



City-Wide
Housing Study
in Independence,
Missouri
APPROVAL DRAFT

Prepared for
The City of Independence
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Acknowledgments



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1

Introduction

What types of housing does Independence need?

Independence is a city with a rich history and many assets, yet it is falling behind its neighbors when it comes to new housing construction.

Independence's City-Wide Housing Study was undertaken to create a baseline understanding of what the city's housing needs and challenges are, both currently and for the foreseeable future. In part, the study was funded to evaluate if there is adequate demand to support ongoing market-rate multifamily development because three projects totaling approximately 900 units are underway after years of very limited new multifamily construction.

Other key aspects of the study include:

- an assessment of existing housing conditions,
- an analysis of demographic and market demands and how they impact housing,
- identification of critical housing supply gaps and issues through market analysis,
- a description of any current and anticipated unmet housing needs, and
- an outlook of anticipated housing demands over the next 20 years.

The ultimate goal of this study is to help City staff, elected officials, housing partners, and community members understand key aspects of the housing market, as well housing issues that impact the

overall health of the City. It is also intended to serve as the basis for future strategies and policy decisions—a basis for formulating community-specific housing priorities, policy alternatives, and intervention strategies. These might include land use and zoning decisions, or the allocation of City and other resources for community investment.

This study is organized into six chapters, including this introduction.

The second chapter defines the housing context in Independence by summarizing key demographic and economic trends and other characteristics that impact housing affordability and stability. Key topics that came up during stakeholder conversations are summarized in this chapter. This analysis is the foundation for understanding conditions that impact housing in the city.

The third chapter assesses supply and demand through detailed market analysis to understand current conditions and opportunities for housing, including what gaps exist. It concludes with a development program detailing the scale of need for different types of housing over the next 20 years.

The fourth chapter assesses the city's various neighborhood contexts by layering various demographic, economic, and housing data to create a framework for understanding current conditions. This should enable the City and its partners to focus housing investments, programs, and interventions in a strategic and impactful way, targeting different approaches to different neighborhood conditions.

The fifth chapter establishes a market-based understanding of the costs to stabilize a single housing unit. Strategies to shore up a large number of existing housing units, alongside more intensive investments in abandoned properties and deeply affordable housing, will all play an important role. The chapter explores the dynamic between the cost of housing stabilization and the implications of different interventions.

The sixth chapter provides a housing strategy framework that recommends five strategies along with multiple tactics and programs. These recommendations are aligned around the housing goals that emerged from the data analysis and conversations with City staff and key stakeholders. The strategic framework is intended to provide ideas that would help the City and its partners address housing needs and challenges in a more cohesive way, and provides the City with important concepts around which to create its strategic plan for housing, which is a key “next step.”

The document's appendix includes a curated collection of additional analyses, more detailed data summaries, and additional detail relevant to the study narrative.



How to use this study

The intent of this study is to provide the City of Independence with detailed and useful analysis about the city’s housing context, conditions, and needs. It is the first document in Independence’s recent history to compile all of this information in one place and is designed to be an important decision-making and marketing tool for the city. Cities frequently use studies like this to:

1. Market housing development and redevelopment opportunities to the development community.
2. Serve as a guide to evaluate the reasonableness of development proposals (i.e., Does the study indicate there is demand for the proposed development? If not, does the developer have additional documentation to support their proposal?).
3. Evaluate what kind of incentives and programs

to offer in different locations to support reinvestment.

4. Guide policy decisions, particularly around land use and zoning regulations. For instance, this study might support an infill development strategy that requires an overlay district that allows accessory dwelling units, reduced (or no) parking requirements, or changes to setbacks, all of which makes the desired development more achievable.
5. Align other City actions and investments with housing goals and needs. This could include creating catalyst areas where focused infrastructure investments are made in coordination with housing programs and incentives.

In other words, it is important to consult this study in a variety of contexts and discussions—policy, programmatic, regulatory, and budgetary—and it should inform future actions.

Next steps for the City

While this study provides a recommended strategic framework, there is more work to be done to create a housing plan that is implementable. Recommended next steps include:

1. Conduct [focus groups and listening sessions](#), with translation services as needed, with community groups to confirm what their priorities are and what strategies and programs would help meet their needs.
2. [Engage housing partners](#) to understand where there is capacity today and where additional capacity is needed to implement various programs, which will inform prioritization.
3. [Hold internal work sessions](#) to identify housing priorities and organizational barriers, as well as to identify opportunities to better align resources and actions.
4. Create a [strategy prioritization plan](#) based on the work sessions and conversations that identifies short-term, mid-term, and long-term efforts.
5. [Identify the resources](#)—financial, staffing, and otherwise—as well as partnerships needed to implement the various strategies.
6. [Identify lead organizations/departments](#) for each of the actions.
7. Summarize the above actions into a [housing strategic plan](#), then adopt and implement the plan.



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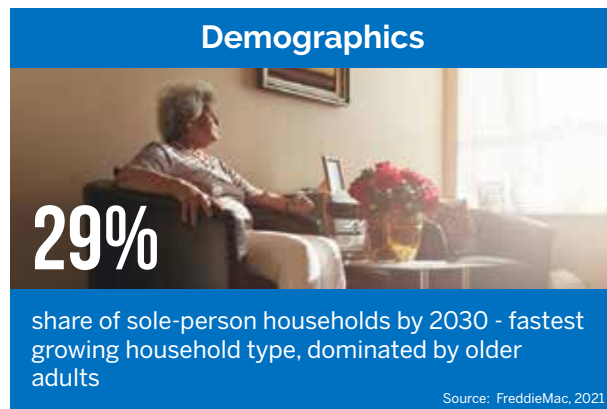
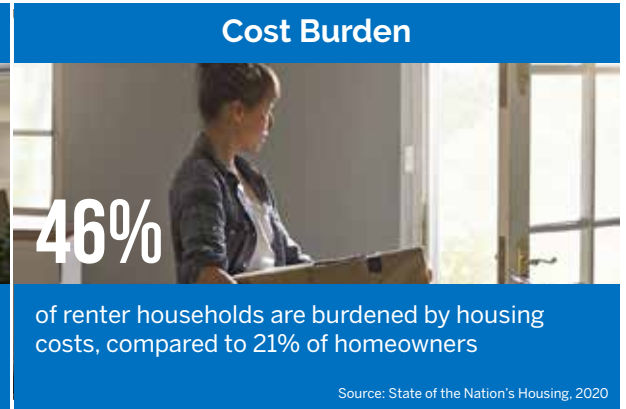
Housing Trends

National Trends & Challenges

Shifts in demographics and long-term economic trends, points to the need to provide a broader range of housing options for tomorrow's households.

Even as the US economy continues to recover from the COVID-19 outbreak, the inequalities amplified by the pandemic remain front and center. Households that weathered the crisis without financial distress are buying the limited supply of homes for sale, which has increased prices and made it more difficult for low- and moderate- income households to afford homeownership. At the same time, millions of households that lost income, are behind on their housing payments and on the brink of eviction or foreclosure.

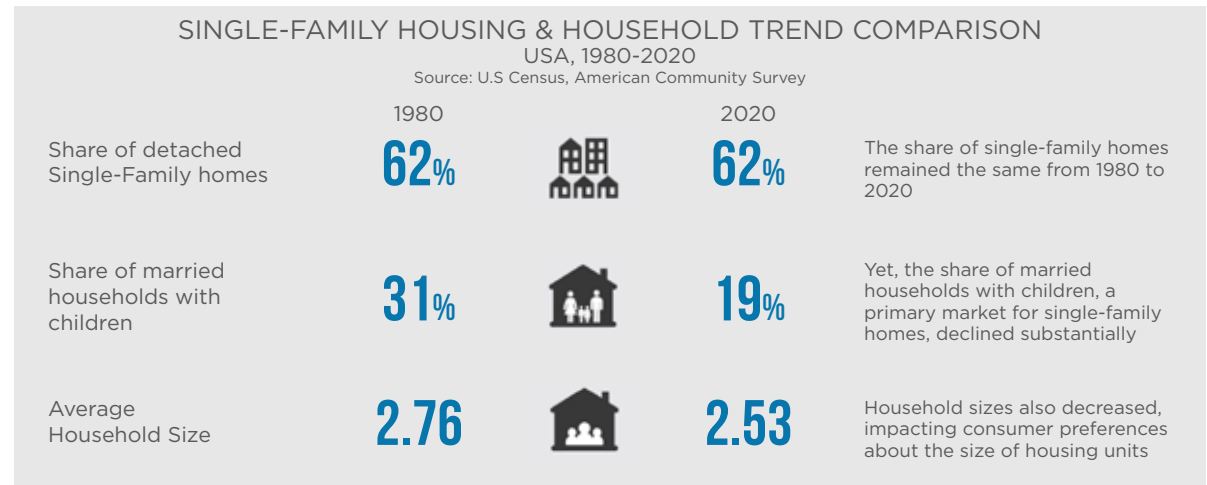
Households across the nation face a myriad of housing-related challenges. Housing costs in many markets across the U.S. have increased at a much faster rate than wages. As a result, 46 percent of renter households are burdened by housing cost and 85 percent of potential buyers cannot afford a 3.5 percent down payment on a median-priced home. Forty percent of households cannot cover a \$400 emergency expense. Meanwhile, construction costs rose by 26 percent during the past five years; which, combined with labor shortages and supply chain disruptions, has contributed to the recent escalation in home prices. While the homeownership rate rose for the first time since 2016, Millennials and Gen X generations lag behind their older counterparts in transitioning from renting to homeownership.



The options available within the housing stock, is not keeping pace with the changing preferences of a shifting demography

While single-family homes comprise approximately 62 percent of the nation's current housing supply, demographic shifts are changing the complexion of the "traditional" household. Married couples with children comprise 19 percent of all households in the US dropping from almost a third in 1980, while average household size decreased from 2.76 to 2.53 persons between 1980 and 2020. In addition, according to the 2019 American Community Survey, the median age of owner-occupied homes is 39 years - a rise from 31 years in 2005 - signaling older stock built for a different era, needing rehabilitation, repair and replacement. Suburban three-bedroom and four-bedroom homes have been the dominant housing typology developed since the end of World War II. However, single-person households and roommates are increasingly common, while a range of factors such as marrying later, fewer children, aging in place, and student debt has decreased the overall demand for larger detached units in some markets.

Trends in Independence suggest the same mismatch between housing supply and the preferences of a changing demography. Independence has relatively moderate, but slower-than-regional growth rates, lower median household income and higher share of households living in poverty, representing challenges for the City to adapt its housing stock to meeting the needs of its residents.



Recent Trends

Investor-Driven Single-Family Rentals (SFR)

Single-family rental housing (attached and detached) makes up nearly one-third of the total rental housing stock nationally¹. While the share of SFR to the total rental housing stock has been relatively consistent over the last decade, there has been a recent rise in institutional and investor-driven activity in the SFR market. From first quarter 2020 to first quarter 2021, investor purchases of single-family homes increased by five percent, comprising 14 percent of total single-family sales. In fact, investor-driven purchases captured more than 20 percent of lower-priced homes² (lower third of the housing stock in any locality in the US). Though the scale and overall impact of investor-owned SFR housing stock on local housing markets is still not fully understood, this will continue to be a critical and growing issue to follow across the nation and locally.

Short-Term Rentals

Some research indicates that short-term rentals (e.g. vacation rentals by owner) can boost tourism and local sales activity. There is also research demonstrating the adverse impacts of short-term rentals on a local housing market by decreasing the long-term rental housing supply and increasing overall housing prices. Other adverse impacts on communities include noise, parking issues, and the influx of transient visitors.³ In some cases, units are purchased by investors, pricing out local buyers, to be converted to short-term rentals—the share of short-term rental “hosts” with 20 or more units nearly doubled from 2016 to 2020, increasing from nearly eight percent to just under 15 percent. Overall demand for short-term rentals decreased during the pandemic and is still well-below pre-COVID levels, especially in suburban areas. The number of active listings is not expected to fully recover until 2023.⁴ Interestingly, it is projected that rural areas will experience the most growth in short-term rental supply.

Independence Overview

Independence is the fifth-largest city in Missouri, with 123,011 residents (2020 Decennial Census), and is the county seat of Jackson County. It is the largest suburb on the Missouri side of the Kansas City metropolitan area.

As the hometown of Harry S Truman, Independence attracts visitors from all across the country. Monuments and historic places such as the Harry S Truman Presidential Library and Museum, and the Harry S Truman National Historic Site are a few examples of attractions that remain in the City today.

Interstate 70 is a major east-west highway that passes through the City's southern boundaries and connects Independence to Kansas City (10 miles, west), Lawrence (50 miles, south-west), and Columbia (117 miles, east). Just west of the City, Interstate 435 connects the City to Overland Park (26 miles, south-west). Additionally, Interstate 470 follows state route 291 to Lee's Summit (17 miles, south). Independence's proximity to these cities gives residents access to jobs, recreation, and amenities. However, these cities also serve as competition for residents, due in part to a more varied housing stock with greater amenities.

Nearly 60 percent of housing in Independence was built in the decades between the 1940s and 1970s. As was the case across the United States at the time, most of the housing stock was constructed during the post-war population boom experienced by the City in 1950s. With much of the housing stock 50 to 80 years old, both the houses and the neighborhoods they are located in need significant upgrades in infrastructure and amenities, especially neighborhoods located in the northwest part of the City.

Independence, with its historic urban core and unique neighborhoods, as well as proportionally lower cost of living in the region, has the capacity to accommodate buyers of various income levels and interests and offer a decent quality of life.

Independence has multiple cultural assets, such as the Bingham-Waggoner Estate, and Vaile Mansion that showcase examples of Victorian architecture and serve as major tourist attractions in the region. Additionally, the Community of Christ Temple, is a focal point in the City's skyline and a popular destination for visitors. Independence Center, once one of the premier super-regional malls in the area, used to be a major draw for the City. Since anchor retailers like Sears and Macy's closed their stores at this location, the mall has been struggling with lower occupancy and is one of two indoor malls operating in the region.

QUICK FACTS

Land Area

78.4 sq. mi.

Population

123,000*

Households (HH)

51,100*

Average HH Size

2.41*

Median HH Income

\$53,500

Median Age

41.1

Share of Population below 18 yrs

22%*

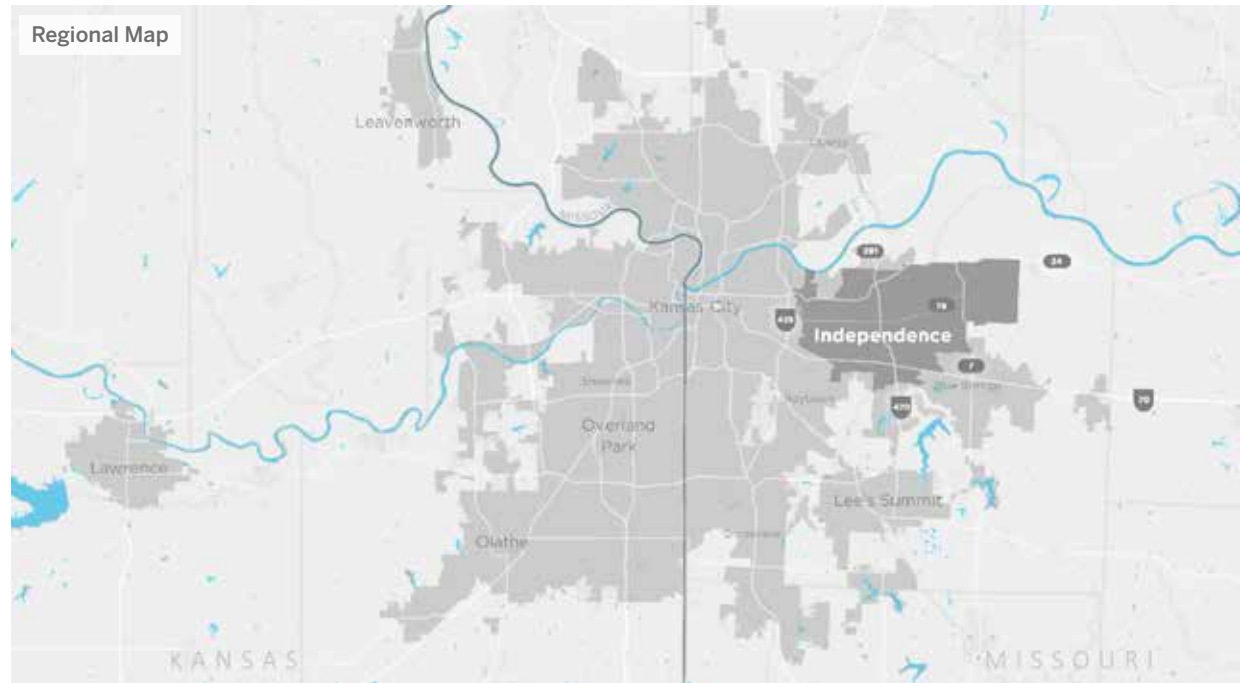
Source: *US Decennial Census 2020, ESRI, 2021

Regional Context

Independence added nearly 6,180 people since 2010, but lags the county and region in its growth rate.

Independence grew by 5.3 percent over the past decade, compared to 10.7 percent growth in nearby Lee's Summit and 9.1 percent growth in the Kansas City MSA. This moderate, but slower-than-regional growth rate is reflected in building permit data and the availability of newer homes—the pace of new construction in Independence also lags nearby cities and the region.

A key reason for this study is to measure demand for housing across the income and typology spectrum. In doing so, it will be important to identify reasons why Independence is not growing as much as other areas and identify policies and/or programs that could help to change that trend.



Source: US Decennial Census 2020

People

Independence exhibits unique demographic characteristics compared to the region—it has a smaller average household size, a higher median age, and fewer family households. Each of these factors informs what kind of housing is needed.

Population

According to the US Decennial Census 2020, Independence’s population increased moderately from 2010 to 2020 by 0.5 percent per year, increasing by about 6,180 people. During the same time, the area in the MSA but outside the City added about 163,630 people, growing at a rate 1.7 times higher than the City. Fifteen percent of the regional growth (about 25,700 people) was within Jackson County.

Households

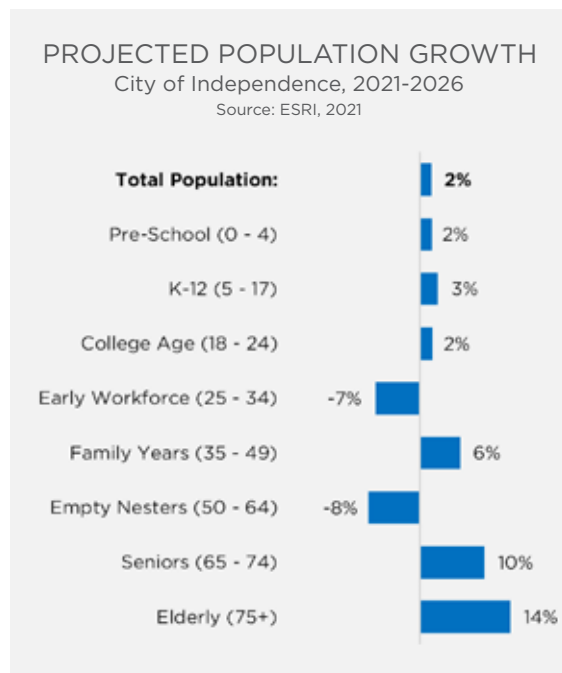
Household sizes in the City (2.41 persons per household) are similar to the county, but are small relative to the state (2.43), and the MSA (2.50). The number of households increased at about the same rate as population, adding about 2,390 new households since 2010.

According to ESRI data, compared to the MSA (36 percent), the City has more share of non-family households (39 percent), such as people living alone and two or more unrelated people living together. Independence’s share of non-family households are significantly higher than its neighbors - Lees’ Summit (28 percent) and Blue Springs (26 percent).

Age Distribution

The City of Independence has a median age of 41.1, older than Jackson County and the MSA, with median ages of 37.9 years and 38.3 years, respectively. The age distribution between Independence, Jackson County, and MSA are mostly similar, but the population skews older in the City, with higher shares of Empty Nesters (ages 50 to 64), Seniors (ages 65 to 74), and Elderly (ages 75 and up) cohorts.

Growth is projected in all age cohorts except Early Workforce (ages 25 to 34) and Empty Nesters (ages 50 to 64), which are expected to lose population by seven and eight percent, respectively. Consequently, the median age is projected to increase to 41.8.



KEY METRICS INDEPENDENCE

6,180* population gained since 2010

0.3% projected annual growth rate 2021-26 (compared to 0.8% in the metro)

2.1% projected annual median household income growth 2021-26 (same as the metro)

54% of residents have college level education (compared to 67% in the metro)

21% of city’s population is between 18 and 34 years old (compared to 22% in the metro)

22% of households with annual incomes of \$25k or less (compared to 16% in the metro)

Source: *US Decennial Census 2020, ESRI, 2021

Seniors (62+)

Mirroring national trends, the senior (62+) population in Independence continues to grow, having increased by 29 percent in the past decade and expected to grow by about 10 percent over the next five years. In the past decade, the senior population in the MSA increased by 43 percent. The median income for seniors in the City is 17 percent (\$9,100) less than the general population.

Additionally, according to the latest ACS data available, 15 percent of the residents in Independence have some type of disability. This share increases to 52 percent when looking at population older than 75 years, higher than both the MSA and the county. This indicates a need for suitable senior-oriented housing to provide options for aging in place.

Median Household Income

According to ESRI data, the median household income in Independence is \$53,546, 23 percent lower than the region. Assuming 30 percent of income goes toward housing costs, this translates to an affordable monthly rent (including utilities) of up to \$1,340 or a \$230,000 mortgage for city residents. According to HUD, a decent two-bedroom market-rate apartment in the Kansas City MSA costs \$1,021 (with \$200 in utilities), which would be unaffordable to 43 percent of the residents of Independence. Additionally, slightly more than a fifth of the City's households earn less than \$25,000 annually and can only afford an apartment with rent (including utilities) up to \$625, without being cost-burdened (spending more than 30 percent of gross income for housing costs).

Education

The share of adult population in Independence with only a high school or equivalent education is 37 percent, compared to 29 percent in the county, and 26 percent in the region. This share is significantly lower in the neighboring communities of Blue Springs and Lee's Summit - at 26 percent and 18 percent, respectively. Only 21 percent of the adult population in Independence have at least a bachelor's degree - the level of education that in most cases, is attributable to better paying jobs and steady wage growth. This share is significantly higher in the neighboring communities of Blue Springs and Lee's Summit - at 36 percent and 50 percent, respectively. Consequently, the median household income in Independence is 30 percent lower than that of Blue Springs and 43 percent lower than that of Lee's Summit, showing the close link between educational attainment and median household incomes.

DEMOGRAPHIC SNAPSHOT

Household Income



43%

of households have incomes between \$25K and \$75K

37%

MSA average

Educational Attainment



21%

of population have bachelor's degrees

39%

MSA average

Senior Population



20%

of residents above the age of 65

16%

MSA average

Source: ESRI, 2021

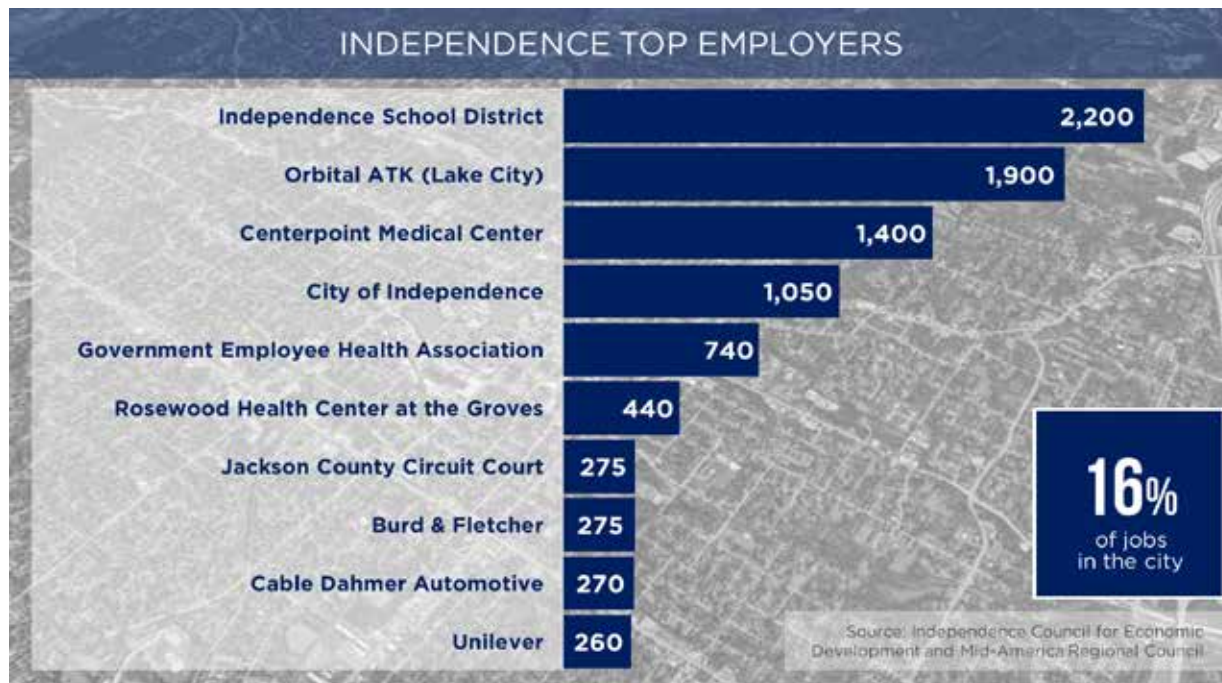
Economy

Major employers in Independence include the generally growing education and healthcare sectors, but a lot of jobs are also low-wage, which impacts housing affordability.

Employment

The top ten employers in Independence, including Independence School District, Orbital ATK, and Centerpoint Medical Center, employ nearly 16 percent of the City’s workforce. Through the last decade, unemployment in Independence remained above the MSA, state and nation, however, the City caught up with Jackson county with the pandemic recovery. The unemployment rate in Independence was 6.6 percent. In June 2021. The City’s current workforce increased from the previous year by roughly 2,450 jobs, indicating that the City’s employment level is recovering from job losses caused by the pandemic.

The largest industry in Independence by far is health care/social assistance, which is also the sector that added the second highest number of jobs in the county during the past 20 years. However, with the exception of educational services, other industries that grew in the county during the same period constitute a lower share in the City when compared to the county.



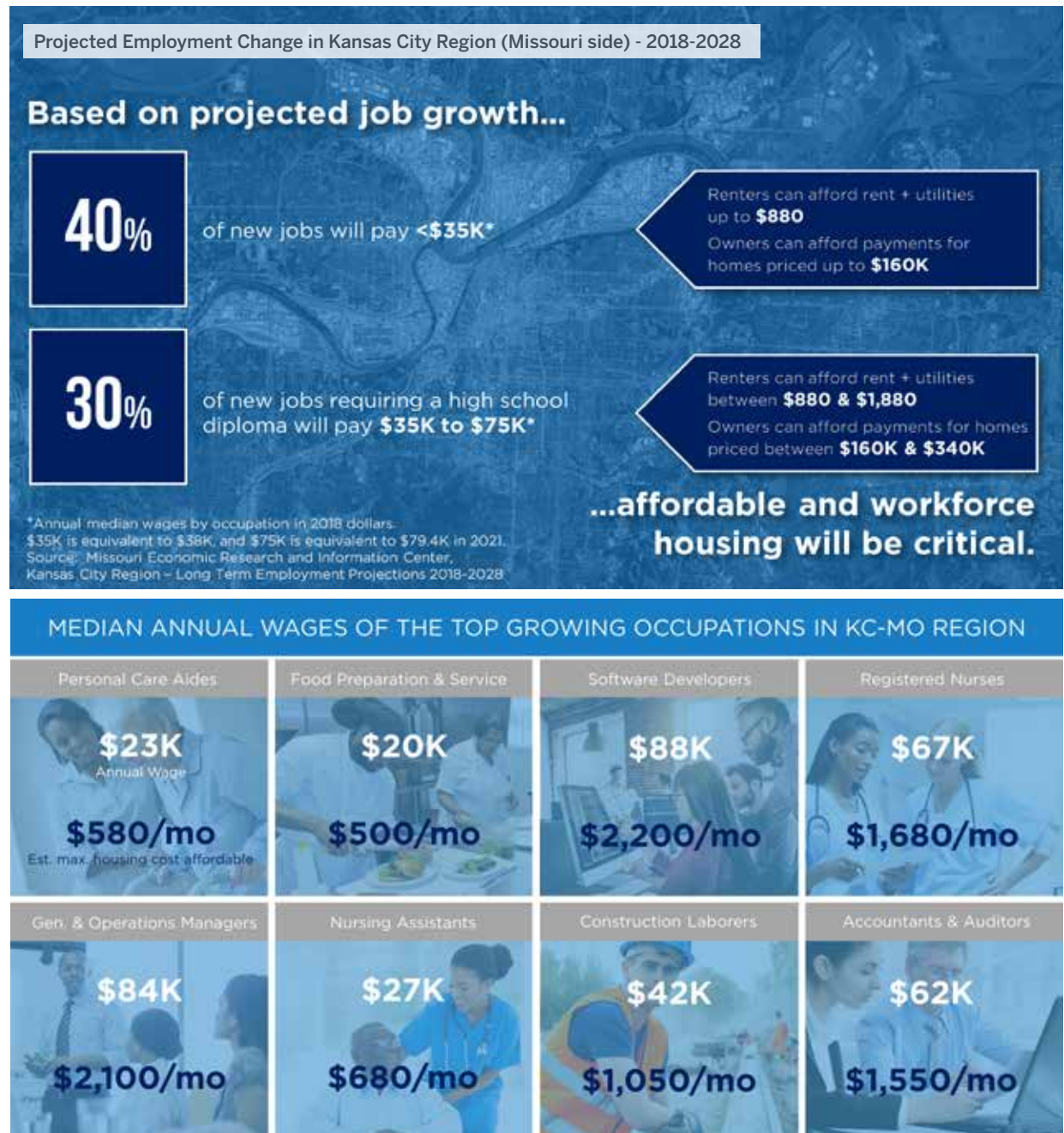
Top Growing Sectors	Net Change	Percent Change	Top Contracting Sectors	Net Change	Percent Change
Professional & Technical	20,500	65%	Information	-14,500	-62%
Healthcare & Social Assistance	15,900	36%	Admin & Support Services	-7,000	-24%
Accommodation & Food Services	7,800	25%	Manufacturing	-5,200	-17%
Real Estate	5,700	35%	Wholesale Trade	-4,200	-21%
Entertainment & Recreation	3,700	44%	Government	-2,800	-4%
Management of Companies	2,900	37%	Utilities	-1,700	-63%
Educational Services	2,600	34%	Retail Trade	-1,700	-4%
			Construction	-800	-3%

Job Growth

The Missouri Economic Research and Information Center publishes projected job growth for the Missouri side of the Kansas City MSA, which includes Independence. Projections indicate that 40 percent of new jobs will pay below \$35,000 and nearly a third of new jobs requiring a high school diploma will pay between \$35,000 and \$75,000.

While high paying jobs like operations managers and software developers are growing, the fastest growing occupation is expected to be personal care aides, which has a median wage of \$23,000. Many of the projected top growing jobs pay \$20,000 to \$30,000. As shown in the graphic to the right, there is a critical need for housing particularly in the workforce and affordable categories within the region. As the more affordable suburb in the region with close proximity to major regional employment areas, Independence remains an attractive city to move to for these workers. The demand for quality housing within the affordable and workforce ranges will continue to grow.

In addition, with significant historical assets, access to developable land, good regional connectivity, and stocked with the right products and amenities, the City of Independence has the potential to attract higher income workers as newer residents.



Source: Missouri Economic Research and Information Center, Kansas City Region 2021, Development Strategies, 2021

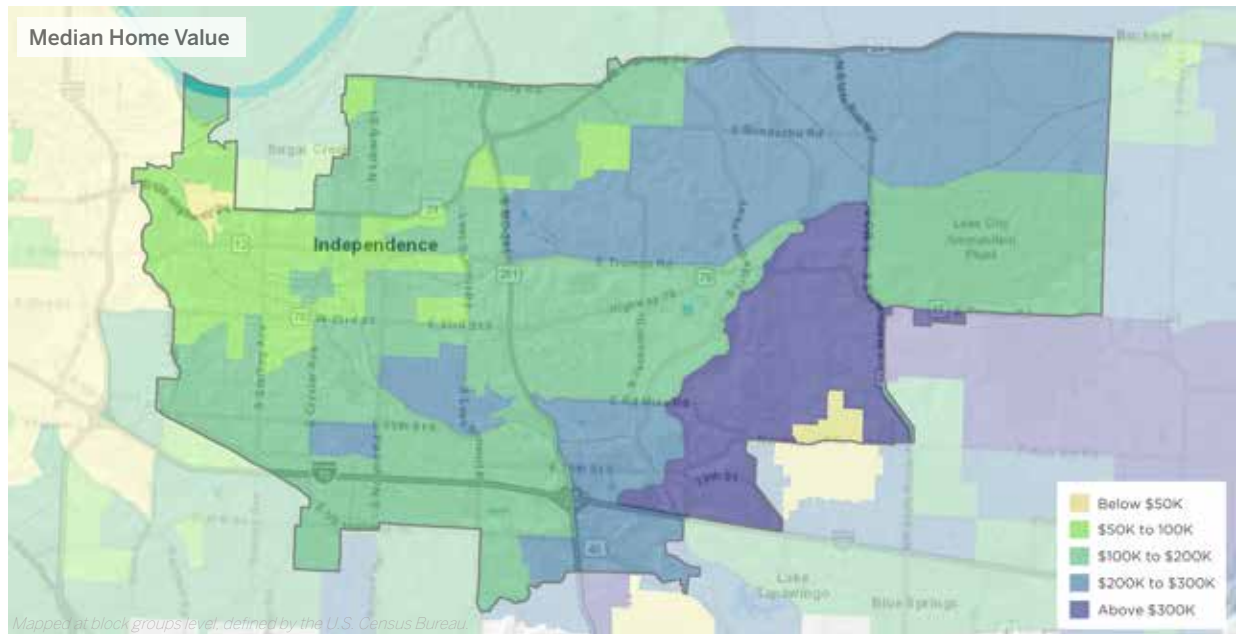
Housing

Moderate, but slower-than-regional growth has meant that newer development within the City is limited, but there are many opportunities for rehabilitation and redevelopment.

Character of Existing Stock

Much of the housing stock in Independence was built before 1980 and averages less than 1,200 square feet in size. Recent sales suggest that about half the homes sold in the last one year contain between 900 to 1,600 square feet and a majority of these were in the range of \$90,000 to \$150,000.

The median home value in Independence is about \$140,000, lower than the county at \$174,000, and the region at \$218,000. As shown in the map on the right, median home values tend to increase as one moves south and east through the City, beginning from the northwest. This is well explained by the age, size and condition of structures, as much as with the demographics of residents. The City of Independence offers housing in a variety of architectural styles. Within single family, the City's historical neighborhoods has a plethora of architectural styles from Colonial revival to Folk Victorian, Italianate to Queen Anne, Mission to American Foursquare, and Neoclassical to Prairie Style. Other architectural styles found include Tudor Revival, Craftsman Bungalow, Spanish and French Eclectic. Post-1950s homes are dominated by Ranch, Split-Level and Cottage styles, and more recently, by conventional subdivisions and New Urbanism, promoted by New Town at Harmony, east of the City.



Year Built

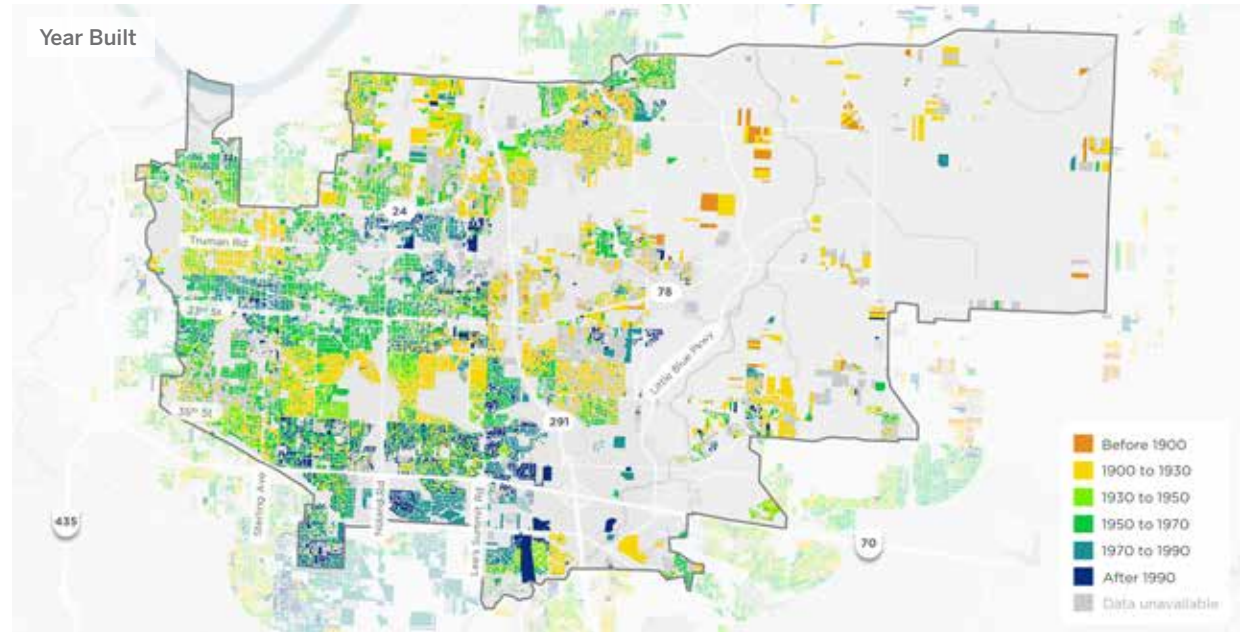
More than 40 percent of housing in Independence was built between 1960 and 1980, and almost 75 percent of homes were built before 1980. The map on the right shows the distribution of homes by age. Older homes often face challenges such as deferred maintenance, the need to upgrade systems like plumbing, HVAC, and electrical, and even structural repair. Due to their size, finishes, layout, and condition, they may not be meeting the needs and preferences of the current housing market.

