

## **Appendix A**

# *EXISTING CONDITIONS REPORT*

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# **1.0 Community Profile**

# 1.1 Regional Context and Fast Facts

## Regional Context

The City of Mission is a northeast Johnson County community in the Kansas City metropolitan area. Most of the major activity centers within the Kansas City region fall within a 10-mile buffer of Mission (Figure 1.1). Mission offers easy access to Interstate 35

and Downtown Kansas City, Missouri. Interstate 35 runs near the northern section of the community. Metcalf Avenue (Highway 69) marks most of its western boundary and Shawnee Mission Parkway (Highway 169) makes up a portion of its southern boundary. Mission is a first-ring suburb and is

landlocked on all sides by Overland Park, Roeland Park, Fairway, Prairie Village, and Wyandotte County, Kansas.



Figure 1.1 - Regional Context Map

### Mission, Kansas Fast Facts

<p> <b>Population (2020): 9,618</b></p> <p> <b>Population Change 2010 - 2020: +3.4%</b></p> <p> <b>Median Age: 33.4</b></p>	<p> <b>Median Household Income: \$64,703</b></p> <p> <b>Median Home* Value: \$203,600</b> <small>*owner occupied</small></p> <p> <b>Median Gross Rent: \$1,016</b></p>
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Source: U.S. Census Bureau ACS 5-Year Estimates 2016-2020

# 1.2 Base Map

## Base Map

Mission is a landlocked community that is approximately 2.62 square-miles. It has two main east-west arterials, Johnson Drive and Shawnee Mission Parkway. There are several north-south major roads including Metcalf Avenue, Lamar Avenue, Nall Avenue, and Roe Avenue.

The land along Johnson Drive, Martway Drive, and Metcalf Avenue are the most intensely developed areas. Outside of these areas, the dominant land use is low-density residential.

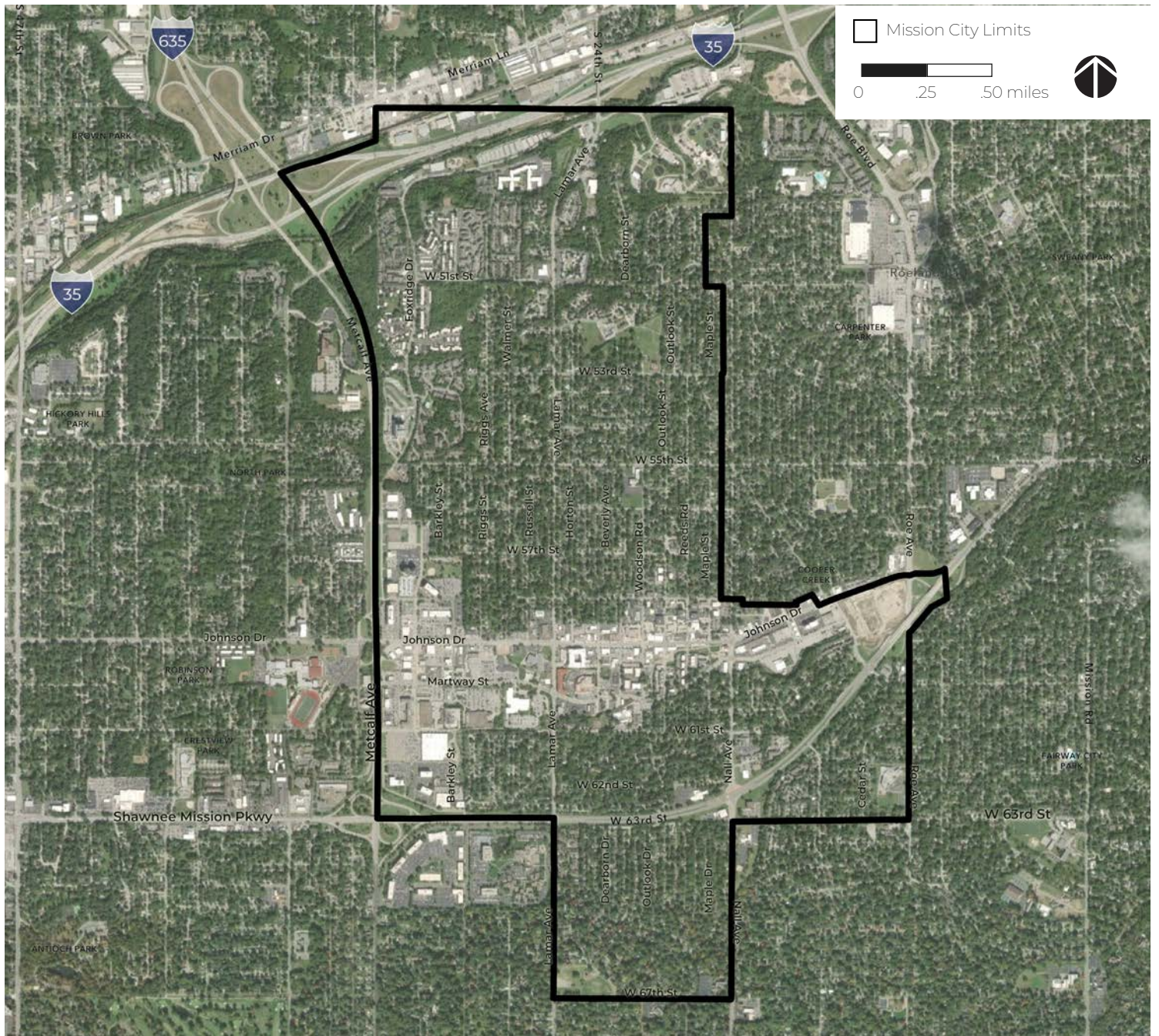


Figure 1.2 - Base Map of Mission, Kansas

# 1.3 Population and Growth

## Short-Term Population Trends

Mission's population has hovered between an estimated 9,400 to 9,500 residents for many years, but has begun to see a slight increase in the past two years of estimates (Figure 1.3). The latest population estimate for 2020 puts the current population at approximately 9,618. Since 2010, this represents an increase of 3.4%.

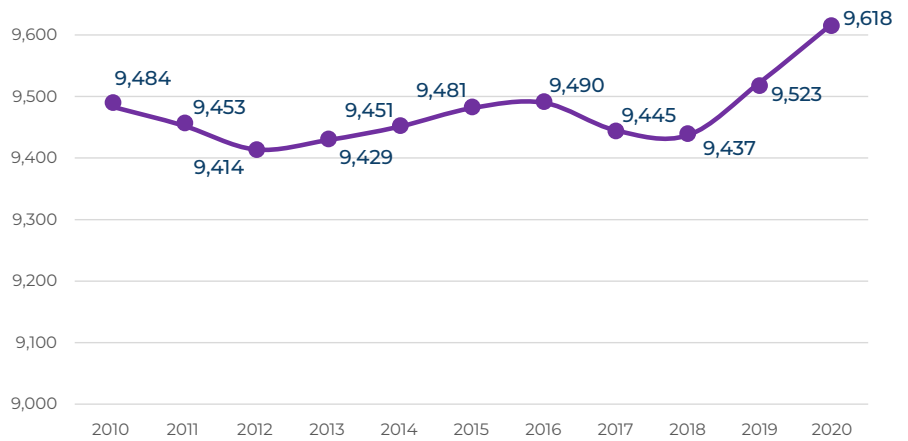
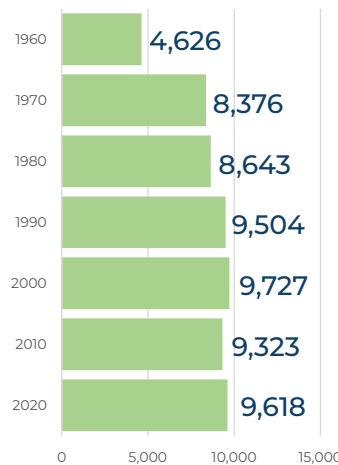


Figure 1.3 - ACS Population Estimates 2010-2020

Source: U.S. Census Bureau ACS 5-Year Estimates 2016-2020

## Long-Term Population Trends

In 1960, Mission's population was an estimated 4,626. Over the past sixty years, the community has more than doubled in size. A substantial amount of the population growth occurred between 1960 to 1970. The population had evened out since 1990 to around 9,500 residents. Latest estimates are up closer to 9,700. Additional future growth will depend on several macro and micro-level trends and changes discussed below.



**DESPITE BEING A LANDLOCKED COMMUNITY, MISSION'S GROWTH HAS CONTINUED TO SLOWLY INCREASE**

Figure 1.4 - Population 1960 - 2020

Source: U.S. Census Bureau

## Population Growth

Mission is a landlocked community. Therefore, its population growth will mainly stem from redevelopment, densification, or a significant change in household size. Higher density mixed-use or residential redevelopment could allow Mission's population to grow. The overall average household size in Mission in 2020 was 2.01 persons. Families in Mission have an average household size of 2.68 persons. The 2020 estimates were slightly less - 1.98 persons for total average household size and 2.63 for families.

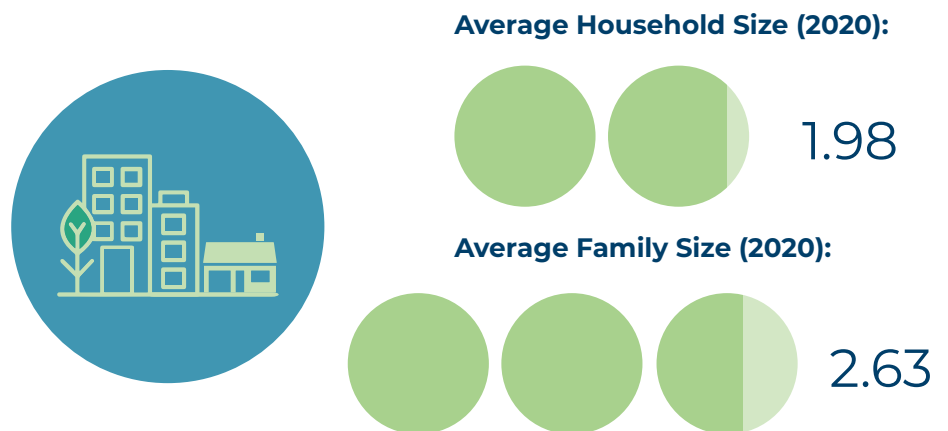


Figure 1.5 - Average Household and Family Size (2020)

# 1.4 Households and Families

## Household Sizes

There are a nearly equal percentage of one and two-person households in Mission as of 2020 (Figure 1.6). Together, these two household sizes account for close to 80% of all households in Mission. Another nearly 15% are four-person and 8% are three-person households.

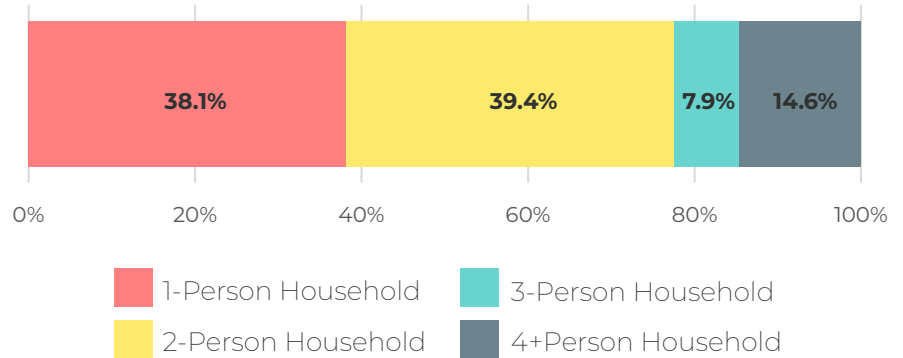


Figure 1.6 - Household Sizes (2020)

Source: U.S. Census Bureau ACS 5-Year Estimates 2016-2020

## Average Household Sizes

The overall average total household size for Mission in 2020 was 1.98 persons, down from 2.01 persons in 2019.

Average household size is often related to housing tenure. Housing tenure is the financial arrangement and ownership status under which someone has the right to live in a house. Owner-occupied households in Mission have an average household size of 2.22 persons. Renter-occupied households are typically smaller. This remains the case with Mission where average renter households are 1.76 persons, down from 1.82 persons in the year prior.

Average household size often reflects the demographics of a community (mainly age, income, or educational attainment), but can also reflect the housing options available. Smaller homes and multi-family residential units are often better suited for smaller average household sizes. Mission's recent growth, which mostly can be attributed to multi-family units, can help explain this downward trend in household sizes.

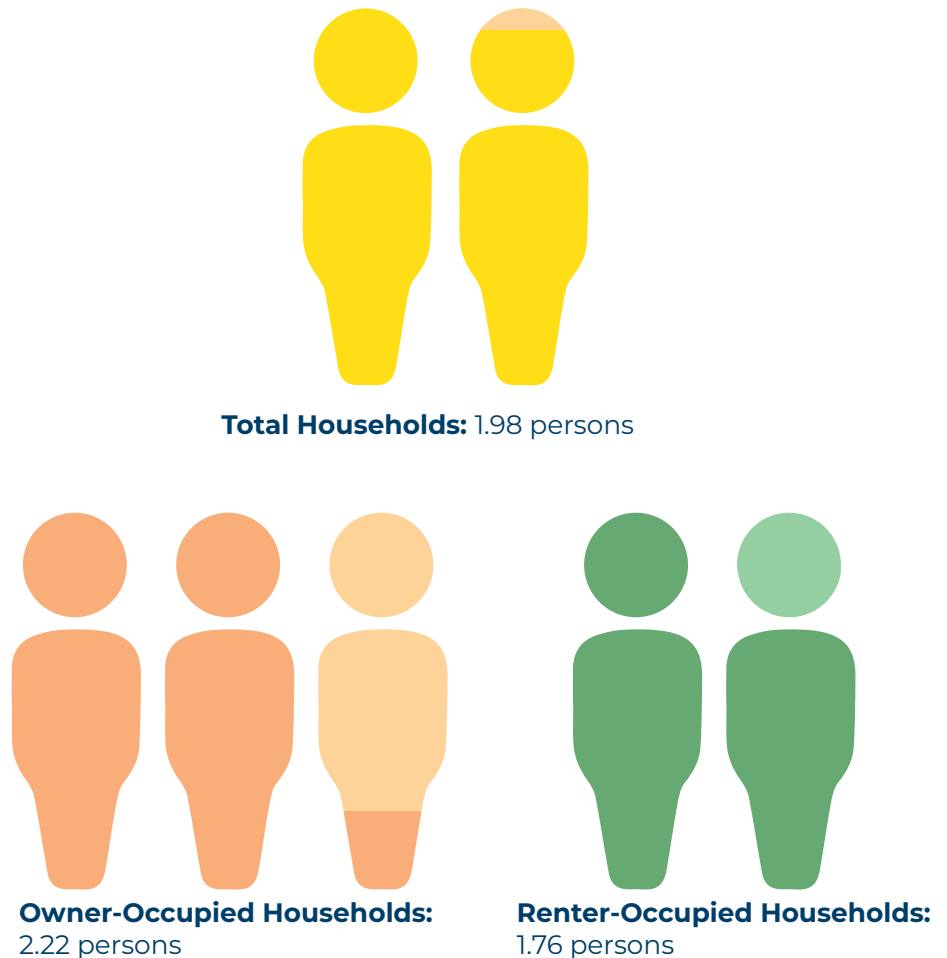


Figure 1.7 - Average Household Size by Tenure (2020)

Source: U.S. Census Bureau ACS 5-Year Estimates 2016-2020

# 1.5 Household Incomes

## Median Household Income

The 2020 median household income in Mission was \$64,703, up from \$61,144 in 2019. While this is similar to the nearby community of Merriam, it is lower than other Johnson County communities such as Overland Park, Roeland Park, Shawnee, and Johnson County as a whole. Figure 1.8 summarizes the data.

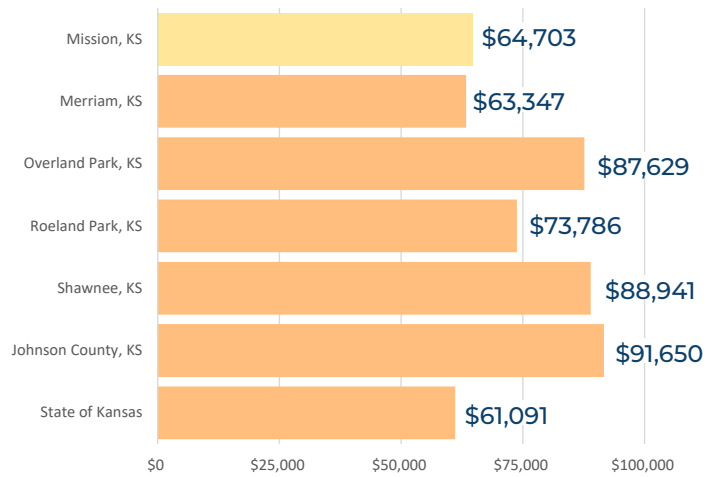


Figure 1.8 - Median Household Income Comparison (2020)

Source: U.S. Census Bureau ACS 5-Year Estimates 2016-2020

**MISSION'S MEDIAN INCOME IS LOWER THAN THAT OF JOHNSON COUNTY AND MANY OTHER NEARBY COMMUNITIES**

## Household Income

The most common income bracket is \$75,000 to \$99,999 per year, which accounts for 19.5% of households. Over half of all households earn between \$35,000 to \$99,999. Approximately 24% of households earn over \$100,000 per year and 13.6% of households earn below \$25,000 annually.

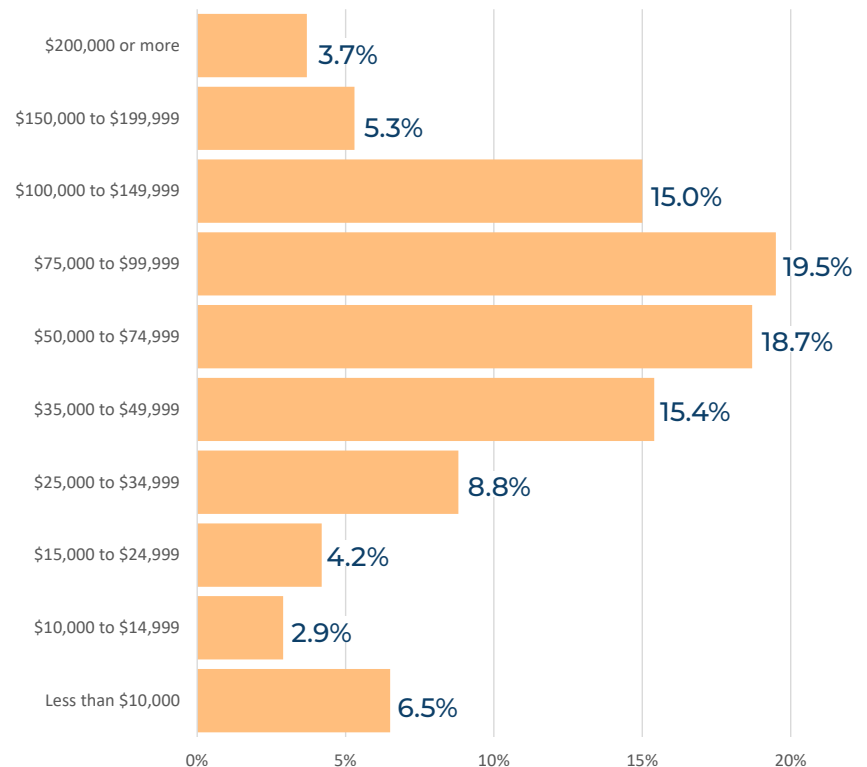


Figure 1.9 - Household Incomes by Bracket (2020)

Source: U.S. Census Bureau ACS 5-Year Estimates 2016-2020

**OVER HALF OF MISSION HOUSEHOLDS EARN BETWEEN \$35,000 TO \$99,999**



# 1.5 Household Incomes

## Household Incomes

Figure 1.10 below shows how the percentage of households by income bracket vary between Mission, the Kansas City metro area, Johnson County, the State of Kansas, and the United States.

Mission exceeds local and national trends in percentage of households in the middle incomes of between \$50k to \$99k. It also has a smaller percentage of households in the highest income brackets, those earning \$100,000 or more per year.

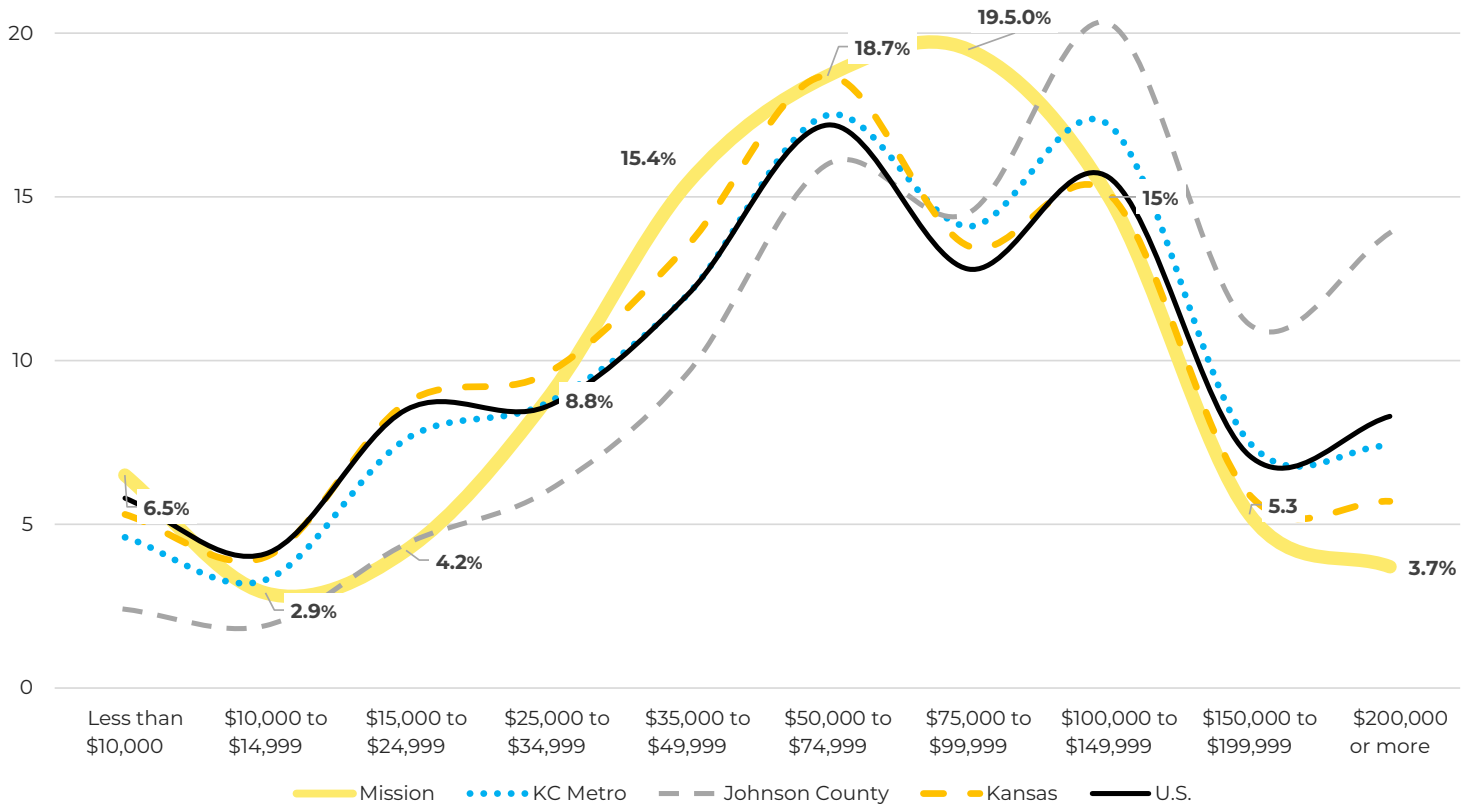


Figure 1.10 - Household Incomes by Bracket Comparison (2020)

Source: U.S. Census Bureau ACS 5-Year Estimates 2016-2020

**MISSION EXCEEDS THE KC METRO, JOHNSON COUNTY, STATE OF KANSAS AND U.S. IN PERCENTAGE OF HOUSEHOLD EARNING BETWEEN \$35-99K**

# 1.6 Housing

## Home Values

In 2020, Mission's median owner-occupied home value was \$203,600. The majority of homes are valued between \$100,000 to \$149,999 (23%), \$150,000 to \$199,999 (28%) or \$200,000 to \$299,999 (29%). There are few homes that are below \$100k or above \$500k in Mission (Figure 1.11).

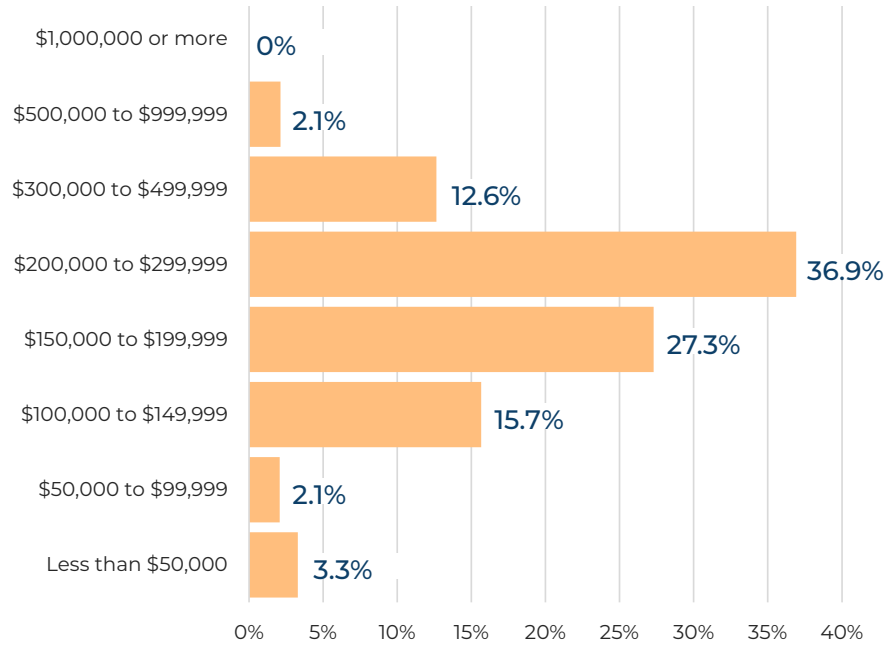


Figure 1.11 - Owner-Occupied Home Values (2020)

Source: U.S. Census Bureau ACS 5-Year Estimates 2016-2020

## Year Built

The majority of homes in Mission were built in the years following the end of World War II. Fewer than 6% of homes were constructed in 1939 or earlier. Likewise, there are not many homes built since 2010, which is not surprising given that Mission is landlocked and mostly built-out.

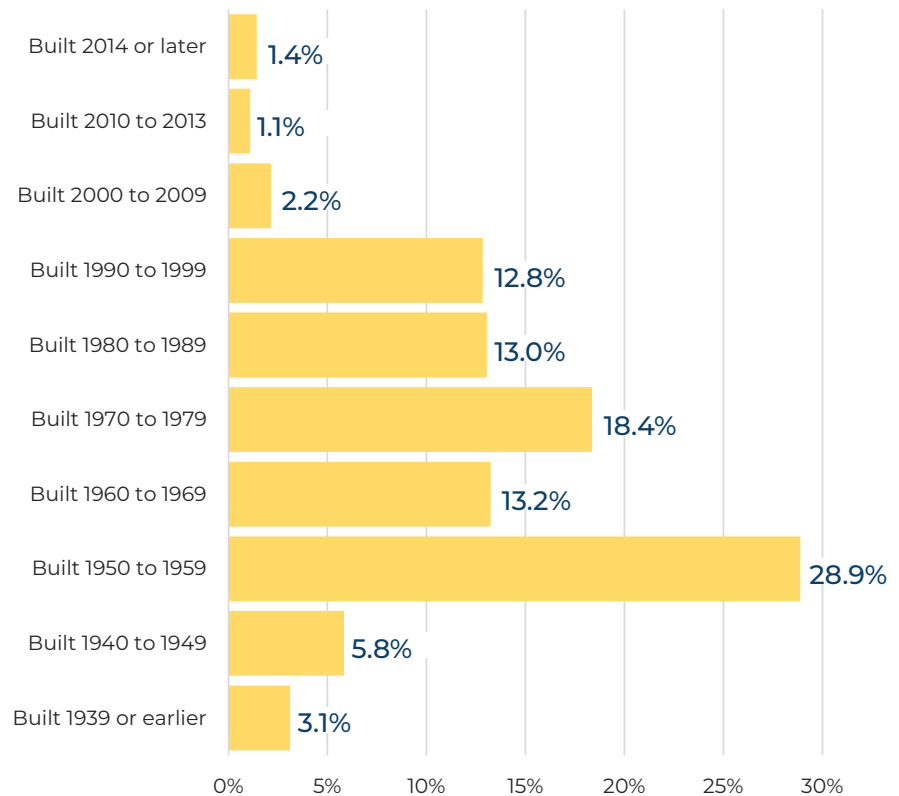


Figure 1.12 - Year Built (2020)

Source: U.S. Census Bureau ACS 5-Year Estimates 2016-2020

# 1.6 Housing

## Housing Costs - Homeowners

The 2020 median monthly housing costs for homeowners with a mortgage living in Mission was \$1,391. Figure 1.13 shows the breakdown of housing costs. Just over half of Mission homeowners with a mortgage pay between \$1,000 and \$1,499. Another 27.1% pay between \$1,500 and \$1,999 monthly. Approximately 10.3% pay more than \$2,000 per month.

According to the Department of Housing and Urban Development (HUD), households are considered cost-burdened when monthly housing costs account for 30% or more of household income. Figure 1.14 shows the percentage of household income going towards monthly housing costs of homeowners with a mortgage. Approximately 23% of homeowners with a mortgage are cost burdened by this standard.

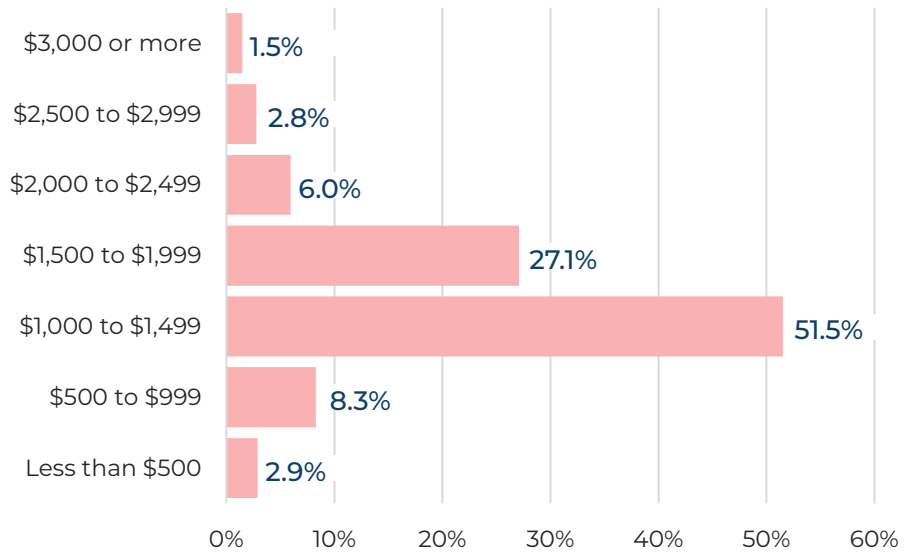


Figure 1.13 - Owner-Occupied Monthly Housing Costs, Units with a Mortgage (2020)

Source: U.S. Census Bureau ACS 5-Year Estimates 2016-2020

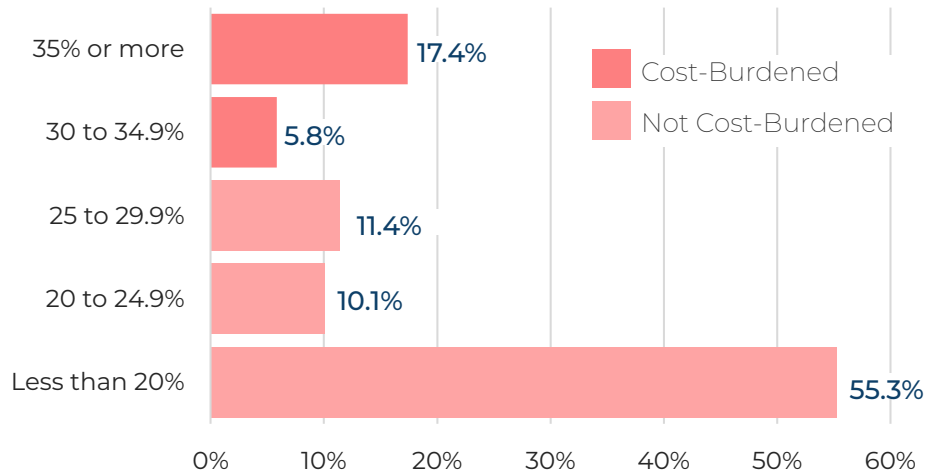


Figure 1.14 - Owner-Occupied Percent of Household Income Spent on Housing (2020)

Source: U.S. Census Bureau ACS 5-Year Estimates 2016-2020

**AROUND 23% OF MISSION HOMEOWNERS WITH A MORTGAGE ARE CONSIDERED COST-BURDENED**

# 1.6 Housing

## Housing Costs - Renters

The median gross rent for Mission renters is \$984 per month. Figure 1.15 shows the number of renting households by how much rent they pay per month. Over half of renters in Mission pay between \$500 to \$999 per month. Another nearly 44% pay between \$1,000 to \$1,999 per month. Less than 2.5% of renters in Mission pay more than \$2,000 per month.

