



ProspectUS

*creating equitable neighborhood development
strengthened by walkable access to public transit*

Housing Potential

Draft Final Report

March 10, 2023

Prepared by:



In collaboration with:

multistudio



Housing Potential

Section 1-A	Executive Summary (report)
Section 1-B	Capture, Retain, Intercept
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Acknowledgements

This Economic Analysis and Housing Study for the Prospect MAX BRT Corridor Strategic Plan (hereinafter, "ProspectUS") has been made possible with considerable support from the City of Kansas City, Missouri and its planning staff. Questions for the city regarding next-steps, reinvestment opportunities, permit approval processes, zoning, and related planning topics may be addressed to Angela Eley, the city's Project Manager.

Project Leadership Team

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The ProspectUS project, including the Economic Analysis and Housing Study, has been funded through a grant from the Federal Transit Administration (FTA); and the City of Kansas City would like to acknowledge and thank the administration for its ongoing support during the work.

The Economic Analysis and Housing Study have been prepared by Sharon Woods, President of LandUseUSA | Urban Strategies. The firm was founded in 2008 and is located in the Greater Lansing, Michigan Metropolitan Area. LandUseUSA focuses on residential and retail market studies with an emphasis on urbanism, incremental and small scale development, and missing middle formats. The firm also focuses on identifying target markets for mixed-use projects, and strategies for intercepting migrating households who are seeking quality places to live and opportunities to feel socially connected. Questions regarding the work approach, analytic methodology, supply and demand, and market-based gaps and opportunities for the ProspectUS project may be addressed to Sharon with the following contact information:



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Subcontractor

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In completing this study, LandUseUSA | Urban Strategies has served as a subcontractor to the prime contractor, MultiStudio (previously Gould Evans). Founded in 1974, MultiStudio is a design firm dedicated to simplifying the building of cities; and focusing on the systems, patterns, and types of development that create community. Questions regarding the team's planning and design work, engagement process, and next-steps of the overall ProspectUS project may be addressed to Graham Smith, Associate Principal at MultiStudio and the overall Project Manager.

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multistudio

ProspectUS TOD Plan

Introduction

2019 saw the launch of the Prospect Max Bus Rapid Transit system, and 2022 brought a big next step for Prospect Avenue with a planning grant that is being used to guide the built environment of businesses and neighborhoods along the corridor. More specifically, the city has received a \$400,000 Transit Orient Development (TOD) grant from the Federal Transit Authority to develop a TOD Plan. The City Council also approved the required \$100,000 local match for the TOD planning effort in early 2021.

The ProspectUS project will guide development to ensure multimodal connections to destinations along the Prospect Avenue Max route, which is a ten-mile rapid transit line extending from 12th Street and the Downtown, east to Prospect Avenue, and south to 75th Street. A summary of the project purpose is provided below.

ProspectUS TOD Plan

Purpose

- To identify solutions to existing barriers for TOD reinvestment along the Prospect Corridor.
- To encourage mixed-use development with the creation of a TOD zoning overlay that is supportive of appropriate land uses, equity development and pedestrian oriented design.
- To identify project financing, investment and development partnerships that mutually benefit existing area residents and investment from outside the community.
- To support multi-modal connectivity and accessibility by identifying improvements to pedestrian, bicycle and other modes of transportation between the corridor and adjacent neighborhoods.
- To identify critical infrastructure needs to support new and infill development.

Transit Oriented Development

Definition

Transit Oriented Developments (TOD's) are types of urban development that maximizes the amount of residential, business and leisure space within walking distance of public transportation. They promote interdependent relationships between dense, compact urban forms and public transportation uses. They also aim to increase ridership by reducing the use of private cars and by promoting sustainable urban growth. A more complete description of TOD's can be found within the City's TOD Policy, which was adopted in 2016.

General Work Approach

Introduction

The Economic Analysis and Housing Study have included in-person market visits and meetings that took place in September 2022. The consultant team, including LandUseUSA | Urban Strategies and MultiStudio, toured the city and the Prospect Avenue corridor together; conducted independent field work; visited all of the transit stations; and conducted site visits to identify future reinvestment opportunities.

The following Executive Summary is designed to focus primarily on existing conditions within the context of local economics and housing. Much of the work has focused a comparative study of supply and demand variables within a 0.5 mile radius around each MAX BRT transit station along the Prospect Avenue MAX BRT corridor. This include the Main Street station in Downtown Kansas City, plus twenty-four additional stations extending from Troost Avenue east to Prospect Avenue, and from 12th Street south to 75th Street.

Important: The half mile radii around the stations have significant geographic overlap, so the data results tend to change gradually along the corridor. Pronounced shifts in the data from one station to the next (most notably from the Main Street station to the Troost Avenue station) indicated more discrete neighborhoods defined by man-made barriers (like Interstate 70).

Housing Market Potential

A Guide

Geography | This narrative is a guide to reading the attached exhibits and interpreting the residential market potential for the ProspectUS study area, including the following four subareas: 1) Downtown; 2) East; 3) Central; and 4) South. The Downtown and East subareas are divided by north-south Interstate 70; the East and Central subareas are divided by east-west railroad tracks; and the Central and South subareas are divided by Brush Creek. The analysis also has been completed for ½ mile radii around three bus rapid transit (BRT) nodes, including: 1) Brooklyn Avenue; 2) 39th Street; and 3) 68th Street.

There are three components to the maximum market potential for each subarea and node; and they are described below followed by additional terminology and parameters.

Retain | First, Retain is a term used to recommend retention of existing households who are inclined to move from one address to another within the same subarea. It also used as a reasonable approximation for the number of residential rehabs that should be completed each year. In theory, if existing units are not rehabbed for these existing households, then those households will eventually leave altogether, and the subarea will struggle to grow.

Capture | Second, Capture is a term used to recommend capturing new households who are inclined to migrate into each subarea from other Kansas City submarkets. It is also used as a reasonable approximation for the minimum number of residential new-builds that should be constructed each year. In theory, if new units are not built for these new households, then they will settle for pre-owned or pre-leased choices within that same subarea – and eventually will leave after a period of dissatisfaction.

Intercept | Third, Intercept based on the number of migrating households who are inclined to bypass the ProspectUS study area altogether, and who are more inclined to seek housing choices in competing submarkets within Kansas City. It is also used as a reasonable approximation of the bonus, lift, or upside market potential for new-builds that hypothetically could be completed each year. In theory, unless new housing choices are built for these migrating households, they will continue to bypass the ProspectUS study area and its four subareas.

Thresholds | Again, the minimum market potential for new-builds is represented by the Capture figures; upside is represented by the Intercept figures; and the rehabs are represented by the Retain figures. When summed together, the three figures collectively represent an absolute maximum, not-to-exceed market potential for new-builds in any given year.

In theory, the maximum assumes that every household migrating into, within, and bypassing each subarea would choose a newly built unit – if those choices became available. Implementing this type of growth strategy is certain to result in a temporary increase in vacancy rates among the outdated housing stock. However, this aggressive scenario also would motivate landlords to undertake future rehabs, and it is the best path to the fastest growth.

Timeline | All market potential numbers represent one year or annual figures, and they generally will be good for at least five years. For subareas that experience few economic events (positive or negative), the figures can be used for the next ten years.

No Rolling Forward | Any unrealized market potential in any given year cannot be rolled forward to subsequent years. For example, if the market potential is for 10 new-build houses in 2025 but they don't get built, then that potential cannot be rolled forward into 2026. Instead, any unrealized market potential will dissipate, and the targeted households will be diverted and intercepted by competing submarkets in Kansas City. So, the clock must be reset each year.

Target Markets | The attachments also include histograms identifying the target markets for the Capture scenario. The first sheet focuses on the target markets most inclined to buy new-build houses (and a small number of townhouses in some subareas); and the second sheet focuses on the target market most inclined to choose new units offered for-lease.

Preferred Values and Rents | The attachments also include histograms that convey the optimal prices for new-builds under the Capture scenario. The first sheet demonstrates the preferred home values (with brackets) that in-migrating home buyers will tend to look for; and the second sheet demonstrates the preferred monthly contract rents (brackets) that in-migrating renters will tend to seek.

Price Forecasts | Prices (values and rents) could change significantly over the next five years. In general, the preferred home values could be increased by about +\$10,000 per year; and the preferred monthly contract rents could be increased by about +\$25 per each year. Also, the baseline prices have not been adjusted to reflect high and fluctuating costs of construction, including labor, materials, and fees.

Affordability | Construction costs can sometimes be reduced with pre-fabrication, slabs instead of basements, and shared walls. However, the best strategy for achieving affordability for prospective buyers and renters is through the reduction of lot size, increase in densities (combined with the careful conservation of public open space), and reduced unit sizes. In general, smaller units will have lower prices and higher absorption rates. However, they also are more efficient in generating income, and they generate higher revenues per square foot for investors.

Mixed Income | When developing apartments, walkups, lofts, or townhouses, developers should also explore mixed-income formats that help encourage economic and cultural diversity. Typically corner units with the best views have the highest prices, whereas the inside units with rear views can be significantly smaller with more affordable prices. Any three-bedroom penthouses should be located on the upper levels with vista views; and studio apartments or efficiencies should be located on the lowest levels with views of the back alley or parking lots.

Building Formats | The market potential figures have been allocated across three groups of building formats for each tenure (owner and renter). Most of the new renters migrating into the Downtown and East Subareas will seek lofts, whereas those migrating into the Central and South Subareas are more likely to seek detached houses to lease. Most home buyers will seek out detached houses, and relatively few will compromise for an attached townhouse.

Among the new renters, many will continue to seek a house to lease, even if new lofts, apartments, or townhouses become available. Nearly all of them will seek alternatives to conventional apartments, but only some of them will tolerate high rents for new-build lofts, walkups (12 lofts with 4 on each of three levels), apartment houses, and townhouses.

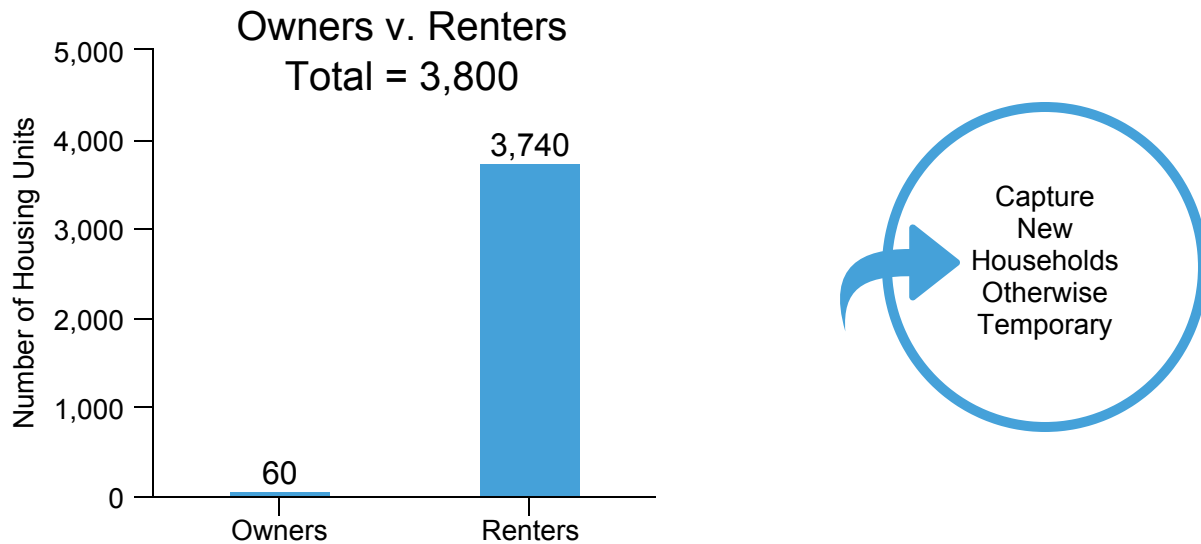
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End of Executive Summary

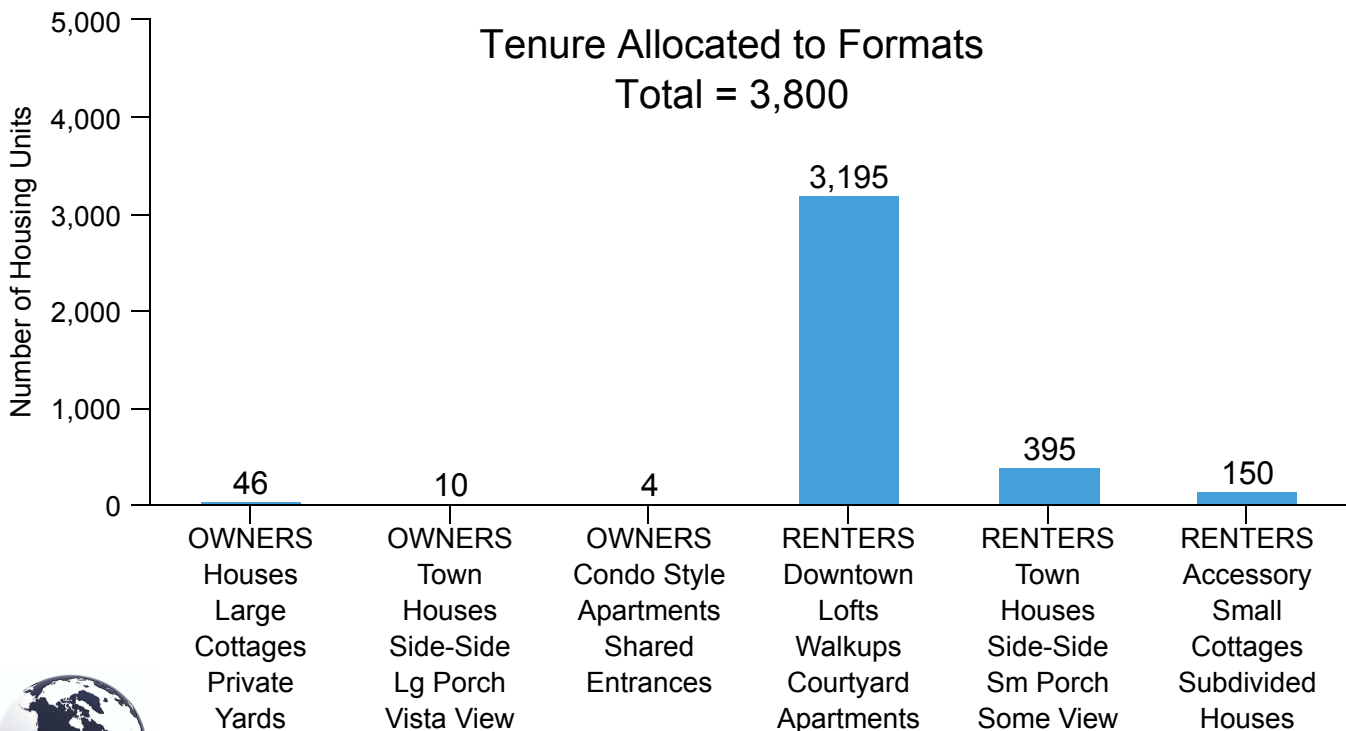
(March 10, 2023)

Section 1-A

Annual Market Potential | Downtown Subarea Capture with New Builds | Year 2025

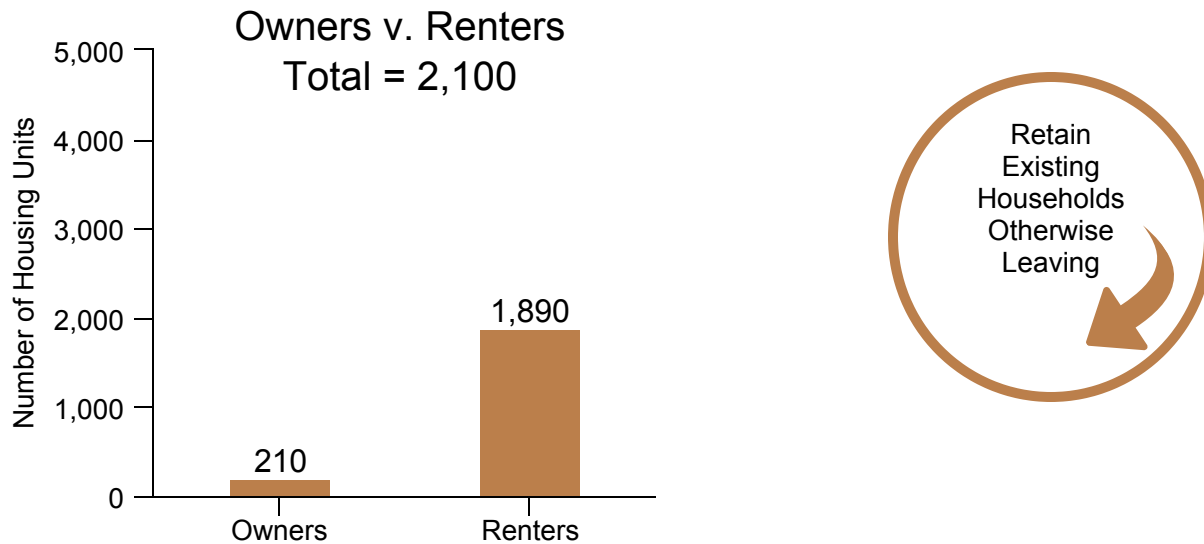


Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the the Downtown Subarea by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

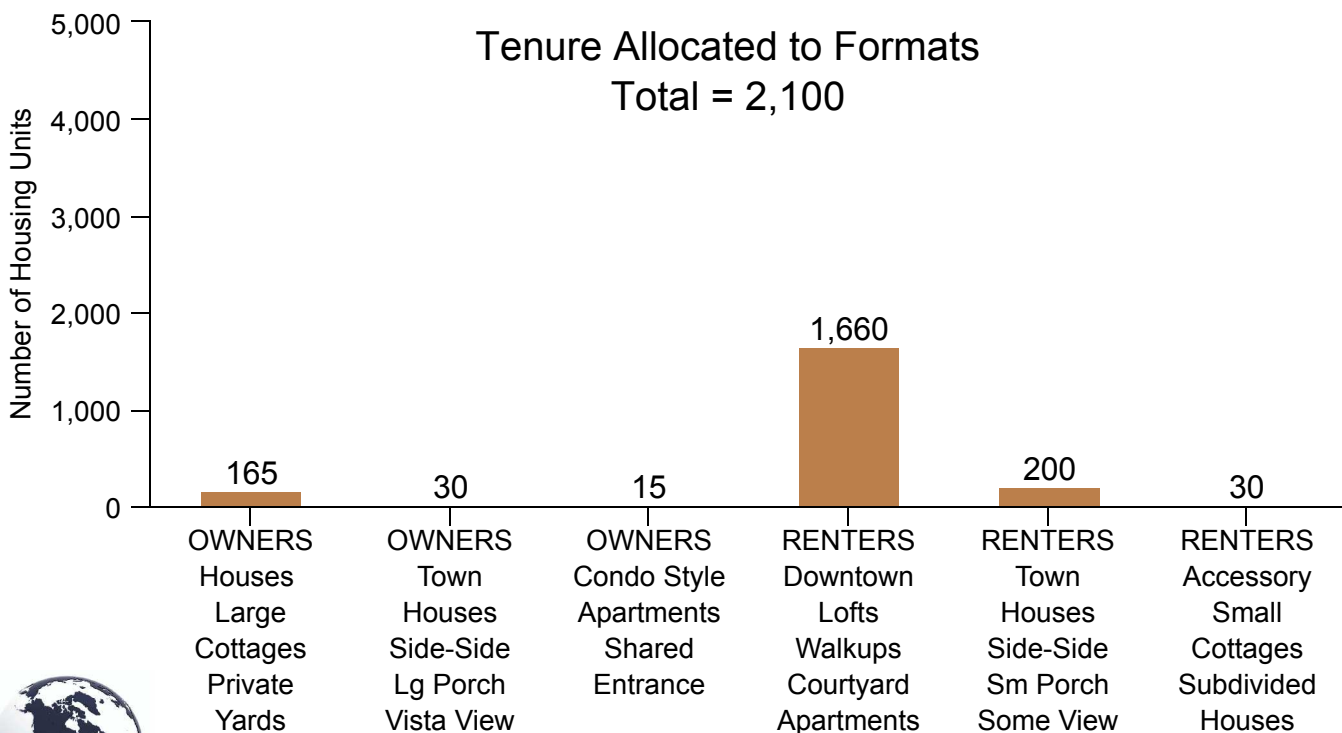


Annual Market Potential | Downtown Subarea

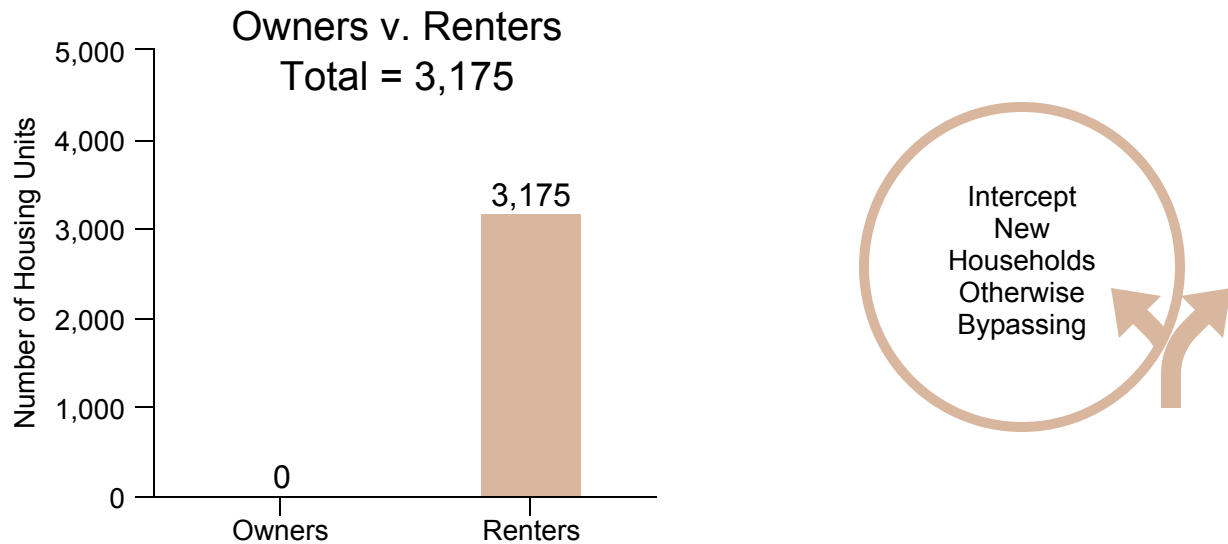
Retain with Rehabs | Year 2025



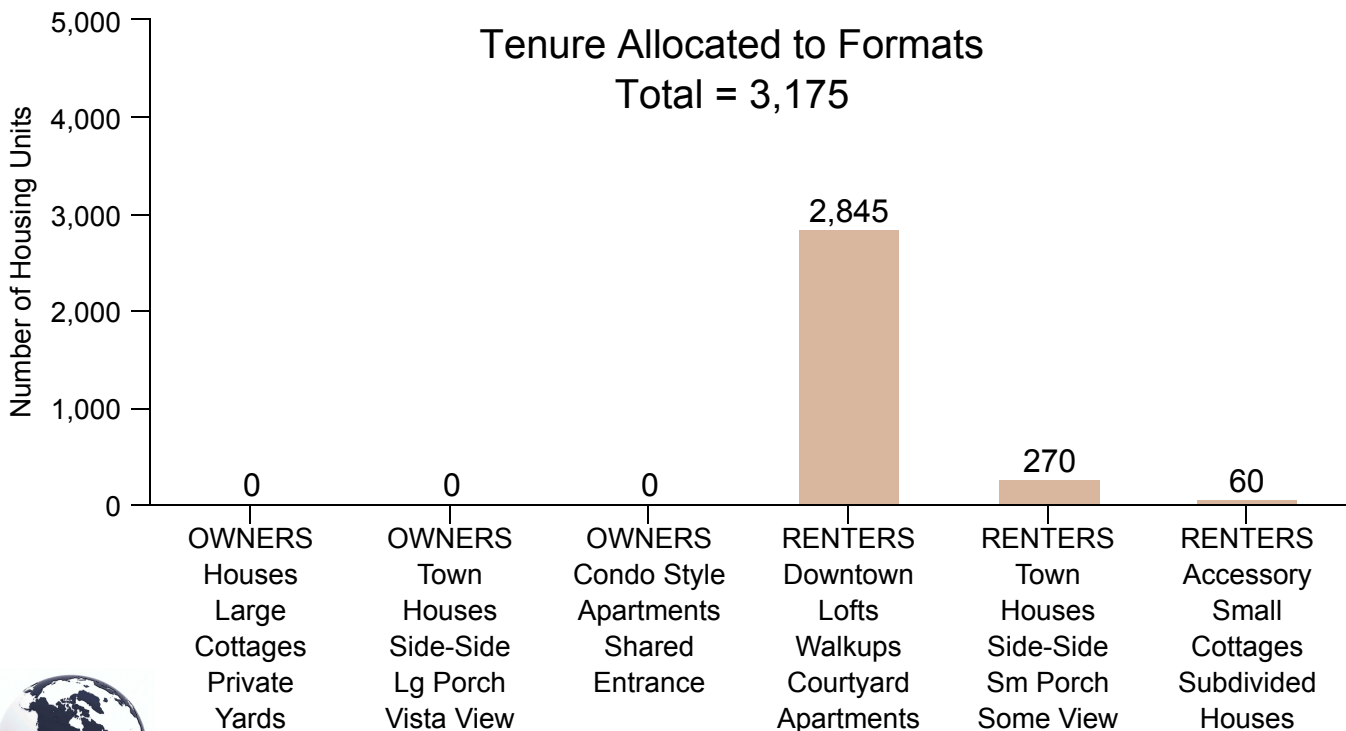
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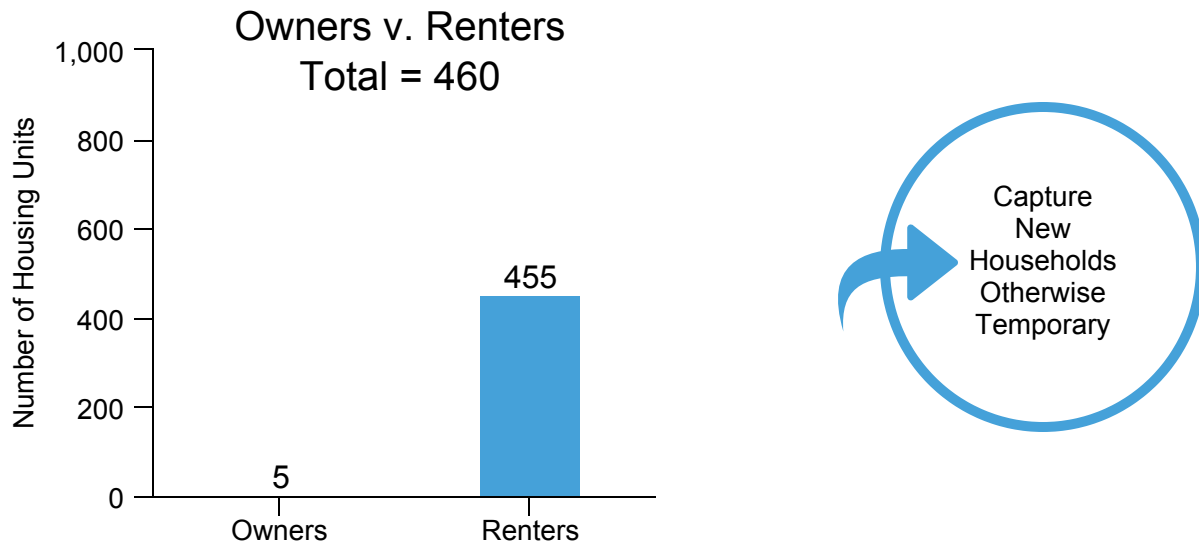
Annual Market Potential | Downtown Subarea Intercept with New Builds | Year 2025



