



COMPREHENSIVE GROWTH MAP
USER MANUAL & DECISION-MAKING GUIDE
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I. WHAT IS THE COMPREHENSIVE GROWTH MAP?

The Comprehensive Growth Map (CGM) is the City's official land-use plan and growth management system. It provides a foundation for making land-use decisions at the administrative (staff), quasi-judicial (Planning Commission), and legislative (City Council) levels and presents a long-range view of the highest and best use of land based on the following principles:

- A diversity of land-uses should be distributed throughout the City to enable a variety of commercial, residential, and civic activity.
- A range of housing types should be encouraged within neighborhoods to promote affordability and equity.
- A rational process of successional growth should be established in areas identified for higher density/intensity.
- Development should be compact, pedestrian-oriented, and mixed-use to the extent contextually possible.
- Development should be interconnected through local street networks that disperse traffic, reduce vehicle miles traveled, and encourage alternate modes of transportation.
- Development should be structured in a pattern of neighborhoods and centers, focusing growth at nodes instead of corridors.
- Development should respect natural and environmentally sensitive areas and avoid adverse impacts on current and future open space.
- Growth patterns should reinforce the needs of transit.
- Infill and redevelopment should be encouraged to the extent contextually possible.
- Land-use should be planned and managed in consonance with the City's Master Street Plan.
- Land-use compatibility should be achieved by transitions instead of buffers, except when necessary to separate uses with high physical and visual impacts.
- The ordinary and essential activities of daily life should be accessible within walking distance (0.25-0.5 mile) of any neighborhood.

II. WHY IS IT IMPORTANT?

In the same way the Master Street Plan guides future development of the City's transportation network, the CGM guides future land-use decisions and the overall growth pattern of the City. It affects everything from the regulation of density to the viability of transit and establishes a basis of predictability for citizens and developers navigating the planning process. Responsible land-use management is an essential component of placemaking, economic development, and transportation planning – three key factors in sustaining dynamic growth and excellent quality of life. The CGM is a guide for officials to ensure consistency and objectivity in their decision-making duties, and a guide for staff to assist the public with accurate and timely information.

III. HOW DOES THE CGM SYSTEM WORK?

The CGM is organized into six maps. Each map is a page in the official CGM document. The CGM is also tied to the *Density Management* section of City Code (Sec. 14-737) which outlines procedural requirements for certain density-related review processes. The CGM is comprised of these six parts:

1) GROWTH DESIGNATIONS

Growth Designations are basic land-use categories that are organized by purpose, character, and level of development intensity. Various zoning districts are allowed within each designation. These categories control residential density limits and define the overall character of an area; they also determine which zoning districts may be applied in a given location. Some Growth Designation areas, i.e. Regional Centers and Commerce Corridors, have detailed zoning plans that require specific location of certain zoning districts and prohibit other options. See *Appendix A* for the Growth Designation table from CGM Page 1.

2) GROWTH GOALS

Growth Goals are a way to characterize a Growth Designation's status in the "land-use lifecycle," meaning the three primary stages of development over time: Establish (undeveloped greenfield), Complete (build-out and infill), and Refine (continued infill and redevelopment). These provide reference for future neighborhood planning efforts and for setting expectations for development activity. See *Appendix B* for a list of Growth Goals from CGM Page 2.

3) DOWNTOWN REGIONAL CENTER ZONING PLAN

The Downtown Regional Center Zoning Plan represents the specific location of COR, COM, IA, and NBT zoning districts within Downtown Rogers. This zoning plan is tied to the Downtown Rogers Development Code (Sec. 14-715). Some areas under this plan were rezoned in 2015 during the Downtown Rogers Initiative master planning process; the remaining areas will retain current zoning until rezoned by owner. This plan allows for the utilization of "Downtown" development standards within the CGM-defined Regional Center area.

4) UPTOWN REGIONAL CENTER ZONING PLAN

The Uptown Regional Center Zoning Plan represents the specific location of U-COR, U-COM, U-ENT, and U-NBT zoning districts within Uptown Rogers. This zoning plan is tied to the Uptown Rogers Development Code (Sec. 14-732). The areas under this plan may retain current zoning until rezoned by owner. This plan allows for the utilization of "Uptown" development standards within the CGM-defined Regional Center area.

