



Chapter 11
Implementation



Introduction

A Comprehensive Plan must be a living document. It must be the basis for all policy, development and financial decisions made daily by City leaders and staff as it relates to how the City will grow and evolve, and where public investments are necessary to support that growth.

Throughout this process we **Imagined Rogers 2040**. The vision, guiding principles and strategies, along with each of the supporting chapters, identify our strengths and challenges facing our community, and provide a foundation for solving problems and seizing opportunities for sustained growth and change. Achieving what we aspire for Rogers depends clear, attainable goals and action items, and ultimately tangible outcomes that we can visualize happening, and continued diligence, understanding success is journey, not a destination.

Success: *The accomplishment of an aim or purpose.*

Implementation of this Comprehensive Plan involves the conversion of the guiding principles and strategies into official municipal controls, tools and programs. The Implementation chapter, like the Plan itself, should be a flexible guide and should be amended as conditions change or are better understood.

The Comprehensive Plan will be implemented in a number of ways. Actual implementation is accomplished daily by City staff and on a regular basis by the decisions made by the City Council and advisory commissions. Implementation will involve the application of and updates to the City's official controls and continued financial management practices, as well as the specific action items identified in this chapter.

Official Controls

The City's official controls are central in the implementation of this Plan. State Statute requires the City to ensure there is consistency between its official controls and the Comprehensive Plan. In the case of land use and development, the City's **Zoning and Subdivision Ordinances** are important to successful implementation of the Plan as they guide the type, location, intensity and aesthetics of development that occurs in the community. Thus, upon adoption of the Comprehensive Plan the City shall evaluate its zoning ordinances and other land use controls and consider amendments necessary to eliminate inconsistencies and ensure successful implementation of this Plan. Those updates must be completed nine months after formal adoption of the 2040 Comprehensive Plan. A description of the city's existing zoning districts and a zoning map are provided in the Appendix. The City's website also provides a description of districts and the current map and should be referenced for the most current information.

The City of Rogers has established plans, ordinances, policies, fiscal devices, and other tools that guide decision-making and are used to implement the Comprehensive Plan's goals and policies. Similar to the Comprehensive Plan, these documents should be monitored and updated to ensure that they continue to meet the needs of the community and help support its overall vision. These official controls consist primarily of ordinances and fiscal devices.

Fiscal Programs & Tools

The City has established and uses various fiscal devices to support implementation of the Comprehensive Plan's guiding principles and strategies. Financial planning ensures City spending responds to the City's overall vision and is done in a fiscally responsible manner. Of particular importance is the Capital Improvement Program (CIP). The





CIP contains the multi-year scheduling and funding of public infrastructure improvements in areas such as transportation, water resources, and public buildings and parks. The City has established a 10-year CIP that identifies the priority, timing and funding of public investments by department, specifically Public Works, Utilities, Public Safety, Parks, Planning and Administration. The Rogers CIP is attached in **Appendix G**.

Implementation Plan

The success of long-range planning can be measured by its ability to be implemented. Without action on the guiding principles and strategies defined within the plan, there may be no movement toward the City’s overall vision by 2040. The previous chapters of the Comprehensive Plan identify issues and opportunities in each of the City’s systems that can be addressed over the next 25 years. The following pages provide a list of actions that may be implemented to respond to these issues and opportunities, as the City strives to meet its 2040 Vision.



Build Neighborhoods and Livability



Housing							
Allocate funding from an established Housing & Redevelopment Authority (HRA) levy toward development of a home investment program to preserve the existing housing stock and support the need for home affordability.		✘			✘		
Create housing incentive programs to entice development of housing options priced and marketed at first-time home buyers, and encourage reinvestment in existing of homes constructed pre-1990s to preserve home prices and values within established affordability ranges.		✘			✘		
Establish infill development program to acquire and remove or renovate blighted homes for redevelopment.	✘	✘					
Identify funding programs to support construction of attainable housing for persons and families with household incomes less than the Area Median Income for the Twin Cities Metropolitan Area.		✘					
Emphasize development of a full complement of lifecycle housing options with an emphasis on both owner-occupied and rental higher density residential products that satisfy the demand for market rate, affordable and senior living products.		✘			✘		
Provide sufficient housing types, services and aging-in-place programs necessary to assist the needs of an aging population.	✘	✘					
Support development of multi-family projects within existing commercial areas to capitalize on access to services and roadways.	✘	✘			✘	✘	
Approve flexible development standards for land outside of the Rogers municipal utility services area to enable interim, larger lot residential development with end goal of average density of 3.0 units per acre.	✘	✘					✘



