



MAIN STREET STREETSCAPE MASTER PLAN

ROGERS, MN



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PROJECT SUMMARY

WSB worked closely with the City of Rogers to develop a Streetscape Master Plan along Main Street from Industrial Boulevard / County Road 81 to Rogers Elementary School / Pointe Drive intersection. Additional corridors, including Memorial Drive and John Deere Lane, were included in the plan to create a cohesive design along Main Street and to also provide gateway entrances to the Main Street area from Industrial Boulevard. The “Activity Center” at the intersection of Main Street and Church Avenue aims to create a unique outdoor environment through the use of elevated pedestrian crossings, custom hardscape features, site furnishings, and landscape plantings. Materials used in the “Activity Center” will be replicated throughout the entire Main Street corridor. Three “Gateway Entrances” welcome users into the Main Street Area with monument signs, retaining walls, and landscape plantings. Additional streetscape improvements including pedestrian bump outs, boulevard trees, lighting are shown throughout the corridor that create more pedestrian friendly environments.



TABLE OF CONTENTS

• MASTER PLAN OVERVIEW	5
• CORRIDOR A	6
• CORRIDOR B	7
• CORRIDOR C	8
• CORRIDOR D	9
• CORRIDOR E	10
• CORRIDOR F	11
• CORRIDOR G	12
• CORRIDOR H	13
• PERSPECTIVE 1/ SITE AMENITIES	14
• PERSPECTIVE 2	15
• PERSPECTIVE 3	16
• ALT PERSPECTIVES	17-18
• ESTIMATED COST OUTLINE	19-20

PREPARED FOR:



PREPARED BY:



INTRODUCTION

The Main Street Streetscape Plan builds on the City’s vision for Downtown Rogers to transform this quintessential Main Street area into a social district and hub of activity for the community. This Plan implements the guiding principles and strategies outlined in the 2040 Comprehensive Plan and Downtown Rogers Master Plan 2020 Update by using the existing physical characteristics and assets along Main Street with a refreshed streetscape design and new amenities to create a safe and inviting pedestrian experience, and establish a clear and distinct sense of place. The design of the streetscape environment will create unique experiences not found anywhere else in community. Upon completion, this Plan will make Downtown Rogers a truly special place but also strengthen the community identity of the Rogers community.

PURPOSE AND INTENT

New energies have re-emphasized the importance of Downtown Rogers as a place to support evolving lifestyle preferences, promote small business growth, and strengthen community social connections in this new walkable, amenity-rich environment. Although the Downtown District occupies a larger area, Main Street, between County Road 81 and the railroad tracks, is compact and intimate. The Main Street Streetscape Plan seeks to leverage the existing assets along Main Street combined with the proposed streetscape design to transform public spaces to create those desired authentic, personal experiences.

Downtown Rogers is well connected to local parks, schools and neighborhoods, and is easily accessible from County Road 81 and Interstate 94. Future planned redevelopment in Downtown will create opportunities to enhance those connections and create new ones to other parts of the community. The main emphasis of the Streetscape Plan seeks to capitalize on other transportation planning efforts serving Downtown, thereby re-positioning the street and storefront environments along Main Street – between John Deere Lane and the railroad tracks – toward a walkable and more inviting pedestrian experience. The design framework activates Main Street by repurposing the existing spaces and introducing new public open spaces (i.e. plazas and pocket parks). Outside this core area, the Streetscape Plan incorporates design themes along City streets connecting to Downtown – Main Street (south of the railroad tracks), John Deere Lane, Memorial Drive and Church Avenue – to ensure uniformity and cohesive design, and further reinforce the identify of Downtown Rogers.

GOALS OF THE MAIN STREET STREETScape PLAN

- **Authentic Experiences:** Elevate Downtown Rogers as the social and economic center of the community.
- **Inviting Environment:** Ensure excellence of design that transforms the built environment to create positive personal experiences and community interactions.
- **Active Downtown:** Animate public spaces that strengthen the social, cultural and economic fabric for a range daytime and nighttime uses.
- **Accessible & Connected Destination:** Design connections that are accessible and inviting to all users by enhancing pedestrian routes between Downtown Rogers and other public destinations, neighborhoods and commercial areas.
- **Leverage Assets & Investments:** Use existing assets and restoration efforts to promote private investments and attract new development and continue public investments.