5) COMMERCE CORRIDOR NORTH ZONING PLAN

The Commerce Corridor North Zoning Plan represents the specific location of certain zoning districts within the upper-portion of the Commerce Corridor Growth Designation. This plan requires a 300' U-NBT zoning buffer around the perimeter of its boundary with lower-intensity Growth Designations.

6) COMMERCE CORRIDOR SOUTH ZONING PLAN

The Commerce Corridor South Zoning Plan represents the specific location of certain zoning districts within the lower-portion of the Commerce Corridor Growth Designation. This plan requires a 300' U-NBT zoning buffer around the perimeter of its boundary with lower-intensity Growth Designations.

IV. HOW ARE ZONING PLANS IMPLEMENTED?

Zoning plans represent and enforce the specific location of zoning districts within certain Growth Designation areas. Most Growth Designations offer a set of potential zoning options, but areas regulated by zoning plans limit options by drawing required zoning boundaries at the parcel-level. These plans are enforced as property is rezoned by owner-initiation; there are no sunset provisions for zoning plan compliance. For example, if a property under the Uptown Zoning Plan were proposed for a rezone to something other than U-COR, U-COM, U-ENT, or U-NBT as assigned, the applicant would need to demonstrate unique conditions to warrant deviation from the zoning plan. Zoning plans are therefore an essential tool for achieving desired development outcomes. Zoning plan compliance should be encouraged through discretionary review processes to the extent possible.

V. HOW DOES THE CGM GUIDE ZONING DECISIONS?

Zoning districts are the tools that shape the built form and character of the City. Zoning districts control the use, bulk, disposition, and design of development, and proper zoning results in the most efficient use of land that aligns with established principles, plans, and policies. Growth Designations determine which zoning districts are allowed in a given location, making the CGM the primary reference for zoning decisions. The official zoning map shows zoning conditions as a snapshot in time, while the CGM shows future and potential zoning conditions.

1) CHOOSING THE RIGHT ZONING DISTRICT IN TRANSITION AREAS

Transition areas are considered the areas within 300' of the shared boundary between two different Growth Designations. In some cases, these areas are already mapped on zoning plans. In most cases, however, several zoning options might be possible for a given location. These situations call for the application of zoning districts that provide for more compact housing types such as duplexes, townhouses, courtyard apartments, and small multiplexes. While density limits are controlled by Growth Designation, zoning districts control land use, lot size, lot coverage, building disposition, and building design. It is therefore important to consider how these zoning standards would achieve the desired sequence of development intensity. It is helpful to think of this sequence as a gradient of

housing types. This gradient is commonly known as the “missing middle” housing spectrum and is illustrated below:



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When transitioning from a low-density or undeveloped Neighborhood area to an area of higher intensity, higher-density housing types should be used to order development in a way that gradually increases intensity but ensures compatibility with the surrounding context. If there are multiple potential zoning options for a given location, the most appropriate option should be based on these considerations.

VI. HOW DO I ACCESS THE CGM?

The official CGM document is the version recorded with the Benton County Circuit Clerk’s office and kept on file with the City Clerk. This “paper” version is available as PDF on the Community Development webpage and is designed for large-format printing. For small-format viewing, the most practical way to access the CGM is through the City’s GIS platform, which enables viewing of CGM layers with other public data layers.

