

4 Land Use Plan

The Community Vision and Guiding Principles defined in Chapter 3 provide the foundation for the various elements of the Comprehensive Plan, particularly the Land Use Plan. The Land Use Plan establishes desired development patterns for the community's future growth areas and redevelopment areas. The Land Use Plan identifies places where change is needed, and guides the location and development form of future growth. The land use plan also serves as the primary tool to provide guidance for how and where the community will accommodate the long-term growth in population, households and employment that is projected for Rogers between now and the year 2030.

In the Metropolitan Council's 2030 Regional Development Framework, the City of Rogers is designated as a *developing community* geographic planning area as shown in Figure 4.1. A significant portion of the future annexation area in Hassan Township is designated as a *diversified rural* geographic planning area.

Rogers' Land Use Plan was shaped by a number of factors, including:

- Community Vision and Guiding Principles described in Chapter 3;
- Existing community context summarized in Chapter 2 and more fully described in Appendix A;
- Community input gathered through public open houses and Planning Commission discussions;
- The Metropolitan Council's 2005 Regional Development Framework and system plans for water resource management, parks and open space, and transportation, specifically plans for the Elm Creek Interceptor and a potential future regional waste water treatment plant in western Hassan;
- The 2003 Orderly Annexation Agreement, which originally outlined phased annexations and the ultimate merging of the City of Rogers and Hassan Township at some point between now and 2030,

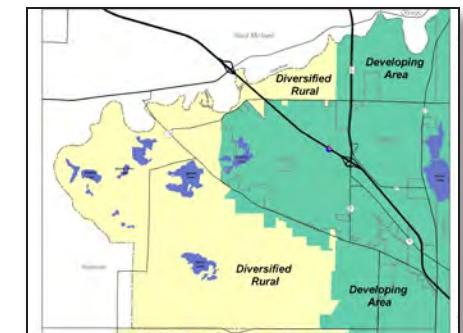


Figure 4.1: Metropolitan Council Geographic Planning Areas.

Metropolitan Council's Definitions of Regional Geographic Planning Areas

"Developing community" — cities where more than 15% of the land is still available for future development

"Diversified rural community" — lands that are not currently needed for urban development, but should be preserved for post-2030 development, and support a wide variety of farm and non-farm land uses

A key assumption of this plan is that the City of Rogers will be merged with Hassan Township by 2030 as agreed upon in the current orderly annexation agreement. In June 2008, the date of the ultimate annexation of the entire Township into the City of Rogers was moved up to January 1, 2012.

This land use plan provides guidance for land located within the current boundaries of the City of Rogers and under the City's jurisdiction. The land use plan also addresses the land in Hassan Township that is planned for future annexation into the City of Rogers. However, Hassan Township's updated Comprehensive Plan provides the primary guidance for land located within the Township.

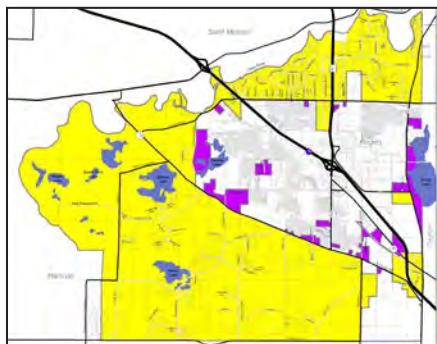


Figure 4.2: Orderly Annexation Agreement. Areas in purple can be annexed between now and 2010, while areas in yellow are scheduled for annexation between 2010 and 2012.

but was amended in June 2008 to move up the date of the ultimate annexation of the entire Township to no later than January 1, 2012 (see Figure 4.2);

- Hassan Township's planning for growth and development, including the Township's 2008 Comprehensive Plan Update;
- The Northwest Hennepin County I-94 Sub-Area Transportation Study being conducted to coordinate transportation planning efforts within all of Northwest Hennepin County, particularly Rogers, Dayton and Hassan Township;
- A careful examination and analysis of Rogers' physical landscape.

The Land Use Plan consists of the following components:

- **Land Use Goals and Policies** identifies the community's general land development goals and policies established to achieve the Community Vision and Guiding Principles.
- **Existing Land Use Map**, Figure 4.3, shows a map of the community's existing land uses.
- **Future Land Use Plan Map**, Figure 4.4, shows future land use designations for all land within the City. It provides the primary basis for establishing zoning

district boundaries and regulatory tools.

- **Land Use Plan Categories** defines the City's fifteen (15) general land use categories.
- **Anticipated Growth** summarizes population, household and employment projections based on the proposed land use plan.
- **Housing Element** describes the community's housing stock, goals, policies and initiatives.
- **Focus Areas** provide a more detailed discussion of the characteristics, goals and policies for specific areas of the community. The focus areas were identified based on discussions with the Planning Commission and input from the public regarding specific areas that should be explored for future changes in land use and development patterns.

LAND USE GOALS AND POLICIES

In addition to the *Community Vision and Guiding Principles*, the most important components of the Comprehensive Plan are its Goals and Policies. A community's goals are general statements about what its citizens want to achieve through the implementation of the Comprehensive Plan. Following the goals, policies are established that



describe the proposed methods of achieving the goals. The community's land use goals and policies are intended to provide guidance for the City and property owners in evaluating future land use decisions.

As noted in the Community Vision, Rogers is a community in transition from a rural small town to a growing city at the urban/rural edge of a major metropolitan area. This transition has been occurring at least since the mid-1990s as noted in the 2000 Comprehensive Plan Update and is anticipated to continue occurring beyond the 2030 planning horizon of this Comprehensive Plan Update. As such, there are portions of the township which are anticipated to be annexed and developed in the short-term with municipal services, while others are anticipated to remain rural until after 2030. It is recognized, however, that over the long-term, the merged Rogers/Hassan community will likely be completely developed with municipal services. The Comprehensive Plan strives to protect natural resources and open spaces as a means to capture the historic rural character of the community. Here the guiding principle of "practice sustainability" tells us that this plan must focus on encouraging a development pattern which endures over time, meeting both short-term and long-term needs.

Land Use Goals

The overriding goal of this land use plan is to *preserve the community's small town character while protecting the long-term ability for Rogers to continue emerging as a regional center on the urban/rural fringe.*

The following set of goals supports this overarching land use goal statement:

1. Build a strong economic climate and maintain the community's high jobs-to-households ratio with a balanced mix of commercial, residential, service, and industrial development.
2. Establish land use patterns for new edge and infill residential neighborhoods that provide strong connections to existing developed areas, public amenities, and the natural landscape.
3. Preserve and expand the existing small town residential character, patterns, and density in new single family residential areas.
4. Establish a broad mix of land uses in the original downtown area that creates a traditional downtown district of shops, workplaces, institutions, and residences.

Goals — General statements about what the community wants to achieve through the implementation of the Comprehensive Plan

Policies — Action statements describing the proposed method of achieving the goal.



5. Centralize civic facilities and gathering places, such as city hall, police, fire, library, senior center, and community center, in the original downtown district as much as possible.
6. Create separate yet complementary downtown and freeway commercial districts to meet the unique needs and desires of community residents and regional tourists.
7. Grow and diversify the community's industrial and business sectors.
8. Coordinate future land use patterns in annexation areas with Hassan Township to achieve optimum compatibility, connectivity, and a defined community edge.
9. Establish future land use patterns and densities that accommodate efficient use of land and community infrastructure and the community's growth projections.

Land Use Policies

Land use policies support the land use goals and are action statements that serve as a guide for decision-making. The following are Rogers' land use policies:

1. Concentrate future industrial growth in the three designated industrial areas: South Diamond Lake Road/Commerce

Boulevard, Highway 81 south of downtown, and Industrial Boulevard north of downtown.