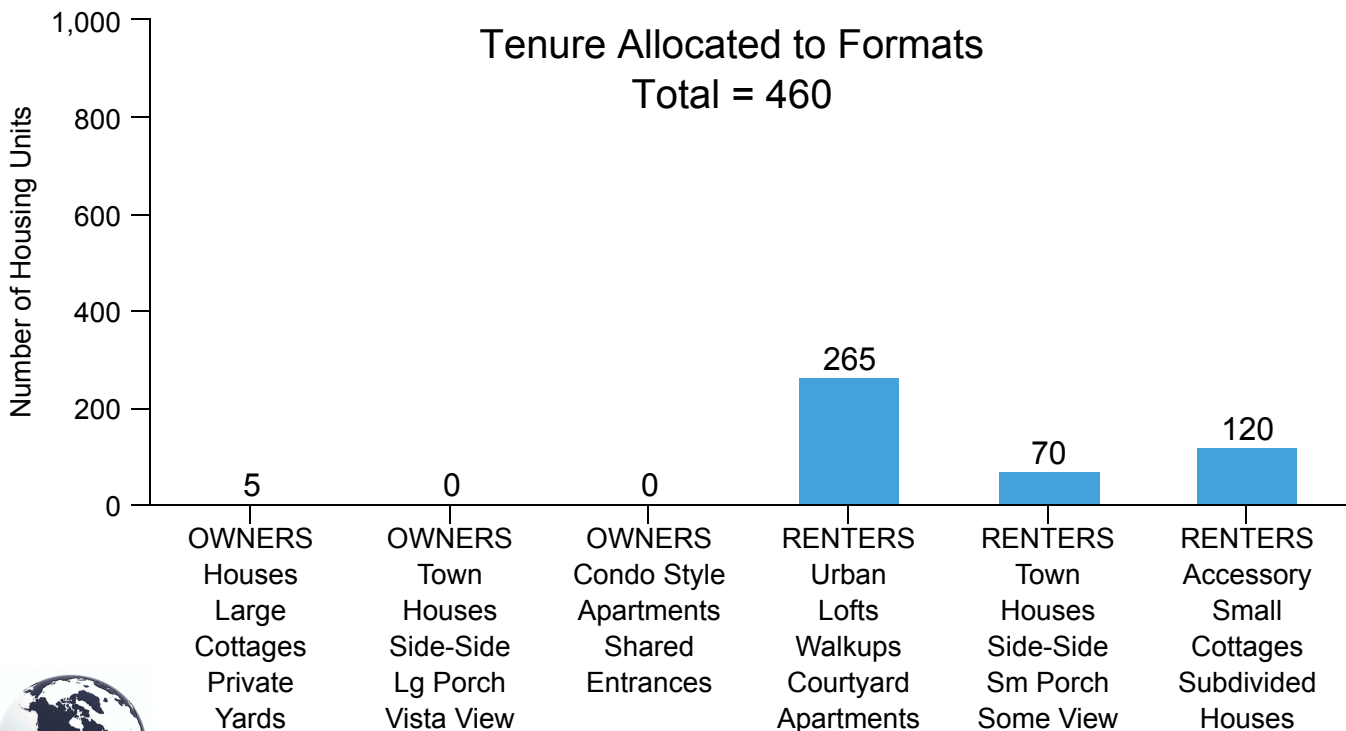
Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing the Downtown Subarea. There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



Annual Market Potential | East Subarea Capture with New Builds | Year 2025

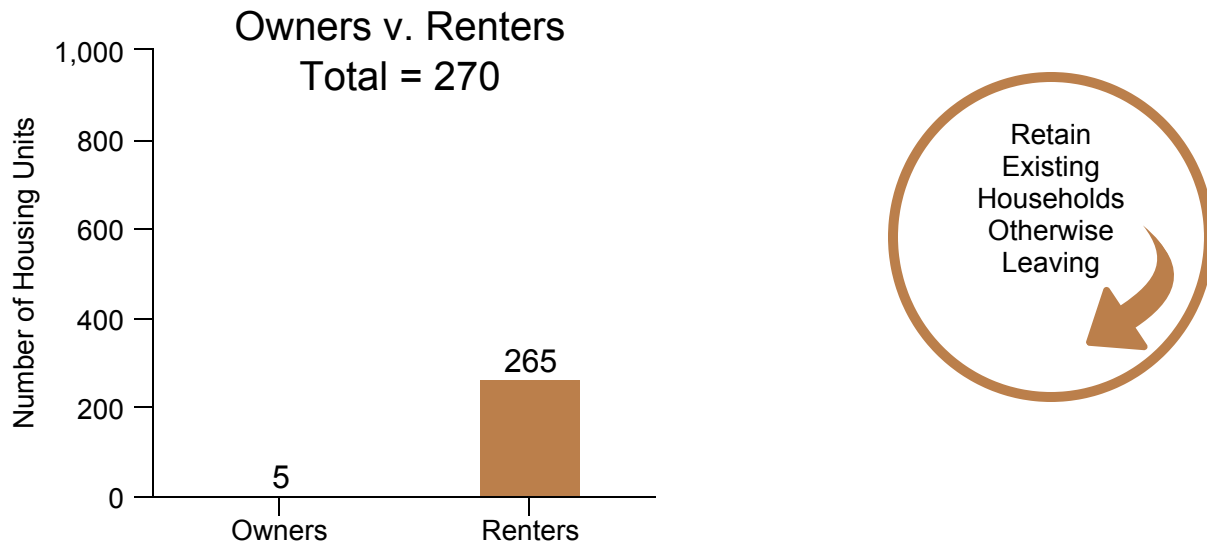


Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the the East Subarea by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

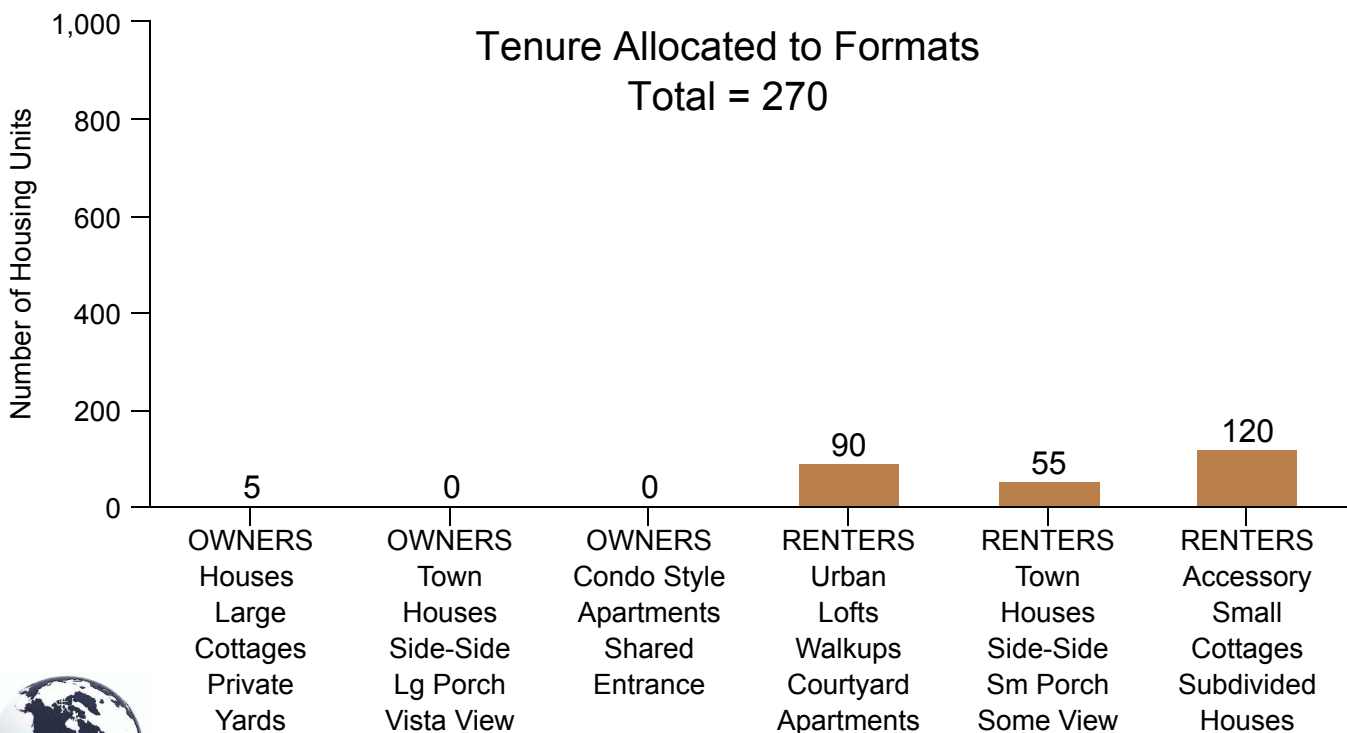


Annual Market Potential | East Subarea

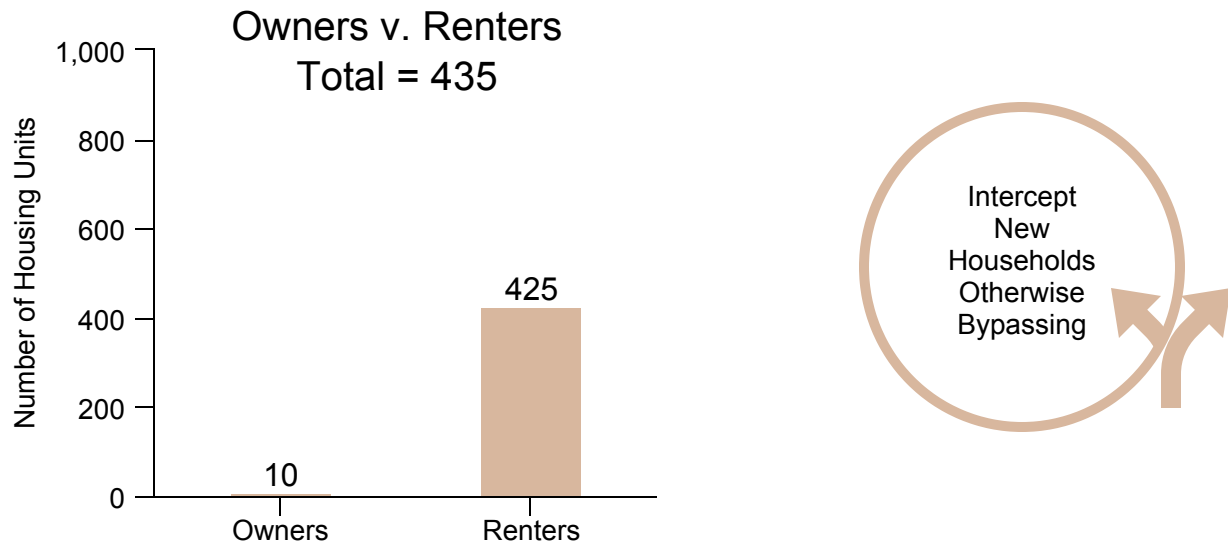
Retain with Rehabs | Year 2025



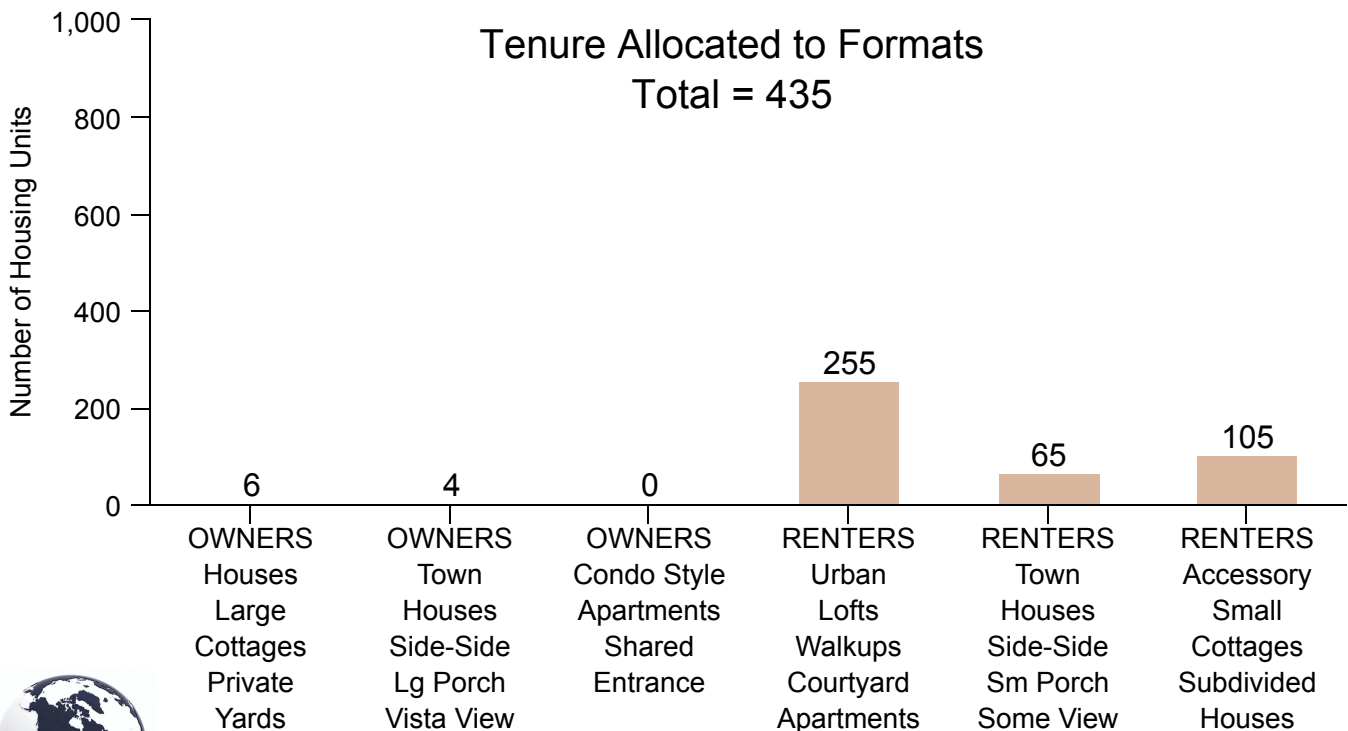
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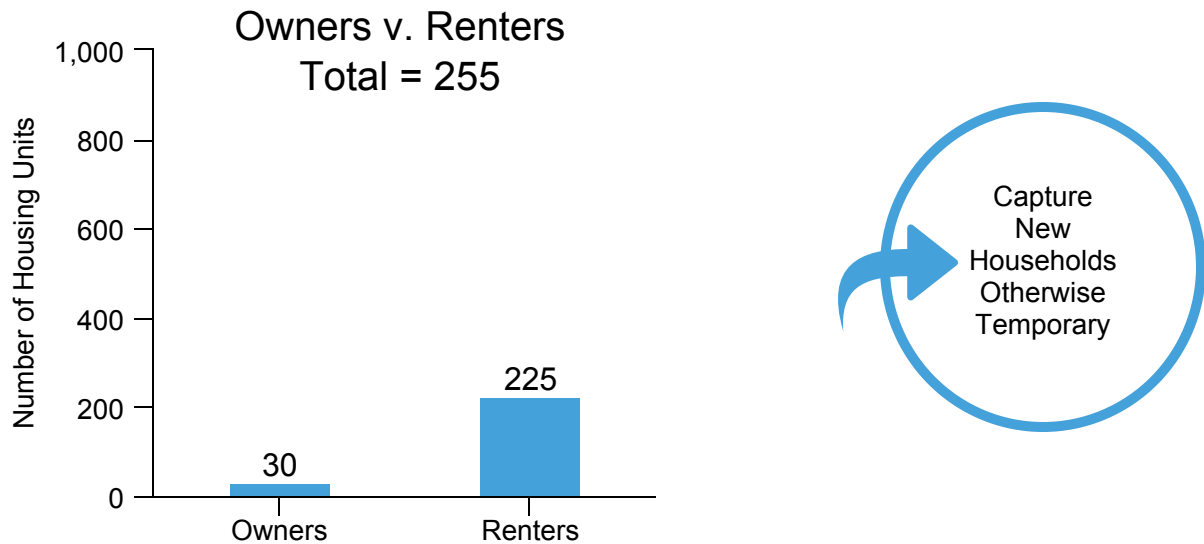
Annual Market Potential | East Subarea Intercept with New Builds | Year 2025



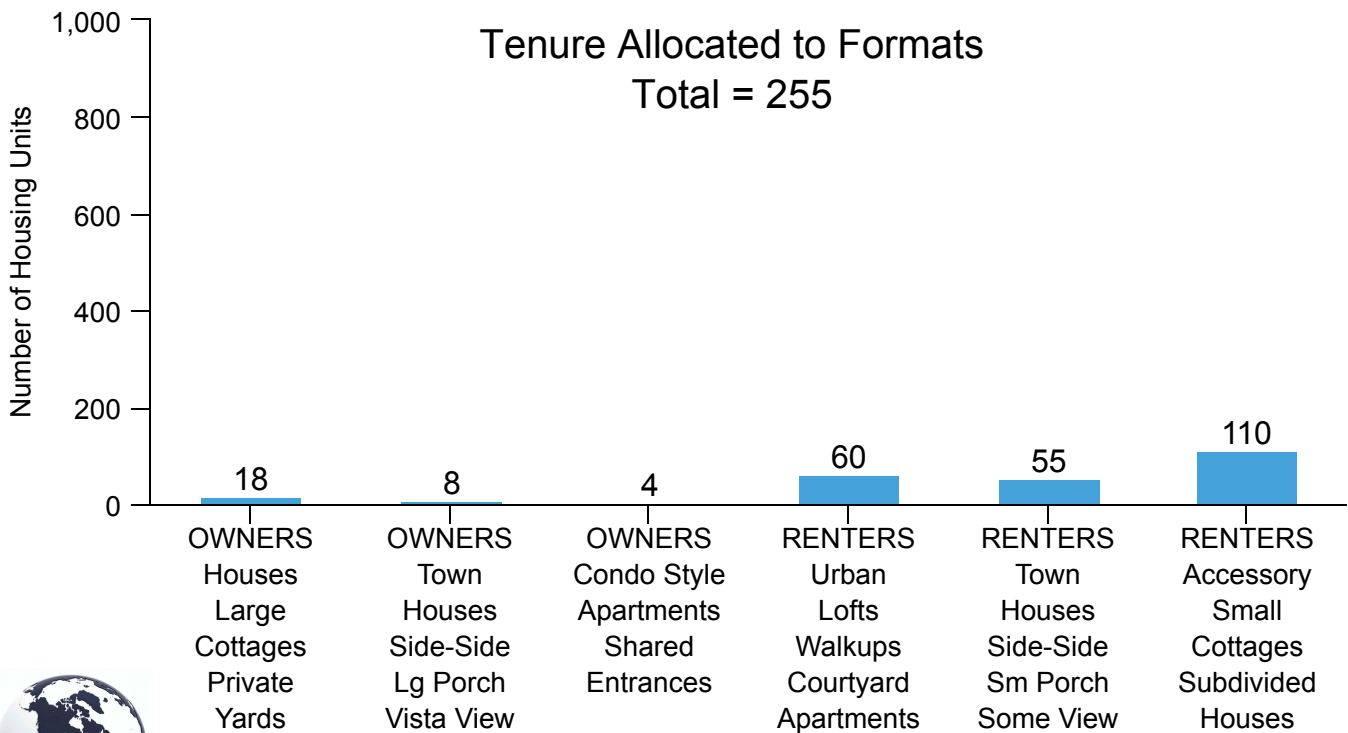
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Annual Market Potential | Central Subarea Capture with New Builds | Year 2025

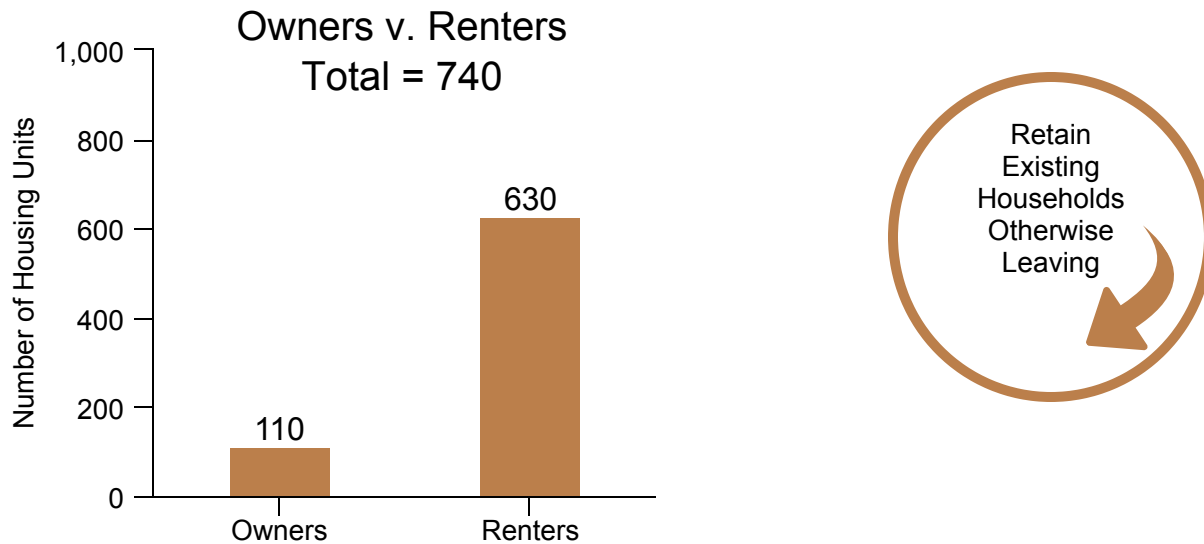


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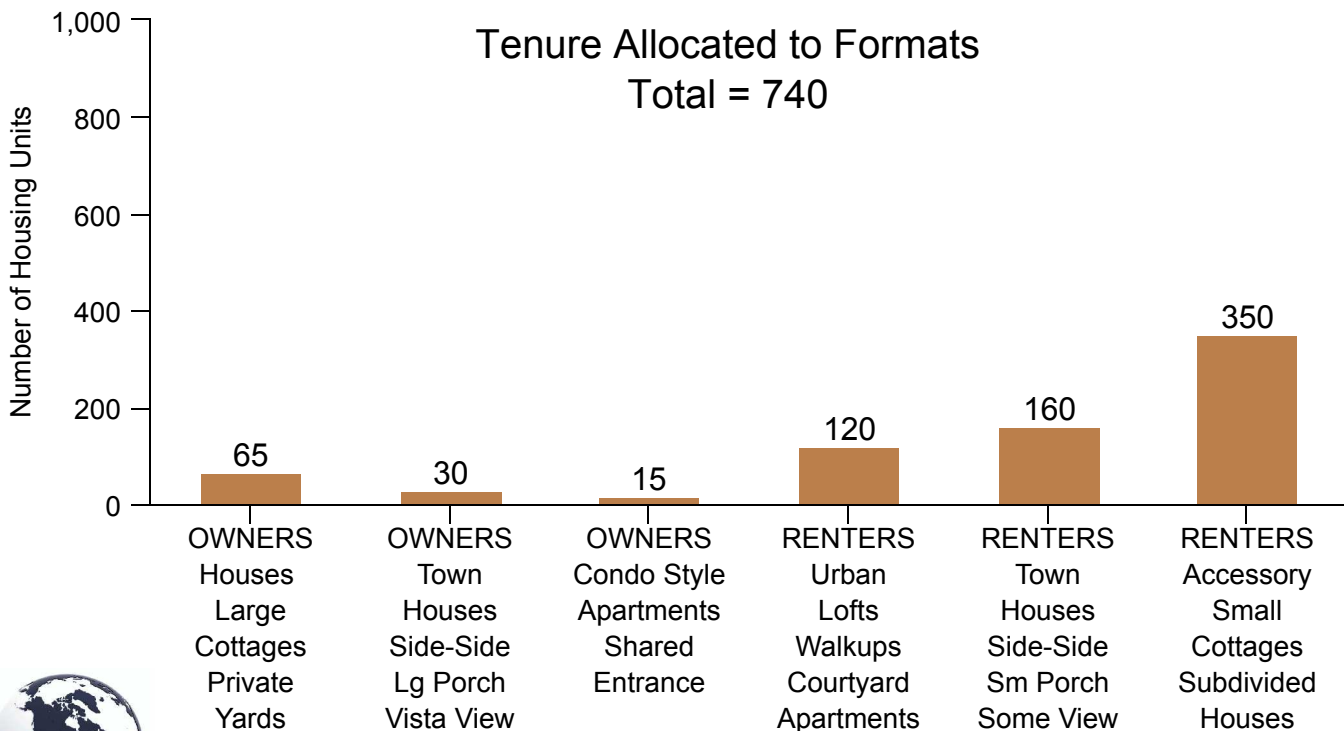


