



PRAIRIE VILLAGE, KANSAS

COMMUNITY PROFILE 2018



The City Of
Prairie Village, Kansas

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The Community Profile has been prepared to provide an overview of information gathered for the Prairie Village comprehensive plan update, Village Vision. The following information provides the planning team, community members, and leaders with a better understanding of the current state of the city, as well as opportunities and challenges that will steer future policies.



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CHAPTER 1

DEMOGRAPHICS

It is important to understand the demographic trends occurring within the community. Population and household characteristics, assessed over time and compared with other geographies, help unveil insights about the community, and the direction it is heading. Prairie Village has remained a stable community for a number of years, bypassing significant demographic shifts experienced outside the city. However, the city contains many unique demographic attributes that distinguishes the community from other comparable geographies.

The following demographic profile reflects information published by the [US Census](#), involving both the Decennial Census results (years ending in "0") and the American Community Survey (ACS) estimates. These datasets provide detailed information about the evolution of the community and how it compares with other places.

POPULATION CHARACTERISTICS

2x Denser

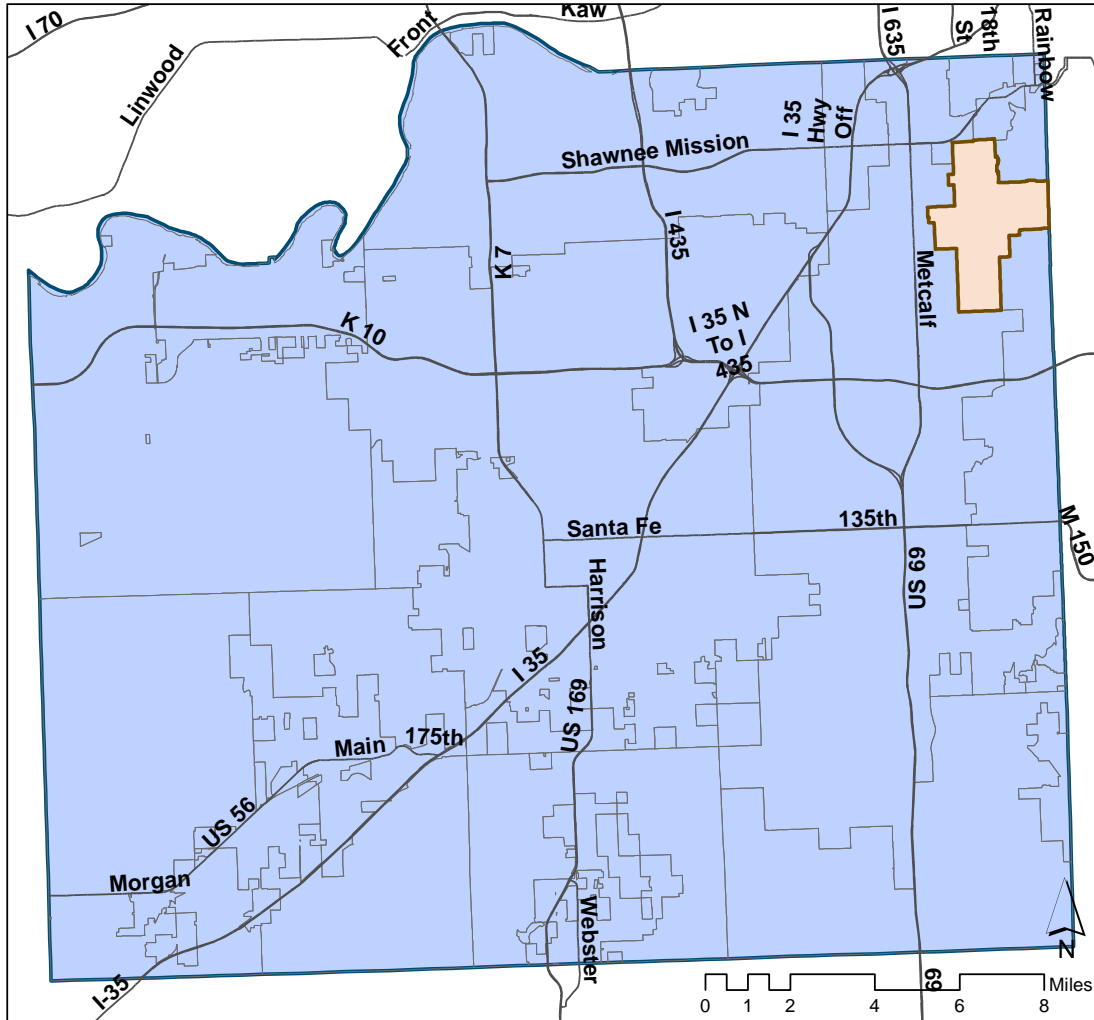
Compact Suburb

Prairie Village, Kansas is a small, first-tier suburban city located in Johnson County, Kansas. Its boundaries are completely surrounded by adjacent cities, including Overland Park, Kansas and Kansas City, Missouri. Compared to nearby suburbs, Prairie Village has greater density of both population and housing. This can be partially attributed to compact suburban development patterns established by the city's initial developers, along with the need to maximize space within the landlocked geography. With a population density more than double the Johnson County average, Prairie Village is one of the most dense suburban communities in the metro.

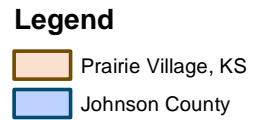
The majority of subdivisions were developed prior to 1970, when the city's population was 20% higher than it is today. Population decline occurred between 1970 and 1990, and the population count has remained generally static ever since. As a landlocked city, development opportunities are limited and older areas face redevelopment pressures as the city attracts new investment.



POPULATION CHARACTERISTICS



PRAIRIE VILLAGE WITHIN JOHNSON COUNTY



Prairie Village, KS

Est. Current Population: 21,824
 Land Area (sq. miles): 6
 Population per Square Mile: 3,513.7

Johnson County

Est. Current Population: 591,178
 Land Area (sq. miles): 474
 Population per Square Mile: 1,248.6

POPULATION CHARACTERISTICS

1941

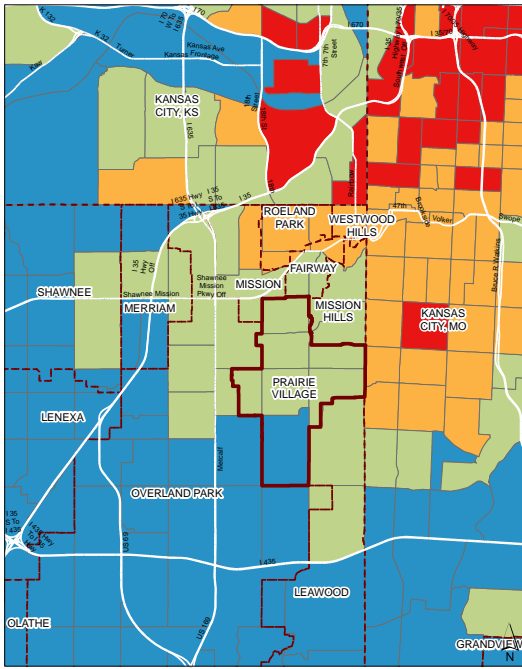
Traditional American Suburb

As Kansas City experienced its first phase of migration, the land that would become Prairie Village was utilized for farms. In 1941, the first neighborhoods of Prairie Village were platted and planned by the Nichols Company, famous for developing middle-class communities of tree-lined streets and modestly-scaled homes. Developer JC Nichols specialized in creating valuable places that accommodated the automobile, an innovation growing in popularity at the time, while also reflecting essential urban design components, including: human-scale street and building arrangements, understated garages, and the integration of civic uses and public spaces into neighborhoods. The urban design framework established for Prairie Village has helped maintain the long-term value of the city and attract new investment today and in the future.

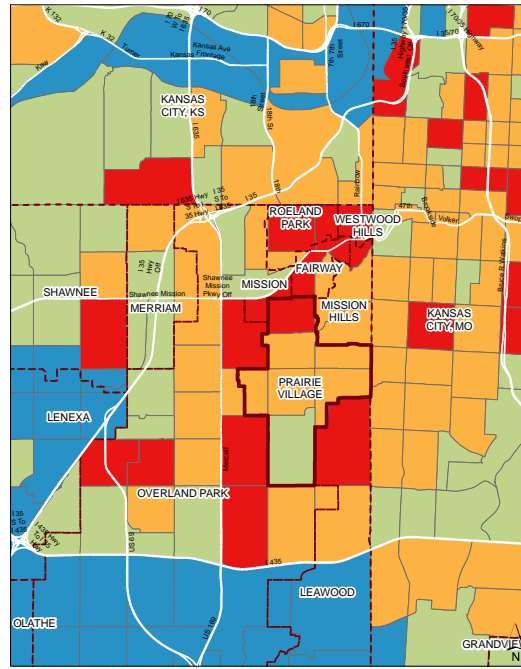
The city did not undergo extensive population growth until the 1950s following World War II and the national movement toward suburbanization, and was officially recognized as a city in 1951. Prairie Village was one of the first suburban communities to experience the mass migration spurred by federal policies, offering low-interest housing loans and inspiring the development of new highways and roads, enabling greater mobility of automobiles. Most subdivisions throughout Prairie Village were developed between 1940 and 1970. The population of the city peaked in 1970 with 28,000 residents.

Though the metropolitan population has not significantly increased comparable with land consumption, populations have historically shifted with new suburban development. As suburbs continued to expand south after 1970, many landlocked first-tier suburbs such as Prairie Village were made to compete with expanding new suburbs, causing a decrease in population. Since the 1990s, the population of the city has stayed relatively constant, and has not reached historic levels.

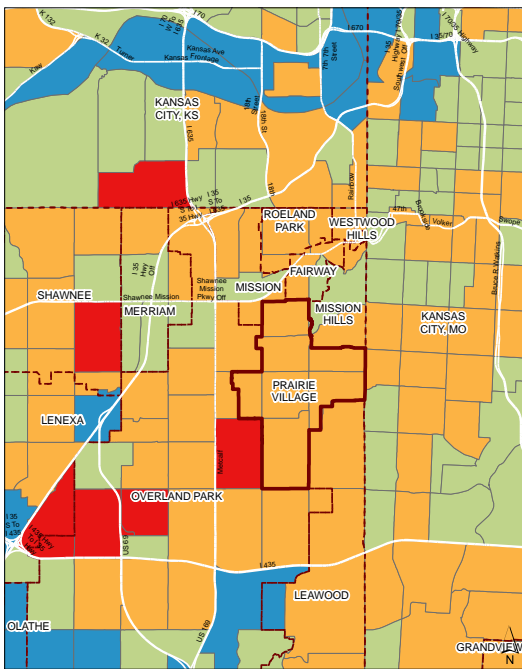
POPULATION CHARACTERISTICS



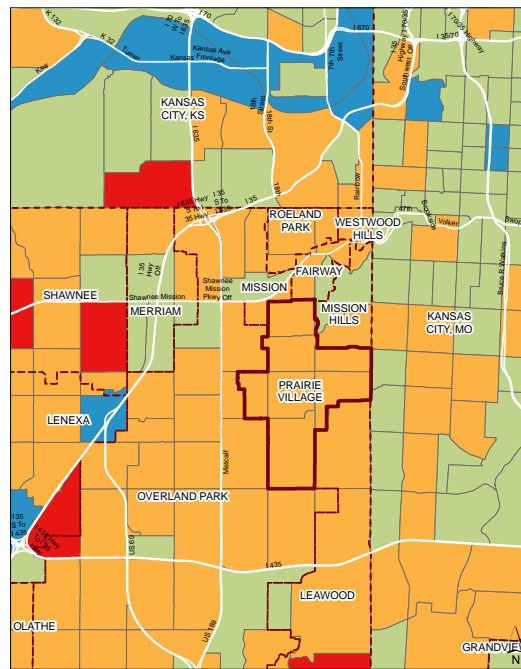
1950: POPULATION



1970: POPULATION



1990: POPULATION



2010: POPULATION

LEGEND

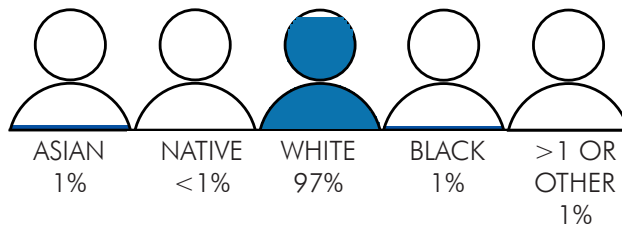
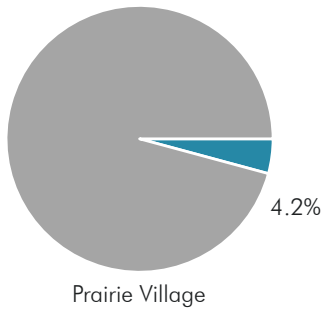
- Less than 1,000
- 1-3,000
- 3-6,000
- Greater than 6,000

