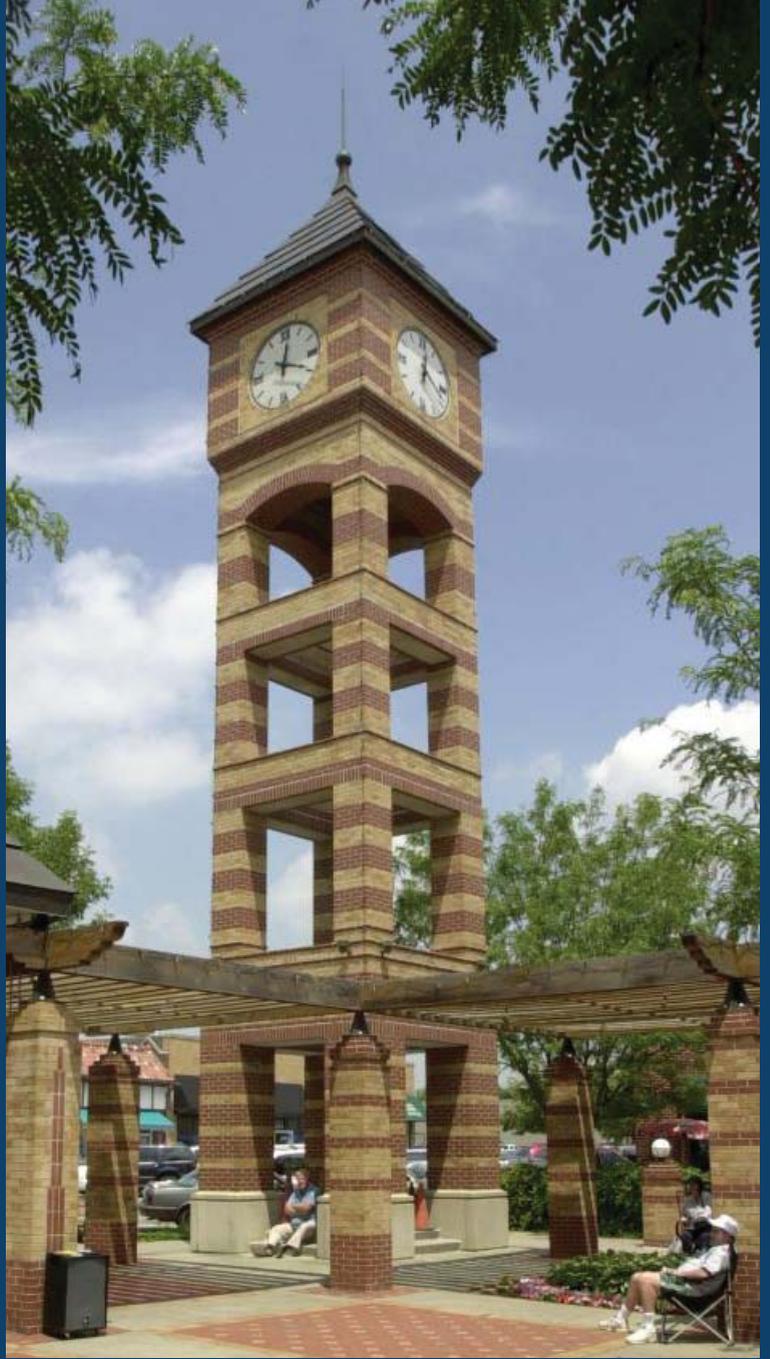


# BUILD YOUR BUSINESS IN DOWNTOWN OVERLAND PARK



[DOWNTOWNOP.ORG](http://DOWNTOWNOP.ORG)

## RE-IMAGINING DOWNTOWN THROUGH VISION METCALF

In 2008, Overland Park city leaders approved a new vision for the Metcalf corridor and a re-imagined Downtown. The Metcalf corridor has been the “main street” of Overland Park for decades, and public officials realized the corridor was in need of revitalization. The Vision Metcalf plan lays the foundation for the revitalization of the corridor for the next several decades.

The plan envisions economic opportunities with an infusion of new residential units and improved mixed-use commercial buildings, along with upgraded streetscaping. The vision is centered on a series of transit-oriented nodes that accommodate both pedestrians and automobiles in an urban, walkable environment. In 2013, enhanced bus service was implemented along the corridor to better connect the nodes to one another and to Kansas City’s Country Club Plaza.

