



## Chapter 2 Community Profile



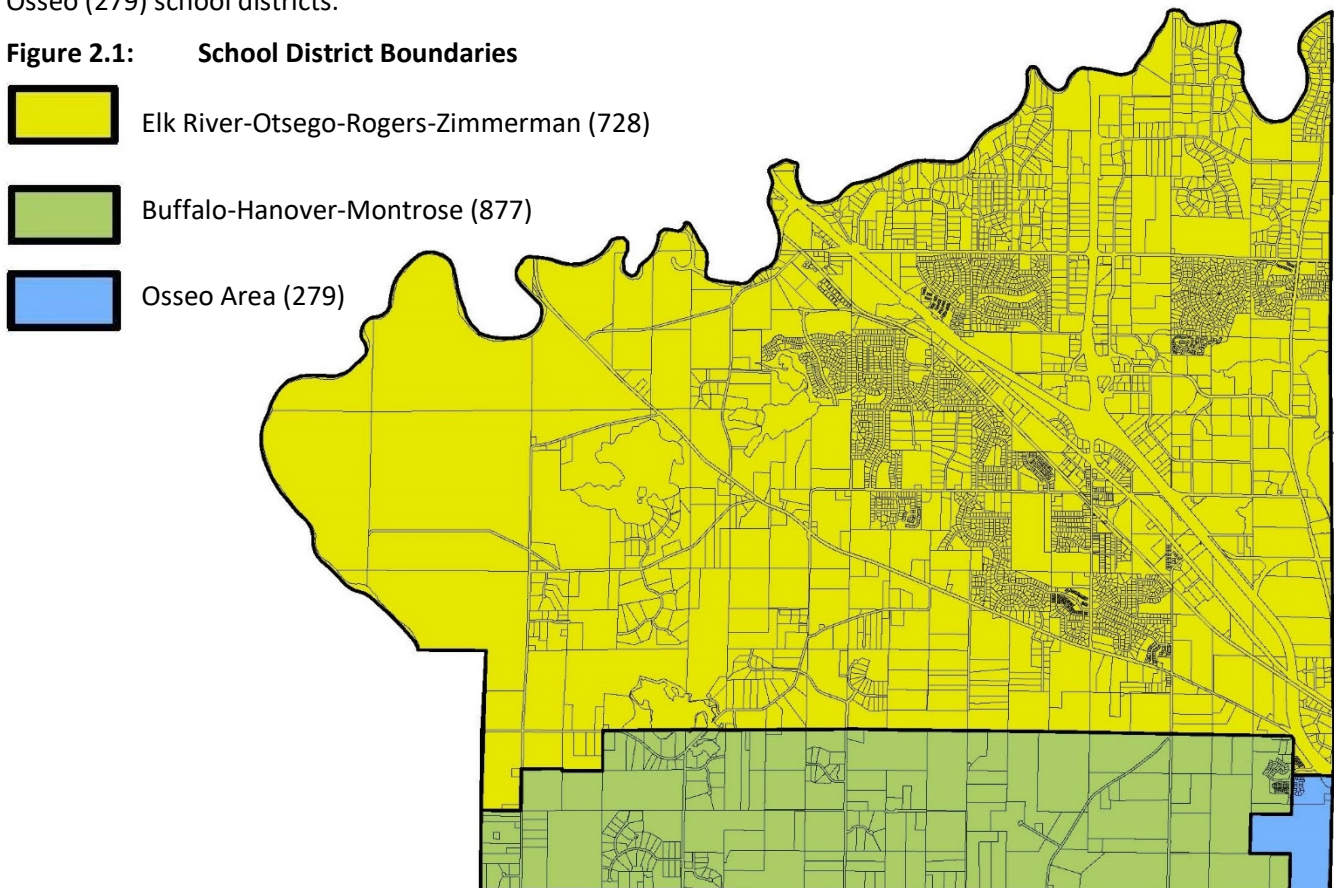


## Introduction

Rogers is a vibrant, growing suburban community in Hennepin County and the seven-county Twin Cities metropolitan area. In its early days, Rogers benefitted from the expansion of the railroad to spur growth and industry, and draw people to the rich, productive land and the beauty of the surrounding natural landscapes – thereby forming the foundation of the community. Today, transportation remains an important factor drawing people and industry to Rogers. The community enjoys the benefits of its unique location at the intersection of two regional roadway systems – Interstate 94 (I-94) and Trunk Highway 101 (TH 101) – that connect the community to employment centers and amenities of the Twin Cities and the recreational destinations of northern Minnesota. Situated as a key gateway between the Twin Cities and Greater Minnesota, Rogers delivers the best combination of urban services and amenities with rich rural landscapes and wide open natural areas, and an abundance of parks and recreational destinations. This has made Rogers a hub for business and distribution, and an attractive community for raising families, as is evidenced by the community being named, in 2013, as the “Best Place to Raise Kids in Minnesota” by Bloomberg BusinessWeek.

Rogers is home to four schools in Independent School District 728, the eighth-largest district in Minnesota. Those four schools include: Hassan Elementary School, Rogers Elementary STEM Magnet School, Rogers Middle School and Rogers High School. Rogers High School consistently ranks among the state’s highest in academic achievement, as well as its state-award winning music, athletic, drama and academic-based club programs, and nationally recognized Culinary Arts and DECA programs. All Rogers community schools rely on a combination of student engagement and technology to achieve academic and personal success, promote life-long learning and healthy living, and support families. The community is also served by the Buffalo-Hanover-Montrose (877) and Osseo (279) school districts.

**Figure 2.1: School District Boundaries**





## Development History

Prior to the first settlement in the 1800s, Rogers was covered in large areas of marshland and was heavily timbered with oak, elm, basswood, ash and maple – also known as “Big Woods.” In Minnesota, the Big Woods area originally extended from Monticello to Mankato. Today, roughly 1 percent of the original “Big Woods” remains.

European settlers arriving in the Rogers area in 1854 brought about major changes to the landscape as the woods were cleared and the land was tilled for crop production. As the area grew, small trade centers, called “hamlets,” emerged along Territorial Road to serve the needs of settlers. In the 1880s, John Rogers sold an acre of his land, then part of Hassan Township, to Great Northern Railroad for a dollar. The new depot provided a convenient stop for the rich timber resources and further supported the area’s agriculture trade. The arrival of the railroad would serve as the foundation for a new community. In February 1914, 60 years after the first settlers arrived, the Village of Rogers officially became a City.

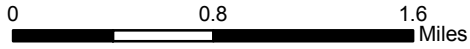
Over the years, Rogers has grown as the Twin Cities metropolitan area expanded outward. Land development in Rogers has historically occurred in relation to the major transportation corridors – first with the railroad and then the highways. As the Twin Cities region and regional highway systems have grown, the plentiful, undeveloped land in Rogers, combined with great access and visibility to I-94 and TH 101, resulted in unprecedented residential, commercial and industrial development between 1998 and 2008. In 2012, the City grew again, from roughly nine square miles to more than 26 square miles, following the orderly annexation of Hassan Township. Yet, as the community expanded, Rogers retained its historic foundation – its original Main Street and downtown area, which is located just south of I-94. Many of the original buildings still exist today, providing the City a critical link between its past, present and future.