POPULATION CHARACTERISTICS

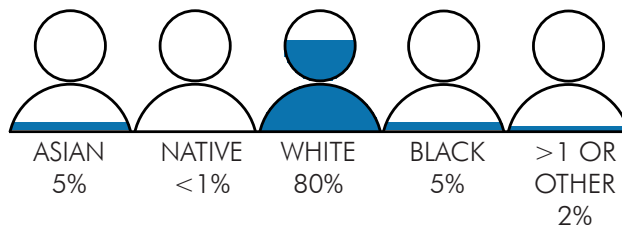
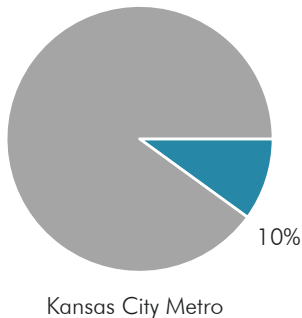
4.2%

Low-Poverty

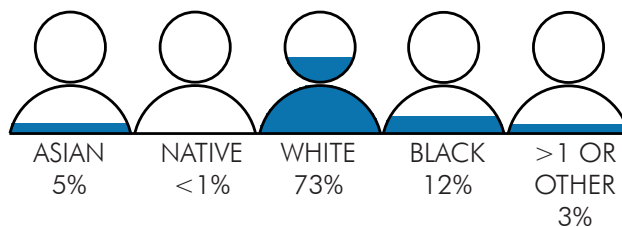
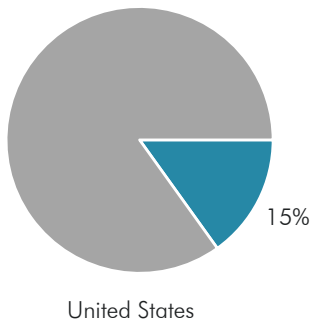
The population of Prairie Village is generally affluent, highly-educated, and almost predominately ethnically white. Nearly all residents over the age of 25 years have obtained at least a high school diploma, and seven out of ten adults have completed a bachelor's degree. Relative to the metropolitan area and nation, the rate at which Prairie Village residents experience poverty is very low, with the median household income 1.5 times higher than the state of Kansas.



PRAIRIE VILLAGE



JOHNSON COUNTY



KANSAS CITY METRO

2012-2016 ACS** RACIAL MAKEUP BY GEOGRAPHY

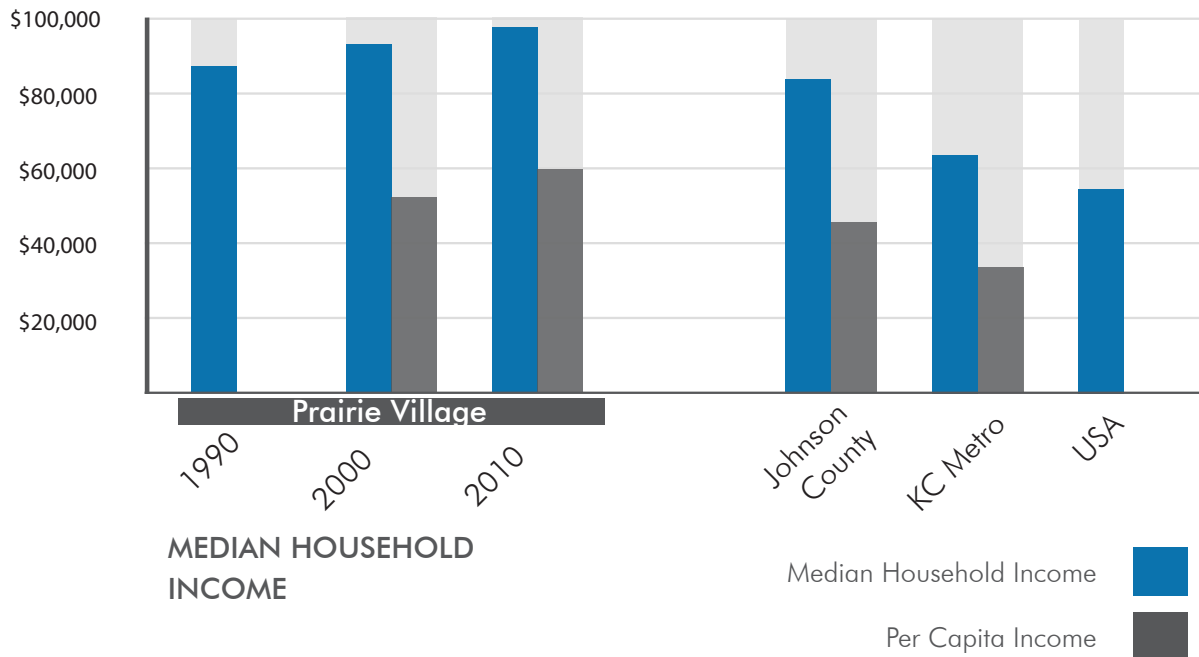
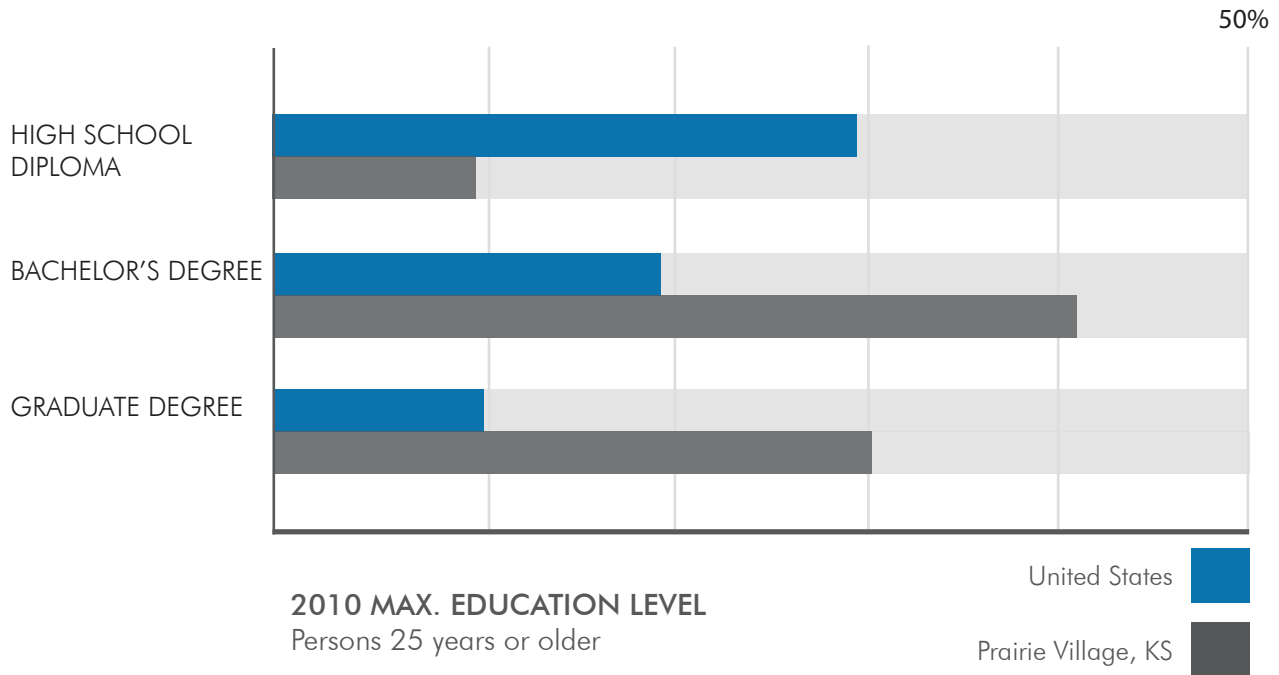
*Hispanic identification may include any other racial group.

Below Poverty Level
 Above Poverty Level

2010 POPULATION LIVING BELOW THE POVERTY LEVEL

** The 2010 Decennial census is the most recently-published comprehensive count of the population for the United States providing information on gender, age, race, ethnicity, and households. When available, 2016 American Community Survey (ACS) data is used to provide a more recent statistics to describe the population. Please note the ACS contains estimates, and a margin of error exists.

