



NORTHWEST ARKANSAS WORKFORCE HOUSING CENTER

***DUKE
MCLARTY***
EXECUTIVE DIRECTOR

WHO WE ARE

The workforce housing center is focused on addressing the emerging issue of housing affordability in Benton and Washington counties in Northwest Arkansas.

The goal is to strengthen the bonds in Northwest Arkansas communities by helping to create a variety of well-designed housing options and mixed-income neighborhoods for the region's workers and their families.

WHC promotes housing development in proximity to employment centers, lifestyle amenities and services.



Growth Will Continue

Fayetteville makes top 10 list of best places to live for fifth year in a row

By Todd Gill · Tuesday, Oct 13, 2020

NWA ranks fourth on 'Best Places to Live' report
Region climbs, passes Austin and Denver

by Doug Thompson | July 13, 2021 at 4:33 p.m.

Bentonville ranked 5th fastest-growing U.S. city; Northwest Arkansas cities lead growth in state

by Jeff Della Rosa (JDellaRosa@nwabj.com) · May 21, 2020 8:49 am · 12,842 views

Northwest Arkansas continues to lead state growth, 13th fastest-growing U.S. metro over past decade

by Jeff Della Rosa (JDellaRosa@nwabj.com) · March 26, 2020 7:45 am · 8,283 views

Planners consider how to fit 1 million residents into Northwest Arkansas

by Ron Wood | April 13, 2020 at 1:00 a.m.

NWA Population

*Current: 550,000

*2045: 975,000

Household Growth by 2040

*80,000 new households

*Half of those must accommodate for workforce income earners

30 People

NWA gains 30 people every day!

WHAT IS WORKFORCE HOUSING?

Who?

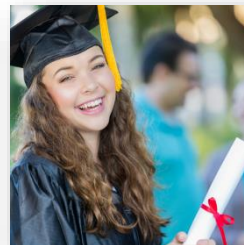
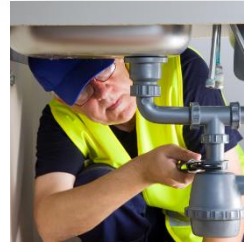
Teachers
First Responders
Nurses & Medical Staff
Building Trades
Food Plant Workers
Care Providers – Elder / Child
Bank & Office Staff
Recent College Grads

Income

AMI - Average Median
Income between
50% - 100%

**\$42,000 -
\$83,000**

*Family of Four



THE ISSUE

Workers are Priced Out

Income to qualify for mortgage

\$90,000	➔	\$300,000
\$75,000	➔	\$250,000
\$50,000	➔	\$200,000
\$35,000	➔	\$150,000

Current Rental Market

- Vacancy Rates: 3% (2021)
↓ 2.3% 2022
- ↑ 14% annual rent increase
- 2 bedroom - \$935 (average)

Average Sale Price 2022

Benton Co.	—	\$403,829
Bentonville	—	\$475,000
Rogers	—	\$465,000
Centerton	—	\$410,000
Siloam Springs	—	\$255,000

Washington Co.	—	\$362,924
Fayetteville	—	\$385,000
Springdale	—	\$325,000
West Wash. Co.	—	\$280,000

*1H 2022 Sale price

Lagging Development

Why hasn't development kept up?

Development Cost

Labor and building material cost have skyrocketed

Land Cost

Typically, 10%-20% of total development cost

Land Use & Zoning

Current zoning across region could incentivize for better and more uses

Not Enough Developers

Limited development community in NWA



What if nothing is done?