These challenges are often exacerbated in formerly redlined neighborhoods⁶, where homeowners, particularly African American and other minorities, did not have access to capital to purchase or maintain their homes. Many of Independence's neighborhoods built before 1940 were redlined, and these areas tend to have the most challenges in terms of housing condition.

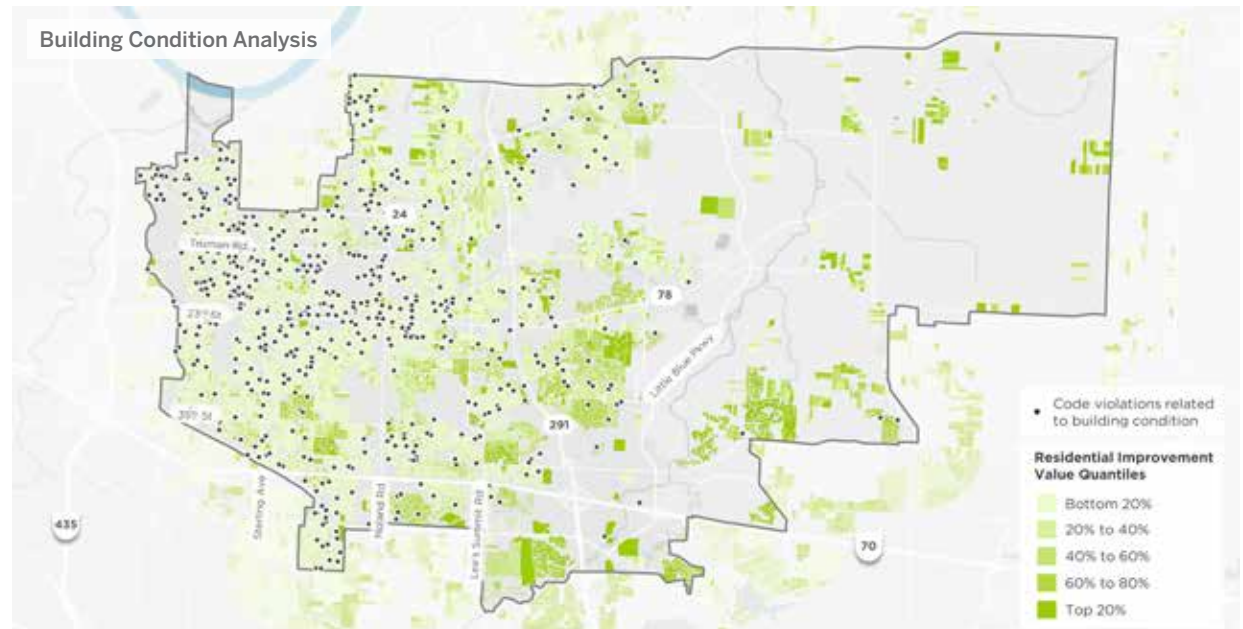
Building Condition

In the absence of building level data on quality of structure, code violations (filtered by those relating to the integrity of the building) mapped over residential improvement values becomes a viable proxy to measure quality and condition of buildings in the City. Where concentrations of code violations are clustered in areas with lower property values, these areas can generally be considered neighborhoods and housing stock with the greatest needs, and thus the lowest quality.

The map to the right illustrates areas where code violations occur and where values are the lowest. These challenges are generally concentrated in the western third of the City.



Source: City of Independence Parcel Dataset



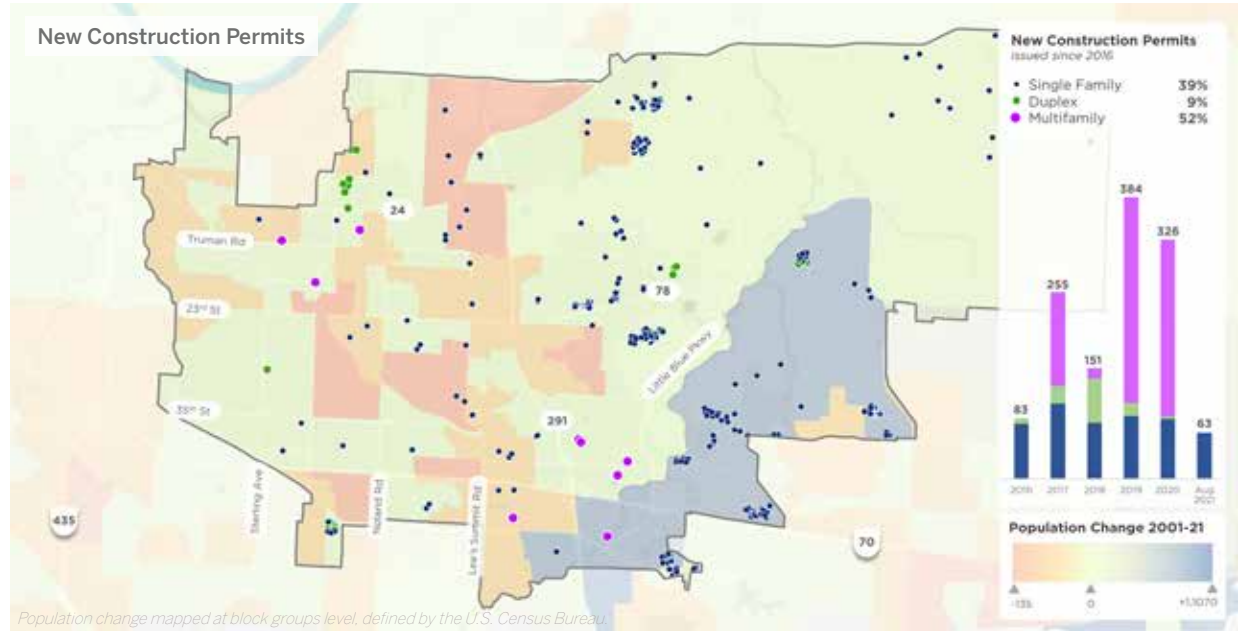
Source: City of Independence Parcel Dataset and Code Violations, Development Strategies, 2021

New Construction

Examining new construction permits issued by the City shows recent momentum in the housing market. As evident from the map on the right, most new construction since 2016 is located east of Route 291, mostly on previously undeveloped land. Infill developments in the City’s denser neighborhoods have occurred at a lower pace.

Two new market-rate multi-family developments are under way, and one more is proposed, near the I-70/Route 291 interchange. These developments make up 52 percent of the new units added to the City over the past five years.

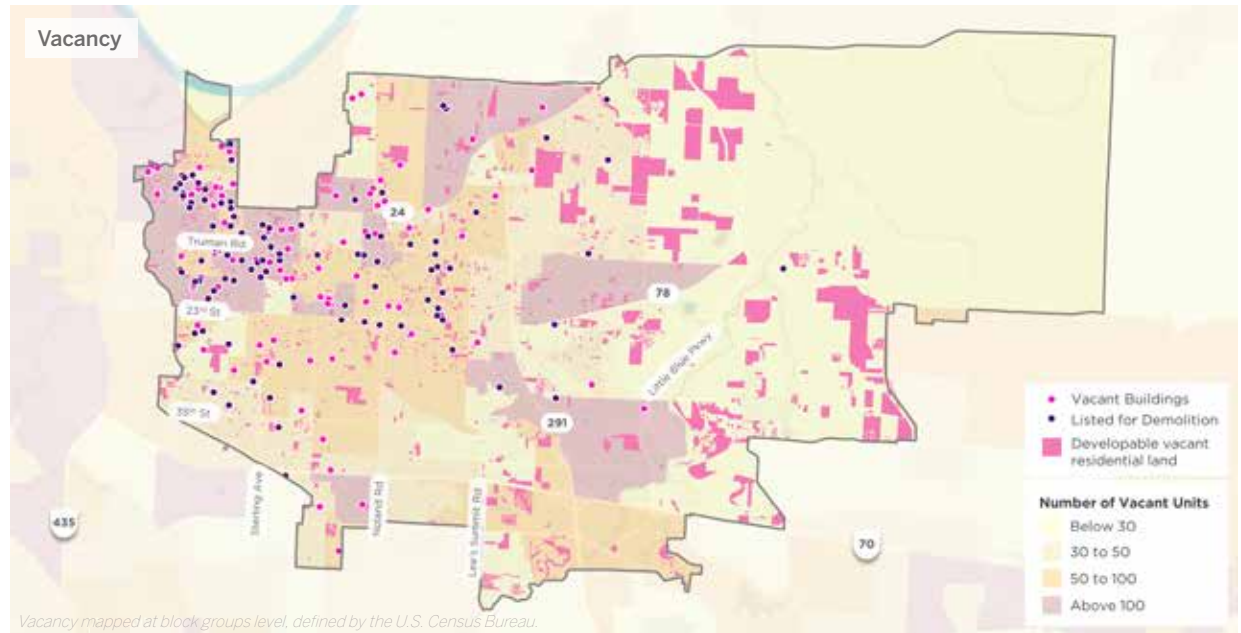
The share of renters in the City is 35 percent of all households, which is on par with the County and MSA.



Population change mapped at block groups level, defined by the U.S. Census Bureau.
Source: City of Independence, U.S Department of Housing and Urban Development, ESRI, 2021

Vacancy

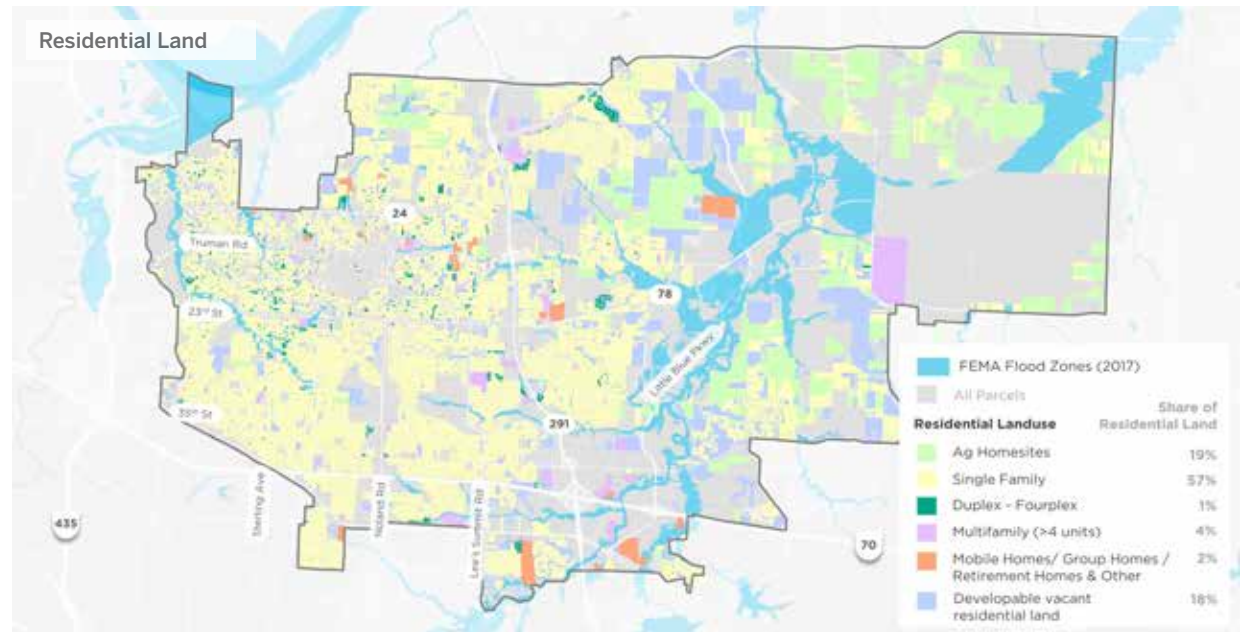
Vacant land and buildings, and deteriorated buildings listed for demolition, can be seen both as a symptom of reduced quality of the housing stock, as well as an opportunity for new infill housing that can expand housing choice within the City’s older neighborhoods, and contribute to neighborhood revitalization. According to the US Decennial Census 2020, vacancy rate in the City rose from 3.9 percent to 8.1 percent between 2010 and 2020, with about 4,500 vacant units. The parcels with buildings listed for demolition, together with the approximately 4,000 acres of developable vacant residential land, are areas in the City that can accommodate new residential units. Housing vacancy is a particular challenge in northwest Independence, which is also the area that came up the most in terms of housing challenges in stakeholder conversations.



Vacancy mapped at block groups level, defined by the U.S. Census Bureau.
Source: City of Independence, ESRI, 2021

Residential Land Use

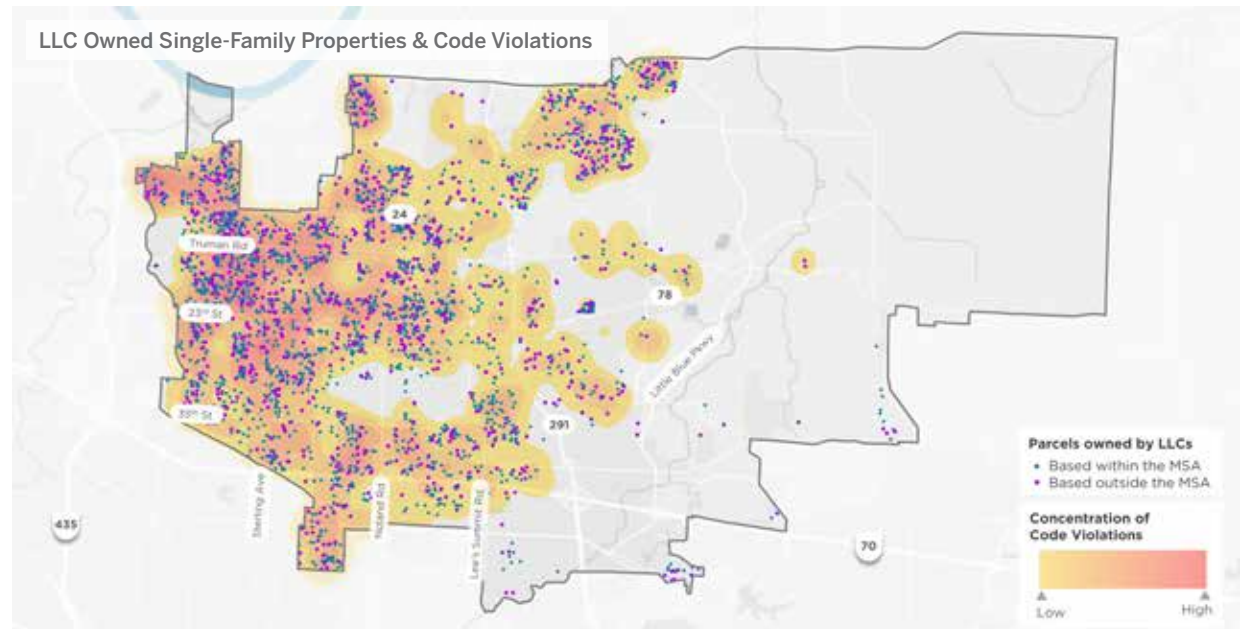
The use of residential land (including agricultural parcels with homes) through the lens of density (persons housed per acre of land) and tenure (owner versus renter) gives us a deeper understanding of how residents are housed within the City. As evident from the map on the right, over half the residential land in the City is single family housing. When combined with homesites in agricultural parcels, land area that house one 'dwelling unit' rises to 76 percent. Parcels with multiple dwelling units constitute only 7 percent of the residential land in the City. The rest of the land remains vacant. While renters occupy 35 percent of the units in Independence, they are housed on approximately 22 percent of the residential land.



Source: City of Independence Parcel Dataset, Development Strategies, 2021

Single-Family Rentals

The entry of large institutional investors into the single-family housing market is becoming a growing challenge for residents and cities across the country. There are around 3,000 single-family homes owned by LLCs in Independence, constituting less than 8 percent of all single-family homes in the City. However, 42 percent of them have incurred a code violation, in comparison to 17 percent amongst non-LLC owned single-family homes. Thus, LLC-owned homes have a propensity for code violations almost 2.5 times the City average. Interestingly, LLCs located within the City have only a slightly lower incidence of code violations than those LLCs located outside the KC metro area, 40 percent of homes with code violations versus 45 percent of the stock for LLCs outside the region.



Source: City of Independence Parcel Dataset and Code Violations, Development Strategies, 2021

Housing Affordability

Nearly 29 percent of households in Independence are housing cost-burdened, and many are threatened by eviction.

Definition

Housing is considered affordable if housing costs, including rent or mortgage payments and utility costs, are less than 30 percent of a household's income. Otherwise, a household is considered housing cost-burdened.

Affordable Housing in Independence

According to HUD, the fair market rent for a decent, safe 2-bedroom apartment is \$1,021 per month (including approximately \$200 in utilities). Nearly 45 percent of Independence households do not earn the \$21 per hour required to afford such a home. Seventeen percent of households spend 30 to 50 percent of their income on housing, and another 12 percent spend more than 50 percent; 29 percent of households are housing cost-burdened. Low-income households may need to choose between spending a significant portion of their income on housing or living in substandard conditions—either way it is a difficult position to get out of without additional suitable housing options and supports.

African-Americans and Hispanics are more likely to be cost-burdened than the general population. Over half of Hispanics and African-Americans do not earn the \$43,680 required to afford the \$1,021/month apartment.

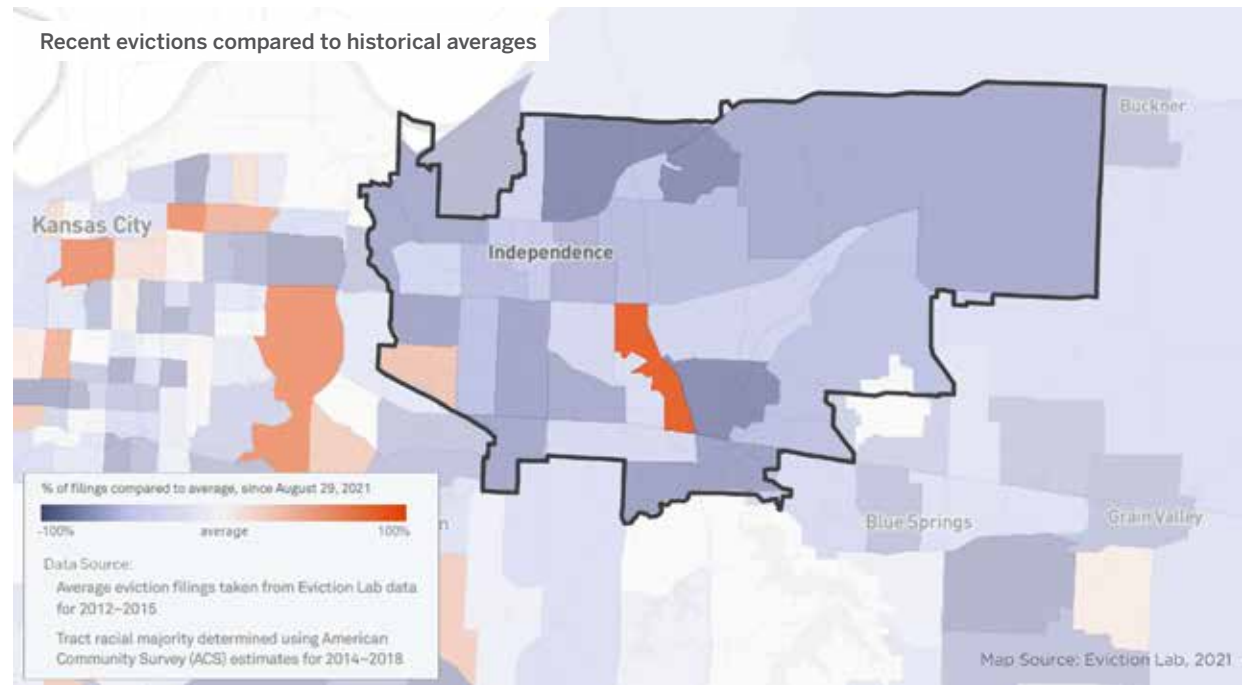


Evictions

In 2016, one in every 23 renter households in Independence experienced eviction, with a total of 740 evictions that year. Eviction filings dropped sharply in April 2020 due to the local moratorium on evictions that came into effect in March, 2020, as a response to the housing crisis posed by the pandemic. Cases have slightly increased since then but have remained below historic averages. Many landlords will not accept tenants with prior evictions, regardless of income, forcing many households into substandard housing or homelessness.

Homelessness

Each year a point-in-time count of homeless people in Jackson County occurs. In 2020, there were 1,730 homeless people and 1,140 homeless households. Nearly 25 percent of all homeless people were unsheltered. Additionally, 26 percent of the unsheltered homeless population was younger than 18 years of age. Not having a permanent home disrupts the rest of a person's daily life: it is harder to find jobs and private landlords may not rent to prospective tenants who lack a rental history. Homelessness has additional impacts on learning and educational attainment of children.

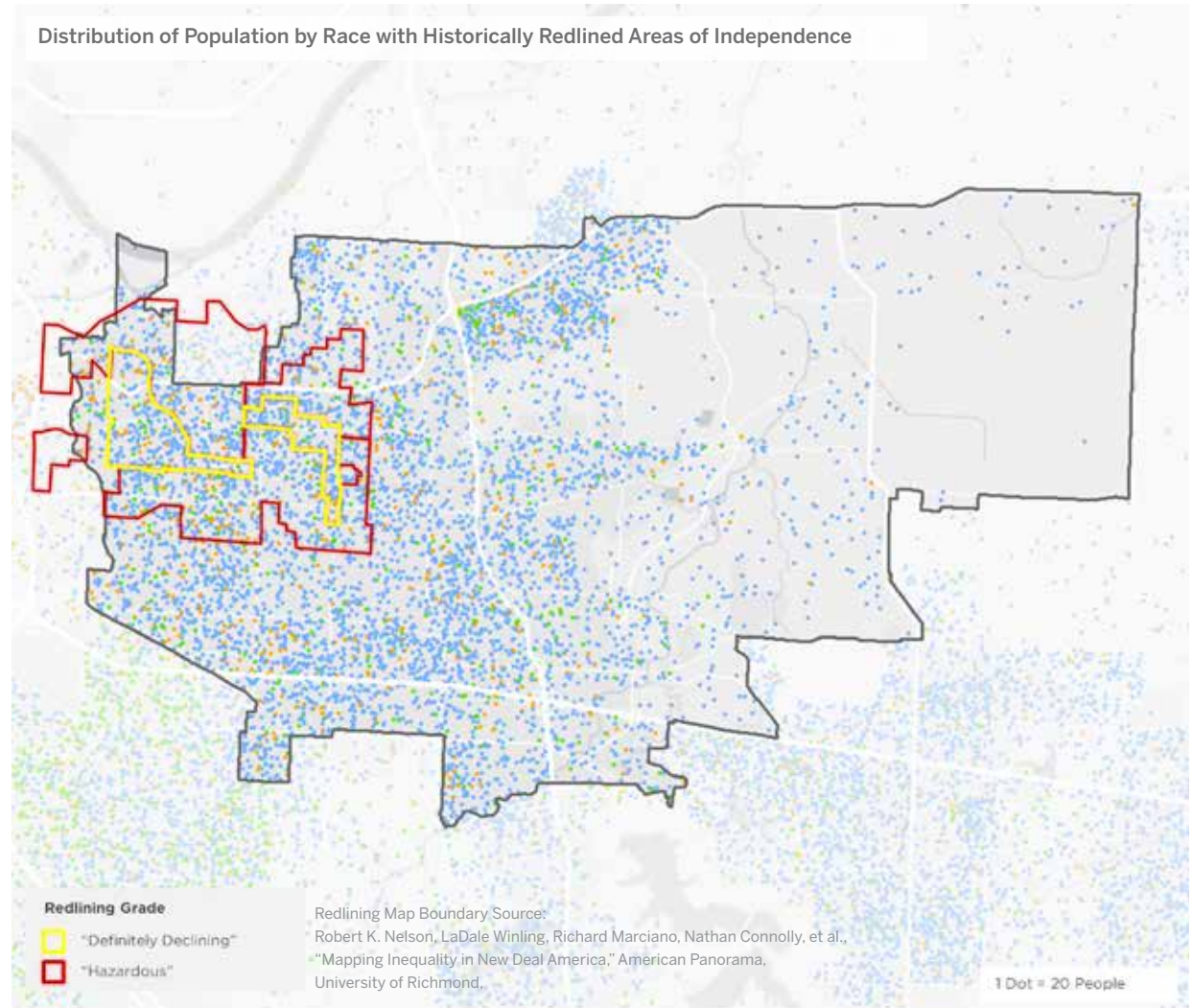


Race & Equity

Race and equity are important lenses through which to analyze housing challenges and opportunities. Historic policies such as redlining severely limited minority access to housing and financial tools and the long-term effects are still present today. Minorities and low-income households are more likely to be concentrated in areas with poor housing conditions.

Redlining & Its Legacy

The northwest neighborhoods of Independence continue to show the lasting impacts of historic policies like Redlining. Redlining systematically encouraged disinvestment in certain areas of cities on the basis of racial distribution. This practice restricted where residents could get a bank loan or buy a house by limiting access to insurance in “Declining” and “Hazardous” areas. This policy severely impacted the residents of these neighborhoods and their ability to acquire wealth. The resulting lack of investment in the housing stock in these areas contributes to many of the challenges present today.




51,100*
TOTAL HOUSEHOLDS


77%
WHITE


5%
AFRICAN
AMERICAN


8%
HISPANIC

Source: *US Decennial Census 2020, Households Share by Race from ESRI 2021

Race Distribution

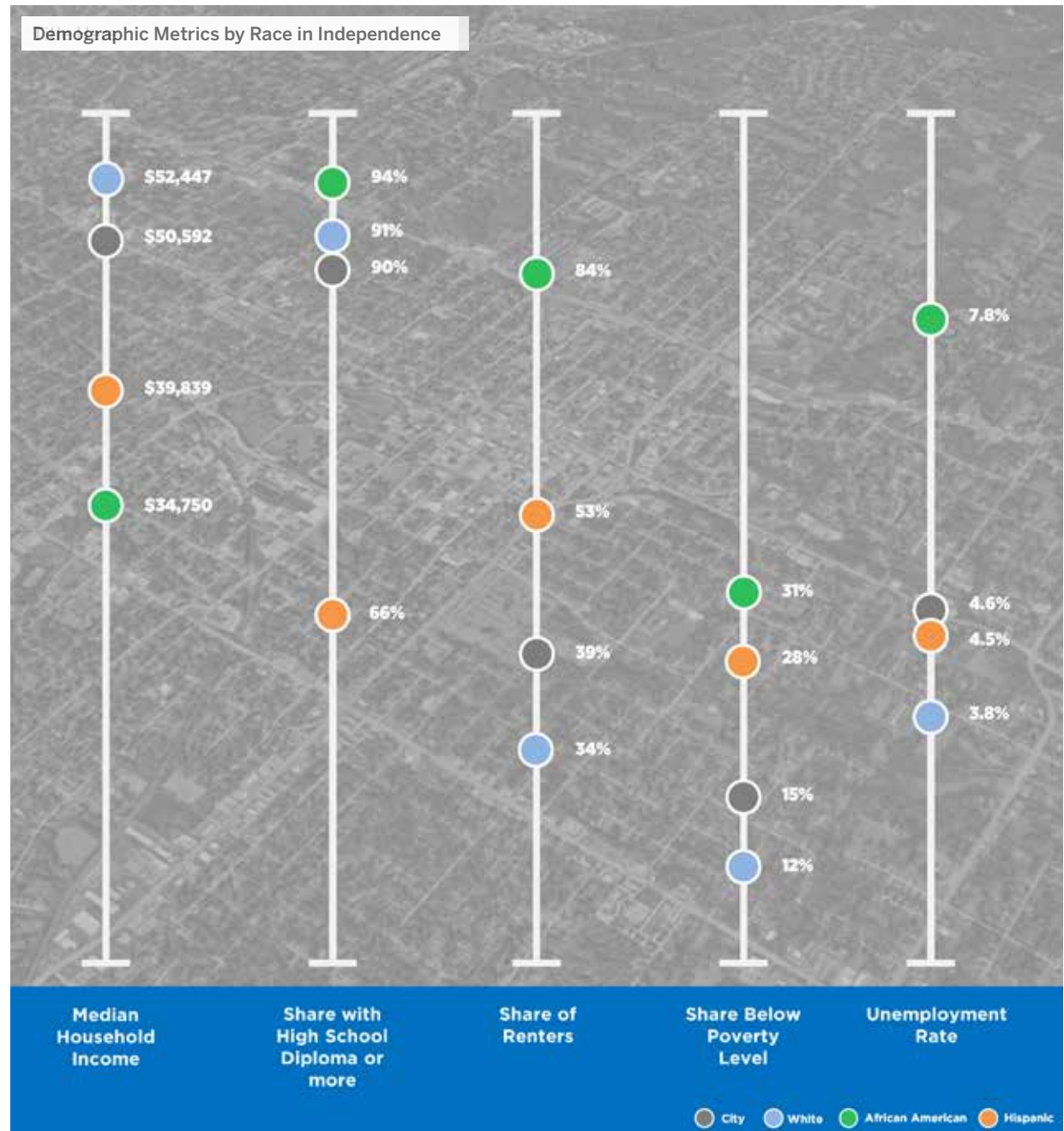
According to ESRI data, approximately five percent of the City's population is African-American, eight percent is of Hispanic origin, and 77 percent is White.

The median household income for African-American and Hispanic households in Independence are well-below the Citywide levels. With the median for African-American households (\$34,750) just over two-thirds of the Citywide median (\$50,592) and the median for Hispanic households (\$39,839) just over three-quarters of the Citywide median. This has broad implications regarding housing affordability and the need for equitable housing strategies.

Ninety percent of the population in Independence has at least a high-school diploma with shares among white as well as African-American households being just above the Citywide share. At 66 percent, Hispanic households have the lowest share of high school diploma holders, 24 percent lower than the City average.

More than 80 percent of African-American households and more than half of all Hispanic households in Independence rent a home. This is higher than the Citywide percentage for renter occupied housing (39 percent). Thus, providing access to quality rental housing options is very important for housing equity.

Households belonging to minority groups in Independence are experiencing poverty at a rate more than double White households (12 percent). More than a quarter of both African-American and Hispanic households in Independence are living below the poverty level, which significantly impacts access to quality housing.



Source: ACS 2019 5 Yr Estimates, PolicyMap 2021

Neighboring Peers

Independence's housing market is affordable, but its growth is weaker than its neighboring peers.

Comparing the housing markets of neighboring cities within the same regional context gives us an understanding of their unique role and function in the market, as well as their key differences. Raytown, Lee's Summit and Blue Springs were selected as the neighboring peers in Jackson County. Independence is the largest in both area and population, and the earliest to be settled. While Raytown is landlocked, Independence, Lee's Summit and Blue Springs lie along key regional highways with potential to grow towards the east.

Home Prices

According to ESRI, median home values in Independence are lower than all of its peers except Raytown. At \$140,000, it is lower than Jackson County, the region and the state. Lee's Summit has the highest home value with its median at \$256,000, nearly double that of Independence.

While low home values can indicate an affordable market, they can also make new development or repair of existing homes difficult and financially infeasible. This happens when construction and repair costs are higher than the resulting increase in market value from the improvement, meaning people are less willing to invest when they don't see the value. Home values also relate to household wealth, so lagging home values can slow the wealth building of Independence residents.

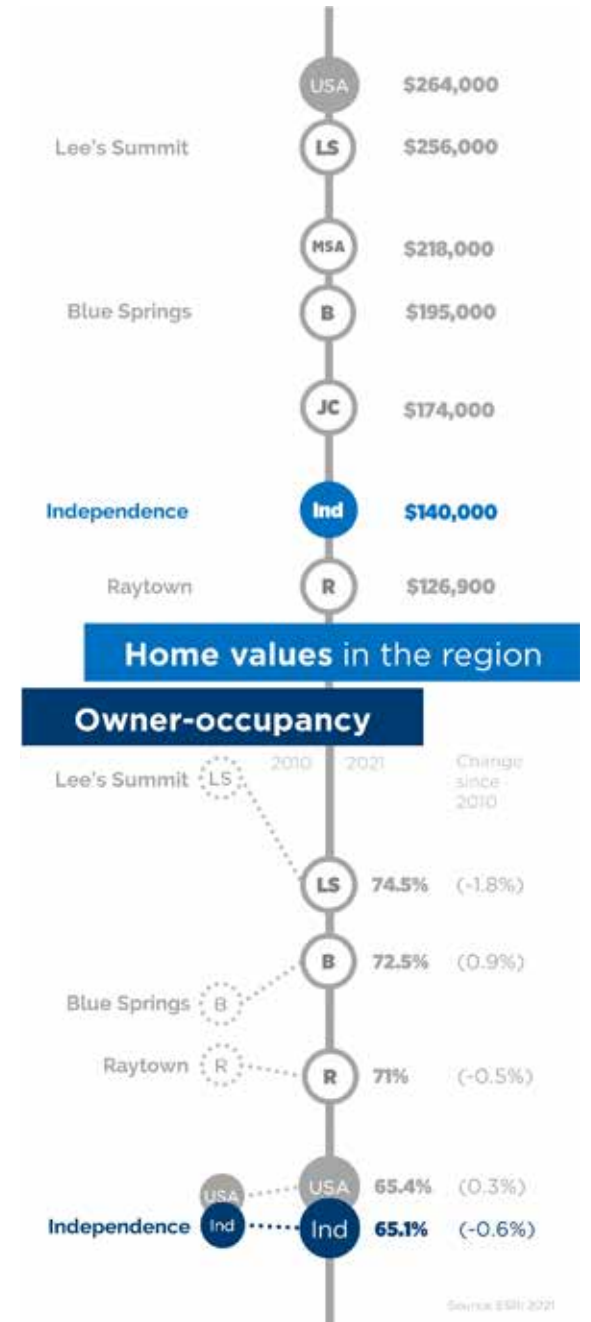
Key Comparison Points

Independence has the lowest median household income (\$53,500) amongst its neighboring peers, and lower than the county, region and the state. Having a relatively low median household income and slower-than-regional growth can make the City less resilient to changing markets. Rising rents and other housing costs without equivalent income growth can overburden more households.

Household growth in Independence is low compared to its peers. Annual growth rates are at levels that are around half or even a quarter of its peers and the region overall, meaning the City is under-performing in attracting new residents. The City also has a high median age compared to its peers, county, region and state, further indicating the City's limited attraction of younger families.

Owner-occupancy rates are lower in Independence compared to its neighbors, and the rate has only marginally changed in the past decade. Owner-occupancy rates have fluctuated significantly more in Lee's Summit and Blue Springs while at the same time outpacing Independence in attracting new residents.

Independence remains the affordable place to own compared with its neighbors. However, the quality of the available stock and its slower-than-regional growth makes it less desirable for resident to remain, and for prospective buyers to enter the market. Upgrading the housing stock through repairs and renovations, and attracting newer developments that meet the housing needs of today, are pivotal in positioning Independence as a desirable and affordable place to live, as well as, a place of opportunity and wealth creation for all.



