



# Local Housing Summary Springdale

Springdale has experienced considerable growth in recent years. The city added about 3,100 new households between 2010 and 2016, and growth is projected to continue over the next two decades.<sup>1</sup> Springdale is home to much of the region's industry, which helps attract people to the city. Growth has created a higher demand for housing, particularly near employment centers.

The City of Springdale has actively sought private investment and improved its public spaces, particularly in its downtown. There, the city adopted a form-based code, which will provide flexibility and predictability for the

development community.<sup>2</sup> In addition, Springdale is working to improve its connectivity and transportation options in downtown and throughout its neighborhoods. The city also integrated design guidelines for bicycle facilities, sidewalks and pedestrian improvements into its land-use standards.

More than one-quarter of households in Springdale qualify as extremely and very low-income, sparking concerns about displacement of the region's lowest-paid workers amid the city's ongoing growth.<sup>3</sup> Springdale—the most diverse city in the region—will need to balance the needs of its current residents, while accommodating new investment and growth over time.



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

**When asked what housing should be like in Springdale, residents and other regional stakeholders prioritized three key elements; that it should be diverse, safe and sustainable. Here is a summary of their perspectives:**

**DIVERSE.** Springdale is diverse, with a large Hispanic community and one of the largest Marshallese communities outside of the Marshall Islands. New development should provide homes for a mix of people and incomes to better represent the city's diversity.

**SAFE.** Springdale residents should have the opportunity to live in dignified housing that is healthy, clean and safe. Older homes should be rehabilitated to improve conditions and offer secure, high-quality environments for tenants.

**SUSTAINABLE.** New housing should be planned and designed to be energy-efficient and environmentally healthy. A focus on sustainability should ensure land is used efficiently, and development planning should focus on multimodal transportation connections for residents and workers.

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

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

**HIGH HOUSING + TRANSPORTATION COSTS.** Households in Springdale pay above what is considered affordable for combined housing and transportation costs. The average household in Springdale spends 47 percent of their income on these two costs.<sup>6</sup> The average annual transportation cost is approximately \$12,300 per household.

**LIMITED AFFORDABILITY FOR THE LOWEST INCOME LEVELS.** Springdale lacks enough rental options for lower income households, making it difficult for the city's residents to find homes.<sup>7</sup> Only 67 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> Higher housing costs are most apparent in the rental market, where households with the lowest incomes encounter difficulties finding homes priced for them.

### **BARRIERS TO ACCESSING HOUSING.**

Some residents living in Springdale encounter barriers when trying to access housing, including long waiting lists for public housing and landlords who are often unwilling to accept rental assistance like Section 8. As housing costs have increased, residents have found it difficult—and sometimes impossible—to find places to live. In addition, people with special housing circumstances, like persons living with a disability or larger families, have found even more limited housing options, particularly in areas that are convenient to jobs and services.

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

**ESTABLISH ANTI-DISPLACEMENT MEASURES.** Due to its changing housing market and high number of vulnerable households, Springdale should create anti-displacement programs to aid



residents who experience a housing crisis. Potential programs include property tax abatements or grants for homeowners, supplemental rental assistance, emergency housing assistance and relocation assistance.

## **DEVELOP LOCAL TENANT RIGHTS**

**POLICIES.** Springdale can reduce barriers to accessing housing by expanding tenants' rights policies. Through this policy, the city could require landlords to provide educational materials to renters about their rights (in multiple languages) and extend notice requirements for lease terminations or rent increases. Additionally, the City of Springdale can support expanded legal services and conduct proactive code enforcement and referrals for property maintenance to remedy unsafe housing situations.

## **CREATE HOUSING PRODUCTION**

**METRICS.** The City of Springdale should create measures for total housing production and align those measures with existing needs and anticipated growth, as well as financing. The City of Springdale could start with its Downtown Master Plan, which does not have specific metrics by housing type or income level.

## **CREATE A LOCAL POLICY TO PRESERVE HOUSING AFFORDABILITY AND ALIGN TOOLS FOR POLICY IMPLEMENTATION.**

The City of Springdale should develop and adopt a policy to guide preservation of its income-restricted homes over time. This policy should outline priorities for preservation, such as location, and create a way for public entities or their designee to buy back subsidized properties (such as through a right-of-first refusal or right-of-first offer clause). Once the policy is in place, the city should align its existing and new funding sources, like Section 108 and a local dedicated source of funding, to support preservation activities.