Annual Market Potential | Central Subarea

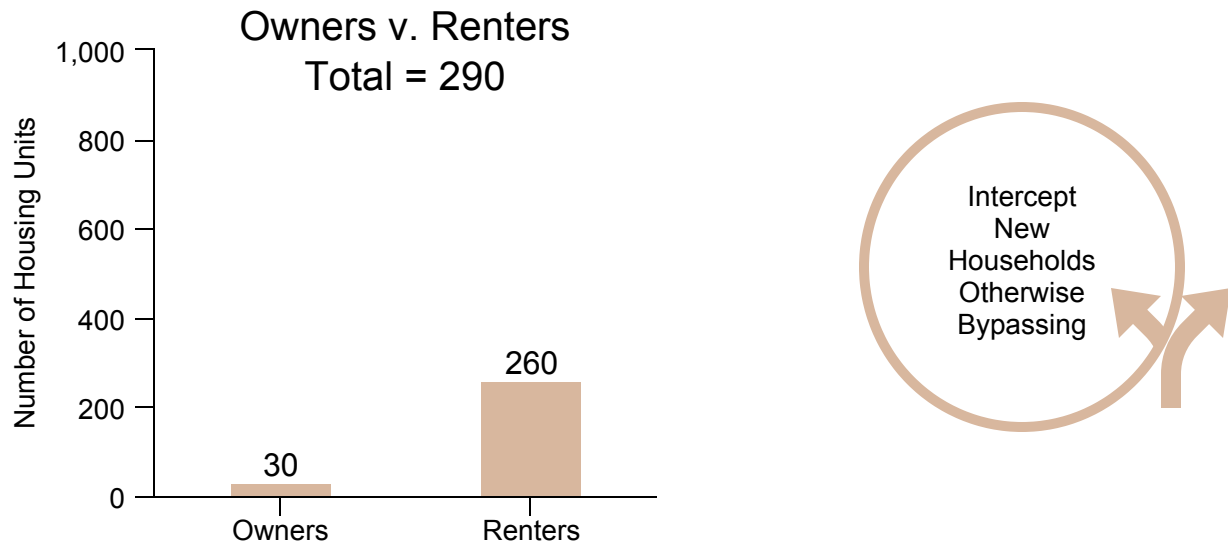
Retain with Rehabs | Year 2025



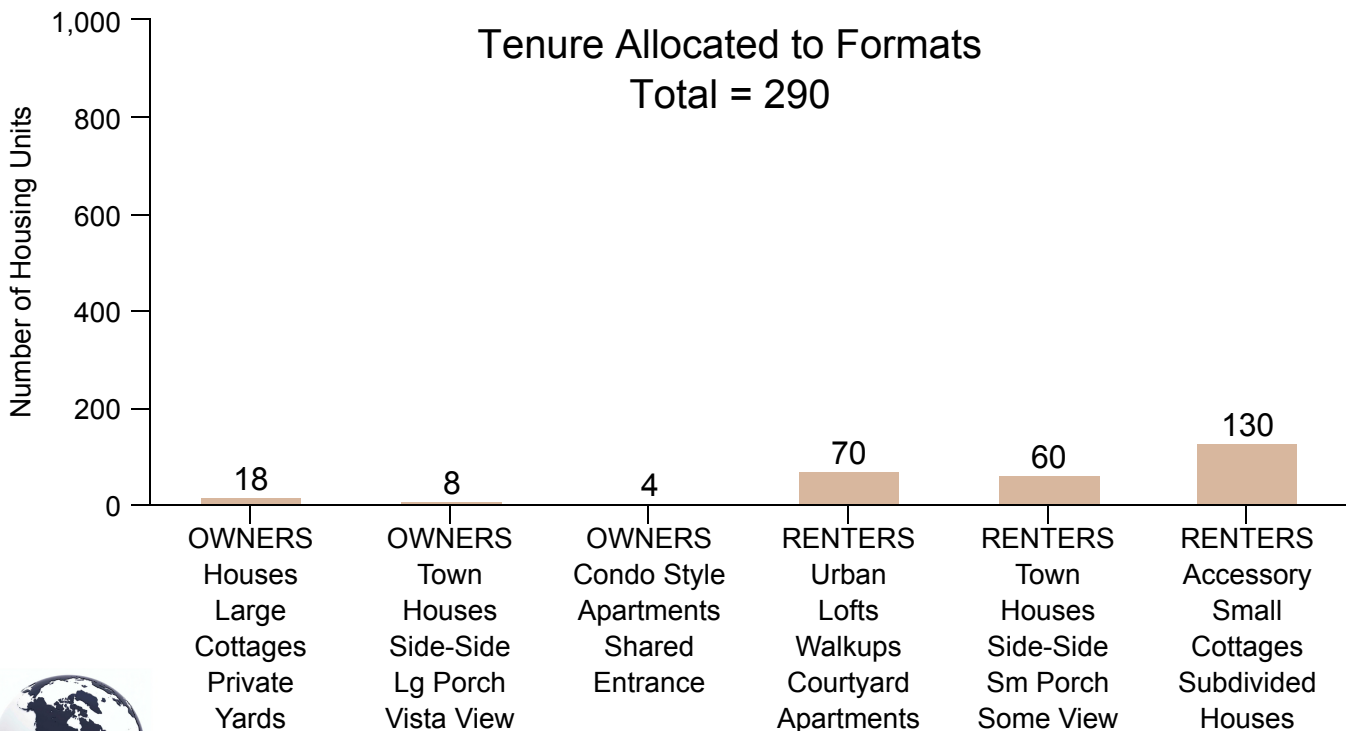
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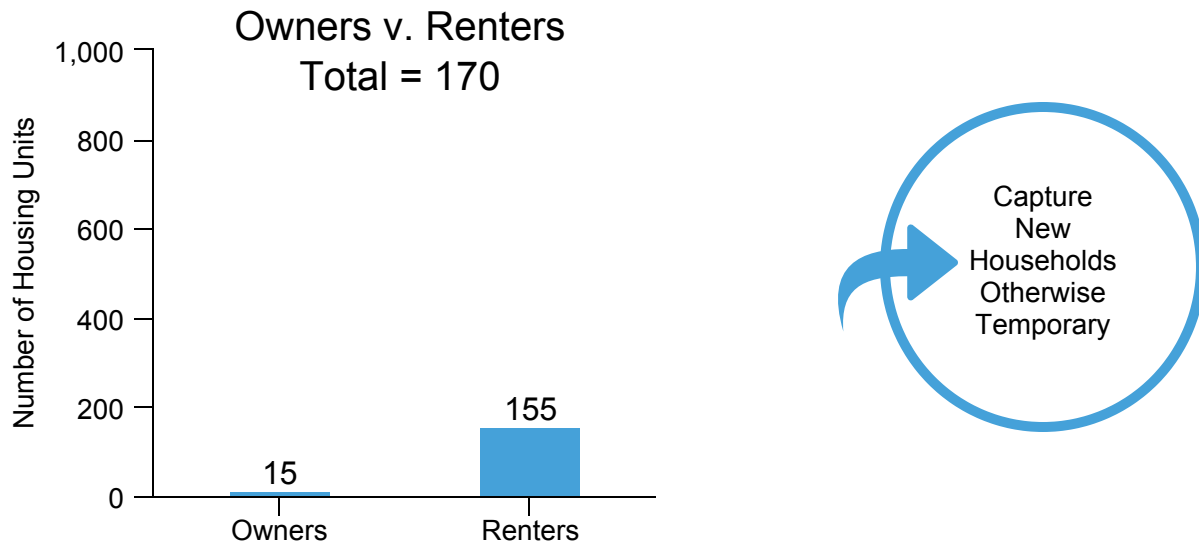
Annual Market Potential | Central Subarea Intercept with New Builds | Year 2025



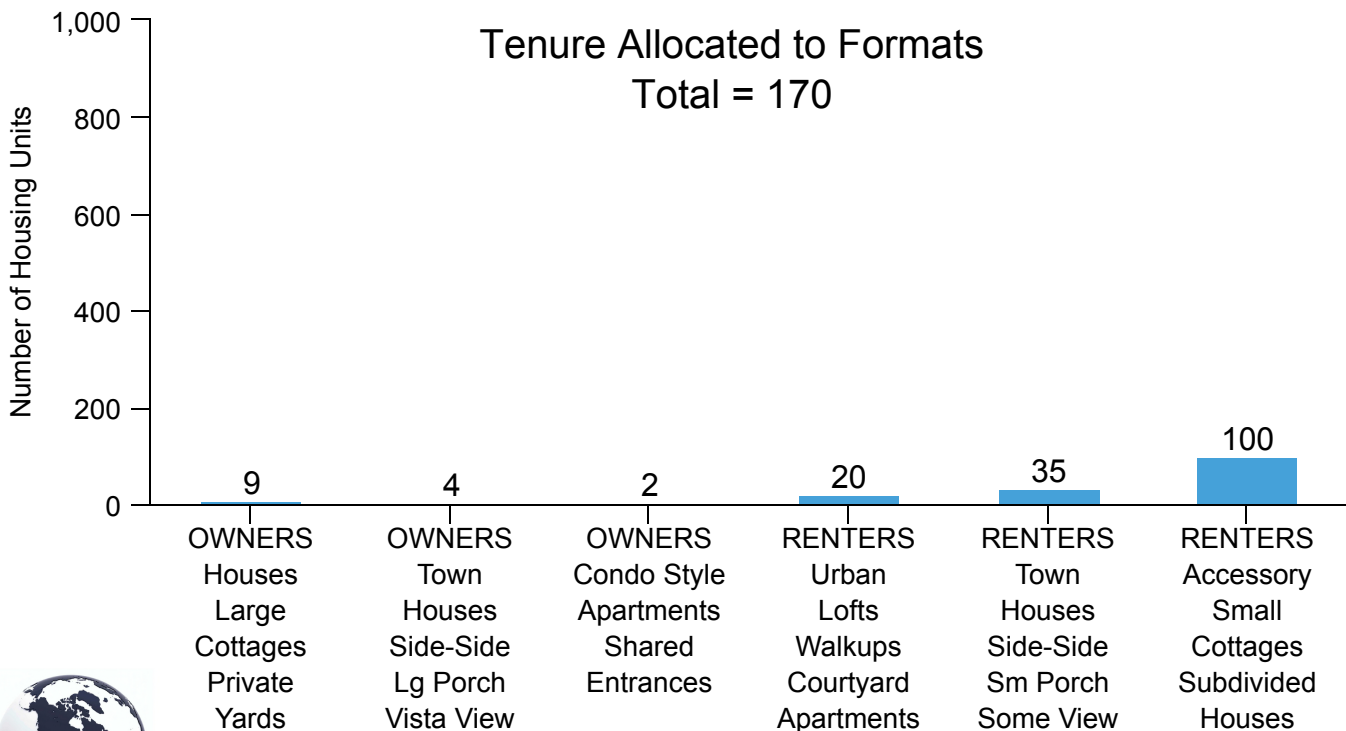
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Annual Market Potential | South Subarea Capture with New Builds | Year 2025

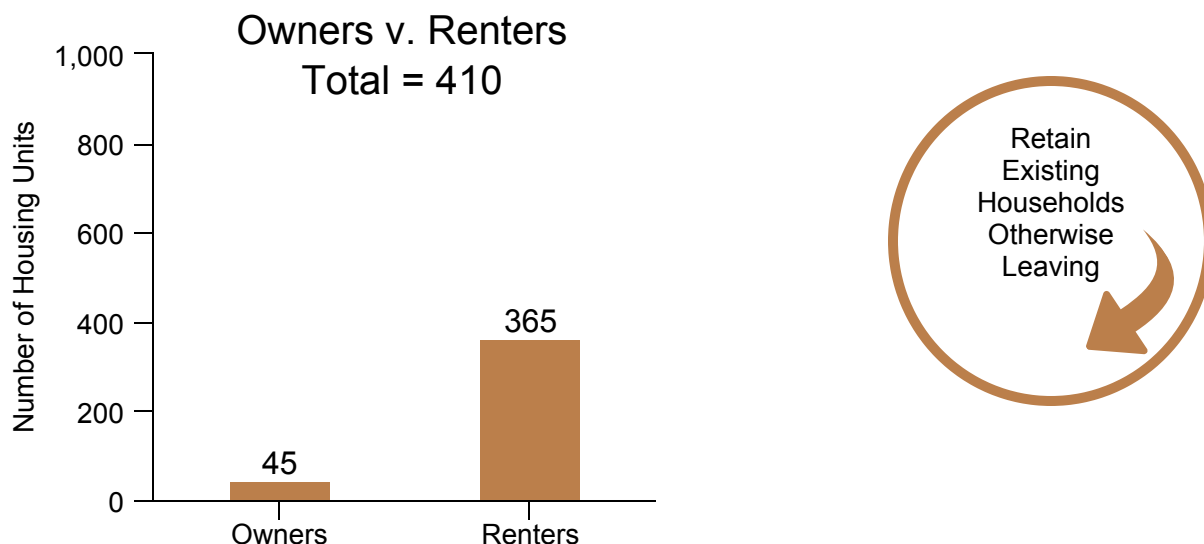


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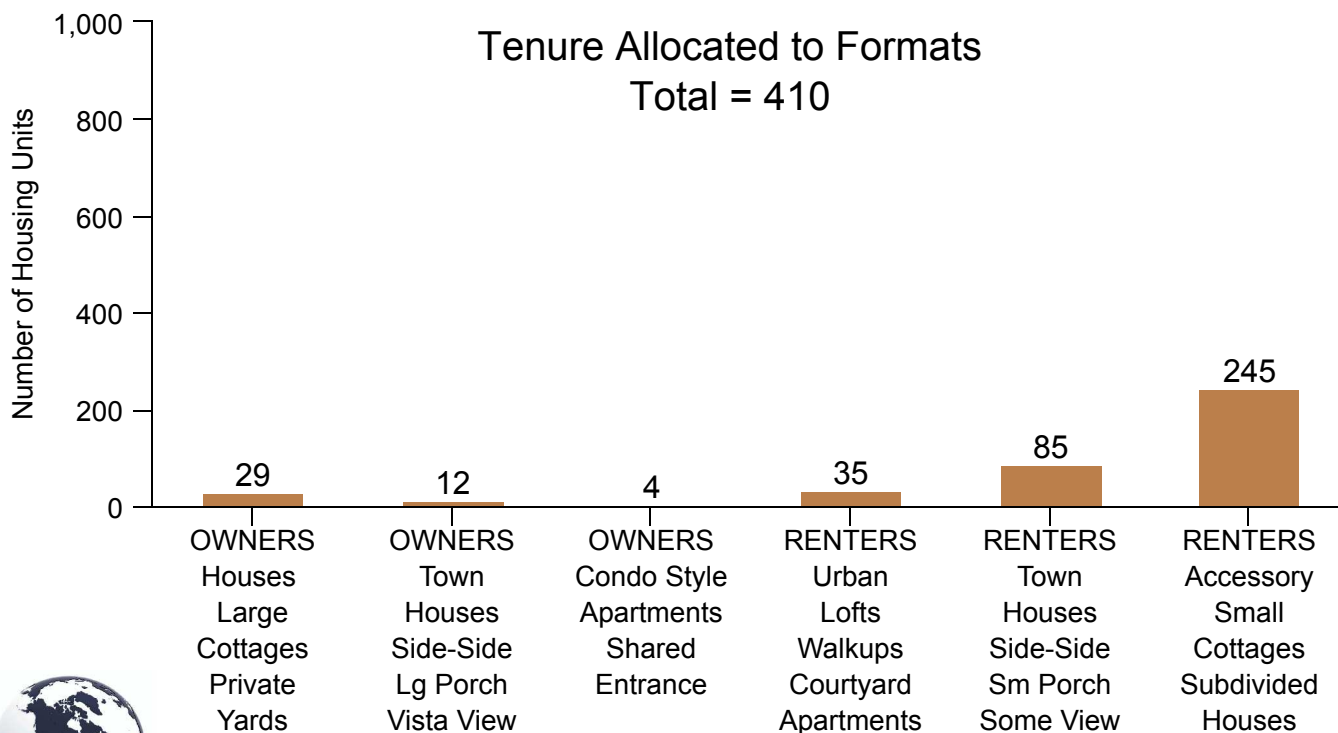


Annual Market Potential | South Subarea

Retain with Rehabs | Year 2025

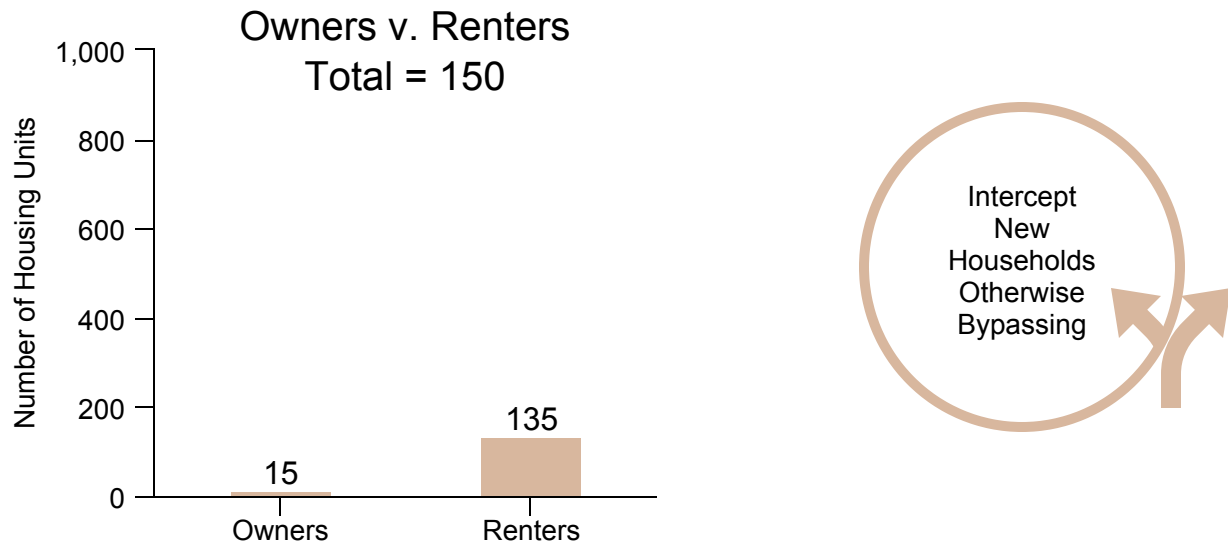


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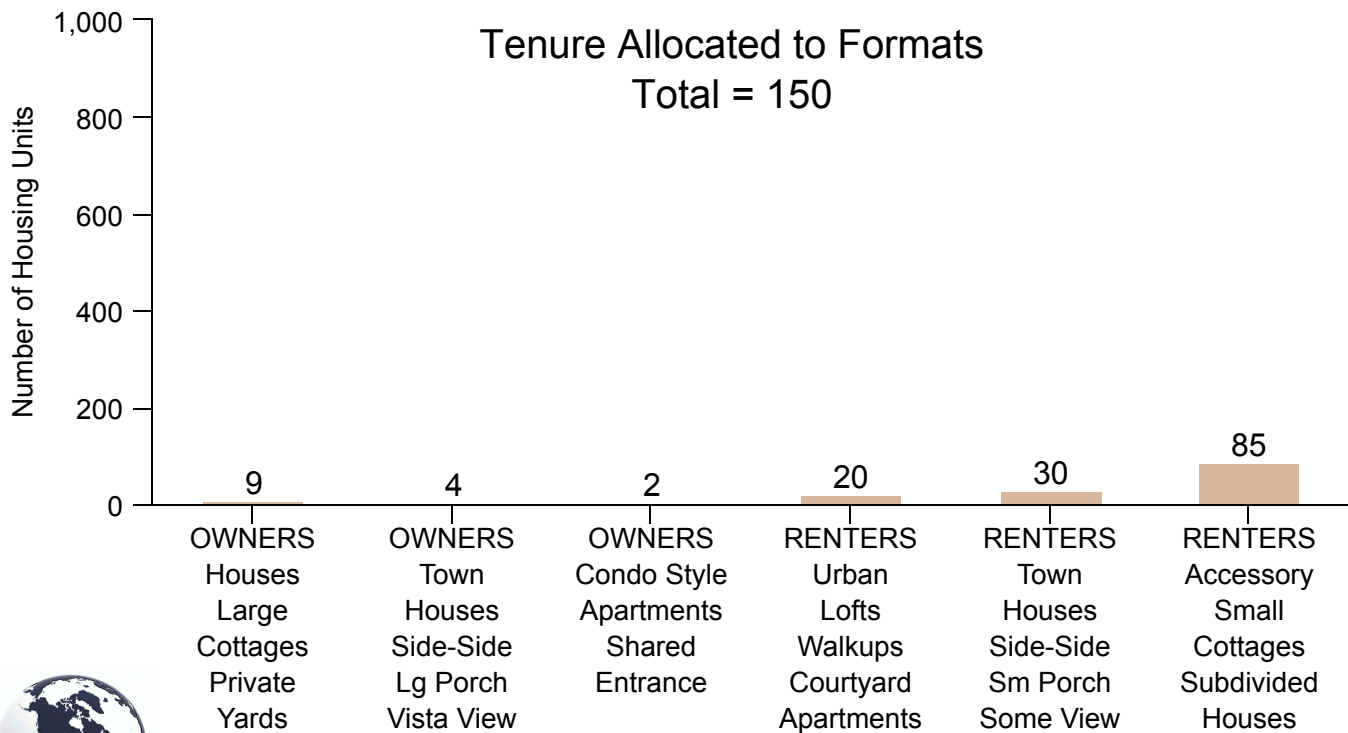


Source: Target market analysis and exhibit prepared by LandUseUSA | Urban Strategies on behalf of the City of Kansas City; 2023.

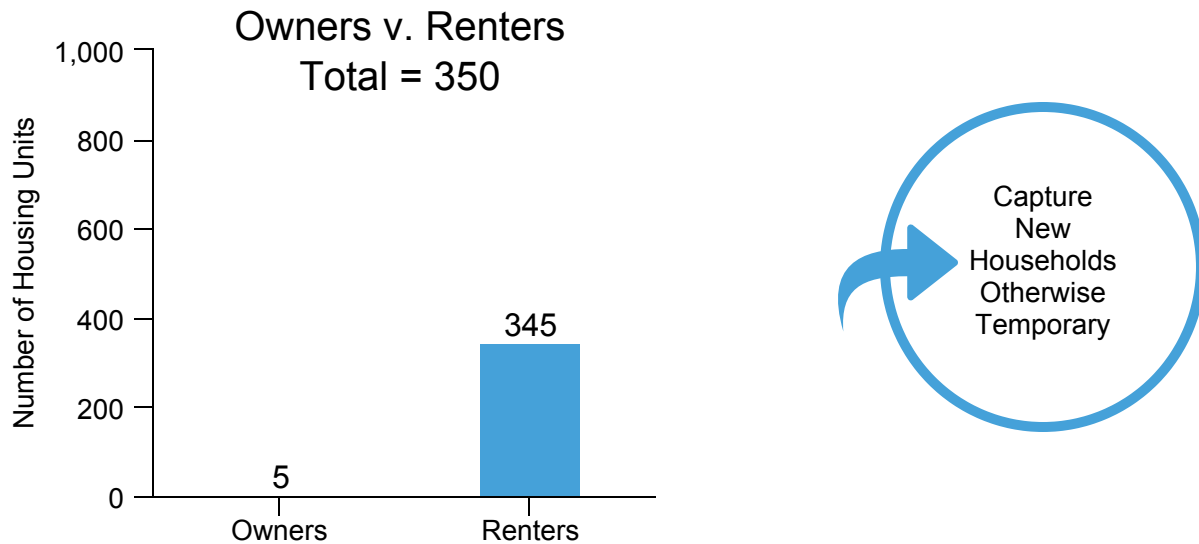
Annual Market Potential | South Subarea Intercept with New Builds | Year 2025



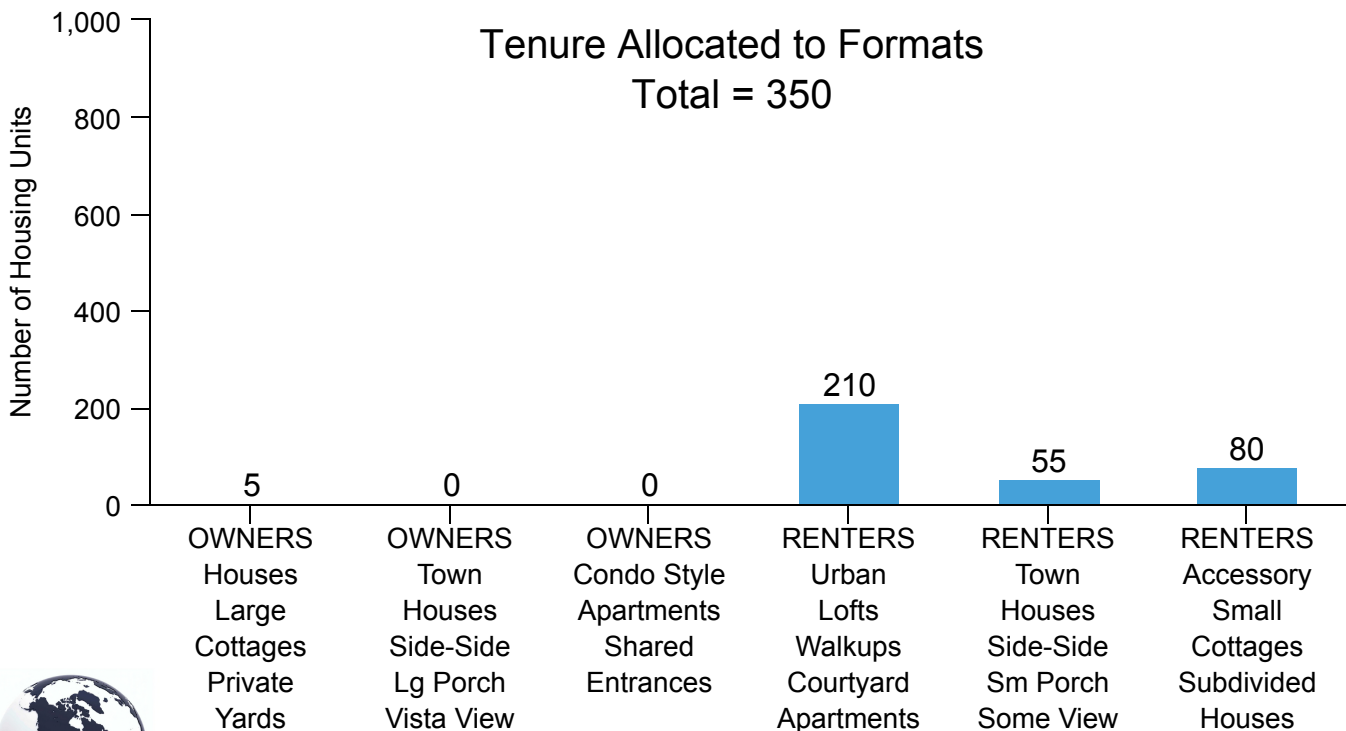
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Annual Market Potential | Brooklyn Ave Node Capture with New Builds | Year 2025

