

# The City of Rogersville



## Comprehensive Plan

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## EXECUTIVE SUMMARY

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This Comprehensive Plan is a ‘how-to’ for the city’s residents, elected officials, local government staff, and businesses. It is organized in a manner that shows the community how to work together to better understand the existing conditions, to identify current problems and potentials, and to articulate desirable solutions.

The Plan is not an engineering document for construction purposes. It is rather a means for the residents and city officials to develop solutions to existing problems and a resource for making informed assessment of proposed future developments and growth. It is organized in a fashion that shows the community how to work together to better understand the existing conditions of the downtown, identify current transportation problems, and articulate desirable solutions.

Most cities or towns can identify more problems than there are funds to apply. The city must set priorities for implementation by identifying and occasionally reexamining phased approach to implementation. Once high priority projects have been identified, specific planning and design documents and construction plans should be completed. For large scale projects, environmental review and right-of-way acquisition may be necessary. In the design phase, urban designers along with architects and engineers should prepare plans that are compatible with the town’s history and architectural character.

This plan discusses various existing transportation, storm water, housing, economic development, urban design, and downtown revitalization strategies.

As Rogersville grows, following the land use principles in this document can help preserve the character and history of the city. Appropriate land use policies guide the development of an expanding transportation network, new physical growth, the creation of new residential areas, and maintaining the integrity of the downtown with well-designed guidelines. Future land use choices can accommodate growth with an awareness of natural surroundings.

This plan was a collaboration with Missouri State University and the City of Rogersville. Thanks to the following individuals for their efforts:

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## BACKGROUND

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### History

The City of Rogersville was developed on land originally surveyed by J.J. Watts on May 17, 1882 for Mr. and Mrs. D.M. Beatie. This area is located in the Southeast quarter of the Southwest quarter of Section 18, Township 28N, Range 19W. The city's name was derived from Dr. I. N. Rogers, who offered \$50 to help with the costs of surveying the nascent community if it would bear his name.

The first streets of the town were Front, Clinton and Basin intersected by Cherry, Norton, Main, Pond and Baltic. These streets lay on the north side of the railroad tracks then known as the Kansas City, Springfield and Memphis Railroad.

The first store in the community was owned by W.L. Davis and was erected in 1882. Later in 1882 the Green Brothers store, Bails & Johnson store, Alderson and Adair's blacksmith shop and a drug store owned by Dr. Rogers were built.

Other milestones included:

- 1882 First postmaster appointed
- 1885 First church built
- 1890 First bank established
- 1892 School district created
- 1893 First school built
- 1904 Rural mail service begun
- 1916 Incorporated as a village
- 1927 First street lights
- 1932 Highway 60 paved through town
- 1948 Incorporated as a fourth class city

### Geography & Geology

The City of Rogersville is located in the southwest corner of Webster County and the southeast corner of Greene County. Rural Rogersville addresses are also found in northern Christian County. The City is geographically located near the Cities of Springfield, Branson, Ozark and within easy driving distance to area lakes including Pomme de Terre, Stockton, Lake of the Ozarks, Table Rock, Bull Shoals and Taneycomo. The nearest metropolitan area is Springfield, MO, approximately 15 miles to the northwest. Springfield has a population of over 150,000. Its large job market employs many Rogersville citizens.

While located in the Ozark Mountain range, the topography of the City is on a relatively level plateau with a high elevation of 1,475 feet and a low elevation of 1,425 feet. This plateau lies between the James River watershed on the north and the Finley River watershed on the south. Drainage is to Sawyer Creek, a stream in the Pearson-James sub-watershed of the James River. The James River watershed ultimately impacts the Table Rock Lake watershed to the southwest of the City.

Located in karst topography, the City of Rogersville has several sinkholes located within and around the City limits. These are of particular concern near development or building. The City has adopted Chapter 96 of the Springfield codification which governs building around sinkholes. Additionally, all building plans located near a mapped sinkhole are sent to the City's engineer for review comments and associated requirements prior to permitting.

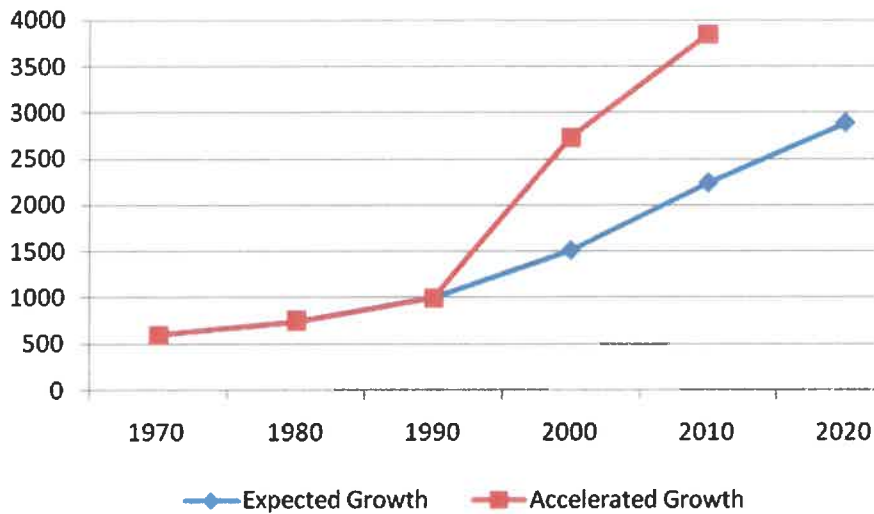
Directly north and south of the City the land becomes very hilly and rugged with heavy growths of brush and timber. Land east and west of the City is primarily tillable farmland and pasture with intermittent groves of timber and several isolated commercial ventures such as convenience stores.

### Demographics

The City of Rogersville experienced basically flat growth from 1920 through 1970. The 1920 population was documented at 408 persons with only 595 persons in the 1970 census. Although the City experienced heavy 'out-migration' through the 1970's, that trend appears to have reversed. The City's population grew by approximately 25% between 1980 and 1990, and by approximately 34% between 1990 and 2000. 2010 Census figures show a 103.78% growth from 2000-2010 with a population of 3,073.

Figure A offers two population forecasts. The first model (Expected Growth) shows future growth that could be expected based on past historic trends; this model suggests that the population of Rogersville will increase by 34% by 2010 and another 26% by 2020. The second model (Accelerated Growth) takes into consideration a period of 100% growth between 2000 and 2010 followed by more moderate growth of 26% for the next ten year period. Obviously, the upswing in population since 2000 far exceeds historical growth and must continue to be a primary factor in future planning for the City.

Figure A: Population Trends and Forecasts



The 2010 Census showed the median age of Rogersville’s residents at 30.5, with only 139 citizens (9.2%) in the “over 65” age group. The economy is positively affected by the low median age as those age groups are generally the backbone of the labor force and in the midst of the child-bearing years. However, the large population of residents in their child-bearing years will also contribute to increased demand on the local schools, day cares, and other services for children. Based on historic growth patterns and the recent years of accelerated growth, it is possible that by 2020 nearly 1,450 Rogersville residents, or 37% of the city’s total population, will be under age 19.

In 2000, 410 families lived in Rogersville with 260 families that included related children under the age of 18 living in the home. By 2020, as many as 827 families may be living in Rogersville, with related children under the age of 18 living in 524 of those households. The average family size in 2000 was 3.13 people, which can be expected to remain generally static or to increase slightly in the future.

# TRANSPORTATION

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Transportation is a key concern in Rogersville. With the area growing at a rapid pace and its proximity to Springfield, it is important to concentrate on priority areas that need improvement and expansion. The transportation system is typically a community's largest infrastructure investment. Transportation decisions can affect a community significantly. Investment in transportation improvement can promote growth throughout certain sectors, while abundant development without planned road improvements can place great financial strain on a community. This section examines the transportation system's current conditions and priority issues. Goals, objectives, policies, and recommendations which promote efficient transit with the capacity to support future growth are also included.

## Street Function and Design Classifications

Rogersville may be required to become part of the Springfield Metropolitan Planning Organization (MPO) within the next ten to twelve years. In that event, the city has already adopted Springfield design and technical specifications and should be able to apply more resources to improving streets that are in need of repair and less time redesigning streets to meet the specifications of the Springfield MPO. All subdivisions approved since 2002 have already implemented these design classifications and have met all of the minimum design requirements. The City should continue to upgrade pre-2002 streets to the adopted standards whenever possible.

The City's Transportation Plan is essential in guiding the orderly development of the City of Rogersville. According to guidelines adopted 10/24/2002 by Ordinance 387, streets are classified as follows:

**Expressway**

- Major limited access highway with points of access at arterial system intersections only
- 130' r-o-w
- No parking
- 76' minimum pavement width

**Major arterial**

- High volume highway with moderate speed and access to abutting property subordinate to major traffic movement
- 60' r-o-w
- No parking
- 44' minimum pavement width

**Secondary arterial**

- Streets interconnecting with major arterial system. Provides moderate volume and moderate speed traffic with partially controlled access to abutting property
- 70' r-o-w
- No parking
- 43' minimum pavement width

**Collector, normal**

- Connects and distributes traffic to and from local and arterial street systems
- 60' r-o-w
- No parking
- 36' minimum pavement width

**Collector, residential**

- Connects residential local streets to arterial streets
- 50' r-o-w
- No parking
- 29' minimum pavement width

**Local, non-residential**

- Provides direct access to industrial or commercial abutting properties
- 50' r-o-w
- Parking on one side only
- 28' minimum pavement width

**Local, normal residential**

- Provides direct access to abutting residential properties
- 50' r-o-w
- Parking on one side only
- 27' minimum pavement width

**Marginal access**

- Provides access to less than 40 residential dwelling units and adjacent to arterial r-o-w
- 40' r-o-w
- Parking on one side only
- 21' minimum pavement width

**Current Street Classifications:**

- **Expressway**  
Under construction 2014 from Farm Road 213 to Chicory
- **Major arterial**  
U.S. Highway 60 from Farm Road 213 to Porter Loop
  
- **Secondary arterial**  
Should be: Center Street, Mill Street, and Marshall Street. According to the definition, these streets should have partial control of access to abutting property. Center, VV and B do not control access. *Therefore, at this time no secondary arterial streets are noted.*
  
- **Collector, normal**  
Center Street, State Highway VV and State Highway B, Marshall Street, Jamestown Commercial District
  
- **Collector, residential**  
Maple Street, Main Street, County Line Road, Beatie, West Clinton Street
  
- **Local, non-residential**  
Cedar Street, Charles Street, Johnstown Street, Pony Rd, Colt Rd, FR 249 North of Center
  
- **Local, normal residential**  
Streets in the following subdivisions: Leabrooke, Sawyer Creek, Greenbriar, Johnstown, Meadowridge, Logan Estates, Jamestown Residential District, Deerfield, Pine Ridge, Woodland Hills, Watts, and Old Buggy Road
  
- **Marginal access**  
Cedar Street, Pony Road, and Colt Road

### Goal, Objective & Strategies

**Goal:**

Utilize the street classification system in decision-making on road system improvements and land use development.

**Objective:**

There should be a practical relationship between the intensity of development and the street classification and capacity level.

**Strategy 1:**

- Continue to require developers to dedicate appropriate right-of-way to meet street classification design standards in new development.
- Continue to require all new streets to meet Rogersville's minimum construction standards.
- If the development exceeds planned street capacity, the development should not be approved unless the developer provides either the necessary on-site and/or off-site improvements to handle the projected increase in traffic or deposits a letter of credit at 150% of the projected cost of the improvement with the City. An excellent example of this would be the required turn lane on Business 60 at the Logan Estates development.
- Notify MoDOT of any problems directly related to state highways such as Business 60, State Hwy B, State Hwy VV, etc.

**Recommendations**

- The capacity of the street system should be a determinant in decisions on proposed development. If the proposed development generates traffic levels that exceed the capacity of the roadway, the development should be prohibited or delayed until the appropriate improvements are made. The city should continue to require the developer to make the required improvements.
- Developers should continue to be responsible for a proportional share of the cost of transportation system improvements.
- A road inventory needs to be taken on all roads in Rogersville. This organizational system will help determine which roads are major priorities when funds are available to allocate to transportation improvement. Table 3.1 represents an example of a categorization system.



**Table 3.1: Street Categorization**

	<b>Condition</b>	<b>Traffic Accommodation</b>
<b>Good</b>	No noticeable potholes or uprooting.	Allows for a continuous flow of traffic. No congestion due to narrow roads.
<b>Fair</b>	Some potholes or patches.	Slight congestion due to narrowness or road surface.
<b>Poor</b>	Many problems including, but not limited to, many potholes, crumbling road, and insufficient drainage.	Congestion and accidents caused by road narrowness and driving over blemishes.

**Major Priorities**

The following is a list of major road improvement priorities specified by city officials:

1. The City should continue to require additional right-of-way in all zoning designations to facilitate the eventual widening of Mill Street, Maple Street, Main Street, Beatie Street and West Clinton Street.
2. Eliminate the building of driveways that enter directly onto secondary arterial and normal collector roads. As older driveways are re-zoned or altered, require movement of the access point from the arterial and collector roadways

**See Appendix B for map**

### Congestion Management System

In the past, the expansion of existing streets and construction of new roads was often seen as the sole solution to roadway congestion. However, new roads encourage sprawl which leads to more congestion and increased maintenance expenditures. Even though road improvements are considered the most imperative strategy for providing mobility, the community does not have the substantial amount of funds required to build new roads or add lanes to existing roads. There are numerous inexpensive management tools that have been developed over the years that can be implemented in the Rogersville area to reduce congestion economically and efficiently.

According to the Transportation Research Board, "Congestion is travel time or delay in excess of that normally incurred under light or free-flow travel conditions." There are two primary types of congestion: recurring and non-recurring. The former is congestion concentrated in short amounts of time, like "rush hours." This is caused from imbalanced volumes of traffic resulting in speed reduction and minimal flow rates. Non-recurring congestion is caused from road incidents such as an accident or a stalled vehicle.

The Ozarks Transportation Organization (OTO) conducted a survey asking nearby governments and transportation agencies to develop a list of measures that can be used to identify congested areas. After OTO gathered the data, they developed a list of five questions that should guide a Congestion Management System in assessing congestion priorities.

- 1. What facilities are congested during the peak hours?**
- 2. What is the duration of congestion?**
- 3. What is the impact of accidents on congestion?**
- 4. How badly are travelers typically delayed?**
- 5. What impact does intersection/interchange level-of-service play in determining regional congestion problems?**

Currently all pre-1980 streets north of the railroad tracks are too narrow. This area was platted before 1900 and many of the older homes were built very close to the street and do not meet current set-back or right-of-way requirements. Sensitivity should be used when deciding if right-of-way is attainable or widening of the streets is possible without infringing on the homeowner's property rights.

Pre-1980 streets located south of the railroad tracks are often wider than their older northern counterparts. When right-of-way is available, considerable thought should be given to widening any street not within the adopted specifications.

Goals, Objectives, & Strategies

**Goal:**

To encourage and promote safe and efficient operation of Rogersville’s transportation system to provide for the mobility needs of people of the community. Consider broadening transportation planning and building codes to include more pedestrian-friendly routes.

**Objective:**

- Incorporate Congestion Management System techniques to help maximize efficiency and reduce traffic demand.

**Strategy 1:**

- Land Use Policies: Encourage more efficient development patterns in growth areas. Certain land use policies could decrease the number of trips and trip lengths. Bicycling and walking could be more user-friendly with the following land use guidelines:
  - Promote development in existing centers like the historic downtown area
  - Commercial/Industrial ventures should be closer to the highways with a buffer zone protecting the residential area to be located further from the highways
  - Promote high density mixed land use especially as in-fill in the existing
  - Continue to require sidewalks in all new subdivisions. Encourage study of bike paths/walking trails throughout the city with possible ordinances requiring bike paths or trails in new development;
  - Continue to work with MoDOT to establish proper development along US 60

**Strategy 2:**

- Rideshare Matching Service: Provide carpool/vanpool matching information, resources, and services. OzarksCommute.com is a free website developed by OTO that provides these services for Greene and Webster counties, along with 17 other surrounding counties.
- Increase Park-n-Ride Facilities: Identify new facilities for park-n-ride carpooling.
- Employer Flextime Benefits/Compressed Work Week: Although most of the city’s employees are outbound for their employment, encourage employers to allow employees to obtain a flexible schedule – allowing the employee to commute during non-peak hours.

### Recommendations

- Increase community awareness of a rideshare system, like OzarksCommute.com through promotion.
- Thought should also be given to improving congestion in areas platted decades or even a century prior without losing the historical personality of these areas. When possible, simple widening of older streets would greatly help congestion. In other areas where this may not be possible, routing traffic away from these narrow lanes and onto wider streets should be considered.

**See Appendix A for Transportation Funding Options**

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# Storm Water

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## Natural Terrain

The natural terrain of Rogersville presents two high points in the western and southeastern sectors of the City with a low depression in the southwest area. Two drainage-ways flow to the northeast from the Central Business area. Areas that drain north are flowing to Sawyer Creek with a period of detention in Leabrooke Lake. The area located south of the US 60/State Highway VV intersection is extremely flat with very poor drainage. These southern areas are eventually drained to Finley River south of the Webster County/Christian County line with larger detention areas located at the Pine Ridge Lake and the pond located due south of the CHC Do-It-Best lumberyard.

The City of Rogersville currently has no formal storm water sewer system. A municipal storm sewer system includes artificial and natural facilities within the city, whether publicly or privately owned, by which storm water may be conveyed to a watercourse or waters of the state. A survey conducted during the 2009 Fun Day at Logan-Rogersville Upper Elementary indicated several community members were unhappy with the current state of storm water drainage. Allowing community members to participate in the planning process gives them a larger stake and increases support for a project. Planning for a storm sewer system or strategic detention basins along with proper community and business education of storm water best management practice may alleviate some of the storm water issues in the City.

## Goals, Objectives, & Strategies

Best Management Practice and Municipal Separate Storm Sewer System as used in this section are defined as follows:

- *Best Management Practice (BMP)*, any physical, chemical or managerial practice that reduces soil erosion or reduces the amount of sediment or other pollutants discharging to or potentially discharging to the Municipal Separate Storm Sewer System (MS4).
- *Municipal Separate Storm Sewer System (MS4)*. Those artificial and natural facilities within the city, whether publicly or privately owned, by which storm water may be conveyed to a watercourse or waters of the state, including but not limited to any roads with drainage systems, streets, catch basins, natural and artificial channels, aqueducts, stream beds, gullies, curbs, gutters, berms, ditches, swales, open fields, parking lots, impervious surfaces used for parking, or storm drains; however, sanitary sewers are not included in the definition of municipal separate storm sewer.

**Goal:**

Divert storm water from problem areas.

**Objective 1:**

Create an initial plan for a municipal storm water sewer system.

**Strategy:**

- Continue to work with developers as they create subdivisions. All new commercial buildings and all new plats are required to go through storm water planning. Define project goals including elimination of open ditches within the storm water system.
- Research options to set a side funds for rehab of sink holes.

**Objective 2:**

Determine funding strategy for proposed improvements.

**Strategy:**

- A demand-based approach to funding is one possibility. Unfortunately, it is very difficult to analyze storm water areas and properly assign different assessments on different property owners. A suggestion easier to administrate might be a flat rate assessment to be collected annually from all City utility customers on their utility bill.
- Although Rogersville does not currently qualify for CDBG funds, continue to monitor state and federal government grant programs for storm water related activities. Programs like The Clean Water State Revolving Fund and the Community Development Block Grant allocate money that could be shared between water quality and storm water sewage systems. As mentioned earlier, the City has a successful history of receiving Section 319 grant funds for rain gardens at the City park.
- Consideration by the Board must be given to implementing a sales tax specifically for storm water funding.

**Goal:**

Reduce the danger of groundwater pollution.

**Objective:**

Coordinate with the Watershed Committee of the Ozarks to plan for community education opportunities. Implement storm water sewer system best practice management education programs for the community and local businesses.

**Strategy:**

- The Board of Aldermen has been proactive in presenting the “Storm Water 101” educational program at Board meetings and Planning and Zoning meetings. This tool could also be used in partnership with the local school system to continue to educate about the importance of our ground water resources.

**Recommendations**

Financing a successful storm water program requires a stable, reliable source of income. The need for adequate funding becomes evident when considering the multiple responsibilities the City has with regards to storm water management. A municipal storm water sewer system includes compliance requirements, attention to storm water problem areas, adapting infrastructure, sewer system mapping, along with many other responsibilities. The use of property tax or a usage fee will encourage consumers to participate in storm water education courses and community planning.

Mike Kromrey, Education Outreach Coordinator with the Watershed Committee of the Ozarks, presents an educational program entitled “Storm Water 101.” The Watershed Committee also coordinates meetings with local communities to discuss storm water issues and share erosion and sediment control guidelines.

**See Appendix A for Storm Water Funding**

**See Appendix C for Map**

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# HOUSING

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## Residential Areas

Residential areas are the heart and soul of a community. A community does not exist without its residential areas and without quality residential areas a once vibrant community can become lifeless rather quickly. In order to maintain a vibrant residential area along with quality housing stock that strengthens the town's character, Rogersville should consider the availability of affordable housing, neighborhood aesthetics, and the sense of community within an area. This document will focus on a goal for each of these three things along with objectives and strategies to achieve these goals.

## Affordable Housing

As Rogersville has experienced rapid growth within the past 10 years, the availability of affordable housing must be a key factor in a future housing plan for the city. When a city experiences rapid growth, like Rogersville has it can be overwhelming to look beyond the current growth in the housing market and consider future housing needs. In order to continue the successful growth of Rogersville, the city should consider the housing needs of residents who do not work in high paying industries but who are vital in promoting continued growth and a vital, well-rounded community well into the future.

According to the 1990 census, the median family income for the city of Rogersville was \$29,832 and the mortgage value of a single-family home was \$68,700. In 2000, the median family income rose to \$30,417 and the mortgage value of a single-family home was \$78,100. This reflects a 1.96% increase in income between 1990 and 2000 and a 13.6% increase in housing cost over the same time period. With the construction of larger, single-family homes in the recent decade it can be safely assumed that this trend will also be reflected by the 2010 Census. In order to ensure the demand for affordable housing does not increase faster than supply, Rogersville must explore methods that they can employ to increase and maintain the availability of affordable housing.



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## Goals, Objectives, & Strategies

**Goal:**

Continue to diversify Rogersville's housing stock as a means to provide adequate housing to all segments of the population and to increase choice within the housing market.

**Objective 1:**

- The City ratio of rental housing to single family will be at a rate of 1 rental to 4 single family houses. Owner-occupied single-family housing will reflect 75% of all housing in the City of Rogersville. The breakdown of the 25% rentals would be the following: 20% of the rentals will be R1 zoning, 20% will be zoned R2 and the remaining 60% of the rental percentage will be composed of R3 dwellings. This ratio is comparable to the National average and would be monitored to reflect the National average.)

**Strategy:**

- The objective to periodically monitor the National average and the 10-year census averages to compare with the city ratio of rentals to single family housing. Adjustments to the Cities ratio can change based on the National average changes and data from similar neighboring cities.

**Objective 2:**

Continue the availability of R4 zoning for manufactured housing as an opportunity to maintain diverse housing stock. HUD requires that manufactured homes be allowed in any setting with a minimal amount of regulation other than what is afforded to other housing in the same area.

**Strategy:**

- Create and enforce structural and design standards for manufactured homes.
- 

**Objective 3:**

Allow for residential development in mixed use districts as a means for downtown revitalization and housing stock diversification.

**Strategy:**

- Determine the feasibility of converting upper floors of commercial buildings into loft apartments during the building restoration process.

## Neighborhood Aesthetics

An aesthetically pleasing neighborhood encourages continued enjoyment of the area by all residents. Furthermore, neighborhoods that are aesthetically appealing will attract more growth and future prosperity than blighted neighborhoods. An important aspect in neighborhood aesthetics is the inclusion of trees and other plant life. Trees give streets a residential character and provide shade, a lived-in feeling, and improve the aesthetic value and overall character of the area. Incorporating plant life via landscaping not only improves the character of a neighborhood; it gives the area a sense of pride. This sense of pride will be evident to potential new residents, thereby encouraging growth within the area.

### Goals, Objectives, & Strategies

**Goal:**

Maintain and improve the quality and aesthetics of the current and future housing stock and the residential area as a whole.

**Objective 1:**

Discourage developers from destroying all trees when beginning new construction.

**Strategy:**

- Modify the city ordinances requiring that developers maintain some existing trees in a development as well as continuing to require planting at least one tree in each new residential yard.
- Establish a volunteer tree board to begin the process of becoming a Tree City USA. Helpful information can be found at the Arbor Day Foundation's website: <http://www.arborday.org/programs/treeCityUSA/index.cfm>

**Objective 2:**

Use nuisance abatement codes to address problems of trash, junk, inoperable vehicles, and other blight in residential areas.

**Strategy:**

- Actively enforce existing nuisance abatement codes found in the Rogersville City Code to limit problems with refuse build-up in residential areas.
- Increase fines for violators.
- Expand the annual community-wide neighborhood cleanup day to partner with community or civic groups to assist the community in improving the quality of each residential area.

**Objective 3:**

Continue to monitor properties within the Rogersville community which would appear to require repair through the Citizen Request for Action process and in accordance with City Municipal Codes Chapter 505.

**Strategy:**

- Review the Citizen Request for Action and determine qualification for complaint.
- Assist the property owner with determination for eligibility for Federal aid such as low interest loans.
- Identify a time line for a resolution and completion of repairs.

**See Appendix D for Sample Survey Form**

**Objective 4:**

Increase landscaping throughout all densities of residential areas.

**Strategy:**

- Work with developers to introduce landscaping in their projects, especially in the front yard of properties, and encourage residents and landlords to maintain and improve upon existing landscaping.
- Devise public recognition programs to encourage and promote residential landscaping, such as establishing a contest seeking the best landscaping of a residence.

## Creating a Sense of Community

A residential neighborhood is one of the basic building blocks of a successful city. Designing areas that are perceived as self-contained, identifiable, and differentiated from adjoining areas creates an increased sense of belonging and security among the neighborhood's residents. Distinguishable neighborhoods create a sense of citizen pride, and crimes such as vandalism, burglary, and assault tend to occur less in areas residents easily identify as neighborhoods. Furthermore, citizen participation in civic activities tends to be higher in these areas. An ideal residential area should foster a sense of community and interaction among neighbors, promote pedestrianism and bicycle use, provide a sense of identity and belonging, and create a sense of comfort and security.

An excellent way for a neighborhood to gain a greater sense of identity is by having a focal point within the neighborhood. This focal point can be a small park, gazebo, community garden, or anything else that gives the neighborhood a sense of distinction from the rest of the community. This focal point can double as an area where residents can gather both formally and informally.

### Goals, Objectives, and Strategies

**Goal:**

Create and maintain neighborhoods that are community-friendly by fostering interaction among neighbors while providing a sense of identity and belonging.

**Objective 1:**

Continue to require sidewalks in new subdivisions to create more pedestrian-friendly neighborhoods

**Strategy:**

- Currently the City requires ADA standards for sidewalk construction and only requires sidewalks on one side of residential streets and both sides of commercial streets. Consider additional requirements for sidewalks with a minimum width of 5 feet along both sides of residential streets. They should also be set back from the street by a minimum of a 6 foot wide strip of grass, trees, or other plant life. Adjustments may be considered with input from City staff and engineer.

**Objective 2:** Enhance visual appeal to common areas using conservation methods and practices.

**Strategy:**

- Retention areas must be lined with shade trees of 2 inch caliper or greater and no more than 25 ft. apart to line the exterior perimeter. If utilities are present in the retention area- restrict presence of large trees, in such case 3 understory trees may replace every 1 shade tree.

**Objective 3:**

Evaluate the City of the potential for a focal area or feature.

**Strategy:**

- Evaluate the existing City to create and maintain a focal point that residents can use for neighborhood activities

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## ECONOMIC DEVELOPMENT

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### What Economic Development Does

The City of Rogersville was established when businesses began to locate around a new railroad depot being built in the city in 1882. Since that time, economic development has remained

relatively low, which has helped retain the close, small town community feeling many citizens enjoy about Rogersville.

Today, Rogersville's main economic area is focused at the intersection of Highway 60 and Highway VV. Most of this development is commercial, with neighboring residential areas. Expansions are being made west toward Springfield in the Jamestown development, which will include the new community center with sports facilities, walking/jogging trails, and a computer/media room.

This economic development plan focuses on the option of expanding and rebuilding the economic base in the downtown area, however, the city as a whole is discussed in many of the goals. Focusing economic development in the downtown area will help establish the area as an integral part of the city. Rebuilding the downtown area will also help bring people to the center of the city and deter traffic from the intersection of Highway 60 and Highway VV. This will help solve the traffic troubles that occur at that location. A thriving downtown also helps develop a stronger sense of community, which is something that many citizens said they respected about Rogersville.

A short survey was conducted at the Logan-Rogersville Upper Elementary 'Fun Night' where attendees were asked general questions about the City of Rogersville. One of those questions asked for the citizens' opinions on new businesses and developments that they would like to see in the City of Rogersville. The majority of responses included the following types of business: more dine-in restaurants, a movie theater, a community building, public swimming pool, chain retail (box) stores, biking paths, light industry and an internet café. Many of these ideas would work extremely well in the downtown area, for example, a small store, a family dine-in restaurant could help bring families to the area and a movie theater would be a great asset to the city's business base as well as an entertainment options for kids and families. Other options include a clothing store, and additional retail stores such as Walgreens. These options would benefit the downtown area and could help provide something for the citizens of Rogersville that they have expressed the desire to have.

Economic development is a vital part of the well-being of all cities. This plan can better the business base that already exists and help guide future changes within the city.

### Attracting New Businesses

The following goals, objectives and strategies will promote the City of Rogersville and assist in attracting new businesses. A list of funding and incentive possibilities can be found in *Appendix A-Funding, Economic Development* with more explanation on how each can benefit Rogersville.

Due to the fact that most of the working population from Rogersville commutes to work outside of the city, beautification may be overlooked by a majority of citizens. School

organizations may be willing to work together to plant shrubbery around the city. Logan-Rogersville High School was contacted to find out if any student organizations sponsored or participated in community beautification projects. One group stated that they participated in the Adopt-A-Highway program, but none of the other groups had done so. Some of the groups expressed interest in participating in a community project. By creating a program that allows students to participate in city beautification, students can learn the benefits of an attractive community, community service opportunities, and encouraging additional community participation.

### Goals, Objectives, & Strategies

#### Goal:

Develop practices that the city can perform to attract more businesses to the area.

#### Objective 1:

Create or revise incentives for businesses coming into the area.

