

## REAL ESTATE MARKET ANALYSIS 2

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**Limiting Conditions**

The reported analyses, opinions, and conclusions contained herein are limited only by the reported assumptions and limiting conditions, and are Development Initiatives’ unbiased professional analyses, opinions, and conclusions.

Information provided and utilized by various secondary sources is assumed to be accurate. Development Initiatives cannot guarantee information obtained from secondary sources. Such information and the results of its application within this analysis are subject to change without notice.



The nature of real estate development is unpredictable and often tumultuous. The natural course of residential development is difficult to predict and forecast. Development Initiatives deems our projections as reasonable considering the existing market and various obtained information. It should be understood that fluctuations in local, regional and/or national economies could have substantial effects on the particular findings and recommendations contained within this document.

**Copyright Statement**

This document was prepared for the intended use of NorthEast Alliance Together (NEAT) and Mattie Rhodes Center for its redevelopment of certain real estate properties referenced within the report.

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**2.1 INTRODUCTION**

**Objective**

Development Initiatives (DI) has been retained by Mattie Rhodes Center on behalf of NorthEast Alliance Together (NEAT) to conduct a general analysis of the market for development and investment in the Historic Northeast Neighborhoods of Kansas City, Missouri.

As part of this analysis, Development Initiatives has personally toured the market area, located comparable properties, and interviewed area realtors and local City officials. Additionally, Development Initiatives has analyzed the current housing / retail conditions and trends in the market area; reviewed and analyzed demographic trends relating to the overall market area; studied the competition; researched proposed new projects; and projected current market rates; anticipated future demands and expected absorption of the Study Area.

**Data**

All attempts have been made to obtain the most current data utilized and referenced in this analysis. Primary data sources include the 2000 and 2010 Census, the American Community Survey, the City of Kansas City, the Kansas City Chamber, the National Association of Home Builders (NAHB), Heartland Multiple Listing Service (MLS), Courtney Beaumont / Chartwell Realty, CB Richard Ellis, CoStar, Reis, CCIM / Site-to-do-Business and Nielsen / Claritas. All projections are for a five (5) year period as per industry norms for economic and demographic forecasting.

**Qualifications of the Surveyor**

This market analysis has been prepared by Mr. Jim Potter and Mr. Adam Jones of Development Initiatives. Company information for Development Initiatives can be found at [www.di-kc.com](http://www.di-kc.com).

**Surveyor Certifications**

Appendix B & C of this report contains a complete list of certifications, assumptions, and limitations for this market analysis.

2.2 EXECUTIVE SUMMARY

NorthEast Alliance Together (NEAT) c/o Mattie Rhodes Center has commissioned Development Initiatives (DI) to perform a market analysis for both residential and commercial properties within the Historic Northeast area of Kansas City, Missouri. The center for this analysis is located at the intersection of Hardesty Avenue and Independence Avenue, Kansas City, Missouri.

For the purposes of this market analysis, the Study Area (PMA), or Trade Area, is defined as an area irregularly bound by Cliff Drive on the north, I-435 on the east, Truman Road on the south and I-29 / I-35 on the west. As of 2010, total population for this Study Area was estimated to be 35,108. The total number of Households within the PMA is estimated to be 11,715.

Total population has changed little within the Study Area over the last two decades. Most neighborhoods within the area gained a small amount of population since the 1990's. Overall, the area has experienced a net growth of 764 residents from year 1990 until the year 2010, a two (2) percent increase. Meanwhile, the number of households and housing units decreased rapidly. According to the U.S. Census, the area lost approximately 1,947 households and 1,982 housing units over the same time period. And yet, despite stagnated growth, the overall population of the Historic Northeast became much more racially diverse.

The Hispanic population of the area has increased by 491 percent over the last two decades, adding approximately 11,278 residents since 1990. Meanwhile, the number of African American residents also increased, but only slightly. The number of white (Non-Hispanic) residents within the area decreased by 59 percent, or 9,455 people since 1990.

It is our opinion that approximately 100 percent of market draw will be from the Study Area / Trade Area.

Conclusions / Findings:

In conclusion, this analysis is intended to give readers a better sense of the Historic Northeast Area, its residential and commercial marketplace, and most importantly its residents. It is our hope that this information will prompt a fruitful dialogue among city and community leaders about the direction the Historic Northeast should take in the future.

- Population Summary  
Population loss is stabilizing within the area. As of 2010, the total population for the Study Area was 35,108. The area is forecast to lose 701 residents by 2018, a much slower rate than previous years. Population loss is correlated to a loss in livable housing stock because of residential disinvestment in the Study Area. The Study Area's population is diverse and represents a proportional mix of ethnicities and ages.
- Employment Summary  
The Study Area suffers from having a lack of good quality jobs and an educated workforce. The majority of the Study Area's residents do not work within the area. Many commute as far as fourteen (14) miles away for employment. The majority of the Study Area's workforce has no college education. This translates into workers earning lower than average wages. Currently, 17 percent of workers with fulltime jobs make less than \$15,000 a year.

- Commercial Summary  
Commercial realty statistics indicate approximately 1,965,874 square feet of retail space within the Study Area. This accounts for 375 buildings with a 96% occupancy rate. Average absorption time for vacant square footage is 20+ months with a net absorption is 1% per year. Rental range for retail space is \$2.64 to \$12.00 and averages \$4.59 per square foot.
- Residential Summary  
Residential market data shows a definite demand for both single-family and multi-family residential dwelling units in the near future. Population growth has become a function of housing availability within the Study Area. Because of this, population has not been able to grow within the Study Area because of a disinvestment in housing. Both single-family and multi-family dwelling units have extremely high occupancy rates and reaffirm personal observations made during this study. If housing is considered livable within the Study Area, then it is likely occupied, no matter the quality of residence. Many of the multi-family dwelling units are subsidized in some manner and are priced appropriately for the low-income residents. We anticipate that the implementation of a street car line within the Study Area would only strengthen residential demand in the near future.

- TOD Summary  
Based on population data and existing mass-transit ridership figures, we estimate that the Independence Avenue Corridor would be an ideal place for the implementation of a future street car line. The Corridor is presently one of seven corridors being analyzed for potential implementation of a streetcar line. The Corridor has an abundance of available property which could be utilized strategically for future development. Based on existing high occupancy levels, the area itself would be ideal for added commercial and residential development. Many of the new potential employees and residents could rely on added public transportation to get from place to place.
- Constraints  
Public perception represents the strongest deterrent for future development. A misperceived environment can deter even the greatest efforts for change. Common perceptions of the area include loitering, prostitution, high crime, a large number of vacant properties, and a high volume of traffic that inhibits pedestrian travel. Although many of these perceptions may or may not be true, it will take a very active and driven marketing campaign to combat these perceptions.

2.3 ANALYSIS & CONCLUSIONS

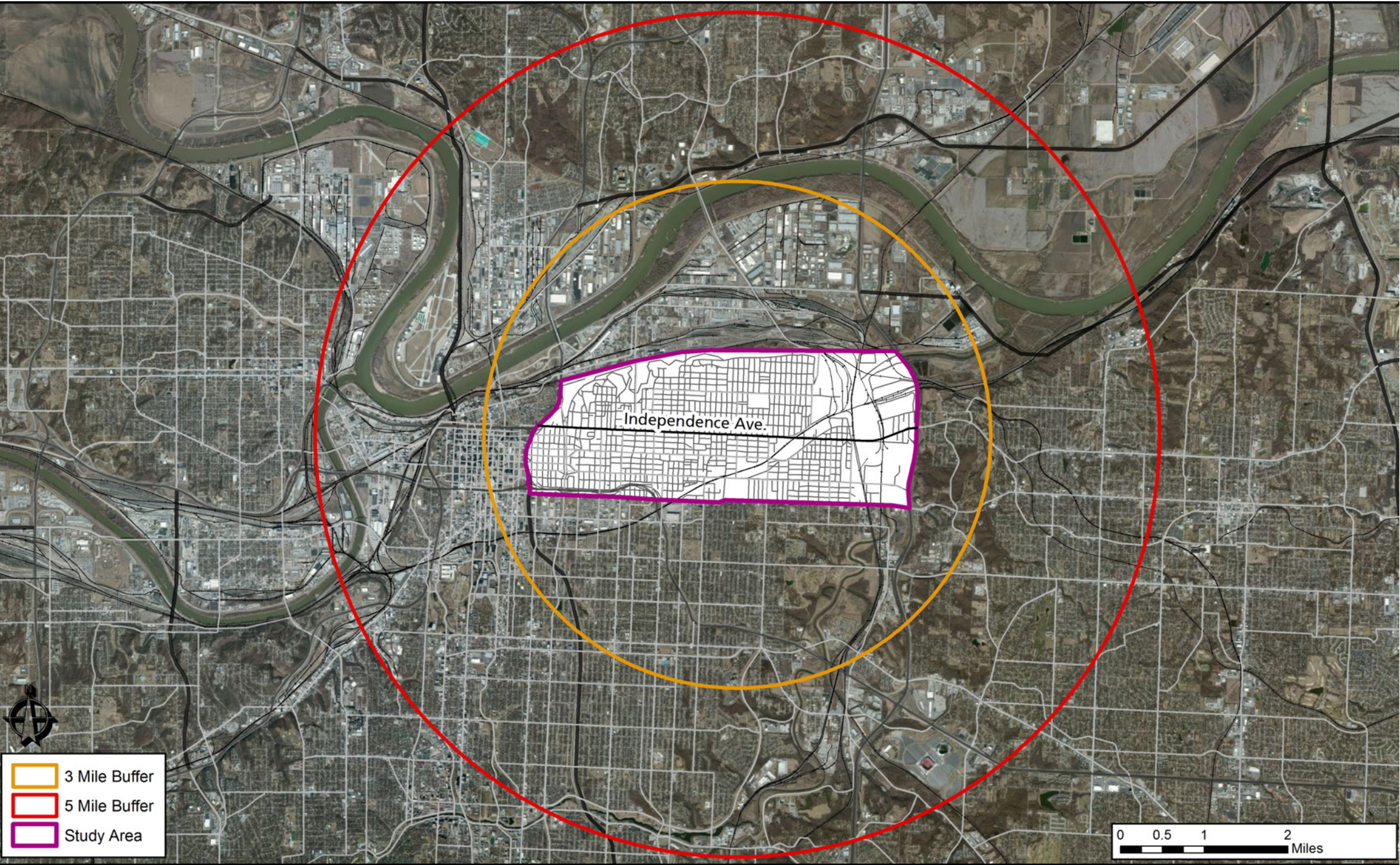
> Study Area Analysis

General Area Context

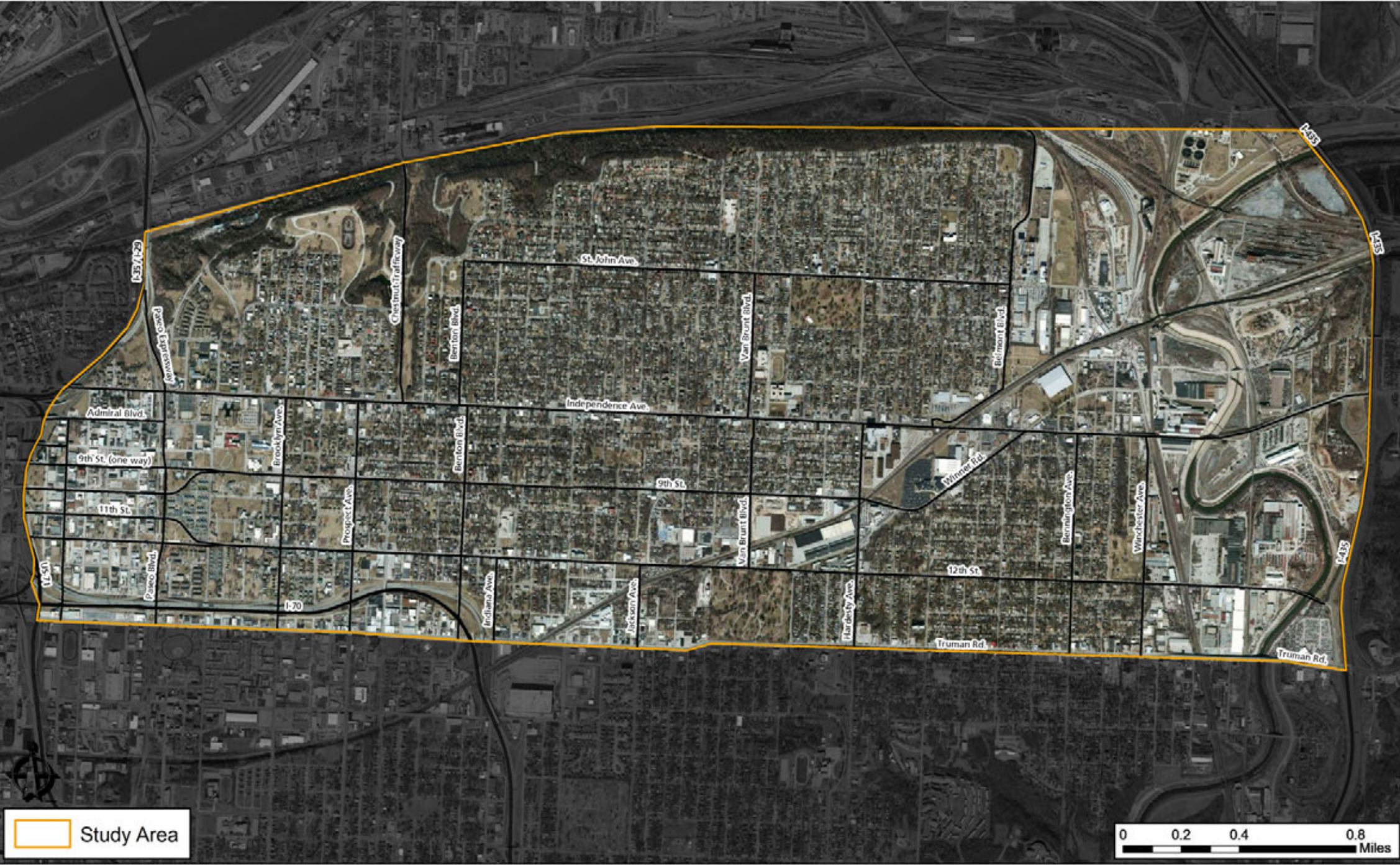
The center of our Study Area is the Independence Avenue Corridor, located in the Historic Northeast Neighborhood of Kansas City, Jackson County, Missouri. The Independence Avenue Corridor is approximately 1 mile in length and spans from The Paseo on the west to Interstate 435 (I-435) on the east. The area to the east of Wilson Road is historically industrial and existing land uses remain the same today. Commercial and residential uses are interspersed and most structures are one and two stories in height. There are several hundred businesses along the Corridor that reflect the diversity of the neighborhood. The Corridor is located at the southern boundary of the Scarritt Renaissance Neighborhood, one of eight neighborhoods within the area known as the Historic Northeast. Other neighborhoods include; Pendelton Heights, Columbus Park, Lykins, Independence Plaza, Indian Mound, Paseo West and Sheffield. The area is one of the oldest and most established in the City and is home to a culturally and economically diverse population. The area is also home to many foreign born residents representing Africa, Central and South America, Europe and Asia.

Access

The Study Area is bordered on two sides by primary regional Interstate Highways (I-435 on the east and I-35 / I-29 on the west). Regional access to the area is via these Interstate Highways and local area access is via Independence Avenue which runs directly through the center of the Study Area and Truman Road which serves as the southern boundary of the Study Area. The closest airport is the Charles B Wheeler Downtown Airport located approximately two (2) miles northwest of subject property.



STUDY AREA BUFFERS



STUDY AREA

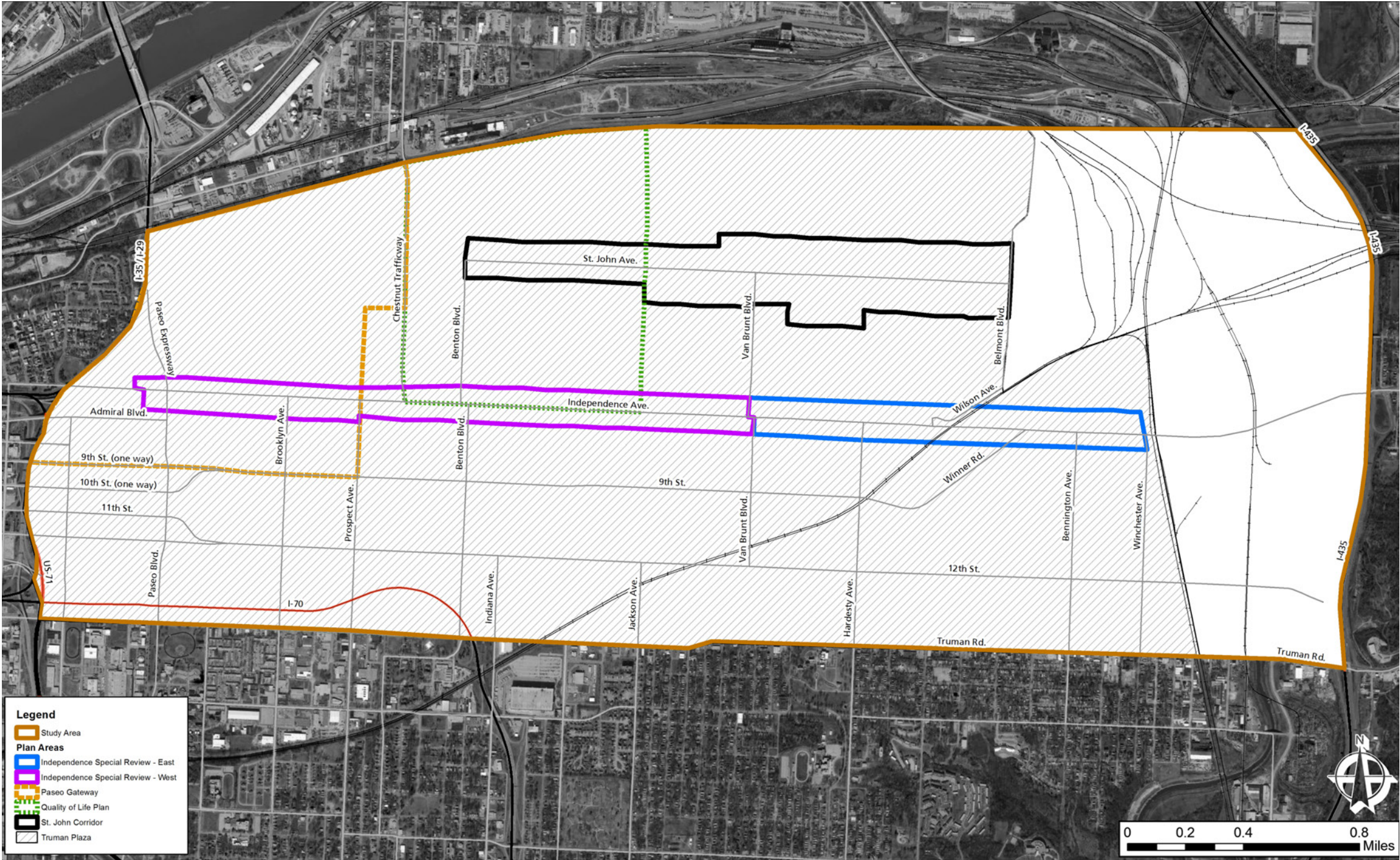
**Neighborhood Description**

As mentioned, the Study Area is located northeast of Downtown Kansas City, Missouri. Surrounding land-use types are characterized primarily by single- and multi-family residential, commercial / retail, industrial, institutional and vacant land uses. Upon visual inspection of the Study Area, several factors which impact the development of the area were perceived. These include:

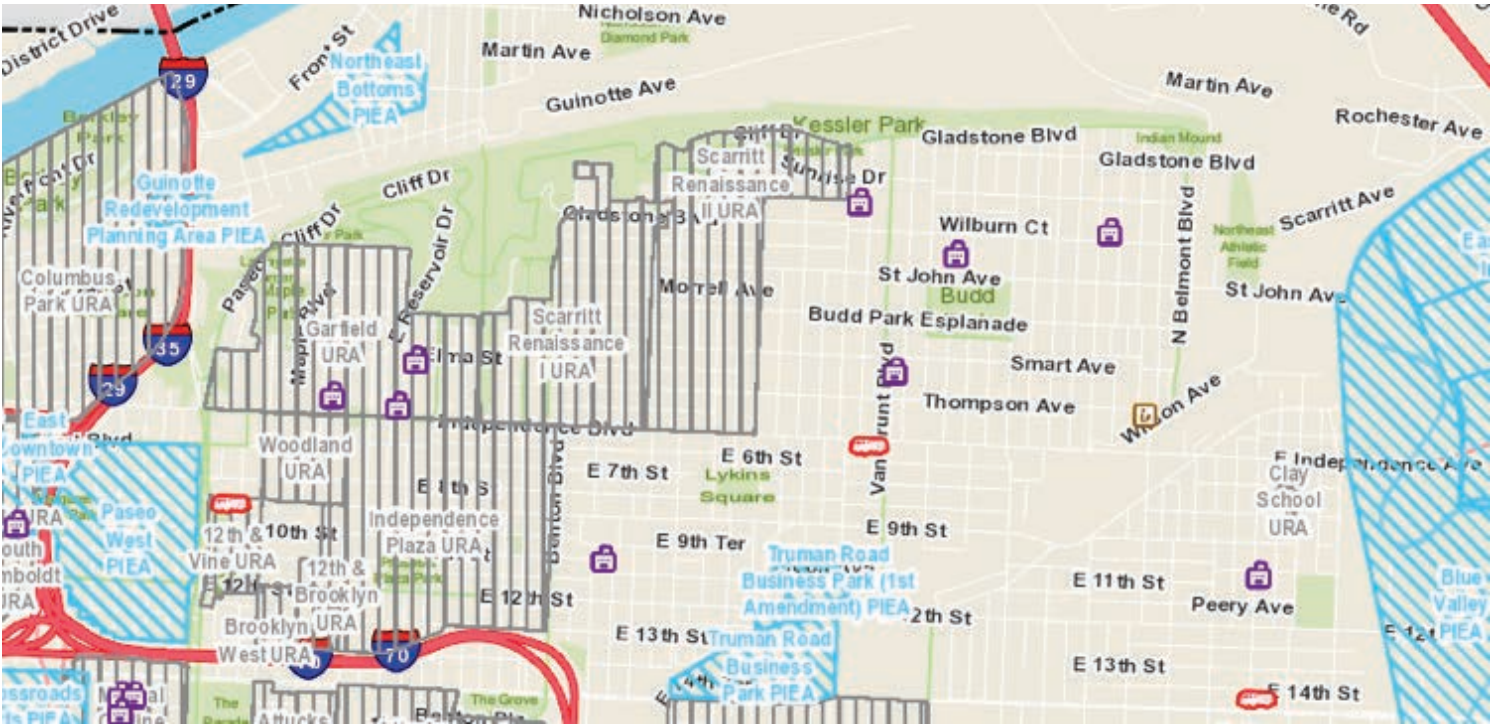
- Poor citywide image / perception of the area in regards to crime and safety,
- Visible loitering, prostitution and drug sales,
- High-volume traffic down the Independence corridor limits pedestrian crossing.

Existing Plans

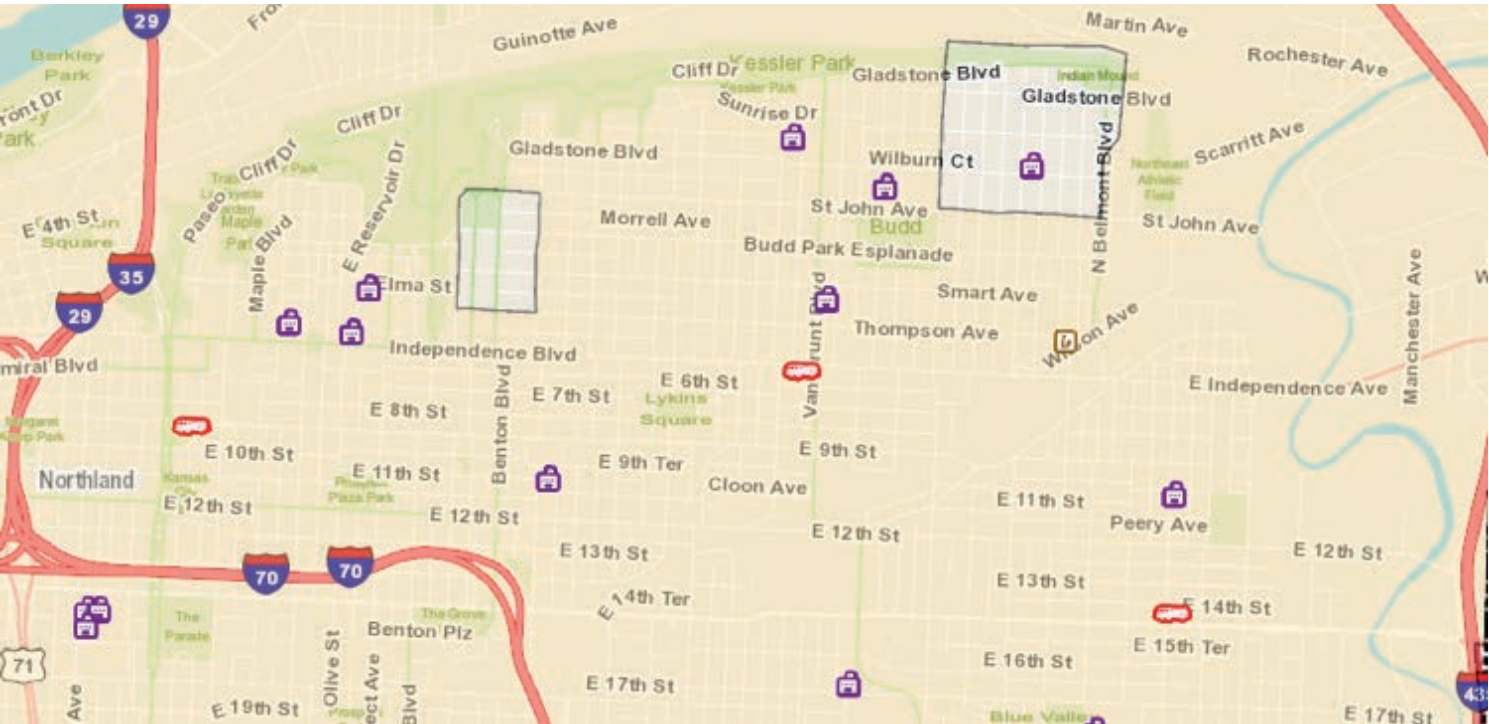
Five (5) existing area, corridor, and/or special review plans were identified during this analysis. These plans include the Independence Special Review – East, Independence Special Review – West, the Paseo Gateway: Choice Neighborhoods Transformation Plan, the LISC Quality of Life Plan: Scarritt Renaissance, and the Truman Plaza Area Plan.