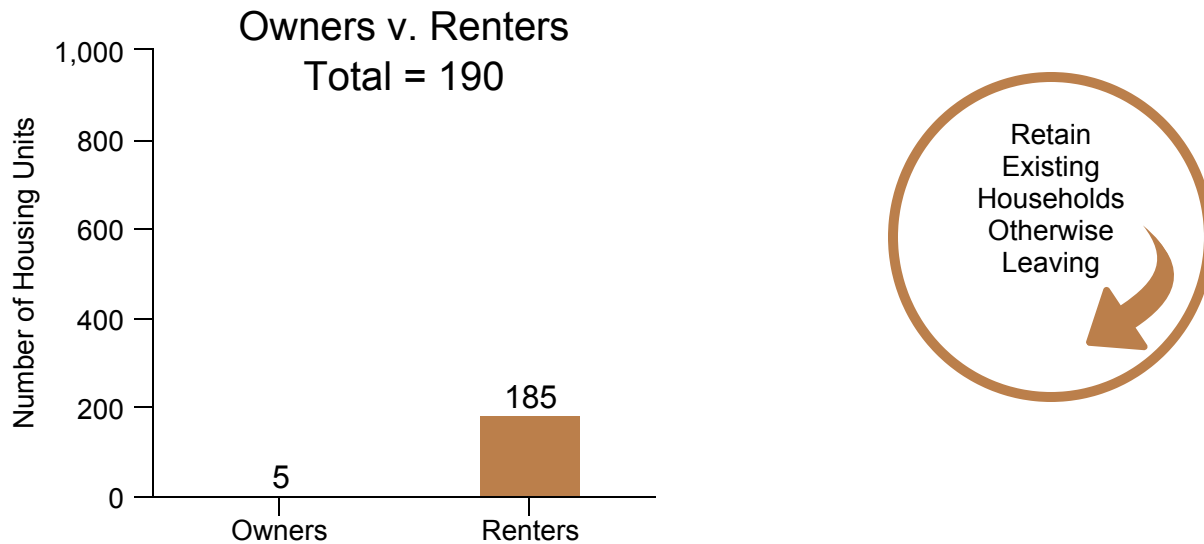


Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the the Brooklyn Ave Node (1/2 mile radius) by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

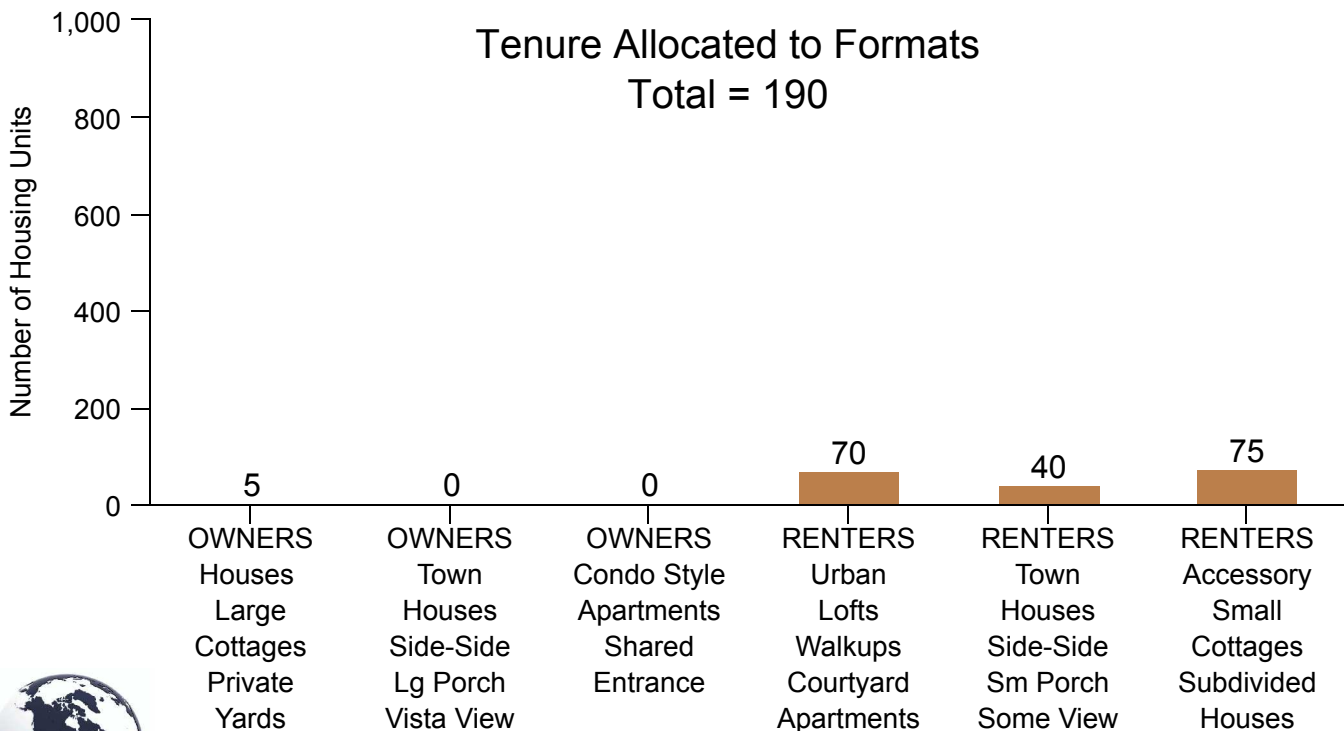


Annual Market Potential | Brooklyn Ave Node

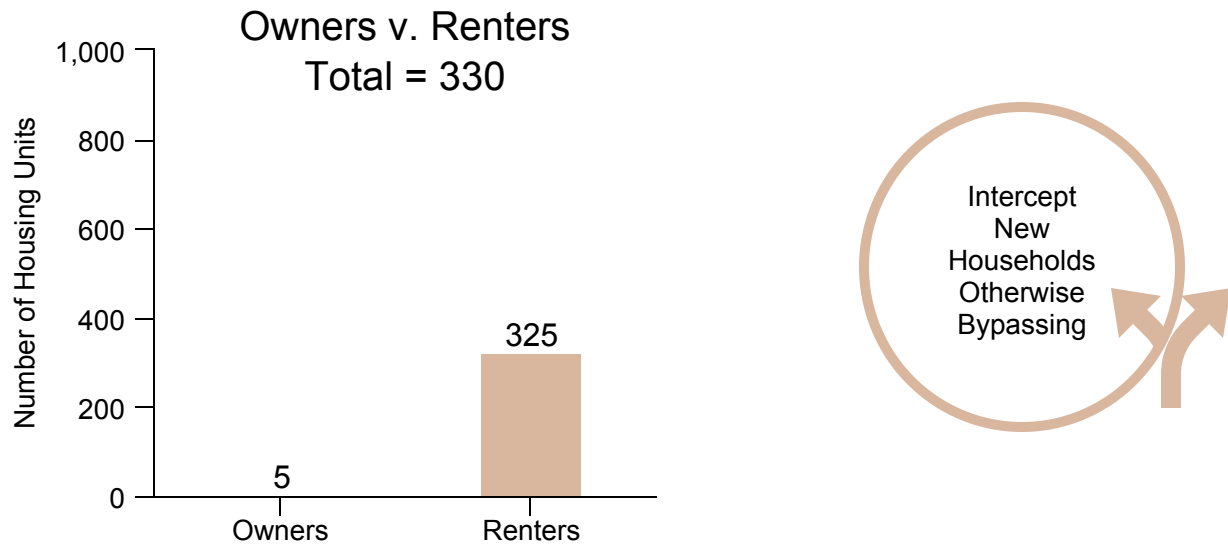
Retain with Rehabs | Year 2025



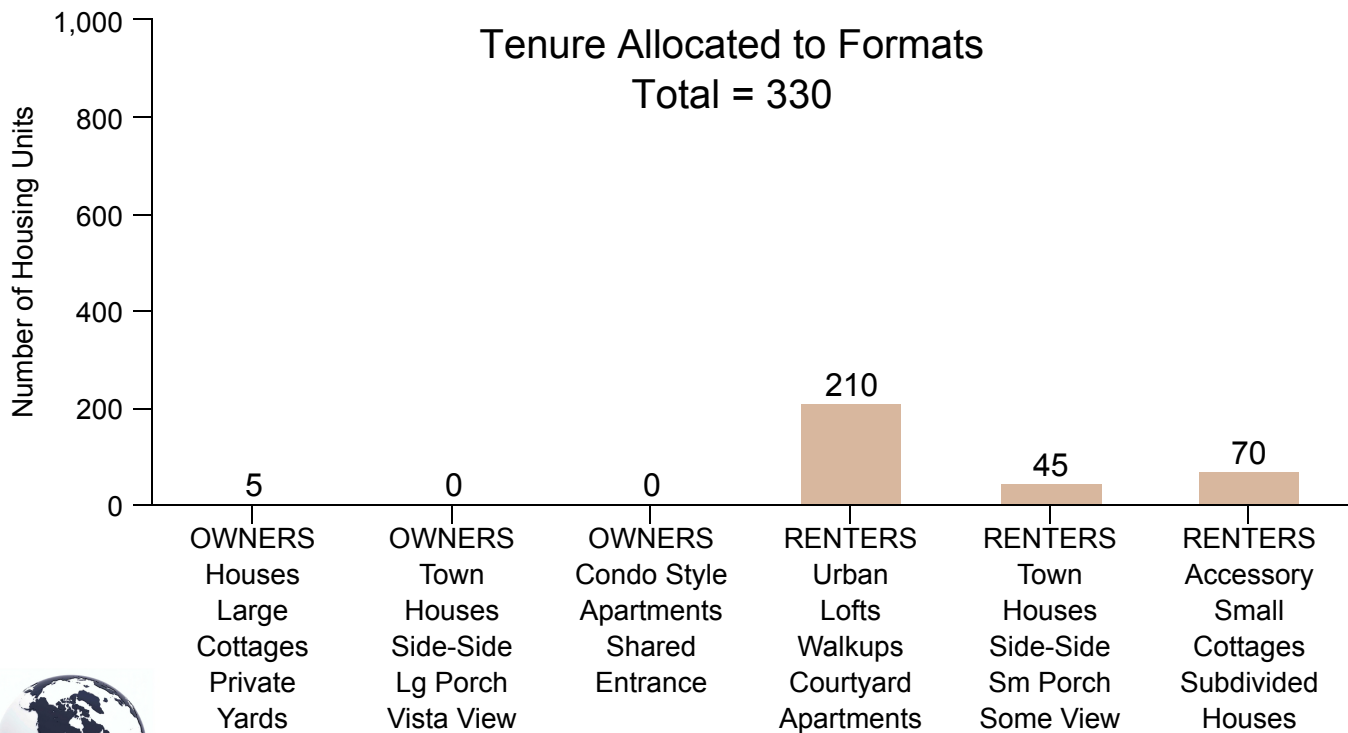
Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within the Brooklyn Ave Node (1/2 mile radius) by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



Annual Market Potential | Brooklyn Ave Node Intercept with New Builds | Year 2025

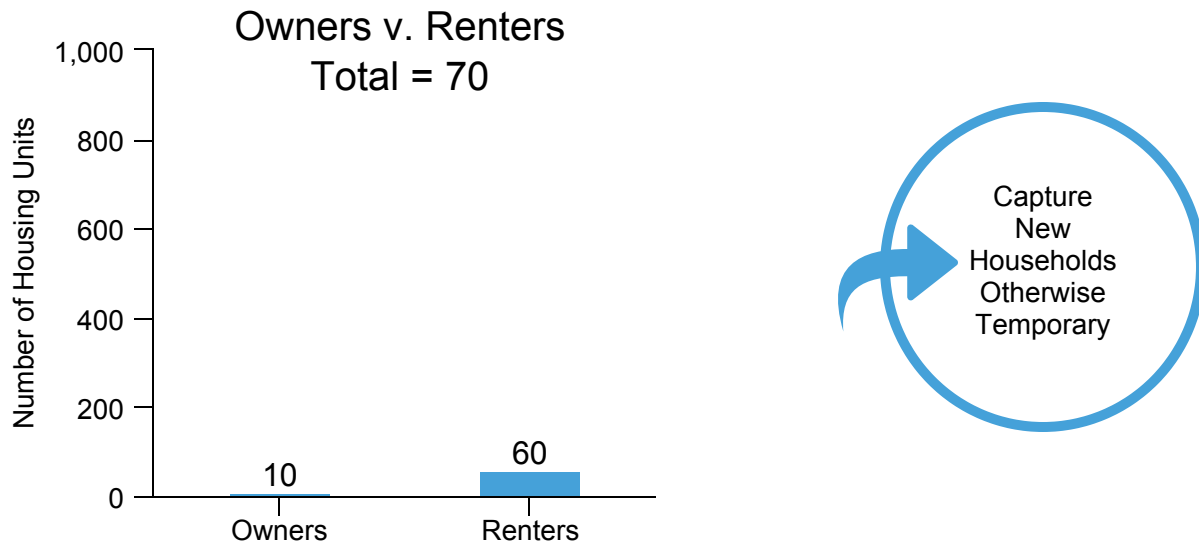


Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing the Brooklyn Ave Node (1/2 mile radius). There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

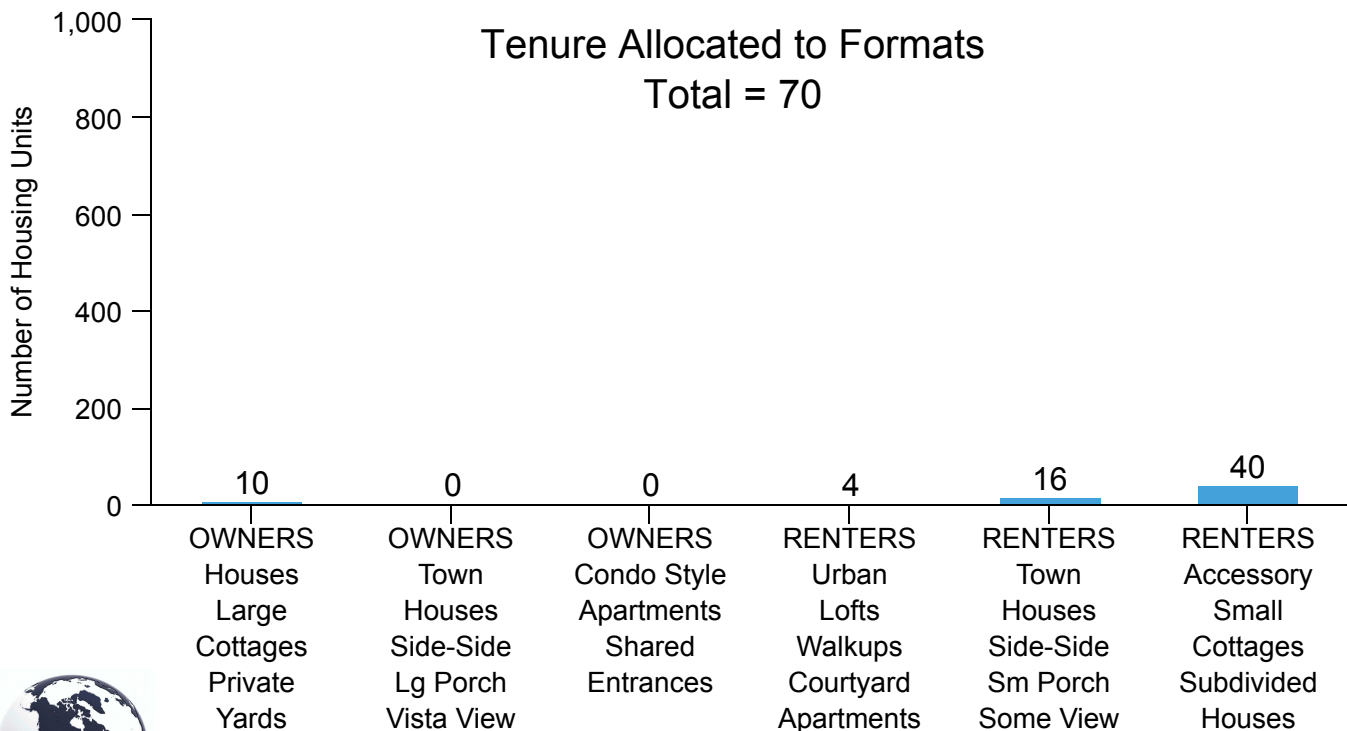


Annual Market Potential | 39th Ave Node

Capture with New Builds | Year 2025

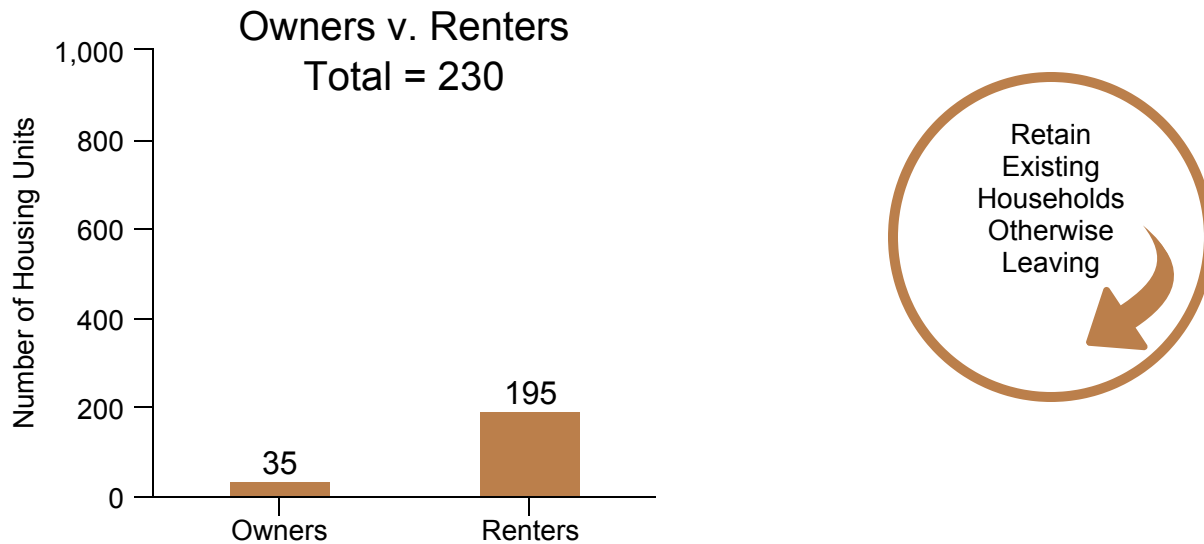


Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the the 39th Avenue Node (1/2 mile radius) by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

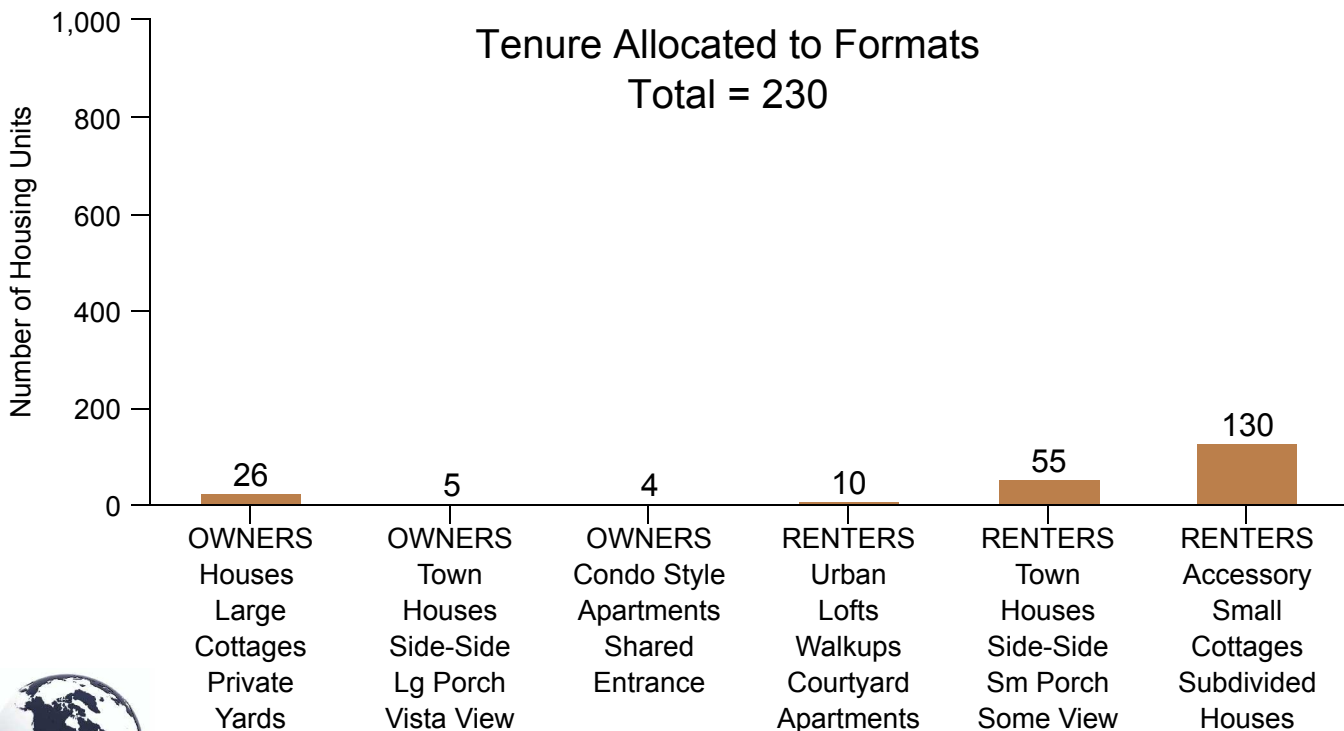


Annual Market Potential | 39th Ave Node

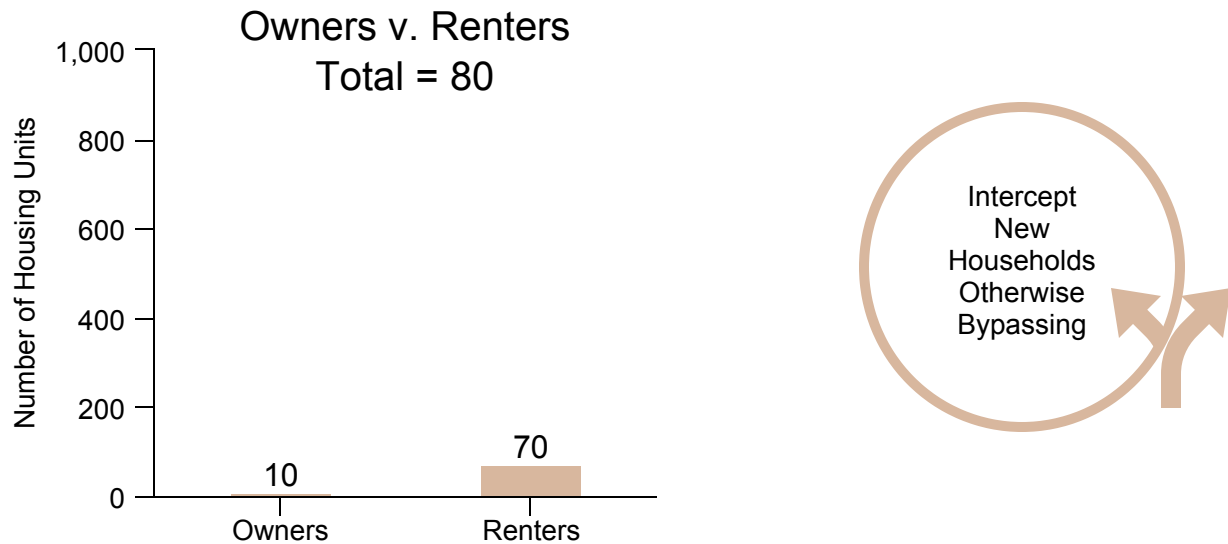
Retain with Rehabs | Year 2025



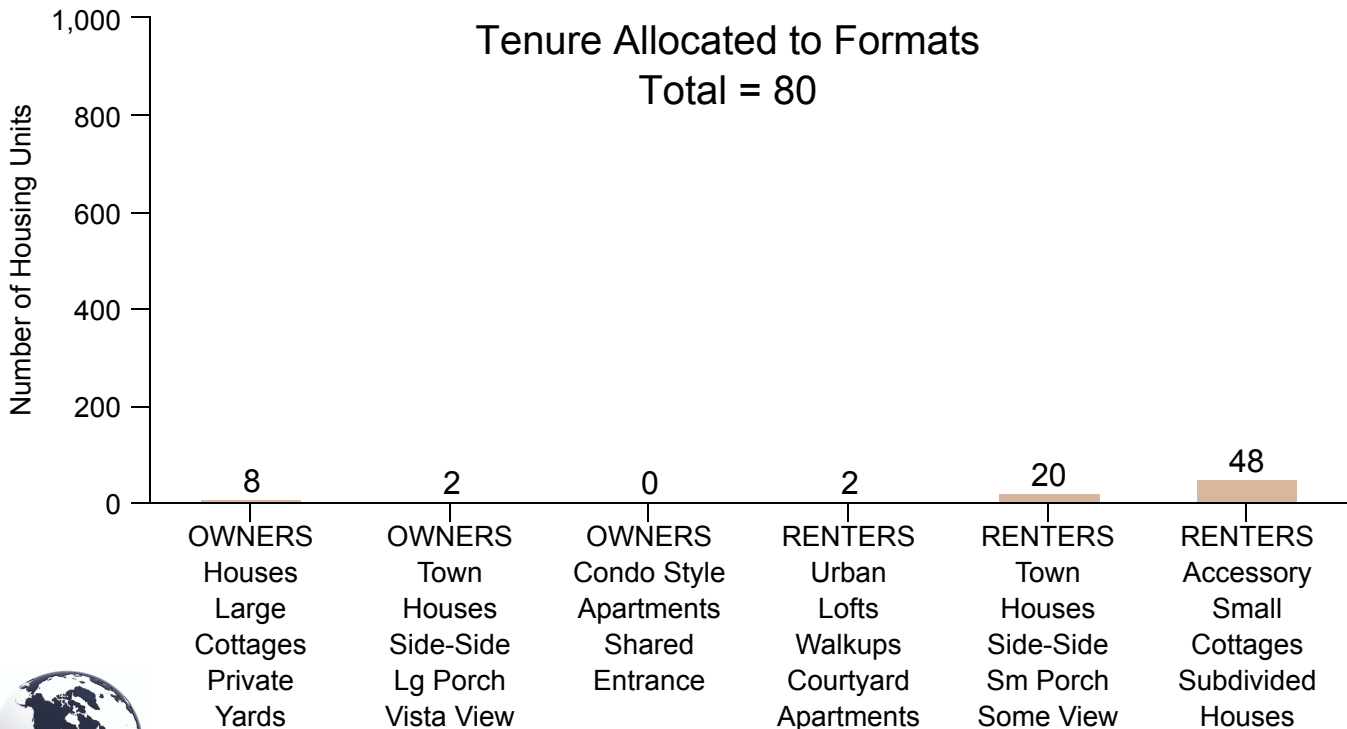
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Annual Market Potential | 39th Ave Node Intercept with New Builds | Year 2025