2. Ensure that necessary public utilities are extended to the appropriate areas in advance of anticipated residential development.
3. Require all developers to fund the necessary infrastructure and public improvements, so that the existing community is not burdened by new development.
4. Develop community parks in conjunction with new residential development to serve the increasing recreational needs of the growing community.
5. Prohibit new rural residential homes with on-site septic systems in areas that currently have municipal services or areas anticipated to receive urban services during the lifetime of this plan.
6. Utilize joint powers agreements to facilitate orderly development along the Highway 101 corridor.
7. Encourage higher density residential land uses in downtown where residents would have walkable access to future downtown amenities such as services, shopping, parks, and transit.



8. Promote and support the development of mixed-use areas and buildings in the downtown district, such as buildings with housing or office uses above retail on Main Street.
9. Promote a balanced mix of residential land uses and densities to meet the varied needs of residents based on age, household size, and economic means.
10. Create neighborhoods, new and existing, with housing that is well connected to surrounding development and community systems.
11. Encourage higher intensity redevelopment along the I-94/Hwy 101 corridors, both north and south, that optimizes the development potential of these high value properties and creates a positive identity and gateway for the community.

EXISTING LAND USE

Figure 4.3 shows the existing land uses (2009) within the current municipal boundaries of the City of Rogers as well as Hassan Township, since the entire township is currently planned for annexation into the City by 2012. Table 4.1 summarizes the distribution of existing land uses within the City based on acres. As a developing community, Rogers' existing land

Existing Land Use (2009)	Net Acres	Percent of Total
Single Family Residential	1,032	20.0%
Mid Density Residential	90	1.7%
High Density Residential	45	0.9%
Commercial	252	4.9%
Industrial	414	8.0%
Institutional	144	2.8%
Park	134	2.6%
Open Space	48	0.9%
Agriculture	840	16.3%
Farmstead	169	3.3%
Open Water / Wetlands	1,006	19.5%
Road Right-of-Way	640	12.4%
Rail Right-of-Way	36	0.7%
Utility	16	0.3%
Undeveloped	294	5.7%
Total	5,161	100.0%

Table 4.1: Existing Land Use (2009). This table reflects only land within Roger's current municipal limits as of April 2009.

uses consist of a full mix of residential, commercial, industrial, and public uses, including institutional, park, utility, and road/rail right-of-way, as well as substantial agriculture, farmstead, and undeveloped land.

Residential land uses currently account for approximately 23% of the City's total land area with single-family residential representing the largest land use category at 20% of the City's total land area. Open water/wetlands is the second largest land use at 19%, followed by agriculture at 16%, road right-of-way at 12%, and industrial at 8%.

Land Use

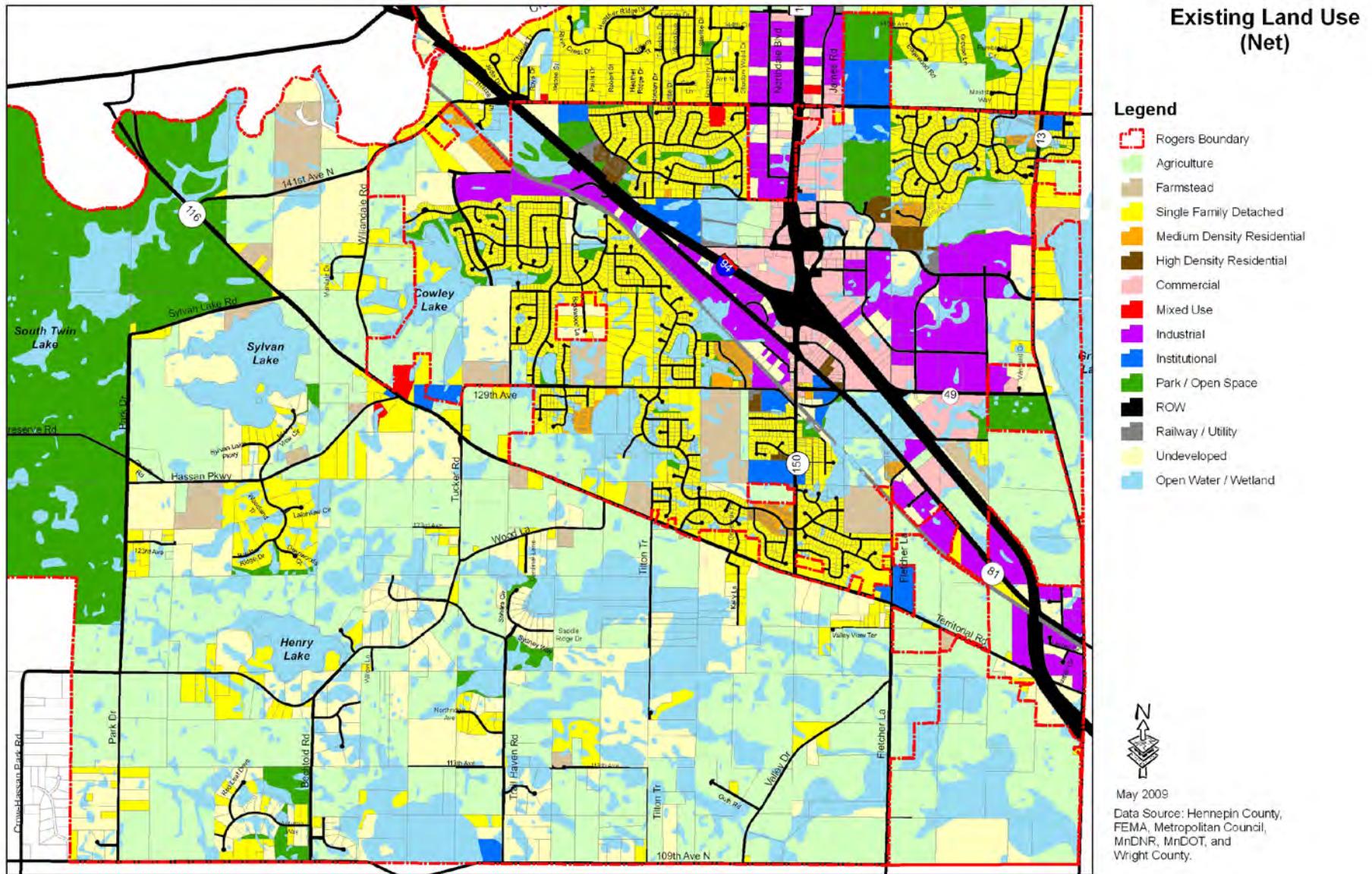


Figure 4.3 Existing Land Use (2009) Map.



2030 LAND USE PLAN

Figure 4.4 represents the 2030 Future Land Use Plan Map using 2030 as the planning horizon. It provides a basis for establishing zoning district boundaries and regulatory tools and for guiding private and public land investments. Changes to this map must be made through the Comprehensive Plan Amendment process after careful analysis and examination against the broader community vision, guiding principles, goals and policies within this plan.