#### Strategy:

- Aggressively market and deploy state tax credit programs.
- Work with the state and community to diversify and reconfigure local tax sources.
- Improve the city's grants portfolio related to economic and community development.
- Form a community group to manage the tasks related to finding new funding for economic development.
- Develop individual incentives for businesses that locate downtown.
- Provide other opportunities including use of a TIF, CID or EEZ tax credits.

#### Objective 2:

Increase access, livability, activities, and appearance of the city.

#### Strategy:

- Diversify housing, especially in the downtown area.
- Develop pedestrian/bike transportation paths.
- Add and/or clean up public or green space areas.
- Work with community groups to program cultural and/or entertainment events.
- As the City grows, build a new city hall with greater aesthetics, usability and visibility.
- Consider establishing a city health department to increase oversight of livability and appropriate health conditions of residences.
- Encourage appropriate retail or mixed-use development.

### Develop and Expand Downtown

This section focuses on creating ways to promote development in Rogersville's downtown as a means for assisting business expansion; however, it can be applied to the entire city. A more

descriptive list of funding options is located in *Appendix A*. Another option is to create a community task force that would research potential development areas and prioritize how and where the city would like to develop in the near and far future. Creating a list of priorities can help guide city officials to use the opinions of community members.

### Goals, Objectives, & Strategies

#### Goal:

Develop a program that encourages business development and expansion in the city.

#### Objective 1:

Create funding to develop new businesses and expand the existing business base.

#### Strategy:

- Assertively research and organize potential funding options, such as state and federal grants.
- Charge a community task force with seeking out and managing all funding options for locally owned businesses interested in expanding.
- Create a method of communication among city officials, developers, and local businesses to provide funding information options to them.

#### Objective 2:

Encourage mixed use development, especially in downtown development.

#### Strategy:

- Promote diversified housing.
- Review the land use plan and make changes to allow diversification by encouraging mixed use development.
- Explain the benefits of mixed use development to potential developers or businesses looking to relocate.

#### Objective 3:

Spread economic development to create easier access to businesses and reduce traffic congestion.

#### Strategy:

- Extend the business base west on Highway 60 towards Springfield to alleviate clusters of businesses within the target area at the junction of Highway 60 and VV which make it difficult to move throughout and promotes congestion.
- Review and map out potential and available locations for new and relocating business.
- Create a list of these locations and prioritize the areas the city would like to see developed in the near future.



- Develop an industrial park east of Rogersville to encourage industrial growth.
- Promote City-wide environmentally-friendly sustainability.
- Promote industrial growth in area.
- Promote city sustainability.

### Retention of Current Businesses

Once a business is established in the area, these strategies can be used to further assist them to grow and remain in Rogersville. One means of improving the business base is restoration of their buildings. As businesses work to restore their buildings, the city can promote using sustainable and environmentally friendly materials and practices. This will not only help the business, but the city as well. City beautification can be encouraged around developed areas as well as potential development areas. These practices help attract more customers to an area and help in the city beautification process.

### Goals, Objectives, & Strategies

#### **Goal:**

Promote the current business base in Rogersville and develop programs to assist in its retention.

#### **Objective 1:**

Assist businesses in creating better accessibility.

#### **Strategy:**

- Create pedestrian walkways and bicycle paths throughout the city.
- Ensure that new buildings or parking areas are located where they will not deter customers from patronizing existing businesses.



**Objective 2:**

Promote a clean, environmentally friendly city.

**Strategy:**

- Provide incentives for businesses that use environmentally friendly practices, including businesses built from environmentally friendly materials.
- Encourage a local group to sponsor community-wide city beautification.

## Economic Status and Programs

This section is dedicated to promoting community efforts to evaluate the current condition of economic development in the City of Rogersville. It also focuses on providing citizens the opportunity to state their opinions. When looking for possible businesses to bring into an area, it is important to focus on a selection that will be accepted and used by the community; this will help ensure retention of new businesses.

### Goals, Objectives, & Strategies

**Goal:**

Develop a system to review the current economic status of Rogersville, the direction it is moving towards future goals, and the programs in place to accomplish set goals.

**Objective:**

Develop a method for the community to provide input on the economic climate of Rogersville.

**Strategy:**

- Form a community task force whose purpose is to review the current economic status of the City of Rogersville, discuss its direction, and modifications that need to be made.
- Create an annual report of the economic progress made throughout the last year and goals for the upcoming year.
- Continue to publish a quarterly newsletter including a survey asking the public's opinion about the current economic conditions of Rogersville and how they think changes should be made in the future.
- Hold public forums to discuss economic issues within the City of Rogersville.

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# URBAN DESIGN GUIDELINES

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## What Urban Design Does

Design Guidelines are a series of rules and recommendations which preserve the existing positive visual characteristics of an area or downtown and promote appropriate change and development. The guidelines are not meant to inhibit growth or new uses, but insure that new development harmonizes with what currently exists. This section sets goals and recommendations on ordinances to implement the aesthetic vision of the City of Rogersville. Development regulations should be consistent with the ordinances.

## Landscaping & Buffer Zones

The use of landscaping to provide visual interest, color, variety, and an ever changing and growing environment is an important element in support of an active pedestrian streetscape. The placement of street trees and planters within the public right-of-way should complement and enhance the pattern of similar features on adjacent and nearby properties and be consistent. The use of landscaping also can be incorporated with or in place of fencing to screen or buffer otherwise objectionable or unsightly uses or building features such as building service areas, mechanical equipment, and surface parking lots.

## Goals, Objectives, & Strategies

### Goal:

The City should retain the appearance and character established by existing wooded areas within and around the community.

### Objective 1:

Retain existing trees where practical in new developments, especially healthy, mature trees, and plan for replacement of those unable to be saved.

### Strategy:

- Create an ordinance requiring a minimum percentage of vegetation be retained in new developments and encouraging developers to seek alternative strategies that include existing vegetation.

### Objective 2:

Priorities for tree retention and replanting should be given to buffers along arterial streets, ridge lines, between different land use zones, within developments, and on rear lot lines.

**Strategy:**

- Utilize landscaping along streets to provide separation between motorists and pedestrians. Only low growth shrubs should be planted at corners where ability to see automobiles or pedestrians is important. For specific requirements per the city codification please see 405.550 of the municipal code. Missouri Department Conservation Tree Care Guide, "Right Tree in the Right Place." That list may be obtained at [www.mdc.mo.gov/trees-plants/tree-care](http://www.mdc.mo.gov/trees-plants/tree-care).

**Goal:**

Develop design guidelines which maintain and enhance the unique character of Rogersville's natural setting in existing neighborhoods and districts while ensuring new areas develop with contextual sensitivity.

**Objective 1:**

Mark transition points ("gateways") between different areas to design a more easily understood built environment and comfortable sense of place. The elements used to define gateways may include: landscaping, streetscape design, signage, building scale and detailing, small parks, land use designation and public art. Areas for developing internal gateways include major street intersections, areas of change between residential and commercial districts, locations of significant topographic change, development sites at prominent street corners, and public buildings.

**Strategy:**

- Establish architectural and landscape design standards for multi-family residential units to promote developments that are compatible with existing residential patterns. Existing features, such as buildings which are structures of historic or architectural significance, should be retained where possible.
- Pedestrian facilities should be maintained and enhanced to promote a pedestrian-friendly character while providing connections between land use zones.
- Identify internal "gateways" between districts and neighborhoods and draft policies to help develop these areas with appropriate way-finding and land marking initiatives. Consideration should be given to recognizing and visually expressing separate commercial and residential districts in an effort to promote a sense of community.
- Develop a zoning overlay districts for the application of unique design guidelines for the specific districts.

**Objective 2:**

Consideration should be given to revising the sign ordinance in order to encourage signage more in keeping with downtown Rogersville's unique character.

## Recommendations

- The design of signage should be respectful of the building on which it is located, carefully designed to fit a façade complementing the building’s architectural features.
- The design and selection of materials should complement the character of the building and convey a sense of spatial hierarchy, or importance/ranking of the building within the defined area.
- Signage is most effective when it is simple and limited to the name of the business. General commercial advertising unrelated to the principal use is discouraged.
- Signage for downtown business should be designed in conformance with the overall look of the downtown. Signs should hang above the entrance to a business and facing towards the pedestrians on the sidewalk rather than the road or be placed on the building façade.

## Urban Design

The variety of benefits of a well-designed streetscape provides for all pedestrians, including people with disabilities. For this reason, streetscape design elements should be reviewed very carefully to ensure that the materials, dimensions and design elements meet safety and accessibility requirements. In addition to the aesthetic and practical benefits of a well-designed streetscape, the city should meet ADA and Department of Transportation requirements.

## Goals, Objectives & Strategies

### Goal:

Develop land use and design guidelines that allow for greater flexibility in uses to promote active streets and develop pedestrian oriented districts and neighborhoods.

### Objective:

Adopt measures to improve urban design considerations that help to define the city’s aesthetic character.

**See ALTA Plan attachment**

## Industrial & Business Park Development

The City should have the ability to attract new businesses by providing and concentrating infrastructure in an enclosed area to lessen business expenses. It is important to set aside industrial uses from the surrounding residential and urban areas to reduce environmental impact to the community and to be able to provide environmental controls that are explicit to the requirements of the industrial area.

### Goals, Objectives & Strategies

**Goal:**

Mitigate the visual and traffic impacts of industrial uses on adjacent properties and street corridors.

**Objective:**

Establish design guidelines for industrial and business park development.

**Strategy:**

- Choose landscaping and architecture that is sensitive to the exterior design, color and materials that can be attractive and complementary to the community. The use of dense, native vegetation or the replanting of a variety of coniferous trees to buffer industrial facilities from neighboring land uses and rights-of-way can contribute significantly to improve their appearance.
- Require design standards for all development. These development standards could include:
  - Retaining wooded buffers to screen adjacent non-industrial uses.
  - Protecting sensitive natural areas.
  - Buffering service areas, loading docks and storage yards.
  - Providing generous landscaping of parking areas and buildings.

**See Appendix E for Street Inventory Form**

## HISTORIC DOWNTOWN REVITALIZATION

### Revitalizing the Downtown

The focus in downtown Rogersville should be small businesses that are locally owned and operated. Using mixed use development by utilizing the upper floors of existing buildings as loft apartments creates a strong customer base of live-in residents who will potentially patronize these enterprises. The City of Rogersville should support and maintain the downtown area, which will sell itself to new and existing businesses seeking to locate in the region.

### Goals, Objectives, & Strategies

**Goal:**

Provide an interconnecting area for customers and business alike by building and maintaining an effective sidewalk network throughout the downtown and adjacent residential areas and by

providing essential services for the business community so that they may in turn provide goods and services to the citizens.

**Objective:**

Improve and expand the service area of existing infrastructure and walkability of the Historic District.

**Strategy:**

- Refer to Alta Plan
- Boundaries of the Historic District shall be. Suggested boundaries are:
  - West – North Cherry St
  - North – Webster St
  - East – North Beatie/Beatie St
  - South – West Center St

## City Center Core Goal, Objective & Strategies

**Goal:**

Promote the development of a vibrant city center and encourage utilization of organizational, regulatory, legislative and available financial tools to support local business development and investment.

**Objective:**

Improve and expand the service area of existing infrastructure, walkability, and attract new business to the City Center.

**Strategy:**

- Refer to Alta Plan
- Complete a town marketing campaign to encourage new businesses to locate in Rogersville.
- Boundaries of the City Center shall be. Suggested boundaries are:
  - West – County Line Rd.
  - North – West Center St.
  - East – Mill St.
  - South – Hwy. 60

## Aesthetic Improvement Goals, Objectives & Strategies

### **Goal:**

Promote beautification and aesthetically pleasing buildings.

### **Objective:**

Promote the rehabilitation of the facades of current buildings.

### **Strategies:**

- Survey businesses in the central area to determine need.
- Seek a partnership with a local bank or banks for low interest loans and assistance.
- Inform these businesses of funding available to them from various sources.

### **Goal:**

To identify vacant and abandoned lots in Rogersville to provide community services and provide a facelift to the area.

### **Objective:**

Encourage infill in the central city and greater Rogersville area.

### **Strategies:**

- Compile a listing of all vacant and abandoned properties.
- Aggressively market remaining properties to real estate agents, local entrepreneurs, and local companies seeking to expand.
- Investigate alternate community uses, such as a community park, for vacant lots and seek to procure property with the eminent domain tool.

**See Appendix A for Downtown Revitalization Funding**

**See Appendix F for Downtown Audit Form**

# APPENDIX A

## Funding

### Transportation Funding:

Currently, minimal funds are available for rural transportation funding. The city's funding opportunities for federal highway money must be coordinated with the local Transportation Advisory Council and MoDOT District 8. The below funding opportunities were compiled by the Ozarks Transportation Organization:

#### **The National Highway System (NHS)**

The National Highway System (NHS) funds are meant for interconnected systems of routes which will serve major population centers, border crossings, ports, airports, public transportation facilities, other intermodal transportation facilities, meet defense requirements, and serve interstate and interregional travel. Federal participation is up to 80% unless funds are for interstate projects (including HOV lane projects, but not any other lanes), then, the federal share is up to 90%.

#### Highlight of NHS-Eligible Projects:

- Construction, reconstruction, resurfacing, restoration and rehabilitation of segments identified as part of the NHS
- Operational improvements for segments of the NHS
- Safety improvements
- Transportation planning for the NHS
- Highway research and planning
- Capital and operating costs for traffic monitoring, management, and control facilities and programs
- Fringe and corridor parking facilities
- Carpool and vanpool projects
- Bicycle transportation and pedestrian walkways
- Development and maintenance of management systems
- Infrastructure-based intelligent transportation system capital improvements

#### **Surface Transportation Program (STP)**

Surface Transportation Program Funds (STP) is the largest and most flexible funding program under TEA-21 and provides broad discretion for state and local governments to fund a variety of activities.



Highlight of STP-Eligible Projects:

- Capital costs for transit projects including vehicles and facilities
- Carpool projects, fringe and corridor parking facilities and programs, bicycle and pedestrian facilities on any public roads and the modification of sidewalks to comply with the Americans with Disabilities Act
- Highway and transit safety infrastructure improvements and programs, hazard eliminations, projects to mitigate hazards caused by wildlife and railway-highway grade crossings
- Highway and transit research and development and technology transfer programs
- Capital and operating costs for traffic monitoring, management, and control facilities and programs
- Surface transportation planning programs
- Infrastructure-based intelligent transportation system capital improvements
- Environmental restoration and pollution abatement projects to address water pollution or environmental degradation caused or contributed to by transportation facilities

**Congestion Mitigation Air Quality Improvement Program (CMAQ)**

The CMAQ improvement program is intended to develop mitigation measures for transportation related pollution measures. Federal participation is up to 80 percent unless used on interstate facilities in which case the federal share is up to 90 percent. The money is distributed to those metropolitan areas classified as non-attainment or maintenance areas as defined in the Clean Air Act. All projects requesting CMAQ funds must include an analysis of the air quality benefits. The city should continue to work with the regional Clean Air Alliance to avoid non-attainment status.

Highlight of CMAQ-Eligible Projects:

- Transportation control measures as defined in the Clean Air Act (see Clean Air Act section)
- Pedestrian and bicycle facilities
- Traffic management/monitoring/congestion relief strategies
- Transit expansion
- Alternative fuel projects
- Public/private partnerships
- Inspection and maintenance programs
- Telecommunications travel demand management strategies
- Public education and outreach activities
- Rideshare programs
- Establishing/contracting with transportation management associations/organizations
- Construction of projects which add new capacity for single-occupant vehicles ARE NOT eligible

**Enhancement Funds: Now TAP.**

Although not currently available, Enhancements Funds are intended to integrate the transportation network with the community or to mitigate visual or environmental impacts of

the transportation facilities. Considered a special set-aside from STP funds, the federal share is up to 80 percent.

Highlight of Eligible Projects:

- Provision of facilities for pedestrians and bicycles
- Provision of safety and educational activities for pedestrians and bicyclists
- Acquisition of scenic easements and scenic or historic sites
- Landscaping and other scenic beautification
- Historic preservation
- Rehabilitation of historic transportation buildings, structures, or facilities
- Preservation of abandoned rail corridors (including conversion for bicycle and pedestrian facilities)
- Environmental mitigation to address water pollution due to highway run-off and reduce wildlife mortality caused by vehicles while maintaining habitat connectivity

## Storm Water Funding

### Environmental Education Grants-EPA

The Environmental Education Grants program was established under Section 6 of the National Environmental Education Act of 1990. The program is sponsored by EPA's Environmental Education Division (EED), Office of Children's Health Protection and Environmental Education. The purpose of this program is to provide seed money to help support environmental education projects which increase the public's awareness and knowledge about environmental issues, and provide them with the skills needed to make informed decisions and to take responsible actions. Educational institutions, state and local agencies, and nonprofit organizations are eligible to apply for funds under this program. Grants are awarded annually, based on funding appropriated by Congress.

### Clean Water State Revolving Fund- MoDNR:

The Clean Water State Revolving Fund Program is a partnership between the U.S. Environmental Protection Agency and the states. The Clean Water Act is the primary federal legislation for protecting surface waters and it was enacted in 1977 due to the public's growing concern for controlling water pollution. Funded through the Missouri Department of Natural Resources, traditional uses of this program are to build or improve wastewater treatment plants for municipalities. However, new and emerging conservation, agricultural and urban projects can also be funded through the Clean Water State Revolving Fund. These types of projects may include urban runoff, wet weather flow, storm water and sewer overflows, water reuse and conservation and alternative treatment projects. Besides financial savings, loan recipients can realize significant environmental benefits and help to stimulate local economies, such as the Section 319 grant obtained by the city for creation of rain gardens at the city park.

## Economic Development Funding

### Community, Business & Economic Incentive Programs

#### **Community Development Block Grant (CDBG):**

Although the city's median household income is too high to qualify for CDBG funds, continue to monitor qualifications for CDBG opportunities of grants and financing loans. The program offers grants to Missouri communities to improve local facilities, address health and safety concerns, and develop a greater capacity for growth. It may include grants awarded to communities to offset the cost of public infrastructure or loans for private companies for job creation. Available to cities or counties in non-entitlement areas (incorporated municipalities with a population under 50,000 and counties with a population under 200,000). Loan programs include the Action Loan Program, Interim Financing Loan Program, Microenterprise Loan Program, and the Speculative Industrial Building Loan Program. CDBG grant programs include the Community Facility, Downtown Revitalization, Affordable Rural Housing, Industrial Infrastructure, and the Other Needs grant programs.

#### **Missouri Development Tax Credit**

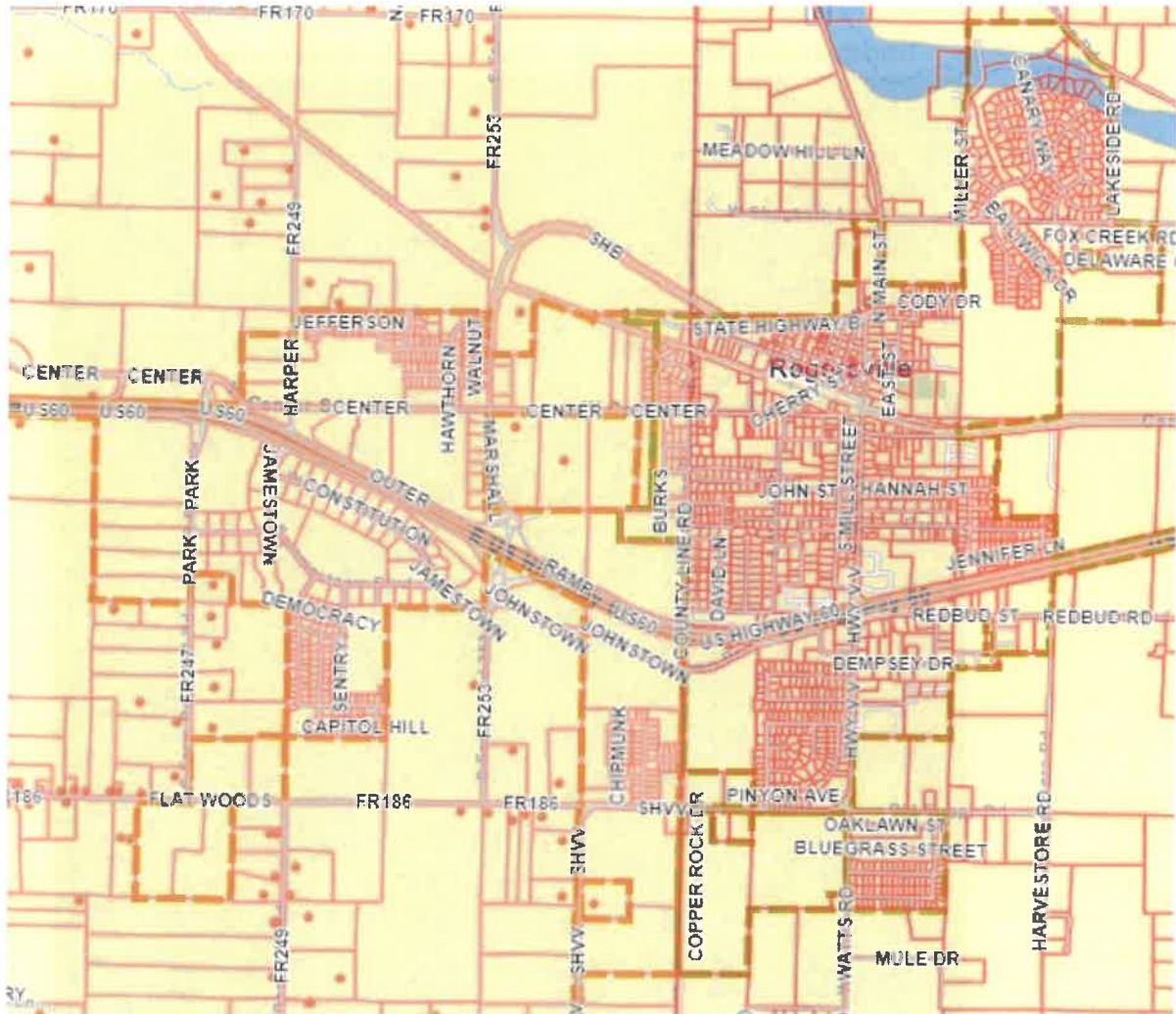
Missouri Development Tax Credit can benefit communities by offering state tax credits equal to 50% of cash contribution or the value of certain types of property. It is generally used for manufacturing, processing or assembly business projects that propose wages about the average for the area. Those providing health benefits are prioritized more highly. Applications from nonprofit corporations will be approved based on compliance with the program criteria, the need for tax credits to make a project feasible, a positive economic impact on the State and the availability of tax credits will determine eligibility.

## Public Infrastructure Programs

### Community Improvement District (CID)

Continue to work with developers to create Community Improvement Districts such as the Logan Estates CID and the Jamestown CID. CIDs allow a community to self-tax themselves with sales taxes, special assessments or additional real property taxes. These funds are used to fund projects designated and approved by the CID Board. A CID may be created for the purpose of financing a wide range of public facilities, improvements or services within a municipality. A CID may fund public facilities or improvements and provide a variety of public services within its boundaries. A CID may also demolish, renovate or rehabilitate any building or structure, if the area has been found blighted and the governing body of the municipality has determined that such action is reasonably anticipated to remediate the blighting conditions and will serve a public purpose. A CID is created by filing a petition with the City Clerk of a municipality where the proposed district will be located. The petition must be signed by property owners that (1) collectively own at least 50% of the assessed value of the real property within the proposed district and (2) are more than 50% per capita of all owners of real property within the proposed district.

# Appendix B Transportation Map

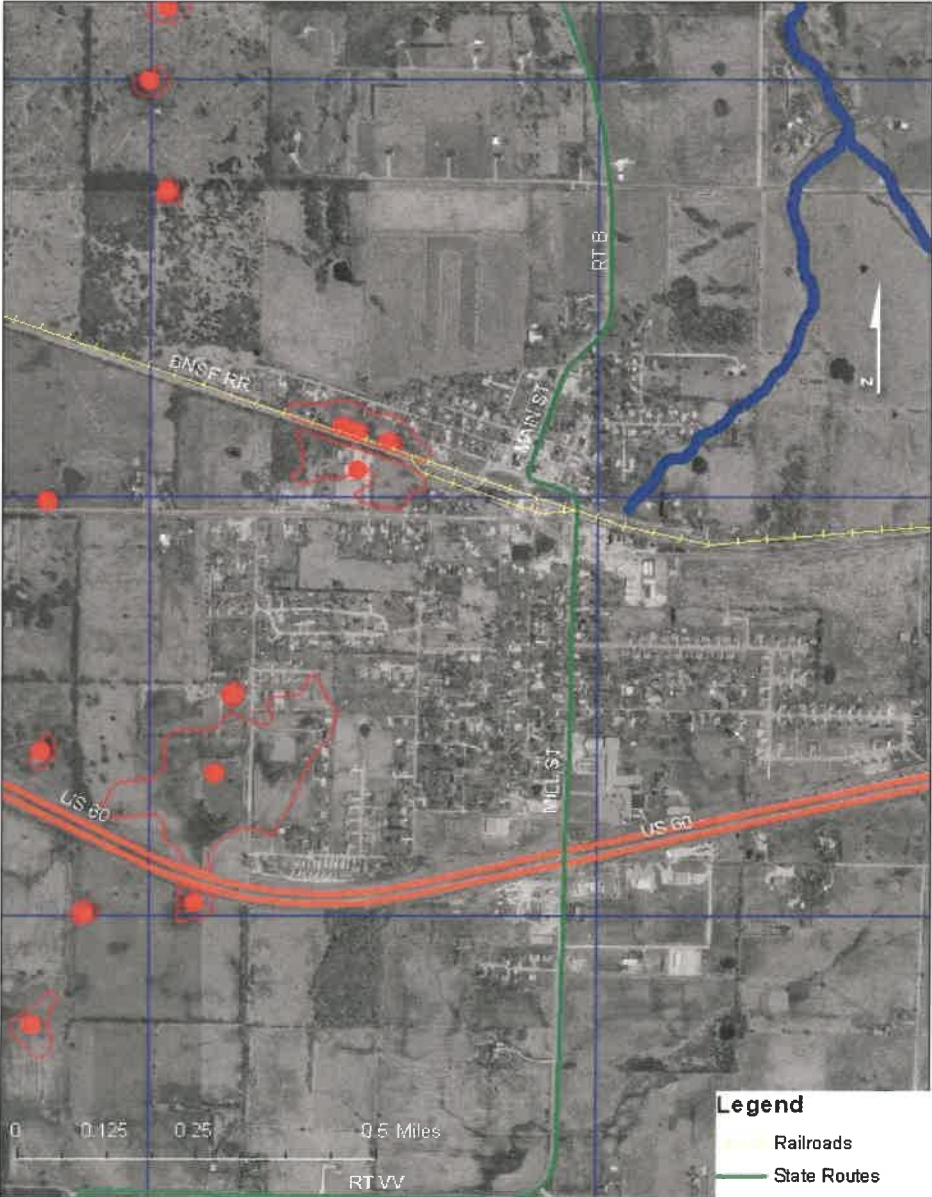




# Appendix C

## Sinkhole & Hydrology Map

Transportation, Hydrography, & Sinkholes in Rogersville, Missouri











**PREPARED BY:**



**PREPARED BY:**



128 West Monroe  
Kirkwood, MO 63122

<b>O1: VISION</b>	<b>1</b>
<b>O2: DISCOVERY</b>	<b>7</b>
<b>O3: VISION PLAN</b>	<b>19</b>
<b>EMPHASIZE COMMUNITY PLACES</b>	<b>20</b>
<b>RELATIONAL LAYOUT</b>	<b>50</b>
<b>LAYERS OF CONNECTION</b>	<b>60</b>
<b>UNIQUELY ROGERSVILLE</b>	<b>67</b>
<b>LEVERAGING EXISTING ASSETS</b>	<b>73</b>





**01:**

## WHAT IS OUR VISION?

A vision plan is an aspirational framework that helps communities create a picture of a healthier and more prosperous future. It offers principles, strategies and recommendations for taking steps toward the ultimate vision.

### WHY NOW?

The City received a CDC grant to improve community health that will establish a Vision Plan which will guide Rogersville toward greater community health – physical, civic, relational, organizational, environmental, and economic. Rogersville is in the process of developing their first comprehensive plan. The city recognizes that the development of a comprehensive plan is critical to creating community identity, enhancing community assets, and promoting cohesion of development. The vision plan in concert with the comprehensive plan will also support connectivity and focused infrastructure improvement that will allow orderly and sustainable growth.

Rogersville is witnessing substantial development which will double the population in a few years. The

population growth is projected to continue into the foreseeable future. This Vision Plan will serve as the foundation for the comprehensive plan, as well as a springboard to encourage and inspire programs, events, and funding aimed at fostering a community culture that will work to implement the comprehensive plan's recommendations.

### PLAN DEFINITION

This Vision Plan is a first step in the planning process to establish consensus within the community to move in an agreed upon direction. The vision and goals in this section define an actionable direction. It is understood that there are numerous variables influencing Rogersville's ability to take action on the plan's recommendations and they will change over time. Most recommendations will focus on best practices most communities undertake. Other recommendations will be practical solutions to address real, perceived, and potential challenges and take advantage of opportunities in the immediate to near future. Finally, some recommendations are aspirational or longer term

suggestions dependent on variables Rogersville may not control. Therefore, the Vision Plan must be a flexible document supporting the comprehensive plan which should be updated every ten years. The Vision Plan should be reviewed annually, and if community sentiment or outside variables alter the core vision and goals, Rogersville should refine the Vision Plan in collaboration with the community.

### TARGET AUDIENCE

The Vision Plan's primary and most important audience are Rogersville's residents. Rogersville has a committed group of local leaders and proud citizens that are active within the community. Additional local champions and advocates will be needed to carry the vision forward. Developers and land owners who are currently active in the community, as well as those and others considering future development will also be interested in the Vision Plan. It is critical for the city to develop regular, open dialogue with those looking to invest in the city. To establish a direction based on this Vision Plan, community leaders

# **VISION:**

**Rogersville  
aspires to be an  
eclectic, attractive  
hometown  
reflecting strong  
community bonds  
and retaining  
historic values  
and assets, while  
addressing past  
lack of foresight.**





**Image:** Stakeholders reviewing the vision, goals, and proposed planning principles.

will need to persuade developers, property owners, and investors that the community has a clear direction for growth and public investment. Current and future business owners need to know the City has an actionable plan along with the policies and tools to legitimately support the business community. The Vision Plan, and comprehensive plan will be authoritative documents to employ as recruitment tools for future business and reassurance for existing businesses considering expansion. Households thinking about moving to or buying houses in Rogersville should be optimistic that their investments will appreciate and quality of life will consistently improve. Finally, having a comprehensive plan offers opportunities for funding to implement recommendations and infrastructure improvements.