Assist with land assembly necessary to support medium density development adjacent to Triangle Park and along Main Street and Rouillard Avenue.	✘	✘				✘	
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Parks, Recreation & Healthy Living








Build parks and recreation areas, and preserve open spaces, that create accessible quality experiences and promote healthy living and are adaptable to changing demographics and community needs.			✘			✘	✘
Ensure access to parks and recreational facilities and open spaces at no or low cost by maintaining and upgrading play structures, courts and fields that enable physical activity and social interaction for youth and their families.			✘				✘
Implement Triangle Park plan to construct new park shelter, farmer’s market area, splash pad and other park improvements to establish park as central park for the community.			✘				
Partner with Three Rivers Park District on developing local ‘sister park’ to the 2,600-acre Crow-Hassan Park Reserve.			✘				
Partner with Community Education and other local recreational program providers to provide residents with access to recreation activities and programs.			✘				✘
Pursue partnerships to build regional systems and fund initiatives and projects that support the mission of the Rogers Parks, Open Space and Trails System Plan.			✘				

Foster Economic Opportunity and Prosperity












Downtown

							
Fund a streetscape plan and small area plan design to establish vision and provide visual demonstrations of the urban environment and street-level pedestrian orientations for Downtown Rogers. Establish priority projects and timelines of work to be completed.			X			X	X
Redefine Downtown Rogers as a multi-purpose district for small business commerce, residential living and community gathering.	X	X			X		
Pursue the types of businesses that fit the Downtown Rogers image. Partner with landowners and developers to protect land prices or rental rates necessary to support those businesses.	X	X			X		
Locate civic facilities, including city hall, senior center and community enter, central to Downtown Rogers to create and support public and commerce activities.	X						X
Complete exterior design standards for downtown buildings, store fronts and public spaces to create continuity and scale between the old and new built environments.	X				X		
Perform assessment of existing buildings in Downtown Rogers to determine condition and cost to renovate and retain historic buildings of local significance. Identify funding sources to support entrance and façade restoration of buildings.					X		
Retain affordable rental rates for downtown properties by partnering with existing landowners and developers to acquire properties, remove blight, renovate buildings and update exteriors, and complete infill development projects.	X	X			X		
Establish transition zone and development standards for residential and commercial development adjacent to downtown to support the vision and targeted outcomes for Downtown Rogers.	X	X			X		










Business Development

							
Activate the Economic Development Authority (EDA) and implement an EDA levy necessary to support identified economic development goals and outcomes for Rogers.					✘		
Develop a five (5) year economic development strategic plan that creates funding opportunities and entices new development, redevelopment and/or reinvestment of existing properties that grow and stabilize the existing property values and creates opportunities to redevelop commercial properties to make better use of the commercial land.	✘				✘		
Support a Housing & Redevelopment Authority (HRA) levy for the purpose of development housing programs to support development activities that create workforce housing options for employees.		✘			✘		
Adopt a Business Recruitment, Retention and Expansion program to understand local business needs and develop a strategy for new business attraction.					✘		
Partner with waste and recycling companies to conduct volunteer assessments for local businesses and multi-family properties to aid in identifying opportunities for waste and cost reductions and increases recycling efforts.					✘		
Collaborate with Minnesota Department of Employment and Economic Development, Greater MSP and Hennepin County to create awareness and promote the City as destination for business and capitalize on its location within the Twin Cities metropolitan area.					✘		
Partner with educational institutions, non-profit organizations and utility companies to identify access to technology and human capital and workforce training for existing businesses and employees to support worker attraction and retention.					✘		



Development Support

							
Facilitate preparation of development-ready sites.	✘				✘		
Update City development policies to encourage compact development and flexible land uses that support community sustainability strategies and use natural landscapes to create amenity-rich developments.	✘	✘	✘	✘	✘	✘	✘
Explore opportunities through University of Minnesota Resilient Communities Partnership or similar student-led research programs to identify business and development support mechanisms.						✘	✘
Complete market study of community.						✘	