GUIDING PRINCIPLES AND DESIGN

The overall design of the Streetscape Plan shall be timeless and classic, and will serve as the underlying theme that ties segments of this Plan together. The design shall improve community livability by creating an environment that is attractive for changing lifestyle preferences and supports a flourishing retail and business climate. Specifically, the Plan addresses the Downtown Rogers vision and goals through various design interventions.

- Build the sidewalk network using trees and landscaping, lighting, furnishings and other site and district amenities to increase pedestrian comfort and improve aesthetics.
- Establish a large central public gathering space, and smaller plaza areas and outdoor seating arrangements that support opportunities for active/passive social interactions and large community events.
- Construct distinct gateways at major intersections to improve the appearance of the district and establish identity.
- Introduce green infrastructure through the creation of open spaces and pocket parks, where applicable; use of landscaping and tree along boulevards.

Materials will meld with a variety architectural styles so that they are relevant over time. Furnishings will be made of durable finishes, and will be easy to replace if they become damaged.



WHAT IS STREETScapeING?

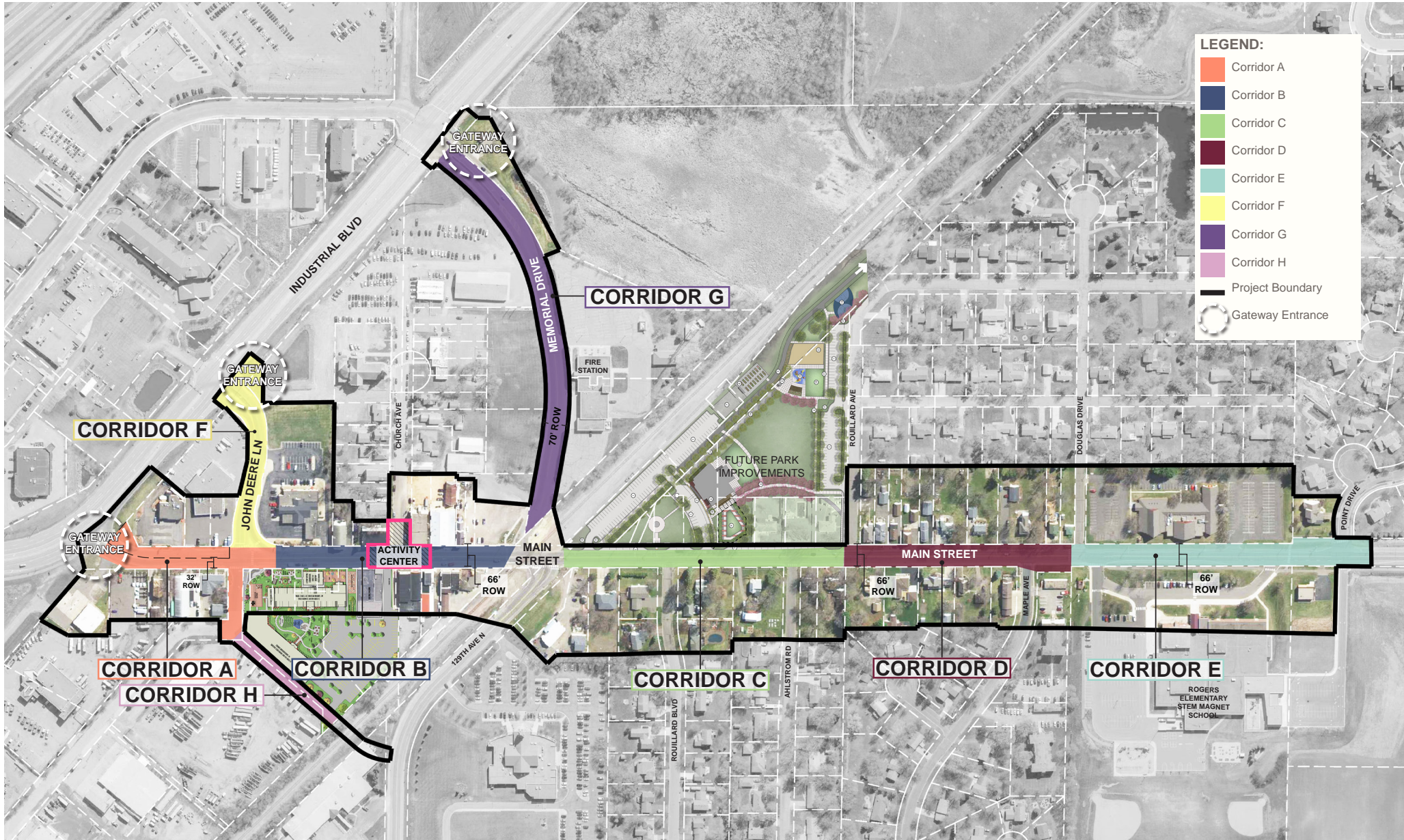
Streetscape is a term used to describe how the social and physical fabric of a place are knitted together to create a public space where people are able to engage in various active and passive activities. Streetscapes aim to seize the unique attributes of a place to allow for shared experiences through creative placemaking. These places use their visual cues to positively influence the public places where people interact, and ultimately define a community's identity and aesthetic quality, grow economic activity and promote health, and enhance personal experiences, whether individually or through larger social gatherings, such as community events.

