



# Local Housing Summary

# Rogers

Between 2010 and 2016 Rogers added about 2,500 households, continuing nearly two decades of growth.<sup>1</sup> Many are drawn to the city's easy access to I-49 and proximity to large employers in Rogers and Bentonville. Characterized by single-family neighborhoods, a historic downtown and new commercial development, Rogers has become a popular location for newcomers to the region. As demand for housing in Rogers has grown, costs have increased for renters and homebuyers.

Rogers is projected to gain an additional 15,000 households by 2040.<sup>2</sup> The City of Rogers is already planning for this growth through its Comprehensive Growth Map,

which aims to create more walkable, compact neighborhood centers and larger regional hubs throughout the city. It also is exploring more frequent bus routes to key destinations to support these centers.<sup>3</sup>

The city has taken steps to promote a broader range of homes and improve the quality of its existing housing supply by permitting new multifamily housing, providing infrastructure for new development, identifying publicly owned land that could be developed for new housing and using federal funding to rehabilitate older homes. As the city expands its affordable housing activities, it will focus on its western areas, generally known for its higher income households.

## WHAT SHOULD HOUSING IN ROGERS BE LIKE? <sup>4</sup>

**Diversity, safety and affordability matter to residents of Rogers, among other regional stakeholders. When asked what housing should be like in their city, residents said that housing should be diverse, safe and affordable. Here is a summary of their perspectives:**

**DIVERSE.** Rogers is diverse. Housing and new development should provide homes for a mix of people and incomes to better represent the city's diversity.

**SAFE.** Residents should have the opportunity to live in housing that is safe and healthy. The city should continue to support and expand rehabilitation of older homes to improve living conditions. New development should be accessible and provide secure housing options for residents, with a particular focus on high-quality rental housing.

**AFFORDABLE.** Housing should be affordable to households and individuals at all income levels. Housing opportunities should be inclusive and integrated into the community through an intentional commitment to mixed-income development and integrated neighborhoods.

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## WHAT HOUSING ISSUES MATTER MOST TO MEMBERS OF THE PUBLIC? <sup>5</sup>

**Rogers residents thought local leaders and partners should address the following housing issues over the next 10 years:**

### **NEED FOR MORE DIVERSE HOUSING OPTIONS.**

Homes in Rogers are concentrated in a few housing types, which are not well-suited to meet increasingly varied needs and preferences. Sixty-eight percent are detached, single-family homes. While the City has reduced some barriers to development, members of the public still would like to see more high-density options, single-family homes, townhomes, accessory dwelling units and tiny homes.

### **LIMITED AFFORDABILITY FOR THE LOWEST INCOME LEVELS.**

Rogers lacks enough rental options for lower income households, making it difficult for workers to find homes that align with their earnings.<sup>7</sup> Only 61 rental units are affordable and available for every 100 households earning 50 percent of area median income (about \$33,000 for a family of four).<sup>8</sup> In addition, negative perceptions of renters and apartment buildings have made it challenging to develop new multifamily property in some areas of the city.

### **COMMUNITY RESISTANCE.**

Rogers stakeholders noted that "Not-In-My-Backyard" attitudes often accompany multifamily buildings, greater density and publicly assisted homes, making it more difficult to build projects with these features. Education will be especially important among elected leaders and the broader public.

# WHAT CAN THE CITY OF ROGERS DO TO ADDRESS ITS MOST PRESSING ISSUES?

## CREATE HOUSING PRODUCTION METRICS.

The City of Rogers should create measures for total housing production, and the city should align those measures with anticipated growth, as well as capital improvements or other financing needs. The City of Rogers could start with its downtown, where it recently adopted a form-based code to encourage new designs and types of homes.<sup>9</sup>

## CREATE SUPPORTIVE REGULATORY ENVIRONMENTS AROUND NEIGHBORHOOD AND REGIONAL CENTERS.

The City of Rogers should use special approval and permitting processes to “fast-track” development in its neighborhood and regional centers.<sup>10</sup> It also should establish incentives for income-inclusive development in its land-use standards in these areas.

## PARTNER WITH LOCAL AND REGIONAL EMPLOYERS TO ENHANCE MULTIMODAL TRANSPORTATION CONNECTIONS.

The City of Rogers should partner with local and regional employers to provide additional connectivity to employment centers. It should work with them to discuss opportunities for shuttle service, sponsorship of additional bus routes and bicycle sharing or bicycle purchase programs.