Traffic and congestion will worsen

Infrastructure will suffer

Economic activity will be stifled

- Recruitment, Retention
- Less \$ to spend

Natural and green spaces, waterways and lakes will be threatened



Health outcomes will be impacted

Quality of life will decrease

SOLUTIONS: WE ARE GOING TO GET AHEAD OF

01

Need to Densify

Not heavy density, but missing middle duplexes, triplexes and small apartments. Strategically placed development

02

Regional Approach to Growth

Need to start acting together as a region. Target growth and types to certain areas

03

Best Use of our Land

We need to better use our land that is close to jobs, services and amenities

04

Streamline Development

Need to work with cities to identify opportunities for process improvements

05

Incentivize Developers

Offer density bonuses, existing infrastructure bonuses, streamlined process for targeted developments

06

Funding

Infusion of money to projects to make them feasible

Fits Context of Community

Missing Middle



Small Lot Single | Portland, OR



Duplex | Atlanta, GA



Triplex | Minneapolis, MN



Fourplex | Portland, OR



Sixplex | Providence, RI



Eightplex | Toronto, ON



Townhouse | Silver Spring, MD

Two areas of initial focus

Workforce Housing Center Focus

01

Education and Advocacy

Elevate the importance of housing attainability by supporting policies, programs and initiatives that build public will for more housing.

1a. Regional Leadership: Lead collaborative and coordinated communication and policy efforts across the region

1b. Local Housing Policy: Advocate for model housing policies that remove barriers and offer incentives for workforce housing development

1c. Development Capacity: Offer trainings, convenings and conversations to increase the number of developers engaged in building workforce housing in our region.

02

Resource Deployment

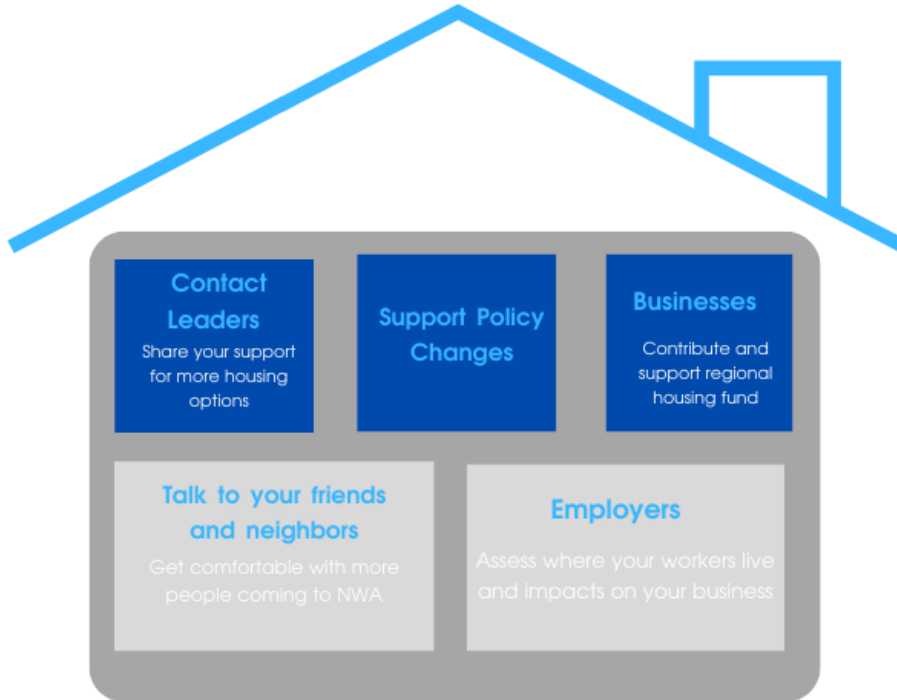
Offer creative, nimble and flexible financing and land options to support housing affordability.

2a. Housing Fund: Provide complementary financial tools and offerings to both nonprofit and private developers, in partnership with a fund management entity and funding partners

2b. Land Acquisition and Stewardship: Seek and accept land donations in targeted areas and broker partnerships among donors and public and private entities to develop or preserve housing targeted at workforce income levels.

It is going to take all of us!

All comes home to housing



Thank you!



NWA Workforce Housing Center

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<https://nwacouncil.org/our-work-housing/>