## Locally Significant Sites

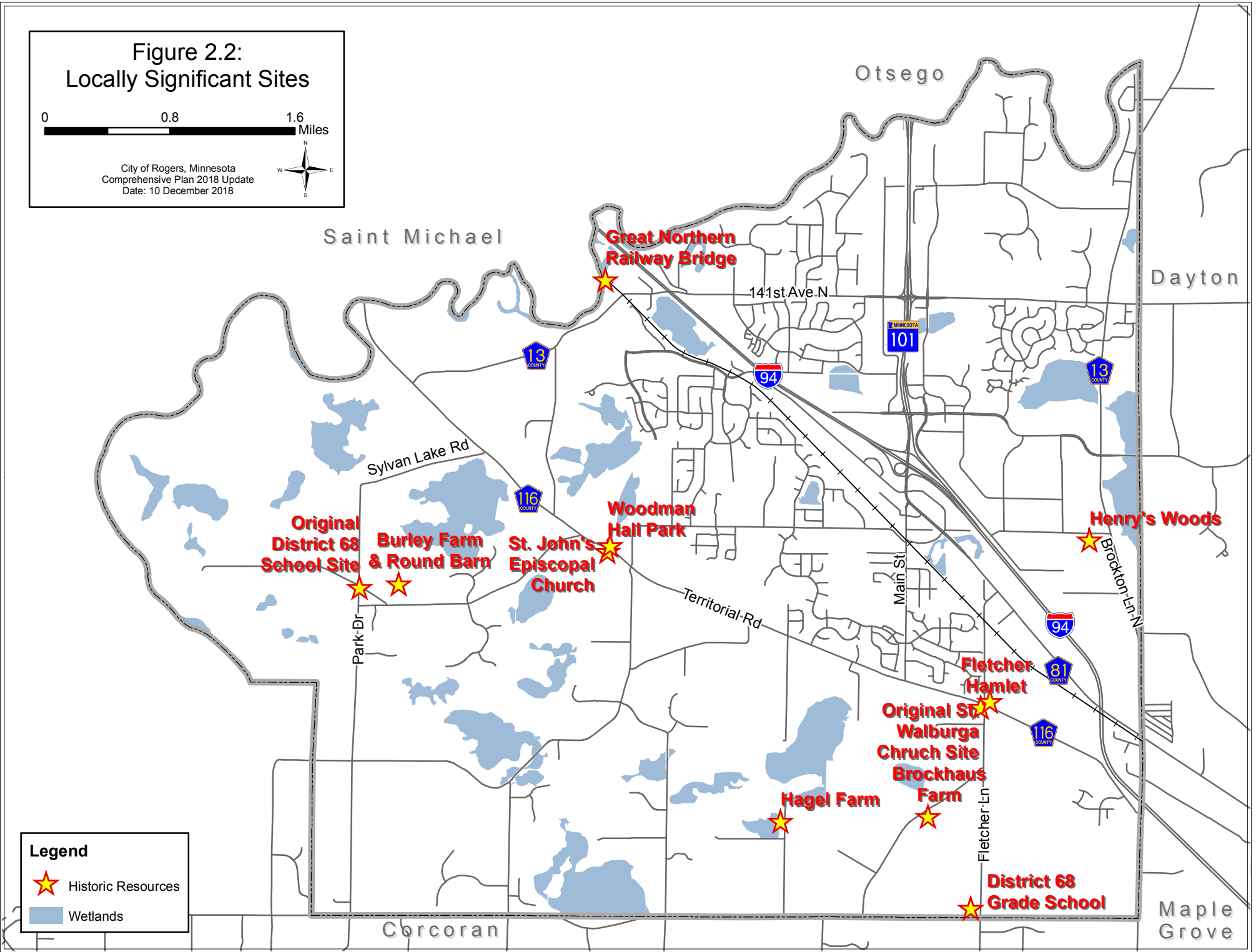
Several sites have local historic and cultural significance to Rogers. Unfortunately, only a few of the structural elements still exist. The historic buildings that still exist in downtown and the other locally significant sites are critical to the community identity for Rogers. The Hassan Area Historical Society preserves the history of the Rogers area, and helped identify several of these locally significant sites, of which a partial list is included here and shown on **Figure 2.2**.

- **Fred Hagel Farmstead, Tilton Trail South.** Listed on the National Register of Historic Places in 2006. Originally settled around 1855. Has vernacular architecture and building materials.
- **Nicolas Hagel Farmstead, Territorial Road.** Examples of vernacular architecture and building materials.
- **Brockhaus Farm and Barn, Valley Lane.** Possibly largest barn (remaining and built) in the Rogers area.
- **Burley Farm and Round Barn, Hassan Parkway.** Examples of vernacular architecture and example of rural farmstead in western Hennepin County.
- **Fletcher Hamlet, Territorial Road and County Road (CR) 116.** Last of two hamlets in Hennepin County. State Historic District. Has vernacular architecture.
- **Great Northern Railway Bridge across Crow River.** Early bridge on Crow River connecting Minneapolis to St. Cloud by railroad. Documented in State archives.
- **Henry’s Woods, Brockton Lane.** High quality basswood forest representing pre-settlement vegetation.
- **Woodman Hall Park, Territorial Road.**
- **St. John’s Episcopal Church, Territorial Road.** Locally significant place of worship.

Figure 2.2:  
Locally Significant Sites



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**Legend**

- Historic Resources
- Wetlands





## Landscapes & Natural Resources

### Land Cover

The Rogers area is fairly flat with gently rolling hills and some wooded areas. The natural pre-settlement vegetation included maple-basswood forest, floodplain forest, and prairie wetland. A large portion of central Rogers previously transitioned from rural to urban, with larger tracts of land in the south and southwestern areas of the community still remaining as productive farmland and natural or semi-natural sites, some of which was previously developed as rural residential or rural estates.

Remaining dominant natural communities in the area are maple-basswood forest, oak forest, cattail marsh and willow swamp. There are four large remnants (20+ acres) of high quality maple-basswood forest scattered throughout the southern portion of Rogers. The western boundary of Rogers is mostly comprised of the Crow-Hassan Park Reserve. The regional park reserve features high-quality and restored natural features of the area as well as provides open space and recreation opportunities for residents. It is owned and managed by the Three Rivers Park District.