Households are considered cost-burdened when monthly housing costs account for 30% or more of household income. Figure 1.16 shows the percentage of household income going towards monthly rent payments. Approximately 38% of Mission renters are considered cost burdened by this standard.

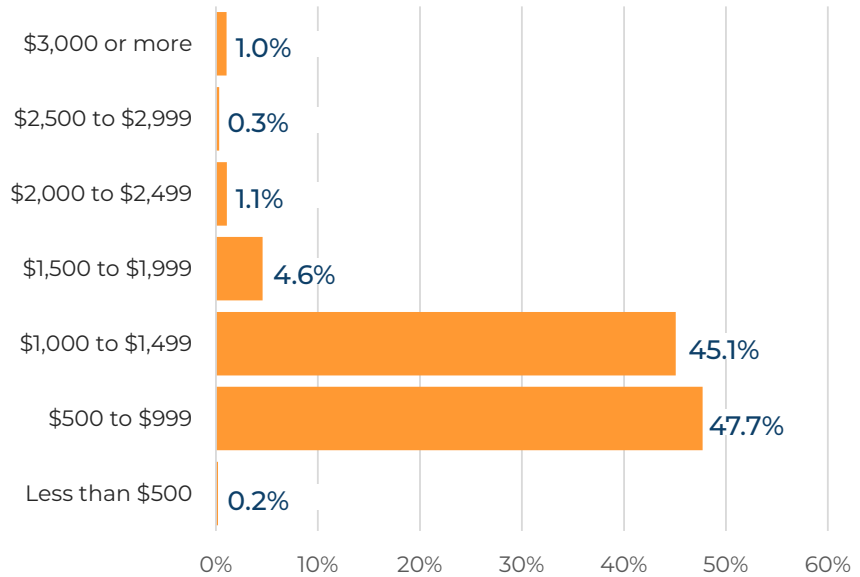


Figure 1.15 - Gross Rent (2020)

Source: U.S. Census Bureau ACS 5-Year Estimates 2016-2020

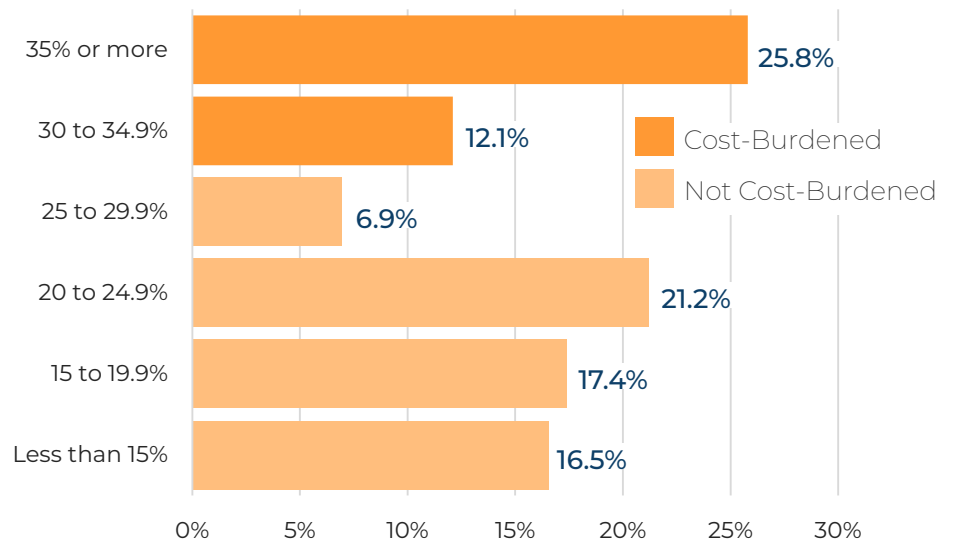


Figure 1.16 - Percentage of Household Income Spent on Rent (2020)

Source: U.S. Census Bureau ACS 5-Year Estimates 2016-2020

**NEARLY 38% OF MISSION RENTERS ARE CONSIDERED COST BURDENED**

# 1.6 Housing

## Home Sales

Figure 1.17 shows the total number of home sales in Mission between January 2012 and April 2022. A clear cyclical nature of home sales over time is evident from the data, which is in line with national trends (more home sales in summer, fewer home sales in winter).

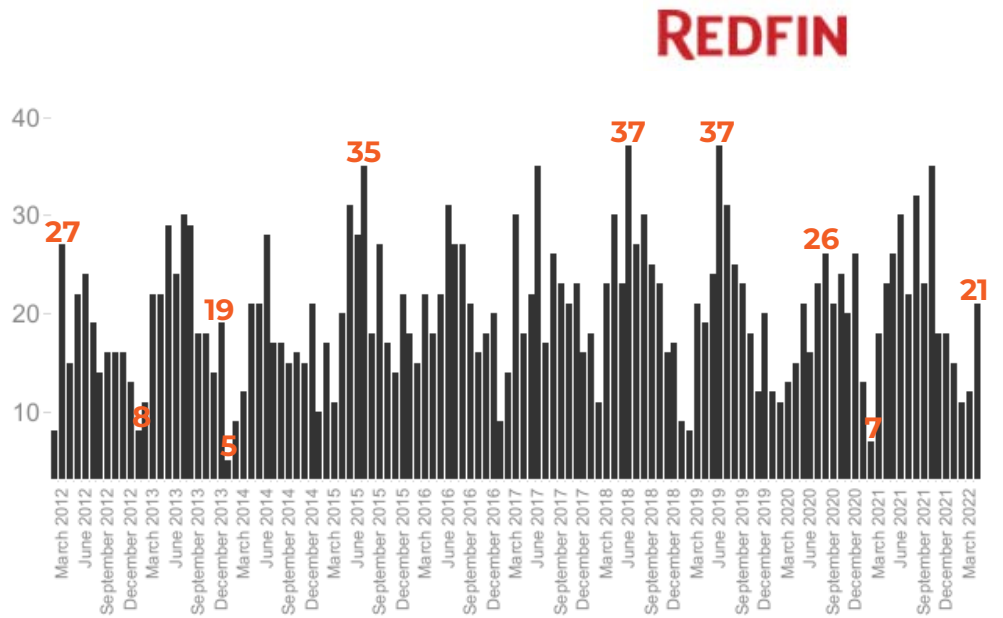


Figure 1.17 - Home Sales in Misison (January 2012 - April 2022)

Source: Redfin (2022)

## Active Listings

Figure 1.18 shows the total number of active listings for homes in Mission between January 2012 and April 2022. There has been a steady decline in the number of active listings in Mission, which would indicate a lower inventory than 5 to 10 years ago. Again, this is on par with national trends in the housing market.

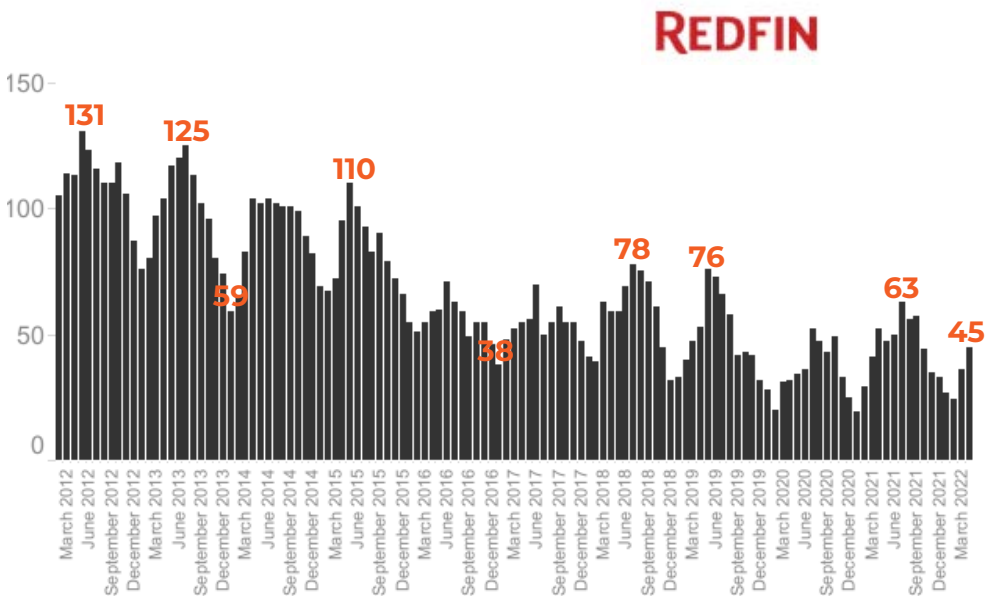


Figure 1.18 - Active Listings in Mission (January 2012 - April 2022)

Source: Redfin (2022)

# 1.6 Housing

## Median Sale Price

Between January 2012 and April 2022, there was a steady increase in median sale price in Mission. Median sale price went from \$116k in 2012 up to \$313k in 2022. This represents over a nearly 170% increase in median sale price in less than ten years.

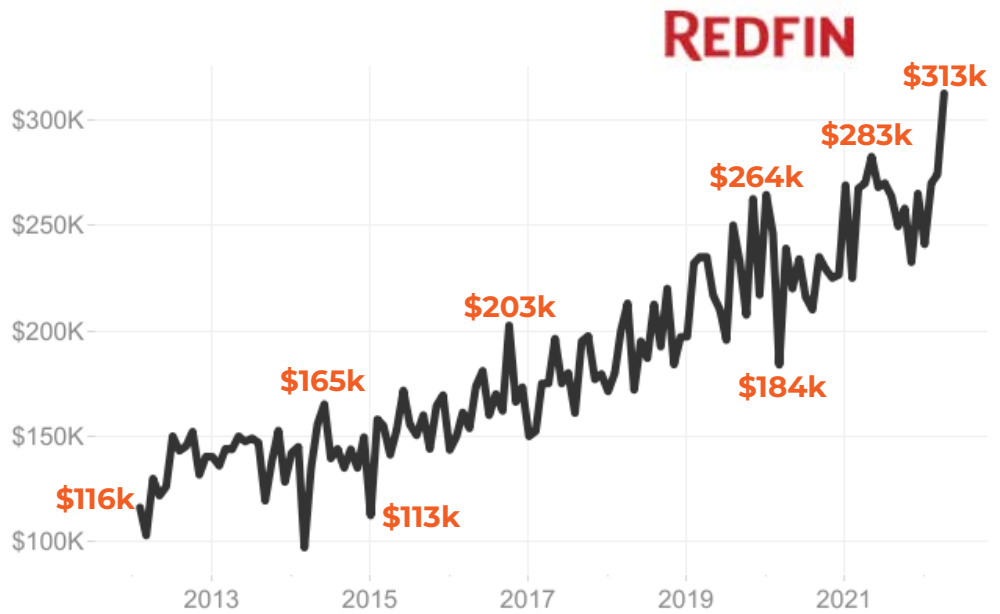


Figure 1.19 - Median Sale Price in Mission (January 2012 - April 2022)

Source: Redfin (2022)

## Median Sale Price - Comparison

Figure 1.20 shows the median sale price for homes in Mission, Johnson County, the Kansas City metro area, the State of Kansas between January 2012 and April 2022. While Mission is still below the median sale price for the other geographies, it has followed the overall trend. Johnson County as a whole has a recent median sale price of close to \$400k, highlighting Mission's relative affordability within the affluent Johnson County area despite sale price increases.

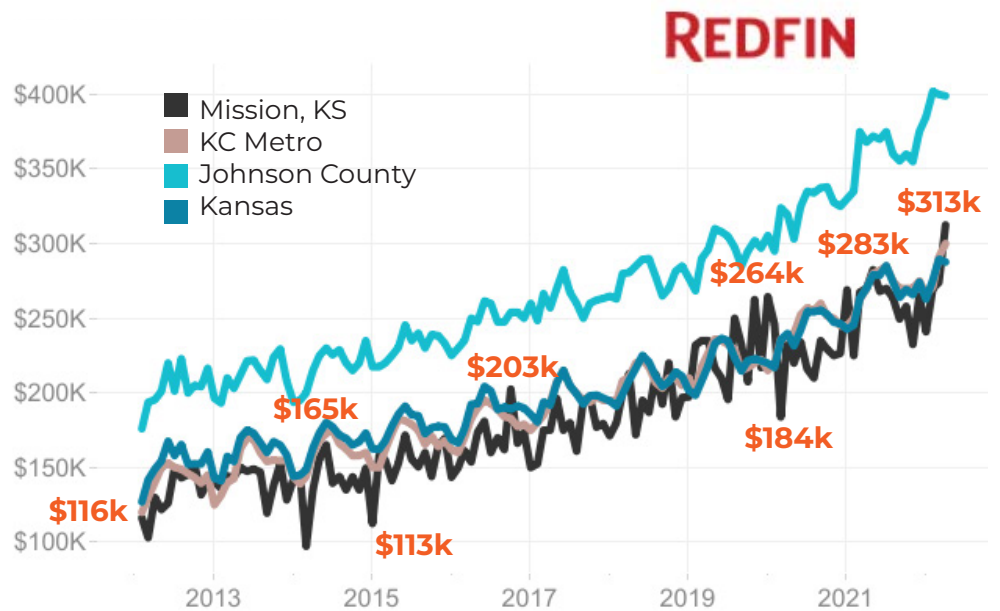


Figure 1.20 - Median Sale Price Comparison (January 2012 - April 2022)

Source: Redfin (2022)

# 1.6 Housing

## Median Days on Market

For data collected between January 2012 and April 2022, Mission had a peak high of 193 days on the market in late 2013. Since this time, the trend has been for the median days on market to drop dramatically. As of April 2022, the median sale price was only 9 days.

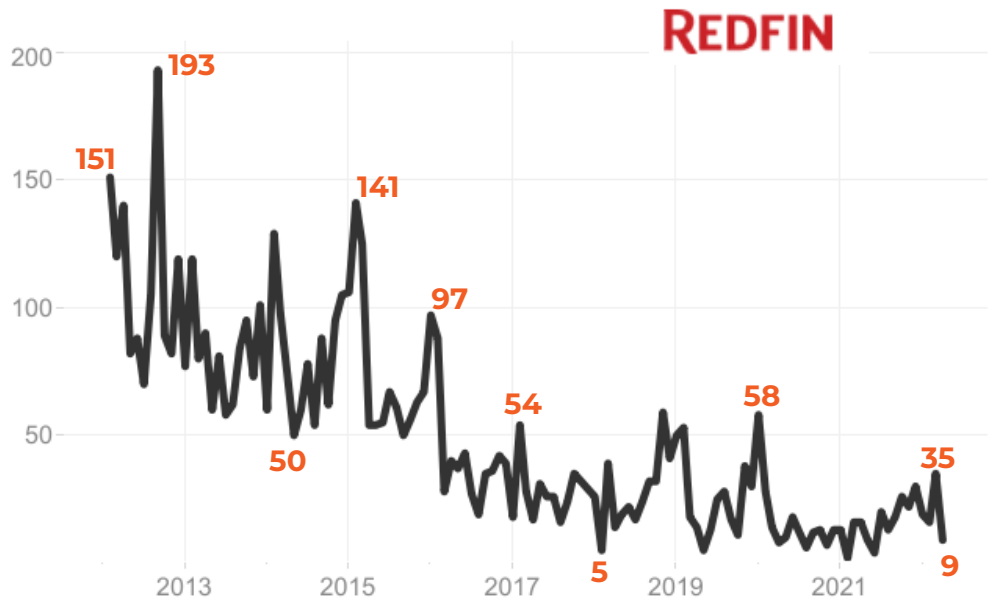


Figure 1.21 - Median Days on Market - Mission (January 2012 - April 2022)  
Source: Redfin (2022)

## Median Days on Market - Comparison

Figure 1.22 shows the median days on market for homes in Mission, Johnson County, the Kansas City metro area, and the State of Kansas. Once again, Mission has followed regional and state trends of significantly faster sale times than in previous years. In the past few years, Mission has had a lower median number of days on market than the other areas. These results can be attributed to many factors, some of which being the price points of available homes, COVID-19 housing-related trends, and general housing stock competition.

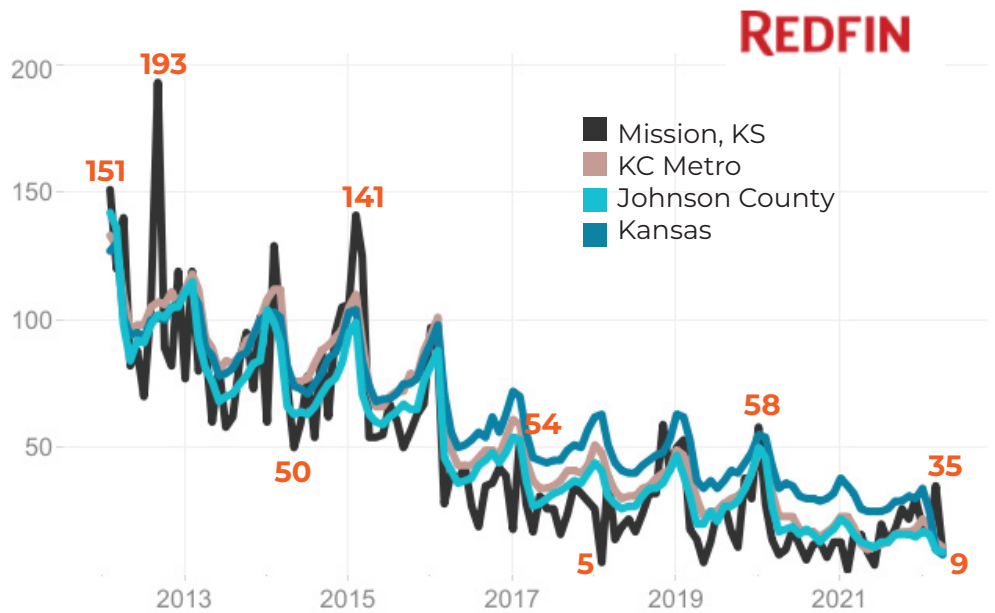


Figure 1.22 - Median Days on Market - Comparison (January 2012 - April 2022)  
Source: Redfin (2022)

## **2.0 Physical Profile**



# 2.1 Housing

## Mission Housing

Figure 2.1 shows housing by density and type for Mission. Yellow shows low-density housing such as single-family detached homes. Orange shows residential options such as townhomes, rowhouses, or duplexes. High-Density Residential is shown in brown and includes any apartment buildings or other vertically aligned housing.

The housing analysis on the following pages is taken from Johnson County parcel data. Throughout the existing conditions report there is housing data pulled from both the county tax assessor and the U.S. Census Bureau. These estimates will have some variation in totals but are meant more so to identify trends, issues, and opportunities within the housing stock in Mission.

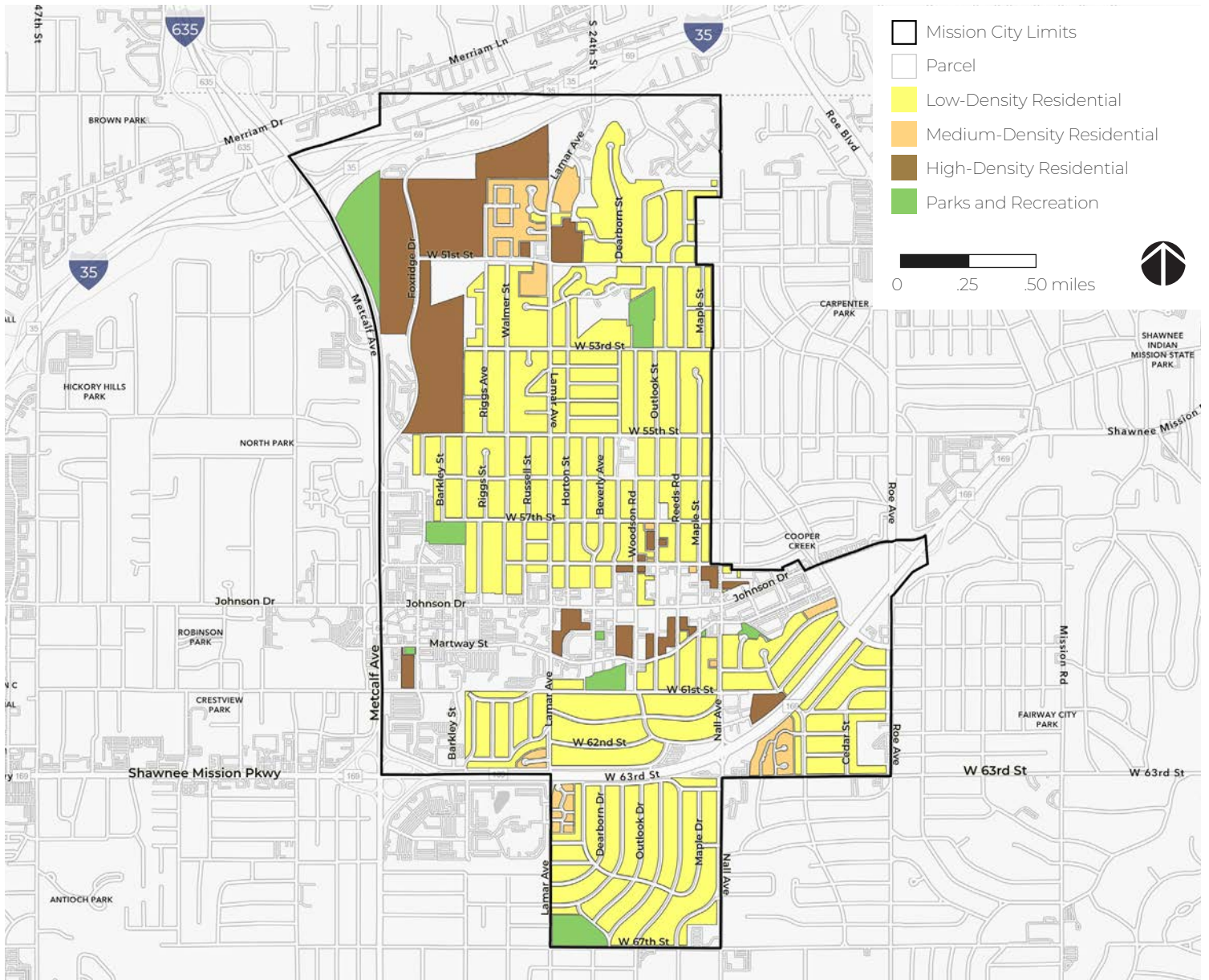


Figure 2.1 - Residential Land

# 2.1 Housing

## Mission Housing Style

The dominant home styles in Mission are ranch and conventional styles (Figure 2.2). Ranch style homes are typically a long, thin home with wide open layouts. Conventional style homes are those that follow more historical appearances with formally defined spaces. These differ from contemporary homes that have open floor plans and non-traditional characteristics.

## Mission Housing Year Built

Most of Mission's homes were built in between 1950 and 1959 (Figure 2.3).

## Mission Housing Total Valuation

Homes south of Martway Street are typically higher value than the homes found in north and central Mission (Figure 2.4).

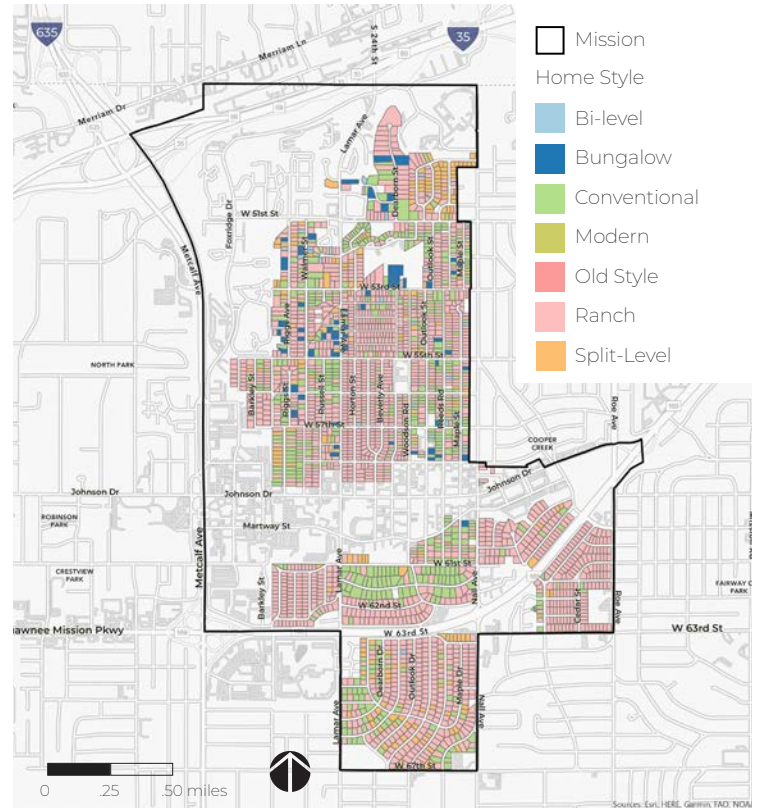


Figure 2.2 - Home Styles (2019)

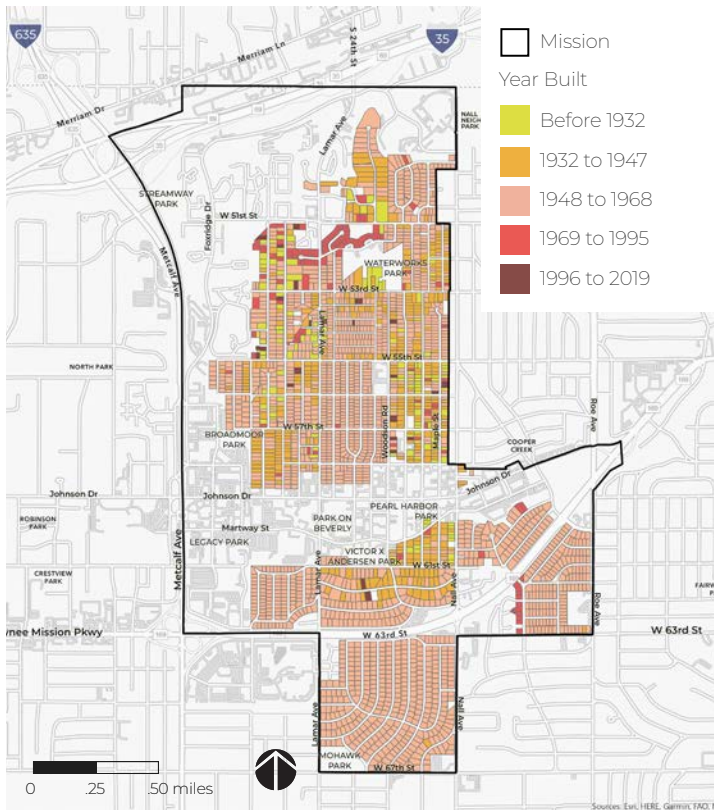


Figure 2.3 - Single-Family Homes Year Built

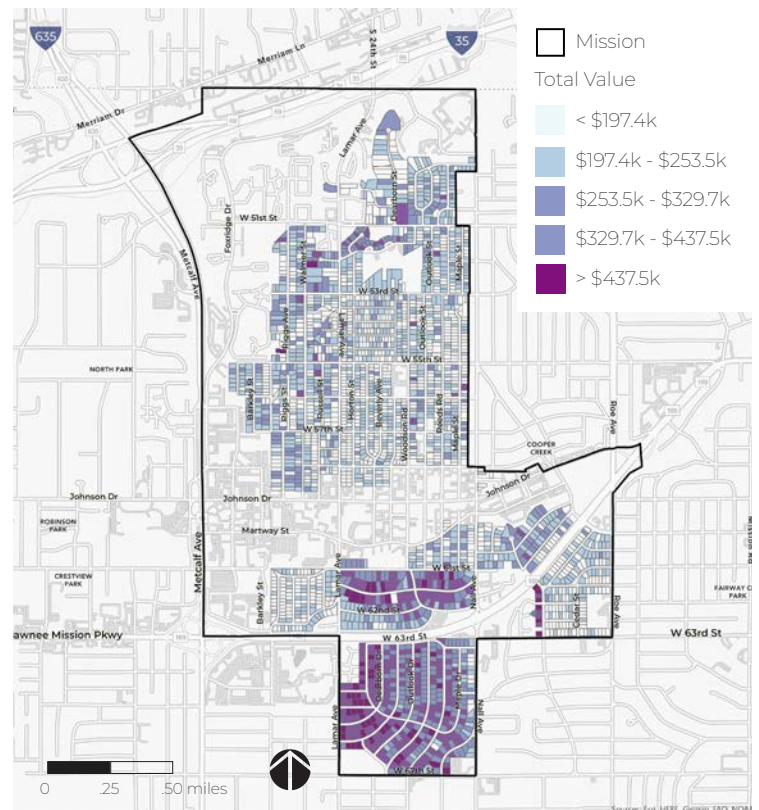


Figure 2.4 - Residential Parcels - Total Valuation

# 2.1 Housing

## Dwelling Units

Table 2.1 shows the number of dwelling units in Mission by housing type according to Johnson County parcel data. There are approximately 3,164 residential parcels in Mission, which include approximately 5,985 dwelling units. While around 80% of the residential parcels in Mission are detached single-family homes, when the number of total dwelling units is considered the distribution of dwelling units is roughly evenly split between detached single-family homes (42.5%, 2,544 dwelling units) and garden style apartments (40.0%, 2,392 dwelling units).

Mission has one 101-unit senior housing development. There is also a nursing home with an adult care facility that has 147 dwelling units.

There are 33 garden style apartment buildings, which mean they are buildings with three stories or less. Combined, these 33 apartment buildings have 2,392 units. This equates to approximately 72 units per building. There is one high-rise apartment building, known as The Locale, with approximately 200 dwelling units.

**MOST DWELLING UNITS IN MISSION ARE EITHER DETACHED SINGLE-FAMILY RESIDENTIAL HOMES (42.5%) OR GARDEN APARTMENT UNITS (40.0%)**

Housing Type	Parcels	Percent (%)	Dwelling Units	Percent (%)
Duplex/Triplex/Quadraplex	206	6.5%	218	3.6%
Condominium/Apartment Unit	374	11.8%	374	6.2%
Detached Single-Family Residential	2,544	80.4%	2,544	42.5%
Dwelling Converted to Apartment	2	0.1%	8	0.1%
Garden Apartment (3 stories or less)	33	1.0%	2,392	40.0%
High-Rise Apartment	1	0.0%	200	3.3%
Mixed Residential/Commercial	1	0.0%	1	0.0%
Nursing Home with Adult Care Facility	2	0.1%	147	2.5%
Senior Housing	1	0.0%	101	1.7%
<b>TOTAL</b>	<b>3,164</b>	<b>100%</b>	<b>5,985</b>	<b>100%</b>

**Table 2.1** - Residential Parcels and Dwelling Units Breakdown

Source: Johnson County Tax Assessor Data, AIMS

# 2.1 Housing

## Low-Density Residential

Low-density residential housing includes all single-family detached homes (Figure 2.5). The lower-density residential areas are divided into three main groupings: those areas north of Johnson Drive but south of Foxridge Dr, those south of Johnson Drive and north of Shawnee Mission Parkway, and those south of Shawnee Mission Parkway.

