



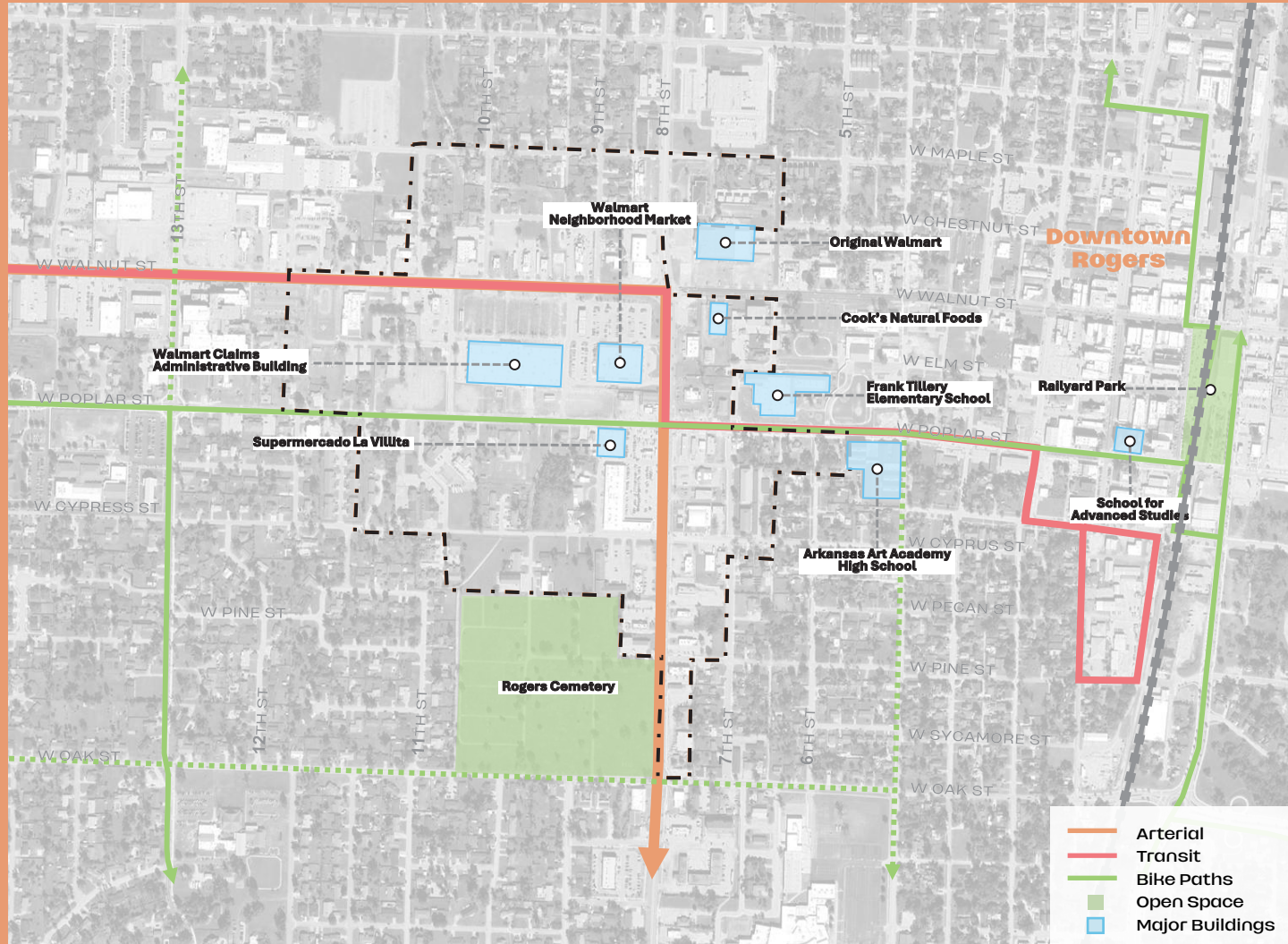
LA PLAZA

Regional & Strategic Context

The **La Plaza District Plan** establishes a vision for a vibrant, mixed-use community in Northwest Arkansas (NWA), a region experiencing rapid growth with over 600,000 residents. As the area shifts toward a polycentric regional structure, the plan focuses on Rogers as a key urban node. By leveraging the **historic rail-era grid of Downtown Rogers**, the proposal aims to enhance a connected fabric of neighborhoods characterized by compact blocks and diverse building uses. This strategic framework prioritizes high quality of life through a lifestyle centered on outdoor activity and strong job opportunities.