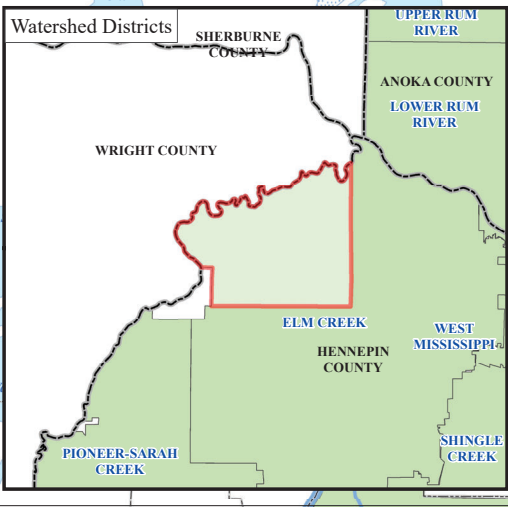
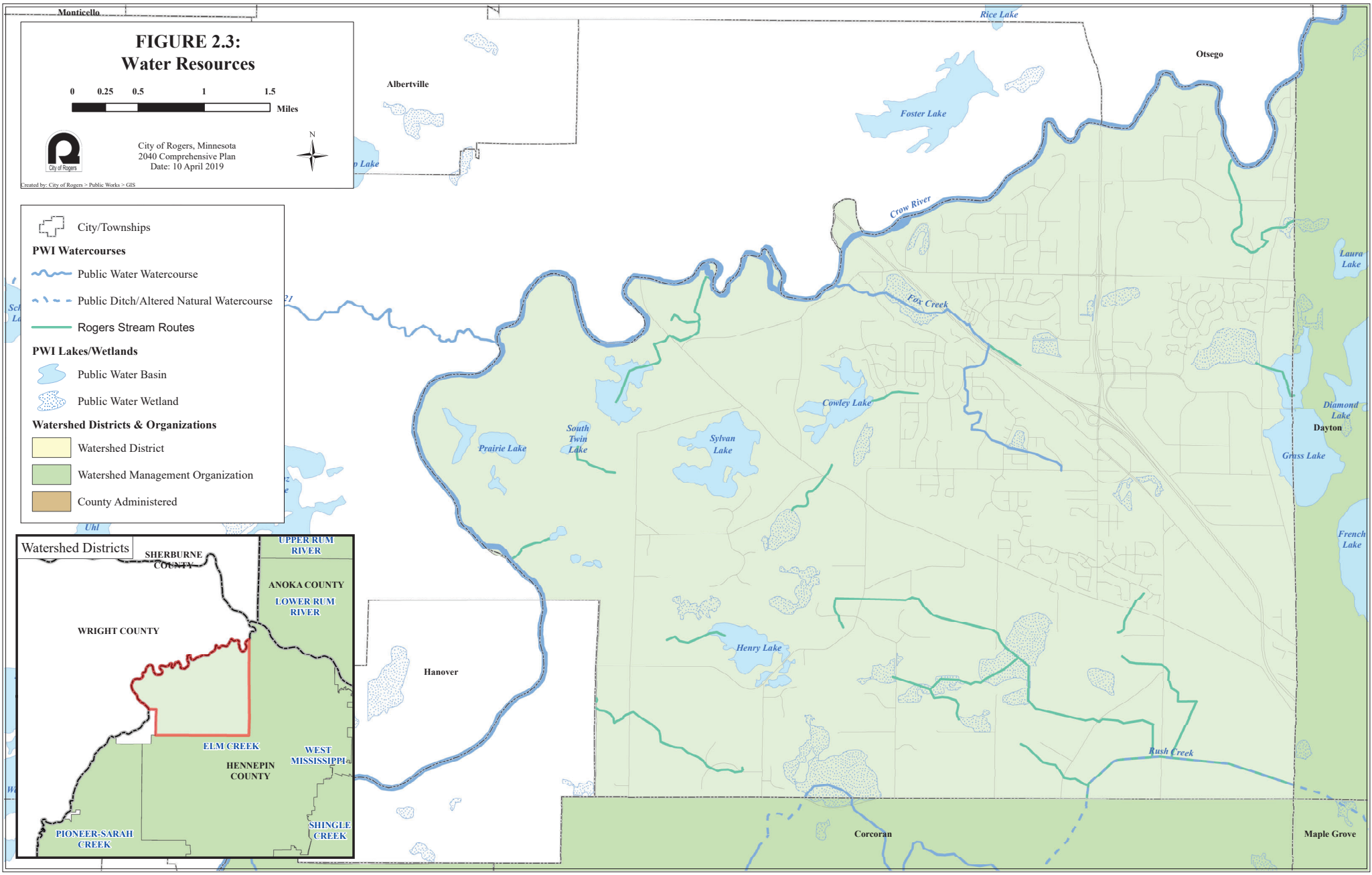
### Water Resources

Rogers contains part or all of more than two dozen Minnesota Department of Natural Resources (MnDNR) protected waters, including 12 lakes and 15 wetlands (**Figure 2.3**). There are also several protected watercourses, including the Crow River, which runs north of Rogers, forming the northern boundary and flowing eastward to the Mississippi River. There is also Fox Creek, which runs through Rogers and flows northeast to the Crow River, and two streams in south Rogers which eventually connect to the North Branch of Rush Creek. The MnDNR identifies Cowley Lake, Henry Lake and Sylvan Lake, and Rush Creek as impaired water bodies in Rogers.

### Wetlands

There are a number of wetlands throughout Rogers. These wetlands, identified by the Hennepin County Wetland Inventory, are shown in **Figure 2.4**. The Hennepin County Wetland Inventory was used because it was completed more recently than the National Wetland Inventory (NWI) and represents the best available wetland data.