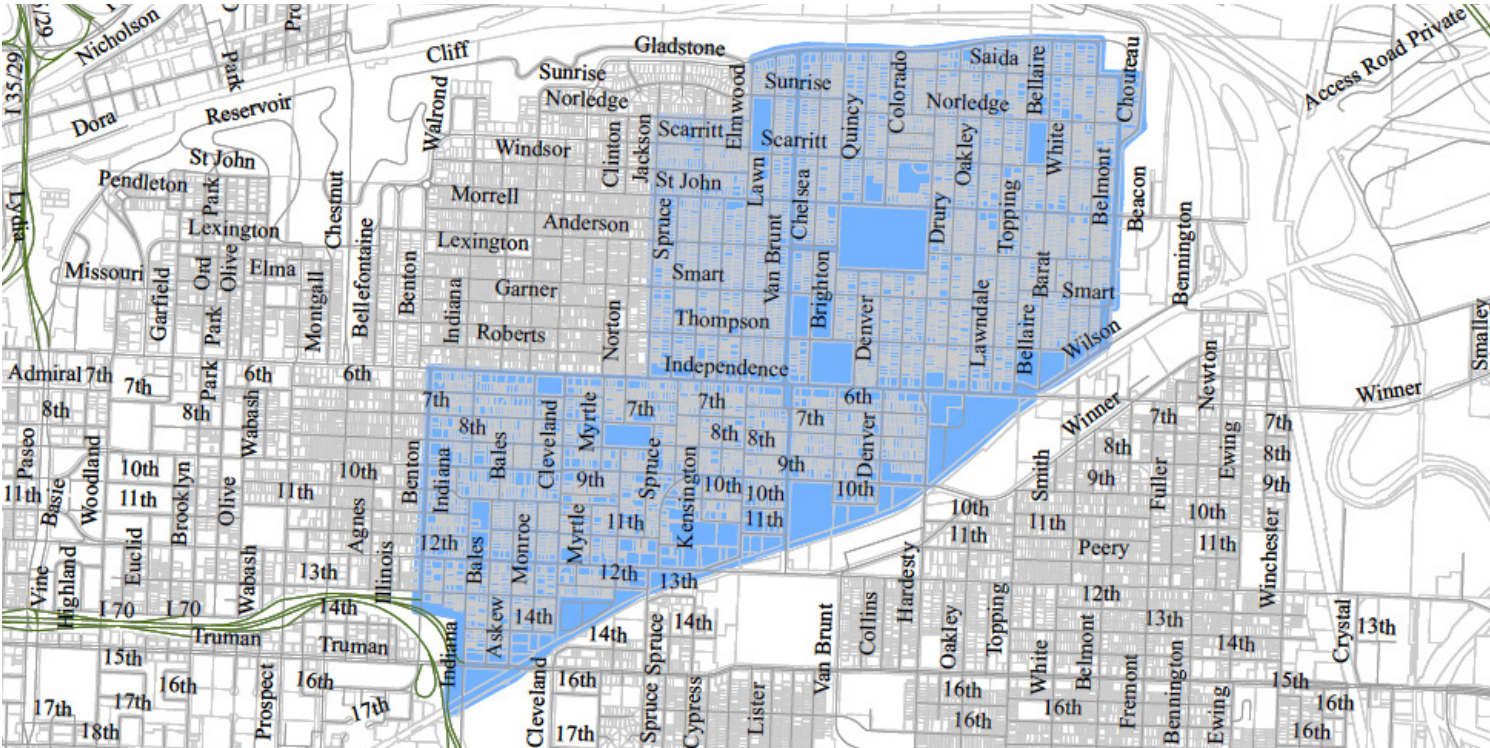
EXISTING PLAN AREAS



HISTORIC NE - EXISTING URBAN RENEWAL AREAS (URA) & PLANNED INDUSTRIAL EXPANSION AREAS (PIEA) - NOTE: THE PROPOSED INDIAN MOUND - LYKINS URBAN RENEWAL PLAN IS NOT SHOWN.  
SOURCE: ECONOMIC DEVELOPMENT CORPORATION



HISTORIC NE - MISSOURI WORKS / ENHANCED ENTERPRISE ZONE #1 (EEZ) - NOTE: UNSHADED AREAS ARE NOT ELIGIBLE.  
SOURCE: ECONOMIC DEVELOPMENT CORPORATION



INDIAN MOUND - LYKINS URBAN RENEWAL AREA  
SOURCE: ECONOMIC DEVELOPMENT CORPORATION

**Incentive Areas**

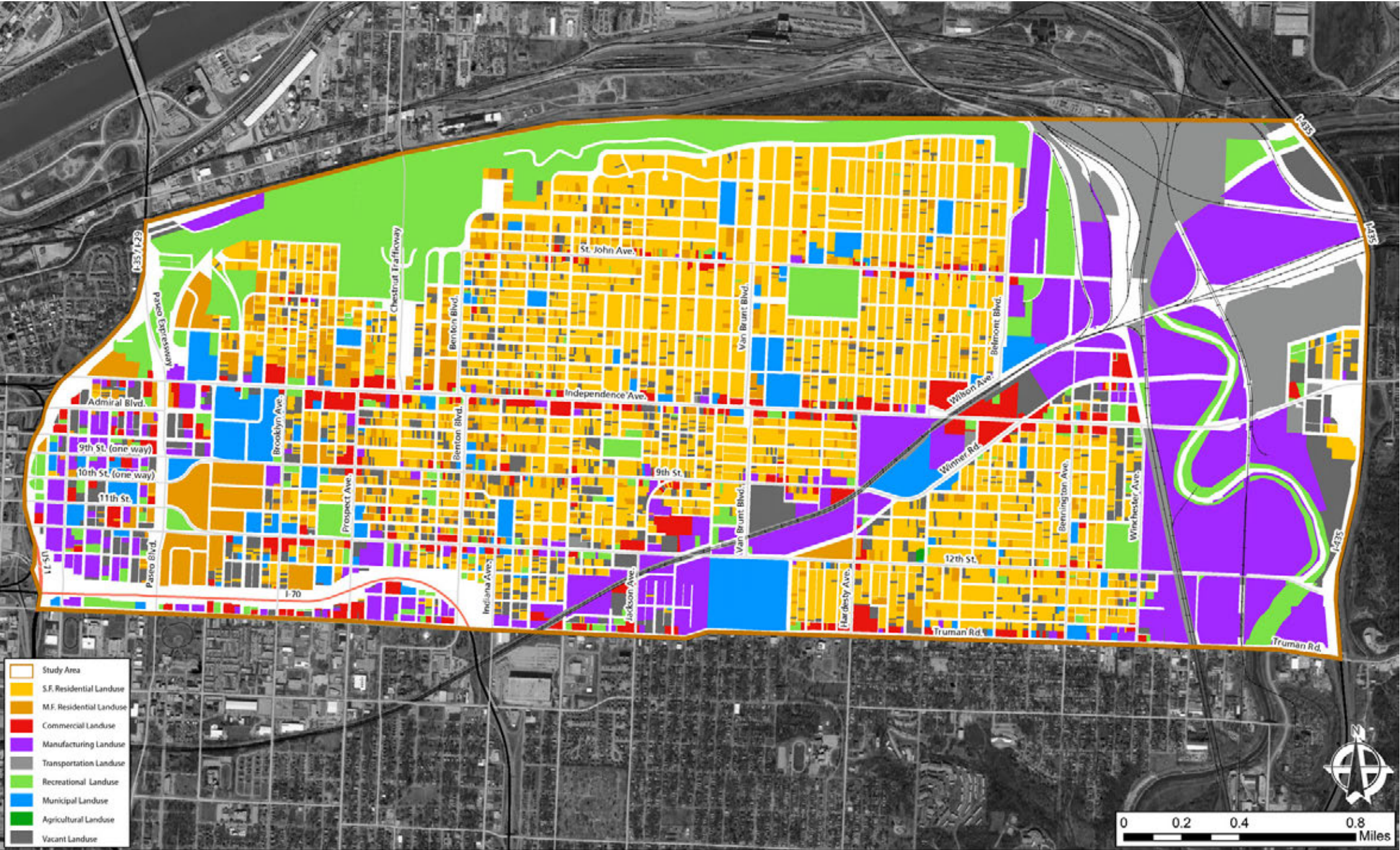
The Study Area has a number of incentive programs and areas currently in place. These include:

- Indian Mound / Lykins Urban Renewal Area (URA)
  - Garfield URA
  - Scarritt Renaissance URA
  - Scarrit Renaissance II URA
  - Woodland URA
  - Independence Plaza URA
- 12th & Vine URA
  - 12th & Brooklyn URA
  - Brooklyn West URA
  - Paseo West Planned Industrial Expansion Authority (PIEA)
  - Truman Road Business Park PIEA
  - Truman Road Business Park (1st Amendment) PIEA
  - Blue Valley PIEA
  - Northeast Industrial PIEA
  - Enhanced Enterprise Zone (EEZ) / MO Works

> Land Use

Land use is the human use of land. Land use involves the management and modification of natural environment or wilderness into built environment such as fields, pastures, and settlements. It also has been defined as “the arrangements, activities and inputs people undertake in a certain land cover type to produce, change or maintain it.” Today, federal, state, and local governments regulate growth and development through statutory law. The majority of controls on land, however, stem from the actions of private developers and individuals.

In Kansas City, Missouri, land use is regulated by the Kansas City Zoning and Development Code. As of January 1, 2011 all new development must comply with Kansas City’s new zoning and development code (Chapter 88 of the Code of Ordinances), which replaces the city’s previous zoning and subdivision ordinances (Chapters 80 and 66, respectively). Besides consolidating all land development regulations into a single document, the new zoning and development code contains several new and modified regulations. Those who are interested in developing or building, starting a new business or making other changes to property should review the zoning and development code to identify regulations and approval procedures that must be followed.



LAND USE

Land Use Inventory

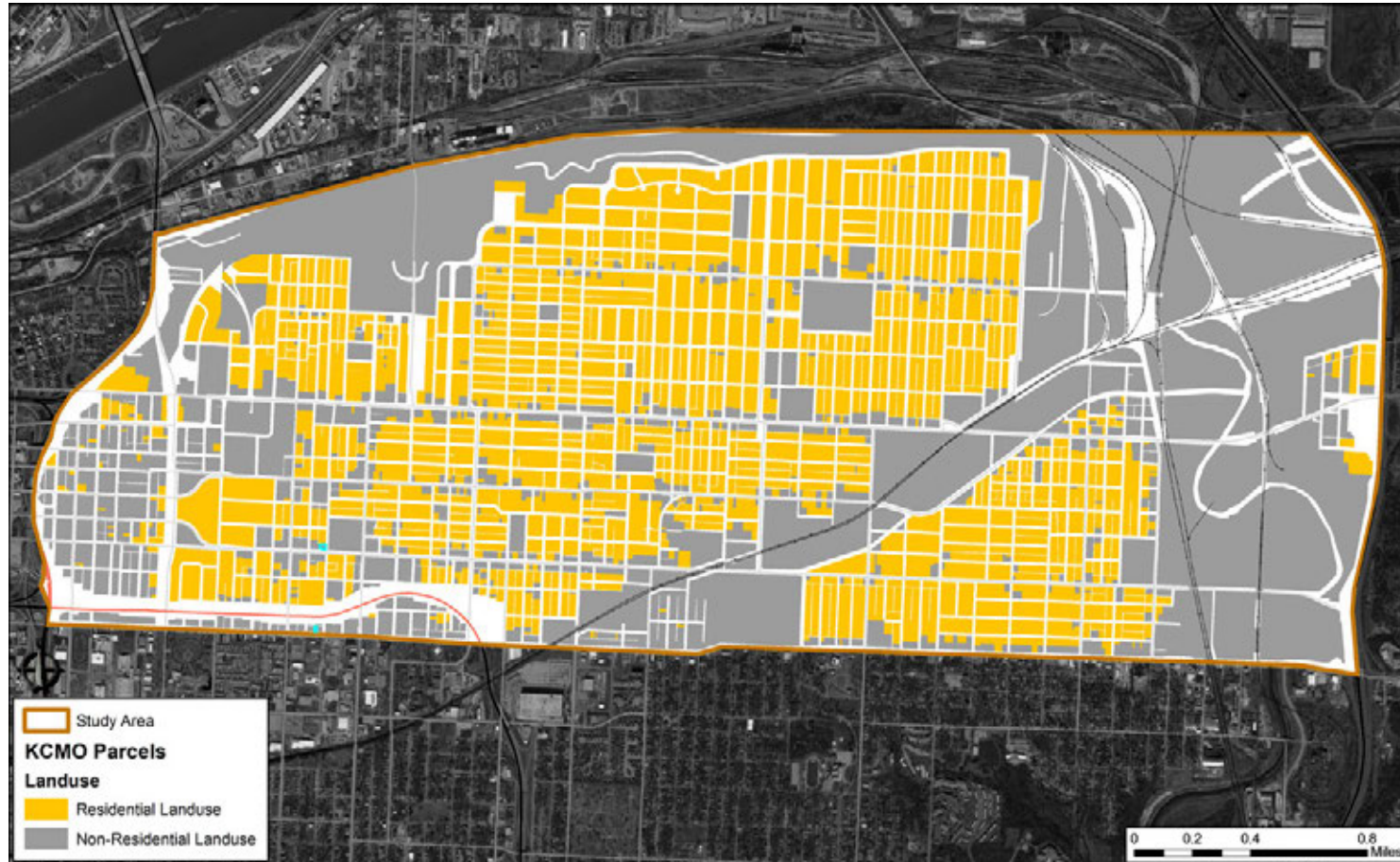
In total, the Study Area is a large area, containing over 12,870 property parcels over 3,896 acres. All land uses within the area are diverse and run the gamut from single-family residential to heavy industrial. The vast majority of land uses within the area are residential in nature, single-family and multi-family (30%). Industrial land uses come in second (20%), and open / parking in third (15%). All land uses, sizes and percentage of total area are outlined in the table below.

INVEST NE - LAND USE BREAKDOWN BY PERCENTAGE

	Land Use	No. of Parcels	Sq. Acres	Pct. Of Total	Total Pct.
Single-Family Residential	Single Family	8,830	1,070	27%	30.31%
	Townhouse	35	5	0.13%	
	Duplex	743	106	3%	
Multi-Family Residential	Multifamily -3 Units	88	15	0.38%	5%
	Multifamily -4 Units	118	26	1%	
	Multifamily - 5 Units or More	240	134	3%	
	Hotel / Motel	4	3	0.08%	
Commercial	Commerical ( Non Office)	374	158	4%	4.31%
	Commercial (Office)	27	10	0.26%	
Industrial	Heavy Industrial	24	362	9%	20%
	Light Industrial	369	383	10%	
	Solid Waste Mgmt.	7	28	1%	
Utilities/ Railroad	Utilities	19	77	2%	13%
	Railroad	31	437	11%	
Open/Parking	Garage	38	4	0.1%	14.48%
	Paved Parking	192	64	2%	
	Other Recreation	8	6	0.15%	
	Park	50	421	11%	
	Permanent Open Space	13	69	2%	
Institutional/ Municipal	School	27	61	2%	6%
	Library	1	2	0.05%	
	Emergency Response	8	7	0.18%	
	Medical	8	24	1%	
	Cemetery	4	51	1%	
	Church	81	54	1%	
	Institutional	16	18	0.46%	
Agricultural	Agricultural	3	4	0.1%	0.1%
Vacant	Vacant (Residential)	1,203	156	4%	8%
	Vacant (Non Residential)	309	141	4%	
Total		12,870	3,896	100%	100.00%

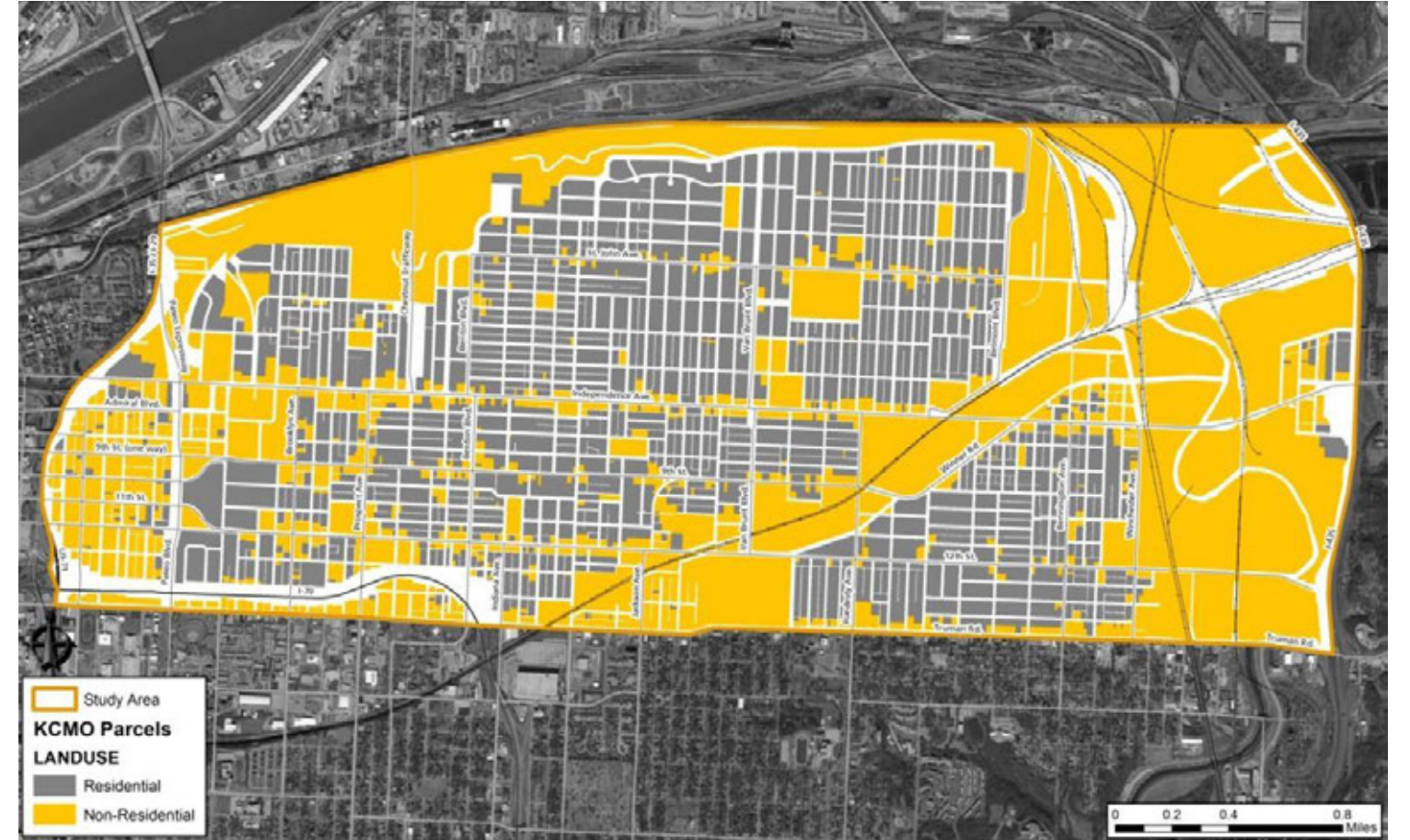
Source: City of Kansas City, Missouri



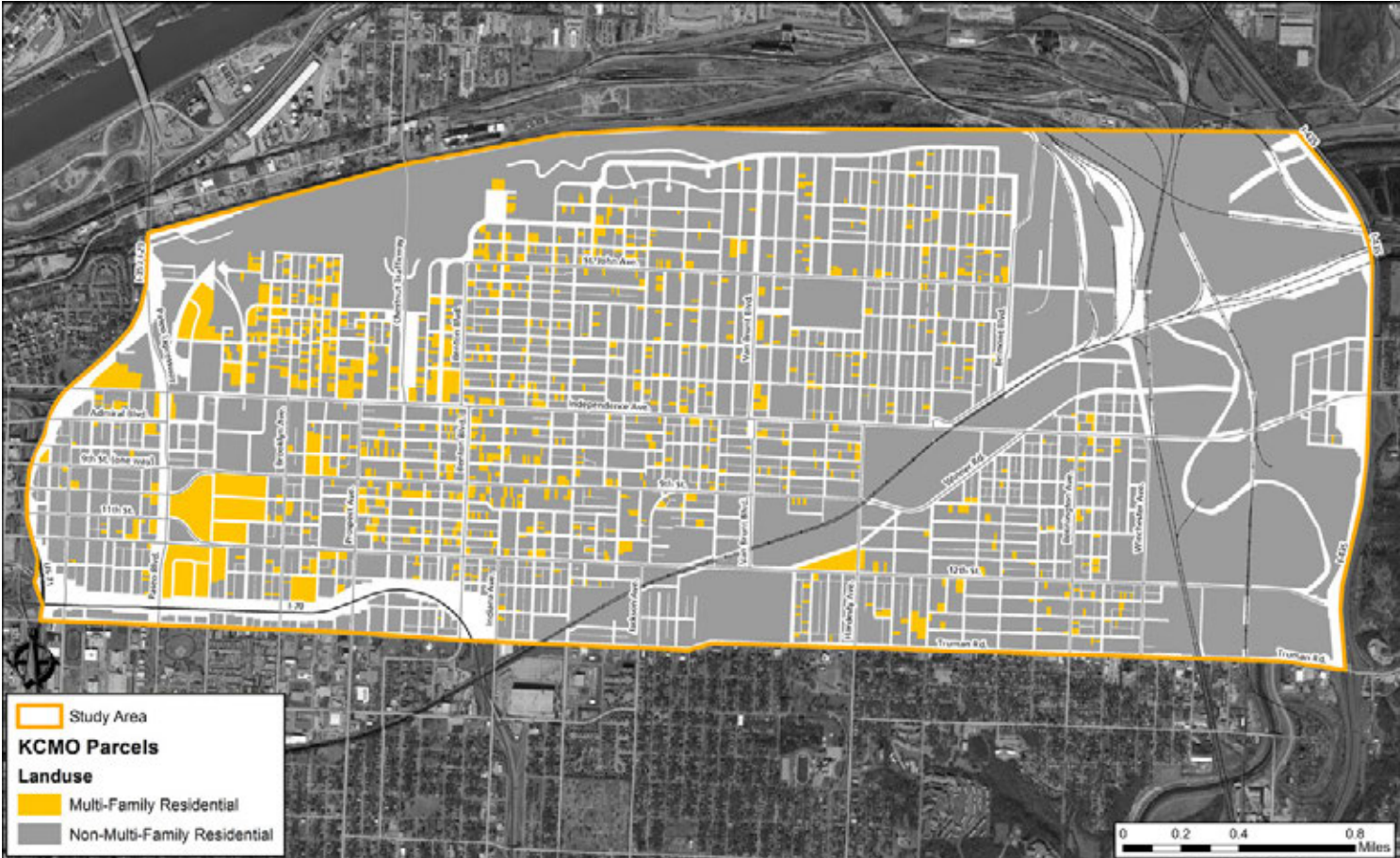


RESIDENTIAL PARCELS

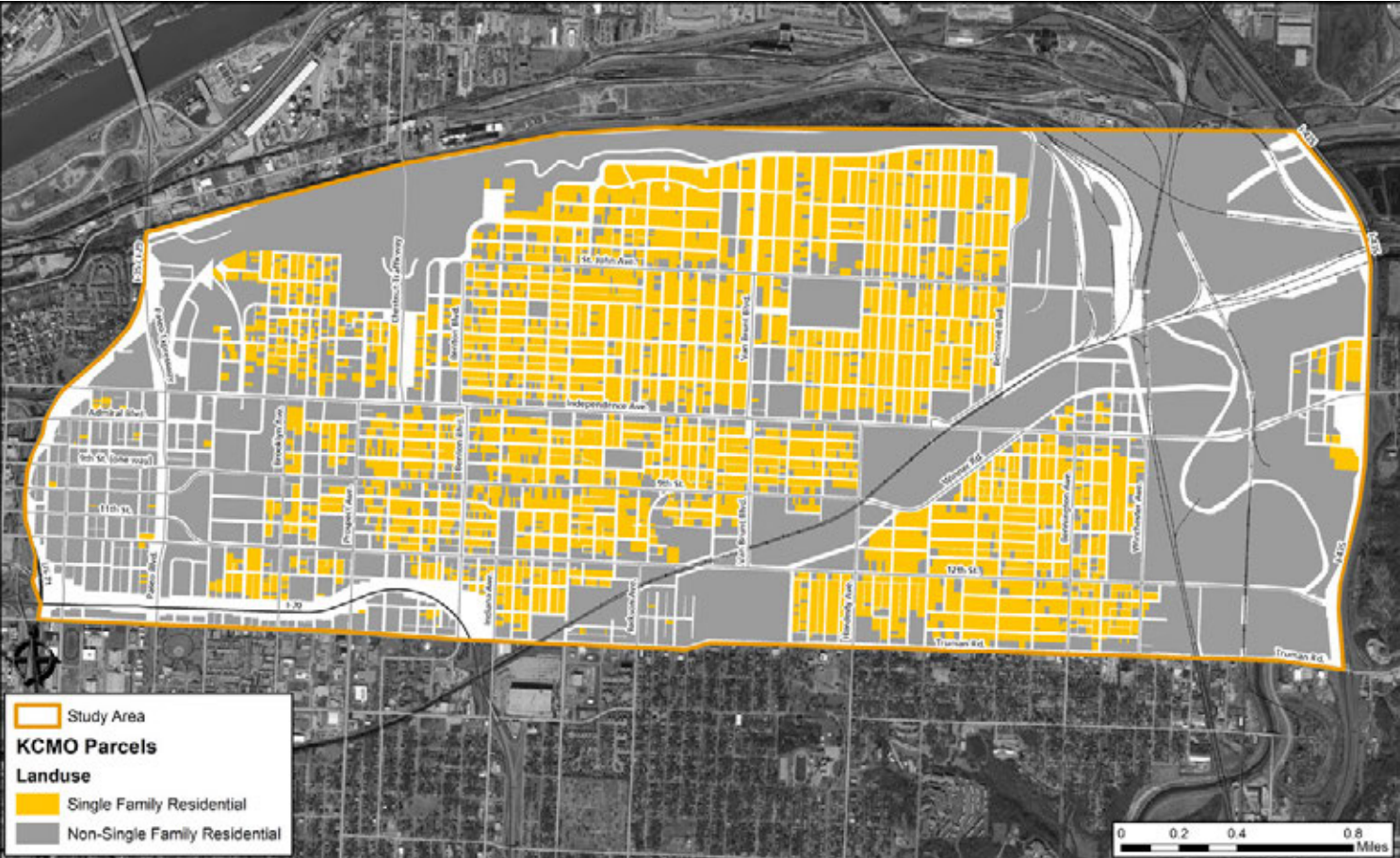
In addition to the overall land use inventory, we defined the area further by identifying all residential land use types within the area. Of the 3,896 total acres within the Study Area, approximately 1,181 acres are residential, containing a mix of single- or multi-family residential land uses.



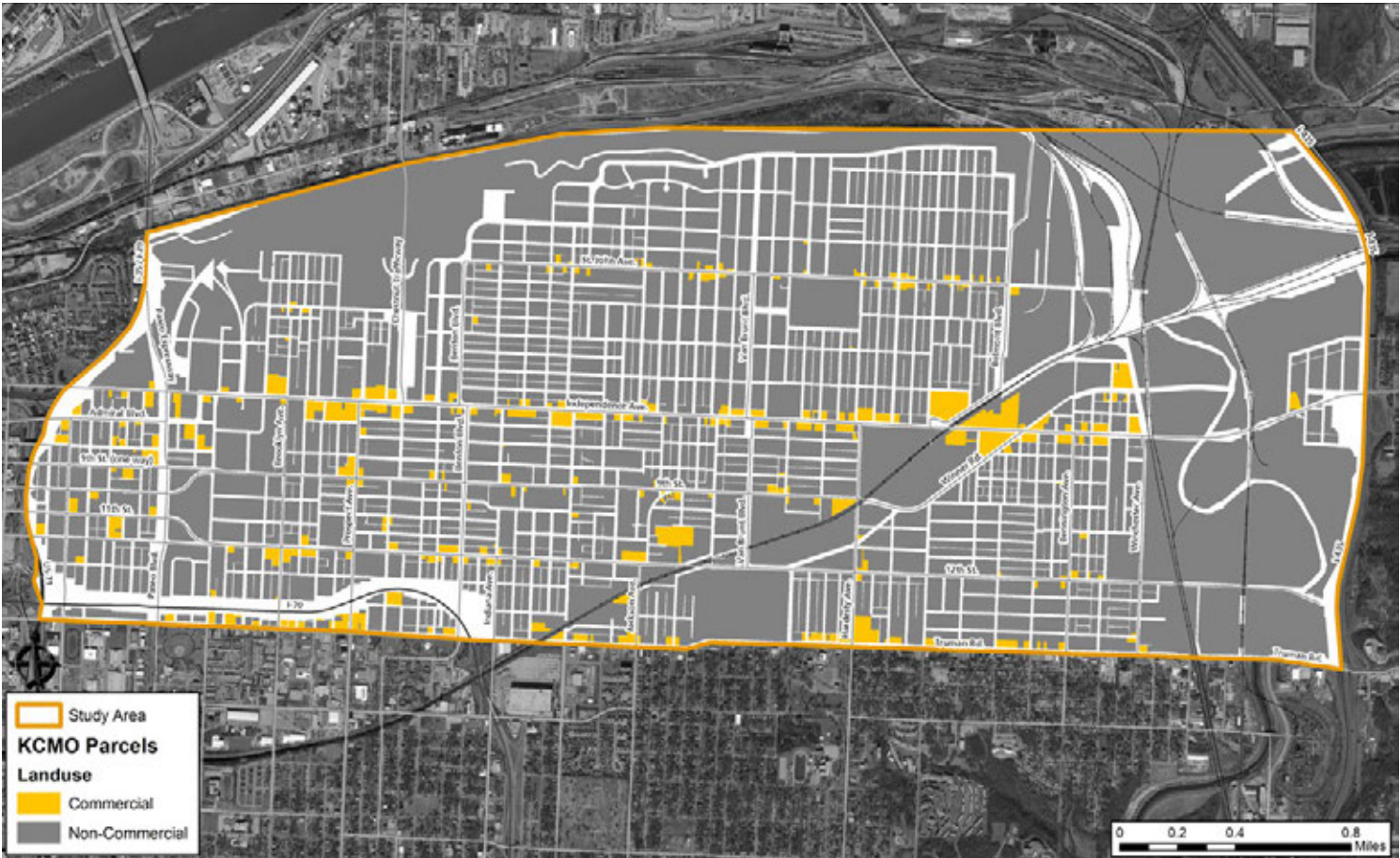
NON-RESIDENTIAL PARCELS



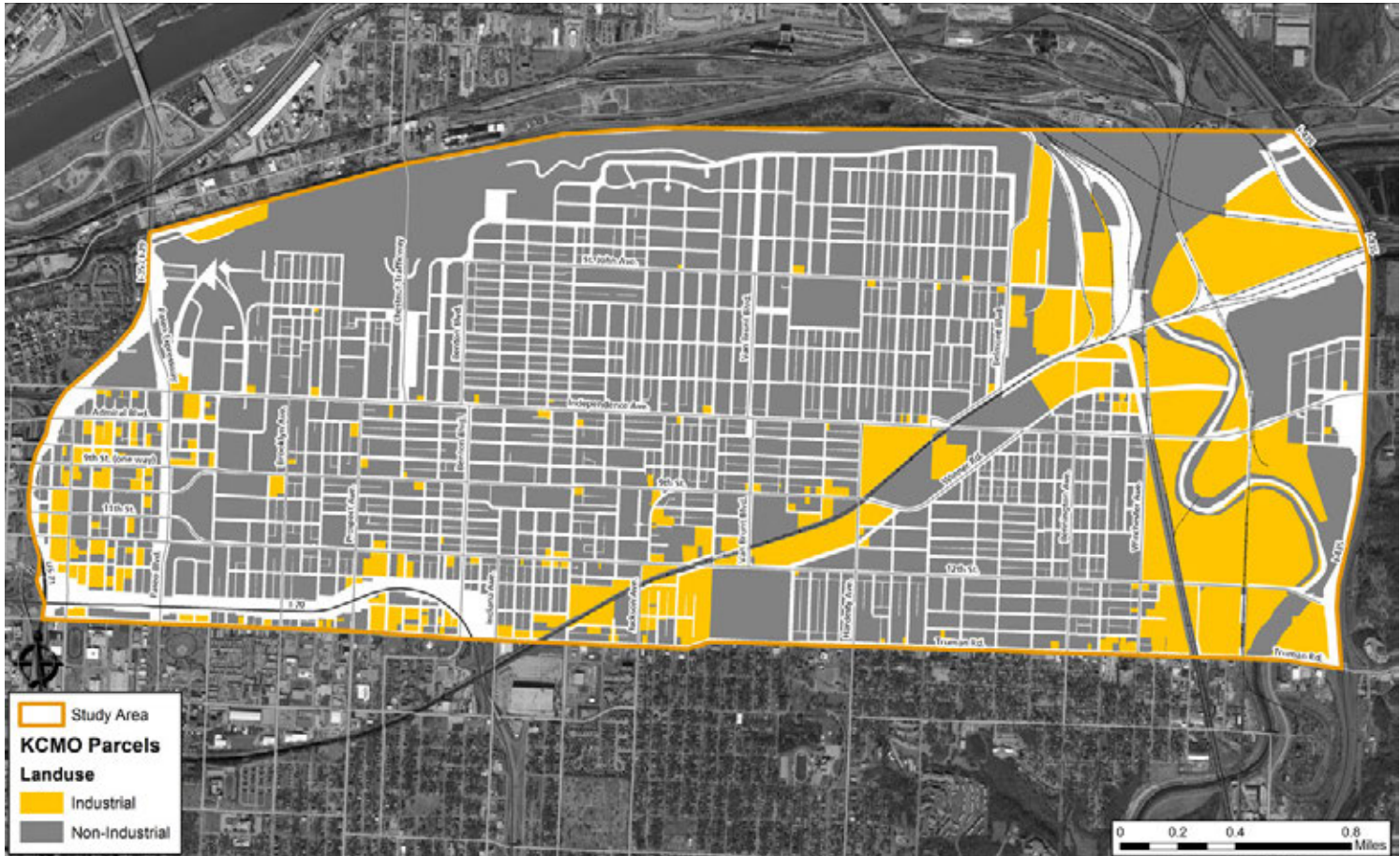
MULTI-FAMILY RESIDENTIAL PARCELS (DUPLEX & HIGHER DENSITY RESIDENTIAL)