Comparison with Neighboring Peers



CITY/GEOGRAPHY	TOTAL POPULATION 2021	ANNUAL POP GROWTH SINCE 2010	HOUSEHOLDS 2021	ANNUAL HH GROWTH SINCE 2010	MEDIAN HOUSEHOLD INCOME	MEDIAN HOME VALUE	SHARE OF OWNER OCCUPIED UNITS	MEDIAN AGE
Independence	119,200	0.20%	49,900	0.20%	\$53,500	\$140,100	65%	41.1
Raytown	30,000	0.20%	12,300	0.10%	\$57,600	\$126,900	71%	42.0
Blue Springs	55,500	0.50%	20,800	0.50%	\$80,100	\$195,400	72%	37.5
Lee's Summit	99,600	0.80%	37,600	0.80%	\$93,700	\$255,600	75%	39.0
Jackson County	711,200	0.50%	292,600	0.60%	\$58,400	\$174,400	59%	37.9
KC Metro	2,188,600	0.80%	864,800	0.80%	\$70,100	\$218,100	66%	38.3
State of Missouri	6,250,000	0.40%	2,497,300	0.40%	\$56,700	\$184,100	68%	39.6

Source: ESRI 2021

Permitting Activity

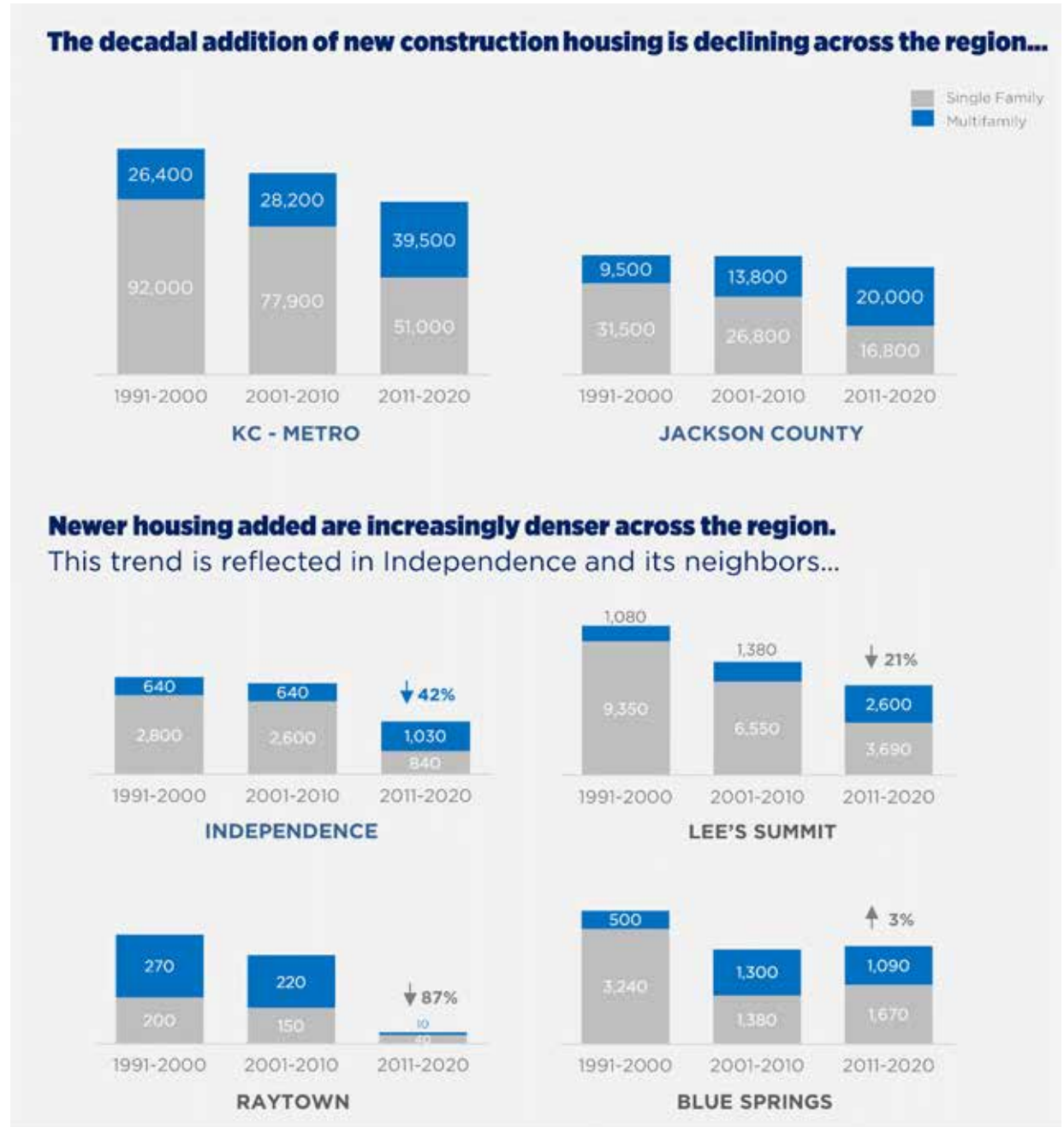
The share of new housing units that Independence is capturing within the county has declined substantially.

New construction housing permits are a significant indicator for regional competitiveness in attracting new housing developments, and therefore new residents. Tracking new construction permits helps us to understand the desirability of the City as a destination of real estate investments and ease of doing business. Along with renovating older units, adding new housing units is essential to replenish the City's aging housing stock.

Regional Permitting Trends

The economic prospects of Independence are closely tied to the economic performance of Kansas City metro. With its close proximity to local and regional job centers, and the ability to grow towards the east, Independence is well positioned to capture a significant portion of the region's economic output. Tracking housing trends in the region is crucial to understanding how to position Independence to compete with its neighboring peers and capture growth in the future.

The graphic on the right shows the decadal addition of new housing units in the region and the county, separated out by single family and multifamily. New construction permits issued have declined substantially in the past three decades in the region. However, Jackson County has been able to sustain a respectable rate of permitting activity despite the regional decline.



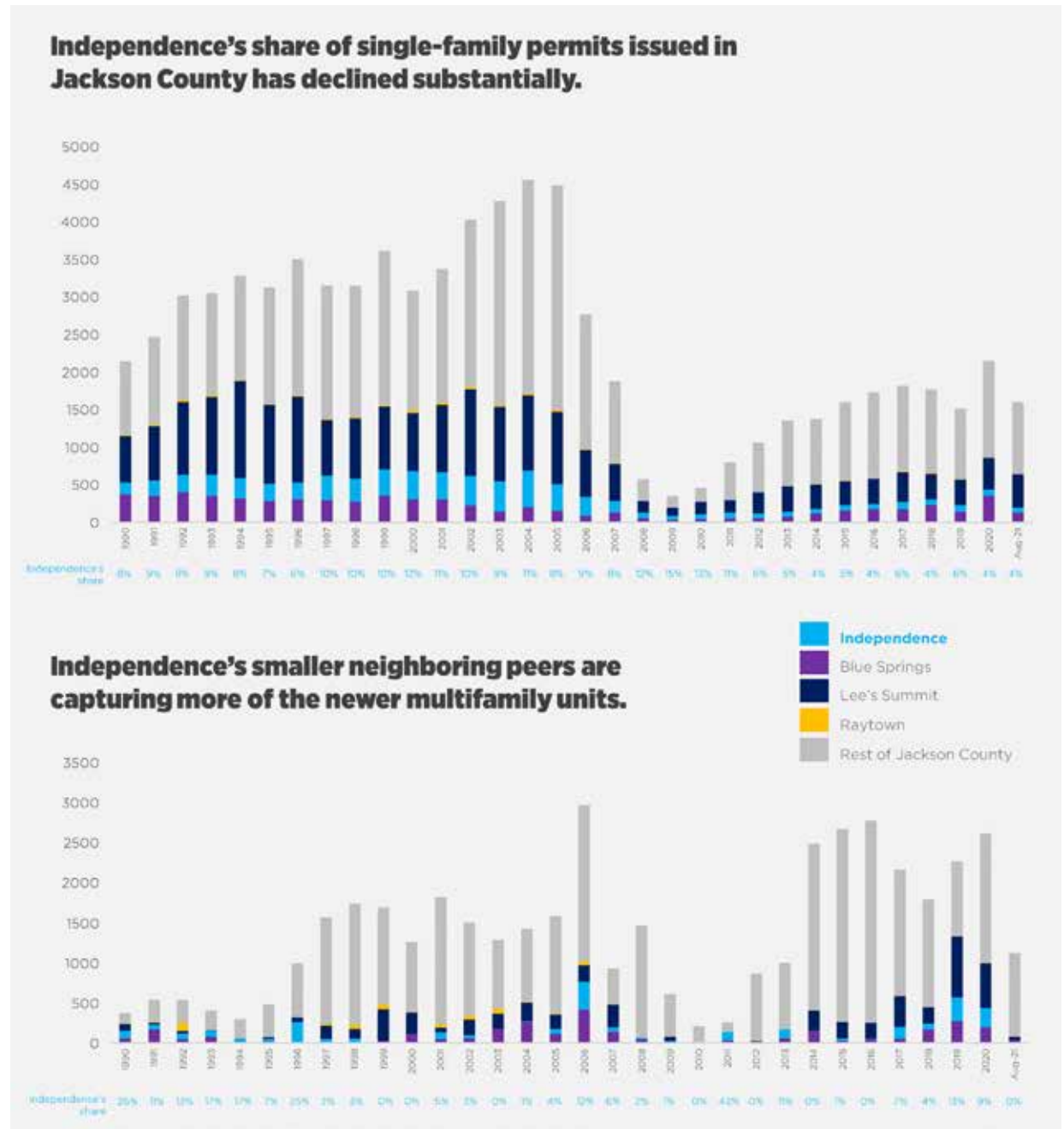
Source: HUD SOCDS Permit Dataset 2021

The last decade has seen a significant jump in multifamily units in the region - especially in Jackson County, where it has outpaced single family units. Thus, as overall new housing construction is declining across the region, the new housing being added is increasingly multifamily and therefore, denser.

Trends of Neighboring Peers

The regional housing trends are generally reflected in the performance of Independence and its neighboring peers, but with some key differences. Unlike Raytown, Independence is not land-locked and has room to grow towards the east. Additionally, our analysis shows that around 18% of the developable residentially zoned land in Independence is vacant, reflecting considerable capacity for new growth. However, in the last decade, new construction permitting activity has declined substantially in Independence compared to its smaller neighbors of Lee's Summit and Blue Springs. Both communities have significantly higher permitting activity, attracting both single family and multifamily developments, and are also capturing a higher share of the growth in new multifamily units in the county in the past two decades.

Independence's share of single family permits issued in Jackson County has declined substantially. Independence's smaller neighboring peers are capturing more of the newer multifamily units. While Independence and its neighboring peers have together largely kept up with capturing single family permits in the county, communities in the rest of Jackson County have significantly outpaced them in multifamily unit capture in the last decade.



Source: HUD SOCDs Permit Dataset 2021

Housing Preference & Needs Survey

The Housing Survey was a component of the market analysis designed to complement other data sources with data on community experience and perspectives.

The survey focused on collecting responses which can be tabulated, but also provided opportunities for open-ended comments. The survey was conducted in both English and Spanish languages to include the diverse population of Independence. Key findings from the survey are summarized below.

Purpose

The survey was designed and administered to understand the housing needs and preferences of current residents of various neighborhoods in the City of Independence. This survey was crafted to inform key questions about the challenges faced by residents and to assess community interests for different housing products.

The insights from the survey provide a broad community perspective to supplement the analytical insights from the market analysis.

Organization & Implementation

The survey included 21 questions organized into three sections:

- “Tell us about your home,” to understand respondents’ current housing situation, conditions, and location;
- “Housing preferences and challenges,” which focused on residents’ housing challenges and experiences, and the factors likely to drive their future housing preferences.
- “Tell us a little about yourself,” which asked a number of optional demographic questions.

The survey was made available in both English and Spanish, and administered primarily through the web-based survey platform SurveyMonkey.

Initial promotion about the survey opportunity was through the City’s social media (including Facebook, Instagram, Nextdoor, and LinkedIn), the City’s website, through word of mouth of

community members, and through neighborhood stakeholders. To expand participation among initially under-represented groups — particularly the Hispanic community — the study team partnered with Culture Journey, an Hispanic-owned community organization, to conduct follow-up outreach.

About 470 people participated in the survey, with the majority of participants (96 percent) being residents of Independence and the rest living outside of the City.

While survey participants were not perfectly representative of the City’s demographic profile, their responses helped provide a fuller understanding of the housing needs, preferences, and opportunities in Independence.

Challenges faced during Outreach

After the initial push for survey responses, the study team took additional steps to reach under-represented residents. The study team created new posters, and Culture Journey translated them into Spanish and displayed them in locations such as restaurants, churches, and shopping areas frequented by the Hispanic community. Feedback from owners of the sites surfaced concerns from community members about the lack of relationship and trust and questions such as “Who has access to our information?” Ultimately, the second push for survey responses yielded some more, but still a lower than expected participation rate. Going forward, as part of implementing projects and programs, the City will need to take concentrated efforts in engaging the under-represented groups through trusted community members and organizations.



Spanish Poster displayed at restaurant 'Hacienda Vieja'

Who Participated in the Survey?

Demographic Characteristics

Comparing the age profile of survey participants with city demographics, it is observed that the younger population was slightly under-represented while the older folks participated more actively. Overall, good representation across ages was observed.

In general terms, the survey respondents were more likely to be above the age of 55, relatively settled in the community, a home-owner, and white. Therefore, in certain sections of this summary, responses have been cross-tabulated with resident background or preference to better represent a broader range of preferences and needs.

Household income shows poor representation of very low-income residents, especially those living below poverty line, and who face the highest vulnerability to housing issues. A majority of the respondents indicated the \$50,000 to \$100,000 income bracket at a level higher than city average.

While the majority of the survey respondents were white, overall participation rates from all racial groups were largely representative of the City's residents.

Survey Table 01: Demographic Profile of Respondents`

	Survey Respondents	City of Independence
Tenure		
Own	79%	65%
Rent	17%	35%
Rent to own	1%	Categories not available in data sources
Staying with family/friends	3%	
Age		
Under 25	3%	29%
25-34	16%	13%
35-44	19%	12%
45-54	19%	11%
55-64	20%	14%
65 or older	23%	20%
Race/Ethnicity		
African-American	3%	5%
American Indian	2%	1%
Asian	0%	1%
Hispanic/Latinx	5%	8%
White	86%	77%
Other	4%	9%
Household Income		
Under \$25,000	11%	22%
\$25,000 - \$50,000	27%	25%
\$50,000 - \$75,000	26%	19%
\$75,000 - \$100,000	17%	14%
Over \$100,000	20%	21%

Similar to city averages, many survey respondents were in their early workforce years (aged 25 to 34 years) and family years (aged 35 to 44 years). The survey received significant participation (43 percent) from people aged 55 years or above, a higher proportion when compared to the City (34 percent). Participation from the younger demographic (less than 24 years of age) was very low compared to the City.

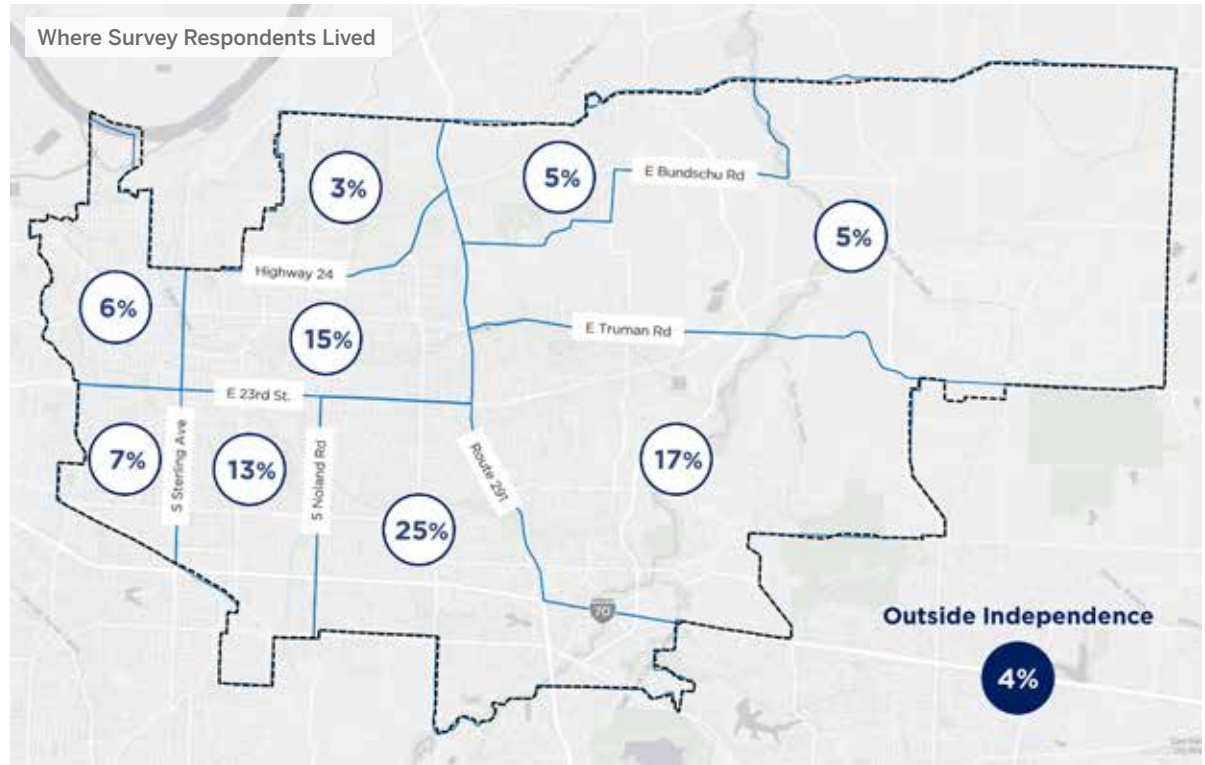
The employment status revealed that the survey representation was heavily skewed towards retirees, whereas unemployed residents were under-represented.

The survey received higher levels of participation from residents living west of Rte 291, south of 23rd Street, and east of Sterling Avenue, as well as, from residents living east of Rte 291 and south of Truman Rd. Combined, they represent 55 percent of the respondents of the survey.

The demographic tables and summary that follow detail the demographics of respondents in comparison to those of residents living in Independence.

Survey Table 01: Demographic Profile (continued)

Employment Status		
Employed	64%	
Retired	26%	
Other (please specify)	8%	
Unemployed	2%	



Respondents' Current Housing Situation

Most respondents have lived in their current homes between one to four years or over 20 years; suggesting that the survey was able to capture both short and long term residents.

The majority of survey respondents (87 percent) live in single family homes. Merely five percent of the survey takers indicated currently living in apartments. This suggests that responses collected through this survey may best indicate the preferences of current single-family detached home-owners.

Considering only residents who rent, a total of 71 respondents (47 percent of the renters) live in single family homes, closely followed by 27 percent renting a townhome. Of these, approximately 62 percent of the renters have lived in their current home between 1-4 years.

Respondents' current housing costs (including a household's rent or mortgage, utilities etc.) were mainly distributed between \$650 and \$1,300, with the largest group of respondents (21 percent) spending between \$850 and \$1,100 per month. Twenty One percent of respondents indicated paying no mortgage or rent. Cross-tabulating with retirees indicated that this is largely due to housing being paid off by retired residents. The average asking rent for respondents is \$890 per month.

Survey Table 02: Current Housing Situation of Respondents`

Survey Respondents	
Longevity of Stay in Independence	
Less than 1 year	7%
1 - 4 years	31%
5 - 9 years	17%
10 - 19 years	20%
20 years or longer	26%
Type of Current Home	
Single Family	87%
Townhouse/Duplex	5%
Apartment in a building with 6 units or more	4%
Other (please specify)	3%
Apartment in a building with fewer than 6 units	1%
Condominium	1%
Current Monthly Housing Cost	
No Mortgage/Rent	21%
Less than \$650	13%
\$650 to \$850	18%
\$850 to \$1,100	21%
\$1,100 to \$1,300	13%
\$1,130 to \$1,700	9%
\$1,700 or more	4%

Housing Challenges faced by Respondents'


A little more than half the respondents on this survey (53 percent) indicated that they had faced challenges in finding suitable housing in Independence. The majority attributed their housing challenges to be related either to high rents/mortgages/utilities or finding a healthy and safe home in an affordable price range.

Of all the respondents, a majority (45 percent) indicated that their homes needed some repairs. A similar share of people also expressed concerns about their homes requiring improvements related to energy efficiency and/or weatherization. Since this question indicated select all that apply, the total tallies to more than a 100 percent.

Among concerns related to health and safety in homes, 30 percent of the respondents faced at least one issue from the survey selection. However, residents shared some concern regarding fire alarms, carbon monoxide monitors, pest control, and mold in homes.

Similarly, 26 percent of the survey takers indicated they faced financial challenges; mainly with their utilities, rent, and taxes.

Survey Table 03: Housing Challenges faced by Current Residents	
	Responses
Primary factors affecting finding suitable housing (top 5 responses only)	
I have never found it challenging to find suitable housing	47%
Rent/mortgage payment was too high	33%
My utilities costs were too high	22%
I could not find a healthy, safe home in my price range	19%
My neighborhood had a lot of crime	16%
Physical/Structural Needs	
Maintenance or repairs for my home	45%
Improvements to my home's energy efficiency / weatherization	43%
Improvements to make my home more accessible to me / my household	11%
Renovation to add additional space	11%
Health and Safety Related Issues	
None of the above	70%
Fire alarms and carbon monoxide detectors	12%
Pest control	12%
Mold removal	12%
Radon testing	9%
Other (please specify)	3%
Lead Remediation	3%
Financial Challenges	
None of the above	74%
Help with utilities	15%
Help with my rent	11%
Help with my property taxes	11%
A more responsive/proactive landlord	5%
Other (please specify)	4%
Assistance to avoid eviction	2%



Independence lacks affordable rentals for young people and young families. The average price for a one bedroom apartment in the greater Kansas City area is about \$1200 a month. This is far out of reach for young people trying to make it on their own with wages in many jobs being so low.

Senior citizen assistance to improve their homes would be helpful.

Zoning to allow families with special needs children to be able to house their children on the property in separate housing (small cottage, tiny home, small camper).

Our neighborhoods are well designed but because there isn't good infrastructure like sidewalks and the housing is outdated, the houses aren't marketable to professionals or retirees.

New construction should focus on the needs of people - safety and sense of community like the new apartments that are being built with lots of amenities, near trails, restaurants, entertainment and shopping.

Housing Preferences

The third major section of the survey assessed the housing preferences of respondents. These responses can help the City better understand the housing aspirations of its residents, and can help developers and builders better understand the market. The survey captured this information with regard to specific typologies and price points.

Detached single-family homes were the preferred typology (81 percent) among respondents. However, respondents did express interest in a broad range of typologies, with townhouse/duplex garnering the highest share, and condominiums being the least preferred typology.

The majority of the respondents (93 percent) interested in moving also indicated a strong interest in owning a home. These preferences to own and the lower interest in large multifamily housing typologies can be partly attributed to the survey respondents being skewed toward single-family homeowners.

While single-family homes were the preferred typologies among survey respondents, the expressed interest in other typologies reinforces what was heard through stakeholder engagement: that new housing development should include a range of housing types and price points.

The survey respondents also expressed desire for more recreational and entertainment amenities such as parks, and dining options, followed by grocery stores and quality schools.

Survey Table 04: Housing Challenges faced by Current Residents

	Responses
What kind of housing does Independence need?	
Single Family	81%
Townhouse/Duplex	34%
Apartment in a building with fewer than 6 units	27%
Apartment in a building with 6 units or more	19%
Condominium	16%
Other (please specify)	13%
What price range of for-sale housing is needed the most?	
Less than \$120,000	54%
\$120,000 to \$200,000	47%
\$200,000 to \$300,000	15%
\$300,000 to \$400,000	5%
More than \$400,000	3%
What price range of rental housing is needed the most?	
Less than \$650	37%
\$650 to \$850	49%
\$850 to \$1,100	25%
\$1,100 to \$1,300	8%
\$1,300 to \$1,700	5%
\$1,700 or more	4%
Would you prefer to rent or own?	
Rent	7%
Own	93%
Which amenities would you like the most in your neighborhood?	
Nice Park	49%
Dining Options	34%
Grocery Stores	33%
Quality Schools	30%



Stakeholder Conversations

Key Observations

Our team held a series of community stakeholder conversations to learn from local experts—community members who live and work in Independence—what housing challenges and needs exist today. We also asked about community assets and strengths to build on, as well as opportunities related to housing that would support the long term growth and sustainability of the City. We had conversations with approximately 30 individuals representing a broad range of perspectives, including landlords, major employers, Chamber of Commerce representative, economic development, social services, education, health care, developers, City Commissioners, philanthropy, and non-profits.

The following paragraphs summarize key themes and takeaways from those conversations.

Needs & Challenges

Like many cities across the country, Independence faces a broad range of housing challenges. Many of the challenges identified by the stakeholders center on affordable housing—the need for new units, and the need to improve the quality of existing units. However, housing needs also exist across the affordability spectrum, including workforce housing, moderately-priced single-family homes, and higher-end market rate housing. It is clear to many stakeholders that housing touches all facets of the community, including attracting and retaining workers, neighborhood preservation, property values and the City’s tax base, and the ability of seniors to

age in place. Needs exist for homeowners, those aspiring to be homeowners, renters, and even the unsheltered.

At a high level, there was broad agreement that Independence has a **housing quality issue**, particularly in the older western and northwestern neighborhoods. There was also concern expressed about the **slower pace of new development**, particularly single-family homes, compared to pre-recession development, as well as the pace of development in neighboring cities.

Rental Housing

Many needs, challenges, and concerns were raised about rental housing in Independence. On the affordable end of the spectrum, there was broad agreement about the **lack of quality, safe rental housing for low-income households**, with particular concern about the condition of single-family rentals that have “affordable” rents, but are in poor condition. There was also concern expressed about the size of the existing affordable multi-family properties, and the impacts of continuing to concentrate poverty in specific locations.

One phenomena impacting the single-family rental market in Independence, and across the country, is the rise of **commercially-owned rental properties**, owned and operated by companies located outside of the City, and even the state. The challenges posed by these investor-owned properties include lack of investment in maintenance, lack of property maintenance that visually impacts a neighborhood, and lack of accountability as a single, local point of contact is often hard to find. This issue also impacts the

availability of affordable for-sale properties, as a home is rarely brought back into the private housing mix once it is commercially-owned. This limits the ability to move stable, low and moderate-income households from renters into homeowners.

The out-of-state investors are commonly funded by **well-capitalized Real Estate Investment Trusts (REITs)**, which have the resources to pay cash for home, often out-bidding prospective home buyers and investors. This has served to make the local housing market more competitive, in addition to the community challenges noted above.

Another issue is **landlord turnover** in the City, from those who had a long history of maintaining decent rental housing in the City, to newer landlords, many of whom are no longer accepting housing vouchers for low-income households.

On the market rate multi-family end of the spectrum, some expressed concern about the **number of new “luxury” units being added to the market would saturate the market** and cause long-term challenges. However, others expressed the opinion that the new, high-amenity multi-family product was needed to attract new, young professionals to the City, and that no new high-end apartments have been added to the market for years. The housing market analysis (Chapter 3), explores the depth of demand for market-rate multifamily units to help inform this conversation.

In the face of the eviction moratorium and other housing challenges caused by COVID, evictions were not communicated as a major local challenge. However, there was an acknowledgment that more needs to be done to help those who have been evicted find new, stable, affordable housing. Community Services League maintains a list of landlords who will rent to households that have experienced eviction, but the list is not long enough to meet the demand.

Homeless Population

Several stakeholders raised concern about the **homeless population in Independence**. There is a perception that the problem is growing, or at least becoming more visible as it spreads east and becomes more scattered throughout the City. There is a lack of shelter beds in or near Independence and a very limited supply of transitional and/or supportive housing for homeless and formerly homeless individuals and families. There is also a recognition that finding locations for such housing is challenging due to lack of resources and NIMBYism (not in my backyard). It will not only take financial resources to create the housing, but the political will that the City support transitional shelter and services for homeless people. Additionally, homelessness is seen as a regional issue, one requiring city officials to reach outside of Independence's border to collaborate on a sustainable solution, and requiring neighboring communities to do their part.



Workforce Housing

There is an overall awareness that **the City needs more market-rate housing for moderate-income households**. Often called “workforce housing”, this is housing that is attainable by households headed by people working such jobs as teachers, police officers, and nurses, for example. Given the recent housing price spike experienced across the country, home values have increased at a pace that makes once-affordable homes unattainable by moderate-income households. Additionally, with the jump in construction costs, developers are not able to build new homes that fit this workforce attainable range—at least not without additional resources to help reduce the construction gap. As one person put it, “The naturally occurring affordable housing is getting less and less affordable.”

Neighborhoods

Neighborhoods are the lifeblood of any city, and Independence is no exception. Some neighborhoods have a great need for well-maintained, quality, affordable housing, yet are fighting a perception that investing in housing is a poor investment. Visible property maintenance issues, perceptions of crime and safety, and even lack of neighborhood infrastructure and amenities keep many potential developers from building and rehabilitating homes in certain parts of the City. Among some stakeholders, having community-based homeowner supports—local banking and financial resources, cultural relationships to link people to services, and help navigating the City’s regulatory processes—especially for the Hispanic community— would be a good way to help turn around some of these neighborhoods.



Assets

Despite the many challenges, stakeholders were quick to point out that **the City has several strengths and assets** around which to build positive momentum to meet Independence's housing needs. First among the assets mentioned was the Independence School District (ISD). The majority of people said the adjustment of the school district boundaries that occurred in the late 2000's and the direction and quality education offered by ISD were a real positive feature around which the City could market, grow, and prosper. Indeed, quality housing and population growth often follow quality schools, and the school district is making significant investment in schools in the City.

Another asset is the **City-owned utilities**. By owning the utilities, the City can (and should, by some accounts) be more directly involved in the future growth and development of the City. By controlling the location and tap-on of the utilities, the City could play a direct role in incentivizing new housing construction.

Other assets include the **creative energy and development** happening in Englewood, new development happening in The Square, and the renovation of the Truman Library, as signs of positive energy and growth for the City to capitalize on. Little Blue Parkway, as a prominent feature, and other trails are an amenity and a way to connect the different parts of the City in a community-focused and sustainable way.



Opportunity

Building on the assets in Independence, stakeholders were also quick to point out **several opportunities for addressing housing challenges**. Despite the challenges that come with rehabilitating older, naturally occurring, affordable housing, the City has a lot of housing stock in the northwest portion of the City that could be improved. Coupled with that is a Hispanic community with an entrepreneurial spirit and a willingness to purchase homes and invest in their upkeep. Building relationships and creating deeper community ties between Hispanic residents and developer, financial, and services institutions could go a long way in fostering neighborhood resilience and maintaining quality, affordable housing.

Another opportunity that **targets more of the “missing middle”** type of housing—townhomes, apartments above retail, and small-scale multi-family—is to take advantage of the “good bones” available in neighborhoods such as The Square and Englewood. People pointed out the creative energy, the existing mixed-use areas, and the established density as characteristics that could really benefit new and renovated residential units of a quality and scale that appeals to a variety of owner and renter. Such characteristics were seen as an opportunity to diversify the housing stock and attract and retain a mix of residents. Such housing in these core areas of the City could be a way to provide high-amenity and easily accessible workforce housing. Many saw this as a key piece for a comprehensive in-fill development strategy.

Another opportunity open to the City is **the availability of land** toward the eastern half of Independence. While many saw this as the perfect spot for new, high-amenity single-family residences, others also comment that if economic development and employment develop further east, then some balance would need to be struck. Additionally, the presence of floodplain does limit some of the opportunity, but does not eliminate it entirely.

As people considered these various opportunities, they began to think about ways the City could support them. Some looked at this from the developer’s perspective, looking for ways to help defray costs to make in-fill development feasible. Others looked at it as an opportunity to build community capacity, and to find ways to let residents take more control of improving their homes. Some mentioned the need for a full-fledged in-fill strategy, one that considers the viability of a housing trust fund, updates to zoning and land use regulations, and the creation of a neighborhood preservation fund, all as ways to implement a broader inclusionary housing and community development policy for the City. This would help provide a vision, create a strategy, and provide tools and greater transparency in housing development and redevelopment.

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STUDIO
ENGLEWOOD
SALON

STUDIO
ENGLEWOOD
SALON

11026

HIGHLIGHTS HAIR COLOR HAIR CUTS HAIR EXTENSIONS

333-5852

E Winner Rd 11000







3

Housing Market Analysis

Market Analysis: A Process Overview

Market analysis helps understand current conditions and opportunity—it identifies gaps that exist in the housing supply today and likely housing needs in the future, including the specific needs of different populations based on income, age, and physical ability.

Supply Analysis

The first step in housing market analysis is to document what exists today. This information tells us a great deal about what the market will support in terms of rents, sale prices, and lease rates. It indicates preferences for specific products or locations. Sometimes, analysis of the competitive market can reveal specific opportunities for types of housing that the City lacks by identifying newer, more competitive types of development that achieve product differentiation by focusing on quality, amenity, design, or service offerings. Supply analysis provides critical foundational information for market analysis and the strategic framework designed to meet critical housing needs.

Demand Analysis

Demand analysis is fundamentally about people: who lives in the community today? Where do they live? What are their needs? Who is moving into the community. How many? This requires analysis of standard demographic data like household income, age, and population. It is important to analyze housing demand from multiple angles and for multiple populations. Seniors prefer different housing products than young professionals or families. Workforce housing looks different than upscale housing or housing for at-risk people. Demand analysis allows us to quantify how many units are needed at different price points and income levels.

Housing Gap Analysis

Housing gap analysis is the comparison of supply and demand. It allows us to determine what is currently missing in the market and what is needed to provide the “right” kind of housing for all residents of Independence. This may mean more affordable units so that fewer households are cost burdened, or encouraging the development of more upscale single-family homes and multifamily units to keep higher-paid professionals from moving to Lee’s Summit or Blue Springs.

20-Year Demand Projections

Once the supply and demand analysis is complete, and key housing gaps are identified, detailed projections are made to close this gap, taking into account projected population and household growth for the next 20 years. This projection, coupled with the strategic framework for housing, provides a practical road map for the City to meet current and future demand, both in the short term and medium to long term. Demand projections are made by income level, housing tenure for each income group, and housing type, in five year increments differentiated by for-sale and rental housing.

This chapter follows this systematic process for market analysis, starting with current supply analysis, followed by demand analysis and identification of market gaps, and concluded with 20-year demand projections.

Independence Housing Supply Overview

A community-wide supply overview provides the baseline for the housing market analysis, and highlights the gaps in the range of housing products currently available to the residents of Independence.

Single-Family (For-Sale)



Approximately 30 percent of all homes in the City have a value of less than \$100,000. Much of the housing stock in Independence was built before 1980 and averages less than 1,200 square feet in size. Due to the size, finishes, layout, high cost of maintenance, dated utility systems, and condition, the stock in general often do not meet the needs and preferences of the current housing market. In general, larger and newer homes in good quality condition get sold at higher price points.

Single-Family (Rental)



Investors have purchased a significant number of single-family homes in and around the more affordable neighborhoods, marketing them as rentals. While this can, at times, be a benefit in diversifying residential uses community-wide, speculative buyers in struggling areas may have little incentive to renovate properties until the surrounding neighborhood improves.

Multifamily (Market-Rate)



While there is recent momentum in new larger scale multifamily units near the I-70/Route 291 interchange, much of Independence's existing market-rate rental supply consists of a mix of traditional low-rise garden-style apartment communities. Vacancy rates steadily declined over the past decade slipping below four percent in mid-2020, while asking rents grew close to 40 percent during the same period, indicating growing demand for market-rate multifamily units.

Multifamily (Affordable)



Affordable housing is an important component of a larger strategy to ensure demographic, economic, and housing diversity throughout Independence. The City's supply of affordable rental options consists of a mix of LIHTC properties, public housing, and scattered, deeply-subsidized units totaling 4,860 affordable units.

Senior



Independence has around 970 units dedicated to senior living, with nearly 50-50 split between affordable and market-rate prices. However, the distribution of these properties within the City is uneven, with much of the market-rate options concentrated around the I-70/Route 291 interchange, in close proximity to CenterPoint Medical Center, while the affordable options are scattered across the City.

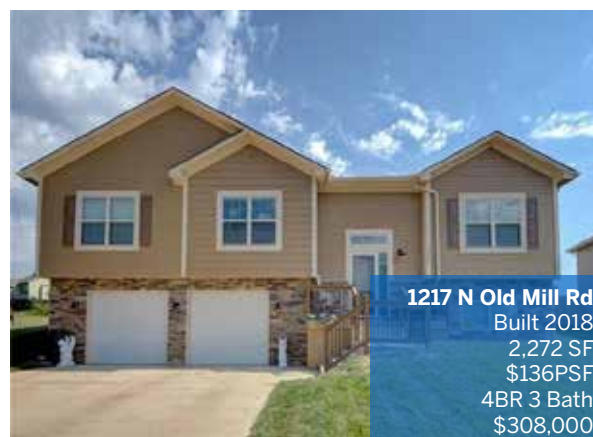
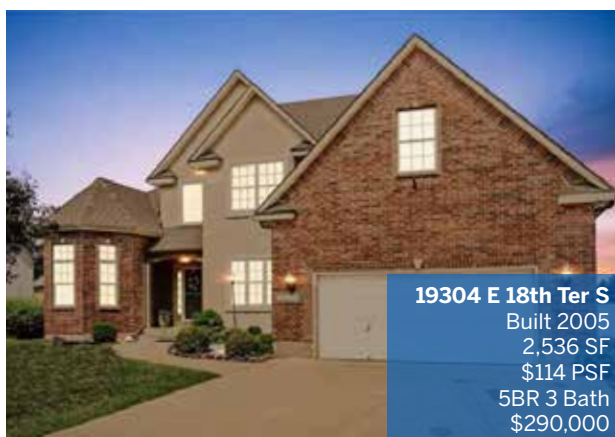
Existing Supply: For-Sale

An aging stock of for-sale homes and a lack of diversity in housing typologies that meets the needs and preferences of the current housing market have limited the overall marketability of the City's housing stock.