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# HOUSING SNAPSHOT

## INCOME

Median household income (2016): **\$53,638**  
 0-30% AMI: Total households: **2,109** | Share of households: **10%**  
 31-50% AMI: Total households: **1,982** | Share of households: **9%**  
 51-80% AMI: Total households: **3,428** | Share of households: **16%**  
 81-120% AMI: Total households: **4,193** | Share of households: **20%**  
 120%+ AMI: Total households: **9,489** | Share of households: **45%**

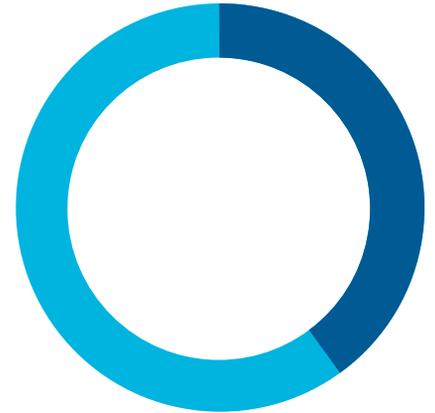
## COST-BURDENED HOUSEHOLDS

Share of households paying 30%+ on housing costs: **25%**

## CHANGE IN MEDIAN (MIDPOINT) HOUSING COSTS VS. HOUSEHOLD INCOME OVER TIME

Median rent (2011-2016): **+1** percent  
 Median for-sale price (2010-2017): **+43** percent  
 Median household income (2011-2016): **-0.1** percent

## HOUSEHOLDS

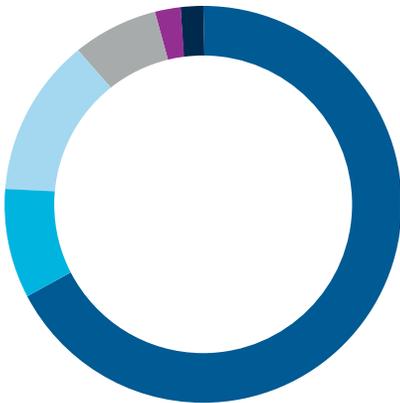


■ Renters: **41%**  
 ■ Owners: **59%**

## HOUSING AGE

Median year built: **1992**  
 Share of units built before 1980: **25%**

## HOUSING STOCK



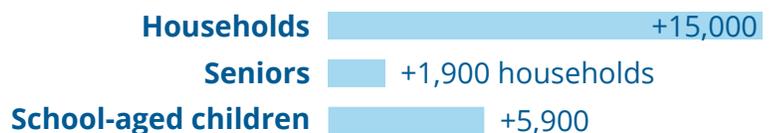
■ Detached, single-family homes: **68%**  
 ■ Attached, single-family homes: **9%**  
 ■ Small-scale multifamily buildings (2-9 units): **13%**  
 ■ Medium multifamily buildings (10-49 units): **7%**  
 ■ Large-scale multifamily buildings (50+ units): **2%**  
 ■ Other homes (mobile homes, houseboats, etc.): **2%**

## RENTAL SUPPLY BY HOUSEHOLD MEDIAN INCOME

0-30% AMI: **27** affordable and available units for every 100 **extremely low-income** households  
 0-50% AMI: **61** affordable and available units for every 100 **very low-income** households  
 0-80% AMI: **92** affordable and available units for every 100 **low-income** households  
 0-120% AMI: **104** affordable and available units for every 100 **moderate-income** households

## ANTICIPATED GROWTH

### PROJECTED GROWTH: 2010-2040



# DOWNTOWN ROGERS

Downtown Rogers is anchored by its historic district around Railyard Park. Housing about 400 residents and comprising a small footprint, the downtown district presents an opportunity to capture future growth, including adding new homes.