A successful streetscape has multiple aspects. Streetscape design must evaluate and plan for all existing and potential users of a street in a manner that reduces conflict and ensures safety between traffic and pedestrians. The aesthetic appeal of this beautification initiative is to use attractive lighting, uniform street furniture, clean streets, and outdoor dining experiences to contribute to the City's sense of place. Those amenities are designed to get people out of their cars to socialize, interact with their environment, and discover other mobility options. Thus, the Main Street Streetscape Plan also seeks to improve connectivity between Downtown Rogers and adjacent neighborhoods, retail and service businesses, recreation destinations and education facilities.

WHAT IS CREATIVE PLACEMAKING?

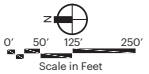
Creative Placemaking is a process resulting in changes to physical spaces. It depends on understanding community challenges of an area and seizing opportunities through relationships with diverse partners to build positive, sustainable change. Successful creative placemaking highlights unique community characteristics. For Main Street Rogers, the focus is on connecting and restoring community history with the present and creating opportunities for new traditions. Through creative placemaking, the streetscape plan aims to build connections between people and places by creating new and re-activating public spaces in Downtown, and creating short-term opportunities to socially connect residents.

MASTER PLAN OVERVIEW

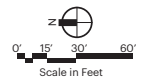
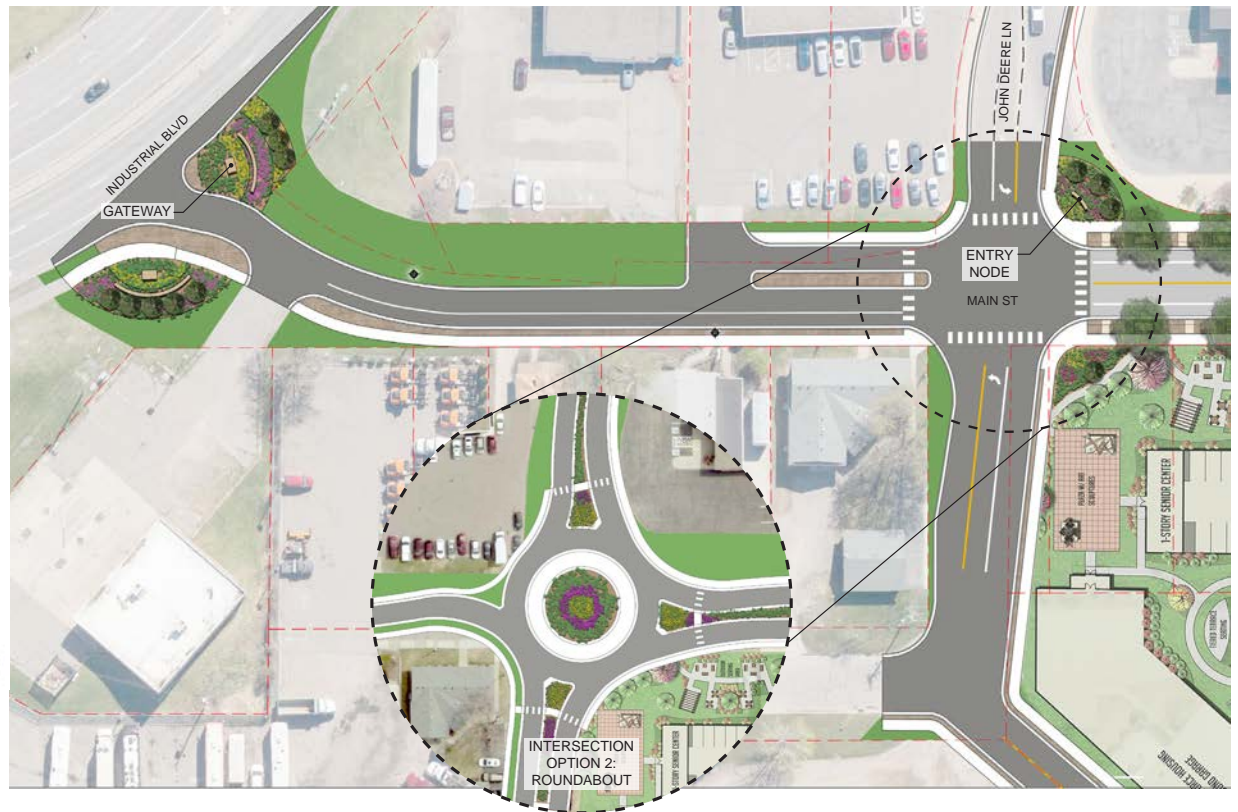
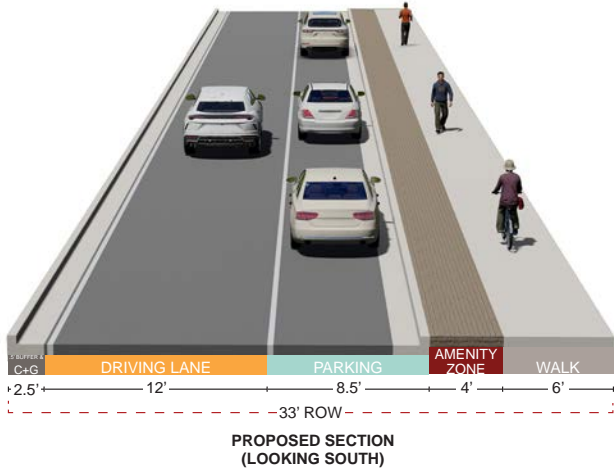
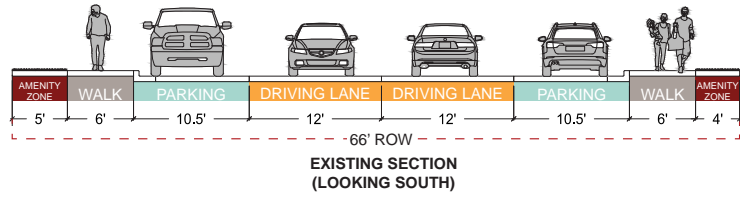