Downtown Rogers Grid



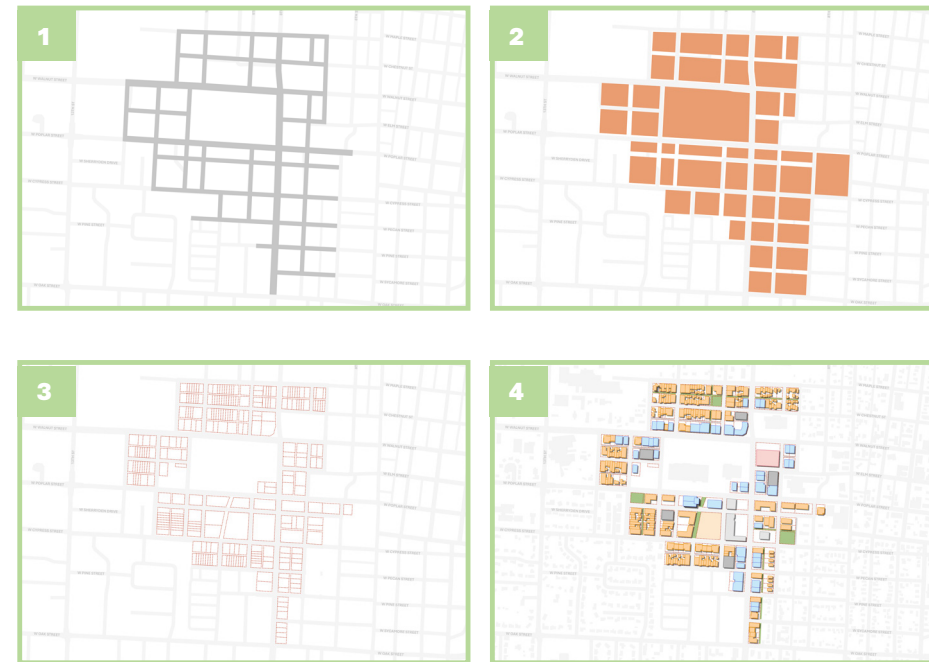
Site Connectivity & Community Integration

The project site is positioned to benefit from the established grid of Downtown Rogers, to maintain direct connection with the historic core and promote walkability in the area. Supported by a robust transportation network of arterial roads, transit, and cycling paths, the plan ensures seamless regional and local access.

The district is highly integrated with existing community assets, sitting just a 5-minute walk from Downtown Rogers and a 10-minute walk from Railyard Park. Proximity to essential services, including the Walmart Neighborhood Market, Frank Tillery Elementary School, and the Arkansas Art Academy, further anchors the site as a critical localized public gathering space.

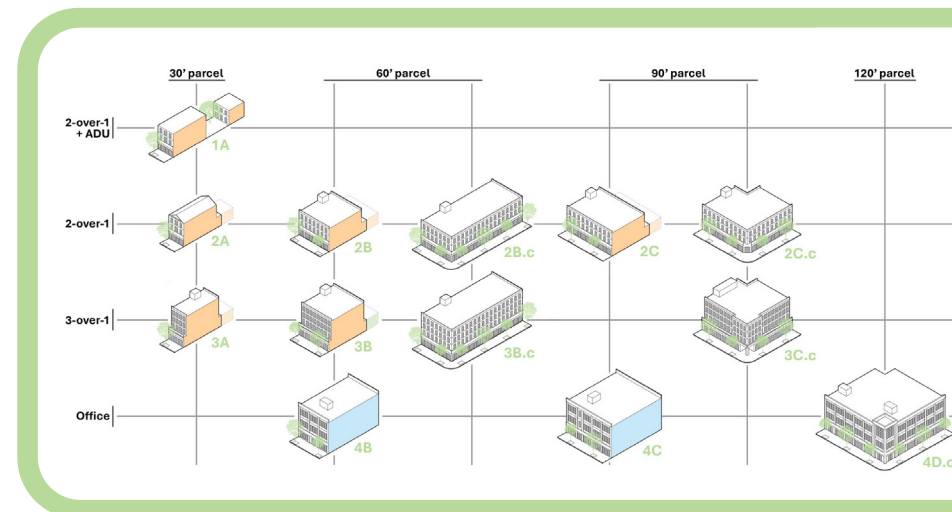
STREETS, BLOCKS, PARCELS, BUILDINGS

Establishing the Planning Framework



The proposed planning framework organizes development around four core elements: **Streets, Blocks, Parcels, and Buildings**, prioritizing incremental growth and human-scale connectivity.

- Streets:** A foundational grid that supports walkability and everyday activity through frequent intersections and direct routes.
- Blocks:** Compact areas enclosed by the street system that form the primary physical fabric of the neighborhood.
- Parcels:** Subdivided units within blocks that allow for a mix of building sizes and varied development density.
- Buildings:** Incremental development featuring a diverse typology tailored to specific parcel widths.



Building Typologies

Building typologies were developed to accommodate proposed parcel sizes, enabling a modular deployment approach for placing structures across the site to test development scenarios and alternative build out patterns. This flexible framework supports incremental growth while maintaining a cohesive urban fabric.



Organizing Elements

To complement the established framework, the design integrates two core organizing elements:

Plazas: Safe, accessible public spaces varying in scale from small “pocket” plazas to full-block urban parks.

Paseos: Human-scaled, pedestrian-only corridors activated by storefronts, recreation, and public art to foster community engagement.