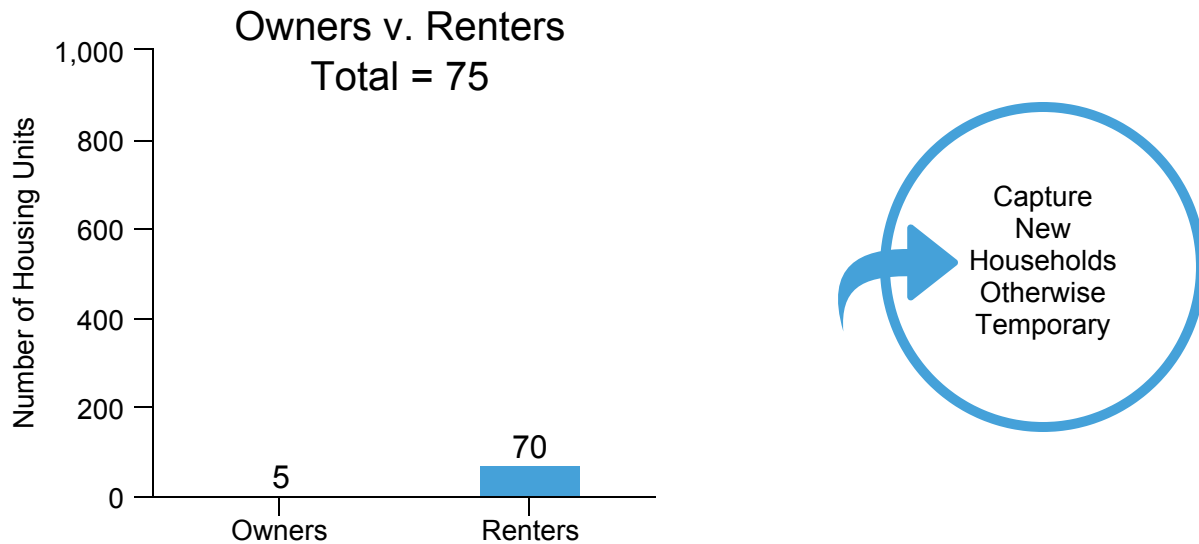


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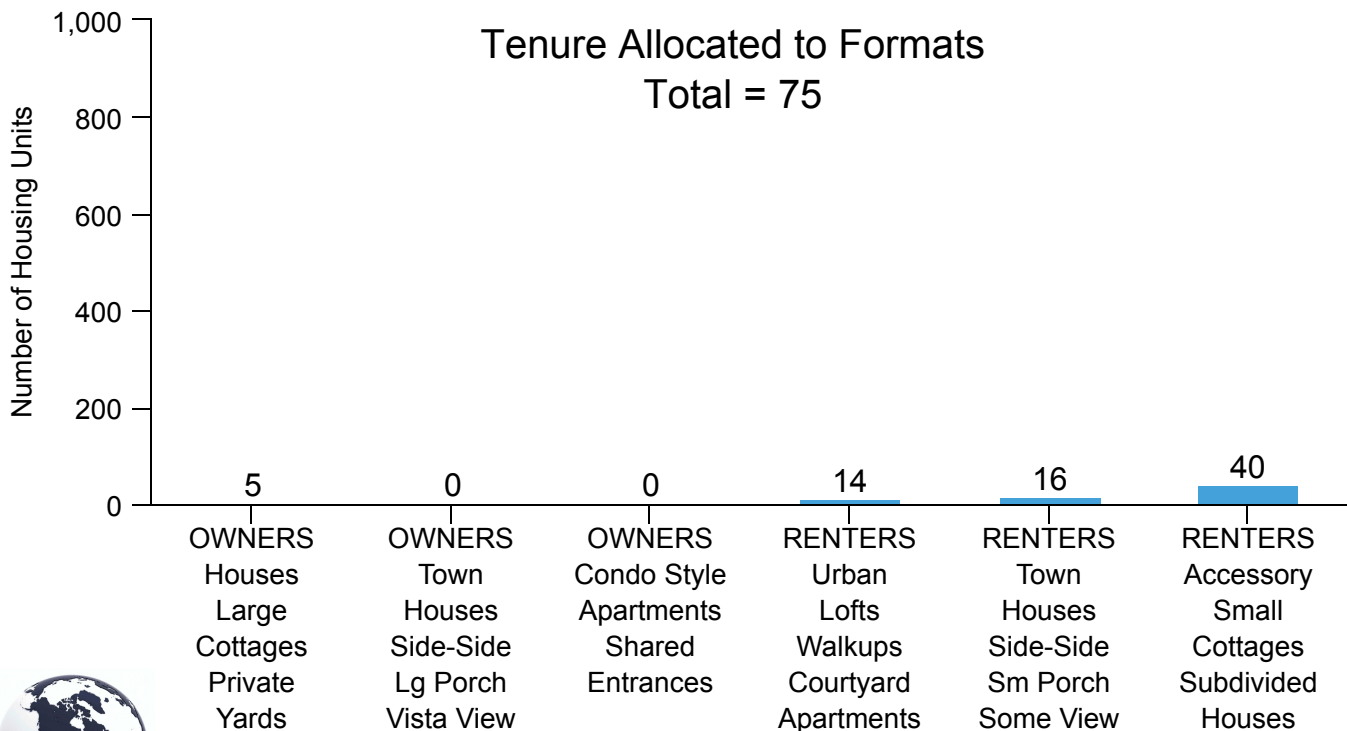


Annual Market Potential | 68th Ave Node

Capture with New Builds | Year 2025

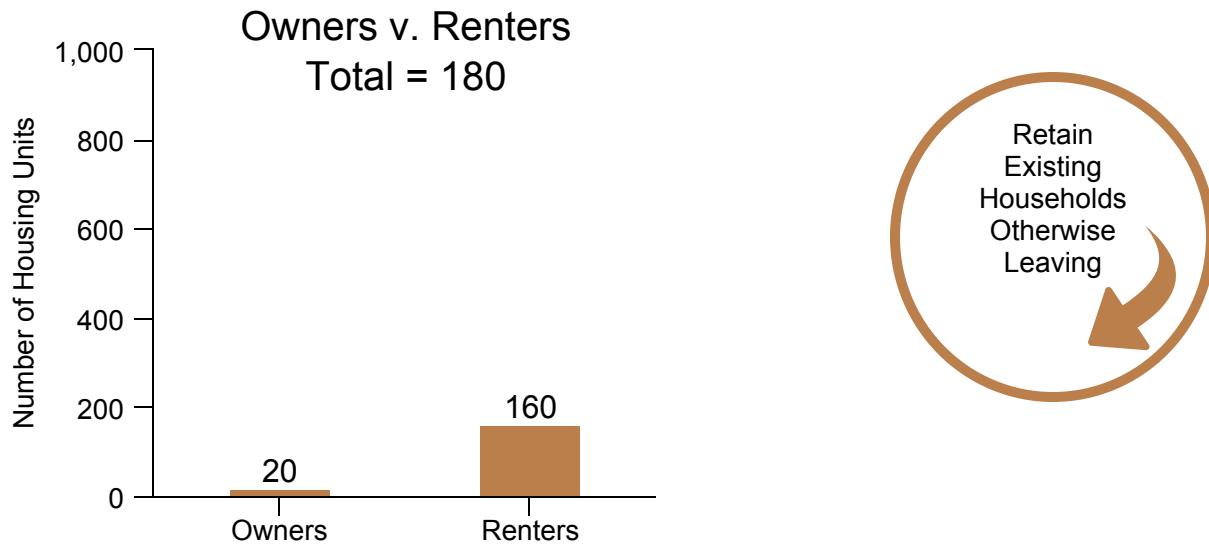


Both charts on this page represent a conservative market potential based on in-migration by new households only, and excluding internal movership by existing households. There is a need to CAPTURE these new households that are moving into the the 68th Avenue Node (1/2 mile radius) by building new housing units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

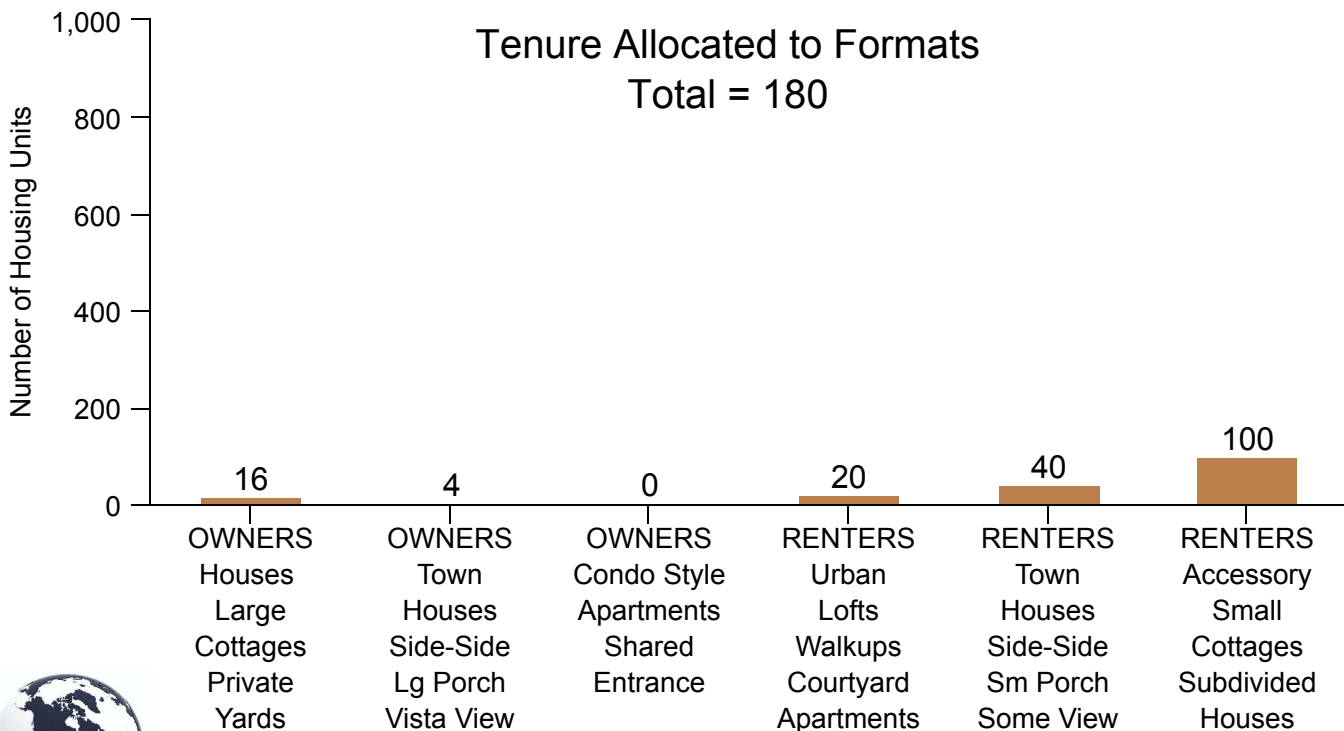


Annual Market Potential | 68th Ave Node

Retain with Rehabs | Year 2025

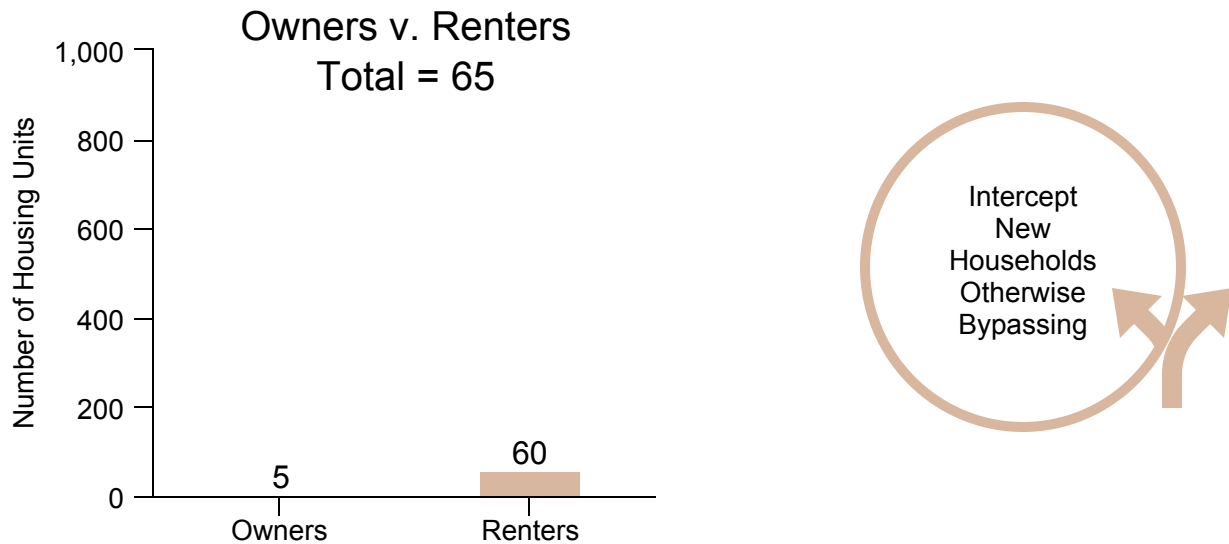


Both charts on this page represent a conservative market potential based on internal movership by existing households only, and excluding in-migration by new households. There is a need to RETAIN these existing households that are moving within the 68th Avenue Node (1/2 mile radius) by rehabbing outdated units every year. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.

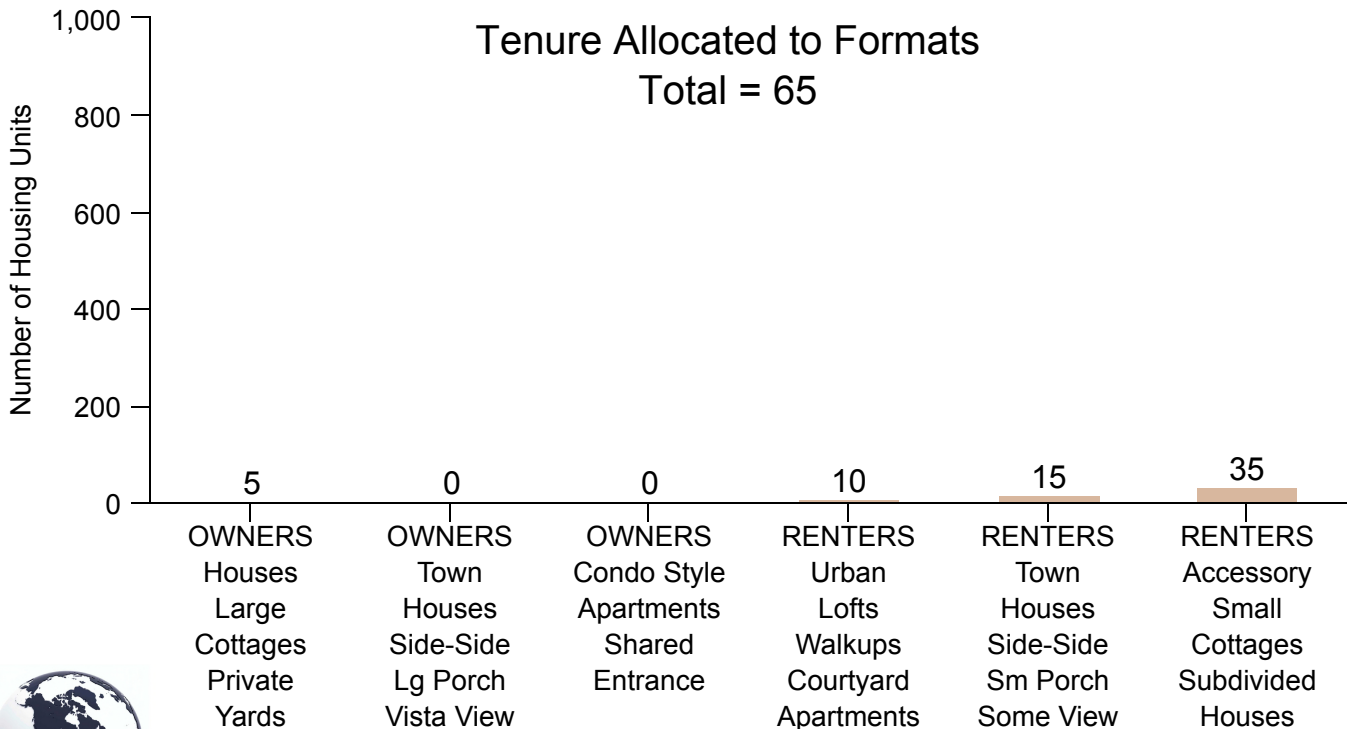


Annual Market Potential | 68th Ave Node

Intercept with New Builds | Year 2025



Both charts on this page represent an upside potential based on the interception of other households that are on the move but currently bypassing the 68th Avenue Node (1/2 mile radius). There is a need to INTERCEPT these households by building new housing formats that are under-represented in the market. All figures are unadjusted for out-migration, current vacancies, and competing developments that might be in the construction pipeline.



Section 1-B

Annual Market Potential | Downtown Subarea Capture of New Owners | Year 2025

Jet Set Urbanites A06	9
Suburban Attainment D18	
Full Pocket Empty Nest E19	5
Urban Edge G25	21
Balance & Harmony I33	
Bohemian Groove K40	
Rooted Flower Power L42	
Infants & Debit Cards M45	
Rural Southern Bliss N48	
Full Steam Ahead O50	
Digital Dependents O51	
Urban Ambition O52	
Striving Singles O54	20
Family Troopers O55	
Mid-Scale Medley P56	
Modest Metro Means P57	
Expanding Horizons P59	
Humble Beginnings P61	
Town Elders Q64	
Senior Discount Towers Q65	5
Daring to Dream R66	
Hoping for Tomorrow R67	
Small Town Pockets S68	
Urban Survivors S69	
Tough Times S71	

New Owner Households

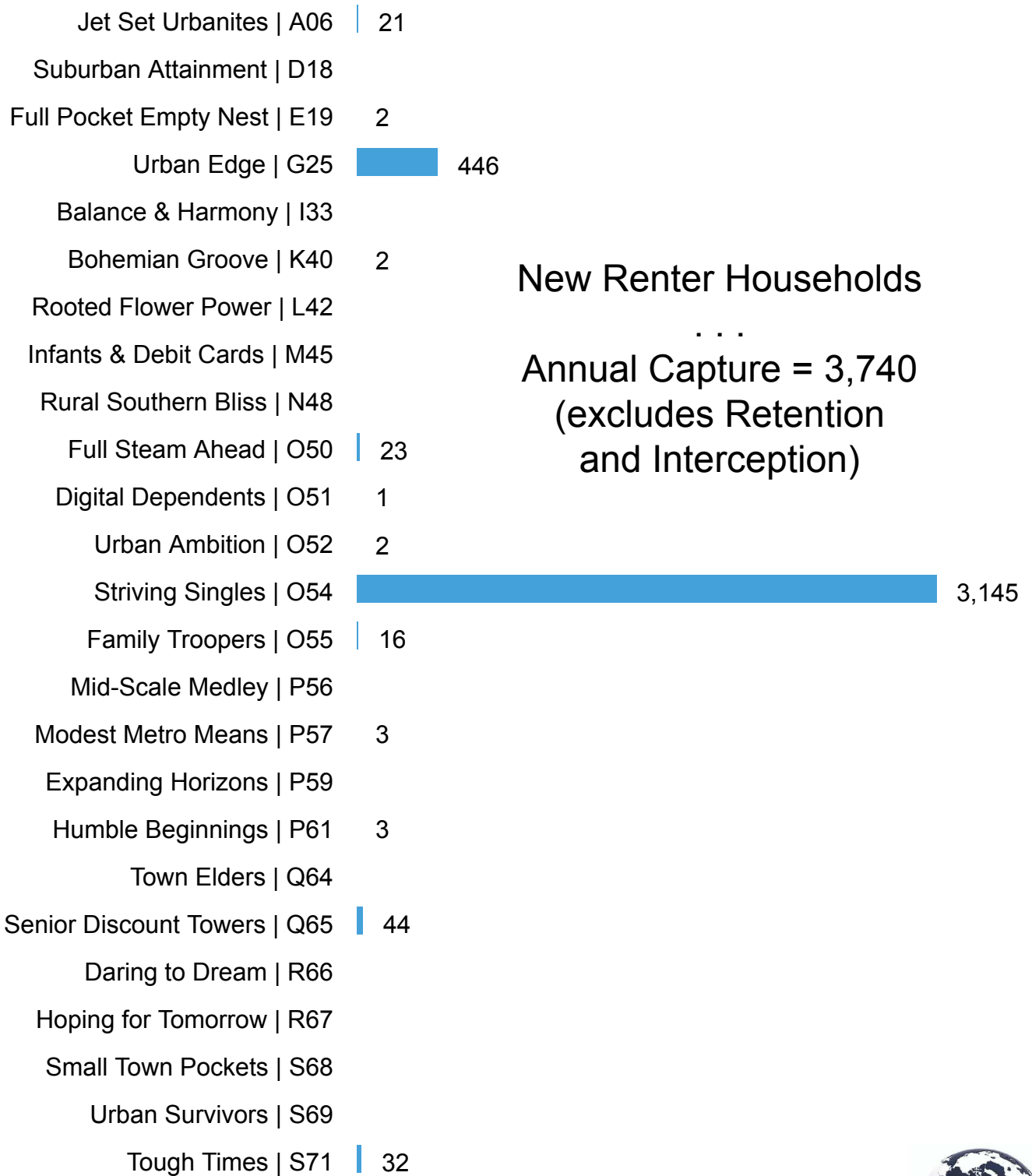
...
Annual Capture = 60
(excludes Retention
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2022, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of the City of Kansas City; 2023.



LandUseUSA
UrbanStrategies

Annual Market Potential | Downtown Subarea Capture of New Renters | Year 2025



Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2022, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of the City of Kansas City; 2023.



Annual Market Potential | East Subarea

Capture of New Owners | Year 2025

- Jet Set Urbanites | A06
- Suburban Attainment | D18 | 2
- Full Pocket Empty Nest | E19
- Urban Edge | G25
- Balance & Harmony | I33
- Bohemian Groove | K40
- Rooted Flower Power | L42
- Infants & Debit Cards | M45
- Rural Southern Bliss | N48 | 2
- Full Steam Ahead | O50
- Digital Dependents | O51
- Urban Ambition | O52
- Striving Singles | O54
- Family Troopers | O55
- Mid-Scale Medley | P56
- Modest Metro Means | P57
- Expanding Horizons | P59
- Humble Beginnings | P61
- Town Elders | Q64
- Senior Discount Towers | Q65
- Daring to Dream | R66
- Hoping for Tomorrow | R67
- Small Town Pockets | S68
- Urban Survivors | S69 | 1
- Tough Times | S71

New Owner Households

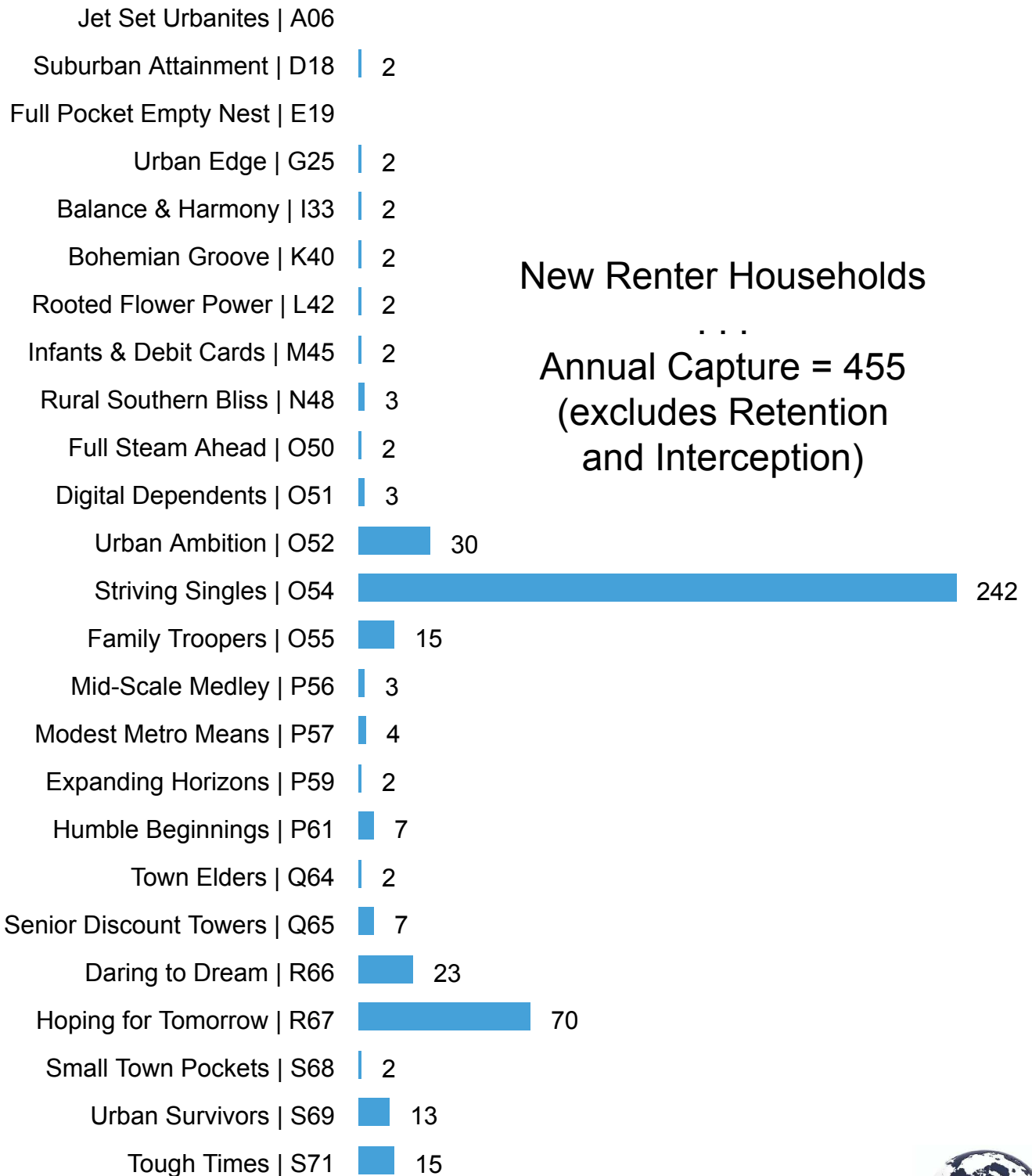
...