Much of Mission's single-family housing stock was built after World War II (1945-1959). The homes north of Johnson Drive were constructed on more of a traditional gridded street system. The homes south of Johnson Drive were constructed along more curvilinear roads.

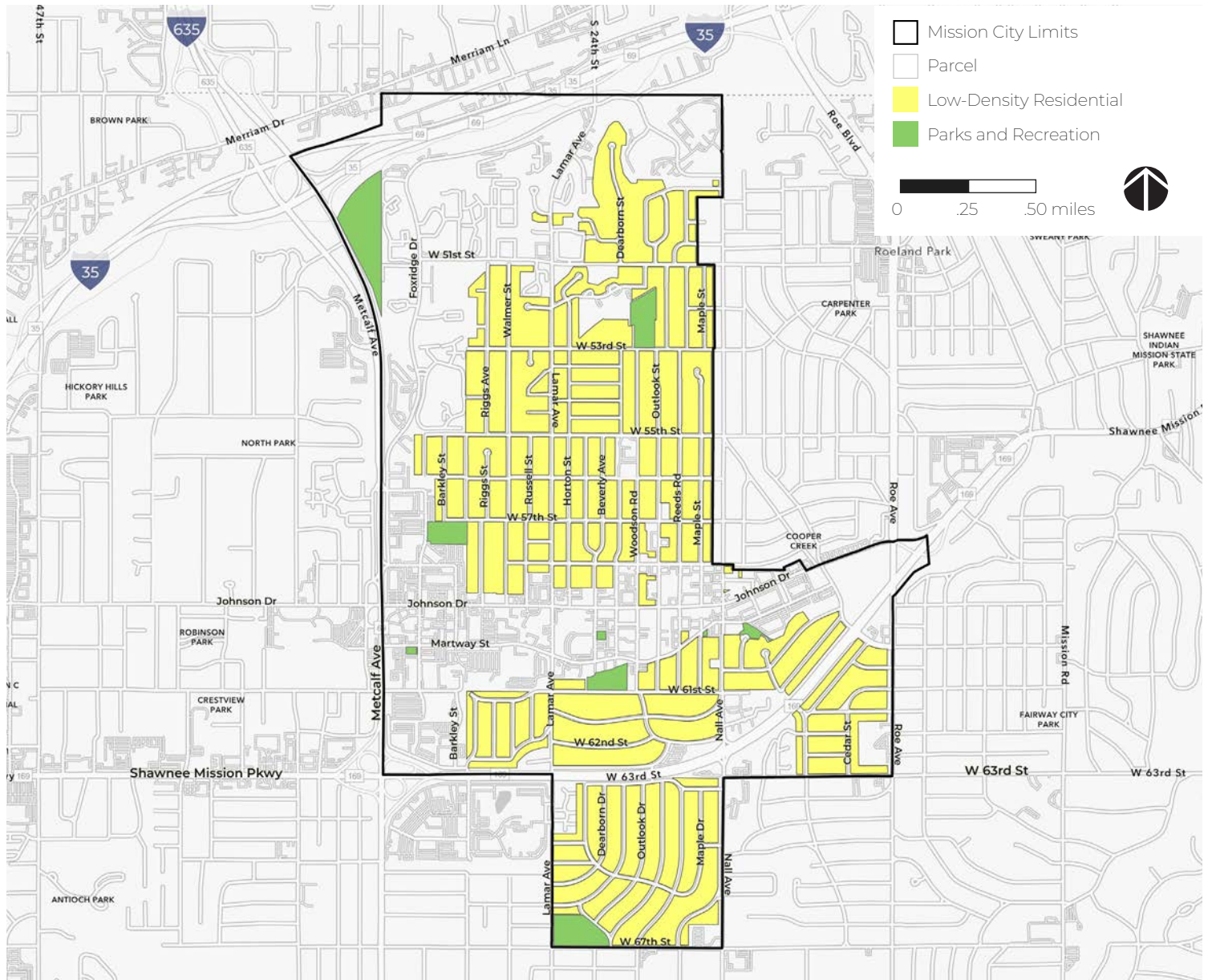


Figure 2.5 - Single-Family Residential Land

# 2.1 Housing

## Overview - Detached Single-Family

According to Johnson County parcel data, there are 2,544 detached single-family residential homes in Mission. The roughly 2,500 homes are spread across 652 acres with an average lot size of 0.26 acres. The smallest lot in Mission for a single-family home is 0.04 acres and the largest is 2.74 acres.

### Home Styles

The majority of Mission's single-family homes are ranch style, which represents around 65% of the homes. The second most popular home style is conventional with 20% of homes. The remaining homes are mostly split-level (7.8%), raised ranch (3.5%) or bungalow (2.6%). Of those style types, the one with the highest median home value is conventional with \$283,406. Bungalows are the lowest with \$185,589.

### Year Built

Most of Mission's detached single-family homes were built in the years following World War II. Approximately 58% of homes were constructed between 1950 and 1959. Another 11% between 1960 to 1969. Nearly 14% were built in the 1940s. Since 1970, there have been approximately 156 homes constructed within Mission. Table 2.2 shows the year built breakdown along with the median value of the age categories. The newest (2010-2019) homes have the highest median value (\$410,968).

### Home Values

The average value of a Mission detached single-family home is \$236,490. The lowest value home is \$88,200 and the highest value home is valued at \$843,900. The two value ranges with the most homes in Mission are between \$150,000 to \$199,999 (36.2%) and between \$200,000 and \$249,999 (29.8%). Less than 5% of homes are valued more than \$400,000. Likewise, less than 5% are valued below \$150,000.

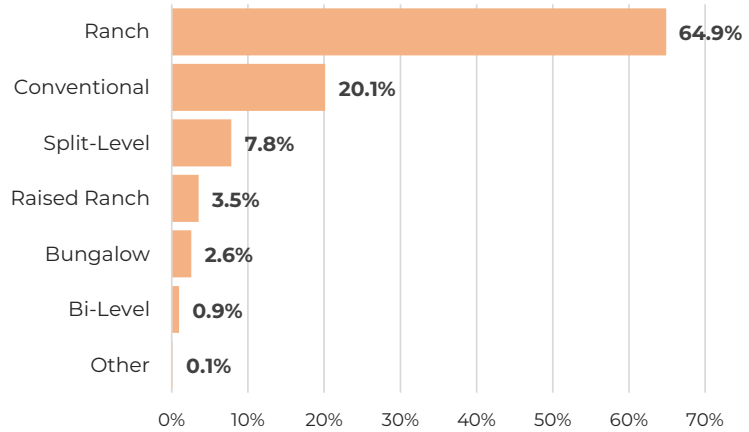


Figure 2.6 - Single-Family Home Styles

Year Built	Count	Percent (%)	Median Value
Pre-1900	4	0.2%	\$265,500
1900 - 1929	84	3.3%	\$187,724
1930 - 1939	183	7.2%	\$212,790
1940 - 1949	354	13.9%	\$226,460
1950 - 1959	1,483	58.3%	\$245,664
1960 - 1969	280	11.0%	\$330,719
1970 - 1979	41	1.6%	\$270,961
1980 - 1989	64	2.5%	\$295,945
1990 - 1999	27	1.1%	\$291,022
2000 - 2009	10	0.4%	\$319,920
2010-2019	14	0.6%	\$410,968
<b>TOTAL</b>	<b>2,544</b>	<b>100%</b>	<b>\$236,490</b>

Table 2.2 - Home Built Year and Median Value

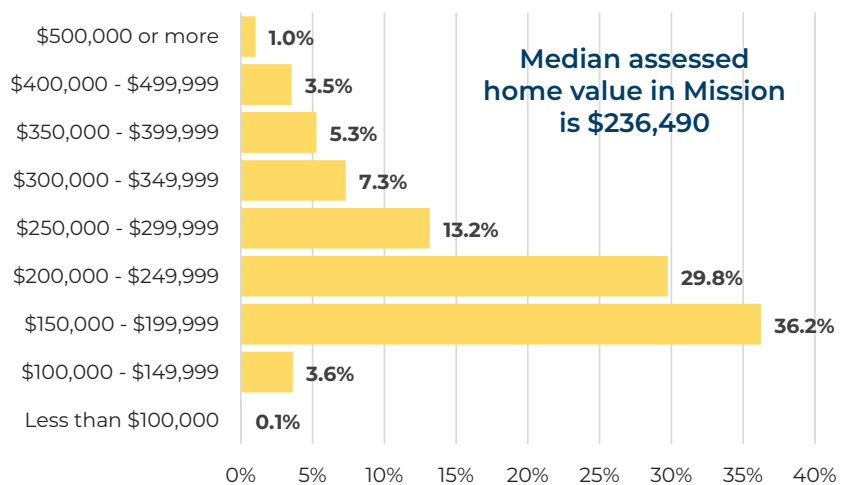


Figure 2.7 - Assessor Valuations for Single-Family Homes

# 2.1 Housing

## Multi-Family Housing in Mission

Multi-family residential land includes everything from duplexes to high-rise apartments (Figure 2.8). In total, there are approximately 620 parcels with 3,441 dwelling units (Table 2.3). Most of the multi-family housing is either in northwest Mission or along the Johnson Drive corridor, which is a growing spot for multi-family housing in the community.

Housing Type	Parcels	Percent (%)	Dwelling Units	Percent (%)
Duplex/Triplex/Quadraplex	206	6.5%	218	6.3%
Condominium/Apartment Unit	374	11.8%	374	0.1%
Dwelling Converted to Apartment	2	0.1%	8	10.9%
Garden Apartment (3 stories or less)	33	1.0%	2,392	40.0%
High-Rise Apartment	1	0.0%	200	3.3%
Mixed Residential/Commercial	1	0.0%	1	0.0%
Nursing Home with Adult Care Facility	2	0.1%	147	2.5%
Senior Housing	1	0.0%	101	1.7%
<b>TOTAL</b>	<b>620</b>	<b>100%</b>	<b>3,441</b>	<b>100%</b>

Table 2.3 - Residential Parcels and Dwelling Units Breakdown

Source: Johnson County Tax Assessor Data, AIMS

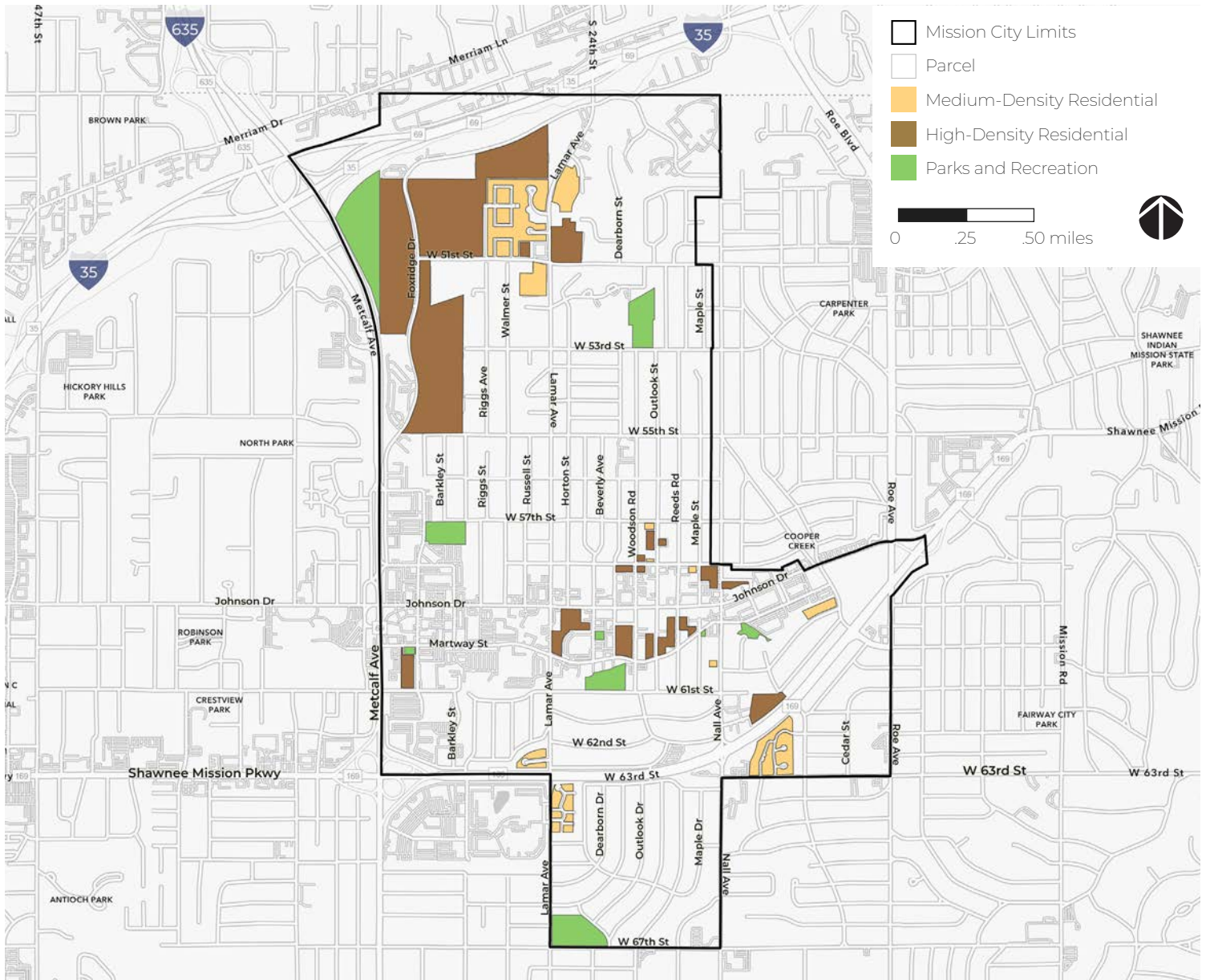


Figure 2.8 - Multi-Family Residential Land

# 2.2 Existing Land Use

## Existing Land Use in Mission

Mission's existing land uses were divided into the following categories based on use or occupancy by parcel (Figure 2.9).

**Low-Density Residential**  
Includes single-family detached homes.

**Medium-Density Residential**  
Includes duplexes or townhomes.

**High-Density Residential**  
Includes apartments or condos.

**City/Public/Semi-Public**  
Includes city or other government-owned land, schools, and churches.

**Parks and Recreation**  
Includes parks and pathway areas.

**Open Space/Undeveloped**  
Includes all undeveloped or vacant land that is not a park.

**Commercial**  
Includes retail, restaurants, and other service/commercial uses.

**Office**  
Includes office and medical uses.

**Light Industrial/Warehouse**  
Includes all industrial, light industrial, and warehouse uses.

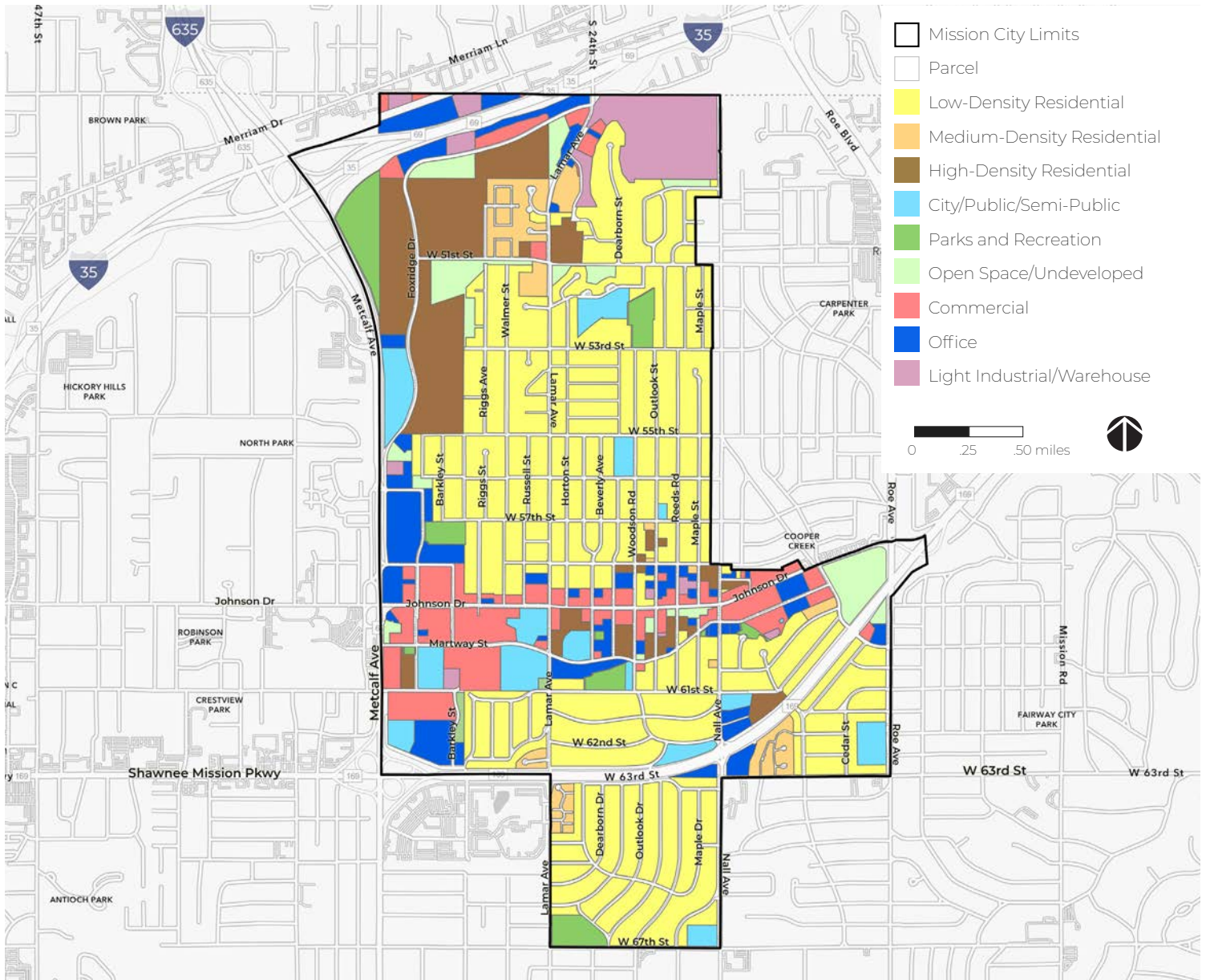


Figure 2.9 - Existing Land Use

# 2.2 Existing Land Use

## Existing Land Use in Mission

The most dominant existing land use in Mission is low-density residential, which accounts for just over half of the community. This is not surprising for a suburban community. Collectively, close to 15% of the land use is multi-family (medium or high density). There is a mix of commercial (8.8%), office (7.8%), and light industrial (5.0%) of land uses, which is typically viewed as employment land. Just over 4% of land remains open space or undeveloped, which includes the vacant West Gateway site.

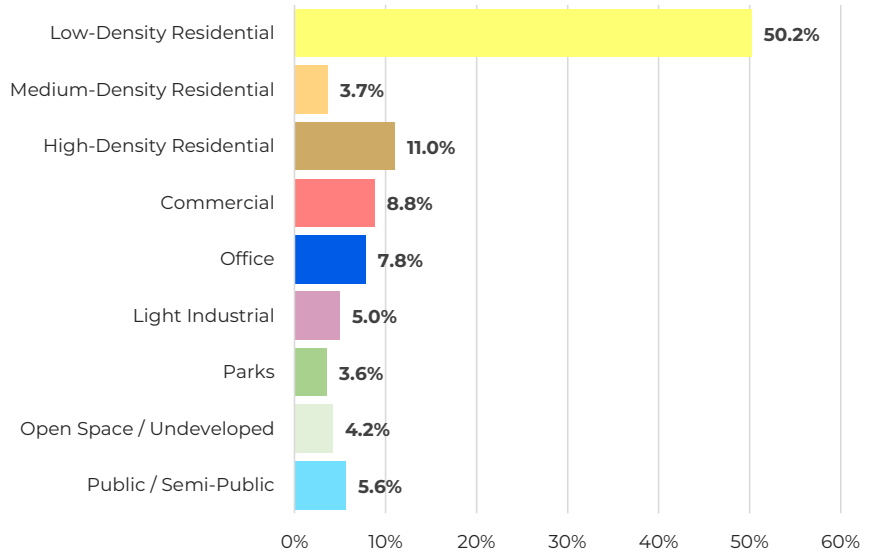


Figure 2.10 - Existing Land Use Percentage

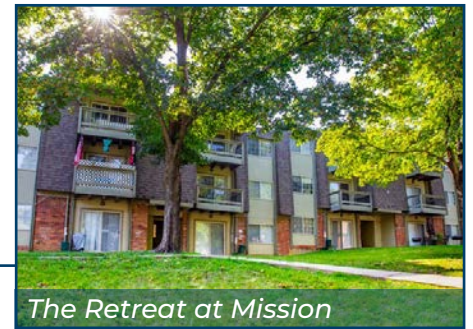
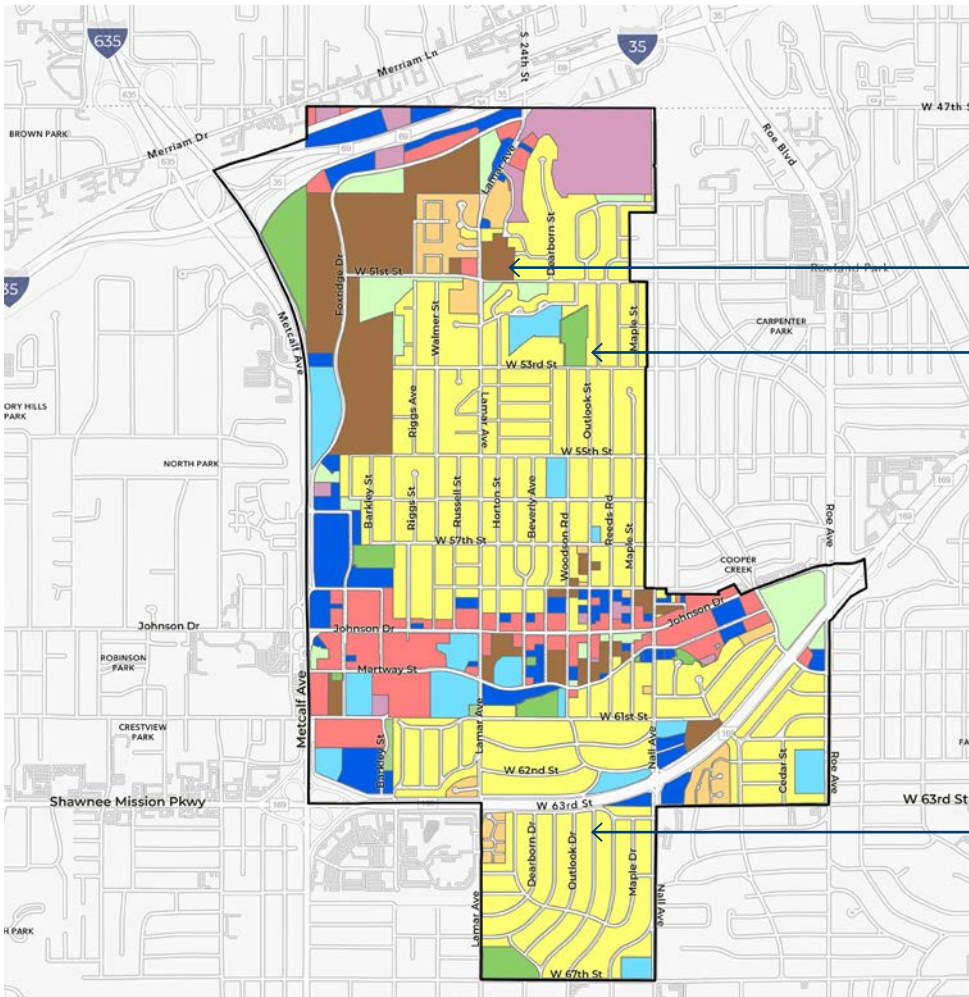


Figure 2.11 - Existing Land Use



# 2.2 Existing Land Use

## Office, Commercial, and Industrial Land Overview

Office, commercial, and industrial lands are typically viewed as tax positives that help fund community needs and improvements. Most of the office, commercial, and industrial land in Mission is either along the Johnson Drive corridor or in the north end of the community along Lamar and Foxridge Drive. These two locations will likely continue

to serve as Mission's main office, commercial, and industrial areas because of a lack of undeveloped land and the overall character of other areas in the community. Mixed-use redevelopment of sites along either location could help expand the number of businesses presence in Mission.

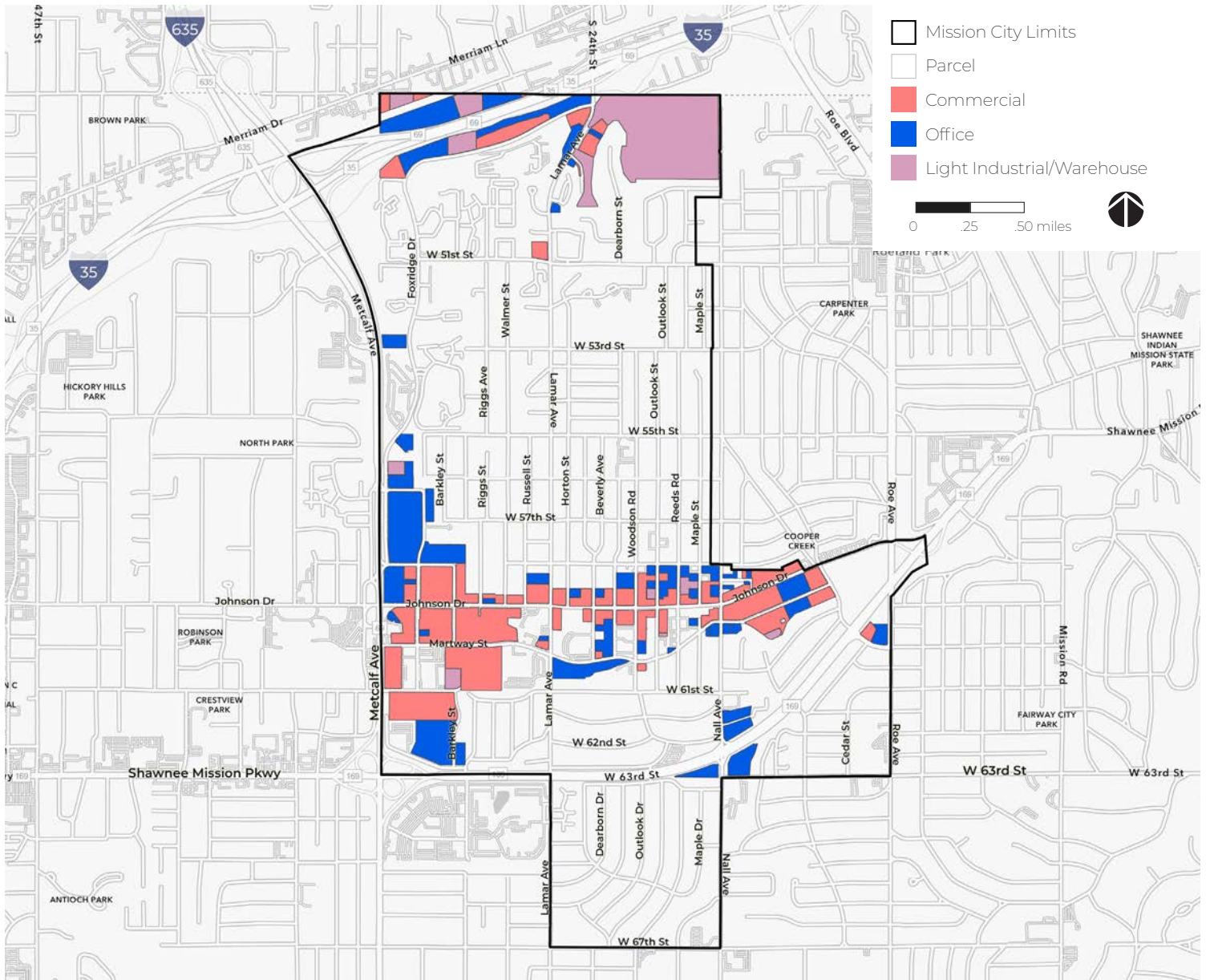


Figure 2.12 - Office, Commercial, and Industrial Land

# 2.2 Existing Land Use

## Parks, Public, Open, and Undeveloped Land Overview

Parks and recreation, open space, undeveloped, and public/semi-public land is spread throughout the entire community. However, there is a cluster of city and public/semi-public land near the civic campus in the Johnson Drive corridor.

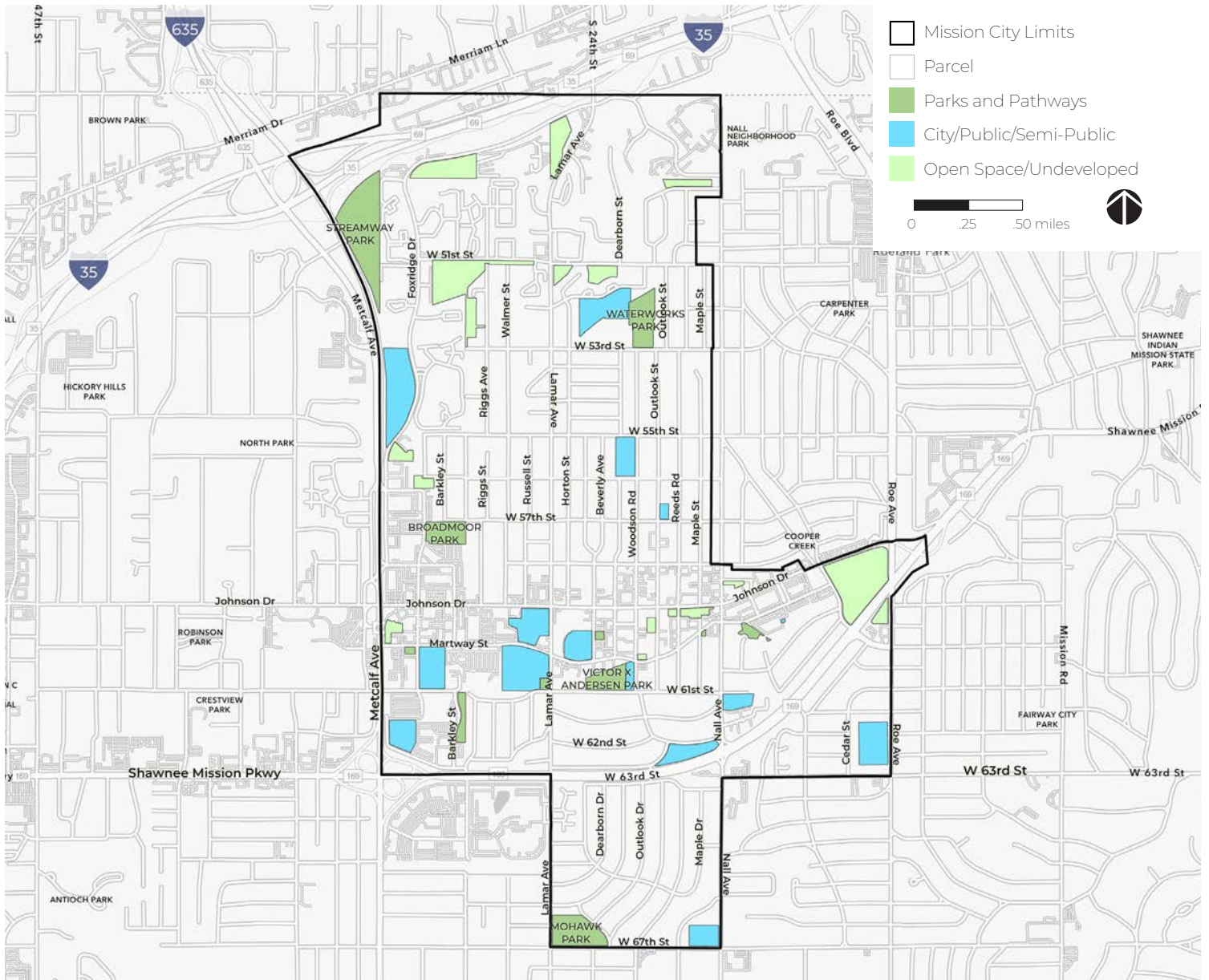


Figure 2.13 - Parks, Public/Semi-Public, Open Space, and Undeveloped Land



# 2.3 Parks and Recreation

## Park Amenities



*Andersen Park*

- 5901 W. 61st Street
- Restrooms (summer only)
  - Picnic shelters (2)
  - Playground
  - Tennis courts (2)
  - Water fountains
  - Picnic tables
  - Barbeque grill



*Mohawk Park*

- 67th and Lamar
- Playground
  - 4-miles of walking trails
  - Soccer fields (2)
  - Picnic tables



*Streamway Park*

- 51st and Foxridge
- Picnic shelter
  - 4-miles of walking trails
  - Picnic tables



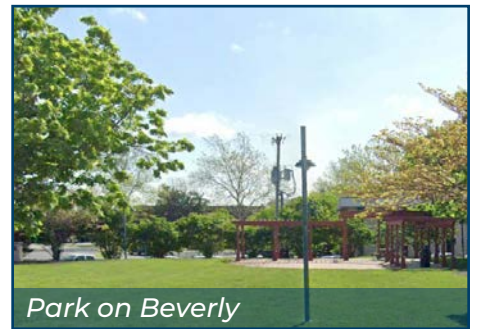
*Broadmoor Park*

- 5701 Broadmoor
- Restrooms (summer only)
  - Picnic shelter
  - Playground
  - Baseball diamond
  - Soccer field
  - 3-miles of walking trails
  - Open-use green space
  - Picnic tables
  - Barbeque grills



*Waterworks Park*

- 53rd and Woodson
- Picnic shelter
  - Playground
  - 3-miles of walking trails
  - Open-use green space
  - Picnic tables
  - Barbeque grill



*Park on Beverly*

- 5935 Beverly
- Pergola/shade structure



*Legacy Park*

- 6000 Broadmoor
- Pergola/shade structure
  - Picnic tables



*Pearl Harbor Park*

- Martway and Maple
- Pergola/shade structure

## 2.3 Parks and Recreation

### Level of Service Analysis

In total, there are approximately 24.25 acres of parkland in Mission. Table 2.4 shows the acre totals by park.