LEGEND:

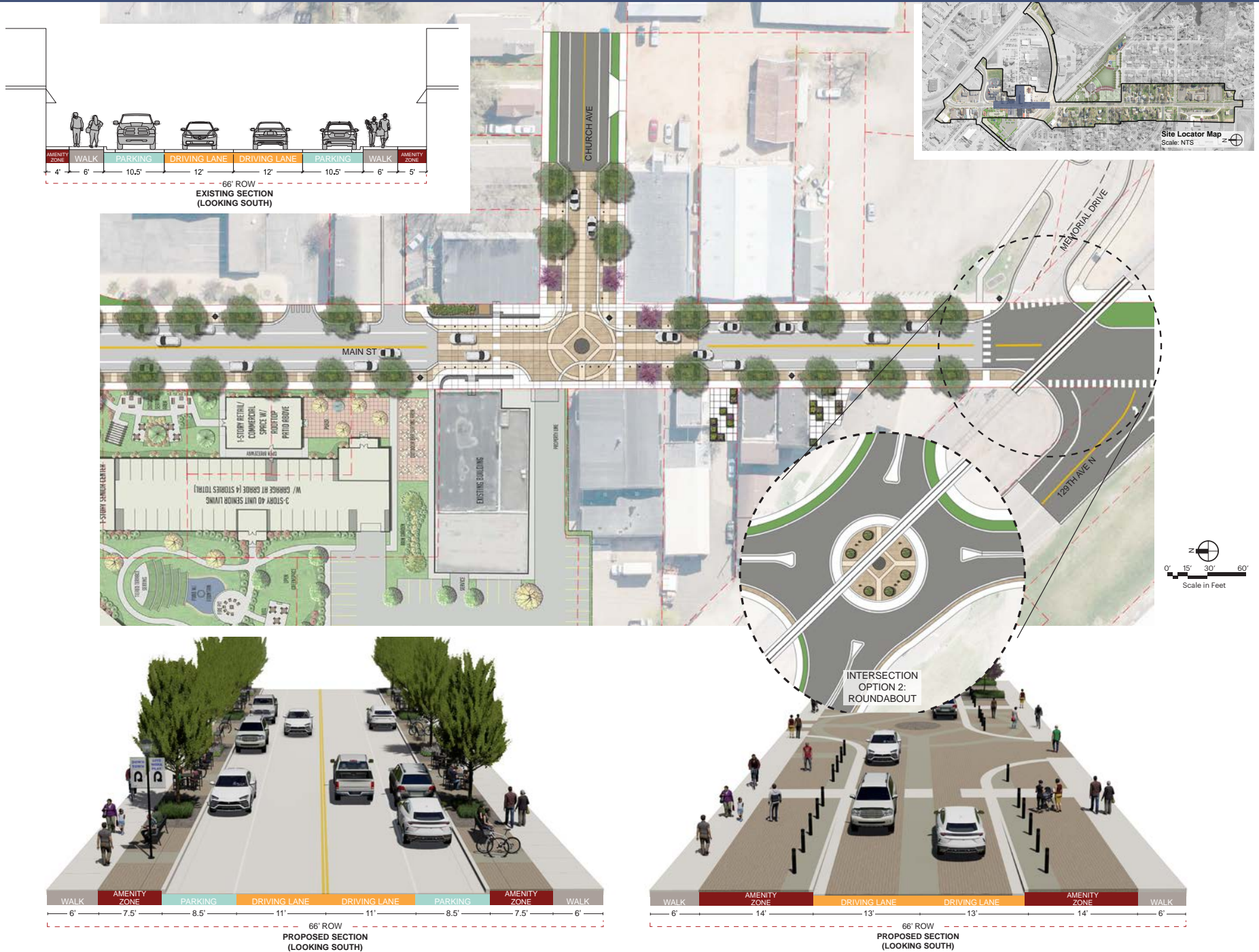
- Corridor A
- Corridor B
- Corridor C
- Corridor D
- Corridor E
- Corridor F
- Corridor G
- Corridor H
- Project Boundary
- Gateway Entrance