POPULATION CHARACTERISTICS



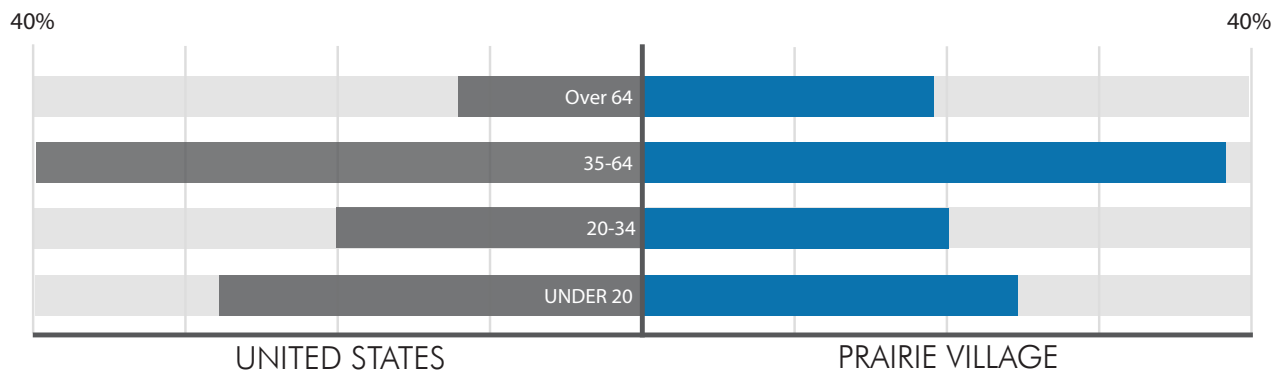
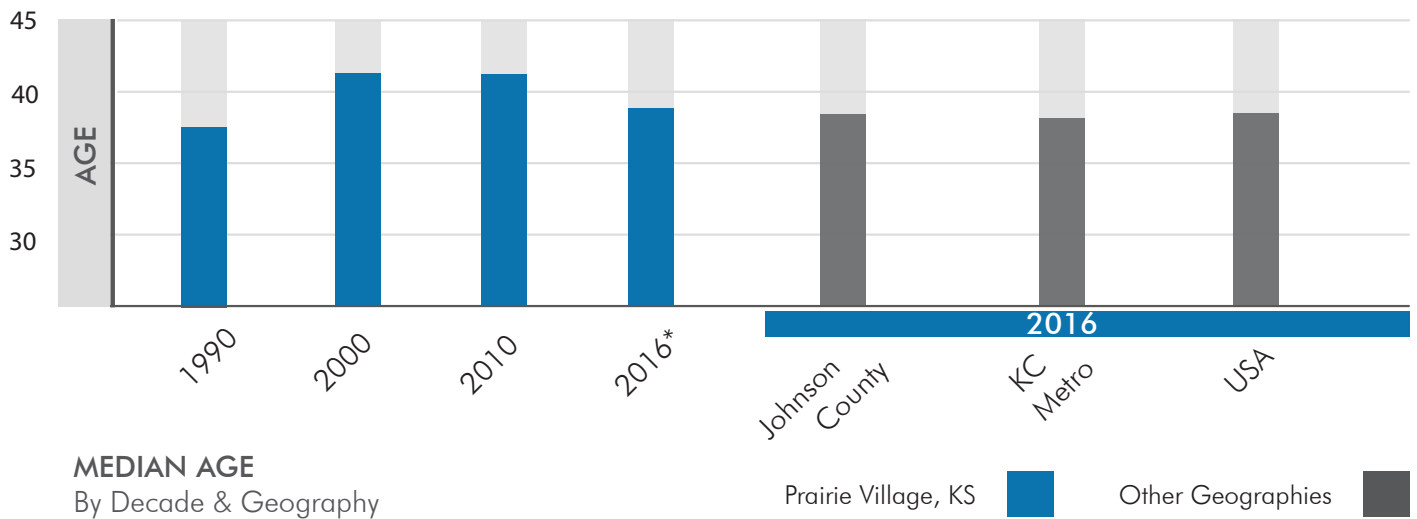
1. Can you clarify on pages 9-11 and 13 why we are using 2010 data since it is 9 years old. I know we already discussed this, but I'd like it pointed out in the community profile also.

POPULATION CHARACTERISTICS

38.8

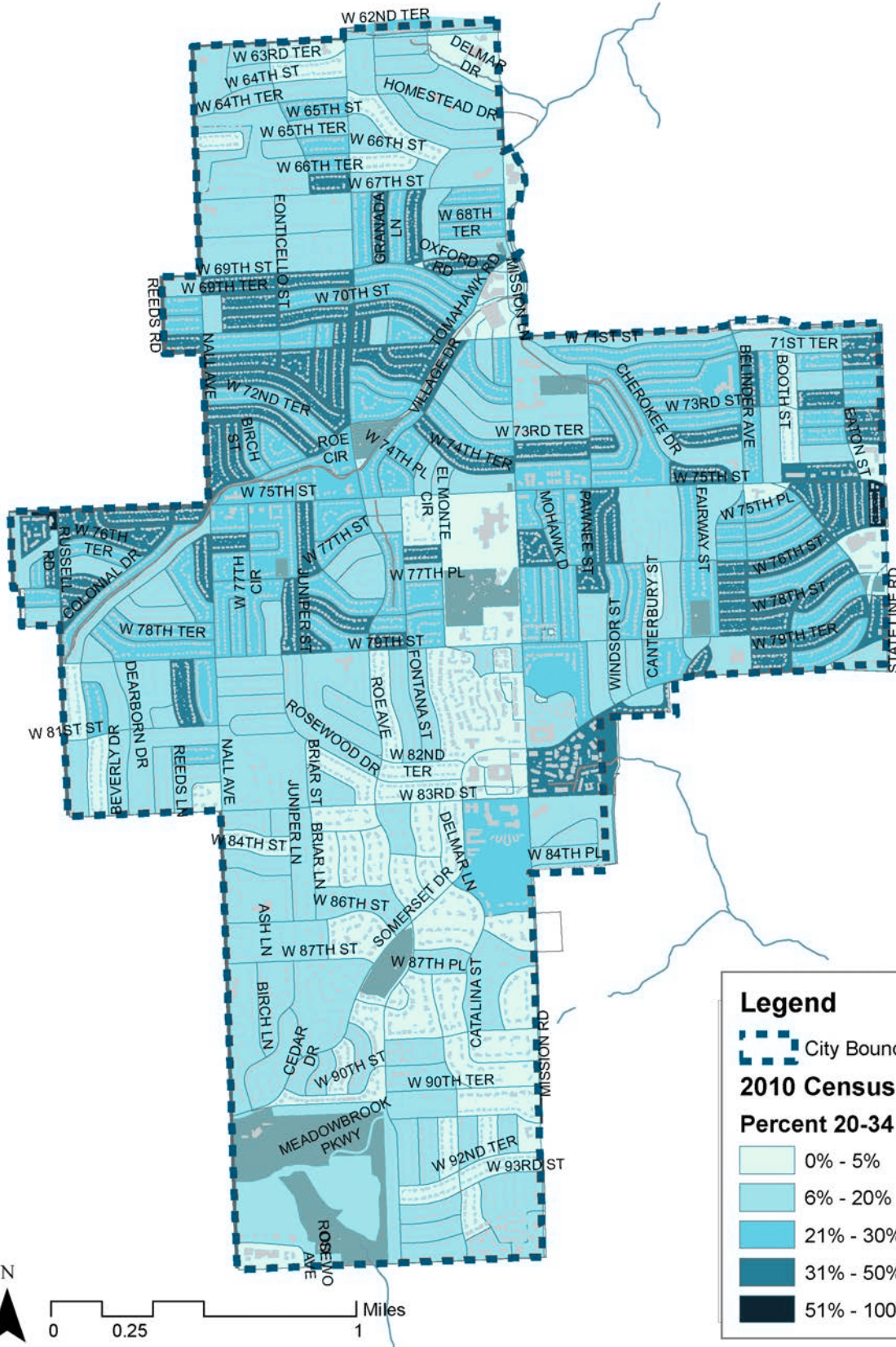
Est. Median Age

Historically, the median age of residents in Prairie Village has been greater than local and national rates. However, ACS* estimates indicate a decreasing median age more reflective of the Johnson County and metropolitan region. The overall proportion of aging residents (people over 64) is relatively high, though there are some subdivisions with a high concentration of younger residents (people between 20-34) in more established neighborhoods.



* The 2010 Decennial census is the most recently-published comprehensive count of the population for the United States providing information on gender, age, race, ethnicity, and households. When available, 2016 American Community Survey (ACS) data is used to provide a more recent statistics to describe the population. Please note the ACS contains estimates, and a margin of error exists.

POPULATION CHARACTERISTICS



CONCENTRATION OF 20-34 YEAR OLDS

HOUSEHOLD CHARACTERISTICS

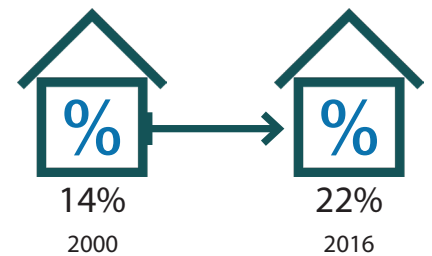
10,205

Households

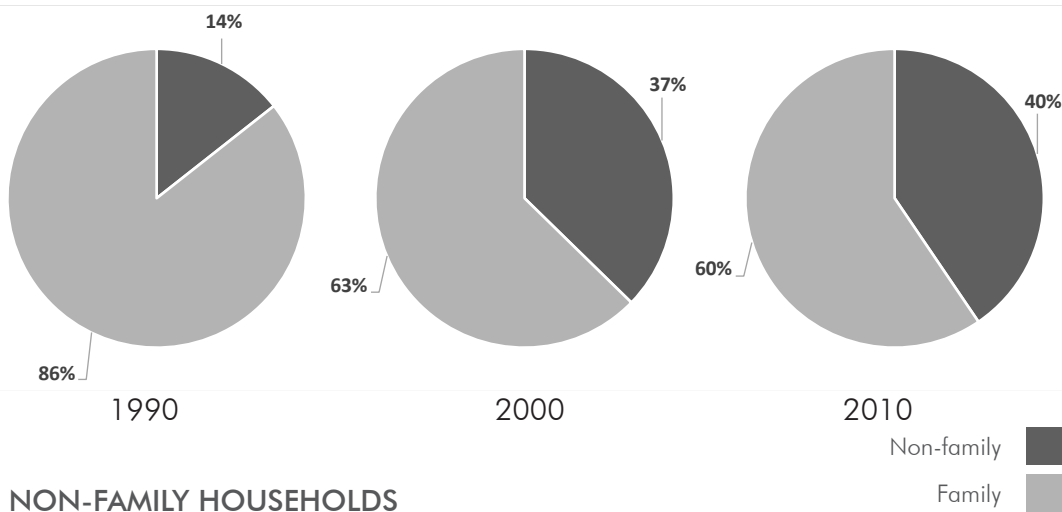
Prairie Village has a relatively low household size. The average household size in the metropolitan region and Johnson County are notably higher than in Prairie Village. Average household size can impact a city's capacity for housing prospective residents. If the number of housing units does not increase as household size decreases, the city's overall population capacity decreases.

Declining household size can be caused by a number of factors. The growing proportion of non-family households indicate a home with no children, roommates, unmarried people, or aging residents. The proportion of long-term residents in the city is also increasing, a trend that may be related to the growing aging population. As non-family households increase in the city, the capacity for new families will be limited. If more housing is not developed, the city's population may continue to shrink.

