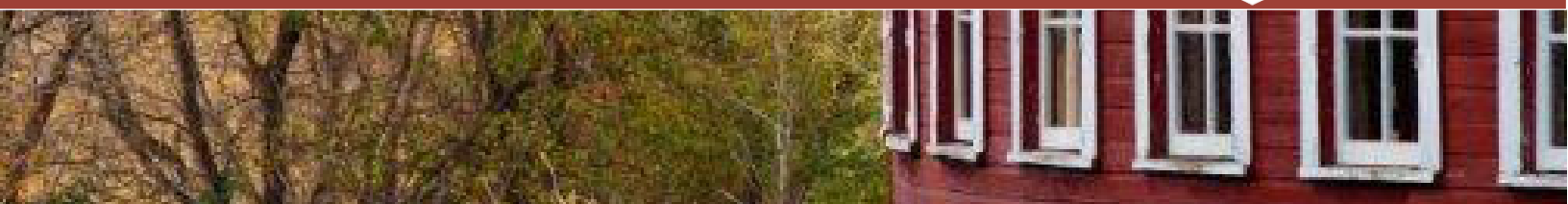




Chapter 1  
Introduction





## What is a Comprehensive Plan?

Every success needs a vision. Every vision, a goal. Every goal, a beginning. And, every beginning an understanding of the journey ahead. For a community, a Comprehensive Plan is the foundation of its journey of growth and evolution that started the day of its founding.

Every 10 years, a community has the opportunity to pause and reflect on its past, survey its present and prepare for its future. This snapshot in time is done by evaluating values and issues of importance to the community, as well as exploring current trends, and assessing the short- and long-term needs and opportunities of those who live and work here today and tomorrow. That vision is bound together in a document known as a Comprehensive Plan.

## Why is a Comprehensive Plan necessary?

Communities are ever-evolving. As they age, they change demographically. And, like people, the needs and preferences of a community evolve over time. Therefore, it is essential for a community to remain relevant to both societal trends and pressures, as well as evolving community values.

The Rogers area was first settled in 1854; 60 years later, in 1914, Rogers was incorporated as a City. The community experienced rapid population growth and business expansion from 1998 to 2008. The evolution of the City continued in 2012 with the annexation of Hassan Township. During the next 20 years, the population of Rogers is expected to nearly double and become more diverse in age, people and income. Whether caused by growth or other influences, the constant state of change facing Rogers places significant strain on all of its support mechanisms – land resources, housing, parks, transportation systems, and water and sewer utilities. Preparing for the inevitability of change will allow Rogers to respond to the evolving values and priorities of its people and protect its open spaces and historic places by making smarter use of its finite land resources. The Comprehensive Plan will also ensure Rogers will remain a community of choice that offers a wide variety of amenities and services that is attractive to future residents and businesses.

### ***Did you know...***

*Minnesota law requires all cities, counties and townships in the seven-county Twin Cities metropolitan area to update their Comprehensive Plans every 10 years. Rogers last updated its Plan in 2008. It was revised in 2013 to account for the annexation of Hassan Township.*

## Where is a Comprehensive Plan used?

The Comprehensive Plan is a multi-purpose platform. It guides decisions by City officials, helps residents understand the direction of the community, and serves as a promotional tool for attracting new business development. Specifically, the Comprehensive Plan identifies future locations for housing, businesses and recreational areas, and priority redevelopment areas, such as Downtown Rogers. It also identifies historical, cultural and environmental areas of importance to the community, requiring protection, preservation and restoration, and how the City will become more resilient and sustainable as its growth continues. The Plan forecasts growth in population, households and employment over the next 20 years, and prioritizes the public improvements to a community's roads and utilities necessary to accommodate that growth. As a result, it helps identify funding sources for those improvements.



## How does the Comprehensive Plan view the future of Rogers?

The Metropolitan Council’s Thrive MSP 2040 established five lenses to aid communities in the evaluation of their futures – stewardship, prosperity, equity, livability and sustainability. These lenses are woven throughout each chapter of this Comprehensive Plan and were specifically used to apply meaning to the values and priorities for Rogers. Generally, the outcome for each of these five lenses are:

1. **Stewardship:** balance the pressures of land development to accommodate community growth in ways that benefit from the natural environments by preserving and maintaining access to open spaces and focusing financial investments.
2. **Prosperity:** broaden the employment base that achieves a better wage balance and diversifies workforce talent to recruit and retain business and maximize employer access to the employees they need and create job mobility opportunities locally.
3. **Equity:** provide a full array of living options at varying prices for persons in all life stages and economic means with convenient access to community services and amenities, employment, transportation and educational opportunities.
4. **Livability:** invest in community places and open spaces that address evolving lifestyle preferences, integrate physical and social connections of people to places and to each other, and enhance community value and local economy.
5. **Sustainability:** manage all land and public resources in a manner that coordinates community growth, preserves natural landscapes, creates opportunities to mitigate and adapt to climate change by conserving energy and water resources and reducing the carbon footprint of the community, and ensures the long-term social and economic stability of the community.

## Organization of the 2040 Comprehensive Plan

The Comprehensive Plan is organized into the following chapters:



**Chapter 1:** Introduction  
*An overview of the Comprehensive Plan and planning process.*



**Chapter 2:** Community Profile  
*A summary of the historical and current social, economic and physical features and forces that influence land use and community development patterns at the time the Plan was developed.*



**Chapter 3:** Vision & Guiding Principles  
*The foundation of the Plan that establishes the community’s vision, values and desires for the future of Rogers.*



**Chapter 4:** Land Use  
*The community’s desired land use and development patterns related to growth, land use, housing, redevelopment, community facilities, and natural resource protection.*



Chapter 5: Housing  
*An analysis of the existing housing supply and demand for greater housing diversity, and identification of housing affordability issues and opportunities.*



Chapter 6: Parks, Open Spaces & Trails  
*An overview of the current parks system and open space areas, and the important features of the approved Parks, Open Space and Trails System Plan.*



Chapter 7: Economic Competitiveness  
*An overview of the current economic climate in Rogers, and the ways in which the City shall influence the economic and employment opportunity and prosperity for residents and businesses.*



Chapter 8: Water Resources  
*A discussion on the importance of all water resources to the health and viability of the community and critical current and long-term issues facing the community.*



Chapter 9: Transportation  
*An assessment of the current and future transportation systems, transportation trends, and efforts to improve community mobility and accessibility for all modes and methods of transportation.*



Chapter 10: Resiliency  
*A discussion on how the City will react, adapt and evolve under constant change caused by continued growth, and ways in which the City will make smarter use of its land resources, improve the quality of its environments, and respond to climate changes.*



Chapter 11: Implementation  
*The goals and action steps necessary to implement and achieve the vision and guiding principles for Rogers to drive successful outcomes.*