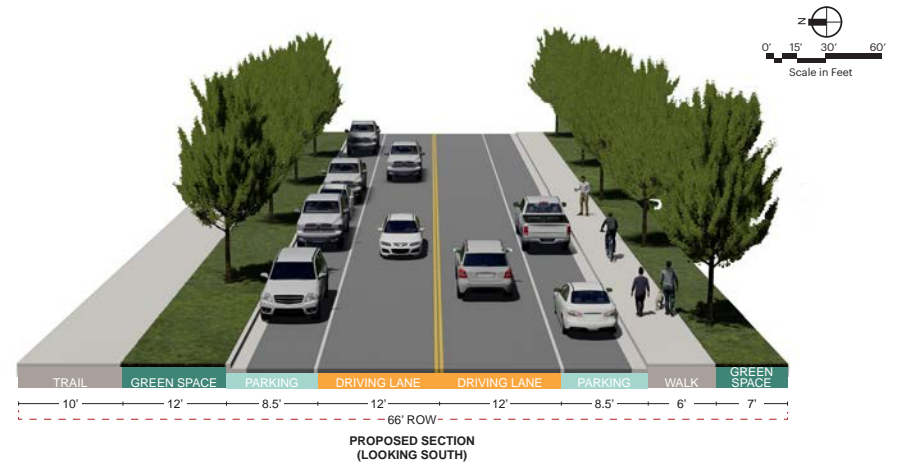
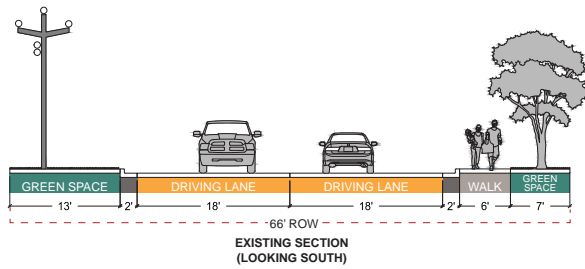
CORRIDOR A