Some stakeholders highlighted Rogers' comparative affordability within the region. While rents downtown have increased slightly since 2010, they remain lower than rents in the rest of Rogers (\$590 compared with \$575 in downtown). By comparison, home sales prices fell by 2 percent (after adjusting for inflation) over that period.<sup>11</sup>

Some stakeholders posited that this affordability may be in part due to the age of homes, with older homes driving down overall costs. They also noted

## Downtown Market Snapshot

**\$575**  
*median multifamily rent (2017)*

**3%**  
*lower than rents outside of downtown*

**\$138,000**  
*average home sales price (2017)*

*Source: Center for Business and Economic Research, University of Arkansas, 2018*

## KEY OPPORTUNITIES

- Development of homes on publicly owned land*
- Equitable growth*
- Improved walkability and regional mobility*
- More opportunities to live in downtown Rogers*



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that due to lower costs, poverty tends to be more prevalent in downtown Rogers. While many local stakeholders highlighted downtown's affordability, the overall number of homes downtown is very small. One study estimates that downtown Rogers only had 39 multifamily units (as of 2017), a largely unchanged figure since 2012.<sup>12</sup>

Most employment in downtown Rogers is in the service industry. While service employees could not afford to live in other downtowns within the region, downtown Rogers is still relatively affordable for these workers. For instance, a carpenter could afford a maximum monthly housing payment of \$643, slightly more than the median multifamily rent in Rogers.

The City of Rogers has a bold vision for its downtown over time. Part of this vision includes infill development within downtown. The city's 2015 Master Plan identifies several potential opportunities where new types of homes could be integrated into the district. Another aspect of this vision is improved transportation access, placing a high value on a range of transportation options, including bicycling, walking and taking transit.

Rogers' early yet deliberate efforts, coupled with a slower pace of development relative to surrounding jurisdictions, represents an opportunity to help guide growth in equitable ways that can benefit existing residents while helping attract new residents to the area. Some of these efforts could be realized on city-owned property within downtown Rogers, where the city owns several parcels.

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## FOOTNOTES

- <sup>1</sup> 2010 U.S. Decennial Census and 2012–2016 American Community Survey 5-Year Estimates.
- <sup>2</sup> Derived from 30-year growth forecasts from the Northwest Arkansas Regional Planning Commission.
- <sup>3</sup> Interview with the City of Rogers staff, November 2018.
- <sup>4</sup> In June 2018, a public workshop was held at the Rogers Public Library to discuss growth, housing, and affordability. Participants identified key concerns related to population growth, and its impact on affordable and available housing options in the city. Workshop participants shared the values that they thought most important to guiding future housing policies and development, in Rogers and across the region. Values were presented and voted on by all attendees.
- <sup>5</sup> In October 2018, a public workshop was held at the Rogers Public Library to ask community members to prioritize housing issues for action in the next 10 years.
- <sup>6</sup> 2012–2016 American Community Survey 5-Year Estimates.
- <sup>7</sup> 2012–2016 American Community Survey 5-Year PUMS.
- <sup>8</sup> Data from 2012–2016 American Community Survey 5-Year PUMS and the U.S. Department of Housing and Urban Development’s FY2018 Income Limits and Fair Market Rent Documentation System. Income categories are adjusted annually and available at [www.huduser.gov](http://www.huduser.gov). For ease of interpretation, income figures are rounded to the nearest thousand. In interpreting the rental supply, numbers above 100 suggest a surplus of homes, numbers below 100 suggest a deficit of homes.
- <sup>9</sup> According to the Form-Based Code Institute, “a form-based code is a land development regulation that fosters predictable built results and a high-quality public realm by using physical form (rather than separation of uses [used in conventional zoning]) as the organizing principle for the code.”
- <sup>10</sup> See the City of Rogers’ Comprehensive Growth Map (2018): <https://rogersar.gov/DocumentCenter/View/15571/Comprehensive-Growth-Map---Adopted-July-2018.pdf>.
- <sup>11</sup> Data from Center for Business and Economic Research, University of Arkansas, 2018.
- <sup>12</sup> “Measuring the Vitality of Downtowns in Bentonville, Fayetteville, Rogers, Siloam Springs, and Springdale.” Center for Business and Economic Research, University of Arkansas, October 2017.

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## SOURCES

Sources: 2007–2011 and 2012–2016 American Community Survey Five-Year Estimates; 2012–2016 American Community PUMS Five-Year Estimates; Center for Business and Economic Research at the University of Arkansas; Center for Neighborhood Technology H+T Index; and NWARPC 30-year growth forecasts. | Notes: All projected growth forecasts have been rounded to the nearest hundred. Figures are in 2016 and 2017 inflation-adjusted dollars.