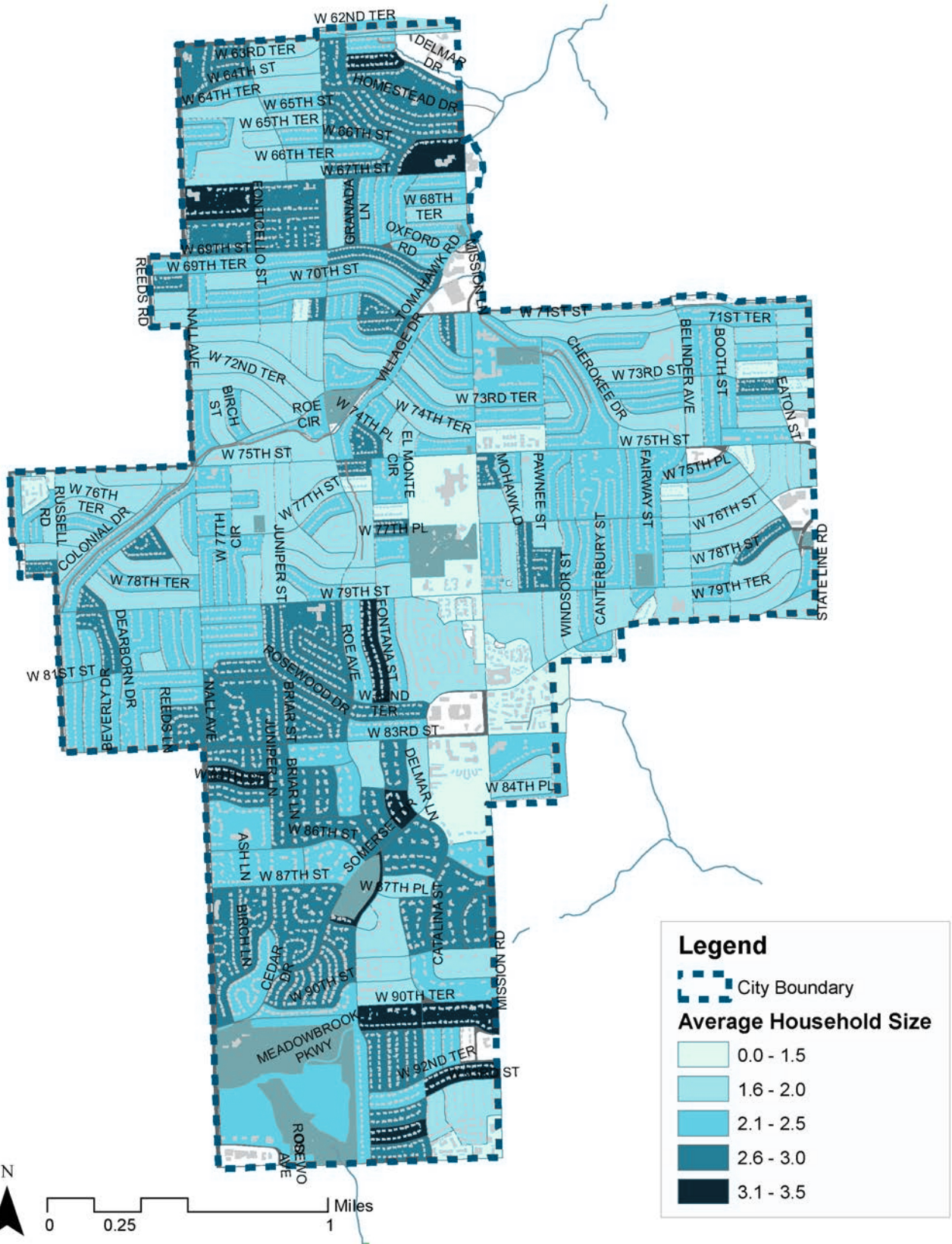
Although Prairie Village has a relatively low household size, the city contains some neighborhoods with very high household sizes. Those neighborhoods are generally located between 71st Street and 79th Street.



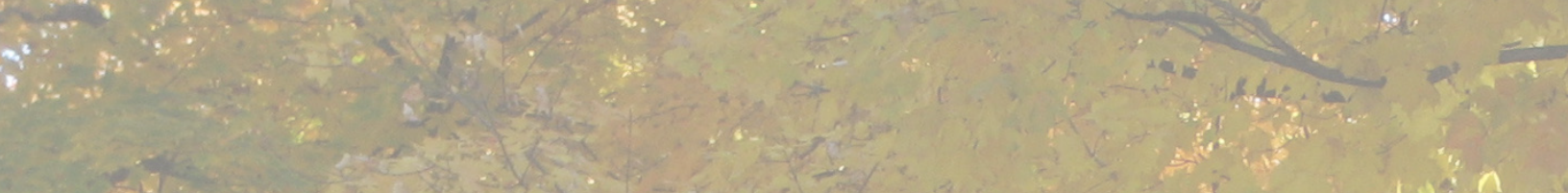
Long-Term Occupants (over 30 years)



HOUSEHOLD CHARACTERISTICS



AVERAGE HOUSEHOLD SIZE



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CHAPTER 2 ENVIRONS

Prairie Village is a landlocked city with a very limited amount of undeveloped property. Dominated by subdivisions of detached housing, civic and commercial destinations are targeted in specific areas. As the city continues to become developed, it will be important to promote action to reduce carbon waste.

This chapter outlines physical attributes that will continue to affect the long-term sustainability of the city.

LAND USE

70%

Residential

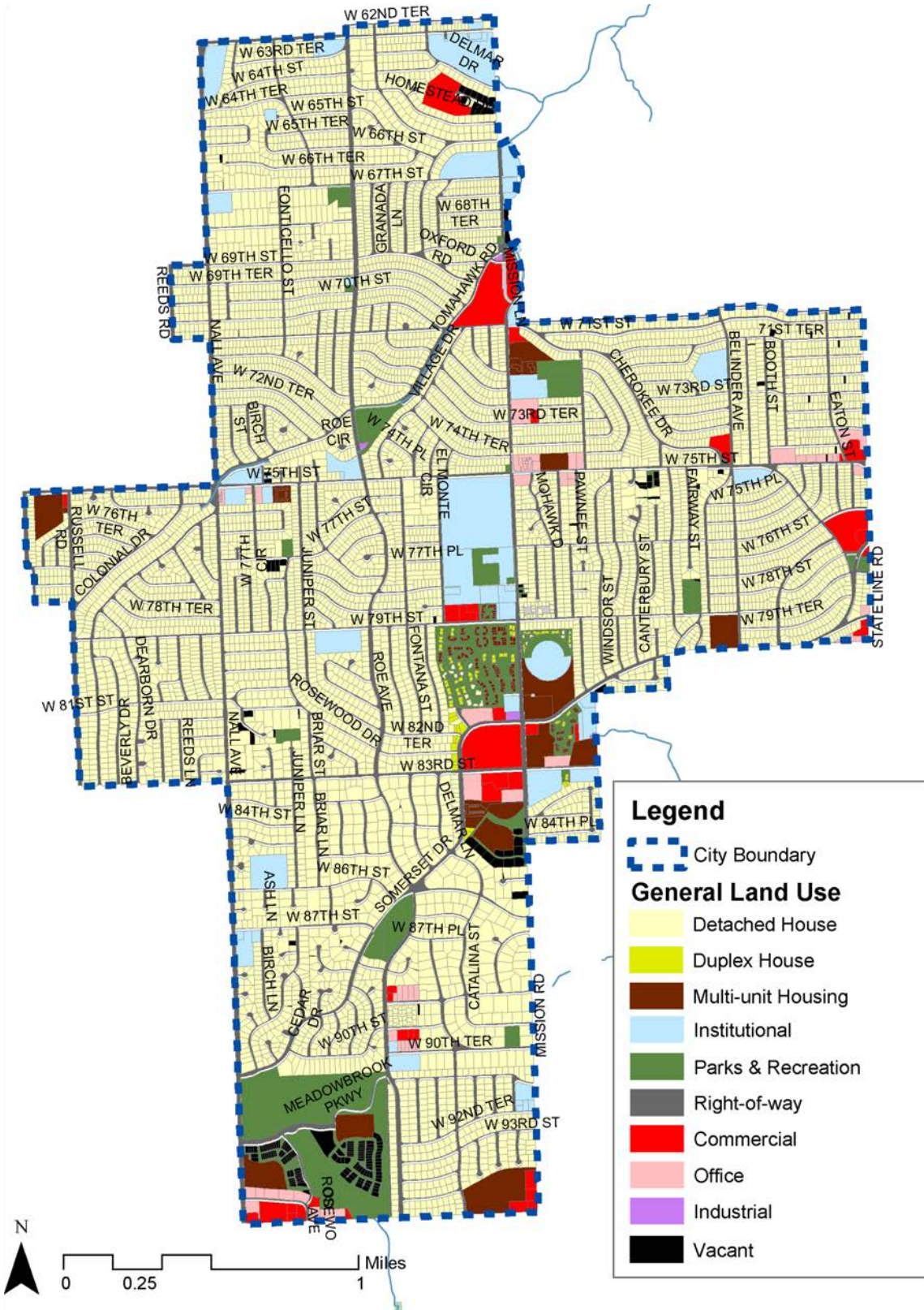
Prairie Village has a fixed amount of land within its boundaries, with only 1% reported as vacant. Commercial land makes up about 4% of the entire city, comparable to the composition of civic (public/semi-public) uses. Prairie Village's proximity to downtown Kansas City limited the early need for commercial centers resulting in a limited proportion of commercial land arranged in concentrated nodes. 70% of land in Prairie Village is utilized for some form of housing, most of which are detached houses. Compact residential and commercial development patterns in Prairie Village are typical of first-ring suburbs in the United States, though atypical of conventional suburban development patterns.

Thoroughfares such as 75th Street or 83rd Street have been widened over time to accommodate heavier traffic flow. These corridors are now fronted on by detached homes rather than commercial uses, which is unusual for streets with high traffic volumes. The 2007 Village Vision plan calls for a framework to reinforce neighborhood patterns, forming discernible edges, intense development focused in nodal patterns that decrease from center to edge, and mixed-use environments. Lots fronting on major thoroughfares may be more appropriate for more intense land use development patterns in the future, such as expanded housing types or limited commercial uses.

LAND USE BREAKDOWN

Land Use	Percent
Detached housing	61.5%
Right-of-way	13.3%
Public/semi-public	11%
Large-scale multi-unit housing (apartment complexes)	6.4%
Commercial - retail	2.2%
Small-scale multi-unit housing (duplex-to-rowhouse)	1.6%
Commercial - office	1.4%
Parks and open space	1.2%
Vacant	1%
Commercial - services	0.4%
Utilities	0.05%

LAND USE



LAND USE

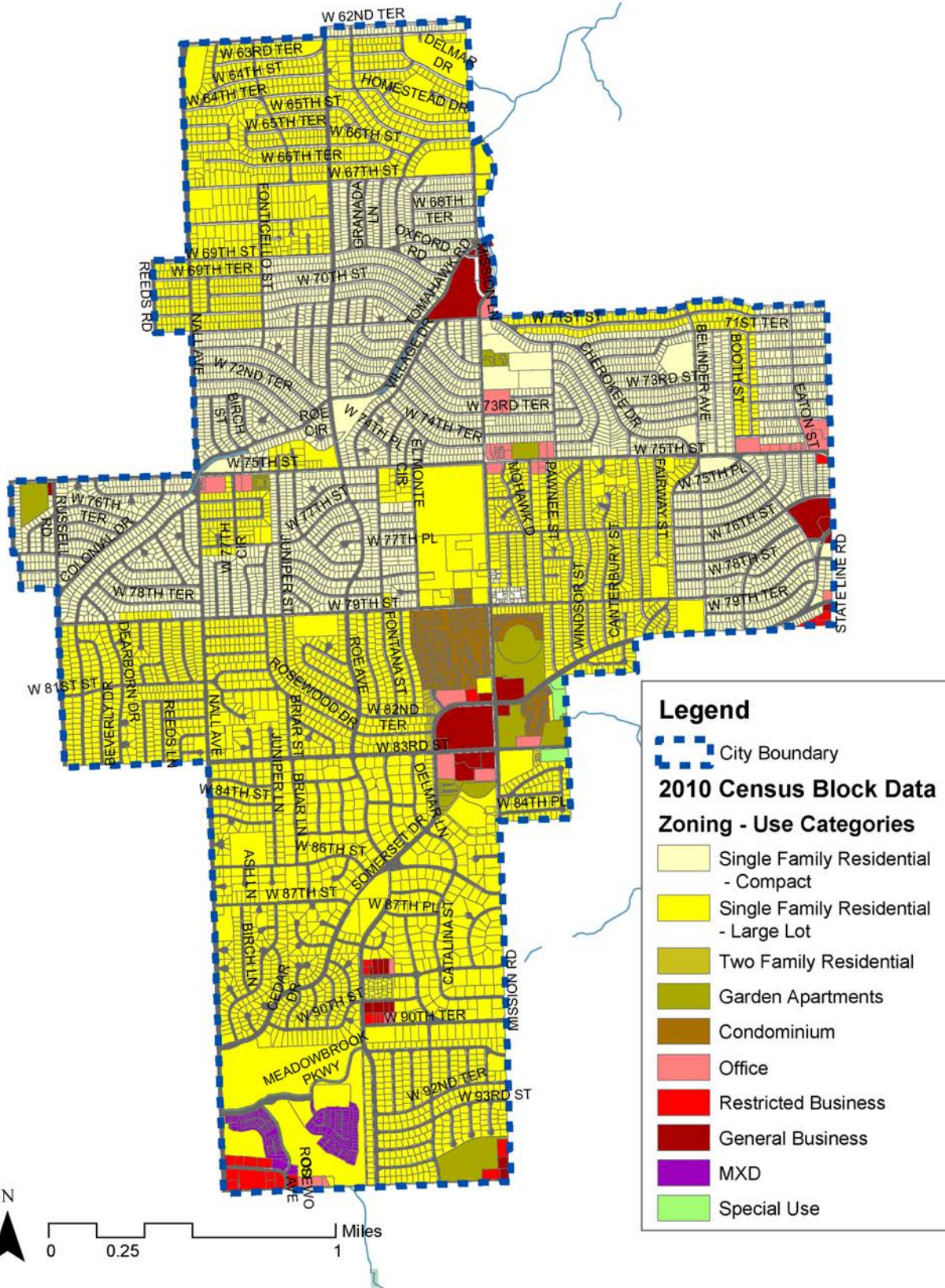
ZONING

The majority of Prairie Village is designated at R1-A or R1-B zoning, which enables the construction of detached houses. The R1-B zoning category comprises much of the compact, pre-1950s era subdivisions. Generally, these are neighborhoods with smaller lots, at least 60 feet in width and 100 feet in depth. The R1-A zoning category is intended for detached house on larger lots, greater than 80 feet in width and 125 feet in depth. The variance in the two zoning districts allows for neighborhoods with different development patterns and scale of housing.