Annual Capture = 5
(excludes Retention
and Interception)



Annual Market Potential | East Subarea

Capture of New Renters | Year 2025



Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2022, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of the City of Kansas City; 2023.



Annual Market Potential | Central Subarea Capture of New Owners | Year 2025

Jet Set Urbanites A06	
Suburban Attainment D18	3
Full Pocket Empty Nest E19	
Urban Edge G25	
Balance & Harmony I33	2
Bohemian Groove K40	
Rooted Flower Power L42	
Infants & Debit Cards M45	1
Rural Southern Bliss N48	5
Full Steam Ahead O50	
Digital Dependents O51	1
Urban Ambition O52	
Striving Singles O54	
Family Troopers O55	
Mid-Scale Medley P56	1
Modest Metro Means P57	
Expanding Horizons P59	
Humble Beginnings P61	2
Town Elders Q64	
Senior Discount Towers Q65	1
Daring to Dream R66	1
Hoping for Tomorrow R67	
Small Town Pockets S68	
Urban Survivors S69	13
Tough Times S71	

New Owner Households

...

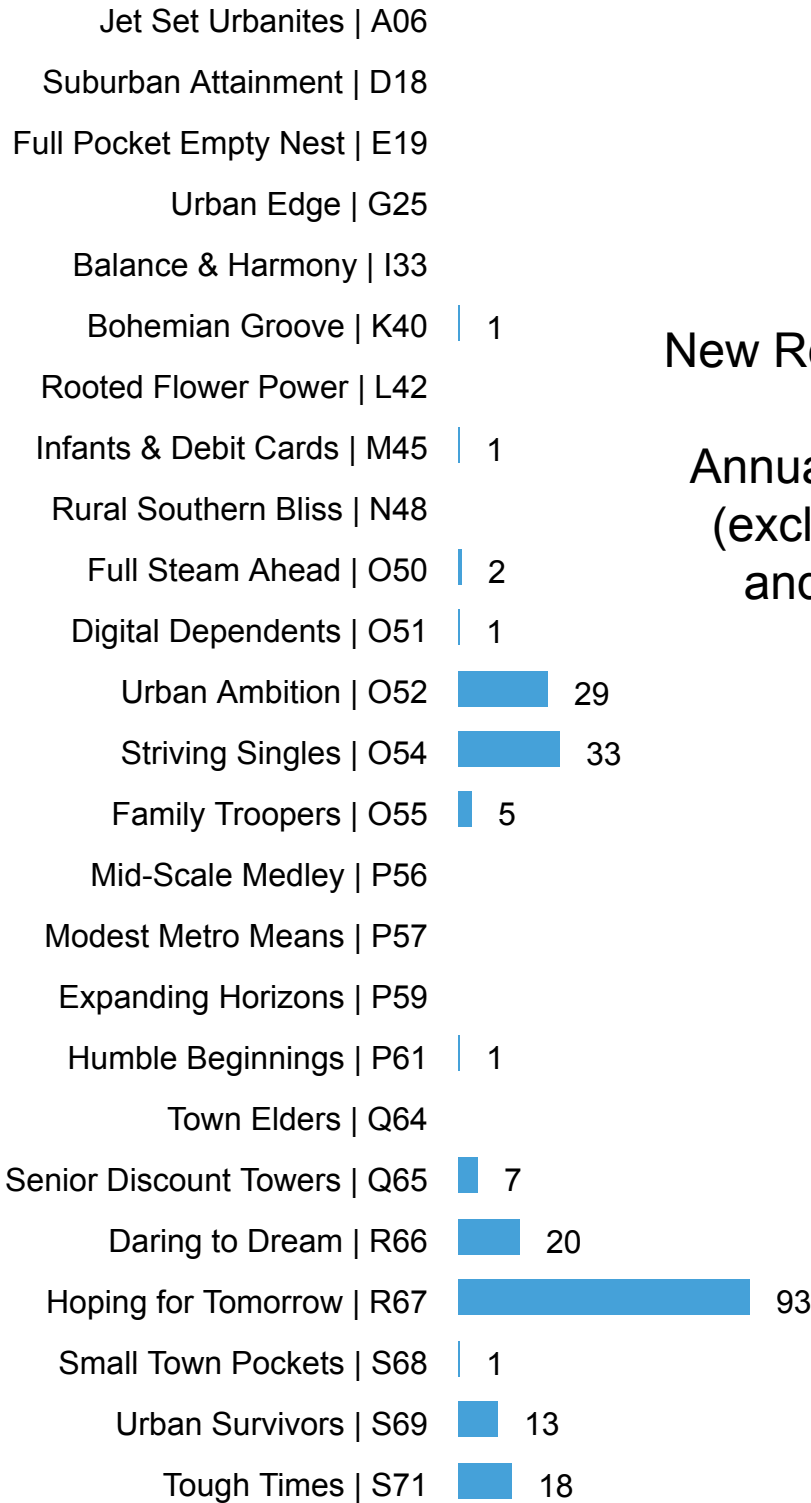
Annual Capture = 30
(excludes Retention
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2022, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of the City of Kansas City; 2023.



Annual Market Potential | Central Subarea

Capture of New Renters | Year 2025



New Renter Households

Annual Capture = 225
(excludes Retention
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2022, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of the City of Kansas City; 2023.



Annual Market Potential | South Subarea

Capture of New Owners | Year 2025

Jet Set Urbanites A06	
Suburban Attainment D18	2
Full Pocket Empty Nest E19	
Urban Edge G25	
Balance & Harmony I33	
Bohemian Groove K40	
Rooted Flower Power L42	
Infants & Debit Cards M45	
Rural Southern Bliss N48	3
Full Steam Ahead O50	
Digital Dependents O51	
Urban Ambition O52	
Striving Singles O54	
Family Troopers O55	
Mid-Scale Medley P56	
Modest Metro Means P57	
Expanding Horizons P59	2
Humble Beginnings P61	
Town Elders Q64	1
Senior Discount Towers Q65	
Daring to Dream R66	
Hoping for Tomorrow R67	
Small Town Pockets S68	
Urban Survivors S69	7
Tough Times S71	

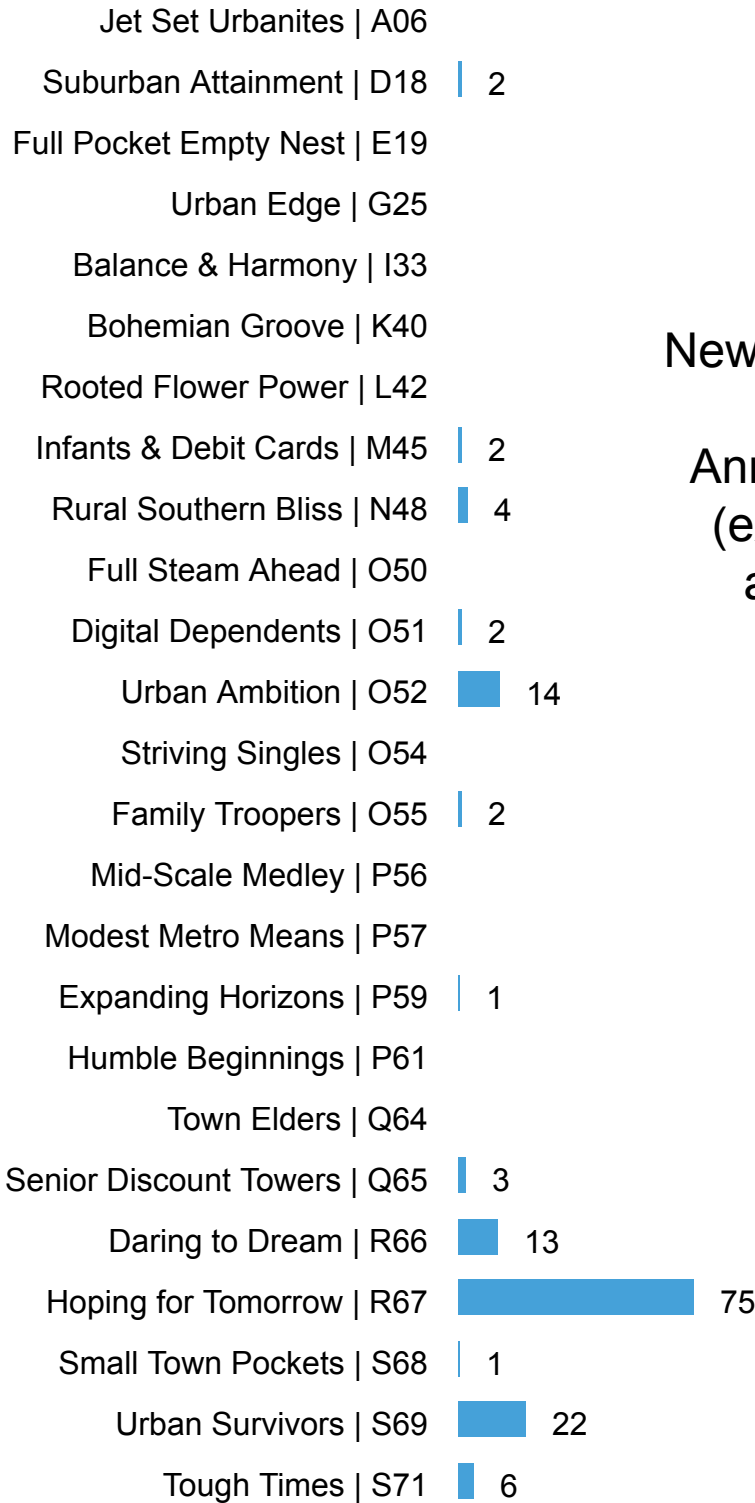
New Owner Households

...

Annual Capture = 15
(excludes Retention
and Interception)

Annual Market Potential | South Subarea

Capture of New Renters | Year 2025



New Renter Households

...

Annual Capture = 155
(excludes Retention
and Interception)

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2022, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of the City of Kansas City; 2023.



Annual Market Potential | Brooklyn Ave Node

Capture of New Owners | Year 2025

Jet Set Urbanites A06	
Suburban Attainment D18	2
Full Pocket Empty Nest E19	
Urban Edge G25	
Balance & Harmony I33	
Bohemian Groove K40	
Rooted Flower Power L42	
Infants & Debit Cards M45	
Rural Southern Bliss N48	2
Full Steam Ahead O50	
Digital Dependents O51	
Urban Ambition O52	
Striving Singles O54	
Family Troopers O55	
Mid-Scale Medley P56	
Modest Metro Means P57	
Expanding Horizons P59	
Humble Beginnings P61	
Town Elders Q64	
Senior Discount Towers Q65	
Daring to Dream R66	
Hoping for Tomorrow R67	
Small Town Pockets S68	
Urban Survivors S69	1
Tough Times S71	

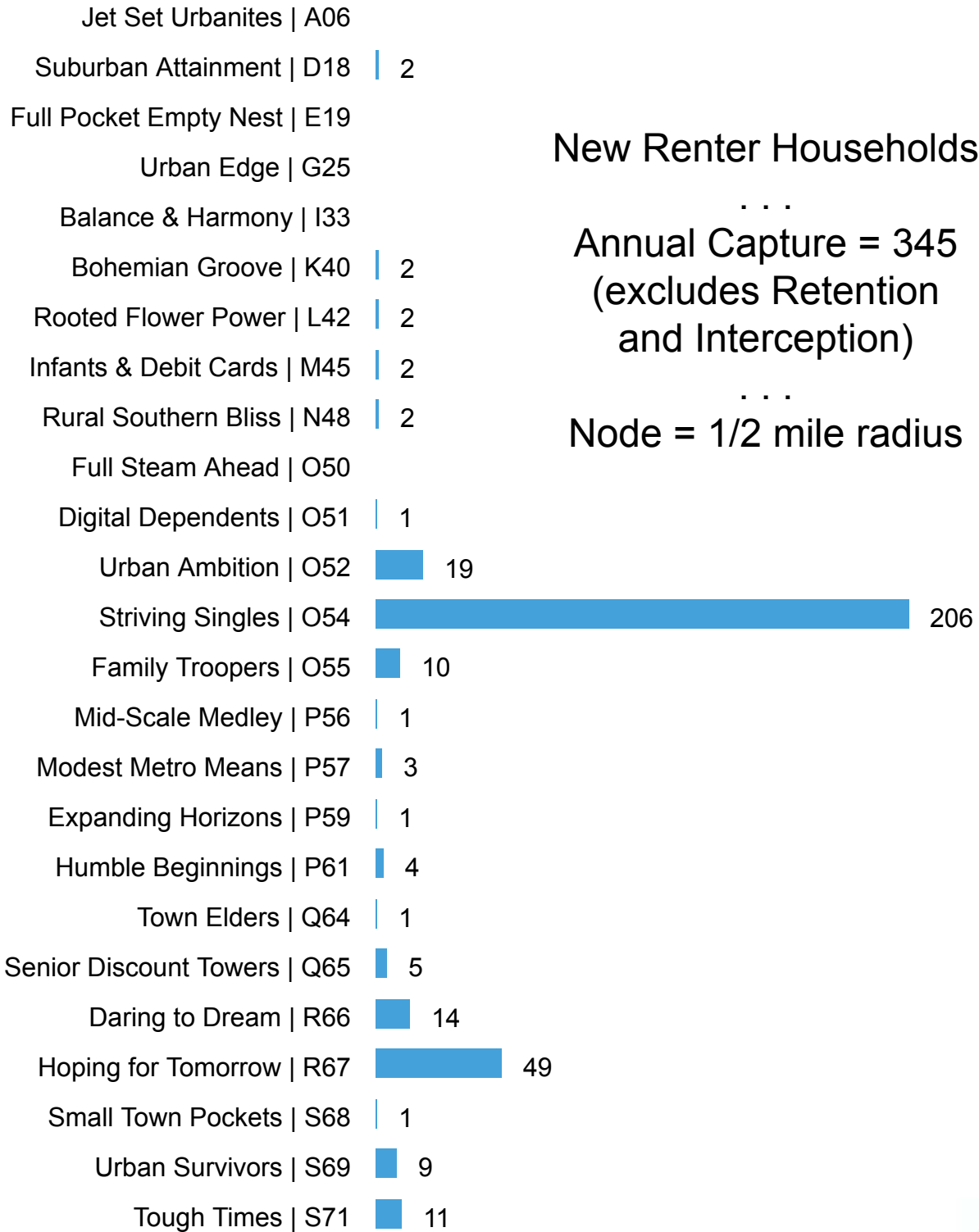
New Owner Households

...
Annual Capture = 5
(excludes Retention
and Interception)

...
Node = 1/2 mile radius

Annual Market Potential | Brooklyn Ave Node

Capture of New Renters | Year 2025



Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2022, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of the City of Kansas City; 2023.



Annual Market Potential | 39th Street Node

Capture of New Owners | Year 2025

Jet Set Urbanites A06	
Suburban Attainment D18	2
Full Pocket Empty Nest E19	
Urban Edge G25	
Balance & Harmony I33	
Bohemian Groove K40	
Rooted Flower Power L42	
Infants & Debit Cards M45	
Rural Southern Bliss N48	2
Full Steam Ahead O50	
Digital Dependents O51	
Urban Ambition O52	
Striving Singles O54	
Family Troopers O55	
Mid-Scale Medley P56	
Modest Metro Means P57	
Expanding Horizons P59	1
Humble Beginnings P61	
Town Elders Q64	
Senior Discount Towers Q65	
Daring to Dream R66	
Hoping for Tomorrow R67	
Small Town Pockets S68	
Urban Survivors S69	5
Tough Times S71	

New Owner Households

...

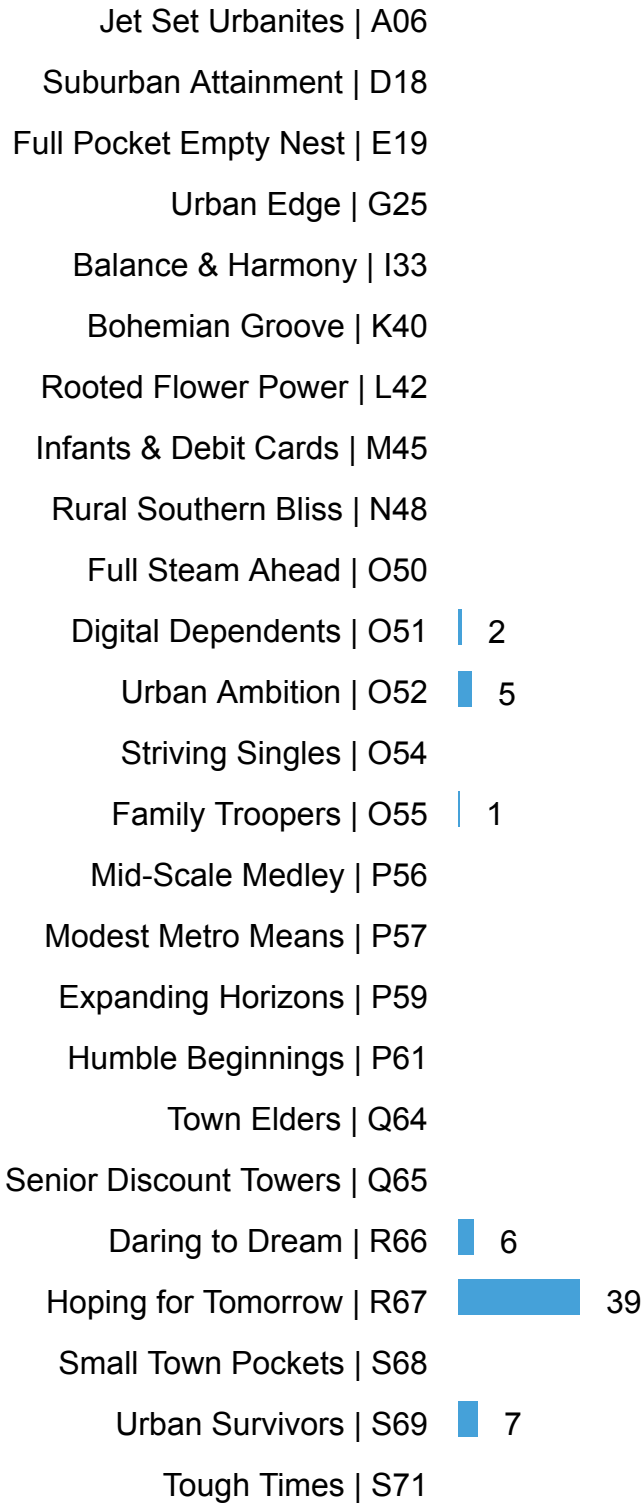
Annual Capture = 10
(excludes Retention
and Interception)

...

Node = 1/2 mile radius

Annual Market Potential | 39th Street Node

Capture of New Renters | Year 2025



New Renter Households

...
 Annual Capture = 60
 (excludes Retention
 and Interception)

...
 Node = 1/2 mile radius

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2022, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of the City of Kansas City; 2023.



LandUseUSA
 UrbanStrategies

Annual Market Potential | 68th Street Node

Capture of New Owners | Year 2025

Jet Set Urbanites A06	
Suburban Attainment D18	2
Full Pocket Empty Nest E19	
Urban Edge G25	
Balance & Harmony I33	
Bohemian Groove K40	
Rooted Flower Power L42	
Infants & Debit Cards M45	
Rural Southern Bliss N48	1
Full Steam Ahead O50	
Digital Dependents O51	
Urban Ambition O52	
Striving Singles O54	
Family Troopers O55	
Mid-Scale Medley P56	
Modest Metro Means P57	
Expanding Horizons P59	
Humble Beginnings P61	
Town Elders Q64	
Senior Discount Towers Q65	
Daring to Dream R66	
Hoping for Tomorrow R67	
Small Town Pockets S68	
Urban Survivors S69	2
Tough Times S71	

New Owner Households

...

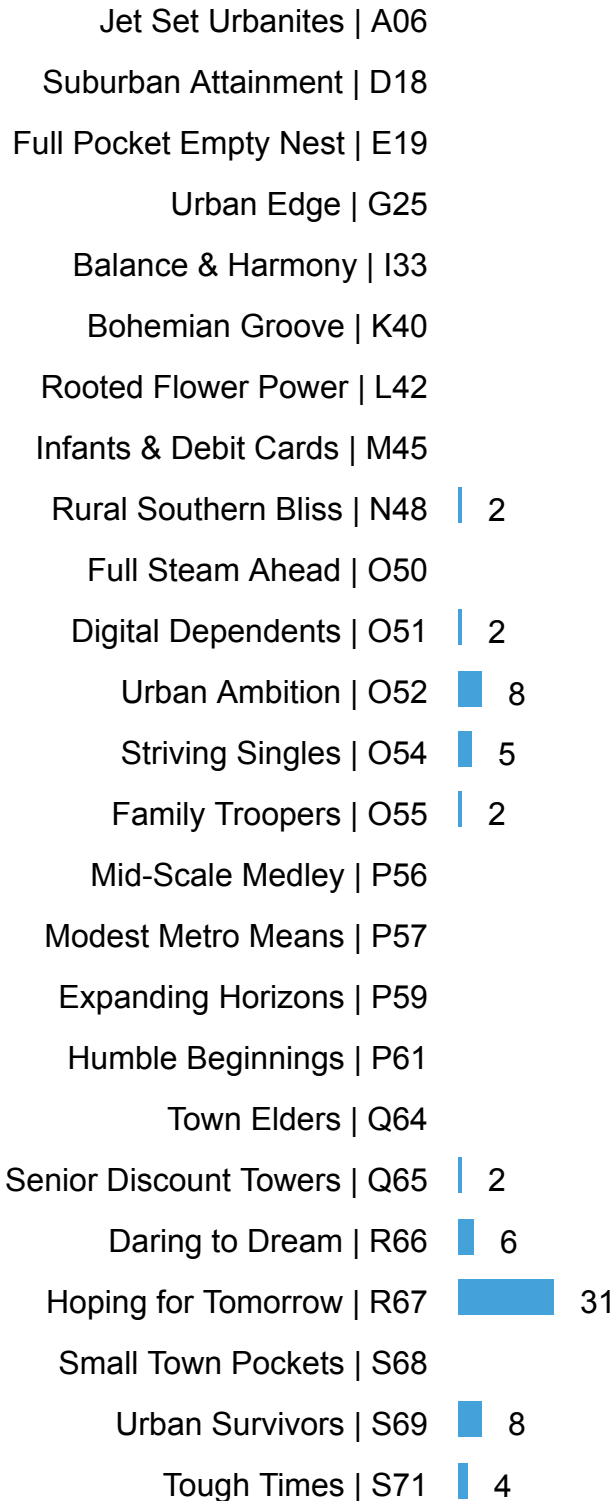
Annual Capture = 5
(excludes Retention
and Interception)

...

Node = 1/2 mile radius

Annual Market Potential | 68th Street Node

Capture of New Renters | Year 2025



New Renter Households

Annual Capture = 70
(excludes Retention
and Interception)

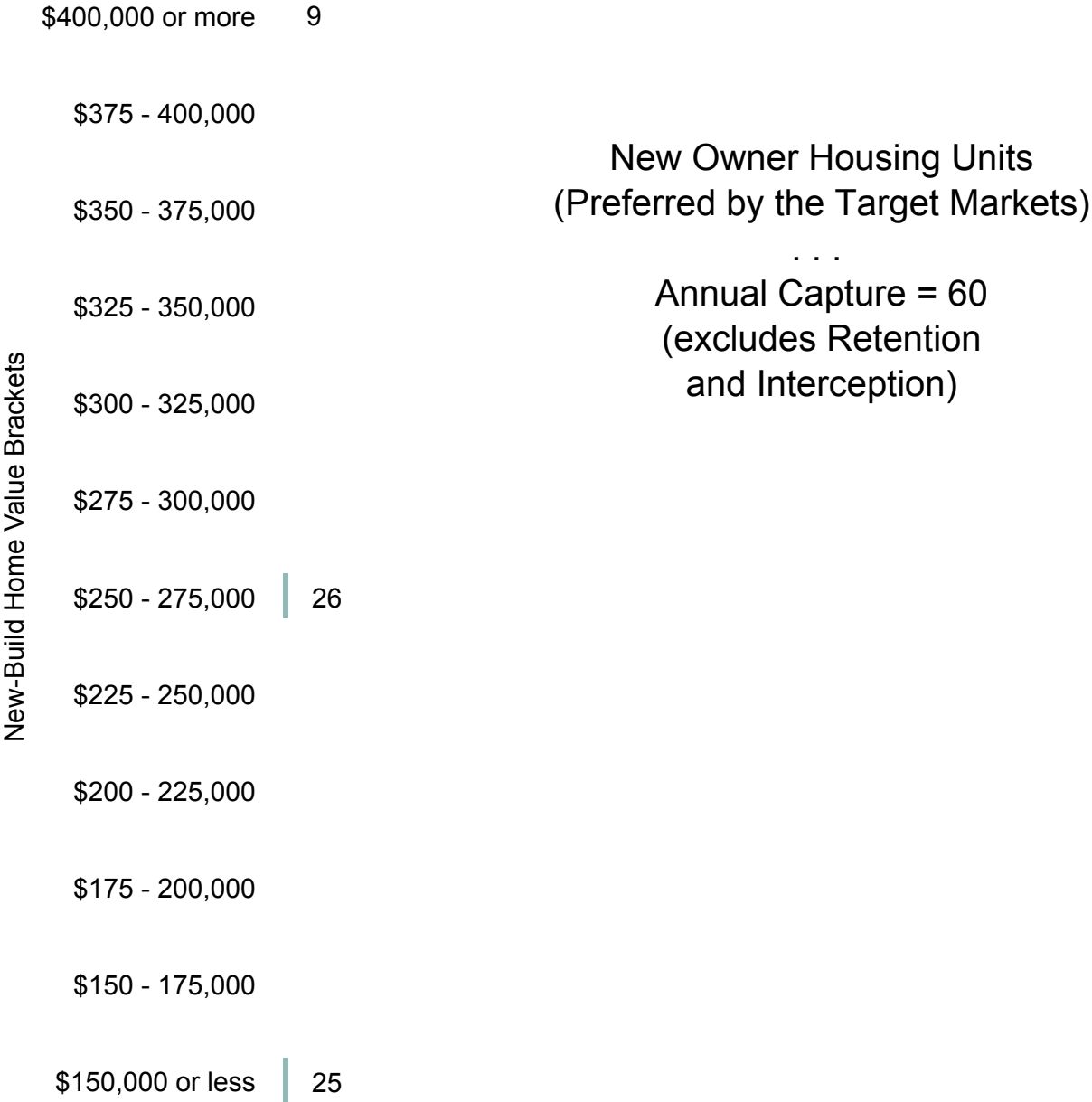
Node = 1/2 mile radius

Underlying Mosaic Lifestyle Clusters provided by Experian Decision Analytics through 2022, and with forecasts through 2025. Analysis & exhibit prepared by LandUseUSA on behalf of the City of Kansas City; 2023.