### **VISION & GOALS**

During the visioning session, held October 9-10, 2019, a spectrum of community leaders and stakeholders met for two intense

workshops to discuss opportunities, challenges, and hopes for Rogersville's future. A working vision and goals were developed based on outcomes from exercises and discussions during the visioning session the afternoon of October 9. The working vision and goals were reviewed and refined during the work session the following morning on October 10 and presented at the public open house for comment that evening. Below is the final vision and goals:

### **VISION**

Rogersville aspires to be an eclectic, attractive hometown reflecting strong community bonds and retaining historic values and assets, while addressing past lack of foresight

Three actionable goals were produced to achieve the vision.

### **GOALS**

- » Generate pride in our community by encouraging attractive, incremental development (infrastructure, new construction & infill).
- » Identify and enhance current community assets, infrastructure, programs, and policies which reflect Rogersville's aspirational values.
- » Address and/or correct infrastructure, programs, and policies which do not reflect Rogersville's aspirational values with patience, taking action when the opportunity arises.

## HISTORIC STORY



**Happenstance development lacking connectivity, focus & foresight**

## PRESENT STORY



**Bedroom satellite for Springfield with strong schools, but without an identity or community hubs & activity**

## STORY MOVING FORWARD



**Eclectic, destination hometown reflecting strong community bonds**

### VISION DEVELOPMENT PROCESS

Rogersville's vision was created through storytelling. Humans comprehend the world through this way of thinking. People respond to a story which helps them make sense of the world, interact with others, and engage their surroundings in beneficial ways. Often referred to as a narrative or world-view, new facts or information are assimilated into an individual's world-view, either providing clarity to something already known or changing one's understanding of the world. The stakeholders explored their understanding of Rogersville's past and present story's through a series of discussion and drawing exercises. This reflection helped develop a vision for the kind of community they would like Rogersville to be moving forward.

The exercises started with Rogersville's current story. Young professionals live in Rogersville so their children can attend good schools but, beyond this, they are not involved in the daily activities of the city. Most residents commute to Springfield for work, social connections, groceries, dining, entertainment, shopping, and most other consumer needs. These habits

make it hard to establish local businesses. Recent development has catered to this commuter lifestyle, building self-contained sub-divisions in pockets of available land typically separated from the core community. Most developments prominently feature garages, lack sidewalks, and are generally disconnected from the rest of the community. The group concluded Rogersville is a bedroom satellite for Springfield with good schools, but without an identity or active community.

When considering what has led to this current story, no main street or accessible downtown became a common theme. Rogersville has never had a comprehensive plan which has led to development lacking a cohesive order. Originally established around the railroad, local roadway crossings have been removed, leaving only one, dividing downtown from the rest of the community. As state highway 60 has expanded as a major state route, the four-lane separated highway has further split the town. Neighboring communities like Nixa, Ozark and Marshfield have witnessed substantial growth in previous decades, while Rogersville has

not. The stakeholders participating in the visioning session attributed this to the city being unwilling to change, which created barriers for new development. The local area also has numerous sinkholes caused by the karst geology, making development difficult. The group described Rogersville's historic story as happenstance development lacking connectivity, focus, and foresight.

These stories are the foundation for the vision to move Rogersville forward. Central to this vision is the desire to develop a sense of community and a place to call home. Developing a vision plan focused on supporting relational connections was the highest priority. The group recognized Rogersville has a number of assets on which to build, but were honest about the need to reestablish the way Rogersville has developed to create an identity which would attract people to the community who raise a family and retire, as well as draw visitors. Moving forward, the stakeholder group wanted to see Rogersville become a more eclectic, destination reflecting strong community bonds.





**Image:** Question and answer period after the public open house presentation.



**O2:**

## OBSERVATIONS

Observing the facts on the ground often uncover strengths and weaknesses, as well as opportunities and challenges. Rogersville, currently, has numerous opportunities and assets to build from and, of course, a fair share of identified “problems.” Every “successful” community has pinpointed its own strengths and weaknesses and creates a plan to build from strengths and eliminate weaknesses. The strengths identified here were derived from observations and discussions during the visioning sessions and the inventory and analysis of existing conditions.

### Desire to Make Rogersville Better

A core group of residents have a strong desire to make Rogersville a more attractive place to live, work, and play. This yearning could draw more residents to take part in carrying out the vision and entice outsiders to want to participate.

### School System

The Logan-Rogersville schools provide strong community anchors that attract many who want to raise

their children in a small town. The schools should play a stronger role supporting the broader community.

### Downtown

The downtown is an asset witnessing investment and is the primary location for developing a civic identity. The Heritage Post acts as the primary downtown anchor. A number of vacant and underutilized buildings and land are available for development.

### Railway

The BNSF railway corridor is perceived as a detriment; however, it could be an asset to further industrial development, as well as an area for local and regional trail recreation spurring trail-oriented development for the downtown. The



**Image:** Railway park at the Front Street & Main Street Intersection

## WHERE ARE WE?

railway could be a foundation to build an identity for the downtown.

### Highway 60

Rogersville has the opportunity to capitalize from traffic on Highway 60 between Springfield and Interstates 55 and 57 on the east side of Missouri. MoDOT plans to build an overpass for Highway 125 which, if planned correctly, is a prime opportunity for new development.

### Mill Street Town Entrance

The Mill Street and Highway 60 interchange is a recognizable landmark. Enhancing this intersection would elevate it as a gateway for residents and visitors. The intersection links Highway



**Image:** Mill Street & Highway 60 Intersection





**Image:** Development in Rogersville is projected to increase the population by over 2,000 residents.

60 to downtown Rogersville. Enhancements could stimulate more activity in the downtown.

### **City Park**

Located at Rogersville's geographic center, the park has witnessed recent investment and increased programmatic activity. Building on these activities and expanding the park to the Farm Road 253 interchange could amplify this community amenity and become a regional attraction.

### **Strong Demographic Populations**

Youth from birth to age 18 and young adults between 23 to 38 comprise Rogersville's strongest demographic populations. These groups could play a significant role in community building and guiding development activities.

### **Geology & Environment**

Rogersville's geology is considered a detriment. The karst geology and environmental systems could contribute to Rogersville's cultural identity with development

capitalizing on these features, growth of a local experience economy, and the building of numerous outdoor recreational and educational opportunities in these areas. These geological and environmental assets could also generate grant funding.

### **Development**

Five residential developments are located south and west of Rogersville proper. Rogersville anticipates these developments bringing 2,000 new residents into the city.

### **Industrial Investment**

Mid-Am Metal's headquarters, which is located 1-mile east of downtown, has established a foundation for industrial development in the community. This foundation for industrial development could stimulate further development or expansion within a potential area of over 700 acres.

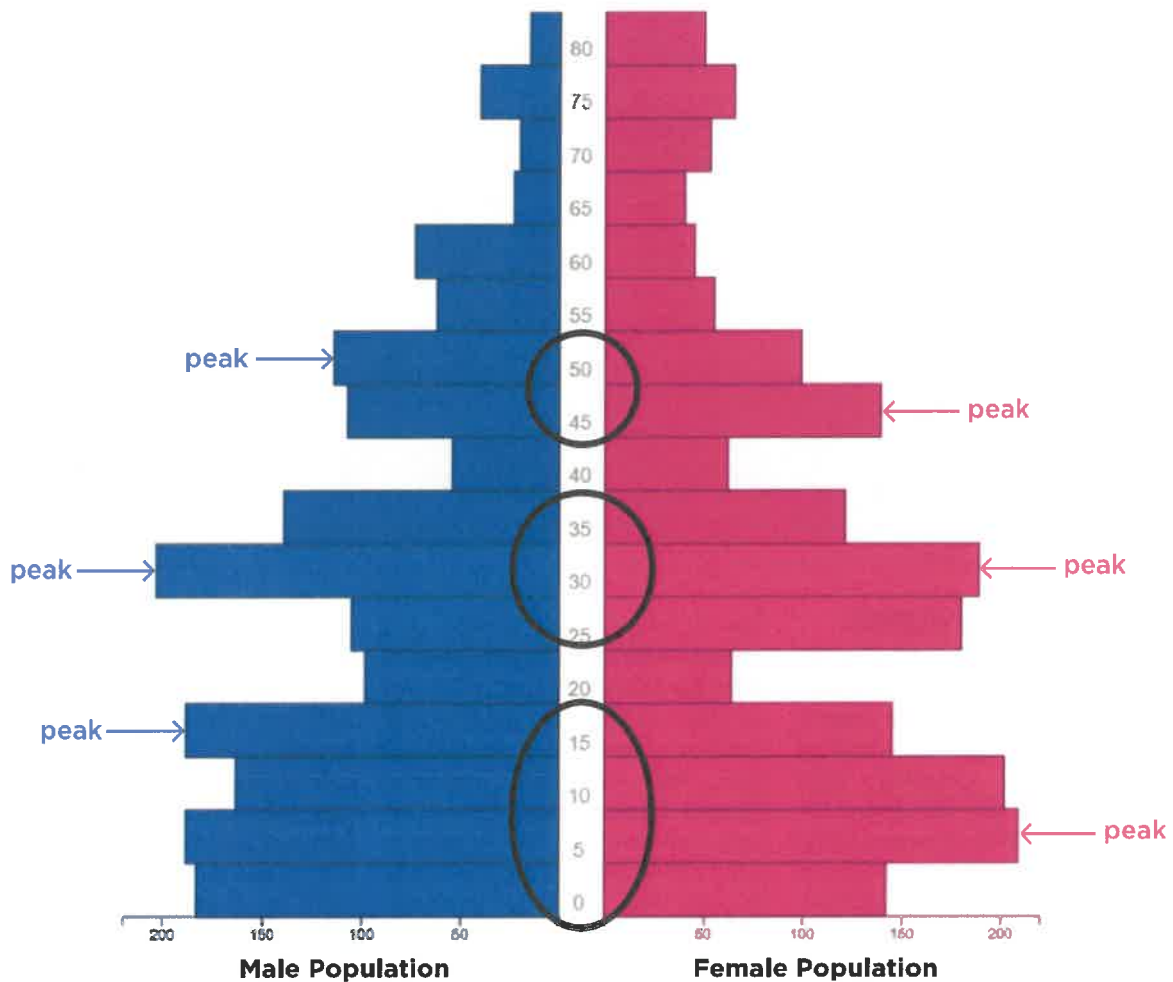
### **Proximity to Springfield**

Springfield's offerings are a benefit

to residents, but draw people away from developing strong community ties and investing in the local economy. Identifying and cultivating unique lifestyle niches, that are an alternative to Springfield only Rogersville can offer, would make the proximity to Springfield more reciprocal.

### **Pivotal Moment in Rogersville's History**

Few of Rogersville's peer communities have so many assets and game-changing development potential that could significantly alter a city's culture and identity. By creating a vision, drafting a plan, implementing sound policies, and reaching out to the broader community with education and inspiration, as well as investing in relational capital, community leaders could guide change. Every decision impacts a community's future, and the vision and comprehensive plans can provide the decision making tools that can deliver the results Rogersville's leadership desires.



**Figure 2.1:** Rogersville Age Demographics. Population age peaks are people attracted to Rogersville. Dips are groups who leave the city.

### DEMOGRAPHICS

Rogersville’s estimated 3,788 residents have a median age of 29-years old. The population has grown 3 to 4-percent in the last three years. Rogersville has steadily added, on average, roughly 100 residents per year since 1990. There is an equal balance of females and males. The largest age ranges are children 18 years and younger, followed by ages 25 to 38. Residents between 45 and 55 are another noticeable population segment. Local development anticipates an increase in population of over 2,000 residents in two to five-years.

### Employment

Unemployment is relatively low at 4.1-percent. The employed population of adults is 64.8-percent with 32.4-percent of the school-aged population, including age 16 and over, not in the labor force. Most residents are employed outside Rogersville. The individual median income is approximately \$48,000, and the median household income is \$55,000. This is more than 37-percent greater than the median household income in Springfield, \$35,000, and 7-percent lower than the national median household income at \$59,000. Educational services,

health care and social assistance jobs employ 25-percent of Rogersville residents.

### Geographic Mobility

An estimated 75-percent of Rogersville residents lived in the same house one year ago. Residents who moved to another house within Rogersville were 7.8-percent in the last year. Those moving into the city from elsewhere were about 600 people, or 17-percent. Most people travel to Springfield for work, essentials, dining, entertainment, recreation, and professional services.



**Image:** Sidewalks are limited, often only on one side of the street, and disconnected from a larger network.

## ACCESS & NETWORKS

Rogersville is auto-oriented and lacks any comprehensive infrastructure or alternative ways to travel. Multiple highways converge in Rogersville including State Highways 60, 125, 186, B and VV. Within Rogersville, accesses to the highways are a mix of at-grade and grade separated intersections. MoDOT plans to elevate Highway 125 in the coming years which would reroute 125 east, just south of the Logan-Rogersville middle and high schools. There are four at-grade intersections in the east industrial area as well as Farm Road 241.

Rogersville's local roadway network lacks order and cohesion making it hard to navigate through the city and is generally disorienting for visitors. Mill Street is the primary north-south corridor between Highway B and the Downtown on the north to Highway 186 and residential development on the south. It is the only road crossing the railway and Highway 60 in the city's core. Center Street functions as the primary east-west corridor bisecting Mill Street on the south edge of the downtown.

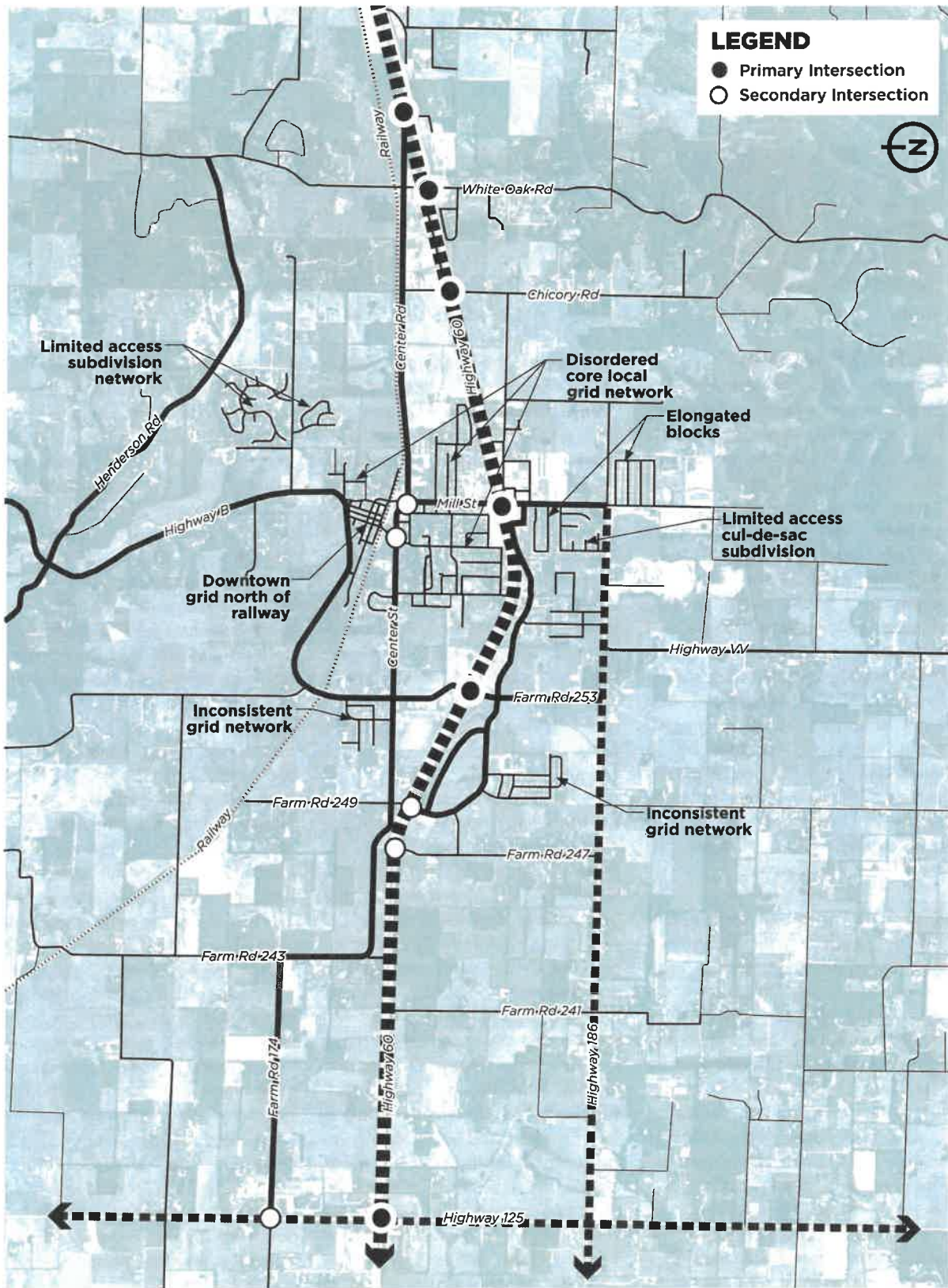
The downtown has a tight grid network with only one access south over the railway to most of the rest of the community. North-south roadways are more established than the east-west corridors. Besides Center Street, there is no east-west roadway that travels the city's full length. This makes access to City Park hard to navigate. Motorists driving along the north outer road along Highway 60 from Mill Street to County Line Road must start on Cedar Street, travel 250-feet, turn into a private commercial development, and wind 0.2-miles through a parking lot to Helena Ave. There are no designated bikeways, though road cyclists often come into town along Highway 186.

The most recent developments have been located in available properties disconnected from the city's core community, just outside the south and west boundaries. The roadway networks in these developments could be categorized into four groups. Limited access subdivisions typically have one or two access points to a broader interior network. The Pineridge Estates subdivision has a loop road

with an access at each end serving six cul-de-sacs. Two developments have elongated blocks built to minimize infrastructure costs. Block lengths are nearly one-quarter mile long, which is 3 to 4 times the recommended block length between 300 to 500-feet in length. The remaining developments have an inconsistent grid network lacking connections and consistent block sizes.

Sidewalks are very limited and predominantly disconnected from each other and Rogersville's primary destinations. Aside from most of roads within the downtown, few corridors in Rogersville's core have sidewalks – only Mill Street, Main Street, and Center Street. Five of the last eight developments and subdivisions have sidewalks on one side of the roadway of minimal or substandard widths, between 3 and 4-feet wide. Two of these developments link into the Center Street walk, while the others are self-contained and disconnected from the rest of the community. Only one of the four schools can be accessed by walking.





**Figure 2.2:** Regional & Local Access & Connectivity.



**Image:** Logan-Rogersville High School (above) and Middle School are 3-miles east of Rogersville’s city core.

## ACTIVITY NODES

Activity nodes are recognizable places residents commonly identify as generators of community connection and activity. Rogersville has eight of these nodes spread across the city, four of which are schools. The Logan-Rogersville schools, particularly the middle and high schools, are community anchors. The two largest demographic groups, 18 yrs and younger and ages 25-38, reside in Rogersville to send their children to the schools. The middle and high schools are disconnected from Rogersville proper by 3 miles and are only accessible by vehicle. Similarly, the primary school is 1-mile from the city core and located south of Highway 60 away from the city core.

Rogersville has two commercial activity nodes, the downtown and a highway commerce area surrounding the Highway 60 and Mill Street interchange. Neither provide a noticeable sense of identity. The downtown has the potential to be a center for the community, boasting quaint businesses and character as well as infill development. However, it is located north of the railway, separated from most of the community with only the Mill Street crossing to make a viable connection. There is no designated community gathering space for

civic events. The building frontages lack comfortable and inviting streetscapes with shade, sidewalks, and places for people to dine, meet friends, and congregate. The library is underutilized and offers limited programming. The Heritage Post, at the intersection of Mill and Center streets, hosts many community activities with the intent of generating stronger community bonds. The government center is located outside the downtown, but is considering moving to a centralized location on Front Street beside the Logan-Rogersville Superintendent’s offices.

The highway commerce area is sprawling, lacks order and character, and the ability for people to linger and walk around. South of the interchange are gas stations, fast food, a bank, a pharmacy, recently constructed big box lumber yard, and several non-descript professional services. Sidewalks are noticeably absent to the businesses with no connections to the only sidewalk located on the west side of Mill Street. Accessing the south outer road is not obvious and disorienting to navigate. Logan-Rogersville Upper Elementary School is located on the northeast corner of the Mill Street interchange with Highway 60. It is the only school within the city’s core and also the only school linked to the community with a sidewalk.

On the northwest corner, O’Reilly Auto Parts is the only noticeable business from Mill Street. A strip mall behind it, to the west, at the intersection of Cedar Street and Main Street is not noticeable. The interchange features a “dog bone” roundabout intersection, considered Rogersville’s most prominent landmark, with a walk only on the east side. The dog bone has enhanced brick stamped colored concrete and Rogersville’s city logo etched into the highway’s retaining walls.

Rogersville has a limited number of parks serving its residents. Rogersville City Park is centrally located within the city and is the only publicly available park. All residents west of Mill Street and south of Center Street can access it in a 10-minute walk. However, there is no direct connection from Mill Street. Reaching the park with a vehicle requires snaking through segmented local streets. The park has witnessed recent investment in amenities, and community programming has stimulated consistent and growing activity. Organized sports and parks programs are underdeveloped. Lea Brooke Park, located within the Lea Brooke subdivision on the far north side of town, is a passive park primarily serving the subdivision residents.





Figure 2.3: Rogersville Activity Nodes.

## **BARRIERS & EDGES**

There are five physical barriers strongly defining Rogersville's form – Highway 60, the railway, the extents of existing City utilities, properties unwilling to annex into the city, and the underlying geology. The only barrier the City has authority over is utility extensions. The relatively flat karst geology creates many barriers, edges, and challenges, the most prominent being numerous sinkholes which restrict development.

Highway 60 and the railway run east and west cutting the community into three sections. Both provide only one north/south crossing, Mill St., within the city core and create definitive edges along both sides. Rogersville has two enhanced interchanges, Mill Street and Farm Road 253, and an overpass for Farm Road 247, each just shy of a mile apart. MoDOT plans an interchange for Highway 125 which is 2-miles west of the Farm Road 253 overpass. Ideally, there would be grade-separated crossings at least every ½-mile to serve people walking. Crossings every ¼-mile are preferred. Long edges along Highway 60 have resulted. Attending to these edges would elevate Rogersville's identity in relation to the thousands of vehicles passing by the city on a daily basis. MoDOT is required to consider the plans of communities adjacent to their facilities and work with them to achieve these plans. Establishing a community preference for this plan makes it more likely Rogersville will have leverage to negotiate desired results as at-grade crossings are eliminated.

The railway, owned by BNSF, severs downtown Rogersville from the city's core. The railway conveys 2 to 7 trains daily. The Mill Street at-grade crossing has been

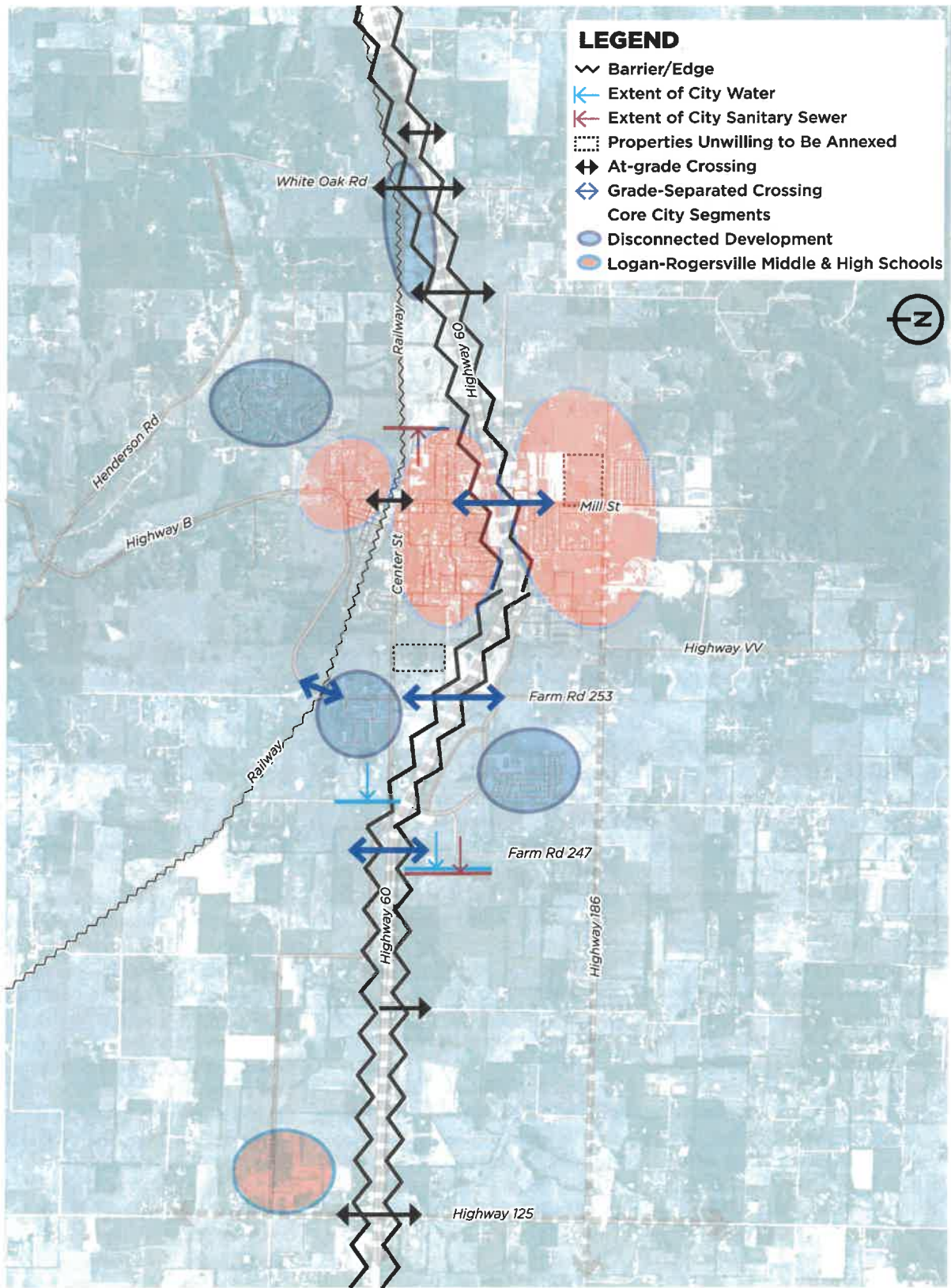
upgraded recently but does not have facilities for people walking, and the lane widths are not wide enough to develop a pedestrian shoulder. The city will need to work with MoDOT to add the pedestrian crossings. At-grade crossing of railways are much less expensive than bridges over highways, but typically much more difficult to accomplish because railways are privately owned. Railway owners typically will only add a crossing with the elimination of two existing crossings. The crossings eliminated do not have to be within Rogersville. The City could inquire with Greene County, Webster County, and MoDOT to see if there are crossings that could be eliminated for negotiating with the railway to add a crossing, most beneficially an extension of Main Street. Rogersville has created a heritage railcar monument along the railway between Main Street and Mill Street. Trains interest many people and can be a tourist destination. Further aesthetic enhancements, more amenities, and programming such as a farmer's market could change a detrimental situation into a landmark destination spurring activity within the downtown.

City utilities will need to be extended to support potential community growth west and industrial expansion to the east. North of Highway 60, water utilities extend westward to Farm Road 249 and gas utilities extend to the east side of Crosswood Apartment Homes, ¼-mile from Mill Street. South of Highway 60, gas and water utilities extend just west of the Jamestown development beyond Jamestown Blvd. Development incorporated into the city beyond these limits will require utility extension. When MoDOT builds the Highway 60 and 125 interchange, the City has an opportunity to install the necessary facilities under

the interchange for future utility extension. Development around Highway 125, more than 3-miles from the City's water tower located on Miller Street north of town, would require erecting another water tower.

Rogersville has a few cultural barriers as well. Historically, the City has had the reputation of being difficult to work with which has obstructed development. Considering current development activity, this reputation may have been alleviated. Implementing a new vision and plan could become a barrier as well unless the development community is part of the process. To achieve the community's vision, the City will need to educate the development community and investors, work alongside developers to realize the community's goals, and be willing to say no to plans which aren't in line with Rogersville's ultimate vision. The commuting habits residents presently exhibit depletes the patronage necessary for many business owners to get established. These ingrained actions will require ongoing efforts.





**Figure 2.4:** Rogersville Physical Barriers & Edges



**Image:** Karst geology and sinkholes terminated development of a 42-acre parcel (above) on the northwest corner of the Highway 60 and Farm Road 253 interchange.