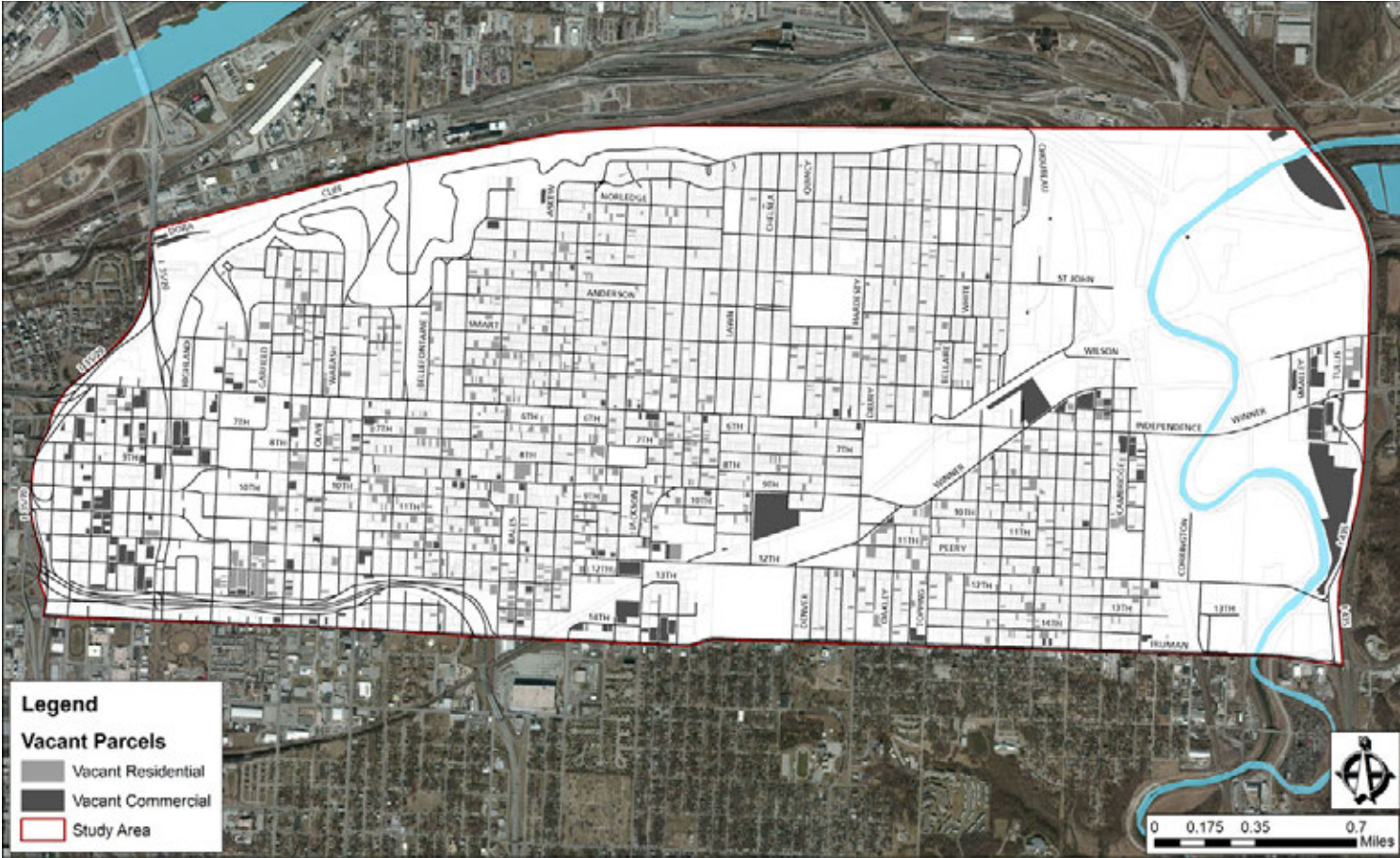
SINGLE-FAMILY RESIDENTIAL PARCELS (ONLY DETACHED SINGLE-FAMILY RESIDENTIAL)



COMMERCIAL PARCELS



INDUSTRIAL PARCELS



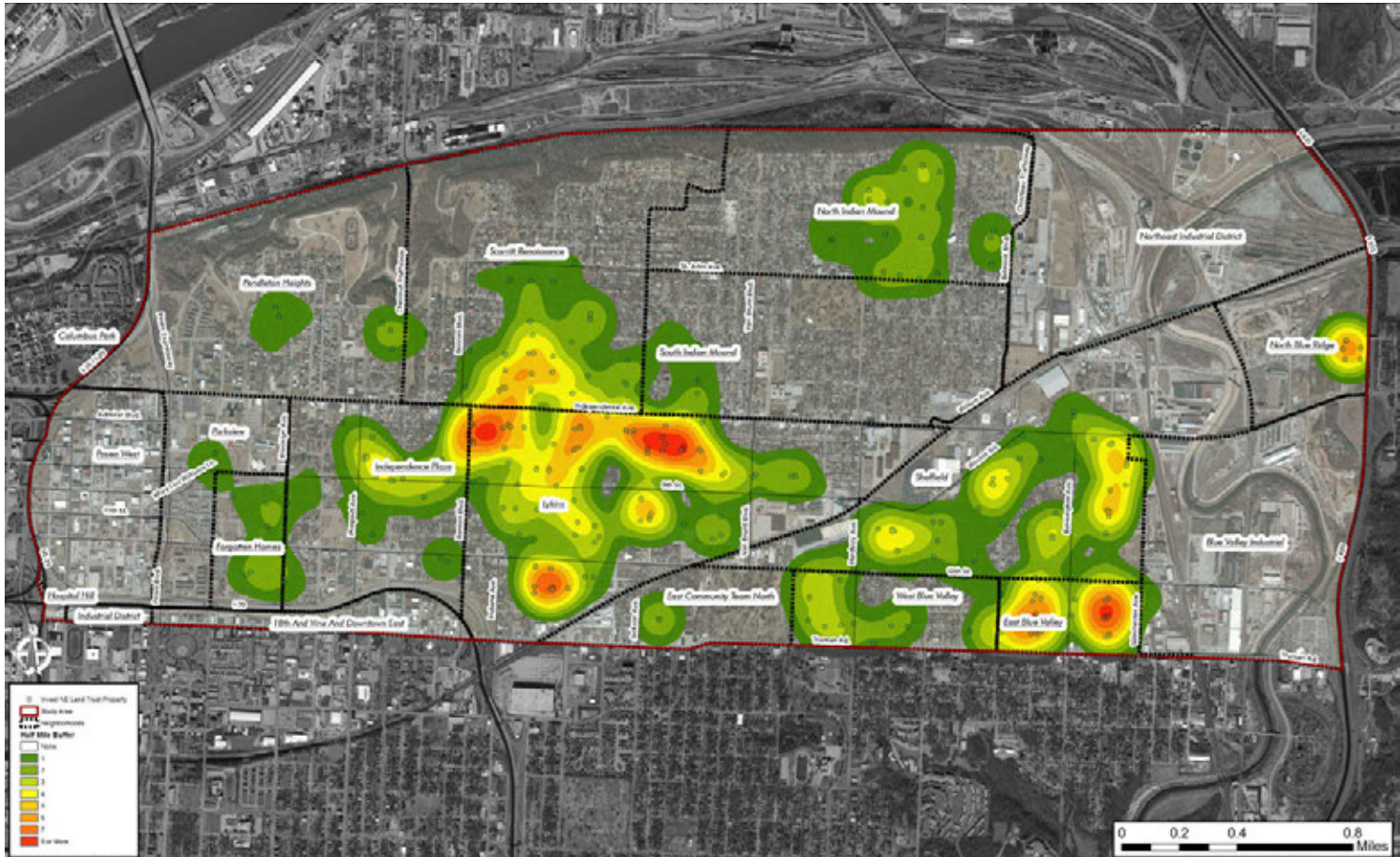
VACANT PARCELS

**Vacant Land**

Within the Study Area there is a significant amount of vacant property. Vacant property is split between residential and commercial classifications and is defined by the City of Kansas City as being a non-inhabited or un-owned property. Parcels may have structures. Many belong to the KCMO Land Bank and/or the Homesteading Authority of Kansas City. Some parcels are landlocked and/or are small slivers of property and unusable.

The following table summarizes the total amount of vacant property within the Study Area.

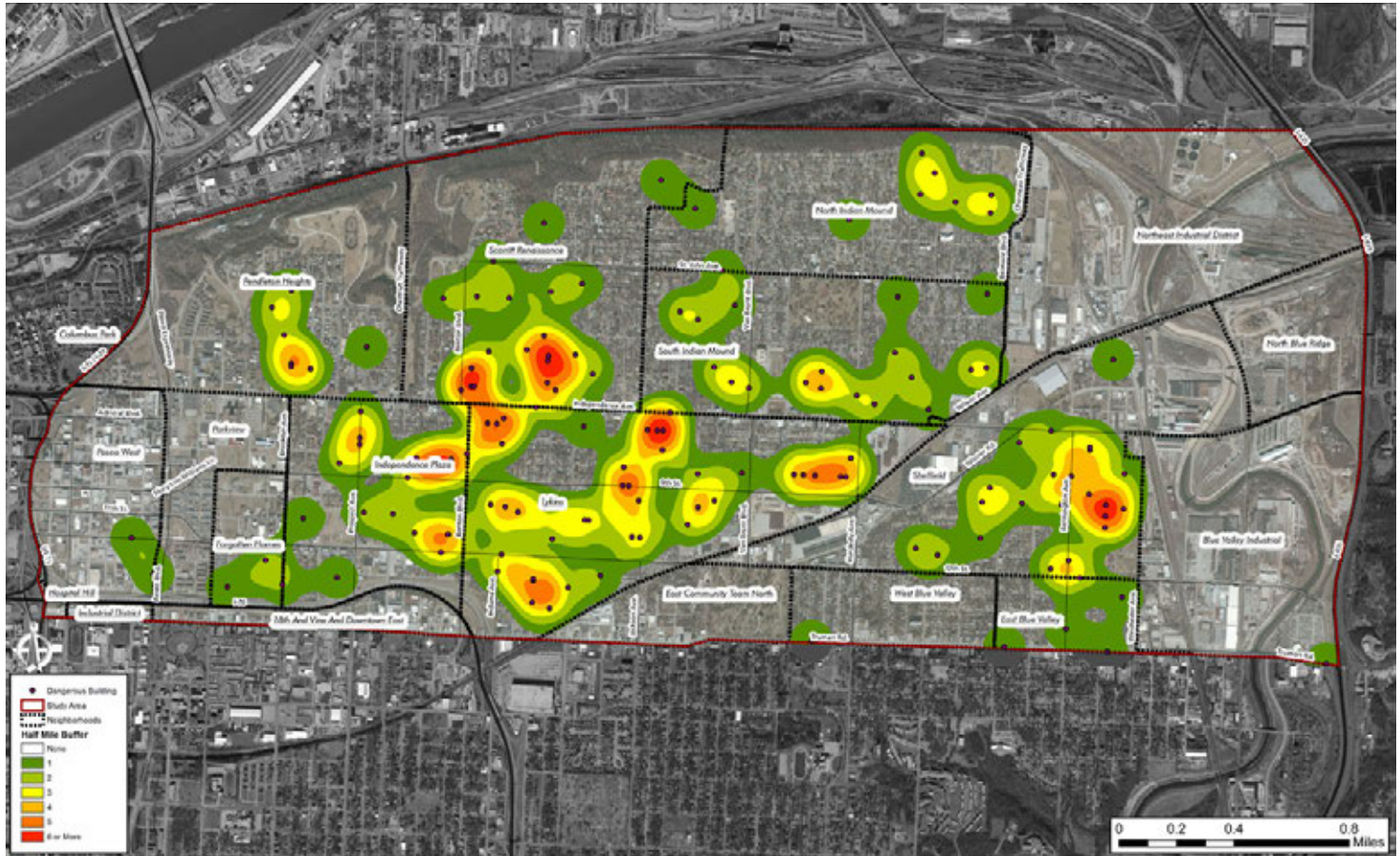
Classification	Number of Parcels	Total Square Feet	Total Acres
Residential	1,204	6,797,264	156
Commercial	310	6,139,528	141
Totals	1,514	12,936,792	297



JACKSON COUNTY LAND TRUST LOTS

### Jackson County Land Trust

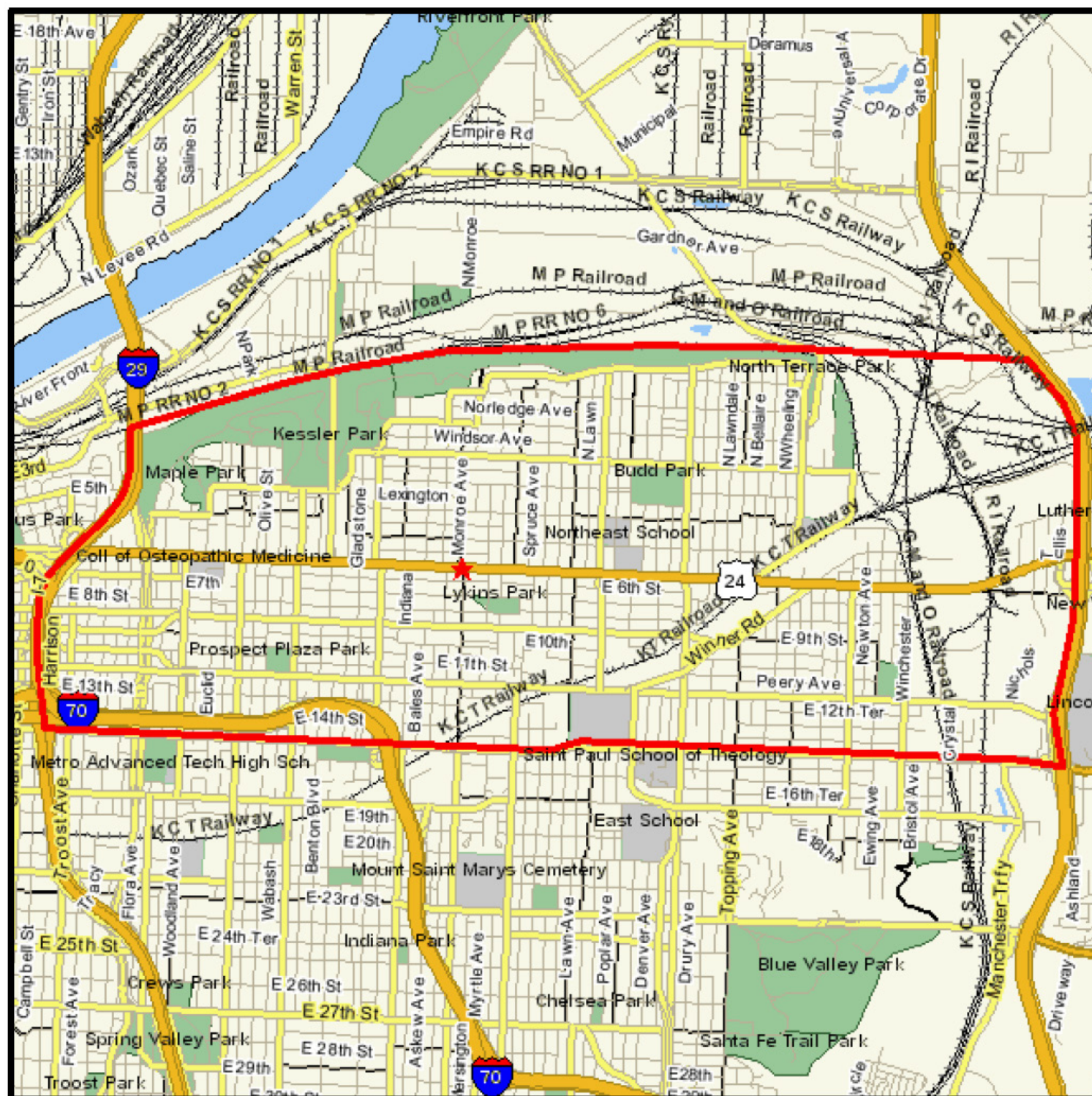
Currently there are 322 lots listed within the Primary Study Area that are registered to the Jackson County Land Trust. The highest concentration of lots exists within the Lykins and Scarritt Renaissance neighborhoods in close proximity to Independence Avenue. The heat map, shown here, identifies areas of clustered land bank lots located within a half mile buffer of one another.



DANGEROUS BUILDINGS

### Dangerous Buildings

Currently there are 150 dangerous buildings within the Primary Study Area that are registered with the City of Kansas City, Missouri. The highest concentration of dangerous buildings exists within the Lykins and Scarritt Renaissance neighborhoods in close proximity to Independence Avenue. A high concentration of buildings also exists in the eastern half of the Sheffield Neighborhood. The heat map, shown here, identifies areas of clustered dangerous buildings located within a half mile buffer of one another. All dangerous buildings within the area are classified as either 'priority' or 'priority case per division'. Two buildings located in the Lykins Neighborhood have been granted final approval for demolition.



### > Definition of Trade Area

The Study Area, or Trade Area, is defined as the smallest geographic area that is expected to generate the greatest demand. Typically 60 to 70 percent of residential and business patronage will be captured within the Study Area. The size and scope of the market area depends upon a number of different factors, these include; geographic distance, travel time, natural barriers (lakes, rivers, open space, undeveloped land), constructed barriers (railroads, freeways, large institutional uses), and general accessibility.

For the purposes of this analysis, the Study Area is defined generally as an irregular area bound by Cliff Drive on the north, I-29 / I-35 on the west, Truman Road on the south and I-435 on the east. This Study Area has been determined by: 1) relative regional location, 2) proximity to competitive development, 3) conversations with real estate agents and local civic leaders, 4) demographic analysis, and 5) site field observations.

Given these factors, we estimate that over 100 percent of the potential market demand will come from the Study Area. We project the remaining tenants to be attracted from an area outside the Study Area.

> Population Demographics

Total population has changed little within the Study Area over the last two decades. Most neighborhoods within the area gained a small amount of population since the 1990's. Overall, the area has experienced a net growth of 764 residents from year 1990 until the year 2010, a two (2) percent increase. Meanwhile, the number of households and housing units decreased rapidly. According to the U.S. Census, the area lost approximately 1,947 households and 1,982 housing units over the same time period. And yet, despite stagnated growth, the overall population of the Historic Northeast became much more racially diverse.

The Hispanic population of the area has increased by 491 percent over the last two decades, adding approximately 11,278 residents since 1990. The number of African American residents also increased, but only slightly. Meanwhile, the number of white residents within the Study Area decreased by 59 percent, or 9,455 people since the year 1990.

As of 2010, the total population for this Study Area was estimated to be 35,108. Within the Study Area, the population decreased by 0.44 percent between 2000 and 2010 and is projected to decrease by an additional 1.9 percent between 2010 and 2018. Within that market area approximately 58.44 percent of the residents are renters.

There are currently an estimated 14,663 housing units in the area decreasing an estimated 0.33 percent from the year 2000. Additionally, total housing units are projected to continue to decrease an additional 1.0 percent by 2018. Of the occupied housing, approximately 41.56 percent were owner occupied while the remaining 58.44 percent were renter occupied.

Within the Study Area, the total number of households has decreased over 9.7 percent between 2000 and 2010. From 2010 to 2018 the annual household growth is projected to continue to decrease, approximately 0.6 percent by 2018.

Total median household income within the PMA is estimated to increase from years 2013 to 2018 from \$24,433 to \$24,278, a 0.6 percent decrease.

Within the Study Area, an estimated 4,869 housing units are owner occupied. This comprises 41.56 percent of all residential dwelling units within the Study Area.

Demographic data shows that the Study Area experienced a moderate decrease in population and household group from 2000 to 2013. This increase is expected to continue, but at a slower rate, by 2018. By 2018 the Number of Households within the Study Area is projected to decrease by 0.48 percent to 11,659.

Demographic data also shows that the Study Area experienced a moderate decrease in population and household groups from 2000 to 2010. This decrease is expected to continue, but at a slower rate, by 2018. The Number of Households within the Study Area is also projected to decrease by less than one (1) percent to 11,659 because of a forecasted loss of overall housing units due to dilapidated conditions by 2018.

Study Area Demographics			
	2000 Census	2010 Census	2018 Projections
Total Population	36,683	35,108	34,407
Average Household Size	2.74	2.89	2.88
Owner Occupied	41.56% 58.44%		
Renter Occupied			
Source: Nielsen/Claritas, U.S. Census Bureau			

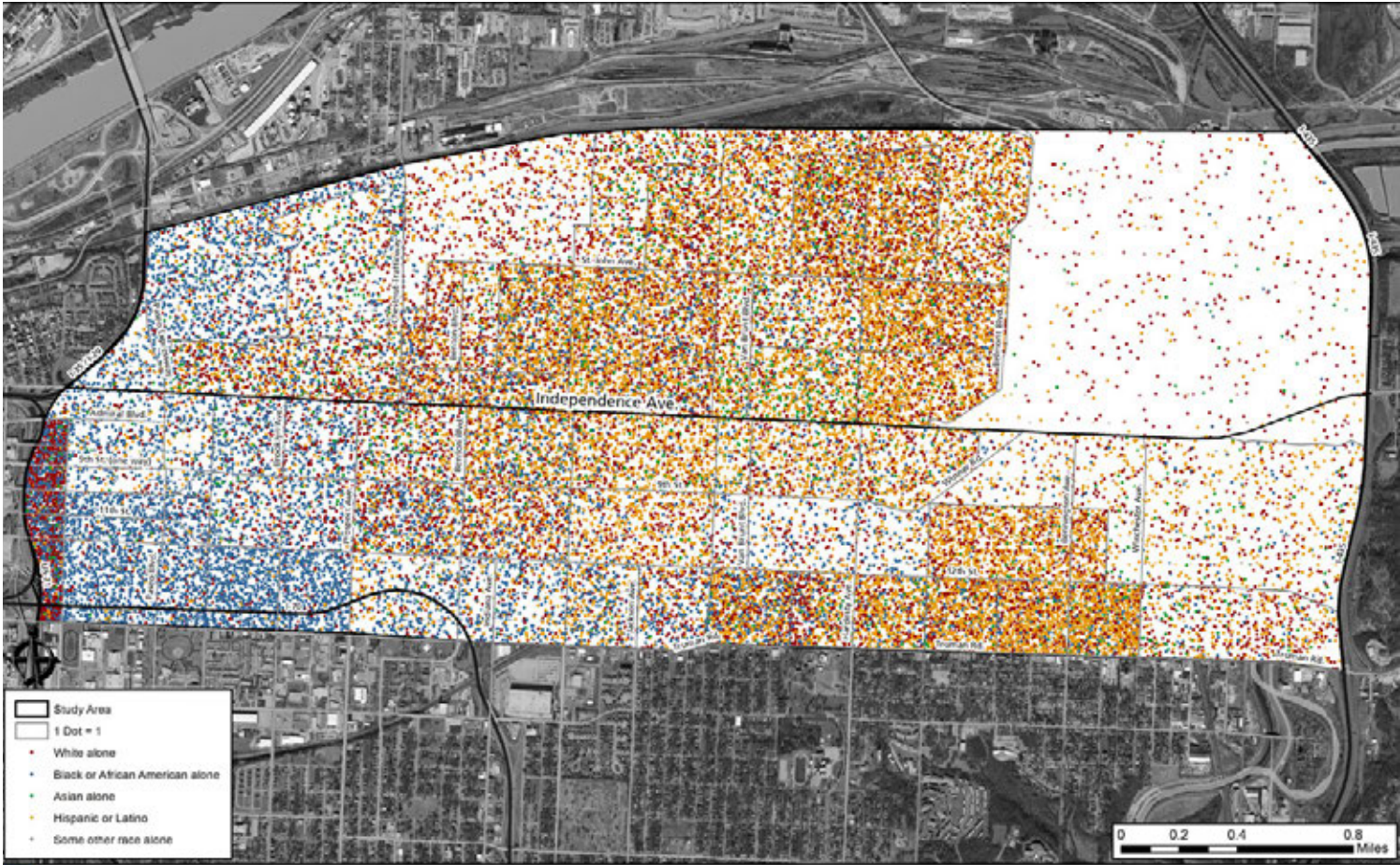
Households		
	Study Area	
Year	Number	Annual Change
2000	12,993	
2010	11,730	-9.72%
2018	11,659	-0.60%

Source: Nielsen/Claritas, Site Reports, Household Trend 2013

Market Area Income Trends – Total Households			
Household Income	2000	2013	2018 Projected
Total Households	12,923	11,715	11,659
\$0 - \$14,999	3,929	3,673	3,684
\$15,000 - \$24,999	2,582	2,315	2,313
\$25,000 - \$34,999	1,992	1,851	1,840
\$35,000 - \$49,999	2,021	1,660	1,660
\$50,000 - \$74,999	1,531	1,305	1,280
\$75,000 - \$99,999	527	589	574
\$100,000 - \$124,999	171	155	148
\$125,000 - \$149,999	58	101	97
\$150,000 - \$199,999	44	49	47
\$200,000 - \$249,999	48	8	8
\$250,000 - \$499,000	22	7	10
\$500,000 +	0	2	2
Average Household Income	\$32,164	\$31,984	\$31,762
Median Household Income	\$24,812	\$24,433	\$24,278
Source: Nielsen/Claritas, U.S. Census Bureau			

Estimated Owner-Occupied Housing Values, 2013	4,869	
Less than \$20,000	236	4.85%
\$20,000 to \$39,999	1,119	22.98%
\$40,000 to \$59,999	1,147	23.56%
\$60,000 to \$79,999	1,053	21.63%
\$80,000 to \$99,999	572	11.75%
\$100,000 to \$149,999	437	8.98%
\$150,000 to \$199,999	178	3.66%
\$200,000 to \$299,999	84	1.73%
\$300,000 to \$399,999	24	0.49%
\$400,000 to \$499,999	10	0.21%
\$500,000 to \$749,999	8	0.16%
\$750,000 to \$999,999	0	0.00%
\$1,00,000 or more	1	0.02%
Median Owner-Occupied Housing Value	\$58,829	
Housing Units by Structure	14,613	
1 Unit Attached	643	4.40%
1 Unit Detached	8,432	57.70%
2 Units	1,010	6.91%
3 or 4 Units	922	6.31%
5 to 19 Units	2,548	17.44%
20 to 49 Units	449	3.07%
50 or More Units	501	3.43%
Mobile Home or Trailer	108	0.74%
Boat, RV, Van, etc.	0	0.00%

2013 Est. Housing Units by Year Structure Built	14,613	
Housing Unit Built 2005 or later	173	1.18%
Housing Unit Built 2000 to 2004	138	0.94%
Housing Unit Built 1990 to 1999	344	2.35%
Housing Unit Built 1980 to 1989	398	2.72%
Housing Unit Built 1970 to 1979	1,077	7.37%
Housing Unit Built 1960 to 1969	1,155	7.90%
Housing Unit Built 1950 to 1959	1,430	9.79%
Housing Unit Built 1940 to 1949	972	6.65%
Housing Unit Built 1939 or Earlier	8,927	61.09%
Median Year Structure Built	1939*	
*Default, 1939 will appear when at least half of the Housing Units in this report area were constructed in 1939 or earlier.		



STUDY AREA DEMOGRAPHICS

Ethnicity	1990	2000	2010
White Alone	24,921	18,635	14,162
Black Alone	6,366	8,219	8,811
American Indian	332	321	308
Asian & Pacific Islander	556	1,925	2,010
Other	1,455	5,597	8,160
Two or More Races	715	1,956	1,657
Total	34,345	36,653	35,108
Hispanic Origin	2,878	10,082	14,156

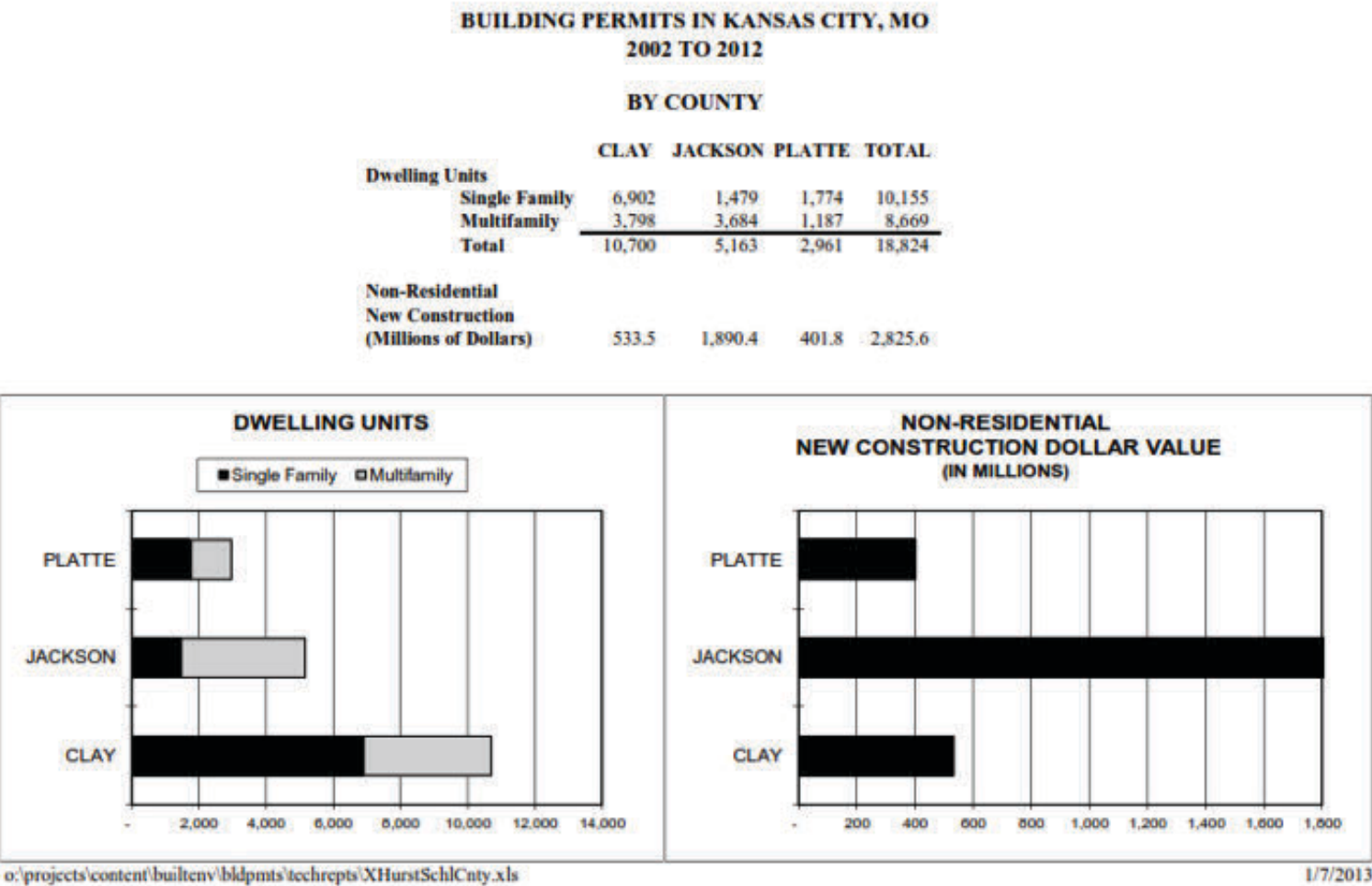
POPULATION BY RACE

Education, 2013 Est. Population Age 25+ by Edu. Attainment	20,129	
Less than 9 <sup>th</sup> grade	3,516	17.47%
Some High School, no diploma	4,287	21.30%
High School Graduate (or GED)	6,236	30.98%
Some College, no degree	3,354	16.66%
Associate Degree	925	4.60%
Bachelor's Degree	1,380	6.86%
Master's Degree	234	1.16%
Professional School Degree	116	0.58%
Doctorate Degree	82	0.41%

EDUCATION STATUS FOR POPULATION AGES 25 & OLDER

> Building Permit Information

The City of Kansas City, Missouri was contacted regarding building permits for the market area. Data available is aggregate data on a county level from 2002 to 2013. This data presents both residential and non-residential, new construction, additions, alterations, repairs and demolitions in Kansas City, Missouri over the time period.



Courtesy: KCMO, City Planning & Development Department

City wide, building permits appear to be rebounding since the peak in 2006 and later decline through 2011. In 2011, there were only 20 multifamily permits pulled compared to 2,094 in 2006. As of 2013, only 539 multifamily permits had been issued.

