

Downtown Rogers
STREET DESIGN STUDY



Final Report

April 2019

N NELSON
NYGAARD

SPECK & ASSOCIATES LLC

All images from Nelson\Nygaard or Speck & Associates, except where otherwise noted.

Table of Contents

	Page
1 Introduction.....	1-1
2 Street Safety and Walkability Strategies	2-1
1. Remove Extra Lanes	2-1
2. Fix Lane Widths	2-4
3. Remove Centerlines	2-5
4. Add Bike Lanes	2-5
5. Add Curb Parking	2-8
6. Optimize Intersection Controls	2-11
7. Add Crosswalks	2-15
8. Limit Curb Cuts	2-16
9. Add Street Trees	2-18
3 Street-by-Street Recommendations	3-1
East-West Streets.....	3-2
North-South Streets.....	3-16
4 Downtown Best Practices	4-1
Parking Management Best Practices.....	4-1
Additional Best Practices	4-2
5 Prioritization Plan	5-1

List of Figures

	Page
Figure 1-1. Downtown Street Design Study Area	1-2
Figure 2-1. Daily Vehicular Volumes.....	2-2
Figure 2-2. Proposed Travelway Changes	2-3
Figure 2-3. Proposed Downtown Biking Network	2-7
Figure 2-4. Existing Street Parking.....	2-8
Figure 2-5. Proposed Parking Supply Adjustments	2-10
Figure 2-6. Summary of Possible Parking Gains	2-11
Figure 2-7. Proposed Intersection Controls	2-13
Figure 2-8. Existing Curb Cuts.....	2-17
Figure 3-1. Persimmon Street Neighborhood Greenway Treatments	3-2
Figure 3-2. Cedar Street 2-Way Trail.....	3-3
Figure 3-4. Chestnut Street, 3 rd to 4 th Street.....	3-6
Figure 3-5. Walnut Street, 2 nd to 5 th Street, Looking East.....	3-8
Figure 3-6. Walnut Street, 5 th to 7 th Street	3-8
Figure 3-7. Elm Street, 1 st to 3 rd Street	3-9
Figure 3-8. Poplar Street, 1 st to 3 rd Street, Typical	3-11
Figure 3-9. Poplar Street, 3 rd to 8 th Street	3-11
Figure 3-10. Poplar Street, 8 th to 13 th Street	3-12
Figure 3-11. Poplar Street, 13 th Place to Scott Street	3-12
Figure 3-12. Cherry Street, 2 nd to 3 rd Street	3-14
Figure 3-13. 1 st Street, Cedar to Chestnut Street	3-18
Figure 3-14. 2 nd Street, Persimmon to Cedar Street, Typical	3-19
Figure 3-15. 2 nd Street, Cedar to Chestnut Street, Typical	3-20
Figure 3-16. 2 nd Street, Chestnut to Walnut, Looking North.....	3-20
Figure 3-17. 3 rd Street, Chestnut to Walnut Street	3-21
Figure 3-18. 3 rd Street, Walnut to Elm Street	3-21
Figure 3-19. 3 rd Street, Mid-block south of Poplar to Cherry Street.....	3-22
Figure 3-20. 3 rd Street, Poplar to Cherry Street.....	3-22
Figure 3-21. 4 th Street, Chestnut to Walnut Street.....	3-23
Figure 3-22. 5 th Street Neighborhood Greenway Treatments.....	3-24
Figure 5-1. Highest Priority Streets for Increasing Safety	5-2

1 Introduction

The City of Rogers understands how downtown street investments can profoundly impact the physical form, economic success, and social vitality of its downtown. In this context, local political and business leaders have also asked how downtown Rogers can become more walkable and livable, and—by extension—safer, healthier, and more sustainable. With the upcoming rebuild of Railyard Park and new trails connecting into downtown, now is an opportune time to assess how downtown Rogers' streets can balance mobility for all users, sustain parking supply where it both supports adjacent uses and reduces speeding, and improve walking and biking connectivity to and within the downtown area.

This Street Design Study evaluates the areas outlined in Figure 1-1 ahead. The design process began with a review of all previous plans, including the 2014 Downtown Initiative Plan and the recent Citywide Infrastructure Study. A survey of street conditions and meetings with stakeholders helped confirm or update the data provided. The strategies this Study proposes align with other plans currently in development for the downtown, and aim towards the central goal of determining which solutions can be implemented in the least amount of time to have the largest measurable impact on the amount of walking and biking in downtown Rogers.



Figure 1-1. Downtown Street Design Study Area



2 Street Safety and Walkability Strategies

Measures that improve street safety are essential for increasing the vitality of downtown Rogers. Implementing easy, short-term strategies that reduce speeding will prioritize downtown as a place worth arriving at, rather than just passing through. Tactics that right-size streets to their function also provide opportunities for dedicating additional space to parking, bike facilities, sidewalks, and street trees.

Nine distinct strategies are most promising for improving street safety and vitality in downtown Rogers. They are:

1. Remove Extra Lanes;
2. Fix Lane Widths;
3. Remove Centerlines;
4. Add Bike Lanes;
5. Add Curb Parking;
6. Optimize Intersection Controls;
7. Add Crosswalks;
8. Limit Curb Cuts; and
9. Add Street Trees.

Each is described in greater detail in the paragraphs that follow.

1. Remove Extra Lanes

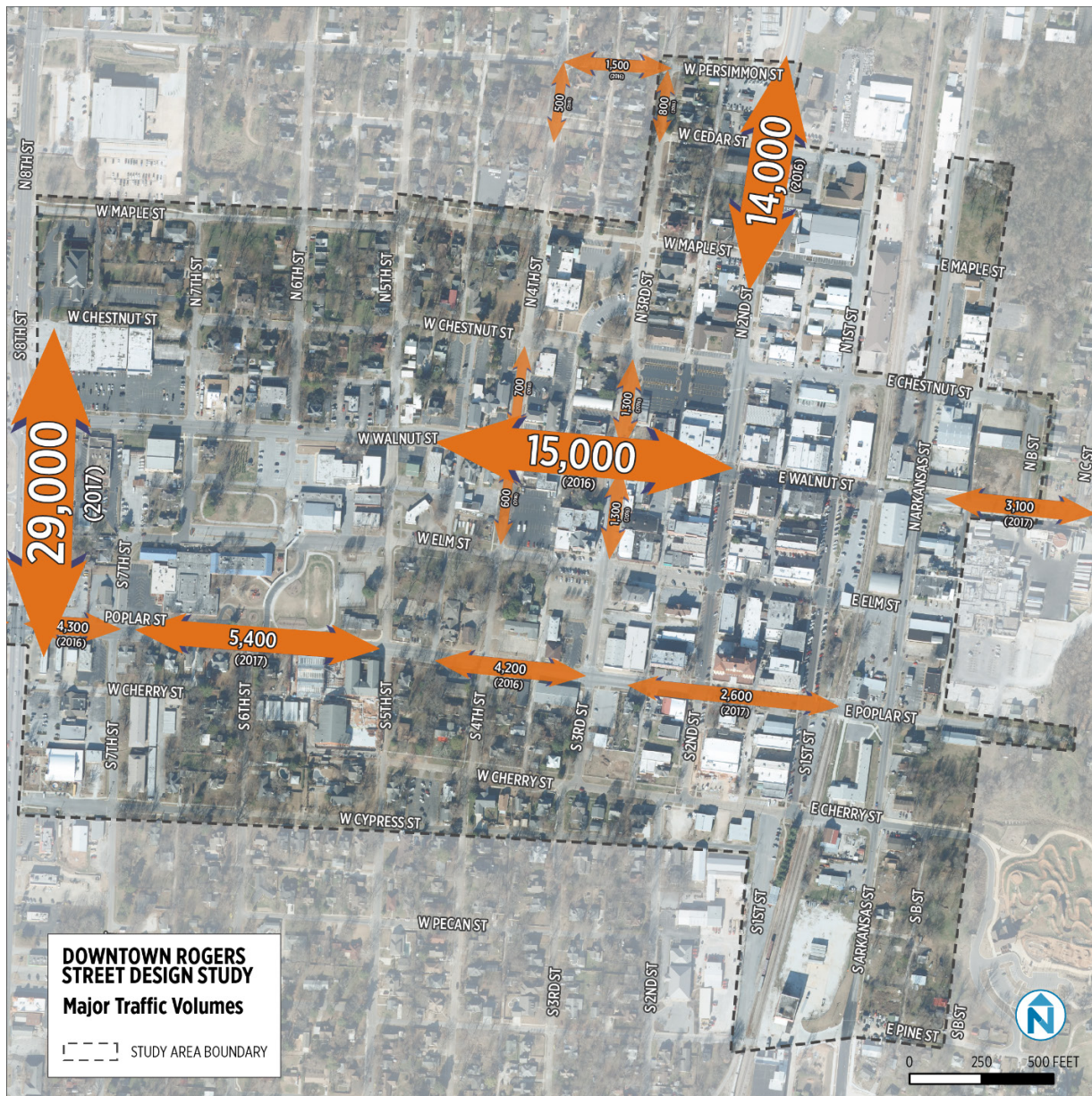
The more lanes a roadway has, the more it feels like a highway, and the more drivers are induced to speed and to make dangerous maneuvers. Additionally, streets with multiple lanes increase distances for pedestrians to cross moving traffic. A quick audit comparing the supply of lanes to the demand for them (traffic) on downtown Rogers' streets identified the following opportunities for converting extra lanes to safer uses:

Implement "Classic Road Diet"

Most roads that carry fewer than 25,000 vehicles per day function just as well with three lanes as they do with four. On four-lane roads, the passing lane is also the turning lane, so drivers jockey from lane to lane, risking rear-enders, while turning vehicles risk being T-boned by oncoming cars that drivers cannot see. Since a center turn lane can process as many left turns as two separate left lanes, reducing a street's lanes from four to three generally does not lower a street's capacity as it significantly improves safety. Because such a modification has proliferated nationwide, it has become known as the "Classic American Road Diet."

Within the downtown, Walnut Street carries approximately 15,000 vehicles a day (Figure 2-1)¹, presenting a ripe opportunity for this four-to-three-lane diet. The consolidation of two of the passing/turning lanes into one central turn lane creates the opportunity to convert the recovered street width to other uses. In the case of Walnut Street, this width can be converted to additional on-street parking. This specific opportunity is discussed in the street strategy for Walnut Street, ahead, and is shown in context with other travelway changes in Figure 2-2.

Figure 2-1. Daily Vehicular Volumes

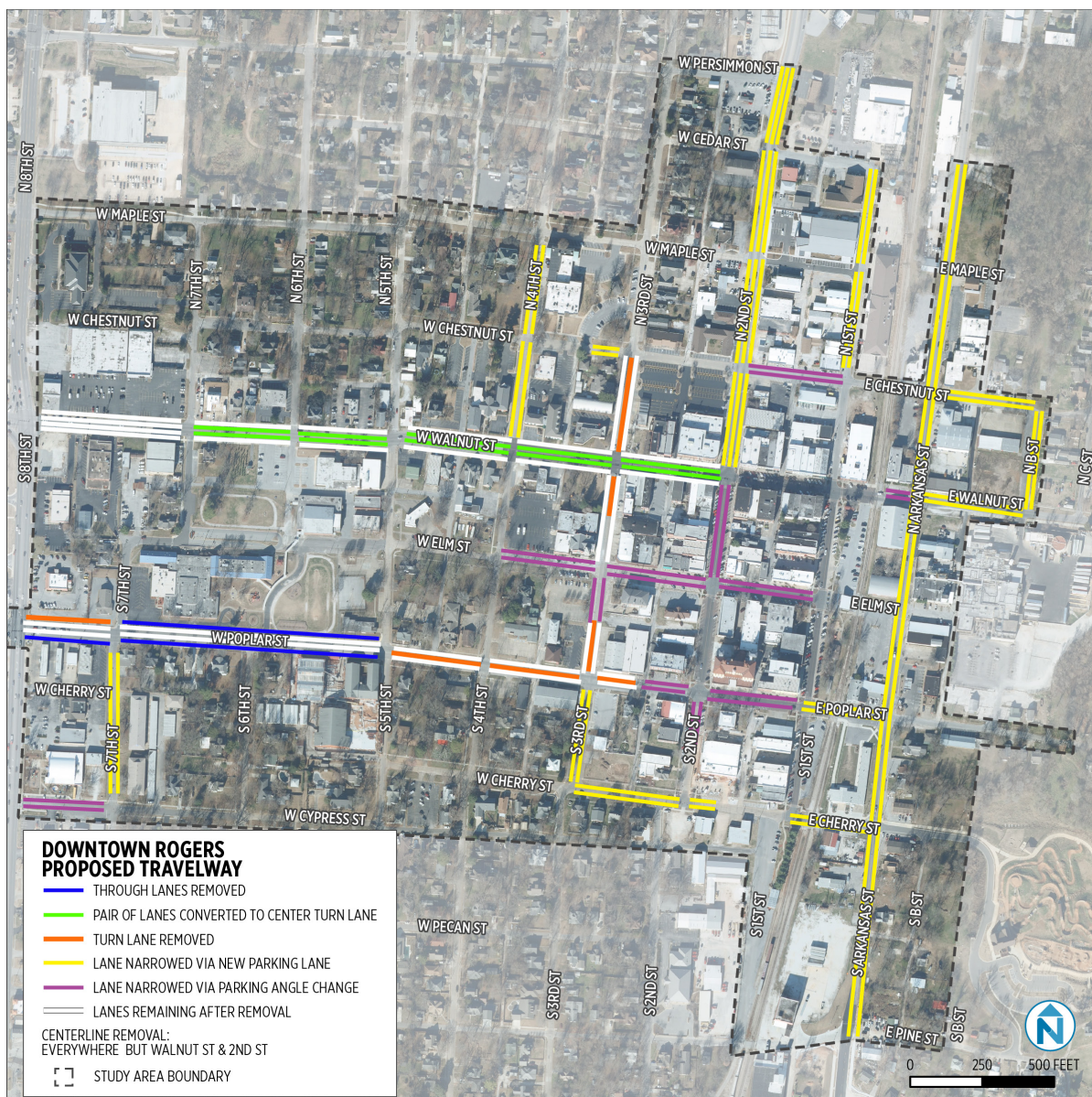


¹ Walnut Street, ARDOT, 2017, https://www.arkansashighways.com/System_Info_and_Research/traffic_info/traffic_map.aspx

Remove Unwarranted Turn Lanes

Exclusive turn lanes should only be provided where they reduce significant congestion caused by turning vehicles. Where unwarranted turn lanes are provided, the extra pavement width encourages speeding and steals space from other important uses such as parking. Where turn lanes are needed, none should be longer than their typical rush-hour queues, usually two to three cars in length, to be carefully evaluated through observation. As shown in Figure 2-2, turn lanes are not warranted on Poplar Street or on 3rd Street, to be discussed in the Street-by-Street Recommendations Chapter ahead.