## **GEOLOGY, OPEN SPACE & RECREATION**

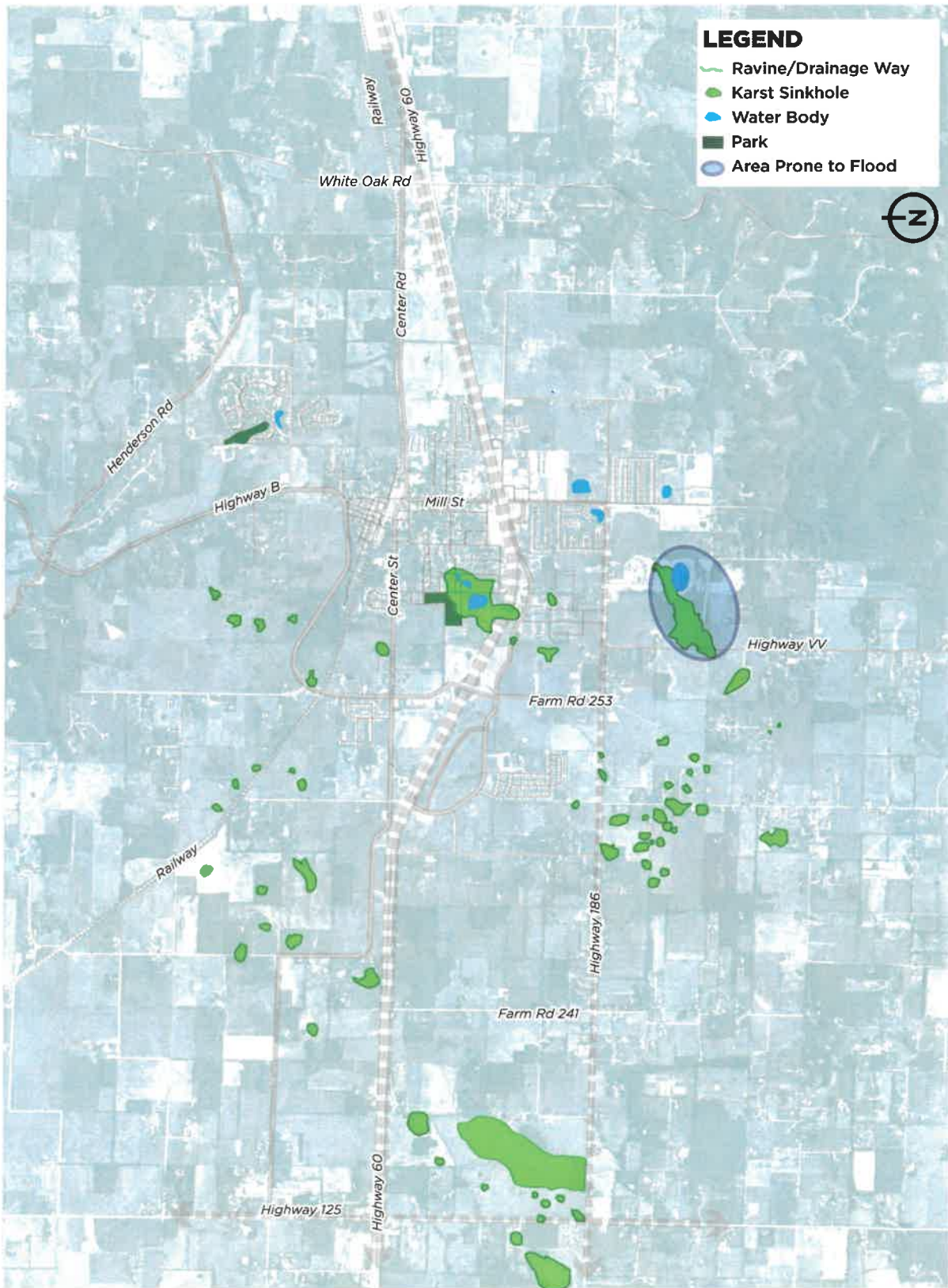
Rogersville sits over karst limestone geology prone to develop sinkholes when subterranean water erodes the bedrock. The flat topography does not drain stormwater from the area resulting in its slow percolation into the ground creating sinkholes throughout the local vicinity. Developments have been abandoned when sinkholes were discovered and continue to limit development because the areas are structural compromised and costs are too great to stabilize them. Figure 2.5 shows United States Geological Survey data which is a high-level survey and does not identify all known sinkholes, let alone unknown sinkholes. Many sinkholes have filled with water becoming ponds.

The natural topography slopes away from Highway 60 which runs along a ridge. Drainage problems challenge development. Current development practices pipe runoff underground amplifying peak flows. This has resulted in increased flooding events. A large area south of Highway 186 floods Highway VV. Rogersville expects developments to meet Springfield's Stormwater Engineering and Water Quality Manual requirements.

Rogersville only has two parks, one of which is public. City Park sits adjacent a large open parcel with direct access to the Farm Road 253 interchange and two sinkhole ponds. Sinkholes on this property ended a planned development. Open parcels also about the park's south east corner. These parcels are highly visible from Highway

60. Expanding the park with these properties would resolve City Park's poor access and has the potential to promote highly visible positive activity strengthening the community's identity. Two other open spaces within the city's core might benefit residents if activated. A large open lawn behind Logan-Rogersville Upper Elementary is located adjacent to the north side of Highway 60 and is landlocked by residences on the north and east edges. Walking paths, benches, and perhaps a shelter or pavilion could create a passive park, again highly visible from the highway. The other area is located south of Center Street between County Line Road and Maple Street. The area is a naturalized lowland which could be activated with hiking and/or mountain bike trails.





**Figure 2.5:** Rogersville Geology, Open Space & Recreation



**VISION PLAN**

**03:**

## WHERE DO WE GO FROM HERE?

### PRIORITIES

Generating strong community bonds and relational capital became the highest priority resulting from the visioning sessions. The group wanted this to be the guiding principle for the Vision Plan. The stakeholder group and community agreed that Rogersville needs a way to set itself apart and create reasons to be in Rogersville and stay in Rogersville. The consensus was that if you can get the same kind of lifestyle in Nixa, Ozark, and Marshfield, and you can enjoy Springfield's easily accessible offerings from Rogersville, the culture and way of thinking will not change. The Vision Plan needs to leverage the community's unique assets to promote opportunities and cultivate relationships specific to the City of Rogersville.

### BENEFICIAL DEMOGRAPHIC, MARKET & LIFESTYLE TRENDS

Three major demographic trends align directly with Rogersville's vision and are associated with the majority of the community's population, people ages 38 and younger. These trends are shifting the focus of household spending

and lifestyles, specifically in 23 to 38-year old population, often called Millennials. Over the past few years, the US has witnessed a spectacular economic shift with four times more spending on experiences than on material goods. Defined as the experience economy, a recent Harris Group study discovered 72-percent of Millennials, people ages 23 to 38, would rather open their wallets to purchase experiences than material items. The growth of this market is directly associated with broad access to social media. This economic shift is also connected to a heightened sense of urgency to care for the natural world which has steadily increased over the last 25-years. People 30 to 35 years and younger, which is the majority of Rogersville residents, have become the first generation to live their entire lives within this cultural setting and influences common aspects of their daily lives. This large population is projected to grow, which may also retain and attract retirees, a smaller percentage of Rogersville's population. Millennials and retirees are today's two largest groups of homebuyers, together totaling two-

thirds of the market. They may not share a lot of similarities, but both want to invest in lifestyle. Six in ten millennials and one for every two Baby-Boomers prefer to live in a walkable community. Like retirees, most Millennials do not have kids giving them the flexibility and desire to be active and engaged in their community.

### APPLIED ASSETS

Rogersville is well-positioned right now to tap into these trends with many of the community's existing assets. The local geology and flat topographic, which has stymied past development, may be Rogersville's greatest asset for developing a healthy and environmentally conscious lifestyle, highly attractive to Millennials and retirees. Currently, Highway 60 acts as a one-way conduit moving Rogersville residents to Springfield to live, work, and play. This direct access to Highway 60 offers ample lands for commerce, industrial growth, and entrepreneurship. This in turn could cultivate a more reciprocal two-way relationship with Springfield, if Rogersville can develop a community that is unique and compliments Springfield.



Quick access to Springfield has propelled a housing boom driven, in large part, by young families desiring to send their children to good schools and raise them within a culture reflecting small-town values. Retaining these values and assets is essential for creating the community Rogersville residents and leaders desire.

## **VISION PLAN SUMMARY**

City representatives expressed the need for a vision with measurable guidance for development. The Vision Plan offers principles, strategies, and recommendations aspiring to fulfill Rogersville's vision for creating an eclectic, attractive hometown with strong community bonds. It provides qualitative and quantitative recommendations to be considered over a time-frame of 20-years or more.

The plan's area extends from Highway 125 and the Logan-Rogersville middle and high schools to the current industrial area at White Oak Rd., north of Lea Brooke Estates to approximately ¾-miles south of Highway 186. This area of influence extends is reflected in Figure 3.1.

The plan is organized in five sections - Emphasize Community Places, Relational Layout, Layers of Connection, Uniquely Rogersville, and Leveraging Existing Assets. The following is a brief description of each section.

### **Emphasize Community Place**

Emphasizing Community Places offers recommendations for community practices, investment in places, and policy that encourages and supports relational connections to make Rogersville a more attractive place to live, work, and play.

### **Relational Layout**

Relational Layout provides planning and design principles to help Rogersville build shared connections between people, places, and the natural world in every aspect of community life.

### **Layers of Connection**

Layers of Connection describes how to integrate places for every resident to have opportunities to connect with each other and their environment at multiple scales in their everyday life.

### **Uniquely Rogersville**

Uniquely Rogersville sets a context for implementing conservation development principles which leverage the city's geology and ecology to promote sustainable investments and lifestyles unique within the Springfield metro area.

### **Leveraging Existing Assets**

Leveraging Existing Assets recommendations strategies for leveraging Rogersville's existing conditions as catalysts for implementing the community's vision immediately.

### **EMPHASIZE COMMUNITY PLACES**

Achieving Rogersville's vision for an attractive hometown reflecting strong community bonds is the community's highest priority. The word community originates from the concept of people intentionally experiencing life together, sharing a common place, values, and resources. Emphasizing community practices and investments in places and policy that encourages and supports relational connections will make Rogersville a more attractive place.

### **Community Form**

Rogersville aspires to be an eclectic, attractive place. A city's

form provides the foundation for building a strong sense of place. Rogersville also wants to promote development, but has expressed frustration with the current zoning ordinance which limits the ability to promote developments that create a sense of place and support relational connectivity. Developers have followed the regulations to the letter making it difficult for the City to legitimately reject unwanted development. Communities across the country have been shifting away from zoning regulations like Rogersville's, to SmartCode and form-based unified land development ordinance to address this problem. Designed to make communities places where people want to walk and explore, form-based codes promote the type of places and character Rogersville desires.

Developing a SmartCode and form-based ordinance for Rogersville's existing community and planned developments is recommended. A free model code template is available on the internet, at sites like smartcodecentral.com, to be locally customized by professional planners, architects, and attorneys. This tool offers metrics designed to transform a city structured upon walkable neighborhoods.

### **Corridors as Places**

Roadways are more than infrastructure. They are places most experience daily whether walking, biking, or driving. Great cities have great streets. Because the public right-of-way are public spaces, this environment is, most often, an introduction and first impression reflecting a community's core values and aspirations.

When planning and designing active, healthy communities in which walking and biking are everyday experiences, considering



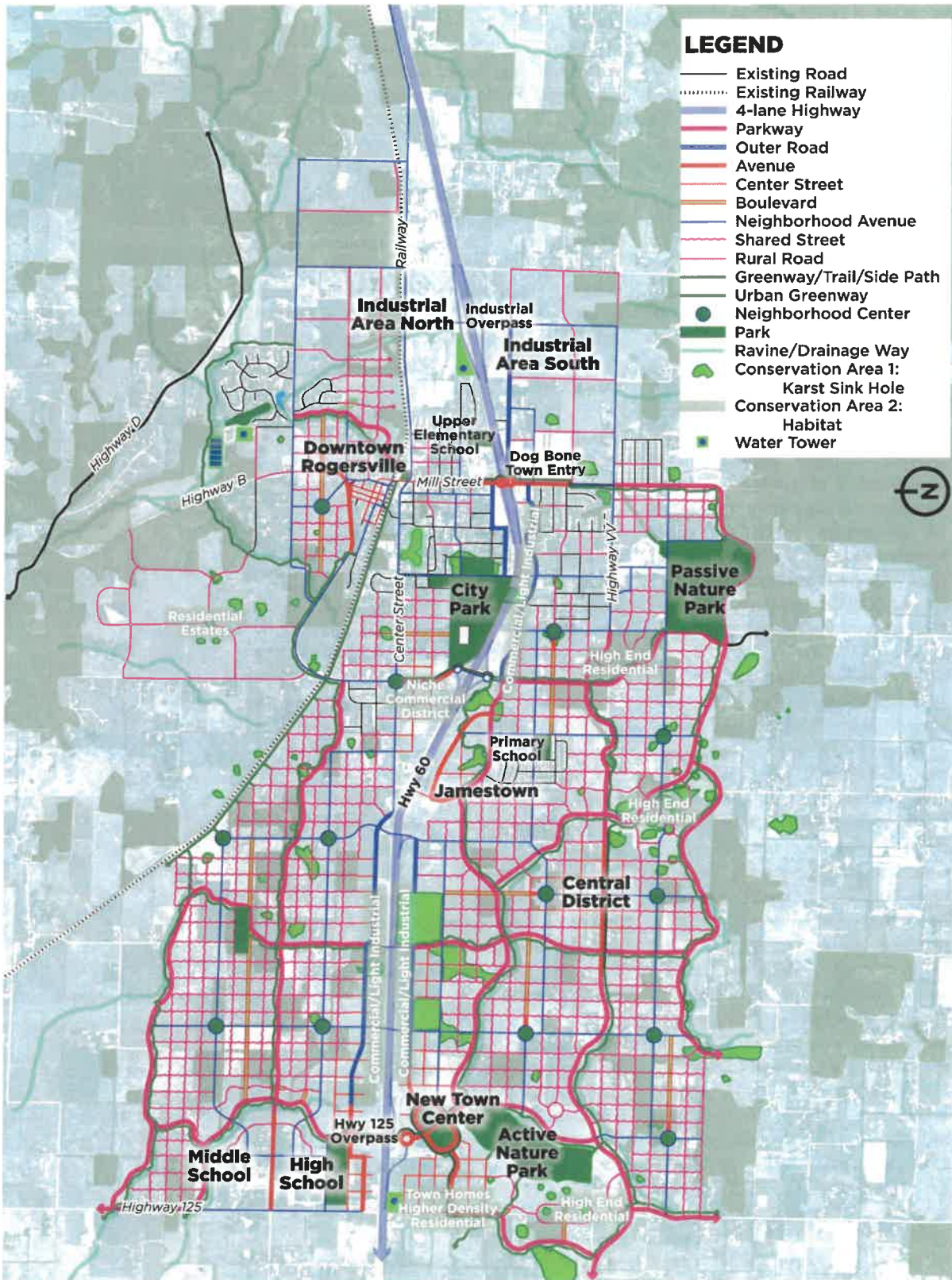


Figure 3.1: Vision Plan

corridors of travel as places becomes paramount. All too often moving cars is the primary driver for roadway design. From the hospitality paradigm, Rogersville should ask - Is this street designed for a person or a car?

The foundation of corridors for people is providing space for multiple ways to safely travel including walking, biking, and vehicular travel. These types of corridors are called complete streets. Adopting a complete streets ordinance for Rogersville is recommended. Complete streets, in the form of an ordinance, would provide a legal requirement to implement and enforce corridor development supporting safe travel for all modes. Missouri Livable Streets offers a 100-point rated policy template tailored specifically for Rogersville-sized communities available on their website.

Safe corridors minimize conflicts. Traffic calming is a key component supporting the livability and vitality of residential and commercial areas. It improves non-motorist safety, mobility, and comfort. Two methods, reducing vehicle speeds and/or volumes on a single street or street network, achieve these goals. Physical elements or sensory stimuli are used to produce desired effects. Speed Management measures bring motor vehicle speeds closer to those of bicyclists, reduce passing, and enhance a drivers' ability to see and react, which diminishes the severity of a crash should one occur. Volume Management reduces or discourages through traffic by physically or operationally reconfiguring select corridors and intersections within the transportation network. Incorporating these measures, complimented with safe intersection design as well as

safety and wayfinding signage, will significantly enhance roadway corridor safety for all users. These measures should be incorporated into all new development and implemented in existing infrastructure, where necessary, when regular maintenance or capital improvements occur. Developing a transparent document to guide the traffic calming implementation process is recommended after passing a complete streets ordinance and in parallel with corridor design guidelines.

The next step, after establishing safety for all travel modes, is giving each corridor type distinct character qualities and form. The Vision Plan recommends different corridor types that follow this principle creating a framework that gives each an identity with consistent corridor elements and visual characteristics that will help visitors navigate and interact with Rogersville more intuitively. Rogersville has the opportunity to guide development of new infrastructure in such ways. Establishing consistent standards and patterns for development throughout Rogersville through corridor design guidelines to achieve these results is recommended. A design guide will provide quantitative direction for the relationships between elements within a corridor.

The Relational Layout section focuses on three primary corridor types - parkways, neighborhood avenues, and shared streets. These three types comprise the vast majority of recommended corridors. Together, the three reflect a multi-faceted nature of life - connecting neighbors, connecting neighborhoods, connecting people to nature, and connecting natural systems together. They offer every







**Lane Shift**



**RRFB**



**Chicane**



**Speed Cushion**



**Raised Intersection**



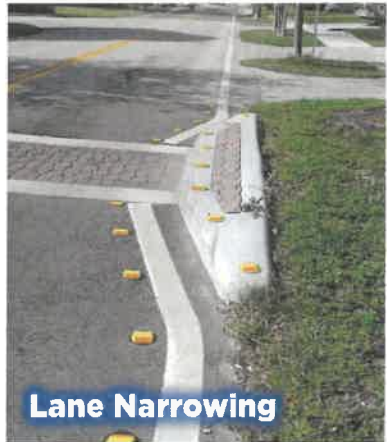
**Visual Lane Narrowing**

**TRAFFIC CALMING**

safety for all. all ages.  
all abilities. slower speeds.  
lower stress. comfort.



**Traffic Circle**



**Lane Narrowing**



resident a wide variety of contexts with the possibility for numerous active and passive ways to engage life, all within a 10-minute walk. Below, qualitative descriptions portray an image of the desired character for each of these corridors illustrating how many Vision Plan goals can be realized. Sections and, for the shared street, a plan show examples for how the desired character can be achieved qualitatively. Information about the remaining corridor types can be found in Appendix A: Corridor Types.





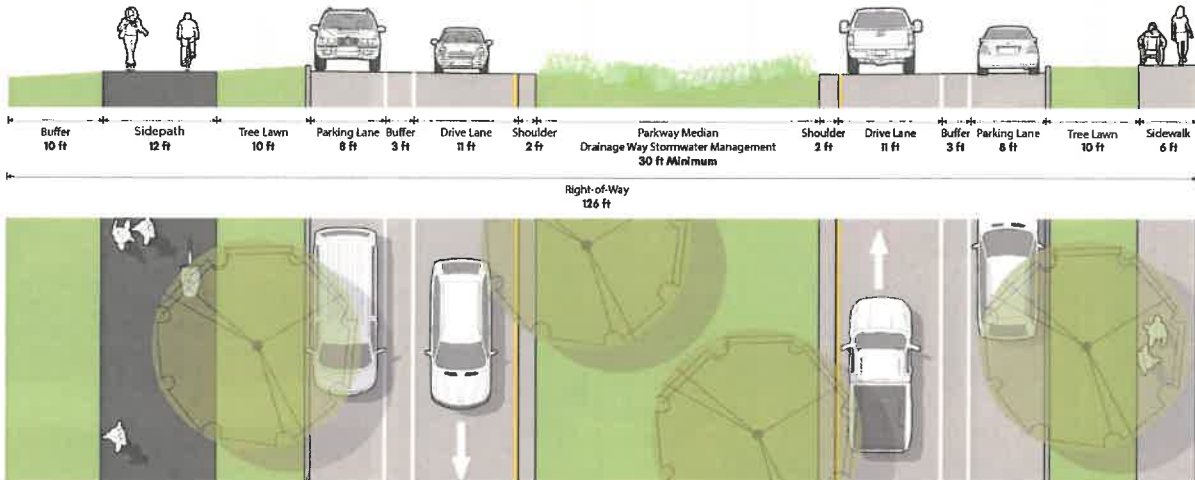


**CORRIDOR CHARACTER**  
pedestrian. space-defining.  
eccentric. unique. engaging.  
full of character.



## Parkway Section

Major Collector Roadway Network  
 Greenway Network, Low Stress Bike Facility  
 Communities/Neighborhoods  
 Stormwater Management, Drainage Way Conservation  
 Conversion/Expansion Roadway (Parking/4-Lanes)  
 Vehicular Speed Management, 30-35 mph Design Speed  
 Neighborhood Identity (Separated from the City), Park Character



**Figure 3.2:** Representative Parkway Typical Section.

### Parkway

Imagine the last leg of your commute meanders along a tree lined road in a park-like setting. A natural ravine on the driver's side jumps in and out of waves of wildflowers within an ample median. Passing vehicles are hardly noticed. Neighbors are out jogging a parallel trail while their children follow on bikes. To the right, some of the finer homes in town rest just far enough away to admire. The scenic view of lush greenery and other people enjoying life calms the day's tensions. You think, maybe a jog or bike ride would help take the edge off.

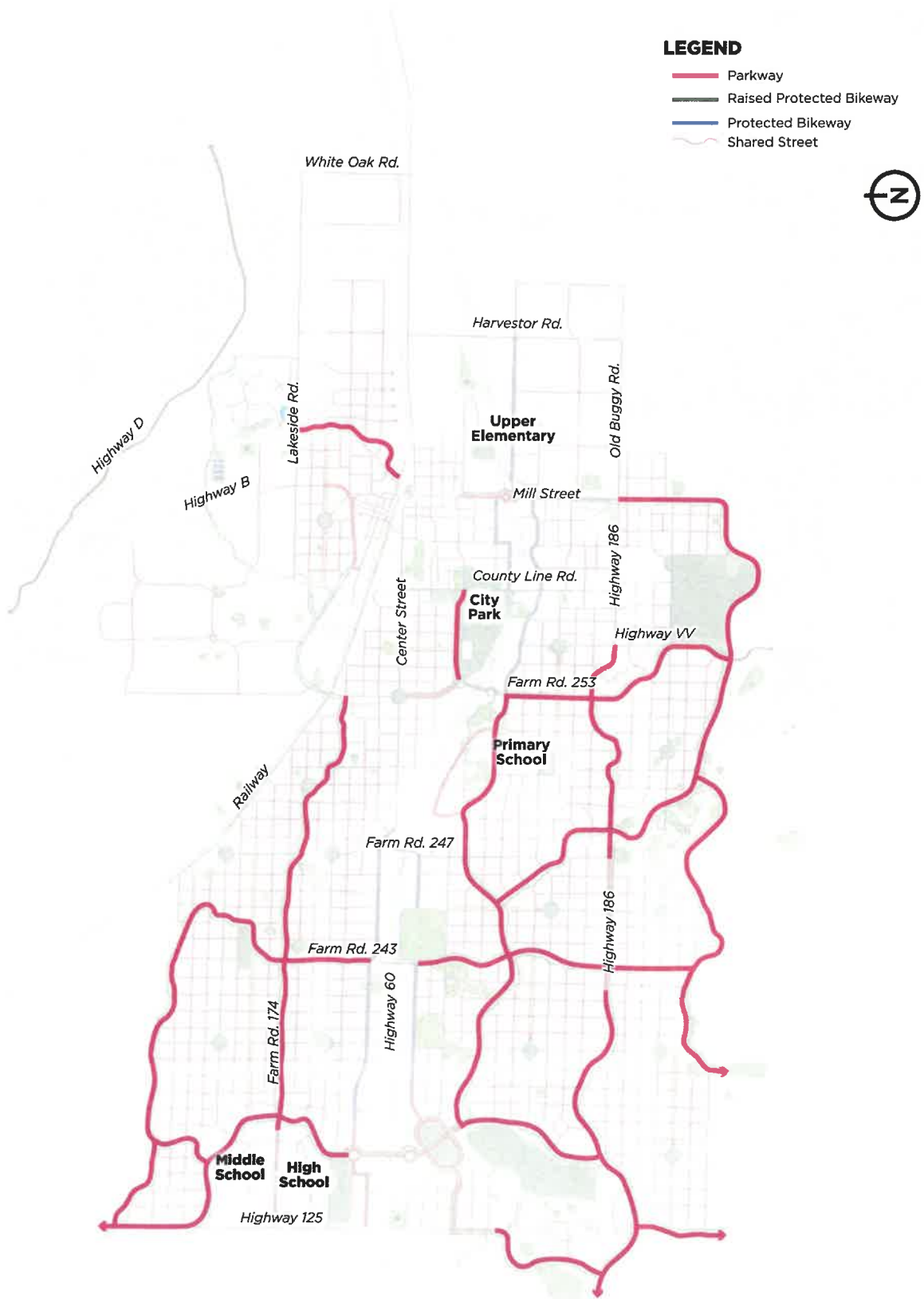
As Rogersville's major collector corridors, parkways are versatile and able to transform into arterials should traffic volumes and demands increase over time. Initially, the road would have one travel lane in either direction with space for parking along the curb's edge. Should demand grow, the parking lane can become a transitional

lane or second travel lane. These corridor types follow swales of minor watersheds to conserve the natural overland runoff patterns within the median or in an adjacent conservation easement. Protecting these drainage ways from development ensures stormwater will be managed as a community asset for generations that guards against sharp peak discharges which produce flooding. Conserving natural drainage patterns reduces flooding compared with passing stormwater through underground storm sewer pipes which flush water quickly downstream. Overland flow, in concert with short-term detention areas and/or rain gardens, slows or holds water allowing it to infiltrate the ground.

Native trees and plantings slow the flow even more, have deep root systems, which increase landscape resilience and soil porosity, and can hold upwards of 40 to 60-percent of a typical rainfall. Captured

water continues its way within natural systems via infiltration and evapo-transpiration. Lush native plants serve as habitat corridors for butterflies, beneficial pollinators, birds and other wildlife. Rock outcroppings, weirs, cascades, and landscape or architectural features could further enhance the center median.

Welcoming residents and visitors entering Rogersville along a parkway definitively sets the community apart from others in the Springfield area. Parkway represent a heightened quality of life - one which values physical health, mental health, and a healthy environment - which is accessible for everyone in Rogersville. The parkway's character and trails will enhance property values for the recommended higher end multi-story or ranch single family housing. These homes would create an attractive setting that all could appreciate and enjoy.



**Figure 3.3:** Parkway Network.



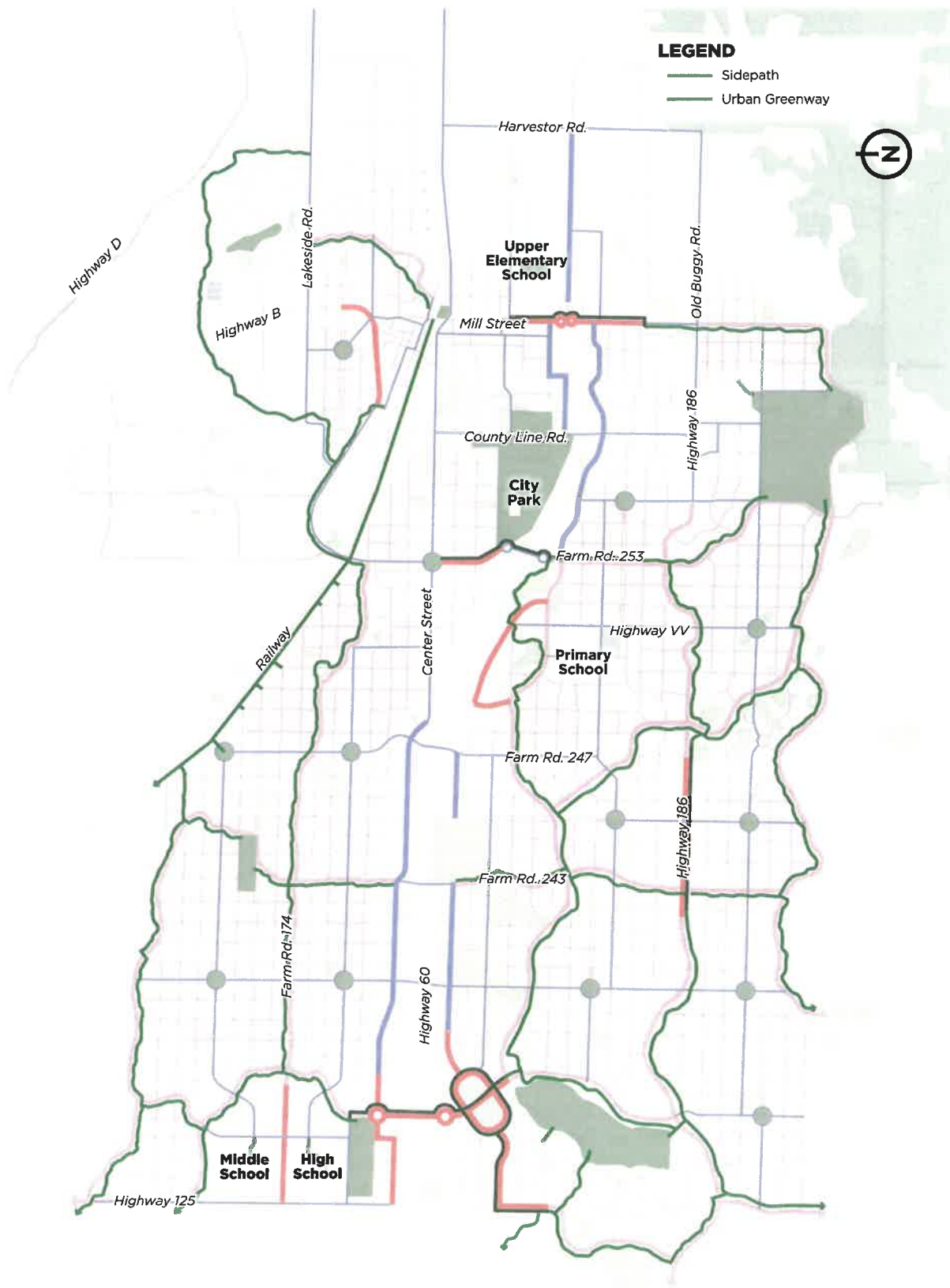


**PARKWAYS**

welcoming. attractive. calm.  
eco-friendly. picturesque.  
first impression.