Plazas



Paseos



Small Plazas

Littered throughout the site, small, overlooked urban nooks are turned into a functional destination. By using large mural backdrops and cantilevered shade and tons of seating, the area is separated from the higher-traffic pedestrian flow in the paseos.



Medium Plazas

The medium plazas are designed for programmatic flexibility and to serve the immediate neighborhood. These plazas features dedicated sports courts and small parks and puts most residents within a 5-minute walk of a park.



Main Plaza

The Main Plaza serves as a vital “localized public gathering space,” offering a safe, comfortable, and accessible open environment for the community. As a large, full-block anchor within the district, this activated space integrates diverse recreational and social amenities, including expansive green lawns, a central water feature with pedestrian bridges, an amphitheater for public performances, and shaded seating areas.

Scenario Testing

Once the planning framework and street blocks were established, three distinct scenarios were evaluated.

- Scenario 1:** A baseline approach that maintains existing parcel boundaries
- Scenario 2:** Smaller regularized parcels with regular buildings
- Scenario 3:** Smaller regularized parcels with diverse building types



Scenario 1



Scenario 2

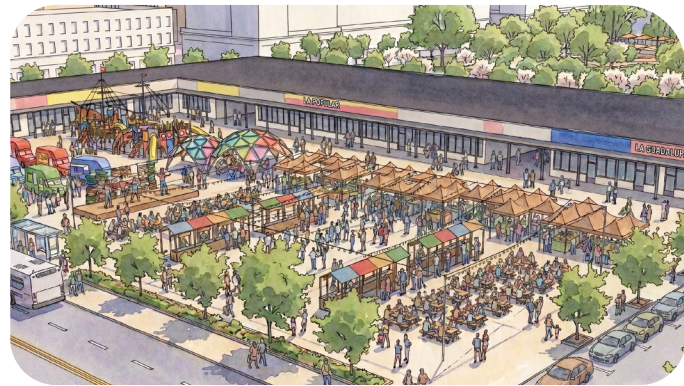
Anchor Buildings

Since the framework is designed for high adaptability, the team was able to incorporate community feedback regarding the need for civic anchors. Different destination programs, including a mosaic market, a natatorium, and an auditorium, were tested across various sites. Due to the inherent flexibility of the layout, these anchors can be successfully integrated into multiple locations, ensuring the plan remains resilient regardless of the final placement.



Paseos

The paseo functions as a pedestrian-only, human-scaled corridor designed to improve connectivity and facilitate social interaction. This vibrant space features active street-level frontages, shaded outdoor dining, and mobile food vending that encourage community engagement. Integrated lighting and varied seating areas create an inviting environment that supports a regional lifestyle centered on outdoor activity.



Parking Lot Activation

Parking lot activation transforms underutilized parking spaces into vibrant, multi-use community hubs during the weekends, integrating diverse elements such as food trucks, open-air markets, and children's play structures to encourage immediate social interaction. By supporting local businesses like La Popular, these activated lots create culturally rich commercial environments within existing infrastructure.



Mosaic Market

The Mosaic Market is envisioned as a culturally vibrant commercial hub that anchors the district's economic activity. This open-air pavilion accommodates a diverse array of local vendors alongside stalls for fresh produce, clothing, and artisanal goods. By combining these retail offerings with communal seating areas, the market functions as a highly activated public space that fosters social interaction.



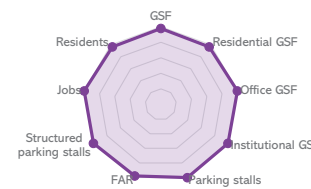
Analytical Approach

The planning process was highly iterative, utilizing high-level analytics to quantify the impact of various design scenarios. The team evaluated different scenarios to track critical performance metrics. By analyzing data such as gross square footage, residential capacity, job generation, and parking requirements, the process ensured a data-driven comparison of potential outcomes.



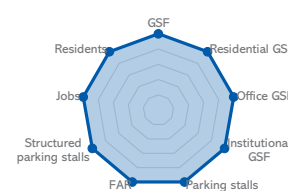
Gross square feet: **4.8 million**
Jobs: **5,000**
Residents: **15,500**

Scenario 1



Gross square feet: **6.2 million**
Jobs: **6,500**
Residents: **19,500**

Scenario 2



Gross square feet: **6.3 million**
Jobs: **6,500**
Residents: **20,000**

Scenario 3

A New La Plaza

The La Plaza District Plan establishes an adaptable framework centered on streets, blocks, parcels, and buildings to meet evolving community needs. By utilizing a building typology matrix, the plan ensures that new developments respect the historic, walkable grain of Downtown Rogers while introducing human-scaled elements like "paseos"—intimate pedestrian corridors—and activated plazas. These "third places" function as communal anchors, designed to bridge the gap between private buildings and public life. Ultimately, this approach creates a resilient urban fabric, allowing the district to evolve organically while maintaining a cohesive, culturally vibrant character.

LA PLAZA