Figure 2-2. Proposed Travelway Changes



2. Fix Lane Widths

In reducing speeding, right-sizing lanes is as important as removing extra lanes. Wider travel lanes are correlated with higher travel speeds. Once lanes are narrowed to their proper width, the pavement regained can be converted to other uses.

Right-Size Travel Lanes

Urban lanes greater than ten feet wide encourage speeds well in excess of posted downtown speed limits. Meanwhile, nine- and ten-foot lanes carry no less traffic than lanes that are wider. Happily, Rogers' engineers have already accepted a ten-foot standard in many areas throughout the City. There remain many opportunities for this standard to be further implemented within the downtown, including 2nd Street and Arkansas Street (Figure 2-2).

Fix Parking Angle

Rogers has many streets with angled parking. The specific parking angle determines how much space parking stalls occupy and how much street space is needed for parking maneuvers. The first factor determines how much parking can fit on a block, while the second has an impact on vehicular travel speeds. When the parking angle is smaller than appropriate, the outcome is reduced parking supply and faster driving.

There are multiple opportunities throughout the downtown where sufficient width is available to convert 45-degree parking to 60- or 90-degree parking spaces. Sixteen feet of width (stall depth) is required to stripe 45-degree angled parking spaces and, at 18 feet, parking spaces can be rotated to 60 degrees, adding as many as nine new spaces per block face.

In any places where new angled parking is to be provided, 60 degrees should be the norm. In most places where 45-degree parking is currently provided, there is room to convert that to 60-degrees during restriping.

Although 90-degree parking is recommended in special circumstances, it should be limited to blocks where 20 feet of width is available. For example, 90-degree parking makes sense on two dead-end streets with little traffic: Elm Street east of Railyard Park and 1st Street south of Cherry Street.

One caveat to the above: due to limited sightlines, head-in parking is not recommended on streets that are also key bike routes, unless physically curb-separated facilities can be provided. Back-in parking is typically recommended as a best practice on bikeway corridors, but it would seem that back-in parking is so ill-favored in northwest Arkansas that it risks not being utilized. For this reason, it is not recommended here.

All locations for parking angle changes are illustrated in Figure 2-2 and are discussed in Strategy 5. Add Curb Parking.

3. Remove Centerlines

Streets with fewer than 6,000 vehicles per day do not warrant a centerline. Painted centerlines make drivers feel more confident that they have a clear path, encouraging speeding. The removal of centerlines has shown to improve safety with nominal speeds dropping approximately 7 mph—a critical speed differential on downtown commercial and neighborhood streets. There are many instances throughout downtown Rogers where centerlines are not warranted and could be removed. Such an approach is recommended for all two-lane, two-way streets within the downtown. Owing to their turning lanes, this approach leaves Walnut Street and 2nd Street as the only streets with centerlines.

4. Add Bike Lanes

Though Rogers hosts dozens of off-street trails, it is well behind most similarly-sized American cities in its provision of on-street bicycle infrastructure. Currently, there are no on-street bike facilities in downtown Rogers. The City has made a priority of addressing this issue, especially in the forthcoming plans for the Downtown Connector trail, which will eventually link Railyard Park to Bentonville and the Razorback Greenway.



An example of a cycletrack facility.

Bike lanes are not only critical to connect Rogers' trail network to its downtown businesses, but also for improving safety for all street users. Dedicated bicycle facilities also improve traffic flow, especially when roadway capacity is maintained. When bike facilities are physically protected, as shown above here, vehicular flow is improved yet more by

removing the need for cyclists to weave into moving traffic to avoid double-parked cars and drivers opening doors. Protected bike facility networks invite more people of all ages to feel comfortable biking in a downtown.

The proposed bike plan for Downtown Rogers focuses on providing a useful network of low-stress routes. Fortunately, many of Downtown's side streets are already low-stress, low-volume streets. However, the bicycling experience can be enhanced further by designating several neighborhood greenways: family-friendly routes where striping, signage and strategically-placed street narrowing helps make them safer for all users. Coupling such improvements with traffic calming features discourages speeding and cut-through motor vehicle traffic. As part of this effort, intersection enhancements like bumpouts and painted green crossings are recommend at major intersections to ensure the continuity of safety along the route. Best practice examples of neighborhood greenways, bumpouts, and bike crossings are pictured below, and location recommendations for colored bike crossing treatments are summarized in Figure 2-7. As indicated in Figure 2-3, neighborhood greenways are recommended for 5th Street and for Maple Street. Both of these routes provide neighbors with safe routes to schools and neighborhood activity centers.

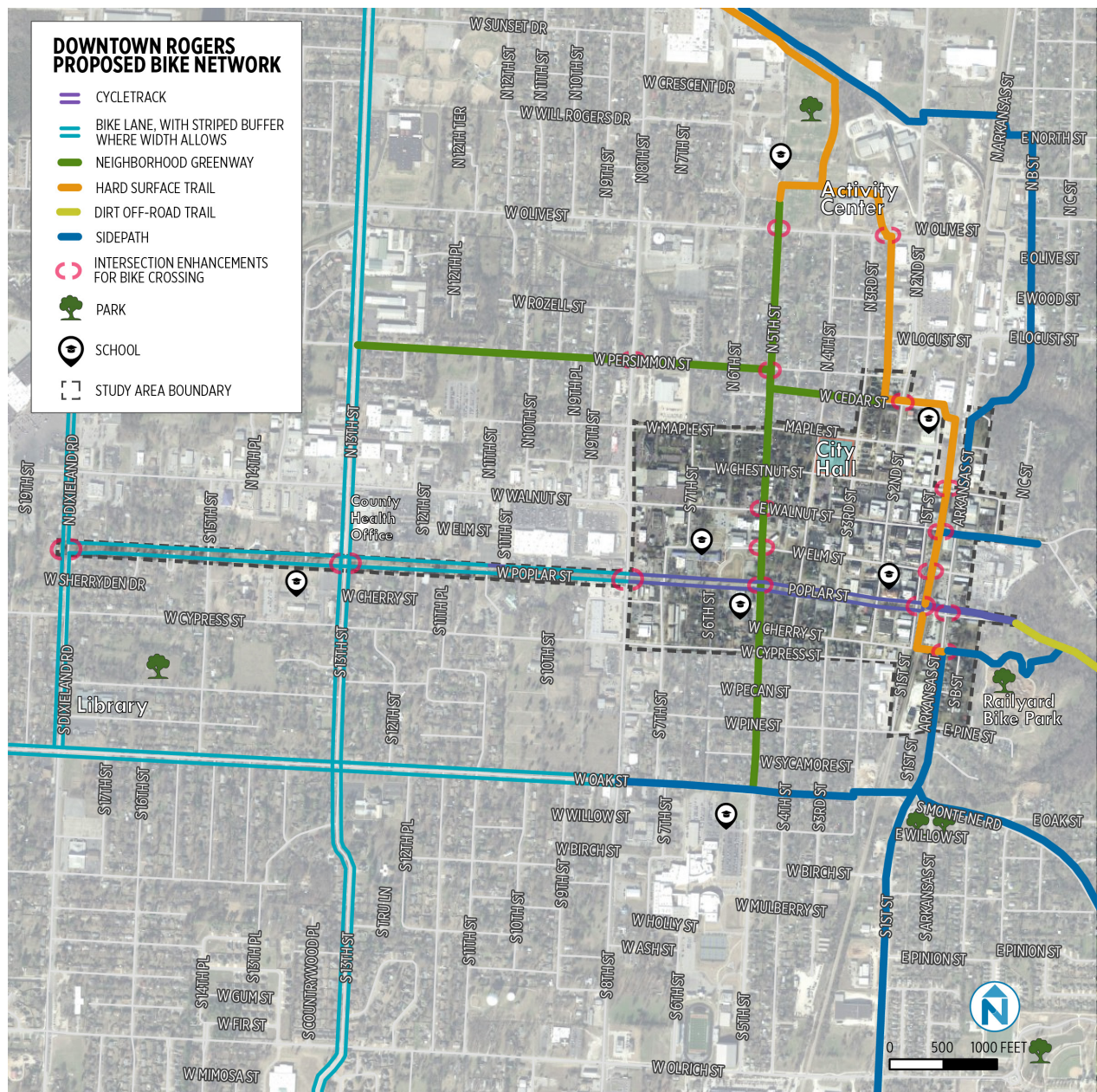


Examples of neighborhood greenway treatments.



Examples of bike intersection treatments.

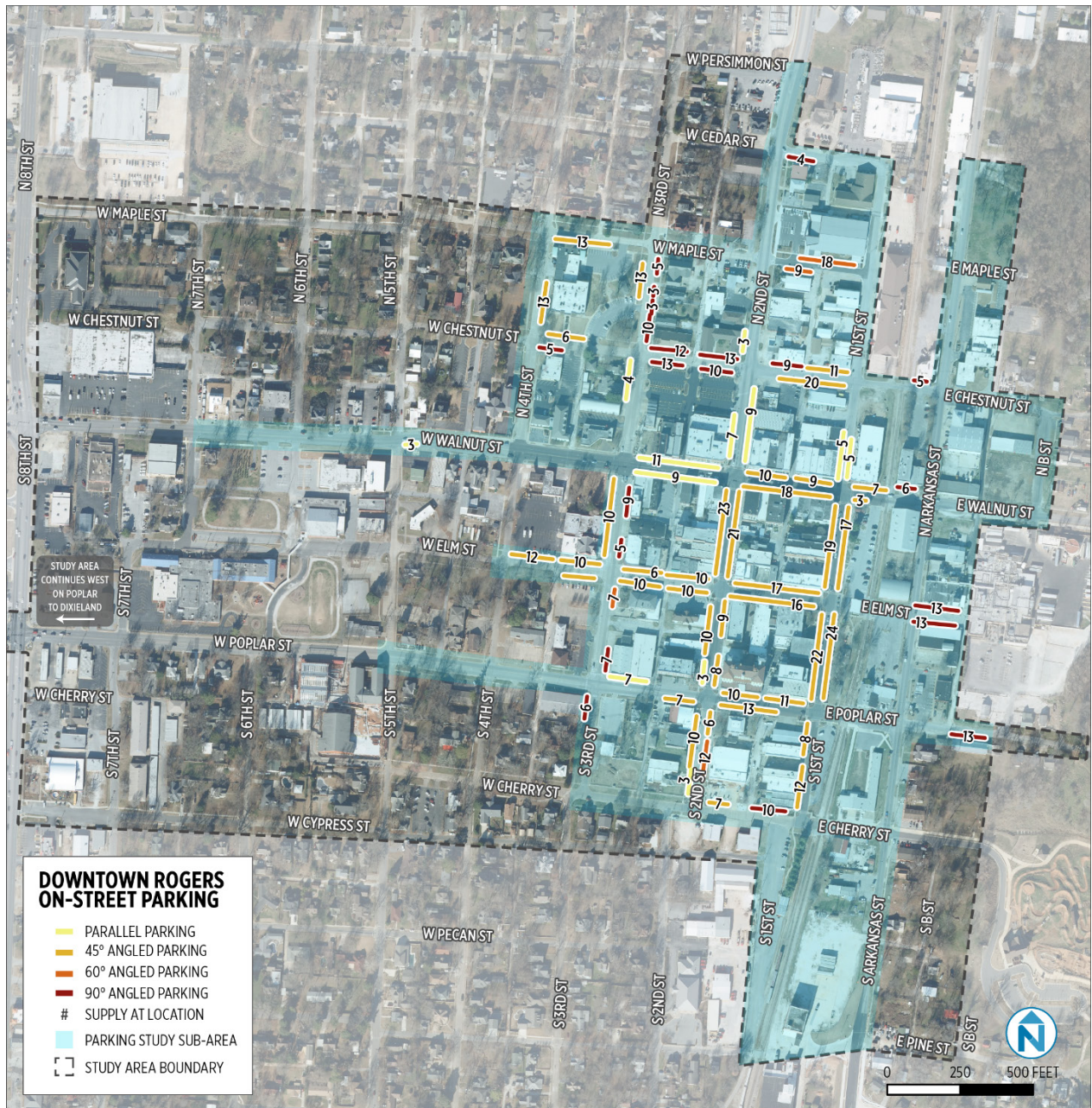
Figure 2-3. Proposed Downtown Biking Network



5. Add Curb Parking

Curbside parking is an essential barrier of steel that protects the sidewalk from moving vehicles, and a key ingredient in support of downtown retail. On-street parking lanes also slow speeding vehicles, because drivers operate more cautiously around stopped cars. Every missing parking space in downtown Rogers presents an opportunity for improving its safety and vitality.