The city began implementing the vision by developing new design standards to guide Downtown redevelopment. The standards come through a new zoning tool called a form-based code. The form-based code will help to shape an area that is appealing to both current and future residents, workers, businesses and investors. The code allows the city to design a more pedestrian-friendly mix of land uses centered on a vibrant Downtown core and the Farmers’ Market.



### ● downtowners say it best

“The energy of a smaller, walkable community filled with small business owners like myself dovetails perfectly with my mission to make cooking approachable. Add to that the notion that Downtown OP is centrally located, contains the perfect mix of an urban/small town vibe, is easily accessible by middle- to high-income households, is safe, and has a clear commitment from the City of Overland Park for the development of this area...and you have the perfect storm for a small business to thrive.

For 17 years I have watched this business community work together to rediscover its identity, celebrate its history and weather tough economic times only to find itself poised for greatness; because, you see, it truly does take a village to create one.”

- Laura Laiben, Business Owner  
The Culinary Center of Kansas City

## THE FIRST CHOICE FOR BUSINESS

**Central Johnson County Location:** Downtown Overland Park is in the heart of northern Johnson County, surrounded by affluent northeast Johnson County communities and in close proximity to the Country Club Plaza, Oak Park Mall, Town Center Plaza, and the Legends. The area is the only downtown shopping district located between the major job centers of Downtown Kansas City, Crown Center, and the College Boulevard corridor. Over the past decade, Johnson County’s excellent business and lifestyle climates have attracted more than 100,000 new residents, nearly 2,800 new businesses, and more than 95,000 new jobs, statistics which represent 66 percent of the total business growth in the Kansas City metropolitan area.

**Access To Major Highways:** Downtown Overland Park is within 5 minutes of I-35 & US Highway 69 and within 10 minutes of I-435.

**Thriving Farmers’ Market & Entertainment:** A large, thriving farmers’ market runs April through November, and multiple events and concerts fill Downtown throughout the year.

**Business Improvement District:** The City of Overland Park and Downtown business owners are invested in the area’s economic success. Those investments help the Downtown Overland Park Partnership market the area as a vibrant, unique business community. As a business-friendly city, there is no business license requirement in Overland Park.

**Lowest Property Taxes In Metro:** Located in Overland Park and the Shawnee Mission School District—two of the lowest respective mill levy rates in the region—properties in the district can realize 15-25 percent lower property tax rates compared to surrounding communities and shopping centers.

**Major Redevelopment Focus:** Vision Metcalf is a critical tool in redeveloping portions of the city with an emphasis on pedestrianism and community, with Downtown Overland Park being considered phase one of the process.

## TRADE AREA RETAIL PROFILE

More than 290 businesses in the Downtown area meet both local and destination demands for a variety of goods and services. These businesses represent several specific market niches for which Downtown is well suited. From galleries to hobby shops and from the culinary arts to architecture and design, entrepreneurs with a wealth of creative skills are flocking to Downtown OP.

With one-of-a-kind restaurants representing several cultures, coffee houses, The Culinary Center of Kansas City and various specialty food stores, Downtown is well positioned to compete in the area’s food service market. Households within the five-mile trade area spend \$3,228 annually at restaurants. Furniture, home accessories, antiques, and hobby-themed shops and services are also perfect matches for the district.

Downtown provides an important end-destination venue, as well. The very successful Farmers’ Market, concerts, festivals, the Rio Theatre, and specialty shops attract a broad customer base from beyond the five-mile primary trade area.



## ● downtowners say it best

“I have found that I tend to gravitate to what is familiar and what reinforces the core values that have served me well throughout my career. Therefore, moving our business to Downtown Overland Park has allowed us to establish our office in a location that is flourishing with like-minded entrepreneurial companies. We feel grounded in a ‘culture-rich’ walkable community that daily stimulates a creative and productive work environment. I can’t imagine being anywhere else.”