LAND USE CATEGORIES

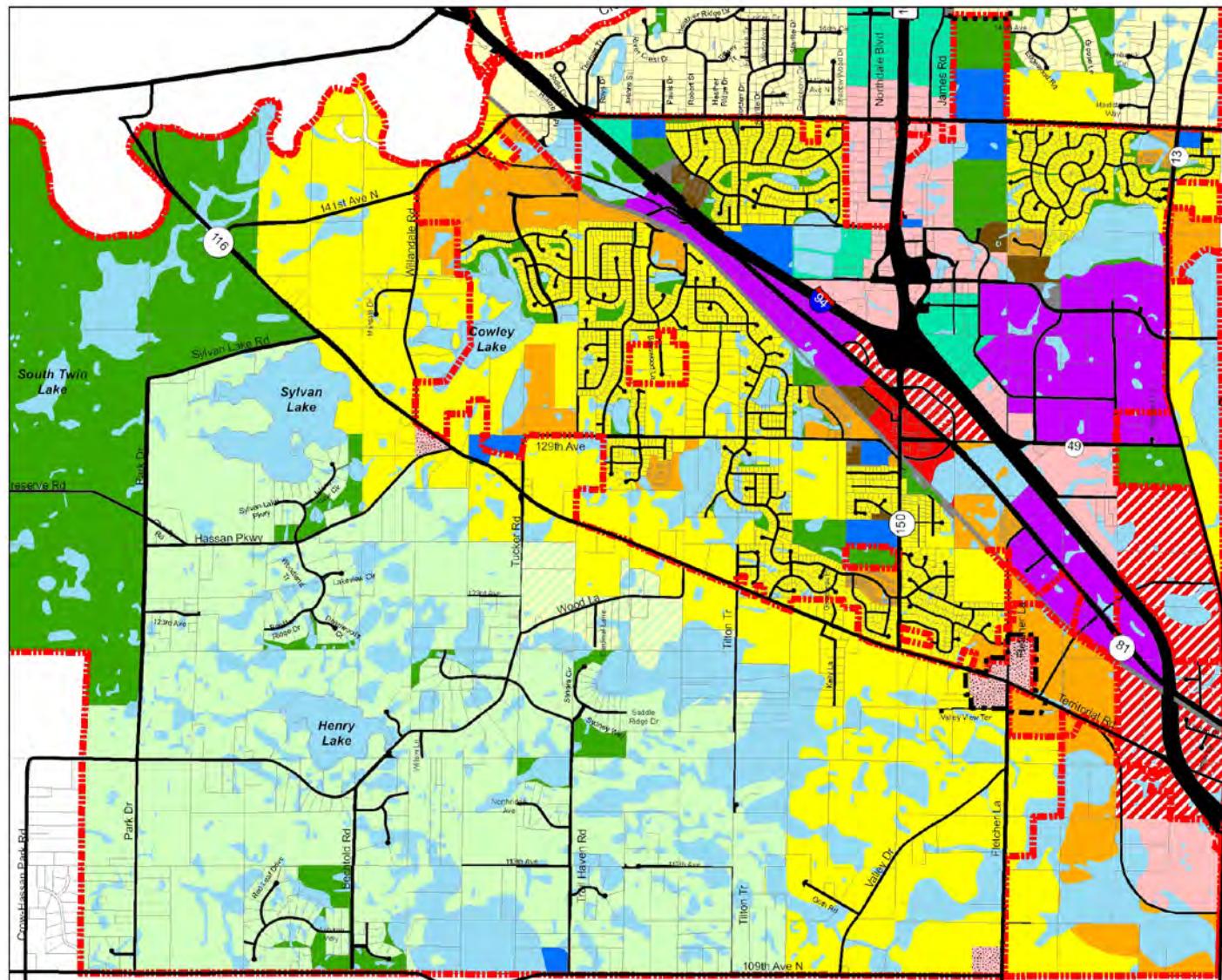
The Land Use Plan contains fifteen (15) land use categories including a number of new categories reflective of the community's continued growth from a small town to a growing city within a major metropolitan area. The amount of land which is designated in each category is summarized in Table 4.2. Additional detail about the characteristics of the land uses for the focus areas is provided in the *Focus Areas* Section. The Land Use Categories are:

- Single Family Residential
- Mid Density Residential
- High Density Residential
- Commercial
- Business Campus
- Industrial
- Mixed Use Downtown
- Mixed Use Regional
- Institutional
- Park
- Open Space
- Open Water / Wetlands
- Road Right-of-Way
- Rail Right-of-Way
- Utility

2030 Land Use Plan	Net Acres	Percent of Total	Gross Acres	Percent of Total
Single Family Residential	1,443	28.0%	1,616	31.3%
Mid Density Residential	608	11.7%	857	16.6%
High Density Residential	51	1.0%	59	1.1%
Commercial	319	6.2%	394	7.6%
Business Campus	91	1.8%	120	2.3%
Industrial	512	10.0%	550	10.7%
Mixed Use Regional	238	4.6%	270	5.2%
Mixed Use Downtown	42	0.8%	52	1.0%
Institutional	139	2.7%	142	2.8%
Park	168	3.2%	216	4.2%
Open Space	50	1.0%	138	2.7%
Open Water / Wetlands	786	15.2%	52 *	1.0%
Road Right-of-Way	661	12.8%	639	12.4%
Rail Right-of-Way	40	0.8%	41	0.8%
Utility	12	0.2%	14	0.3%
Total	5,161	100.0%	5,161	100.0%

Table 4.2: 2030 Land Use Plan. This table reflects only land within Roger's current municipal limits as of April 2009 and does not include Hassan Township land planned to be annexed or merged consistent with the Orderly Annexation Agreement between Hassan Township and the City of Rogers. Future development and absorption projections are included in Tables 4.5 and 4.7 and in Appendix D, 5-Year Staging Worksheet.





Rogers 2030 Comprehensive
Land Use Plan (Net)

Legend

- Fletcher Historic Overlay District
 - Rural Estate Overlay District
 - Rogers Boundary
 - Rural Preservation 5 acres
 - Rural Preservation 4 acres
 - Rural Estate
 - Single Family Residential
 - Mixed Residential (Hassan Township)
 - Mid Density Residential (Rogers)
 - High Density Residential
 - Mixed Use - Neighborhood
 - Mixed Use - Downtown
 - Commercial
 - Mixed Use - Regional
 - Business Campus
 - Industrial
 - Institutional
 - Park / Open Space
 - ROW
 - Railway / Utility
 - Open Water / Wetland



May 2009

Data Source: Hennepin County, FEMA, Metropolitan Council, MnDNR, MnDOT, and Wright County.

Figure 4.4: 2030 Land Use Plan Map. This future land use map is intended to provide guidance for land within the city boundaries of Rogers only, since the City of Rogers does not currently have jurisdiction over Hassan Township land. This plan directly incorporates the future land use designations and descriptions from the Town of Hassan's Comprehensive Plan. Land use in the Town of Hassan is guided by the Town's official land use map and any inconsistencies shall be clarified by the Town of Hassan.

Single Family Residential

Single family residential uses include detached single-family houses only and must be served by municipal sewer and water services. The density range for this residential category is two (2) to five (5) dwelling units per net acre to attain an average of three (3) dwelling units per net acre and allow opportunities for some diversity in housing types within the community's single family residential neighborhoods.



Single Family Residential

Mid Density Residential

Mid density residential uses include a range of housing types that support a healthy mix of housing options in the community. The most common housing types that fit this category are attached rowhouses, side-by-side townhouses, mansion townhouses and duplexes. Small-lot detached single-family houses could also fit within this category. The intent of this category is to encourage a mix of housing types and styles. The density range for this residential category is five (5) to ten (10) dwelling units per net acre.



Mid Density Residential

High Density Residential

High density residential uses include a range of housing types that cater to people's housing preferences during different lifecycle stages and are located near desirable community amenities. The intent of this category is to encourage higher density housing options that are supported by convenient



High Density Residential



Commercial

access to amenities such as transit, local shops and services, parks, trails, schools and other institutions. The most common housing types that fit this category are apartments, stacked townhouses, lofts and flats. The density range for this residential category is ten (10) to twenty (20) dwelling units per net acre.

Commercial

Commercial uses include community and regional scale retail and service. Commercial land uses should be located in places with good accessibility to the regional highway system as well as to alternative roadway access points that provide convenient access for the local community. Commercial nodes should be sized to accommodate a critical mass of uses that create a strong and vibrant commercial center. These nodes typically range in size from 100,000 to 350,000 square feet.