Low-cost homes comprise a significant portion of Independence's overall housing supply. According to ACS data, approximately 30 percent of all homes in the City have a value of less than \$100,000. Even well-maintained homes at these price points face marketability issues, including limited neighborhood amenities, discontinuous utility networks, lack of sidewalks, and the poor condition of many nearby homes. The 2020 Census puts the count of vacant units in the City at around 4,500 units - more than doubling from about 2,000 units in 2010.

Much of the housing stock in Independence was built before 1980 and averages less than 1,200 square feet in size. The variety of architectural styles found in older neighborhoods are an asset, but will need investments to upgrade to meet today's market needs. Due to the size, finishes, layout, high cost of maintenance. Dated utility systems, and condition, the stock in general often does not meet the needs and preferences of the current housing market.

Most new construction since 2016 is located east of Route 291, mostly on previously undeveloped land. On the right are a few sales of homes that occurred in the past year at varying price points. In general, larger and newer homes in good quality condition get sold at higher price points.



Source: Zillow 2021, Redfin 2021, Development Strategies 2021

Recent Housing Sales Trends

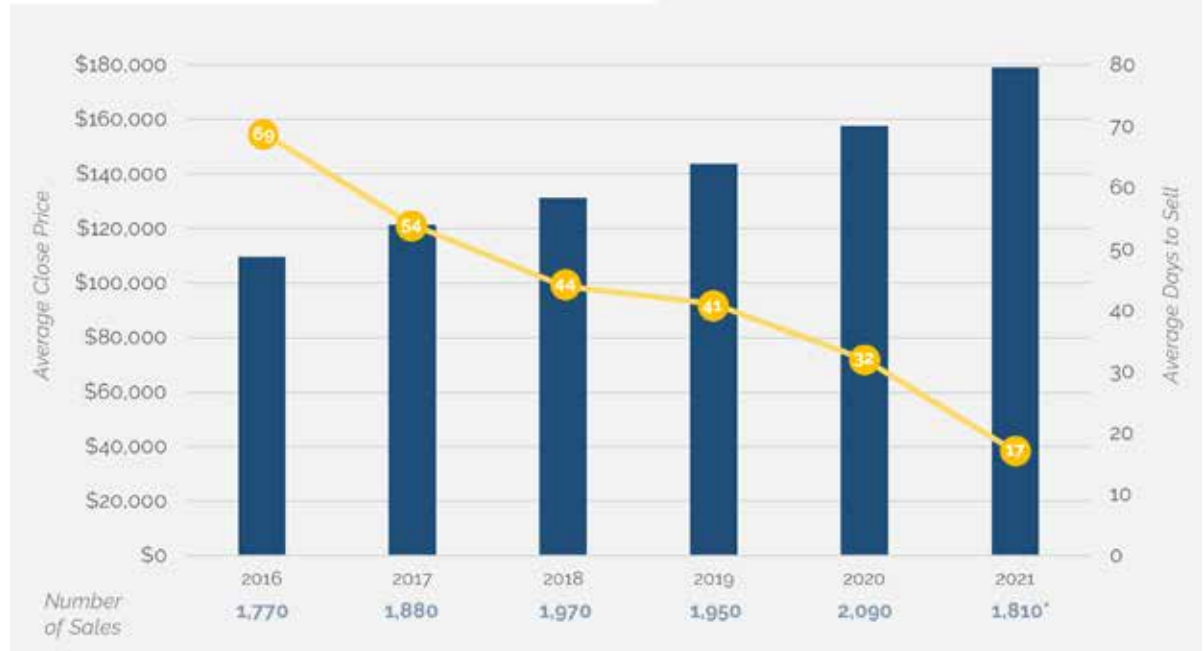
Independence has a strong and increasingly tightening for-sale housing market.

Recent sales trends are great indicators of the level of market demand. Shown on the graphs on the right are average closing price of home sales since 2016, average days it took for the sale to occur, and the total number of sales that occurred for both resale of existing homes, as well as new construction homes. Note that 'average days to sell' includes both "active" list status and the time buyers took to do inspections, appraisals, etc., while negotiating the contract through their real estate agents.

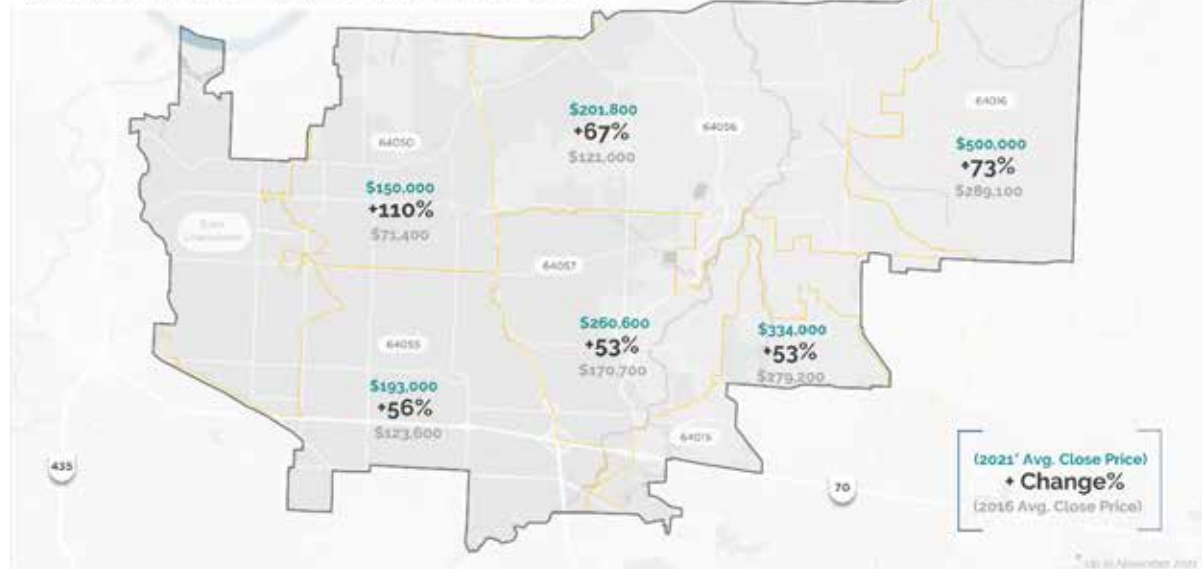
The average close price has been growing rapidly and consistently in the past five years – increasing by around 63 percent or \$69,400. Average days to sell has declined significantly from 69 to 17 days. The number of sales peaked in 2020 during the early stages of the ongoing COVID-19 pandemic, which had induced and accelerated the nationwide housing supply shortage. Shorter days to sell combined with rising closing prices indicate a tightening market and a longer term increase in demand for higher-than-median quality homes in Independence.

The average prices indicate mostly resale of homes in zip codes west of Little Blue River, with average closing prices more than doubling in zip code 64050 in the past five years. The price range and growth of average close price indicates demand for quality homes in Independence - both existing and new.

FOR-SALE MARKET TRENDS 2016-21



AVERAGE CLOSE PRICE CHANGE BY ZIPCODE



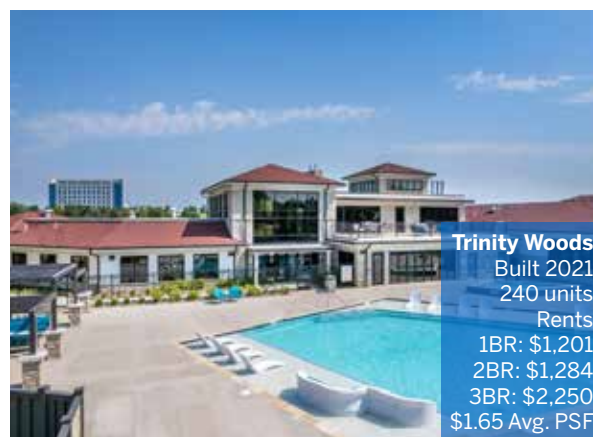
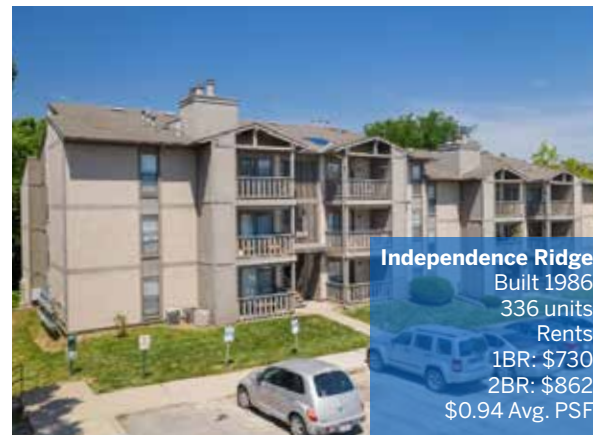
Source: Heartland Multiple Listing Service Jan 2016 to Nov 2021, Development Strategies 2021

Existing Supply: Market Rate Rental

While there is recent momentum in new larger-scale multifamily units near the I-70/Route 291 interchange, much of Independence's existing market-rate rental supply consists of a variety of traditional low-rise garden-style apartment communities.

The City has a current inventory of roughly 6,500 market-rate multifamily units, contained primarily within suburban-style garden apartment communities. Only about 520 new units were added since 2010. However, there has been recent momentum in adding new multifamily units with two new market-rate multi-family developments under way, and one proposed, near the I-70/Route 291 interchange. Vacancy rates steadily declined over the past decade slipping below four percent in mid-2020, while asking rents grew close to 40 percent during the same period, indicating growing demand for market-rate multifamily units.

Newer developments fetch healthy market rents, ranging from \$1,200 for one-bedroom to upwards of \$2,200 for three-bedroom units at around \$1.60 per square foot. Older multifamily units in the Lower-Midscale level receive rents at around \$0.90 per square foot, while rents in Midscale apartments in Independence are at around \$1.10 per square foot. Though they vary widely in terms of condition and age, the large majority of the current rental supply consist of 10- to 20-unit two-story and three-story buildings situated around ample surface parking with centralized community amenities.



Source: CoStar 2021, Development Strategies 2021

Existing Supply: Affordable

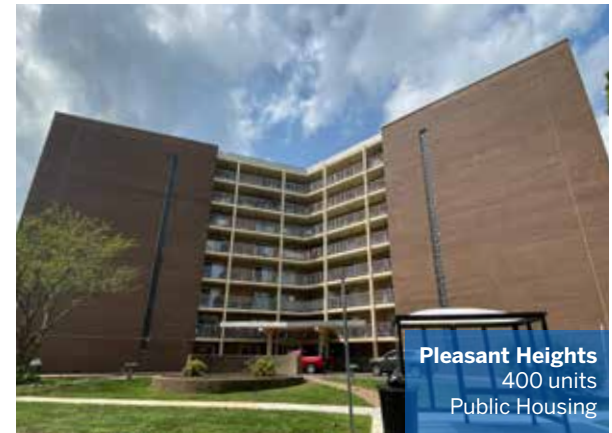
Independence's supply of affordable rental options consists of a mix of LIHTC properties, public housing, and scattered, deeply-subsidized units.

Independence has a total supply of about 4,860 affordable units, including nearly 1,830 LIHTC units, 525 public housing units, around 2,360 units contained within scattered properties supported by housing choice vouchers and project-based section 8, and around 145 units supported through other rental assistance programs such as Section 202 (supportive housing for the elderly) and Section 811 (supportive housing for very low-income persons with disabilities). Independence is also home to Hawthorne Place Apartments, which is the largest affordable housing community in Missouri comprising of 745 units across 72 acres.

Affordable housing is an important component of a larger strategy to ensure demographic, economic, and housing diversity throughout Independence. Modern affordable models are a departure from the subsidized high rises common in the 1960s and 1970s, and offer attractive mid-rise construction and increasingly robust amenities that are similar to other contemporary apartments. Though subsidies and incentives are finite, a combination of these programs can be used to ensure the long-term provision of affordable units in improving neighborhoods, or dramatically improve the overall quality of the rental stock in struggling areas. In many communities, new resources are being created, including affordable housing trust funds, to more broadly address the need for affordable housing.



Hocker Heights
185 units
Scattered Sites
Public Housing



Pleasant Heights
400 units
Public Housing



Hawthorne Place Apartments
Built 1973
745 units
LIHTC
Rents
1BR: \$612
2BR: \$790
3BR: \$1,013
\$0.94 Avg. PSF



Brookstone Village Apartments
Built 1999
200 units
LIHTC
Rents
1BR: \$831
2BR: \$850
3BR: \$1,050
\$0.95 Avg. PSF



Sterling Creek Apartments
Built 1999
48 units
LIHTC
Rents
2BR: \$556
3BR: \$655
\$0.54 Avg. PSF



Maple Manor Apartments
Built 1969
40 units
LIHTC
Rents
1BR: \$607
2BR: \$657
3BR: \$708
\$0.77 Avg. PSF

Source: CoStar 2021, Development Strategies 2021

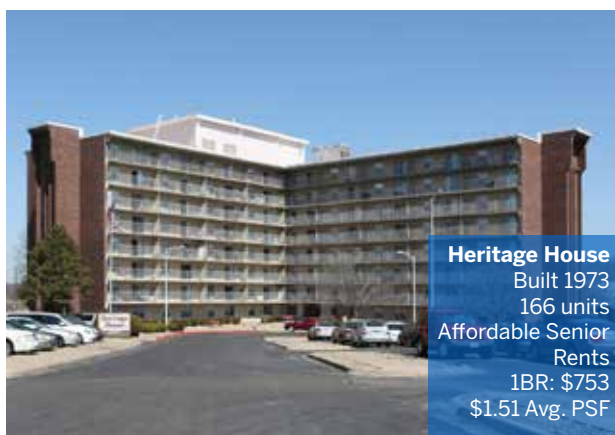
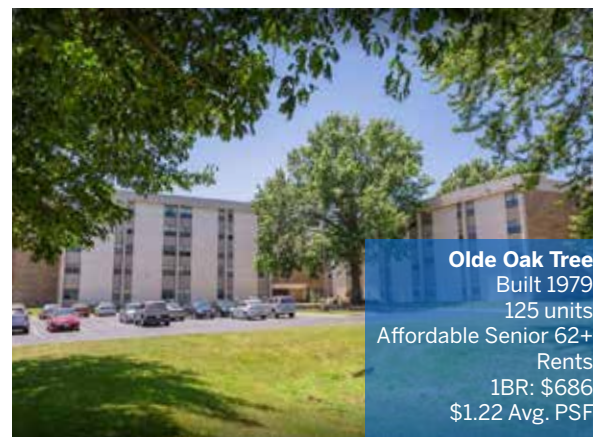
Existing Supply: Senior

A relatively small proportion of Independence's overall housing supply is tailored to the unique needs of senior residents.

The senior living market has steadily moved towards contemporary independent living, assisted living, and memory care communities that provide greater degree of independence for residents while providing assistance with activities of daily living in a comfortable, attractive environment. Independence has around 970 units dedicated to senior living, with a nearly equal split between affordable and market-rate units.

According to Genworth's 2020 Cost of Care Survey, the average monthly cost for a semiprivate room in a nursing home in Independence is \$6,844 compared to the national average of \$7,756. The median cost of assisted living in Independence is \$4,460 per month, which is slightly higher than the national average and significantly higher than other parts of the state. However, the average cost of independent living in Independence is \$1,000 per month. This is lower than the national median of \$2,550.

Both affordable and market-rate senior housing typologies serve a key purpose of providing quality housing options across several price points as Independence residents age. However, the distribution of these properties within the City is uneven with much of the market-rate options concentrated around the I-70/Route 291 interchange, in close proximity to CenterPoint Medical Center, while the affordable options are scattered across the City.



Source: CoStar 2021, Development Strategies 2021



Demand

There is demand for mid to upscale for-sale and rental options, senior housing options, and affordable housing of all types. The current condition of Independence's housing stock, particularly in older neighborhoods, is a key challenge in meeting demand.

Quantifying Demand

Demand for housing comes from a number of “demand segments,” which consist of existing residents and new residents moving to the City. Generally, the needs of these segments are different—many existing residents need access to quality affordable housing, while attracting new residents will require improving the conditions and marketability of neighborhoods and the City as a whole. For Independence to be successful and economically vibrant, it will need to address the housing needs of both segments.

Existing Residents

An important goal of a housing study is to address the needs of existing residents. The existing housing stock is a result of a number of compounding factors such as historic housing policies, economic trends, and preferences of residents at various points in history. Slower-than-regional growth over the past four decades has left much of the housing stock in Independence less competitive in today's housing market. While this is a major challenge citywide, housing needs vary significantly by neighborhood and resident income. Thus, a variety of approaches is required to address diverse needs. Some residents

will need help in upgrading their homes and assistance in making housing payments, while others will benefit from investments in public amenities and efforts to improve desirability of the City and its neighborhoods.

New Residents

With approximately 18 percent of developable residential land in the City vacant, and potential to expand eastward in the future, there is capacity to accommodate new residents. Therefore, the next tier of the demand analysis was identifying potential households who, assuming neighborhood and citywide improvements, would be interested in moving to Independence over other nearby cities. Understanding potential groups of new residents that the City can actively orient and market itself to is important to compete effectively within region for new residents. The City can take strategic actions to attract new residents to fill its current vacancies and drive demand for new construction and renovations.

Demand Analysis

Determining market demand for the different needs and aspirations of existing and potential future residents requires a multi-faceted approach. To arrive at an overall housing demand for the City and project the scale of the City's future need, five different approaches were undertaken that contributes in different ways:

Conventional Demand Analysis

- Assesses income variables within the City to determine the amount and types of units that are affordable to existing residents.

Target Market Analysis

- Considers consumer profiles of residents within the market area to determine desirable housing products that can attract them to Independence.

Affordable Housing Demand

- Uses household income levels and projected population growth to determine future demand.

Senior Housing Demand

- Uses age group projections, senior demographic data, and supply information from the market to determine future demand.

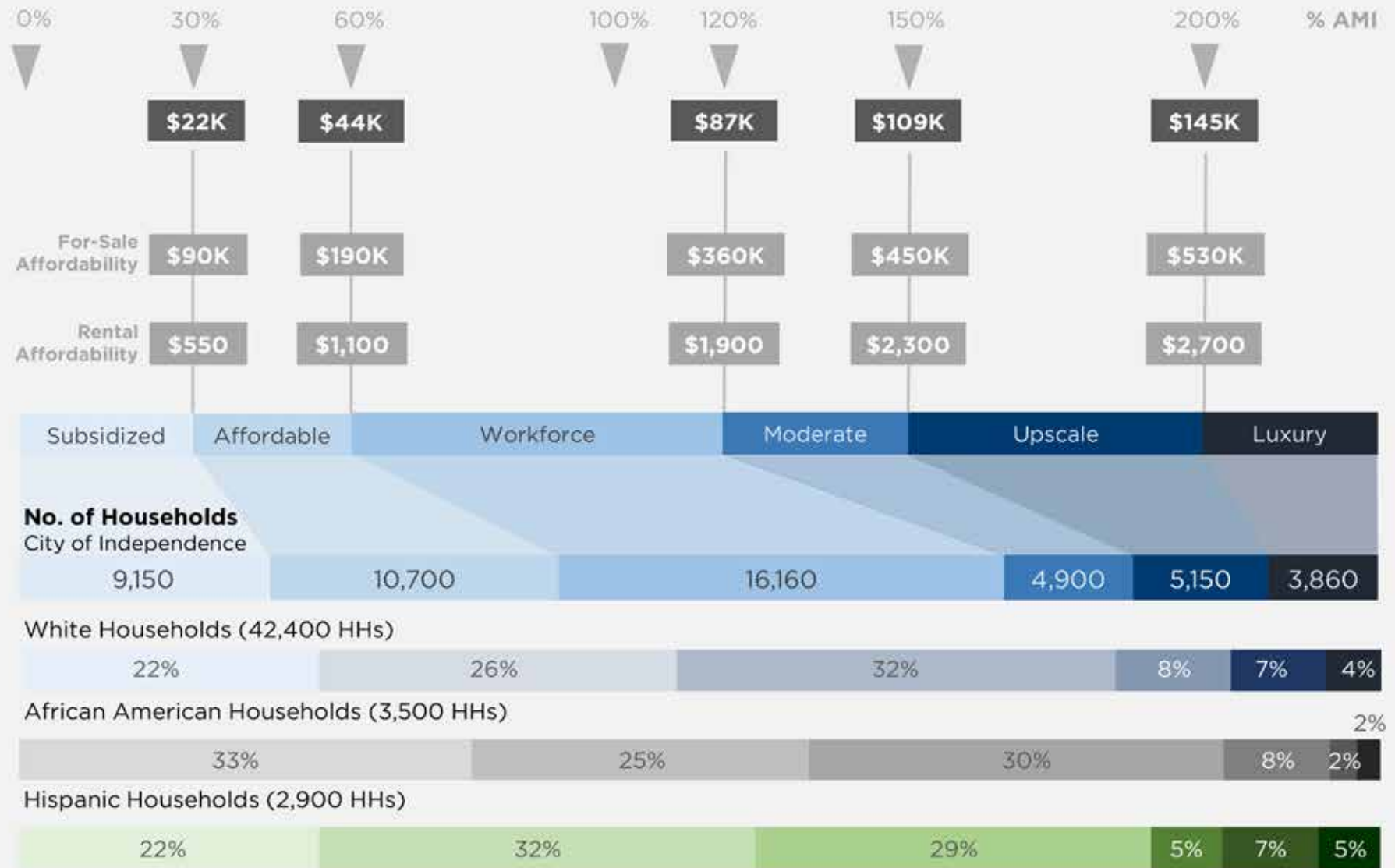
Migration

- Uses county to county migration data to understand inter- and intra- regional flow of population to compute demand.

Quantifying the number of households by affordability levels and product segments can inform the price and rent levels required, as well as inform the scale of the need in the market to address demand. The graphic on the right distills the HUD-determined Area Median Income (AMI) of the region, adjusted for Independence's average household size, into various affordability levels. At each affordability level, ideal equivalent housing prices are set, so that no resident is cost-burdened. This allows us to break up the market into different segments, which corresponds to different types of housing products. Using American Community Survey data, the number of households in Independence that fall within each price bracket is also shown, with a further breakdown by race and ethnicity.

AFFORDABILITY METRICS AND INCOME DISTRIBUTION

\$72,432
 HUD Median Family Income
Adjusted for Independence



Source: Income Limits 2021 - HUD, ESRI 2021, ACS 2019, Development Strategies 2021

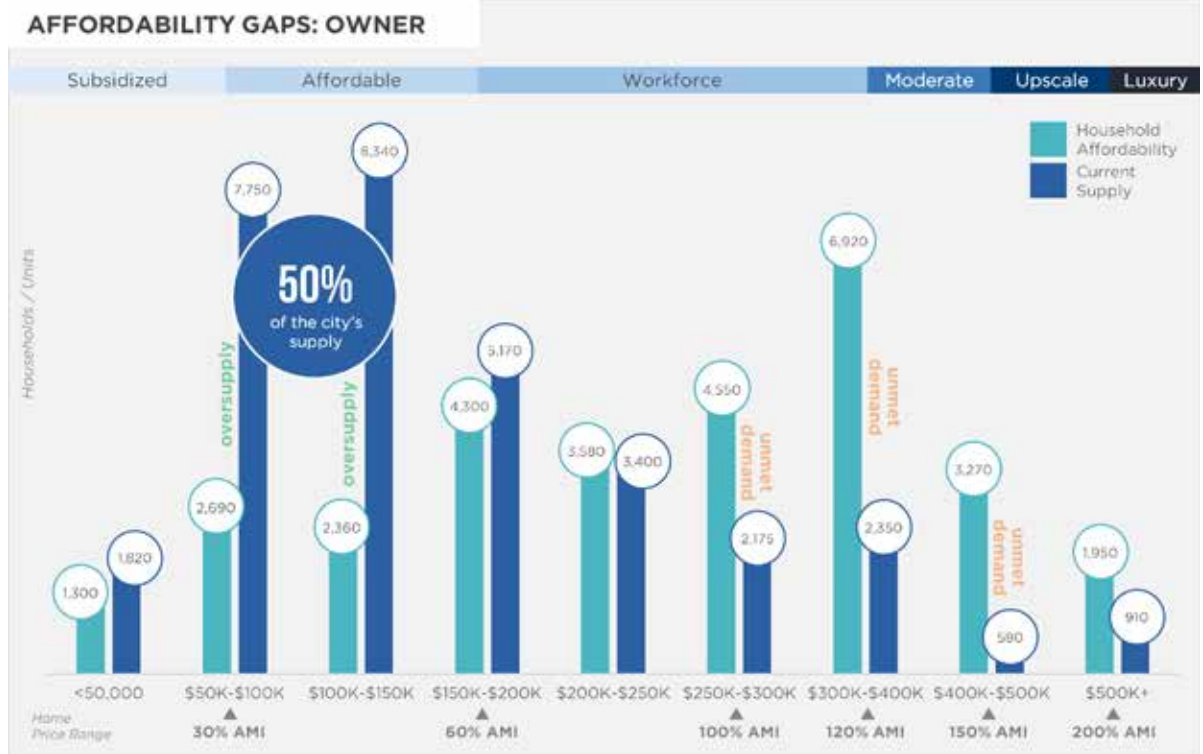
Conventional Demand Analysis

With slower-than-regional population and household growth, quantifying demand for housing in the near term will be driven by the income and affordability levels of existing Independence households. Additional demand will be generated by attracting households from the broader metro area with diverse housing products that are currently in limited supply.

Quantifying Demand-Supply

Conventional market demand analysis uses household income data to determine for-sale and rental price points with the greatest degree of potential market support. Such analysis highlights potential opportunities for development where gaps exist between the existing supply and household affordability. This analysis can provide a more nuanced look at how an idealized spending for housing (without being cost-burdened) by households in the City line up with supply currently available in Independence.

The American Community Survey provides income distribution data by housing tenure, as well as the share of owner and renter households in Independence. The 'household affordability' bars represent the number of households able to afford residential products at various price points, taking into account appropriate housing spending patterns at various income levels, while not being cost-burdened. However, this does not represent their existing spending on housing. In some cases, households are spending more than what they actually afford on housing, while others may



spend significantly less due to higher saving levels, or the absence of a desired housing typology, or a number of other factors.

Each housing cost range (mortgage or rent) is assigned to a housing type to pair product with affordability, ranging from subsidized units to luxury housing products.

Affordability Gap Analysis: Owner

The affordability gap analysis graph shows a substantial oversupply of homes priced between \$50,000 and \$150,000 (within range of the Median Home Value of the City of \$140,000), which is half of the supply in Independence. Note

that the viability of homeownership for many of the households in the lower AMI levels will vary in the real world. In an ideal case, an income at 100 percent Area Median Income allows for affording a home priced between \$250,000 and \$300,000 without being cost-burdened. This implies that the mismatch exists because a significant portion of the supply in Independence is of low value (likely because of its lower quality). Additionally, based on conversations with Realtors and stakeholders, the oversupply of 'affordable' priced homes below \$150,000, does not meet market preferences. Thus, a substantial portion of the existing supply is not marketable because of condition, style, location, or a number of other factors. A significant

AFFORDABILITY GAPS: RENTER



portion of the housing stock priced below \$100,000 can be rated “below average” condition, meaning that it requires significant upgrades and may not be suitable for habitation. While inexpensive to purchase, this housing is typically unaffordable because of the amount of work needed to stabilize it and; therefore, much of this housing stock is not currently in the condition to meet housing needs. We arrive at this conclusion without using a housing stock quality input, as Independence does not currently have a parcel-level quality assessment of its stock. However, this type of mismatch in the results is common for older cities with low growth rates and older housing stock.

The affordability gap analysis for owners also shows that there are many households in Independence that could afford more expensive homes than they currently live in, specifically homes \$250,000 or higher. Prices within this range shows opportunity for new construction of single-family developments from moderate to luxury levels, while houses between \$100,000 and \$200,000 can see significant improvements in supply through renovations and rehabilitations.

Affordability Gap Analysis: Renter

The affordability gap analysis for renters takes the mismatch between idealized demand and supply even further. The oversupply in the ‘affordable’

segment, representing 70 percent of the City’s rental supply, points largely to low quality of the rental housing stock, especially in the private rental market. The high demand for publicly funded assisted housing, the low addition of newer affordable housing units, and the level of cost-burdened households in the City suggests the need for significant quality upgrades to the rental housing stock.

There is considerable unmet demand for very affordable housing—affordable to those earning at or below 30 percent of AMI—at rents \$500 and below. Additionally, there is substantial unmet demand for rental housing at workforce segment and above, or \$1,000 and up, which can be met with new construction, renovations and natural aging of existing quality market-rate units.

Conclusions

The affordability gap analysis provides a high-level overview of where there are clear mismatches between supply and demand. However, several other factors are important to consider. Housing quality is generally substandard at lower affordability levels. While these units are “affordable,” their condition leads to higher utility bills and potential health and safety hazards.

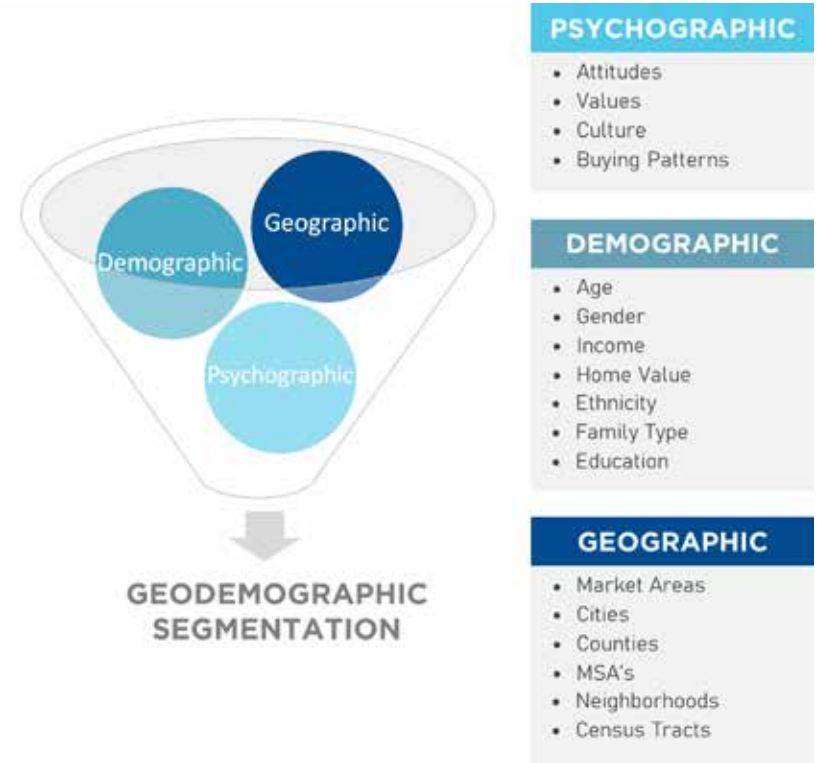
Smaller for-sale units—condos, townhomes—can be positioned at a more accessible price point for workforce and moderate-income households than larger detached single-family homes. Diversity in housing stock can fill these gaps and create a pathway to homeownership for a broader range of households. Renovating the existing housing stock will be key to meeting future demand, and a wide range of housing needs.

Target Market Analysis

Target market analysis is used to determine demand in the market based on consumer preferences, geography and demographic traits. These insights allow us to position the City to attract new residents with desired products.

Just as market segmentation is used to determine tendencies to buy different types of consumer products—including products as diverse as cars, computers, and dish soap—data on market segments can be used to identify demand for different types of housing products at a particular location. The segments present in Independence are identified using ESRI’s Tapestry Segmentation™ data, which uses algorithms to link demographic, geographic, and psychographic data to create 67 unique geodemographic segments categorized in 12 “lifemode” groups. In other words, these “segments” are essentially 65 household groupings, each with their own unique combination of demographic (income, age, etc.), geographic, and psychographic (values, culture, etc.) characteristics.

According to ESRI, 20 distinct tapestry groups or household types exist in the City today, with varying demographics and consumer preferences distributed across the City. The graphic on the facing page shows the top four existing tapestry groups in Independence. Together, they represent the majority of around 59 percent, or 29,500 households in the City. The demographic, geographic location, and “Implied Affordability” - which shows the dominant price points for housing products - largely fit well within the

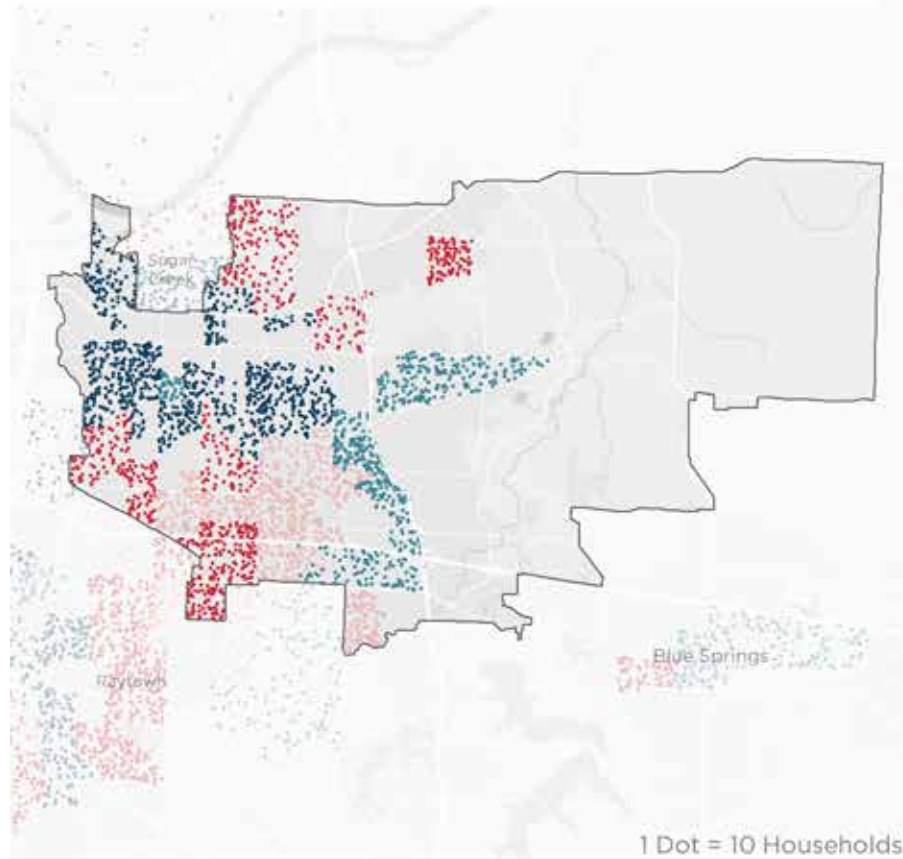


demographics and the housing supply of the City we see today.

Independence is competing in a regional market to attract new residents. In order for the City to compete effectively with its neighboring peers, the housing products available for rent and purchase in the City need to align more closely with dominant tapestry groups found in Jackson County, within the price points that the City has a mismatch with demand and supply. The graphics on the following pages illustrate the different tapestry groups that were identified - organized under three different lifemodes namely, “Affluent Estates”, “Family Landscapes”, and “Midtown

Singles” - so that the City can compete well in the regional housing market. “Affluent Estates” constitutes generally of tapestry groups that can afford products at the higher end of the market - mostly older married couples and young families with children, with high rates of homeownership. The set of “Family Landscapes” tapestry groups will best serve the need at the workforce to moderate housing price points for both new and upgraded for-sale and rental options, while the set of “Midtown Singles” tapestry groups will support housing in the workforce and more affordable housing segments.

