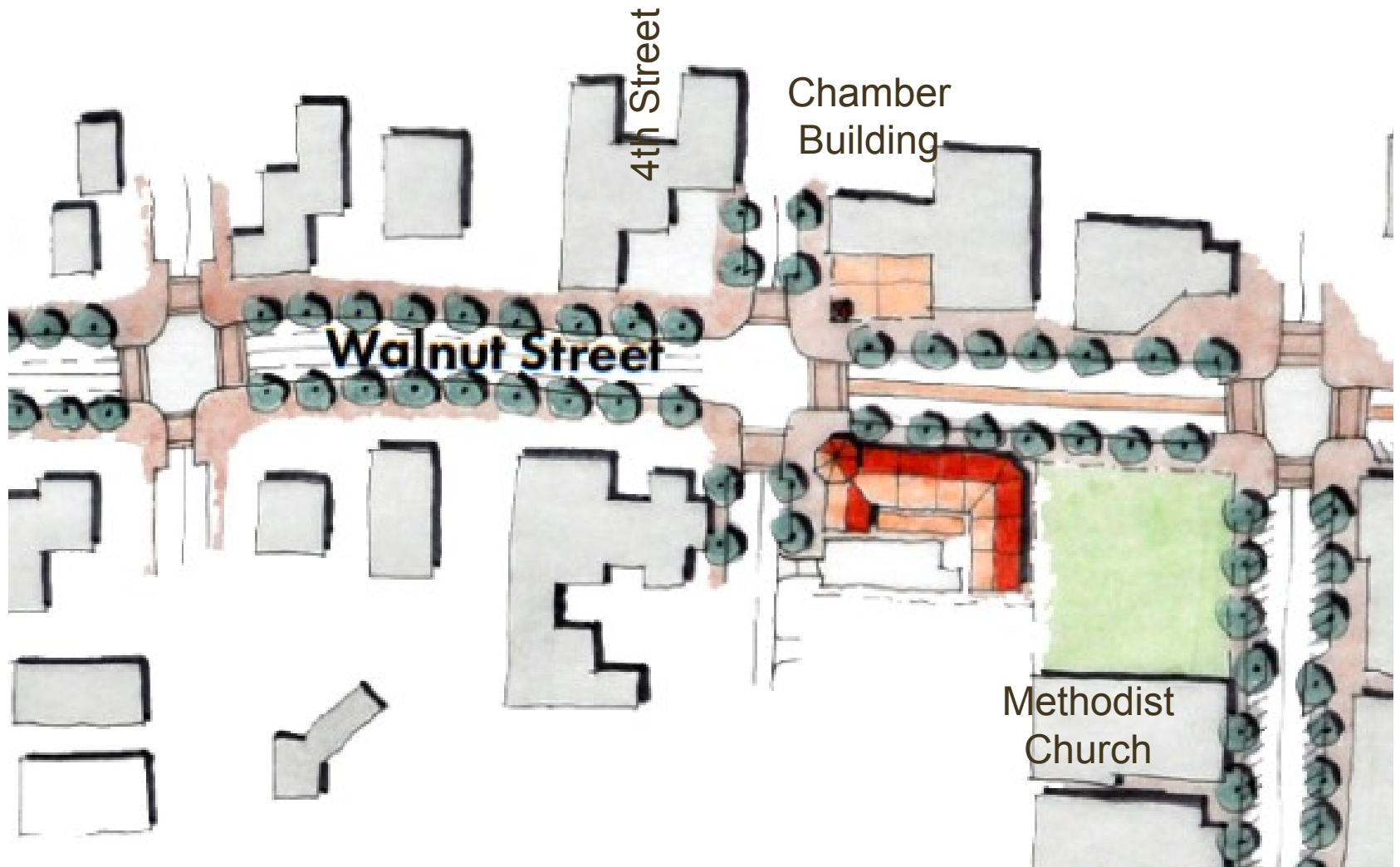


# Walnut Corridor and Poplar Improvements

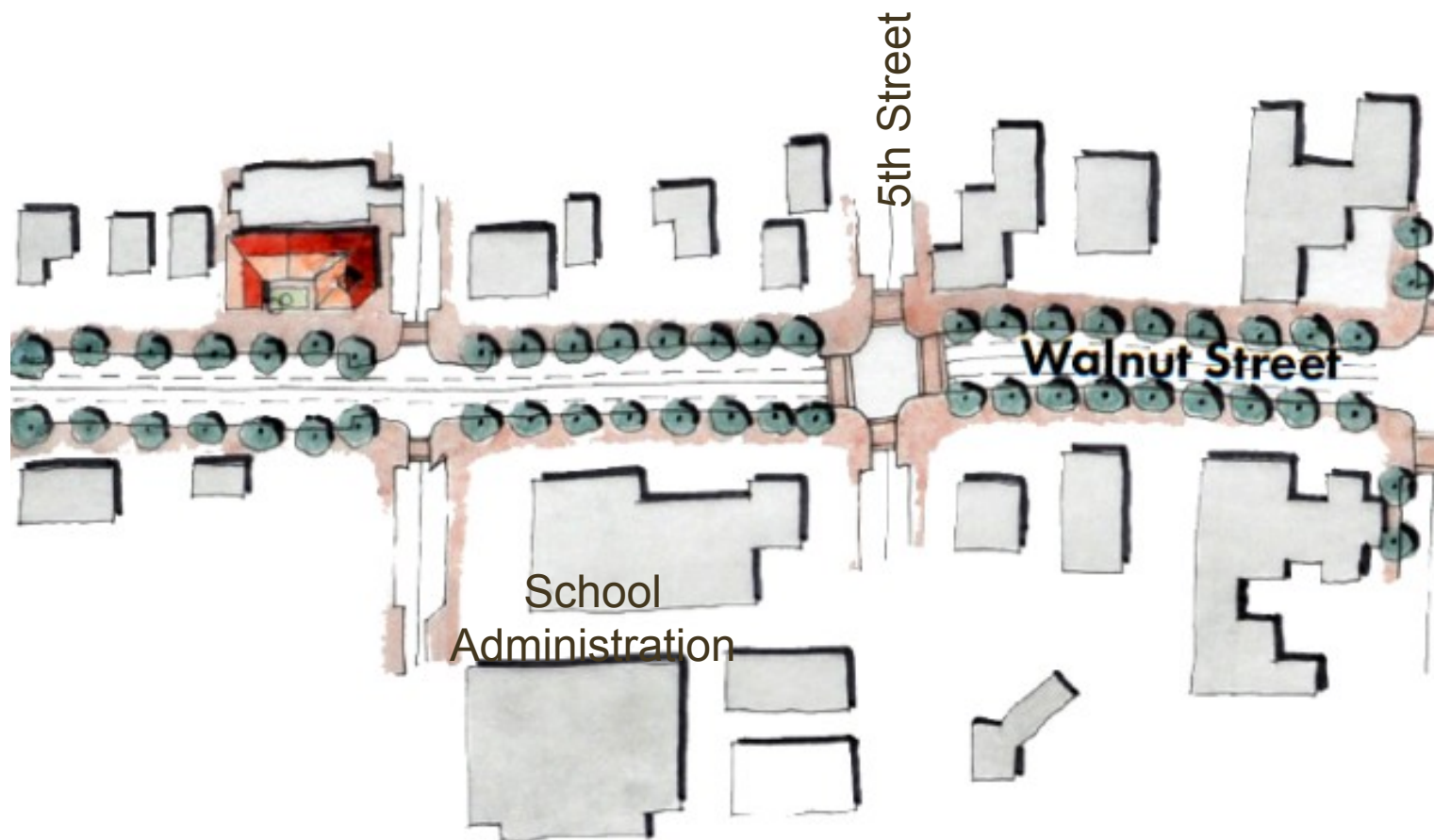