The National Recreation and Park Association (NRPA) level of service standards suggest a community should aim to provide around 9.9 acres of park for every 1,000 residents. Based on Mission's 2020 population, the community currently falls below this level of service recommendation (Table 2.5). However, Mission has over 80 acres of parks in nearby communities (Table 2.6) that help to provide additional park services. When these additional acres are accounted for in the level of service analysis Mission residents exceed the recommendation.

Park	Acres
Andersen Park	2
Broadmoor Park	5
Mohawk Park	8
Legacy Park	0.5
Park on Beverly	0.5
Pearl Harbor Park	0.25
Streamway Park	5
Waterworks Park	3
<b>TOTAL</b>	<b>24.25 acres</b>

Table 2.4 - Existing Park Acres

Level of Service Analysis	Total
Existing Park Acres	24.25
Existing Population (2020)	9,961
<b>Level of Service</b> Total Park Acres/1,000 residents	2.45
<b>TOTAL</b>	<b>24.25 acres</b>

Table 2.5 - Existing Park Level of Service (LOS) Analysis

Nearby Parks	Acres
North Park	5.9
Hickory Hills Park	10.5
Robinson Park	1.1
Crestview Park	1.9
Antioch Park	43.6
Fairway City Park	3.0
R Park	5.4
Cooper Creek	1.6
Nall Neighborhood Park	10.5
<b>TOTAL</b>	<b>83.5 acres</b>

Table 2.6 - Nearby Park Acres

**MISSION ALONE DOES NOT MEET THE LEVEL OF SERVICE RECOMMENDED FOR TOTAL PARK ACRES BASED ON ITS 2020 POPULATION**

**HOWEVER, THERE ARE OVER 80 ACRES OF ADDITIONAL PARK SPACE NEARBY IN NEIGHBORING COMMUNITIES TO HELP FILL THE LEVEL OF SERVICE GAPS**

# 2.3 Parks and Recreation

## Park Walk Time Analysis

A walk time analysis was completed for Mission parks. The darker blue shows those areas of Mission that are within a 5-minute walk time of a park. The lighter blue shows the 10-minute service area and the yellow a 15-minute service area (Figure 2.15). All three are considered reasonable walk times for parkland.

As shown below, there are only a few isolated spots within Mission that are not served by city-owned parks. However, there are other community's parks that are very close to the Mission city limits. The areas of Mission not within the walk time service areas are very near to other community parks which are completing the overall level of service.

Emphasis should be placed on creating a safe and welcoming trail or sidewalk to get to each park from neighborhoods in Mission.

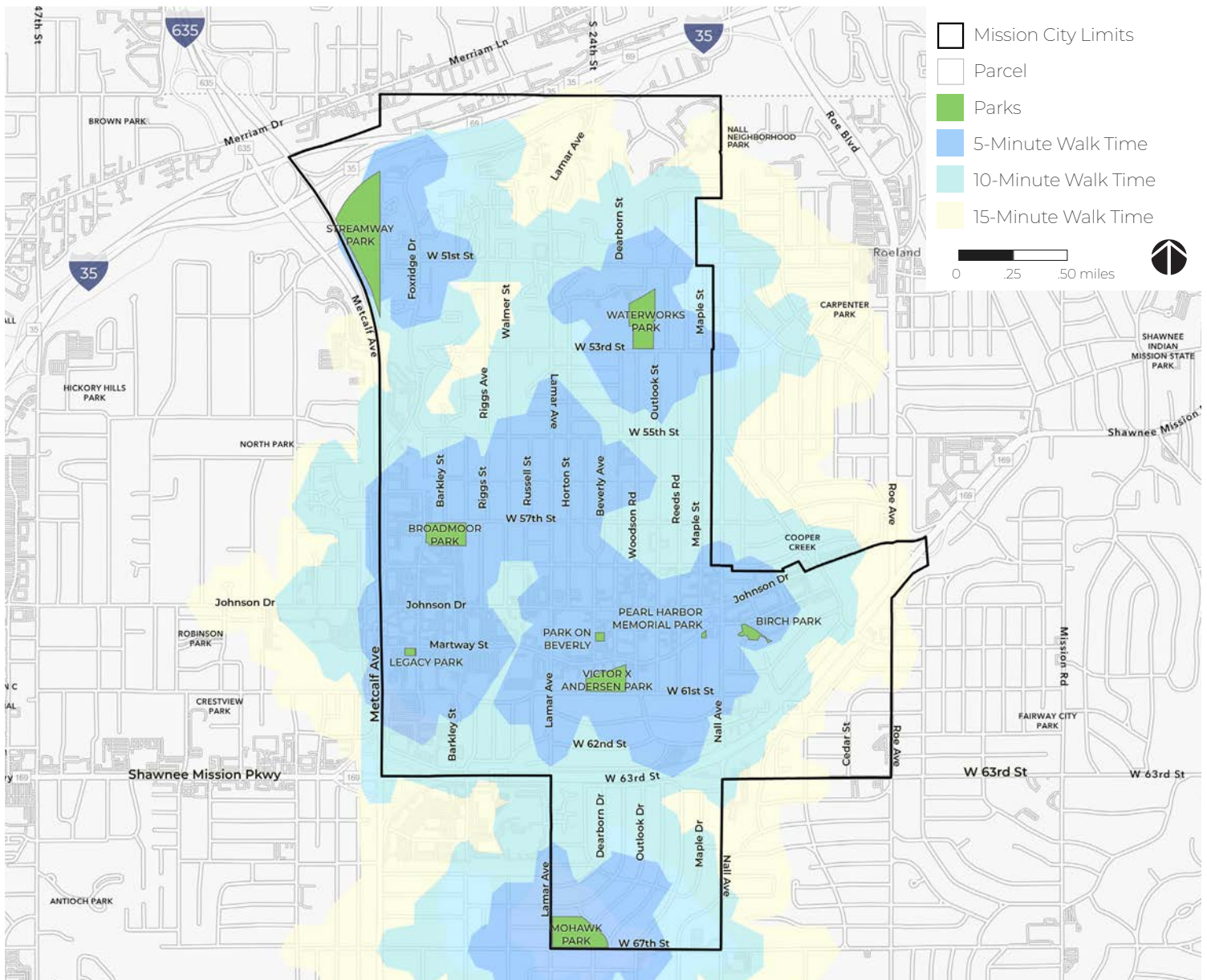


Figure 2.15 - Park Walk Time Analysis

2.0 PHYSICAL PROFILE

# 2.3 Parks and Recreation

## Trails and Bike Facilities Overview

The five main trail and bikeway types found in the Mission area include:

- Bike Lane
- Marked Shared Road
- Pedestrian Hike Trail
- Shared Use Path
- Marked Bike Route

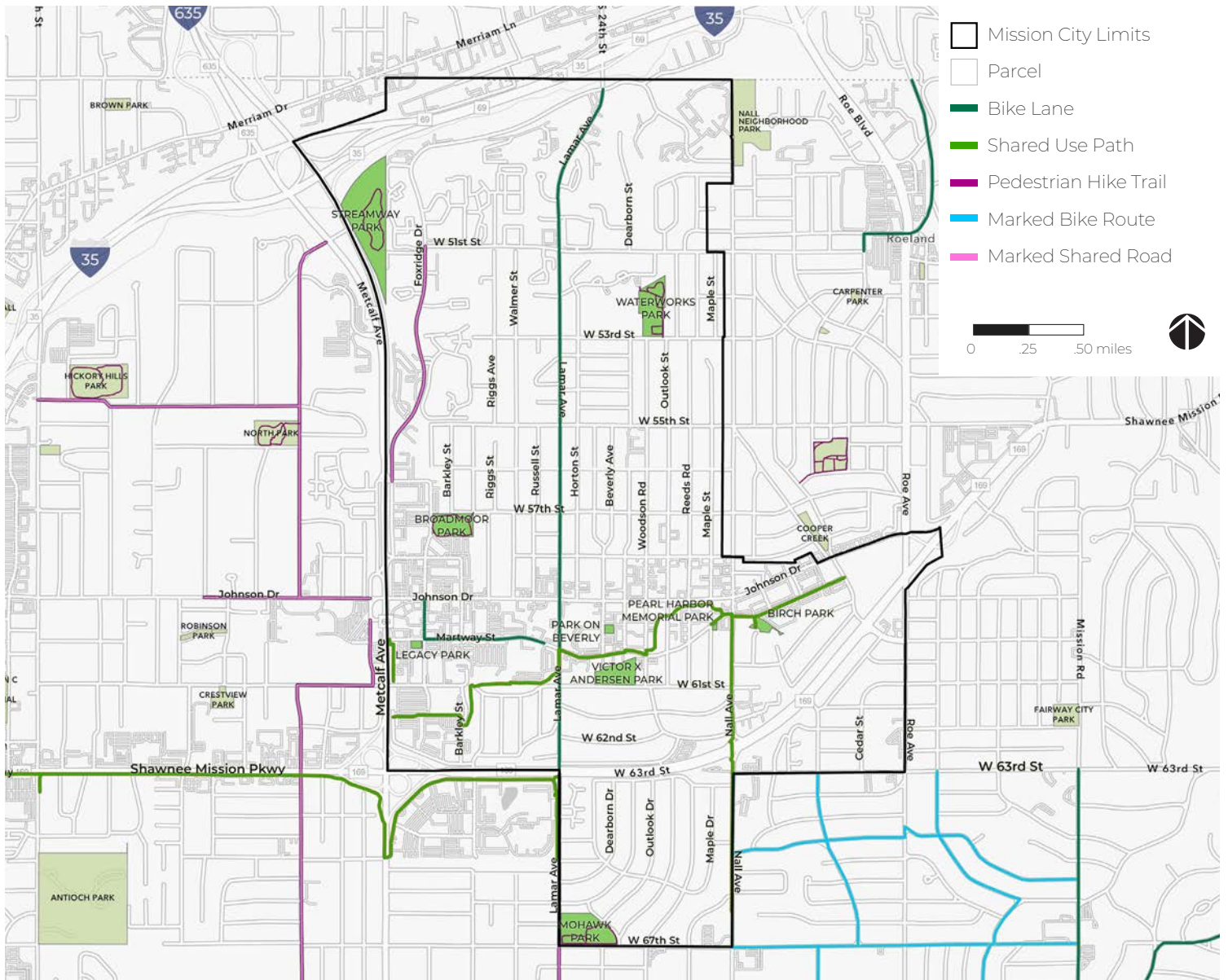


Figure 2.16 - Existing Trails and Bike Facilities

# 2.4 Street System

## Street System Overview

Mission's street system is made up of local, collector, and arterial roadways.

### Local Street

Local streets (shown in blue in Figure 2.17) are primarily used to gain access to properties often in residential areas. Local roads provide limited mobility and are typically low speed with limits between 20 and 30 miles/hour.

### Collector Street

Collector streets (shown in yellow) are major and minor roads that connect local roads with arterials. Collectors have lower speeds and shorter distances than arterials with speed limits between 35 and 55 miles/hour.

### Arterial Streets

Arterial streets (shown in orange) are high-capacity urban roads whose function is to deliver traffic from

collector roads to major arterials (interstates or freeways).

### Major Arterial Streets

Major Arterials (shown in red) are the highest classification of roadways. They provide the highest mobility and speeds (55 to 75 miles/hour) with limited access points.

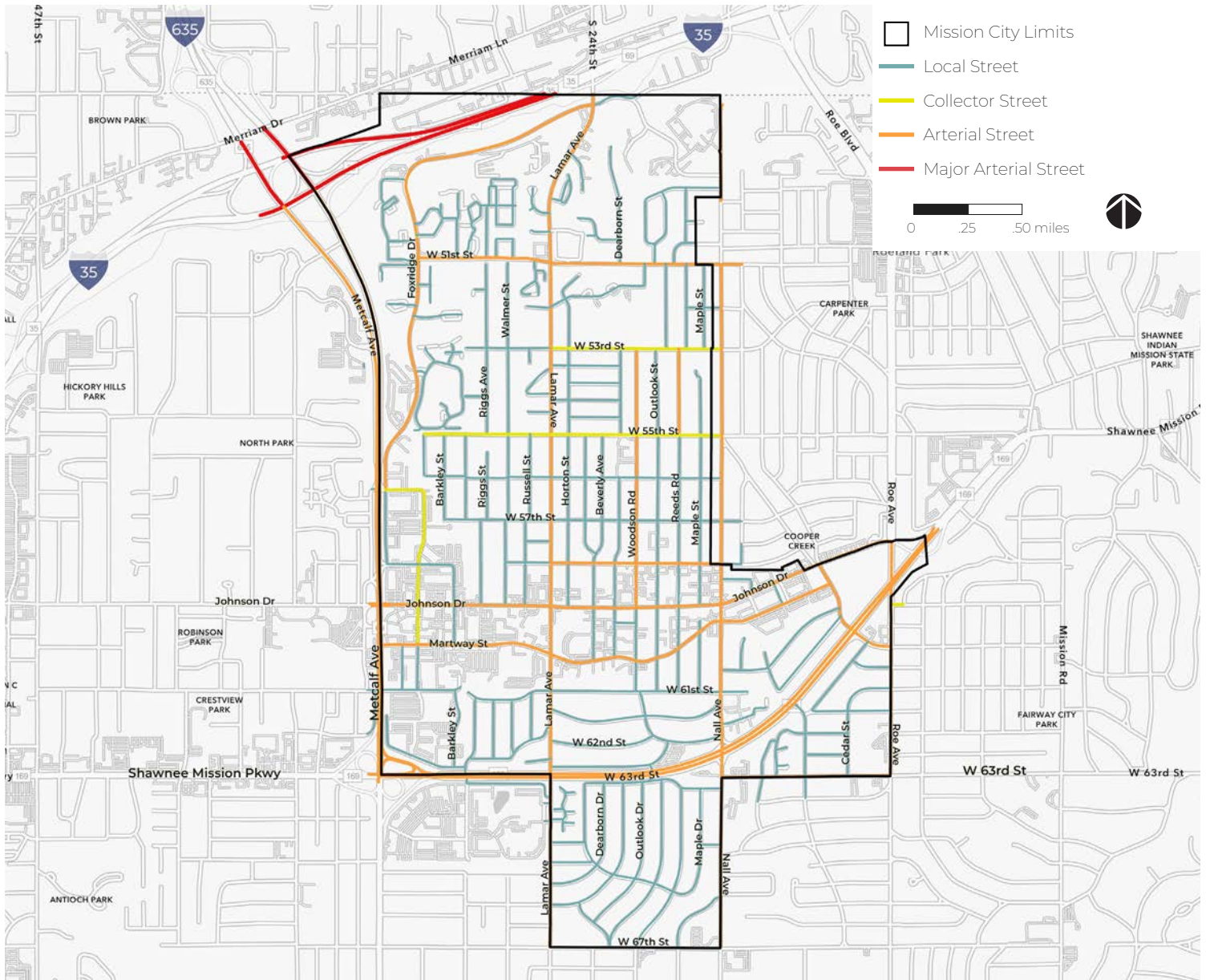


Figure 2.17 - Street System

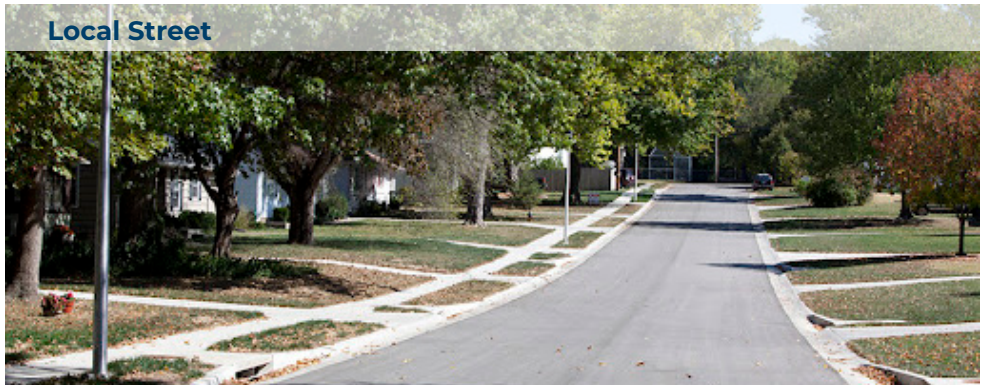


## 2.4 Street System

### Street Typologies in Mission

#### Local Streets

Mission is mostly composed of local streets. Local streets connect residents and visitors to collector roads such as Lamar Avenue. Examples of local streets include most low-density residential facing streets such as W 57th Street, Maple Street, or Dearborn Street.



#### Collector Streets

The main collector roads in Mission include W 51st Street, Lamar Avenue, Martway Street, Metcalf Avenue, Woodson Road, and Foxridge Drive. These collector streets connect neighborhoods to the main arterials in the community including Johnson Drive or Shawnee Mission Parkway.



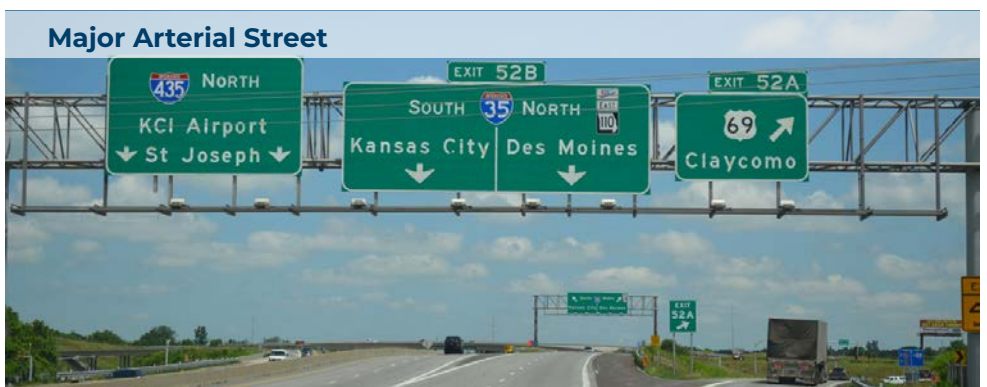
#### Arterial Streets

The arterial streets in Mission include Shawnee Mission Parkway, Johnson Drive, W 55th Street, Nall Avenue, and Metcalf Avenue. These are the main thoroughfares through the community and serve both local traffic as well as through traffic.



#### Major Arterial Streets

The only major arterial street in Mission includes the portions of Interstate 35 that run through the northern border of the community.



# 2.4 Street System

## Posted Speed Limits

A majority of Mission's roads are 20 or 25 miles per hour (Figure 2.18). These speed limits mostly correspond to the location of local roads. Collector roads in Mission typically have speed limits of 30 to 35 miles per hour including Foxridge Drive, Martway Street, and portions of Johnson Drive.

Avenue and Shawnee Mission Parkway. The street with the highest posted speed is the short stretch of Interstate 35 near the northern city limits of Mission.

Streets with higher speeds of 45 miles per hour or faster include Metcalf

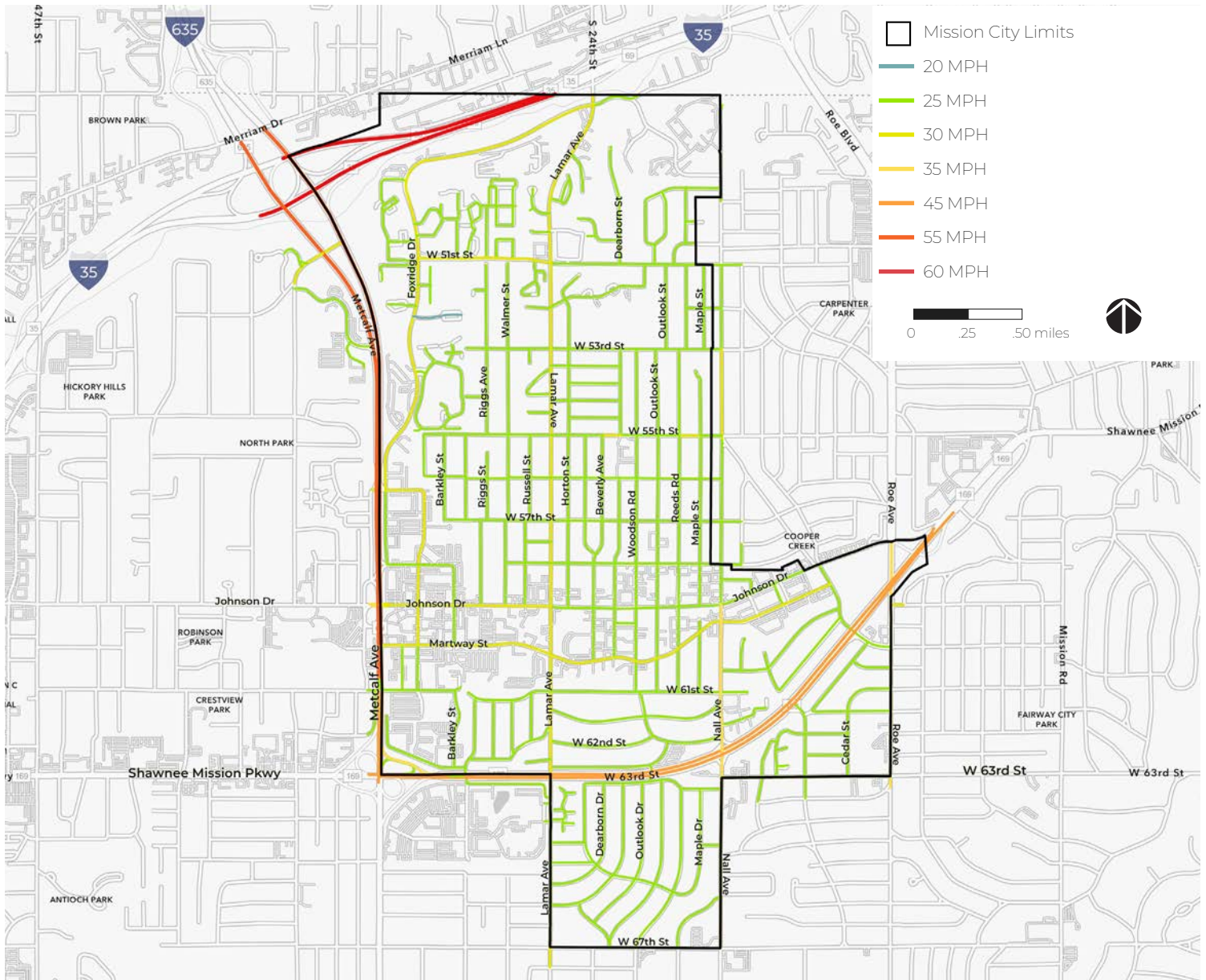


Figure 2.18 - Posted Speed Limits

# 2.4 Street System

## Vehicles Per Day

Data is available that shows the average number of vehicles per day for roads in Mission (Figure 2.19). Roads shown in orange have the lowest number of vehicles per day of less than 5,000. This mostly is local neighborhood streets. Roads shown in green have between 5,001 and 10,000 vehicles per day and include Lamar Avenue and portions of Martway Street, Broadmoor Street, and Nall Avenue.

Johnson Drive has an average number of between 10,001 and 25,000 vehicles per day. Metcalf Avenue and Shawnee Mission Parkway both are higher volume streets with between 25,001 and 45,000 vehicles per day. Interstate 35 has the most vehicles per day with more than 45,000.

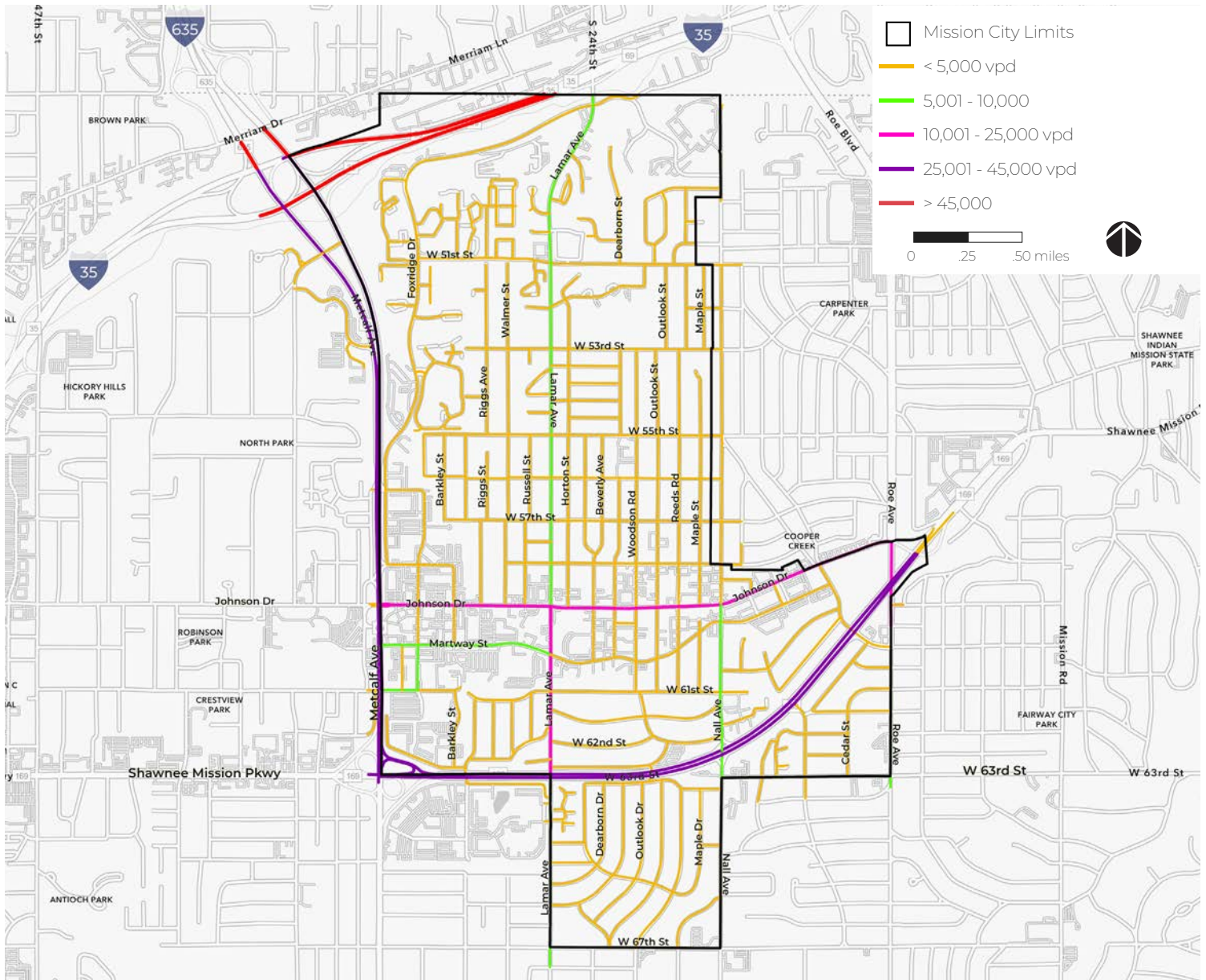


Figure 2.19 - Estimated Volumes

# 2.5 Transit System

## Transit System Overview

Mission is fortunate to have a transit center that enables Mission to be significantly more transit served than other suburban communities.

or along the Johnson Drive and Martway Street corridors. Mission's bus stop locations are shown below in maroon asterisk.

The main routes through Mission include 401 Metcalf-Plaza, 402 Johnson-Quivira, 403 Antioch-Olathe, and 435 JoCo to Downtown. Most of these routes run near

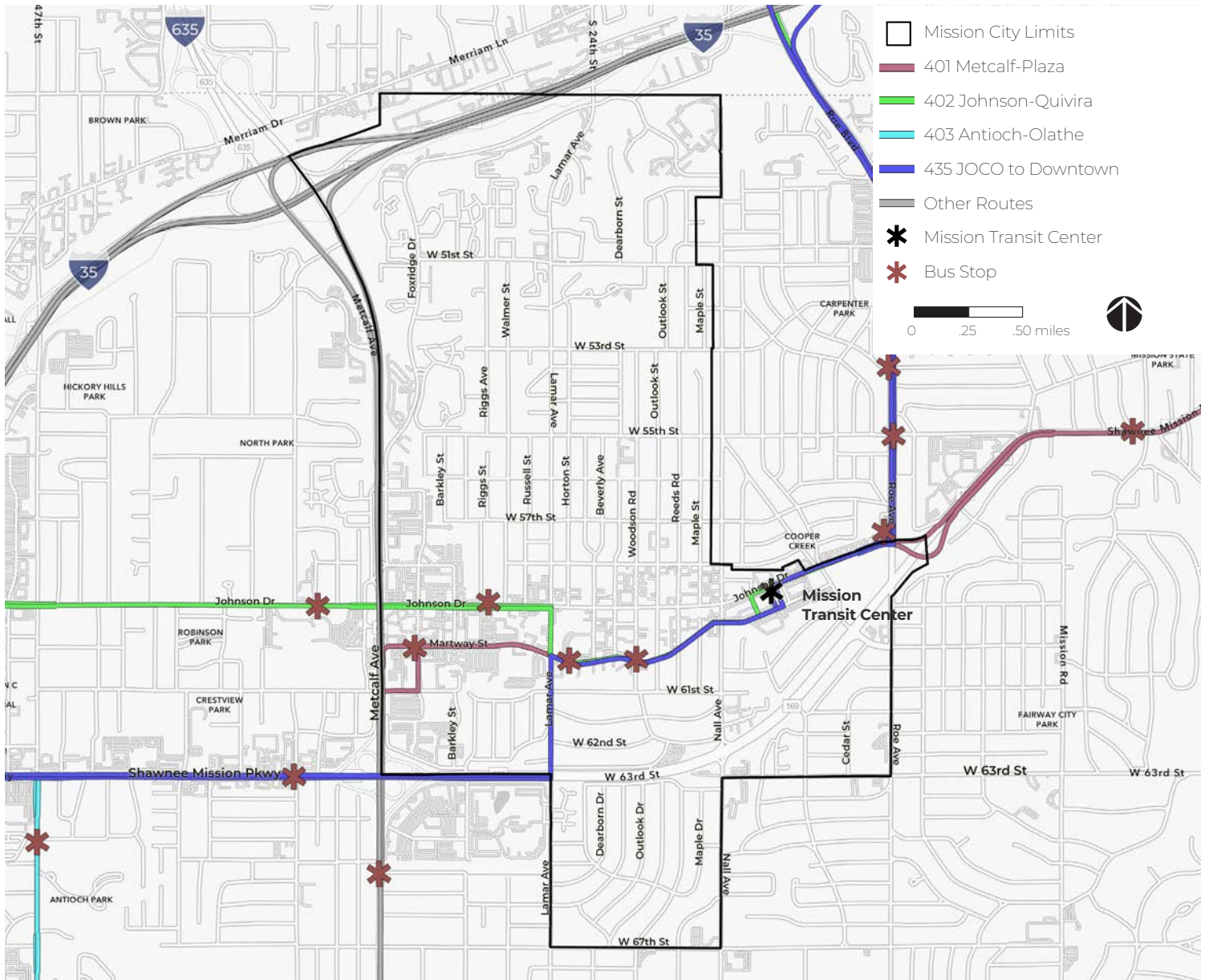


Figure 2.20 - Transit System

# 2.6 Natural Features

## Floodplain

Floodplains are land that is inundated with water during and after heavy rainfall or snowmelt. Typically, floodplain is found in the low-lying land adjacent to streams and other water bodies. Development should typically not occur within the floodplain because of the negative environmental side effects of having permeable land in the floodplain.