Figure 2-4. Existing Street Parking

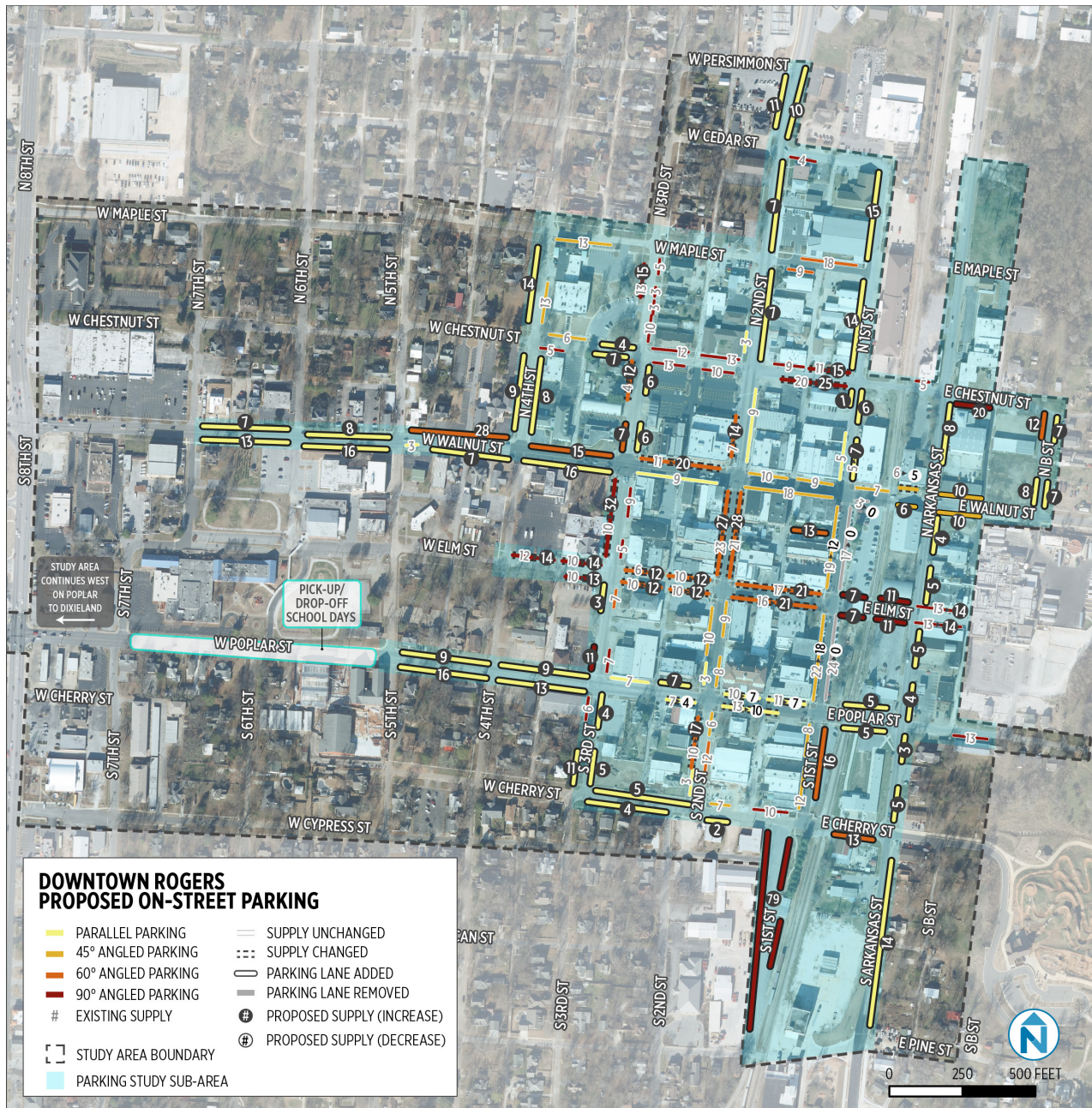


As indicated in Figure 2-4, there are 760 on-street parking spaces within the downtown parking sub-area. More than three quarters of these are angled parking.

Given that some parking spaces will be removed within the downtown for the Railyard Park plan, the City has prioritized recovering this supply elsewhere in the downtown, as has also been a focus of both the Railyard Park plan and the redesign of Arkansas Street.

Fortunately, there are many streets throughout the downtown where parking can be added, as summarized in Figure 2-5. Overall, as summarized in Figure 2-6, as many as 588 spaces can be gained. Some of this supply increase results from changing the angle of the parking, because street width allows for 60- or 90-degree parking instead of the current 45-degree angle. (See Fix Parking Angle above.) Elsewhere, new curbside parking can be striped with the room gained from right-sizing the number and size of travel lanes.

Figure 2-5. Proposed Parking Supply Adjustments



How parking is striped can also contribute to the safety of a street. If no cars are parked in a given location, the presence of parking stall stripes can visually narrow the roadway and reduce speeding. Especially for streets without a centerline, white parking

stripes can help indicate and reinforce the 18- to 20-foot travelway. For this reason, it is here recommended that all parking stalls shown in the above diagram be marked in a manner that indicates their full depth against the adjacent travelway.

Figure 2-6. Summary of Possible Parking Gains

Type		Existing	Future	Change	
On-Street	Parallel	69	458	389	
	Angled	691	913	Newly-Striped	129
				Angle Increase	93
Off-Street (Railyard Park Plan Areas)		115	92	- 23	
TOTAL		875	1,463	588	

6. Optimize Intersection Controls

Once downtown's streets are right-sized in terms of their number and size of lanes, additional safety improvements can be gained by making changes to the signalization regime. Figure 2-7 summarizes all location-specific intersection recommendations.

Convert Walnut and 3rd Street Signal to All-Way Stop Control

Traffic signals have been shown to induce speeding, especially after drivers have waited to clear a signal just one block down the road. In one study, replacing signals with all-way stops reduced severe injury crashes by 63%. Rogers currently has two signals along Walnut Street within the core Study area: one at 2nd Street and another at 3rd Street. Based on a field audit and meetings with City engineers, it is recommended that the signal at Walnut and 3rd can be evaluated for replacement with all-way stop signs. This change is made possible by the road diet on Walnut and by removing the turn lanes on 3rd street at the intersection.



Once Walnut Street receives its road diet, its intersection at 3rd Street can likely be made safer by replacing its signal with all-way stop signs.

This proposal should be tested in terms of its network impacts, specifically to limit any unlikely cut-through traffic that may result. In the near term—but after the road diet—this solution should be piloted by programming this stoplight to flashing red signals, accompanied by temporary stop signs.

Remove Pushbuttons and Revise Phasing at 2nd and Walnut Street

Pedestrian pushbuttons, also known as “beg buttons,” typically serve little purpose except when they instantaneously call a walk signal, which is rarely the case. In downtown Rogers, such beg buttons have been installed at the 2nd and 3rd Street signals on Walnut Street, where they confuse visitors and frustrate locals.

At 3rd Street, the buttons would be removed with the signal. At 2nd street, a special approach is needed. Normally, urban intersections should be programmed as concurrent signals: people walking should always receive the walk signal on green, with turning vehicles required to wait for pedestrians to clear the crosswalk. Such concurrent signals should also include a leading pedestrian interval (LPI), which activates the walk signal 3 to 5 seconds before the light turns to green. LPIs give pedestrians the ability to “claim” the intersection before vehicles begin turning. Studies show that LPIs reduce the volume and severity of vehicular/pedestrian crashes.

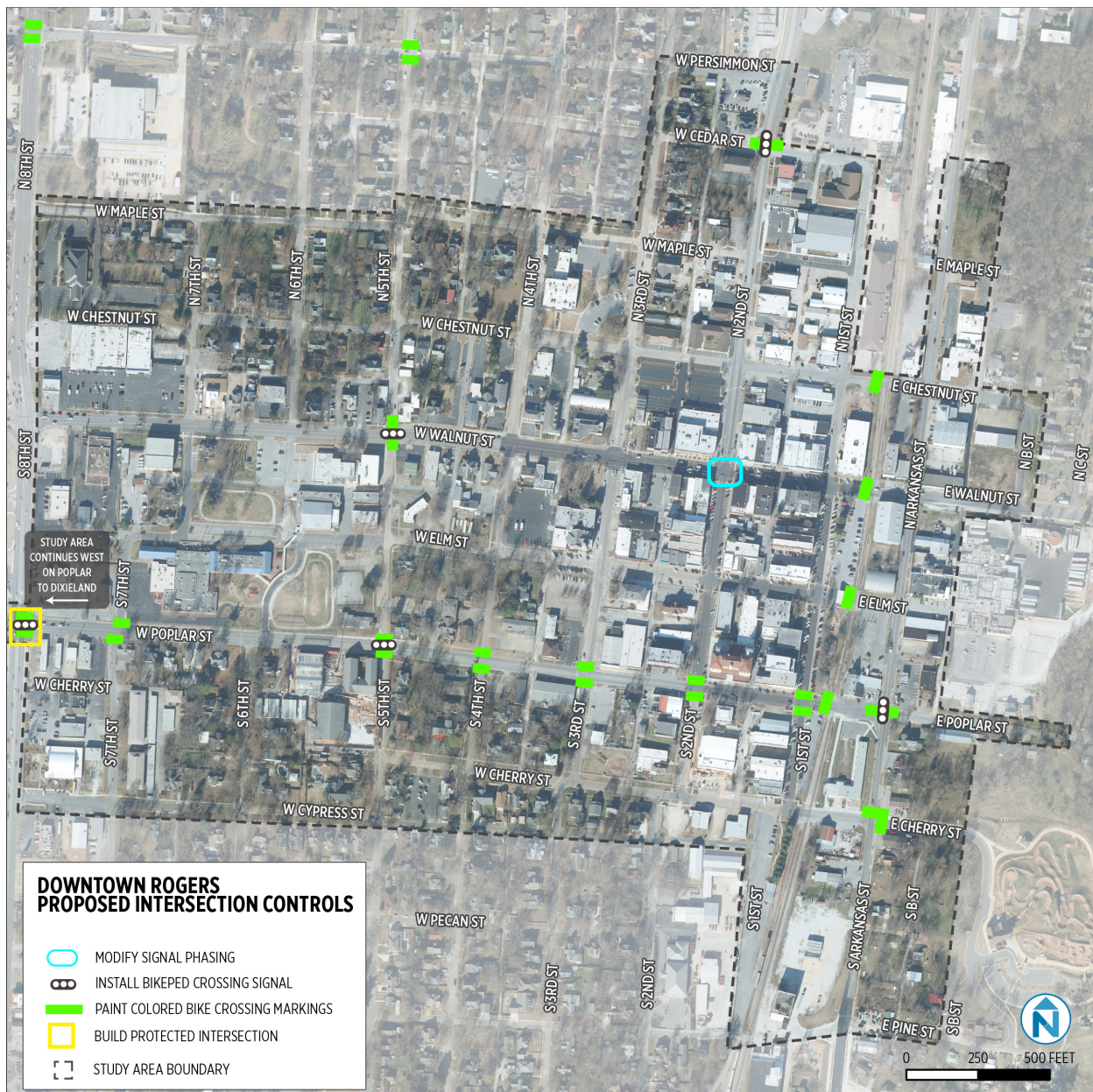
However, at this unusual intersection, the dominant path is the right-angle turn connecting the west segment of Walnut to the north segment of 2nd Street. For this reason, this signal should be operated in three phases as follows (once approved by a licensed traffic engineer):

Phase 1: Eastbound traffic left-green only. Southbound traffic right-green only. Reds elsewhere. Pedestrian greens on south and east crosswalks only.

Phase 2: Eastbound traffic: green with red left arrow. Westbound traffic green. Reds elsewhere. Pedestrian greens (with LPI) on north and south crosswalks only.

Phase 3: Southbound traffic: green with red right arrow. Northbound traffic green. Reds elsewhere. Pedestrian greens (with LPI) on east and west crosswalks only.

Figure 2-7. Proposed Intersection Controls



Create Multimodal Intersections on Key Routes

As indicated in Figure 2-7, many locations are recommended to receive enhancements to increase ped-bike crossing safety. As described in [Strategy 4. Add Bike Lanes](#), neighborhood greenways are recommended to receive bumpouts at intersections with larger curb-to-curb crossing distances. In addition to receiving green sharrows along street segments, anytime a neighborhood greenway crosses a major roadway (like Walnut or Poplar), colored bike crossings shall be applied. Similar treatments shall be applied anywhere a bike trail meets a cross road (all location-specific recommendations for bike crossing markings summarized in Figure 2-7). Any time a bike facility crosses a major roadway, it should also receive a HAWK or similar type of signal to alert vehicles to people crossing by bike or by foot. At locations that are otherwise-signalized, a supplementary bike-specific stoplight can be installed (as pictured below). Finally, this plan recommends that curb-protected intersection infrastructure be considered for the Poplar bike facility crossing of 8th Street to ensure the continuity of this facility and that users can safely traverse a five lane roadway.



Protected intersection treatments and bike signals can ensure safety across larger intersections.

7. Add Crosswalks

Many downtown intersections lack necessary crosswalks, principally along Walnut and Poplar Streets. Where crosswalks have been provided as stamped asphalt, enhancements could be added to ensure higher visibility. The “Continental” crosswalk (pictured at right) is the best practice standard for such treatments. Where new crosswalks are added, high-contrast artistic patterns could be considered on bricks and or stamped asphalt, so long as they are visible at night and when it is raining. For example, a local artist could create a lively arrangement from the existing brick pattern. If done with talent and skill, these crosswalks could become a unique symbol of the city.

One sample location candidate is shown below (3rd and Walnut Streets), but a full inventory is needed to address where crosswalks could be upgraded.



Proper crosswalks invite pedestrians and warn drivers with high-visibility patterns.



Many important crossings in downtown Rogers lack clear crosswalks.

8. Limit Curb Cuts

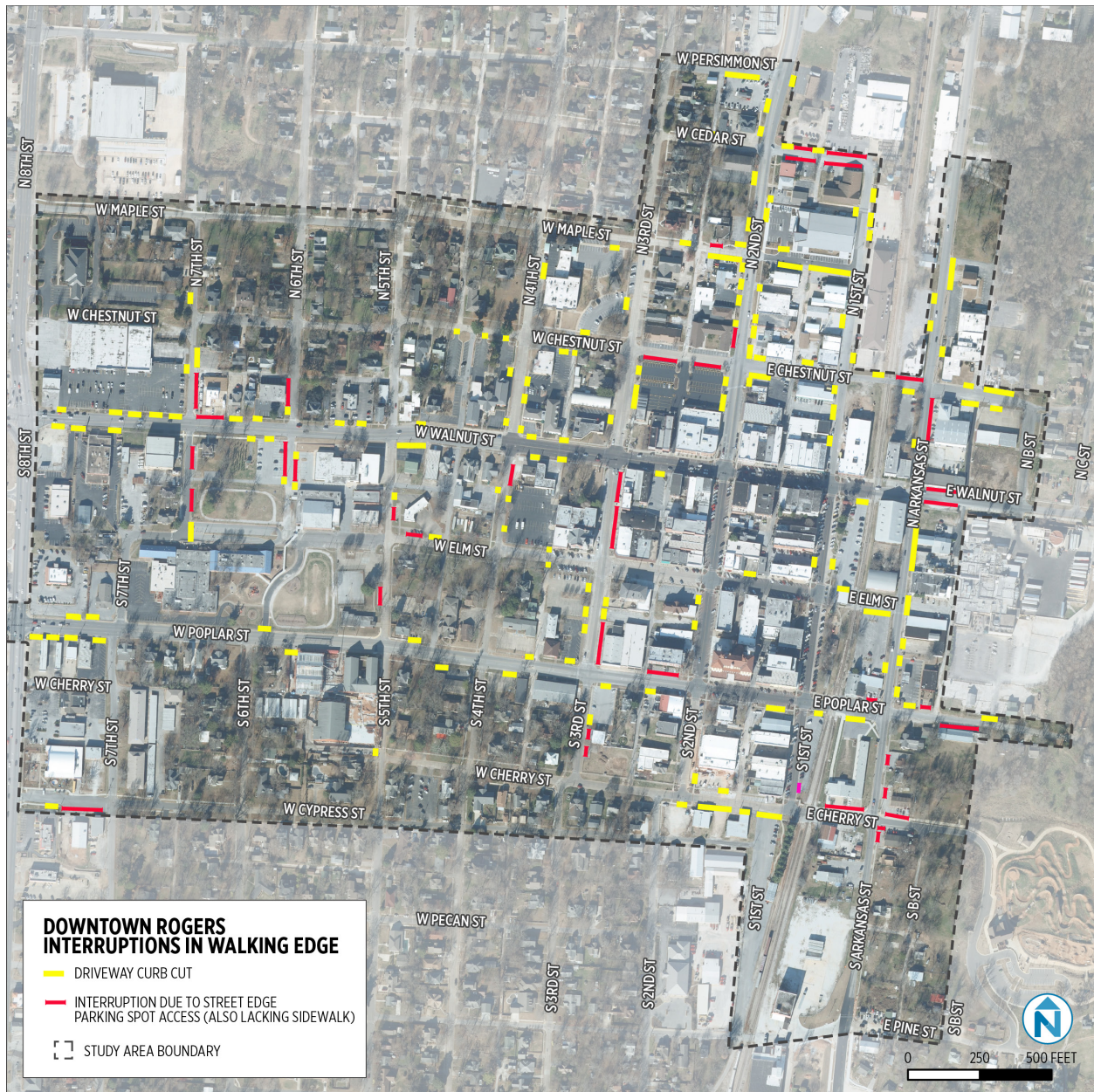
Driveway curb cuts across sidewalks do not belong in downtowns. As shown in Figure 2-8, dozens of curb cuts interrupt the walking experience in the heart of downtown Rogers. Many of these overly-wide curb cuts invite cars to speed across sidewalks. Every unneeded curb cut also lowers the supply of on-street parking, so important for safety and retail vitality.