ANNUAL HOUSING CONSTRUCTION 1970 TO 2012			
KANSAS CITY, MISSOURI			
Year	Single Family	Multifamily	Total
1970	859	1,755	2,614
1971	1,209	2,369	3,578
1972	1,088	2,839	3,927
1973	508	1,087	1,595
1974	373	689	1,062
1975	544	565	1,109
1976	668	534	1,202
1977	865	430	1,295
1978	712	363	1,075
1979	588	408	996
1980	329	555	884
1981	281	338	619
1982	317	592	909
1983	550	629	1,179
1984	743	1,665	2,408
1985	849	1,475	2,324
1986	1,004	3,496	4,500
1987	1,043	2,688	3,731
1988	961	1,553	2,514
1989	649	127	776
1990	785	236	1,021
1991	828	275	1,103
1992	1,097	327	1,424
1993	1,001	239	1,240
1994	1,119	282	1,401
1995	1,166	324	1,490
1996	1,336	662	1,998
1997	1,223	1,245	2,468
1998	1,196	1,594	2,790
1999	1,327	952	2,279
2000	1,128	734	1,862
2001	1,203	1,062	2,265
2002	1,562	1,170	2,732
2003	1,896	798	2,694
2004	1,863	970	2,833
2005	1,761	1,308	3,069
2006	1,428	2,094	3,522
2007	953	726	1,679
2008	511	1,405	1,916
2009	406	555	961
2010	412	254	666
2011	384	20	404
2012	541	539	1,080
Totals	39,266	41,928	81,194
1970's Subtotals	7,414	11,039	18,453
1980's Subtotals	6,726	13,118	19,844
1990's Subtotals	11,078	6,136	17,214
2000's Subtotals	12,711	10,822	23,533
2010's Subtotals	1,337	813	2,150
1970 - 2012 Total	39,266	41,928	81,194

KANSAS CITY NORTH			
Year	Single Family	Multifamily	Total
1970	262	146	408
1971	421	1,401	1,822
1972	494	586	1,080
1973	226	625	851
1974	205	81	286
1975	290	162	452
1976	372	156	528
1977	564	216	780
1978	457	58	515
1979	392	239	631
1980	185	64	249
1981	165	64	229
1982	179	85	264
1983	333	281	614
1984	497	1,008	1,505
1985	614	596	1,210
1986	782	1,287	2,069
1987	737	1,302	2,039
1988	666	1,184	1,850
1989	498	34	532
1990	655	109	764
1991	709	43	752
1992	915	50	965
1993	829	81	910
1994	956	236	1,192
1995	1,021	112	1,133
1996	1,127	414	1,541
1997	1,042	943	1,985
1998	1,025	769	1,794
1999	1,113	548	1,661
2000	859	468	1,327
2001	942	555	1,497
2002	1,226	492	1,718
2003	1,526	528	2,054
2004	1,549	283	1,832
2005	1,539	460	1,999
2006	1,183	1,350	2,533
2007	826	422	1,248
2008	462	1,007	1,469
2009	377	485	862
2010	357	54	411
2011	349	8	357
2012	508	388	896
Totals	29,434	19,380	48,814
1970's Subtotals	3,683	3,670	7,353
1980's Subtotals	4,656	5,905	10,561
1990's Subtotals	9,392	3,305	12,697
2000's Subtotals	10,489	6,050	16,539
2010's Subtotals	1,214	450	1,664
1970 - 2012 Total	29,434	19,380	48,814

AVERAGE NUMBER OF UNITS PERMITTED ANNUALLY BY DECADE			
1970's	741	1,104	1,845
1980's	673	1,312	1,984
1990's	1,108	614	1,721
2000's	1,271	1,082	2,353
2010's	446	271	717

1970's	368	367	735
1980's	466	591	1,056
1990's	939	331	1,270
2000's	1,049	605	1,654
2010's	405	150	555

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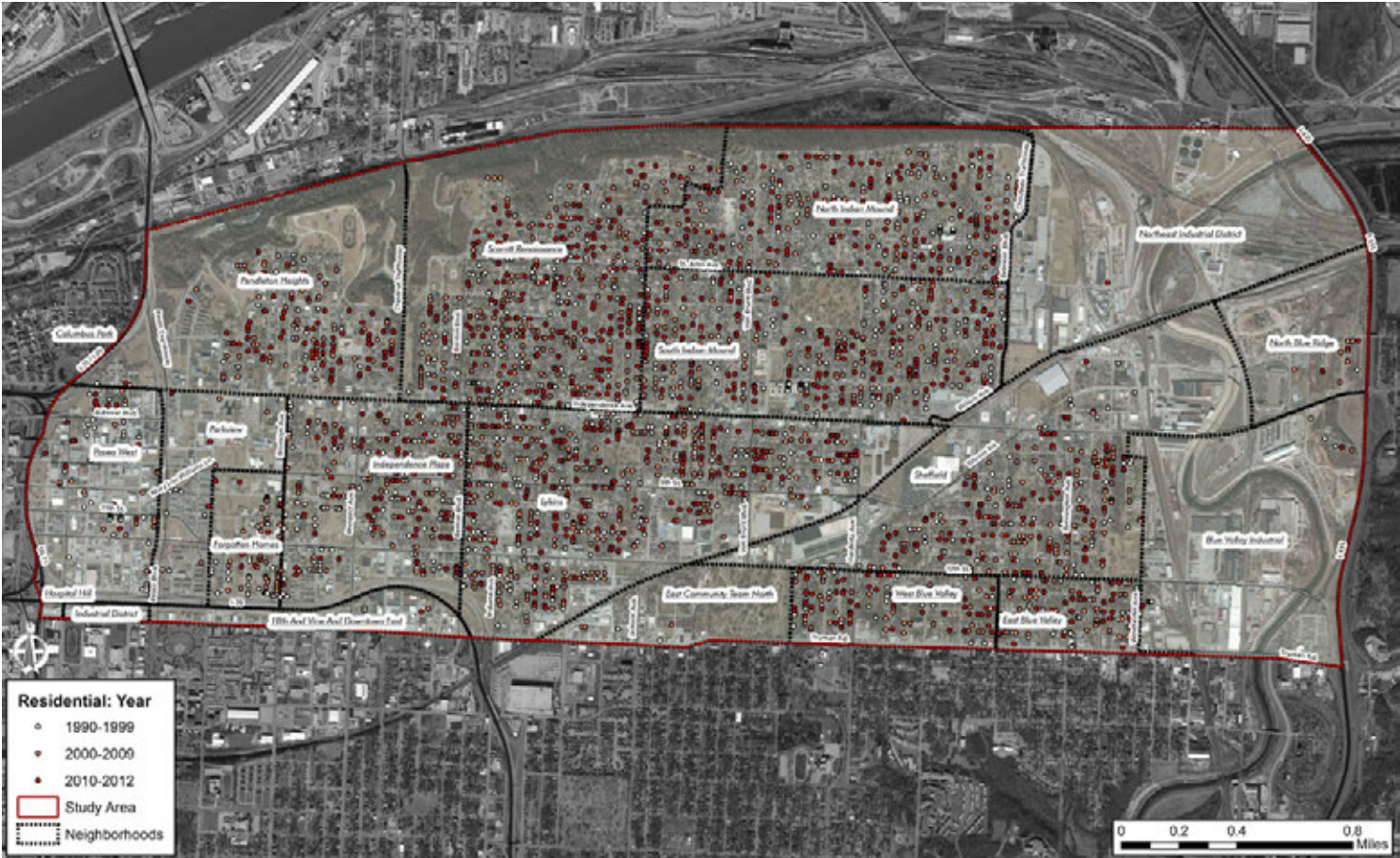
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Residential Building Permits by Neighborhood 1990-2012			
	Additions, Alterations, Repairs	Demolition	New Construction
18th And Vine And Downtown East		6	
Blue Valley Industrial	4	9	
East Blue Valley	91	67	
East Community Team North		6	
Forgotten Homes	37	30	45
Independence Plaza	254	93	57
Lykins	569	270	23
North Blue Ridge	9	9	
North Indian Mound	376	53	
Northeast Industrial District	1		
Parkview	27	3	
Paseo West	65	44	1
Pendleton Heights	275	29	1
Scarritt Renaissance	574	102	3
Sheffield	255	82	16
South Indian Mound	465	99	1
West Blue Valley	121	24	

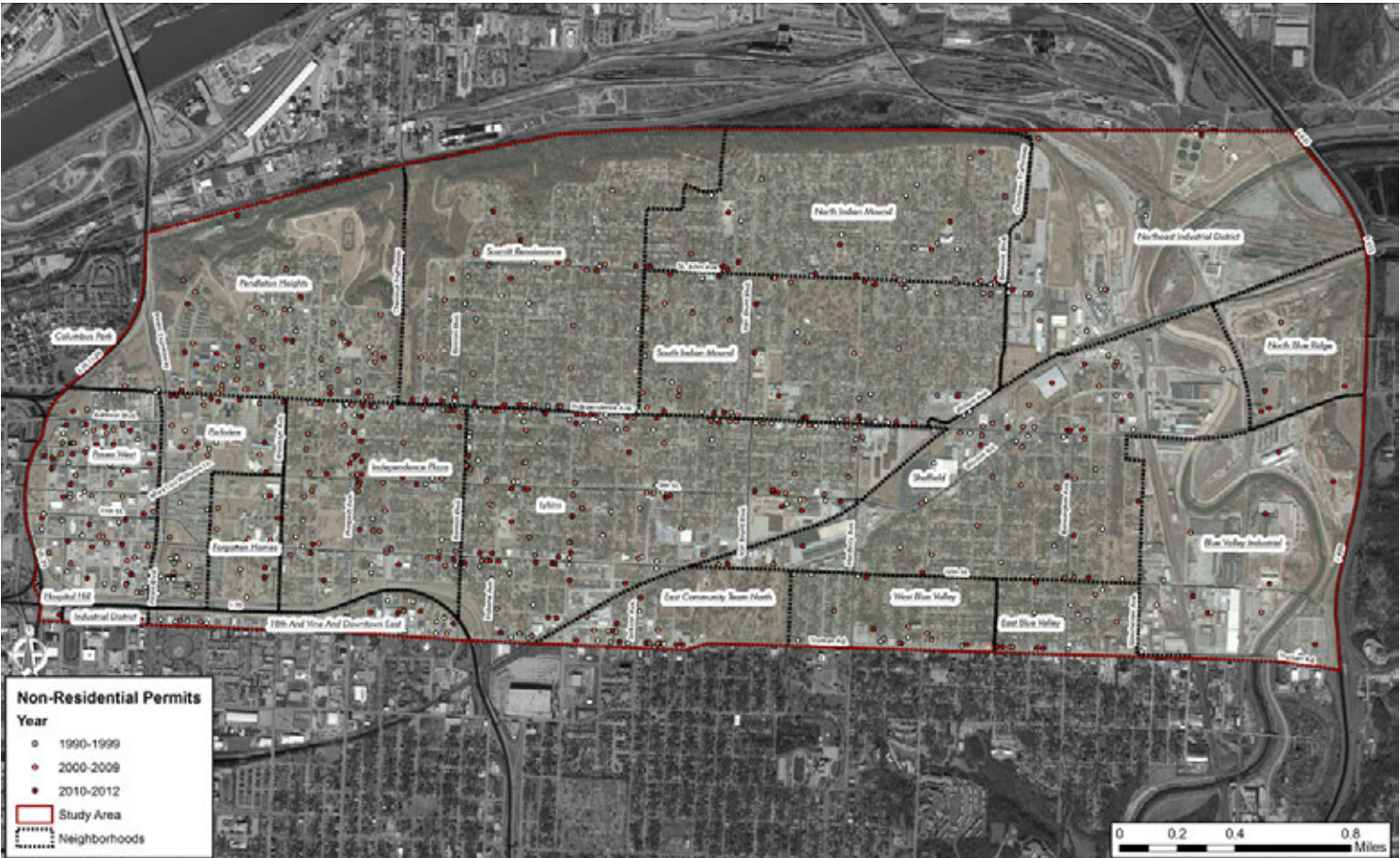
### Building Permits by Neighborhood

Within the Historic Northeast, a total of 5,738 building permits were issued from the beginning of 1999 until 2012. These permits are classified as either residential (4,196 permits) or non-residential (1,542 permits). A permit is issued for the new construction, ‘addition, alteration or repair’, or the demolition of a structure. The above graphics show the aggregate number of permit types issued between 1990 and 2012 for each neighborhood in the Historic Northeast.

Non-Residential Building Permits by Neighborhood 1990-2012			
	Additions, Alterations, Repairs	Demolition	New Construction
18th And Vine And Downtown East	39	11	11
Blue Valley Industrial	22	1	8
East Blue Valley	21	8	1
East Community Team North	28	8	7
Forgotten Homes	14	4	2
Hospital Hill	2		
Independence Plaza	116	13	25
Industrial District	4		
Lykins	154	51	30
North Blue Ridge	7	5	1
North Indian Mound	58	8	10
Northeast Industrial District	30	3	7
Parkview	73	10	24
Paseo West	137	17	31
Pendleton Heights	86	14	48
Scarritt Renaissance	98	13	9
Sheffield	96	20	11
South Indian Mound	82	19	14
West Blue Valley	23	4	4



RESIDENTIAL PERMITS



NON-RESIDENTIAL PERMITS

The maps above show the location of the residential and non-residential building permits issued by year in order to provide a perspective of where and when activity occurred within the Study Area.



> Employment and Unemployment

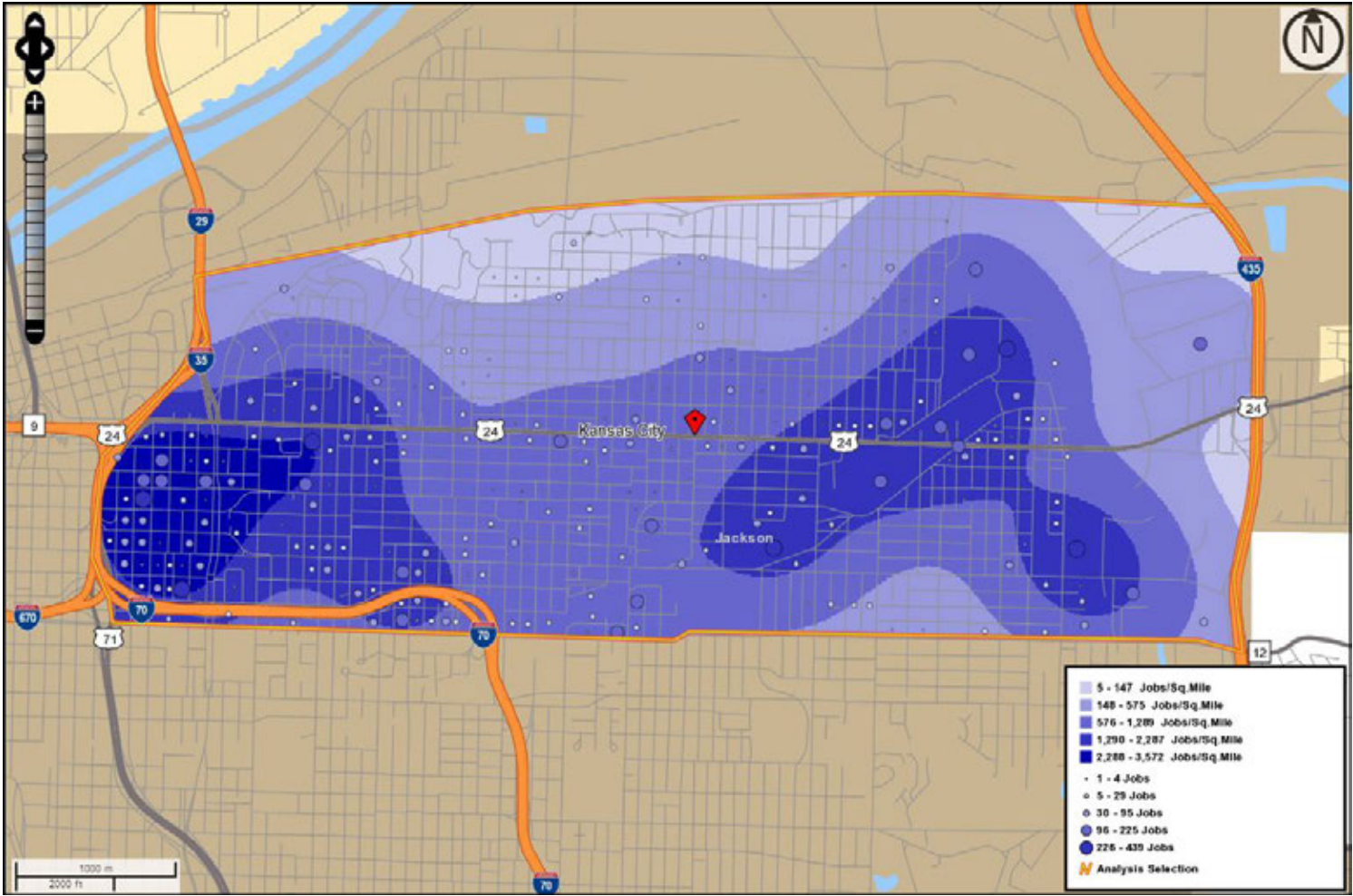
The Study Area currently employs a workforce of 8,277 people. Unemployment for the area is difficult to determine as no public entity keeps records of unemployment for small areas such as this.

Employment

According to the U.S. Census, employment within the Study Area is disproportional to demographic data. Currently, 78 percent of workers within the area are categorized as White, while 92% of the workforce is categorized as ‘not Hispanic’. The workforce is also dominated by workers who have little to no college education at 52 percent, or 4,334 workers. Worker sex is also disproportionate. Currently, 64 percent of workers are categorized as male, and less than 36% are female. Demographic data shows that the local population is equally represented by male and female residents.

Employment by Occupation

The largest employment sector in the Historic Northeast is manufacturing, which employs a labor force of 1,670 people. Wholesale trade, retail trade, and transportation / warehousing represent the next largest markets employing 971, 857, and 879 people, respectively. Local schools employ 598 workers and represent 7 percent of the local industry sector.



EMPLOYMENT

Earnings of Residents		
\$1,250 per month or less	2,223	26.5%
\$1,251 to \$3,333 per month	4,670	55.7%
More than \$3,333 per month	1,496	17.8%

Residents Earnings

As of 2011, roughly 26 percent of residents living within the Study Area make less than \$1,250 per month and have an annual income of less than \$15,000. By ASPE standards, this would classify these workers as living below the national poverty level.

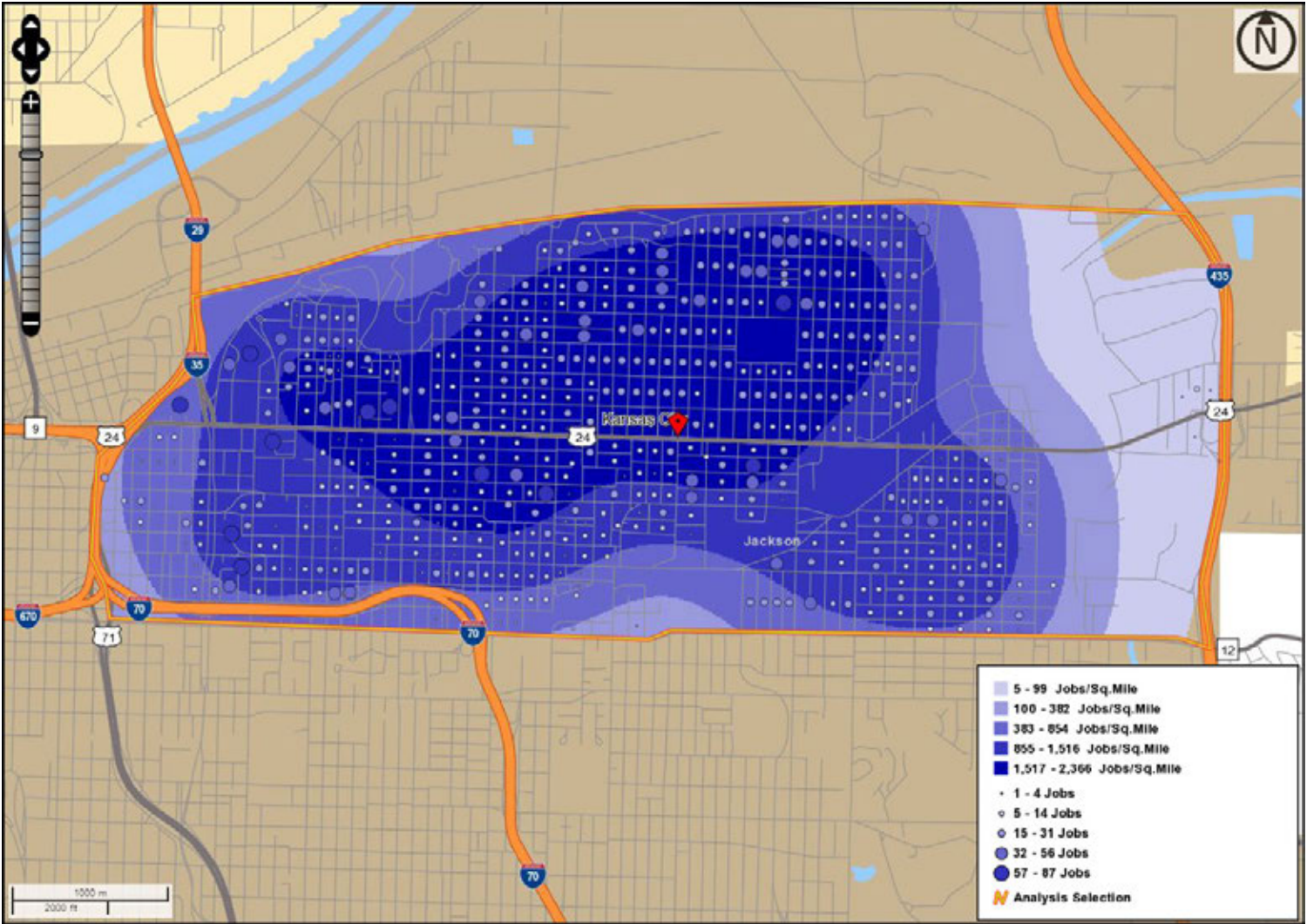
Workers Earnings		
\$1,250 per month or less	1,438	17.4%
\$1,251 to \$3,333 per month	3,829	46.3%
More than \$3,333 per month	3,010	36.4%

Workers Earnings

Workers earnings for the Study Area are proportionate to national averages. Currently, 17 percent of the workforce makes less than \$1,250 per month. By ASPE standards, this would classify 17 percent of the areas workers as being below the poverty level for a one (\$11,490) or two person (\$15,510) household. All earnings are in 2011 dollars.

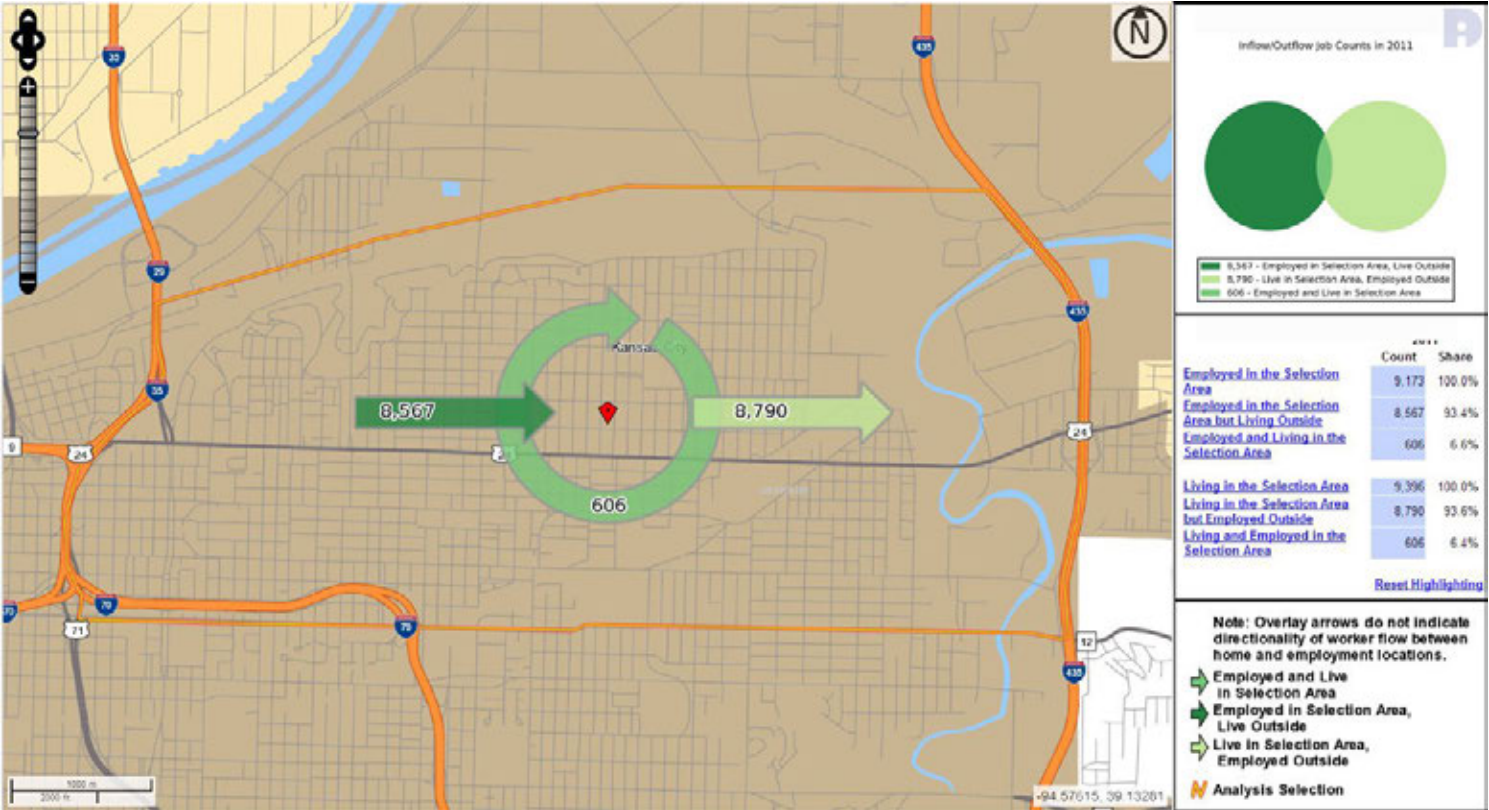
	2011	
	Count	Share
Total Primary Jobs	8,277	100.0%
Agriculture, Forestry, Fishing and Hunting	2	0.0%
Mining, Quarrying, and Oil and Gas Extraction	1	0.0%
Utilities	95	1.1%
Construction	666	8.0%
Manufacturing	1,670	20.2%
Wholesale Trade	971	11.7%
Retail Trade	857	10.4%
Transportation and Warehousing	879	10.6%
Information	42	0.5%
Finance and Insurance	148	1.8%
Real Estate and Rental and Leasing	122	1.5%
Professional, Scientific, and Technical Services	148	1.8%
Management of Companies and Enterprises	197	2.4%
Administration & Support, Waste Management and Remediation	345	4.2%
Educational Services	598	7.2%
Health Care and Social Assistance	747	9.0%
Arts, Entertainment, and Recreation	2	0.0%
Accommodation and Food Services	347	4.2%
Other Services (excluding Public Administration)	415	5.0%
Public Administration	25	0.3%

JOB COUNTS BY NAICS INDUSTRY SECTOR

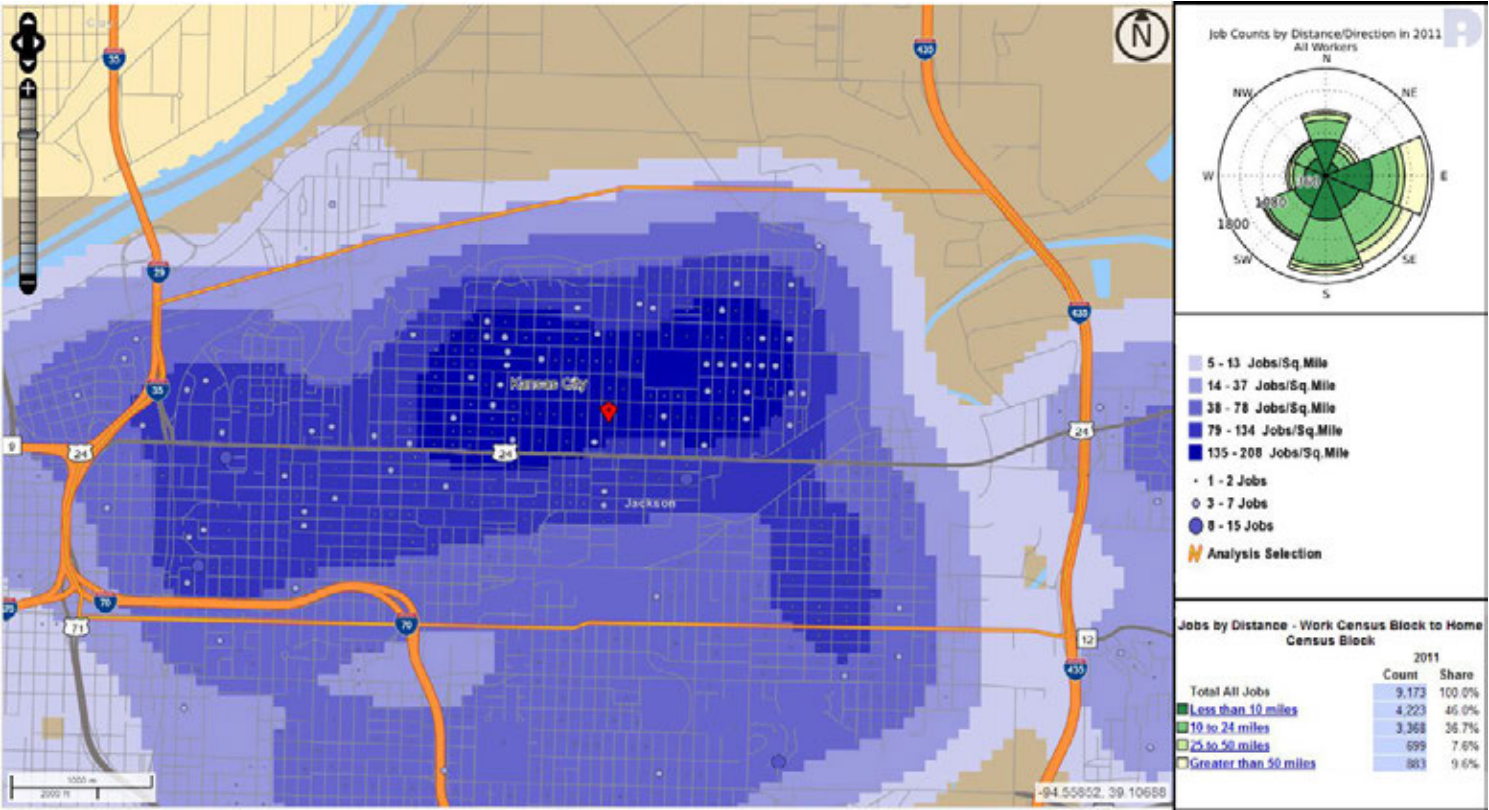


### Where Workers Live

The map above shows the areas of the Historic Northeast where residents who are employed live. Neighborhoods to the northwest, on average, have higher numbers of residents who were working as of 2011. However, many of those residents do not work within the area in which they live.



Source: US Census Bureau, OnTheMap and Inflow/Outflow Analysis 2010.