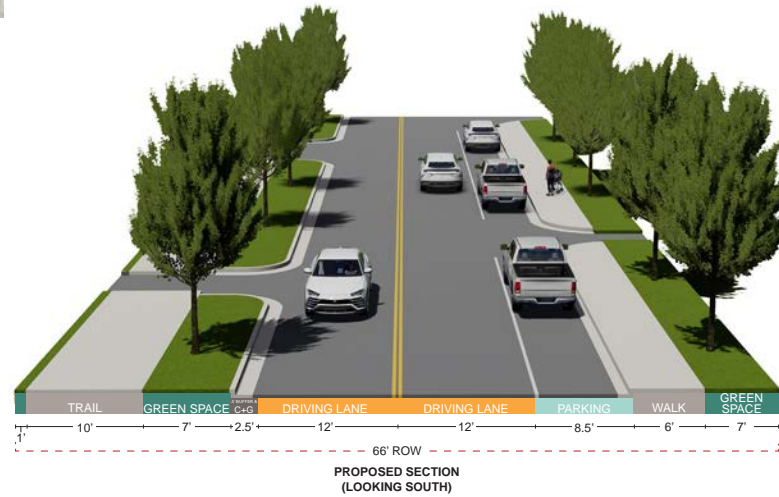
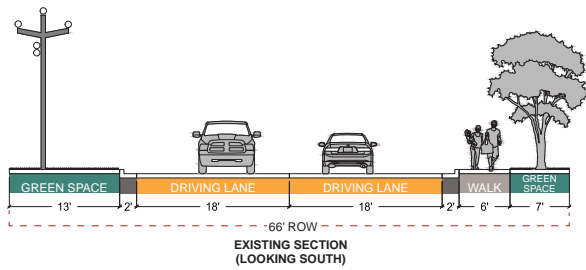
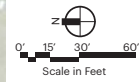
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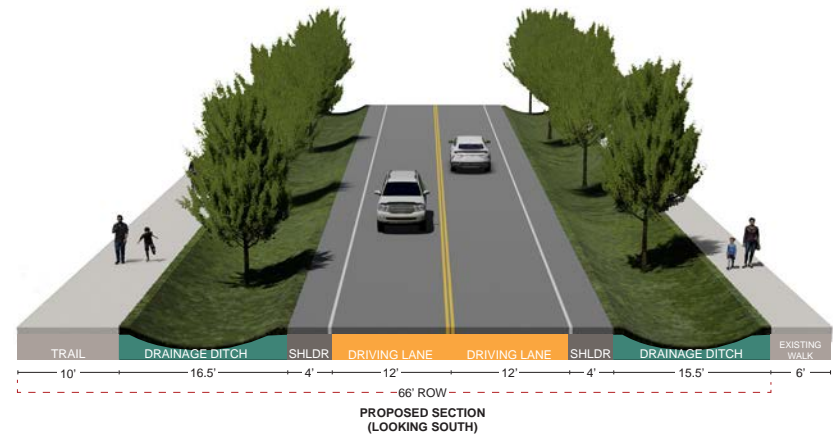
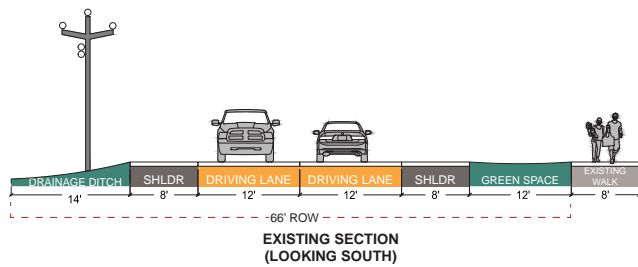
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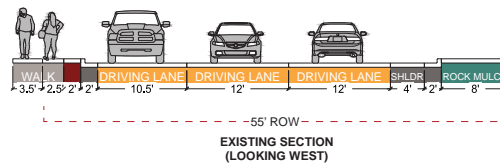
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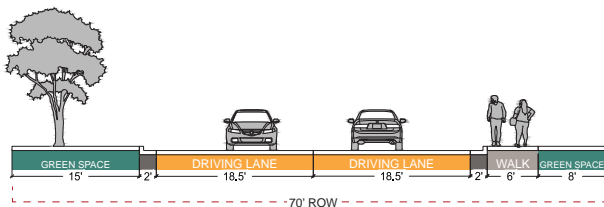
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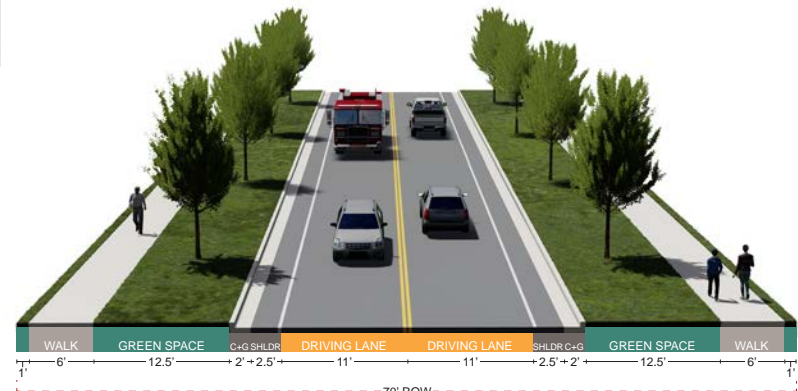
CORRIDOR F