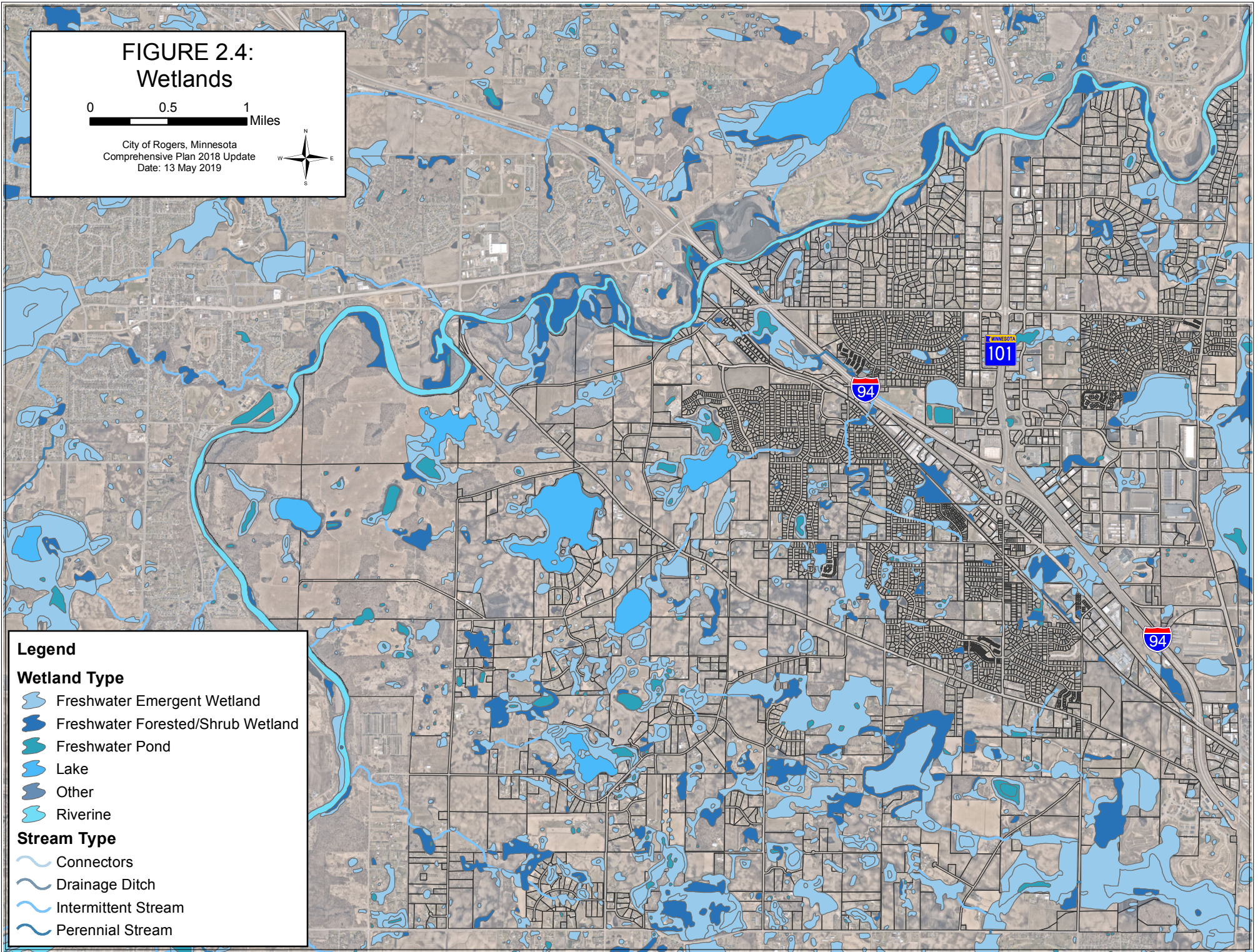




**FIGURE 2.4:**  
**Wetlands**







0 0.5 1 Miles

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Comprehensive Plan 2018 Update  
Date: 13 May 2019







**Legend**

**Wetland Type**

-  Freshwater Emergent Wetland
-  Freshwater Forested/Shrub Wetland
-  Freshwater Pond
-  Lake
-  Other
-  Riverine

**Stream Type**

-  Connectors
-  Drainage Ditch
-  Intermittent Stream
-  Perennial Stream





## Floodplains

A floodplain is defined as an area where surface flooding has the statistical likelihood of occurring once every 100 or 500 years. Floodplains in Rogers (**Figure 2.5**) include lands alongside the Crow River, Rush Creek, tributary wetlands and drainage ditches. The Federal Emergency Management Agency (FEMA) mapping does not identify all areas subject to flooding, particularly from local drainage sources of small size. In particular, FEMA mapping does not identify floodplains associated with local lakes - Cowley Lake, Grass Lake, Henry Lake and Sylvan Lake.

## Topography

Rogers is mostly comprised of nearly level farmlands and wet meadows, marshes, and knolls and ridges. The topography map (**Figure 2.6**) shows that elevations range from 1,020 feet above sea level south of central Rogers at Territorial Road to a low of about 850 feet along the Crow River in the northeast corner. Elevations in most areas range from 900 to 960 feet above sea level. Most areas have slopes of less than 12 percent. The most prominent slope has about 70 feet of relief and is located south of Territorial Road. A few areas, particularly those overlooking the Crow River in the northern part of Crow Hassan Park Reserve, have slopes ranging from 12 to 35 percent.

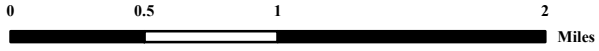
## Natural Resources

The landscape of the City of Rogers is home to a variety of natural resources that are locally or regionally important. These resources range from the wetlands described above to various vegetation stands throughout the city. The Minnesota Department of Natural Resources (MnDNR) monitors locally significant or ecologically important areas throughout the State (**Figure 2.7**). These natural resources contribute to the character and identify of Rogers, and provide an amenity to residents and visitors. Additionally, these areas contribute to the environmental health of the City's landscape. The potential for impacts to ecologically sensitive areas or conservation corridors should be reviewed as development is pursued. The City should continue to comply with the Minnesota Environmental Quality Board and the current requirements for environmental review on projects that exceed the determined thresholds.

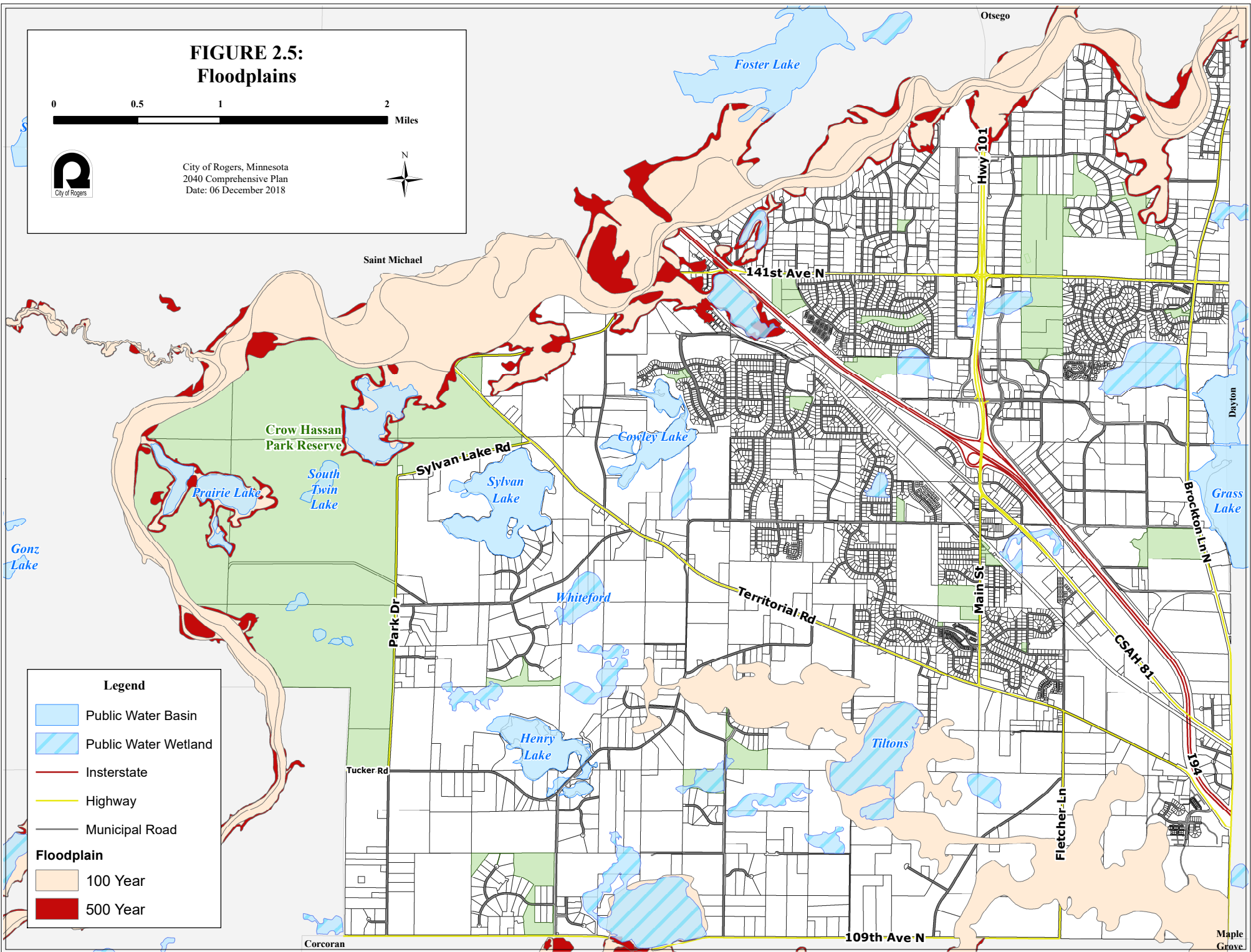




**FIGURE 2.5:  
Floodplains**



City of Rogers, Minnesota  
2040 Comprehensive Plan  
Date: 06 December 2018



**Legend**

- Public Water Basin
- Public Water Wetland
- Interstate
- Highway
- Municipal Road