## 100- and 500-Year Floodplain

Floodplain land can be divided into many categories, but the two most common ones are the 100-year and the 500-year floodplain. The 100-year floodplain includes land that has a 0.1% chance of flooding in any given year and the 500-year floodplain is land that has a 0.2% chance of flooding in any given year.

## Floodplain in Mission

Mission's two areas with floodplain are along Turkey Creek (near the northern boundary) and along Rock Creek south of Johnson Drive (Figure 2.21).

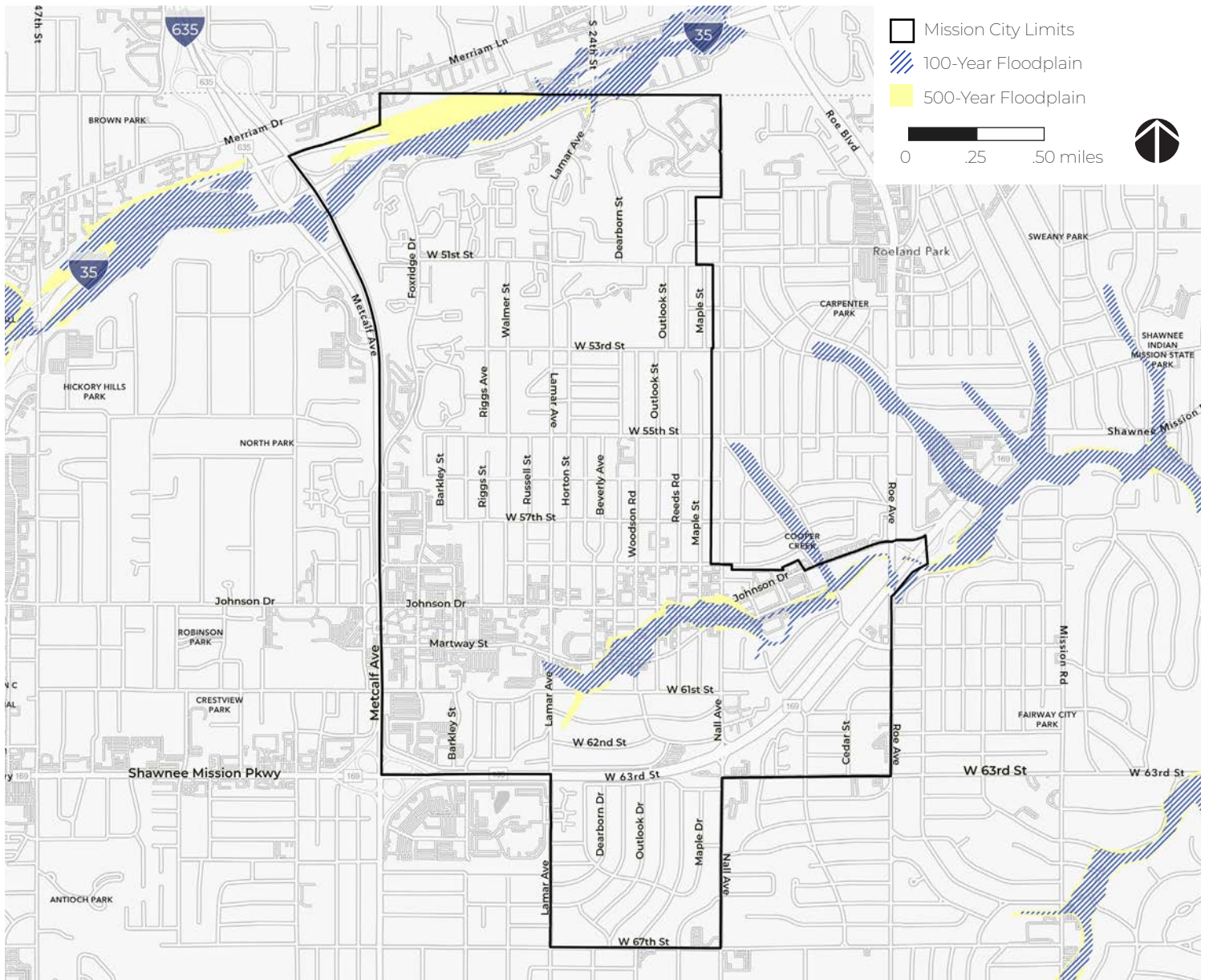


Figure 2.21 - Floodplain

# 2.6 Natural Features

## Tree and Grass Cover

Tree cover estimates were gathered using i-tree canopy. I-Tree Canopy is a program that estimates tree cover and tree benefits for a given area with a random image sampling process that classifies ground cover types. I-Tree Canopy is supported by the U.S. Forest Service, the Arbor Day Foundation, and the Woodland Trust among other partners.

According to the i-Tree Canopy analysis completed for Mission,

there are approximately 515 acres of tree cover with a margin of error of around +/- 42 acres. This translates to a percentage tree cover of around 30.64% with a margin of error of around +/- 2.48%.

According to the analysis, an additional 403.8 acres of Mission's land cover is grass or other herbaceous cover (typically permeable) with a margin of error of +/- 38.6 acres.

	Acres	%
Tree Cover	515.0	30.6%
<i>margin of error</i>	+/- 42	+/- 2.5%

Table 2.7 - Tree Cover Percentage Estimates

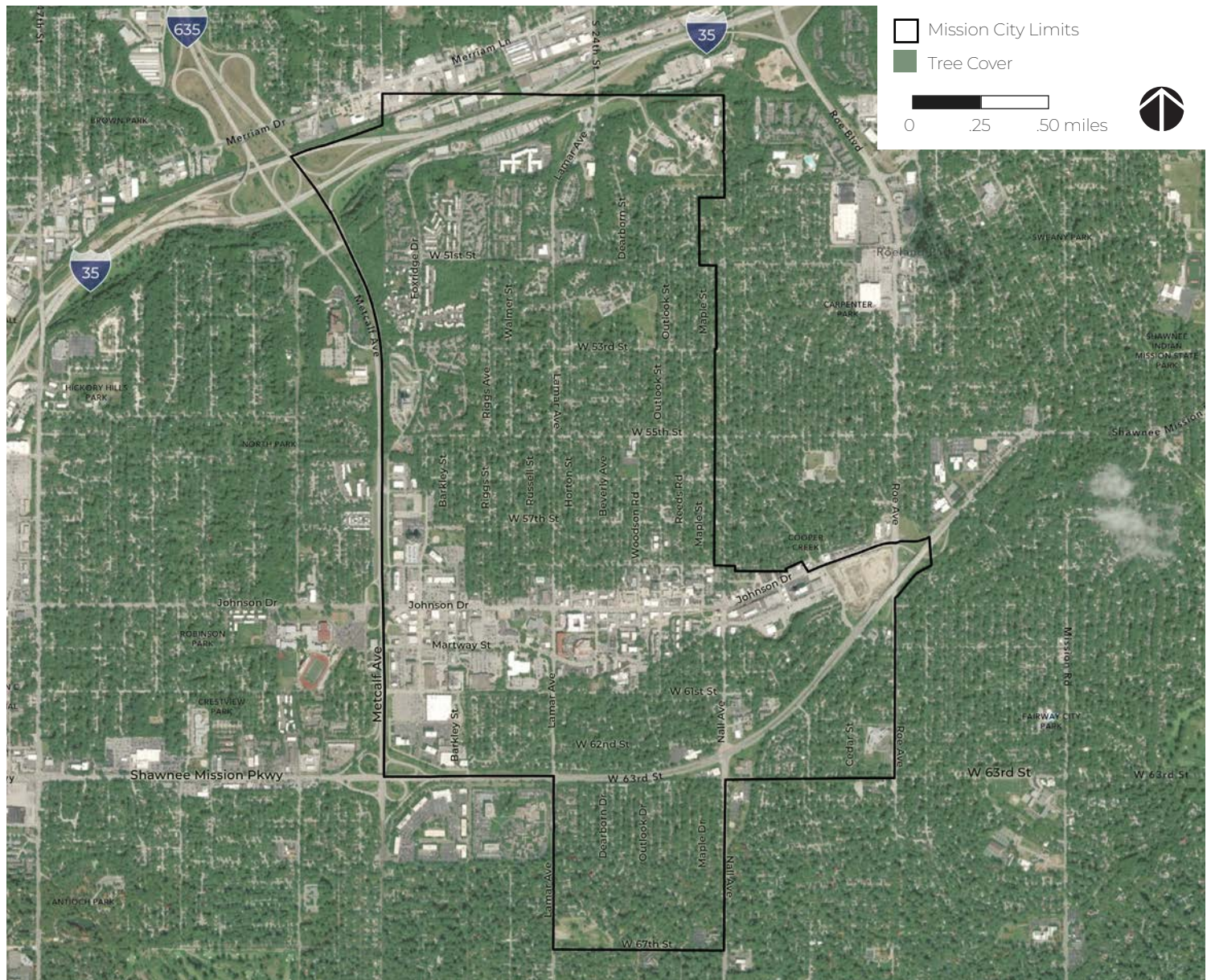


Figure 2.21 - Tree Cover

## **3.0 Market Analysis**

# 3.1 Regional Context

## Mission in the Kansas City Region

The City of Mission is centrally located within the Kansas City metro area, on the northern edge of Johnson County. Its nearest neighbors are Kansas City (KS) to the north, Roeland Park, Fairway, and Prairie Village to the east, and Overland Park to the south and west.

Figure 3.1 shows areas accessible within a 15- and 30-minute drive of Mission. Transportation to and from Mission is facilitated by the interstate network, particularly Interstates 35 and 635, which are immediately adjacent to the city. Downtown Kansas City is located within a 15-minute drive, as are portions of Kansas City, Kansas, Kansas City, Missouri, Overland Park, Lenexa, and Shawnee. A large portion

of the metropolitan area is accessible within a 30-minute drive, including the airport, and most of the municipalities within Johnson, Wyandotte, Platte, and Clay counties. This proximity to jobs, services, and other Kansas City metro area amenities makes Mission a great residential location.

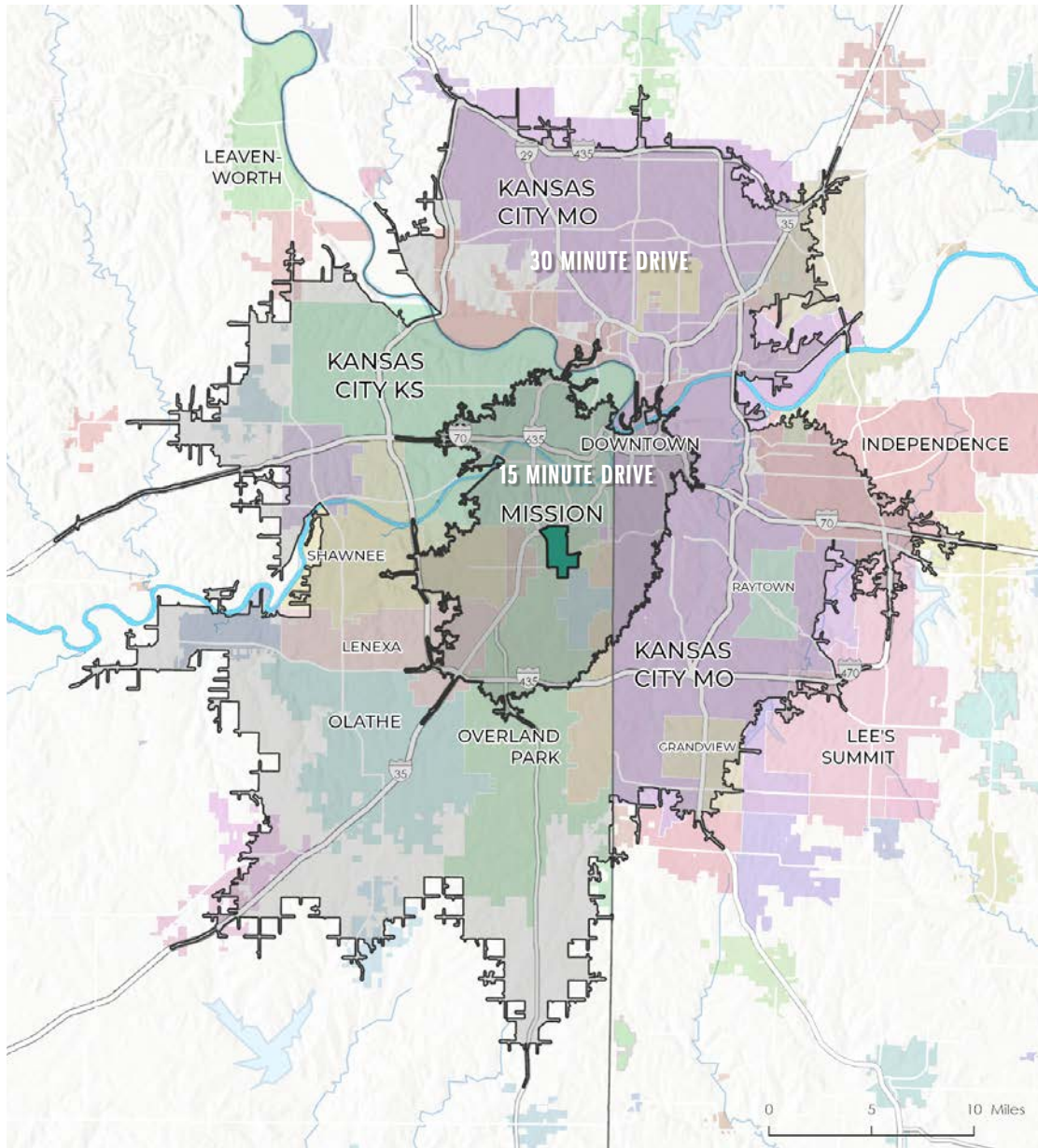


Figure 3.1 - Drive Time Analysis



# 3.2 Market Area

## Mission in the Kansas City Region Cont'd

Figure 3.2 shows the Mission market area, a geographic area used to analyze the supply and demand of different types of real estate, including single family housing, multifamily housing, retail, hospitality, office, and industrial uses.

In the case of Mission, its central and convenient location gives it a wide market area that includes northeast Johnson County and parts of Kansas City, Missouri, and Kansas City, Kansas. Looking at supply and demand indicators within Mission and the surrounding communities can show what types of development are most desirable within this portion of the

Kansas City metropolitan area and give insight into the types of development that would have the highest degree of success in Mission.

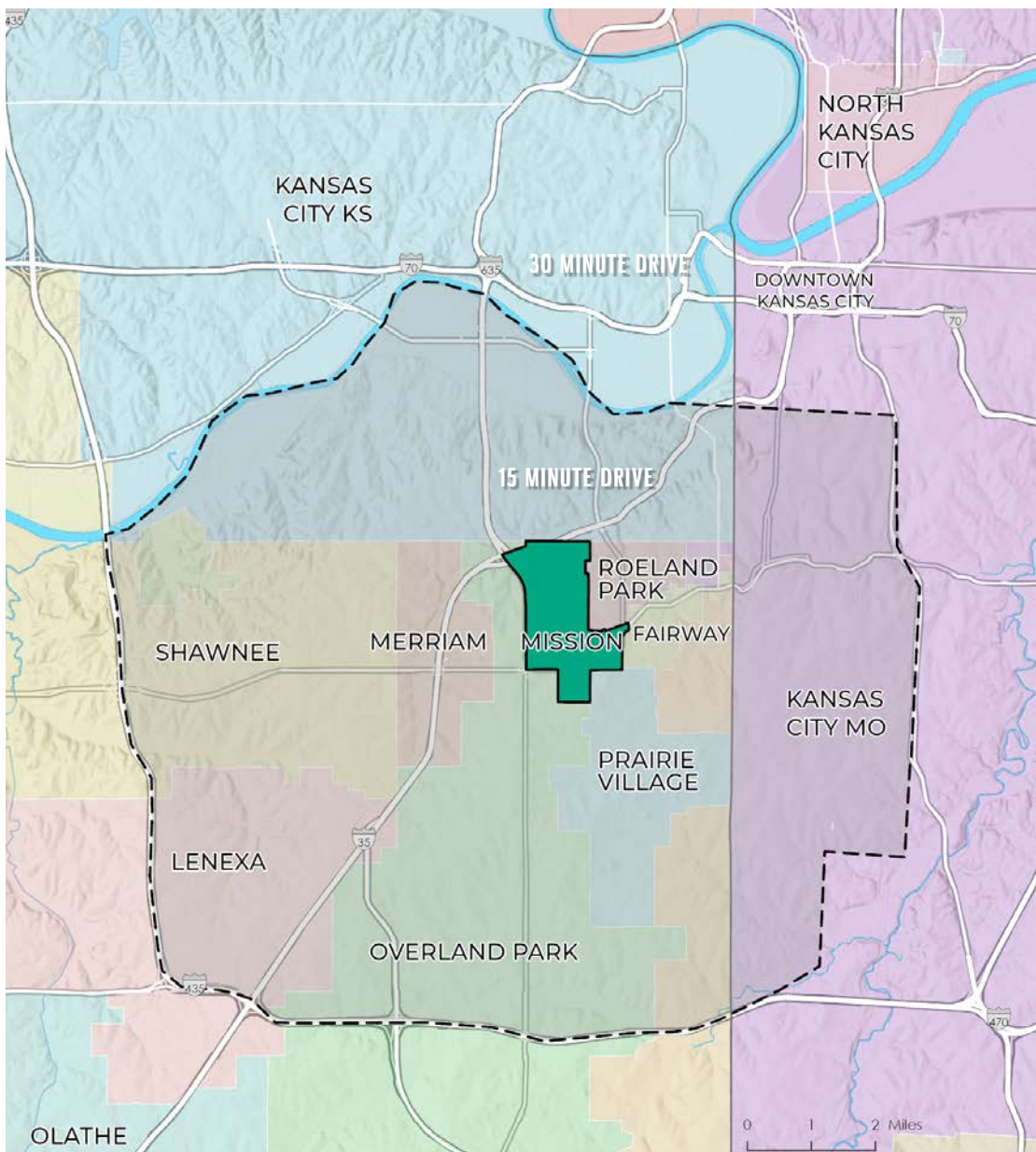


Figure 3.2 - Market Area

# 3.3 Population Overview

## Population and Population Density

Mission was home to nearly 10,000 residents in 2020. The population of Mission and surrounding geographies is shown in Table 3.1

Mission is located in an area of the Kansas City Metro Area that has relatively medium to high population density. Figure 3.3 designates lower densities with lighter shades of blues and greens while high density areas are designated with darker blues. Denser concentrations of population are located to the northeast, within the central core of Kansas City, Missouri, as well as to the north in Kansas City, Kansas. Areas of medium to high population density continue along Johnson County municipalities along I-35, including Merriam, Lenexa, Overland Park, and Leawood.

Approximately 17% of the metro area's population lives within the boundaries of the market area shown to the right. The population of Mission makes up 2.7% of the market area population and one half percent of the metro area's population.

Geography	Population
Mission	9,523
Market Area	370,600
KC Metro Area	2,179,100

Table 3.1 - Residential Parcels and Dwelling Units Breakdown

Source: Esri (2020)

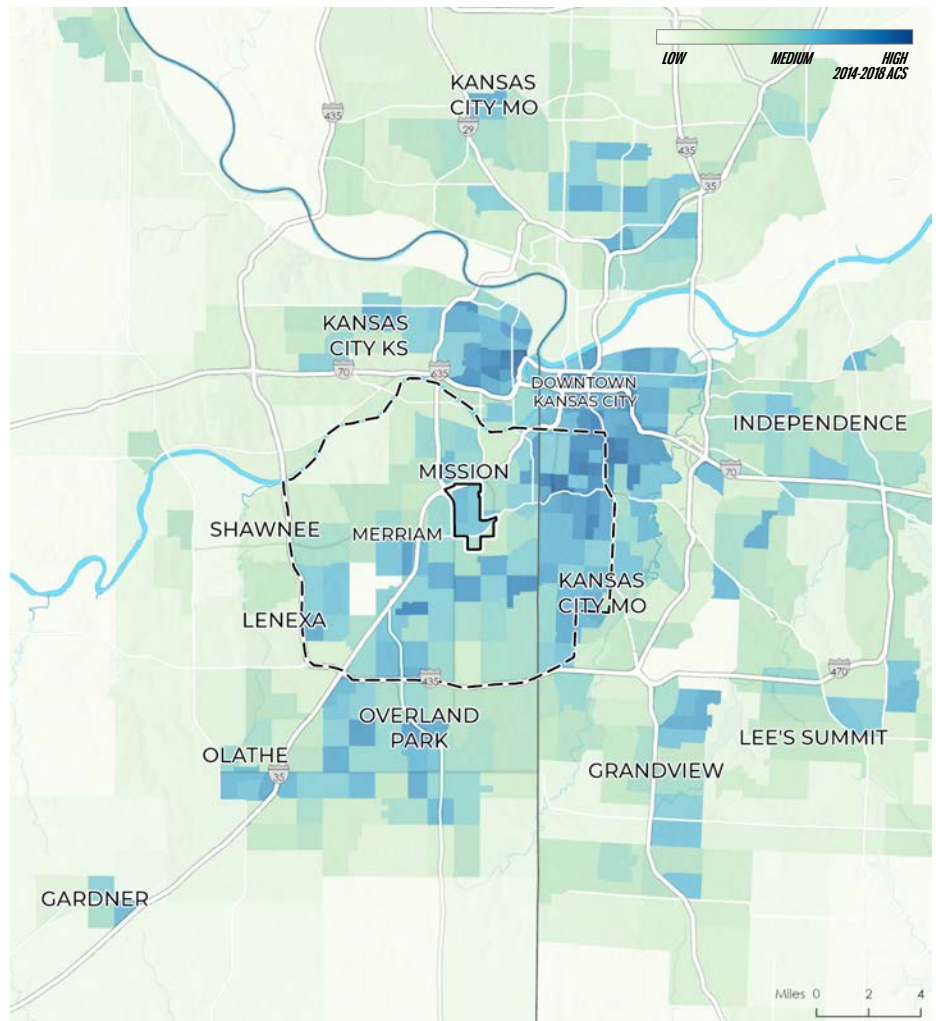


Figure 3.3 - Market Area - Densities

# 3.3 Population Overview

## Population Change

Growth in the Kansas City region is taking place along and immediately outside of the I-435 and I-470 corridors, where sites for new homes are available and transportation facilitates access to employment opportunities. Though Johnson County has traditionally been the center of growth within the region, areas north of the river have added population in recent years.

The peak of Mission's population was in 2000, when the city was home to nearly 10,000 residents. The city lost about 600 residents between 2000 and 2010, but has since added most back, and today has an estimated population of about 9,960 residents.

The market area followed a similar trajectory, losing residents between 2000 and 2010, but gaining back lost population since 2010. The entire metro area has steadily added residents since 2000, and has added almost 182,000 new residents over the past decade.

All three areas – Mission, the market area, and the region – are projected to add new residents over the next five years.

Geography	Population Change 2000 - 2010	Population Change 2010 - 2020	Projected Pop. Change 2020 - 2025
Mission	-0.7%	0.7%	1.6%
Market Area	-0.4%	0.5%	0.8%
KC Metro Area	1.0%	0.9%	0.8%

Table 3.2 - Residential Parcels and Dwelling Units Breakdown

Source: Esri (2020)

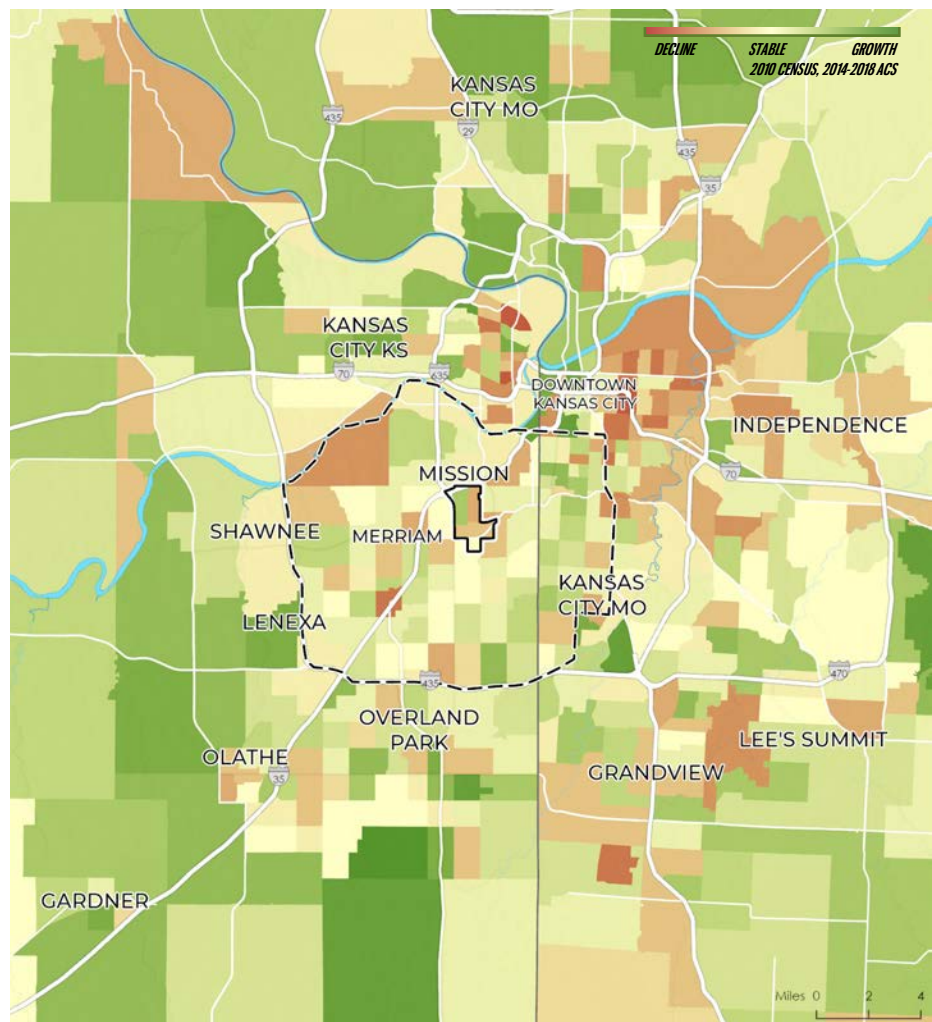


Figure 3.4 - Market Area - Population Decline/Growth

## 3.3 Population Overview

### Migration to the Kansas City Area

Part of the Kansas City metro area's growth is due to immigration from other communities. Migration data is collected each year by the U.S. Census Bureau and provides a snapshot of the communities of origin for new Kansas City residents. The table at the right shows the top ten communities of origin for households that moved to Kansas City between 2013 and 2017. The Asian continent is the greatest source of new residents, followed by a number of Midwestern cities in Kansas and Missouri. There is a mix of larger metro areas, smaller cities, and college towns.

It is also interesting to note that a large number of Kansas City residents move each year, with an average of over 240,000 residents reporting a move in the previous year from one home in the metro area to another.

As Mission grows, it will likely attract a mixture of these two groups. Residents from elsewhere in the Kansas City metro area will make up a large percentage of those looking for housing in Mission, while transplants from other communities will make up a smaller proportion.

Geography	Population
Asian Continent	3,600
Lawrence, Kansas	3,300
St. Louis, Missouri	2,900
Springfield, Missouri	2,500
Topeka, Kansas	2,400
Wichita, Kansas	2,100
Omaha, Nebraska	1,900
St. Joseph	1,900
Columbia, Missouri	1,400
Phoenix, Arizona	1,400
<b>Moved within KC Metro Area</b>	<b>241,700</b>

**Table 3.3** - Top Place of Origin for Households Moving to Kansas City

Source: 2013 - 2017 American Community Survey Metro Area to Metro Area Migration Flows

# 3.4 Households

## Households by Type

Different communities attract different kinds of households based on a number of factors, including location, types of housing available, school district, safety, and public amenities.

Mission has a higher proportion of single-member households and nonfamily households (unmarried partners or roommates) than the market area and the metro area.

Nearly half (47%) of households are made up of one person, compared to 28% in the Kansas City Metro Area. Data from the 2019 American Community Survey (5 Year) estimate that, of these roughly 1,900 households, about 500 are made up of residents age 65 and older.

Family households with children at home make up 18% of households and family households without children at home make up 25% of households,

which is a lower proportion than the market area or metro area.

Looking at households by number of members shows that Mission is home to more smaller households than the market area or metro area. Households with one or two people make up 81% of all households, compared to 70% in the market area and 61% in the metro area.

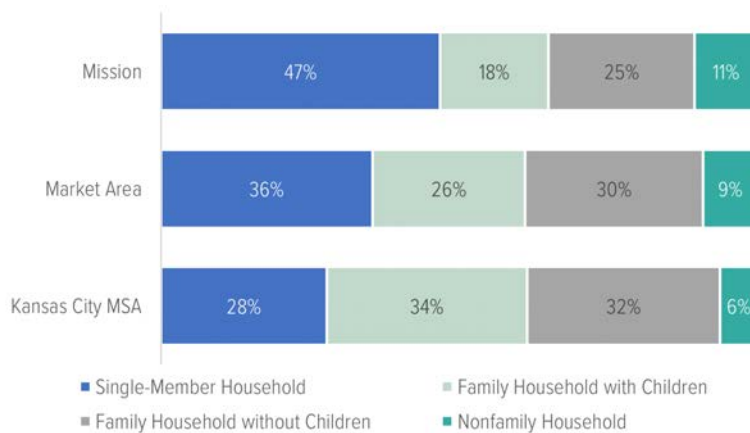


Figure 3.5 - Households by Composition

Source: Esri (2020)

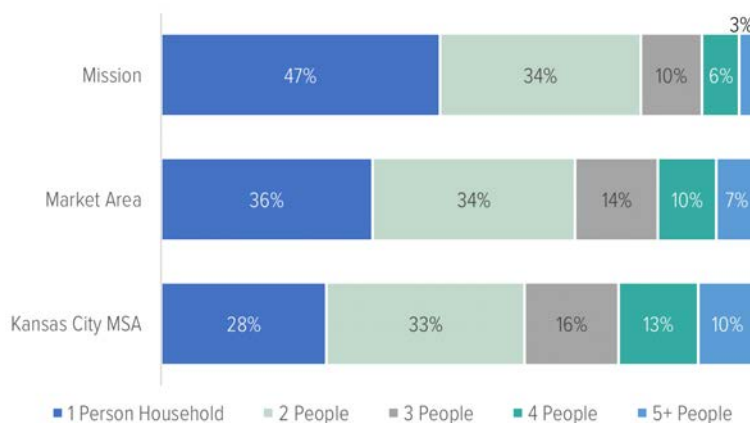


Figure 3.6 - Households by Number of Residents

Source: Esri (2020)

3.0 MARKET ANALYSIS

# 3.5 Employment

## Employment Location and Industries

Residents of Mission work throughout the Kansas City region, but the majority work either in or around Downtown and Midtown Kansas City, along I-35, or along I-435, all of which are major regional employment destinations. The map at right shows employment density by census tract. The lines indicate the top 25 census tracts where residents of Mission work. The majority of commuters travel to the northeast to work in and around Downtown Kansas City or travel south to work in and around Overland Park. Mission is well-located for households working in the region's major employment nodes, particularly two-earner households where members may work in two different communities.

Figure 3.8 shows the share of employees by occupational category. Mission residents are more likely to be employed in white collar occupations (76%) than residents of the market area (72%) or metro area (65%).