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# HOUSING SNAPSHOT

## INCOME

Median household income (2016): **\$44,854**

0-30% AMI: Total households: **3,780** | Share of households: **15%**

31-50% AMI: Total households: **2,752** | Share of households: **11%**

51-80% AMI: Total households: **4,805** | Share of households: **19%**

81-120% AMI: Total households: **4,788** | Share of households: **19%**

120%+ AMI: Total households: **9,436** | Share of households: **37%**

## COST-BURDENED HOUSEHOLDS

Share of households paying 30%+ on housing costs: **31%**

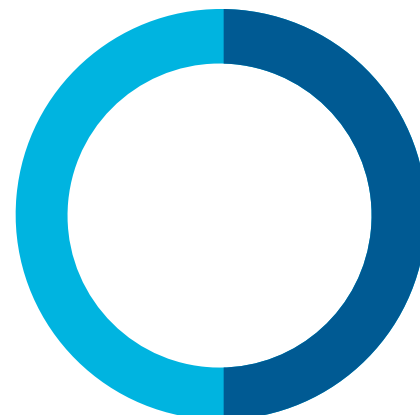
## CHANGE IN MEDIAN (MIDPOINT) HOUSING COSTS VS. HOUSEHOLD INCOME OVER TIME

Median rent (2011-2016): **-1** percent

Median for-sale price (2010-2017): **+31** percent

Median household income (2011-2016): **+0.4** percent

## HOUSEHOLDS



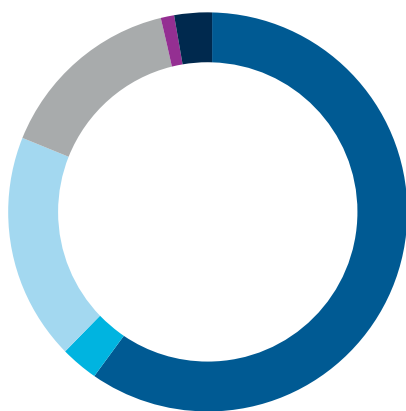
■ Renters: **50%**  
■ Owners: **50%**

## HOUSING AGE

Median year built: **1993**

Share of units built before 1980: **28%**

## HOUSING STOCK



■ Detached, single-family homes: **60%**  
■ Attached, single-family homes: **3%**  
■ Small-scale, multifamily buildings (2—9 units): **18%**  
■ Medium multifamily buildings (10—49 units): **15%**  
■ Large-scale multifamily buildings (50+ units): **1%**  
■ Other homes (mobile homes, houseboats, etc.): **3%**

## RENTAL SUPPLY BY HOUSEHOLD MEDIAN INCOME

0-30% AMI: **35** affordable and available units for every 100 **extremely low-income** households

0-50% AMI: **67** affordable and available units for every 100 **very low-income** households

0-80% AMI: **96** 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

**Households** +25,000

**Seniors** +2,600 households

**School-aged children** +9,200



# DOWNTOWN SPRINGDALE

Springdale has an ambitious plan to transform its downtown and create stronger connections to its natural features, like Spring Creek, as well as regional transportation and recreation opportunities, like the Razorback Regional Greenway.<sup>9</sup>

The seeds of this plan are beginning to sprout. Significant renovations are occurring in downtown Springdale, most notably along Emma Avenue. In this area, the Apollo Theater received a major overhaul, while several other businesses are improving their facades. In 2017, Tyson Foods located a technology hub for 300 workers in the downtown district. This and similar investments could accelerate interest in downtown, leading to potential market speculation and higher housing

## Downtown Market Snapshot

**\$450**

*median multifamily rent (2017)*

**13%**

*lower than rents outside of downtown*

**\$88,273**

*average home sales price (2017)*

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

## KEY OPPORTUNITIES

*Equitable growth*

*Revitalization of public housing*

*More opportunities to live in downtown Springdale, including a wider range of homes for a wider range of incomes*

*Closer partnerships with large-scale employers to promote affordability*





## Springdale has created bicycle and pedestrian zoning to spur improvements downtown.

costs. Downtown Springdale also has four designated Opportunity Zones, a federal program that provides tax incentives for private investment in low-income communities, that could attract additional funding for redevelopment.

Concerns about loss of affordability are well-founded, considering both downtown Springdale's rental and for-sale markets are not as strong as other downtowns in the region. Rents in the downtown are still attainable for most occupations in the region (with the exception of workers earning minimum wage).

Although the price of homes increased by 48 percent since 2010, the average price is still below all other downtowns in the region. This means some occupations, like receptionists or office clerks, could afford to buy a home within downtown Springdale (assuming they are able to meet other mortgage qualifications and find a home that suits their needs).<sup>10</sup>

By objective measures, downtown Springdale is less walkable than other downtowns in the region.<sup>11</sup> However, it is served by the region's bicycle trail network. The city has created bicycle and pedestrian zoning to spur improvements in downtown.

Downtown Springdale is also home to some of the region's public housing. Members of the public noted its desirable location, near a bus stop, healthcare center and shops. Currently, the Springdale Public Housing Authority does not have plans to redevelop any of its properties. Like many public housing developments within the United States, stakeholders reported these homes need renovations.



## FOOTNOTES

- <sup>1</sup> 2010 U.S. Decennial Census and 2012–2016 American Community Survey 5-Year Estimates; Derived from 30-year growth projections from the Northwest Arkansas Regional Planning Commission.
- <sup>2</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>3</sup> 2012–2016 American Community Survey 5-Year Estimates. Regional stakeholders and community members expressed this sentiment during engagement activities for Charting Housing’s Future in 2018.
- <sup>4</sup> In June 2018, a public workshop was held at the Shiloh Museum of Ozark History 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 Springdale and across the region. Values were presented and voted on by all attendees.
- <sup>5</sup> In October 2018, an additional public workshop was held at the Shiloh Museum of Ozark History to ask community members to prioritize housing issues for action in the next 10 years. Participants provided guidance for action recommendations for Springdale in the Regional Housing Report.
- <sup>6</sup> Center for Neighborhood Technology, which produces the H+T Affordability Index, sets the benchmark at no more than 45 percent of household income spent on combined housing and transportation costs. Housing and Transportation Affordability Index and annual transportation costs are available at <https://htaindex.cnt.org>.
- <sup>7</sup> 2012–2016 American Community Survey 5-Year Estimates.
- <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> See the 2015 Downtown Springdale Master Plan: [www.springdalear.gov/DocumentCenter/View/1903/Adopted-Downtown-Springdale-Master-Plan](http://www.springdalear.gov/DocumentCenter/View/1903/Adopted-Downtown-Springdale-Master-Plan).
- <sup>10</sup> Based on 30-year fixed mortgage with 3% down payment at 5% interest rate; includes private mortgage insurance.
- <sup>11</sup> Based on analysis completed using AR GIS and U.S. Environmental Protection Agency (EPA) Smart Location Index variables for walkability.

## 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.