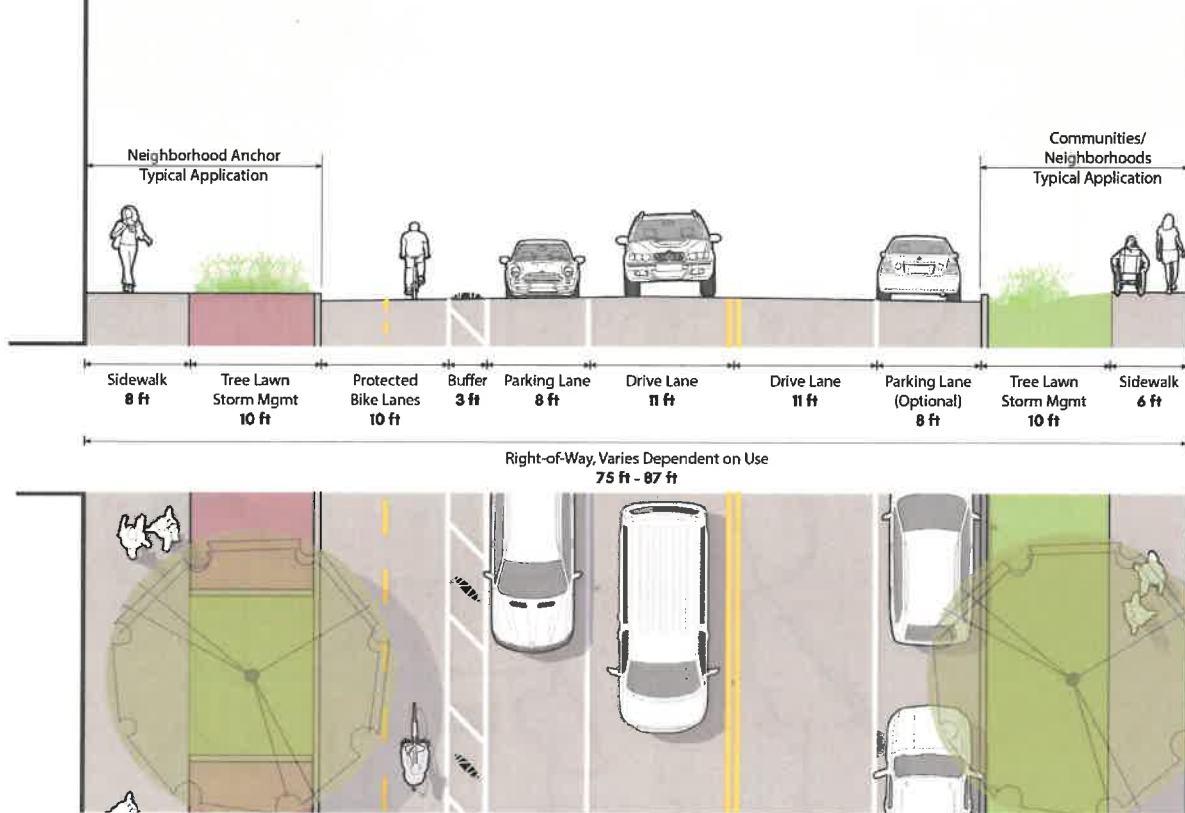




**Figure 3.4:** Trail, Side Path & City Greenway Network Associated with Parkway Network.

## Nearhood Avenue Section

Minor Collector  
 Protected Bike Lane, Low Stress Facility, Neighborhood Anchor Side Preferred  
 6' Sidewalk Minimum both Sides of Street  
 Neighborhood Anchors, Communities/Neighborhoods  
 Vehicular Speed Management, 20-25 mph Design Speed  
 Neighborhood Identity, Mixed-Use/Residential Character



**Figure 3.5:** Representative Neighborhood Avenue Typical Section.

### Neighborhood Avenue

Neighborhood avenues could be considered the living and dining rooms of Rogersville, where parkways may be Rogersville's front porch or entryway. Neighborhood avenues are the places where most of the community's life would occur. These streets are active. The walks in front of storefront businesses would clamor with people walking or dining, signage, seating, and other amenities. The avenues are lined with different kinds of buildings, different kinds of businesses and residences, ever-changing amenities, and an eclectic character with interest and allure. Families with children and commuting business women could bike on the low-stress two-way protected bikeway. Parallel

parking provides additional protection and spaces along the bikeway. These spaces are worth 2.5 times off-street parking spaces to businesses, are the cheapest spaces to construct, and result in less impervious area reducing peak stormwater runoff. Off-street parking should be located beside the buildings accounting for no more than half the width of a block or, preferably, behind the buildings.

The highest concentration of people, as determined by the community, will live on neighborhood avenues in 2 to 3-story condos, row houses, single family residences, mixed-use, multi-family apartments, studios, live-work units, and shared spaces. Businesses would be front and center with zero-setback

from the right-of-way (ROW). Residences may be setback 10 to 20-feet from the ROW. Every building would have some type of seating along the street for people watching, a breath of fresh air, or a drink with your spouse. People on the street will attract more people producing a sense of security and community. Lined with shade trees and colorfully planted stormwater rain gardens and bioretention, commercial areas should most reflect Rogersville's eclectic, if not eccentric, character qualities.

Building facades are integral to a neighborhood avenue's character. Entries and doorways should be accentuated, each different, and uniquely, even artistically, representing an outreach hand of

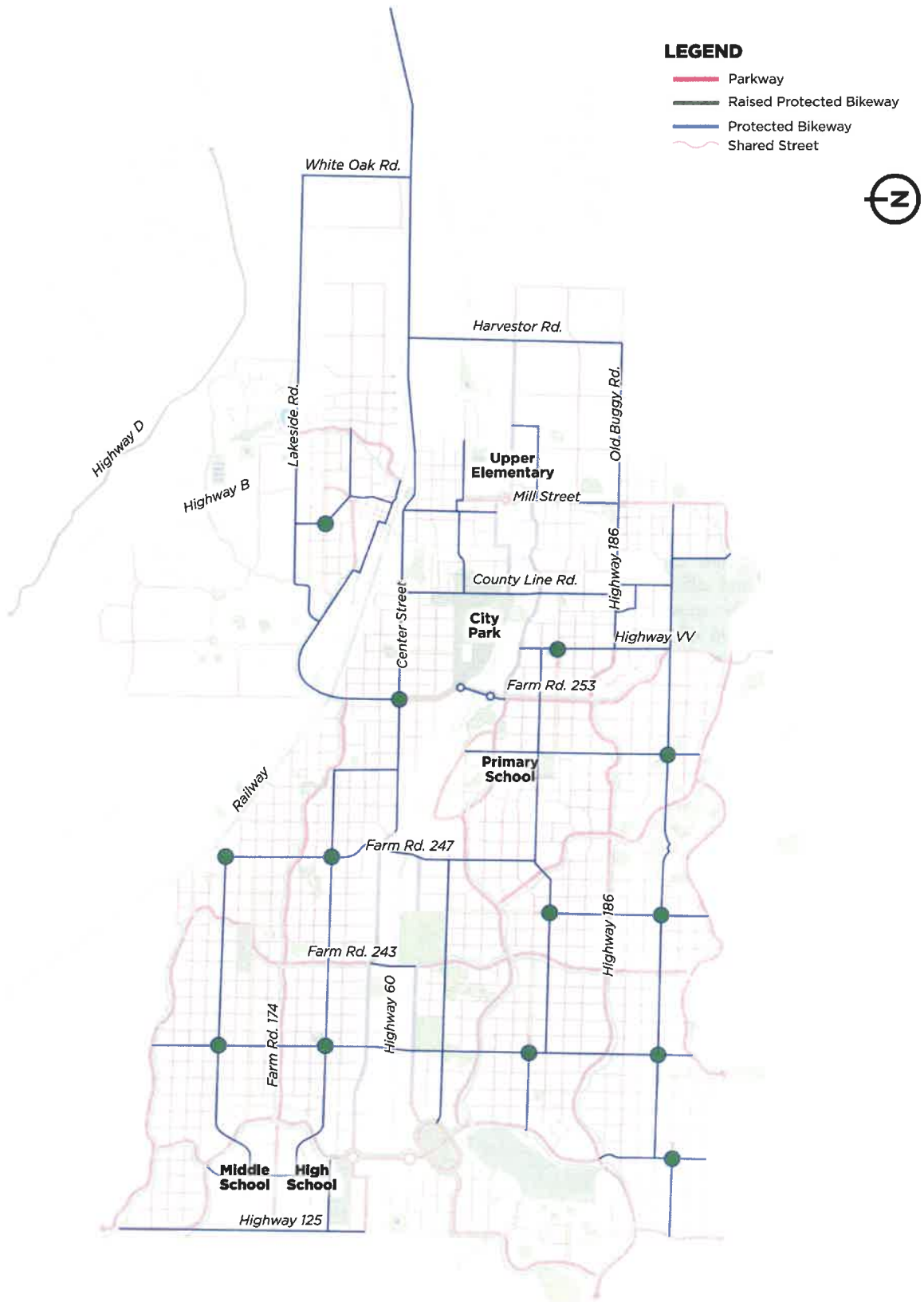
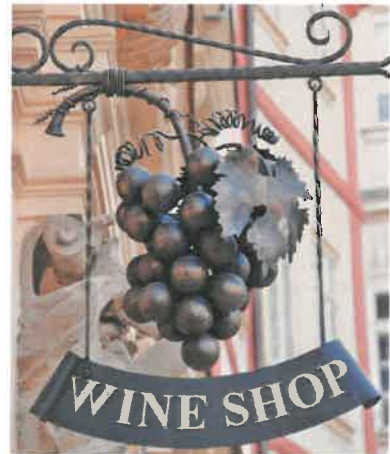


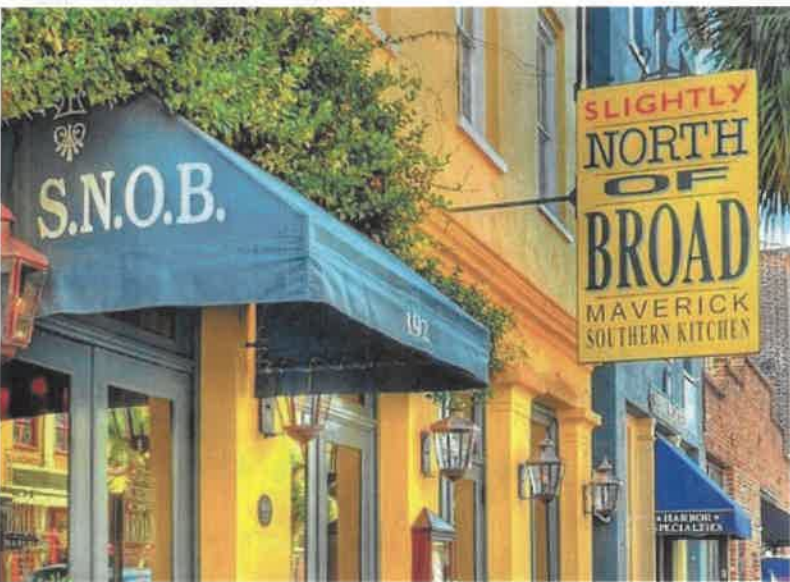
Figure 3.6: Neighborhood Avenue Network.



welcome. Business signage should communicate a similar character with each business' name on the building facade and/or windows. Facade signage types are recognizable primarily to people driving or on bikes. Hanging signs, perpendicular to the sidewalk, communicate with people walking along building fronts. Business owners stepping out onto the sidewalk to place an A-frame sign in front, signaling the open and close of business, provides an opportunity to regularly greet the owner next door. These sign types can provide a daily change of scenery, new promotions, or a funny encouraging message, offering passers-by ever-changing interactive street elements. Setting plants along the storefront adds a welcoming touch of life and character. Storefronts and offices should maximize window space. Windows that can open to allow indoor music and the sounds of activity to spill out onto the street should be encouraged as well as window vending with bar shelves and stools. Awnings add color and comfort as well as more human scale to the facade. Pedestrian lighting is an often-undervalued street amenity which supports commerce and promotes safety as the sun goes down. Requiring lighting to be incorporated into facades which light the business and the walk will reduce the demand for the City to provide as many pedestrian scale lights. Creating a facade guideline for neighborhood avenues will help guide implementation.







**STREET CHARACTER**  
active, color, large windows,  
furnishings, signage,  
designed for people.





**ACTIVE**

people. games. activities.  
events. programming. fun.





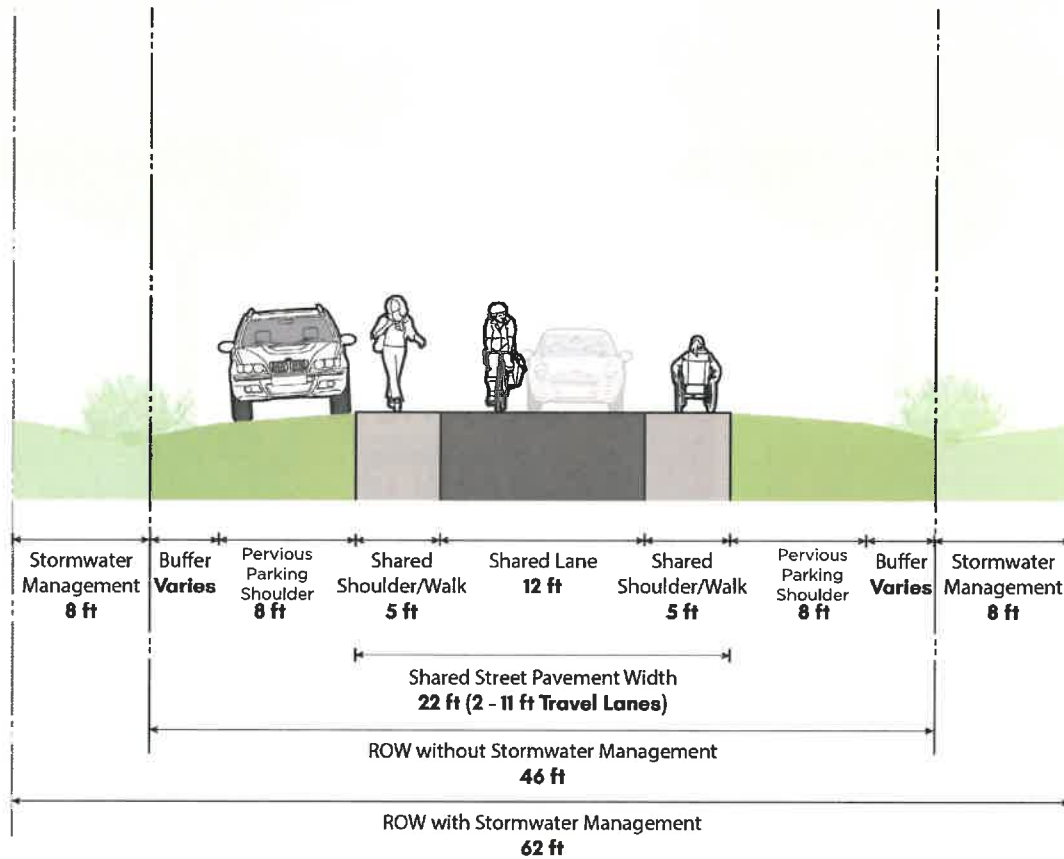


**ART**

clever. simple. surprise.  
social media. furnishings.  
positive. playful. joy.

## Shared Street Section

Vehicular Speed Management - 15 mph Design Speed  
Neighborhood Identity, Park Character



**Figure 3.7:** Shared Street Typical Section.

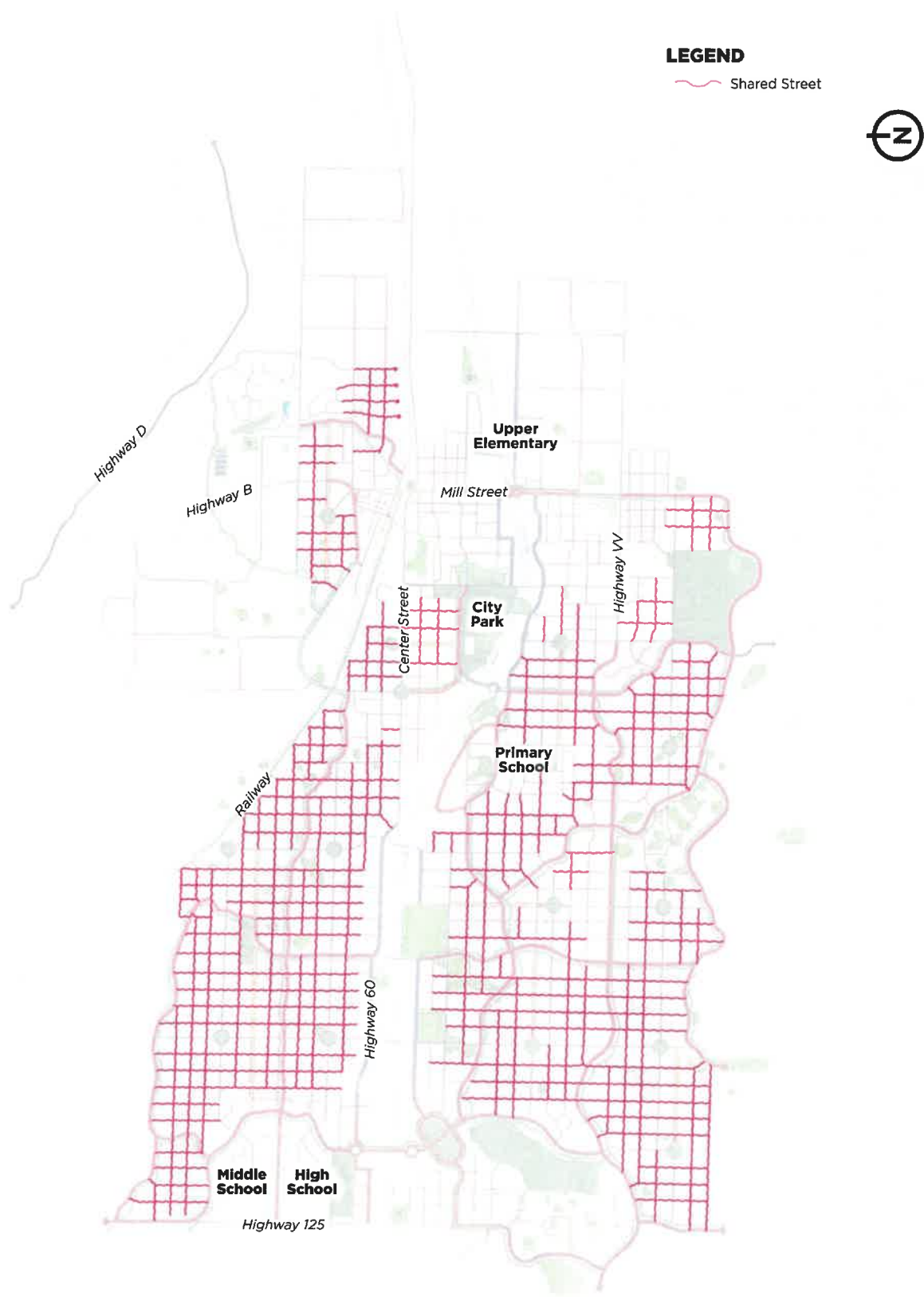
### Shared Streets

If home-life revolves around the kitchen, shared streets are a neighborhood's kitchen. All the neighbors are welcome to be in the street walking, biking, or driving very slowly. The pace is slower. From front porch to front porch, people can inhabit the whole space. One may find community elders walking along one side, neighbors sitting together on a porch, or children yelling "game on" once a car passes. This innovative corridor type is a reflection of the way existing streets in Rogersville's city core host walking, biking and vehicles within the roadway. The difference is that shared streets are intentionally designed to safely function within a more sustainable

environment tailored specifically for Rogersville's unique context.

The roadway appears to be a 12 to 14-foot trail with adjacent 4 to 5-foot sidewalks winding through a charming park-like residential setting. Described in detail in the Relational Layout section, these wavy streets don't seem to be streets at all. Likewise, they aren't built like modern streets. These roads have no curbs and follow the existing grade as much as possible to allow natural drainage patterns to remain where possible. This will minimize intrusive earthwork and maintain the natural system to the benefit of development. Localized rain gardens and other smaller to moderate engineered bioretention

infrastructure will reduce overland and peak flows decreasing the potential for flooding. Underground storm sewer infrastructure will be significantly reduced, possibly only necessary as an overflow during larger storms. The roadway width is reduced from a typical 25-foot to 22 to 24-feet, further reducing construction impacts, capital costs, and impervious area which increases stormwater runoff. This low impact approach will help preserve mature trees and habitat corridors. Most recent residential development has included a limited or sub-standard sidewalk on one side. Shared streets have "sidewalks" on both sides for the same cost of building the street, and the whole street width is



**Figure 3.8:** Shared Streets Corridor Network.



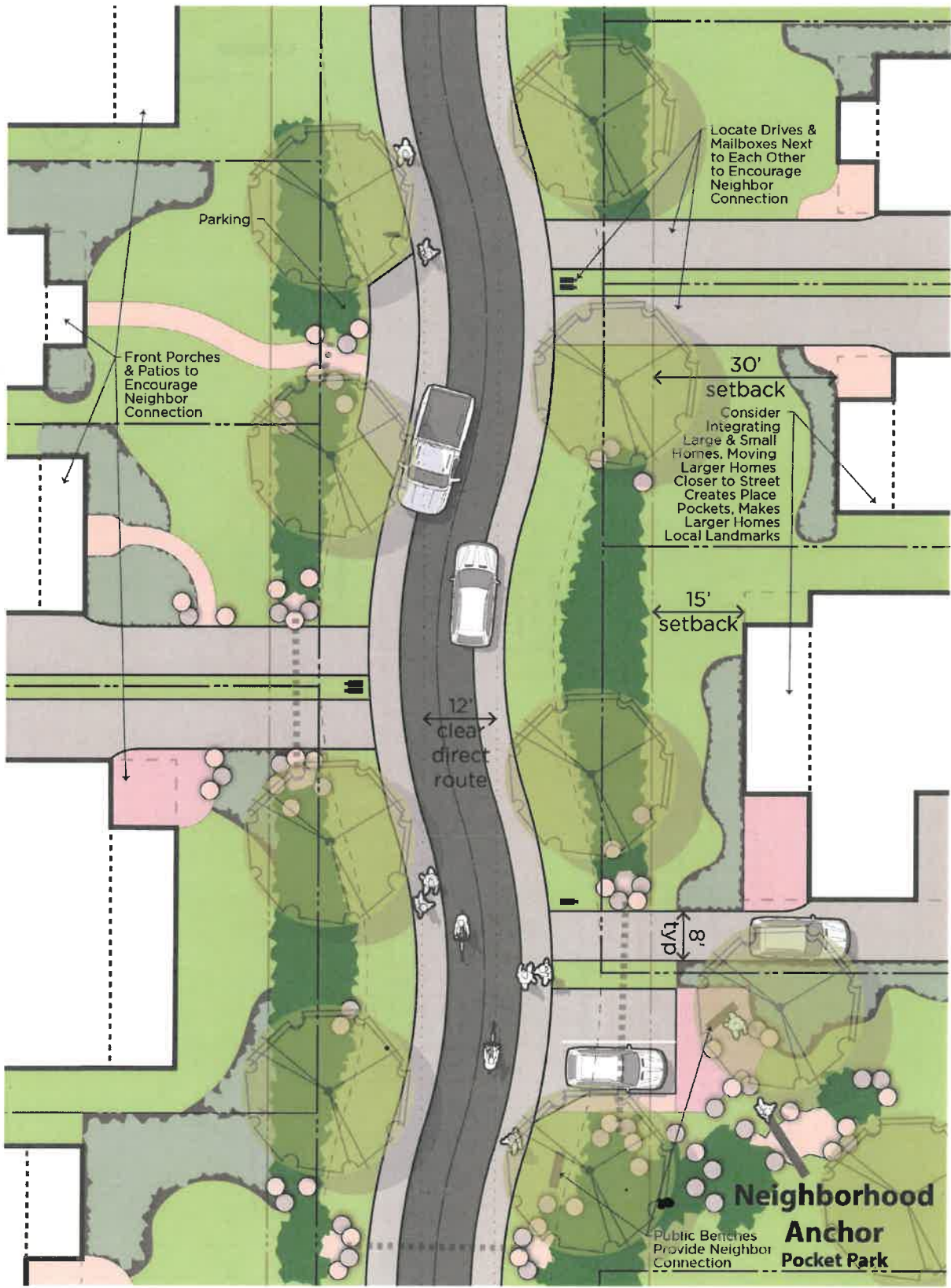


Figure 3.9: Shared Street Corridor Plan.



ADA accessible. The result is an environmentally friendly street which looks like a picturesque trail with standard sidewalks on both sides that could cost up to 20-percent less than the typical residential street in the Springfield area. Less capital costs also mean less maintenance costs for the City for the foreseeable future. The City of Rogersville could require a percent of the project be invested in benches, gateways, neighborhood and local anchors, or other enhancements. Development following conservation practices will offer a home investment unique to the Springfield metro area.

### **Community Character**

Considering relationships are essential for human well-being, the ability of the elements within a space to generate hospitality is important. The way a place is designed can promote relational connections or produce barriers to human interaction. Like a hospitable home provides a comfortable setting in which the



**Images:** Shared Streets have the appearance of trails with like the Vancouver street pictured (top). The center images show attractive swales between home (left) and street side (right). The above photo rendering depicts a shared street with wide shoulder sidewalks.



## WHICH IS MORE WELCOMING?



décor, objects, and furnishings are arranged specifically to welcome, engage, and entertain visitors, the space between buildings should be the community's place to offer hospitality to neighbors and visitors.

### **Welcoming & Active Street Edges**

Vertical elements provide structure to a place and are perceived more readily than the ground and

overhead planes. The primary vertical elements within a corridor are building facades and other elements defining the edges. Attractive plants, interesting architecture and architectural features, shops with street activity, large windows into business establishments, benches and seating, murals, art, interpretive and other signage, as well as other elements people can interact with

stimulate continuous interest along a corridor's edges enticing people to linger. Maximizing active street edges provides continuous connections to the city that make a place more enjoyable to walk and bike. Every corridor type should have a distinctive active street edge.

Residential areas make up the majority of the city. The character of all residences within Rogersville should promote relational connections between neighbors and a sense of safety and security. Entries are the most hospitable part of a façade and should have prominence. Including enough room for a minimum of two comfortably positioned chairs on a porch, patio, or stoop is highly recommended. The goal is to create a place where people want to sit out front interacting with passers-by. Seeing neighbors walk or bike past will entice residents to participate, developing an active community culture. Walks should connect the front door to a public sidewalk where available. Where sidewalks are not available, the walk should connect the entry to



**Image:** Pop-up businesses and markets generate positive activity introducing entrepreneurs to the community to test market viability and ideas without major capital investments.

a driveway on the front side of the home.

Vehicles should not be emphasized. Locating garages behind a home is preferred, but placing them out of view, set back from the front of the home, and/or integrating them architecturally into a façade in a way that does not draw attention or detract from the front entry are acceptable consolations. Driveways should be narrow from the roadway to the home's front, no more than 9-feet wide and preferably with a pervious area between the wheelbase to reduce stormwater runoff as well as costs. Locating driveways for adjacent properties next to each other with co-located mailboxes near the roadside will provide occasion for neighbors to run into each other, or at least see one another, in the driveway or at the mailbox. Hospitality often requires

minor inconveniences. Residents should be encouraged to park in the garage or driveway to keep the roadways clear except for the occasional overflow of visitor parking, if they have not arrived on foot or bicycle.

Plants enhance the quality of life in a neighborhood beyond improving curb appeal. Shade trees promote street activity by reducing heat island effects between 5 to 13 degrees and capturing airborne particles improving user comfort and health in a corridor. Their canopies further define an outdoor space and consistently spaced trees along a curb differentiate the roadway from the pedestrian realm. Trees also catch between 40 to 60-percent of rain falling on their leaves. They can reduce utility costs and improve property values up to 20-percent. Commercial areas with trees have also witnessed upwards

of 20-percent greater economic activity compared with developments without trees. Native plants in foundation plantings, decorative gardens, and green stormwater infrastructure can improve curb appeal and support beneficial pollinators and natural habitat. Trees and landscape plantings support mental health as well lower stress and heart rates, improve focus, and even reduce hostility and crime. More information about the health benefits of connections to nature are provided in Appendix E: Biophilic Design Patterns.

Entries on all residential buildings in Rogersville should have prominence and face the street. Single family and duplex housing should have a porch or patio space with enough space for two seats and room for the entryway for each dwelling unit. Multi-family housing should provide area for





**Image:** Activating a parking lot edge can be as simple as fencing or plantings. Other active elements in the image include benches, lighting, interpretive/educational signs, planters, banners, monument pavement inlays, and street trees.

at least one seat for each unit with a minimum seating area for 4 seats. Each business or mixed-use building should provide at least one bench or outdoor dining tables and chairs.

Corridors as Places offers many recommendations for activating neighborhood avenues. On-street parking is preferred, though off-street parking lots will, most likely, support businesses and residences along neighborhood avenues and in special districts. Off-street parking areas reduce the interest of a person walking or biking. Reducing required vehicular parking along with increased parking for bikes, e-bikes, and other active transportation modes is recommended to promote beneficial street activity, walking and biking, and healthy living. Too much parking encourages auto-oriented behavior, and parking shortages can make an area undesirable. Difficulty finding parking can have create

the perception the area is popular. The City should develop a parking policy within the SmartCode with guidance that strikes a balance for all transportation modes and incorporates smart parking strategies like mobile phone apps.

Locating off-street parking behind buildings is preferred. Parking lot edges along the street should be minimized to one aisle with two parking bays and adjacent walks on both sides. Edges along the street should have active street edge elements that screen parked cars while allowing safe sight lines. Access should be controlled preferably with ingress and egress at one location. Utilizing alleys and rear access should be encouraged. A shared parking strategy should be employed where applicable and special business districts should be encouraged to levy taxes to maintain consolidated public lots. Neighborhood center anchors should have on-street parking, and any off-street parking

should be located behind street-front businesses. Parking for neighborhood and civic anchors should not detract from the anchor's character and connectivity, nor that of adjacent properties. Discussing shared parking arrangements with developers during the planning stages would help right-size surface parking without requiring parking for individual businesses.

### **Community Fabric**

Housing and commercial developments are two of the most important contributors to a city's form and culture. Improving relational bonds in Rogersville's existing and future community will need to be undertaken with the spirit of creating a hometown and not simply a nice house to live in. Building upon an eclectic variety of housing stock with a range of intermixed residential housing will promote stronger community bonds. This practice reduces socio-economic divisions and sets a high threshold for the common quality of



**2-Story with Detached Garage**



**Duplex**



**Contemporary Cottage**



**Scandinavian**



**Duplex**



**Modern Farmhouse**

**SHARED STREET HOMES**

attractive. relational.  
social. connective. integrated.  
bonding. core community.



**Bungalow**



**Refined Rustic**



**Garden Home**





**RESIDENTIAL EDGES**  
attractive. relational.  
engaging. welcome.  
invitation. home.





life shared by all residents. It also provides households increased mobility within Rogersville with opportunities to move up or down in size within the same neighborhood, dependent upon each household's season of life. Internal mobility stimulates multi-generational interactions which can richly strengthen community resilience. Denser development near activity centers and civic areas with integrated single-family houses provide another layer to Rogersville's diverse lifestyle options, and are very important to the economic viability of larger civic centers.

Targeting the two-thirds of the housing market Millennials and retirees represent should be emphasized. In many ways, Millennials and retirees are looking for the same kind of community Rogersville aspires to create. The hometown emphasis, different scales of community anchors, programming and activities, infrastructure supporting recreation and active living, highly accessible parks and connections to nature, and the physical and environmental health benefits of sustainable development would be highly attractive for these groups. Affordable townhomes, row houses, and condos units are also housing trends for these groups. These housing types along with single family and apartment housing options could be a lifestyle setting offered within the neighborhood avenue context.

Within the shared street network, seeking partnerships with a variety of developers specializing in different housing price points and options is strongly recommended. Integrating at least three housing sizes within a block ranging from small garden cottages, to small to mid-size starter homes, on

up to 3 to 5-bedroom houses is recommended. The mix of housing should be determined by a composite of market studies conducted by the different developers. No housing size should dominate the shared street portions of neighborhoods.