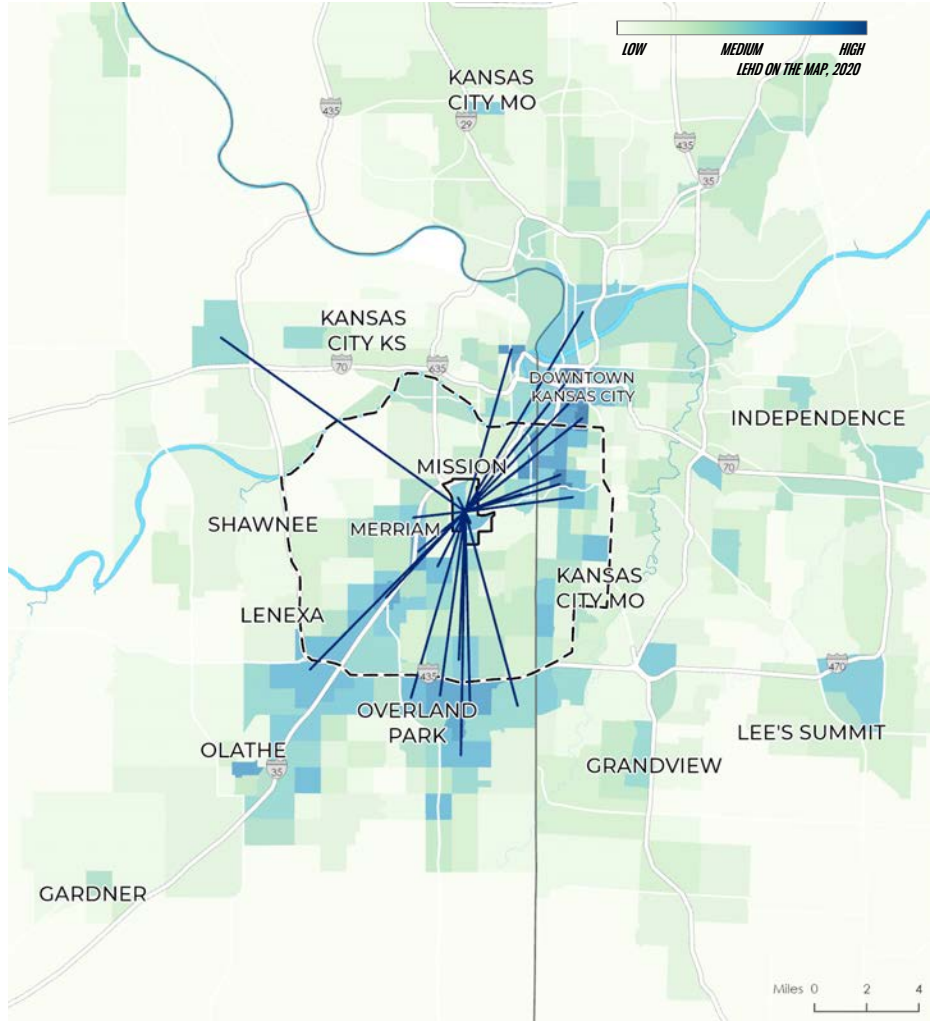


Figure 3.7 - Employment Density and Top Commuting Locations for Mission Residents  
Source: U.S. Census LEHD OnTheMap (2020)



Figure 3.8 - Share of Population by Occupation  
Source: Esri (2020)

# 3.5 Employment

## Workers Commuting to Mission

Similar to residents of Mission, who commute to other communities in the region to work, workers also come to Mission from all over the region. There are nearly 8,900 jobs in Mission, in a mix of sectors that includes professional services, administration, manufacturing, retail, accommodation, and food service.

Top origin cities include Overland Park and Kansas City, Missouri, each of which sends about 1,200 workers (about 14% of all workers) to Mission daily. This is followed by Kansas City, Kansas, that sends nearly 1,000 workers to Mission daily (about 11%). About 280 Mission residents also work within the city (3% of workers). Many of the other top origin communities are located in Johnson County.

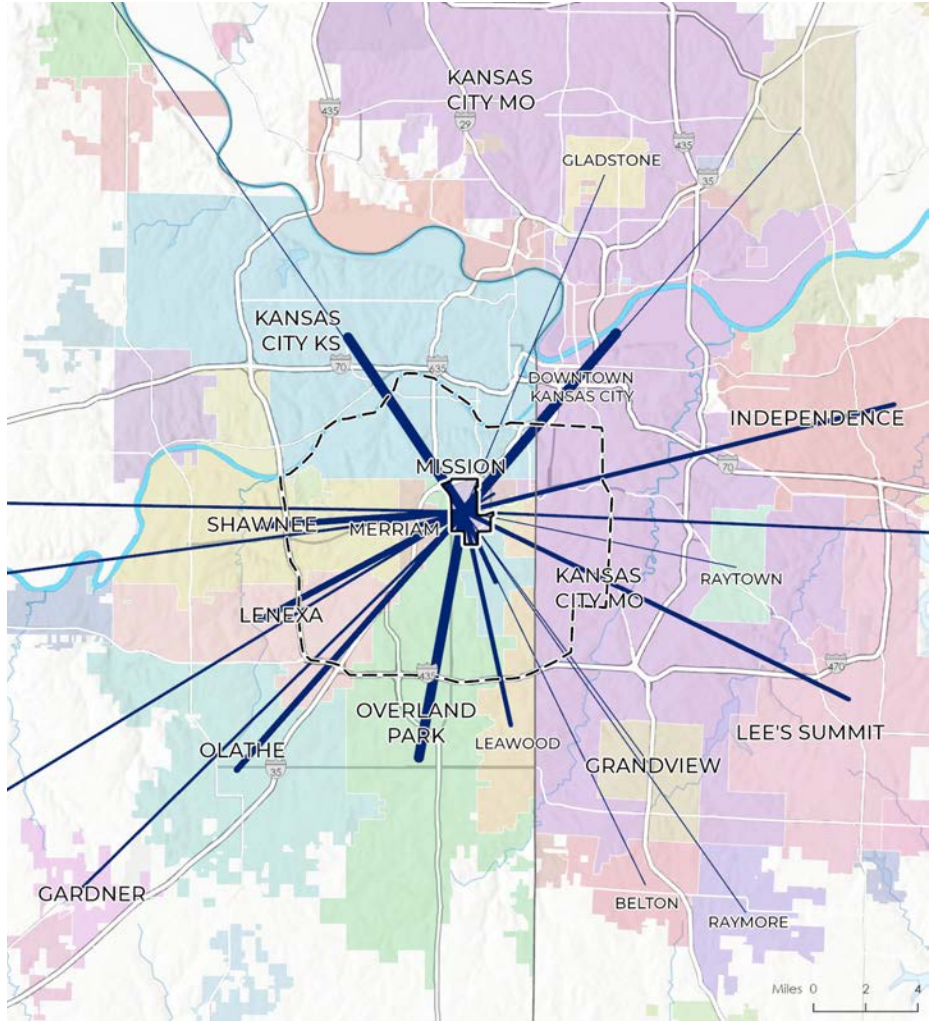


Figure 3.9 - Top Cities of Origin for People Who Work in Mission

Source: U.S. Census LEHD OnTheMap (2021)

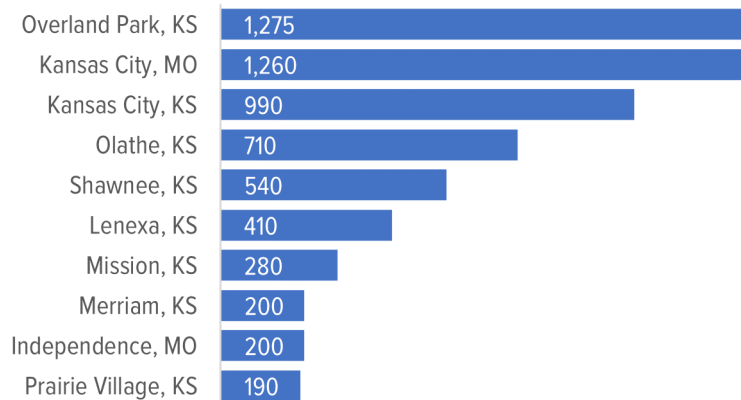


Figure 3.10 - Top 10 Cities of Origin for People Who Work in Mission

Source: U.S. Census LEHD OnTheMap (2021)

3.0 MARKET ANALYSIS

# 3.6 Incomes

## Median Household Income

Median household income throughout the region is shown in Figure 3.11. Mission is largely a middle-income community, with a median household income of \$59,400, compared to \$64,800 in the market area, and \$66,400 in the metro area. Higher income areas are found to the southeast along the state line in Mission hills, Prairie Village, and Leawood. Lower income areas are found to the north in Kansas City, Kansas.

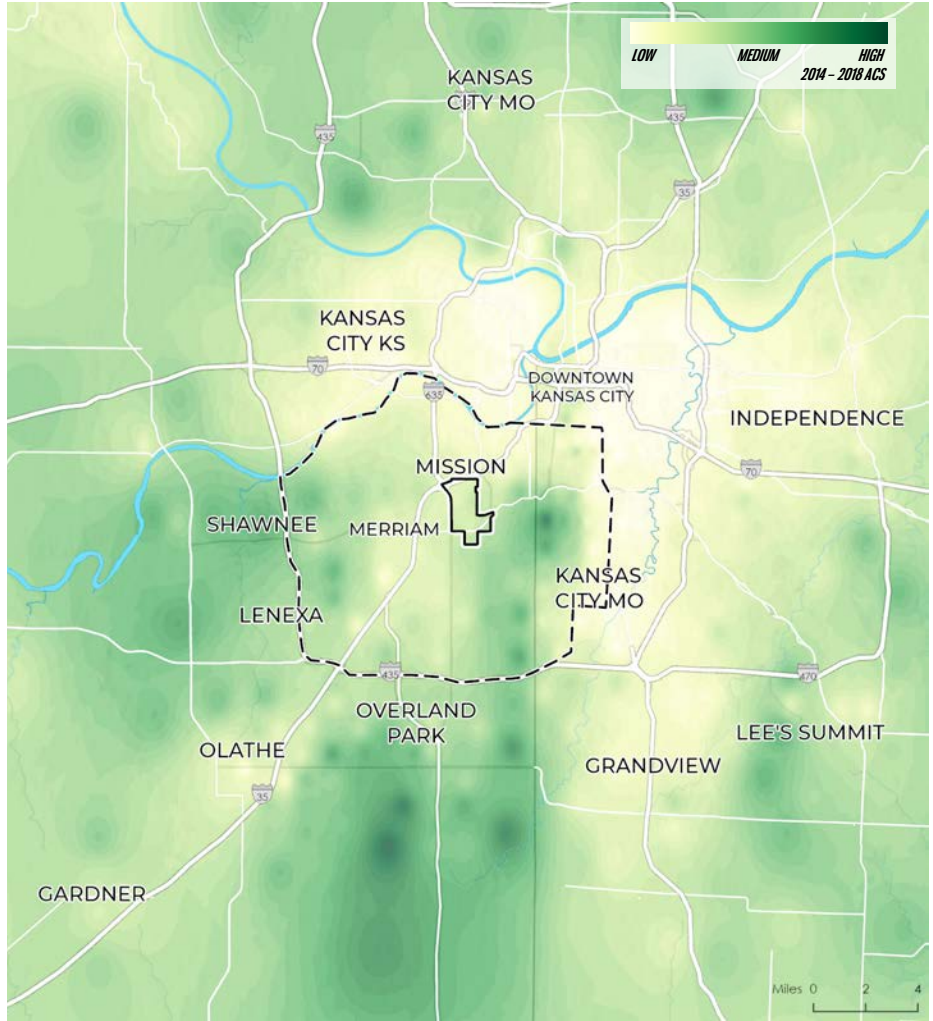


Figure 3.11 - Median Household Income

Source: Esri (2020)



Figure 3.12 - Median Household Income

Source: Esri (2020)



# 3.6 Incomes

## Income Density

Income density multiplies the number of households by average household income in order to understand which parts of the metro area have the most spending power. These areas will be the most likely to attract retail and entertainment tenants due to the amount of disposable income within the community. The areas of the Kansas City metro area with the highest income density are largely located in western and southern Johnson County, while Kansas City, Kansas, and Kansas City, Missouri, have comparatively lower income densities. Mission falls in the middle of these two areas, with a medium amount of income density.

Average consumer spending is lower in Mission (\$42,900) than in the market area (\$48,800) and the metro area (\$51,000).

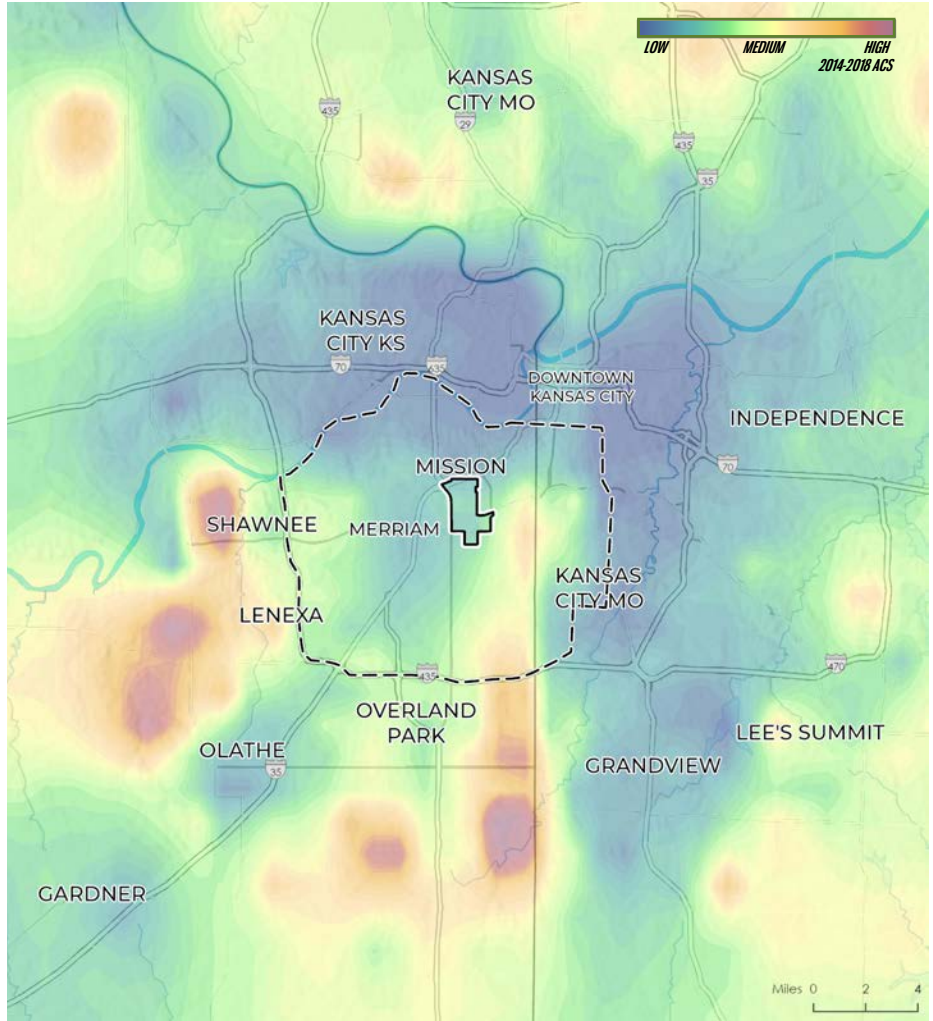


Figure 3.13 - Income Density

Source: 2014 - 2018 American Community Survey

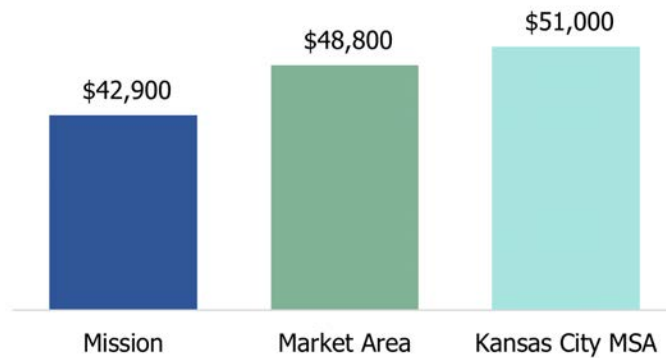


Figure 3.14 - Average Annual Household Spending

Source: Esri 2020

# 3.7 Housing

## Median Housing Values

Figure 3.15 shows median housing value by census tract throughout the Kansas City metro area. The highest housing values in the market area are found along the state line in Johnson County, while lower housing values are found to the north in Kansas City, Kansas.

Median housing values in Mission (\$192,200) are very similar to those of the region (\$196,200), and slightly lower than those in the market area (\$212,000).

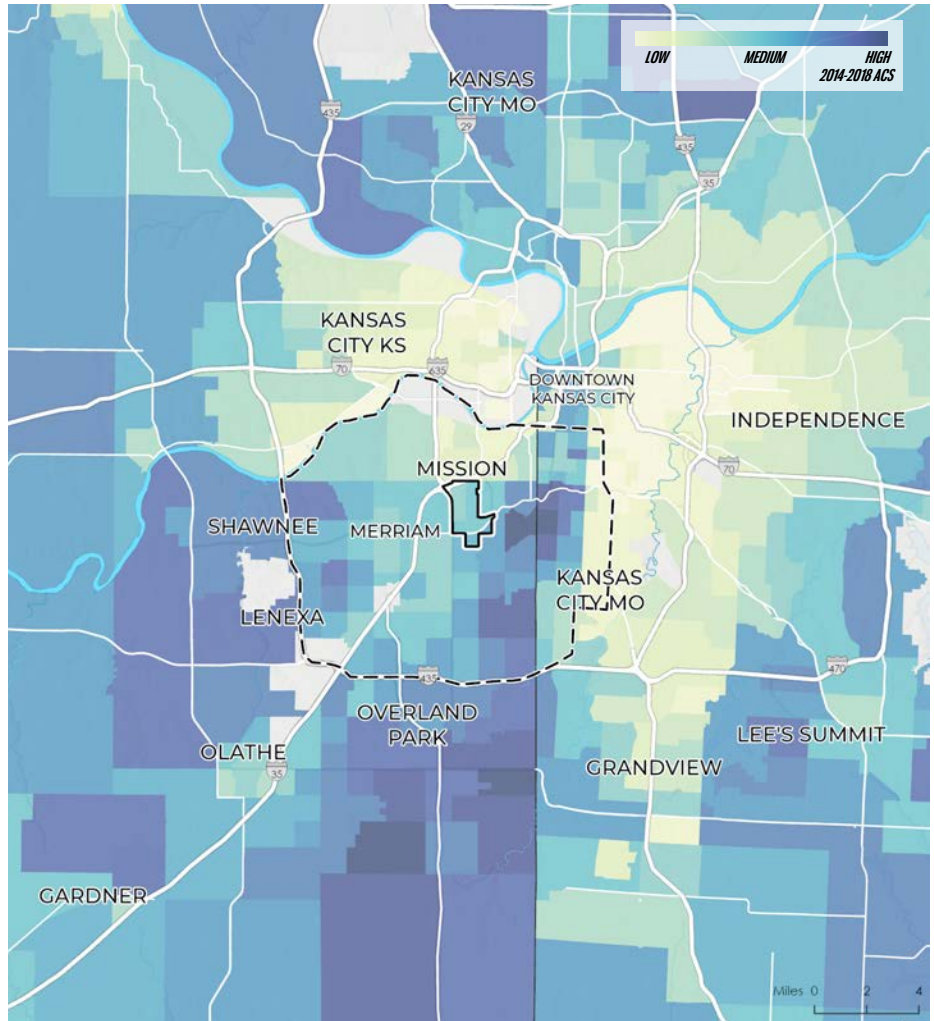


Figure 3.15 - Median Housing Value

Source: 2014 - 2018 American Community Survey

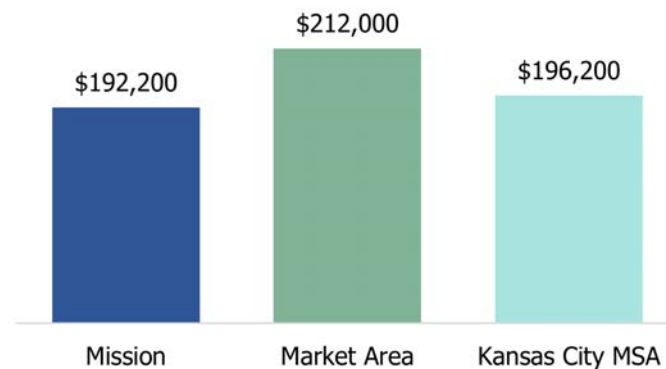


Figure 3.16 - Median Housing Value

Source: 2014 - 2018 American Community Survey

# 3.7 Housing

## Housing Age

Figure 3.17 gives the decade of construction for single family residential buildings in Mission (townhomes, condos, and detached single family). Overall, the busiest era of housing construction in Mission was during the 1950s with a later, smaller peak in the 1980s. There has been relatively little construction since 1990, likely a result of a lack of available sites. The newest construction is found south of Shawnee Mission Parkway and near Lamar Avenue in the southern part of the city.

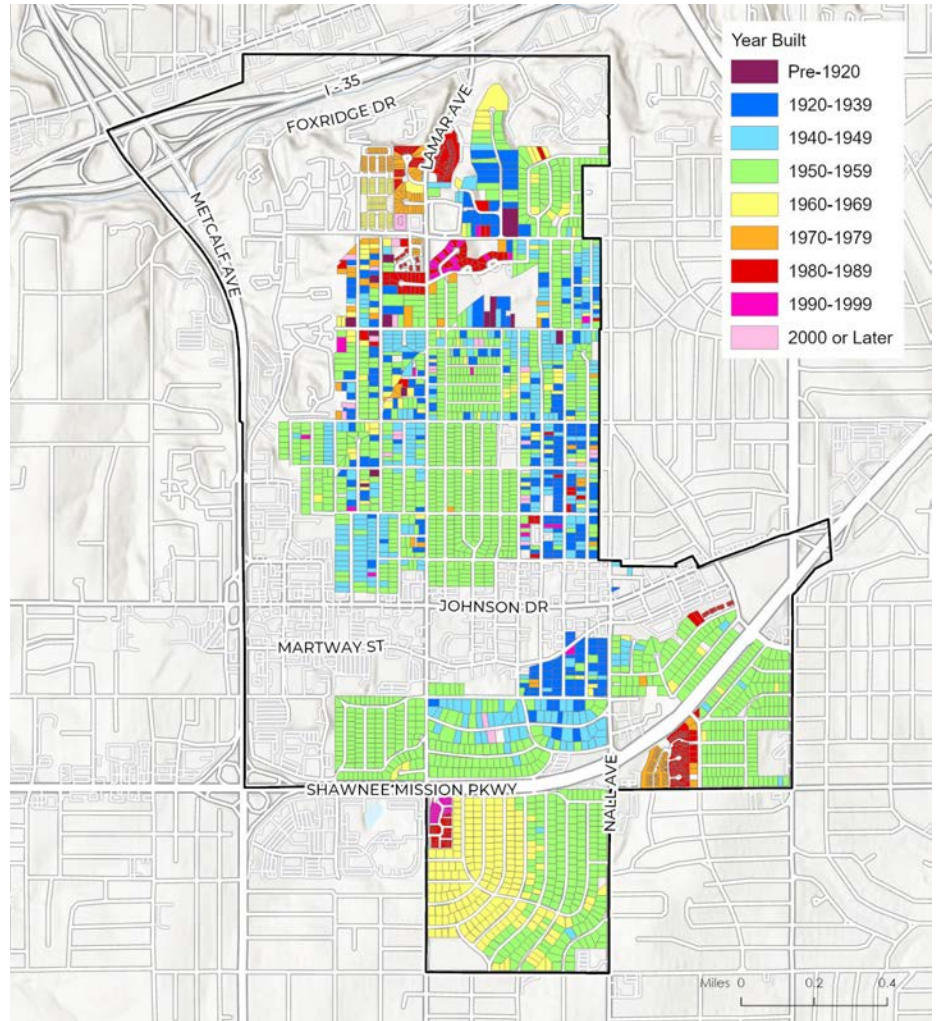


Figure 3.17 - Year of Housing Construction

Source: City of Mission (2020)

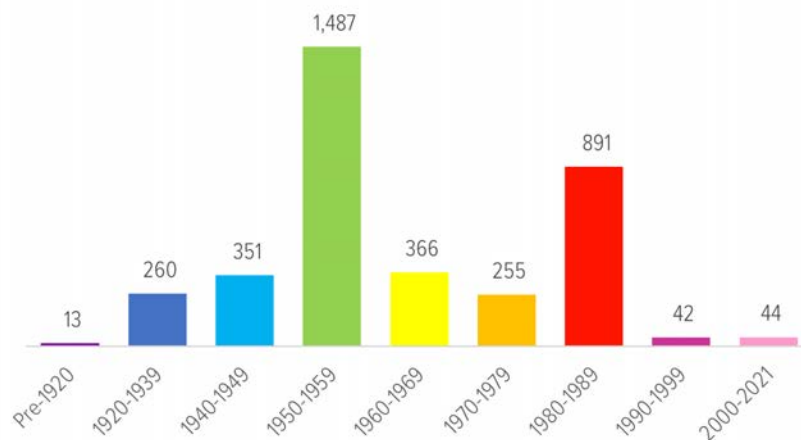


Figure 3.18 - Year of Housing Construction

Source: City of Mission (2020)

3.0 MARKET ANALYSIS

# 3.7 Housing

## Housing by Size

Figure 3.19 shows the size of single family homes (condos, townhomes, and detached single family homes) that were sold in the five years leading up to April 2021. The majority of homes (81%) were between 650 and 2,000 square feet, with the greatest share (31%) in the 1,001 to 1,500 square feet range.

Looking at homes that changed ownership over the past five years, the majority (61%) had three bedrooms. Two-bedroom homes were the second most common, at 19%, followed by four-bedroom homes, which made up 15% of sold homes. Homes with five bedrooms or more made up 5% of sold homes, and one-bedroom homes were the least common, at less than 1%.

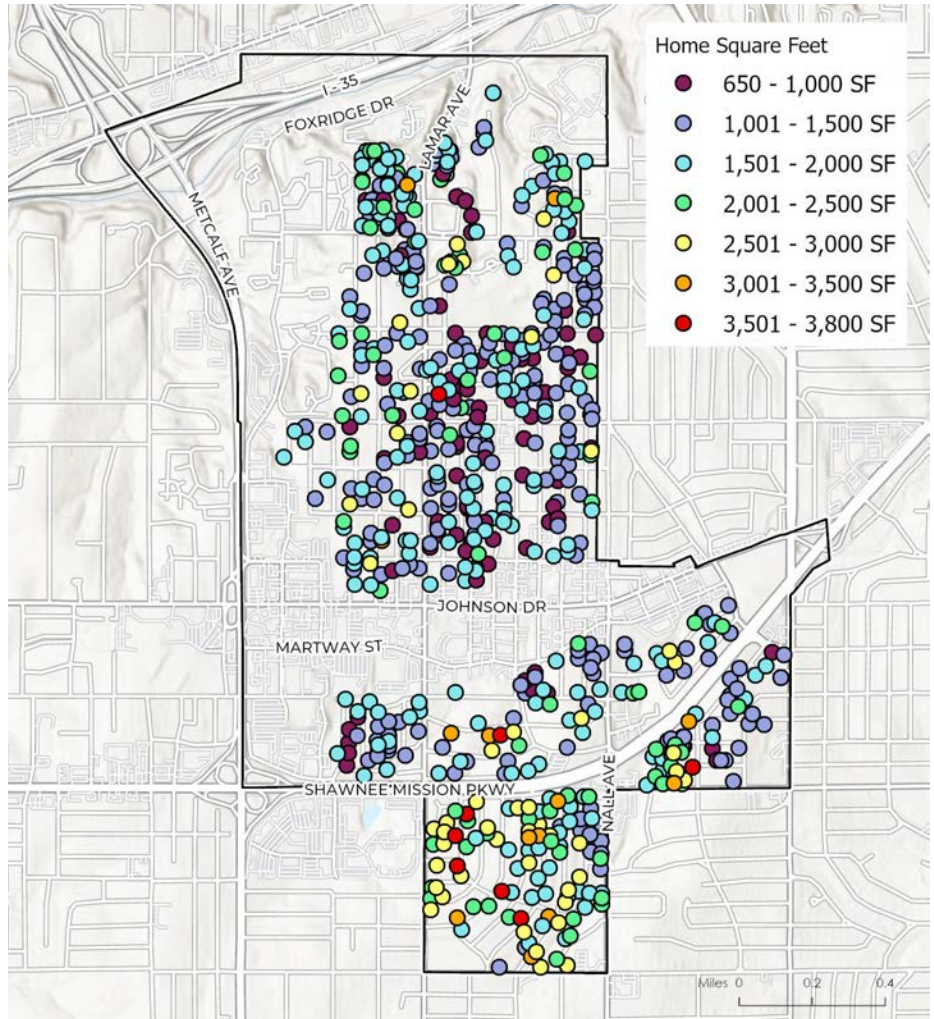


Figure 3.19 - Homes Sold Between 2016 and 2021 by Size (Sq. Ft.)

Source: Redfin (2021)

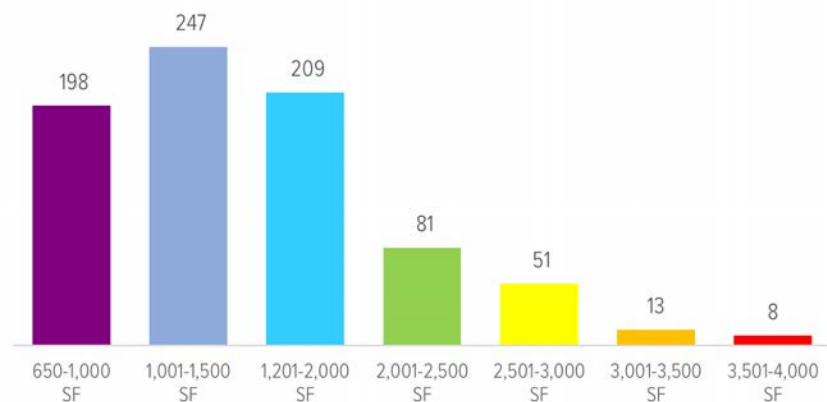


Figure 3.20 - Homes Sold Between 2016 and 2021 by Size (Sq. Ft.)

Source: Redfin (2021)

3.0 MARKET ANALYSIS

# 3.7 Housing

## Regional Single-Family Home Trends

Figure 3.21 shows single family homebuilding activity in and around the market area over the past 20 years. Unsurprisingly, the greatest number of housing units have been developed at the metro area's periphery, where land is available for new construction.

Within the market area, which is largely built out, the majority of new housing over the past twenty years has been infill housing. This trend has been particularly pronounced within Prairie Village, adjacent to Mission, where teardown/rebuild construction has grown more common in recent years. This type of infill construction indicates demand for housing within a particular community and is a positive indicator of a community's attractiveness. In the outer portions of Shawnee, Lenexa, and Olathe, housing construction has occurred in larger, multi-home developments due to the availability of large tracts of buildable land.