Source: US Census Bureau, OnTheMap and Home Destination Analysis 2010.



> Commercial Analysis

This Commercial Analysis has been compiled expecting the construction of a streetcar going west to east from the eventual River Market loop. Overall analysis has assumed a “build” scenario to estimate the impact of such construction to the corridor and possibly the neighborhood.

As previously mentioned, the Independence Avenue Corridor is approximately 1 mile in length that spans from The Paseo on the west to Wilson Road on the east. Commercial and residential uses are interspersed and most structures are one and two stories in height. There are several hundred businesses along the Corridor that reflect the diversity of the neighborhood. The Corridor is located at the southern boundary of the Scarritt Renaissance Neighborhood, one of eight neighborhoods within the area known as the Historic Northeast. Other neighborhoods include; Pendelton Heights, Columbus Park, Lykins, Independence Plaza, Indian Mound, Paseo West and Sheffield.

General Industry Building Standards / Requirements

Types of commercial shopping centers are typically driven by usage, lot size, tenant mix, etc. Generally speaking there are a myriad of commercial uses and structure types, but ultimately all uses within the City Limits of Kansas City, Missouri are regulated by Chapter 88, Kansas City Zoning and Development Code. Additionally, all parking lot usage and design is governed by Chapter 52, Code of Ordinances, City of Kansas City, Missouri.

Within the Study Area, the type of center which mostly resembles existing retail product is a mix of the Neighborhood and Community Center typology. While the overall size and scope of retail operations within the area are more Community Center oriented, the tenant mix is more Neighborhood Center in nature. Commercial / retail areas within the Study Area are concentrated along Independence Avenue (primary), St. John Avenue (secondary) and Truman Road (tertiary).

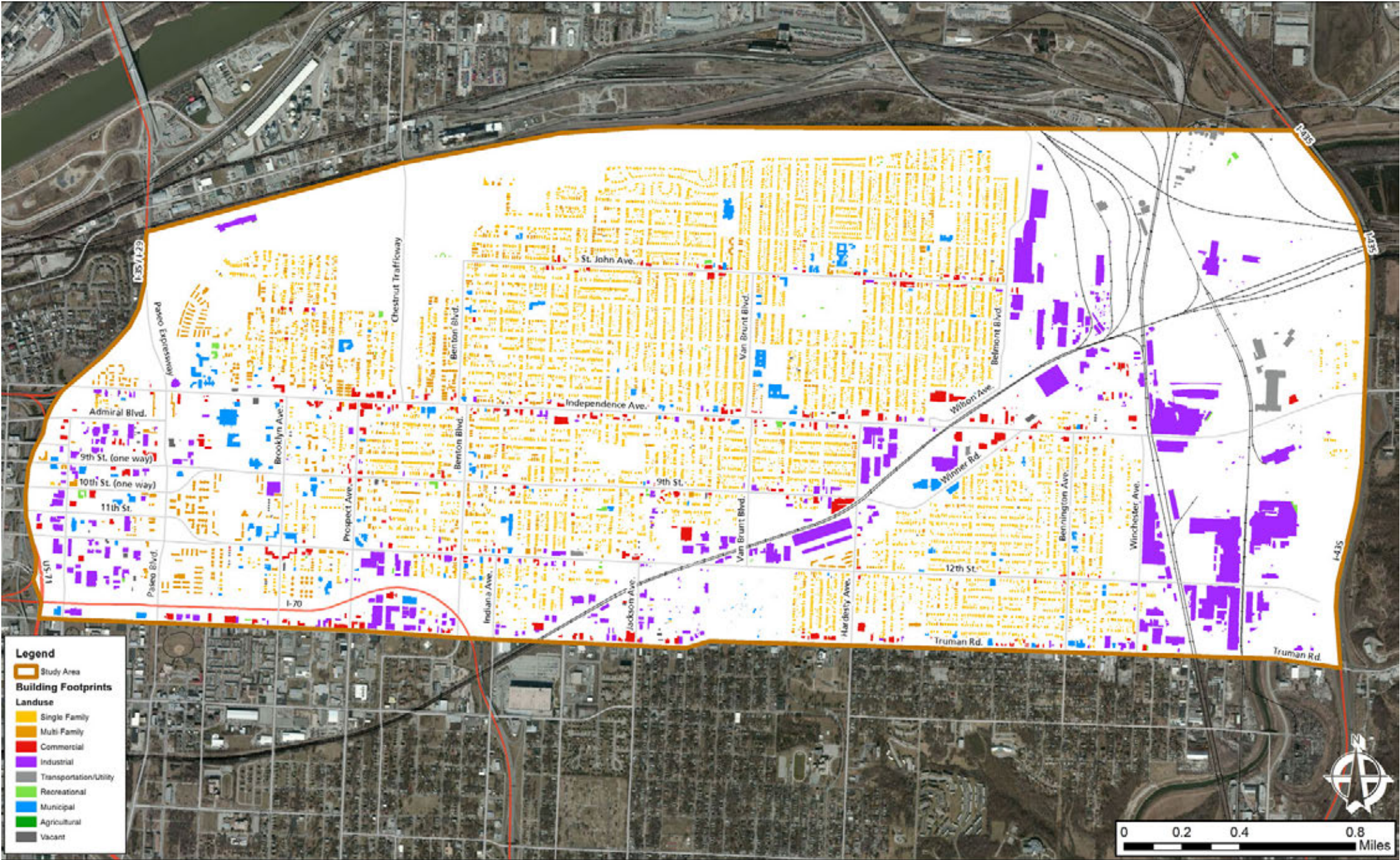
This commercial analysis has been completed assuming the construction of a streetcar line along Independence Avenue and terminating at Ewing Avenue. The street car project is anticipated to generate a range of changes to the area.

Type of Shopping Centers <sup>1</sup>		
Type of Center	Size (approx. Sq. Ft.)	Purpose
Convenience	<30,000	A convenience center provides for the sale of personal services and convenience goods similar to those of a neighborhoods center. It contains a minimum of three stores, with a total gross leasable area of 30,000 square feet or less. Instead of being anchored by a supermarket, a convenience center usually is anchored by some other type of personal/convenience service such as a minimart.
Neighborhood	30,001 – 100,000	A neighborhood center provides for the sale of convenience goods (foods, drugs and sundries) and personal services, (laundry and dry cleaning,, barbering, shoe repair, etc.) for the day-to-day living needs of the immediate neighborhood. It is built around a supermarket as the principal tenant and typically contains a gross leasable area of about 60,000 square feet. In practice, it may range in size from 30,001 to 100,000 square feet.
Community	100,001 – 500,000 or more	A community center is any center larger than a neighborhood center but with neither a traditional department store nor the trade are of a regional shopping center. Traditional community shopping centers contains many of the convenience tenants that are found in neighborhood shopping centers, while offering a wider range of apparel, hardware, home furnishings, home improvement and specialty stores. In addition, the center also may include banking and professional services, personal services and recreational facilities. The typical size of a community/super-community center is about 180,000 square feet of gross leasable area, but in practice, it may range from 100,001 to 500,000 or more square feet with power center at the large end of the spectrum.
Super-Community	250,000+	
Regional Center	Typically 500,000 (250,000 – 900,000)	A regional center provides general merchandise, apparel, furniture, and home furnishings in depth and variety, as well as a range of services and recreational facilities. It is built around one or two full-line department stores of generally not less than 50,000 square feet, although there are exceptions in smaller communities. Its typical size is about 500,000 square feet of gross leasable area; in practice, it may range from 250,000 to more than 900,000 square feet. The regional center provides services typical of a business district yet not as extensive as those of a super-regional center.
Super Regional	Typically 1,000,000 (500,000 – 1,500,000)	A super-regional center offers extensive variety in general merchandise, apparel, furniture, and home furnishings, as well as a variety of services and recreational facilities. It is built around three or more full-line department stores generally of not less than 75,000 square feet each, although there are exceptions in smaller communities. The typical size of a super-regional center is about 1,000,000 square feet of gross leasable area. In practice, the size ranges from about 500,000 to more than 1,500,000 square feet.

<sup>1</sup> Dollars and Cents of Shopping Centers: 2008, Urban Land Institute

**Commercial to Residential Ratio**

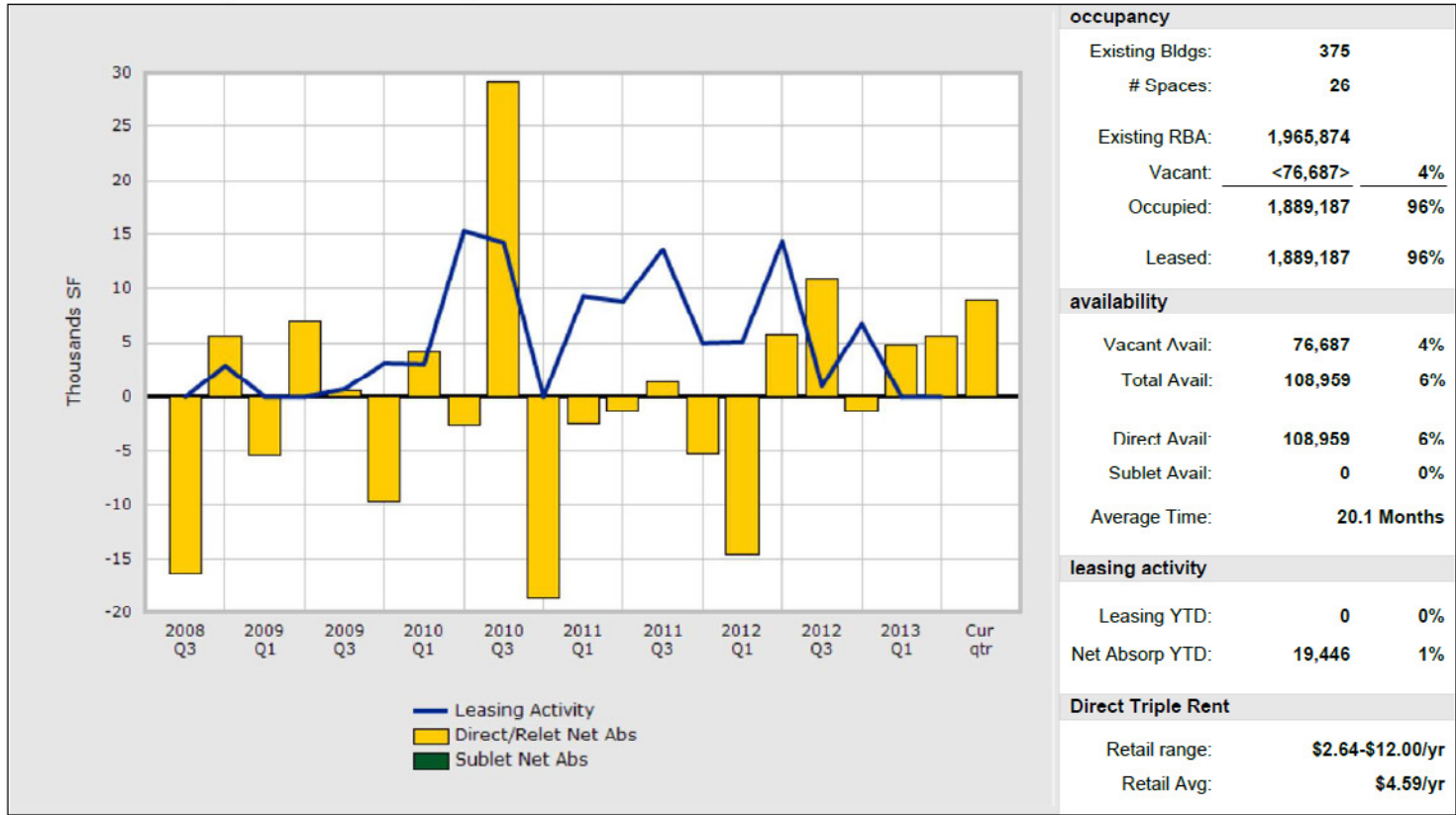
Currently, the Study Area has an estimated net total of 15,668,878 single-family residential square footage and an estimated 3,327,413 multi-family residential square footage. Commercial square footage is estimated to be within a range of 2,131,100 square feet to 3,101,794 square feet. This represents a ratio between 6:1 to 9:1 of residential square footage to commercial square footage. This is much lower than the MSA as a whole, which has an estimated residential to commercial square foot ratio of 13:1.



BUILDINGS & LAND USE

Retail

Retail statistics below indicate an overall existing market of 1,965,874 square feet within the Study Area. This accounts for 375 buildings with a 96% occupancy rate. Average absorption time for vacant square footage is 20+ months and net absorption is 1% per year. Average rental range for retail is \$2.64 to \$12.00 and averages \$4.59 per square foot.



RETAIL ABSORPTION & LEASING ACTIVITY



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RETAIL VACANCY & RENTAL RATES



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Retail Demand Forecast (Gap Analysis)

A forecasted gap analysis is a technique for identifying the strengths and weaknesses of a local retail market place. Reliably forecasting the future retail demand for the Study Area faces several challenges:

- Overall perception of the area as unsafe.
- Visible loitering and issues with prostitution and drug sales.
- A declining population.
- Lack of easy pedestrian access across Independence Ave.
- Unattractive storefronts and poorly designed signage.

Because of these variables, a five (5) year forecast model was used. The retail sectors shown in red, on Table 8, represent sectors that will capture consumer dollars inside and outside of the Study Area (red-Surplus). Retail sectors shown in green are those that are expected to not capture the full amount of consumer dollars in the area because of a lack of retail supply (green-Leakage). Significant gaps in demand are expected to exist in the following sectors:

- Motor Vehicle Dealers (new and used) and Retailers
- Electronics / Appliance Stores
- Building Materials Retailers
- Clothing Stores
- Sporting Goods Retailers
- General Merchandise Retailers
- Miscellaneous

A significant surplus exists in the following sectors:

- Furniture and Home Furnishings Stores
- Food & Beverage-Grocery
- Food & Beverage-Beer, Wine and Liquor
- Personal Health Care
- Book, Periodical & Music
- Food Services & Drinking Places-Alcoholic Beverages
- Food Services & Drinking Places-Limited Services Eating Place

This analysis does not take into account any future projects that are currently planned for the area or the appropriateness of each retail sector for the Study Area.

It is important to note that although this tool is useful in identifying the Study Area’s strengths and weaknesses in its retail sectors, the analysis only shows the possible areas of leakage and surplus. It does not indicate why it does, or is expected to, occur. This forecast analysis is also very broad and did not take into account any current or future trends, including the implementation of the street car line.

Retail MarketPlace Profile

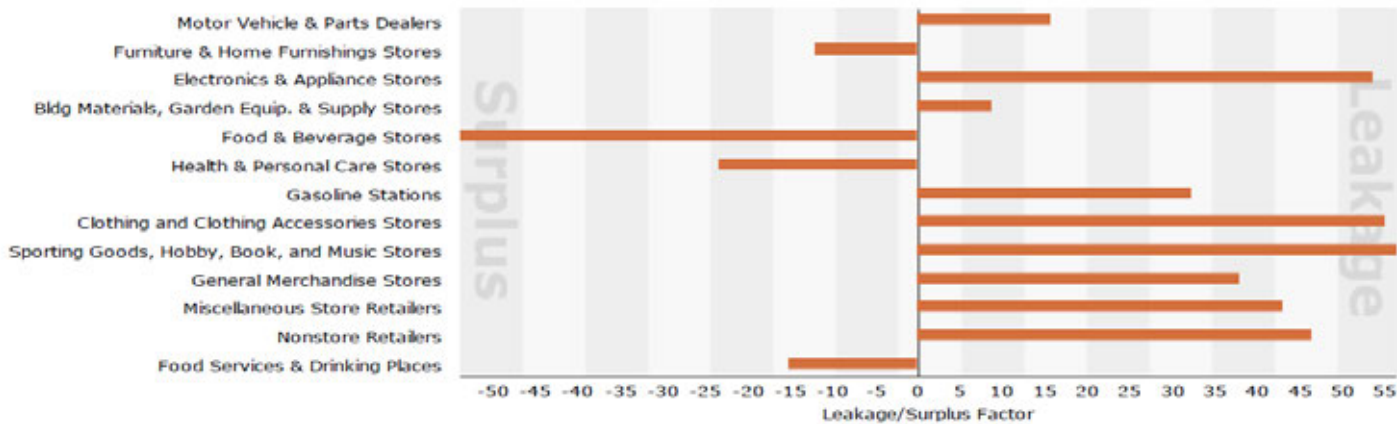
Summary Demographics						
2012 Population						35,368
2012 Households						11,773
2012 Median Disposable Income						\$21,792
2012 Per Capita Income						\$12,502
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Total Retail Trade and Food & Drink	44-	\$178,878,535	\$184,598,716	-\$5,720,181	-1.6	172
Total Retail Trade	44-45	\$160,952,399	\$160,234,917	\$717,483	0.2	140
Total Food & Drink	722	\$17,926,135	\$24,363,799	-\$6,437,664	-15.2	31
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Motor Vehicle & Parts Dealers	441	\$29,832,407	\$21,705,820	\$8,126,587	15.8	28
Automobile Dealers	4411	\$25,794,983	\$10,508,486	\$15,286,497	42.1	13
Other Motor Vehicle Dealers	4412	\$1,504,502	\$1,250,049	\$254,453	9.2	3
Auto Parts, Accessories & Tire Stores	4413	\$2,532,921	\$9,947,285	-\$7,414,363	-59.4	12
Furniture & Home Furnishings Stores	442	\$3,368,228	\$4,285,902	-\$917,674	-12.0	6
Furniture Stores	4421	\$1,998,548	\$4,042,949	-\$2,044,401	-33.8	3
Home Furnishings Stores	4422	\$1,369,680	\$242,953	\$1,126,727	69.9	3
Electronics & Appliance Stores	4431	\$4,681,294	\$1,419,374	\$3,261,920	53.5	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,660,104	\$3,905,096	\$755,008	8.8	11
Bldg Material & Supplies Dealers	4441	\$3,868,889	\$3,878,785	-\$9,897	-0.1	11
Lawn & Garden Equip & Supply Stores	4442	\$791,215	\$26,311	\$764,904	93.6	0
Food & Beverage Stores	445	\$21,686,013	\$72,111,824	-\$50,425,811	-53.8	33
Grocery Stores	4451	\$20,387,616	\$70,626,033	-\$50,238,417	-55.2	28
Specialty Food Stores	4452	\$483,599	\$441,891	\$41,708	4.5	5
Beer, Wine & Liquor Stores	4453	\$814,798	\$1,043,900	-\$229,102	-12.3	1
Health & Personal Care Stores	446,4461	\$13,006,441	\$20,920,647	-\$7,914,206	-23.3	6
Gasoline Stations	447,4471	\$19,925,072	\$10,203,518	\$9,721,555	32.3	4
Clothing & Clothing Accessories Stores	448	\$9,429,849	\$2,738,999	\$6,690,850	55.0	8
Clothing Stores	4481	\$6,623,468	\$2,065,947	\$4,557,522	52.4	6
Shoe Stores	4482	\$1,514,649	\$515,828	\$998,821	49.2	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,291,732	\$157,224	\$1,134,508	78.3	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,667,630	\$743,320	\$1,924,311	56.4	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,444,530	\$230,655	\$2,213,875	82.8	2
Book, Periodical & Music Stores	4512	\$223,100	\$512,664	-\$289,564	-39.4	4
General Merchandise Stores	452	\$37,609,077	\$16,892,901	\$20,716,176	38.0	9
Department Stores Excluding Leased Depts.	4521	\$12,286,494	\$4,253,776	\$8,032,719	48.6	5
Other General Merchandise Stores	4529	\$25,322,582	\$12,639,125	\$12,683,457	33.4	4
Miscellaneous Store Retailers	453	\$4,266,329	\$1,700,912	\$2,565,417	43.0	19
Florists	4531	\$151,614	\$56,567	\$95,047	45.7	1
Office Supplies, Stationery & Gift Stores	4532	\$1,302,978	\$112,669	\$1,190,309	84.1	4
Used Merchandise Stores	4533	\$244,597	\$547,910	-\$303,313	-38.3	4
Other Miscellaneous Store Retailers	4539	\$2,567,140	\$983,766	\$1,583,374	44.6	11
Nonstore Retailers	454	\$9,819,956	\$3,606,605	\$6,213,351	46.3	6
Electronic Shopping & Mail-Order Houses	4541	\$8,122,028	\$0	\$8,122,028	100.0	0
Vending Machine Operators	4542	\$589,205	\$3,109,625	-\$2,520,420	-68.1	2
Direct Selling Establishments	4543	\$1,108,722	\$496,980	\$611,742	38.1	3
Food Services & Drinking Places	722	\$17,926,135	\$24,363,799	-\$6,437,664	-15.2	31
Full-Service Restaurants	7221	\$7,008,100	\$2,586,676	\$4,421,425	46.1	11
Limited-Service Eating Places	7222	\$8,728,521	\$19,688,933	-\$10,960,413	-38.6	12
Special Food Services	7223	\$843,009	\$196,528	\$646,481	62.2	1
Drinking Places - Alcoholic Beverages	7224	\$1,346,505	\$1,891,662	-\$545,157	-16.8	8
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity.						

TABLE 8 - RETAIL MARKETPLACE PROFILE

Source: Esri and Dun & Bradstreet.

Retail MarketPlace Profile

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

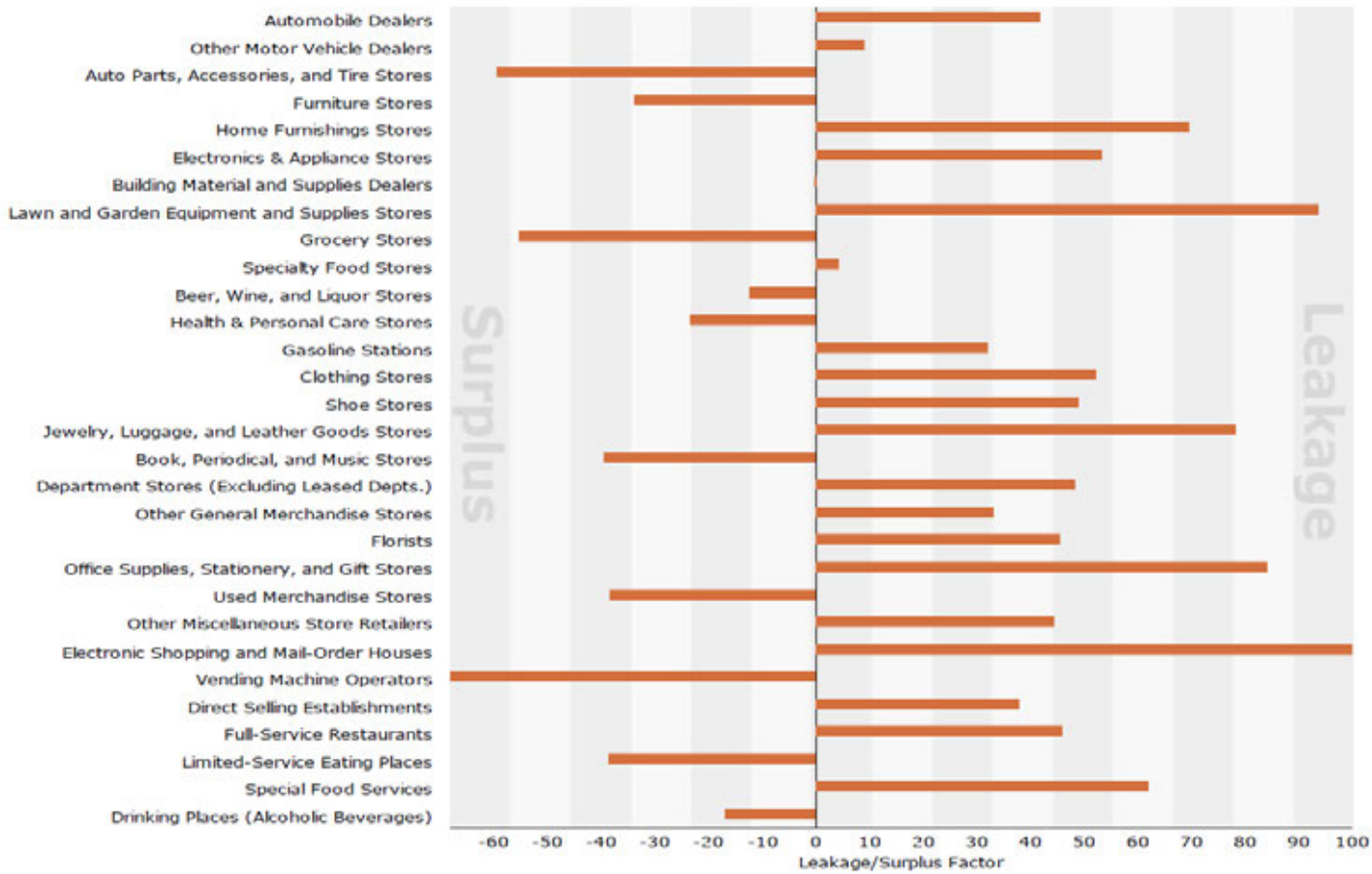


TABLE 1 - RETAIL MARKETPLACE PROFILE CONT.

Source: Esri and Dun & Bradstreet. Copyright 2012 Dun & Bradstreet, Inc. All rights reserved.

Retail Summary

As the previous two tables indicate, a significant demand for community and neighborhood retail services exists within the area. The area also has the capability to support neighborhood and community sized retail development projects in the near future. Implementation of a street car line would only increase the amount of retail needed because of an increased connectivity to adjoining areas of the MSA.

There is an estimated 76,687 square feet of retail space currently available within the Study Area. Rental rates range from \$2.64 a square foot to \$12.00 a square foot, annually. The Study Area has an estimated retail vacancy of 4 percent. Vacant retail is expected to be absorbed by the local retail market in 20 months. Retail industry subsectors with the highest potential market demand are:

- Electronics and Appliance Stores
- Clothing Stores
- Sporting Goods

Retail - Market Supportable Sizing

We anticipate that neighborhoods within the Study Area would support a wide variety of additional and varied retail services in the future. Supportable size will be a function of population growth / loss and the future residential market. In general, one individual within the Study Area supports fifty-one (51) square feet of retail. Although the population of the Study Area is expected to decrease by 701 people by 2018, the implementation of a street car line could potentially reverse this forecast. For example, if population was to increase by 5 percent (1,832 residents), as the result of constructing a street car line, a total of 93,465 square feet of additional retail would be needed to capture this retail demand within the Study Area. The high number of vacant parcels close to Independence Avenue and located at key intersection nodes could serve as viable locations for ‘neighborhood’ infill commercial shopping locations.

Retail - Market Supportable Pricing

The average rental rate for retail space within the Study Area experienced a drop from \$12.00 a square foot to \$7.75 a square foot in the last five (5) years. Pricing has since increased to an average of \$9.23 a square foot. We anticipate that retail pricing will continue to increase due to high occupancy rates and increased demand for retail space within the area. Retail space located along Independence Avenue is expected to increase at a faster rate due to the implementation of a street car line.

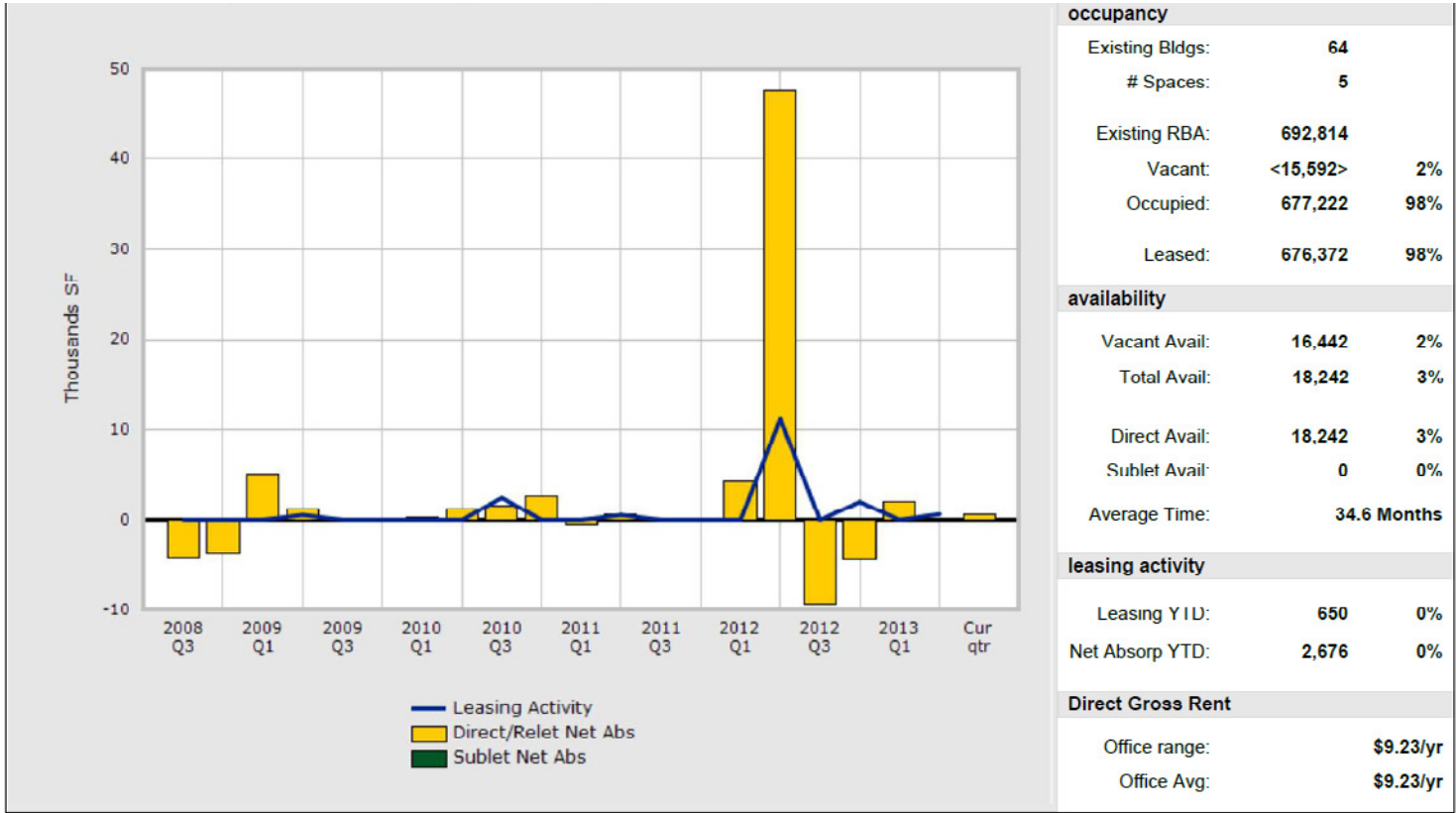
Retail - Absorption

On the retail front, based on current occupancy levels and existing supply, we expect that any new retail product added to the area will be fully absorbed into the market within 18 to 24 months. The subsectors of retail demand, as shown in the retail market place profile, are electronics stores, clothing stores, and sporting goods stores. These types of retail build-outs are expected to be absorbed into the market within 6 to 12 months.



Office

Office statistics below indicate an overall existing market of 692,814 square feet within the Study Area. This accounts for 64 buildings with a 98 percent occupancy rate. Average absorption time for vacant square footage is 34+ months. The average rent for office space within the Study Area is \$9.23 per square foot.