**Floodplain**

- 100 Year
- 500 Year



**FIGURE 2.6:  
Topography**



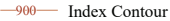
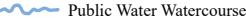
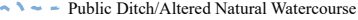
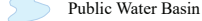
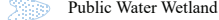

COUNTOUR INTERVAL 10 FT - ELEVATION IN FEET

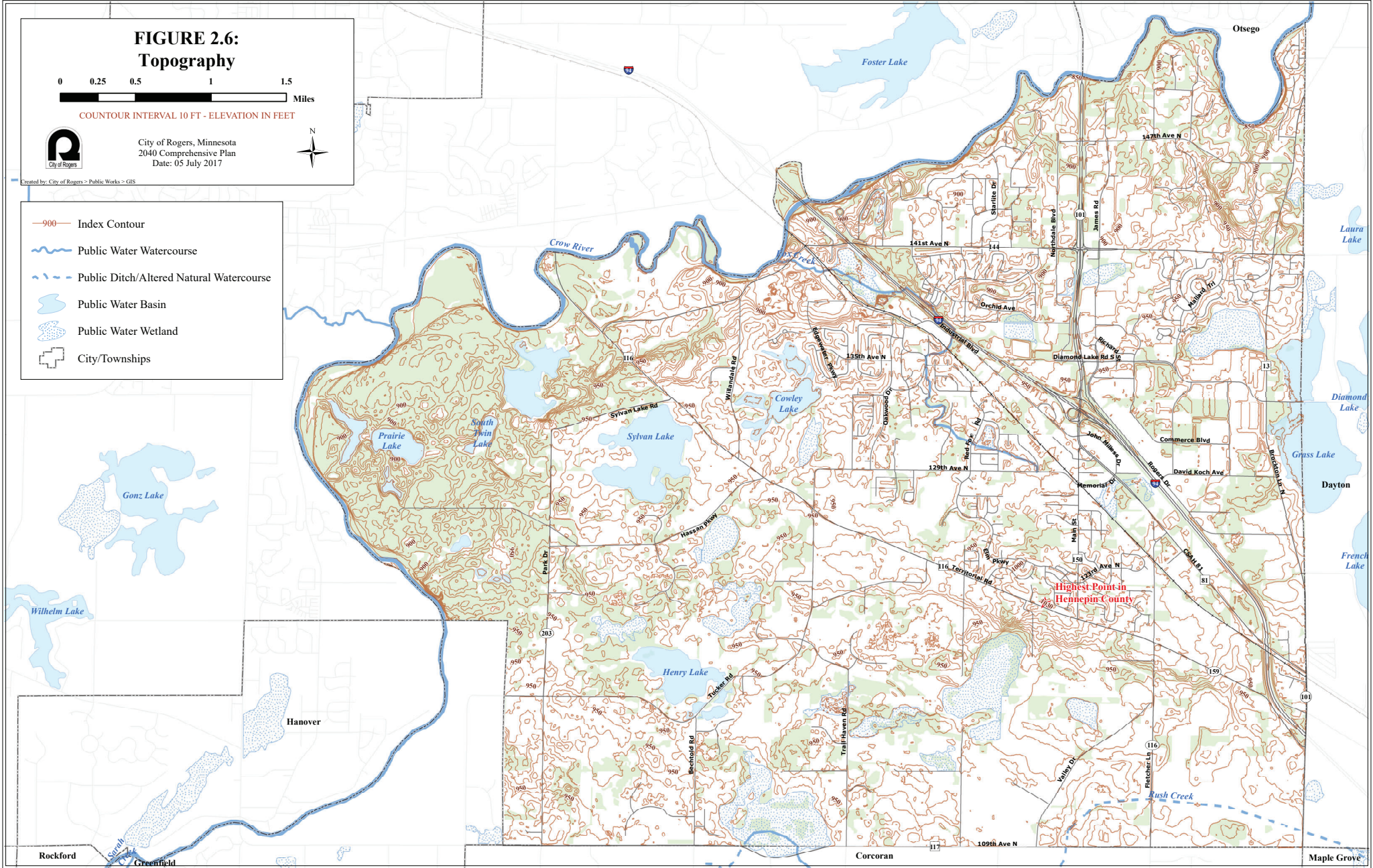


City of Rogers, Minnesota  
2040 Comprehensive Plan  
Date: 05 July 2017



Created by: City of Rogers > Public Works > GIS

-  Index Contour
-  Public Water Watercourse
-  Public Ditch/Altered Natural Watercourse
-  Public Water Basin
-  Public Water Wetland
-  City/Townships