Section 1-C

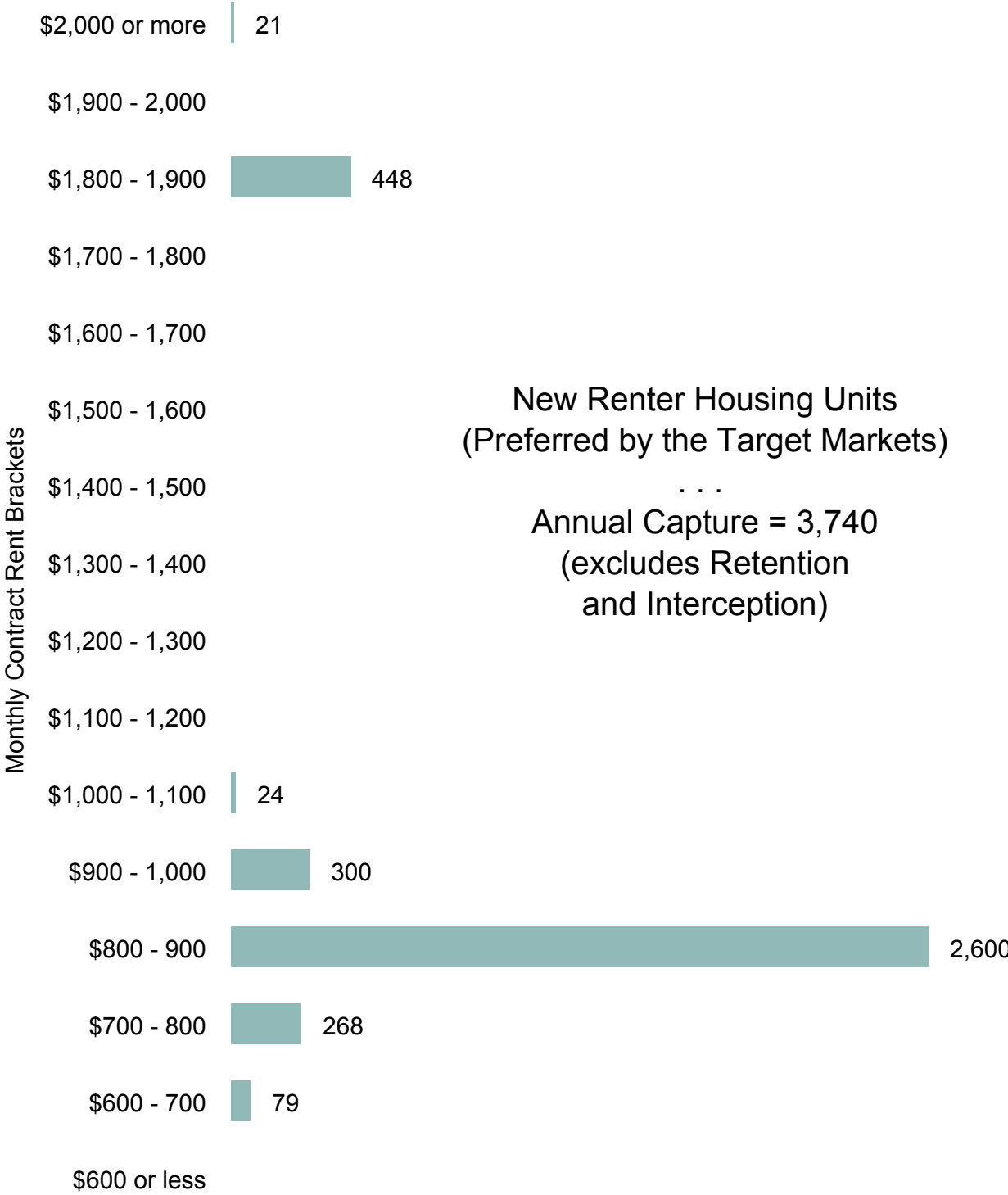
Preferred Values | Downtown Subarea Capture with New-Builds | Year 2025



Based on the results of a Target Market Analysis and study of households moving into the subarea. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of the City of Kansas City; 2023.



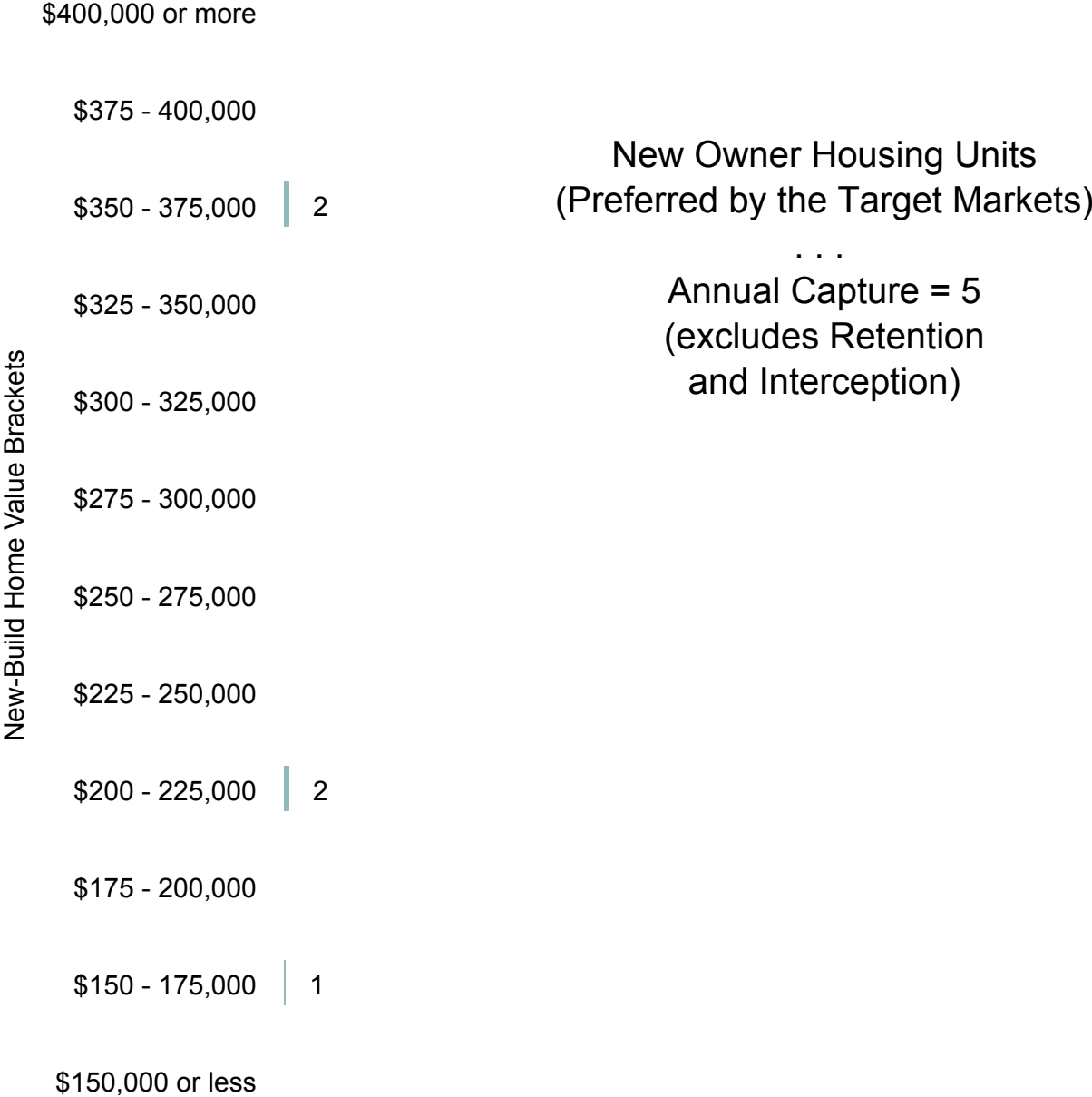
Preferred Rents | Downtown Subarea Capture with New Builds | Year 2025



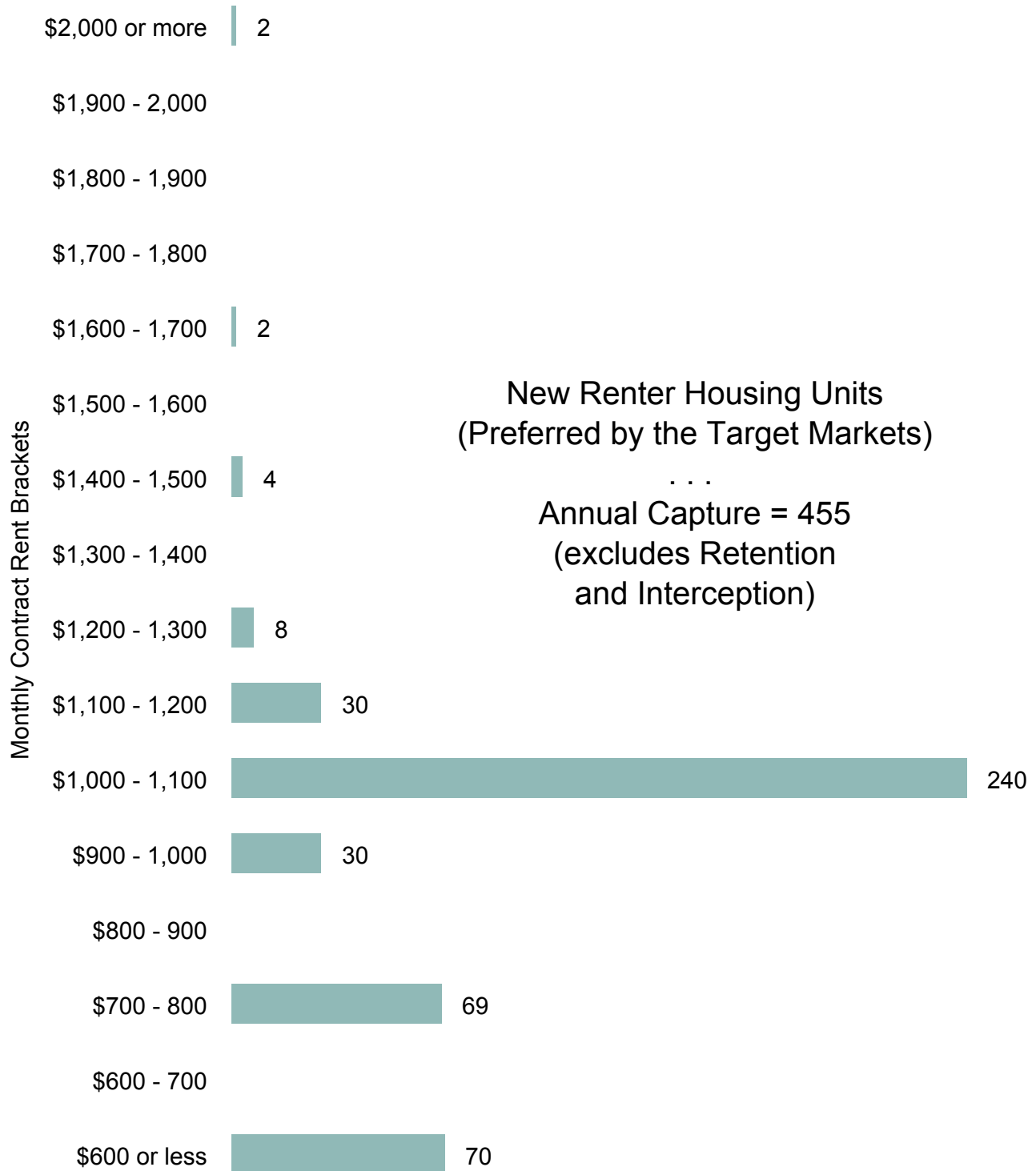
Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee; 2022 - 2023.



Preferred Values | East Subarea Capture with New-Builds | Year 2025



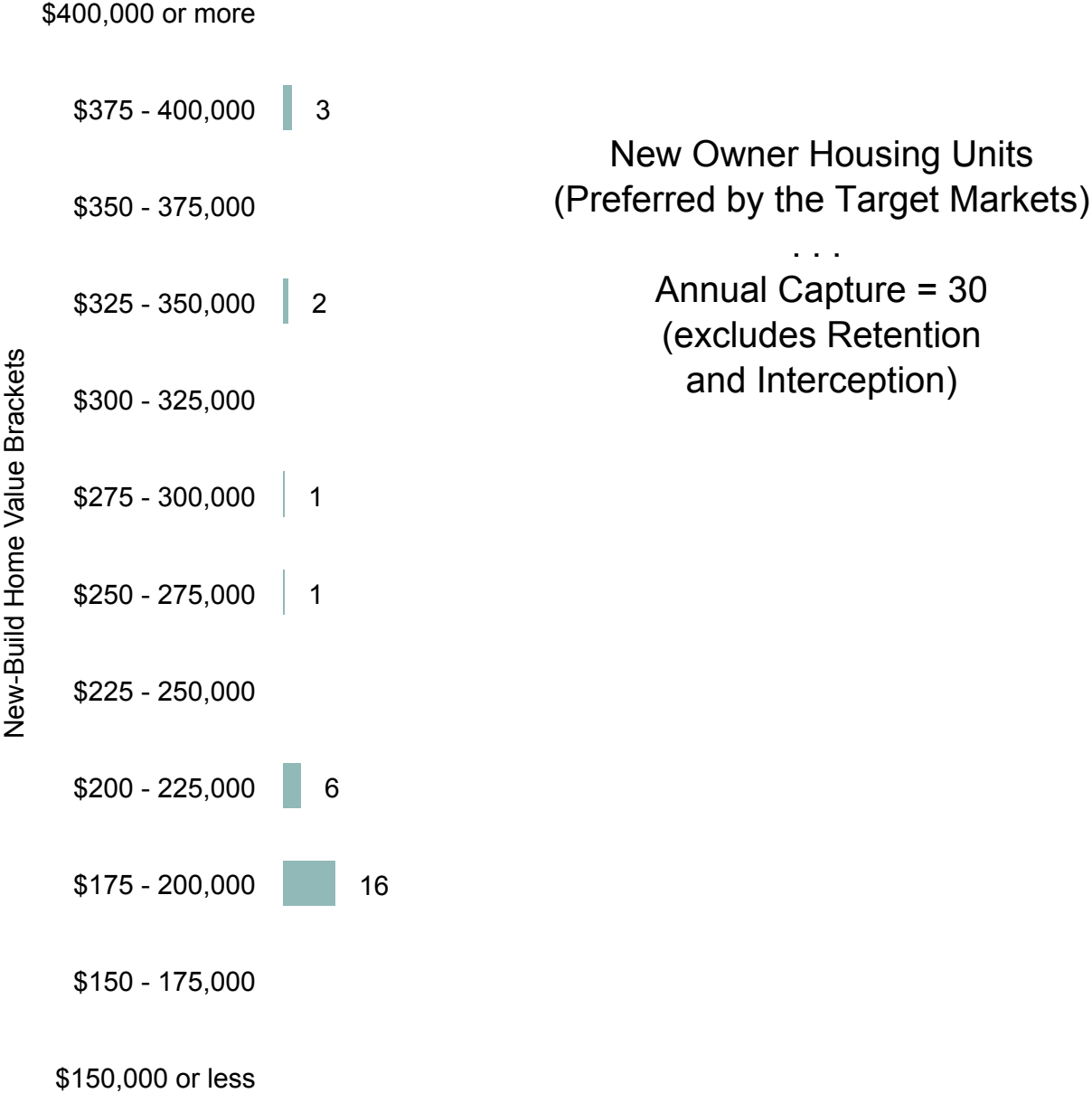
Preferred Rents | East Subarea Capture with New Builds | Year 2025



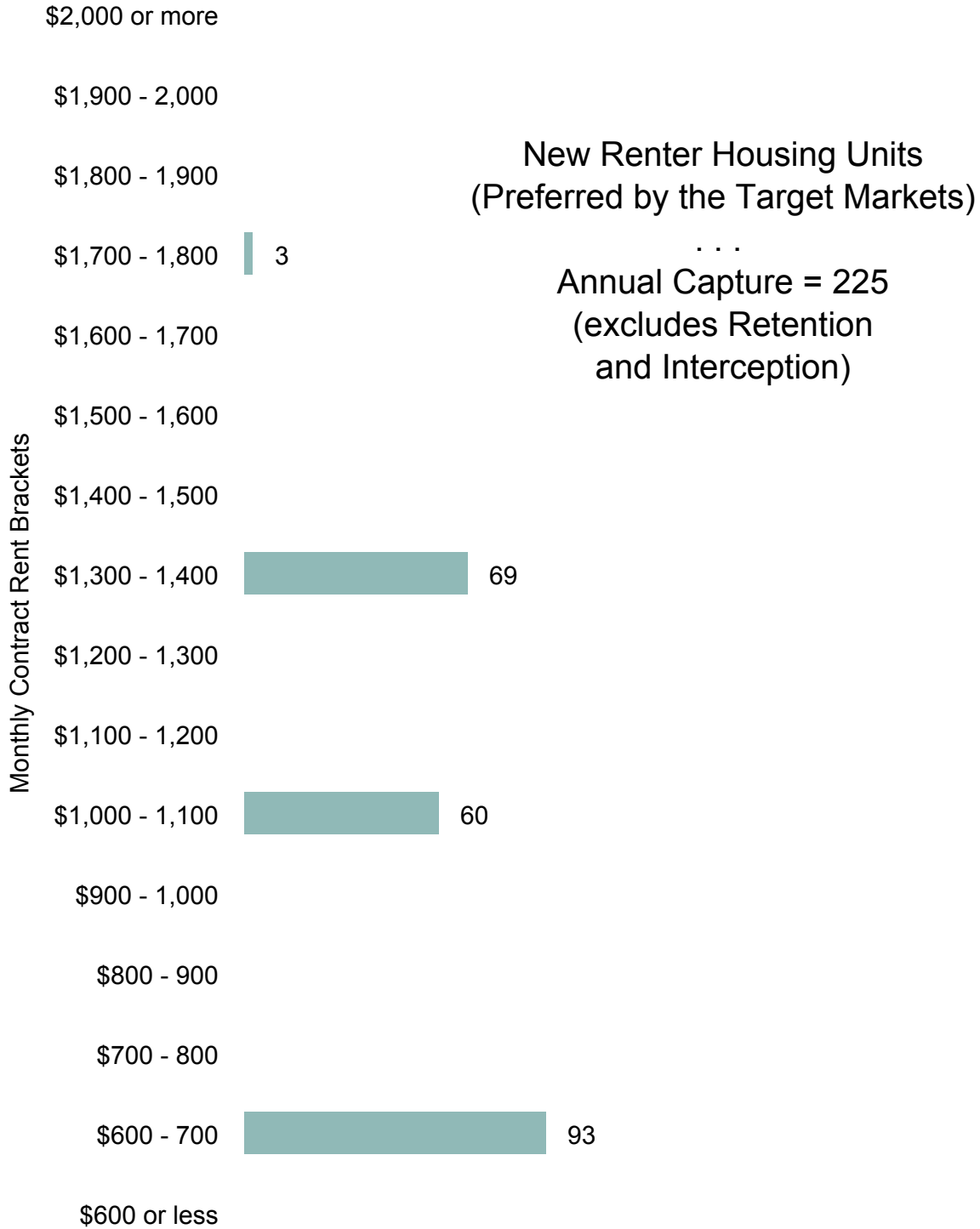
Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee; 2022 - 2023.



Preferred Values | Central Subarea Capture with New-Builds | Year 2025



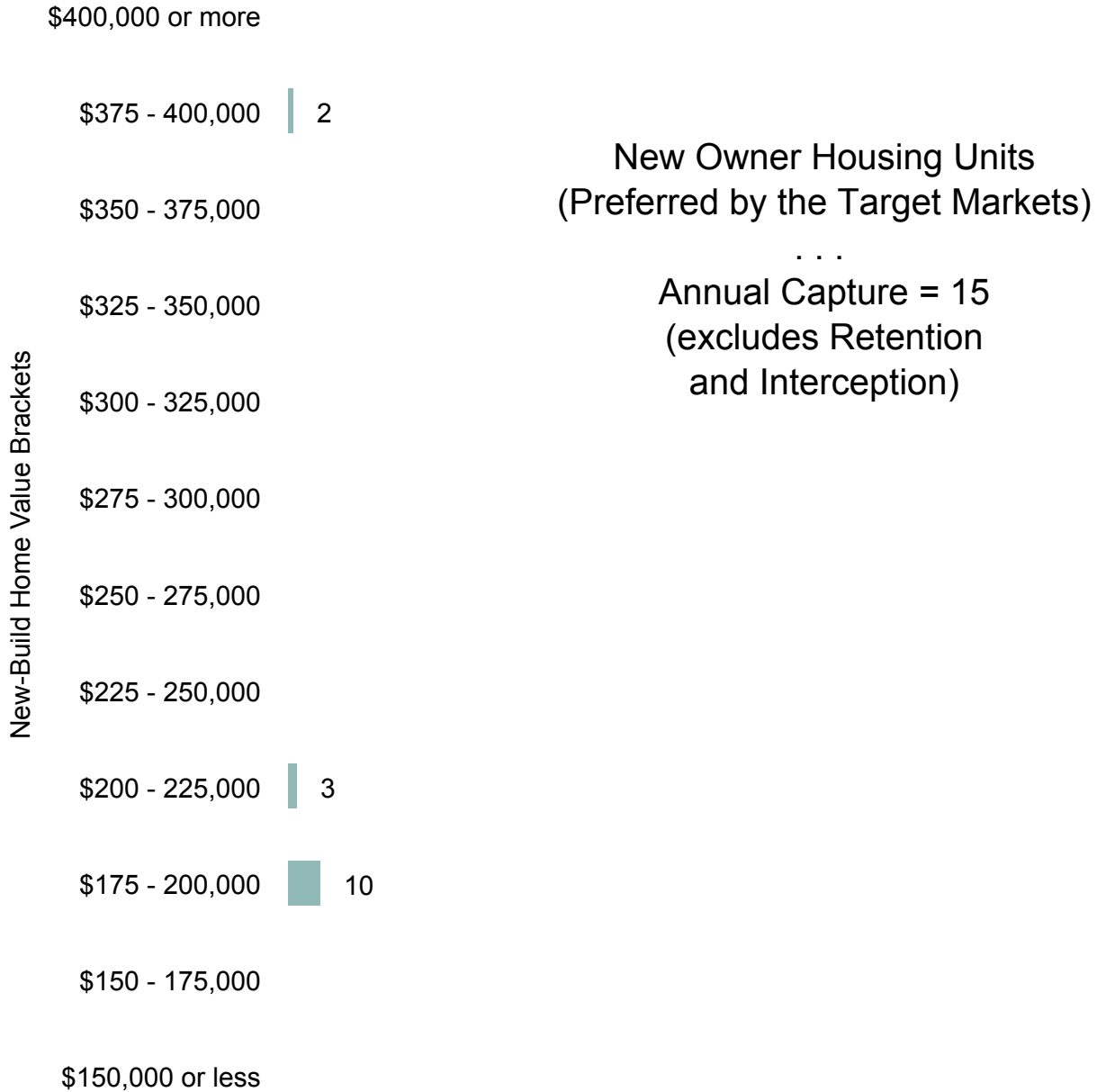
Preferred Rents | Central Subarea Capture with New Builds | Year 2025



Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee; 2022 - 2023.