- Kurt Kraisinger; Business Owner, Architect, Developer  
Lorax Design Group, Lorax Professional Building

## MARKET POTENTIAL

ANNUAL MARKET POTENTIAL	EXPENDIATURES One-Mile Radius		EXPENDIATURES Three-Mile Radius		EXPENDIATURES Five-Mile Radius	
	TRADE AREA	HOUSEHOLD	TRADE AREA	HOUSEHOLD	TRADE AREA	HOUSEHOLD
<b>FOOD &amp; BEVERAGE</b>						
Groceries	\$18,805,708	\$2,856	\$165,833,778	\$3,327	\$441,288,118	\$3,797
Restaurants	\$15,340,113	\$2,329	\$139,641,281	\$2,802	\$375,089,923	\$3,228
Alcoholic Beverages	\$2,955,214	\$449	\$26,421,169	\$530	\$69,115,969	\$595
<b>HOUSING &amp; HOUSEHOLD EXPENSES</b>						
Shelter (owned & rented)	\$49,115,318	\$7,458	\$441,747,868	\$8,864	\$1,169,196,345	\$10,061
Utilities, Fuels & Public Services	\$16,711,210	\$2,538	\$143,504,244	\$2,879	\$378,009,825	\$3,253
Household Operations	\$4,748,026	\$721	\$47,204,336	\$947	\$124,971,212	\$1,075
Housekeeping & Garden Supplies	\$3,361,191	\$510	\$30,809,451	\$618	\$81,741,807	\$703
Textiles, Appliances & Equipment	\$911,979	\$138	\$9,497,318	\$191	\$25,605,369	\$220
Furniture	\$2,817,536	\$428	\$29,456,423	\$591	\$74,554,590	\$642
Floor Coverings	\$253,651	\$39	\$2,544,841	\$51	\$7,242,427	\$62
Major Appliances	\$1,474,823	\$224	\$12,508,834	\$251	\$32,141,307	\$277
Small Appliances	\$635,833	\$97	\$6,180,696	\$124	\$16,810,977	\$145
Misc. Household Equipment	\$4,345,668	\$660	\$44,093,784	\$885	\$117,686,574	\$1,013
<b>APPAREL</b>						
Men's Apparel	\$2,029,607	\$308	\$19,097,039	\$383	\$52,567,037	\$452
Women's Apparel	\$3,638,684	\$553	\$36,195,102	\$726	\$99,109,788	\$853
Children's Apparel	\$1,839,859	\$279	\$6,663,613	\$324	\$44,103,931	\$379
Footwear	\$1,769,074	\$269	\$16,231,402	\$326	\$45,884,152	\$395
Other Apparel Products & Services	\$1,618,135	\$246	\$15,132,549	\$304	\$41,867,054	\$360
<b>TRANSPORTATION</b>						
Vehicle Purchases	\$21,210,220	\$3,221	\$199,002,155	\$3,993	\$532,012,651	\$4,578
Vehicle Finance Charges	\$2,564,515	\$389	\$21,569,073	\$433	\$56,005,740	\$482
Gasoline & Motor Oil	\$10,056,894	\$1,527	\$86,604,534	\$1,738	\$228,618,437	\$1,967
Vehicle Maintenance & Repairs	\$4,097,201	\$622	\$37,016,958	\$743	\$98,190,612	\$845
Other Transportation	\$2,828,312	\$429	\$26,997,067	\$542	\$74,098,441	\$638
<b>MEDICAL CARE</b>						
Medical Services	\$4,101,247	\$623	\$36,637,015	\$735	\$98,713,993	\$849
Medications & Drugs	\$2,356,919	\$358	\$19,836,004	\$398	\$52,714,532	\$454
Medical Supplies	\$586,408	\$89	\$5,562,821	\$112	\$15,917,470	\$137
<b>INSURANCE</b>						
Health Insurance	\$7,271,819	\$1,104	\$61,485,005	\$1,234	\$164,483,381	\$1,415
Vehicle Insurance	\$5,968,708	\$906	\$53,108,636	\$1,066	\$141,268,985	\$1,216
Life & Other Personal Insurance	\$2,295,699	\$349	\$23,281,895	\$467	\$63,578,070	\$547
<b>ENTERTAINMENT</b>						
Fees & Admissions	\$3,512,699	\$533	\$36,073,558	\$724	\$94,467,001	\$813
Television, Radios & Sound Equip.	\$4,819,343	\$732	\$41,894,205	\$841	\$111,075,454	\$956
Pets, Toys & Playground Equip.	\$2,647,043	\$402	\$23,679,085	\$475	\$60,782,279	\$523
Other (Enter. Supplies, Equip., & Services)	\$3,353,905	\$509	\$31,757,583	\$637	\$81,415,367	\$701
<b>EDUCATION</b>						
Tuition, Fees, Textbooks, Supplies	\$5,204,579	\$790	\$54,335,416	\$1,090	\$148,762,522	\$1,280
Books, Newspapers & Magazines	\$794,973	\$121	\$7,751,862	\$156	\$20,319,873	\$175
<b>PERSONAL CARE PRODUCTS &amp; SERVICES</b>	\$3,320,805	\$504	\$32,085,578	\$644	\$86,223,755	\$742
<b>MISCELLANEOUS</b>	\$3,840,494	\$583	\$34,365,355	\$690	\$94,104,768	\$810
<b>CASH CONTRIBUTIONS</b>	\$7,845,154	\$1,191	\$74,618,364	\$1,497	\$205,202,055	\$1,766