**FIGURE 2.7:**  
**Locally Significant**  
**Natural Resources**

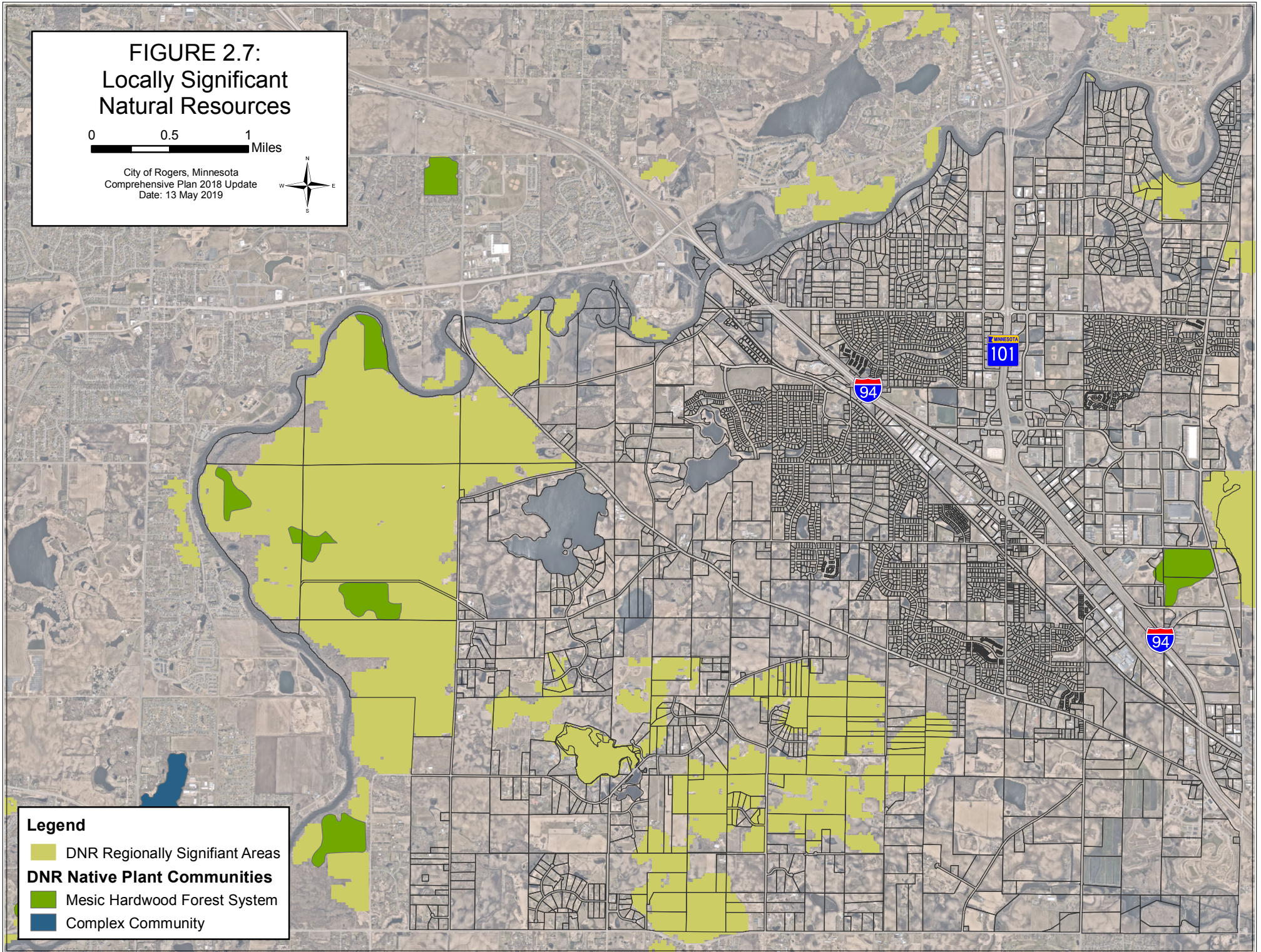
0 0.5 1 Miles

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Comprehensive Plan 2018 Update  
Date: 13 May 2019



**Legend**

-  DNR Regionally Significant Areas
- DNR Native Plant Communities**
-  Mesic Hardwood Forest System
-  Complex Community







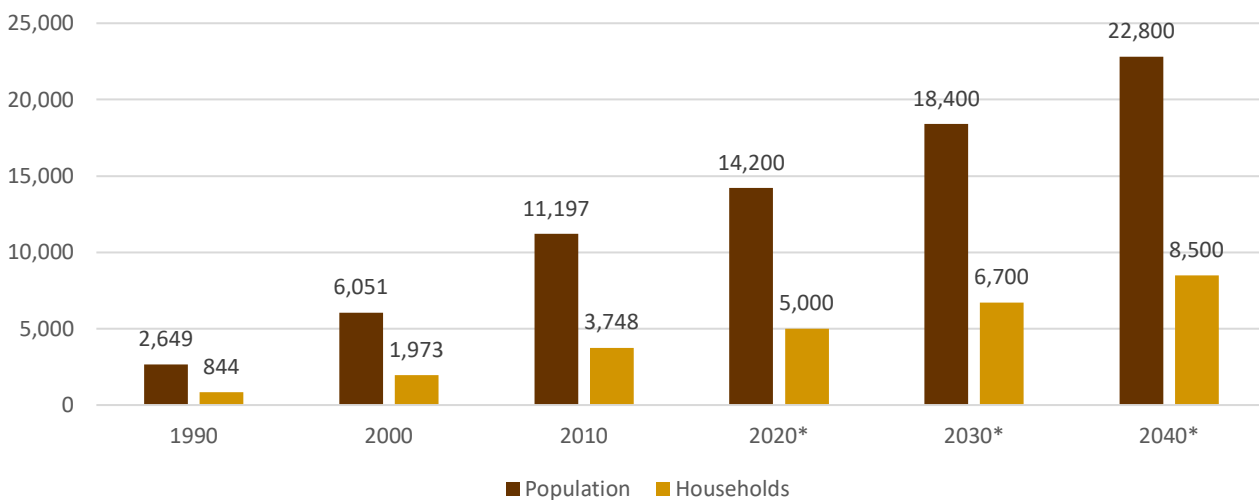
## Community Trends & Demographics

Growth and demographic trends are critical elements for Rogers and this Comprehensive Plan. Looking at historic trends and projections offer many insights into future development that drive the demand for land, as well as the need for infrastructure and municipal services. While projections are helpful for planning, it is important to remember that the ability to accurately predict the amount and pace of future development is complicated by the realistic outcomes that are impacted by economic, demographic and societal factors.

### Population, Household & Employment Growth

A predominantly agricultural community in its early years, the population of Rogers remained fairly constant until the mid-1990s. From 1920 to 1990 the City’s population grew slowly from 190 people to a maximum of 722. Then, from 1990 to 2000, the population grew drastically, increasing from 2,649 to 6,051, a growth of 128 percent, or 3,402 people (**Figure 2.8**). Similar growth occurred from 2000 to 2012 when the population grew to 11,197 (+5,146) – a result of continued community development and annexation of Hassan Township in 2012. For 2017, the State Demographer estimated that Rogers contained a population of 12,554 and 4,184 households.

**Figure 2.8: Historical & Forecasted Population Growth**



Source: Decennial Census, Metropolitan Council

As a still-growing community, and with the bulk of the remaining, undeveloped land predominantly positioned for residential development, population growth projections show continued growth, but at a more gradual pace during the next 20 years than experienced more recently. The Metropolitan Council has forecasted the City will grow by 4,200 persons from 2020 to 2030 to a total population of 18,400, and another 4,400 persons from 2030 to 2040 to 22,800 (**Table 2.1**). Overall, the population is forecasted to grow 79 percent from 2017 to 2040.