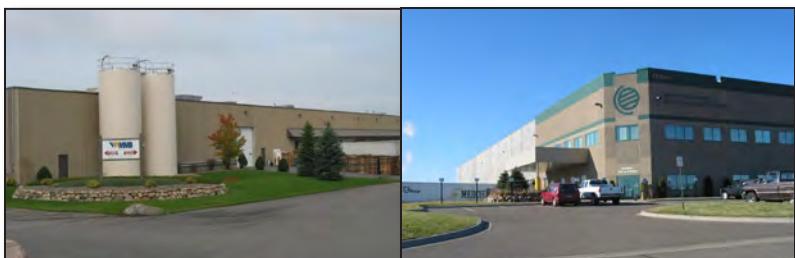
Business Campus

Business campus is intended to achieve a high quality development pattern with a primary emphasis on job creation, tax base and development amenities (site and architectural). Office, office/showroom, research and design, and light manufacturing are typical uses appropriate for this category. Retail and service uses would be allowed only as secondary uses that support the primary uses of the development.

Business campus uses should be located in close proximity to regional roadways that will provide convenient access for community and regional traffic. High quality site and building design elements, such as green open spaces, water features, boulevard streets and street-oriented buildings, should be incorporated into business campus uses.

Industrial

Industrial uses include manufacturing, assembly, processing, warehousing and distribution uses. Industrial districts should be located to take advantage of good



Industrial



access to the regional roadway system with limited traffic circulation through residential and pedestrian-oriented areas.

Mixed Use Downtown

Mixed Use Downtown is intended to encourage a mix of uses that are typically found in traditional downtown areas of small towns, including retail, services, entertainment, civic, institutional, offices and mid & high density housing. The core downtown area along Main Street and the main east-west cross street are intended to have multi-story mixed-use buildings with retail and service uses at street level and residential or office uses above. The areas surrounding the core downtown area are intended to have high density residential, civic, office and institutional uses. The density range for residential uses in this mixed-use category is eight (8) to twenty (20) dwelling units per acre. Residential uses should generally not exceed 40 percent of a Mixed Use Downtown area.

Mixed Use Regional

Mixed Use Regional is intended to be more of a commercial- and office-oriented land use pattern tailored not only to the community but to the larger metropolitan region. These districts should have excellent accessibility and visibility from the regional highway system. Uses may include institutional, limited mid & high density residential at densities from eight (8) to twelve (12) unit per net acre, and park uses. Residential uses should generally not exceed 40 percent of a Mixed Use Regional area. Development may be either vertically or horizontally designed in order to offer flexibility within the marketplace. Emphasis should be placed on land use efficiency by encouraging a vertical orientation to development resulting in a critical mass of uses, greater tax base, greater job base and a smaller footprint on the land. Such a development pattern also ensures a more sustainable, enduring approach to commercial development.



Mixed Use Downtown



Mixed Use Regional



Mixed Use Neighborhood



Institutional



Park



Wetlands



Road Right-of-Way



Mixed Use Neighborhood

Mixed Use Neighborhood is intended to provide a flexible land use category that would accommodate residential or a node of service commercial where market forces might present such an opportunity. Currently no lands within Rogers are guided for this use. The use is included to facilitate future annexation which may include lands in Hassan designated for this use. The scale of neighborhood nodes should not exceed ten (10) to fifteen (15) acres. A similar sized shopping node for comparison purposes is the 101 Market Place located at Highway 101 and CR 144. Residential uses consisting of small-lot single family and limited attached housing with densities ranging from three (3) to six (6) units per net acre should be considered in mixed use-neighborhood nodes. Proximity of mixed-use neighborhood nodes should generally be at key roadway intersections that would support good roadway access. The nodes should also be connected by the regional trail system to support pedestrian access to services from nearby neighborhoods.

Institutional

Institutional includes government facilities, schools, churches, cemeteries and other public/semi-public uses.

Park

Park uses include active and passive public parks.

Open Space

Open space uses include natural resource protection or buffer areas, stormwater drainage areas, and preservation of unaltered land in its natural state for environmental or aesthetic purposes.

Open Water

Open water includes permanently flooded open water, rivers and streams included in the Public Waters Inventory (PWI) maintained by the Minnesota Department of Natural Resources (DNR). Open water also includes floodway areas designated by the Federal Emergency Management Agency (FEMA).

Wetlands

Wetlands include the Hennepin County Wetland Inventory and other wetlands delineated through prior detailed planning initiatives.

Road Right-of-Way

Road right-of-way uses include public and private right-of-way for roadways.

Railway

Railway includes right-of-way utilized for public and private railroad related activities.

Utility

Utility uses include public and private utilities such as power stations, sub-stations, water towers and major stormwater ponds.

ANTICIPATED GROWTH

Projecting future growth is an important part of the Comprehensive Planning process. Planning ensures that growth occurs in a logical manner protecting natural resources and efficiently utilizing public investments in roadways and municipal services, such as public water supply, wastewater infrastructure, and stormwater management systems. Identifying staging of future growth is challenging because it requires a community to pre-determine where development will go without always having the benefit of an up-to-date understanding of market pressures and demands.

In Rogers, future development is dependent on the availability of water and sewer services from the City of Rogers and/or Metropolitan Council Environmental Services' Elm Creek Interceptor. The pace will also likely be influenced by the availability of regional transportation improvements, such as additional access to I-94.

Table 4.3 shows the Metropolitan Council's population and household projections as established in the Rogers' System Statement dated August 2005. The System Statement projections were based upon the assumption that lands from Hassan Township will be annexed into the City of Rogers in phases from 2004-2030.

Since the 2003 Orderly Annexation Agreement (OAA) that is in place between the City of Rogers

and Hassan Township calls for annexation of Hassan Township in its entirety within the 2030 planning horizon of this Comprehensive Plan, this land use plan considers growth projections for both Rogers and Hassan. The original 2003 OAA established three (3) phases and boundaries for annexation of the Township in its entirety. Based upon recent action of Hassan Township and the City of Rogers to amend the OAA in order to accelerate ultimate annexation of the Township in its entirety from 2030 to January 1, 2012, the combined Rogers/Hassan projections were reviewed and revised to reflect current estimates of population, household and employment projections, recent growth trends, and projected short-term development, as shown in Table 4.4.

Residential Development Projections

Table 4.4 shows revised household and population projections for the City of Rogers for 2010 and revised projections for merged Rogers/Hassan for 2020 and 2030, reflecting the accelerated 2012 annexation date. Future residential development is anticipated to occur in several *infill areas* throughout the community, *edge growth areas* within the City's current municipal boundaries, *annexation growth areas* within Hassan Township, and *redevelopment areas*. Development projections are not based on redevelopment areas due to the uncertainty of redevelopment occurring. All new residential development projected for the City of Rogers will require access to public urban

Rogers		
Year	Population	Households
1990	698	259
2000	3,588	1,195
2010	13,000	4,700
2020	14,400	5,200
2030	24,200	9,000
Hassan		
Year	Population	Households
1990	1,951	585
2000	2,463	778
2010	3,500	1,200
2020	6,100	2,100
2030	4,500	1,600
Combined Rogers / Hassan		
Year	Population	Households
1990	2,649	844
2000	6,051	1,973
2010	16,500	5,900
2020	20,500	7,300
2030	28,700	10,600

Table 4.3: Metropolitan Council System Statement Projections, August 2005.

City of Rogers		
Year	Population	Households
1990	2,649	844
2000	6,051	1,973
2010	8,510	2,940
2020	15,000	5,500
2030	21,200	8,200

Table 4.4: Actual population and household figures for 1990 and 2000, revised projections for Rogers in 2010, and merged Rogers/Hassan projections for 2020 and 2030.

