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Rogers Residents Attending Gateway Meeting Impressed With Downtown Plan

by John Gore | Oct. 3, 2014

ROGERS -- Most of the people leaving the Gateway Planning meeting Thursday at City Hall said they were excited about what they had seen.

"There was a lot of information given out tonight," said Steve Roberts, owner of Rogers Land Co.

"There were some really great ideas presented. If even part of this is completed over a period of time it will change the face of downtown. I'm glad I came to the meeting tonight," Roberts added.

"This is amazing," said Natasha Crawford at the conclusion of the meeting.

"I love what they've come up with. I want to see more outdoor cafe seating, art downtown and the formation of an entertainment district. It's already great to live in Rogers. It's only going to get better when these ideas begin to take shape," she added.

Scott Polikov, president of Gateway Planning, explained the downtown area was not one, but four areas.

The Frisco Front area runs from south from Walnut to Pine Street and from B Street west to Second Street. The Water Tower area runs north from Walnut Street to Persimmon Street and B Street west to Third Street. Victory Row is from Second to Fourth Street and from West Cherry Street to Walnut Street. The Walnut Corridor runs west from Third Street to Eighth Street and south from Chestnut Street to about Elm Street.

Each area has its own personality, said Daniel Hintz, who is working with Gateway as an independent contractor.

"There are four centers downtown. The Water Tower area has the funky factor. It's the area where you can experiment with different things, because the area has developed differently than other areas of downtown," Hintz said.

Some of the suggested things that could be tried is a Walk of Fame with stars with the name of the people who help develop Rogers from the first day the railroad came to today, Hintz said.

There are also some proposed multi-story apartment buildings with a parking deck suggested for the Water Tower area.

The Frisco Front would be part of the entertainment area and lead to the Bike Park off Cherry Street. The neighborhood closest to the Bike Park could be developed into a residential area overlooking the park and the open scenery to the east, Hintz said.

The Walnut Corridor is the major entrance to downtown, Polikov said. Gateway planners suggest wider sidewalks, lining the street with trees and period lighting.

"It will serve as an entry way into downtown, people will know they are entering a different part of the city," Polikov said.

There were a variety of improvements suggested besides creating residential space downtown, an entertainment area and adding trees, flowers and other greenery to the downtown area.

Planners said all of Frisco Park on First Street could be re-purposed to create a larger stage area for outdoor concerts. The Farmers Market could expand to eventually spill out on to First Street. Centennial Park could be better used for

smaller events that attract 50 to 75 people rather than thousands generated by Frisco Festival.

The drawings and graphic shown at the meeting Thursday are just a guide, Polikov said.

“We will come back with a final document that will list everything. We will do cost estimates, what kind of zoning changes should be made, the priority schedule for infrastructure improvements and the utilities. It will be a comprehensive document we will bring back for review before presenting it to the Rogers City Council,” Polikov said.

The document should be complete in December or early January, he added.