As shown in Figure 3.9, Shared Street Representative Plan, positioning larger homes closer to the street and across from each other emphasizes higher end homes creating a perception these homes are predominant, a benefit to all residents on the block. The pockets created divide blocks into smaller, more relate-able segments. Setbacks and spacing between homes should reinforce the roadway corridor to create a recognizable place while integrating conservation development approaches to stormwater management and habitat corridors. Duplexes in line with the eclectic neighborhood character may also be developed in these areas with no more than two duplexes located next to each other.

Blocks adjacent to civic centers or special districts should increase in density appropriate to the market and community character. Building distance from the right-of-way should decrease as proximity to the centers of districts lessens. Two to three-story multi-family homes, townhouses, and apartments intermixed with 2 to 3-story single-family homes is recommended. Multi-families and apartments larger than four units should not be located next to one another. No more than two multi-family homes or smaller apartment buildings should be located beside one another. Ordinances should be in place to hold landlords accountable for their property's maintenance and appearance.

Any suburban style development should occur in designated areas and be limited to higher end homes on larger lots. Maintaining roadways and infrastructure to suburban development is much more expensive; promotes less integrated, active lifestyles dependent on automobiles; and can increase development impacts to the environment. Property taxes should reflect the real cost of maintaining infrastructure and environmental impacts should be considered within city revenue generated in these areas.

Monotonous apartment complex developments and monoculture housing subdivisions create barriers between differing population segments. These developments are not bastions for creating strong community bonds, and, though the people living there may be diverse, the developments are by no means eclectic. Monoculture developments should be strongly discouraged. Integrating apartment complexes into the neighborhood avenue streetscape would increase the range of character along these corridors and create the density necessary to support local businesses.

Today's younger generations will need less brick-and-mortar work places as technology and internet commerce continue to improve. The activity represented on neighborhood avenues would offer many ways to connect and participate in activities within walking distance. Live-work arrangements, shared space working and meeting facilities, corner coffee shops, benches, pocket parks, and convenient access to the two-way protected bikeway network could offer the perfect setting for remote workers, entrepreneurs, and innovators to conduct business. Springfield is



**Condos**



**Row Houses**



**Mixed Use**



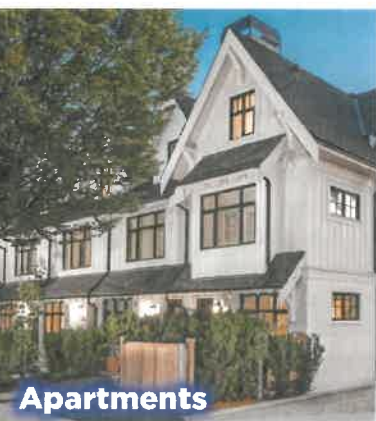
**Live-Work**



**Multi-Family**



**Townhomes**



**Apartments**



**Single Family**

**AVENUE HOUSING**  
active. attractive.  
mixed-uses. social. commerce.  
neighborhood center.





**AVENUE EDGES**

interesting. engaging. clever.  
fun. colorful. playful. helpful.  
encouraging. beautiful.

an education hub and continues to develop the IDEAS Commons as an innovation center. Right now, Rogersville residents go to Springfield for most activities. The offerings of the neighborhood avenues could entice those trained and educated in Springfield to move to Rogersville to live, work, and play out their ideas. Innovation and entrepreneurial leadership could be supported in Rogersville's large industrial areas or the light industrial commercial areas with direct access to Highway 60. Promoting business and job creation in diverse areas and industries would attract and retain talent of all ages and abilities. A resilient local economic market would be able to support boutique local businesses, dining, and entertainment.

Many Baby-Boomers want a low-maintenance, smaller home in a community near their family, friends, doctors, and activities. The integrated neighborhood layout could offer a variety of low-maintenance housing options on neighborhood avenues or in special districts, appropriately sized homes along shared streets, and larger high-end homes along a parkway. Some may be interested in a larger estate near the city. Rogersville's strong schools could be promoted as a magnet to draw families with school-aged children and grandparents.

### Developing Relationships

Developing places for community to happen is paramount to all new development, redevelopment, and infill. The City should creatively promote the strategies and practices in this section throughout existing neighborhoods when opportunities arise.

Conservation development practices are recommended for

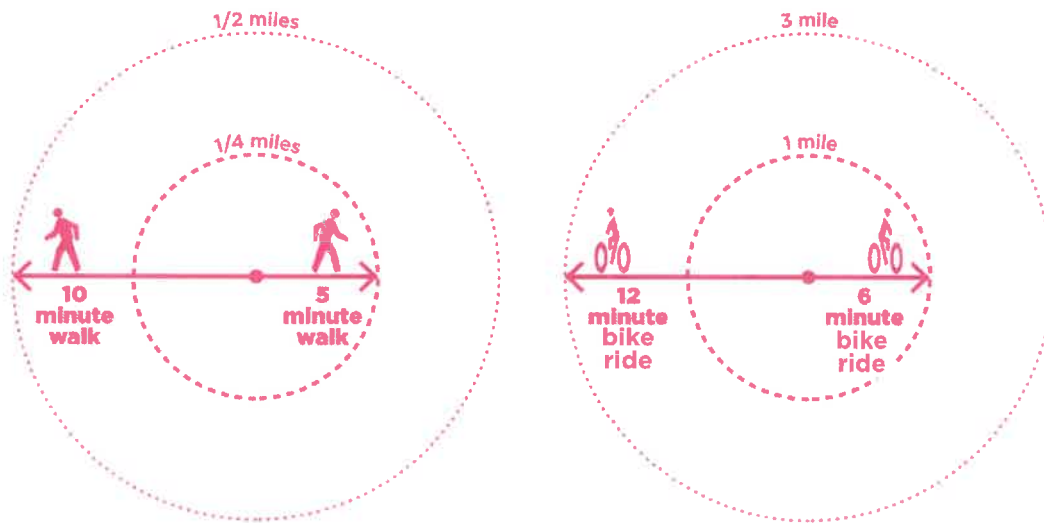
all development. Professional landscape architects should be involved in the planning, design, and implementation of new residential development to enhance the quality and character of the corridors between the front doors on both sides of the street. These professionals are trained to integrate natural systems like engineered natural stormwater management practices, pollinator plantings, and habitat into an attractive setting.

### Emphasize Community Places Principles & Recommendations

- » Develop SmartCode and form-based ordinance for Rogersville's existing community and planned developments
- » Create and adopt a complete streets ordinance.
- » Develop a transparent document to guide the traffic calming implementation process.
- » Develop design guidelines specific to each corridor type.
- » Incorporate complete streets practices, design guidelines and traffic calming into all new development. Implement them in existing infrastructure when regular maintenance or capital improvements occur.
- » Creating a facade guideline for neighborhood avenues is recommended.
- » Maximize active street edges.
- » Entries should have prominence from the street, not vehicles and garages.
- » Single family and duplex housing should have space for a minimum of two comfortably positioned chairs on a residential porch, patio, or stoop. Multi-family housing should provide area for at least one seat for each unit with a minimum seating area for 4 seats. Each business or mixed-use building should provide at least one bench or outdoor dining tables and chairs.
- » Walks should connect the front door to a public sidewalk where available. Where sidewalks are not available, the walk should connect the entry to a driveway on the front side of the home.
- » Locate garages behind a home. Place garages out of view, set back from the front of the home, and/or integrate them architecturally into a façade in a way that does not draw attention or detract from the front entry are acceptable consolations.
- » Driveways should be narrow, preferably with a pervious area between the wheelbase
- » Locate driveways for adjacent properties next to each other.
- » Co-locate mailboxes near the roadside
- » Encourage residents to park in the garage or driveway to keep the roadways clear.
- » Plant shade trees along roadway corridors. Require a minimum of one shade tree in front of homes on parkways and shared streets.
- » Use native plants in landscapes and stormwater management facilities.
- » On-street parking is preferred to off-street parking lots.
- » Reduce required vehicular parking and increase parking



- for bikes, e-bikes, and other active transportation modes on neighborhood avenues.
- » Develop a parking policy within the SmartCode with guidance that strikes a balance for all transportation modes and incorporates smart parking strategies like mobile phone apps.
- » Locate off-street parking behind buildings. Minimize parking lot edges along the street to one aisle with two parking bays and adjacent walks on both sides. Utilize active street edge elements that screen parked cars.
- » Control access with ingress and egress at one location. Utilizing alleys and rear access should be encouraged.
- » Employ shared parking strategies where applicable.
- » Encourage special business districts to levy taxes to maintain consolidated public lots.
- » Neighborhood center anchors should have on-street parking. Off-street parking should be located behind street-front businesses.
- » Parking for neighborhood and civic anchors should not detract from the anchor's character and connectivity, nor that of adjacent properties.
- » Discuss shared parking arrangements with developers during the planning stages to right-size surface parking.
- » Require an eclectic range of intermixed residential housing stock.
- » Promote denser development near activity centers and civic areas.
- » Seek partnerships with a variety of developers specializing in different housing price points and options within the shared street network. Integrate at least three housing sizes within a block. Determine the mix of housing based on a composite of market studies conducted by the different developers.
- » No housing size or style should dominate the shared street portions of neighborhoods. Position larger homes closer to the street and across from each other.
- » Setbacks and spacing between homes on shared streets should reinforce the roadway corridor to create a recognizable place while integrating conservation development practices.
- » Duplexes in line with the eclectic neighborhood character may be developed along shared streets with no more than two duplexes located next to each other.
- » Increase development density approaching civic centers or special districts appropriate to the market and community character. Decrease right-of-way setbacks as proximity to centers or districts lessens.
- » Intermix two to three-story multi-family homes, townhouses, and apartments with 2 to 3-story single-family homes near civic centers and districts. Multi-families and apartments larger than four units should not be located next to one another. No more than two multi-family homes or smaller apartment buildings should be located beside one another.
- » Adopt ordinances holding landlords accountable for their property's maintenance and appearance.
- » Locate suburban style development with higher end homes on large lots in designated areas. Collect property taxes in suburban and exurb developments commensurate with the real cost of maintaining infrastructure and environmental impacts.
- » Monotonous apartment complex developments and monoculture housing subdivisions should be strongly discouraged.
- » Integrate apartment complexes into the neighborhood avenue development.
- » Promote business and job creation in diverse areas and industries.
- » Develop places for community to occur.
- » Require developers employ a professional landscape architect in the planning, design, and implementation of new residential development.



**Figure 3.10:** Base line distance units for Active Community Design

## RELATIONAL LAYOUT

Connectivity is essential to community development and human flourishing. People are relational, interacting with other people, places, and the natural world all the time. A healthy person has healthy relationships with all aspects of the places they inhabit. Planning, design, and development fostering connections, healthy activity, and relationships can play a significant role in improving community bonds. Incorporating shared connections between people, places and the natural world into all aspects of a town creates healthy communities, highest priority of the Rogersville Vision Plan. The vision developed purposefully uses the words “strong community bonds” to describe connections between people, “hometown” to describe the connection people have with the place where they live, and “assets” to describe the community’s connection to history and the natural world.

Community means every resident and person visiting the city of Rogersville – all ages and all abilities. The Vision plan designs

for the most vulnerable – children, people with disabilities, those without motorized transportation, and elders – ensuring the city’s infrastructure and amenities are truly accessible for all members of the community. This means Rogersville needs to consciously layout new development for a person walking. People biking is the next planning level to overlay. The Vision Plan aspires to provide a rich quality of life and desired destinations within comfortable walking and biking ranges. The City needs to identify areas within the existing community fabric to develop the same quality of life and be ready to make changes when opportunities occur. The result will be people walking, jogging, biking, in wheelchairs, or other form of travel will have the ability to access every place in Rogersville. Barriers will be eliminated and dramatically reduced.

## Relational Framework

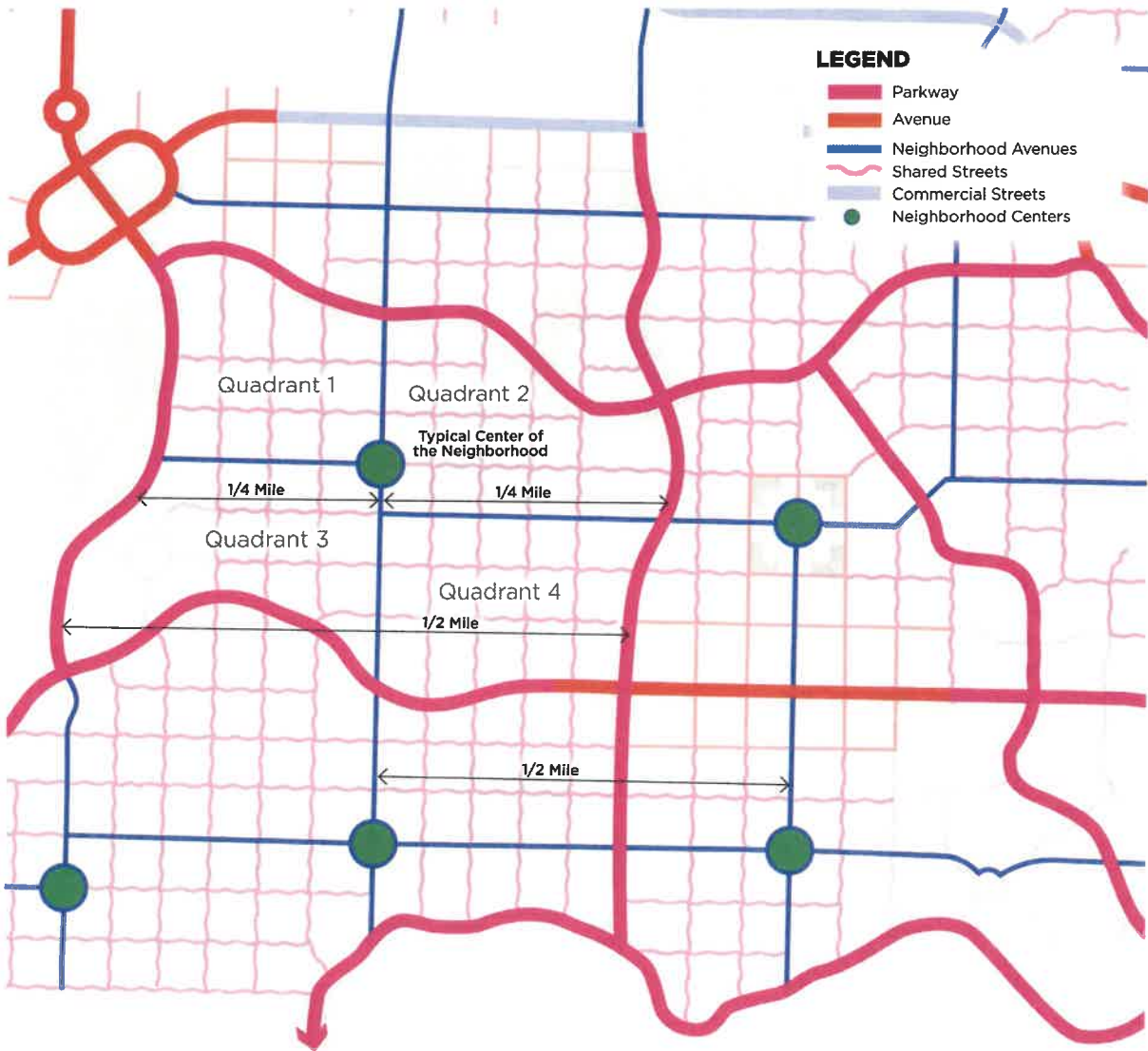
The base line units for designing distances between places in active, healthy communities is a 5 to 10-minute walk, or ¼ to ½-miles, and a 6 to 12-minute bike ride, or 1 to 3-miles as shown in Figure 3.10.

People biking and walking interact with others and the places in which they travel in ways totally divergent from people driving vehicles. They are moving out in the open and meet others face-to-face. They notice details and contemplate their surroundings consciously and subconsciously. People are most attracted to other people. Integrating numerous opportunities for people to run into each other; connect with friends and family; stroll to a park, neighborhood store, or work; recreate or encounter nature; and connect with other aspects of their world will provide more opportunities for people to see and be seen by others. Places with moderate to high levels of activity will generate even more activity. An active community with people out and about is an attractive community. Laying out Rogersville focusing on walking and biking will make Rogersville an active and attractive community.

Figure 3.11 illustrates the difference between two recent Rogersville developments and a grid network. Grid networks multiply connectivity. Moving away from recent development patterns, relegating



**Figure 3.11:** Typical subdivision design minimizes neighborhood connections; grids multiply connections.



**Figure 3.12:** Primary Roadway Corridor Hierarchy.

them to specific predetermined areas and situations, and moving toward a grid network will better achieve broader community goals. City blocks should be between 300 to 500-feet wide and 400 to 600-feet in length. These dimensions approximate 1/4-mile every 3 to 4 blocks.

Highly connected transportation networks that provide all travelers – walking, biking, or driving - access to the same places further promotes activity and health. Managing appropriate traffic demand, volumes and speeds with arterials, collectors and local roads will help users navigate the community more intuitively and improve safety. The Vision Plan roadway corridor hierarchy consists primarily of three corridor types - parkways, neighborhood avenues, and shared streets - shown in Figure 16. The diagram illustrates how these corridors relate with each other. The curvilinear parkways follow drainage swales and ravines and create the major collector network. Neighborhood avenues overlay a minor collector grid network. These two roadway types, functioning as the main vehicle movers, connect people to civic and neighborhood activity areas creating a tapestry of irregular quadrants. The parkway and neighborhood avenue network, providing form to the subsequent quadrants, should be sized based on comfortable walking distances. Both the parkway and neighborhood avenues should consist of 1/2-mile grids overlaying each other resulting in 1/4-mile between a parkway and neighborhood avenue (see Figure 3.12). The place where neighborhood avenues intersect should be treated like a neighborhood center, or anchor (discussed in Layers of Connection). The natural outworking is, every resident in

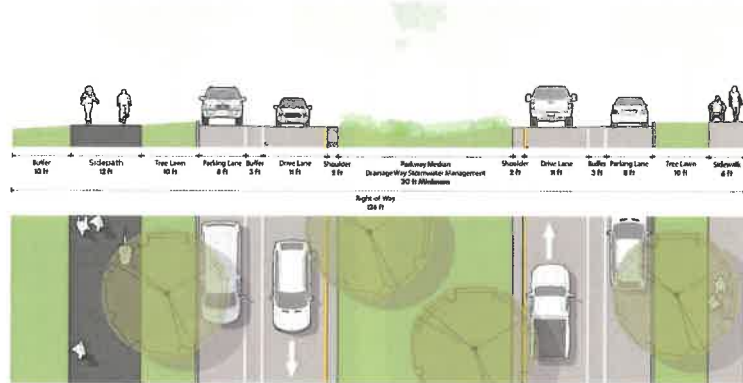


Figure 3.13: Parkway Typical Cross Section.

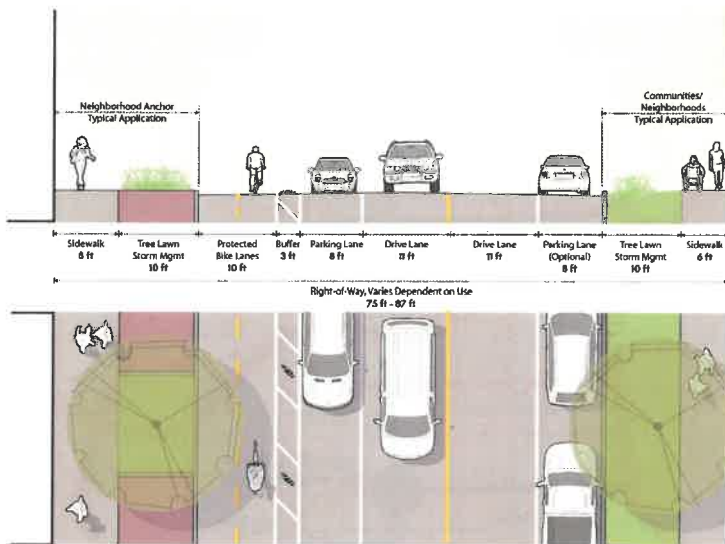


Figure 3.14: Neighborhood Avenue Typical Cross Section.

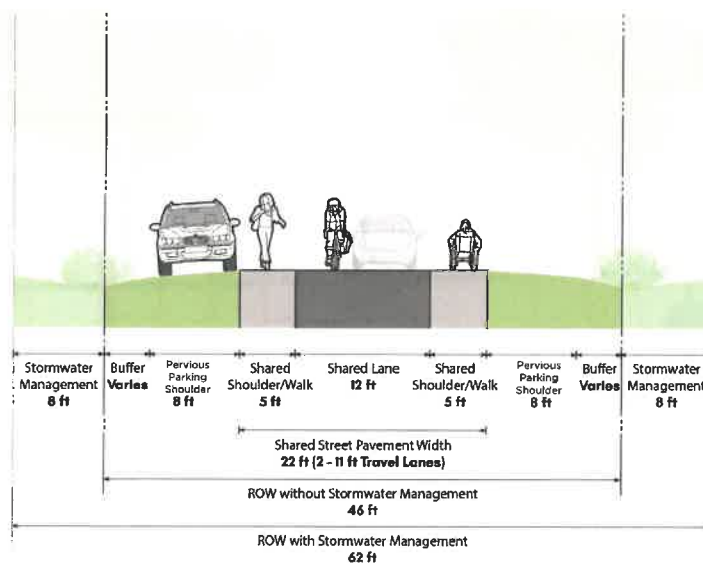
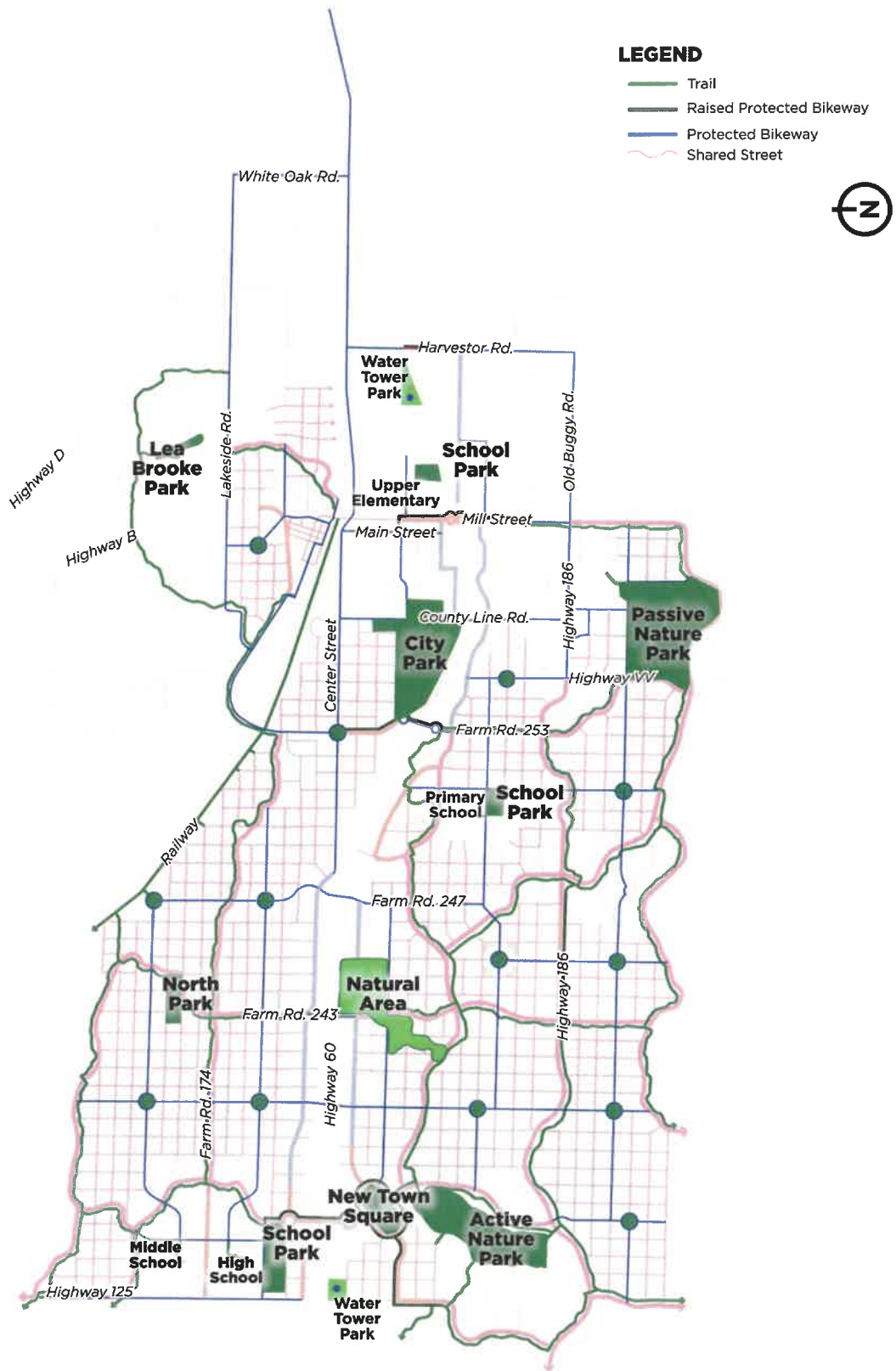


Figure 3.15: Shared Street Typical Cross Section.





**Figure 3.16:** Low Stress Bike & Pedestrian Network Major Facilities.



**SIDEPATHS & SIDEWALKS**  
 walk. run. bike. everywhere.  
 everyone. daily. recreation.  
 connect. commute. exercise.







**Image:** Railroad companies typically require fencing and offsets from railways for parallel paths.

the neighborhood will be within a ¼-mile walk to their neighborhood center. Neighborhood avenues connect the neighborhood centers together. This means each resident will be within a ½-mile walk of 2 to 4 neighborhood centers.

The underlying mesh grid of wavy lines are shared streets. Shared streets are the main neighborhood streets designed to allow people walking, biking, and driving to safely occupy the same roadway space. Incorporating traffic calming strategies, like chicanes designed for 10 mph to 15 mph vehicle speeds and signing the speed limit at 10 mph, discourages motorist from leaving the parkways and neighborhood avenues to cut through the neighborhood.

The knowledge that a parkway or neighborhood avenue is only ¼-mile away as well as locating civic and neighborhood activity centers along these corridors further reduces the likelihood a driver will detour onto a shared street. Drivers leaving or arriving home are no more than 2 to 3 blocks from the nearest parkway or neighborhood avenue. Employing these strategies will create calm, peaceful residential areas within a short walk to an active community corridor. These three settings offer a variety of passive and active ways to connect with others.

This same vehicular grid network supports the walking and biking network. The typical parkway will incorporate a 10 to 12-foot shared use path or sidepath. Similarly,

neighborhood avenues are designed with protected on-street bikeways and parallel sidewalks. Sidepaths are typically a more recreational bicycle facility and attractive places for people to walk or jog. Protected bikeways function like streets designated for biking. These facilities are more attractive for commuters and cyclists wanting to travel at the speed they desire. Separating walking and biking with sidewalks and protected bikeways reduces conflicts resulting from the different speeds of the users. Both sidepaths and protected bikeways are considered low-stress bikeways, safe for all ages and abilities. Just like someone leaving their home in a vehicle, no resident is more than 2 to 3 blocks from the nearest shared use path, sidewalk,



**Image:** Shared Street photo rendering shows the road looks like a trail with wide shoulders.

or protected bikeway.

Shared streets are designed with 5-foot wide concrete “shoulders” on either side of a 12 to 14-foot asphalt “travel lane.” Shared streets are also low-stress walking and biking facilities. The shoulders and travel lanes should be designed to carry vehicles. The effect of a visually narrow driving lane is another traffic calming strategy. The curvilinear roadway, aesthetically, resembles a trail with a sidewalk on both sides. This design effectively provides sidewalks on both side of the street without paying for additional infrastructure. People will naturally walk along the “sidewalks,” while bicycles and vehicles will wind along the road in the center. If vehicles meet other vehicles or bicyclists, they will negotiate passing one another veering onto the concrete shoulders. This forced negotiation is another traffic calming strategy. A street lined with shade trees, landscape, mailboxes, boulders, and other elements also

slows vehicular travel. All of these elements, together, will create a very attractive, park-like residential setting for people to walk, bike, and drive along.

These three corridors comprise a majority of the local transportation network. This network approach produces the framework for the community to build upon. Residents of all ages and abilities will have as much access to their community whether walking, biking, or driving. This high level of connectivity and the inclusion of everyone will substantially increase activity and the opportunities for people to connect compared with vehicle-only or vehicle-dominant corridors.

