

Rogers Hilltop Acres

TBD E US 190, Rogers, TX 76569
27 & 10 Acres | Bell County



Property Features

- Two parcels along the future I-14 Corridor
- May be acquired individually or together
- Excellent highway visibility
- Well-suited for future commercial, industrial, or mixed-use development



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Jan Gunter, REALTOR®
Accredited Land Consultant

512-944-0572

jan.gunter@kw.com

JanGunterRealty.com

Please note - Agent is a party to this property

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Description

Two family-owned hilltop tracts positioned along US 190/SH 36 between Temple and Rogers in eastern Bell County. The property lies directly in the path of major TxDOT investment: the US 190 Rogers Relief Route and the broader upgrade of US 190 to Interstate 14. With new fill bringing portions of the site to a level, buildable elevation and excellent visibility to the highway, the tract is well-suited for future commercial, industrial, or mixed-use development.

Topography & Site Work:

- Hilltop setting with broad views over Rogers and the surrounding countryside.
- As part of the highway project, contractors are placing gravel and fill dirt on the south parcel, raising and leveling areas that previously sloped down the hillside.
- The result is a higher-elevation, flat development pad with strong visibility to US 190/future I-14, materially improving the site's buildable area and readiness for development.

Boundaries & Adjacencies:

- The railroad forms the northern boundary of the north parcel.
- Highway frontage and exposure along the existing and future US 190 corridor.

Utilities:

- No active utility service is currently on the tracts, but utilities are available nearby, consistent with other highway-corridor development sites in the area.

Development Potential:

The combination of two-parcel flexibility, new level building pads, and placement in a designated I-14 corridor creates an attractive platform for both users and developers seeking a long-term strategic position in Central Texas.

Given its location, elevation, and highway exposure, potential future uses could include:

- Highway-oriented commercial (fuel, travel center, QSR/fast food, convenience, retail)
- Logistics, flex, or light industrial facilities taking advantage of interstate-grade access
- Hospitality (hotels or extended-stay lodging) serving Temple, Rogers, and regional traffic
- Mixed-use or employment campus uses, subject to local approvals



Location

Region: Eastern Bell County, Texas

Municipality: Near the town of Rogers, approximately 14–15 miles southeast of Temple via US 190/SH 36

Corridor: US 190 is the primary east–west route serving Belton, Temple, and Rogers and is designated as part of the future I-14 Central Texas Corridor

Traffic & Regional Connectivity

- US 190/SH 36 is a major commuter and freight corridor in Central Texas
- TxDOT's statewide traffic count and feasibility studies identify US 190 as a primary east–west facility, with annual average daily traffic (AADT) reaching roughly 80,000 vehicles per day where it connects with I-35 in Temple.
- AADT on US 190 just east of the tracts was 10,236 in 2025.



Distances

- 1.5 mi to Rogers
- 14 mi to Temple
- 48 mi to Waco
- 68 mi to Bryan/College Station
- 74 mi to downtown Austin
- 81 mi to Austin-Bergstrom International Airport
- 140 mi to downtown Dallas



Demographics

Rogers, Texas (Local Trade Area) - Rogers offers a small-town environment with stable households and a higher median income than the broader Killeen–Temple metro, providing a solid local customer and workforce base.

- Population (2024 ACS): ~1,303 residents
- Median Household Income (2024 ACS): ~\$55,625
- Median Age (2024 ACS): 40.5 years

Temple, Texas (Primary Service & Employment Hub) - Temple serves as the regional center for healthcare, logistics, and manufacturing and has been recognized as a desirable and growing Central Texas community.

- Population (2025 estimate): ~98,412 residents, up 19.7% since April 2020
- Median Household Income (2024 ACS 1-Year): ~\$71,931
- Median Age (2024 ACS 1-Year): approximately 35 years

Regional Context (Killeen–Temple MSA)

- Killeen–Temple metropolitan area population (2024): ~509,487 residents
- Median household income: ~\$68,465.
- The region benefits from established healthcare, military, manufacturing, logistics, and service industries, supporting a broad employment and consumer market.
- Together, Temple and Rogers offer a combination of regional employment and commercial services (Temple) and a smaller local customer and labor base (Rogers), positioning the subject property for uses that benefit from highway visibility, regional connectivity, and surrounding populations.



Future of US 190 / Interstate 14

The property is uniquely positioned within an evolving interstate-grade corridor. These projects collectively position the subject property on a future Interstate corridor, enhancing long-term visibility, access, and development potential.

I-14 Extension – Temple to Rogers (Segment 3):

- TxDOT is proposing improvements to US 190/SH 36 from SH 95 in Temple to BU 190 in Rogers (approx. 9 miles). Planned upgrades include widening, new frontage roads, and safety and mobility enhancements while maintaining two lanes in each direction.

Rogers Relief Route:

- The US 190 Rogers Relief Route, a new bypass around the north side of Rogers, is under construction. After contractor delays, TxDOT has restarted work with a new contractor and now projects completion around summer 2027.

I-14 Central Texas Corridor Study:

- Further east, TxDOT's Bryan District is studying the I-14 Central Texas Corridor, which will generally follow US 190 from Rogers to Huntsville to interstate standards, reinforcing the strategic role of this corridor for long-term freight and passenger mobility.