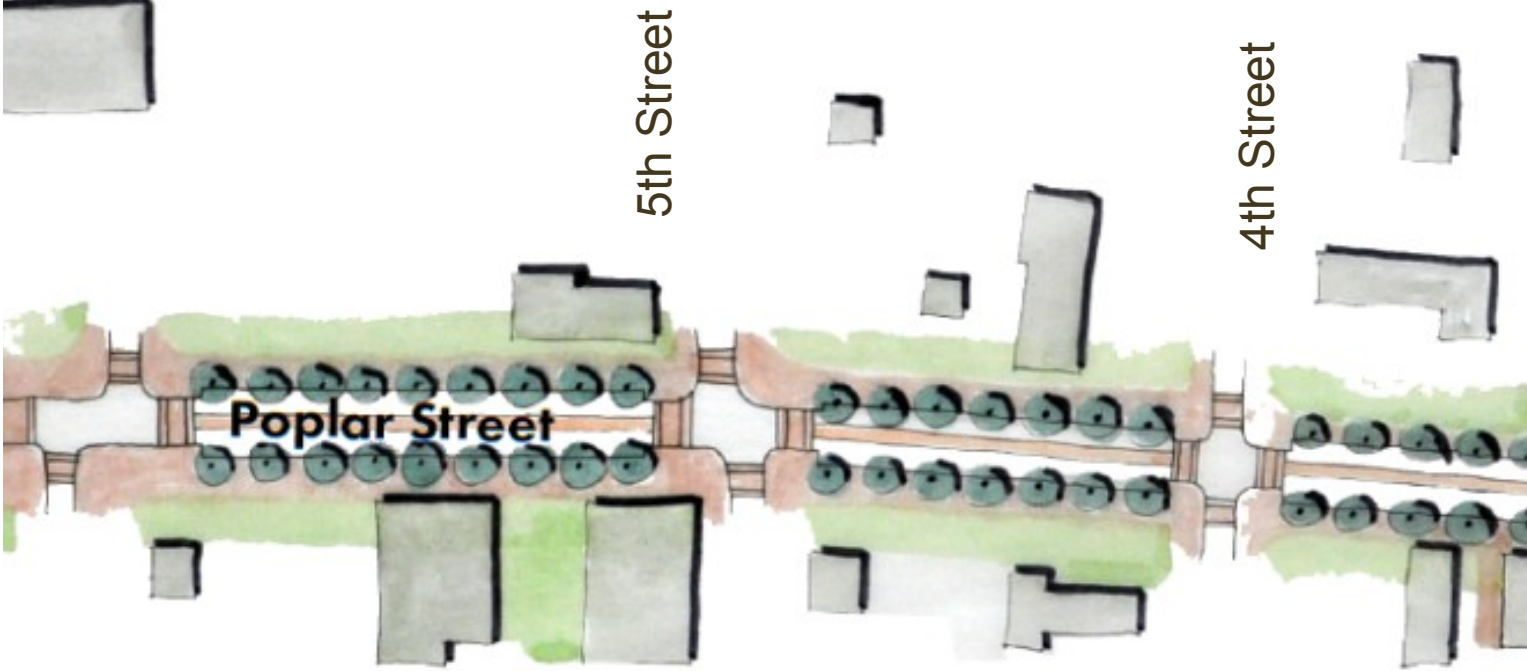
# 4th Street Gateway



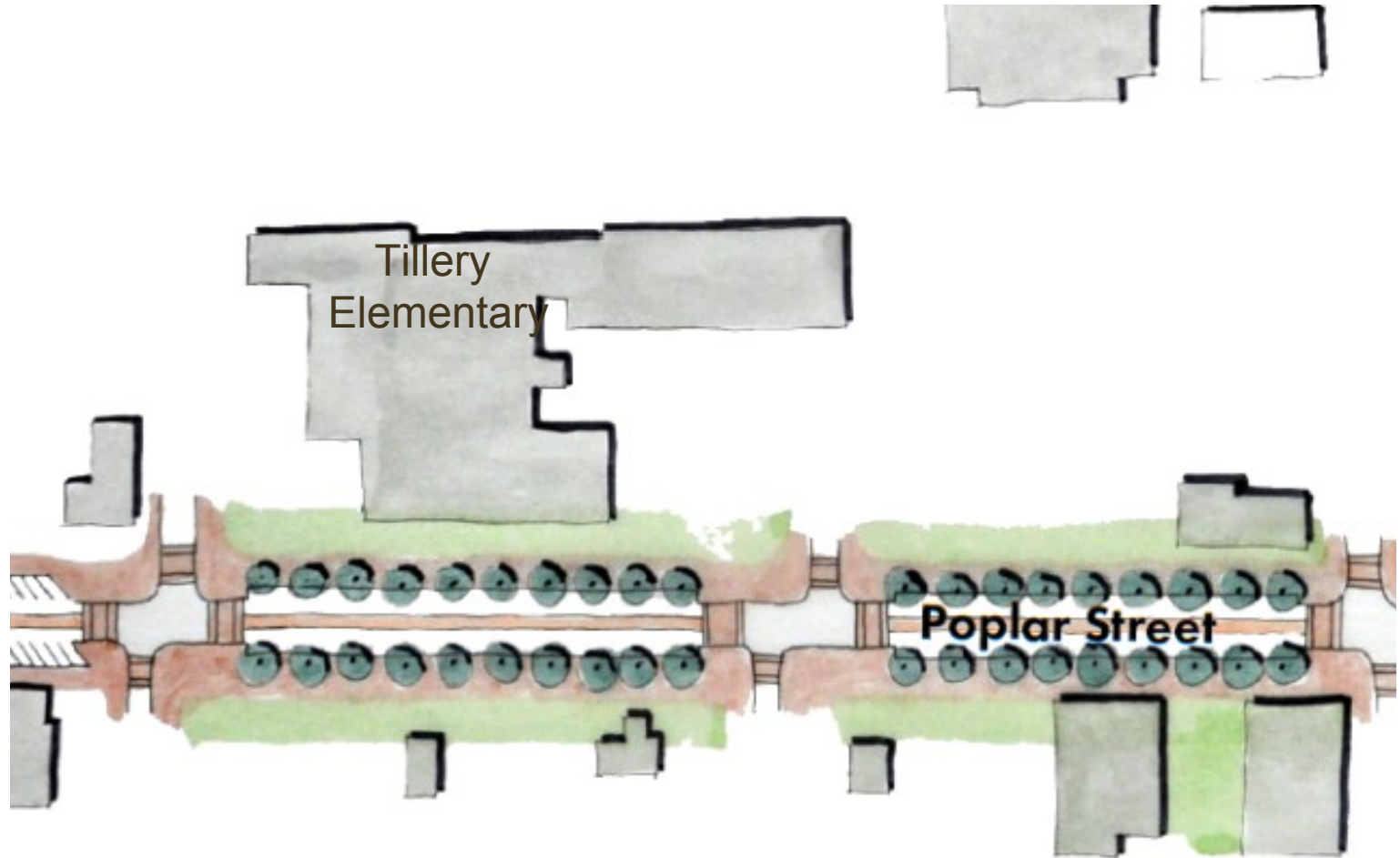