Net Residential Density

The Metropolitan Council's density requirements are based upon the net residential density of the land rather than the gross density. Net residential density is calculated by taking the gross (total) area of residential guided land and removing wetlands and water bodies, public parks and open spaces, arterial road rights-of-way, and any other area that is protected or removed from development by local ordinances.

water and sewer services from the City of Rogers or the Metropolitan Council Environmental Services' Elm Creek Interceptor. The staging of residential development in these areas is dependent not only on property owner interests but also on the availability and timing of municipal sewer and water services. The plan assumes individual sewered residential developments may have a range of densities but that overall density of future development will be consistent with the average density established in

the designated land use category. Table 4.5 estimates the net developable acres for each residential land use category and provides the potential minimum and maximum number of units that could be developed in the 2030 Planning Hoizon. Residential net developable acres represent all undeveloped land, less wetland areas, that is guided for a non-rural residential land use and future urban services in Hassan and Rogers. New residential development within the current boundaries of the City of Rogers is

Table 4.5: Sewered Residential Development Capacity and Projections for 2030

Residential Land Uses	Allowed Density (du/acre)	Current Vacant Land Inventory within City of Rogers Boundary			Land Absorption and Growth Projections - Rogers and Hassan Merged (2009 to 2030)		
		Min - Max ***	Net Developable Acres *	Min Units	Max Units	Net Developable Acres	Min Units
Single Family Residential	2 - 5	352	704	1,760	1,142	2,283	5,708
Mid Density Residential **	5-10	414	2,068	4,135	408	2,041	4,081
High Density Residential	10 - 20	20	200	400	17	170	340
Mixed Use Downtown (40% Residential)	8 - 20	3	26	66	3	21	53
Mixed Use Regional (40% Residential)	8 - 12	5	38	57	49	392	589
Total		794	3,036	6,419	1,618	4,908	10,771
Avg. Residential Net Density			3.8 du/acre	8.1 du/acre		3.0 du/acre	6.7 du/acre

* Lands identified as "Net Developable" only include vacant developable lands that are not constrained by existing development. Land areas that require "redevelopment" are not included in this tabulation for development capacity or projections.

** 2030 Mid Density Category includes 21 acres of land from Hassan Township guided Mixed Residential.

*** Density calculations are based on mimimum densities as per the City of Rogers Comprehensive Plan.

projected to achieve an overall net residential density between 3.8 and 8.1 units per acre, which is calculated in Table 4.5. For the merged community of Rogers and Hassan, the land guided for residential development with urban services is projected to achieve an overall net residential density between three (3) and six (6) units per acre. The land use plan for full build-out of the merged Rogers/Hassan community is guiding future residential development to attain an average net density between three (3) and six (6) units per acre. As required by the Metropolitan Council, Appendix D provides a land use table that estimates staging of land development by land use category (in acres) through the year 2030, reflecting land for the merged Rogers/Hassan community beginning in

2015. Upon the full merger of the two communities, the Comprehensive Plan will need to be reviewed for consistency with the metropolitan residential density policies.

Non-Residential Development Projections

Non-residential development is planned for infill and edge growth areas within the City's current municipal boundaries. Table 4.6 shows the employment projections (number of jobs) for the City of Rogers in 2010 along with the 2020 and 2030 employment projections for the merged Rogers/Hassan community. Table 4.7 shows net developable acres for non-residential land uses,

City of Rogers	
Year	Employment
1990	1,775
2000	4,208
2010	8,100
2020	12,000
2030	15,500

Table 4.6: Actual employment figures for 1990 and 2000, revised projections for Rogers in 2010, and merged Rogers/Hassan projections for 2020 and 2030.

Table 4.7: Commercial/Industrial Development Capacity and 2030 Projections

Developable Non-Residential Urban Land Uses	Current Vacant Land Inventory within City of Rogers Boundary			Land Absorption and Growth Projections - Rogers and Hassan Merged (2009 to 2030)		
	Net Developable Acres	Minimum No. of Jobs	Maximum No. of Jobs	Net Developable Acres	Minimum No. of Jobs	Maximum No. of Jobs
Commercial	170	2,956	4,434	104	1,287	2,726
Business Campus	14	569	1,138	67	2,444	5,284
Industrial	130	1,412	2,823	66	722	1,444
Mixed Use Downtown (60% Commercial)	8	513	513	4	202	246
Mixed Use Regional (60% Commercial)	184	4,573	6,860	74	3,097	2,748
Institutional	88	1,536	3,072	27	466	932
Total	594	11,559	18,840	342	8,218	13,379

The Metropolitan Land Planning Act requires communities in the region to include in their comprehensive plans a housing element that acknowledges the community's share of the forecasted regional need for low and moderate income housing.

Based upon the Metropolitan Council's estimation of regional affordable housing needs between 2011 and 2020, the combined affordable housing need for the City of Rogers and Hassan Township is identified as 382 units. The areas most likely to be able to accommodate future affordable housing development are within undeveloped lands in the annexation areas or growth areas within the City.

The community's affordable housing can be accommodated in the following ways:

- * Over 400 acres of land planned for mid density residential at densities of 5 to 8 units per acre
- * Mixed Use Downtown redevelopment opportunities in downtown Rogers
- * 40 acres of Mixed Use Regional development opportunities in annexation areas.

including commercial, business campus, industrial, and mixed-use development for the City of Rogers, as well as the merged Rogers/Hassan community at the 2030 planning horizon. These projections do not include potential redevelopment areas. All non-residential development is expected to be sewered. Development in the Highway 101 Corridor is anticipated to continue without annexation as there is already municipal sewer and water available through a joint powers agreement between Hassan Township and the City of Rogers. Development in the southeast is dependent on the extension of the Elm Creek Interceptor which is anticipated to be available by 2012.

HOUSING PLAN

In 2008, the housing stock in Rogers was comprised of a mix of low density single-family detached houses, mid-density attached houses and high-density residential buildings, including senior housing developments. Rogers has been expanding its housing stock dramatically, both in quantity and range of types, since the mid-1990s.

The future land use plan guides development of a mix of housing types within the community with a focus on single-family detached residential and mid-density attached residential housing. High-density housing is encouraged in planned mixed use areas and redevelopment areas.

Additional housing options in and around the original downtown area will be promoted as a major component of the redevelopment of this area into a more desirable and viable traditional downtown district. The future land use plan guides the downtown area for redevelopment with mid & high density housing types in a Mixed Use Downtown development environment in the core of the downtown area, high density housing to the west of the core downtown area, and possibly additional housing in the Mixed Use Regional land use designated area between CSAH 81 and I-94.

In 1995, the State Legislature created the Livable Communities Act (LCA) as a way to begin addressing the regional issue of housing balance, affordability and efficient housing development. The legislation established a series of funds that are allocated to participating communities in pursuit of achieving the clean up of polluted lands for redevelopment, new jobs and affordable housing, creation of development or redevelopment that demonstrates efficient use of land and infrastructure through connected development patterns and the creation of affordable housing opportunities. Rogers is a participating community in the LCA.

The Metropolitan Council conducted a process that resulted in the identified need of approximately 51,000 housing units to meet the demand for affordable housing in the metropolitan area. The



process included allocating these units across the metropolitan area based on the following factors: household growth potential, ratio of local low-wage jobs to low-wage workers, current provision of affordable housing and transit service. Based on this process, the combined affordable housing need for the City of Rogers and Hassan Township is 382 housing units within the period between 2011 and 2020. For a detailed description of the methodology and rationale for this allocation, see the report titled: [Summary Report: Determining Affordable Housing Needs in the Twin Cities 2011 – 2020](#). A report by an Advisory Panel to the Metropolitan Council Staff. January 2006.