EXISTING TAPESTRY GROUPS IN INDEPENDENCE



IMPLIED AFFORDABILITY

TAPESTRY GROUP	HOME PRICE	RENT
Traditional Living	\$150k	\$610/mo
Rustbelt Traditions	\$200k	\$810/mo
Midlife Constants	\$210k	\$840/mo
Old and Newcomers	\$170k	\$710/mo



Traditional Living

Median Household Income
\$32,000

Median Age
36

Percentage of Ownership
59%

Average Household Size
2.5

Predominant Household Type
Couples, Small Families

Common Occupations
Production, Sales, Office and Administration



Rustbelt Traditions

Median Household Income
\$42,000

Median Age
39

Percentage of Ownership
71%

Average Household Size
2.5

Predominant Household Type
Couples w/o children

Common Occupations
Management, Office and Administration, Production



Midlife Constants

Median Household Income
\$44,000

Median Age
47

Percentage of Ownership
73%

Average Household Size
2.3

Predominant Household Type
Married Couples

Common Occupations
Management, Healthcare, Education



Old and Newcomers

Median Household Income
\$37,000

Median Age
39

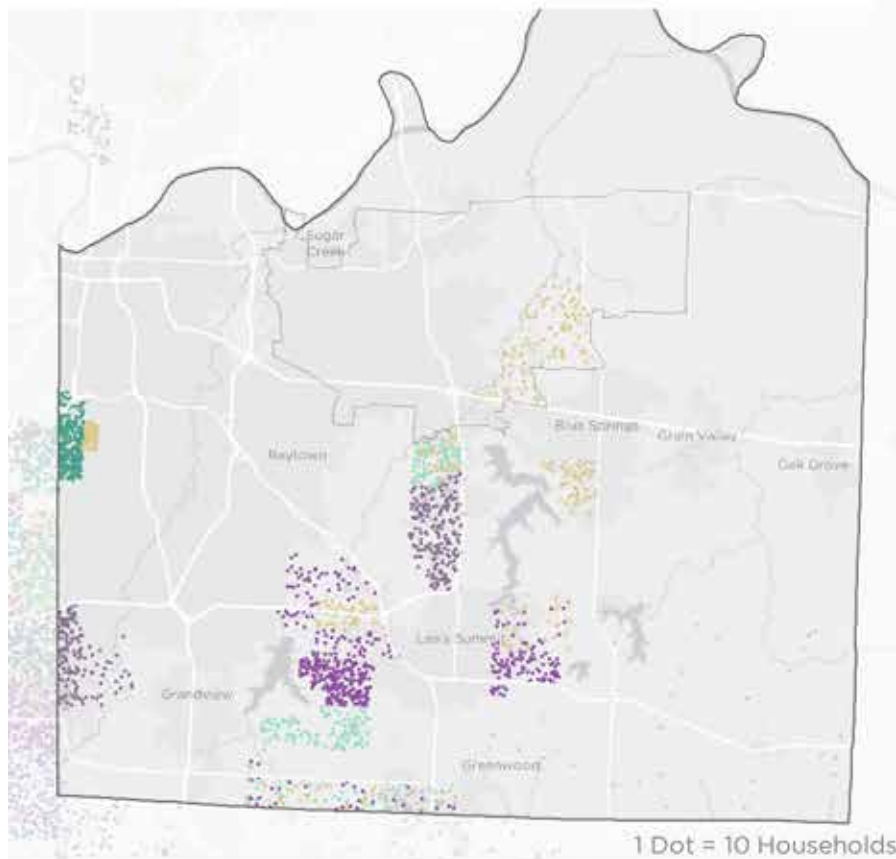
Percentage of Ownership
45%

Average Household Size
2.1

Predominant Household Type
Singles, Couples w/o children

Common Occupations
Management, Education

NEARBY TAPESTRY GROUPS: AFFLUENT ESTATES



1 Dot = 10 Households

IMPLIED AFFORDABILITY

TAPESTRY GROUP	HOME PRICE	RENT
Top Tier	\$670k	\$2,720/mo
Professional Pride	\$530k	\$2,170/mo
Boomburbs	\$430k	\$1,780/mo
Savvy Suburbanites	\$410k	\$1,710/mo
Exurbanites	\$400k	\$1,630/mo



Top Tier

Median Household Income
\$142,000

Median Age
47

Percentage of Ownership
90%

Average Household Size
2.8

Predominant Household Type
Married couples w/o children

Common Occupations
Management, Healthcare



Professional Pride

Median Household Income
\$113,000

Median Age
41

Percentage of Ownership
92%

Average Household Size
3.1

Predominant Household Type
Couples with children

Common Occupations
Management, Business and Finance



Boomburbs

Median Household Income
\$93,000

Median Age
34

Percentage of Ownership
84%

Average Household Size
3.3

Predominant Household Type
Couples with children

Common Occupations
Management, Healthcare, Business



Savvy Suburbanites

Median Household Income
\$89,000

Median Age
45

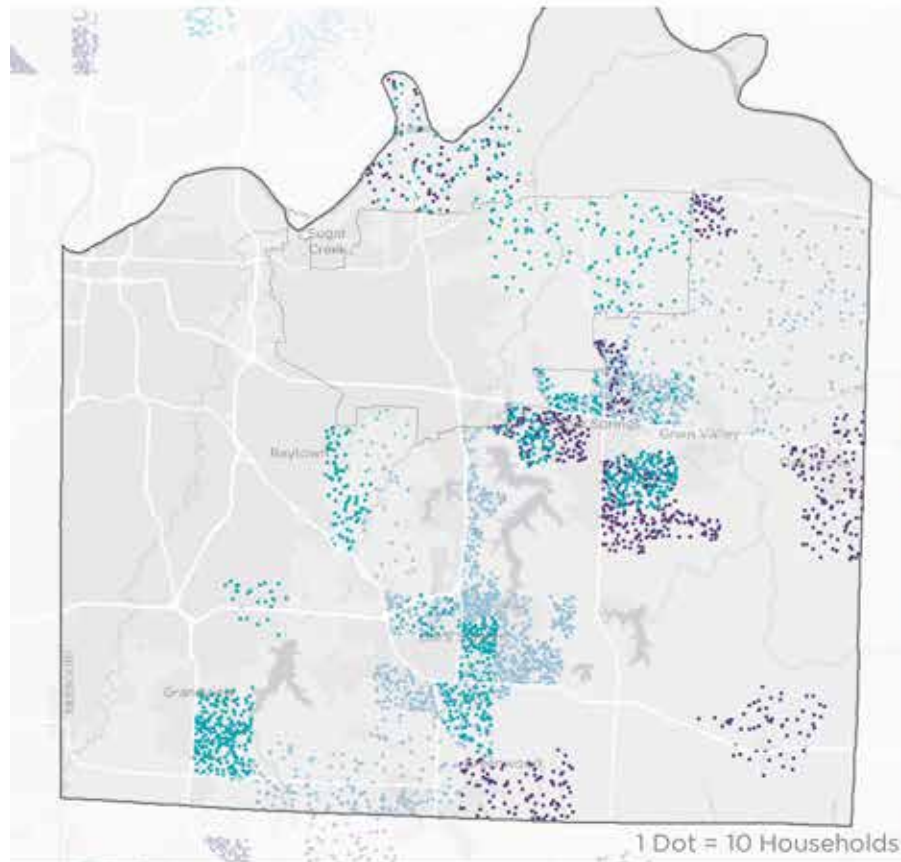
Percentage of Ownership
91%

Average Household Size
2.9

Predominant Household Type
Couples w/o children or with older children

Common Occupations
Management, Healthcare

NEARBY TAPESTRY GROUPS: FAMILY LANDSCAPES



IMPLIED AFFORDABILITY

TAPESTRY GROUP	HOME PRICE	RENT
Workday Drive	\$340k	\$1,850/mo
Home Improvement	\$280k	\$1,500/mo
Middleburg	\$230k	\$1,230/mo



Workday Drive

Median Household Income
\$74,000

Median Age
37

Percentage of Ownership
85%

Average Household Size
3.0

Predominant Household Type
Couples with children

Common Occupations
Management, Healthcare, Education



Home Improvement

Median Household Income
\$60,000

Median Age
38

Percentage of Ownership
79%

Average Household Size
2.9

Predominant Household Type
Couples with children, Singles

Common Occupations
Education, Sales, Management



Middleburg

Median Household Income
\$49,000

Median Age
36

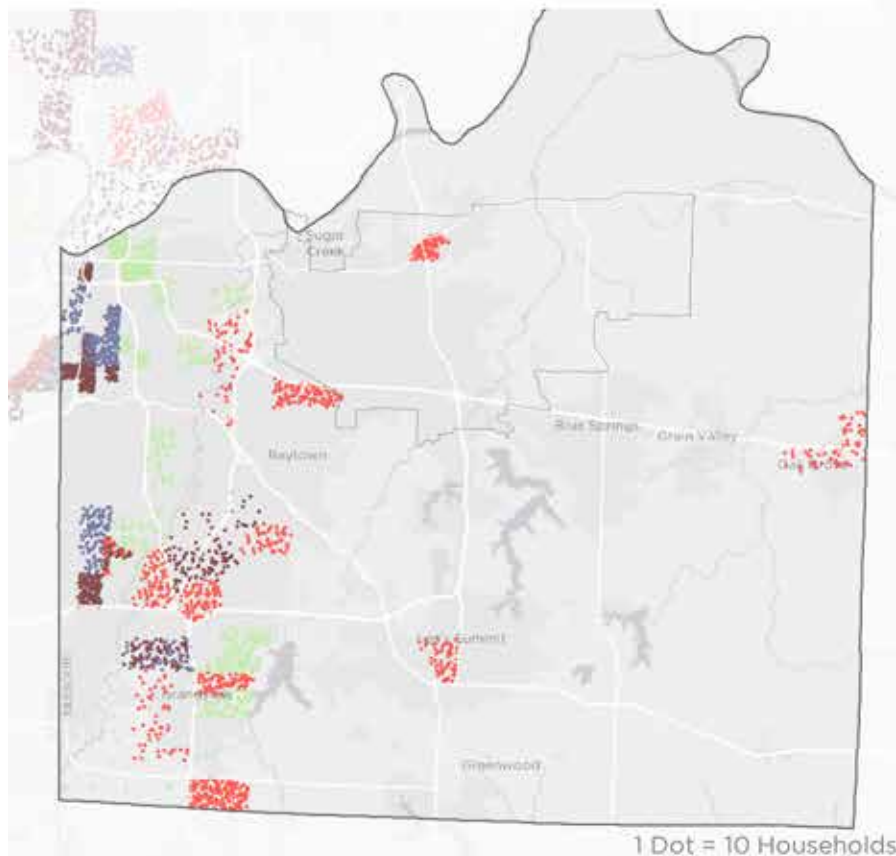
Percentage of Ownership
73%

Average Household Size
2.8

Predominant Household Type
Couples with children

Common Occupations
Management, Production, Office

NEARBY TAPESTRY GROUPS: MIDTOWN SINGLES



IMPLIED AFFORDABILITY		
TAPESTRY GROUP	HOME PRICE	RENT
Young and Restless	\$150k	\$830/mo
Metro Fusion	\$140k	\$730/mo
Set to Impress	\$130k	\$680/mo
City Commons	\$70k	\$380/mo



Young and Restless

Median Household Income
\$33,000

Median Age
30

Percentage of Ownership
13%

Average Household Size
2.0

Predominant Household Type
Singles

Common Occupations
Management, Office, Transportation



Metro Fusion

Median Household Income
\$29,000

Median Age
29

Percentage of Ownership
24%

Average Household Size
2.7

Predominant Household Type
Singles, Single-parent Households

Common Occupations
Office, Transportation



Set to Impress

Median Household Income
\$27,000

Median Age
34

Percentage of Ownership
28%

Average Household Size
2.1

Predominant Household Type
Married couples with children

Common Occupations
Office and Administration, Sales



City Commons

Median Household Income
\$15,000

Median Age
29

Percentage of Ownership
23%

Average Household Size
2.7

Predominant Household Type
Single-Parent Households

Common Occupations
Office and Administration, Sales, Services

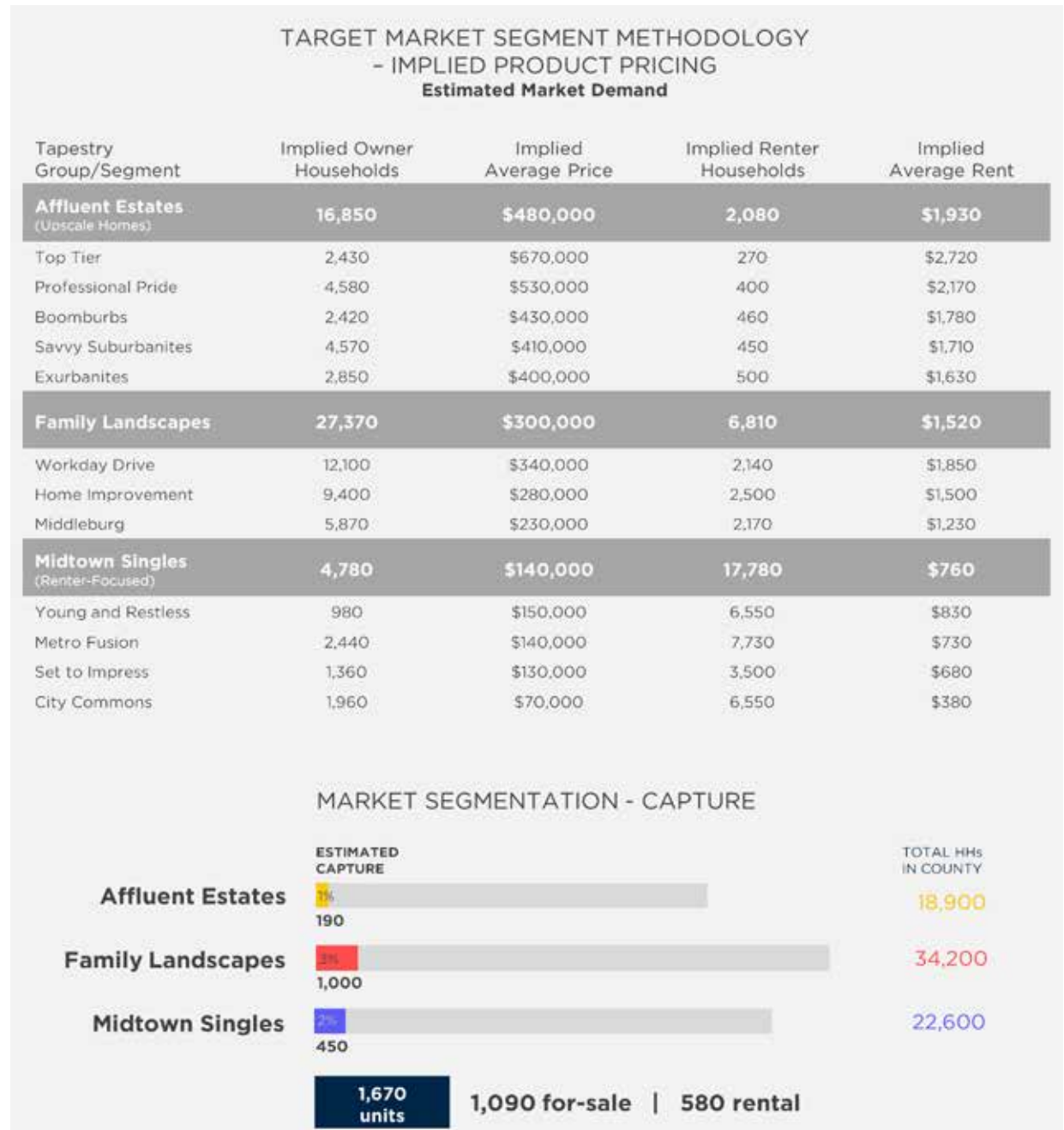
Conclusion

Target market analysis yields theoretical demand for nearly 1,700 housing units in Independence today.

By applying a mathematical model to ESRI Tapestry Segmentation™ data on market segmentation, demand analysis of target market households with market-appropriate capture rates indicated support for about 580 rental units and 1,090 for-sale units in Independence from identified tapestry groups found in the county.

The graphic on the right shows the summary of existing owner and renter households of each tapestry group, and their implied housing product price point. Offering housing products within this range with architectural style, size, layouts, finishes and other consumer preferences can attract these household groups to Independence.

New construction upscale and luxury for-sale and rental developments will be primarily driven by the “Affluent Estates” lifemode set of tapestry groups, while mostly rental housing products in the subsidized, affordable and workforce price points will attract tapestry groups in the “Midtown Singles” lifemode. The tapestry groups under the “Family Landscapes” lifemode, composed of mostly young families with children, will be in search of homes priced within the workforce to moderate price points, and are attracted by good performing schools, amenities oriented towards children, community recreational facilities and walkable, safe neighborhoods. Their demand will be met by moderately priced new homes and renovated homes upgraded with modern features.



Affordable Housing Demand

Affordable housing is typically developed with tax credits used as equity to help finance the development of a property, while subsidized housing is generally provided through federal programs that provide a rent subsidy. Strategic usage of these programs throughout Independence could improve housing conditions for a large share of current residents.

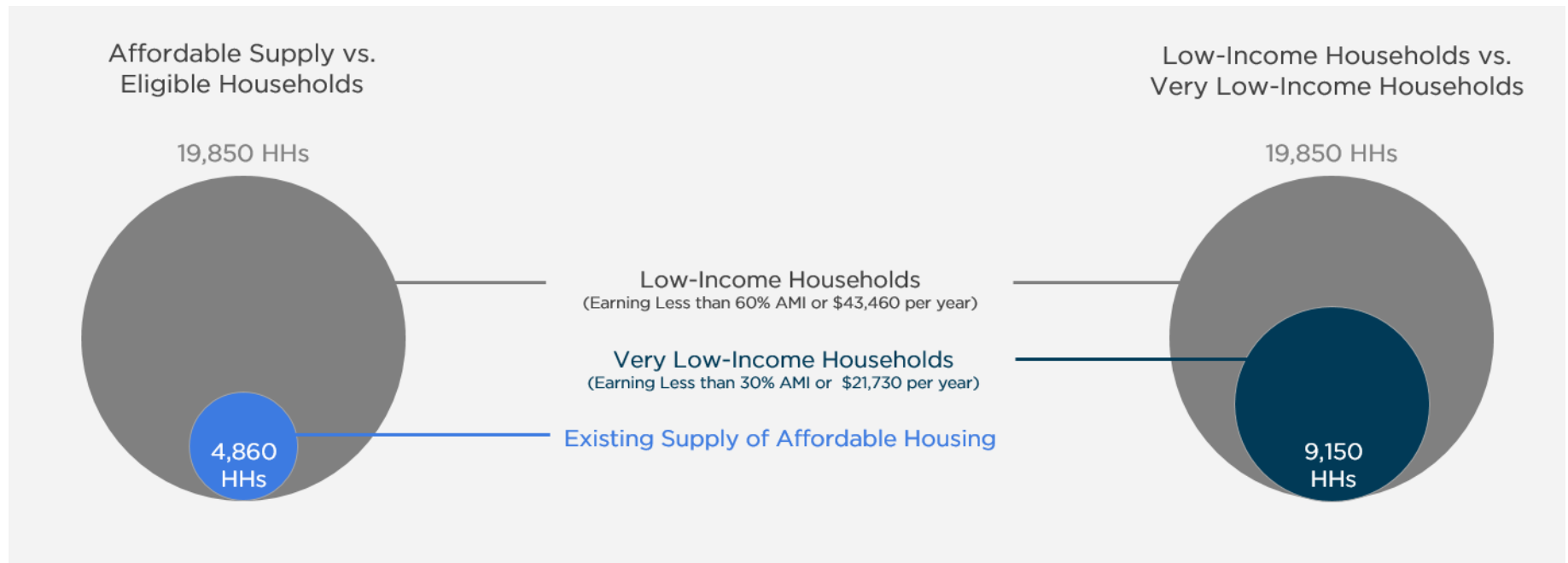
The implications of the housing market analysis for affordable housing are significant. Low Income Housing Tax Credit and mixed-income properties help diversify the existing rental housing stock. Such properties provide quality residential options

in neighborhoods that cannot support market rate development.

Housing affordability for Jackson County is based on HUD-published household income limits for households, as well as tenure data from the ACS. Using this data, adjusted for Independence, there are roughly 19,850 households that would be income-eligible for units at 60 percent AMI. Of those, 9,150 households are very low-income households at or below 30 percent AMI. This far exceeds the existing supply of about 4,860 low-income affordable units in Independence. Some portion of this excess demand could be met with a combination of federal programs that include LIHTC, Section 8 subsidies, and other development incentives.

At achievable LIHTC rents, roughly 6,400 renter households in Independence would be income-qualified for affordable rental housing at 60 percent AMI without additional project-based rental assistance. Applying a capture rate of ten percent indicates that a series of affordable properties containing up to 640 additional units could be added to the market if appropriate sites are available. Section 8 vouchers or a similar form of rental subsidy would provide an additional demand pool of about 6,100 very low-income households.

Demand projections were made for affordable housing over the next 20 years and several factors were considered, as summarized on the following page.



First, a determination of the number of households whose incomes indicate they need affordable housing at or below 60 percent of AMI in order to not be cost burdened. There are 19,850 of such households. Next, the number of dedicated affordable housing units, or those subsidized through LIHTC, HUD, and other programs, as well as housing choice vouchers, was identified—4,860 units.

The remaining 14,990 households find their housing in the private market, both as homeowners and renters. Many of these households find suitable and affordable housing on the open market and are not cost burdened, although there is not significant data defining what proportion of households fit that category. At minimum, ACS data indicates that approximately 400 households do not have adequate plumbing

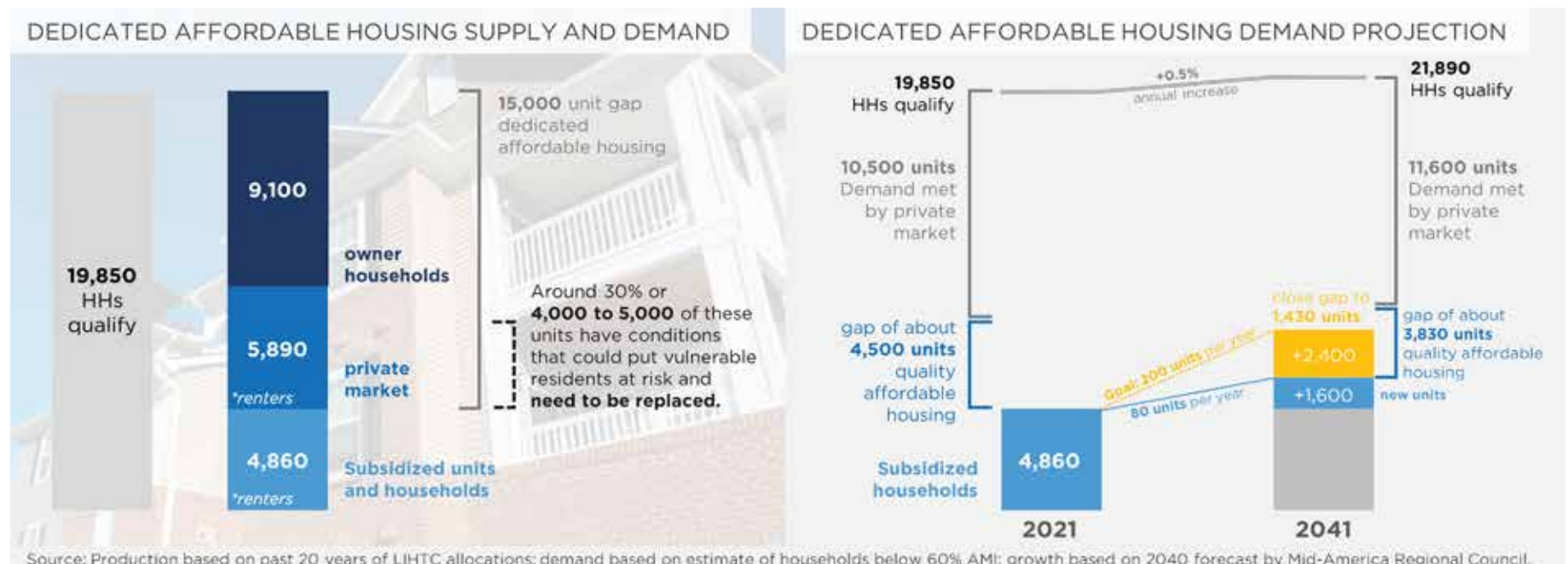
or kitchen facilities. At the high end, we know that nearly 30 percent of households (14,000) are cost burdened or have another housing problem, as defined by HUD. Most households that face cost burden or housing problems earn less than 50 percent of AMI. Assuming a conservative estimate range above and below 30% of the units in the affordable segment to be substandard, we get around 4,000 to 5,000 units that need to be replaced. Then, the remaining households live in decent affordable housing provided by the private market.

The final step is to project demand over the next 20 years. Forecasts by Mid-America Regional Council for 2040 suggests an annual increase of 0.5 percent. Based on affordable housing production, primarily through the LIHTC program, approximately 80 units were added each year

over the past two decades. If these trends persist, about 1,600 new units would be added to the market, bringing the total gap of dedicated affordable housing down to 3,830 units (3,250 rental and 580 for-sale).

However, if new tools were created and funding sources aligned to support an average of 120 additional units per year—200 units in total—2,400 additional new dedicated affordable housing units would be constructed over the next 20 years, moving Independence much closer to meeting its affordable housing demand, and reducing the gap to 1,430 units by 2041.

There is a projected need for approximately 3,830 quality affordable units over the next 20 years, although some or many of these units could be provided by renovating existing homes.



Senior Housing Demand

Seniors continue to live longer, yet many prefer to no longer care for a single-family home. New housing typologies will be necessary to allow seniors to remain in current neighborhoods.

Like many cities in the Midwest—and across the country—the senior population in Independence is expected to grow at a much faster rate than the population overall over the next several years. While many seniors will choose to stay in their homes as long as possible, alternative housing arrangements may be necessary as care needs change. This often presents a challenge in low-income areas due to the high costs of senior care.

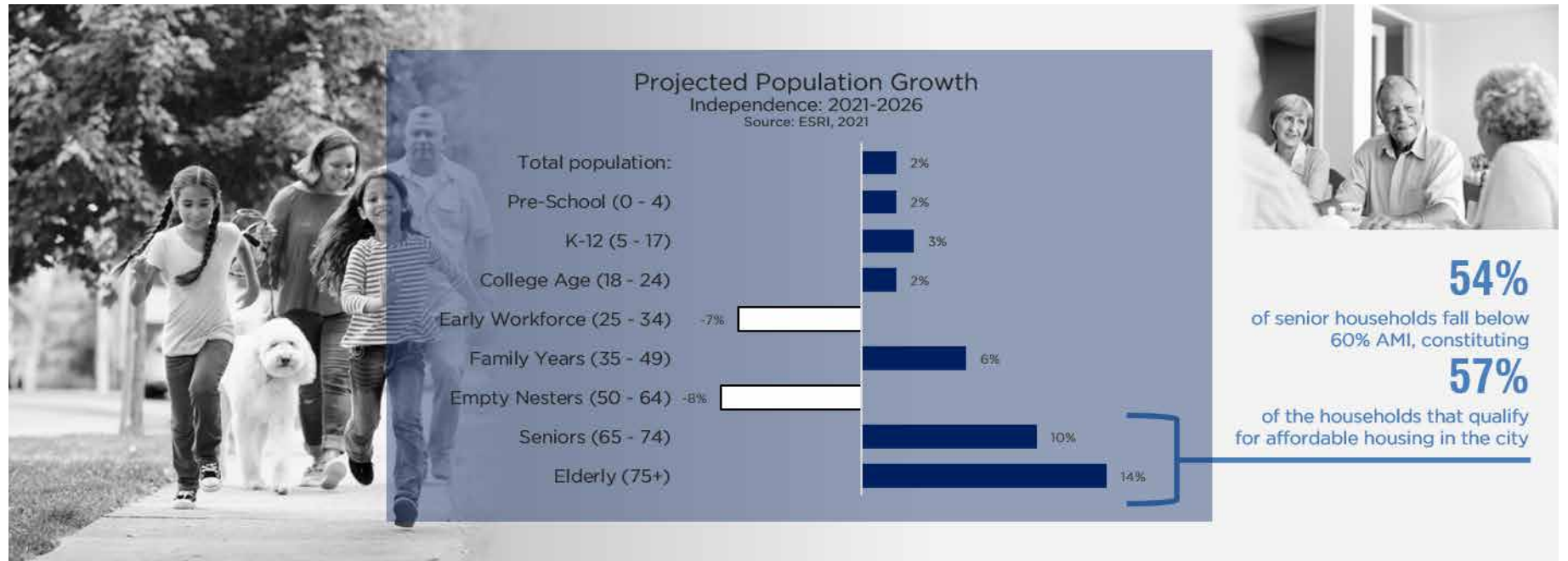
Additional senior housing options can accomplish at least two important goals: freeing up existing housing stock for first-time buyers, and providing seniors with a more suitable housing option to meet their lifestyle preferences.

The senior market has moved away from more institutional settings such as nursing and skilled care facilities over the past few decades, with contemporary assisted living, memory care, and independent living communities comprising the bulk of the current supply. Costs for these properties are often prohibitively high for even moderate-income senior households, with monthly rates exceeding \$3,000. Low housing values contribute to this challenge, as seniors often rely on selling their home to cover a significant portion of these costs.

This projected market is relatively limited, totaling approximately 400 households for independent living units and 200 households for assisted living units.

As noted in the graphic below, a substantial share of seniors would qualify for affordable housing based on their incomes. Over the next 20 years, approximately 1,400 additional units of affordable senior housing units will be needed.

Other segments of senior demand will be for moderately-priced rental options (non-amenitized independent apartments), priced approximately \$1,000 to \$2,000 per month, as well as upscale maintenance-free homes, priced approximately \$250,000 to \$450,000.

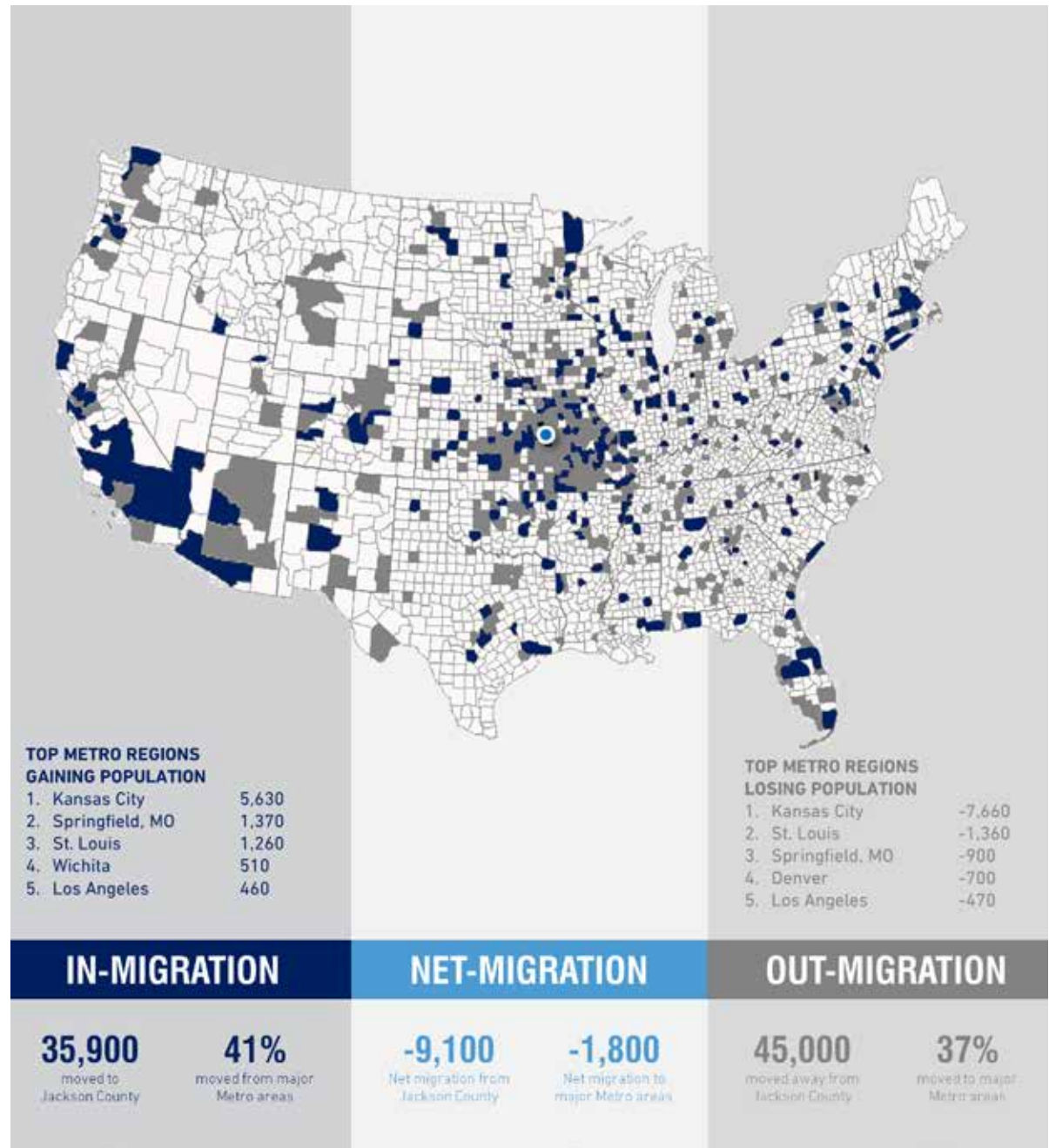


Migration

Migration will not be a significant contributor to future housing demand in Independence.

Data from the County-to-County Migration Flows dataset from the 2015-2019 American Community Survey indicates that Jackson County has a net average negative migration of around 9,100 people per year (1.3 percent of the county's population), with around 1,800 people moving to other major metro areas in the county. Even the inter-county flows within the Kansas City metro region is a net average negative for Jackson County (constituting 16 percent of the inflow and 17 percent of the outflow), with roughly 2,000 people moving out to another county in the region. The graphic on the right illustrates the five-year average inflows and outflows of people, with gains and losses to the top five major metro regions ranked.

Migration-induced growth in housing is largely a factor of regional competitiveness in attracting new residents, and thus, is closely linked to the future economic prospects of the Kansas City metro region. Given the net negative migration from the county, its low share of the county's population, and slower-than-regional growth of Independence's population in the last decade, the net share of people and households contributing to Independence's growth is nominal, and does not constitute a major factor in future housing growth.



Source: 2015 - 2019 American Community Survey, County-to-County Migration Flows, Development Strategies 2021

20-Year Demand Projections

New housing demand will be driven primarily by the replacement of aging housing stock, continued modest growth in the City, and the capture of a larger proportion of regional growth.

Demand for new housing generally consists of a combination of household growth and the replacement of obsolete residential units. Demographic indicators over the next five years estimate continued modest population growth in Independence. The current demand estimates assume that at least one percent of the existing housing stock is inadequate (i.e., it lacks complete plumbing facilities or kitchen facilities, based on ACS data), plus an additional one percent is in such poor condition that it needs to be demolished and replaced.

While replacement housing provides a baseline for new housing demand, it can result in increased vacancy in the urban core, particularly in cities where vehicular access to regional amenities and employment centers remains very good from more suburban areas. Creating new demand—by attracting people from outside Independence—requires the addition of new housing options currently absent from the market.

A mix of smaller, more affordable for-sale typologies such as condos or townhomes can attract urban-minded residents into denser neighborhoods by offering walkable access to various amenities and services. These typologies are limited in Independence and could serve to leverage ongoing renovation and district creation.

Demand estimates in the short-term reflect the existing condition and quality of the housing stock, and the need for replacement housing. The projection are for net new demand, which includes demand for new construction units, as well as demand that could be met by the existing housing stock if renovations and general modernization were to occur. In other words, growth is projected over the next 20 years, and to accommodate some of that growth, the housing vacancy rate is decreased.

20-Year Projections: Demand by Income Level and Housing Tenure

INPUTS						NET DEMAND									
AMI	Income	Households	% Owner	For Sale	For Rent	Current		5 Year		10 Year		15 Year		20 Year	
						Sale	Rent	Sale	Rent	Sale	Rent	Sale	Rent	Sale	Rent
30%	\$21,700	9,404	37%	3,438	5,965	100	405	65	265	65	265	70	275	70	275
60%	\$43,500	11,001	51%	5,591	5,411	260	215	195	160	200	165	205	165	205	170
120%	\$86,900	16,611	66%	10,978	5,632	115	60	190	100	195	100	205	105	210	105
150%	\$108,600	5,037	75%	3,753	1,284	85	30	65	20	65	25	70	25	70	25
200%	\$145,000	5,294	84%	4,439	854	100	20	75	15	80	15	80	15	85	15
>200%	>\$145,000	3,969	87%	3,469	501	75	10	60	10	60	10	65	10	65	10
Units per Period						735	740	655	570	670	575	695	595	705	600
Total Units by Type						735	740	1,390	1,305	2,060	1,880	2,750	2,475	3,455	3,075

Demand by Housing Type

The dominant housing type in Independence is the single-family home and the ratio of single-family to multi-family is similar as in the county overall. Recent multifamily development has shifted the balance slightly, and there will be a need for different housing types as trends shift over the next 20 years.

As detailed in this study, single-family homes were the primary type of housing built in Independence over the past decade, although the City had a relatively healthy balance of single-family and multifamily construction. The most significant change from prior years was that the pace of new construction never recovered to pre-Recession levels and Independence's share of new home development dropped relative to other cities in Jackson County.

The market analysis clearly concludes that there is a need for a diversity of housing types to retain and/or attract residents, particularly for young families and seniors. While single-family homes will continue to be the dominant housing type, there will be more demand for attached and/or maintenance-free homes, as well as for quality multifamily options over the long term. Therefore, it is important to assess how demand for different housing types will change over the 20-year demand projection period.

The table below summarizes demand projections for different housing types, with adjustments to the ratios to allow for a more diverse housing stock.

Understanding the projected shift in housing type over the next 20 years will allow the City to identify ideal sites, work with land and housing developers, review its zoning code, and assess its comprehensive plan to ensure that these types are adequately supported.

Demand Summary

There is a need for the following housing to support demand and provide equitable housing choices over the next 20 years:

- 3,830 units of affordable housing (3,250 rental and 580 for-sale). Rents of less than \$750 per month and for-sale prices of less than \$120,000
- 1,240 units of workforce-affordable housing (450 rental and 800 for-sale). Rents of \$750 to \$1,400 per month and for-sale prices of \$120,000 to \$270,000
- 2,050 units of market-rate housing (300 rental and 1,750 for-sale). Rents of more than \$1,400 per month and for-sale prices of \$270,000 and up.
- Within these categories, there is also demand for 3,000 units of senior housing (1,400 affordable, 200, moderately-priced rentals, 800 for-sale market rate, 600 IL and AL.