# 5th Street - Safer Routes to Schools



# Poplar Street Improvements



# Poplar Street - Safer Routes to Schools

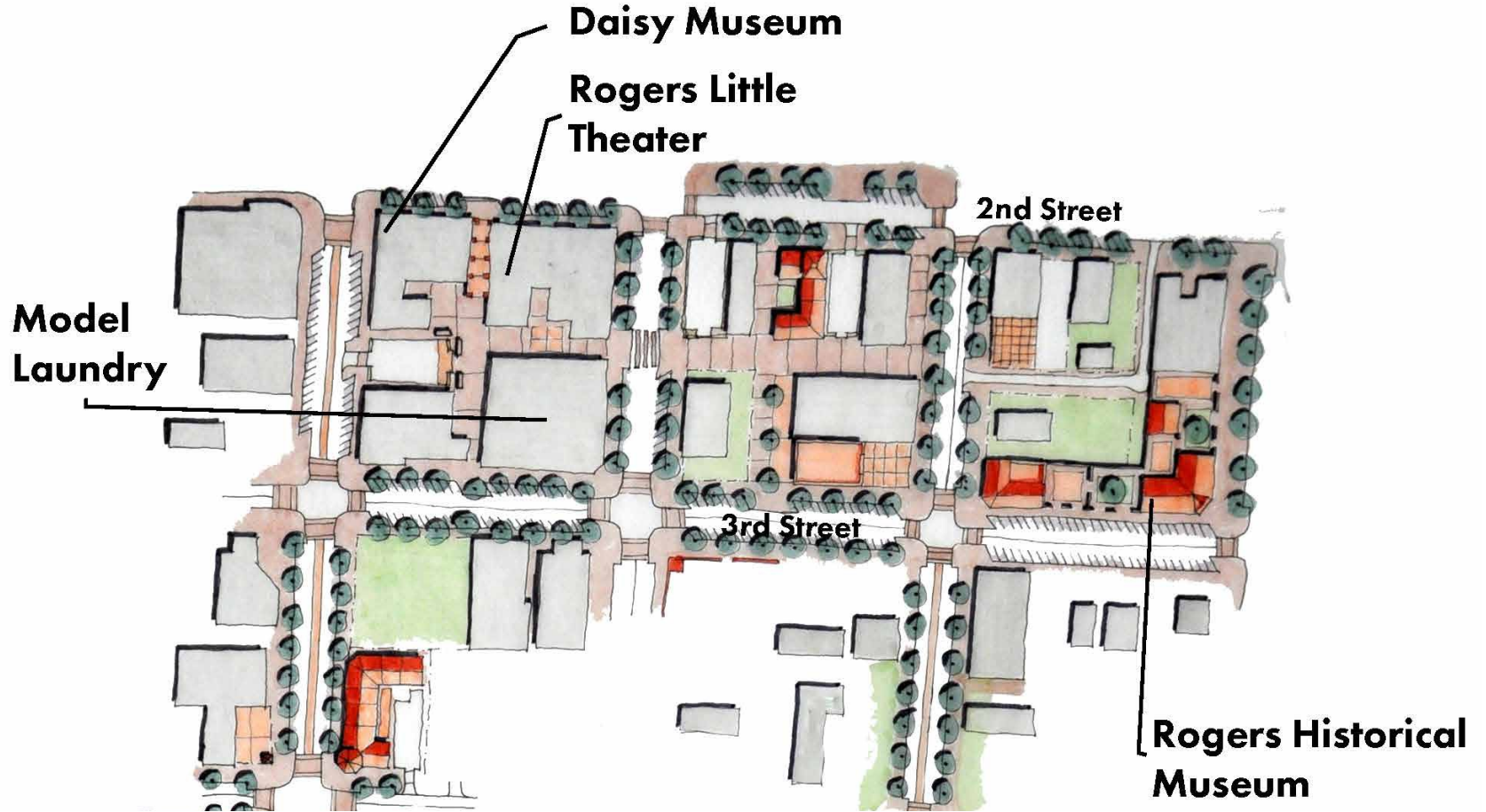