# TRADE AREA DEMOGRAPHICS

According to the latest available data, an average of 11,100 cars passes through the intersection of 80th and Santa Fe Drive each weekday.

More than 14,000 people reside within one mile of the heart of Downtown Overland Park. This population—in an estimated 6,586 households—represents the principal market for business meeting the day-to-day needs of nearby residents.

For most other Downtown businesses, the primary market area extends to three miles and encompasses an estimated 49,838 households with a population of nearly 109,585. Income and age levels of this population are slightly above corresponding levels for the Kansas City metropolitan area.

Downtown's secondary market reaches out five miles and includes an estimated population of 256,604 in 116,206 households. These residents are wealthier than the metro population as a whole, with a median age of 39.5 and more than a quarter of the households earning more than \$100,000 annually.



DEMOGRAPHICS	One-Mile Radius	Three-Mile Radius	Five-Mile Radius	KC Metro
POPULATION	14,237	109,585	256,604	2,065,669
HOUSEHOLDS	6,586	49,838	116,206	810,066
Family Households	54.4%	59%	58.9%	66%
Non-Family Households	45.6%	41%	41.1%	34%
AVERAGE HOUSEHOLD SIZE	2.16	2.20	2.21	2.55
ANNUAL HOUSEHOLD GROWTH RATE	1.20%	.72%	.25%	.06%
HOMEOWNER HOUSEHOLDS	61.5%	61.8%	64.2%	67.2%
Average Value of Homes	\$126,017	\$180,650	\$208,129	
RENTER HOUSEHOLDS	38.5%	38.2%	35.8%	32.8%
Average Rent	\$896	\$856	\$826	
POPULATION RACE				
White	83%	86.6%	85.5%	78.4%
Black	5.5%	4.4%	5.6%	12.6%
Asian or Pacific Islander	2.8%	3.1%	2.9%	5.0%
American Indian or Alaska Native	.5%	.4%	.4%	.9%
Two or More Races	3.2%	2.8%	2/7%	2.9%
Some Other Race	4.6%	2.8%	2.9%	6.2%
Hispanic of Any Race	11.3%	8.1%	8%	16.3%
POPULATION AGE				
Age 0-4	6.6%	6.3%	6.2%	7.2%
Age 5-9	5.6%	5.7%	5.7%	7.2%
Age 10-14	5.1%	5.7%	5.7%	7.1%
Age 15-19	5.9%	5.5%	5.4%	6.6%
Age 20-24	6.6%	5.6%	5.7%	5.9%
Age 25-44	31.9%	28.7%	28%	27.7%
Age 45-64	24.5%	27%	27.7%	26.6%
Age 65-84	11.8%	12.7%	12.7%	10.3%
Age 85+	2.9%	2.8%	2.9%	1.7%
MEDIAN AGE	36.1	38.9	39.5	37.7
PER CAPITA INCOME	\$25,413	\$31,114	\$35,858	\$28,618
Percent of Kansas City MSA	89%	109%	125%	100%
Percent of US	95%	117%	134%	107%
AVERAGE HOUSEHOLD INCOME	\$54,940	\$68,414	\$79,182	\$72,604
Percent of Kansas City MSA	76%	94%	109%	100%
Percent of US	78%	97%	113%	103%
MEDIAN HOUSEHOLD INCOME	\$49,530	\$59,223	\$67,336	\$57,355
Percent of Kansas City MSA	86%	103%	117%	100%
Percent of US	95%	113%	128%	109%
HOUSEHOLD EARNING				
Less Than \$25,000	11.7%	10.6%	10.8%	21.9%
\$25-49,999	26.4%	22.1%	21.7%	24.4%
\$50-99,999	44.7%	41.1%	40.3%	32.8%
\$100-149,999	13.0%	16.8%	17.6%	13.6%
\$150,000+	4.2%	9.4%	9.5%	7.2%

