



### 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.



### Plazas

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.



### Mosaic Market

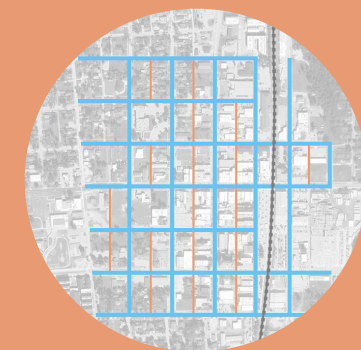
The Mosaic Market is envisioned as a culturally vibrant commercial hub that anchors the district's economic activity. This open-air pavilion accommodates a diverse array of local vendors alongside stalls for fresh produce, clothing, and artisanal goods. By combining these retail offerings with communal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



# 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.

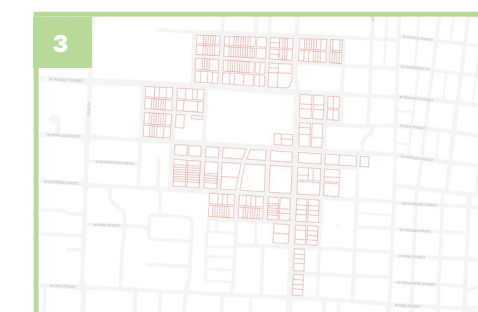
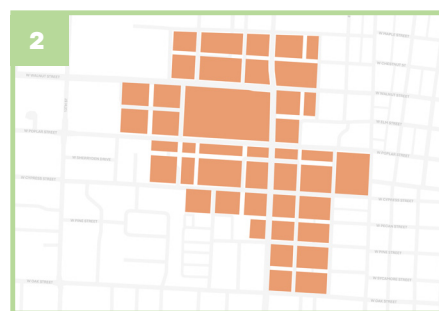


Downtown Rogers Grid



# 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.

**1 Streets:** A foundational grid that supports walkability and everyday activity through frequent intersections and direct routes.

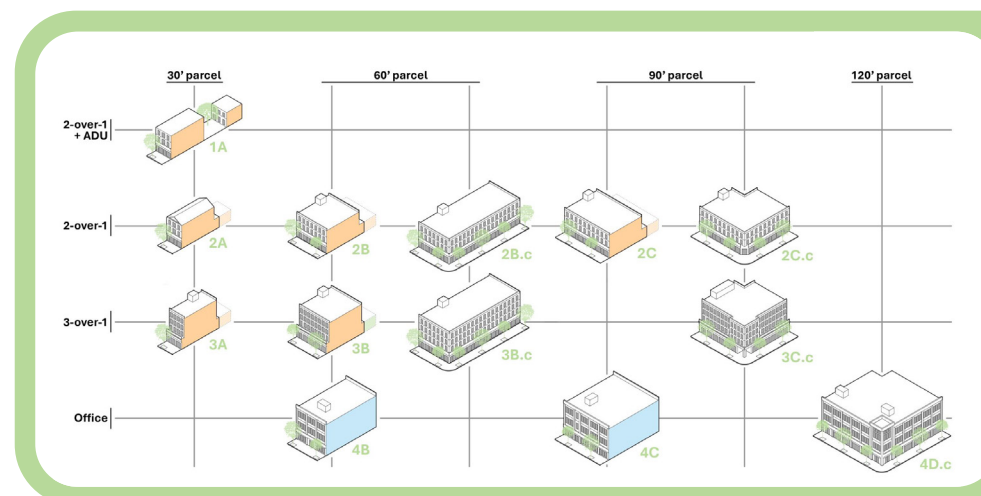
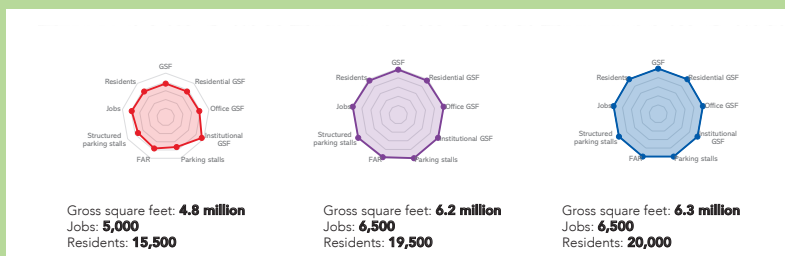
**2 Blocks:** Compact areas enclosed by the street system that form the primary physical fabric of the neighborhood.

**3 Parcels:** Subdivided units within blocks that allow for a mix of building sizes and varied development density.

**4 Buildings:** Incremental development featuring a diverse typology tailored to specific parcel widths.

### 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.



Building typologies were developed in consistent sizes 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.