Curb cuts that are not truly essential should be eliminated, as discussed below. Where curb cuts must be preserved, they should be limited to one lane; if two lanes are needed (e.g., at large parking lots) they should be no wider than 20 feet. Essential driveways, garage entries, and the like should be paved to match the adjoining sidewalk. For future developments that may include driveway access, careful plan review should ensure minimal sidewalk impact, following best practice treatments like those pictured below. As illustrated in Figure 2-8, there are also places in downtown Rogers where curb cuts have been made to provide head-in parking on private property. These will be addressed site-by-site in the next chapter.



When they must occur, curb cuts in a downtown should be paved as a continuation of the sidewalk, with any bike lanes well marked.

Figure 2-8. Existing Curb Cuts



Removing Redundant Curb Cuts

The City should take care to consider where curb cuts are not only overly-wide but where they are also not needed. For publicly-owned parking lots, this could be addressed immediately (examples include: the public parking lots on 1st Street north of Chestnut and at 2nd and Cherry Streets). For privately owned parking lots, the City should create a properly funded program for closing existing curb cuts that are unnecessary or redundant. This effort should begin immediately for streets about to be restriped.

Such a program to close redundant curb cuts would need to be managed in a way that acknowledges the cost to property owners of closing these access points. Ideally, it would provide the following owner-assistance process:

- Property owner notified of upcoming curb replacement. Meeting requested. If owner chooses not to meet, curb will be replaced without owner involvement.
- For cooperating owners, City provides design for reconfiguring owner's property, and executes design with owner's approval.
- In some cases, reconfiguring a property such as a commercial parking lot will result in a net loss of interior parking spaces, representing a foregone revenue to the owner. This anticipated revenue should be calculated according to a standard formula as the net present value of future income, and paid in a lump sum to the owner as a subsidy.

The above process is offered as a conceptual framework for the City to consider as it moves towards the objective of fewer dangerous curb cuts downtown.

9. Add Street Trees

In the context of pedestrian safety, street trees are similar to parked cars in the way that they protect sidewalks from the cars moving beyond them. They also create a perceptual narrowing of the street that lowers driving speeds. But they only perform this role when they are sturdy and planted tightly enough to register in drivers' vision.

Recent studies show that far from posing a hazard to motorists, trees along streets can actually result in fewer injury crashes. A study of Orlando's Colonial Drive found that a section without trees and other vertical objects near the roadway experienced 12 percent more midblock crashes, 45 percent more injurious crashes, and a dramatically higher number of fatal crashes: six vs. zero than a similar tree-lined section.

When planting street trees, it is best that "arborescent" species are selected and planted such that the tree canopies will touch once the trees have matured. While a few downtown Rogers streets have a good tree canopy, many lack adequate tree cover. This is not surprising given the cost of planting and maintaining them. These costs are easier to justify when one enumerates the many hidden benefits of shade trees, which include the absorption of storm water, tailpipe emissions, and UV rays; the lowering of urban heat islands and air conditioning costs; increased income streams to businesses; and dramatically higher real estate values (and property tax revenue) on tree-lined streets.

Along some streets in downtown Rogers, it is sometimes difficult to find more than one tree per block face. An effort should be made to return trees to those streets that are missing them, but such an effort needs to be prioritized based upon where people are likely to walk. This Study offers ahead a list of priority streets where funds to replenish the urban canopy should be directed first. Given the great expense of creating new tree pits, efforts should first focus on replacing missing and damaged trees rather than creating new places for them. Whenever a curb is rebuilt, however, it should be done to a proper urban standard, with

tree pits placed continuously along the sidewalk edge at a spacing not to exceed 30 feet on center, atop structural soil in a continuous trench, as in the example pictured below.



Proper urban sidewalks place trees in a walkable, pervious surface above a continuous trench of structural soil.

When locating trees along Rogers streets, the City should approach any sight-triangle requirements with skepticism. First, it can be argued that reduced visibility around corners at intersections, far from increasing safety, can instead increase driver confidence and vehicle speeds. Second, it should be noted that tree trunks are narrow and do not obstruct views in a meaningful way. As evidenced in a 2006 study by the Institute of Urban & Regional Development, street trees, if pruned correctly, cause fewer visibility problems than newspaper racks and on-street parking and can therefore be planted close to intersections, as they do not cause significant sight obstruction.² When making a planting plan for new curbs, the first tree pit at each corner should be located about 10 feet back from the edge of the crosswalk.

² "Street Trees and Intersection Safety" <http://www.uctc.net/research/papers/768.pdf>

3 Street-by-Street Recommendations

This Study has proposed reconfiguration of every downtown street that could benefit from change. Importantly, aside from the construction plans already underway related to Railyard Park and Arkansas Street, almost none of these reconfigurations require the rebuilding of curbs. Only the design of Poplar Street requires a full curb rebuild, with the goal of creating a signature street complete with world class bike facilities.

Plans for the different segments of these streets are presented ahead. Streets within the Study Area with few changes recommended are mentioned only briefly. Streets with significant changes receive a more thorough discussion.

Please note that, unless otherwise stated:

- Driving and turn lanes shall be 10 feet wide;
- Parallel parking spaces shall be 8 feet wide;
- Bike lanes, including cycletracks, shall be five feet wide in each direction; and
- Angle parking lanes shall be in lanes of the following cross section width:
 - 45-degree-angle parking shall be 16 to 18 feet wide, but we recommend an 18-foot standard;
 - 60-degree-angle parking shall be 18 to 18.5 feet wide, but we recommend an 18.5 feet standard; and
 - 90-degree-angle parking shall be 20 feet wide.

East-West Streets

Streets are organized from north to south. Suggested changes are discussed from east to west.

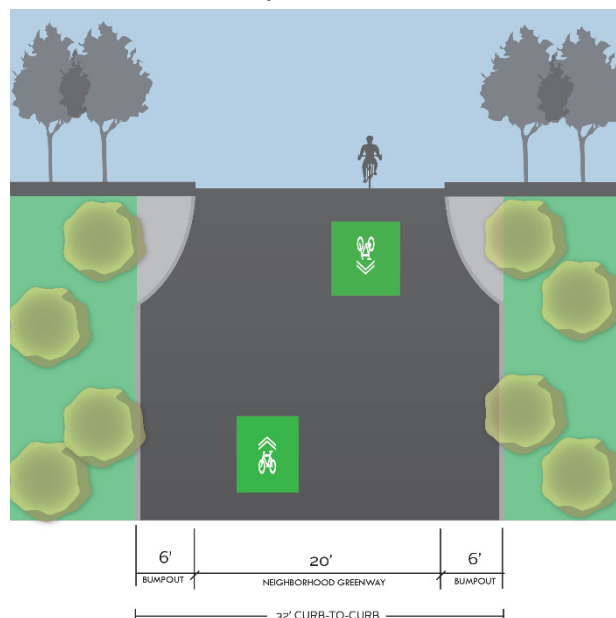
Persimmon Street

Persimmon Street is a narrow residential street that carries lower vehicular volumes and appears safe for all users. North of Walnut Street, Persimmon Street provides the best connectivity westward of the Study Area and, thus, is recommended as the ideal east-west neighborhood greenway connection to the forthcoming trail facility on Cedar Street. The following treatments are recommended to support a safe neighborhood greenway on Persimmon Street:

- Apply green thermoplast-backed sharrow markings in both directions, in line with the centerpoint of travel lanes.
- Install bike wayfinding signage at key intersections.
- Paint brightly-colored bike crossing and pedestrian crosswalk treatments accompanied with loop-activated actuated HAWK signals across 2nd Street.
- Build neckdown bumpouts anywhere needed to narrow the travelway to 20 feet to ensure vehicles turn the corner at safe speeds.
- Post 20 mph speed limit signage.



Figure 3-1. Persimmon Street Neighborhood Greenway Treatments



Cedar Street

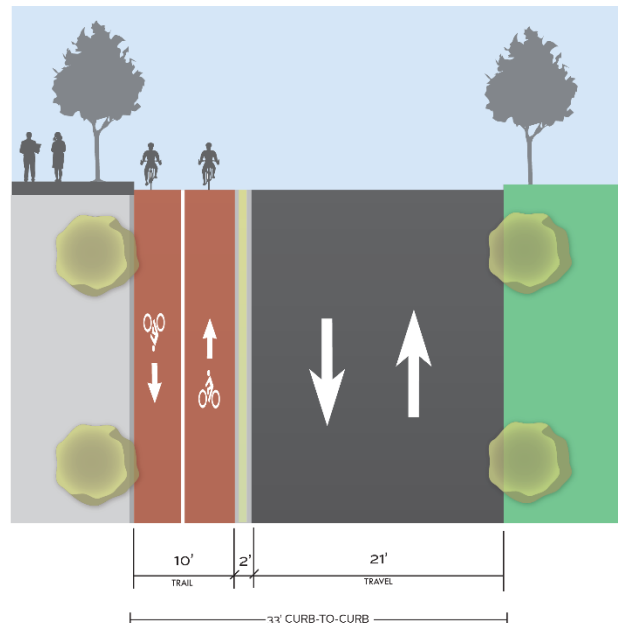
From 1st Street to the mid-block alley between 2nd and 3rd, Cedar Street will soon receive a 12-foot-wide trail facility along its northern sidewalk. North of Cedar Street, this trail alignment will connect to the Razorback Regional Greenway via the Activity Center. West of Cedar Street, this alignment will connect to the proposed neighborhood greenway facility on Persimmon Street (as detailed above). East of Cedar Street, it will connect to the north-south running trail planned along the railroad track into Railyard Park. On Cedar Street, this trail's cross section will consist of a 10-foot-wide bikeway with a 2-foot-wide raised curb along its southern edge, protecting the trail from moving vehicles. East of Cedar Street, this trail's cross section will consist of a 10-foot-wide bikeway with a 2-foot-wide raised curb along its southern edge, protecting the trail from moving vehicles.

This plan recommends that this two-block trail connection receive colored thermoplast bike crossings and bumpouts across 2nd Street, with a bike-loop-detector-actuated HAWK signal to ensure a safe crossing of this busy roadway. Raised 8-foot-wide crosswalk bumpouts on 2nd Street are also recommended, to reduce the exposed crossing distance from 47 to 31 feet. (See 2nd Street ahead.)

This plan also recommends extending the biking connection westward on Cedar Street to 5th Street to meet the neighborhood greenway proposed for Persimmon Street (See Biking Network, and also see the standard greenway treatments recommended for Persimmon above).



Figure 3-2. Cedar Street 2-Way Trail



Maple Street

Maple Street is a narrow residential street that carries lower vehicular volumes. It appears safe for all users, so no changes are recommended.



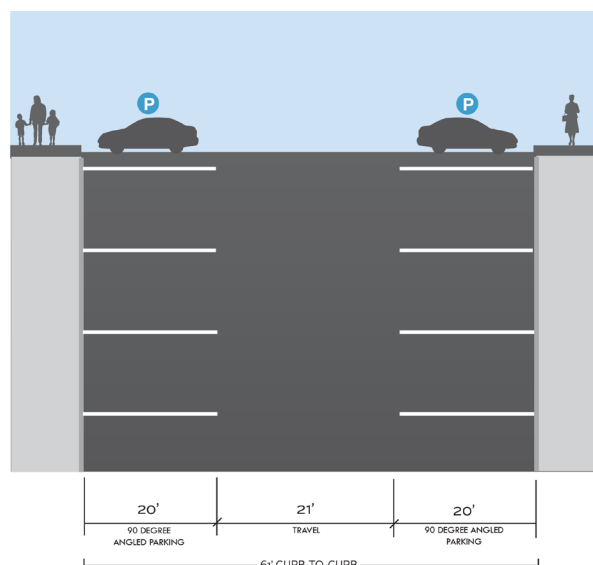
Chestnut Street

Most of Chestnut Street is already narrow and traffic calmed. Near downtown, there are many opportunities to stripe additional parking and to add missing sidewalks as part of the Railyard Park and Arkansas Street reconstruction projects. This plan recommends the following changes:



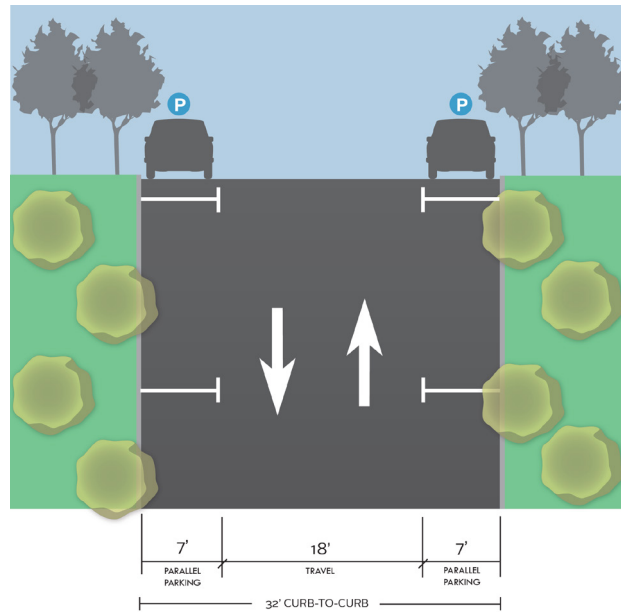
- B Street to first alley: stripe parallel parking on the south side of the street. Prioritize closing curb cuts wherever possible to add additional parking.
- First alley to Arkansas Street: stripe parallel parking on both sides of the street. NOTE: The latest Arkansas Street construction plans show a new sidewalk around 90-degree parking spaces on the south side of the street. This recommendation is supportable so long as adequate sidewalk facilities are provided and the travelway is narrowed from 46 feet (current width) to no more than 24 feet. Providing more than three 90-degree parking spaces is also recommended; otherwise, parallel parking on both sides of the street would generate more supply. In the event this street's sidewalks are not reconstructed, this plan's proposed solution could be an alternative or interim solution.
- Arkansas Street to 1st Street: build sidewalks where missing, add street trees where possible as part of the Park plan, and keep existing 90-degree parking on the north side of the street and stripe angled spaces between the railroad tracks and 1st Street.
- 1st Street to 2nd Street: limit curb cuts and re-stripe 45-degree angle parking to 90-degrees on both sides of the street.
- 2nd Street to 3rd Street: no changes recommended.