Commercial properties are concentrated in key areas of the city, though some office properties are located along the 75th Street corridor. Much of the property adjacent to commercial centers is designated for office and multi-unit residential development types such as condos, garden apartments, and duplexes. These types of uses are important for supporting commercial hubs by increasing the number of people in proximity to goods and services during different times of the day. During the work day office buildings employ people from in and out of Prairie Village who are likely to interact with nearby commercial businesses at some point in time. During evenings and weekends, multi-unit housing types in close proximity to a commercial center can also enhance the number of customers that patronize the area. These housing types also create a buffer between active commercial places and less intense neighborhoods of detached houses.

The limited vacant land in the city is zoned for residential development, so commercial development can currently only occur within existing commercial properties or as infill in commercial parking lots. Property designated for commercial development is limited to specific commercial centers that are currently in existence.

ZONING



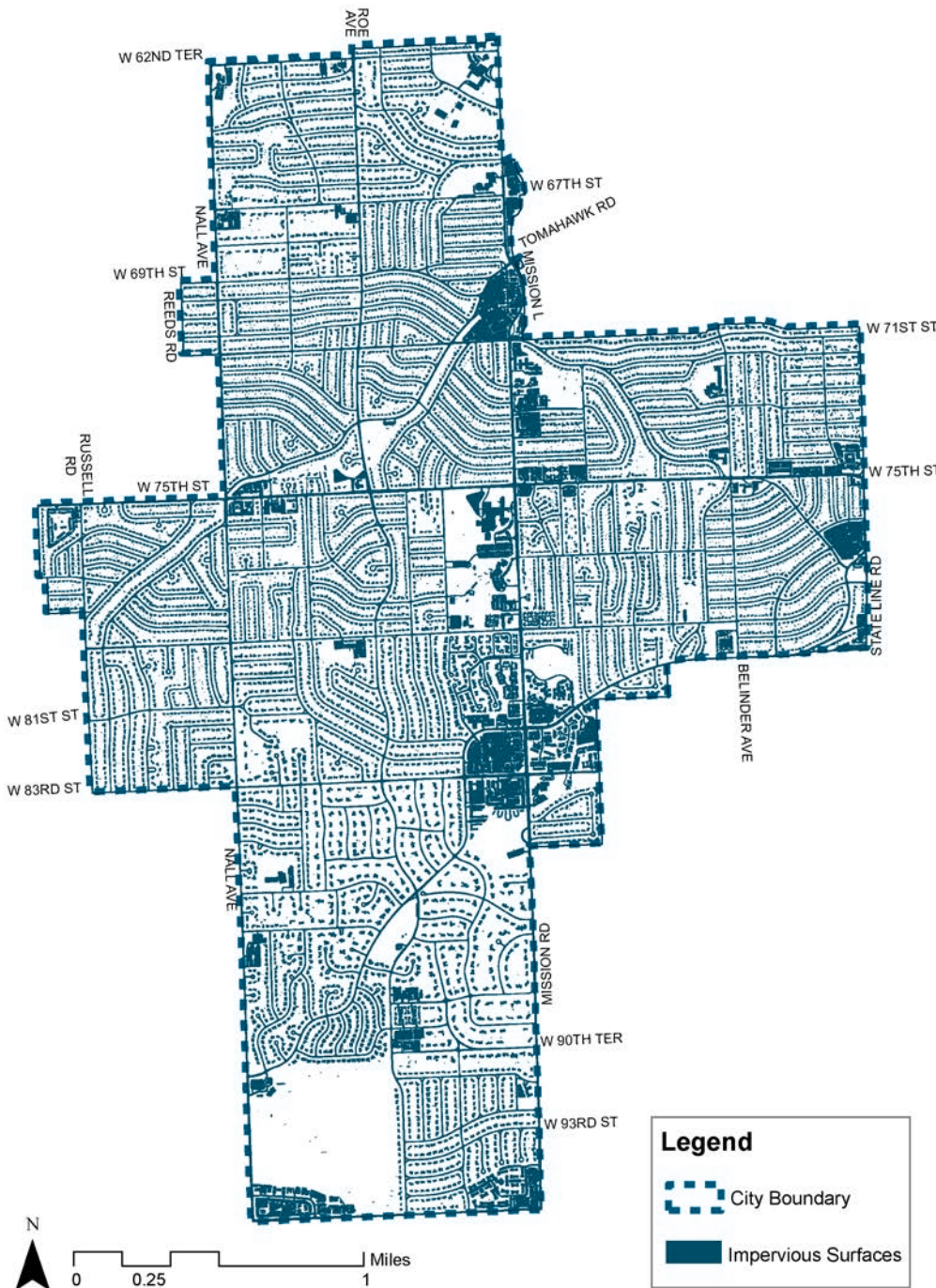
ZONING

IMPERVIOUS SURFACES

When it rains, water is directed by gravity to move downhill, and is either absorbed into the ground or further led into sewers or containment areas. The portion of rain that does not get absorbed by the ground is called “runoff”. Runoff occurs naturally, and is important for providing water to streams, rivers, lakes. In urbanized areas, however, impervious surfaces increase the amount of runoff, reducing groundwater recharge and increasing the amount of water directed towards sewers or bodies of water.

More than a quarter of the city is covered with impervious surface. Impervious surfaces, where buildings, sidewalks, streets, driveways, and parking lots exist, prevent water from absorbing into the ground, blocking the natural absorption of rainwater into the ground and enhancing the flow of water into city infrastructure. As water is directed into sewers, sediment and containments can be picked up, causing reduced water quality.

It is important for impervious surface area to be managed and limited based on the context of topography and implementation of mitigation tactics. Encouraging contextual mitigation can improve water quality, expand the life of infrastructure, and reduce risks of flooding in the city.



IMPERVIOUS SURFACES

FLOOD PLAIN

The land adjacent to floodways, depending on topography, impervious surfaces, vegetation, and soil, is defined as the 100-year floodplain, or Special Flood Hazard Areas. The 100-year floodplain is defined by FEMA (Federal Emergency Management System) and is comprised of locations where there is at least a 1% chance of flooding in any given year. In other terms, a Special Flood Hazard Area has a 26% chance of flooding over the course of 30 years, the length of one typical mortgage term.



FLOOD MAP

STORMWATER MITIGATION

Contextual stormwater mitigation is important for managing the risks caused by unmanaged runoff, including flooding, damage to property and public infrastructure, and water pollution. Development, major storm events, and climate change are all potentially contributing factors to the probability that flooding will occur in the future and the rising need for green infrastructure solutions throughout the city.

Developed cities such as Prairie Village contain a large proportion of impervious footprint. Stormwater runs off of roofs, streets, parking lots, sidewalks, and driveways, and must go somewhere. If too much water enters the sewer and natural water systems, hazards begin to emerge.

There are a number of strategies commonly implemented by property-owners and cities to mitigate stormwater runoff. Rain gardens and swales are heavily planted areas used for slowing the movement of water, as well as treating potentially contaminated water using native, deep-rooted plants and compost. Capturing rain in gardens keeps excess stormwater from entering sewers leading to streams and rivers, reducing the risk of flooding.

Rainwater harvesting is the process in which property-owners redirect stormwater runoff from rooftop gutters into on-site rain barrels. The collection of rooftop runoff provides a free source of water that can be used for both outdoor and indoor functions. Redirecting this water reduces the impacts of runoff on public infrastructure and water systems, while also protecting building foundations from exposure to water.

Executed by both commercial and residential property-owners, [green roofs](#) are becoming increasingly popular in developed areas across the county. Green roofs are vegetated systems designed specifically for redirecting rooftop runoff. The installation of a green roof requires professional expertise, often resulting in a high start-up cost. However, this solution is intended to result in reduced energy costs for property-owners. Vegetation on rooftops reduces the urban heat island effect, which can collectively reduce air temperature. For individuals, green roofs provide a layer of rooftop insulation, resulting in household energy savings during summer months and a longer lasting roof.

STORMWATER MITIGATION



Stormwater drain



Drainage Swale



Green roof



Rain barrel



Green roof



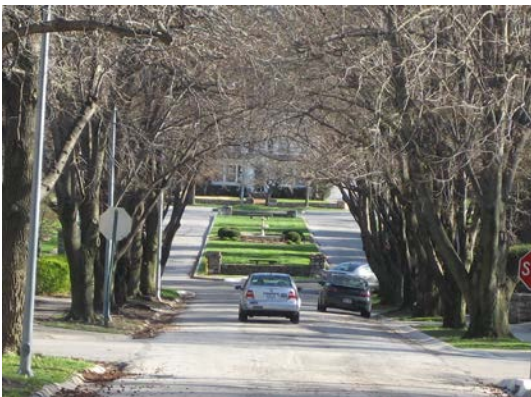
Pervious Surface

TREE COVERAGE

Prairie Village has a lush and vibrant urban tree canopy consisting of almost 35,000 trees throughout the city. Aged trees, predominately found in more established neighborhoods as public street trees, provide many benefits to private property owners, tenants, and the general public.

Tree coverage intercepts the amount of sunlight that reaches building roofs and the ground, making shaded areas less desirable locations for implementing solar power. However, neighborhoods with a dense urban canopy may achieve similar desired outcomes of solar power infrastructure. Trees filter carbon dioxide in the air, improving the quality of air, as well as reducing the city's emissions of CO2 caused by the use of energy. The urban forest also produces shade, lowering the indoor and outdoor temperature. This can lead to energy savings for individual property owners and tenants, as well as block the sun's reflection onto impervious surfaces, which can enhance the "heat island effect". Trees can also block wind, resulting in less energy necessary for heating a home in the winter.