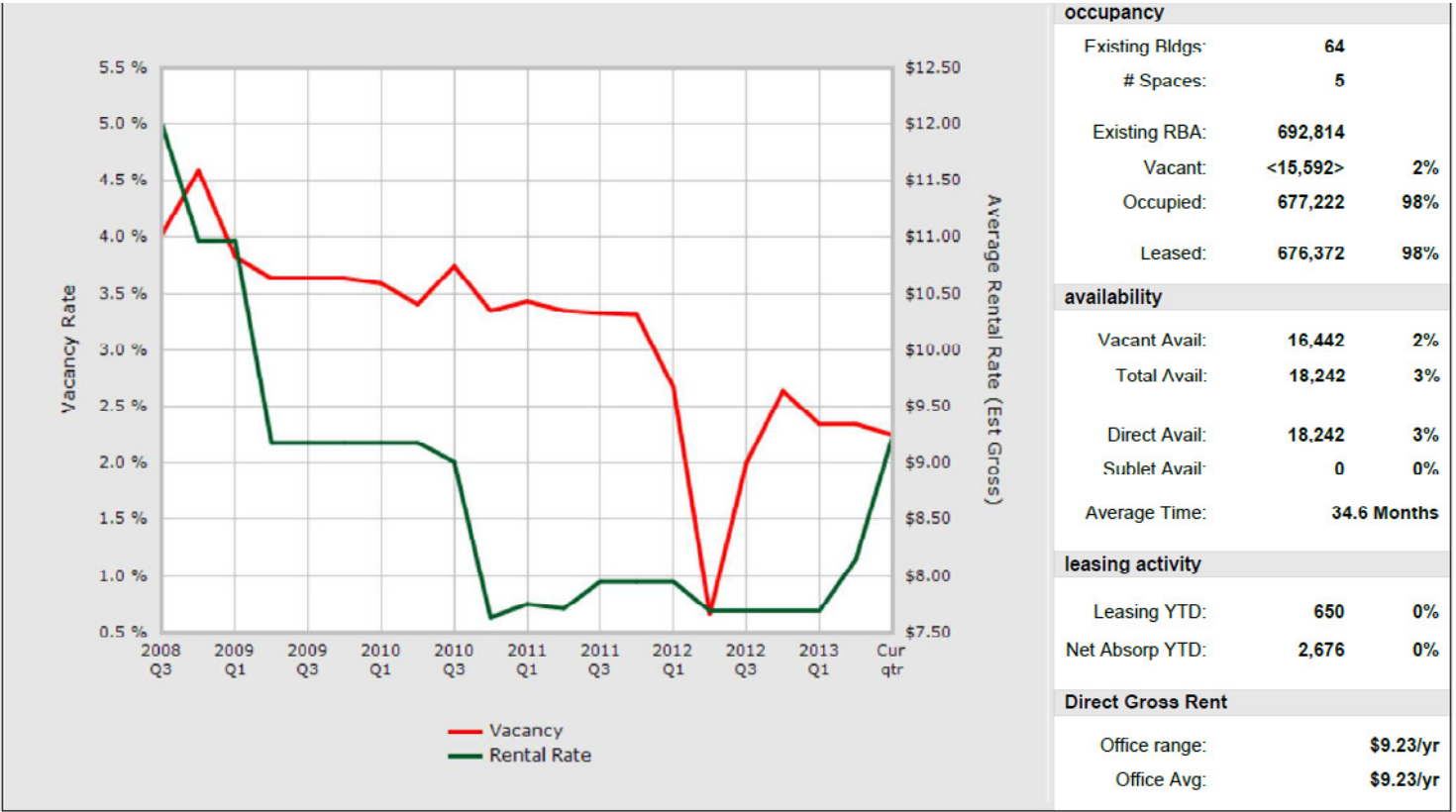


OFFICE ABSORPTION & LEASING ACTIVITY



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9/3/2013



OFFICE VACANCY & RENTAL RATES



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9/3/2013

**Office Summary**

The Study Area has a much lower vacancy rate, on average, than the MSA of Kansas City. As stated before, office lease rates within the Invest Northeast Study Area average at \$9.23 per square foot. Office vacancy has remained relatively steady for the past five (5) years with a peak in leasing activity and absorption in Q2 of 2012. Office Vacancy was also at an all-time low during the same time period at less than one (1) percent vacancy. During the last five (5) year period, office space has averaged a three (3) percent vacancy rate annually.

**Office - Market Supportable Sizing**

We anticipate that neighborhoods within the Study Area could support a wide variety of office product, varying in both size and type. The high number of vacant parcels close to Independence Avenue could serve as viable options for future office development projects. We also anticipate that implementation of a street car line along Independence Avenue will only increase the demand for employment and thusly increased office space within the area because of increased connectivity to other areas within the MSA.

**Office - Market Supportable Pricing**

The average annual rental rate for office space within the Study Area experienced a drop from \$12.00 a square foot to \$7.75 a square foot in the last five (5) years. Annual rental rates have since increased to an annual average of \$9.23 per square foot. We anticipate that office rental rates will continue to increase due to high occupancy rates and increased demand for office space within the area. We would anticipate any office space located along Independence Avenue would increase at a faster rate due to implementation of a street car line.

**Office - Absorption**

The expected absorption time period for office space within the Study Area is 34.6 months. It is expected that any new office projects added to the area will be fully absorbed into the market within 12 months. This relatively short absorption period, compared to Study Area’s averages, is anticipated because of the area’s historically low vacancy rate and the low amount of vacant office space currently available.



**> Residential Analysis**

Some parts of this residential analysis have been completed assuming the construction of a streetcar line down Independence Avenue and terminating at Topping Avenue. This “build” scenario would anticipate residential property near transit lines and transit stops becoming more valuable. Rail transit can make property more attractive to investors and developers. Vacant and underutilized properties along the Independence Avenue corridor are expected to be developed and/or converted to higher density uses in order to capitalize on their proximity to transit. The conversion of vacant property from vacant sites also imparts additional value to local neighborhoods by erasing blighted conditions.

**General Industry Site and Building Standards / Requirements**

Different types of residential development are typically driven by usage, lot size, tenant mix, price points, etc. As previously mentioned, all land use and zoning provisions within the City Limits of Kansas City, Missouri are regulated by Chapter 88, Kansas City Zoning and Development Code.

**Multi-family Housing Trends**

National Apartment Overview-Economic and demographic trends support a positive long-term outlook for apartments beyond 2013. In stark contrast to just a few years ago, mortgage underwriting standards are tight and first-time homebuyer programs are scarce, reducing attrition from the renter pool.

At the same time, echo boomers – totaling roughly 70 million U.S. residents – are entering their prime renting years, a trend that will continue over the next five years.

**2013 National Apartment Outlook**

- A still vulnerable residential sector shows signs of recovery. Multifamily permits are forecast to comprise more than 40 percent of total permits in 2012 and 2013, a ratio well above trends of the past 25 years.
- Consumer spending is continuing to advance based on stabilized balance sheets and improved financial health. Household debt service payments as a percentage of disposable income have fallen sharply from its 2008 peak.
- US Banks remain well-capitalized and profitable. CMBS issuance increased to \$4.7 billion in May, the highest monthly volume in 15 months.
- Modest economic growth is offering unique opportunities. Treasury rates remain so low that risk-averse investors have been able to maintain positive leverage even on core commercial real estate.

Source: Marcus & Millichap, 2013 National Apartment Report



Local-Northeast Multi-family Trends

Within the multi-family rental market, most competition for the Study Area will be scattered multi-family units. Multi-family residential is scattered, primarily dated and in limited supply throughout the PMA. Within the Study Area, there are many instances of vacant, boarded-up multi-family structures that are entirely abandoned. Single-family housing rentals are scattered throughout the market area and have not been considered in this analysis. All of the multi-family rental projects we surveyed were a mix of market rate and subsidized properties. Our analysis identified seventeen (17) multi-family properties within the Study Area. These properties account for approximately 1,576 housing units. We have utilized these projects as comparable properties for the Study Area. These properties are, on average, 99% occupied. Of the seventeen (17) properties analyzed, the majority provided some type of subsidized housing rental program (i.e. Low-Income Housing Tax Credit, Sect. 8, HUD rental assistance, etc.). Existing and proposed comparable property information was determined through interviews with city and community officials, local apartment managers and developers, as well as market area investigation.

For-sale Residential Market

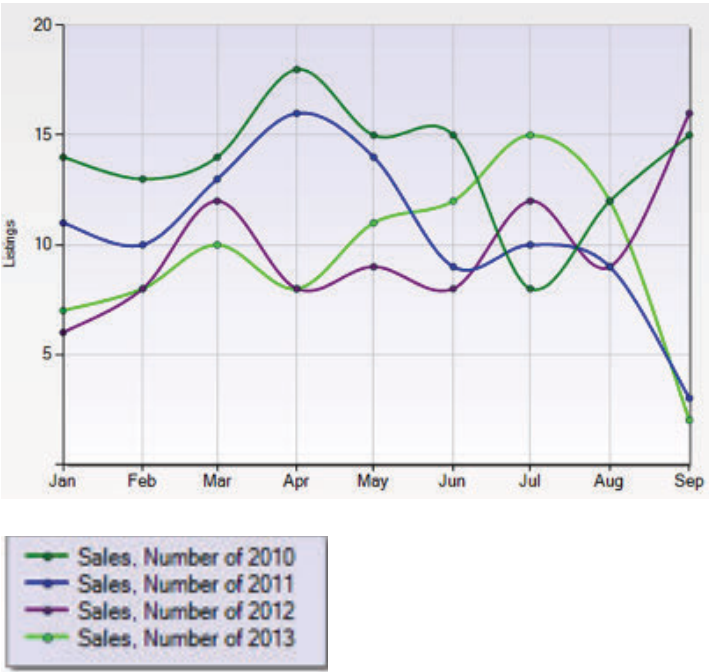
As in any other metro locale, the for-sale market varies considerable depending upon a myriad of variables, including; location, age of home, home updates, neighborhood, schools, etc. The Study Area is no exception and homes range from simple bungalows to extravagant historical mansions. Given the historic nature of the area, many homes are ninety (90) years of age or greater, with a current average date of construction being 1920. Within the Study Area, the oldest home currently on the market was constructed in 1880 and the most recent, 2012. Presently there are one-hundred five (105) properties listed for-sale and tracked by the Heartland Multiple Listing Service. Sales prices range from \$13,500 to \$600,000 with the current average list price being approximately \$80,241. Presently, when comparing initial list prices verse final sales prices, properties are obtaining approximately 89% of initial list price upon final sale, thus an 11% reduction. Homes range from 961 square feet to 4,282 square feet with an average home size within the area being 1,963 square feet.

Residential Summary

The residential market differs greatly throughout the neighborhoods within the Study Area. Within the Study Area, neighborhoods in the northeast, southeast, and southwest have experienced a higher degree of disinvestment compared to neighborhoods in the northwest. Single-family homes continue to be in higher supply in neighborhoods to the north of Independence Avenue. Along Independence Avenue, single-

For-Sale Statistics-Existing Listings <sup>1</sup>	
Current Listings	105
Avg. size (square feet)	1,963
Avg. date of construction	1920
Avg. Price Current Listing	\$80,241
Avg. Price/square foot	\$32
List price vs. actual sales price	89%
Current Days-on-market (DOM)	44

<sup>1</sup> CBeaumont/Chartwell Realty, Heartland Multiple Listing Service, 9/9/13



family housing stock is poorer in quality and scattered along the corridor. Currently, the Study Area is estimated to have an overall residential vacancy rate of 4 percent. This vacancy rate does not include residential structures that are uninhabitable. Together, these factors make it very difficult to properly forecast future residential demand.

Residential - Market Supportable Sizing

The area contains a mixture of parcel sizes that are able to support single-family and multi-family housing development of varying densities. The size of future housing, both single-family and multi-family, will be dependent on the availability of vacant properties and parcel size within the Study Area. Site requirements for each type of residential development are outlined in Kansas City’s Zoning and Development Code, Chapter 88. Because of a history of disinvestment in housing stock throughout the area, high occupancy rate, and a stabilizing population base, we anticipate that the Study Area could support a limited number of new single-and-multi-family dwelling units in future. Based on the availability of larger-vacant property parcels, future multi-family developments are expected, and should be, prioritized near to or to the south of Independence Avenue, while single-family residential development should be focused in the areas north of Independence Avenue in traditional single-family residential neighborhoods.

Residential - Market Supportable Pricing

The average listing value for single-family residential housing within the Study Area is \$80,241. Housing values have remained relatively steady for the last five (5) years. Annual rental rates have also remained steady during the same time period. Current market rate, multi-family dwelling units within the Study Area are averaging as follows:

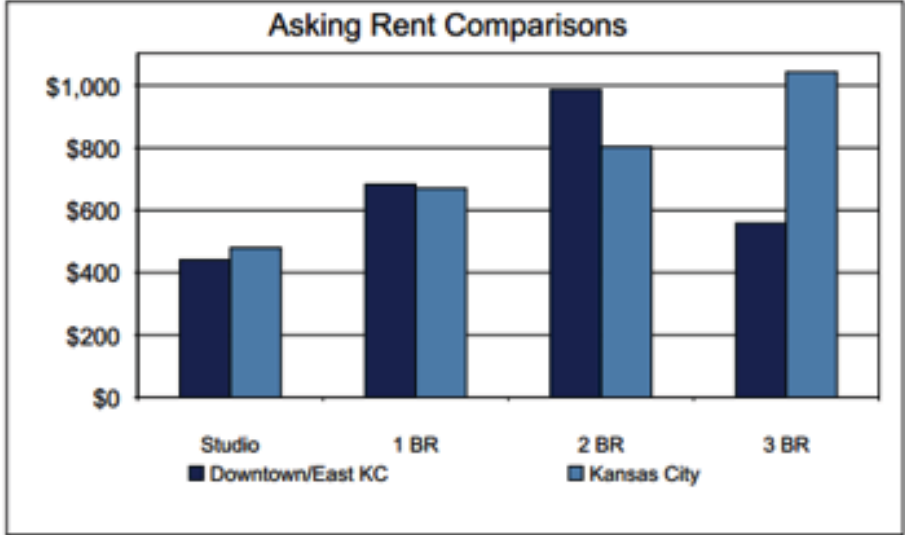
- Studio - \$483/monthly (\$1.24 PSF)
- 1 bedroom - \$630/monthly (\$1.05 PSF)
- 2 bedroom - \$645/monthly (\$0.81 PSF)
- 3 bedroom - \$682/monthly (\$0.58 PSF)

We anticipate that residential rental rates will remain unchanged due to the high amount of subsidized living units and the lack of new residential construction within the area. However, we would estimate that any implementation of a street car line down Independence Avenue would have the same effect on residential demand as the office and retail sectors. Namely, increase demand for that particular sector, in this case, residential. Nation-wide TOD research has indicated that rail transit investments have a proven positive effect on residential property values within the immediate area.

Residential - Absorption

Market absorption for residential properties is above MSA average for both single-family and multi-family projects. Single-family residences are averaging up to 44 days on market (DOM) within the Study Area. Multi-family projects within the Study Area are currently 99 percent occupied. Because of this unusually high demand, we expect any new residential development products to be fully absorbed by the market within a 12 month period. This absorption will be heavily dependent on pricing, which should be based on current averages and average worker salary.

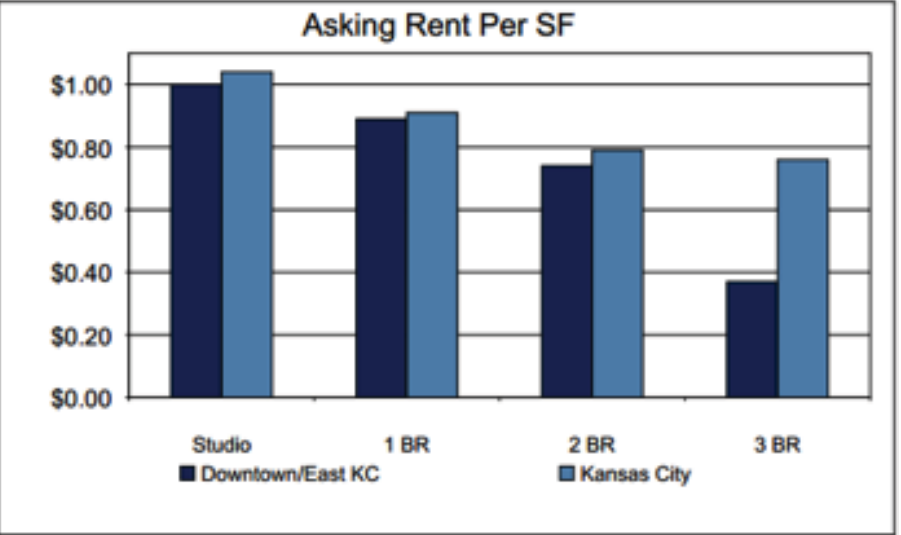
Current Submarket Average Rents and Sizes				Asking Rent Growth					
Studio/Efficiency  One Bedroom  Two Bedroom  Three Bedroom	August			Quarterly			Annualized		
	Rent	Avg. SF	Avg. Rent PSF	2Q13	1Q13	YTD	1 Year	3 Year	5 Year
	\$441	439	\$ 1.00	- 0.2%	0.9%	1.0%	- 0.2%	4.4%	2.4%
	\$683	767	\$ 0.89	0.7%	0.7%	1.8%	1.1%	3.9%	1.6%
	\$987	1333	\$ 0.74	0.0%	- 0.1%	0.3%	3.9%	2.2%	1.6%
	\$558	1489	\$ 0.37	3.2%	1.9%	5.5%	-17.3%	0.4%	- 0.4%
Average over period ending:				06/30/13	03/31/13	06/30/13	12/31/12	12/31/12	12/31/12



As of August 31, 2013

	Studio	1 BR	2 BR	3 BR
Downtown/East KC	\$441	\$683	\$987	\$558
Kansas City	\$479	\$670	\$803	\$1,043

As of August 31, 2013



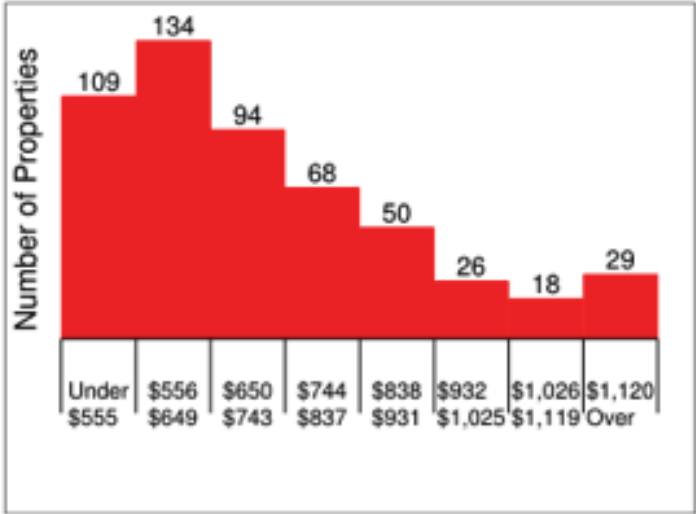
As of August 31, 2013

	Studio	1 BR	2 BR	3 BR
Downtown/East KC	\$ 1.00	\$ 0.89	\$ 0.74	\$ 0.37
Kansas City	\$ 1.04	\$ 0.91	\$ 0.79	\$ 0.76

As of August 31, 2013

CURRENT RENT AVERAGES FOR DOWNTOWN / EAST KANSAS CITY VERSUS OVERALL KANSAS CITY  
Source: Reis Reports

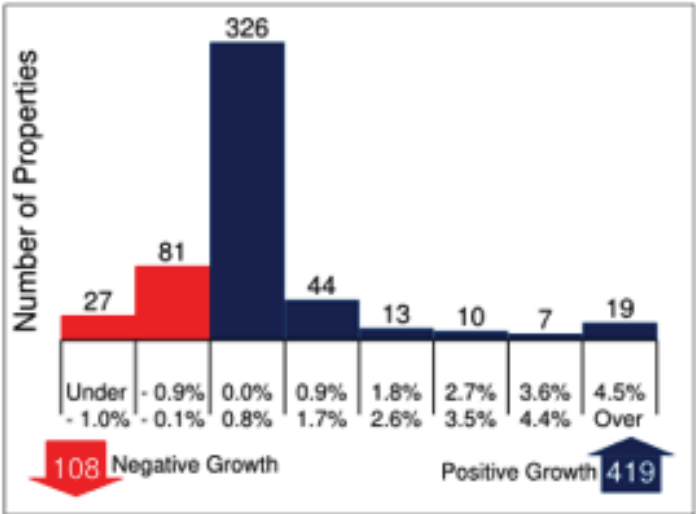
Low	25%	Mean	Median	75%	High
\$461	\$605	\$746	\$714	\$866	\$1,209



As of July 31, 2013

ASKING RENT DISTRIBUTION  
Source: Reis Reports

Low	25%	Mean	Median	75%	High
- 1.8%	0.1%	0.7%	0.5%	0.8%	5.2%



90 days ending July 31, 2013

ASKING RENT GROWTH RATE DISTRIBUTION  
Source: Reis Reports

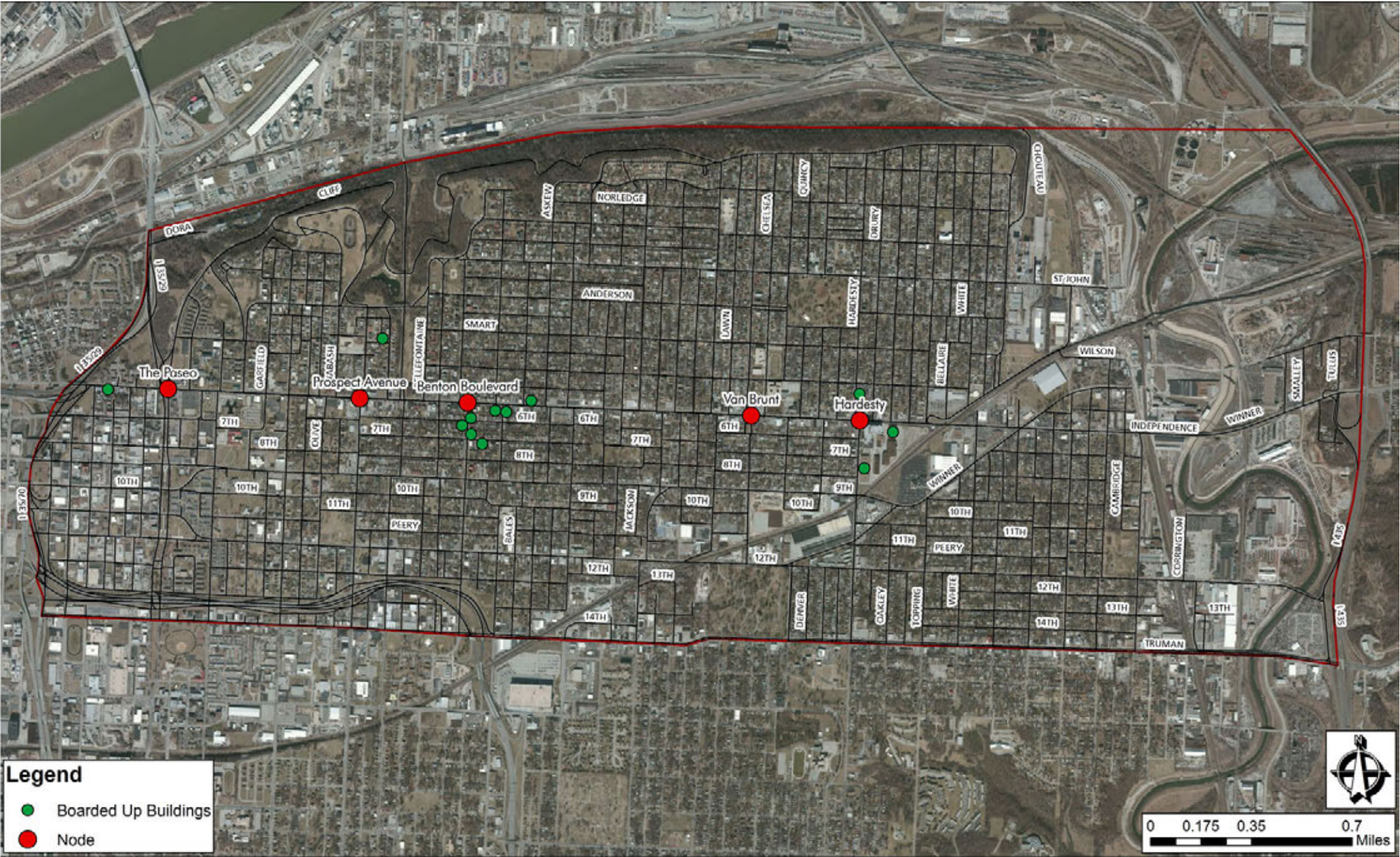
Year Built	Rent
Before 1970	\$654
1970-1979	\$643
1980-1989	\$717
1990-1999	\$907
2000-2009	\$963
After 2009	\$1,085
All	\$746

As of July 31, 2013

ASKING RENT BY AGE  
Source: Reis Reports

**Boarded-Up Buildings**

Within the Study Area eleven (11) boarded up buildings were identified in close proximity to each node. Each structure is considered uninhabitable. The node of Benton Boulevard and Independence Avenue had the highest total of uninhabitable structures (7) within a .5 mile buffer.

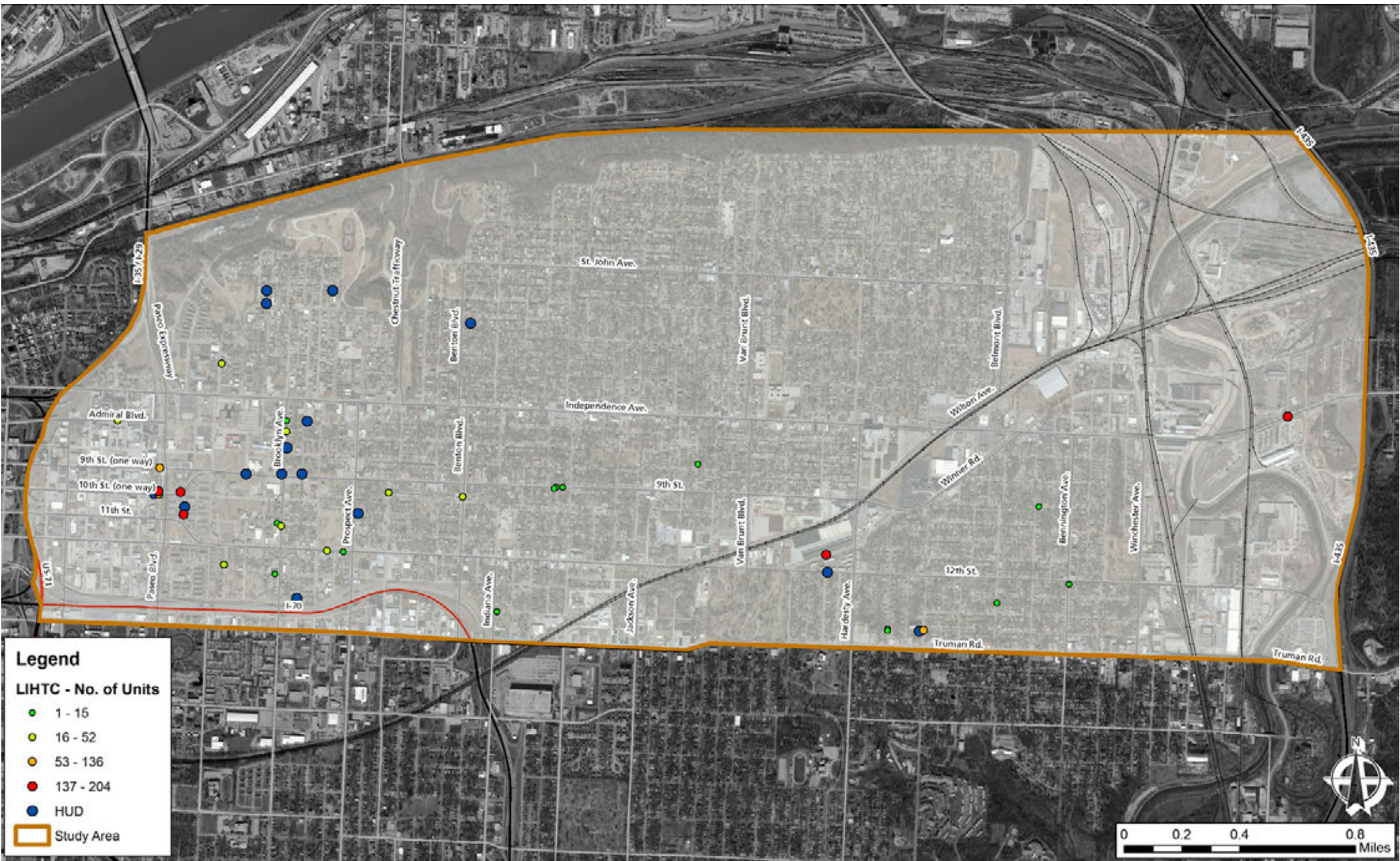


BOARDED-UP BUILDINGS

HUD & LIHTC Properties

There are currently 32 LIHTC properties within the Study Area comprised of over 1,828 dwelling units. The following table is a breakdown of the LIHTC market mix. The following map shows the locations of each LIHTC & HUD development within the Study Area.

Unit Type	Number of Units
Studio	104
1 Bedroom	765
2 Bedroom	481
3 Bedroom	331
4 Bedroom	147



HUD & LIHTC PROPERTIES

> Transit Impact

Transit Oriented Development is an eco-conscious national initiative focused on improving people’s quality of life through sensible developments built within reach of public transportation. The goal of TOD is to create regions with walkable, higher density, mixed-use neighborhoods knit together by a robust network of transportation and environmental corridors. In addition to preserving open space, TOD has the power to decrease pollution and the consumption of our precious natural resources, while increasing public safety and community diversity.

In gauging how TOD projects affect surrounding development, it is often difficult to determine the local impact on the market. One of the great difficulties facing these types of projects is the relative lack of comparable property and lack of local comparable projects. In most cases, comparability across cities is nearly impossible on a specific “apples to apples” comparison. While specific comparisons are difficult to complete, there are some general underlying attributes of a TOD as they contribute to residential uses and residential real estate

values. Generally, complete mixed-use developments near transit stations can increase residential rents by an average of 20 percent over comparable apartments. The Federal Reserve Bank of St. Louis has analyzed the policy issues involved in light rail and concluded that there is a premium effect of approximately 32 percent within 100 feet of a Metrolink Light Rail Station. Often times, apartment residents are willing to pay a premium for the convenience and prestige provided by the location and visibility of housing in a TOD.

General lessons from the theoretical overview of TODs are relevant in considering the actual benefits transit has empirically conferred on residential values (i.e. single-family home sales prices and apartment rents). Transit changes may be capitalized into residential values since commute time savings accrue to one house over another. Analysis points to a general trend of net-positive capitalization of some residential property values following the arrival of a transit system.

Review of TOD projects across the country indicates that there is a potential premium for residential rental rates, particularly for those projects within .5 to 1 mile of a transit station. The

table below compiles a listing of metropolitan areas, the associated development and the historically based residential rental premium experienced.