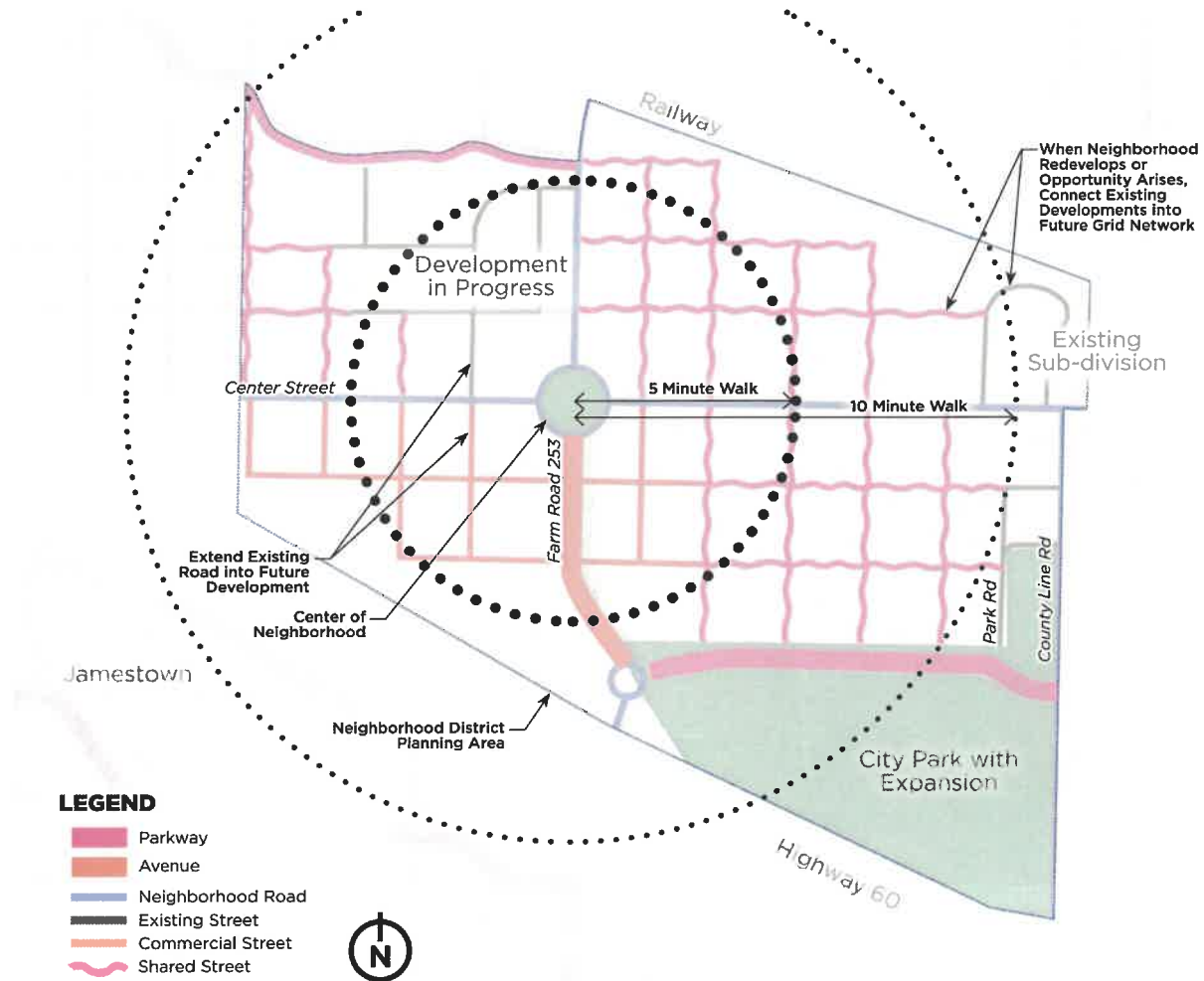
When five or more local roads repeat between collectors and arterials, lining one of the local roads in the center with moderate to higher range homes should be considered. A corridor entirely of these homes has the potential to provide real estate stability within the neighborhood. Setting these

corridors apart with a prominent boulevard median further emphasizes the value of the corridor within the community. Often a tree-lined boulevard with low traffic volumes traveling at slow speeds becomes a magnet for people jogging or on morning walks, and it could become a neighborhood activity area with programming and events like Independence Day bike parades, ice cream socials, or local art shows. These corridors should only occur as outlined. Multiple corridors like this in a neighborhood could reduce their neighborhood impact, and dilute community development.

### **Neighboring Areas**

The grid network hierarchy creates quadrants around a neighborhood center. The scale of these quadrants creates areas in which all residents are within a 10-minute walk from the center of the neighborhood, and each quadrant could be walked, corner to corner in approximately 5-minutes. Four quadrants are considered a neighborhood or





**Figure 3.17:** Area Planning Scale & Connecting Into the Existing Network.

district planning area.

Neighborhoods and districts are understandable sub-areas of a city with which people can identify. Each should reflect the community's aspiration to be an eclectic, attractive hometown reflecting strong community bonds and retaining historic values and assets. These areas should be considered as a whole when development is planned to make sure all development within these areas are connected, cohesive, and supportive of multiple aspects of community life. Additionally, development on the edge of a neighborhood or district should consider adjacent areas during

planning and design particularly with respect to corridor connectivity, stormwater management, and nature conservation corridors. Neighborhoods and Districts should have an identifiable and memorable name to help people connect with the area. The Planning & Zoning Commission comprised of City staff, elected officials, and community stakeholders is recommended to review and guide development.

Neighborhoods should have at least one, centrally located, community gathering area and all residents should live within a ten-minute walk from a designated park or nature area. Mixed-use first floor

retail or commercial development is recommended in association with community gathering areas. Most neighborhoods should have a range of intermixed residential housing to reduce socio-economic divisions. This also provides households the opportunity to move up or down in size within the same neighborhood or block which better supports multi-generational connections. Partnerships of multiple developers are strongly recommended to achieve these goals by building a variety of housing styles, sizes, and options. Neighborhoods should be highly walkable and provide low-stress bicycle connections to adjacent neighborhoods and/or districts.



**Image:** Rogersville would greatly benefit linking into the Ozark Greenway Trail system.

Districts need to have a distinct character and offerings compared with other districts within Rogersville and neighboring communities within a twenty-minute drive. These areas are most likely to provide visitors a first impression of Rogersville and need to emphasize the community's vision in their design and character. Strip developments are not recommended. If chain developments are allowed, they should conform with the district's character. Districts should be highly walkable and accessible for people in vehicles, walking, or biking.

### **Developing Relationships**

When a developer decides to develop a parcel, the development should consider an entire neighborhood or district

planning area as part of the City permitting and approval process. If straddling or adjacent to another planning area, all planning areas the development touches should be considered. In this way, any development will fit within the context of the whole city, ensuring network and neighborhood connectivity is protected. This is a key recommendation for building strong community bonds. Prioritizing this recommendation and holding the City and developers accountable for it should be considered of highest importance. Figure 3.19 shows how the corridor network can be expanded and incorporated into the existing roadway network.

Parcels will not likely correspond to the grid network. The City should

consider creating a transportation tax or supplement a current transportation revenue stream to help fill infrastructure gaps. A tax could be levied only on future development and possibly appropriate current commerce to alleviate current residents from carrying the burden.

### **Relational Layout - Principles & Recommendations**

- » Create and adopt a complete streets policy.
- » Create a highly connected transportation network focusing on walking and biking facilities for people of all ages and abilities incorporated into the vehicular roadway network.
- » Incorporate low-stress bicycle

facilities, walks and sidepaths into parkways and neighborhood avenues.

- » Manage appropriate traffic demand, volumes and speeds with a hierarchy of roadway corridors.
- » Implement a grid network of 300 to 500-foot wide and 400 to 600-foot long blocks to multiply connectivity compared with recent sub-division developments.
- » Plan networks such that all residents are within 2 to 3 blocks from a parkway or neighborhood avenue.
- » Extend existing roads as part of the future grid network.
- » When existing sub-divisions redevelop or opportunities arise, connect existing infrastructure into the grid network.
- » Relegate cul-de-sac, gated, and limited access sub-divisions to specific areas to achieve broader community goals.
- » Connect parkways and neighborhood avenues to civic and neighborhood activity areas.
- » Design shared streets for 10 mph to 15 mph speed limits with considerations for safe interactions between people walking, biking, and driving.
- » Make the neighborhood and district planning area approach to development one of the City's highest priorities.
- » Task the Planning & Zoning Commission comprised of City staff, elected officials, and community representatives with development review and guidance.
- » Require development plans

incorporate basic units of a 5 to 10-minute walk and a 6 to 12-minute bike ride when planning neighborhood and district development.

- » Plan corridor hierarchy quadrants in which all residents live within a 10-minute walk of the center of a neighborhood and can reach the center of the quadrant in a 5-minute walk.
- » Require all developments to submit plans for City permitting and approvals describing and illustrating how the development fits within the entire neighborhood or district planning area. If the parcel being developed straddles or is adjacent to other planning areas, the plans show connections between all adjacent planning areas with respect to corridor connectivity, stormwater management, and nature conservation corridors. Plans should be signed and/or sealed by a professional landscape architect or certified planner. Educate and work with developers to ensure plans comply.
- » Require developments to create easements where future roadway infrastructure will connect into the development.
- » Consider creating a transportation tax or increase a current transportation revenue stream to help fill infrastructure gaps created during area planning.



**Image:** Trail-oriented development should be planned in downtown Rogersville.



**Images:** Consider converting the railcar into a boutique bed & breakfast. (above) The small interiors can become appealing overnight rooms.



## LAYERS OF CONNECTION

People live their lives at different relational scales. They are members of families, have individual friends and family friends, spend the day in offices of various sizes with coworkers, gather with hundreds for a weekend worship service, and cheer their favorite teams with tens-of-thousands. A resident with strong bonds to Rogersville will associate many of these relational scales with the local community. Rogersville should plan for, create, and promote places which support multiple layers of life. The Vision Plan refers to these places as anchors of community.

### Anchors of Community

Anchors are places where people get together. They are places to work, shop, learn, play, and celebrate. Often local, anchors steady a community like they do ships. Examples include places of worship, local diners, pocket parks, retail districts, and schools. Anchors may be places of unique historic and cultural significance, or they might just be the place where neighbors rub elbows while buying a gallon of milk or stopping by an event like the local blood drive. Most anchors primarily support nearby residents and neighborhoods. These places are essential in the fabric of a community, supporting and empowering relationships through vital daily interactions and services. They are people attractors reinforce a sense of place and identity. Landmarks are not necessarily anchors, unless they facilitate and generate activity. Focusing on anchors of community will positively impact the community culture of Rogersville's residents and visitors. Layered anchor scales - civic, neighborhood, and local - will serve to enrich the community's quality of life.



**Civic Anchor**

**Neighborhood Anchor**

**Local Anchor**

**Figure 3.18:** Layers of community anchors within walking and biking distance increase opportunities for social interaction.



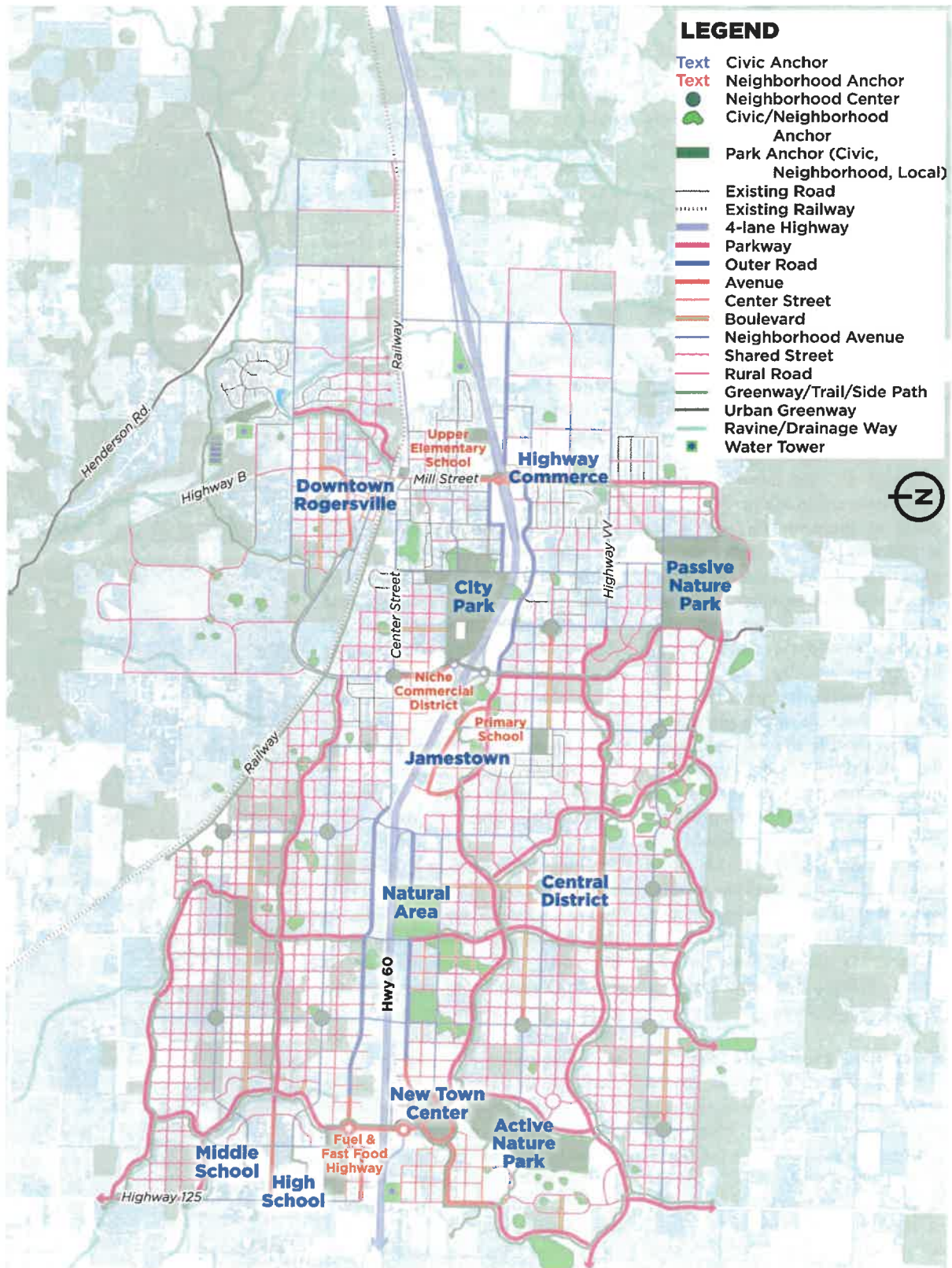


Figure 3.19: Civic Anchors

## Civic Anchors

Civic anchors serve the entire city population. They often provide visitors a first impression of a town and become the identity of a community for outsiders. They are places expressed in civic pride or areas for the city's largest gatherings supporting programming, events, recreation, education, entertainment, commerce, culture, history, and city festivals. The Logan-Rogersville schools are strong city-wide, civic anchors. Civic anchors should promote a character and offerings unique and distinct from any other civic anchor. These anchors should avoid replicating the character and offerings of civic anchors outside Rogersville within a 20 to 30-minute drive to promote Rogersville as a place offering eclectic, diverse experiences. All residents should reside within three-miles of at least one civic anchor, and all civic anchors should be well spaced throughout the city, but no more than three miles from another civic anchor. Anchors within districts or neighborhoods should accentuate the entire district or neighborhood, not inhibiting connectivity or detracting from adjacent property uses. Civic anchors should be highly accessible for people of all ages and abilities walking, biking, or driving. Likewise, programming and events should range in offerings to connect with all age groups multiple times throughout a typical annual cycle.

Many cities have falsely considered big box shopping centers to be civic anchors. Big box businesses often degrade local character, business, and offerings in the name of greater sales, lower prices, higher tax revenues, and boast of having a regional draw. They are prone to impose their brand and architecture on a community disregarding and watering down

the unique character of each individual community. Billings, Montana, had a vision for their community's character and would not compromise for anyone. Their standards are high which has paid off over time. Tourists visit Billings because it has a distinct character. Many big boxes want to develop in Billings and are willing to build according to the local standard because the big boxes want to be there. These businesses are not designed to create local relational capital and often don't invest in the local community culture. Many jobs are offered, but profits head back to the corporate headquarters located in other cities. Springfield benefits greatly from Bass Pro and John Morris's local investment and philanthropy. Rogersville would be wise to cultivate young John Morris's, who love the town they grew up in, than chase big box development. Rogersville should develop an evaluation process specifically for big box businesses if the community plans to provide incentives or accept proposals for these types of developments. Long-term positive impacts should have greater weight and be offered greater incentives.

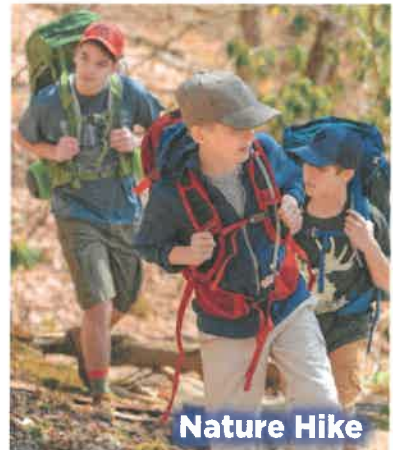
Similarly, truck stops are good and active places, but are not likely to draw people to Rogersville to stay and linger. These businesses are solely truck or auto-oriented requiring significant open paved areas. Rogersville may be an opportune location for a truck stop. The Vision Plan recommends locating businesses such as a truck stop in the industrial area associated with a heavy transport Highway 60 interchange to serve businesses in need of over the road trucking services. Rogersville's west side should be considered the community's front door. It faces Springfield and will be the direction most residents will return from work



**State Championship Mountain Bike Park**



**District Street Dining**



**Nature Hike**



**Street Feast**



as well as the side where most visitors will enter the city. Rogersville should prepare, in advance, for the possibility a truck stop development should want to locate in Rogersville making sure such development supports and does not detract from Rogersville's vision.

### **Neighborhood Anchors**

Neighborhood anchors support the residents of a specific neighborhood and immediately adjacent neighborhoods. They often represent the neighborhood as a landmark within the city. They offer regular occasion to see a recognizable face or gather with larger numbers of friends and family. These places should be active neighborhood gathering areas and may include but are not limited to parks, historic sites, neighborhood commercial districts, or designated natural areas. Neighborhood residents should have a sense of ownership which can be instilled by allowing a place to be used for events, family reunions, and neighborhood specific programming. A neighborhood center anchor is recommended as described in Relational Layout. Combining or co-locating a business area and park is highly recommended in a neighborhood center anchor. Neighborhood anchors should be located, when possible, within a 10-minute walk or 6-minute bike ride from everyone living within a neighborhood planning area. Neighborhood anchors should not be located on a solely residential corridor.

In recent years, places of worship have tended to emphasize size and growth which results in many, or even most, members and visitors driving many miles to attend worship services. Some function similar to big box developments where strong relational investment

and capital cannot be fostered because service attenders live far from one another. Encouraging places of worship to locate in neighborhoods and invest in those neighborhoods is recommended.

### **Local Anchors**

Local anchors enrich the daily lives of residents and may be the most important anchors for community development. They provide places to connect with others, reflect or get away for a respite, or provide recreation. Local anchors may include corner benches, community gardens, a nature play area, pocket park, interactive public art, dog park, or cultural/historic interpretive area. A local anchor should be located within a five-minute walk of every resident. Local anchors should provide a unique experience and/or character compared with all other local anchors within a 10-minute walk to promote eclectic, diverse offerings for every resident. Rogersville should require no two local anchors can be alike. Programs should be developed to promote these local gems inviting residents to explore all of Rogersville's local anchors. This will encourage people to venture to different locations increasing relational connections and community bonds.

### **Parks**

Parks are a special category of anchors. They can serve all anchor scales – local, neighborhood, and civic. Amenities, activities, and programs also vary widely. Parks can serve a number of civic functions with the greatest being the connection to nature. Such connections have been proven to provide numerous mental health benefits in addition to the physical benefits of being outdoors. Parks could become the backbone of Rogersville's identity if undevelopable karst sinkholes

were considered park opportunities just like Minnesota is known as the "Land of 10,000 Lakes." For this reason, it is recommended Rogersville sets a standard on the Trust for Public Land ParkScore for the city. ParkScore's baseline recommendation is one park within a 10-minute walk of every resident. Rogersville should require parks be a minimum ½-acre in size, and all developers have a professional landscape architect create plans for parks within their developments.

Each park should provide different offerings compared with all other parks within a 1-mile radius to promote eclectic, diverse offerings for every resident. This will encourage people to venture to different locations increasing relational connections and community bonds. The parks director should develop a parks master plan to establish community needs and help guide developers and their design consultants during the planning stages. The City should consider hiring a young horticulturalist, arborist, landscape architect, or environmental resource manager as part of the parks and recreation department or department of public works staff to steward parks, stormwater management, and natural resources. Developing a volunteer network supporting the parks in neighborhoods, districts and city-wide would provide needed support, instill community ownership, and provide another platform for creating strong community bonds.

### **Developing Relationships**

Anchors should be required within planned developments, and the City should identify, create, and promote the three layers of community anchors throughout the existing city core. The City should require developers account for the

four anchor types in plans submitted for permitting and approvals. Rogersville needs to identify or develop a revenue stream specifically for parks and strongly consider supporting programming. Providing a stipend to an elected official or neighborhood leader within each neighborhood would stimulate connections between neighbors. Some small communities have set aside funds like a local music grant which pays for local or regional musicians to play in a local restaurant or other establishment. Grants could be awarded at regular intervals, typically monthly, as a promotional series at different locations. When a City takes initiative, other sponsors are more likely to participate further expanding the program. Business and special districts may benefit from an overlay district to fund maintenance, landscaping, seasonal decorations, programs and events. Resourcefulness and creativity are intangible assets in the activation of community anchors.

### Layers of Connection - Principles & Recommendations

- » Rogersville should focus on developing and activating civic, neighborhood, and local anchors in the existing community and new development.
- » Civic anchors should promote a sense of pride for the community and identity for people living outside Rogersville.
- » All residents should reside within 3-miles of at least one civic anchor.
- » All civic anchors should be well spaced, but no more than 3-miles from another civic anchor.
- » Civic anchors should promote offerings different from any

other civic anchor in the city and not replicating the character and offerings of civic anchors outside Rogersville within a 20 to 30-minute drive.

- » Civic anchor districts should not inhibit connectivity or detract from adjacent property uses.
- » Civic and neighborhood anchors should be highly accessible for people walking, biking, and driving.
- » Programming and events at civic anchors should range in offerings to connect with all age groups multiple times throughout a typical annual cycle.
- » Develop an evaluation process specifically for big box businesses if the community plans to provide incentives or accept proposals for these types of developments.
- » Prepare in advance for the possibility a truck stop development will want to locate in Rogersville making sure such developments support and do not detract from Rogersville's vision.
- » Neighborhood anchors should be active neighborhood gathering areas.
- » Neighborhood residents should have a sense of ownership which can be instilled by allowing a place to be used for events, family reunions, and neighborhood specific programming
- » Neighborhood center anchors are recommended. Combining or co-locating a business area and park is ideal and highly recommended in these anchor areas.
- » Neighborhood anchors should be located within a 10-minute walk or 6-minute bike ride from all

neighborhood residents.

- » Neighborhood anchors should not be located on a solely residential corridor.
- » Encourage places of worship to locate in neighborhoods and invest in those neighborhoods.
- » Neighborhood parks and commercial districts should be centrally located preferably on a neighborhood avenue or avenue. Combining or co-locating these two representative anchors is recommended.
- » A local anchor should be located within a 5-minute walk of every resident.
- » Local anchors should provide a unique experience and/or character compared with all other local anchors within a 10-minute walk
- » Require no two local anchors can be alike.
- » Develop programs to promote local anchors.
- » All neighborhood residents should live within a 10-minute walk from a park.
- » Utilize undevelopable karst sinkholes as park opportunities.
- » Set city park standards based on the Trust for Public Land ParkScore.
- » Require parks be a minimum ½-acre in size.
- » Require all developers have a professional landscape architect create plans for parks located within their developments.
- » Each park should provide different





**Naturescape Play Corner**



**Outdoor Table Games**



**Neighborhood Center Programming**



**Food Truck Fridays**



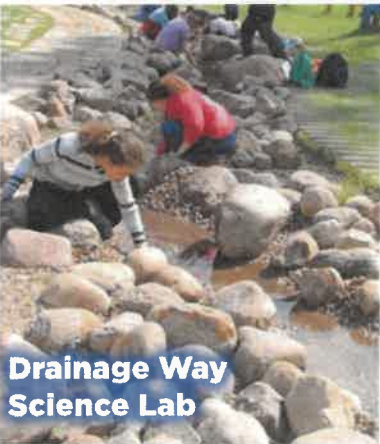
**Neighborhood Socials**



**Bench**



**Seasonal Gatherings**



**Drainage Way Science Lab**



**Live Music**



**Wildlife Corridor Frisbee Golf**

**ANCHORS**

connection. oasis. play.  
exercise. discover. meet.  
nature. friends.



offerings compared with all other parks within a 1-mile radius.

- » Develop a parks master plan.
- » Consider hiring a young horticulturalist, arborist, landscape architect, or environmental resource manager to steward parks, stormwater management, and natural resources.
- » Developing a volunteer network in neighborhoods, districts, and city-wide to support parks and community anchors.
- » Require developers account for the four anchor types in plans submitted for permitting and approvals.
- » Identify or develop a revenue stream specifically for parks.
- » Consider providing a stipend to each neighborhood to stimulate neighborhood activity.
- » Consider setting aside funds for cultural grants.
- » Work with business and special districts to determine the benefits of an overlay district and support their creation.





**Image:** Missouri State Athletic Association plans to make mountain biking a state sport in 2021. Rogersville's topography is ideal to host the state championships. No location has been determined.

## **UNIQUELY ROGERSVILLE**

**Sustainable Development** could be a significant factor setting Rogersville apart from all other Springfield metro-area communities, because large undeveloped lands and open areas are projected to become part of Rogersville in the next couple decades. Taking advantage of the current situation, adopting sustainable conservation development as Rogersville's standard would position these future developments uniquely in the regional market and turn areas currently considered detriments into beneficial cultural assets. This section defines and discusses the principles of conservation development and provides a summary of community characteristics, planning tools, and applications gleaned from the Missouri Department of Conservation (MDC). The following descriptions explain a number of benefits resulting from improving and emphasizing nature within Rogersville's city limits.

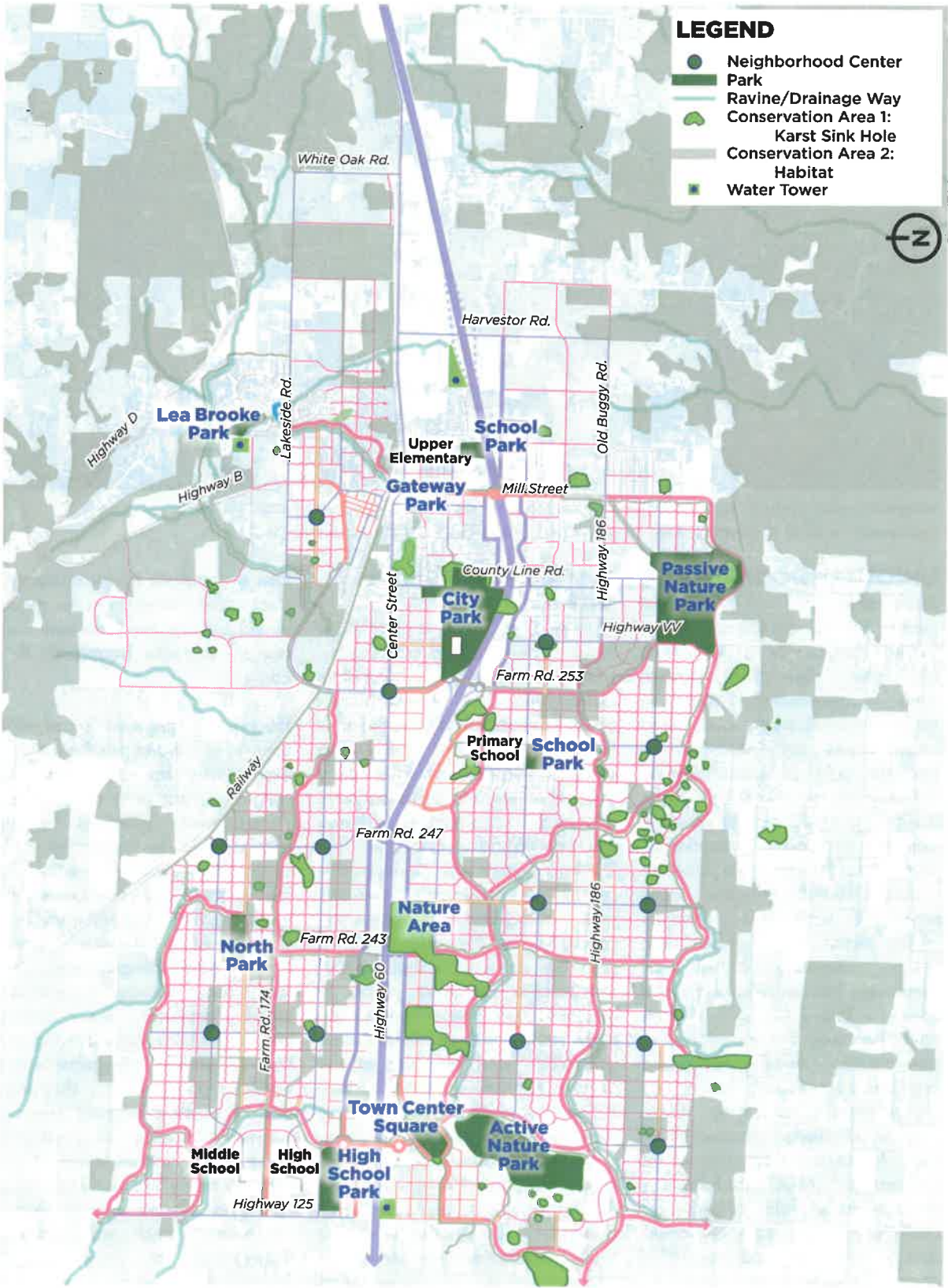
## **Environmental Market Drivers**

People 30 to 35 years or younger have been raised during a building concern for environmental stewardship. Environmental considerations are among the most important concerns influencing common aspects of their daily lives. Markets and products have changed considerably during this time period in response. The 23 to 38-year old demographic group, or Millennials, currently find Rogersville attractive, primarily for the school district and the perception that smaller communities are safer places to raise children. These families are more than half of Rogersville's population and are one of the larger cohorts buying homes. Future development following conservation practices will offer a unique investment and lifestyle in the Springfield area. Presently, the Rogersville population trends downward for people ages 40 to 45. Attractive environmentally integrated conservation development communities along

with a complete range of housing stock, and connections to nature would provide residents numerous reasons to make Rogersville their home.

Planning a range of Rogersville-specific active and passive outdoor experiences that engage natural areas resulting from conservation development practices would also provide the foundation for a strong local experience economy. Hiking, trails and greenways, bird watching, fishing, a Missouri State Championship mountain bike course, parks programming, and many other outdoor experiences could produce the desired community attractions drawing and keeping people in Rogersville that would support dining, shopping, and other entertainment offering. A beneficial effect of employing conservation management is the fact that many will visit Rogersville simply to witness a conservation community which will promote Rogersville far beyond the Springfield metropolitan area.





**Figure 3.20:** Parks, Open Space, Natural Areas & Natural Systems



## **Karst Geology**

Conservation development practices could transform Rogersville's undevelopable karst geology into an asset, further setting Rogersville apart from surrounding communities. Systematically identifying and integrating undevelopable karst geology into an holistic natural systems planning approach would upend the detrimental perception of these areas. Integrating these areas into the community within an ecological network will provide measurable benefits for the community. Though many "undevelopable" areas may not have direct market value, thoughtful planning and design could designate these as community anchors and parks which would increase the value of surrounding developed land and make Rogersville a more attractive and healthier place to live.

## **Nature's Health Benefits**

Mounting research shows strong evidence that interactions with nature can significantly benefit human development and physical and mental health. The scientific hypothesis of biophilia claims humans have developed beneficial attractions to nature which positively influence brain chemistry. Benefits include reduced stress, lower heart rates and blood pressure, improved focus and memory restoration, increased creativity, and an elevated sense of wellbeing resulting in a more positive attitude. Interactions with nature on a regular or daily basis could considerably improve quality of life for Rogersville residents. Appendix E presents the health benefits associated with different aspects of the natural world.