# Downtown Rogers Initiative Victory Row



# Victory Row



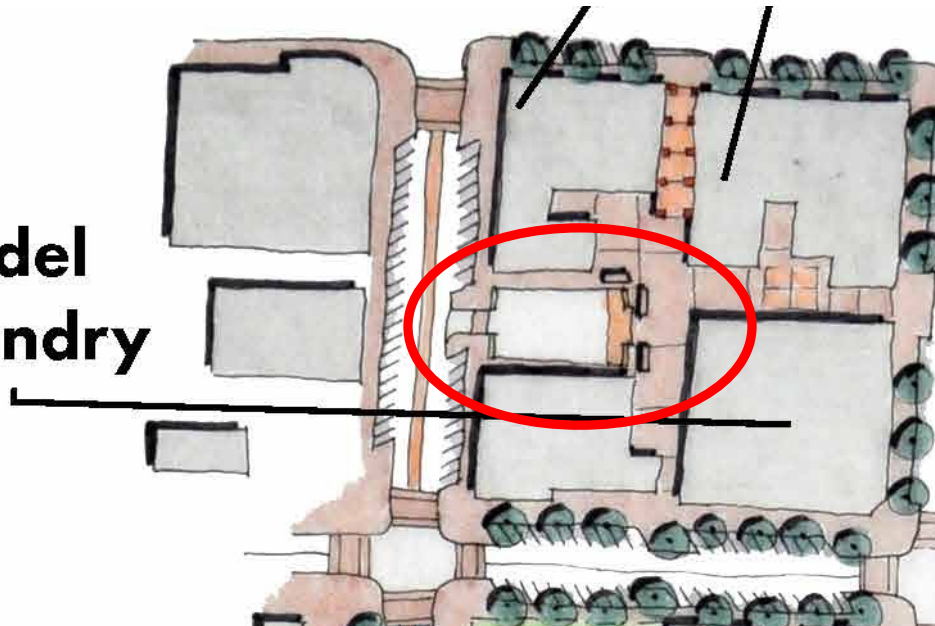


# Theater of Cool and Experience Districts

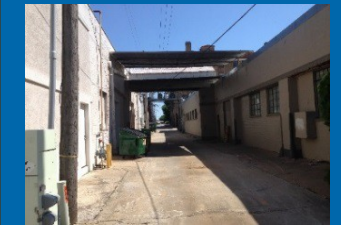
## Victory Row – Where Culture and History Date