Figure 3-3. Chestnut Street, 1st to 2nd Street



- 3rd Street to 4th Street: stripe 7-foot-wide parking spaces on both sides of the street in the area from 3rd Street to the City Hall driveway curb cut.
- 4th Street to 8th Street: no change recommended.

Figure 3-4. Chestnut Street, 3rd to 4th Street



Walnut Street

Walnut Street is a roadway that carries 15,000 vehicles per day - the highest volumes in downtown Rogers. It is currently striped with two overly wide lanes in each direction—a minimum of 11 and as much as 15-feet-wide. Encouraged by this cross-section, many vehicles travel at high speeds, endangering themselves as well as pedestrians



and cyclists. As mentioned earlier, Walnut Street is an ideal candidate for a 4-to-3 lane road diet. Also previously discussed, the signal at 3rd Street should be removed and the one at 2nd street modified, further enhancing the street's safety. With the room made available through a road diet and through other strategic re-striping, Walnut Street can gain dozens of new on-street parking spaces. This plan recommends the following changes:

- B Street to Arkansas Street: in the interim, where curbs and sidewalks do not exist on this section, stripe 90-degree angle parking along both flanks. NOTE: The long-term plans for Arkansas Street include building sidewalks on both sides of the street and striping 45-degree parking, a good solution. These plans also recommend a concrete multi-use trail as the southern sidewalk, connecting to a similar facility just east of this area.
- Arkansas Street to railroad track: build a sidewalk, add street trees, and stripe 45-degree angle parking along southern flank. Keep existing angled parking along the north curb.
- Railroad track to 2nd Street: no change, except for the removal of three on-street parking spaces on the south side of the street between the railroad tracks and 1st Street, as specified in the Railyard Park plans.

- 2nd Street to 5th Street:
restripe existing four lanes to become two 10-foot travel lanes flanking a 10-foot center turn lane, flanked by 60-degree angle parking along the north curb and parallel parking along the south curb (see Figure 3-5).
- 5th Street to 7th Street: restripe the existing four lanes to become two 10-foot travel lanes flanking a 10-foot center turn lane, flanked by 7-foot parallel parking along both curbs. Close curb cuts where possible. Where curb cuts cannot be closed, like at the food truck station near 7th Street, stripe the parking lane edge to visually narrow the roadway (see Figure 3-6).
- 7th Street to 8th Street:
Arkansas DOT will soon be reconstructing this block so changes were not invited. That notwithstanding, the left eastbound lane approaching 7th Street be marked as a left-turn-only lane to allow for the transition to a three-lane section at that point.

Figure 3-5. Walnut Street, 2nd to 5th Street, Looking East

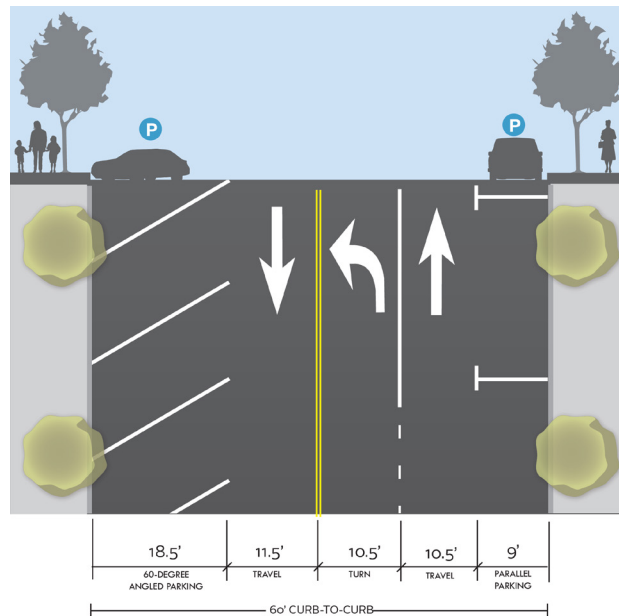
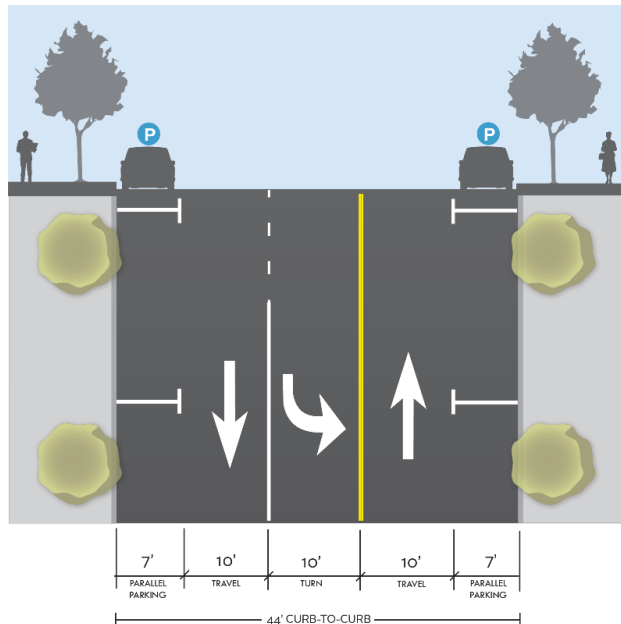


Figure 3-6. Walnut Street, 5th to 7th Street



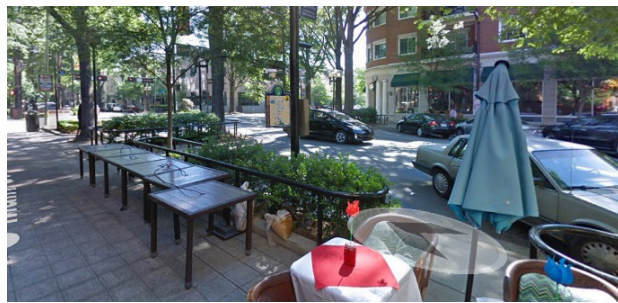
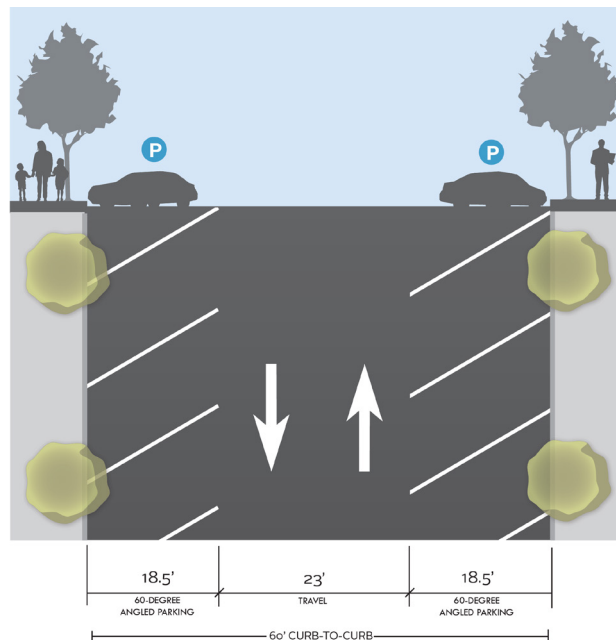
Elm Street

Elm Street runs through the heart of downtown's commercial area but it is severely lacking in streetscape quality compared to other downtown streets. The blocks east of 1st Street will receive changes as part of the Railyard Park project. West of this point, it is recommended that the City aim to enhance the streetscape quality through partnership with future redevelopments along these blocks. When such work occurs, the City should widen sidewalks, plant street trees, and update or remove the current awnings. Independent of these eventual improvements, this plan recommends the following changes within the existing carpath:

- Tyson Plant to 1st Street: add sidewalks and formalize 90-degree angle parking on both sides, gaining an additional 38 parking spaces, as recommended by the Railyard Park plan.
- 1st Street to 3rd Street: restripe 45-degree angle parking as 60-degree angle parking and add street trees in bumpouts around these parking spaces at each corner, including those at the mid-block alleys. (See example from Greenville, SC, above.)
- 3rd Street to 4th Street: restripe all 45-degree angle parking as 90-degree angle parking.
- 4th Street to 5th Street: no changes recommended.



Figure 3-7. Elm Street, 1st to 3rd Street



Greenville, SC, provides a model for trees surrounding angled parking.

Poplar Street

Most of Poplar Street has more travel lanes than necessary, and all of these lanes exceed eleven feet in width. Poplar Street typically carries considerably fewer than 5,000 vehicles per day, except between 5th and 7th Streets where slightly more vehicles travel to the schools for pick-up and drop-off.



West of 8th Street, Poplar Street carries no more than 4,700 vehicles per day. Therefore, this plan recommends a road diet down to two travel lanes wherever more than two are present, except where noted in the design detail below.

As discussed above, Poplar Street is recommended for conversion to a key biking corridor due to this available width as well as its connections to schools, community centers, and recreational trails. It is recommended that Poplar Street receive a signature cycle track framed by new street trees, turning it into a photo-worthy gateway into the downtown. Given its regional significance, the Study area was extended to include Poplar Street as far west as Dixieland Road, where other biking network facilities are planned. Along this corridor, this plan recommends the following changes:

- East end to Tyson access driveway: apply green thermoplast-backed sharrow markings in both directions, in line with the centerpoint of travel lanes.
- Tyson access driveway to Arkansas Street: build a two-way sidewalk-level cycletrack facility along the north curb, with level concrete across the Tyson driveway; close curb cuts west of that point.
- At Arkansas Street: create a curb-protected intersection crossing with green thermoplast crossing applications across the roadway, as pictured in the examples included in Chapter 2.
- Arkansas Street to the railroad: place two 10-foot travel lanes between two 7-foot-wide parallel parking lanes, flanked by street trees in tree grates within the sidewalk. On the north flank, build a 4-foot-wide tree-planted buffer, a 14-foot-wide two-way cycletrack (with green-colored applications and bike symbols to differentiate from the sidewalk), and a 12-foot sidewalk with trees in grates at the edge of the bikeway. On the south flank, build a 16-foot sidewalk with street trees in tree grates.

Between the railroad and 1st Street: transition the two-way bikeway to a bi-directional cycletrack along both flanks of the street. To accomplish this shift, special care must be taken to shift an eastbound bikeway (including a 5-foot bike lane and a 2-foot buffer) from the southern flank into the two-way north-flank facility east of the railroad tracks, best accomplished via a high-visibility bike crossing across Poplar Street along with a

bike-actuated signal. Because eastbound cyclists may need to wait before safely crossing here, additional room should be provided as a bike refuge area, with enough space for three waiting cyclists. Meanwhile, west of the railroad, the westbound bikeway should continue adjacent to its sidewalk with a 5-foot-wide bike lane and a 2-foot-wide buffer.

- 1st Street to 3rd Street: Rebuild the streetscape, replacing angled parking with parallel parking. The cross section should be as follows: a 20-foot-wide travelway (no centerline) flanked by 7-foot parking lanes along each new curb, flanked by curb-level raised cycletracks, each containing a 4.5-foot buffer and 5-foot bike lane. Sidewalks should include street trees in grates on each side of the bike lane. NOTE: Between 2nd and 3rd Street, an additional 12 feet (on top of the 53 feet) should be used to construct a contiguous sidewalk along the north side of the block where it does not exist today.
- 3rd Street to 8th Street: Relocate the curb edges on both sides of this 48-foot-wide stretch in order to accommodate adequate sidewalks, bikeways, and new street trees. The right-of-way should be as follows: a 20-foot-wide travelway (no centerline) flanked by two 7-foot parking lanes along new curbs, flanked by curb-level raised cycletracks, each containing a 2-foot buffer and 5-foot bike lane. Along this stretch, additional width should be sought from private properties—

Figure 3-8. Poplar Street, 1st to 3rd Street, Typical

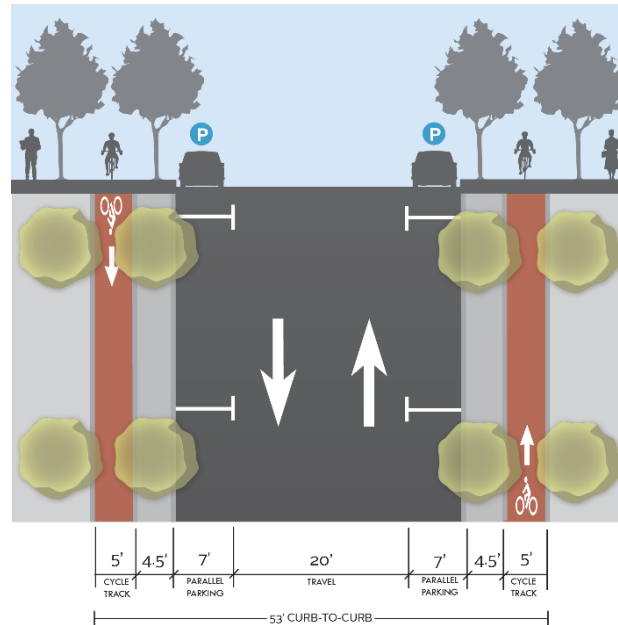
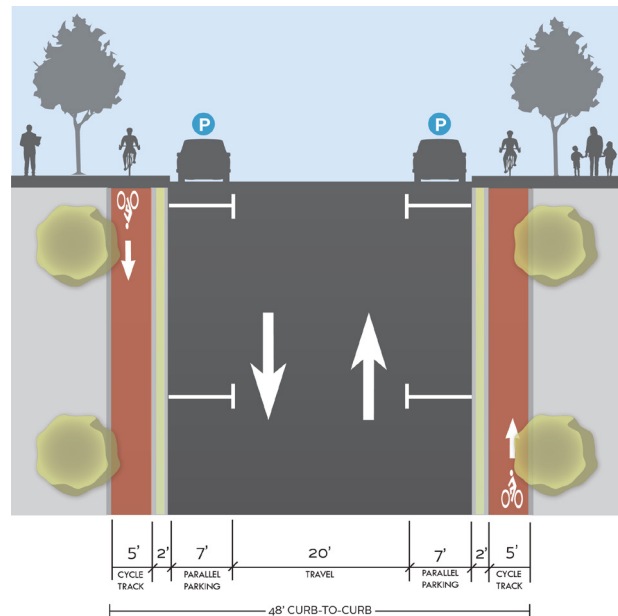


Figure 3-9. Poplar Street, 3rd to 8th Street



especially through the width of the current grass lawn buffer—to plant street trees between the bikeway and the sidewalk. Where right-of-way width allows, the sidewalk should be widened from its typical 4-foot width to 6 feet.