Transit Oriented Development Impact to the Study Area

Based on national transit data, the construction of a light-rail or streetcar line through a metropolitan area has a positive tangible effect of approximately one (1) percent to 40 percent upon localized sales, rental and tax rates for the area. Furthermore, this does not account for any construction impact (jobs, construction materials, equipment, etc.) as a result of the development of a street car line. Rail transit may make locations near transit more valuable as sites for potential development, thus increasing the value of property at those locations. Second, rail transit can make a property a more attractive site for a higher level of development. Often, property owners decide they can develop their vacant parcels in order to capitalize on the proximity to transit. In other cases, an existing low density use can be converted to a higher density use or another type of use altogether. The conversion of properties from previously vacant sites to developed sites imparts additional value to the property.

Rail transit investments have proven positive effects on property values. In fact, the effect of a new fixed guide way transit investment is two-fold. First, transit investments improve the convenience of accessing other parts of a region from station locations. Second, rail transit accessibility enhances the attractiveness of property, increasing the likelihood that the property can be developed.

Our TOD impact estimates are very conservative. We expect the streetcar project to impact property values within a five (5) to twenty-five (25) percent range. Conservative estimates were used because of a lack of local, verifiable TOD impact projections. The following estimates are based off of aggregate existing assessed values (\$11,060,930) of parcels fronting Independence Avenue. Property assessments were obtained from the Jackson County, Missouri Assessor’s Office.

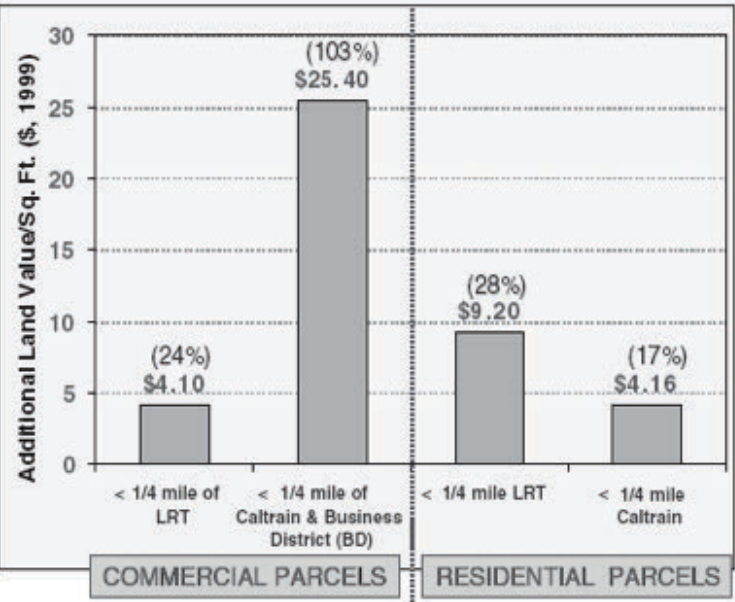


Figure 9.1. Commercial and Residential Land-Value Premiums in Santa Clara County, 1999. Sources: R. Cervero and M. Duncan, "Benefits of Proximity to Rail on Housing Markets: Experiences in Santa Clara County," *Journal of Public Transportation*, Vol. 5, No. 1 (2002): 1–18; and R. Cervero and M. Duncan, "Transit's Value Added," *Urban Land*, Vol. 61, No. 2 (2002): 77–84.

City / Project	Residential Rental Premium
San Diego- construction of the Trolley and Commuter Coastal Rail lines.	4% to 18% <sup>1</sup>
Los Angeles-Construction of the Blue and Green lines. (Metro)	1% to 3.5% <sup>2</sup>
Dallas-Mockingbird Station (DART)	20% to 40% <sup>3</sup>
Portland-Orenco Station (TriMet)	20% to 30% <sup>4</sup>
Santa Clara-San Jose light rail system (VTA)	22% <sup>5</sup>
San Francisco-Pleasant Hill (BART)	15% to 20% <sup>6</sup>
Washington, D.C. Metro (WMATA)	7% to 9% <sup>7</sup>
Atlanta (MARTA)	10%
Kansas City	Estimated 5% to 25%

Study Area - TOD Impact On Assessed Property Valuation		
Existing Assessed Property Base		\$11,060,930
Potential Increase In Value:	5%	\$553,046
Estimated Total Assessed:		\$11,613,976
Potential Increase In Value:	10%	\$1,106,093
Estimated Total Assessed:		\$12,167,023
Potential Increase In Value:	15%	\$1,659,139
Estimated Total Assessed:		\$12,720,069
Potential Increase In Value:	20%	\$2,212,186
Estimated Total Assessed:		\$13,273,116
Potential Increase In Value:	25%	\$2,765,232
Estimated Total Assessed:		\$13,826,162

> Nodal Analysis

Five (5) nodes along Independence Avenue were identified within the Study Area for further analysis. These nodes were identified as initial areas of investment based on:

- City of Kansas City Missouri Capital Improvement Program (CIP) investment for the corridor.
- Anticipated public and/or private investment projects.
- Level of establishment and quality of existing building stock compared to other intersections.
- Connectivity and level of pedestrian presence.
- Proximity to local community resources.

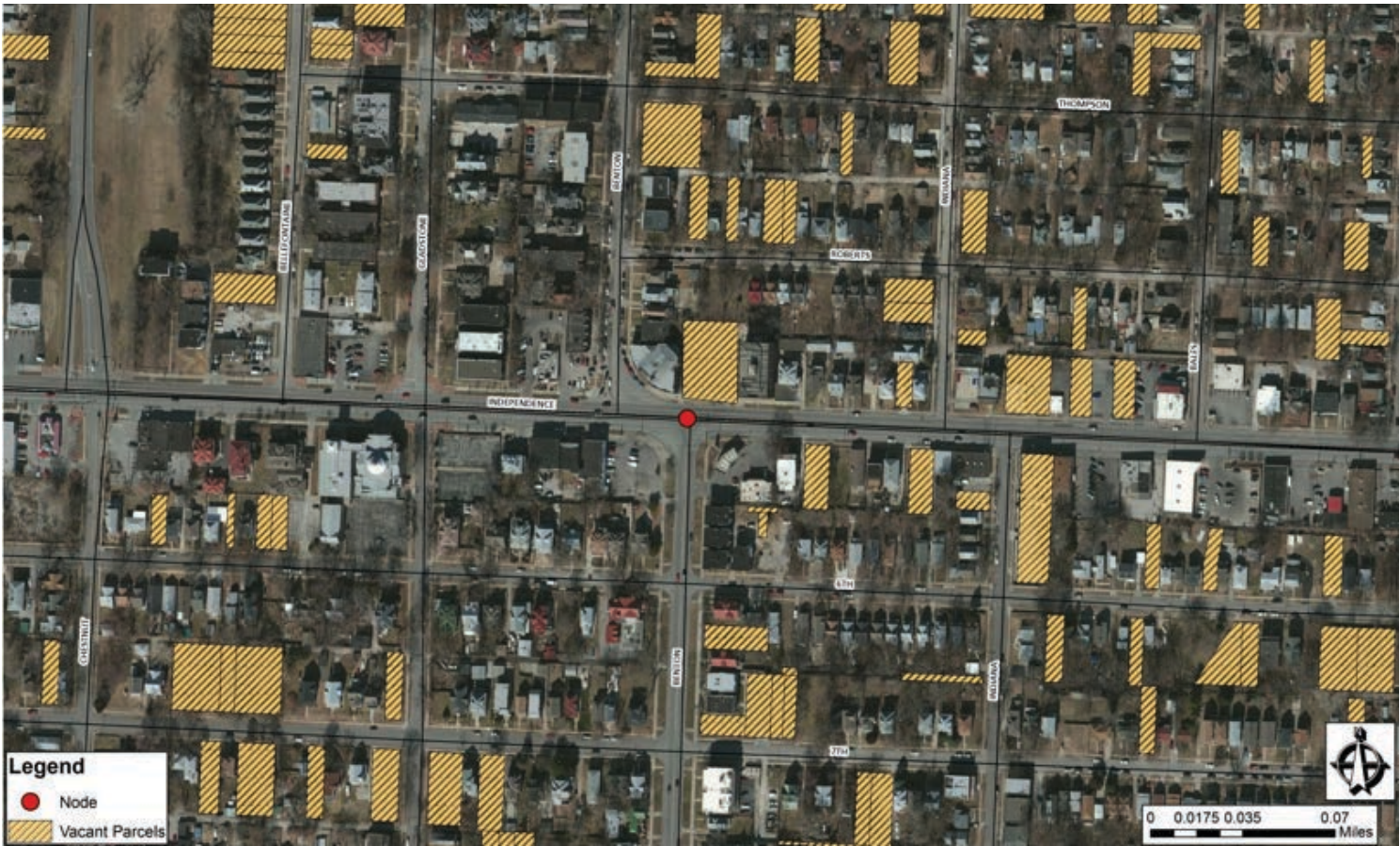
These five (5) nodes are at the intersections of Independence Avenue and:

- Benton Boulevard
- Paseo Boulevard
- Propect Avenue
- Van Brunt Boulevard
- Hardesty Avenue

Benton Boulevard

A commercial node located at the intersection of Benton Boulevard and Independence Avenue in the heart (central portion) of the Independence Avenue Corridor. It is anchored by a large church, Rios De Agua Viva, and a multitude of historic commercial properties offering great character to the area. Multi-family and single-family residential properties are setback from Independence Avenue at this location which resulted in larger parcels having boulevard frontage. The larger parcels located at this node offer the most opportunity for future commercial development, via commercial / business site standards outlined in the Kansas City Zoning and Development Code; Chapter 88.

- Total pedestrian Count over a 24 hour period – 117 (11.4.2011, KCMO.org)
- Total automobile count over a 24 hour period – 8,532 (11.4.2011, KCMO.org)



INDEPENDENCE AVENUE & BENTON BOULEVARD

**Paseo Boulevard**

Located at the intersection of Paseo Boulevard and Independence Avenue, towards the western edge of the corridor. The Paseo node is within close proximity to two of the corridor’s major job centers, Kansas City University and the Kansas City Emergency Management Office. The highest volume of automobile traffic was also observed at the Paseo Intersection.

- Total pedestrian Counts over a 24 hour period: 167 (2.22.2011, KCMO.org)
- Total auto count over a 24 hour period: 15,109 (2.22.2011, KCMO.org)



INDEPENDENCE AVENUE & PASEO BOULEVARD

**Prospect Avenue**

Located at the intersection of Prospect Avenue and Independence Avenue, towards the central-western portion of the corridor. The node at Prospect Avenue is a mixture of multi-family, single-family, and commercial properties. This node also had the highest volume of observed pedestrian use.

- Total pedestrian count over a 24 hour period – 191 (12.6.2011, KCMO.org)
- Total auto count over a 24 hour period – 5,832 (12.6.2011, KCMO.org)

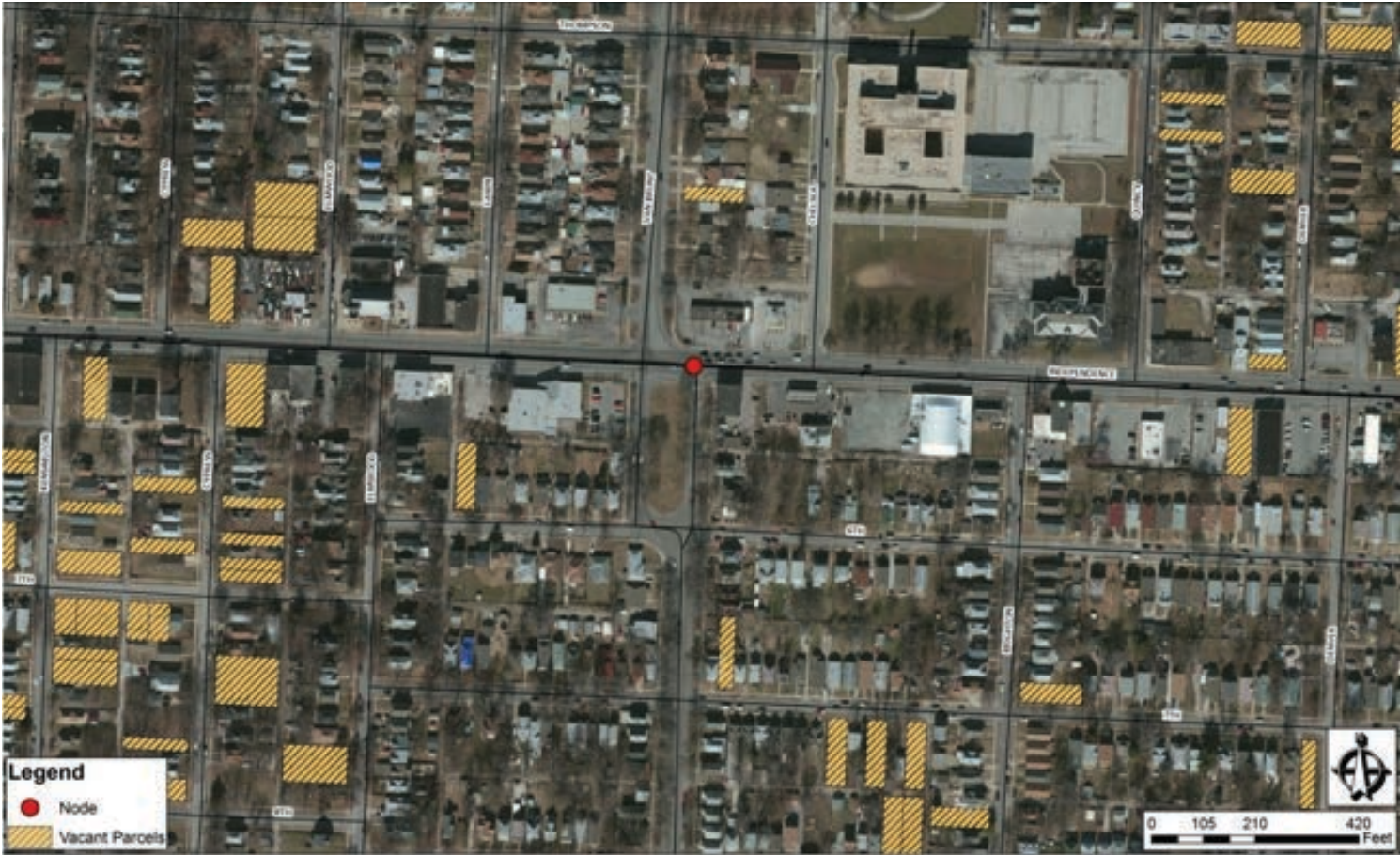


INDEPENDENCE AVENUE & PROSPECT AVENUE

Van Brunt

Located at the intersection of Van Brunt and Independence Avenue, towards the central / eastern portion of the Independence Avenue Corridor. It is anchored by Northeast Jr. High School and a variety of small commercial establishments. The primary land use is single-family residential.

- Total pedestrian count over a 24 hour period – 126 (3.10.2011, KCMO.org)
- Total auto count over a 24 hour period – 8,561 (3.10.2011, KCMO.org)

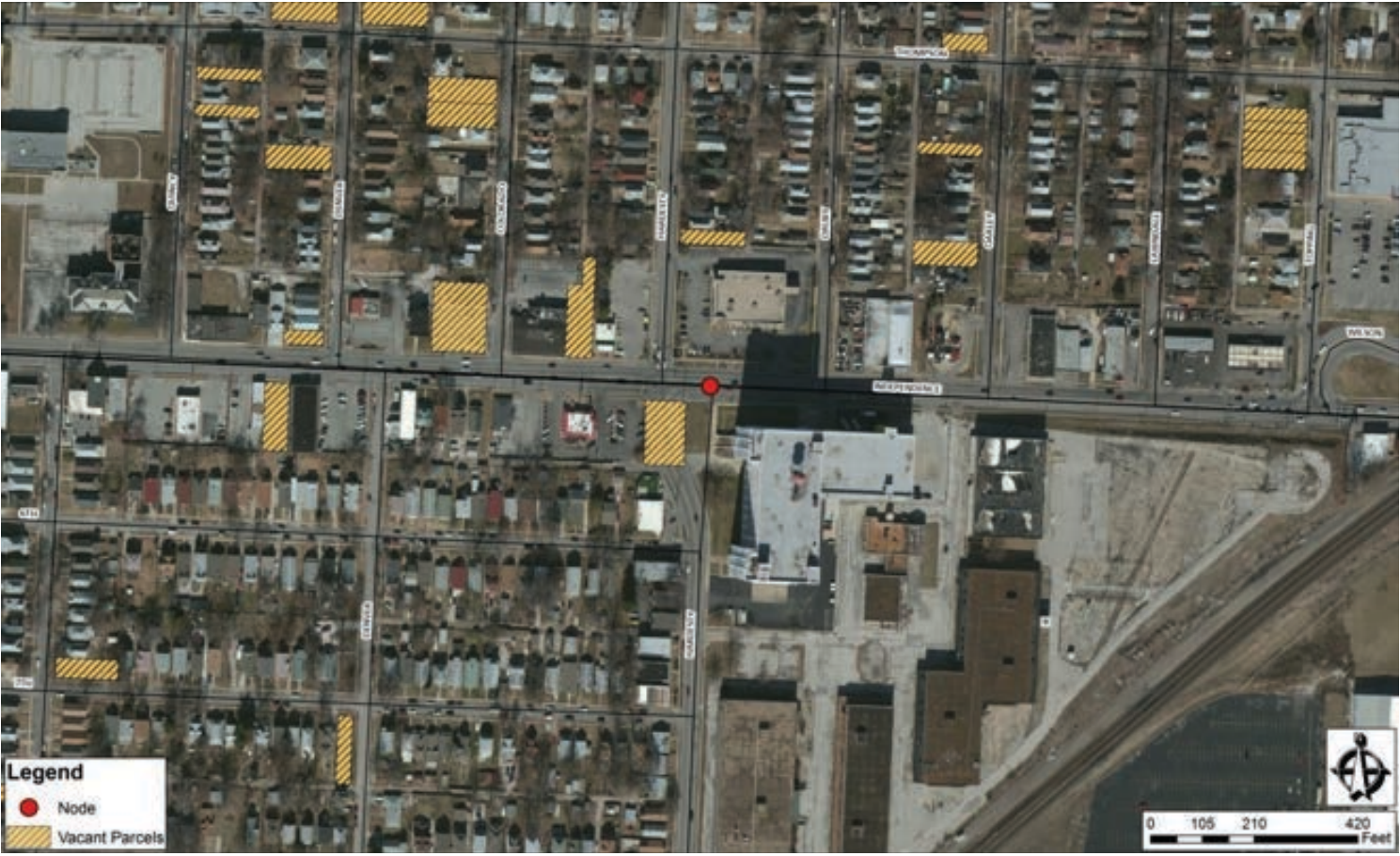


INDEPENDENCE AVENUE & VAN BRUNT

Hardesty Avenue

Located at the intersection of Hardesty Avenue and Independence Avenue, towards the eastern edge of the corridor. This node is anchored by the future site of the Hardesty Renaissance Food Hub and Price Chopper. It has a mixture of land uses including single-family residential, commercial, and industrial.

- Total pedestrian count over a 24 hour period: 126. (7.19.2012, KCMO.org)
- Total auto count over a 24 hour period: 5,738. (7.19.2012, KCMO.org)



INDEPENDENCE AVENUE & HARDESTY AVENUE

> Constraints & Deterrents to Redevelopment

This section summarizes various constraints related to development within the Study Area. Constraints may vary from safety to resources to general infrastructure. The presence of a constraint or deterrent to investment or development does not mean that that particular area or property is absolutely unable to be developed, but it indicates that special consideration is necessary to determine the extent of any investment and development that may occur, address the potential resources, and mitigate the hazards.



Generally, What Are Constraints?

In the context of this report, a constraint either impedes, limits or restricts the potential for development and/or investment within the Study Area.

A constraint can be specific to a particular site or area, or can be a general condition that affects the type or amount of growth on a larger scale. Constraints are grouped into three categories; resource, safety, and infrastructure.

> Resource Constraints

Resource constraints can range from natural resources to financial resources. These are highly dependent upon the immediate and regional location to a proposed issue.

> Safety Constraints

These include areas where significant safety risks are present. Safety constraints can be natural or man-made and can have nature or human impacts. Safety constraints are among the most easily identifiable limitations to investment and development. Federal, State and local regulations often address safety constraints that could pose a threat to the safety and well-being of residents.

> Social Constraints

Social constraints are seen as impermissible behaviors or activities. Social constraints can inhibit or limit new initiatives because of perceptions and their inability to reflect local social conditions.

> Infrastructure Constraints

Infrastructure constraints include, but are not limited to, road condition, water supply, wastewater treatment capacity, electrical grid capacity and safety, etc.



Existing Constraints and Deterrents

Risks in this particular endeavor are typical of the real estate development risks typical of urban development. Public perception of the area itself represents the strongest deterrent for future development. The area is known for its high crime rates, both violent and non-violent. Independence Avenue also has the stigma of being known for open solicitation and prostitution. Disinvestment has left the corridor in need of reinvestment. Other constraints include:

- The lack of an aggressive and coordinated marketing program.
- Visible loitering, prostitution and drug sales.
- Vacant properties.
- High-volume traffic down the Independence corridor that limits pedestrian crossing.

Potential Remedies

1. Monetary Investment
  - Targeted incentive programs towards property owners and expanding businesses.
  - Small business incentive loan programs.
2. CID / Neighborhood safety watch
3. Public Infrastructure Improvements / Streetscape Design
4. Residential Reinvestment
  - Targeted residential investment programs (Single-family and Multi-family).
5. Marketing
  - More Connection = More Opportunity.
  - Allow people from outside the Historic Northeast to experience the neighborhood.
  - Historic Northeast tours.
6. Expedited City Planning & Permitting Services (green tape, etc.)
  - City Hall liaison position.
  - Full legal review, non-legal review.
7. Promotion of education opportunities and activities for residents of the Historic Northeast





## 2.4 IMPLEMENTATION

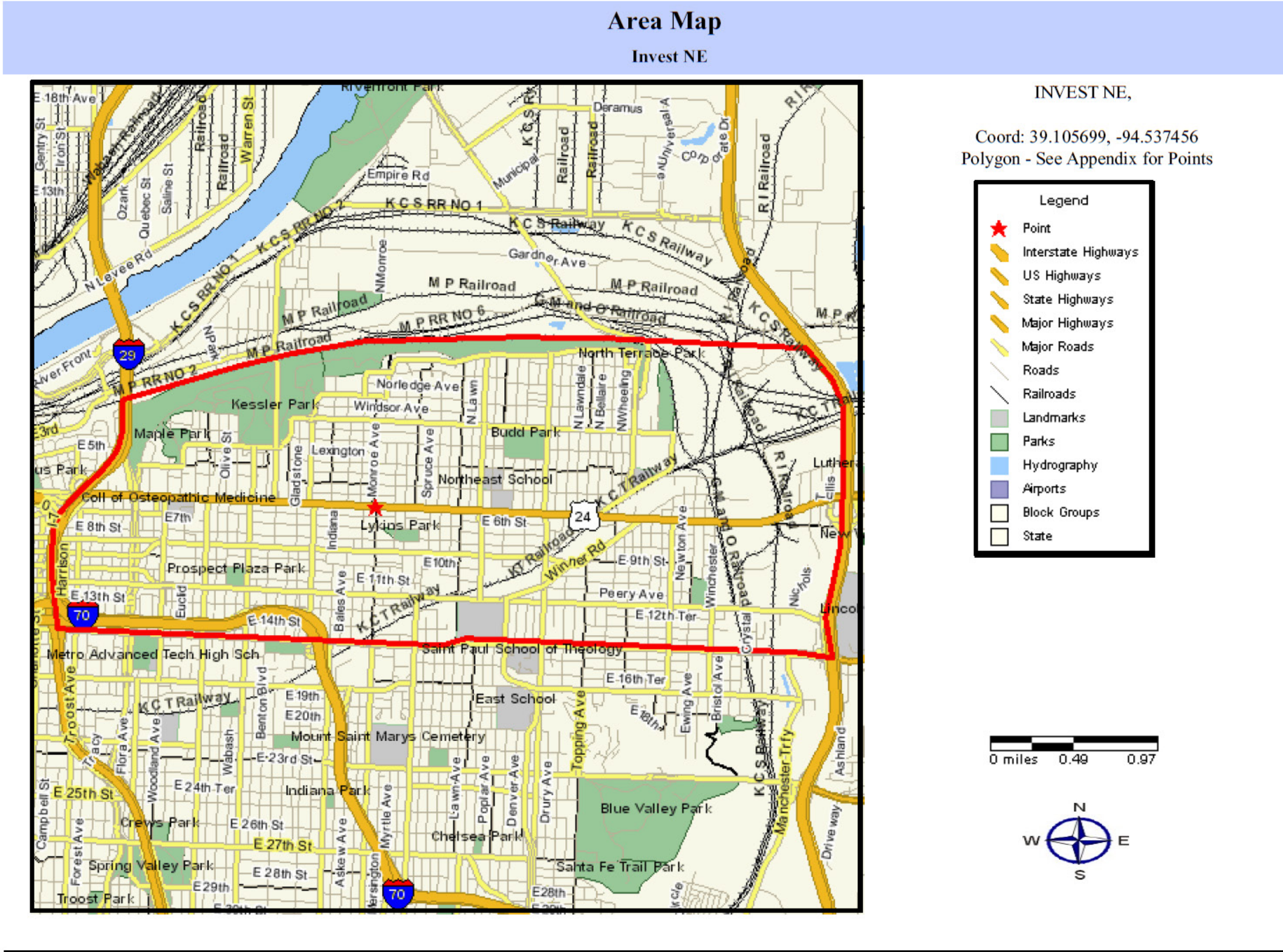
### Next Steps / Action Items

- Link activity centers with efficient, cost effective transportation.
  - Capitalize on the functional class network's (street grid, sidewalks, bike trails, bus routes, etc.) connection to adjoining areas of the MSA. The corridor is ideally positioned between Downtown Kansas City, Independence, the East Bottoms, and historic neighborhoods to the south.
- Reinvestment into neighborhoods within the Study Area.
  - Coordinate with the Economic Development Corporation (EDC) to promote existing redevelopment areas and formulate new targeted incentives for the area.
  - Encourage a dense and diverse mix of buildings and uses.
- Increase education opportunities for all residents of the Study Area.
- Capitalize on existing urban amenities.
  - Coordinate with CID marketing staff and neighborhood organizations to promote area amenities. (Kessler Park, Old Reservoir, Cliff Drive, ethnic dining opportunities, etc.)
- Recognize the Historic Northeast's culture as commerce.
  - Coordinate with CID marketing staff and neighborhood organizations to promote area amenities.
  - Celebrate the area's diverse mix of ethnicities.
- Create and maintain clean neighborhoods and neighborhood amenities.
  - Promote the visibility of clean and safe staff members of the CID.
- Retain and attract good businesses, citizens, and jobs.
  - Coordinate with EDC business retention programs to promote the area as a business relocation / expansion option.
- Target problem properties for redevelopment.
  - Coordinate with EDC, City and Land Bank to compile listing of potential redevelopment areas.
- Focus resources within key nodes.
  - Continue investment within the immediate areas surrounding each node.
  - Target residential and commercial development incentives at key nodes with a focus on a desired effect.
- Utilize existing incentive plans to promote reinvestment within the Study Area.
  - Coordinate with EDC to promote existing LCRA Redevelopment Areas within the Study Area.
  - Coordinate with EDC to promote existing business development and investment tools within the Study Area.