APPENDIX A: GROWTH DESIGNATION TABLE

GROWTH DESIGNATIONS	PURPOSE	CHARACTER	DENSITY		ALLOWED ZONING DISTRICTS
			BASE	MAX LEVEL	
REGIONAL CENTER	To focus urban development in three areas – Downtown, Midtown, and Uptown – that serve as centers of gravity for the greater Northwest Arkansas region.	Mixed-use urban cores that function as regional activity hubs for commerce, arts and entertainment, living, recreation, and retail. Intensity supported by well-connected, high-capacity, pedestrian-oriented street network. Goals include high-quality design and efficient use of land.	-	HIGH	COR, COM, IA, NBT, U-COR, U-COM, U-ENT, U-NBT
COMMERCE CORRIDOR	To serve as an extension of the Uptown Regional Center in a way that provides for high-intensity development while respecting established residential and commercial patterns along the I-49 corridor.	Interstate-adjacent areas intended for development that maximizes land use efficiency through vertical form, shared or hidden parking, horizontal or vertical mixed-use, and judicious use of open space. Development should provide walkability and access to multi-modal transportation network. Goals include encouraging compact urban-style design, while discouraging suburban forms such as apartment complexes.	DCP*	HIGH	R-MF, U-NBT, R-O, C-2, C-4
EMPLOYMENT CENTER	To maintain existing industrial activity while providing a location for activities like vehicle repair, construction yards, technology centers, and other physically and visually intense uses with high environmental impacts.	Single-use areas in proximity to major arterials and rail intended for industrial and commercial uses with substantial site activity. Physical separation and landscape screening necessary for compatibility with adjacent areas. Goals include responsibly organizing uses with like impacts and maintaining capacity for industry and service.	6 units/acre	LOW	C-4, W-O, I-1, I-2
NEIGHBORHOOD CENTER	To provide access to the essential activities of daily life within a walkable distance of surrounding residential areas in a way that promotes compact building and site design, encourages infill, and reduces vehicle miles traveled for basic needs.	Mixed-use centers located around intersections of arterial and collector streets. Polycentric pattern serves neighborhood populations within 1/2 mile radius of each center and supports efficient multi-modal transportation network. Goals include creating neighborhood character, conserving opportunity for non-residential activities, and providing accessibility to civic facilities, religious assembly, basic commercial services, and recreation.	DCP**	MEDIUM	C-3
ACCESS CORRIDOR	To improve existing commercial corridors by reducing traffic congestion and pedestrian unfriendliness through redevelopment and integration of residential uses.	Stretches of single-use highway corridors in between other Growth Designation nodes. Goals include emphasizing access management, restricting uses with high trip generation, and encouraging compact residential development.	6 units/acre	LOW	R-MF, R-O, C-2
NEIGHBORHOOD	To protect and maintain existing residential areas in between other Growth Designation nodes while encouraging low-density infill.	Single-use residential areas connected by collector and local streets that may feature community-oriented non-residential uses such as schools, resource centers, and places of worship. Goals include preserving locations for low-density residential while limiting its proliferation in areas proposed for higher-intensity development.	6 units/acre	LOW	R-SF, N-R, R-DP, R-MF
OPEN SPACE	To identify environmentally sensitive areas that should be considered with regard to development impact.	Parks, floodplain, NWA Open Space priority properties.	-	-	-

*DCP = determined by Density Concept Plan

**DCP = determined by Density Concept Plan; required only for single-use multifamily

APPENDIX B: GROWTH GOALS

REGIONAL CENTER

RC-1: Establish
RC-2: Complete
RC-3: Refine

EMPLOYMENT CENTER

EC-1: Complete
EC-2: Complete
EC-3: Complete

COMMERCE CORRIDOR

CC-1: Complete
CC-2: Complete

ACCESS CORRIDOR

AC-1: Complete
AC-2: Complete
AC-3: Complete
AC-4: Complete

NEIGHBORHOOD CENTER

NC-1: Establish	NC-24: Refine
NC-2: Establish	NC-25: Complete
NC-3: Establish	NC-26: Establish
NC-4: Complete	NC-27: Establish
NC-5: Establish	NC-28: Establish
NC-6: Establish	NC-29: Complete
NC-7: Complete	NC-30: Complete
NC-8: Complete	NC-31: Complete
NC-9: Establish	
NC-10: Establish	
NC-11: Establish	
NC-12: Complete	
NC-13: Establish	
NC-14: Complete	
NC-15: Establish	
NC-16: Complete	
NC-17: Establish	
NC-18: Complete	
NC-19: Complete	
NC-20: Complete	
NC-21: Complete	
NC-22: Refine	
NC-23: Complete	