20-Year Projections: Demand by Housing Type

DESCRIPTION		NET DEMAND									
Units in Structure	Current Distribution	Current		5 Year		10 Year		15 Year		20 Year	
		% Share by Unit Type	# Units	% Share by Unit Type	# Units	% Share by Unit Type	# Units	% Share by Unit Type	# Units	% Share by Unit Type	# Units
Single-Family*	77%	60%	885	60%	735	60%	745	60%	770	60%	780
Duplex	2%	5%	75	10%	120	10%	125	10%	130	10%	130
Fourplex	4%	5%	75	5%	60	5%	60	5%	65	5%	65
Small Multifamily (5-9 units)	10%	15%	220	15%	185	15%	185	15%	195	15%	195
Large Multifamily (20+ units)	5%	15%	220	10%	120	10%	125	10%	130	10%	130
Total Unit Demand		1,475		1,220		1,240		1,290		1,300	

*A small percentage (2.2%) of the existing housing stock is mobile homes, which are anticipated to make up an even smaller proportion in the future and are distributed in the multifamily housing categories.

Source: ESRI 2021, ACS 2019 5 Yr Estimate, Development Strategies 2021





4

Neighborhood Context

Introduction

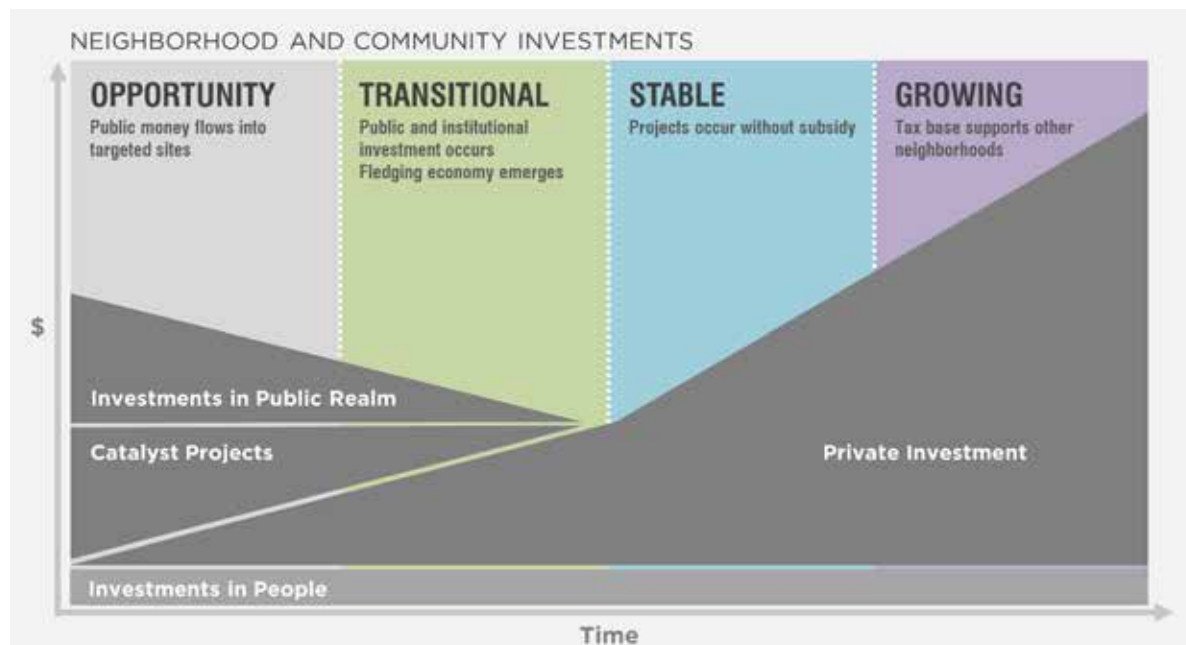
Understanding the demographic, economic, and market trends in Independence is important. However, given the diversity of the City, it is equally critical to establish a framework that will enable the City and its partners to focus housing investments, programs, and interventions in a strategic and impactful way.

Neighborhood Cycles

Neighborhood Cycle Analysis is a tool to further our understanding of different geographical areas in a city and where they are in the development/ redevelopment cycle. This tool uses available demographic and market data to classify geographical areas into four different neighborhood cycles; opportunity, transitional, stable, and growing, each representing its own unique opportunities and challenges. Cycles are designated by clustering similar characteristics, with the help of indicators like household income, home value, tenure, poverty level, vacancy, and permitting activity.

Neighborhood and Housing Interventions

The neighborhood cycle classifications can be used to detail what level of intervention is needed to promote long-term sustainability. The graphic to the right details what level of interventions are needed and the impact of continued investment over time. Investments are broadly categorized as **people-based**, such as financial counseling and home buyer education, social services, and other services provided directly to residents that



promote stable lifestyles; **public realm**, which includes streets, sidewalks, parks, schools, and other public infrastructure; and, **privately-held**, or in this case, the housing stock,

As indicated, **opportunity** neighborhoods require extensive investments in all three components. These neighborhoods have experienced decades of disinvestment, and multi-faceted stabilization efforts are needed to stabilize them and attract private investment. This involves aligning partners providing people-based interventions, coordinating public investments, and aligning resources to support catalyst projects. An example of a catalyst project at a neighborhood scale would be to leverage a Habitat for Humanity infill project with rehabs of salvageable housing units and supporting a LIHTC development on a nearby block. This would serve to stabilize a core

area of a neighborhood in a manner, that would stabilize adjacent blocks over time.

Transitional neighborhoods have started to experience market-driven reinvestment, but still require people-based, public realm, and catalytic investments to fully stabilize. The focus in **stable** neighborhoods is to support the market with strategic investments and to prevent decline by maintaining public assets. Investment is primarily market-driven. **Growing** neighborhoods are market-driven and are contributors to the rest of the City—the tax base in these neighborhoods supports other neighborhoods

In each of these cases, the long-term goal is to create an environment where public investments stimulate private investments.

DEFINITION OF NEIGHBORHOOD CYCLES

OPPORTUNITY	TRANSITIONAL	STABLE	GROWING
<p>Opportunity neighborhoods are the areas of the City that have experienced the most disinvestment and abandonment, or have a significant amount of obsolete housing stock.</p> <p>While these areas face complex challenges, there are multiple opportunities for reinvestment. City efforts should include consistent code enforcement, site assemblage, partnerships with community groups and nonprofits for community clean up and infill development opportunities, coordinated public improvements, and connecting residents to the broader housing ecosystem—partners focused on people-based interventions.</p>	<p>Transitional neighborhoods are those with more stability and investment than opportunity neighborhoods yet still face multiple challenges. Transitional neighborhoods could also be those where there is concern that conditions will deteriorate.</p> <p>City efforts should include consistent code enforcement, partnerships with community groups and nonprofits for community clean-up and infill development opportunities, coordinated public improvements, and connecting residents to the broader housing ecosystem—to help residents who may need immediate repairs or assistance to stay in their homes.</p>	<p>Stable neighborhoods are established neighborhoods that do not show signs of widespread disinvestment.</p> <p>City efforts in this area should include maintaining property standards by encouraging the continued investment in the homes—a more structure-based focus for interventions.</p>	<p>Growing neighborhoods are new subdivisions where new construction is underway, or existing neighborhoods where new development is replacing existing homes or densifying the area (i.e., redevelopment with new multi-family). Growing areas also include those with above average home price appreciation.</p>

Analysis Methodology

The Neighborhood Cycle Analysis for Independence was broken out into three different sets of indicators - People & Households, Quality of Life, and Economic Prospects - before being rolled up into a single composite analysis. Conducting the analysis in this way will help inform the City's future housing strategy, in identifying where investments in people, projects, and the public realm might be most beneficial.

People & Households

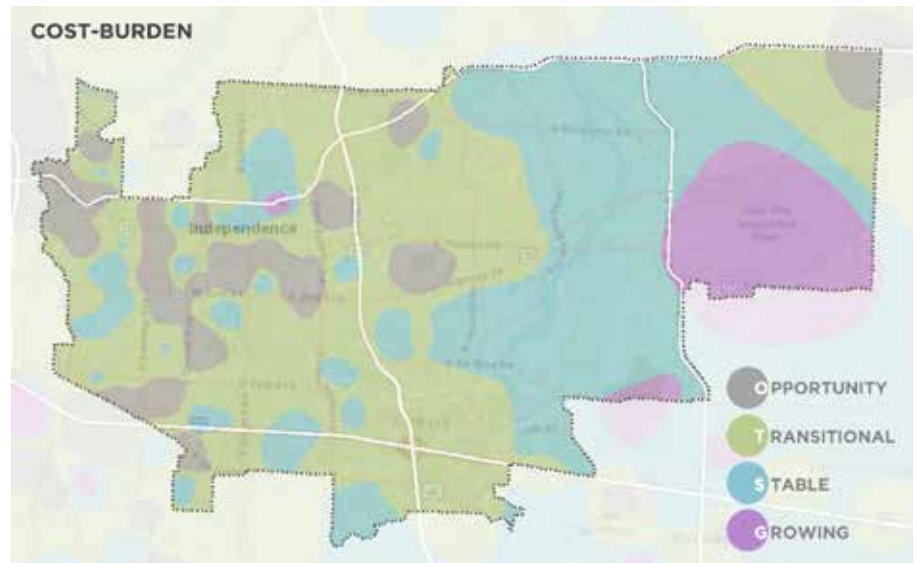
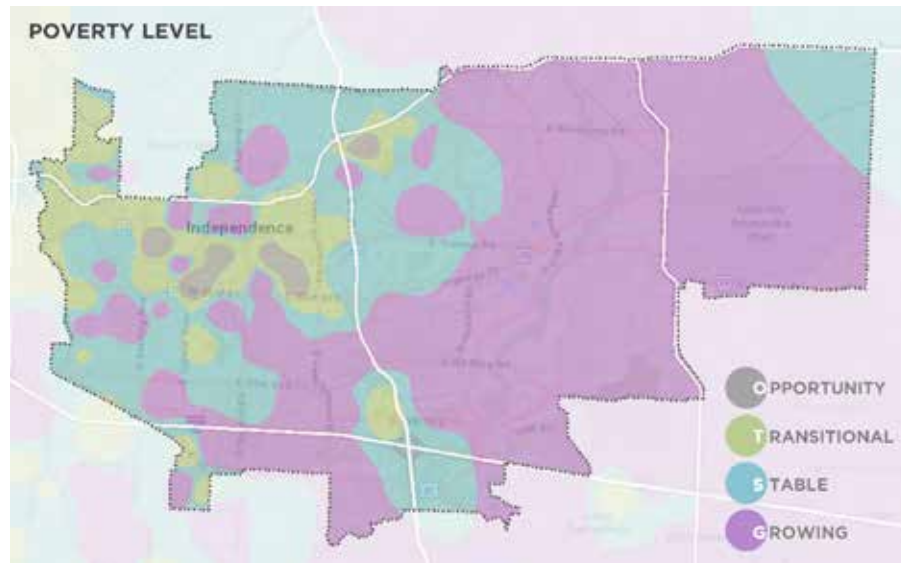
Poverty level, cost burdened households, level of college graduates, and homeownership are the four indicators for People & Households analysis. Higher levels of poverty will suggest a need for deeply affordable units. Poverty and cost burden together point to programs such as rental supports and utility payment assistance to help low-income households remain

	OPPORTUNITY	TRANSITIONAL	STABLE	GROWING
PEOPLE & HOUSEHOLDS INDICATORS				
Poverty Level	>35%	20% to 35%	10% to 20%	<10%
Cost Burden	>35%	20% to 35%	10% to 20%	<10%
College Graduates	<20%	20% to 35%	35% to 50%	>50%
Homeownership	<50%	50% to 65%	65% to 80%	>80%

in sustainable, affordable units. It is interesting to note that concentrations of poverty are very limited in Independence, and the greater areas of cost burden in the City suggests that households spending more than 30 percent of their income on housing have incomes above the poverty level, but

not enough to be housing-cost secure.

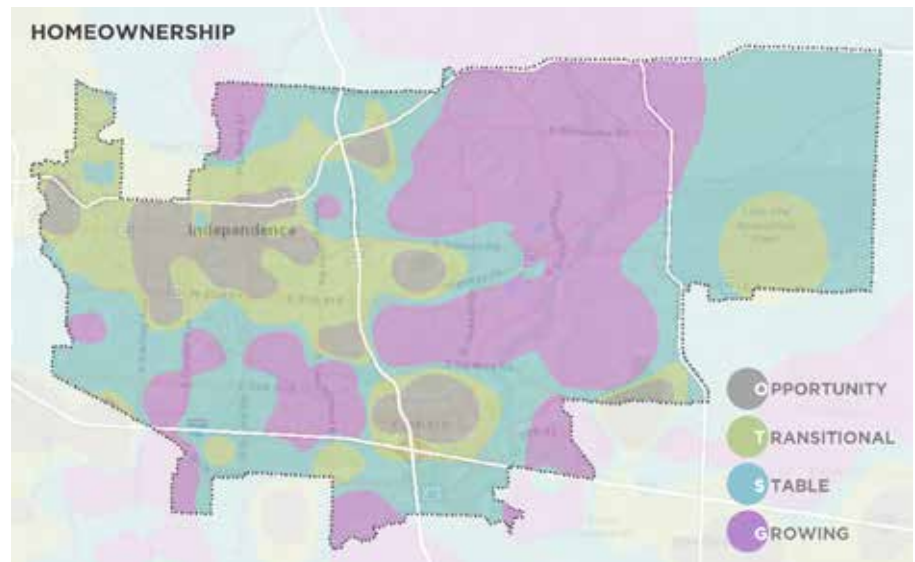
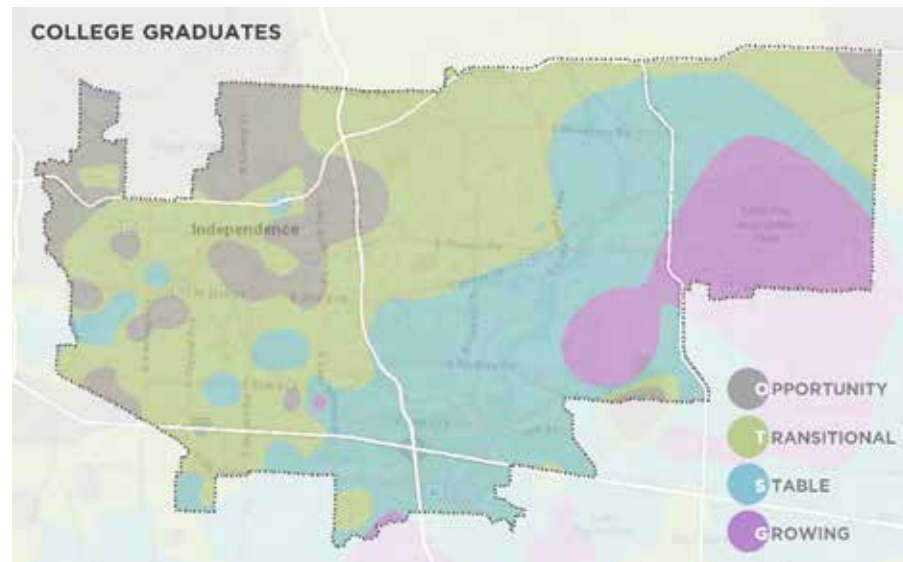
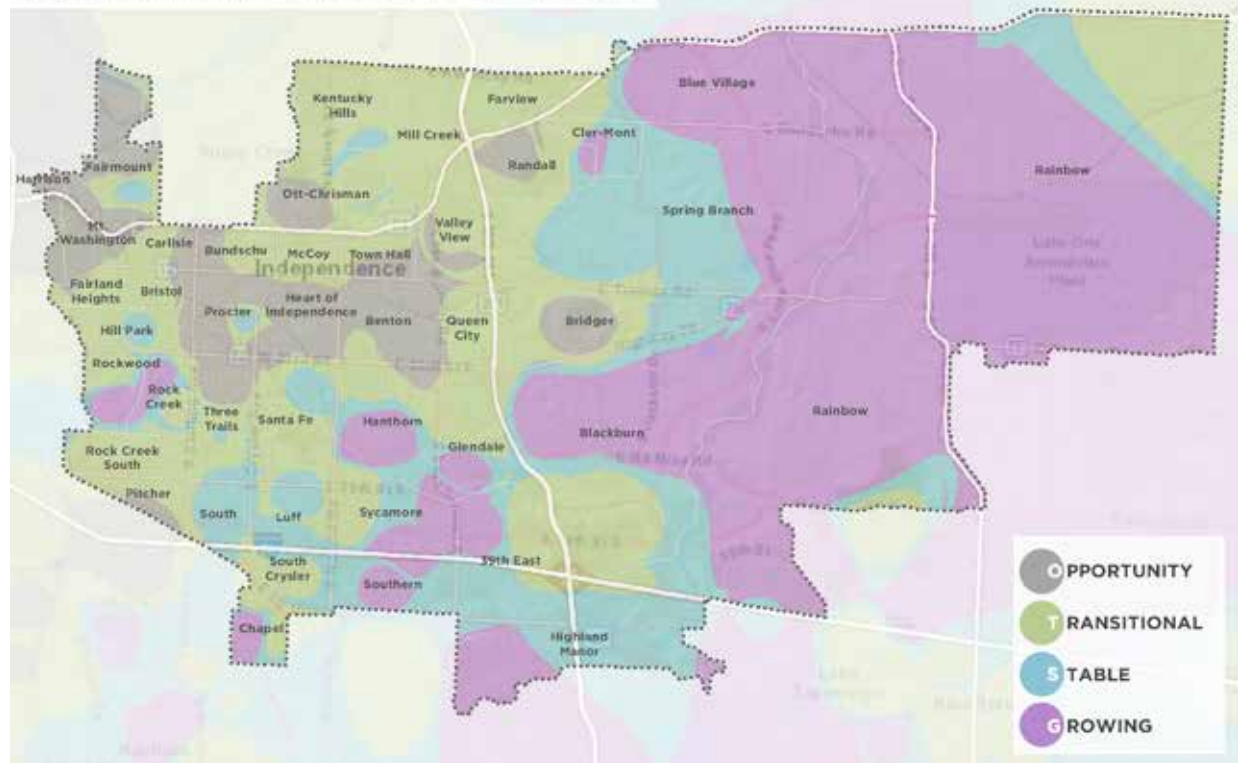
Percent of college graduates is an indicator of income earning potential, and may point to a demand for different housing types and housing costs across the City.



Homeownership is a criteria that requires some understanding of neighborhood context. Lower homeownership rates in predominantly single-family neighborhoods can point to a predominance of single-family rental units and areas where rental support programs and programs targeted to landlords may be ideal. In some areas of the City, lower homeownership rates can reflect a concentration of existing multi-family units. Where these lower homeownership rates intersect concentrations of multi-family and higher college graduate rates (and likely higher incomes), could point to a demand for amenitized rental units that cater to working professionals commuting to other parts of the metro area.

As the composite maps shows, Opportunity areas are concentrated west of Hwy. 291 and north of 23rd Street S. The Stable and Growing areas to the east are mostly a reflection of the higher incomes and single-family nature of the neighborhoods, though it is important to note that even some of these areas show indications of being cost burdened.

COMPOSITE MAP - PEOPLE & HOUSEHOLDS







Analysis Methodology

Quality of Life

Home value, the preponderance of vacant units and code violations, along with crime rates, make up the Quality of Life indicator analysis. They reflect elements of neighborhood stability, and factors that people can “feel” as they experience a neighborhood.

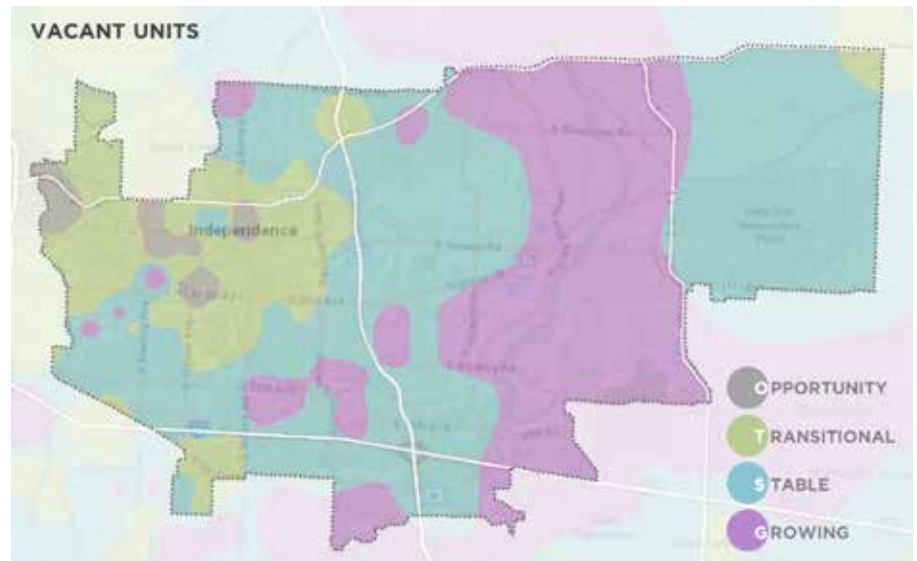
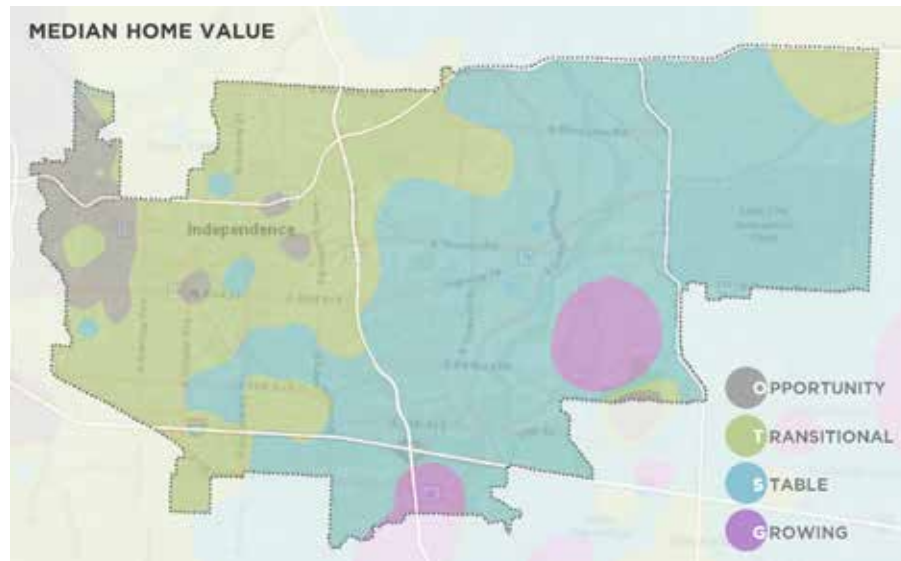
Much like Homeownership rates in the previous section, Median Home Value is something that needs to be looked at within the context of the neighborhood. Median Home Value can be an indicator of the quality of housing stock, where lower values, particularly in Opportunity areas, can reflect poor conditions and need for maintenance, renovation, and rehabilitation. Lower values are also seen in older parts of the City, and can be a reflection of age, marketability, and amenities (such as number of bedrooms). Lower home

	OPPORTUNITY	TRANSITIONAL	STABLE	GROWING
QUALITY OF LIFE INDICATORS				
Median Home Value	<\$80K	\$80K to \$150K	\$150K to \$250K	>\$250K
Vacant Units	>20%	10% to 20%	5% to 10%	<5%
Code Violations	>20%	10% to 20%	5% to 10%	<5%
Indexed Crime Rate	>250	150 to 250	80 to 150	<80

values in Transitional areas is often a reflection of naturally occurring affordable housing, and can point to programs for preserving the existing stock.

Vacant Units and Code Violations are more visible indicators of neighborhood stability and impact

residents' experience of quality, safety, and investment in their neighborhoods. High vacancies can reflect abandonment, transience, and a need for substantial repair and rehabilitation programs to make units habitable. Code violations can be a reflection of older housing stock in need of repair

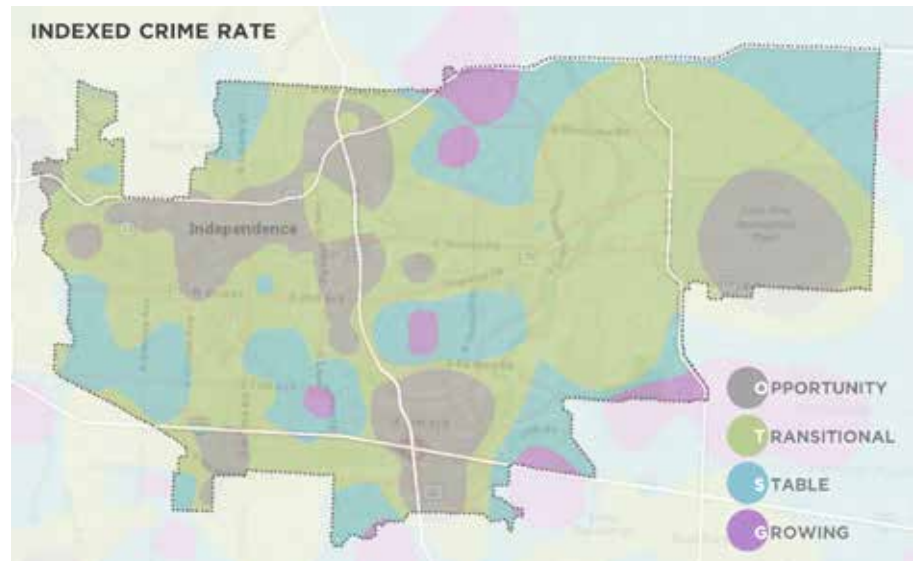
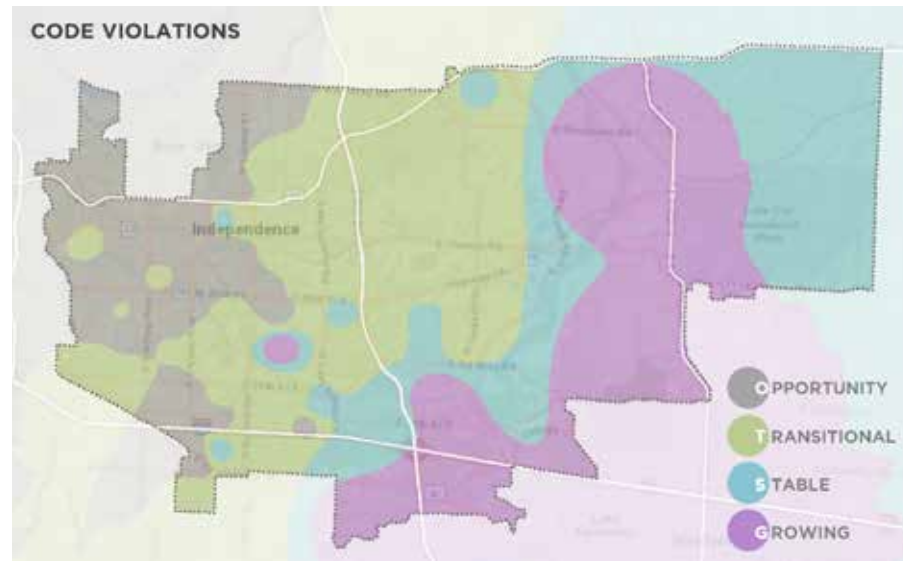
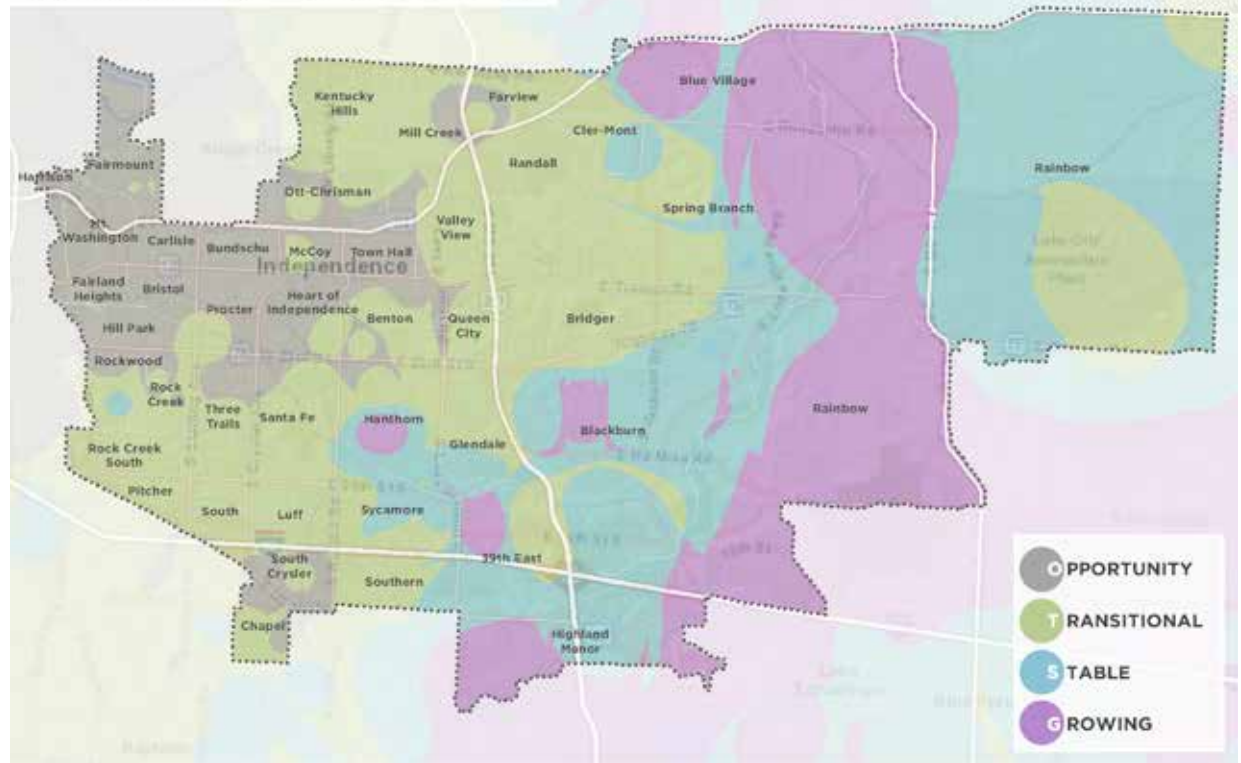


and limited household income to make needed repairs. This can point to repair and neighborhood preservation programs that are aimed at more visible home improvements, such as peeling paint and broken windows, rather than the higher-cost system improvements (e.g. new HVAC) needed in rehabilitation programs.

The Indexed Crime Rate provides the relative risk of crime in an area compared to the U.S. (as opposed to actual crimes). The data is an attempt to quantify what is often felt or experienced by residents. Crime is often a symptom of other conditions, but is frequently raised as an issue that impacts the desirability of certain areas, and can point to a need for investment in safety.

The composite map shows more variability across the City for Quality of Life indicators. The individual indicator maps may be more beneficial for targeting strategies, especially vacancies and code violations.

COMPOSITE MAP - QUALITY OF LIFE



Analysis Methodology

Economic Prospects

The indicators for Economic Prospects are designed to reflect community resources, stability and growth, potential demand, and areas currently experiencing investment.

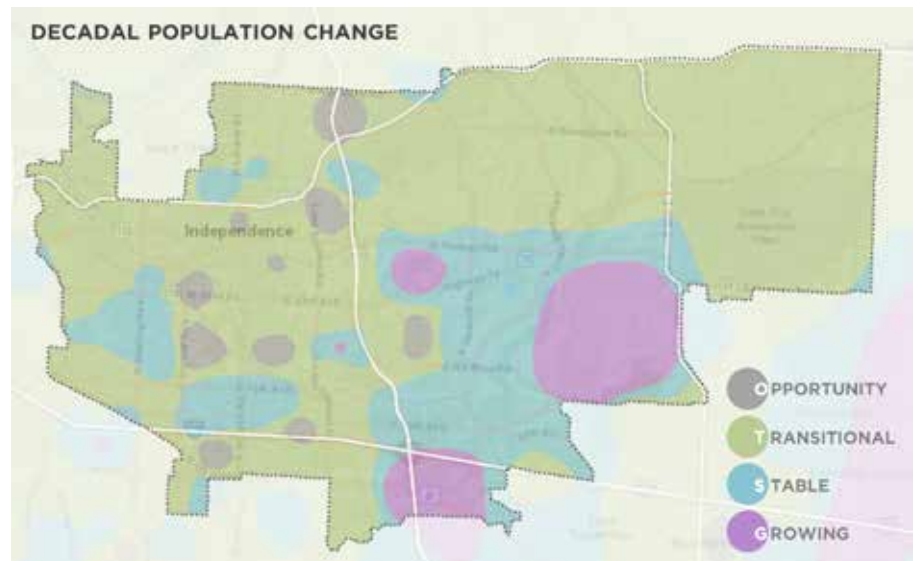
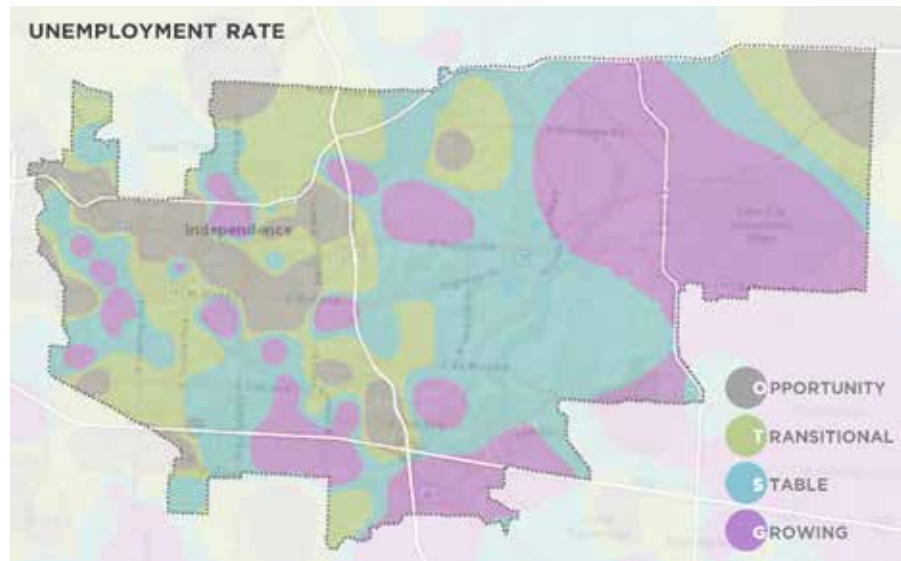
The Unemployment Rate is designed to reflect the economic stability of households in the area, and thus the ability to earn income to pay for housing costs, including maintenance and repair. This indicator is a direct link between housing and economic and workforce development, and can point to the need for education and employment opportunity programs that in turn support the ability for households to pay for housing costs.

Decadal Population Change is a reflection of the growth (or loss) of population in an area. While the overall change in population is not

	OPPORTUNITY	TRANSITIONAL	STABLE	GROWING
ECONOMIC PROSPECTS INDICATORS				
Unemployment Rate	>10%	6% to 10%	3% to 6%	<3%
Decadal Population Change	Loss of >50	Loss of <50, & Gain of <50	Gain between 50 & 200	200+
Projected Home Value Growth	<5%	5% to 15%	15% to 25%	>25%
Permit Activity Score	<3,000	3,000 to 8,000	8,000 to 15,000	>15,000

necessarily large in number, it does point to the relative stability and desirability of an area. It is important to recognize neighborhood context when looking at population change. Some high growth areas are due to the availability of land and new development, while the stagnant or declining

areas may not be undesirable as much as there is limited ability for new housing units and thus for actual growth to occur. Thus, the Opportunity areas for population change could reflect the need for more units to accommodate growth, or the need for investments to attract new homeowners.