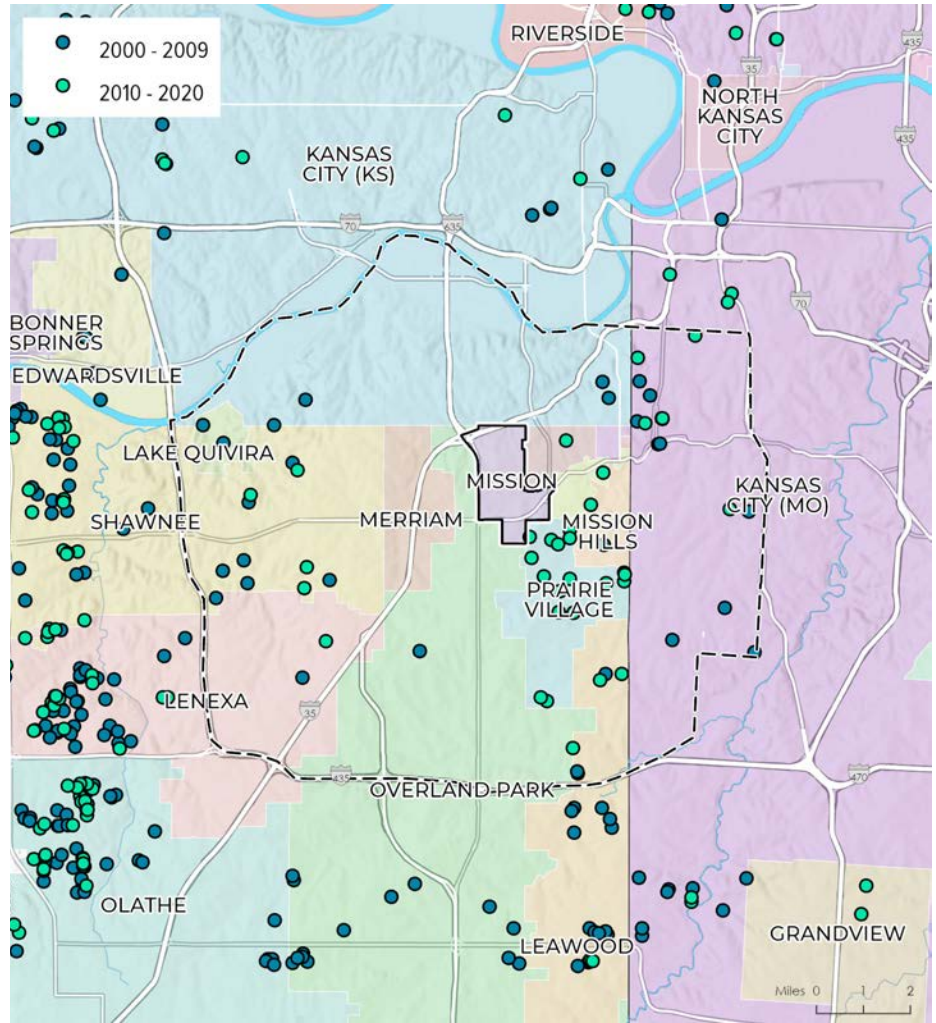


Figure 3.21 - Single-Family Homebuilding Activity In and Around the Market Area

Source: Redfin (2021)

3.0 MARKET ANALYSIS

# 3.7 Housing

## Local Single-Family Housing Values

Figure 3.22 gives a closer look at sales prices for single family homes (detached single family homes, townhomes, and condos) for properties sold in the five year period between April 2016 and April 2021. Over the past five years, there were a total of 807 home sales, representing 22% of all housing units in Mission. Homes in the \$150,000 to \$200,000 range made up the greatest number of sales (308 sales, or 38%), followed closely by homes in the \$200,000 to \$300,000 range (300 sales, or 37%). A smaller number of homes sold for \$300,000 or more. The majority of these homes were located in the Countryside and Milhaven subdivisions south of Shawnee Mission Parkway.

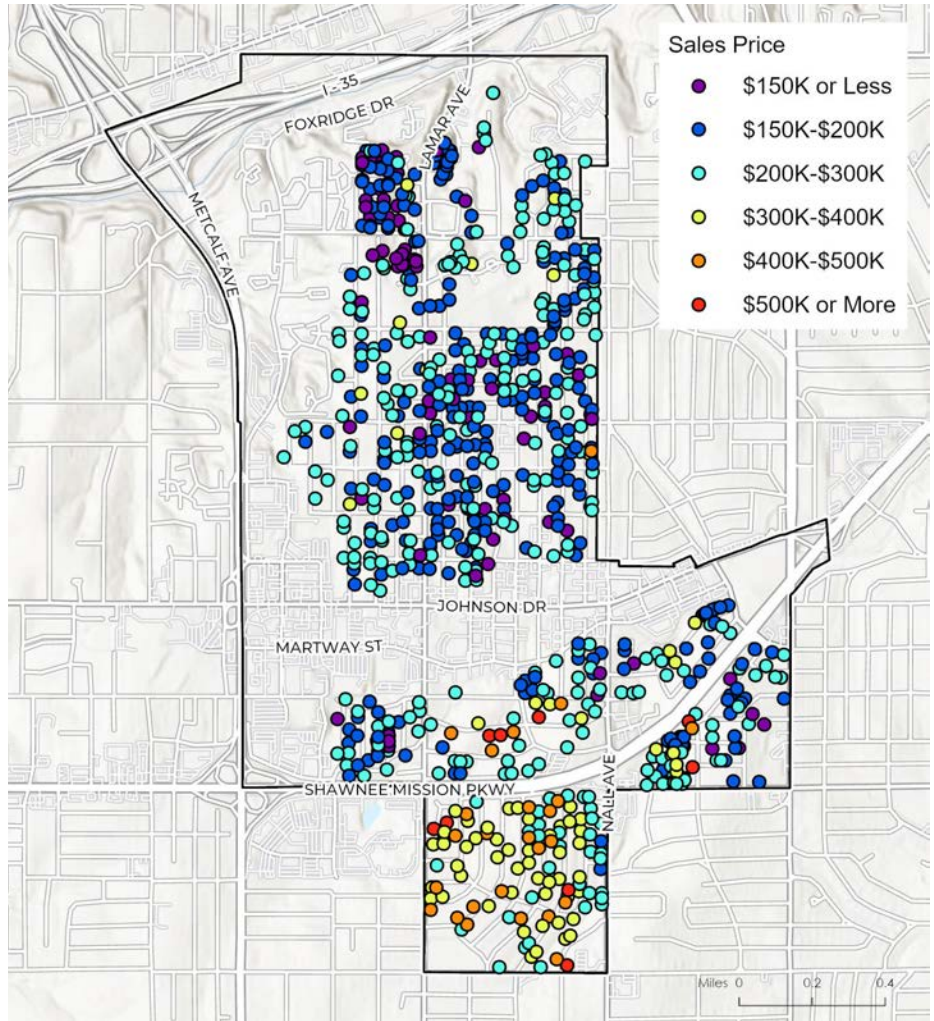


Figure 3.22 - Single-Family Home Sales by Price (April 2016 - April 2021)

Source: Redfin (2021)

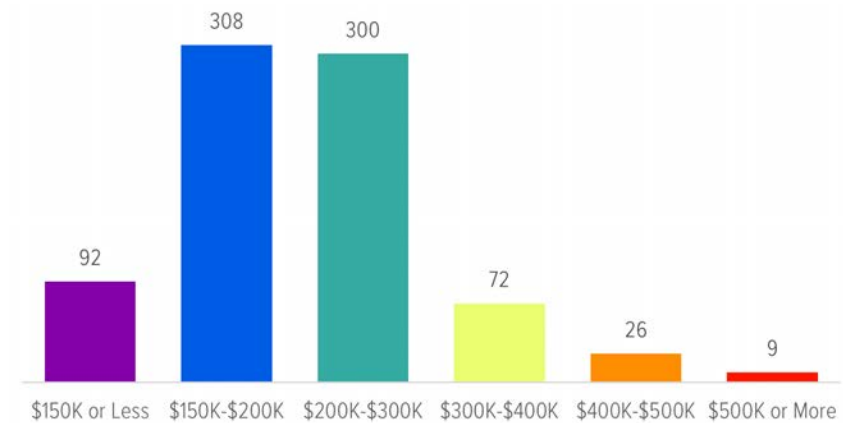


Figure 3.23 - Single-Family Home Sales by Price (April 2016 - April 2021)

Source: Redfin (2021)

3.0 MARKET ANALYSIS

# 3.7 Housing

## Local Single-Family Sales Trends

Home sales data provides an insight into the market value of homes with different characteristics. Figure 3.24 shows the sales price per square foot by decade of construction. There is an interesting correlation between housing age and market value, which forms a V-shape in which the newest homes (built in 2000 or later) and historic/midcentury homes (from the 1960s or earlier) have the highest market value per square foot, while homes built between 1961 and 1990 have lower values per square foot. This pattern has been common throughout the U.S. over the course of the 20th century, where housing tends to be least valued as it approaches the 50 year mark, as these homes are perceived as outdated but not yet unique and worthy of preservation.

Figure 3.25 shows the change in average price per square foot for all single family housing units between 2016 and 2021. Similar to nationwide trends, the price of housing has increased over the past five years. This trend has been particularly pronounced in attractive communities such as Mission, which saw housing prices per square foot increase from \$124 in 2016 to \$188 in 2021. Likewise, the number of home sales has increased. From 2016-2018, there were fewer than 120 sales per year, while in 2019 and 2020, there were more than 160 sales.

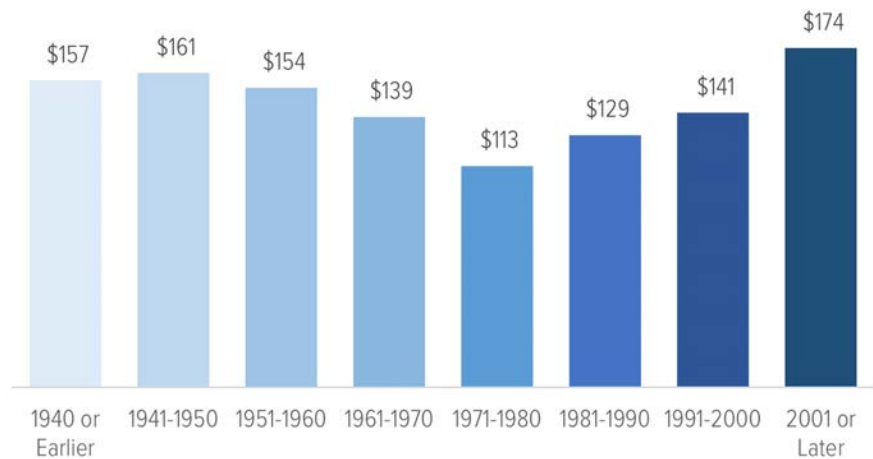


Figure 3.24 - Sales Price per Square Foot by Decade of Construction Single-Family Home Sales Between April 2016 - April 2021

Source: Redfin (2021)



Figure 3.25 - Sales Price per Square Foot by Decade of Construction Single-Family Home Sales Between April 2016 - April 2021

Source: Redfin (2021)

3.0 MARKET ANALYSIS

# 3.7 Housing

## National Single-Family Residential Trends

### Home size is slowly trending downward.

The average size of single family housing has decreased after a long period of increase beginning in the 1980s. In 2020, new single-family homes had a median floor area of about 2,260 sq. ft., down from a peak of about 2,470 sq. ft. in 2015. Median lot size has also shown a downward trend in recent years. The median single family lot measured about 7,820 sq. ft. in 2019, down from a high of 10,000 sq. ft. in 1990 and 10,125 sq. ft. in 1976. Particularly in suburban areas, preferences are shifting from a large house on a large lot to a large (but slightly smaller) home with less outdoor space.

### Home preferences are shifting due to the COVID-19 pandemic.

Due to the effects of the COVID-19 pandemic, Americans are spending more time at home than usual. While many people worked and entertained themselves outside of the home pre-pandemic, the suspension of public gatherings and activities mean that work and entertainment are now taking place at home to a greater degree.

If these trends toward spending more time at home persist, due to increased remote work, for example, it is possible that housing preference may shift as a result. First, there could be greater demand for home office space, as well as demand for more indoor and outdoor recreational space, particularly for households with children. This could cause families to seek out larger homes. Second, for households that no

longer need to commute, there could be greater demand for housing at longer distances from the workplace, including suburban, exurban, and rural housing, internet connectivity permitting. For people who moved during COVID-19, lower cost of living, greater quality of life, and proximity to family or recreational opportunities played an important role in choosing where to move.

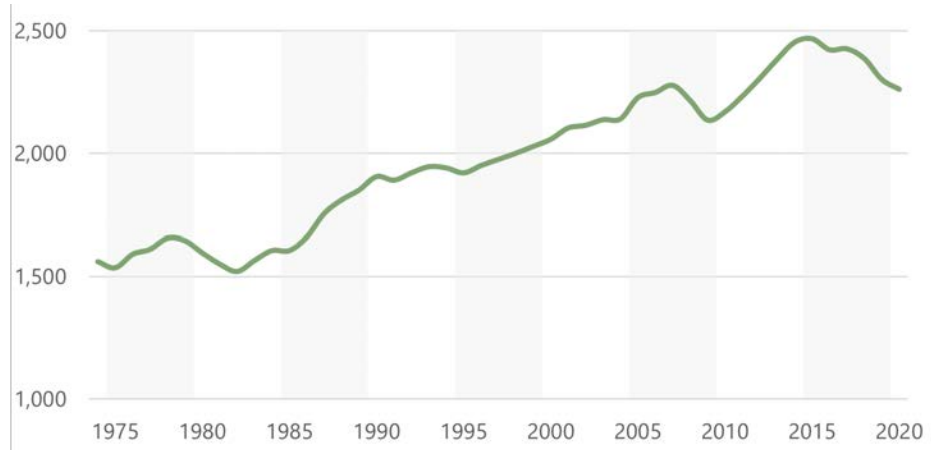


Figure 3.26 - Median Square Feet of New Single-Family Housing Units

Source: U.S. Census (2021)



Figure 3.27 - Median Square Feet of New Single-Family Housing Units

Source: U.S. Census (2021)



# 3.7 Housing

## National Single-Family Residential Trends

### Home prices are increasing due to supply constraints.

Another major trend in single-family residential housing is a national housing shortage. As shown in Figure 3.28, this trend originated beginning with the Great Recession of 2007-2009, when building activity slowed down dramatically. It continued to decrease until 2011, before slowly increasing, but has not yet reached pre-recession levels. In 2020, the number of completed housing units was 65% of that in 2006.

At the same time, population growth continued in the U.S. in a largely linear fashion, meaning that demand for housing grew during the same period. Other factors leading to an increase in housing prices include increases in construction labor cost due to worker scarcity (another effect of the Great Recession), increases in the cost of materials, particularly lumber, as well as low mortgage interest rates. As a result, housing prices have grown more quickly than per capita personal income and the consumer price index, one measure of inflation. These values, indexed to 2000, are shown in Figure 3.29.

### What Mission can do.

Because of this convergence of factors, housing affordability is becoming more of an issue, particularly for lower-income households with fewer resources. Cities can address this housing shortage in various ways, including permitting a greater number of units, a greater density of units, or expediting the permitting process to bring units to market more quickly. Because Mission offers high quality of life, any new housing units built within Mission are likely to be sold or rented quickly.

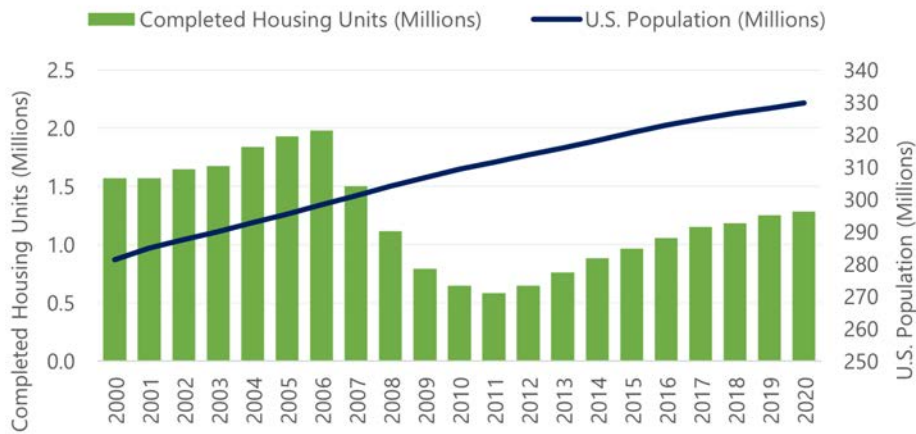


Figure 3.28 - Completed Housing Units by Year (2000 - 2020)

Source: U.S. Census (2021)

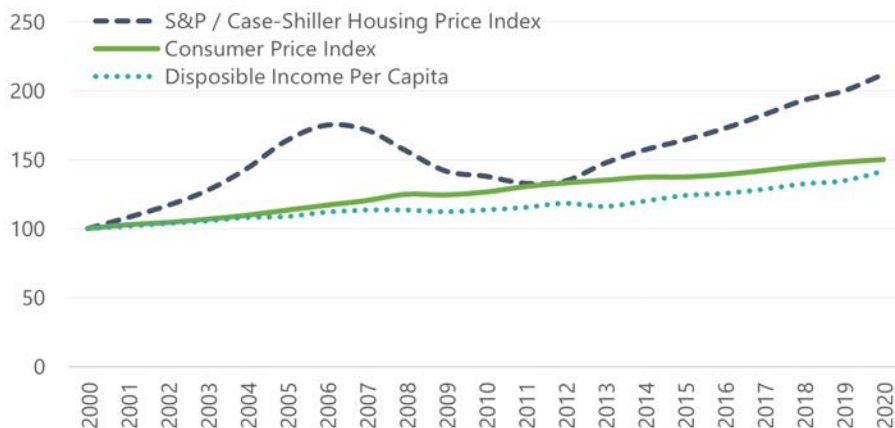


Figure 3.29 - Housing Prices Compared to Disposable Income and Inflation

Source: Federal Reserve Bank of St. Louis (2021)

# 3.7 Housing

## Multi-Family Housing

Figure 3.30 shows multifamily housing construction since 2000. Major multifamily growth areas include downtown and midtown Kansas City, in Lenexa along I-435, and along West 135th Street in south Johnson County.

Within Mission, recent multifamily construction includes The Locale (2020, 201 luxury units plus ground floor retail and restaurant space), The Welstone at Mission Crossing (2016, 100 senior units), and Mission Square (2010, 55 senior units).

Figure 3.31 shows the percent of housing units that are owner-occupied, renter-occupied (apartments or single-family homes), or vacant. Of the three geographies, Mission has the highest percentage of renter-occupied units, accounting for almost half of all housing units.

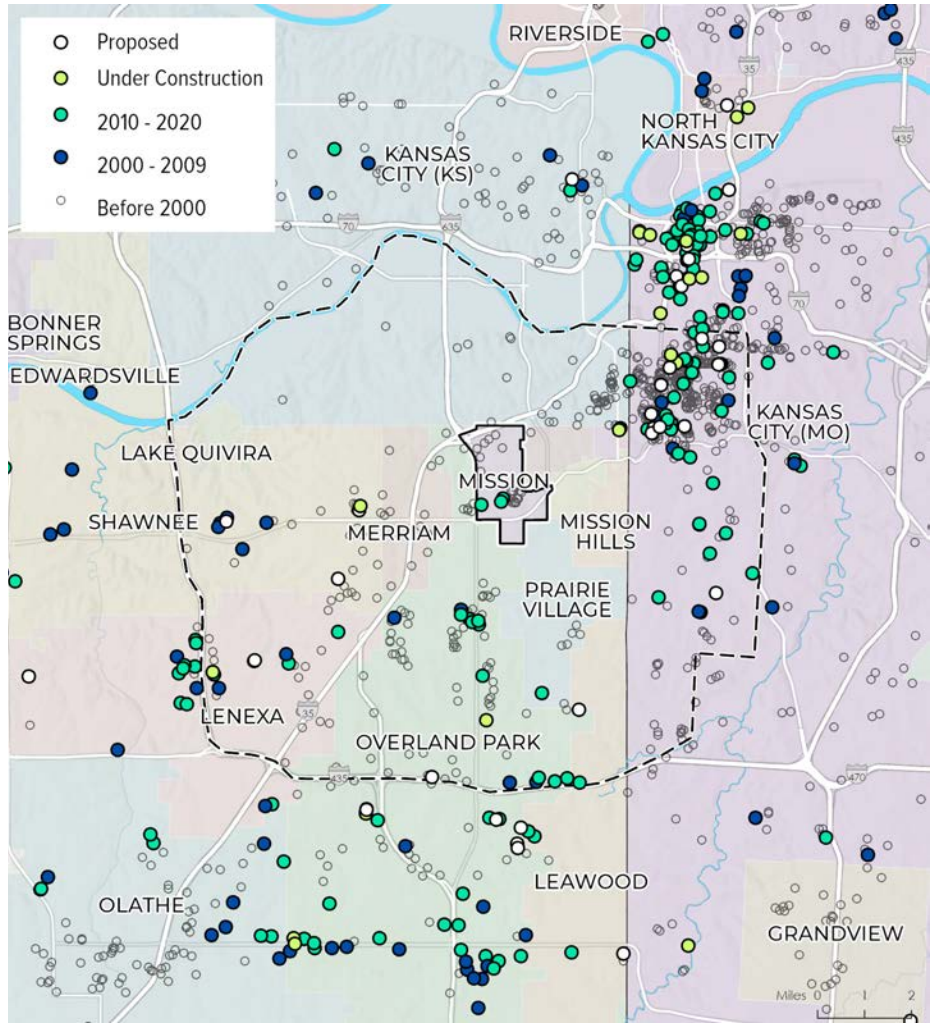


Figure 3.30 - Multi-Family Development In and Around the Market Area

Source: Costar (2020)

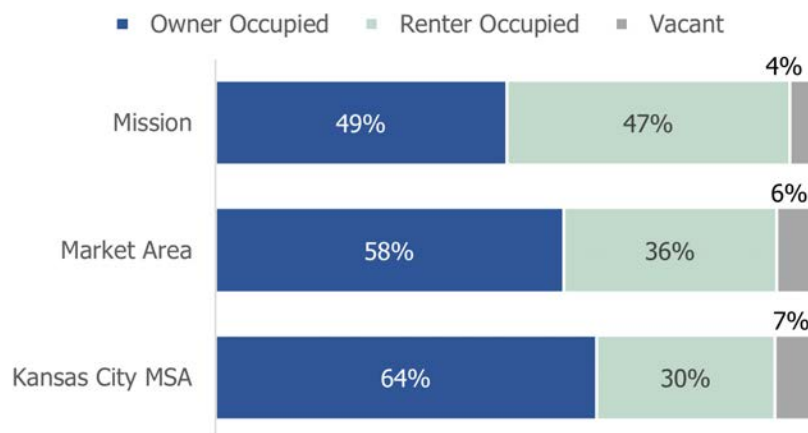


Figure 3.31 - Share of Housing Units by Tenancy

Source: Esri (2020)

# 3.7 Housing

## Multi-Family Residential Trends

### Units are decreasing in size.

The average size of a multifamily unit has decreased after a long period of increase beginning in the 1980s. In 2019, new multifamily units had a median floor area of about 1,075 square feet, down from a high of about 1,200 in 2007.

### The number of renters is growing more quickly than homeowners.

Many cities have experienced significant gains in renting over recent years while adding fewer homeowners than before. The chart at bottom right shows growth in the number of units by type in Mission and in the Kansas City Metro Area overall. Since 2000, the number of housing units has increased by 22% in the metro area and by 3% locally in Mission; however, owner-occupied units have increased at a slower rate in the metro area (16%) and decreased in Mission (-2%). Conversely, renter-occupied households increased by 34% in the metro area and 8% in Mission. It is important to note that the renter population includes both households that rent space within apartment buildings and those that rent single family housing.

### Growing demand for suburban apartments.

In recent decades, there has also been growing interest in multifamily housing in suburban communities, as well as a diversification of the renting population, which includes renters of all ages, incomes, and life stages.

### Apartments are competing based on amenities.

There has been an increase in highly amenitized and luxury multifamily housing, with upscale finishes and features such as pools, gym facilities, and clubhouses. While the use of these shared spaces is temporarily paused, it is expected that new upscale multifamily developments will continue to include these types of features to make them more attractive to future tenants.

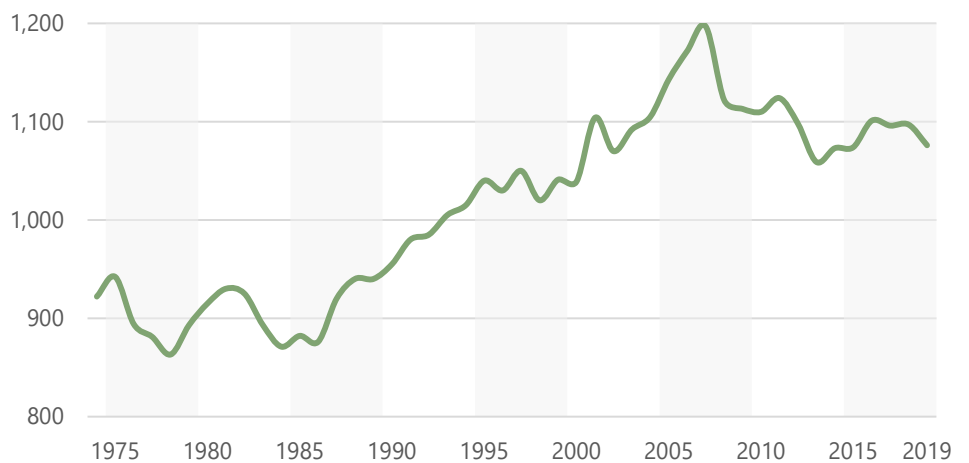


Figure 3.32 - Median Square Feet of New Multi-Family Housing Units

Source: U.S. Census (2020)

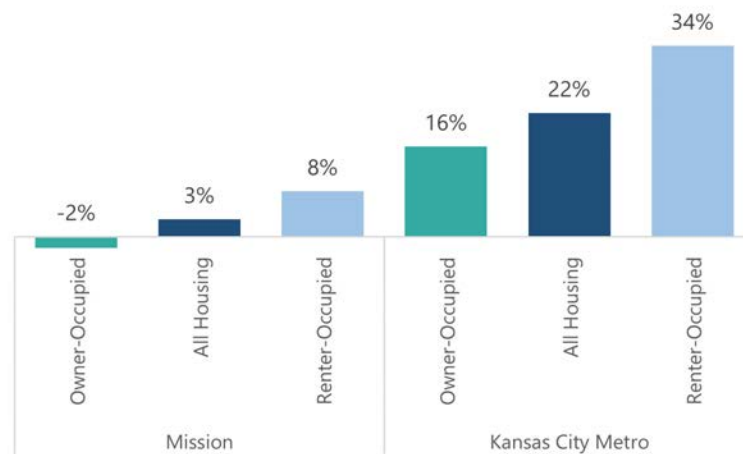


Figure 3.33 - Change in the Number of Housing Units by Type in Mission and the Kansas City Metro Area (2000 - 2020)

Source: Esri (2020)

3.0 MARKET ANALYSIS

# 3.7 Housing

## Housing Demand Projections

Historic population growth and population projections from the Center for Economic Development and Business Research were used to estimate future demand for housing units within Mission, the market area, and Johnson County.

Figure 3.34 shows the projected population for each geography. One clear pattern is that population is expected to grow in Johnson County at a much more rapid rate than in the market area (which encompasses small portions of Wyandotte and Jackson counties) or Mission. This is understandable, given that the market area has been built out for some decades, while Johnson County contains much more land that can accommodate new housing, and therefore, new residents. For this reason, the population of the market area and Mission is expected to remain stable, with new residents added through infill projects and multifamily projects.

Overall, the market area will see demand for about 130 units annually over the next 20 years based on population growth. The location of this population growth will depend on where it can be accommodated, for example, where it is possible to replace lower density homes with higher density single family homes, such as townhomes or larger homes on existing lots that can better accommodate families. Adding multifamily buildings, such as condos or apartments, through adaptive reuse of older buildings or available sites, is also another option. Adding one or two apartment buildings within the market area per year can create 130 housing units.

Given Mission's attractiveness as a community, growth in the metro area's population, and housing market pressures, any type of new housing (single or multifamily) added within Mission is likely to be met with strong demand.



Figure 3.34 - Population Projections and Estimates (2000 - 2040)  
Source: U.S. Center for Economic Development and Business Research, LCG (2021)

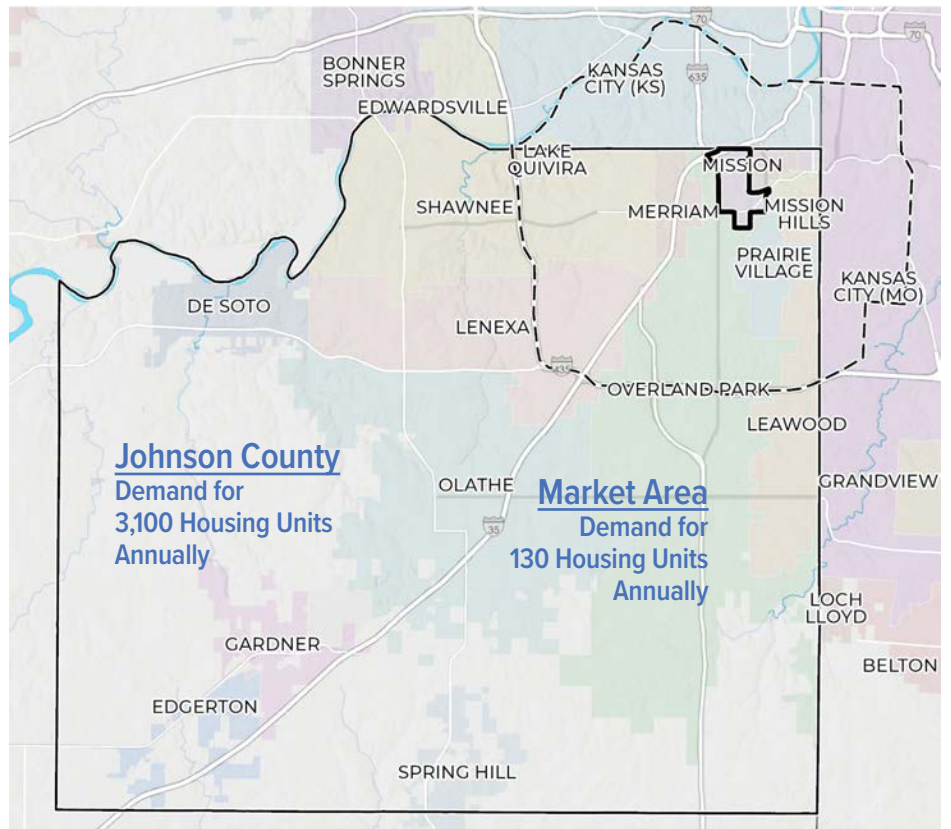


Figure 3.35 - Projected Housing Demand (2020 - 2040)  
Source: Esri (2020)

# 3.8 Commercial Development

## Local Commercial Development Overview

Figure 3.36 shows the distribution of commercial land uses within Mission. Markers with dark borders were developed since 2000, while lighter borders are properties developed before 2000.

Commercial land use within Mission is mostly clustered along Johnson Drive, and is characterized by a mix of independent and franchise retailers in one story buildings. Toward the east, retail and office tenants occupy midcentury Main Street style buildings, while toward the west, there are more freestanding retailers and construction is more contemporary. There is a healthy mix of tenants, including a supermarket, general merchandise, restaurants, beauty services, auto services, and fitness facilities, which allows Mission residents to meet many of their shopping needs within a short distance of their home.

In addition to employment at the city's retail establishments, Mission's offices provide local employment opportunities for residents. The University of Kansas Hospital Medical Records Department, ScriptPro, and Vin Solutions provide office-based employment, while public-sector employers include the Department of Motor Vehicles and the US Postal Service.

The Mission Gateway project at the eastern edge of Johnson Drive is a planned mixed-use development that incorporates new multifamily, retail, and hotel development along with regional destinations such as a Cinergy movie theater and a food hall. However, the development has been stalled indefinitely due to the COVID-19 pandemic, and the future of the site is currently unclear (May 2021).