Rogers seeks to provide a range of housing opportunities, including affordable units. While Rogers supports the location of these units across the community, they are most likely to occur in the areas designated Mid Density Residential, High Density Residential, Mixed Use Downtown, or Mixed Use Regional. The High Density Residential, Mixed Use Downtown, and Mixed Use Regional land use categories are guided for eight (8) to twenty (20) units per acre and Mid Density Residential is guided for five (5) to eight (8) units per acre, densities at which affordable housing is more feasible. These areas also have the greatest potential of supporting future transit services based on their concentration of jobs and households.

As the community continues to age, there are increasing concerns about how to ensure that the existing housing stock, both ownership and rental, is maintained at high quality conditions. The community has great pride in the character and quality of its residential neighborhoods and is committed to identifying proactive ways to encourage and support ongoing maintenance and reinvestment in its existing housing stock.

Housing Goals

1. Establish and maintain a balanced supply of housing within the community to accommodate the needs of people at all income levels.
2. Establish and maintain a balanced mix of housing options to meet the varied lifecycle needs of people of all age groups, household sizes and racial/ethnic groups.
3. Reinvest in the community's existing housing stock, both ownership and rental housing, to maintain high quality housing and neighborhoods in the community.
4. Ensure housing development respects the natural environment of the community while striving to accommodate the need for a variety of housing types and costs.
5. Provide opportunities for the development



of new housing in locations with good connections to a full range of services, community facilities and employment opportunities.

6. Provide opportunities for the development of new affordable housing units to meet the community's share of the regional affordable housing needs as well as the community's affordable housing goals.
7. Build partnership with metro, state and federal agencies, both public and private, to reduce the development costs of new affordable housing developments.

Housing Policies

1. Work to ensure the availability of a quality housing and living environment to all present and future residents.
2. Encourage the maintenance and improvement of existing older housing stock through applicable housing reinvestment programs.
3. Establish and maintain a database/inventory of existing housing types and characteristics in the community.
4. Encourage the provision of housing types that accommodate the unique needs of senior residents, including convenient access to

community services.

5. Maintain high quality neighborhoods and housing through the establishment of housing maintenance programs and ordinances.
6. Pursue funding programs for development of affordable housing options with the Metropolitan Council, Minnesota Housing Finance Agency (MHFA), U.S. Department of Housing and Development (HUD) and Hennepin County to provide housing opportunities in Rogers.
7. Pursue local funding for development of affordable housing options through the Community Development Block Grant (CDBG) program, Housing Revenue Bonds, Tax Increment Financing (TIF) and consider creating a local Housing and Redevelopment Authority (HRA) when and if appropriate.
8. Explore opportunities for acquisition of land or writing down the cost of land for developing affordable and/or senior housing.
9. Support new and existing higher density housing options located within or adjacent to the downtown area.
10. Pursue funding for development of affordable housing through the Livable Communities programs.



11. Support the development of new high quality, affordable housing that is designed to be long-lasting, complements neighboring market-rate housing, and contributes to achieving the community's share of the forecasted regional 2011-2020 affordable housing needs.
12. Seek out partnerships to help guide and develop new housing options, including local employers, the school district, faith-based organizations, health facilities, housing financing agencies, etc.
13. Encourage development of higher density, senior and/or affordable housing types near potential future transit stops.

Rogers continues to grow in population and number of businesses, it is necessary to plan for the future expansion and addition of community facilities to meet the increased demands of a growing population.

Existing Municipal Facilities

Rogers' existing community facilities include the following:

City Hall

City Hall is currently located at 22350 South Diamond Lake Road in the new Public Works/City Hall Building, which is located at the west end of South Diamond Lake Road and fronting onto I-94.

Public Works

Public Works administration and maintenance operations are located at 22350 South Diamond Lake Road in the new Public Works/City Hall Building.

Police Station

The Rogers Police Station is currently located at 12913 Main Street in downtown Rogers.

Fire Station & Community Room

The Rogers Fire Station is located at 21201 Memorial Drive in downtown Rogers.

Rogers Activity Center (RAC)

The Rogers Activity Center (RAC) is located on CSAH 144 adjacent to Rogers Senior High School.

COMMUNITY FACILITIES PLAN

The City of Rogers has a range of community facilities that provide essential services for the community's residents, businesses, employees and visitors. Community facilities are public and semi-public uses, such as city services (administration, police, fire and public works), community centers, schools, libraries, post offices, churches, senior centers, and museum/history centers. Community facilities are those places that are open to public use, where all citizens feel welcome and have a sense of ownership, and are not profit-motivated entities. As

Rogers Senior Center

The Rogers Senior Center is currently located at the former Hassan Township Town Hall, which is located west of the City, at the intersection of Territorial Road and Hassan Parkway.

Rogers Wines & Spirits

The City currently owns and manages two liquor stores: an off-sale business at 21725 South Diamond Lake Road and an on-sale business at 21400 John Milless Drive.

Other Community Facilities

Schools

The following public schools, which are part of the Elk River School District, are located within the City of Rogers:

- Rogers Elementary - located on Main Street just south of downtown;
- Hassan Elementary - located on CSAH 144 in the northwest section of the community;
- Rogers Junior High School - located on CSAH 144 in the northeast section of the community;
- Rogers Senior High School - located on CSAH 144 in the northeast section of the community.

There are also private schools located within the community.

Library

A branch of the Hennepin County Library system is located on John Milless Drive.

Future Community Facilities

Municipal Facilities

In Rogers, community facilities have historically been located in the original downtown area, including city hall, police, fire, library, post office, and churches. However, as the community and the Twin Cities metro area have continued to grow and expand, some new community facilities are being built on the edges of the community rather than in or near downtown Rogers.

The community continues to value the original downtown as the most important center within the City and as an important revitalization area. There is a strong desire to revitalize the downtown area as a traditional downtown district focused on Main Street. A key component of a traditional downtown is a strong civic presence. As the City plans for future community growth, community facilities will need to be expanded and/or relocated to adequately meet future community needs. In order to support or spur on the revitalization initiatives for downtown Rogers, the City should consider the future relocation of City Hall to downtown Rogers, particularly since the City has property downtown that could be redeveloped



for community facilities, such as the current Police Station site and adjacent municipal parking lot. The existing downtown Fire Station has the potential to be adapted to a combined fire & police station.

Additional fire stations will be needed as the community grows. The City anticipates that two fire stations will be needed with one located in the southeastern growth area and one located in the northeastern portion of the community. The siting and development of these fire stations should take place as planning for future residential development occurs in these areas.

Schools

As the City grows, additional schools will be needed in the community. The City should work proactively with the School District to identify preferred school locations, so that these sites can be considered for development of school uses at the time of development.

Community Facilities Policies

1. Explore the feasibility of relocating the Police Station to the Community Room Building and creating a combined Public Safety Center with the downtown Fire Station.
 2. Explore the feasibility of relocating City Hall to the original downtown district, including the current Police Station site and adjacent public property.
3. Coordinate the siting and development of two new fire stations with future development in the southeastern and northeastern growth areas.
 4. Continue to work with the School District to identify the optimal sites for future schools.