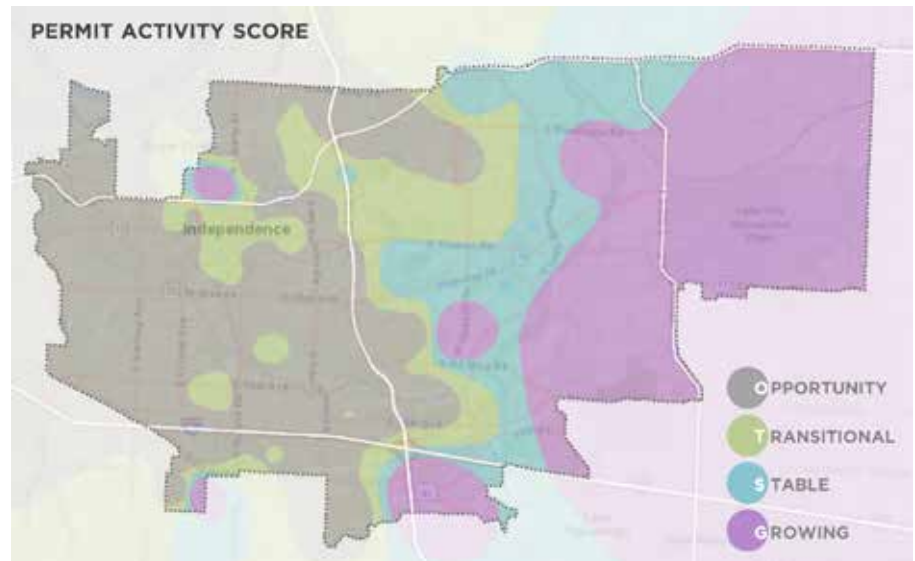
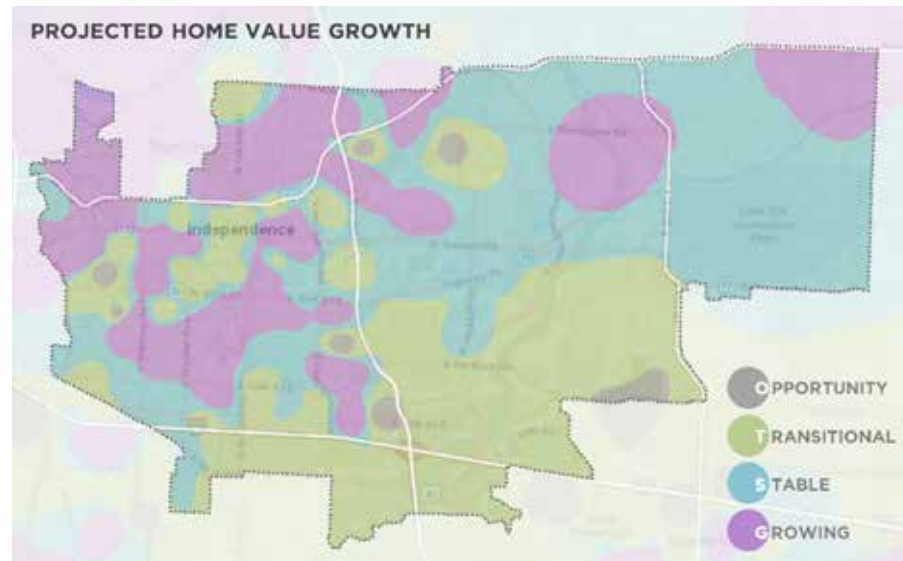
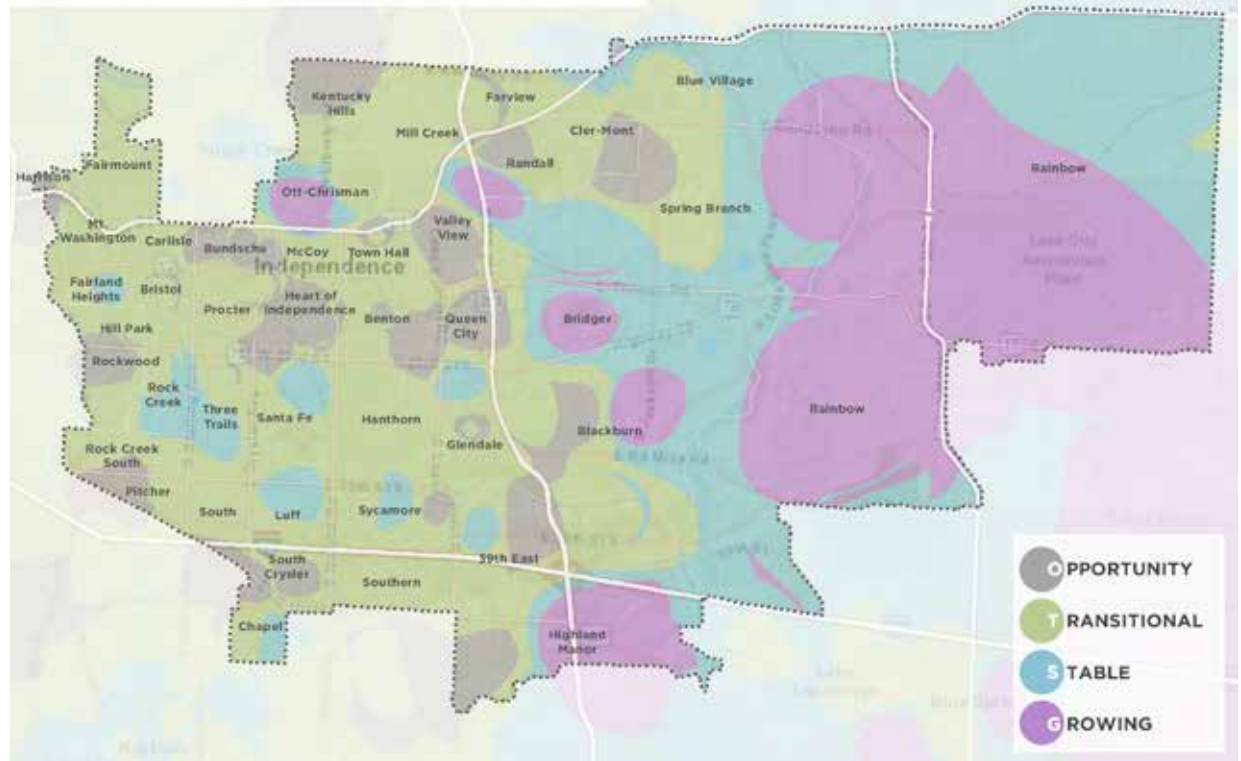


Projected Home Value Growth is a reflection of potential demand for an area. In some more modest neighborhoods, the higher growth rates can be a reflection of home and neighborhood investment leading to value increases, and a general rise in the cost of more affordable housing. In newer areas, the higher rates can be simply a function of new development. It is important to note that there are few low value growth areas in the City, reflecting the potential for wealth building, but also the potential for displacing people who cannot afford the rising costs.

Permit Activity is a reflection of investments in improvements, repairs and new construction. It is measured by residential permits issued in the past 5 years with a value above \$5,000. With few exceptions, including the area around Ott-Chrisman, McCoy, and Town Hall, the area west of Hwy. 291 has had relatively little permit activity.

While predominantly Transition in nature, the composite map shows considerable variability of Economic Prospects indicators west of Jackson Dr.

COMPOSITE MAP - ECONOMIC PROSPECTS

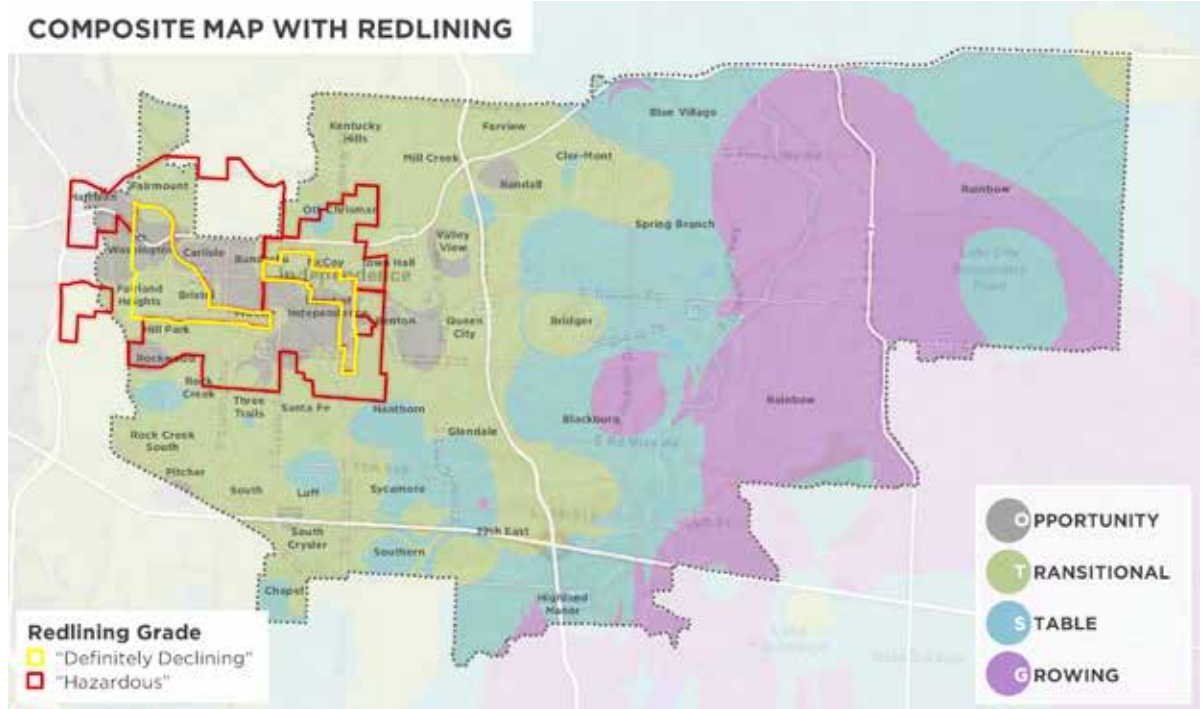


Composite Neighborhood Cycle Map

Blending the People & Households, Quality of Life, and Economic Prospects factors results in the neighborhood cycle classifications shown in the map to the far right. Opportunity neighborhoods are concentrated in central and west-central core of Independence and align with some of what stakeholders reported as the most challenged neighborhoods in the City. Transitional neighborhoods dominate the areas west of Highway 291, though there are pockets of stable neighborhoods to the south, especially approaching the Interstate. The areas east of Hwy. 291 are stable and growing, reflecting the recent focus on new single-family development away from the core of the City. It is important to note that while some of Independence's neighborhoods completely fall under one cycle, others have a mix of two or more, pointing to the challenge of classifying neighborhoods - they are dynamic places.

Neighborhood Cycles and Equity

Policies like redlining that influenced access to capital and credit created long-lasting effects on residential patterns, neighborhoods' economic health, and household accumulation of wealth. The map to the right shows that a most of the areas classified as the "opportunity" cycle within Independence were also classified as "hazardous" and "declining" in the past. It is interesting to note, however, that perhaps just as much area with the historic "hazardous" and "declining" grades shows as "transitional", indicating perhaps that history does not dictate the future, and change is already happening to reverse the influence racist policies.



Conclusions

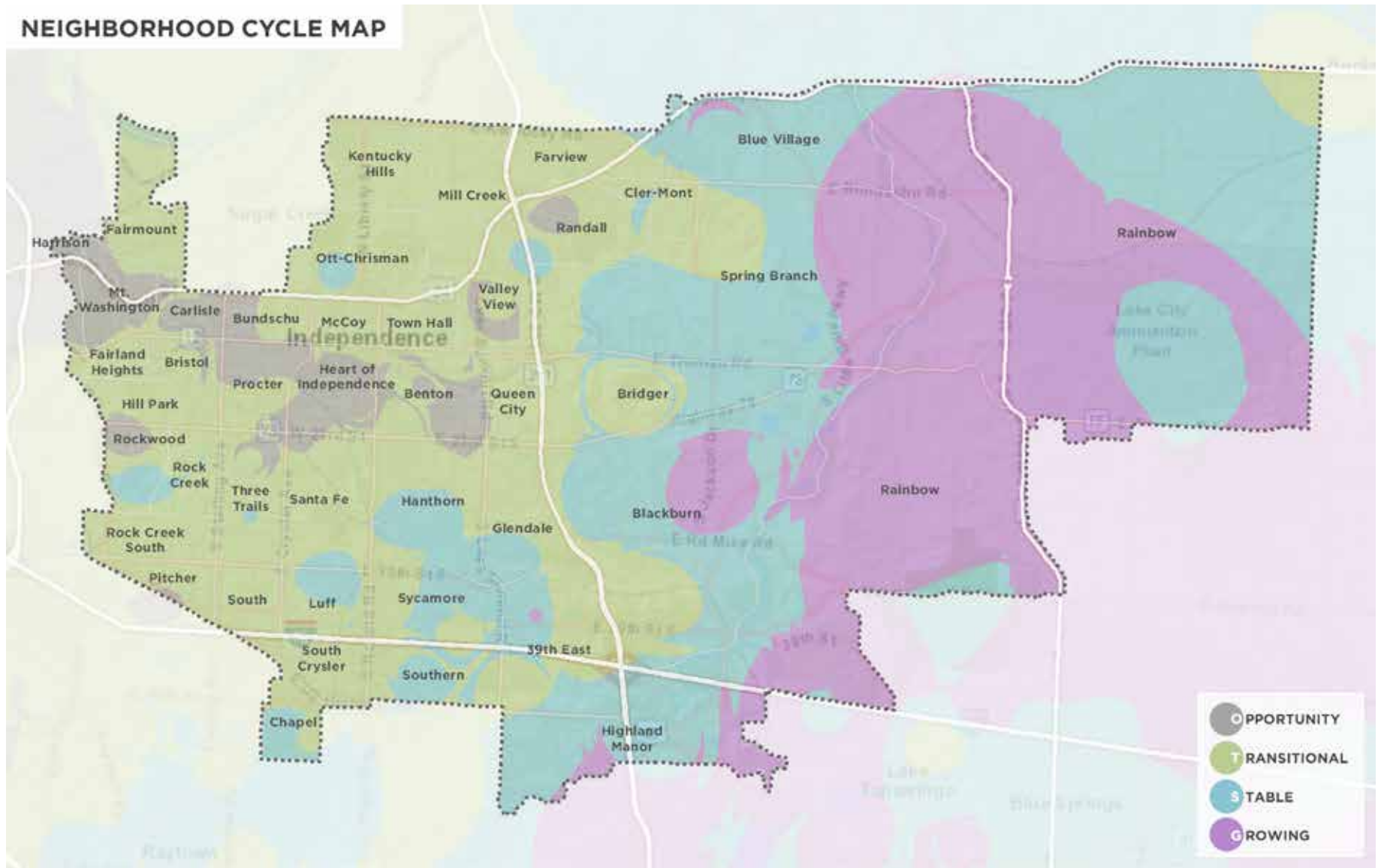
The value of the Neighborhood Cycle Analysis is in its ability to help city staff and officials see and understand the social, physical, and economic landscape of Independence, and use that information to help guide where and how investments are made in people, housing, and the public realm.

While the composite map provides the overall picture of the City, and can point to areas of greatest need for investment, there is real power in the maps of the individual indicators. Looking at the maps of People & Households, Quality of Life, and Economic Prospects can help the City better define and tailor programs to meet

specific household and neighborhood needs. Taken together, the maps can also show a path for leveraging various programs that invest in people, catalytic housing projects, and improvements to the public realm, all designed to move neighborhoods along the neighborhood cycle.

It is important to acknowledge that different neighborhood types will have characteristics that influence the feasibility of various housing strategies. Blending these insights into people, place, and the ability to feasibly construct and renovate housing will provide the foundation for a strategic framework for housing in Independence.

NEIGHBORHOOD CYCLE MAP



Metrics & Sources (mapped at Block Group Level):
 Share of Households under Poverty Line - ACS 2019 5 Yr Estimates, Share of Cost-Burdened Households - ACS 2019 5 Yr Estimates & Development Strategies 2021,
 Share of College Graduates - ACS 2019 5 Yr Estimates, Share of Owner-occupied units - ESRI 2021, Median Home Value - ESRI 2021,
 Vacancy Rate - ACS 2019 5 Yr Estimates & ESRI 2021, Code Violations - City of Independence: code violations in residential parcels 2020 to present,
 Indexed Crime Rate - ESRI 2021, Unemployment Rate - ESRI 2021, Decadal Population Change 2010-21 - ESRI 2021 & US Decennial Census 2010,
 Projected Home Value Change 2021-26 - ESRI 2021, Residential Permits - City of Independence: Permits issued in residential parcels 2016-present with value above \$5,000.





5

Defining the Need

Feasibility Analysis

The economic feasibility of building, renovating, or rehabilitating different types of housing affects the ability of developers to add these units to the market and meet demand.

Understanding the factors that affect feasibility will help to guide the use of incentives and investment tools in the City.

The previous two chapters outline the housing needs and goals for Independence and identify demand for a broad range of housing types and price points, including those that cannot easily be delivered by the market. Meeting these needs will require some type of incentive, subsidy, or other support.

This chapter evaluates the level of support needed to successfully deliver these different types of housing, which informs the role and potential impact of available tools and resources.

About the Methodology

One must first understand the economic feasibility of building, rehabilitating, or renovating a single housing unit to understand the scale of impact possible through an incentive or subsidy program. This evaluation—feasibility analysis—seeks to evaluate the two sides of this feasibility equation:

The typology-specific and market-specific **costs** to deliver a single unit of housing, including purchase/acquisition, construction, and soft costs.

The market **value** of the housing product, based on target rents or sale prices, standard financing terms, a modest profit, and stabilized occupancy.

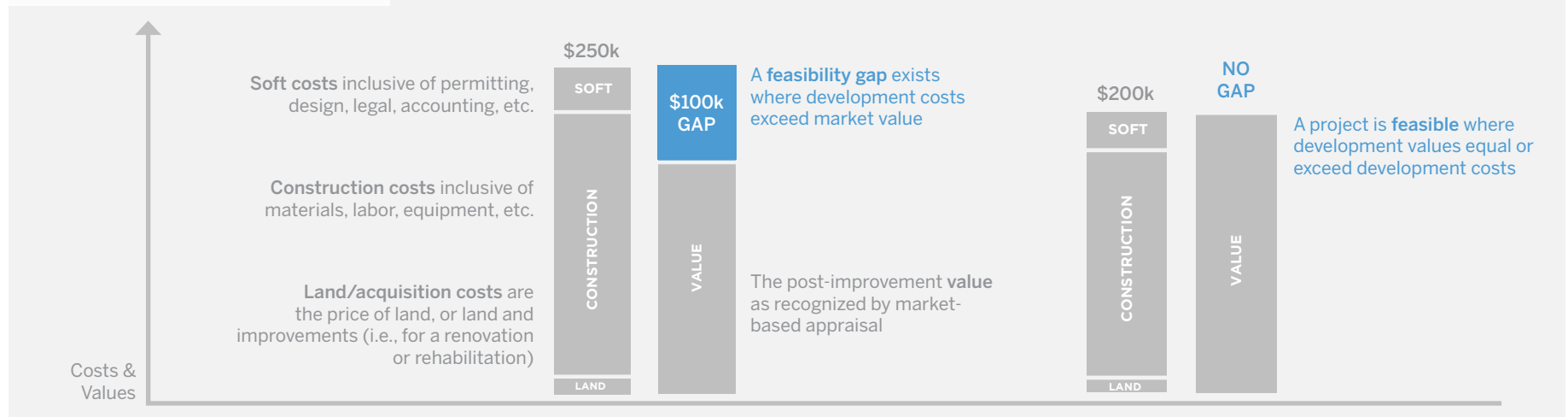
Where development value exceeds development costs, a housing unit can typically be delivered without the support of incentives or subsidy. Where development costs exceed development value, there is a feasibility gap, which incentives or subsidy can help fill.

This methodology was used to analyze the feasibility of the following housing typologies:

- New single-family;
- Market-rate multifamily;
- Missing middle infill;
- Rehab and renovation;
- Dedicated affordable housing;

The findings from this analysis are summarized on the opposite page, and the pages that follow. Additional details are summarized in the appendix.

Illustrative Diagram of Feasibility Analysis



Feasibility Analysis: Summary & Key Findings



New Single-Family

The majority of new single-family construction has taken place east of Route 291 in recent years. A key reason for this is that the market value of these homes exceeds the cost to produce them—builders know that they can make a profit constructing these homes. Constructing new homes on infill lots in older parts of Independence is more challenging—market values are less than development costs in many neighborhoods. Yet, supporting new infill construction will also support neighborhood stabilization efforts.



Market-Rate Multifamily

As previously discussed, the new multifamily properties under construction in southeast Independence are achieving rents of \$1.60 per square foot or higher, which supports the overall development costs. In terms of new construction, this is a good sign for Independence—new construction multifamily is possible with no or with limited subsidy. However, the viability of multifamily development changes significantly from neighborhood to neighborhood. In some neighborhoods, achievable rents might top out at \$1.00 per square foot, making new construction difficult.



Missing Middle Infill

A greater diversity of housing types is needed to meet future demand, and to support neighborhood reinvestment goals. A key typology to achieve this is missing middle—generally two-unit to 20-unit housing developments that occur on infill lots. This type of housing is generally difficult to deliver because of economic feasibility. It could be delivered in a mixed-income model, but will most likely need some sort of gap financing to be made feasible.



Rehab and Renovation

Independence's core neighborhoods have a significant stock of housing that requires stabilization or renovation to be marketable. Supports and incentives to renovate these properties will create more affordable homeownership opportunities and increase the supply of safe and decent housing. A relatively small amount of assistance (i.e., \$5,000 to \$30,000 per unit), perhaps made available through tax abatement or home repair programs, could have a significant impact.



Dedicated Affordable Housing

One of the reasons that there is a gap in the supply of dedicated affordable housing units compared to the number of households that qualify for such housing is because there is a substantial feasibility gap to provide these units. Further, there simply have not been enough resources to produce these units, even though there are a number of quality options in Independence. No single program or policy will meet the substantial need for quality dedicated affordable housing; however, the existing housing stock is an important asset in providing and preserving affordable housing. A modest renovation with minimal subsidy could make many homes higher quality without making them unaffordable.



Neighborhood Context

Understanding the feasibility at a neighborhood scale enables the City to plan for the long-term as funds become available. Yet, different areas require different approaches because of the condition, age, location, and marketability of the housing stock. Focus areas in neighborhoods like Fairmount or those to the south and west of The Square require more substantial renovations, while the scale of the need in Englewood is less substantial because of recent efforts there and a more stable housing stock.

Feasibility Summary

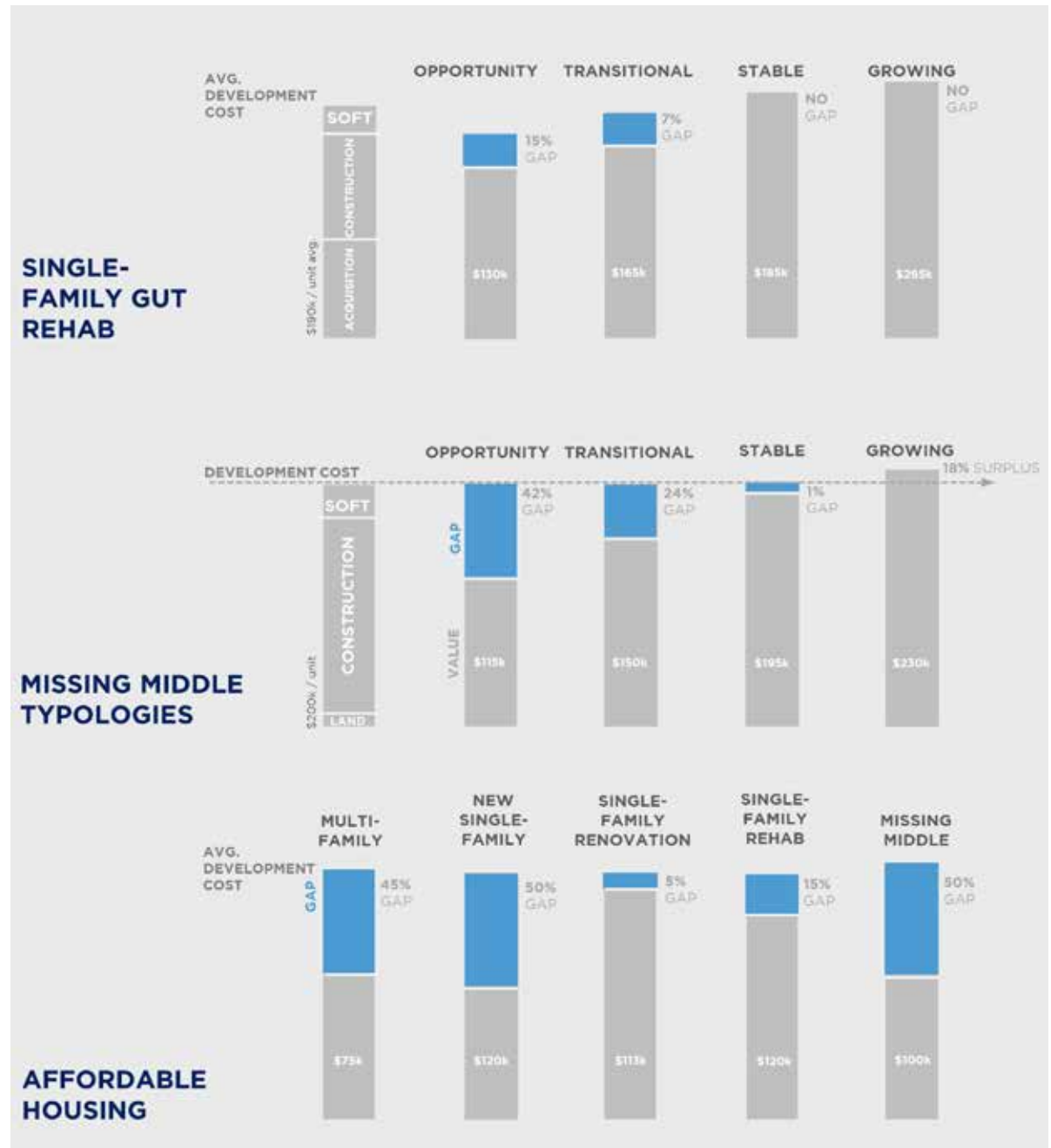
Feasibility analysis helps focus efforts on specific housing needs in a defined geography. For example, this analysis can be used to raise funds to repair 50 homes in the Fairmount neighborhood, at a cost of approximately \$1.5 million (\$30,000 per unit).

The following graphics summarize the development feasibility calculations for the housing typologies described previously. The results are calculated based on neighborhood typology (see Chapter 4) to show how different conditions in different neighborhoods impact development feasibility. Following are key implications of the feasibility analysis:

- **New market-rate multifamily** is only feasible without development assistance in Growing neighborhoods. Tax abatement could fill the gap in Stable neighborhoods, but additional funds would be required to support this type of development in Opportunity and Transitional neighborhoods.
- **New single-family construction** is similar to multifamily and the calculations reflect the development of a typical three-bedroom/two-bathroom home with 1,500 square feet. Considering the needs citywide, these results are significant. However, they are particularly useful for a targeted redevelopment area—for instance, targeting 10 vacant lots in a multi-block focus area. To support new single-family construction in that area, it would take approximately \$1 million in gap funds (\$100,000 per unit). This informs a campaign to support redevelopment efforts in the area.



- **Single-family renovation** has more variables than new construction because the size and condition of the existing home varies considerably. Renovations focus on homes that need modest repairs, up to approximately \$30,000 per unit. Depending on specific needs, there is a much smaller development gap for a renovation approach. Funds could be stretched further by focusing on homes in reasonably stable condition that need specific repairs to improve quality and extend their life.
- **Single-family gut rehab** is more challenging than renovation because of the comprehensive nature of the repairs, but still has a smaller gap than new construction. This assumes a relatively low purchase price (\$30,000 to \$90,000 in older neighborhoods) and a rehab budget of \$100,000 to \$120,000. Rehab supports improving the existing stock as an important piece of a future housing strategy.
- **Missing middle typologies** vary from an attached single-family home, to a fourplex, or even a 20-unit building with three or four stories. The specific development costs will vary considerably, so this example is meant to serve as a general average. Overall, this type of housing will require significant gap financing in Opportunity and Transitional neighborhoods, but may be feasible with modest tax abatement in Stable neighborhoods.
- The gap for **affordable housing** varies considerably. The gap is relatively small for renovation and rehab projects, again indicating the need to improve the existing housing stock as an important source for affordable housing. New construction of affordable housing will continue to need substantial gap funding, likely through programs like Low Income Housing Tax Credits.







6

Housing Strategy Framework

Housing Goals & Strategy Framework

The purpose of this strategic framework is to give the City of Independence an outline to address its housing needs and goals.

The study of existing conditions, analysis of supply and demand, community survey, and conversations with community stakeholders provides a thorough understanding of what Independence's housing challenges are, and what types of housing the community needs to grow, while providing existing residents more suitable housing options. The final component of this study is to provide a high-level strategic framework that is intended to organize and focus the City's future actions around housing and housing policy. While the City recognizes the need for a housing strategy and implementation framework, it first sought to understand the current housing context. The strategic framework will serve as a guide when the City is able to move forward with creating its housing strategy.

Housing Goals & Objectives

The basis for the strategic framework is to address the key housing goals and objectives that emerged through the course of this study.



Reinvest in what already exists

1

Objectives:

- Support aging in place.
- Leverage investments in The Square, the schools, and specific neighborhoods like Englewood.
- Reduce code violations and nuisance complaints.
- Limit impact of out-of-town property owners/landlords.
- Create more unique places and destinations.
- Enhance the community's marketability.
- Leverage historic assets.
- Create more infill and redevelopment opportunities.
- Demolish obsolete structures.
- Create and/or refine policies to support and enhance redevelopment.
- Utilize and upgrade existing utilities and public infrastructure.



Expand housing options

2

Objectives:

- Diversify supply of housing types and price points / provide more options.
- Capture Independence's share of regional growth.
- Leverage strong school performance and other community assets.
- Enhance the community's marketability.
- Support community growth.
- Expand housing options for seniors.
- Create new / modify existing policies to support and streamline development for housing types with demonstrated demand.
- Utilize city-owned utility capacity to support housing development.
- Strategically expand area served by utilities.



Improve housing stability

3

Objectives:

- Reduce the number of homeless individuals in Independence.
- Identify locations for shelters and permanent housing.
- Support long-term solutions, such as permanent supportive housing.
- Reduce the number of problem landlords, or those that do not keep up with maintenance or respond to tenant issues.

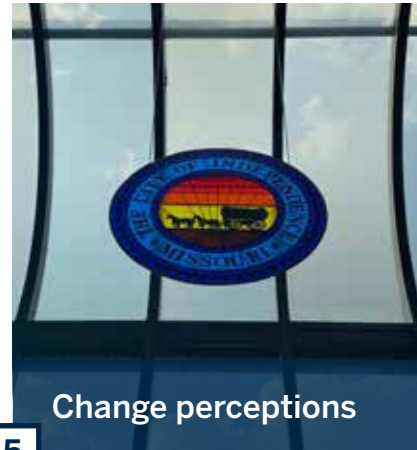


Streamline processes

4

Objectives:

- Attract new housing development and redevelopment.
- Clearly define needed permits and responsible departments for development.
- Specify primary staff contact or project manager for development applications.
- Clearly define timelines for review and information needed to process applications.



Change perceptions

5

Objectives:

- Market the community's assets, including high-performing school districts.
- Create a new brand for the City.
- Attract new housing development and redevelopment.
- Address negative outside perceptions of the City.
- Expose new people to Independence's amenities.
- Support broader economic development efforts.
- Improve city hall experience.



Engage the community

6

Objectives:

- Build trust, especially in minority and immigrant communities.
- Connect residents with city resources.
- Clearly communicate and "demystify" city permitting and review processes.
- Better understand needs and challenges in individual neighborhoods.
- Support investments underway.

Housing Strategy Framework

This strategic framework outlines five complementary strategies to meet the broad range of housing needs in Independence.

No single strategy on its own will be sufficient; a holistic approach based on collaboration, coordination, and partnership is needed to advance the housing goals in an equitable and balanced way. This framework offers a means by which the City and its partners can begin to coordinate their efforts, plan ahead, and identify opportunities for collaboration around a shared goal.



The quality of the existing housing stock is important to neighborhood stability and the overall health of Independence. Enhancing the condition of what exists today can benefit the community in many ways, including improving housing stability for residents, reducing health-related impacts of poor housing conditions, maintaining affordability of existing stock, supporting local contractors, increasing the tax base, enhancing the overall aesthetic of the community, and leveraging ongoing investments.

Key programs and tactics:

- Align public infrastructure investments, demolition activities, home repair, weatherization, and other programs in focus areas to maximize impact.
- Partner with local and regional organizations to expand weatherization and home repair programs.
- Coordinate with Jackson County Land Bank.
- Partner with local and regional organizations to provide home improvements, services, and programs that support aging in place.
- Pursue local, state, federal, philanthropic, and other grants to expand housing services.
- Continue to work with landlords to improve the condition of rental housing.
- Provide residents with clear information on permitting processes to support homeowner investment in their own properties.
- Create policies that support infill development, such as allowing Accessory Dwelling Units (ADUs).
- Adequately fund code enforcement and continue rental registration programs.
- Conduct a parcel-level housing quality assessment and infrastructure assessment.
- Establish an affordable housing fund.



Strategy 2

Be proactive about new development.

New development is critical to accommodating future growth for Independence. Whether it is having new and diverse housing stock to meet the needs of changing demographics of the City's current population, or having the right stock and amenities to attract new residents from around the region and beyond, it is important for the City to encourage a diversity of market-supported development in specific locations throughout the City. The City can support development in many ways, including strategic investment in public infrastructure including utilities, parks, and streetscape improvements; targeted use of incentives; and attracting new, quality developers with active marketing, modern codes and standards, and plans that identify opportunities for development.

Key programs and tactics:

- Create a map and database of platted subdivision lots that are currently available, along with information about utilities, cost, price point of home in the area, and other pertinent information.
- Identify locations of ongoing and planned public investment.
- Map infill development opportunities.
- Use data from this study to market specific opportunities, such as a greater variety of senior housing options.
- Work with Chamber, KCHBA, Realtor's association, and others to promote development opportunities and identify barriers



Strategy 3

Be intentional about engaging the community.

The housing survey and associated outreach showed us that there is a need to improve relations between the City and the immigrant community, as well as other marginalized populations. For instance, we partnered with a local business to translate the survey into Spanish and conduct targeted outreach to encourage that population to participate. However, only 5 percent of respondents identified themselves as “Hispanic or Latinx”, compared to 8 percent of the total population. In follow-up conversations, individuals indicated that they did not trust how the City might use the information, and that focus groups and descriptions of the purpose of the study by city staff would be helpful.

Therefore, in order to build trust and better incorporate this growing population segment, and other minority groups, into the community, more intentional outreach and engagement is needed.

Key programs and tactics:

- Identify community partners to host public forums and focus groups
- Coordinate with and/or hire partners to facilitate meetings with translation services
- Create an engagement plan, with scheduled events around specific topics
- Ensure outreach is done as part of the planning and roll out of future programs



Strategy 4

Address homelessness and overall housing stability for Independence's neediest residents.

Housing insecurity creates a number of challenges for individuals, families, and communities. For instance, housing insecurity is known to cause mental and physical health problems. It also impacts school attendance and job performance, and the overall health and well being of those affected. Homelessness adds to these challenges, and becomes a visual presence in a community, which is a concern communicated by many of the stakeholders we spoke with. Yet, there are few options for homeless individuals or families in the form of shelter beds or permanent supportive housing that helps them transition to a more stable situation.

Key programs and tactics:

- Expand supports to prevent and address eviction and homelessness.
- Connect vulnerable tenants to housing counseling, emergency rent/utility support, and other services.
- Support a Second Chance Tenancy program.
- Identify acceptable locations for shelters and permanent supportive housing for homeless individuals and families.
- Continue efforts to promote neighborhood stability.
- Provide housing options that support aging in place, including home repair and accessibility programs.



Strategy 5

Change the perception of the City, locally and around the region.

As an older and historic city, Independence faces its share of challenges, including those related to aging housing stock and infrastructure systems, as well as the long-term impacts of disinvestment cause by Redlining and similar policies. Some of these challenges have been compounded by negative press in the past about crime, concentrations of drug challenges, and even the purchase of homes by national REITs (Real Estate Investment Trusts). While the City cannot control all aspects of these narratives, it can be a proactive advocate for itself with a brand and marketing campaign that tells the story of why Independence is a strong community, a good place to live, and a place with unique opportunities.

Key programs and tactics:

- Create a unique brand for Independence that leverages its history, strong schools, community amenities, location, and other factors.
- Establish a marketing campaign to better market the City and many of its assets.
- Market development (infill and new construction) and entrepreneurial opportunities in Independence.
- Create more welcoming gateways to the City along major corridors, and establish a reinvestment strategy around those gateways.