- Between 5th Street and 7th Street: During school drop-off and pick-up hours, the parking lane between 5th Street and 7th Street should be used as a queuing lane (to be further discussed in the Downtown Best Practices section ahead). Anticipating such use, it should be striped as a continuous zone and not with individual parking spaces, and clearly marked as “No Parking” during queuing hours).
- At 8th Street: build a protected intersection on both sides of the street with green thermoplast bikeway crossings applied across 8th Street (as pictured in Chapter 2). Bike signal heads are also recommended for east-and west-bound approaches at this location (as pictured in Chapter 2).
- 8th Street to driveway curb cut for Supermercado: remove turn lane

Figure 3-10. Poplar Street, 8th to 13th Street

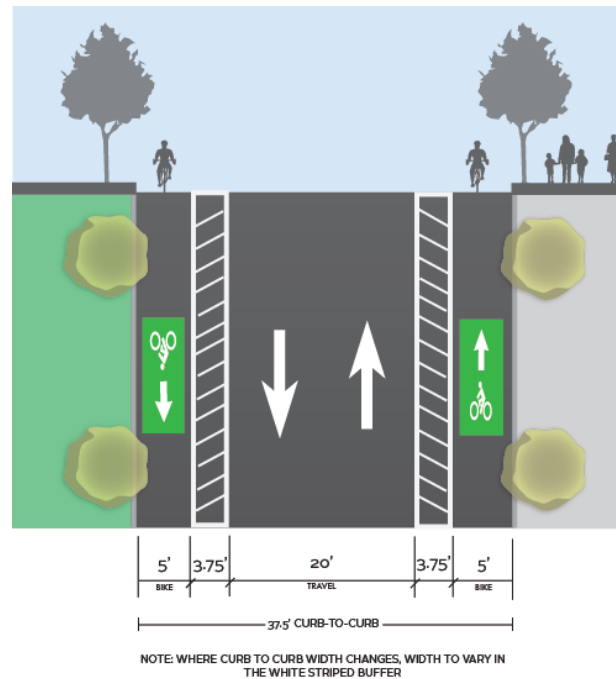
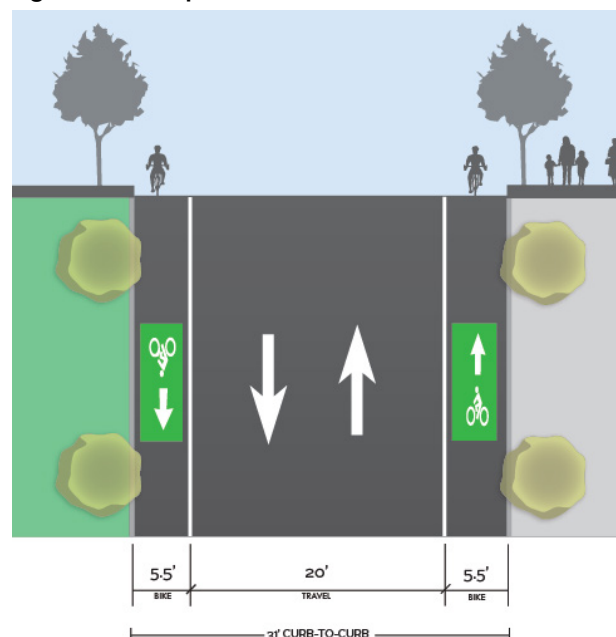


Figure 3-11. Poplar Street, 13th Place to Scott Street



- pockets and relocate curb edges on both sides of this 37.5-foot-wide stretch in order to accommodate curb-level raised cycletrack transition through this section. The right-of-way should be as follows: a 20-foot-wide travelway (with a centerline, because the eastbound lane should be striped as a through-left lane) flanked by curb-level raised cycletracks, each containing a 3.75-foot buffer and 5-foot bike lane.
- Supermercado driveway to 13th Street: curb-level cycletracks will transition into paint-stripe-buffered cycletracks. The right-of-way should be as follows: stripe a 20-foot-wide travelway (no centerline), flanked by buffered bike lanes, each containing a 3.75-foot-wide paint-striped buffer and a 5-foot-wide bike lane.
 - 13th Street to Scott Street: where the cross section is currently three travel lanes, remove the turn lane and stripe a 20-foot-wide travelway (no centerline), flanked by buffered bike lanes, each containing a 4.5-foot-wide paint-striped buffer and a 5-foot-wide bike lane. As the width tapers to a typical 30.5 to 31 feet on either side of 13th Place, transition the buffered bike lane to a standard bike lane on each side (no buffers) – the width of the bike lane will vary between 5.25- to 5.5-foot in this stretch.
 - Scott Street to Dixieland Road: stripe a 20-foot-wide travelway (no centerline), flanked by buffered bike lanes, each containing 1- to 1.5-foot-wide paint-striped buffer and a 5-foot-wide bike lane.
 - NOTE: Supermercado driveway curb cut to Dixieland Road: where and if carpath widens from any of the base measurements provided, add more width to the striped buffer.
 - NOTE: 8th Street to Dixieland Road: on-street parking and school queuing (already considered a neighborhood nuisance) must also be disallowed for this entire length and zealously enforced.
 - NOTE: For whole corridor: paint green bike crossings at all intersections and non-residential driveway curb cuts.

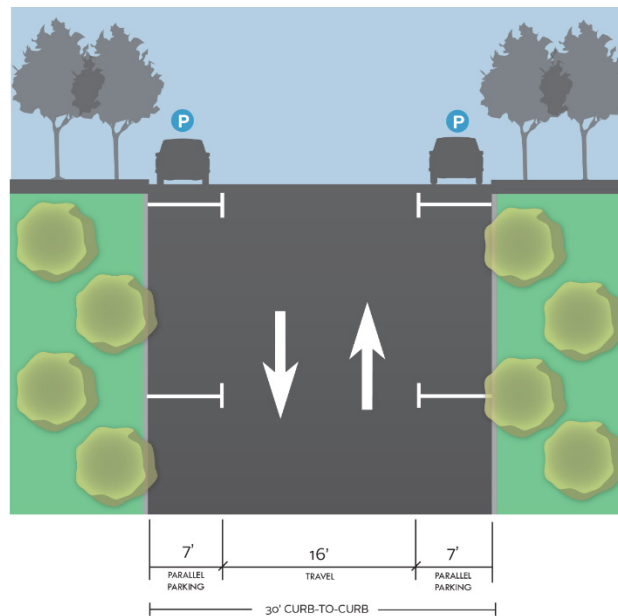
Cherry Street

Cherry Street is already a narrow, traffic-calmed street for much of its length. Recommended changes are therefore limited to the stretch between Arkansas Street and 3rd Street, where additional parking can be striped. In that section, this plan recommends the following changes:

- Arkansas Street to 1st Street: this segment is being reconstructed as part of the Railyard Park and Arkansas Street plans, and will receive a 10' wide multi-use sidewalk-level trail on the north side, connecting the trail on the east side of Arkansas street to the Railyard Park connector trail. This trail should receive colored crossing markings across Arkansas Street. South of the north curb, the latest construction drawings recommend a 20-foot travelway with 90-degree parking stalls. Given the limited width, these parking spaces should instead be striped at 60 degrees.
- 1st Street to 2nd Street: stripe parallel parking where possible along the south side. When budget allows, build a contiguous sidewalk along the south side and add street trees to both sides.
- 2nd Street to 3rd Street: stripe 7-foot parking on both sides of the street.



Figure 3-12. Cherry Street, 2nd to 3rd Street



Cypress Street

Cypress Street is a narrow residential street that carries lower vehicular volumes. It appears safe for all users, so no changes are recommended, with exception of adding parallel parking wherever possible between 7th and 8th Streets. Limiting curb cuts along this stretch should eventually be explored in order to add more street parking, but that effort is not a high priority given the limited demand for parking in this area.



North-South Streets

Streets are organized from east to west. Suggested changes are discussed from north to south.

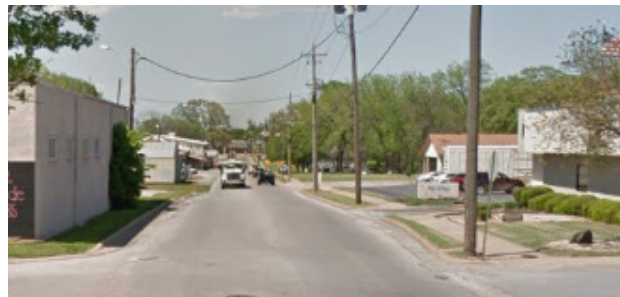
B Street

B Street runs for one block between Chestnut Street and Walnut Street. Just south of Chestnut Street, B Street is 44 feet wide, but it narrows to 34 feet halfway down the block. In the half block south of Chestnut Street, stripe 60-degree angled parking along the west curb and parallel parking striped along the east edge (where there is no curb). In the half block north of Walnut Street, stripe parallel parking along both edges.



Arkansas Street

Near downtown, Arkansas Street pavement width averages about 28 feet within a typical 50-to-60-foot right-of-way. Currently, the roadway largely lacks curbs or striping, and has overly-wide driveways, many of which access adjacent industrial uses. Most areas lack sidewalks and street trees.



Concurrent with this Study, the City has been completing plans for fully rebuilding Arkansas Street throughout the Study area and beyond. In collaboration with the Community Development engineers and their consulting team, CEI, this Study has recommended a hierarchy of prioritized roadway components to inform the design. After providing two 10-foot travel lanes, street components were ranked hierarchically for inclusion as follows:

1. 6-foot minimum-width sidewalks on both sides of the street
2. Additional sidewalk width along the west edge, for street trees installed in tree pits (rather than tree lawns)
3. Parallel parking along the east curb
4. Additional sidewalk width along the east edge for street trees (installed as described above)

There is one exception to this ranking: south of Cherry Street, the east edge of Arkansas Street is required to carry a connecting multi-use trail, which will take second-highest priority after travel lanes in this segment.

As of the last review, the engineering drawings for Arkansas Street appear to have implemented this hierarchy.

1st Street

1st Street runs along the edge of Railyard Park, and is lined on its west side by many retail and restaurant businesses. The ongoing Railyard Park redesign project by Ross Barney Architects recommends the removal of angle parking along the east edge of this street, a proposal that concerns some merchants.

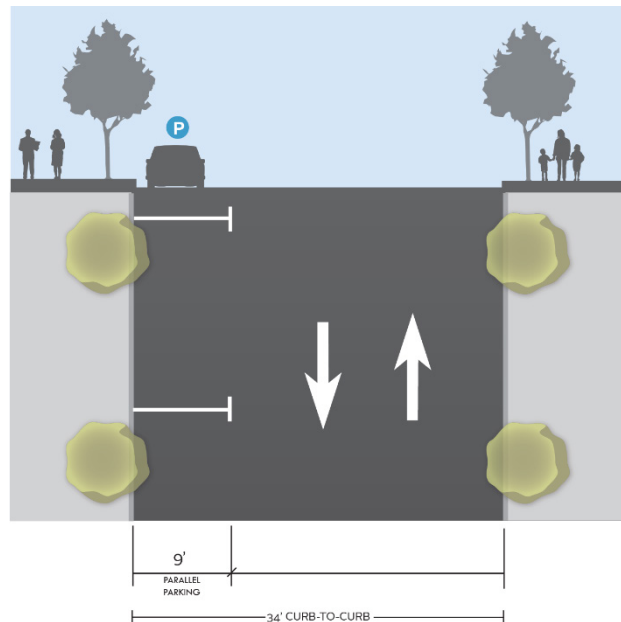
It is difficult to predict the impact on retail sales of the replacement of valuable parking with a park. In evaluating this plan, this Study recommends a compromise solution of instead placing parallel parking on the east edge of the street. Whatever the outcome, the good news is that any parking supply lost here will be recovered through re-striping on many nearby streets throughout the downtown. (See the Parking strategy in Chapter 2.)

Due to the extensive ongoing design efforts that include 1st Street, the additional recommendations here are limited to the segments between Cedar Street and Walnut Street:

- 34-foot-wide stretch from Cedar Street to Chestnut Street: add parallel parking along the west curb.
- 40-foot-wide stretch from Chestnut Street to Walnut Street: stripe parallel parking along both curbs wherever possible, understanding that part of the east curb will soon be rebuilt to accommodate such parking as part of the Dollar Saver building redevelopment.



Figure 3-13. 1st Street, Cedar to Chestnut Street



2nd Street

North of Walnut Street, 2nd Street carries the lion's share of downtown north-south traffic, about 14,000 vehicles per day (see Figure 2-1). Through this stretch, it is a 3-lane roadway including a bi-directional center turn lane. These lanes are typically striped as much as 15 feet wide, encouraging speeding.

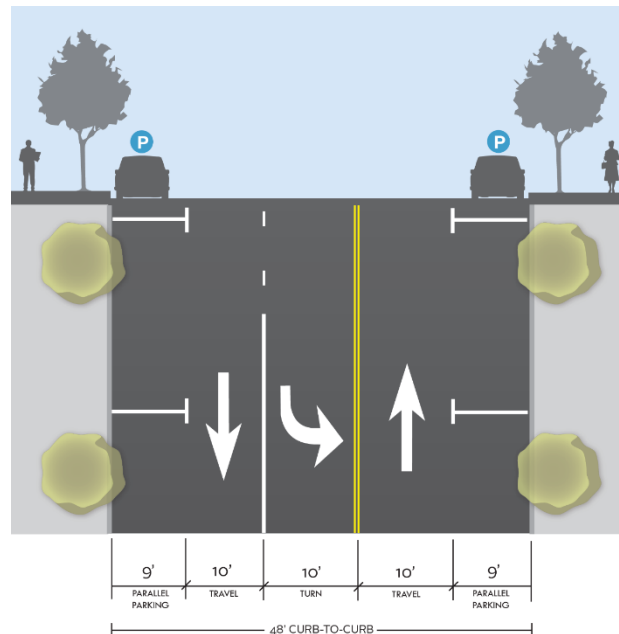
South of Walnut, 2nd Street functions as a local commercial thoroughfare. In the one-block stretch between Walnut and Chestnut Streets, parallel parking is striped along both curbs. From Walnut Street to Poplar Street, the roadway becomes brick-surfaced with 45-degree angled parking on both sides of the street. From Poplar Street to Cherry Street, the cross-section includes a mix of parallel, 45-degree, and 60-degree angled parking on both sides of the street. For the half block north of Poplar Street, the east curb of the street is being rebuilt with 60-degree angled parking as part of the Rogers Historical Museum reconstruction.