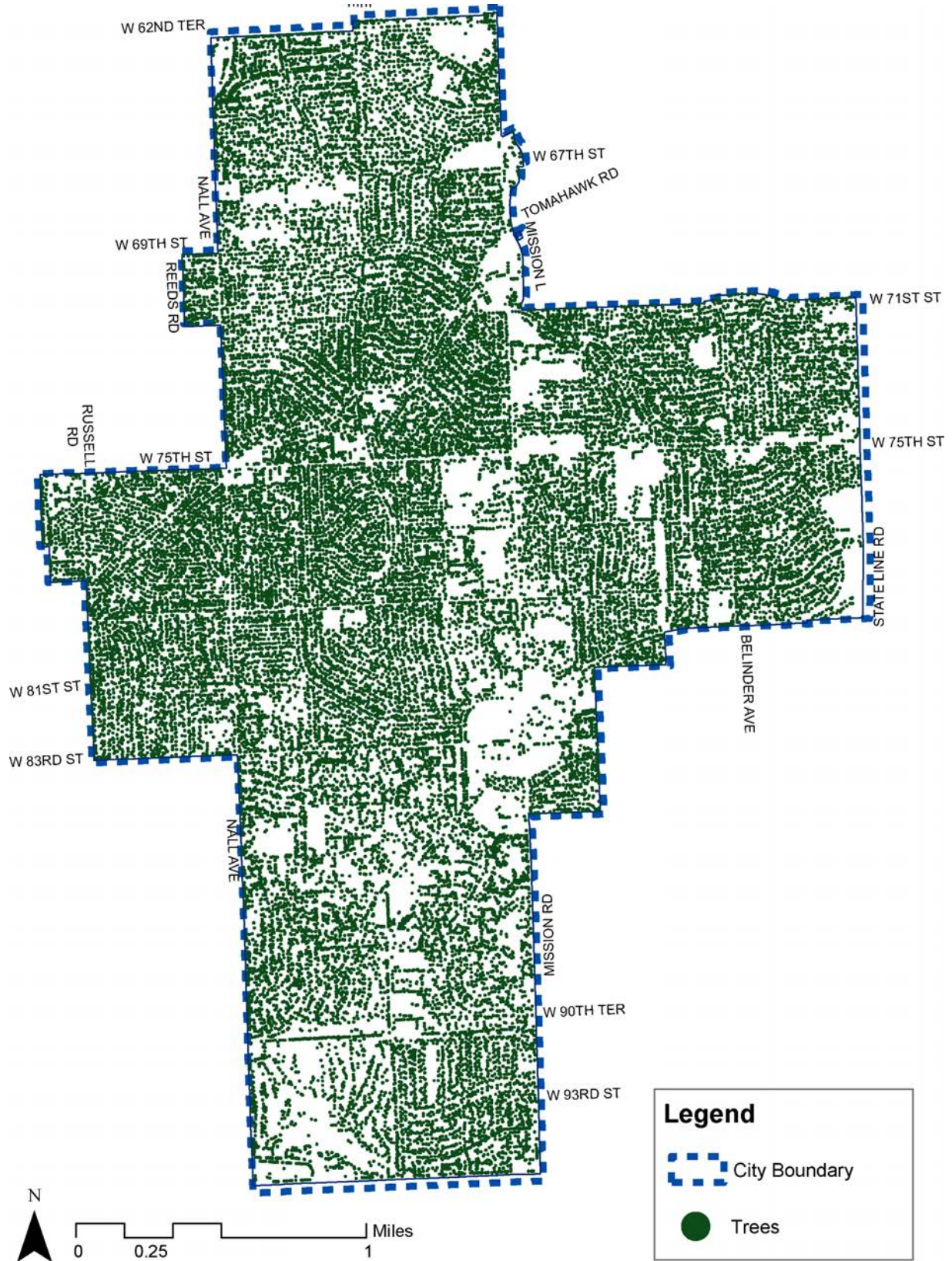
In addition, trees reduce the amount of water runoff that impacts the city's infrastructure. Trees and other landscaped elements have the ability to absorb and filter rainfall. By promoting and maintaining the maturity of trees throughout the community, the city may reduce their stormwater management costs and water pollution, retain higher property values and the character of the community, and reduce the overall emissions of carbon into the atmosphere derived through conventional methods of energy consumption for vehicles and buildings.



THE VALUE OF STREET TREES

Street trees are a significant contribution to the character of neighborhoods throughout Prairie Village, especially in the most established subdivisions. A consistent wall of street trees encloses the street with a lush canopy, adding to the city's urban forest, while contributing to the value of adjacent property. Preservation of the city's urban forest and street tree canopy is increasingly important for community character and the environment as reinvestment occurs.

TREE COVERAGE



TREE COVERAGE

SOLAR POWER

[Google's Project Sunroof](#) is a mapping platform that analyses the suitability of individuals roofs for investment in solar energy. Its methodology accounts for tree coverage, seasonal sun positions, and cloud and temperature patterns.

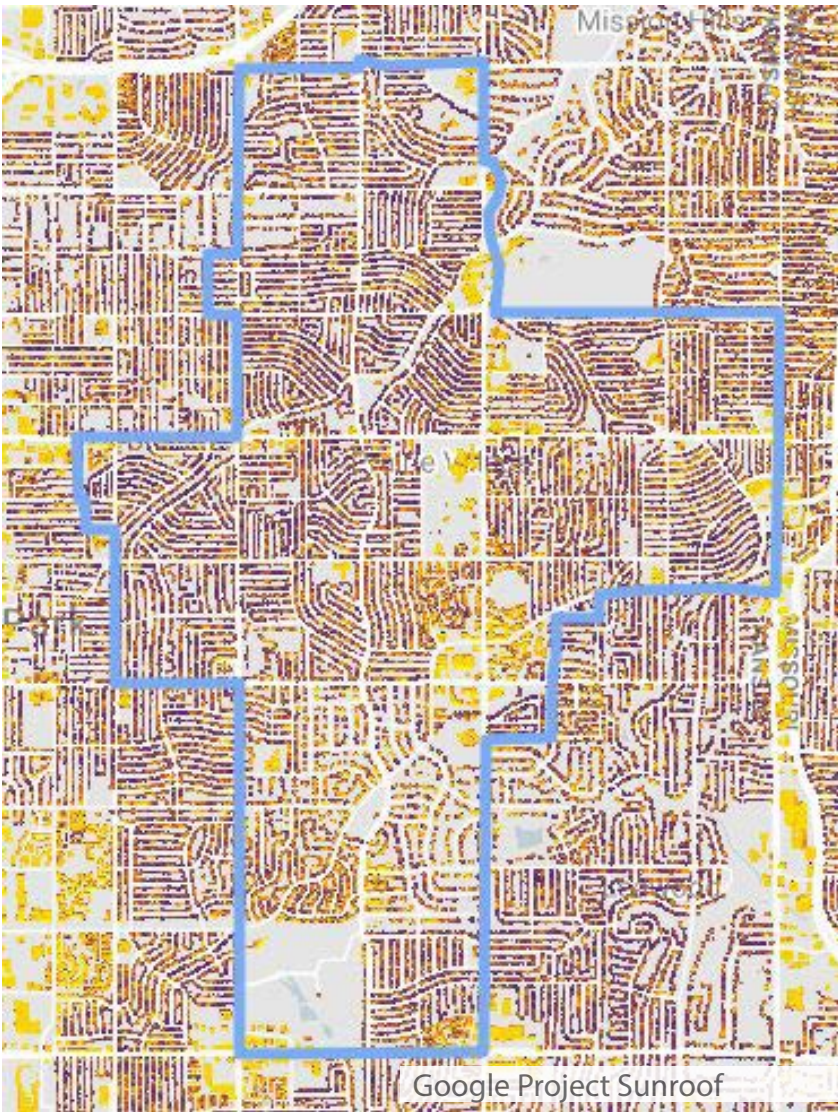
According to these estimates, 37% of roof coverage in Prairie Village may be suitable for the use of solar energy panels, potentially resulting in over forty-thousand metric tons of avoided carbon dioxide emissions, comparable to almost nine-thousand cars off the road for a year.

While solar can be a viable contribution to the reduced carbon footprint of Prairie Village, it is not ideal for all buildings. A building's exposure to usable sunlight and total area available for panels can impact the fiscal benefits of installing solar panels. A large portion of rooftops appropriate for the viable use of solar power are located in commercial centers, due to the flat roof style. South-facing roofs in the city also have more yearly generation potential.

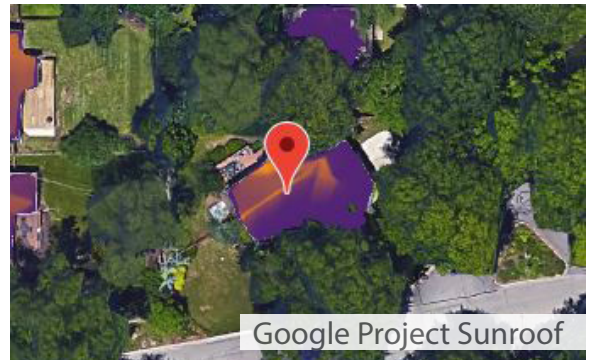
Consideration for the various rooftop contexts in the city is important for integrating solar power solutions into other green infrastructure solutions, including the protection and enhancement of the existing urban forest and implementation of green roofs. The impacts of green infrastructure and renewable energy technology will be dependent on the context of properties and neighborhoods throughout the city.