Source: CERI, Inc., (2014) Trade Area Profile



## THE BEST PLACE TO LIVE AND PLAY

Johnson County and Overland Park are often distinguished with national awards for both business and quality of life. Johnson County's unique combination of nationally renowned schools, clean air, low crime rates, beautiful neighborhoods, easy commutes and outstanding cultural and recreational opportunities provides an unsurpassed experience. *American City Business Journals* recently ranked Johnson County seventh best in the nation for overall quality of life.

An integral part of those outstanding statistics and accolades for Johnson County is Kansas' second largest city, Overland Park. Among dozens of awards, Overland Park was most recently named one of the "Top 10 Best Places to Live" by *CNN Money Magazine*, a member of the "Top 100 Places to Live" by *RelocateAmerica*, and one of the "Top 10 Small Cities for Quality of Life" by *fDi American Cities of the Future*.

Source: Overland Park Chamber of Commerce Economic Dev. Council (n.d.)  
Retrieved from <http://www.opedc.org/community-profile/awards>

## OVERLAND PARK'S ENTREPRENEURIAL HERITAGE

Downtown Overland Park is in the midst of a visionary transformation to a modern town center. Historic and contemporary elements coexist to create a livable, walkable and viable Downtown that serves the local population while attracting visitors from the entire metro area as a destination of choice.

The city traces its roots back to 1905 with the arrival of its founder William B. Strang Jr., who platted subdivisions, including one named "Overland Park," along a military roadway.

Strang envisioned a self-sustaining, well planned, "park-like" community that had strong commerce, quality education, vibrant neighborhoods, convenient transportation and accommodating recreational facilities - all amenities that make Overland Park one of the best places to live and grow up today.

Before Strang's death in 1921, he established several housing developments, an interurban railroad and an airfield. Remnants of his interurban line remain today as do his limestone car barn at 79th and Santa Fe Drive (home to Traditions Furniture) and his Carriage House in Santa Fe Commons Park at 8045 Santa Fe Drive (home to the Overland Park Historical Society).

The car barn and carriage house are stately reminders of Overland Park's founding and blend beautifully with some of the more modern projects such as an 80,000 square-foot community center, the new Townhomes at Buckley Court and two new mixed-use developments on Santa Fe Drive: The Phoenix Building at 7930 and The Lorax Building at 8021 Santa Fe.

Source: City of Overland Park  
Retrieved from <http://www.opkansas.org/about-overland-park>