2.5 APPENDICES

> APPENDIX A: DEMOGRAPHIC DATA



## Household Trend 2013

Invest NE

Polygon 1: INVEST NE, Total

Description	2000 Census	2013 Estimate	%Change 2000-2013	2018 Projection	%Change 2013-2018
<b>Universe Totals</b>					
Population	36,634	34,764	-5.10%	34,407	-1.03%
Households	13,009	11,715	-9.95%	11,659	-0.48%
Families	8,089	7,369	-8.91%	7,338	-0.42%
Housing Units	15,160	14,613	-3.61%	14,514	-0.68%
Group Quarters Population	954	857	-10.17%	857	0.03%
Average Household Size	2.74	2.89		2.88	

Description	2000 Census	%	2013 Estimate	%	2018 Projection	%
<b>Total Household Income</b>						
Income Less than \$15,000	3,929	30.40%	3,673	31.35%	3,684	31.60%
Income \$15,000 - \$24,999	2,582	19.98%	2,315	19.76%	2,313	19.84%
Income \$25,000 - \$34,999	1,992	15.41%	1,851	15.80%	1,840	15.78%
Income \$35,000 - \$49,999	2,021	15.64%	1,660	14.17%	1,660	14.24%
Income \$50,000 - \$74,999	1,531	11.85%	1,305	11.14%	1,280	10.98%
Income \$75,000 - \$99,999	527	4.08%	589	5.03%	574	4.92%
Income \$100,000 - \$124,999	171	1.32%	155	1.32%	148	1.27%
Income \$125,000 - \$149,999	58	0.45%	101	0.86%	97	0.83%
Income \$150,000 - \$199,999	44	0.34%	49	0.42%	47	0.40%
Income \$200,000 - \$249,000	48	0.37%	8	0.07%	8	0.07%
Income \$250,000 - \$499,999	22	0.17%	7	0.06%	10	0.09%
Income \$500,000 or more	0	0.00%	2	0.02%	2	0.02%

**Average Household Income** \$32,164 \$31,984 \$31,762

**Median Household Income** \$24,812 \$24,433 \$24,278

### Median HH Inc. by Single Race Class

White Alone	26,611	24,865	24,598
Black or African American Alone	19,150	17,015	16,453
Amer Indian and Alaska Native Alone	19,783	41,955	39,996
Asian Alone	32,594	37,125	37,240
Native Hawaiian and Other Pacific Islan	42,500	32,631	39,627
Some Other Race Alone	30,292	29,535	29,310
Two or More Races	21,062	27,204	27,016
Hispanic or Latino	29,301	27,428	26,968
Not Hispanic or Latino	23,989	22,715	22,334



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## Household Trend 2013

Invest NE

Polygon 1: INVEST NE, Total

Description	2000 Census	%	2013 Estimate	%	2018 Projection	%
<b>Households by Household Type and Size</b>						
<b>Nonfamily Households</b>	4,920		4,346		4,321	
1-person household	3,991	81.12%	3,425	78.81%	3,445	79.73%
2-person household	710	14.43%	733	16.87%	697	16.13%
3-person household	118	2.40%	106	2.44%	100	2.31%
4-person household	59	1.20%	53	1.22%	50	1.16%
5-person household	30	0.61%	15	0.35%	15	0.35%
6-person household	5	0.10%	9	0.21%	9	0.21%
7 or more person household	7	0.14%	5	0.12%	5	0.12%

<b>Family Households</b>	8,089		7,369		7,338	
2-person household	2,563	31.69%	2,054	27.87%	2,068	28.18%
3-person household	1,880	23.24%	1,646	22.34%	1,649	22.47%
4-person household	1,593	19.69%	1,408	19.11%	1,403	19.12%
5-person household	1,001	12.37%	1,102	14.95%	1,083	14.76%
6-person household	565	6.98%	573	7.78%	577	7.86%
7 or more person household	488	6.03%	586	7.95%	558	7.60%



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## Pop-Facts: Demographic Snapshot 2013 Report

Invest NE

Polygon 1: INVEST NE, 3719 INDEPENDENCE AVE, KANSAS CITY, MO 64124-2701, aggregate

Description	Polygon 1	%
<b>Population</b>		
2018 Projection	34,407	
2013 Estimate	34,764	
2010 Census	35,071	
2000 Census	36,634	
Growth 2013-2018	-1.03%	
Growth 2010-2013	-0.87%	
Growth 2000-2010	-4.27%	
<b>2013 Est. Pop by Single Race Class</b>	34,764	
White Alone	13,432	38.64
Black or African American Alone	8,548	24.59
Amer. Indian and Alaska Native Alone	304	0.87
Asian Alone	1,917	5.51
Native Hawaiian and Other Pac. Isl. Alone	97	0.28
Some Other Race Alone	8,804	25.33
Two or More Races	1,662	4.78
<b>2013 Est. Pop Hisp or Latino by Origin</b>	34,764	
Not Hispanic or Latino	19,570	56.29
Hispanic or Latino:	15,194	43.71
Mexican	13,533	89.07
Puerto Rican	137	0.90
Cuban	137	0.90
All Other Hispanic or Latino	1,387	9.13
<b>2013 Est. Hisp or Latino by Single Race Class</b>	15,194	
White Alone	5,221	34.36
Black or African American Alone	230	1.51
American Indian and Alaska Native Alone	136	0.90
Asian Alone	23	0.15
Native Hawaiian and Other Pacific Islander Alone	25	0.16
Some Other Race Alone	8,748	57.58
Two or More Races	811	5.34



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Invest NE

Polygon 1: INVEST NE, 3719 INDEPENDENCE AVE, KANSAS CITY, MO 64124-2701, aggregate

Description	Polygon 1	%
<b>2013 Est. Pop. Asian Alone Race by Cat</b>	1,917	
Chinese, except Taiwanese	6	0.31
Filipino	124	6.47
Japanese	16	0.83
Asian Indian	39	2.03
Korean	3	0.16
Vietnamese	1,557	81.22
Cambodian	21	1.10
Hmong	0	0.00
Laotian	122	6.36
Thai	29	1.51
All Other Asian Races Including 2+ Category	0	0.00
<b>2013 Est. Population by Ancestry</b>	34,764	
Pop, Arab	135	0.39
Pop, Czech	7	0.02
Pop, Danish	31	0.09
Pop, Dutch	137	0.39
Pop, English	602	1.73
Pop, French (except Basque)	230	0.66
Pop, French Canadian	8	0.02
Pop, German	1,919	5.52
Pop, Greek	9	0.03
Pop, Hungarian	11	0.03
Pop, Irish	1,042	3.00
Pop, Italian	721	2.07
Pop, Lithuanian	11	0.03
Pop, United States or American	1,595	4.59
Pop, Norwegian	29	0.08
Pop, Polish	197	0.57
Pop, Portuguese	0	0.00
Pop, Russian	21	0.06
Pop, Scottish	11	0.03
Pop, Scotch-Irish	144	0.41
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	1,138	3.27
Pop, Swedish	130	0.37
Pop, Swiss	0	0.00
Pop, Ukrainian	3	0.01
Pop, Welsh	53	0.15
Pop, West Indian (exc Hisp groups)	0	0.00
Pop, Other ancestries	24,185	69.57



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## Pop-Facts: Demographic Snapshot 2013 Report

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Polygon 1: INVEST NE, 3719 INDEPENDENCE AVE, KANSAS CITY, MO 64124-2701, aggregate

Description	Polygon 1	%
<b>2013 Est. Population by Ancestry</b>		
Pop, Ancestry Unclassified	2,396	6.89
<b>2013 Est. Pop Age 5+ by Language Spoken At Home</b>	30,992	
Speak Only English at Home	17,242	55.63
Speak Asian/Pac. Isl. Lang. at Home	1,704	5.50
Speak IndoEuropean Language at Home	437	1.41
Speak Spanish at Home	10,226	33.00
Speak Other Language at Home	1,383	4.46
<b>2013 Est. Population by Sex</b>	34,764	
Male	17,682	50.86
Female	17,082	49.14
<b>2013 Est. Population by Age</b>	34,764	
Age 0 - 4	3,772	10.85
Age 5 - 9	3,178	9.14
Age 10 - 14	2,640	7.59
Age 15 - 17	1,424	4.10
Age 18 - 20	1,502	4.32
Age 21 - 24	2,119	6.10
Age 25 - 34	5,220	15.02
Age 35 - 44	4,849	13.95
Age 45 - 54	4,317	12.42
Age 55 - 64	3,108	8.94
Age 65 - 74	1,582	4.55
Age 75 - 84	753	2.17
Age 85 and over	300	0.86
Age 16 and over	24,741	71.17
Age 18 and over	23,750	68.32
Age 21 and over	22,248	64.00
Age 65 and over	2,635	7.58
<b>2013 Est. Median Age</b>	30.3	
<b>2013 Est. Average Age</b>	32.10	



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## Pop-Facts: Demographic Snapshot 2013 Report

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Polygon 1: INVEST NE, 3719 INDEPENDENCE AVE, KANSAS CITY, MO 64124-2701, aggregate

Description	Polygon 1	%
<b>2013 Est. Male Population by Age</b>	17,682	
Age 0 - 4	1,934	10.94
Age 5 - 9	1,629	9.21
Age 10 - 14	1,378	7.79
Age 15 - 17	732	4.14
Age 18 - 20	726	4.11
Age 21 - 24	1,046	5.92
Age 25 - 34	2,596	14.68
Age 35 - 44	2,557	14.46
Age 45 - 54	2,340	13.23
Age 55 - 64	1,568	8.87
Age 65 - 74	760	4.30
Age 75 - 84	308	1.74
Age 85 and over	109	0.62
<b>2013 Est. Median Age, Male</b>	30.4	
<b>2013 Est. Average Age, Male</b>	31.80	
<b>2013 Est. Female Population by Age</b>	17,082	
Age 0 - 4	1,838	10.76
Age 5 - 9	1,549	9.07
Age 10 - 14	1,262	7.39
Age 15 - 17	692	4.05
Age 18 - 20	776	4.54
Age 21 - 24	1,073	6.28
Age 25 - 34	2,624	15.36
Age 35 - 44	2,293	13.42
Age 45 - 54	1,978	11.58
Age 55 - 64	1,540	9.02
Age 65 - 74	822	4.81
Age 75 - 84	445	2.61
Age 85 and over	191	1.12
<b>2013 Est. Median Age, Female</b>	30.1	
<b>2013 Est. Average Age, Female</b>	32.40	



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## Pop-Facts: Demographic Snapshot 2013 Report

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Polygon 1: INVEST NE, 3719 INDEPENDENCE AVE, KANSAS CITY, MO 64124-2701, aggregate

Description	Polygon 1	%
<b>2013 Est. Pop Age 15+ by Marital Status</b>	25,175	
Total, Never Married	11,100	44.09
Males, Never Married	6,347	25.21
Females, Never Married	4,753	18.88
Married, Spouse present	7,505	29.81
Married, Spouse absent	2,048	8.14
Widowed	1,178	4.68
Males Widowed	237	0.94
Females Widowed	941	3.74
Divorced	3,343	13.28
Males Divorced	1,446	5.74
Females Divorced	1,897	7.54
<b>2013 Est. Pop. Age 25+ by Edu. Attainment</b>	20,129	
Less than 9th grade	3,516	17.47
Some High School, no diploma	4,287	21.30
High School Graduate (or GED)	6,236	30.98
Some College, no degree	3,354	16.66
Associate Degree	925	4.60
Bachelor's Degree	1,380	6.86
Master's Degree	234	1.16
Professional School Degree	116	0.58
Doctorate Degree	82	0.41
<b>2013 Est Pop Age 25+ by Edu. Attain, Hlsp. or Lat</b>	7,711	
CY Pop 25+, Hlsp/Lat, < High School Diploma	4,592	59.55
CY Pop 25+, Hlsp/Lat, High School Graduate	2,362	30.63
CY Pop 25+, Hlsp/Lat, Some College or Associate's Deg	570	7.39
CY Pop 25+, Hlsp/Lat, Bachelor's Degree or Higher	187	2.43
<b>Households</b>		
2018 Projection	11,659	
2013 Estimate	11,715	
2010 Census	11,755	
2000 Census	13,009	
Growth 2013-2018	-0.48%	
Growth 2010-2013	-0.34%	
Growth 2000-2010	-9.64%	



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## Pop-Facts: Demographic Snapshot 2013 Report

Invest NE

Polygon 1: INVEST NE, 3719 INDEPENDENCE AVE, KANSAS CITY, MO 64124-2701, aggregate

Description	Polygon 1	%
<b>2013 Est. Households by Household Type</b>	11,715	
Family Households	7,369	62.90
Nonfamily Households	4,346	37.10
<b>2013 Est. Group Quarters Population</b>	857	
<b>2013 HHs by Ethnicity, Hispanic/Latino</b>	3,976	33.94
<b>2013 Est. HHs by HH Income</b>	11,715	
CY HHs, Inc < \$15,000	3,673	31.35
CY HHs, Inc \$15,000 - \$24,999	2,315	19.76
CY HHs, Inc \$25,000 - \$34,999	1,851	15.80
CY HHs, Inc \$35,000 - \$49,999	1,660	14.17
CY HHs, Inc \$50,000 - \$74,999	1,305	11.14
CY HHs, Inc \$75,000 - \$99,999	589	5.03
CY HHs, Inc \$100,000 - \$124,999	155	1.32
CY HHs, Inc \$125,000 - \$149,999	101	0.86
CY HHs, Inc \$150,000 - \$199,999	49	0.42
CY HHs, Inc \$200,000 - \$249,999	8	0.07
CY HHs, Inc \$250,000 - \$499,999	7	0.06
CY HHs, Inc \$500,000+	2	0.02
<b>2013 Est. Average Household Income</b>	\$31,984	
<b>2013 Est. Median Household Income</b>	\$24,433	
<b>2013 Median HH Inc by Single Race Class. or Ethn</b>		
White Alone	24,865	
Black or African American Alone	17,015	
American Indian and Alaska Native Alone	41,955	
Asian Alone	37,125	
Native Hawaiian and Other Pacific Islander Alone	32,631	
Some Other Race Alone	29,535	
Two or More Races	27,204	
Hispanic or Latino	27,428	
Not Hispanic or Latino	22,715	
<b>2013 Est. Family HH Type, Presence Own Children</b>	7,369	
Married-Couple Family, own children	1,930	26.19



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## Pop-Facts: Demographic Snapshot 2013 Report

Invest NE

Polygon 1: INVEST NE, 3719 INDEPENDENCE AVE, KANSAS CITY, MO 64124-2701, aggregate

Description	Polygon 1	%
Married-Couple Family, no own children	1,911	25.93
Male Householder, own children	417	5.66
Male Householder, no own children	419	5.69
Female Householder, own children	1,648	22.36
Female Householder, no own children	1,044	14.17
<b>2013 Est. Households by Household Size</b>	<b>11,715</b>	
1-person household	3,425	29.24
2-person household	2,788	23.80
3-person household	1,752	14.96
4-person household	1,461	12.47
5-person household	1,117	9.53
6-person household	582	4.97
7 or more person household	591	5.04
<b>2013 Est. Average Household Size</b>	<b>2.89</b>	
<b>2013 Est. Households by Presence of People</b>	<b>11,715</b>	
<b>Households with 1 or more People under Age 18:</b>	<b>4,474</b>	<b>38.19</b>
Married-Couple Family	2,033	45.44
Other Family, Male Householder	569	12.72
Other Family, Female Householder	1,823	40.75
Nonfamily, Male Householder	31	0.69
Nonfamily, Female Householder	19	0.42
<b>Households no People under Age 18:</b>	<b>7,241</b>	<b>61.81</b>
Married-Couple Family	1,526	21.07
Other Family, Male Householder	225	3.11
Other Family, Female Householder	666	9.20
Nonfamily, Male Householder	2,634	36.38
Nonfamily, Female Householder	2,189	30.23
<b>2013 Est. Households by Number of Vehicles</b>	<b>11,715</b>	
No Vehicles	2,676	22.84
1 Vehicle	4,935	42.13
2 Vehicles	3,013	25.72
3 Vehicles	852	7.27
4 Vehicles	189	1.61
5 or more Vehicles	50	0.43
<b>2013 Est. Average Number of Vehicles</b>	<b>1.24</b>	



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## Pop-Facts: Demographic Snapshot 2013 Report

Invest NE

Polygon 1: INVEST NE, 3719 INDEPENDENCE AVE, KANSAS CITY, MO 64124-2701, aggregate

Description	Polygon 1	%
<b>Family Households</b>		
2018 Projection	7,338	
2013 Estimate	7,369	
2010 Census	7,397	
2000 Census	8,089	
Growth 2013-2018	-0.42%	
Growth 2010-2013	-0.39%	
Growth 2000-2010	-8.55%	
<b>2013 Est. Families by Poverty Status</b>	<b>7,369</b>	
2013 Families at or Above Poverty	4,793	65.04
2013 Families at or Above Poverty with Children	2,518	34.17
2013 Families Below Poverty	2,576	34.96
2013 Families Below Poverty with Children	2,248	30.51
<b>2013 Est. Pop Age 16+ by Employment Status</b>	<b>24,741</b>	
In Armed Forces	0	0.00
Civilian - Employed	12,959	52.38
Civilian - Unemployed	3,032	12.25
Not in Labor Force	8,751	35.37
<b>2013 Est. Civ Employed Pop 16+ Class of Worker</b>	<b>13,571</b>	
For-Profit Private Workers	10,586	78.00
Non-Profit Private Workers	1,036	7.63
Local Government Workers	650	4.79
State Government Workers	205	1.51
Federal Government Workers	231	1.70
Self-Emp Workers	819	6.03
Unpaid Family Workers	44	0.32
<b>2013 Est. Civ Employed Pop 16+ by Occupation</b>	<b>13,571</b>	
Architect/Engineer	37	0.27
Arts/Entertain/Sports	151	1.11
Building Grounds Maint	1,368	10.08
Business/Financial Ops	383	2.82
Community/Soc Svcs	136	1.00
Computer/Mathematical	81	0.60
Construction/Extraction	1,190	8.77
Edu/Training/Library	296	2.18



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## Pop-Facts: Demographic Snapshot 2013 Report

Invest NE

Polygon 1: INVEST NE, 3719 INDEPENDENCE AVE, KANSAS CITY, MO 64124-2701, aggregate

Description	Polygon 1	%
Farm/Fish/Forestry	22	0.16
Food Prep/Serving	1,270	9.36
Health Practitioner/Tec	415	3.06
Healthcare Support	380	2.80
Maintenance Repair	560	4.13
Legal	54	0.40
Life/Phys/Soc Science	93	0.69
Management	464	3.42
Office/Admin Support	1,592	11.73
Production	1,852	13.65
Protective Svcs	194	1.43
Sales/Related	765	5.64
Personal Care/Svc	661	4.87
Transportation/Moving	1,607	11.84
<b>2013 Est. Pop 16+ by Occupation Classification</b>	<b>13,571</b>	
Blue Collar	5,209	38.38
White Collar	4,466	32.91
Service and Farm	3,896	28.71
<b>2013 Est. Workers Age 16+, Transp. To Work</b>	<b>13,003</b>	
Drove Alone	8,652	66.54
Car Pooled	2,467	18.97
Public Transportation	1,074	8.26
Walked	280	2.15
Bicycle	38	0.29
Other Means	208	1.60
Worked at Home	283	2.18
<b>2013 Est. Workers Age 16+ by Travel Time to Work *</b>		
Less than 15 Minutes	3,400	
15 - 29 Minutes	5,724	
30 - 44 Minutes	2,674	
45 - 59 Minutes	396	
60 or more Minutes	523	
<b>2013 Est. Avg Travel Time to Work in Minutes</b>	<b>24.07</b>	
<b>2013 Est. Tenure of Occupied Housing Units</b>	<b>11,715</b>	
Owner Occupied	4,869	41.56
Renter Occupied	6,846	58.44



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## Pop-Facts: Demographic Snapshot 2013 Report

Invest NE

Polygon 1: INVEST NE, 3719 INDEPENDENCE AVE, KANSAS CITY, MO 64124-2701, aggregate

Description	Polygon 1	%
<b>2013 Owner Occ. HUs: Avg. Length of Residence</b>	<b>18.7</b>	
<b>2013 Renter Occ. HUs: Avg. Length of Residence</b>	<b>7.6</b>	
<b>2013 Est. All Owner-Occupied Housing Values</b>	<b>4,869</b>	
Value Less than \$20,000	236	4.85
Value \$20,000 - \$39,999	1,119	22.98
Value \$40,000 - \$59,999	1,147	23.56
Value \$60,000 - \$79,999	1,053	21.63
Value \$80,000 - \$99,999	572	11.75
Value \$100,000 - \$149,999	437	8.98
Value \$150,000 - \$199,999	178	3.66
Value \$200,000 - \$299,999	84	1.73
Value \$300,000 - \$399,999	24	0.49
Value \$400,000 - \$499,999	10	0.21
Value \$500,000 - \$749,999	8	0.16
Value \$750,000 - \$999,999	0	0.00
Value \$1,000,000 or more	1	0.02
<b>2013 Est. Median All Owner-Occupied Housing Value</b>	<b>\$58,829</b>	
<b>2013 Est. Housing Units by Units in Structure</b>	<b>14,613</b>	
1 Unit Attached	643	4.40
1 Unit Detached	8,432	57.70
2 Units	1,010	6.91
3 or 4 Units	922	6.31
5 to 19 Units	2,548	17.44
20 to 49 Units	449	3.07
50 or More Units	501	3.43
Mobile Home or Trailer	108	0.74
Boat, RV, Van, etc.	0	0.00
<b>2013 Est. Housing Units by Year Structure Built</b>	<b>14,613</b>	
Housing Unit Built 2005 or later	173	1.18
Housing Unit Built 2000 to 2004	138	0.94
Housing Unit Built 1990 to 1999	344	2.35
Housing Unit Built 1980 to 1989	398	2.72
Housing Unit Built 1970 to 1979	1,077	7.37
Housing Unit Built 1960 to 1969	1,155	7.90
Housing Unit Built 1950 to 1959	1,430	9.79



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## Consumer Spending Patterns

Invest NE

Polygon 1: INVEST NE, Total

Product Category	2013 Aggregate Expenditure Estimate (in 1000s)	% Comp	2018 Aggregate Expenditure Estimate (in 1000s)	% Comp	2013 Annual Avg/ HH	2018 Annual Avg/ HH	Avg Annual % Growth	2013 Index to USA
<b>Total Specified Consumer Expenditures - USA</b>	5,952,277,025		6,525,281,569		49,932	52,877	1.93	
<b>Total Specified Consumer Expenditures (AREA)</b>	439,048	0.01	459,465	0.01	37,477	39,409	0.93	75
<b>FOOD AT HOME</b>	62,078	14.14	62,821	13.67	5,299	5,388	0.24	92
Bakery Products	5,145	1.17	5,194	1.13	439	445	0.19	81
Cereal Products	3,320	0.76	3,360	0.73	283	288	0.24	104
Dairy Products	6,290	1.43	6,368	1.39	537	546	0.25	88
Fresh Milk and Cream	1,936	0.44	1,968	0.43	165	169	0.33	102
Other Dairy Products	3,590	0.82	3,614	0.79	306	310	0.13	80
Eggs	763	0.17	787	0.17	65	67	0.61	102
Fats and Oils	553	0.13	556	0.12	47	48	0.14	86
Fish and Seafood	1,342	0.31	1,354	0.29	115	116	0.18	81
Fruits and Vegetables	7,218	1.64	7,330	1.60	616	629	0.31	85
Juices	1,892	0.43	1,923	0.42	161	165	0.33	90
Meats (All)	13,461	3.07	13,660	2.97	1,149	1,172	0.30	102
Nonalcoholic Beverages	6,897	1.57	7,021	1.53	589	602	0.36	93
Prepared Foods	11,956	2.72	12,043	2.62	1,021	1,033	0.15	91
Sugar and Other Sweets	4,006	0.91	4,010	0.87	342	344	0.02	90
<b>FOOD AWAY FROM HOME &amp; ALCOHOL</b>								
Alcoholic Beverages	8,778	2.00	8,942	1.95	749	767	0.37	73
Alcoholic Beverages at Home	7,854	1.79	8,008	1.74	670	687	0.39	75
Alcoholic Beverages away from Home	924	0.21	934	0.20	79	80	0.21	58
Total Food away from Home	23,929	5.45	24,293	5.29	2,043	2,084	0.30	70
Lunch	6,348	1.45	6,480	1.41	542	556	0.42	73
Dinner	8,611	1.96	8,673	1.89	735	744	0.15	63
Breakfast and Brunch	2,392	0.54	2,457	0.53	204	211	0.55	83
<b>DAY CARE, EDUCATION &amp; CONTRIBUTIONS</b>								
All Day Care	2,614	0.60	2,621	0.57	223	225	0.06	68
Contributions (All)	10,355	2.36	10,744	2.34	884	922	0.75	61
Education	14,001	3.19	15,033	3.27	1,195	1,289	1.48	62
Room and Board	1,008	0.23	1,057	0.23	86	91	0.97	60
Tuition/School Supplies	12,993	2.96	13,977	3.04	1,109	1,199	1.51	62



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## Consumer Spending Patterns

Invest NE

Polygon 1: INVEST NE, Total

Product Category	2013 Aggregate Expenditure Estimate (in 1000s)	% Comp	2018 Aggregate Expenditure Estimate (in 1000s)	% Comp	2013 Annual Avg/ HH	2018 Annual Avg/ HH	Avg Annual % Growth	2013 Index to USA
<b>HEALTHCARE</b>								
Medical Services	20,485	4.67	22,271	4.85	1,749	1,910	1.74	80
Prescription Drugs	27,390	6.24	29,570	6.44	2,338	2,536	1.59	89
Medical Supplies	1,502	0.34	1,619	0.35	128	139	1.56	63
<b>HOUSEHOLD FURNISHINGS &amp; APPLIANCES</b>								
Total Furniture	5,399	1.23	5,657	1.23	461	485	0.96	68
Bedroom Furniture	1,427	0.33	1,512	0.33	122	130	1.19	68
Living/Dining Room Furniture	2,610	0.59	2,761	0.60	223	237	1.16	72
Other Furniture	1,304	0.30	1,326	0.29	111	114	0.34	61
Total Household Textiles	4,280	0.97	4,558	0.99	365	391	1.30	75
Domestic Textiles	3,578	0.81	3,824	0.83	305	328	1.38	79
Window and Furniture Covers	702	0.16	734	0.16	60	63	0.91	59
Major Appliances	1,737	0.40	1,847	0.40	148	158	1.27	60
Misc Household Equipment	3,192	0.73	3,361	0.73	272	288	1.06	58
Small Appliance/Houseware	2,763	0.63	2,942	0.64	236	252	1.30	38
<b>HOUSING RELATED &amp; PERSONAL</b>								
Total Housing Expenses	40,705	9.27	42,575	9.27	3,475	3,652	0.92	83
Fuels and Utilities	23,120	5.27	24,103	5.25	1,974	2,067	0.85	87
Telephone Service	10,323	2.35	10,752	2.34	881	922	0.83	80
Household Repairs	2,437	0.56	2,525	0.55	208	217	0.72	48
Household Services	5,043	1.15	5,116	1.11	430	439	0.29	78
Housekeeping Supplies	3,638	0.83	3,889	0.85	311	334	1.38	86
Personal Expenses and Services	14,811	3.37	15,502	3.37	1,264	1,330	0.93	78
<b>PERSONAL CARE &amp; SMOKING PRODUCTS</b>								
Personal Care Products and Services	9,578	2.18	9,963	2.17	818	855	0.80	79
Personal Care Services	4,199	0.96	4,241	0.92	358	364	0.20	81
Smoking Prods/Supplies	11,499	2.62	12,369	2.69	982	1,061	1.51	112
<b>PET EXPENSES</b>	5,416	1.23	5,848	1.27	462	502	1.60	81



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## Consumer Spending Patterns

Invest NE

Polygon 1: INVEST NE, Total

Product Category	2013 Aggregate Expenditure Estimate (in 1000s)	% Comp	2018 Aggregate Expenditure Estimate (in 1000s)	% Comp	2013 Annual Avg/ HH	2018 Annual Avg/ HH	Avg Annual % Growth	2013 Index to USA
<b>SPORTS &amp; ENTERTAINMENT</b>								
Photographic Equipment	677	0.15	826	0.18	58	71	4.41	57
Reading Materials	2,090	0.48	2,180	0.47	178	187	0.87	42
Sports and Recreation	15,305	3.49	17,578	3.83	1,306	1,508	2.97	87
Sports Equipment	7,475	1.70	9,177	2.00	638	787	4.55	76
Travel	14,792	3.37	14,846	3.23	1,263	1,273	0.07	61
TV, Radio and Sound Equipment	6,149	1.40	8,681	1.89	525	745	8.24	77
Computers, Software & Accessories	5,048	1.15	7,157	1.56	431	614	8.36	73
<b>TRANSPORTATION &amp; AUTO EXPENSES</b>								
Automotive Maintenance/Repair/Other	13,124	2.99	12,641	2.75	1,120	1,084	-0.74	59
Gasoline	17,885	4.07	16,701	3.63	1,527	1,432	-1.32	66
Diesel Fuel	163	0.04	150	0.03	14	13	-1.63	73
Motor Oil	296	0.07	278	0.06	25	24	-1.20	61
Vehicle Purchases & Leases	43,462	9.90	42,800	9.32	3,710	3,671	-0.30	69
New Autos/Trucks/Vans	12,908	2.94	12,465	2.71	1,102	1,069	-0.69	39
Used Vehicles	25,656	5.84	23,066	5.02	2,190	1,978	-2.02	99
Boats and Recreational Vehicle Purchase	4,899	1.12	7,269	1.58	418	624	9.68	117
Rented Vehicles	673	0.15	643	0.14	57	55	-0.89	29
<b>TOTAL APPAREL</b>								
Women's Apparel	11,787	2.68	12,850	2.80	1,006	1,102	1.80	78
Men's Apparel	7,958	1.81	8,692	1.89	679	745	1.84	82
Girl's Apparel	2,796	0.64	3,024	0.66	239	259	1.63	84
Boy's Apparel	1,986	0.45	2,157	0.47	169	185	1.73	83
Infant's Apparel	1,535	0.35	1,673	0.36	131	143	1.80	117
Footwear (excl. Infants)	5,820	1.33	6,434	1.40	497	552	2.11	96
Other Apparel Prods/Services	4,478	1.02	4,698	1.02	382	403	0.98	52

## Effective Buying Income 2013 Report

Invest NE

Polygon 1: INVEST NE, 3719 INDEPENDENCE AVE, KANSAS CITY, MO 64124-2701, aggregate

Description	Polygon 1	%
<b>2018 Demographic Totals</b>		
Population	34,407	
Households	11,659	
Families	7,338	
Group Quarters Population	857	
Housing Units	14,514	
<b>2018 Average Household Size</b>		
	2.88	
<b>2018 Median Age</b>		
	31.4	
<b>2018 Median Household Income</b>		
	\$24,278	
<b>2018 Median All Owner-Occupied Housing Value</b>		
	\$61,514	
<b>2018 Proj. Households by Effective Buying Income</b>		
	11,659	
FY HHs, EBI < \$15,000	3,812	32.70
FY HHs, EBI \$15,000 - \$24,999	2,665	22.86
FY HHs, EBI \$25,000 - \$34,999	2,283	19.58
FY HHs, EBI \$35,000 - \$49,999	1,475	12.65
FY HHs, EBI \$50,000 - \$74,999	1,007	8.64
FY HHs, EBI \$75,000 - \$99,999	285	2.44
FY HHs, EBI \$100,000 - \$124,999	83	0.71
FY HHs, EBI \$125,000 - \$149,999	30	0.26
FY HHs, EBI \$150,000 - \$199,999	8	0.07
FY HHs, EBI \$200,000 - \$249,999	2	0.02
FY HHs, EBI \$250,000 - \$499,999	8	0.07
FY HHs, EBI \$500,000+	2	0.02
<b>2018 Proj. Average Effective Buying Income</b>		
	\$27,323	
<b>2018 Proj. Median Effective Buying Income</b>		
	\$22,571	
<b>2018 Proj. Aggregate Effective Buying Income</b>		
	\$318,557,185	

> APPENDIX B: CERTIFICATION

I certify that, to the best of my knowledge and belief...

- 1. Development Initiatives and none of its employees have no present or prospective interest in the property that is the subject of this report, and I have no personal interest with respect to the parties involved.
- 2. Development Initiatives and its employees have no bias with respect to the property that is the subject of this report or to the parties involved with this assignment.
- 3. Our compensation for the preparation of this study is not contingent on an action or event resulting from the analyses, opinions, or conclusions in, or the use of, this report.
- 4. Development Initiatives understands that this market study is to be submitted to Mattie Rhodes Center, NEAT and we certify that they may rely on the data included in this market study.
- 5. Development Initiatives agrees to answer any questions regarding this market study.
- 6. Development Initiatives has personally inspected the market area of the proposed site, including the proposed site of redevelopment and each of the competitive properties.



James Potter, AICP, LEED GA  
development initiatives



Adam Jones  
development initiatives

> APPENDIX C: ASSUMPTIONS AND LIMITING CONDITIONS

This market study and associated economic analysis is subject to the following limited conditions and assumptions:

- 1. The reported analyses, opinions, and conclusions are limited only by the reported assumptions and limiting conditions, and are Development Initiatives' unbiased professional analyses, opinions, and conclusions.
- 2. Information provided and utilized by various secondary sources is assumed to be accurate. Development Initiatives cannot guarantee information obtained from secondary sources.
- 3. In the formulation of this analysis, the consultant has relied extensively upon data which was provided by the client. Such information may have included; legal description, building plans, title policy and/or survey. All information supplied by the client is assumed to be correct and the consultant assumes no responsibility for legal matters, and renders no opinion of property title, which is assumed to be good and merchantable.
- 4. All exhibits incorporated within this report are strictly for the purposes of assisting the reader in visualizing the property. The Consultant has made no property survey and assumes no liability concerning such matters. Additionally, it is assumed that there is no property encroachment or trespass unless noted within the report.
- 5. The Consultant assumes no responsibility for hidden or unapparent conditions of the property, subsoil or structures, or the remediation of such defects existing as of the date of this report, or which may develop in the future.
- 6. This analysis report is made as of a certain date. Due to the principles of change and the anticipation of value, the value estimate is only valid as of the date of the report or valuation. The nature of real estate development is an unpredictable and often tumultuous. In particular, the natural course of residential development is difficult to predict and forecast. Development

Initiatives deems our projections as reasonable considering the current and obtained information.

- 7. Development Initiatives has considered and analyzed the economic conditions in the primary and secondary market areas, and we have considered these conditions while making our projections. However, it should be understood that fluctuations in local, regional and/or national economies could have substantial effects on our projections.
- 8. The possession of this analysis report shall adhere to all applicable copyright statutes which are in effect as of the date of issuance.
- 9. The Consultant is not required to give testimony or attendance in legal or other proceedings relative to the data and analysis derived within this document without the specific written notification of the Client.
- 10. The opinions contained within this analysis report are those of the Consultant and no responsibility is accepted by the Consultant for the results of actions taken by others based upon the information contained within said report.
- 11. Our analyses, opinions and conclusions were prepared in conformance with the requirements and guidelines of the Code of Professional Ethics and Standards of the American Institute of Certified Planners.
- 12. Acceptance of and/or use of this analysis report constitutes acceptance of all assumptions listed within the document and the previously mentioned conditions.