SOLAR POWER



ESTIMATED SOLAR INSTALLATION POTENTIAL



Sunlight on rooftops

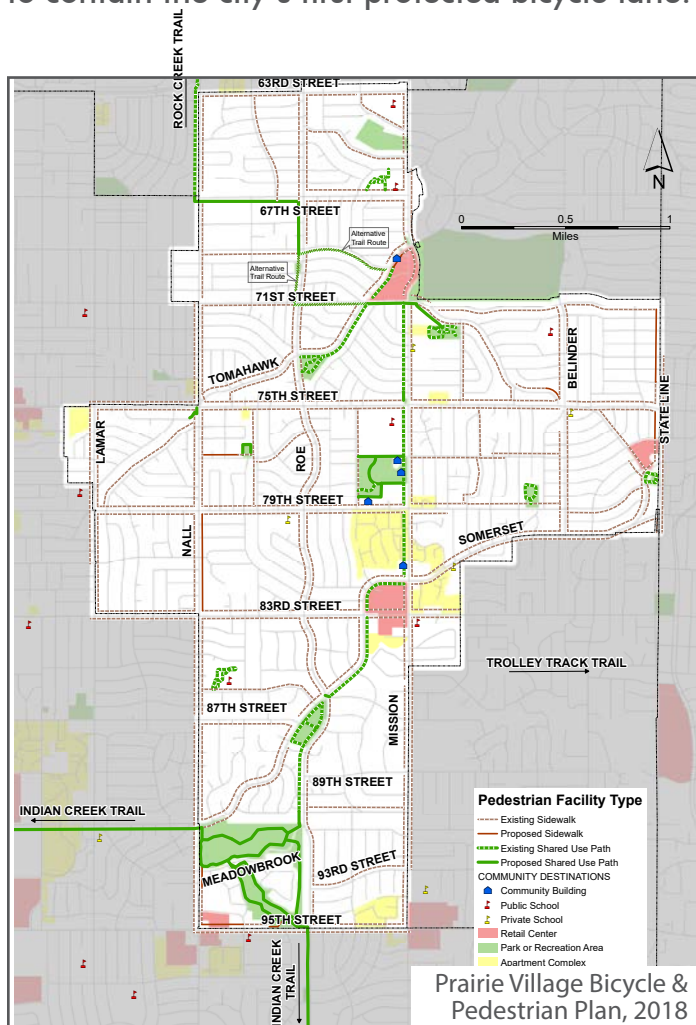


ALTERNATIVE TRANSPORTATION

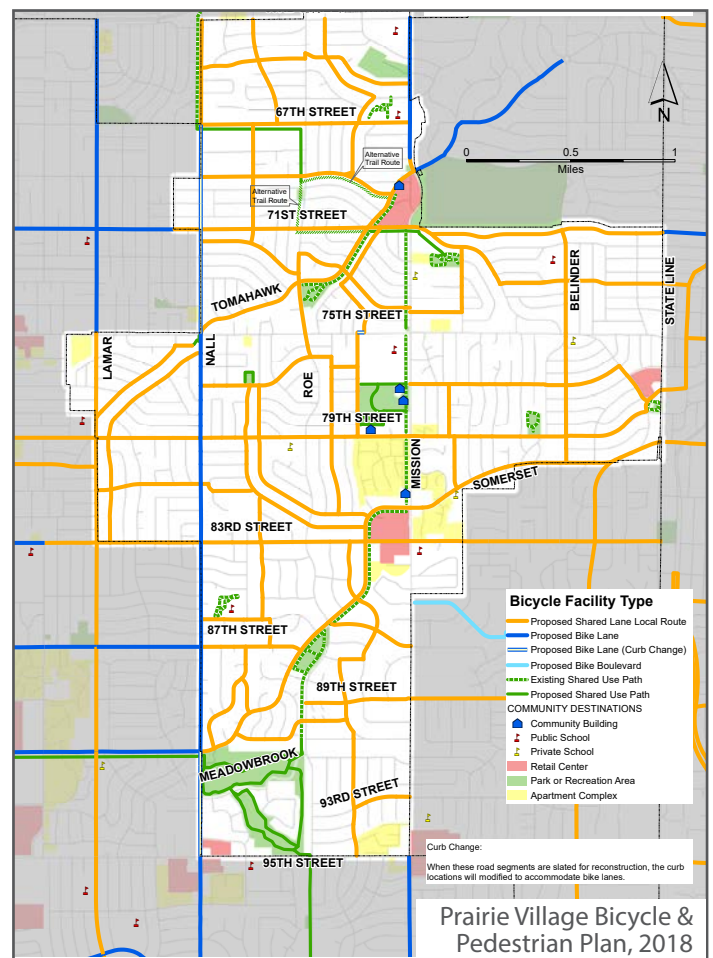
Prairie Village residents rely heavily on the personal automobile as a primary mode of transportation. While electronic vehicles has risen in national popularity, there are currently no charging stations available in the city for public use. As the number of electric vehicles continues to rise across the country, it will be important to accommodate the need for charging stations.

The city currently does not provide comprehensive transit infrastructure or services to enable additional modes of transportation as a viable option for most people. The two bus routes available in Prairie Village are located along 75th Street and Nall Avenue, and one of the three bus stops is located at the intersection of those corridors. A new bus stop is planned for 95th and Rosewood, near the new Meadowbrook housing development.

Recognized bicycle paths are marked throughout the Kansas City metro. However, many designated bicycle routes end at the border of Prairie Village. The city adopted the Bicycle and Pedestrian Plan in 2018 to prioritize improvements to pedestrian and bicycle facilities. Several streets are planned to be designated for shared bicycle facilities, and Nall Avenue is anticipated to contain the city's first protected bicycle lane.

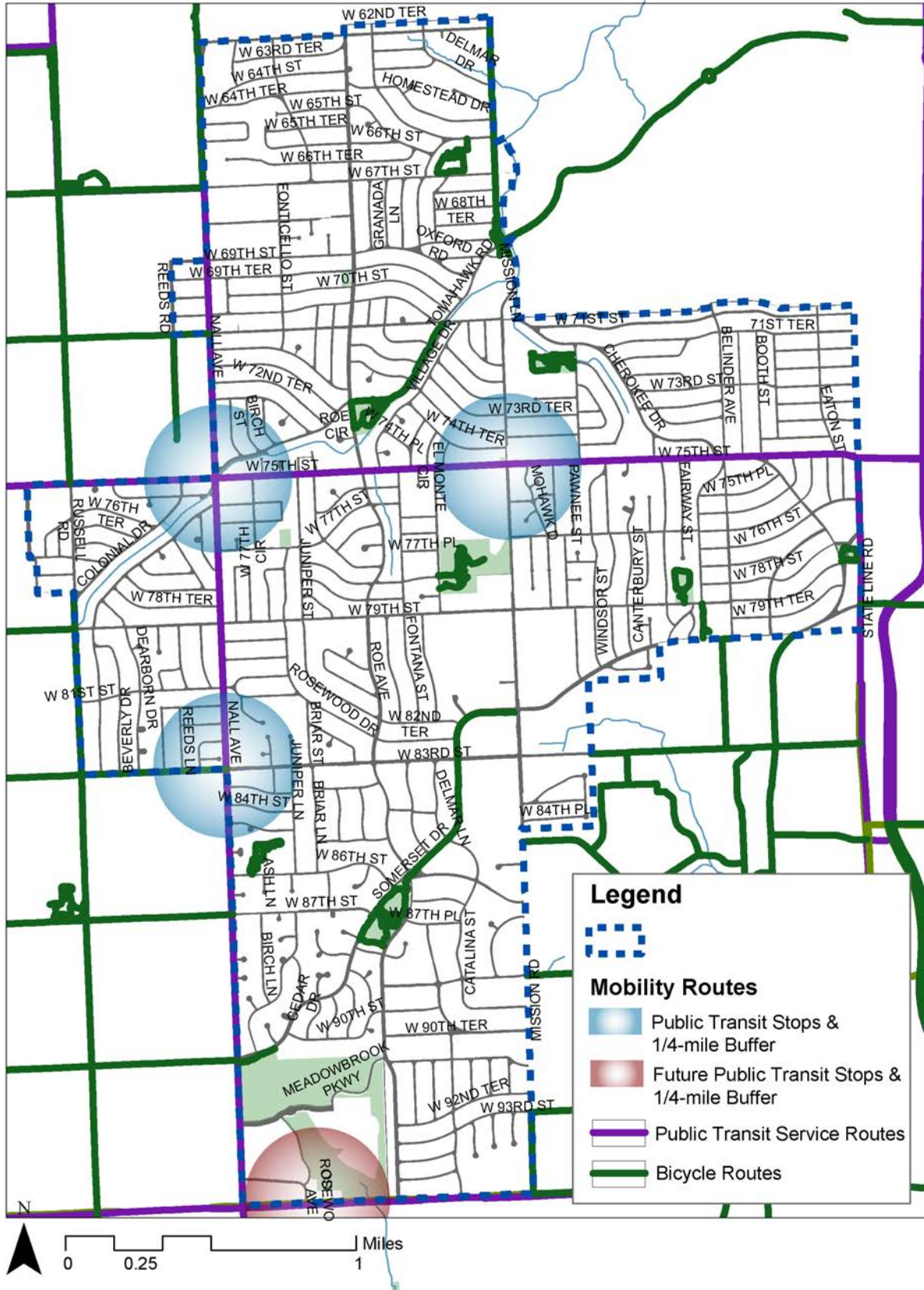


PROPOSED PEDESTRIAN FACILITIES MAP

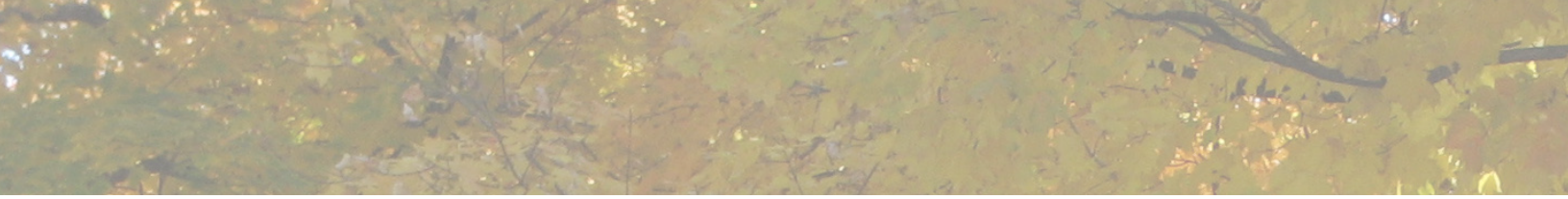


PROPOSED BICYCLE FACILITIES MAP

ALTERNATIVE TRANSPORTATION



TRANSIT & BICYCLE FACILITIES: EXISTING & PLANNED



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CHAPTER 3 HOUSING

Many of the homes in Prairie Village are aging. However, Prairie Village has received significant residential reinvestment in the past decade. Especially in more established neighborhoods, aging homes are being increasingly replaced by newer structures. As reinvestment continues, it is important to manage the potential tension caused by increased property values and conventional or modern home design.

HOUSING

95%

Detached Houses

The residential market in Prairie Village is dominated by detached, or single-family, housing. In comparison, the proportion of detached housing units throughout both Johnson County and the metro is 76%, indicating that Prairie Village offers less diversity of housing types than is typical in the metro.

Residential Housing Units: Type

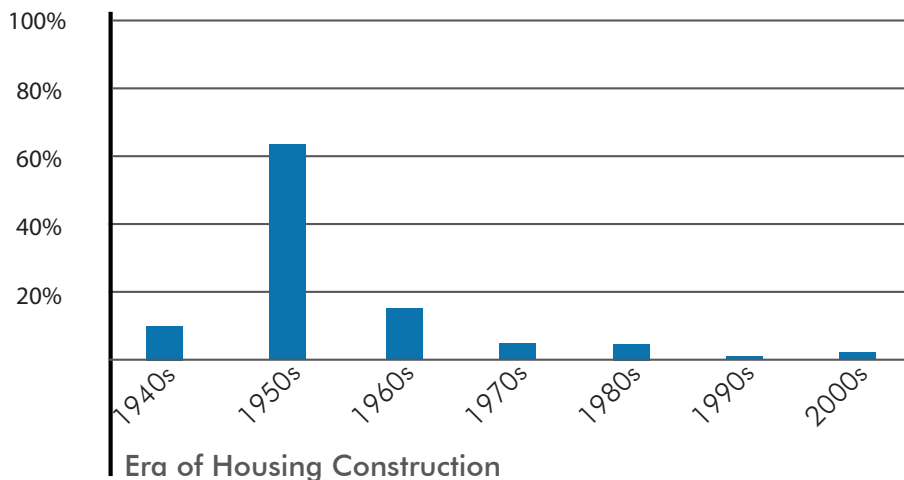
Unit Type	Percent
Detached house	95%
Condo / apartment	2%
Duplex	1%
Townhouse	1%
Quadraplex	1%
Triplex	1%
Garden Apartment	<1%