FOCUS AREAS

As part of the process for updating the City's future land use plan, the City has identified key areas within the community that have the greatest potential for land uses to change between now and the year 2030. These focus areas are all redevelopment or infill development areas where existing land uses are vacant, underutilized, or experiencing substantial deterioration. The City anticipates that changing the future land use designations will improve the future development potential for these areas. Three (3) focus areas were identified through discussions with the Planning Commission and input from the public at the December 2007 open house meetings. The three (3) focus areas are:

- Original Downtown Area
- Rogers Drive Area
- Wastewater Treatment Plant Area

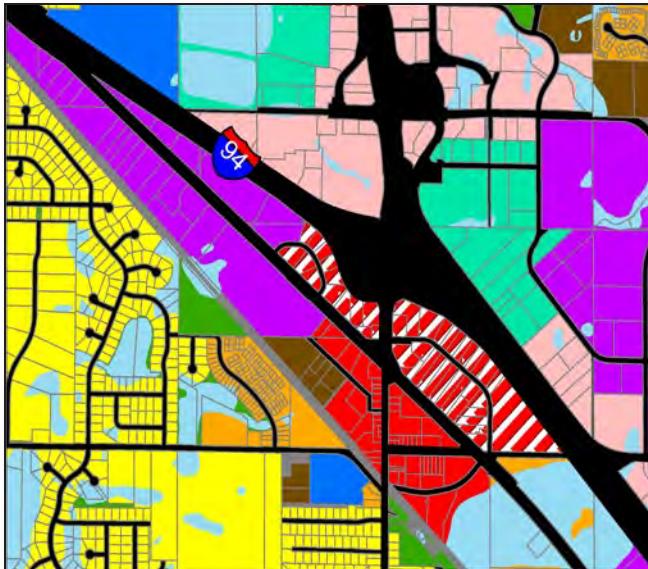


Figure 4.5: Original Downtown Area - 2030 Future Land Use Plan

Original Downtown Area

The original downtown area is located south of I-94, between CSAH 81 (Bottineau Boulevard) on the north and the railroad on the south, and along Main Street (County Road 159). Most of the new commercial development has taken place north of the original downtown area, north of I-94 and primarily oriented to MN Highway 101 or I-94. As a result, the original downtown area has become increasingly less viable as a business district and has been experiencing increasing commercial vacancies. Main Street still contains older buildings that are oriented to the street; however, the existing mix of businesses on Main Street and the high traffic

levels on Main Street do not create a very desirable destination for pedestrians. The area adjacent to the original downtown area to the north, between CSAH 81 and I-94, more recently served as the community's primary commercial area, including a grocery store, pharmacy, restaurants, auto service stations, liquor store, clinic, post office and library, and was aptly named City Centre. However, as new and larger commercial development has taken place along Highway 101 north of I-94, this area has also been experiencing increasing commercial vacancies.

The City has identified revitalization of the original downtown area and Main Street as a traditional downtown district as a top priority for the future. As part of the process to update the future land use plan for the downtown area (Figure 4.5), a variety of general redevelopment concepts were explored that considered different land use patterns, transportation patterns, development forms and intensities. The following assumptions provided a general framework for the three (3) redevelopment concepts that were explored:

1. Redesign of the existing intersection of County Road 81 (Bottineau Boulevard), County Road 150 (Main Street) and Industrial Boulevard that shifts the existing intersection away from Main Street and significantly changes the connection between Main Street and County Road 81.

2. Completion of the planned "Fletcher Bypass" roadway that will provide an improved north-south arterial connection to County Road 81 and reduce traffic levels on Main Street.
3. In general, community members value keeping and improving Rogers' historic downtown area as a traditional small town downtown.
4. Redesign of the existing intersection of Main Street, Memorial Drive and 129th Avenue, which is an offset four-way intersection that straddles the railroad line, to create a much safer and higher capacity intersection.
5. Consideration of existing municipal drainage and utility easements.
6. Planned expansion of the existing Mary Queen of Peace Catholic Church campus.
7. Future connection of downtown Rogers to a regional transit line.
8. Potential limitation of no additional street crossings of the railroad line.

The three redevelopment concept alternatives for downtown Rogers (Figure 4.6) were created for two primary purposes: 1) to explore a range of general downtown redevelopment concepts that will provide guidance for updating the City's future land use plan categories and map for the downtown area; and 2) to identify any general issues with future downtown

redevelopment planning and the planned roadway redesign of the intersection of County Road 81 (Bottineau Boulevard), County Road 150 (Main Street) and Industrial Boulevard.

The intent of these three concepts was to take a general look at how the downtown area could be redesigned over the long-term to create a more attractive, desirable, memorable and viable downtown for the community while accommodating the unique and challenging traffic needs of this area as community and regional traffic levels continue to grow into the future. As a next step, a downtown master plan with more detailed concepts is developed when a City decides to move forward with its downtown redevelopment efforts.

Based on discussion and evaluation of the three (3) alternative redevelopment concepts, the future land use plan has been updated to guide the core of the original downtown area as Mixed Use Downtown land uses, which encourages a mix of uses typically found in traditional downtown areas of small towns, including retail, services, entertainment, civic, institutional, offices, and mid & high density housing. The area between CSAH 81 (Bottineau Boulevard) and I-94 is guided for Mixed Use Regional, which reflects the land's location at the intersection of two regional highways. In addition, the regional visibility and intensity of this area could serve to attract visitors and customers to the original downtown

Figure 4.6: Downtown General Concepts



Alternative 1: Original Main Street



Alternative 2: New Main Street



Alternative 3: East/West Main Street

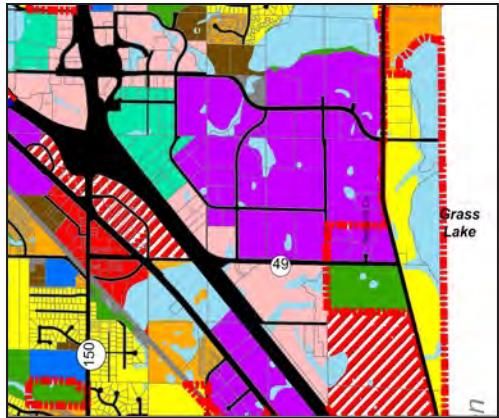


Figure 4.7: Rogers Drive Area - 2030 Future Land Use Plan



area and contribute to the needed market necessary for a mixed-use downtown district. A portion of the existing industrial area immediately to the west of the downtown core is guided for High Density Residential to provide a unique housing option within the community where you could easily walk to the future amenities of a traditional downtown district. At such time that significant redevelopment occurs in downtown west of Main Street, the City will consider whether additional land to the west should be guided for High Density Residential to support and complement the revitalized downtown area.

Rogers Drive Area

The Rogers Drive area encompasses the general area along Rogers Drive south of South Diamond Lake

Figure 4.8: Rogers Drive Area - General Redevelopment Concepts



Alternative 1: Highway Retail Focus



Alternative 2: Office Focus

Road to David Koch Avenue. Much of this area has great visibility from I-94 or Highway 101; however, roadway access to this area is inconvenient due to limited access points, awkward traffic movements and congestion issues related to Highway 101 and South Diamond Lake Road. Existing land uses in this area are primarily low intensity and highway-oriented commercial uses. The 2030 future land use plan guides this area for a combination of commercial and office land uses (Figure 4.7).

Two (2) general redevelopment concepts (Figure 4.8) were explored for the Rogers Drive area: one focused on highway-oriented retail buildings facing I-94 and the other focused on higher intensity multi-story office buildings along I-94. Although Rogers currently has a very large employment base for a community of its size, its employment base could be

strengthened long-term by increasing diversification of its businesses. Rogers current employment base is dominated by industrial and retail jobs, so adding some office land uses to its future land use plan could help achieve a more diverse and stronger employment base. Since roadway access to this area will most likely continue to be challenging for retail businesses, office land uses may be a better fit. The City has seen a lot of highway-oriented retail development recently along Highway 101 and, in order to support the City's downtown redevelopment desires, highway-oriented retail development may be more desirable on the south side of I-94. In addition, the area south of I-94 has better roadway

access for retail land uses. Nonetheless, some existing retail uses that currently exist along Rogers Drive are not likely to change any time soon, such as the recently built Cabela's store. Based on analysis of the two general redevelopment concepts, the future land use plan has been updated to reflect a mix of commercial and office land uses along Rogers Drive. The future land use plan guides the areas near the future Highway 101 / South Diamond Lake Road interchange and the Cabela's area for commercial, while the land in between these two nodes is guided for Business Campus.