CORRIDOR G

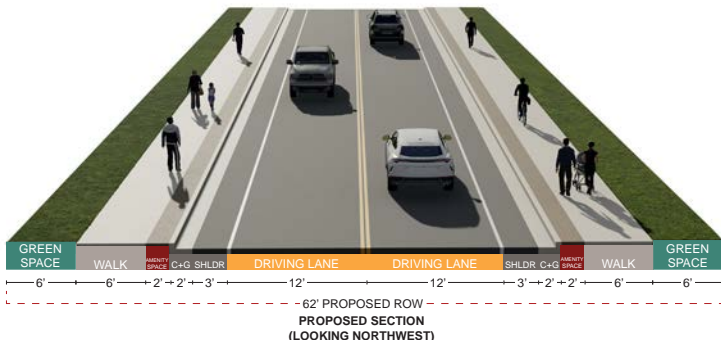


EXISTING SECTION
(LOOKING WEST)



PROPOSED SECTION
(LOOKING WEST)

CORRIDOR H



Contextual Bird's Eye View of Main Street Looking North



SITE AMENITIES

TRADITIONAL APPROACH



Bird's Eye View of Main Street Looking North



Street Level View of Main Street Looking North



Street Level View of Main Street Looking North During Community Event



Bird's Eye View of Main Street Looking South

MAIN STREET STREETScape MASTER PLAN

ESTIMATED COST

				CORRIDOR A		CORRIDOR B		CORRIDOR F	
	ITEM	UNIT	UNIT PRICE	TOTAL EST. QTY	TOTAL ESTIMATED	TOTAL EST. QTY	TOTAL ESTIMATED COST	TOTAL EST. QTY	TOTAL ESTIMATED COST
1	MOBILIZATION	LUMP SUM	\$1.00	1	\$31,729.25	1	\$62,448.00	1	\$19,167.75
2	4" CONCRETE WALK	SQ FT	\$4.00	3720	\$14,880.00	11450	\$45,800.00	2755	\$11,020.00
3	6" CONCRETE WALK	SQ FT	\$6.00	800	\$4,800.00	1200	\$7,200.00	400	\$2,400.00
4	DECORATIVE PAVEMENT (BEHIND BOC)	SQ FT	\$25.00	2900	\$72,500.00	13270	\$331,750.00	1150	\$28,750.00
5	BITUMINOUS ROADWAY (EVERYTHING FROM BOC TO BOC)	LN FT	\$520.00	690	\$358,800.00	110	\$57,200.00	500	\$260,000.00
6	CONCRETE ROADWAY (EVERYTHING FROM BOC TO BOC)	LN FT	\$630.00	0	\$0.00	900	\$567,000.00	0	\$0.00
7	TRUNCATED DOMES AT WALK	SQ FT	\$50.00	150	\$7,500.00	144	\$7,200.00	50	\$2,500.00
8	BIKE RACK	EACH	\$1,500.00	0	\$0.00	2	\$3,000.00	0	\$0.00
9	WASTE RECEPTACLE	EACH	\$2,000.00	1	\$2,000.00	2	\$4,000.00	0	\$0.00
10	BENCH	EACH	\$1,500.00	2	\$3,000.00	12	\$18,000.00	0	\$0.00
11	PEDESTRIAN SCALE LIGHT	EACH	\$7,000.00	2	\$14,000.00	5	\$35,000.00	0	\$0.00
12	BOLLARD	EACH	\$2,500.00		\$0.00	45	\$112,500.00	0	\$0.00
13	PLANTER	EACH	\$3,500.00		\$0.00	0	\$0.00	0	\$0.00
14	MONUMENT SIGN A	EACH	\$50,000.00	2	\$100,000.00	0	\$0.00	1	\$50,000.00
15	MONUMENT SIGN B	EACH	\$30,000.00	0	\$0.00	1	\$30,000.00	0	\$0.00
16	SEAT WALL	FA FT	\$125.00	260	\$32,500.00	0	\$0.00	100	\$12,500.00
17	PLANTING BED SOIL	CU YD	\$50.00	50	\$2,500.00	20	\$1,000.00	30	\$1,500.00
18	PLANT MATERIAL (SHRUBS/PERENNIALS)	SQ FT	\$3.50	3570	\$12,495.00	2,500	\$8,750.00	2300	\$8,050.00
19	DECIDUOUS TREE	EACH	\$550.00	0	\$0.00	25	\$13,750.00	0	\$0.00
20	CONIFEROUS TREE	EACH	\$475.00	8	\$3,800.00	4	\$1,900.00	5	\$2,375.00
21	ORNAMENTAL TREE	EACH	\$415.00	4	\$1,660.00	4	\$1,660.00	2	\$830.00
22	HARDWOOD MULCH	CU YD	\$60.00	40	\$2,400.00	25	\$1,500.00	28	\$1,680.00
23	TURF	ACRE	\$7,000.00	0.25	\$1,750.00	0.25	\$1,750.00	0.25	\$1,750.00
				A TOTAL:	\$666,314.25	B TOTAL:	\$1,311,408.00	F TOTAL:	\$402,522.75
				LOW (10%):	\$732,945.68	LOW (10%):	\$1,442,548.80	LOW (10%):	\$442,775.03
				HIGH(25%):	\$832,892.81	HIGH(25%):	\$1,639,260.00	HIGH(25%):	\$503,153.44