**Model  
Laundry**



**Alley Reclamation**



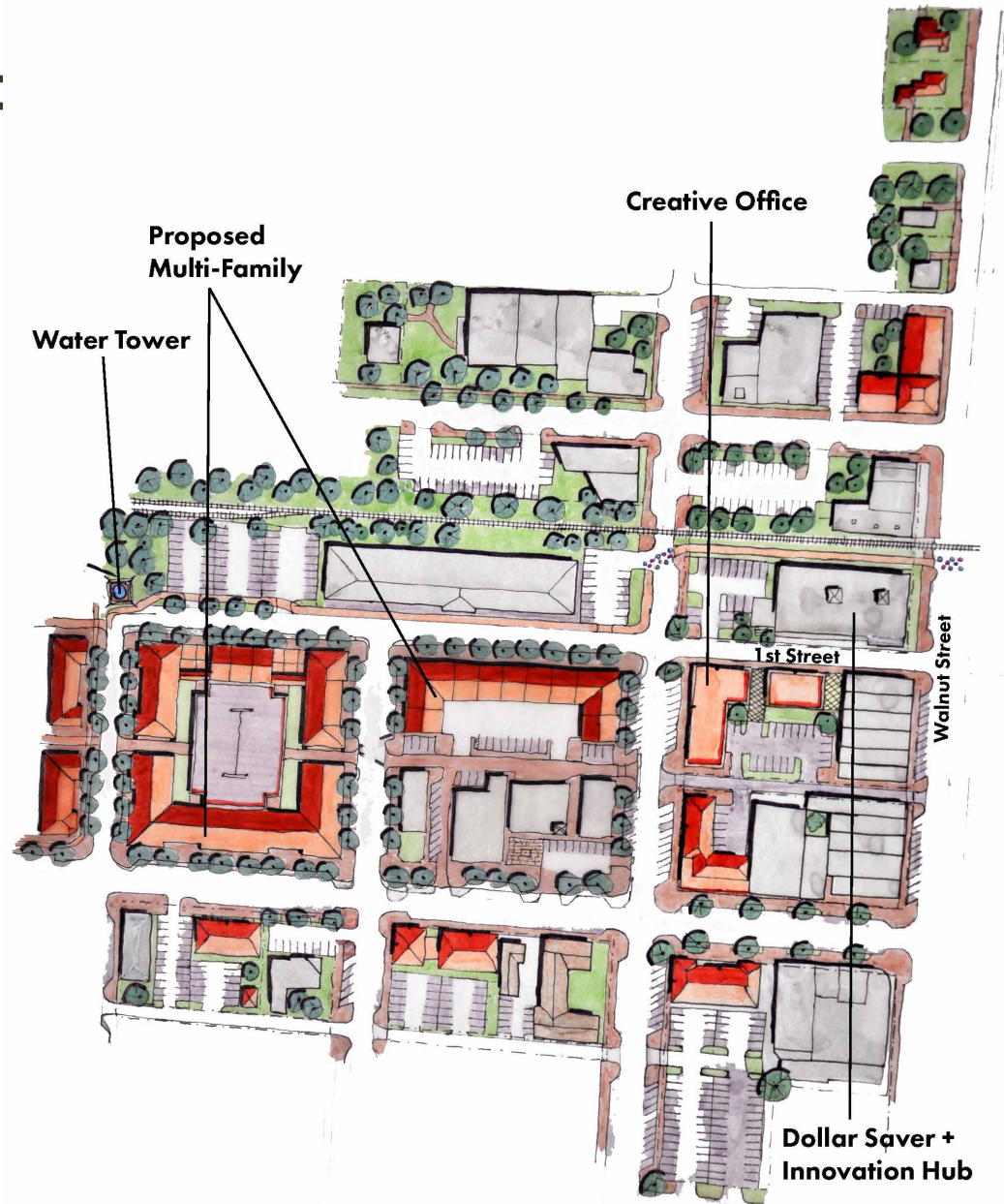


# Downtown Rogers Initiative Water Tower District





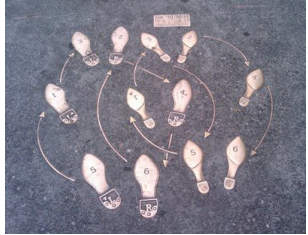
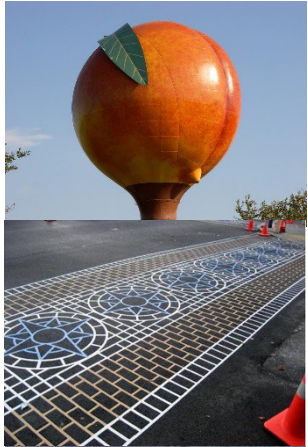
# Water Tower District





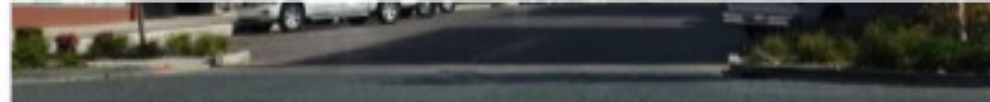
# Theater of Cool and Experience Districts