Wastewater Treatment Plant Area

The City's existing wastewater treatment plant (WWTP), which was most recently expanded in 1996, does not have the capacity to meet the City's projected growth through the year 2030. In 1999, a study was completed to evaluate the possibility of expanding the existing facility, and although an upgrade is possible, it appears improbable because of the higher standards required for wastewater treatment and the cost effectiveness of such an upgrade. The City has had ongoing discussions with the Metropolitan Council regarding their potential purchase and operation of the WWTP. In addition, northwest Hassan has been discussed as a potential location for a future regional WWTP that would ultimately replace the Rogers WWTP and serve much of northwest Hennepin County (Figure 4.11).

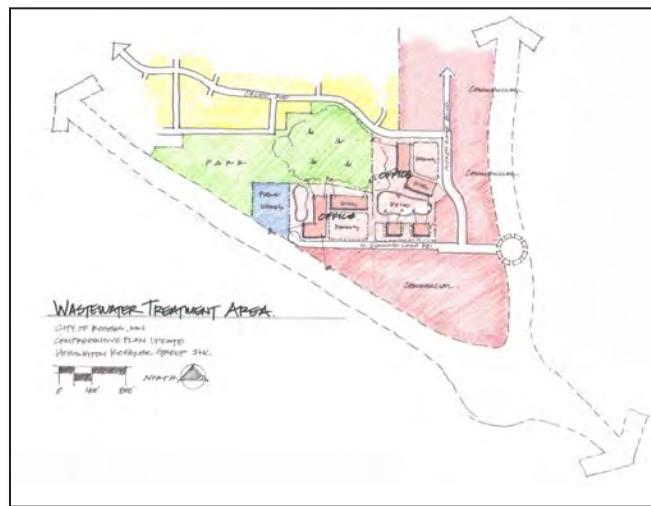


Figure 4.10: Wastewater Treatment Plant - General Redevelopment Concept



Figure 4.9: Wastewater Treatment Plant Area - 2030 Future Land Use Plan.





Figure 4.11: Metropolitan Council Environment Services -- Regional Wastewater Treatment Plant Search area.

The 2030 future land use plan (Figure 4.9) guides this area for business campus land uses. The general redevelopment concept explored redevelopment of the WWTP area, at such time that the WWTP has been relocated elsewhere, as well as the undeveloped land immediately to the east of the WWTP area. Redevelopment of the WWTP site could be challenging due to the nature of the existing use and its impacts on the land. Due to these potential significant redevelopment challenges, the existing adjacent land uses, and the presence of significant wetlands, the general redevelopment concept (Figure 4.10) envisions higher density non-residential land uses, such as multi-story office buildings, that are designed with orientation to both the large wetlands and the streets. Redevelopment issues will most likely require strategic placement of buildings and fairly intense development to account for the redevelopment costs. Based on this general redevelopment concept, the future land use plan has been updated to guide the WWTP area for Business Campus land uses. Since the Business Campus land use category encourages high quality development patterns in locations with convenient access to regional roadways, this site is a good fit for this land use category.

RESOURCE PROTECTION

Historic Resources

The Metropolitan Land Planning Act (Minnesota Statutes 473.859, Subd. 2) requires that local comprehensive plans include a section on historic preservation. Historic assets promote community pride and create a sense of community. The City of Rogers does not currently have any historic sites, features or landmarks identified. However, as the community is committed to protecting its resources, it will conduct assessments of historical and cultural resources as required for development and redevelopment projects.

Solar Access Protection

The Metropolitan Land Planning Act (Minnesota Statutes 473.859, Subd. 2) requires that local comprehensive plans include an element for the protection and development of access to direct sunlight for solar energy systems. The City will protect such access by requiring minimum standards for lot sizes, amounts of open space, yard setbacks, and maximum building heights for urban residents. Land uses should not preclude the possible use of solar energy systems. The City will review and revise, as necessary, the Zoning and Subdivision Ordinances to ensure protection of solar access. Currently the structure setback and height standards within the Zoning Ordinance are sufficient to



prevent potential interference to solar collectors from adjacent structures and vegetation.

Aggregate Resources

State legislation enacted in 1978 requires local comprehensive plans to address aggregate resources. The law requires that communities include the local government's goals, intentions, and priorities concerning aggregate resources as part of their land use plan. Aggregate resources known or suspected to be located in and around the City of Rogers are illustrated in Figure 4.12. These areas are only made up of one type of aggregate resource, Class 6 - Des Moines Lobe Sand and Gravel 10-40 ft thick, moderate to good quality. The aggregate resources identified in City of Rogers are located just south of County Road 144/141st Avenue. These areas are not being actively mined. Future mining is unlikely due to recent and proposed development.

The City recognizes that extraction of mineral resources is occurring in Hassan Township. When the merger of the two communities occurs in 2012, the City will need to review its policies and ordinances to address Hassan's existing sand and gravel operations.

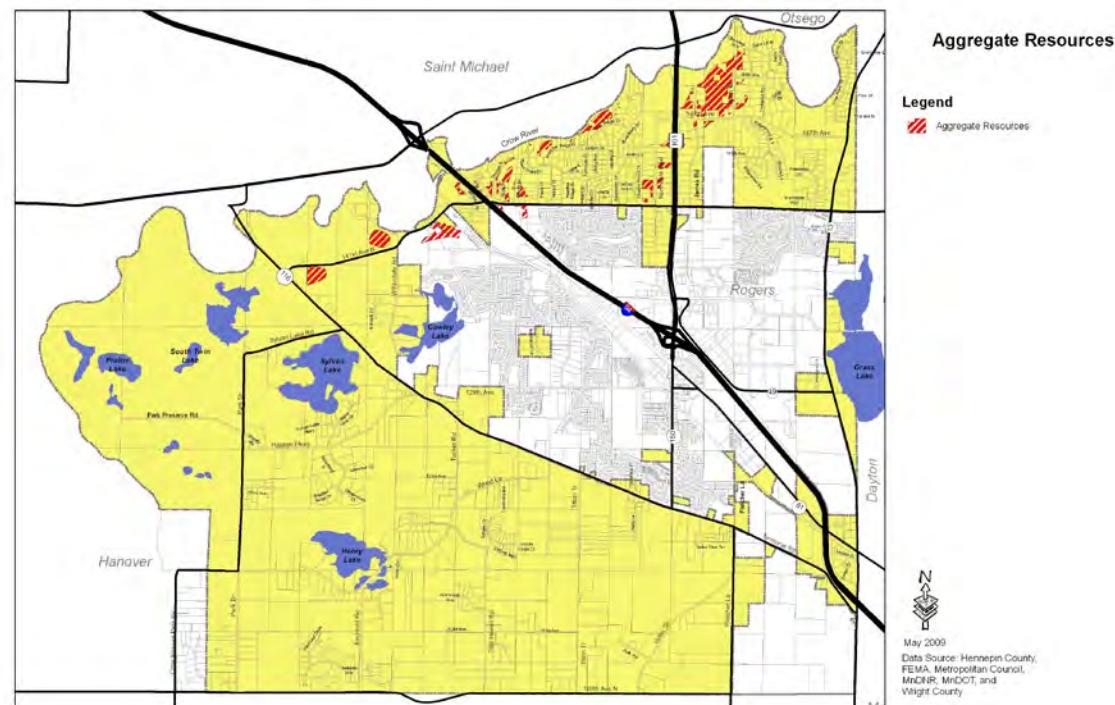


Figure 4.12: Aggregate Resources.

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