MAIN STREET STREETScape MASTER PLAN

				CORRIDOR G		CORRIDOR H	
	ITEM	UNIT	UNIT PRICE	TOTAL EST. QTY	TOTAL ESTIMATED COST	TOTAL EST. QTY	TOTAL ESTIMATED COST
1	MOBILIZATION	LUMP SUM	\$1.00	1	\$45,867.88	1	\$15,119.50
2	4" CONCRETE WALK	SQ FT	\$4.00	12565	\$50,260.00	5160	\$20,640.00
3	6" CONCRETE WALK	SQ FT	\$6.00	1600	\$9,600.00	0	\$0.00
4	DECORATIVE PAVEMENT (BEHIND BOC)	SQ FT	\$25.00	0	\$0.00	1840	\$46,000.00
5	BITUMINOUS ROADWAY (EVERYTHING FROM BOC TO BOC)	LN FT	\$520.00	1320	\$686,400.00	450	\$234,000.00
6	CONCRETE ROADWAY (EVERYTHING FROM BOC TO BOC)	LN FT	\$630.00	0	\$0.00		\$0.00
7	TRUNCATED DOMES AT WALK	SQ FT	\$50.00	200	\$10,000.00	0	\$0.00
8	BIKE RACK	EACH	\$1,500.00	0	\$0.00	0	\$0.00
9	WASTE RECEPTACLE	EACH	\$2,000.00	0	\$0.00	0	\$0.00
10	BENCH	EACH	\$1,500.00	0	\$0.00	0	\$0.00
11	PEDESTRIAN SCALE LIGHT	EACH	\$7,000.00	9	\$63,000.00	0	\$0.00
12	BOLLARD	EACH	\$2,500.00	0	\$0.00	0	\$0.00
13	PLANTER	EACH	\$3,500.00	0	\$0.00	0	\$0.00
14	MONUMENT SIGN A	EACH	\$50,000.00	1	\$50,000.00	0	\$0.00
15	MONUMENT SIGN B	EACH	\$30,000.00	0	\$0.00	0	\$0.00
16	SEAT WALL	FA FT	\$125.00	105	\$13,125.00	0	\$0.00
17	PLANTING BED SOIL	CU YD	\$50.00	20	\$1,000.00	0	\$0.00
18	PLANT MATERIAL (SHRUBS/PERENNIALS)	SQ FT	\$3.50	2295	\$8,032.50	0	\$0.00
19	DECIDUOUS TREE	EACH	\$550.00	35	\$19,250.00	0	\$0.00
20	CONIFEROUS TREE	EACH	\$475.00	5	\$2,375.00	0	\$0.00
21	ORNAMENTAL TREE	EACH	\$415.00	3	\$1,245.00	0	\$0.00
22	HARDWOOD MULCH	CU YD	\$60.00	22	\$1,320.00	0	\$0.00
23	TURF	ACRE	\$7,000.00	0.25	\$1,750.00	0.25	\$1,750.00
				G TOTAL:	\$963,225.38	H TOTAL:	\$317,509.50
				LOW (10%):	\$1,059,547.91	LOW (10%):	\$349,260.45
				HIGH(25%):	\$1,204,031.72	HIGH(25%):	\$396,886.88