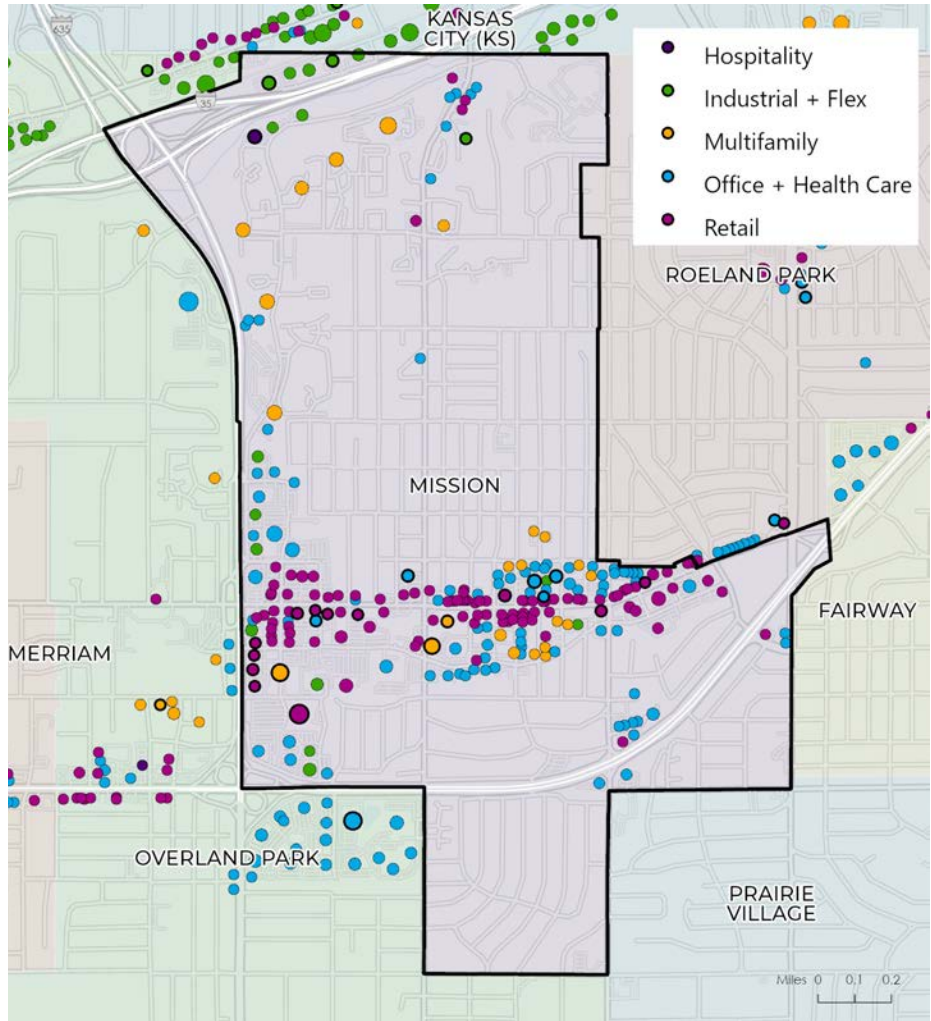


Figure 3.36 - Commercial Properties

Source: Costar (2020)

# 3.8 Commercial Development

## Retail Development

Retail development tends to be less concentrated than other land uses. Neighborhood and everyday retailers tend to develop alongside residential neighborhoods in standalone buildings and smaller shopping centers and serve the local population. These businesses provide daily needs goods and services for residents, who tend to shop at the locations that are most convenient to where they live. Regional retailers, such as big box stores, cluster in larger shopping centers and serve a larger-sized market. In recent years, retail development has occurred throughout Johnson County, most notably along West 135th Street, along other main roads, and within planned mixed-use developments such as Lenexa City Center.

Within Mission, retail construction in the past 20 years includes Cornerstone Commons (2015), Culver's (2012), Chick-Fil-A (2012), and Target (2002).

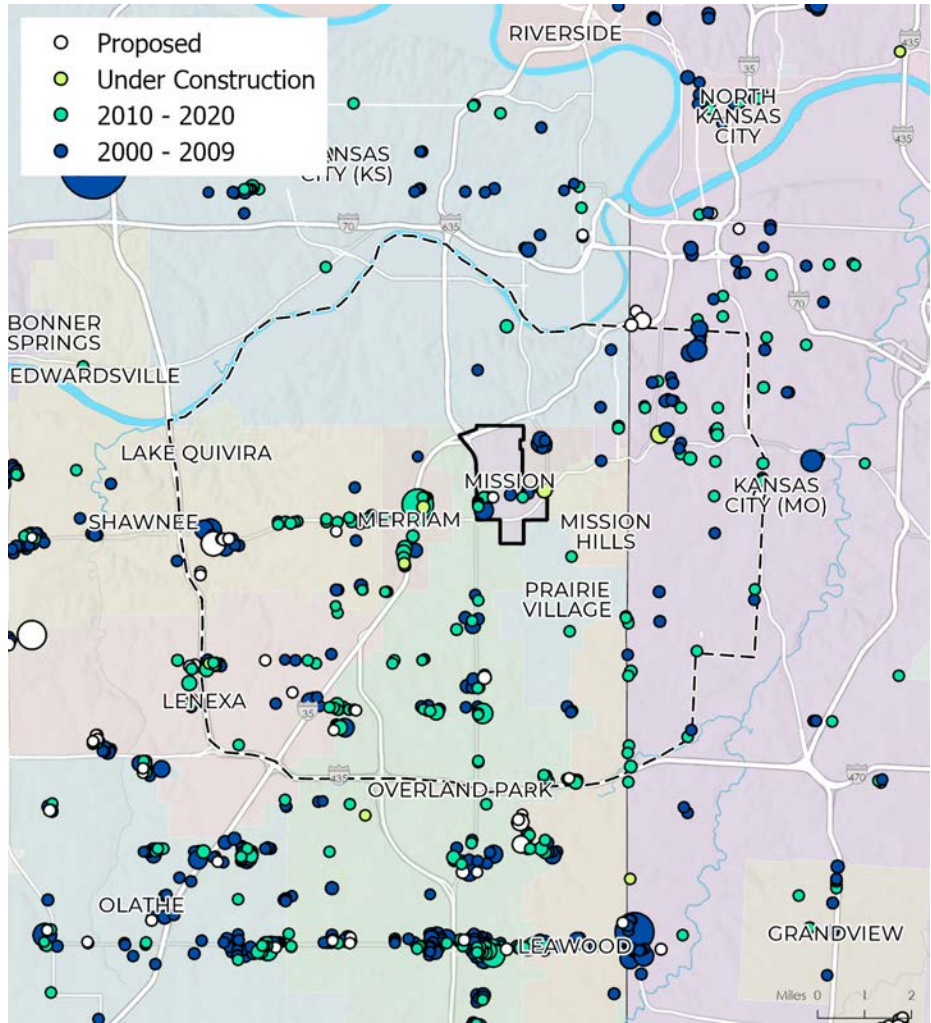


Figure 3.37 - Retail Development In and Around the Market Area

Source: Costar (2020)

# 3.8 Commercial Development

## Retail and Restaurant Space Trends

Retail and consumer preference are continually evolving, with a number of trends emerging in recent years. The Covid-19 pandemic has dramatically transformed shopping and dining behavior at present and the long-term impacts remain to be seen

### The rise of online shopping.

Online shopping as a percentage of total retail sales has grown steadily since 2000, and accounted for about 14% of total sales in 2020. The Covid-19 pandemic created a massive surge in demand for online shopping that will likely continue into the near future. Because of this, retail space needs are decreasing, or, in some cases, being shifted to warehouse and distribution space.

### The decline of malls and long-standing retailers.

The struggle of malls and traditional mall retailers has been well-documented in recent years. Additionally, many major retailers have filed for bankruptcy in recent years due to evolution in their competition, most notably from online retailers who are able to offer lower prices based on lower overhead cost.

### Increased interest in independent, craft, and local establishments.

A number of movements have led to increased demand for local and craft products, including the farm-to-table movement, the rise in craft brewing and other artisan food and beverage production, an increase in food halls and farmers' markets, as well as new markets for independent businesses made possible by online platforms such as Etsy and social media.

### A shift in spending away from consumer goods.

The rise of the "experience economy" means that some households prefer to spend more on experiences and less on durable goods than once before, leading to increased demand for concerts, sporting events, travel, and entertainment, and decreased demand for retail space.

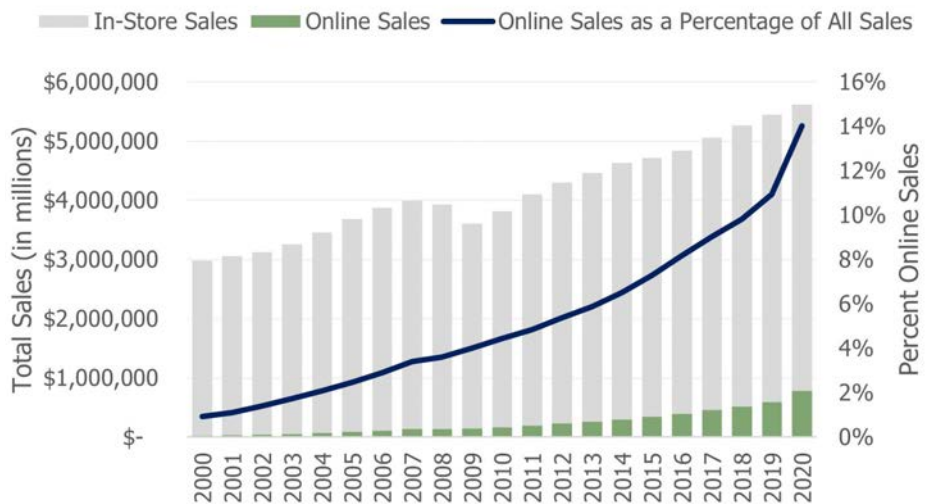


Figure 3.38 - Online Sales (2000 - 2020)

Source: U.S. Census (2021)

# 3.8 Commercial Development

## Retail Projections

### Anticipated Retail Demand

New households generate demand for retail goods and services, and therefore areas that are adding new housing will also be the site of the greatest demand for new retail space. Annual retail space demand is much higher in Johnson County than the market area, due to population growth at the outskirts of the county's urbanized areas. Population growth in the county is expected to add demand for about 300,000 square feet of new retail annually, while in the market area, there will be about 66,000 square feet of new retail demand generated annually over the next 20 years. There will be competition among municipalities to capture this retail demand.

### Square feet per person.

Currently, there are about 60 square feet of occupied retail space per resident in Johnson County, and about 50 square feet of occupied retail space per resident in the market area. In both cases, the amount of retail space per person has decreased over the past two decades, and is expected to continue to decrease as sales shift to online retailers. For reference, the U.S. average is about 24 square feet per person.

### What Mission can do.

Changing habits, preferences, and retail models point to less need for retail space than before. Many households fulfill their daily shopping needs at supermarkets, pharmacies, big box retailers, and online. However, "Main Street" environments, such as Mission's traditional downtown, have found

success as walkable destinations that offer not only independent retailers and restaurants, but also places to walk, people-watch, and socialize. Recognizing this role, Main Street shopping districts should emphasize placemaking, with safe and pleasant sidewalks and crosswalks, and managing parking in a way that does not compromise pedestrians or businesses.

Adding new housing adds support for the retail environment, generating demand for about 50-60 square feet of retail space within the metropolitan region, a small portion of which can be captured locally. Moreover, retail in proximity to housing, especially traditional, walkable retail environments, is a neighborhood amenity that can create value for nearby housing.

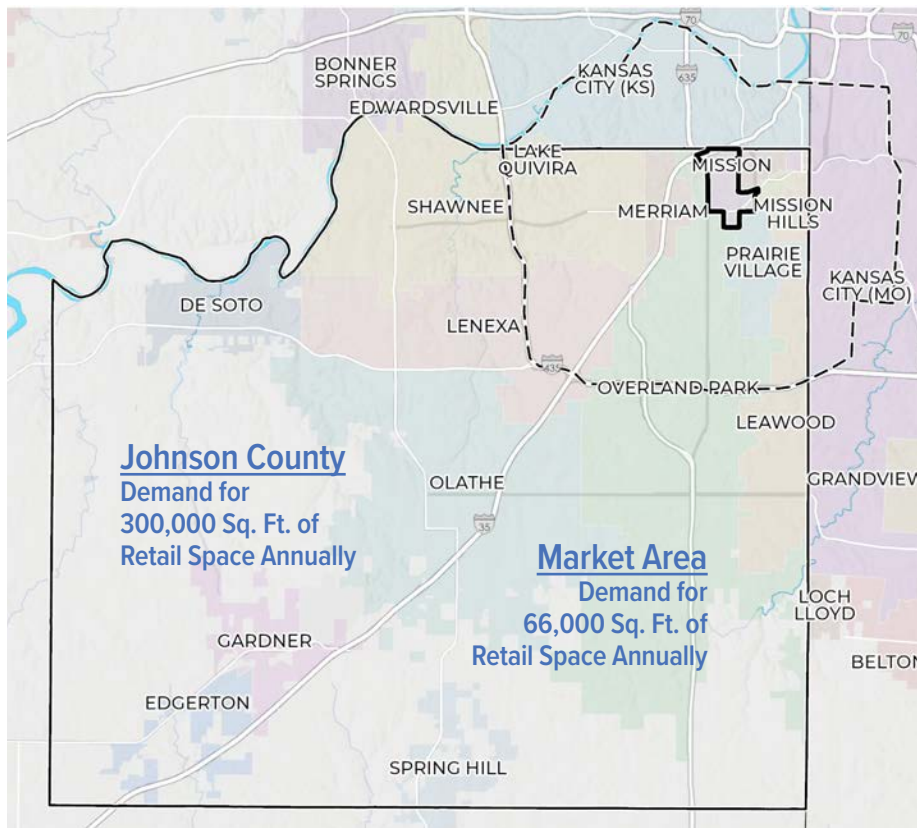


Figure 3.39 - Projected Retail Demand (2020 - 2040)  
Source: Esri (2020)



# 3.9 Office and Health Care Development

## Office and Health Care Development

Figure 3.40 shows office and health care construction in and around the market area since 2000. It includes a number of building types, for example, corporate office buildings, smaller multi-tenant buildings, and non-institutional medical office buildings. In the past, major new office construction has taken place in downtown Kansas City as well as in Overland Park. During this time, Mission added about 110,000 square feet of office space, including additions to ScriptPro and the Brill Eye Center.

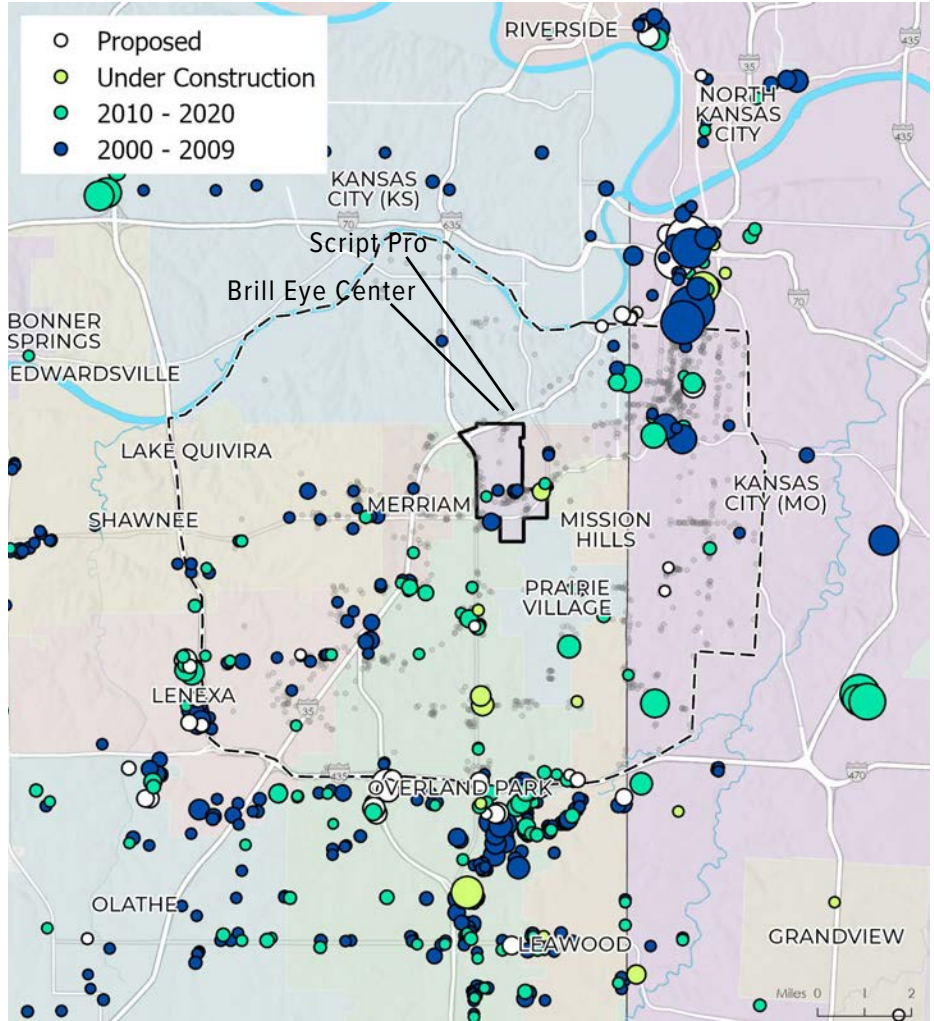


Figure 3.40 - Office and Health Care Development In and Around the Market Area  
Source: Costar (2020)

# 3.9 Office and Health Care Development

## Office and Health Care Space Trends

Similar to retail space, office space needs were evolving prior to the COVID-19 pandemic and there is evidence to think the pandemic may cause further reassessment of future office space needs

### A decrease in office floor space per employee.

Prior to the COVID-19 pandemic, the average floor space per office employee was decreasing, with some offices adopting open floor plans and shared amenities. It remains to be seen whether the pandemic will bring about a reversal of this trend to maintain greater distances between employees within the workspace.

### Emergence of shared spaces.

The proliferation of coworking and communal office spaces, marketed toward freelance, independent, and remote workers seeking a work environment outside of the home, was a well-publicized trend in recent years. This trend has been interrupted by the COVID-19 pandemic and may or may not return to pre-pandemic levels.

### Decentralization of office space.

As cities and metropolitan areas have grown in the 20th century, suburban office nodes have emerged, taking the place of one single central business district and dispersing commuting patterns throughout a metropolitan area.

### Increase in remote work due to COVID-19.

Many offices shifted abruptly to remote work in March 2020, and it is expected that some employers will continue to permit remote work on a full- or part-time basis into the future.

### The rise of teleservices.

The need for social distancing created opportunities for businesses that could easily shift operations to an online format. This was most notable in the healthcare and social services sectors and will likely remain an alternative to a portion of in-person visits in the future.

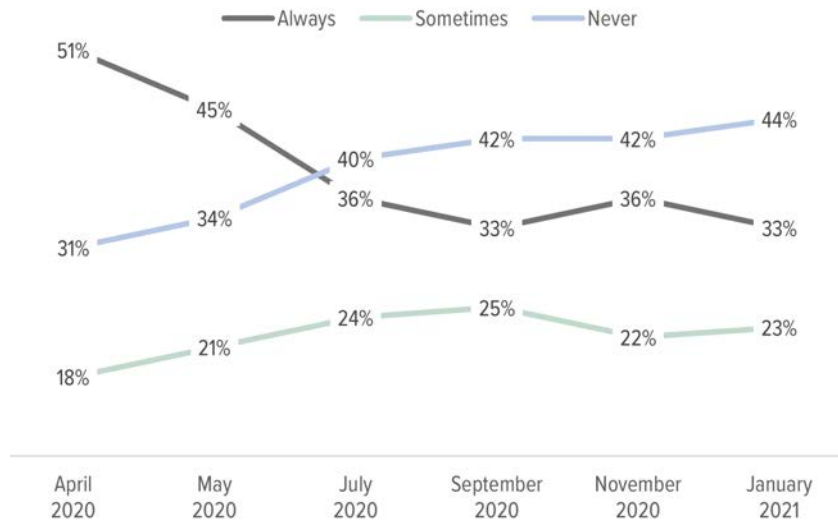


Figure 3.41 - Frequency of Remote Work Due to COVID-19  
Source: Gallup (2021)

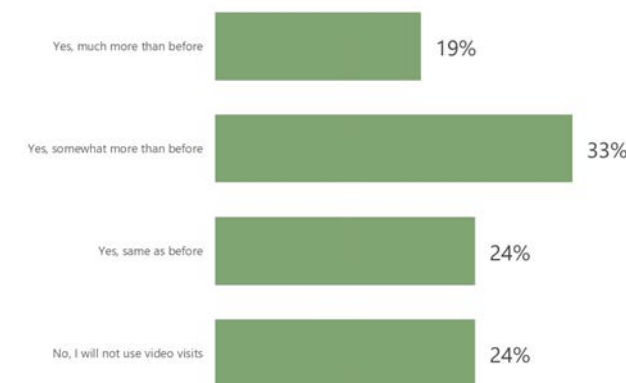


Figure 3.42 - Post-COVID-19, Do you Plan to use Health Care Video Visits?  
Source: Amwell Physician and Consumer Survey (2020)

# 3.9 Office and Health Care Development

## Office Projections

### Anticipated office demand.

It is estimated based on current population trends that the market area will generate demand for 90,000 square feet of office space per year for the next 20 years, while Johnson County will generate demand for 185,000 square feet of office space per year.

Office space demand is based on the number of employees in industries that are likely to require office space, such as public and private administration, professional services, and healthcare. In general, there's a relationship between the number of households and the number of jobs. Within the market area, the ratio of workers to households has been about 1.1 since 2005, while in

Johnson County, the ratio is 1.5. The smaller ratio of workers to households in the market area is likely related to household size, given that there is a smaller average household size and a greater proportion of single-member households in the market area than in Johnson County.

Though there is a relationship between the number of households and number of workers, ultimately the number of office workers will be determined by where employers choose to locate, which in turn is influenced by available office space or sites for new development and by recruitment efforts.

### Office square feet per worker.

Currently, there are about 220 square feet of occupied office space per resident in Johnson County, and about 230 square feet of occupied office space per resident in the market area. For reference, average office space per worker in the U.S. is about 150 square feet. In both geographies, the amount of office space per person has decreased over the past two decades, and is expected to decrease further.

Both the market area and Johnson County are characterized by a high proportion of office workers. Within the market area, 52% of workers work in office-associated sectors, or approximately 1 out of every 3 residents.

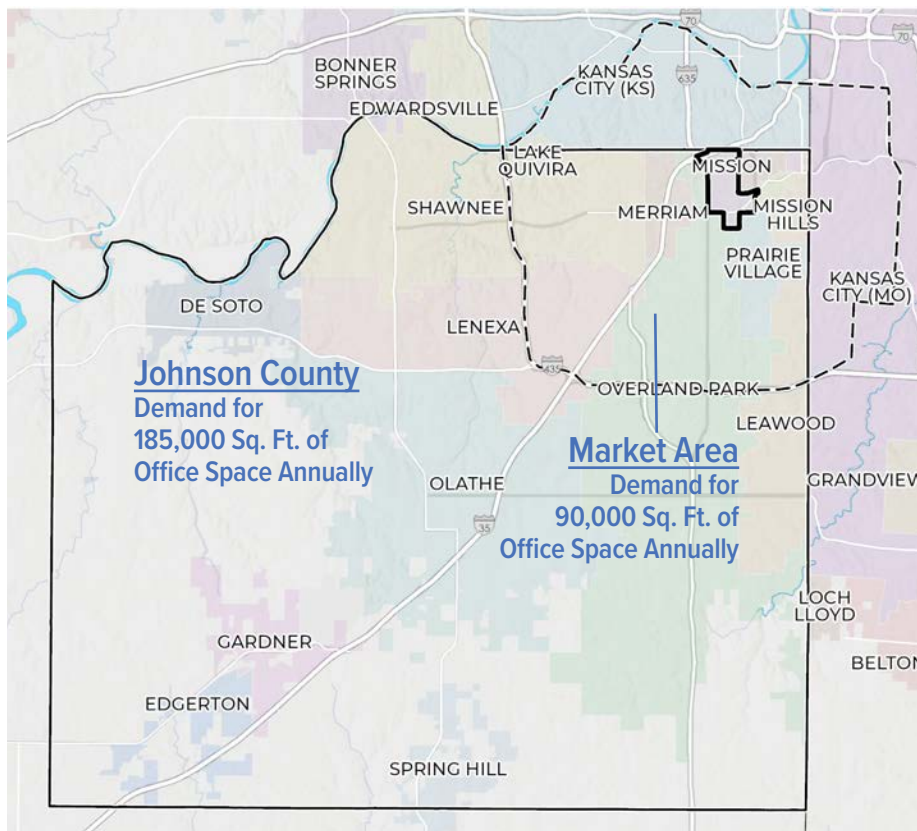


Figure 3.43 - Projected Office Demand (2020 - 2040)  
Source: Esri (2020)

# 3.10 Hotel and Motel Development

Figure 3.44 shows new hotels and motels built since 2000, as well as properties that are planned or under construction. The majority of the region's new hospitality development is taking place in and around downtown Kansas City, and then along and outside of I-435 in the developing areas of Wyandotte and Johnson counties. Growth clusters are also found in Overland Park in proximity to its corporate office parks, as well as in the Kansas Speedway development. Within the boundary of the market area, hotel and motel development has been somewhat limited.

Mission added one hotel in the past 20 years, the 120-suite WoodSpring Suites near I-35, completed in 2007.

### Trends

*Hotels as a component of Downtown Kansas City revitalization.*

Many Midwest cities are subsidizing hotel development in their downtowns in order to create vitality, support convention facilities and downtown businesses, and promote the adaptive reuse of historic buildings. Toward this end, the center of hotel development in the Kansas City region has been its downtown, where it plays an important role in the overall downtown revitalization effort alongside numerous public and private sector efforts.

### Projections

On average, the Kansas City metro area has added about 575 hotel rooms annually since 2000. About 9% of this growth, or about 50 hotel rooms per year, has taken place in the market area.

Mission's location along I-35 is suitable for hotel development, and the proposed hotel as part of the Mission Gateway would also be suitable within the context of a larger development that offers visitor amenities. Apart from these two hotels, the market for hotel development in Mission is not as strong as residential, retail, and office demand.

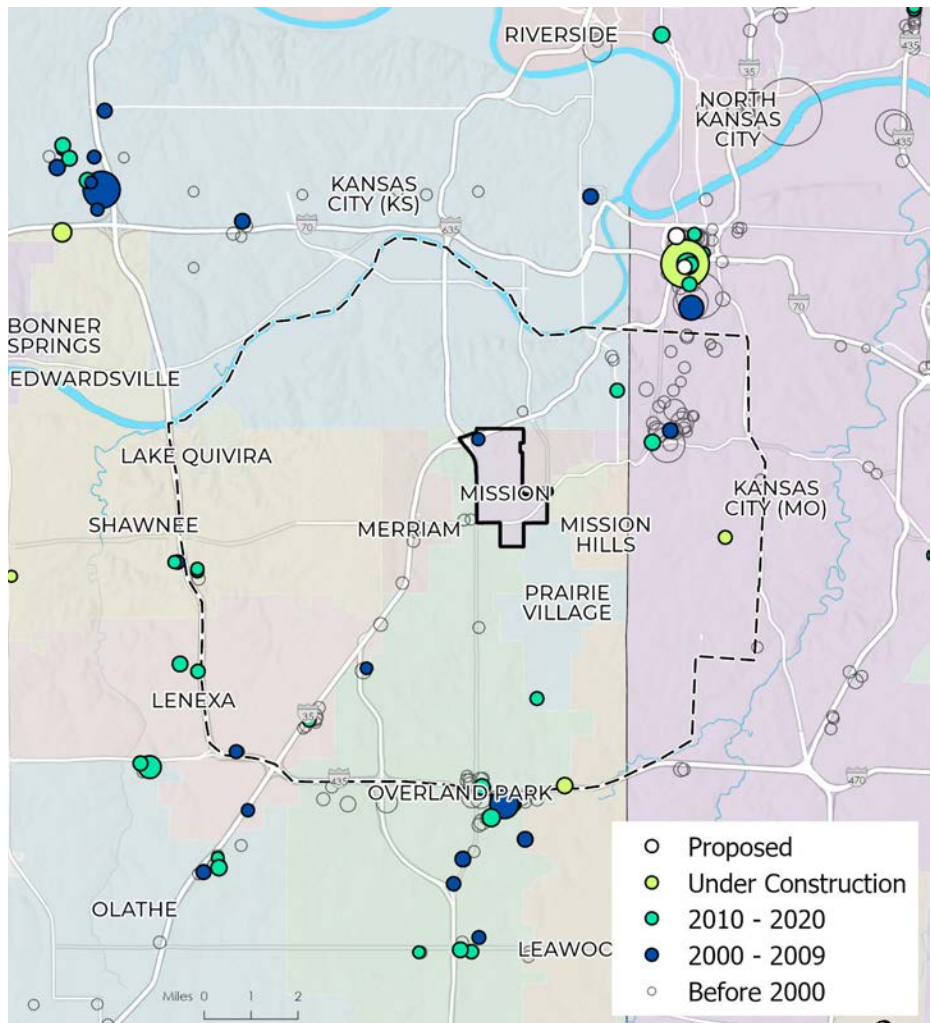


Figure 3.44 - Hotel and Motel Development In and Around the Market Area  
Source: Costar (2020)

# 3.11 Industrial Development

Industrial development tends to occur in clusters near transportation facilities, including along highways and at major highway interchanges, along river shipping routes, freight shipping routes, and near airports, especially where land is unattractive for other types of development. Major industrial clusters can be found along the Missouri and Kansas Rivers, along I-35, and in Kansas City, Kansas.

Within Mission, industrial development is limited to the Freeway Industrial Park along I-35, Turkey Creek, and the rail corridor. In the past 20 years, the city has added about 80,000 square feet of industrial space.

### Trends

#### Transition to 21st century industrial space needs.

The decline of the traditional labor-intensive manufacturing sector as the result of greater automation and offshoring is well-documented. However, manufacturing continues to be a vital sector of the U.S. economy, particularly advanced manufacturing that requires fewer but more highly-educated workers and facilities with modern electrical, internet, ventilation, and space capabilities.

#### Increase in “last mile” space needs.

The line between retail and industrial space is becoming increasingly blurred with the rise of online retail. These transactions drive demand for warehousing and logistics spaces near urban centers and transportation facilities.

### Projections

Mission has about 800,000 square feet of industrial space, which has decreased slightly from 2000, when the city had a little over one million square feet. Since the areas appropriate for industrial development are mostly built out, there are limited opportunities to capture any additional industrial development in the future.

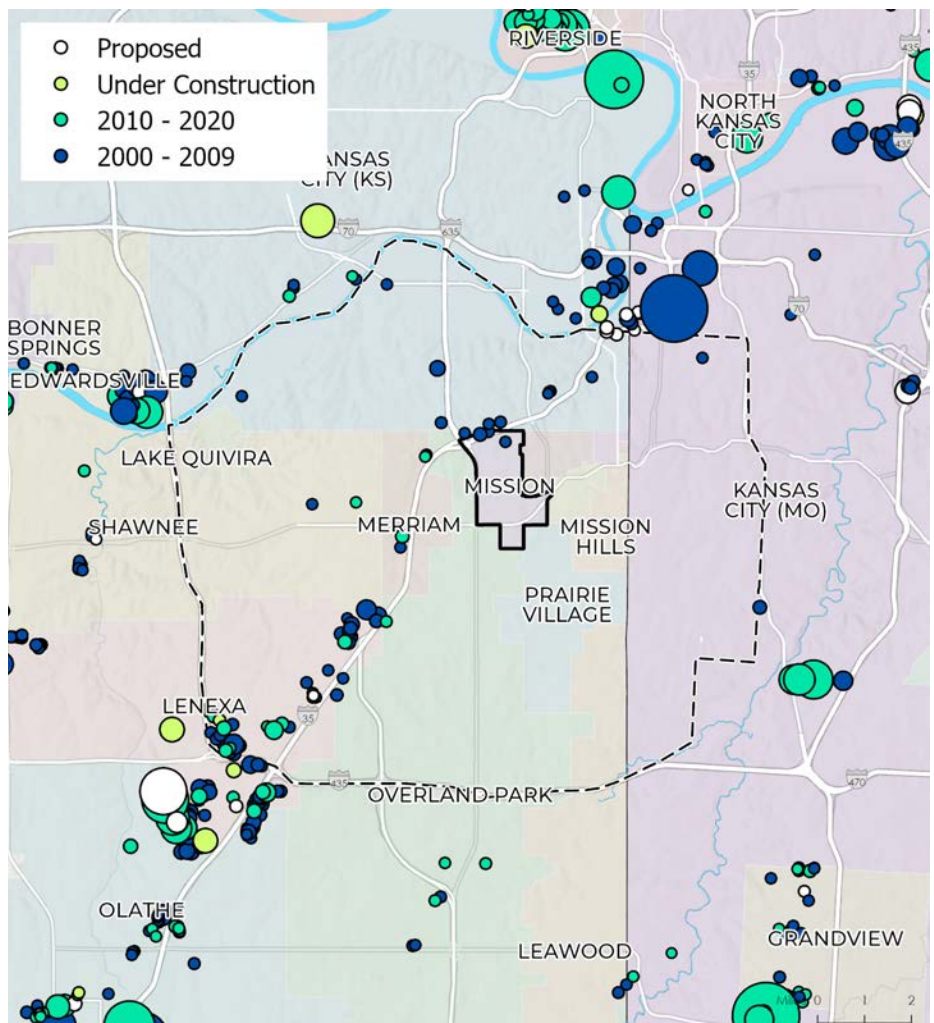


Figure 3.45 - Industrial Development In and Around the Market Area  
Source: Costar (2020)