Many segments of 2nd Street provide opportunities to reduce speeding by increasing the parking supply to embrace properly sized driving lanes. This plan recommends the following changes:

- Persimmon Street to Cedar Street: restripe as two 10-foot wide driving lanes flanking an 10-foot-wide center turn lane, flanked by two lanes of 9-foot-wide parallel parking, except as follows: when the carpath widens to 52 feet, enlarge the center turn lane to 12 feet and the parking lanes to 10 feet.



Figure 3-14. 2nd Street, Persimmon to Cedar Street, Typical



- Cedar Street to Chestnut Street: restripe as two 10-foot-wide driving lanes flanking an 11-foot-wide center turn lane, flanked by a 9-foot-wide parallel parking lane on the east curb.
- Chestnut Street to Walnut Street: restripe as an 11-foot-wide northbound driving lane, an 11-foot-wide center turn lane, and 12.5-foot southbound driving lane flanked by 60-degree angle parking along the west curb (converted from parallel parking) and sustain a parallel parking lane on the east curb.
- Walnut Street to Elm Street: remove centerline and convert 45-degree angle parking to 60-degree angle parking.
- Elm Street to Poplar Street: remove centerline.
- Poplar Street to Cherry Street: no change recommended.

Figure 3-15. 2nd Street, Cedar to Chestnut Street, Typical

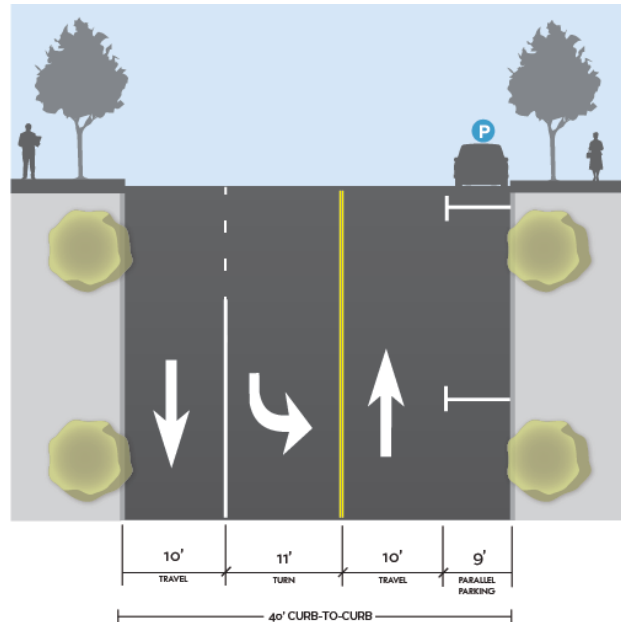
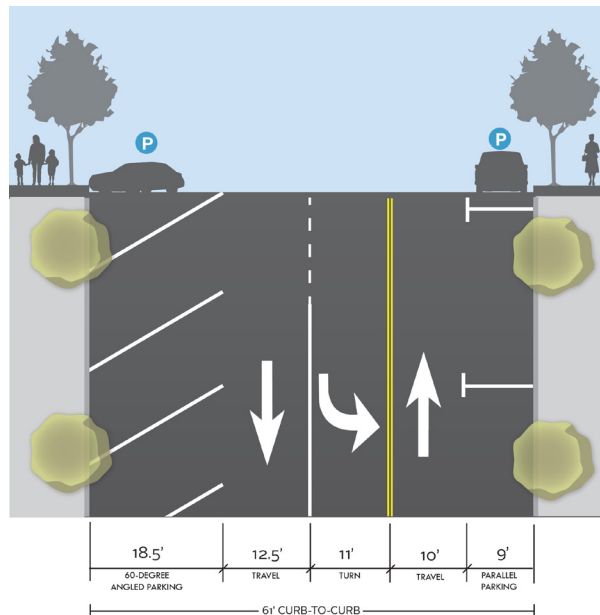


Figure 3-16. 2nd Street, Chestnut to Walnut, Looking North



3rd Street

3rd Street is a semi-commercial street that carries fewer than 1,300 vehicles per day. The carpath varies over its width. Some areas lack proper sidewalks (between Walnut and Elm Streets), and there are many places where curb extensions have been built around parking cut-outs. Though 3rd Street typically has parking on both sides, there is room for more. This plan recommends the following changes:

- Persimmon Street to Maple Street: no change recommended.
- Maple Street to Chestnut Street: in the west curb parking cutout, rotate the 45-degree angle parking to 90-degrees.
- Chestnut Street to Walnut Street: remove the turn lane pockets and provide a 20-foot-wide travelway flanked by 45-degree angle parking on the west curb and parallel parking on the east curb.
- Walnut Street to Elm Street: This section eventually deserves a streetscape redevelopment which would add proper sidewalks and street trees on both sides. In the interim, restripe the parking on both sides to 90 degrees.



Figure 3-17. 3rd Street, Chestnut to Walnut Street

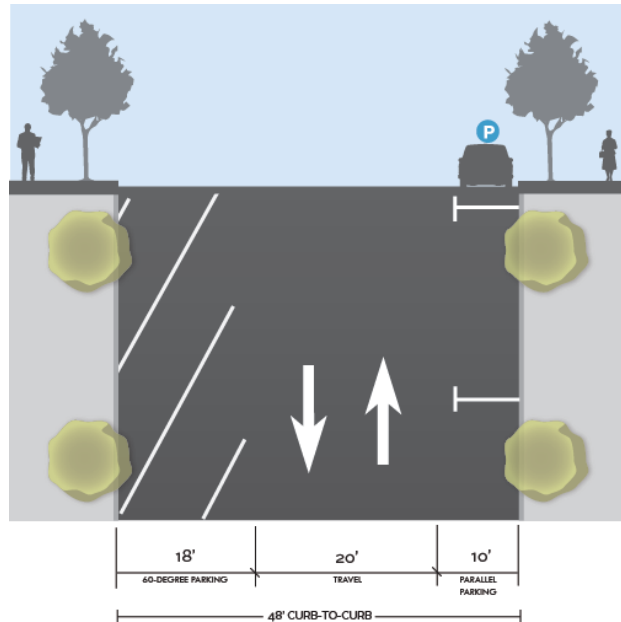
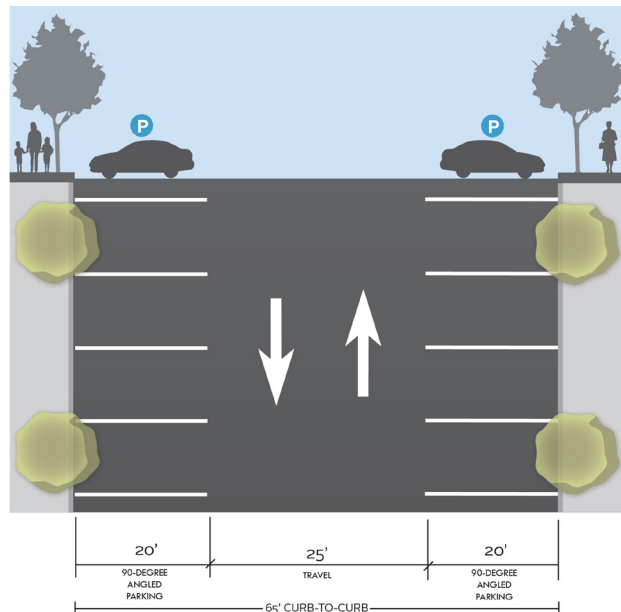


Figure 3-18. 3rd Street, Walnut to Elm Street



- Elm Street to mid-block: stripe parallel parking along the west curb.
- Mid-block south of Elm Street to Poplar Street: stripe 90-degree angle parking along the west curb.
- Poplar Street to mid-block: stripe parallel parking along the east curb.
- Mid-block south of Poplar Street to Cherry Street: stripe parallel parking along both curbs.
- For the whole stretch from Maple Street to Poplar Street: remove the centerline.

Figure 3-19. 3rd Street, Mid-block south of Poplar to Cherry Street

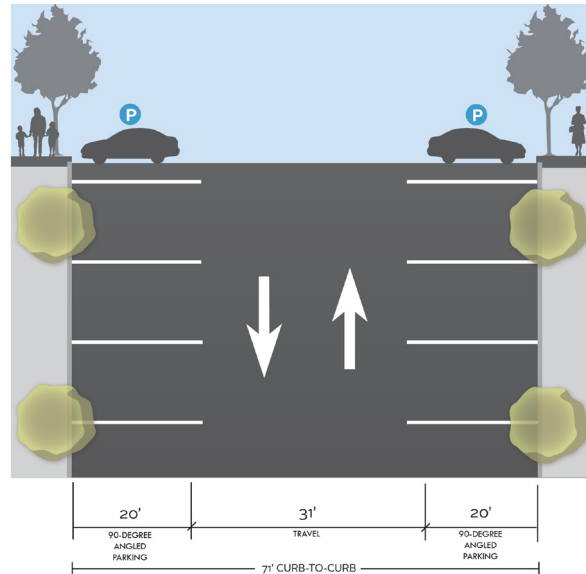
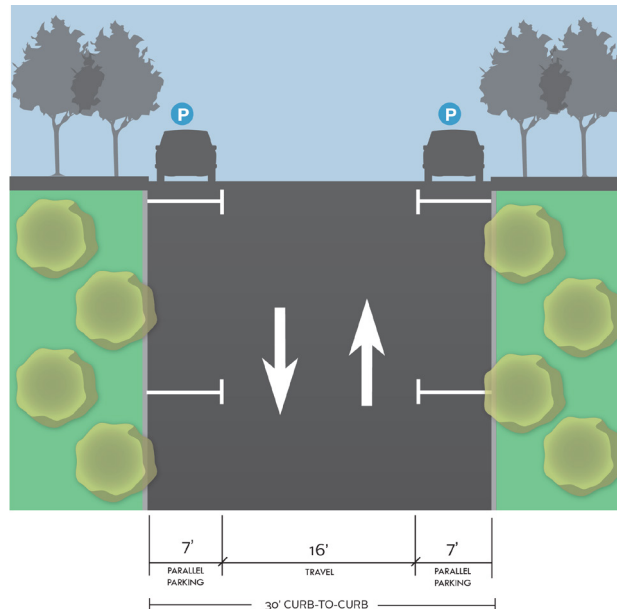


Figure 3-20. 3rd Street, Poplar to Cherry Street

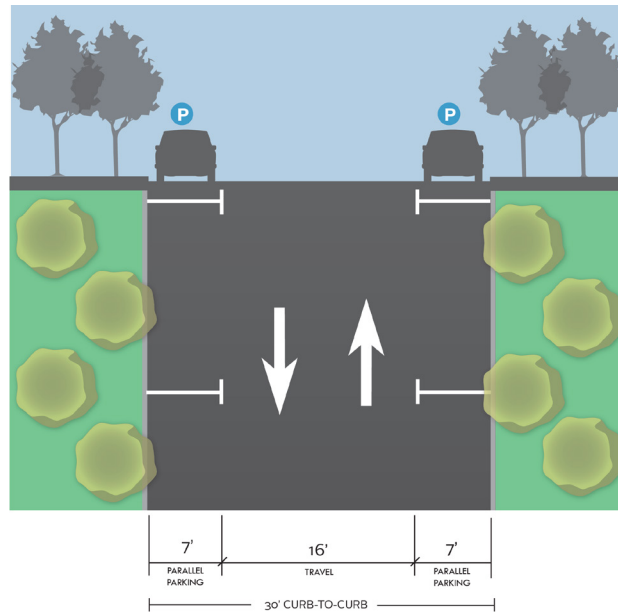


4th Street

4th Street is a narrow residential street that carries lower vehicular volumes. It appears safe for all users, so no changes are recommended, except for where parallel parking can be added north of Walnut Street. This plan recommends striping an additional 7-foot-wide parallel parking on the west curb from Maple Street to Chestnut Street (as pictured at right), and striping 9-foot-wide parallel parking on both sides from Chestnut Street to Walnut Street.



Figure 3-21. 4th Street, Chestnut to Walnut Street



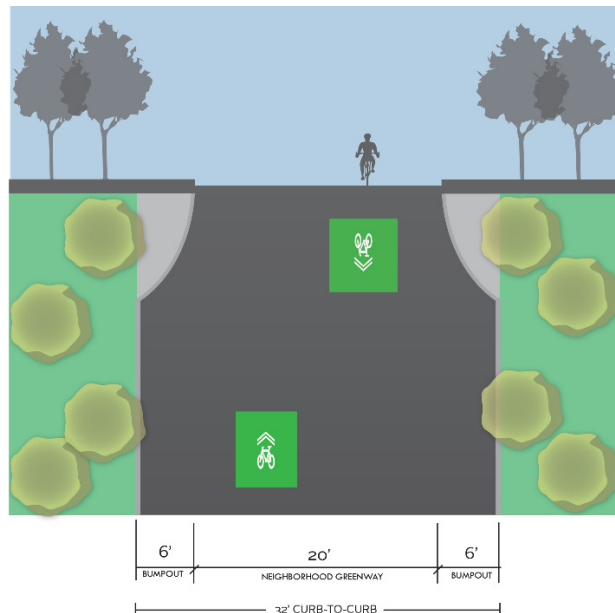
5th Street

5th street is sufficiently narrow throughout its length and carries fewer than 1,000 vehicles per day. Due to these conditions, through consultation with Community Development engineers, this street has been selected as an ideal candidate for Safe Routes to School connections to four different schools. Restriping 5th Street as a neighborhood greenway will also provide a connection to the Rogers Activity Center for after-school programs and to the Poplar Street bikeway to reach other recreational facilities. For example, the Arts Academy's biking team can take the 5th Street facility from their bike garage up to the Poplar Street cycletrack on its way to the trails east of downtown. This plan recommends the following treatments to support a safe neighborhood greenway on 5th Street:

- Apply green thermoplast-backed sharrow markings in both directions, placed in line with the centerpoint of travel lanes.
- Install wayfinding signage at key intersections.
- Paint brightly-colored bike crossing and pedestrian crosswalk treatments accompanied with loop-activated actuated HAWK signals across Walnut Street.
- Build neckdown bumpouts north of Walnut Street narrowing the travelway to 20 feet wide to ensure vehicles turn the corner at safe speeds.
- Build a protected intersection facility at Poplar Street with both bike and pedestrian crossing markings, which will ensure safe protected crossings for people both walking and biking across Poplar, especially during pick-up and drop-off queuing times. NOTE: Like at Walnut Street, this Study recommends a



Figure 3-22. 5th Street Neighborhood Greenway Treatments



loop-activated actuated signal for bike and pedestrian crossings of Poplar Street.