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Appendices



DETAILED DATA TABLES

Demographic Trends

Population and Household Composition

Description	Independence City, MO	Jackson County, MO	KC Metro	Missouri	USA
Population					
2026 Projection	121,215	733,697	2,281,512	6,382,800	345,887,500
2021 Estimate	119,214	711,205	2,188,599	6,250,000	333,934,100
2010 Census	116,861	674,158	2,009,342	5,988,900	308,745,500
2000 Census	113,657	654,880	1,811,254	5,595,000	281,422,000
Annual Change 2021-2026	0.3%	0.6%	0.8%	0.4%	0.7%
Total Change 2000-2010	2.8%	2.9%	10.9%	7.0%	9.7%
Annual Change 2010-2021	0.2%	0.5%	0.8%	0.4%	0.7%
Total Change (2010-2021)	2.0%	5.5%	8.9%	4.4%	8.2%
Net Change (2010-2021)	2,353	37,047	179,257	261,100	25,188,600
Households					
2021 Estimate	49,912	292,579	864,791	2,497,270	126,470,675
2010 Census	48,753	274,804	789,533	2,375,611	116,716,292
2000 Census	47,504	266,294	708,309	2,194,594	105,480,101
Annual Growth 2021-2026	0.3%	0.7%	0.9%	0.5%	0.7%
Annual Growth 2010-2021	0.2%	0.6%	0.8%	0.4%	0.7%
Households by Size (2015 – 2019)					
One-Person	33%	34%	29%	29%	28%
Two-Person	34%	33%	34%	36%	34%
Three-Person	15%	14%	15%	15%	16%
Four-Person	9%	11%	13%	12%	13%
Five-Person	4%	5%	6%	5%	6%
Six-Person	3%	2%	2%	2%	2%
Seven-Person +	2%	1%	1%	1%	1%
Average Household Size					
2026 Projection	2.37	2.39	2.49	2.43	2.58
2021 Estimate	2.36	2.39	2.50	2.43	2.58
2010 Census	2.37	2.41	2.51	2.45	2.58

Household Overview

Description	Independence City, MO	Jackson County, MO	KC Metro	Missouri	USA	Lee's Summit City, MO	Blue Springs City, MO
Total Housing Units (2021)	55,178	332,946	948,839	2,873,544	142,853,336	40,217	21,801
Total Housing Units (2010)	53,849	312,105	871,952	2,712,729	131,704,730	36,739	20,655
Net Change	1,329	20,841	76,887	160,815	11,148,606	3,478	1,146
% Change	2.5%	6.7%	8.8%	5.9%	8.5%	9.5%	5.5%
Occupied Housing Units (2021)	49,912	292,579	864,791	2,497,270	126,470,675	37,644	20,752
Occupancy Rate	90%	88%	91%	87%	89%	94%	95%
Vacancy Rate	10%	12%	9%	13%	11%	6%	5%
Total Vacant Units	4,763	35,473	76,603	327,003	14,503,870	2,408	999
Housing Units by Units in Structure (2015–2019)							
1, Detached	72%	68%	70%	70%	62%	75%	74%
1, Attached	6%	6%	6%	3%	6%	10%	10%
2 to 4 Unit	5%	7%	6%	8%	8%	6%	8%
Smaller-scale Multi-family (5-19 units)	10%	10%	10%	7%	9%	6%	5%
Larger-scale Multi-family (20+ units)	5%	9%	6%	5%	9%	4%	2%
20 to 49	2%	3%	3%	2%	4%	2%	1%
50+	3%	6%	4%	3%	6%	2%	1%
Mobile Home	2%	1%	2%	6%	6%	0%	1%
Households by Household Type (2015 – 2019)							
Family Households	61%	59%	65%	64%	65%	72%	74%
Non-Family Households	39%	41%	35%	36%	35%	28%	26%
Median Housing Value (2021)	\$140,000	\$174,000	\$218,000	\$184,000	\$264,000	\$256,000	\$195,000

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Demographic Trends

Housing Tenure

Description	Blue Springs	Lee's Summit	Independence	Jackson County	MSA	Missouri
Tenure of Occupied Housing Units						
2026 Projection						
Percent Owner Occupied Units	74%	74%	66%	60%	66%	69%
Percent Renter Occupied Units	26%	26%	34%	40%	34%	31%
2021 Estimate						
Percent Owner Occupied Units	72%	75%	65%	59%	66%	68%
Percent Renter Occupied Units	28%	25%	35%	41%	34%	32%
2010 Census						
Percent Owner Occupied Units	72%	76%	66%	61%	67%	69%
Percent Renter Occupied Units	28%	24%	34%	39%	33%	31%

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Educational Attainment

Description	Blue Springs	Lee's Summit	Independence	Jackson County	MSA	Missouri
Less than High School	4%	3%	9%	8%	7%	9%
High School and Equivalent	26%	18%	37%	29%	26%	31%
Some College	25%	21%	25%	23%	21%	21%
Associates Degree	9%	8%	8%	7%	8%	8%
Bachelor's Degree	24%	30%	14%	21%	24%	19%
Graduate/Professional Degree	12%	20%	7%	12%	14%	12%

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Household Type

Description	Blue Springs	Lee's Summit	Independence	Jackson County	MSA	Missouri
Households (2021)	20,752	37,644	49,912	292,579	864,791	2,497,270
Family Households	15,323	27,239	30,507	173,829	561,447	1,601,918
Non-Family Households	5,429	10,405	19,405	118,750	303,344	895,352

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Age Distribution Comparison, 2021

Age Cohort	Independence City, MO	Jackson County, MO	KC Metro	Missouri	USA
Total 2021 population:	119,214	711,205	2,188,599	6,249,983	333,934,112
0 - 4 (Pre-school)	6%	6%	6%	6%	6%
5 - 17 (K-12)	15%	16%	17%	16%	16%
18 - 24 (College Age)	8%	9%	8%	9%	9%
25 - 34 (Early Workforce)	13%	15%	14%	14%	14%
35 - 49 (Family Years)	18%	19%	20%	18%	19%
50 - 64 (Empty Nesters)	20%	19%	19%	19%	19%
65 - 74 (Seniors)	11%	10%	10%	11%	10%
75+ (Elderly)	9%	7%	7%	8%	7%
2021 Median Age	41.1	37.9	38.3	39.6	38.8

Age Distribution Comparison, 2010

Age Cohort	Independence City, MO	Jackson County, MO	KC Metro	Missouri	USA
Total 2010 population:	116,861	674,158	2,009,342	5,988,927	308,745,538
0 - 4 (Pre-school)	7%	7%	7%	7%	7%
5 - 17 (K-12)	16%	17%	18%	17%	18%
18 - 24 (College Age)	9%	9%	9%	10%	10%
25 - 34 (Early Workforce)	13%	15%	14%	13%	13%
35 - 49 (Family Years)	19%	20%	21%	20%	21%
50 - 64 (Empty Nesters)	20%	19%	19%	19%	19%
65 - 74 (Seniors)	8%	6%	6%	8%	7%
75+ (Elderly)	8%	6%	6%	6%	6%
2010 Median Age	39.4	36.1	36.5	37.8	37.1

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Demographic Trends

Income Trend and Distribution Comparison

Description	Independence City, MO	Jackson County, MO	KC Metro	Missouri	USA
Median Household Income					
2026 Projection	\$59,330	\$65,190	\$77,640	\$62,180	\$72,930
2021 Estimate	\$53,550	\$58,410	\$70,080	\$56,670	\$64,730
Annual Growth 2021-2026	2.1%	2.2%	2.1%	1.9%	2.4%
2021 Income Distribution					
Total households:	49,912	292,579	864,791	2,497,270	126,470,675
<\$15,000	11%	11%	8%	11%	10%
\$15,000 - \$24,999	11%	10%	8%	10%	8%
\$25,000 - \$34,999	10%	9%	8%	9%	8%
\$35,000 - \$49,999	15%	12%	11%	14%	12%
\$50,000 - \$74,999	19%	18%	18%	19%	17%
\$75,000 - \$99,999	14%	14%	15%	13%	13%
\$100,000 - \$149,999	14%	16%	18%	14%	16%
\$150,000 - \$199,999	4%	6%	8%	5%	7%
\$200,000 +	3%	5%	7%	5%	9%

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Race

Description	Independence City, MO	Jackson County, MO	KC Metro	Missouri	USA
White	77%	60%	70%	77%	58%
Black or African American	5%	21%	11%	11%	11%
American Indian and Alaska Native	1%	0%	0%	1%	1%
Asian	1%	2%	3%	2%	5%
Pacific Islander	1%	0%	0%	0%	0%
Other Race	3%	4%	4%	2%	6%
Two or More Races	4%	4%	3%	3%	3%
Hispanic or Latino	8%	9%	9%	4%	16%

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Senior Demographic Trends (55+)

Description	Blue Springs	Lee's Summit	Independence	Jackson County	MSA	Missouri
Population						
2026 Projection	16,309	31,441	41,918	219,790	679,443	2,079,910
2021 Estimate	15,479	28,802	40,762	208,615	635,554	1,980,503
2010 Census	11,150	20,498	33,174	161,536	472,841	1,561,572
Annual Growth 2021-2026	1.1%	1.8%	0.6%	1.0%	1.3%	1.0%
Annual Growth 2010-2021	3.7%	3.9%	2.3%	2.9%	3.3%	2.7%
Households						
2026 Projection	9,222	18,028	25,830	136,100	407,325	1,250,141
2021 Estimate	8,891	16,887	25,127	129,910	383,925	1,196,388
Annual Growth 2021-2026	0.7%	1.3%	0.6%	0.9%	1.2%	0.9%

Senior Income Trend and Distribution Comparison (55+)

Description	Blue Springs	Lee's Summit	Independence	Jackson County	MSA	Missouri
Median Household Income						
2026 Projection	\$52,807	\$40,836	\$52,807	\$56,079	\$66,769	\$54,103
2021 Estimate	\$47,387	\$34,572	\$47,387	\$51,065	\$59,975	\$49,998
Annual Growth 2021-2026	2.2%	3.4%	2.2%	1.9%	2.2%	1.6%
2021 Income Distribution						
Total households (estimates):	8,891	16,887	25,127	129,910	383,925	1,196,388
<\$15,000	31%	76%	11%	12%	9%	12%
\$15,000 - \$24,999	40%	55%	14%	14%	10%	12%
\$25,000 - \$34,999	31%	35%	11%	10%	9%	11%
\$35,000 - \$49,999	45%	42%	16%	13%	12%	15%
\$50,000 - \$74,999	50%	47%	18%	17%	17%	18%
\$75,000 - \$99,999	36%	29%	13%	12%	13%	11%
\$100,000 - \$149,999	33%	25%	12%	13%	15%	12%
\$150,000 - \$199,999	10%	11%	3%	5%	7%	4%
\$200,000+	7%	9%	2%	4%	7%	5%

US Decennial Census 2020

US Decennial Census 2020

	Independence	Blue Springs	Lee's Summit	Jackson County	KC Metro
Total Population:	123,011	58,603	101,108	717,204	2,192,035
Population of one race	110,026	53,052	93,118	652,019	1,994,128
White alone	89,323	45,989	79,516	435,820	1,553,996
Black or African American alone	10,678	4,567	9,019	158,559	262,220
American Indian and Alaska Native alone	936	315	321	4,410	12,868
Asian alone	1,468	880	2,401	15,201	67,299
Native Hawaiian and Other Pacific Islander alone	826	117	147	1,811	4,627
Some Other Race alone	6,795	1,184	1,714	36,218	93,118
Population of two or more races	12,985	5,551	7,990	65,185	197,907
Hispanic or Latino	15,042	3,902	5,398	77,785	229,233
Not Hispanic or Latino	107,969	54,701	95,710	639,419	1,962,802
Total Housing Units:	55,654	22,687	40,373	329,579	938,503
Occupied	51,139	21,735	38,476	297,580	868,375
Vacant	4,515	952	1,897	31,999	70,128
Population 18 years and over	95,682	42,912	75,601	554,167	1,667,892

Source: US Decennial Census 2020,

Tables - P1: Race

H1: Housing Occupancy Status

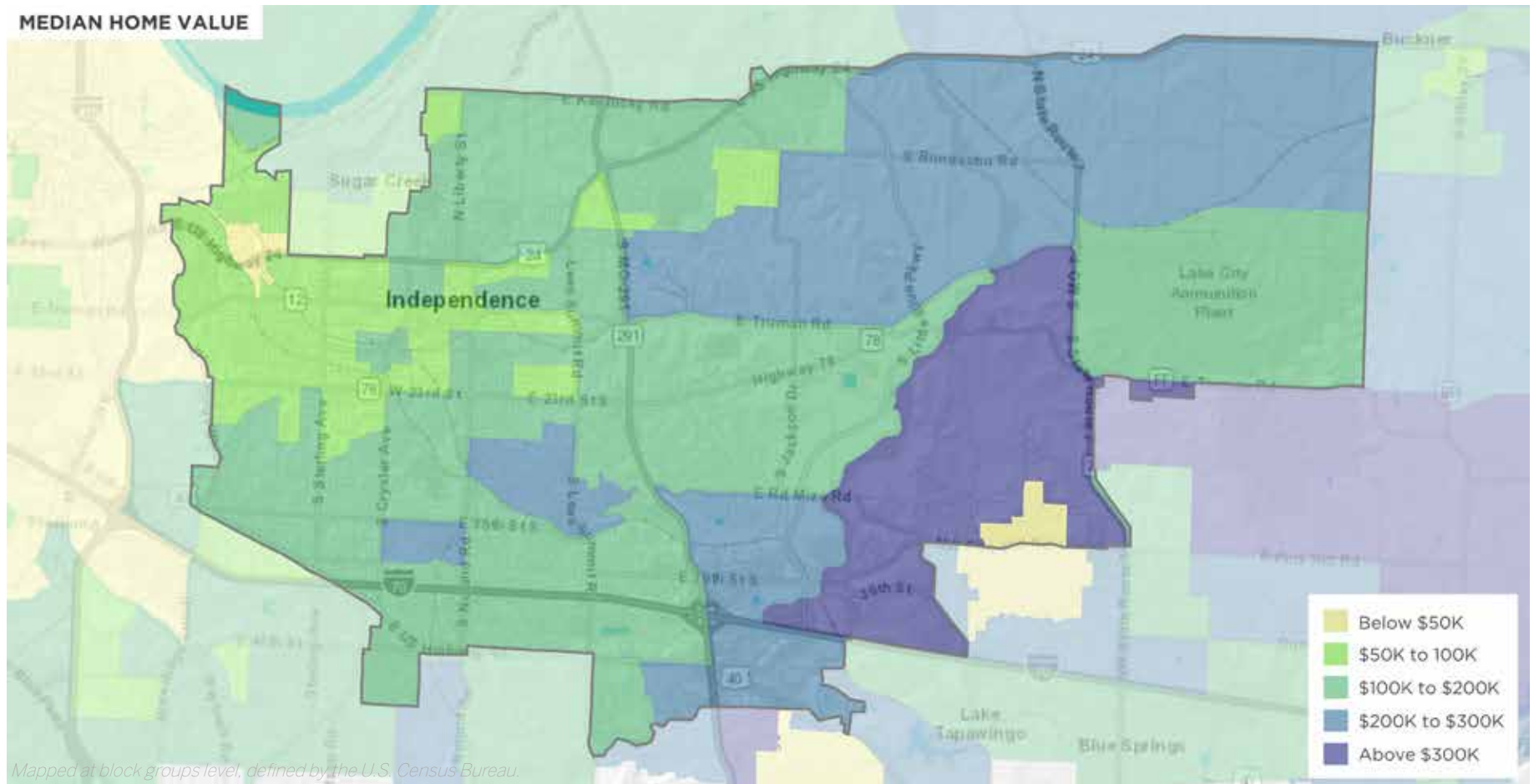
P2: Hispanic or Latino, and Not Hispanic or Latino by Race

P3: Race for the Population 18 years and over



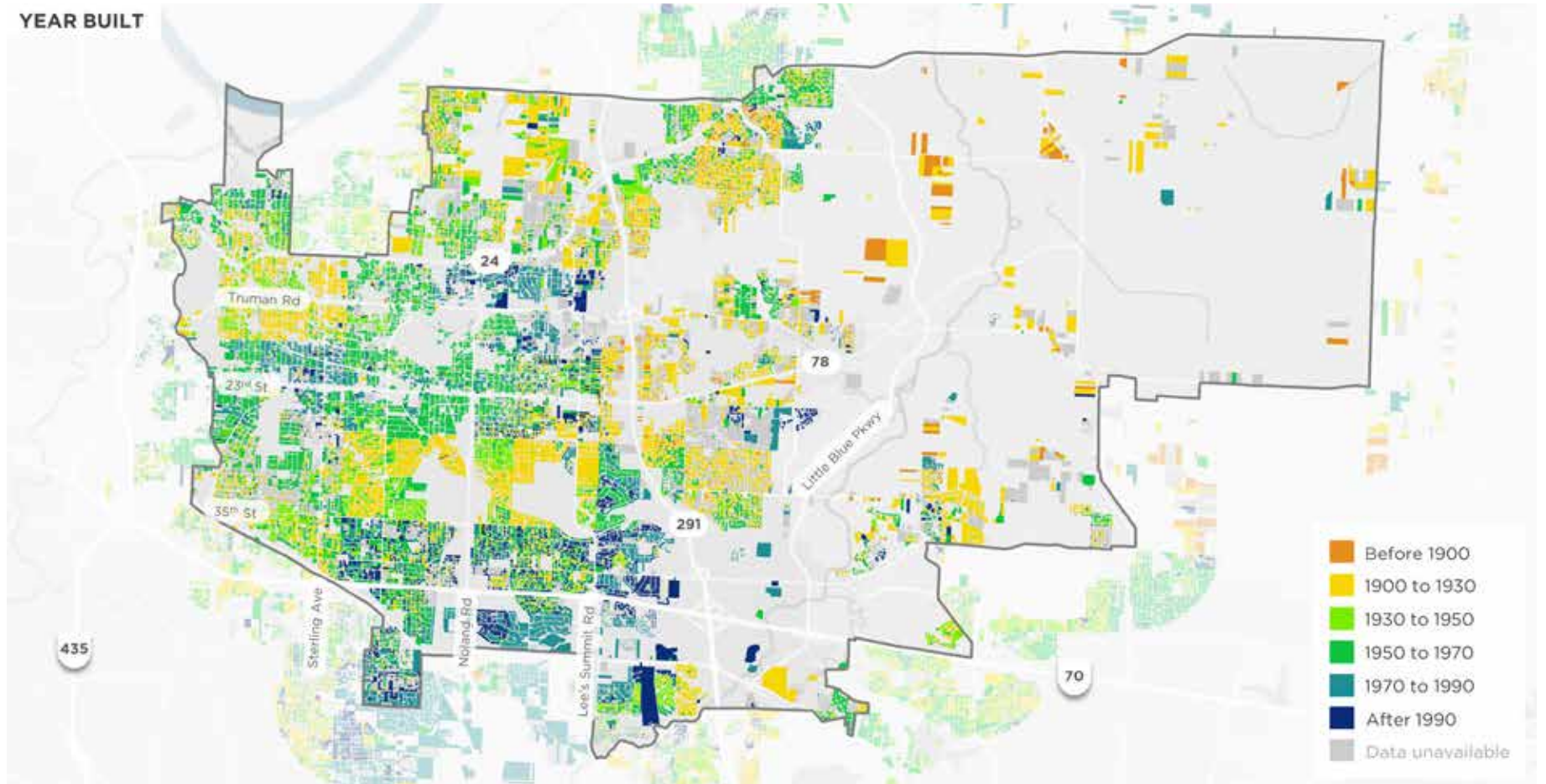
GIS ANALYSIS

MEDIAN HOME VALUE



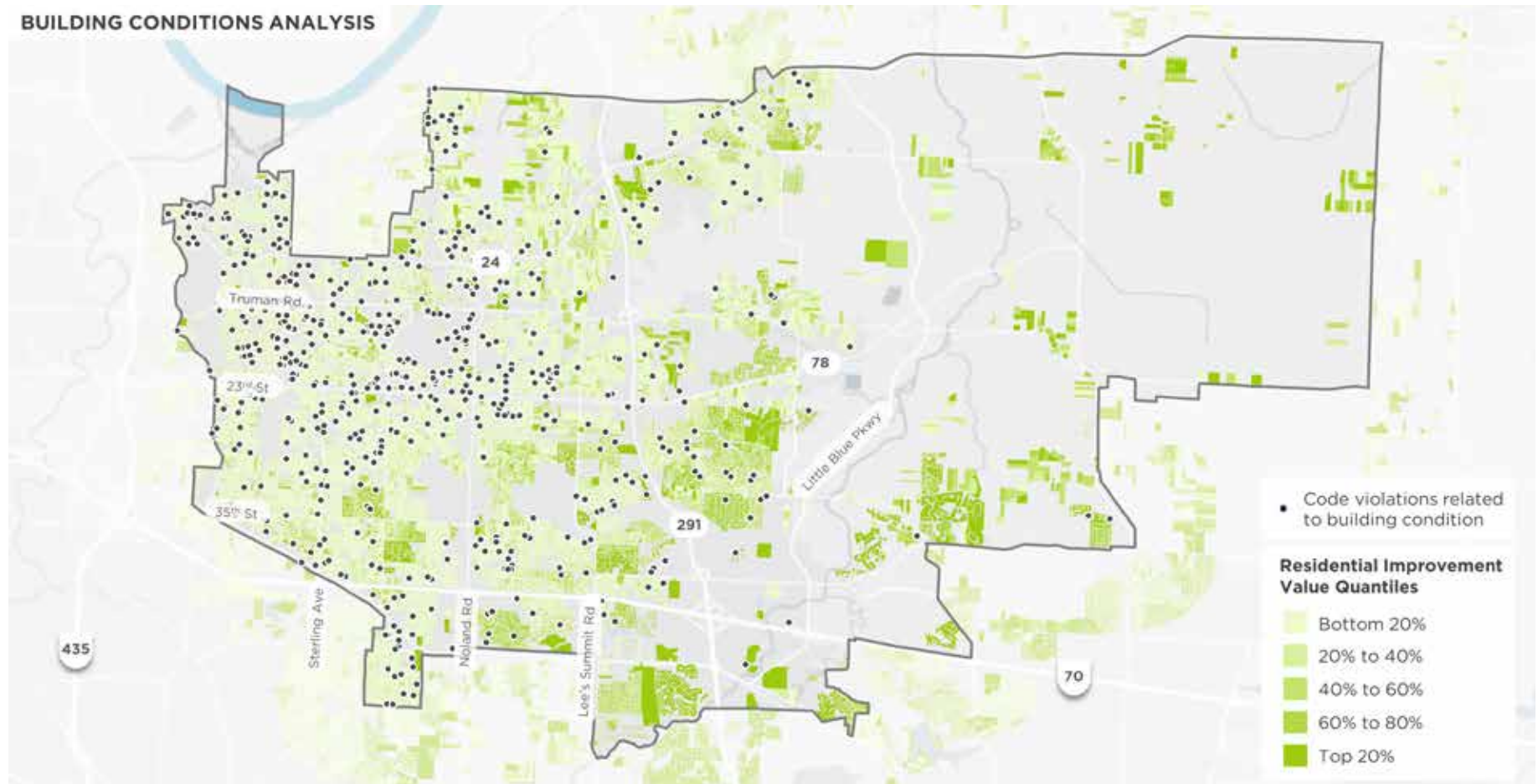
Mapped at block groups level, defined by the U.S. Census Bureau.

Source: ESRI, 2021

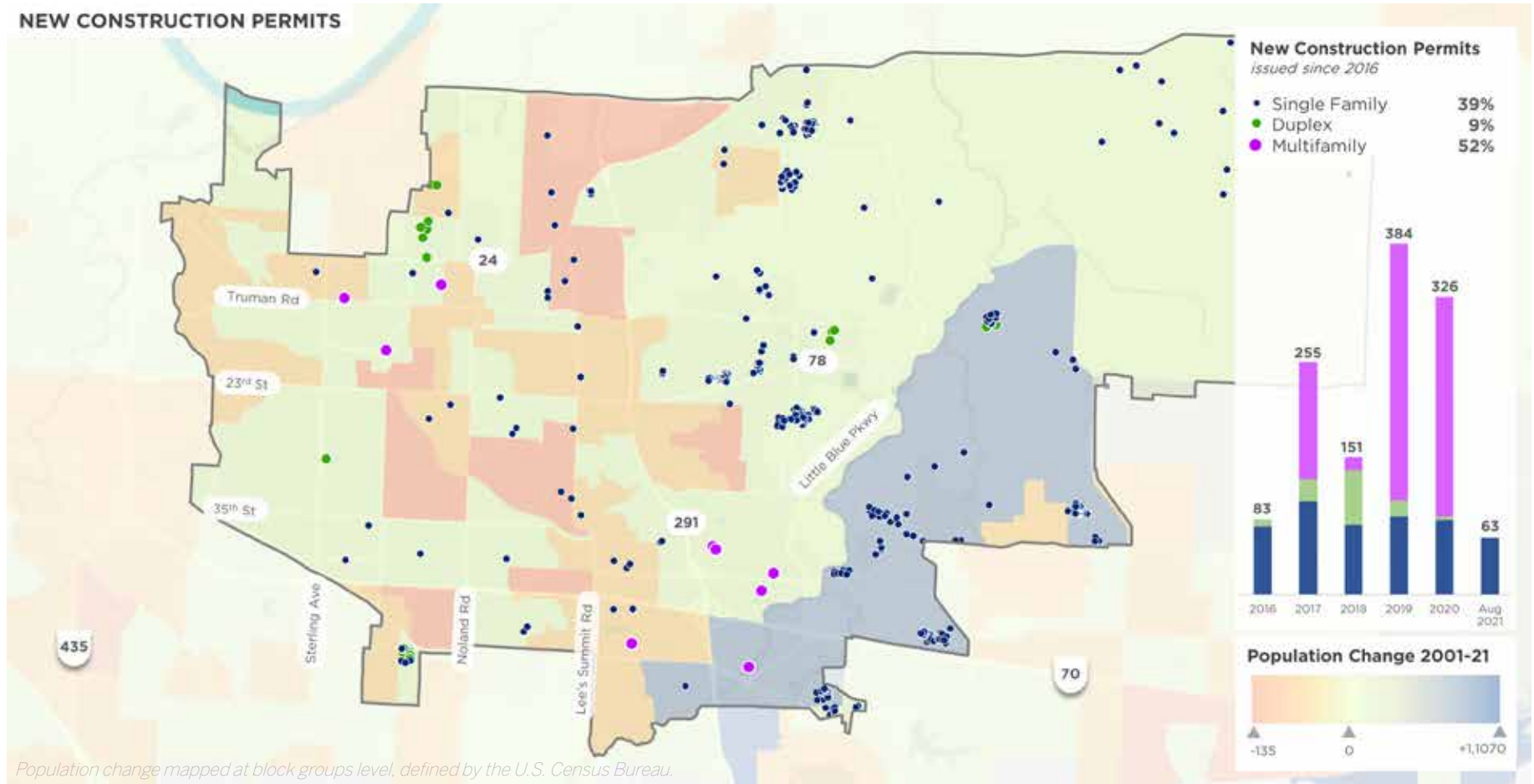


Source: City of Independence Parcel Dataset

BUILDING CONDITIONS ANALYSIS

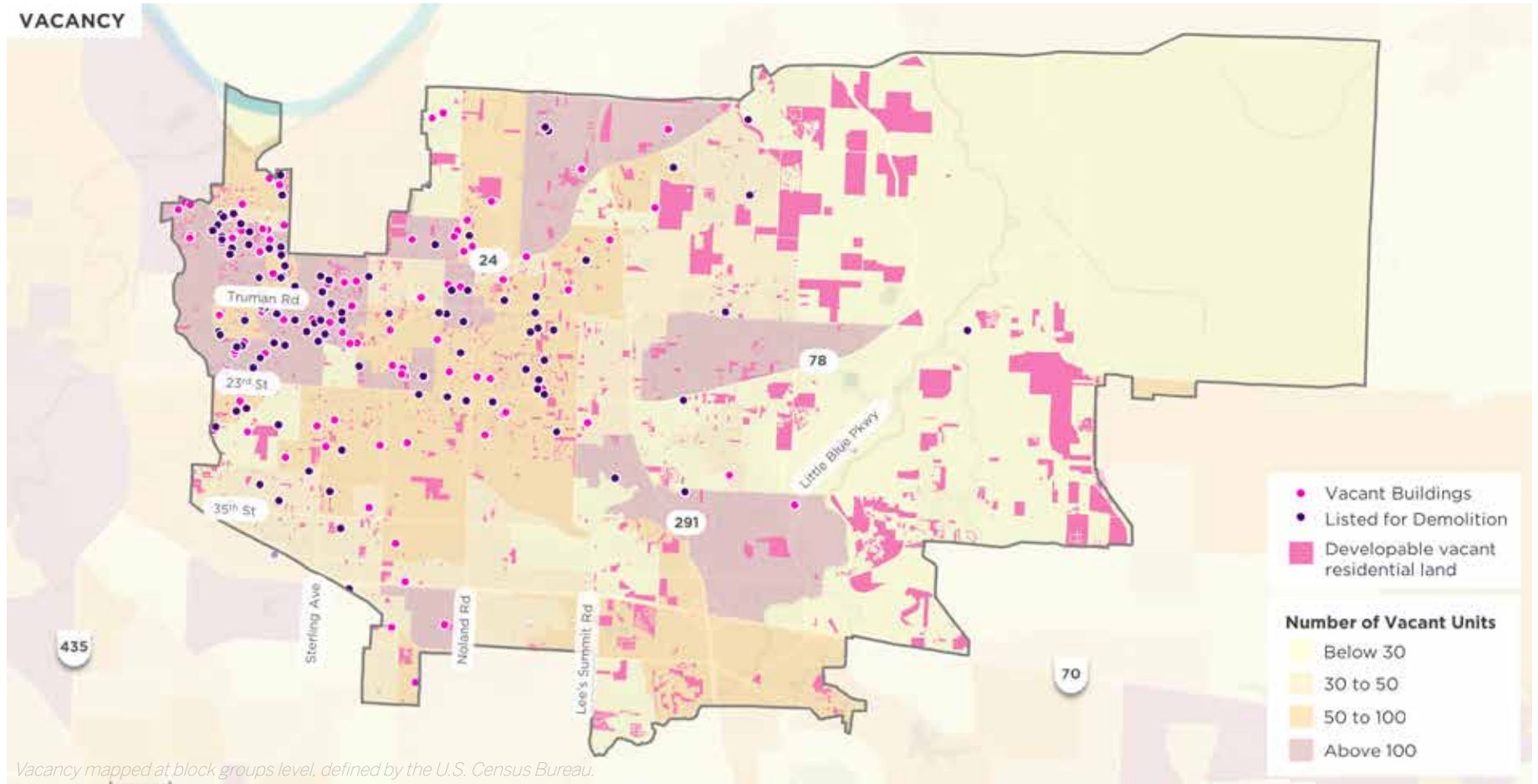


Source: City of Independence Parcel Dataset and Code Violations, Development Strategies, 2021



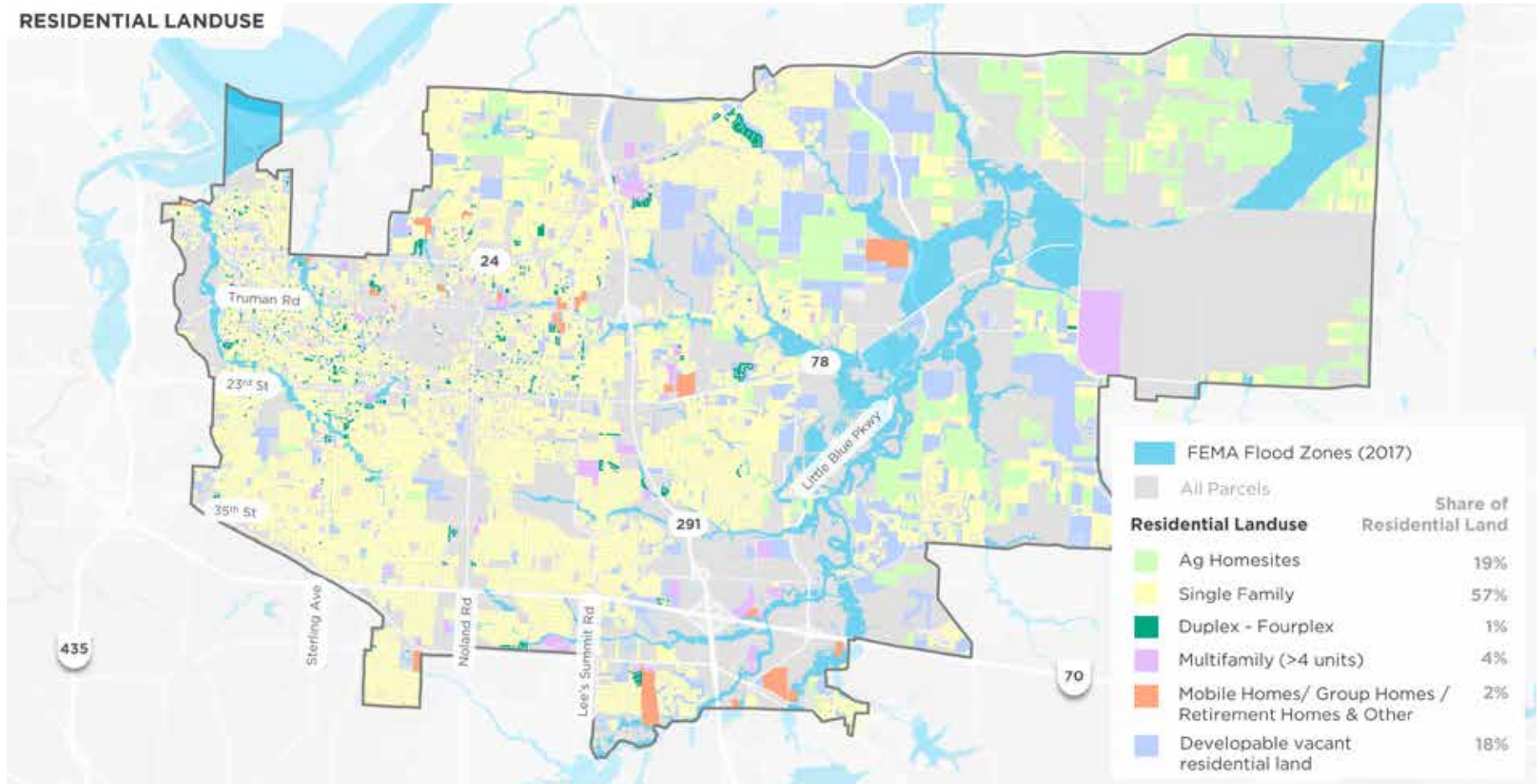
Population change mapped at block groups level, defined by the U.S. Census Bureau.
 Source: City of Independence, U.S Department of Housing and Urban Development, ESRI, 2021

VACANCY



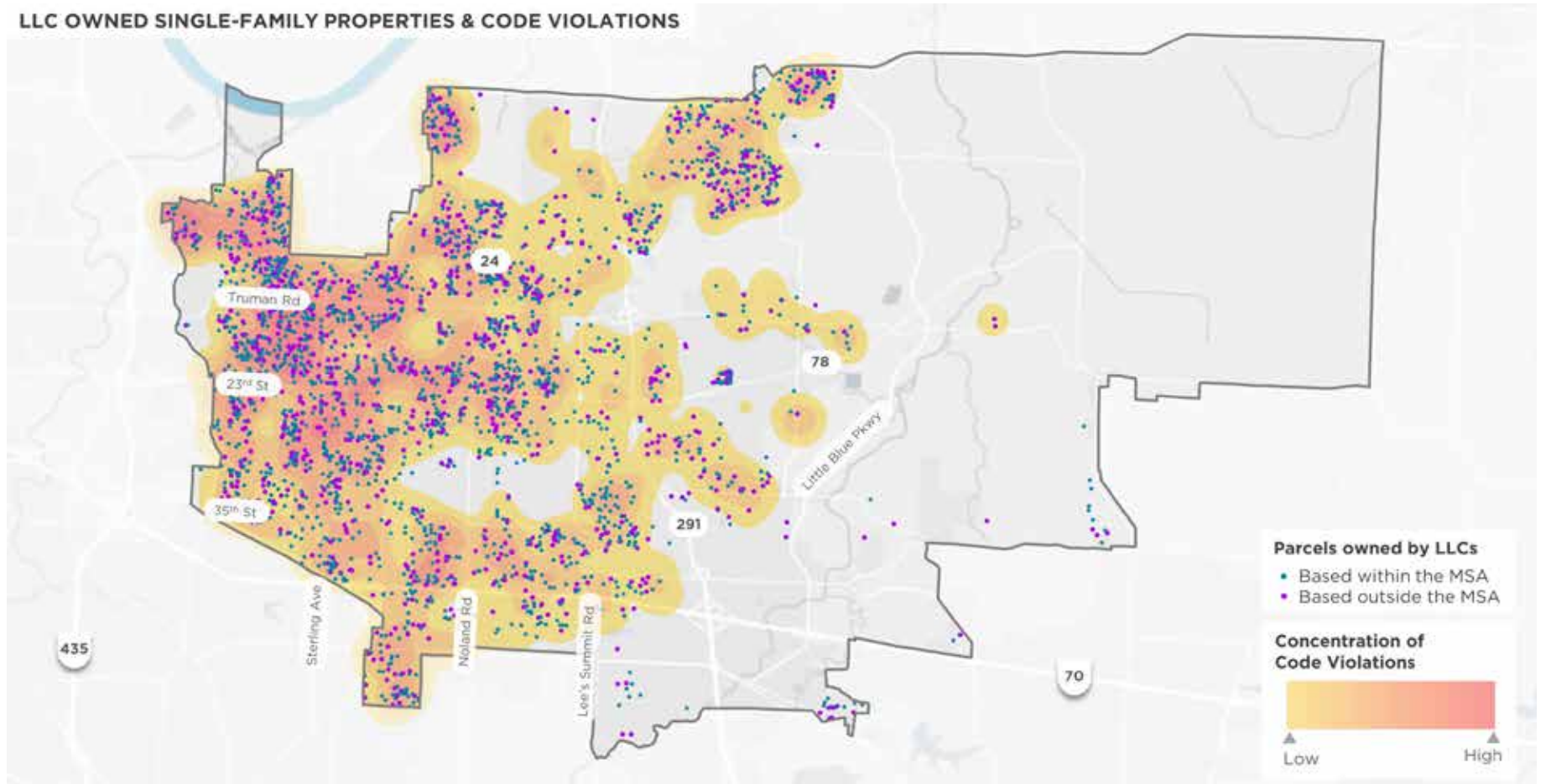
Vacancy mapped at block groups level, defined by the U.S. Census Bureau.

Source: City of Independence, ESRI, 2021



Source: City of Independence Parcel Dataset, Development Strategies, 2021

LLC OWNED SINGLE-FAMILY PROPERTIES & CODE VIOLATIONS



Source: City of Independence Parcel Dataset and Code Violations, Development Strategies, 2021