## **CONSERVATION DEVELOPMENT PRINCIPLES**

The Missouri Department of Conservation (MDC) produced the reference manual Conservation Planning Tools for Missouri Communities released in 2018. It presents characteristics of conservation communities, planning tools, and data-driven applications for best management practices.

### **Whole City Planning**

Natural systems cross political and property boundaries connecting to larger ecological networks. Some conservation goals can only be achieved when approaching development at larger scales. An integrated systems planning approach holistically plans in concert with natural systems. It utilizes parks, open space, transportation networks, trail/greenway networks, land trusts and utility easements to plan development which better relates to natural systems.

### **Open Space Connectivity**

Area scale planning, as recommended, is an ideal level to plan for open space connectivity that provides connected habitat necessary for sustaining healthy plant and animal populations. Connecting larger habitats with wildlife corridors alleviates the impacts of fragmentation which leads to dramatic reductions in population diversity and numbers. Robust habitat connectivity would attract wildlife such as migratory birds and butterflies which would contribute directly to Rogersville's experience economy.

### **Biodiversity & Native Plants**

Promoting the use of plants native to the region and reducing non-native plants, cultivars, and

particularly maintained turf lawn, where practical, multiplies food, shelter, and host plants increasing biodiversity exponentially. Native plants are allowed, by right, for use in residential and commercial landscapes.

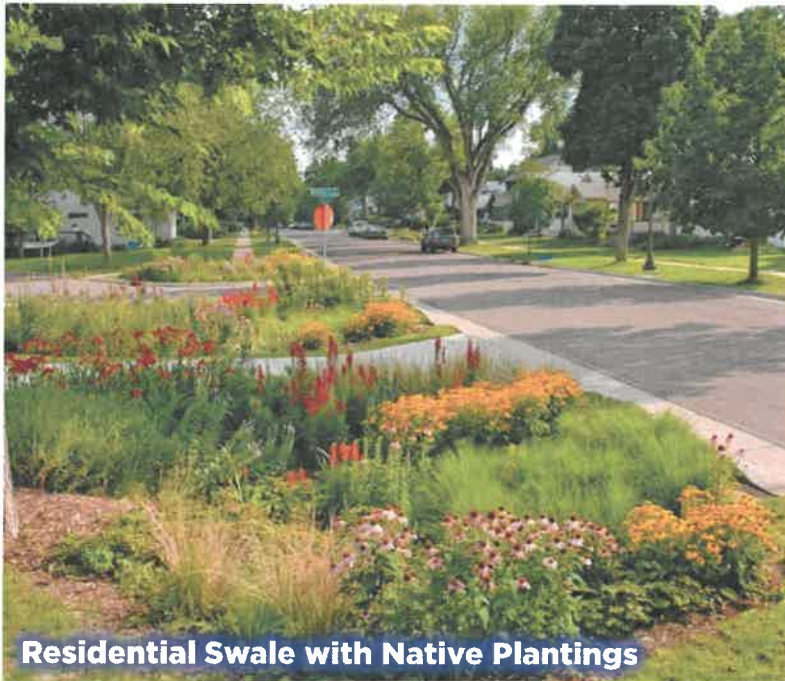
### **Roadways & Wildlife**

The interplay of roads with wildlife is multifaceted. Though these corridors can destroy habitat, result in collisions, and spread invasive plant life, roadsides can be havens for wildlife and insects. Strategies can be implemented to alleviate detrimental impacts to wildlife. Wildlife crossings and roadside vegetation management can develop habitat and support wildlife reducing vehicular conflicts. These practices provide a host of other benefits including maintenance reduction; erosion control; surface runoff reduction; groundwater recharge; reduce snow drifting and winter glare, increase biodiversity; filter and capture nutrients, pesticides, and sediments; and beautify the landscape with ever-changing seasonal interest.

### **Policy**

The Conservation Tools for Missouri Communities manual provides references to numerous conservation zoning classifications and district overlays, ordinance examples, as well as design and development codes and standards. Those benefiting Rogersville should be incorporated into the SmartCode and form-based ordinance.

Figure 20 identifies four areas considered natural benefits which the SmartCode should strive to retain. Parks are city designated areas programmed and maintained as public amenities. The Vision Plan recommends designating a park within a 10-minute walk of



**Residential Swale with Native Plantings**



**Avenue Bioretention Feature**

**Images:** Require developers to employ landscape architects to integrate natural systems beautifully.

all residents as recommended by the Trust of Public Land's ParkScore rating system. Ravines and drainage ways are linear spaces which gather stormwater from the surrounding area and convey the runoff over land to larger streams and rivers. Conserving these corridors is highly recommended. Karst sinkholes are identified as Conservation Area 1. Sinkholes and other undevelopable lands from karst geology are recommended to become parks, natural areas, habitat corridors or other natural features intentionally integrated into the community. Habitat is identified as Conservation Area 2. This includes undisturbed or naturalized land that supports native plants and wildlife and is recommended to remain intact as much as possible as development occurs. Development within habitat should employ planning and construction practices which minimally impact the areas. Rogersville should work with MDC to determine how to evaluate and retain beneficial habitats.

The City should evaluate the different ways to fund ongoing maintenance and improvements. Developing revenue and funding strategies to be integrated into the comprehensive plan and SmartCode would benefit Rogersville as development proposals are submitted and the City begins outreach and education associated with the community's vision. MDC, DNR, and OTO are resources to help inform these decisions.

### **Strategies**

The MDC manual also includes examples of development strategies, growth management strategies, and descriptions of management plans ranging from pedestrian-oriented development to watershed management plans. Rogersville should work with MDC to identify strategies which would improve grant funding opportunities. Rogersville should also engage with OTO, Ozark Greenways, DNR, the Nature Conservancy, as well as other

agencies and foundations to find other funding sources.

### **Recommended Development Practices**

Many conservation development principles are incorporated into the Vision Plan and considered essential when creating eclectic, attractive places unique to Rogersville. Parkways preserve natural drainage ways as environmental resources, wildlife corridors, and aesthetic assets within the median or adjacent to the roadway. Shared streets minimize earthwork and surface drainage to decrease fragmentation of natural watersheds. Localized raingardens and bioretention are recommended in association with parkways, neighborhood avenues and shared streets. Swales and ravines are considered opportunities to create nature play areas, scenic paths and wildlife corridors. Native plants are emphasized for their economic, environmental and aesthetic benefits. Parks, natural areas, and community anchors





**NATURAL AMENITIES**  
explore. play. learn. discover.  
relax. heal. enjoy. grow.





make undevelopable sinkholes essential to Rogersville's identity, economy, and lifestyle.

### Developing Relationships

Many federal, state, and regional agencies have resources to educate and support conservation development practices. Like most activities, implementing and governing conservation developments can be learned over time. Educating City staff and elected officials to establish an initial baseline degree of knowledge and comfort is recommended. Learning could be done alongside interested developers. The City should consult developers and other communities who have implemented conservation practices at neighborhood and city scales as part of the education process. Employing a full-time City position stewarding the conservation, integration, enhancement, and maintenance of Rogersville's natural resources is highly recommended. A younger, highly motivated, horticulturalist with a background in natural systems and ecology, landscape architect, environmental scientist, environmental engineer, or related field may be most complimentary to Rogersville. The role should include a strong community outreach and education component to continually acclimate policy makers, City staff, current residents and new residents to an environmentally integrated culture and advance better practices and technologies.

### Uniquely Rogersville - Principles & Recommendations

- » Plan a range of Rogersville-specific active and passive outdoor experiences that engage natural areas.
- » Identify and integrate undevelopable karst geology

into an holistic natural systems planning approach. Integrate these areas into the community within an ecological network.

- » Designate sinkholes as community anchors and parks where beneficial.
- » Connect larger habitats with wildlife corridors.
- » Promote the use of plants native to the region and reduce non-native plants, cultivars, and maintained turf lawn where practical.
- » Utilize infrastructure corridors as wildlife corridors. Implement strategies to alleviate detrimental impacts to wildlife.
- » Limit development impacts in undisturbed or naturalized land supporting native plants and wildlife. Require planning and construction practices which minimally impact the areas.
- » Work with MDC to determine how to evaluate and retain beneficial habitats.
- » Evaluate the different ways to fund ongoing maintenance and improvements developing revenue priorities and preferred funding strategies. Integrate them into the comprehensive plan and SmartCode. Work with MDC to identify strategies which would improve grant funding opportunities. Engage OTO, Ozark Greenways, DNR, the Nature Conservancy, as well as other agencies and foundations to find other funding sources.
- » Conduct outreach and education associated with the community's vision to developers.
- » Educate City staff and elected officials to establish an initial

baseline degree of knowledge and comfort with conservation development. Invite interested developers to learn alongside. Consult developers and other communities who have implemented conservation practices at neighborhood and city scales as part of the education process.

- » Employ a full-time City position stewarding conservation, integration, enhancement, and maintenance of Rogersville's natural resources. Include a strong community outreach and education component in the job description.



**Image:** Make sustainability creative fun, & engaging.



**Image:** Consider rain & compost barrels standard in new development.

## LEVERAGING EXISTING ASSETS

Rogersville has a strong foundation of assets and resources to leverage in the near-term. These assets span all aspects of community life including the shared desires, outlook and beliefs undergirding local culture; large infrastructure investment; stalwart institutions; community landmarks; a variety of civic anchors, the underlying geology and associated environmental features; close proximity to Missouri's third largest metropolitan area; and significant development investments. The time is ripe for coalescing these assets within the community's desired vision of the future. Strategic investment in and retention of Rogersville's valuable community aspects is essential for charting a resilient path for generations.

The following recommendations provide strategies for leveraging each asset. Rogersville will need to evaluate the potential benefits of each recommendation and wisely plan to take advantage of implementation opportunities when they become available.

### Desire to Make Rogersville Better

A passionate group of citizens and City leadership recognize the need to change standard practices and cultural habits towards community development. A population influx could double Rogersville's population in 3 to 5-years which would thoroughly transform the community or reinforce the existing bedroom community way of life. They believe the time is now to have the most influence on planned and future development. Cultural change within communities often requires substantially more effort than building a city from scratch. Proponents for Rogersville's vision will be engaging in both – guiding

dramatic growth and investing in the current community.

- » Continue to cultivate a shared community vision through an open and transparent public process
- » Emphasize growing a grassroots network of residents invested in Rogersville's vision.
- » Create a positive, appealing, consistent message and action-oriented steps citizens can participate in achieving.
- » Strategically take one step at a time.
- » Provide encouragement, support and accountability for the City as policies and strategic decisions are brought forward.
- » Cultivate local leaders to help steward multiple aspects of community development.
- » Assemble a group tasked with supporting the City's efforts to create a comprehensive plan which will become advocates for implementing the plan once complete.
- » Create a committee tasked with cultural programming and activation to encourage and promote strong relational bonds and sow the seeds which, when matured, will become the community's future way of life.
- » Consider appointing or hiring a community development coordinator tasked with advocating for existing commerce, recruiting favorable developers in support of the community vision, enticing beneficial businesses into Rogersville, integrating the Logan-Rogersville schools more intimately into the broader community, and championing

industry.

- » Most importantly, celebrate and promote even the smallest achievements creating common practices and traditions which help the community regularly enter into Rogersville's exciting future and become stronger community members.

### School System

The Logan-Rogersville schools provide strong community anchors attracting many who want to raise their children with small-town values. Integrating the schools into Rogersville's vision will strengthen institutional bonds and draw school families into Rogersville's broader community.

- » Work with the school system to integrate student programs, events, and activities into the broader community culture which will draw their parents into relationships with the City and a more extensive cross-section of residents.
- » Promote student leadership within the community to forge stronger connections to Rogersville and invest in the community's future leaders.
- » Incorporate any school expansion or development into the City's comprehensive plan.
- » Keep school leadership informed about happening within the community that will help promote Rogersville's vision to families considering moving into the district.
- » Participate in regular conversations about partnering with or supporting the school district in grant opportunities.
- » Consider moving the City

government into the downtown closer to the school district's superintendent and administration offices.

## **Downtown**

The downtown is witnessing investment and, currently, is the primary location for developing Rogersville's civic identity. Following are recommendation to help establish Rogersville's downtown as a viable and vibrant destination district.

- » Create SmartCode and form-based ordinances to promote a well-defined, cohesive downtown district; the creation of gateways and landmarks; preservation of historic and architectural assets; beneficial infill development form and character; stronger connectivity to the broader community; mixed-use commercial, residential, and office uses; active street edges; parking guidance for all travel modes with highest priority considerations for shared public parking; and downtown corridor type design guidance.
- » Consider making the downtown a special business district.
- » Create branding and marketing messaging that reflect the community's exciting new vision to help establish notoriety for the downtown.
- » Install wayfinding signage at key intersections and locations to further the downtown as a destination and lead residents and visitors directly to the district.
- » Implement complete street infrastructure.
- » Establish more institutions and help develop existing institutions to develop stronger institutional

bonds and encourage regular positive activity in the downtown.

- » Move City government into vacant or under-utilized property in the center of downtown.
- » Improve the railway park's amenities emphasizing the railway as an attractive landmark destination.
- » Evaluate the possibility to convert the historic railcar into a boutique bed and breakfast, or austere trail-oriented hostel as a potential small revenue stream to promote the downtown and support upkeep and enhancements to the park.
- » Host events and activities outside in public spaces like the park adjacent to the railway or the Mill and Center intersection to raise awareness of the City's institutions and offerings and encourage more civic activity.
- » Create, promote, and host consistent programming and events in association with existing assets like the Heritage Post and library, and existing downtown commercial businesses. Utilize these events to introduce existing and perspective businesses to the community.
- » Host an annual festival in downtown Rogersville.
- » Plan for and encourage trail-oriented development in the downtown.
- » Encourage appropriately dense development immediately adjacent to downtown on the north and east sides to make Rogersville's downtown more viable and vibrant.
- » Work with MoDOT, to upgrade the Mill Street railway crossing

to include provisions for people walking using downtown and adjacent residential development plans in the comprehensive plan to justify investment.

- » Explore the possibility to develop another railway crossing at Main Street with MoDOT and the County using downtown and adjacent residential development plans in the comprehensive plan to justify investment.

## **Railway**

Once the Rogersville's lifeblood, the BNSF railway now bifurcates the downtown. The community needs to revive this asset to benefit the city.

- » Explore the feasibility of utilizing the railway to attract and support industrial development.
- » Promote the railway as an iconic landmark destination to help build a downtown identity.
- » Enhance the railway's aesthetic character with amenities and architectural features that generate activity.
- » Install wayfinding signage at key intersections and locations to promote the railway park as a destination to lead residents and visitors directly to it.
- » Work with the OTO and Ozark Greenways to build a regional trail connection between Springfield and Rogersville's downtown along the railway.
- » Create a trailhead in the railway park or in open lands south of the railway.

## **Highway 60**

Highway 60 has become a four-lane arterial connecting transport between Springfield



and Interstates 55 and 57 on the east side of Missouri. MoDOT continues to convert at-grade access and crossing to grade-separated crossing. Including these infrastructure investments in the comprehensive plan will help Rogersville direct and leverage access to connect existing and planned neighborhoods and catalyze development.

- » Include separated-grade crossings at Highway 125, Farm Road 237, Farm Road 241, Farm Road 247, County Line Road, and between Harvester Road and Chicory Road in the comprehensive plan.
- » Develop an area plan for the Highway 125 interchange to guide the crossing location and new highway alignment to stimulate desired development north and south of Highway 60.
- » Consider the need for and feasibility of building a new water tower near the Highway 125 interchange as a landmark gateway feature to promote the City's identity.
- » Incorporate sufficient provisions to extend City utilities across the future Highway 125 interchange during the crossing's installation.
- » Develop an area plan for a grade-separated interchange supporting the recommended industrial areas north and south of Highway 60. Use the comprehensive plan and area plan to justify investment in an interchange and to attract industrial development.
- » Advocate for separated grade crossings every ¼ to ½ miles through Rogersville with complete street provisions to improve connectivity.
- » Consider investing in aesthetic

enhancements when bridges are built to promote Rogersville's identity and vision.

### **Mill Street Town Entrance**

The Mill Street and Highway 60 interchange is a recognizable landmark. Enhancing this intersection would further Rogersville's identity and vision, promote and direct motorists to local destinations, create safe facilities for walking and biking, and better connect the segments of Rogersville on both sides of Highway 60.

- » Create a branding identity and signage design guide including gateway and wayfinding signage.
- » Work with local volunteers, institutions, and the business community to develop an enhancement plan for the Mill Street town entry reflecting Rogersville's vision that includes a line item cost estimate. The plan may include, but is not limited to decorative pavements and retaining walls; attractive native planting installations; monument signage; wayfinding; public art centered in both ends of the island; a 10 to 12-foot wide sidepath on the north side; a 6-foot sidewalk on the south side; painting the bridge sides, bottom and potentially the underpass retaining walls with branding, messaging, and/or artwork; and security, aesthetic, and artistic lighting features. Explore the opportunity to activate the relatively large spaces between the outside roadway curb and underpass retaining walls with plaza spaces including benches/seating, enhanced paving with messaging and/or artwork, gallery space for rotating installations, back-lit metal light art walls, and possibly activities like a climbing wall.

» Encourage Logan-Rogersville Upper Elementary to enhance their property corner of the interchange with decorative landscaping, monumental signage, seat walls, and/or other architectural features promoting the school and community.

- » Create a streetscape plan, for at least one block on either side of the intersection, that accentuates the gateway with street trees, walks, and enhanced plantings.
- » Consider painting a mural on Highway 60's northeast retaining wall facing the upper elementary school.
- » Brainstorm ideas to creatively enhance the riprap along the sides of Highway 60.
- » Consider replicating design elements implemented in the Mill Street/Highway 60 interchange into other Highway 60 grade separated crossings.

### **City Park**

Located at Rogersville's geographic center, the park has witnessed recent investment and increased programmatic activity.

- » Continue to promote and institutionalize regular programmatic activity as one of the primary means for developing strong civic bonds.
- » Cultivate youth and adult baseball and softball leagues.
- » Continue to install beneficial community amenities.
- » Improve the connection between City Park and Mill Street along McDaniel and Ashley streets including wayfinding and a monumental park sign at Ashley Street and County Line Road. Install

wayfinding to park destinations at the Ashley Street and County Line Road intersection.

- » Install wayfinding signage from Center Street to the Park along County Line Road. Install wayfinding to park destinations at the County Line Road and Jackson intersection.
- » Plan future park access to the Farm Road 253 and Highway 60 interchange, on County Line Road crossing Highway 60, and a north-south connection to Center St between Farm Road 253 and County Line Road.
- » Consider park expansion including properties west to the Farm Road 253 interchange and adjacent parcels to the south and west from Ashley to Highway 60. Also consider annexing the trailer court between Helena and Highway 60. These recommended expansions could total upwards of 63-acres of park expansion.
- » Within park expansion plans, consider incorporating a naturalized interpretive/educational area including existing ponds, sinkholes and distinct geology; a monumental entry at the Highway 60 interchange roundabout; a community recreation center; hiking, walking, and biking trails; additional baseball fields with concessions and restrooms; a soccer complex; nature playscape; fishing ponds; wayfinding, interpretive, and educational signage; and other amenities to develop a civic anchor and regional destination. Plans should strongly consider a County Line Road grade-separated gateway crossing Highway 60 into the park. Incorporate aesthetic improvements along Highway 60 and provide focal views into the park from Highway 60.

» If park expansion occurs, consider designating a portion of the existing park between Park Road and County Line Road as a neighborhood anchor.

### **Strong Demographic Populations**

Youth from birth to age 18 and adults between 23 to 38 comprise Rogersville's strongest demographic populations. Investment in these groups could improve resident retention and develop future civic leaders.

- » Identify and survey residents between ages 23 to 38, preferably door to door, to gather information on dining, entertainment, recreation, and retail preferences.
- » Focus community development programming and activities on this demographic leveraging polling data. Look for opportunities to stimulate inter-generational relationships with older generations.
- » Build upon Rogersville's cultural values to creatively develop avenues for relational ties between both groups and older generations.
- » Engage the Logan-Rogersville School District as described previously to integrate school activities and programs into the broader Rogersville community.

### **Geology & Environment**

Highlighting the karst geology and environmental systems as essential to Rogersville's community character could generate sustainable development, a local experience economy, numerous outdoor recreational and educational opportunities, increased physical and mental health, and set Rogersville apart from all other communities in the Springfield area.

» Engage OTO, Ozark Greenways, MDC, and DNR to gather information on all the tools, resources, programs, and funding opportunities that could benefit Rogersville.

- » Work with MDC to determine how to evaluate and retain beneficial habitats.
- » Developing revenue and funding strategies to be integrated into the comprehensive plan and SmartCode.
- » Work with MDC to identify strategies which would improve grant funding opportunities.
- » Engage OTO, Ozark Greenways, DNR, the Nature Conservancy, as well as other agencies and foundations to find other funding sources.
- » Educate City staff and elected officials to establish baseline degree knowledge and comfort about conservation development.
- » Invite interested developers to participate in educational opportunities.
- » Consult developers and other communities who have implemented conservation practices at neighborhood and city scale as part of the education process.
- » Employ a full-time City position stewarding the conservation, integration, enhancement, and maintenance of Rogersville's natural resources.
- » Develop a strong community outreach and education program acclimating current residents and initiating new residents into an environmentally integrated culture.

## Development

High levels of development will significantly increase Rogersville's population. The City has the opportunity to leverage development to implement many Vision Plan recommendations in the near-term. Doing so could create a cultural snowball effect energizing cultural change.

- » Complete and adopt the comprehensive plan gathering strong community support.
- » Develop a plan review, guidance and accountability process.
- » Work with the community development committee to communicate to and educate the community in an open and transparent way presenting future development proposed in the comprehensive plan.
- » Consider ways to develop revenue streams resulting from new development.
- » Develop a customer service culture when working with developers that helps them understand expectations up front and walks with them through the planning, approval, permitting and implementation process. Clearly outline each step in the process and make it readily available on line and in print.
- » When engaging the development community, always keep the community's ultimate goals at the forefront remembering Rogersville's timeframe and desires do not necessarily correspond with the developers. Prioritize the community's vision and goals over those of the developer always seeking ways to find common interest.
- » Contact current, past, and

prospective developers interested in infill, renovation and/or new developments within Rogersville asking them to attend one, or a series of, educational forums about Rogersville's new community vision.

- » Conduct at least one educational development forum specifically for the development community, to present Rogersville's vision as expressed in the comprehensive plan. Consider retaining a consultant to support the City. Ask the developers to provide input into the planning, approval, permitting, and implementation process. Inquire about avenues to promote Rogersville's plans to the broader development community.
- » Hire a consultant to develop SmartCode form-based ordinance including a complete street policy, corridor design guidance, community anchors, environmental development goals, and parks master plan. The process should include professional one-on-one interviews with current, past, and/or prospective developers to gather insight to help frame the SmartCode.
- » Consider appointing or hiring a community development coordinator tasked with recruiting favorable developers in support of the community vision and encourage partnerships between developers.
- » Communicate and promote development accomplishments to the community and development community. Create a way to celebrate achievements at different levels in a uniquely Rogersville way inviting the community and developers to participate. Promote press worthy projects regionally.

» Create a social media presence specific to Rogersville development, the results, and ongoing lifestyles created.

» Draw favored developers into the Rogersville community through celebrations, event sponsorships, and promotional activities.

» Create a process that helps residents and businesses get established and connected to the community. Incorporate a welcome package sponsored by the City, local institutions, local business establishments, the schools, and community groups with information on services and operations. Make the welcome package eclectic and attractive promoting Rogersville as a hometown destination.

## Industrial Investment

Mid-Am Metal's headquarters should become a catalyst to attract more industry to Rogersville. With over 700 acres of potential industrial lands for development, a Highway 60 interchange in the heart of the industrial area would make it more attractive for investment.

» Complete and adopt the comprehensive plan having considered the benefits of annexing the north and south industrial areas.

» Expect industrial development to support the vision and encourage sustainable development practices.

» Develop a customer service culture when working with industrial businesses that helps them understand expectations up front and walks with them through the planning, approval, permitting and implementation process. Clearly outline each step in the process



and make it readily available on line and in print.

- » Engage Mid-Am Metal regarding expansion plans and complementary industrial businesses. Ask how the City could better support their company and what the City needs to consider to attract industrial investment. Ask Mid-Am Metals to provide input on the planning, approval, permitting and implementation process.
- » Partner with Mid-Am Metal, when possible, to promote and recruit industry in Rogersville.
- » Create a process that helps industrial businesses get established and connected to the community.
- » Engage MoDOT and OTO regarding an interchange for the industrial area along Highway 60. Work with these organizations to chart a course to implement the project. Begin promoting the opportunity early to local, regional and state government representatives. Develop numerous supporters for the project asking each for letters of support.
- » Consider appointing or hiring a community development coordinator tasked with championing and recruiting industrial development
- » Partner with industry to create social enterprises as ways for businesses to build strong bonds within the community.
- » Look for ways the Logan-Rogersville schools and industrial businesses can support each other to educate and raise strong community leaders.

### **Proximity to Springfield**

Springfield's proximity currently erodes Rogersville's community fabric. The community should understand how the vision could become a resource niche serving the Springfield area with unique offerings that would attract people and businesses to Rogersville in search of its unique quality of life.

- » Contact OTO to understand what market studies have been conducted and ways the organization could support Rogersville's planning efforts. Leverage their expertise and resources to submit grant applications to fund market research and planning projects benefiting Rogersville.
- » Conduct a regional target market study to determine lifestyle preference populations within the region. Identify populations who are most likely to desire Rogerville's vision. Profile these population's lifestyle traits and determine which traits are under-resourced or unavailable in the Springfield area. Determine which lifestyle traits Rogersville could supplement by linking into the Springfield metropolitan network. Evaluate ways Rogersville could fill these lifestyle demands and develop a strategy to provide lifestyle options which set Rogersville apart.
- » Evaluate burgeoning industry and trends in the Springfield metropolitan area from which Rogersville could carve out a niche as it develops.
- » Consider appointing or hiring a community development coordinator tasked with connecting with the Springfield metropolitan institutions, agencies, advocacy groups, universities and colleges, and business community to

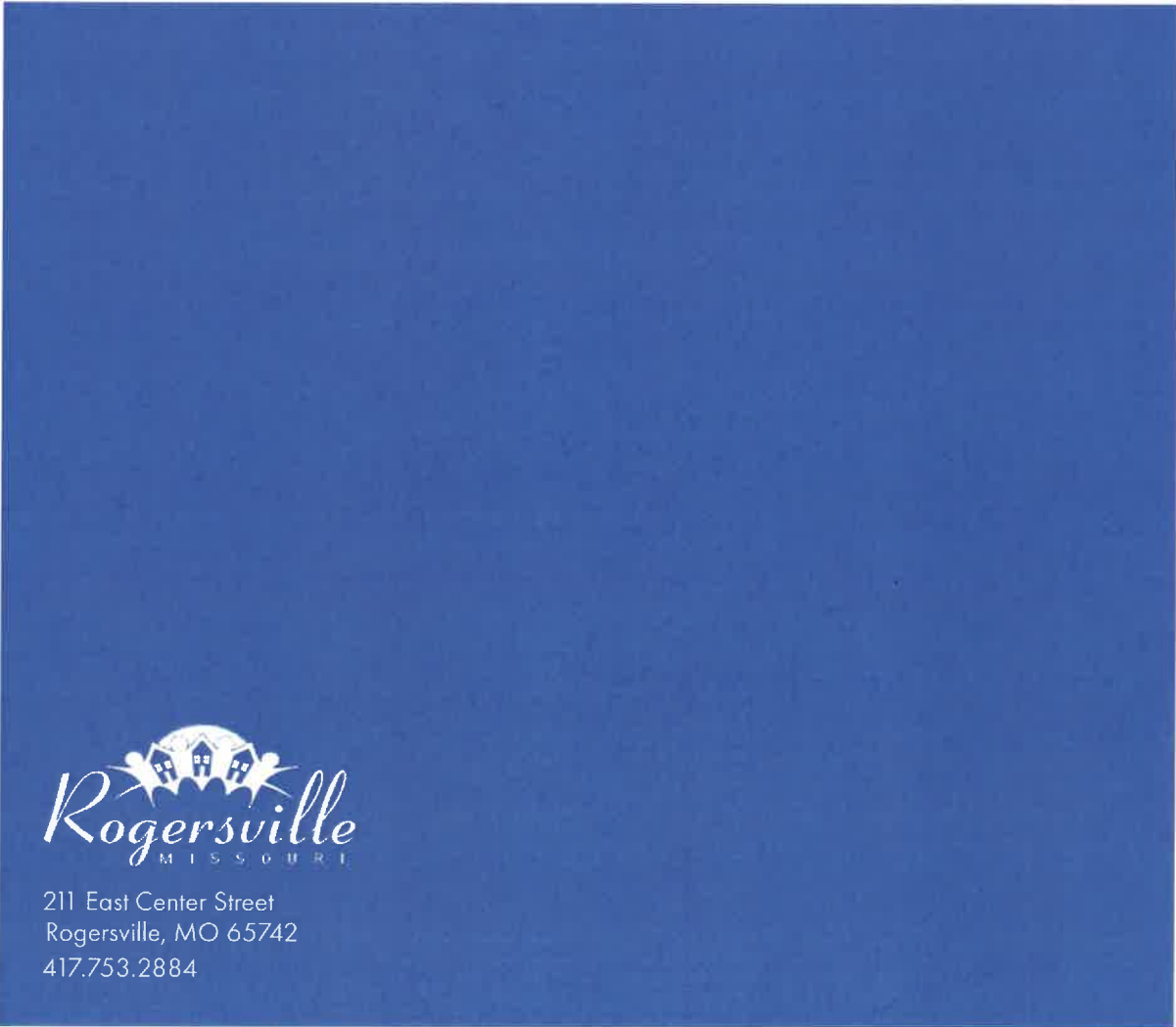
develop beneficial relationships, promote Rogersville, and keep Rogersville informed about regional developments.

### **Pivotal Moment in Rogersville's History**

The time is ripe for creating a different culture in line with Rogersville's vision. Rogersville has become a highly attractive place for development. The population is set to double in the near future. This influx of new residents will bring fresh perspectives and needs which can be harnessed to see the vision become reality in a very short time.

- » Develop a campaign that educates and energizes the community about the future vision.
- » Explore the creation of a foundation to develop sustainable resources to promote Rogersville's vision.
- » Cultivate local leaders to help steward multiple aspects of community development.
- » Create a social media presence specifically to promote the envisioned culture and lifestyle with regular posts of local activities, programs, events and developments. Post examples from other communities who are planning, implementing or have achieved aspects of Rogersville's vision.
- » Most importantly, celebrate and promote every achievement to help the community enter into Rogersville's exciting future.





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