- Post 20 mph speed limit signage.

6th Street

Like 4th Street, 6th Street is a narrow residential street that carries lower vehicular volumes. It appears safe for all users, so no changes are recommended.



7th Street

7th Street is a narrow residential street that carries lower vehicular volumes. It appears safe for all users, so no changes are recommended, except for where there is space to add parking between Poplar and Cypress Streets. This plan recommends striping parallel parking along the east curb between Poplar Street and Cherry Street, and along both sides between Cherry Street and Cypress Street.



4 Downtown Best Practices

Street infrastructure is only part of the picture. Many policy, management, and accessory practices are needed to support the strategies outlined above. The paragraphs that follow highlight key supporting best practices for downtown Rogers.

Parking Management Best Practices

1. Provide Reserved On-Street Parking for People with Disabilities

As noted by several stakeholders, downtown Rogers has very few on-street parking spaces serving people with disabilities. While providing adequate disabled parking slightly reduces the overall parking supply, it is an essential component of any healthy downtown. The City should complete an audit and outreach effort to determine what streets should and can receive such facilities. Note: enhanced enforcement may be needed to stem illegal parking in these spaces.

2. Create Parking Availability

The additional parking provisions recommended by this Study will ensure greater parking availability downtown. Further, increased walkability makes parking assets within a couple blocks reach more attractive and easy to access. Even with these gains, the City should adopt several basic strategies to ensure continued parking availability in areas of highest demand, to continue fostering the success of local businesses. Over time, the City can make a powerful impact on the reality and perception of “over-parked” areas through the following strategies:

- **Organize, post, and promote parking information** – Organizing and disseminating a customer-friendly map of public parking facilities will help ensure that customers can easily find parking even when front-door spots are full. This information can be posted online, printed on postcards distributed to businesses, and otherwise promoted by City departments and the Rogers-Lowell Area Chamber of Commerce.
- **Adopt a parking availability goal and measure success** – As an increasingly attractive downtown leads to more development, the City should periodically track parking demand. Establishing a target percentage of empty spaces per block face will help discern whether the parking system is operating correctly. Conducting quarterly or bi-annual occupancy sweeps of downtown parking at a typical peak weekday hour will chart this growing demand and suggest when new parking management practices are needed.
- **Phase-in management in high-demand parking areas when warranted** – Rogers does not yet have enough parking demand to warrant time limits and/or parking pricing. But when observed demand surpasses the established parking availability threshold, the City should conduct a pilot of time limits, with the goal of creating parking availability, not turnover. Three- to four-hour time limits are becoming a best practice in many downtowns where people would like to park once and run multiple errands, while also mitigating long-term parkers from occupying valuable customer

spaces. When the City considers deploying time-limit regulations, the City should survey downtown stakeholders for their sense of what system will fit their needs. Pricing strategies should not be considered until time-limit pilots consistently yield widespread parking demand regularly surpassing 85% occupancy.

3. Manage Employee Parking

In order to ensure that parking remains available for customers, the City should consider establishing parking programs for employees of downtown businesses and Haas Hall. Such programs, to be effective, must be formalized and widely promoted and should include such provisions as prohibiting employee parking in front of businesses, as some merchants already do.

4. Manage School Parking

Haas Hall will soon include students of driving age. Given the school's location in the heart of the downtown, the City should work with Haas Hall to mandate a regulated student parking area, to ensure that front-door spaces on Poplar Street and 2nd Street remain available for business patrons.

5. Share Private Parking

The City should examine opportunities to expand parking supply through lease agreements with well-located private landowners whose lots are not at full capacity. Shared parking of this type already occurs in the Arvest lot and at select churches downtown.

Additional Best Practices

1. Add Bike Parking

Safe, secure, well-located bike parking is essential for promoting bicycling and supporting a developing bike network. None of downtown's bike racks are compliant with the latest bike parking standards (see the Association of Pedestrian and Bike Professionals (APBP) guide¹), instead downtown has "wave racks", vertical bar racks, and or other designs that do not provide sufficient security and/or support to avoid damaging a bike that may be bumped or knocked over. Bike racks also need sufficient clearing from each other and from building walls in order to be usable (again full specifications on siting can be found in the APBP guide). Establishing and promoting clear standards for bike parking will ensure developers and designers specify the correct racks and that they are convenient and easily used. This Study recommends the following bike parking strategies:

- **Identify appropriate bike parking specifications and integrate into zoning** – establish clear requirements grounded in APBP's standards, and also looking to bike parking

¹

https://cdn.ymaws.com/www.apbp.org/resource/resmgr/Bicycle_Parking/EssentialsofBikeParking_FINA.pdf

zoning requirements like those provided by Cambridge, MA², a best practice which has been copied by municipalities across the country..

- **Promote bicycle parking program** – ensure that developers and owners know the regulations and provide a map of facilities for customer-user-friendliness
- **Establish bike rack request system** – empower users and owners to request rack locations based on demand
- **Establish abandoned-bike protocols** – ensure continually available bike capacity by laying out when and how bikes will be removed, by whom, and how long they will be held by the City. This approach will also require a tagging communication system to flag users of upcoming abandoned bicycle removal dates

2. Save Your Bricks

The City should not underestimate the value its brick streets have on the character and attractiveness of downtown. The old bricks should be valued and retained wherever possible. Most cities that pave over their brick streets end up wishing they had not done so.

Moreover, it is not advisable to repave one part of a brick street—such as the parking aisle—in concrete or another material, as differential settlement rates can cause unexpected bumps as well as tire-trapping cycling hazards.

3. Install Pedestrian-Friendly Lighting

Many focus group participants complained about a perceived inadequacy of lighting in the downtown. To attract pedestrians, streets in the core commercial area should be designated to receive a larger number of smaller, human-scaled streetlights rather than widely-spaced high-watt stanchions like the highway-scale cobra lights found on 2nd Street. The Rogers-Lowell Area Chamber of Commerce should also pilot a program to illuminate storefronts for several hours after closing, adding a sense of vitality longer into the evening. On a separate topic, the Chamber should also consider choosing one night a week—often a Thursday in other cities—in which most merchants stay open late, in conjunction with other civic events, to help inculcate a local habit of spending weekday evenings downtown.

4. Manage School Drop-offs and Pick-ups

Queuing for drop-off and pick-up on Poplar Street at the Tillery School, Arts Academy, and Haas Hall were cited as an issue throughout the stakeholder process. No doubt, there are inherent challenges of managing safety and traffic flow as hundreds of students arrive and leave three nearby schools within a short period of time. Many schools across the country engage temporary “engineering” strategies such as using cones, staggering dismissals, and seeking assistance from parking enforcement to manage this process. Some of these techniques are already used by downtown schools.

² <https://www.cambridgema.gov/CDD/Transportation/gettingaroundcambridge/bybike/Parking>

It is anticipated that the parking lanes designated for queuing as part of the Poplar Street reconstruction will help formalize the drop-off and pickup processes at the Tillery School and Arts Academy. No such obvious strategy exists for managing similar (though lighter) flows at Haas Hall, whose location competes more directly with the needs of downtown businesses. The ideal solution may involve formalizing parents' use of the midblock alley between Elm and Poplar Streets, and potentially also between Poplar and Cherry Streets. This challenge deserves further study; the best solution will likely be found through management and not design, because any space in this area dedicated exclusively to drop-offs and pickups will likely undermine the business viability of the downtown core.

5 Prioritization Plan

Highest Priority Streets

When it comes to making changes that will have the greatest impact on the safety and walkability of downtown Rogers, certain streets are more important than others and should be modified first. As indicated in Figure 10, the highest priority streets in downtown Rogers include:

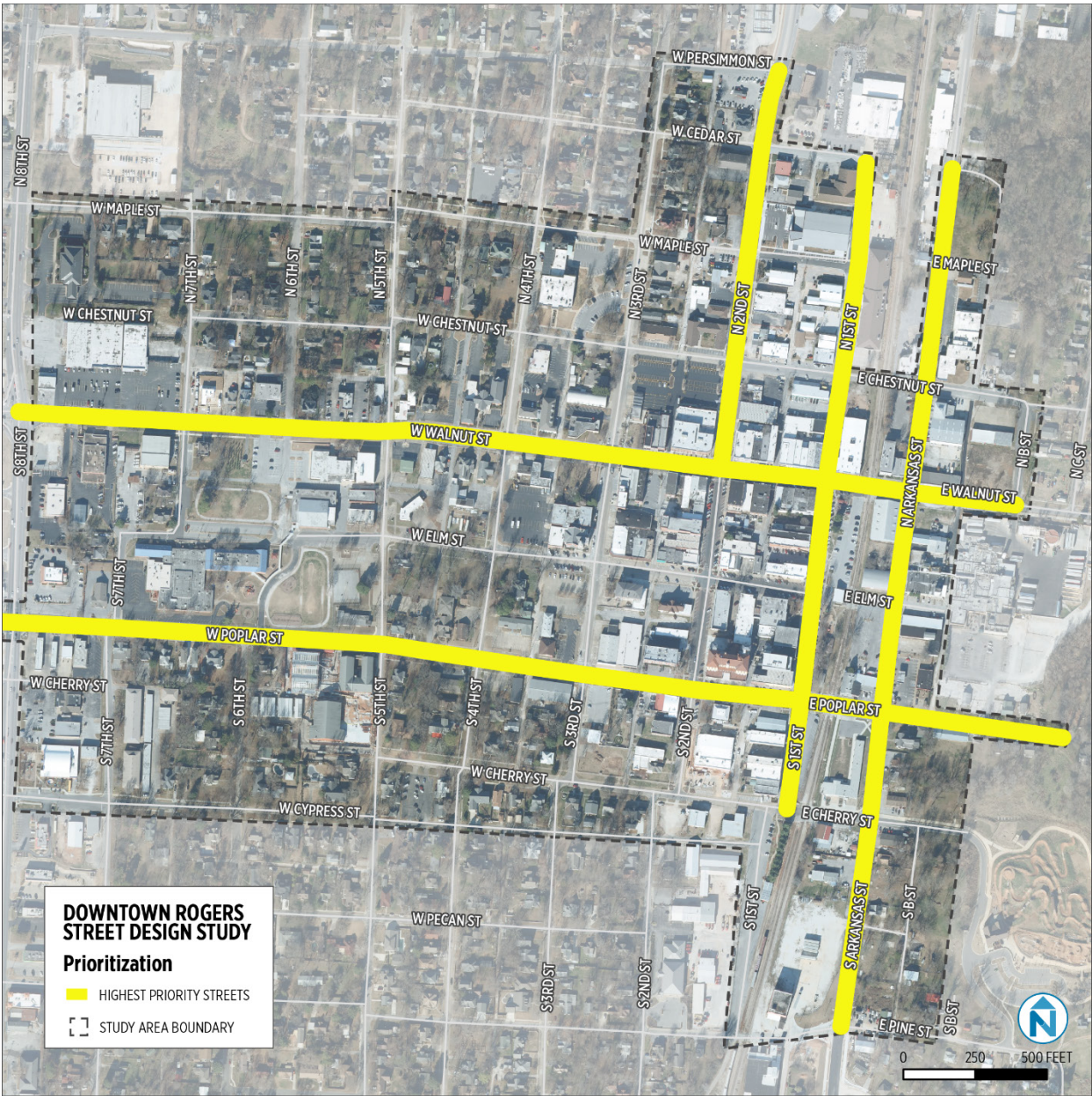
- Poplar Street, for its entire length, with highest priority from 8th Street to its eastern-ending trail connection
- Arkansas Street, from Chestnut Street to Pine Street
- 1st Street, for its entire length
- 2nd Street, from Persimmon Street to Walnut Street
- Walnut Street, from B Street to 8th Street

While other street improvements are still important to a more walkable and successful downtown, the above listed streets include the lion's share of the most vital street improvements. Ideally, the City will entice private partnership cooperation opportunities for more costly investments to enhance the streetscape on Elm Street between 1st and 3rd Streets and on 3rd Street between Walnut and Elm Streets, where proper sidewalks and street trees will be needed once more commercial development takes place and occupancy brings more foot traffic.

A Note on Re-striping Priorities

When comparing likely costs to likely impacts, recommendations to increase the degree of angled parking should be considered a lower priority, especially on streets paved with bricks that would need to be either flipped or replaced to effect this change. Such efforts should likely be deferred until the street is otherwise being restriped or reconstructed. Typically, the removal of unnecessary centerlines would be carried out at the same time, as its impact is also limited. The above notwithstanding, given the value of downtown parking near businesses, restriping efforts that increase parking supply should generally be prioritized starting on streets closest to Railyard Park and working westward from there.

Figure 5-1. Highest Priority Streets for Increasing Safety



6 Acknowledgements

Many organizations and individuals were instrumental in the efforts leading up to and completing this Study. We would like to thank those who contributed their thoughts, their support, and their time in making this a truly citywide initiative. We are especially grateful for John McCurdy, Lance Jobe, and Ethan Hunter for their leadership, hard work, and energy to ensure this project's success.

Thank you to the attendees of the Downtown Rogers Street Design Study presentation and those that participated in fact-finding meetings, to help fit the plan to the needs of local businesses, developers, visitors, and the greater Rogers community.

Thanks especially to:

Greg Hines (Mayor)

Carey Hollis (Mayor's office)

Ben Cline (Mayor's office)

Mandy Brashear (City Council Member)

Mark Kruger (City Council Member)

Gary Townzen (City Council Member)

Marge Wolf (City Council Member)

Clay Kendall (City Council Member)

Jerry Carmichael (City Council Member)

Barney Hayes (City Council Member)

Betsy Reithemeyer (City Council Member)

Don Spann (Planning Commissioner)

Eriks Zvers (Planning Commissioner)

Dennis Ferguson (Planning Commissioner)

Kevin Jensen (Planning Commissioner)

Mandel Samuels (Planning Commissioner)

Mark Myers (Planning Commissioner)

Tony Noblin (Planning Commissioner)

John Schmelzle (Planning Commissioner)

Rachel McLosky (Planning Commissioner)

John McCurdy (Community Development)

Acknowledgements

Lance Jobe (Community Development)

Ethan Hunter (Community Development)

Raymond Burns (Chamber of Commerce)

Karen Wagaman (Chamber of Commerce)

Matt Crafton (Crafton Tull and Associates)

Brent Massey (CEI Engineering)