**Table 2.1: Metropolitan Council Growth Forecast**

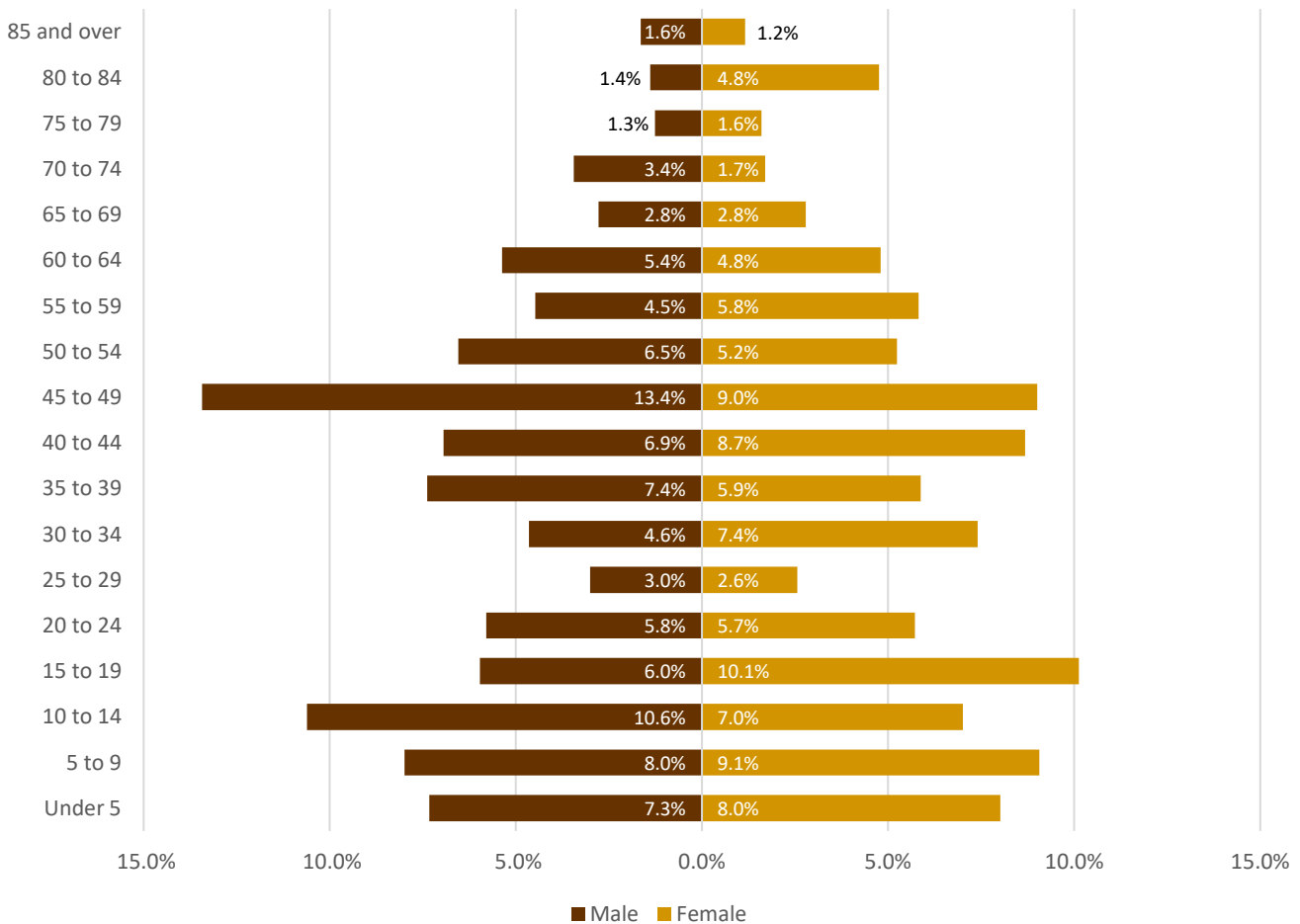
Year	Population	Households	Employment
2010	11,197	3,748	7,907
2017	12,753	4,184	9,714
2020	14,200	5,000	11,400
2030	18,400	6,700	13,100
2040	22,800	8,500	14,800

Source: Metropolitan Council

**Population Age & Composition**

As is consistent across the Twin Cities metropolitan area, the age of the Rogers residents is getting older, on average. As described in **Figure 2.9**, from 2010 to 2017 the percentage of the population in the younger age groupings – under 5 years, 5 to 19 and 20 to 44 – decreased from 77 to 54 percent, whereas the share of the population for persons 45 and older increased from 23 to 46 percent.

**Figure 2.9: 2016 Population Pyramid**

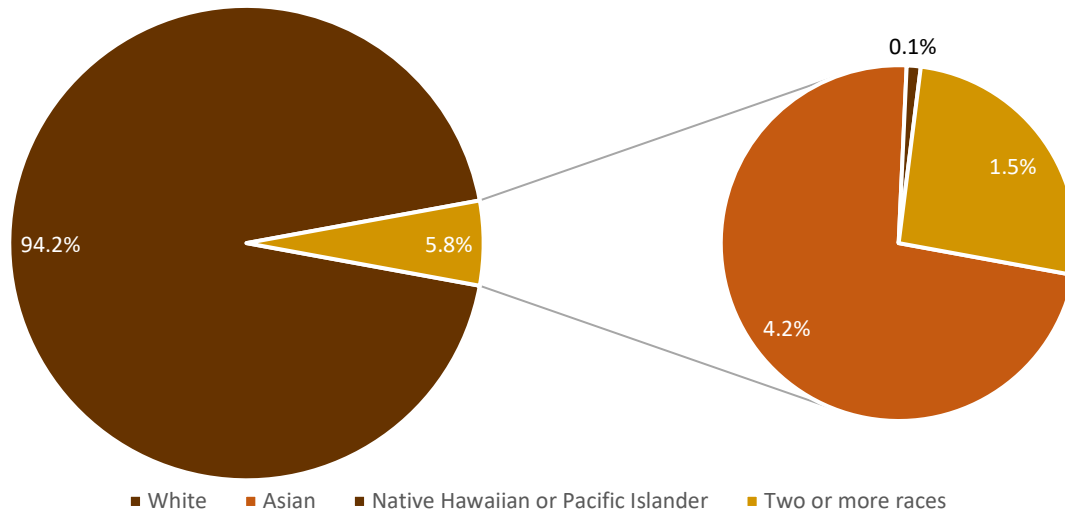


Source: 2016 American Community Survey



Overall, the population is less diverse, more highly educated and has greater personal wealth (income) than other suburban communities in the Twin Cities metropolitan area. Due to its location in the seven-county metropolitan area, Rogers estimates a slower diversification of the population during the next 20 years unlike those communities closer to Twin Cities. Consistent with regional trends showing a significant increase in persons of different ethnic backgrounds by 2040, recent local trends show that diversity is increasing. The share of the nonwhite population tripled from 2000 to 2010. In 2016, it was 5.8 percent. However, according to ACS estimates for 2012-2016, there were no African Americans nor Native Americans living in Rogers (**Figure 2.10**).

**Figure 2.10: 2016 Race of Population**

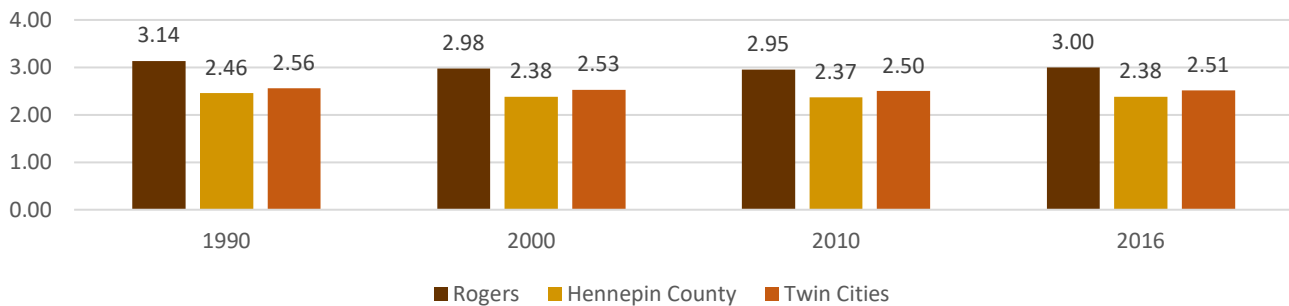


Source: 2016 American Community Survey

### Households

From 2010 to 2016, the number of households increased from 3,748 to 4,184, a 12 percent increase – this after an increase of 90 percent over the previous decade. Much of that increase is result of the annexation of Hassan Township. Average household size increased only slightly from 2.99 to 3.00 people, which is the opposite of the trend of declining household sizes throughout Minnesota. In 2016, the average household size was higher than Hennepin County (2.38) and the Metro Area (2.51) (**Figure 2.11**). The Metropolitan Council forecasts a decrease in household size to an average of 2.68 in 2040. However, estimates household growth will trend closer to 3.00.