## Water Tower District – The Funky Factory

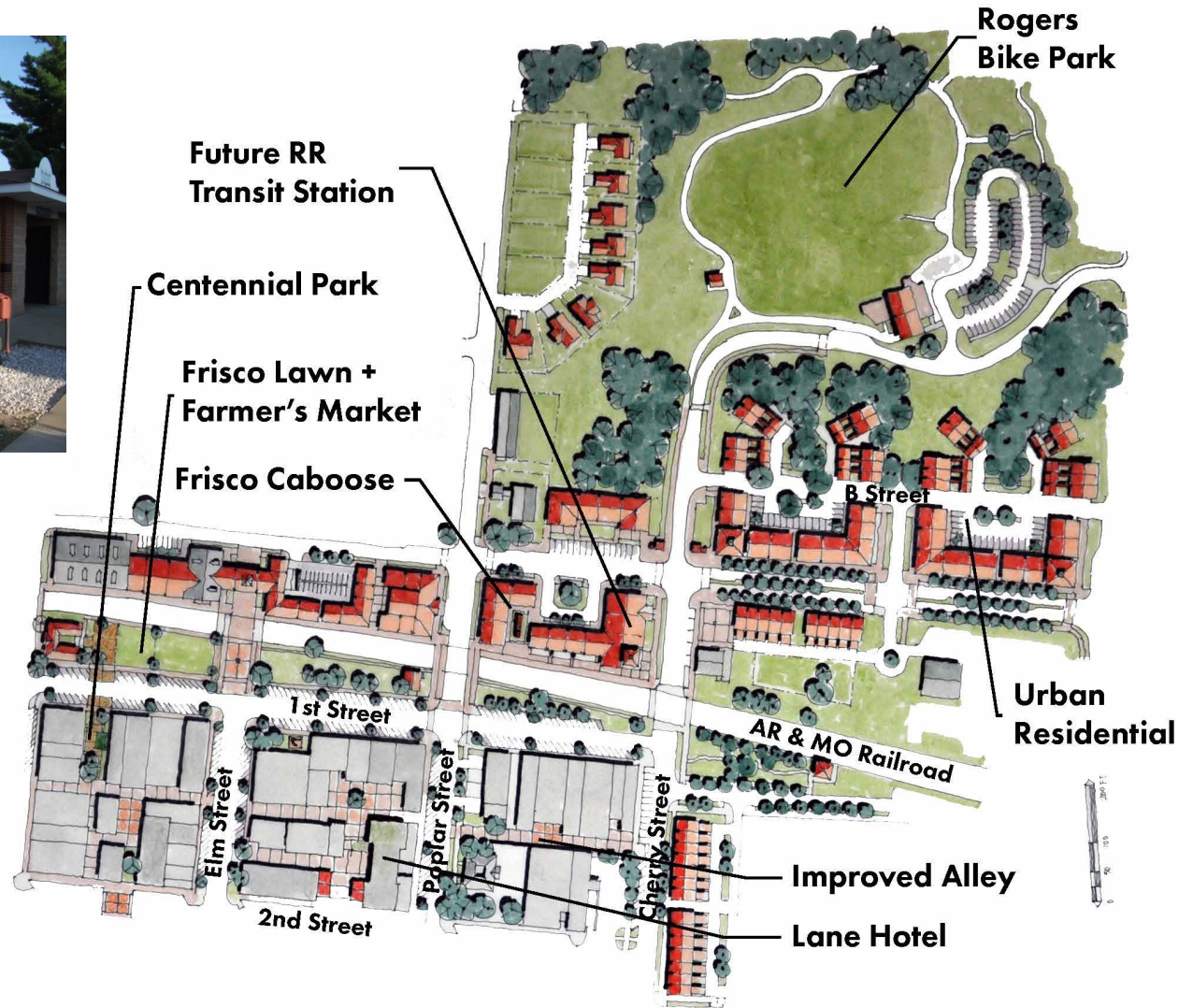




# Downtown Rogers Initiative Frisco Front



# Frisco Front





# Theater of Cool and Experience Districts

## Frisco Front – Downtown's Main Stage



### Arts/Cultural Events

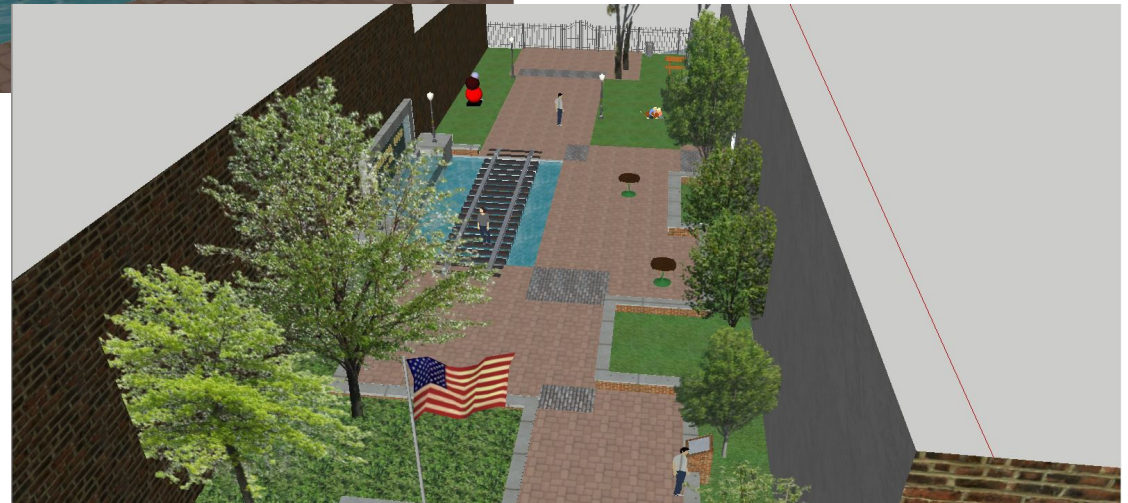


# Centennial Park (linked to Frisco Park)

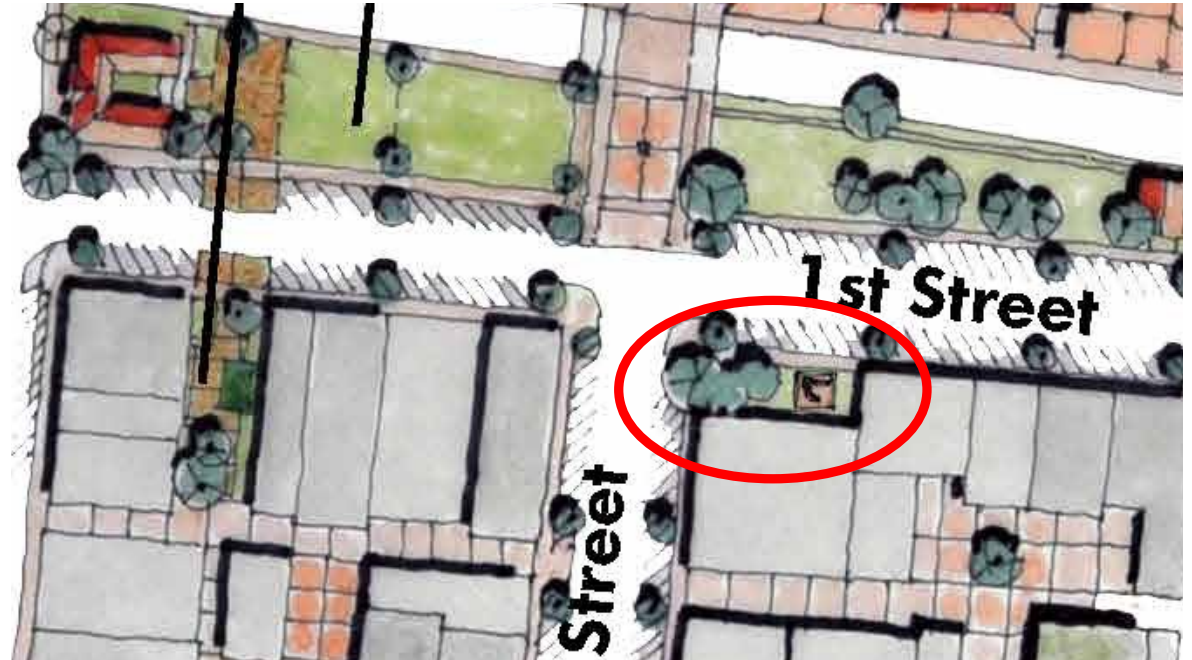


Design by:

Solomon Haile  
Zach Foster



# Pocket Playground



# Farmers' Market







# Downtown Rogers Initiative Remaining Steps and Implementation



# Implementation Considerations

- Estimate costs and prioritize infrastructure
- Zoning needs
- Utility locations
- Governance



# Remaining Steps

- Draft plan report for review
- Community Review
- Revise Draft Plan
- Formal Adoption
- Community Roll Out



# Special thanks to:

- Rogers – Lowell Chamber of Commerce
- Main Street Rogers
- Walton Family Foundation
- Northwest Arkansas Council
- The City Staff
- Mayor and Council





# Downtown Rogers Initiative

[www.gatewayplanning.com](http://www.gatewayplanning.com)