Broaden Community Connections



Transportation

Achieve a coordinated pattern of land use development with the local and regional transportation system that ensures safe, convenient, and efficient mobility.	✘					✘	✘
Support smart growth strategies that creates community mobility alternatives and reduces carbon emissions by promoting coordinated, compact development patterns that prioritize infill and redevelopment of previously developed areas and provide transit options.	✘	✘	✘			✘	✘
Encourage master planning designs of existing commercial and industrial areas to promote compact development projects that feature a mix of uses to capitalize on access to Interstate 94 and Highway 101 and future Dayton Parkway interchange.	✘				✘	✘	
Integrate smart car technologies within the community, including installation of charging stations for electric vehicles and support for the development of other new transportation technologies that enables Rogers to benefit from those advancements.					✘	✘	✘
Develop wayfinding and directional signage plan, including community monument and district entrance signs, for community navigation for pedestrians, bicyclists and motorists, and to help enhance the sense of place vision community-wide.						✘	
Partner with the Minnesota Department of Transportation and Hennepin County to identify and fund long-term traffic impacts and opportunities to improve community access and commute times in and through the City.	✘					✘	



Trails








Identify critical trail and sidewalk connections for pedestrians and bicyclists between neighborhoods, commercial and employment areas, and recreational destinations for the purpose of creating loop systems, local connectors, and safe routes to schools.	✘	✘	✘		✘	✘	
Repair and fill gaps within the existing sidewalk and trails system.			✘			✘	
Expand local connections to regional assets that provide and improve non-motorized commuting opportunities and access to transit for non-motorized commuters.			✘			✘	
Develop an interlinking system of high value trails, sidewalks, and on-street bikeways throughout the City that connect with regional trails and trails in adjoining communities.			✘			✘	
Provide reasonable trail access to the natural resource amenities within the community without unduly compromising their integrity and natural qualities.	✘	✘	✘		✘	✘	
Provide an appropriate level of universal accessibility to trails throughout the system.			✘			✘	✘

Transit

Support opportunities to provide transit service options to the community.	✘					✘	
Identify transit station site options. Advocate for extension of commuter service improvements and transit needs, whether new or extension of existing bus services and/or light rail.	✘				✘	✘	



Create Lasting Value 

Stewardship							
Approve Natural Resources Stewardship Plan that enhances the health of the City’s ecosystems, protects and enhances biological diversity of native habitats, and balances natural resources preservation with recreational use and community growth pressures caused by development.			X	X			X
Enrich the aesthetic environment and community benefits by establishing landscaping requirements and expanding the existing Tree and Woodland Preservation ordinance to address tree removal, preservation and tree types.	X		X				
Increase the urban tree canopy coverage to provide shade, dissipate heat, mitigate the health effects of airborne particulates, and reduce the City’s overall carbon footprint.			X				X
Adopt a Living Streets plan to implement consistent, cohesive local street design throughout the community that provide environmental and health benefits, and reduce future public improvement costs, with narrowed streets and enhanced boulevard design and landscaping and improved pedestrian and bicycle access.	X		X			X	X
Provide a reliable and sustainable drinking water supply by promoting water conservation methods through public outreach and City code modifications. The City also plans to implement a rebate program to identify high efficiency appliances and smart irrigation systems.				X			X
Approve the 2040 Comprehensive Sanitary Sewer Plan that establishes goals and polices that promote the efficient maintenance and operation of the Rogers Wastewater Treatment Plant and collection system. Adoption of the plan will also promote continued sanitary sewer capacity for current residents and business and future capacity, along with a system that is cost-effective and equitably financed.				X			



Approve the 2040 Stormwater Management Plan that will promote improved water quality through the adoption and implementation of best management practices.				✘			
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Energy Dependency

Integrate electric, hybrid and/or other alternative energy powered and fuel efficient vehicles into the City's fleet.						✘	✘
Partner with private utility companies to provide information and access to energy and other conservation programs.	✘						✘
Establish an incentive program for property owners to construct raingardens, use rain barrels, or implement other water control strategies to capture water for re-use to reduce water consumption and reduce storm water runoff.	✘	✘			✘		✘

Engagement

Expand the use of social networking and other technologies and traditional mediums to improve delivery of and access to and delivery of information and enhance interaction with all persons.	✘	✘	✘	✘	✘	✘	✘
Refine the City logo and establish a brand identity and marketing strategy to define the identity of the community and aid as a recruitment tool for business growth.					✘		✘
Expand E-commerce solutions to enable online customer transactions.					✘		✘