**Figure 2.11: Average Household Size**

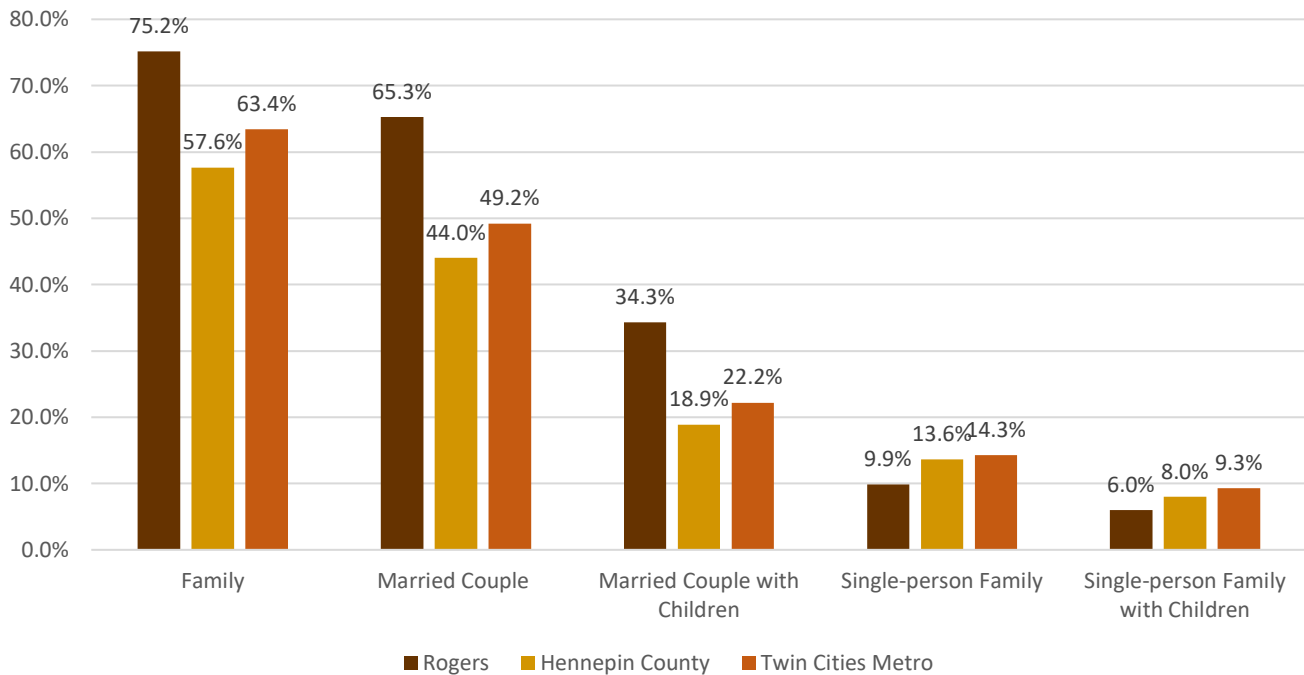


Source: Minnesota Demographer



From 2010 to 2016, the percentage of family households in Rogers decreased slightly from 76 to 75 percent; non-family households conversely increased from 24 to 25 percent (**Figure 2.12**). Compared to Hennepin County and the seven-county metropolitan area, Rogers not only had a greater percentage of married persons (65 percent), but also a substantially higher proportion of households consisting of married couples with children under 18 years of age – meaning Rogers is community of families.

**Figure 2.12: Household Types**



Source: 2016 American Community Survey, US Census

### Housing

Housing comprises most of the developed land in Rogers, accounting for 28.1 percent of the existing land use today. The housing landscape of Rogers is currently dominated by traditional, single-family detached homes. Those established single-family neighborhoods is one of many strengths for the Rogers community. In 2016, 87 percent of all residential units across the community were single-family (attached or detached). Of all single-family homes that exist in the community today 52.5 percent (2,431) were constructed prior to 2000; 47.5 percent (1,599) were constructed since then to 2017. Townhomes are an alternative option to traditional single-family housing, and there was some townhome construction from 2000 to 2015. Construction of multi-family apartments occurred from 2000 to 2007, with a peak of 1,041 units in 2004. As a result, Rogers currently has a housing stock ratio of 89 percent single family to 11 percent multi-family, which is significantly less diverse than Hennepin County and the Twin Cities metropolitan area, which have 55% and 49 percent single-family housing, respectively. The strength of its single-family neighborhoods is also a weakness for Rogers. It lacks the necessary supply of lifecycle housing that enables people to move here in their early wage-earning years and remain here after they retire from the labor force.



The combination of rising housing costs and flattening of personal incomes has resulted in a significant increase in Rogers households facing a higher cost burden. For example, from 2000 to 2017, the median estimated market value of single-family homes in Rogers increased from \$287,000 to \$334,000. Those factors, combined with the growth of the manufacturing and distribution employment base within the community, have resulted in a greater demand for rental living versus home ownership. That, in turn, is driving the demand for workforce and multi-family housing, in addition the need for more attainable housing for first-time home buyers and a greater diversity of housing options at varying prices for all persons in Rogers and across the Twin Cities metropolitan area.

## Employment

Employment touches many aspects of community life. It includes both the types of jobs that residents have compared to the types of jobs available to them within the community. Where residents and workers live in relation to their jobs impacts the transportation systems. Rogers benefitted greatly from its location in the seven-county metropolitan area, resulting in a significant growth in its employment base from 1998 to 2008.

Employment is forecasted to grow approximately 87 percent, with 6,893 jobs added between 2010 and 2040. Based on the existing housing market, it is assumed that most jobs will continue to be filled by commuters living outside of Rogers. Like many suburban communities in Twin Cities metropolitan area, Rogers is subject to a high degree of commuting. According to 2015 origin-destination statistics obtained from the U.S. Census, on average, there were 8,819 jobs in Rogers (92 percent of jobs) that were held by residents from other jurisdictions, while 5,555 Rogers residents (88 percent of working residents) commuted out of Rogers to work in other jurisdictions. Thus, there is a net inflow of employment, making Rogers' employment base relatively larger than its population base.

From 2010 to 2016, the percentage of the Rogers population aged 16 and over that participated in the labor force decreased from 78 to 74 percent. However, it has remained somewhat higher than for Hennepin County (72 percent). In 2016, the weighted unemployment rate in Rogers was 1.3 percent, lower than Hennepin County (5.1 percent). Sixty-eight percent (68 percent) of married-couple families in Rogers reported both partners in the labor force, with 40 percent of those families reporting both partners were working full-time.