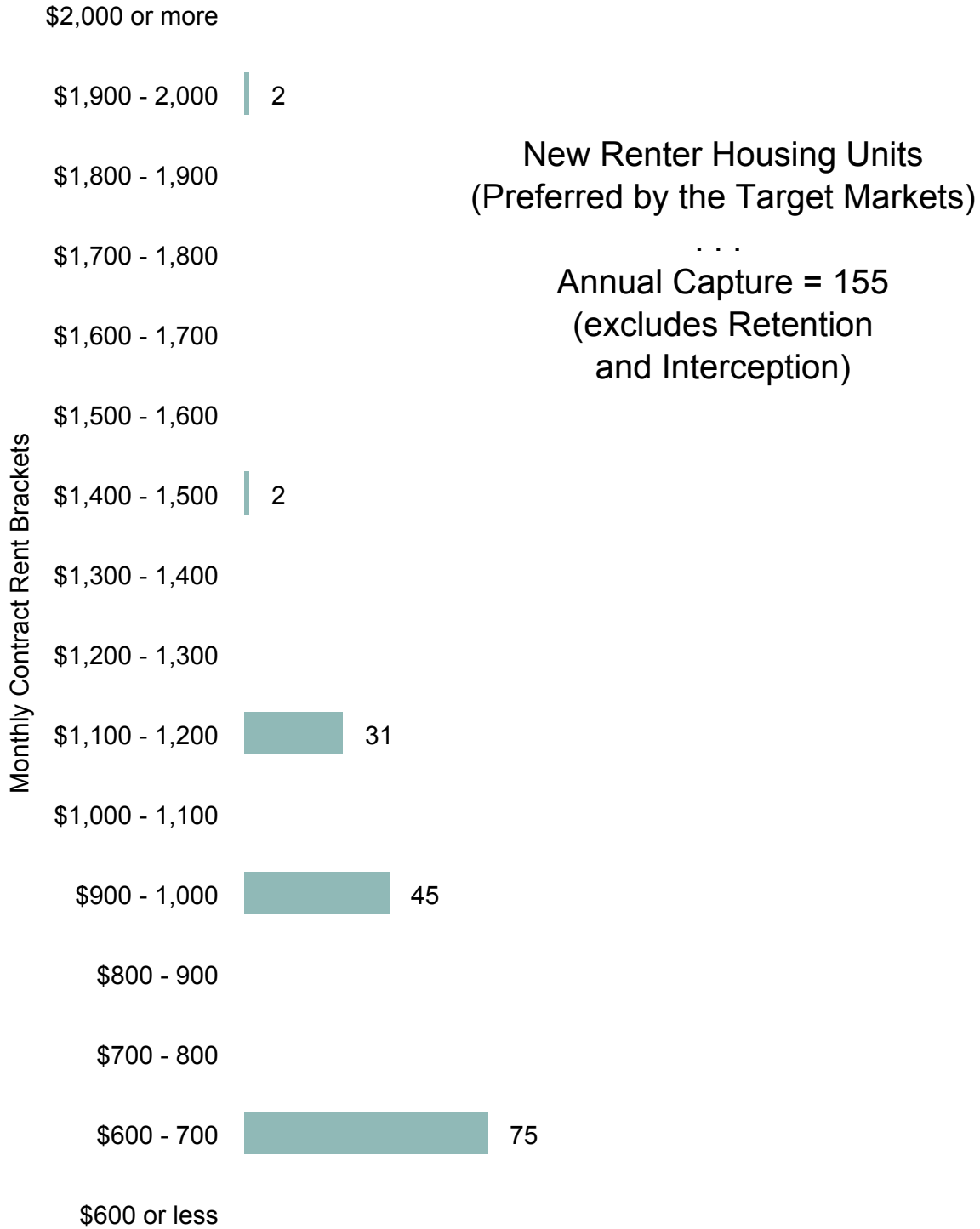
Preferred Values | South Subarea Capture with New-Builds | Year 2025



Based on the results of a Target Market Analysis and study of households moving into the subarea. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of the City of Kansas City; 2023.



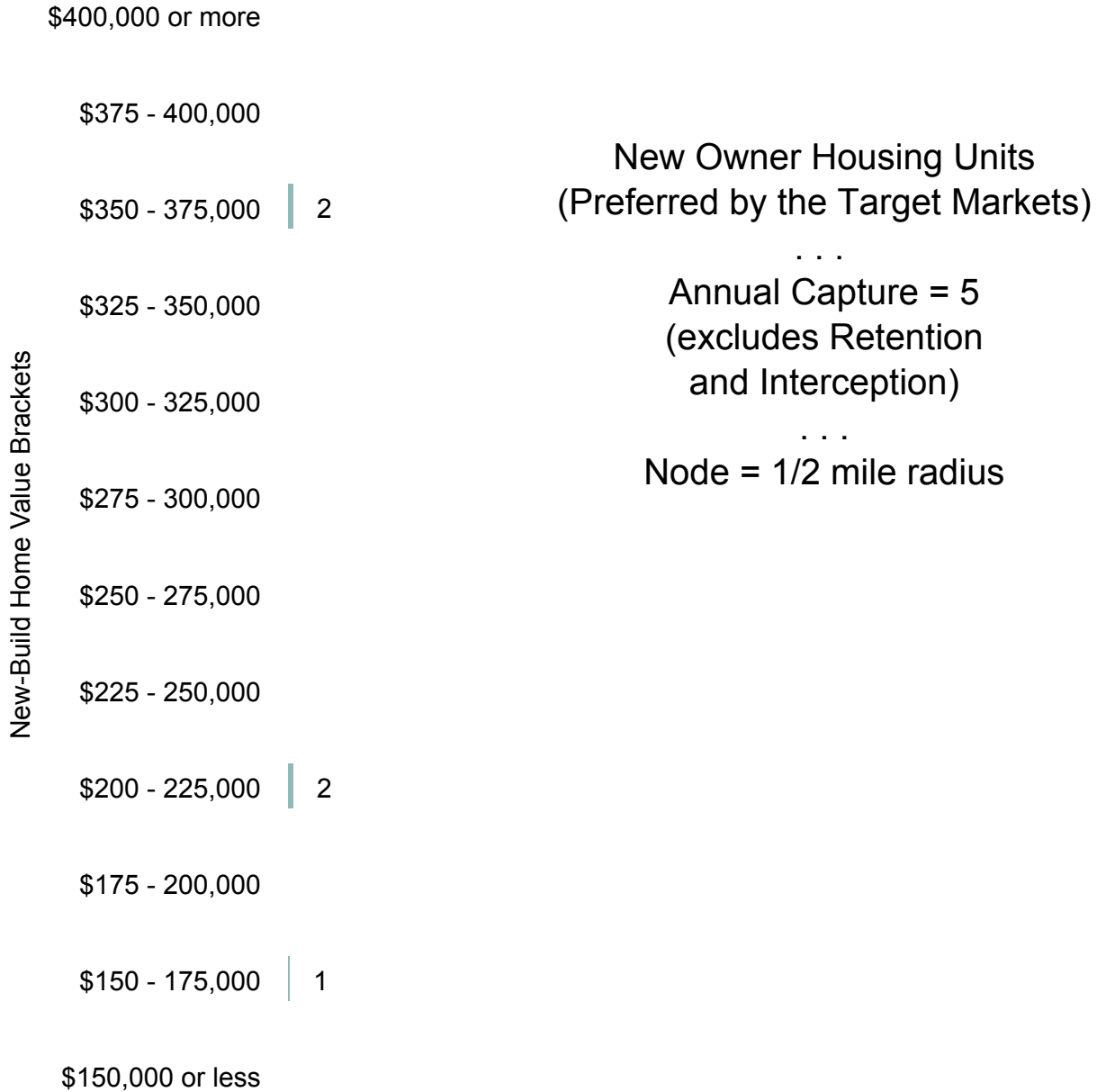
Preferred Rents | South Subarea Capture with New Builds | Year 2025



Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee; 2022 - 2023.



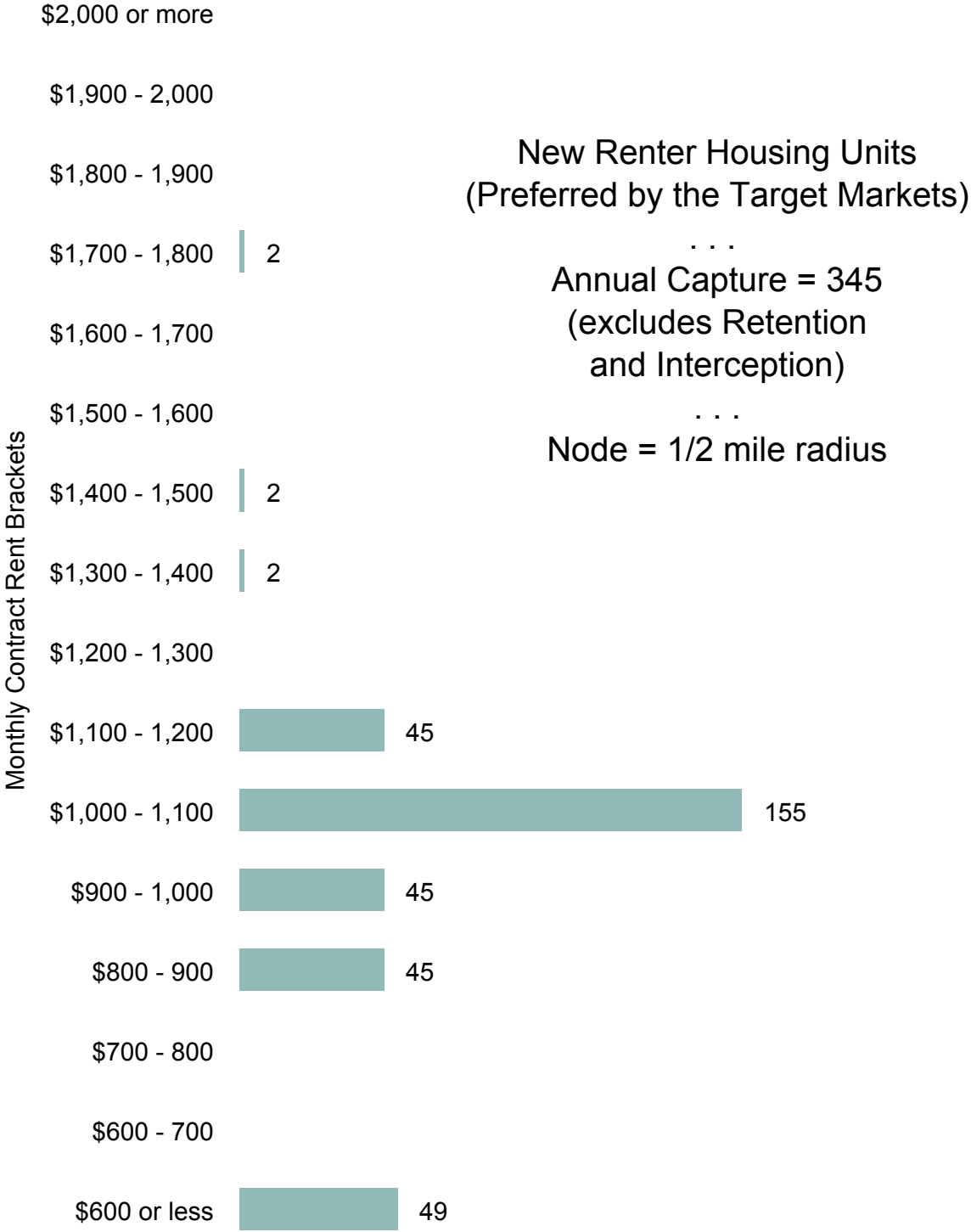
Preferred Values | Brooklyn Ave Node Capture with New-Builds | Year 2025



Based on the results of a Target Market Analysis and study of households moving into the subarea. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of the City of Kansas City; 2023.



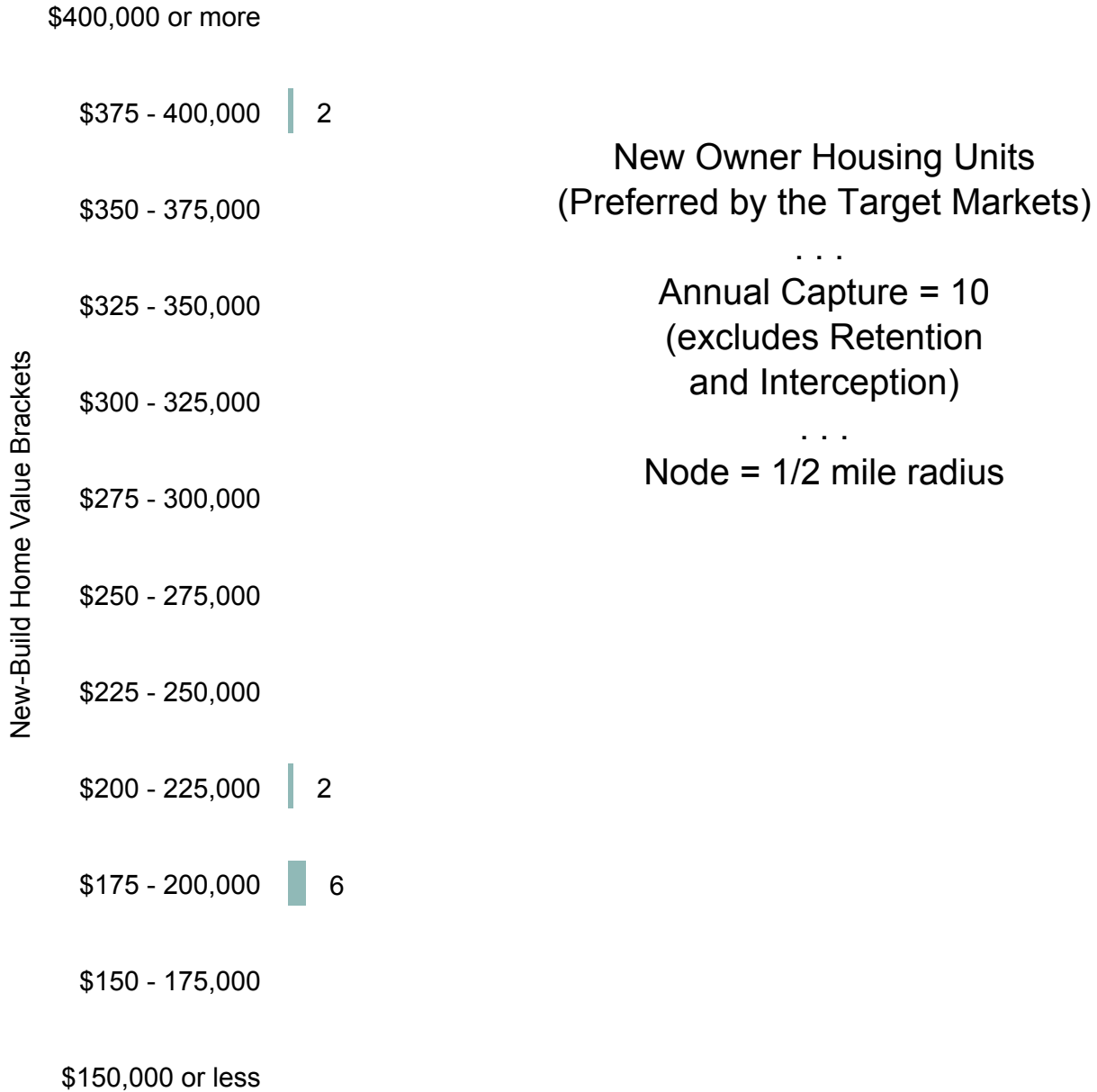
Preferred Rents | Brooklyn Ave Node Capture with New Builds | Year 2025



Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee; 2022 - 2023.



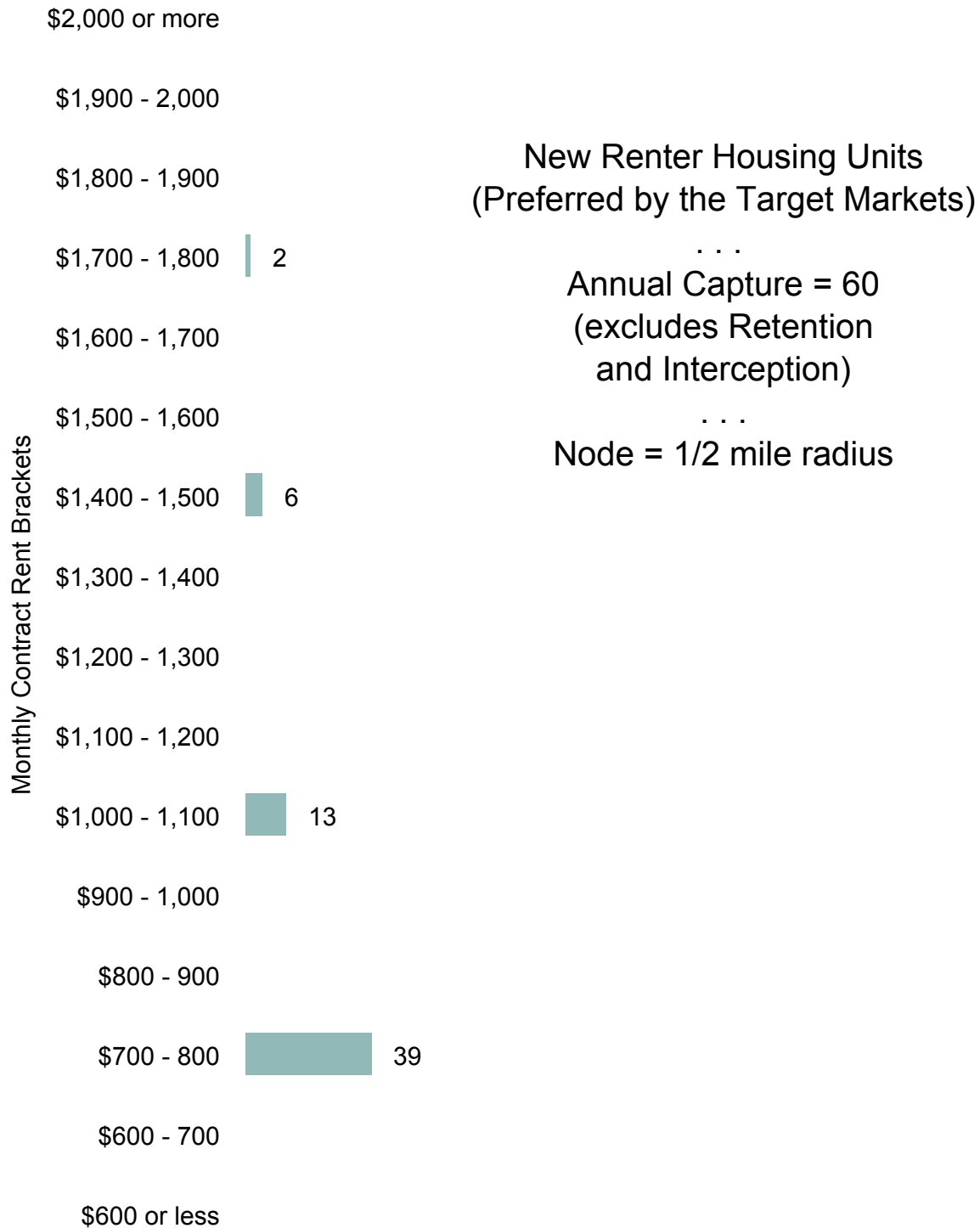
Preferred Values | 39th Street Node Capture with New-Builds | Year 2025



Based on the results of a Target Market Analysis and study of households moving into the subarea. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of the City of Kansas City; 2023.



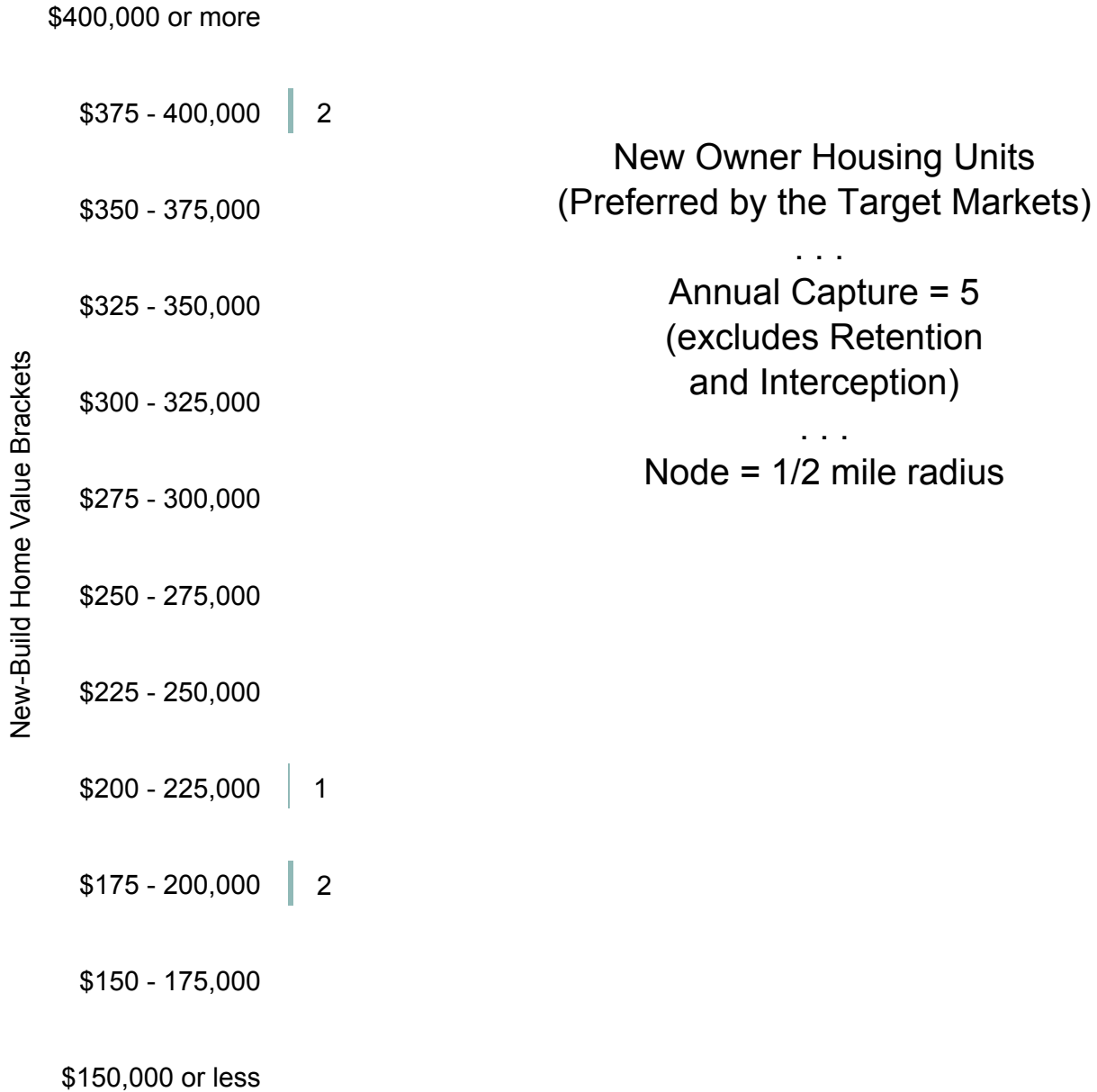
Preferred Rents | 39th Street Node Capture with New Builds | Year 2025



Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee; 2022 - 2023.



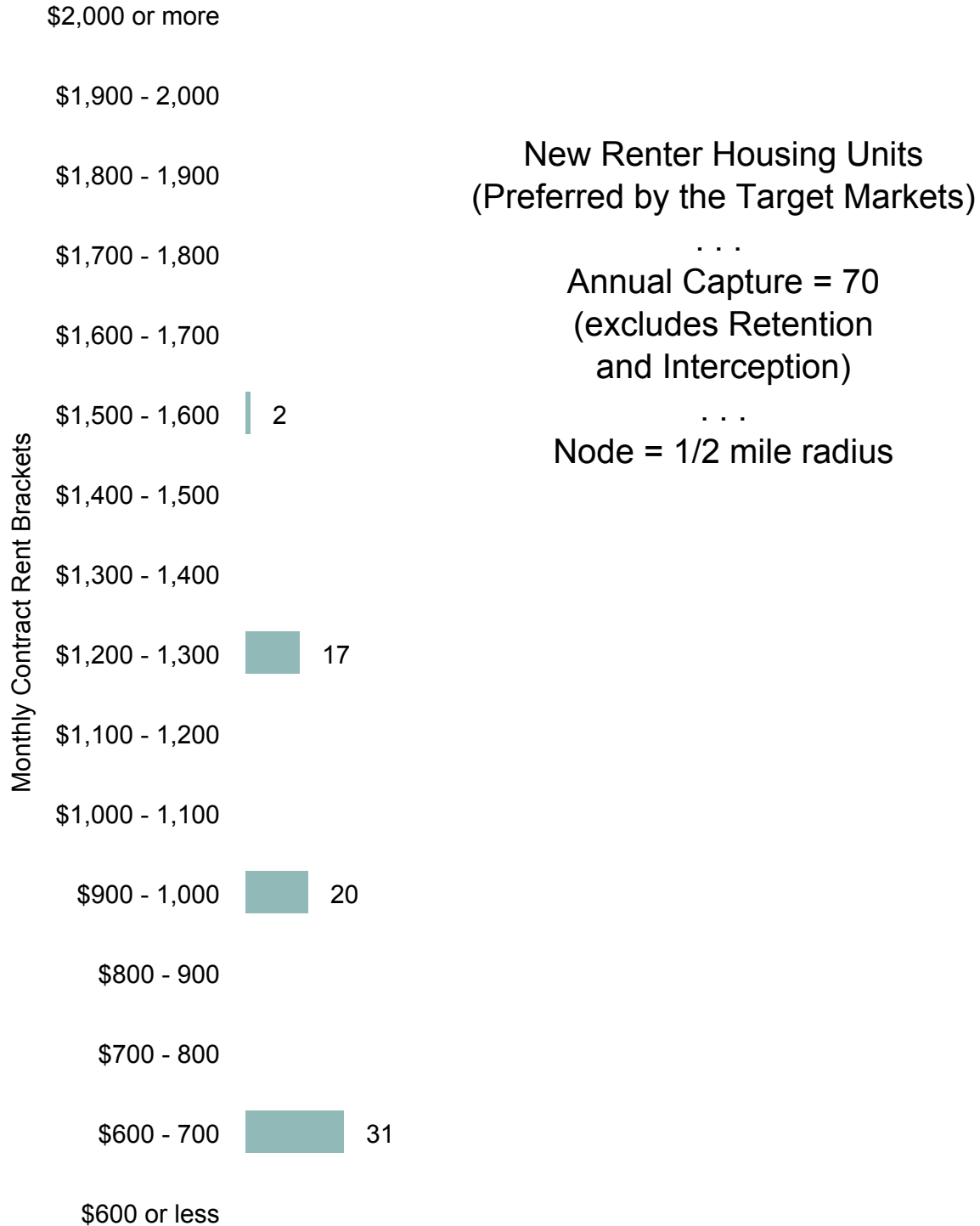
Preferred Values | 68th Street Node Capture with New-Builds | Year 2025



Based on the results of a Target Market Analysis and study of households moving into the subarea. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of the City of Kansas City; 2023.



Preferred Rents | 68th Street Node Capture with New Builds | Year 2025



Based on the results of a Target Market Analysis and study of households moving into the local market. Analysis & exhibit prepared by LandUseUSA | Urban Strategies on behalf of Housing Lenawee; 2022 - 2023.