### ● dntowners say it best

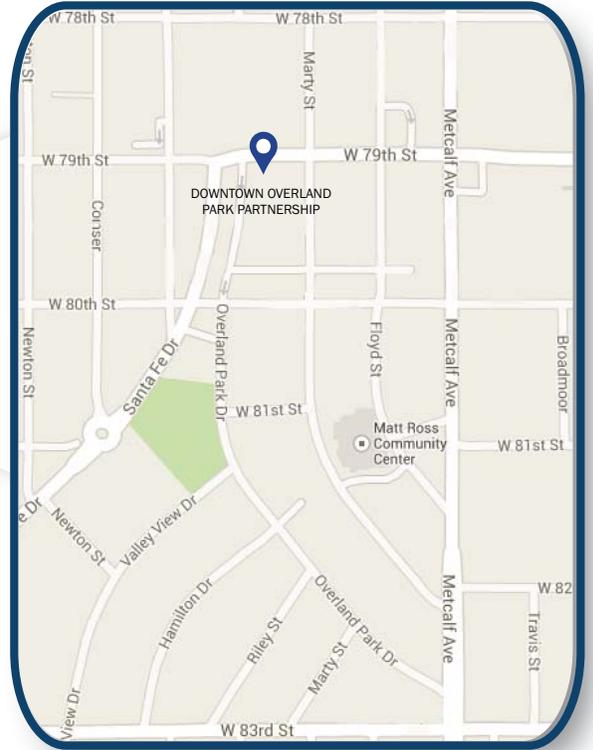
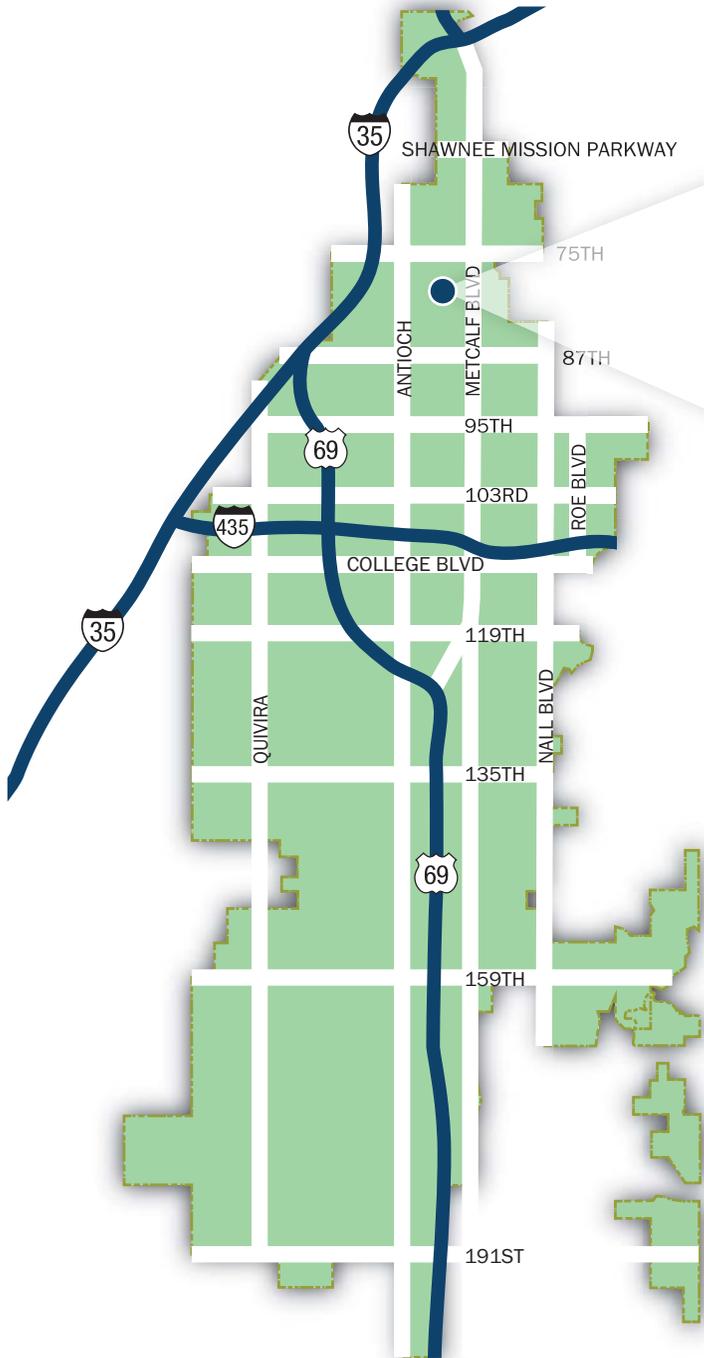
"When looking for a place to develop our mixed-use building and locate our architectural studio, we jumped at the opportunity to purchase a prime parcel in Downtown. We felt that the district was primed for redevelopment. The historic element, along with the existing walkable aspect of the shops and buildings, make Downtown the perfect place to develop and work. While many large-scale developments try to recreate this feeling of community, they pale in comparison to the genuine community we see in DOP. Since our building was completed, we have seen tremendous growth in the area. I am confident Downtown will continue to build on this growth and become a metro-wide destination for shopping, dining, unique office space, and loft-style living."

- Brian Foxworthy; Business Owner, Architect, Developer  
incite Design Studio, The Phoenix Building



# Downtown OVERLAND PARK

Neighborhood feel. Individual style.



### Downtown Overland Park Partnership

7315 W. 79th Street  
Overland Park, KS 66204  
(913) 642-2222

[DowntownOP.org](http://DowntownOP.org)