Residential Housing Units: Style

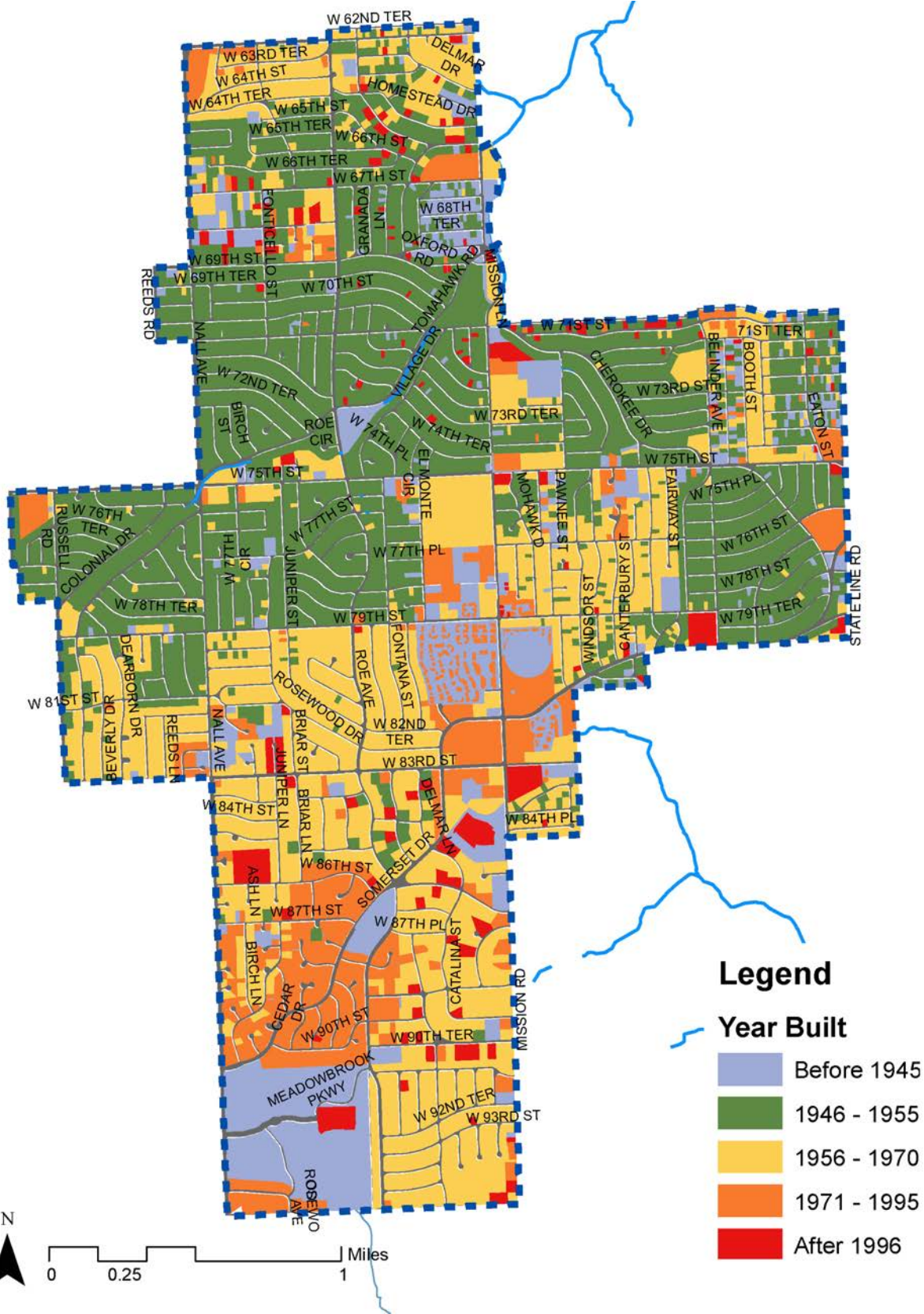
Style	Percent
Ranch	48%
Conventional	36%
Split-Level	12%
Condo	2%
Raised Ranch	1%

Other types include: bungalow, bi-level, old style, reverse one-and-one half, modern, traditional, and colonial.

During the initial development of Prairie Village, many of the original JC Nichols subdivisions were established. A significant amount of housing was built before 1955, making much of the housing stock in the city over 50 years old. Aged housing in established subdivisions requires some level of maintenance or rehabilitation. However, these investments will not likely occur en masse of entire blocks or subdivisions. Redevelopment and improvements to private residential property is likely to occur incrementally, one house at a time, a trend the City has been seeing for the past several years.



HOUSING



CONSTRUCTION DATE OF STRUCTURES

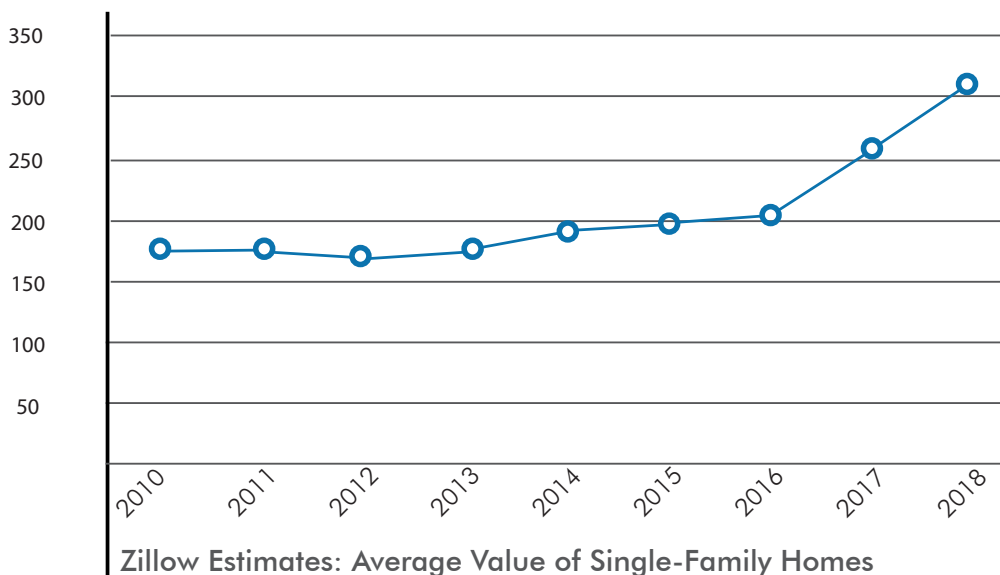
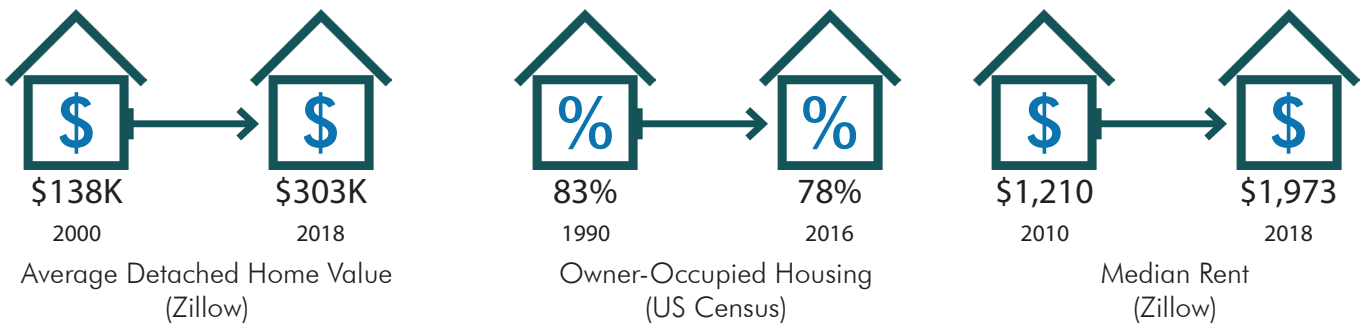
HOUSING

40%

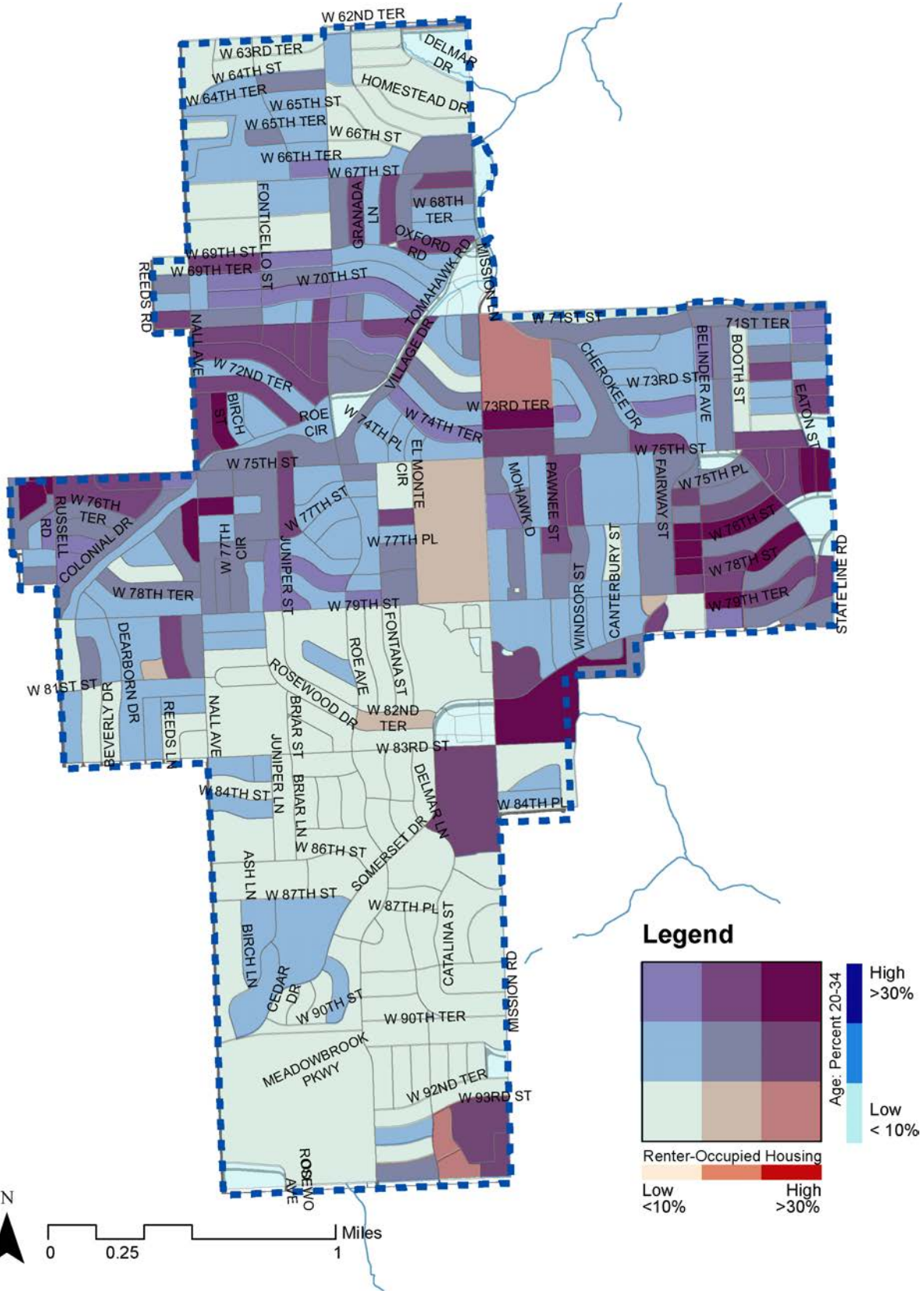
Increasing Home Value

The average home value has increased significantly in recent years. It is estimated that the value of detached housing has increased over \$100K since 2010, though income levels do not anticipate a comparable rise. In recent decades, owner-occupied housing rates have decreased from 83% to 78%, while the proportion of long-term residents of the city has increased, indicating that existing owners are choosing to stay in their homes, while new residents have expanded rental options.

Subdivisions originally built before 1955 reflect the most compact development patterns and highest population density in the city, despite these blocks having the higher rates of non-family households and rental properties, as well as a lower number of persons per households. Based on 2010 Census block data, young people (age 20-34) in the city were concentrated within these subdivisions, primarily north of 79th Street.



HOUSING



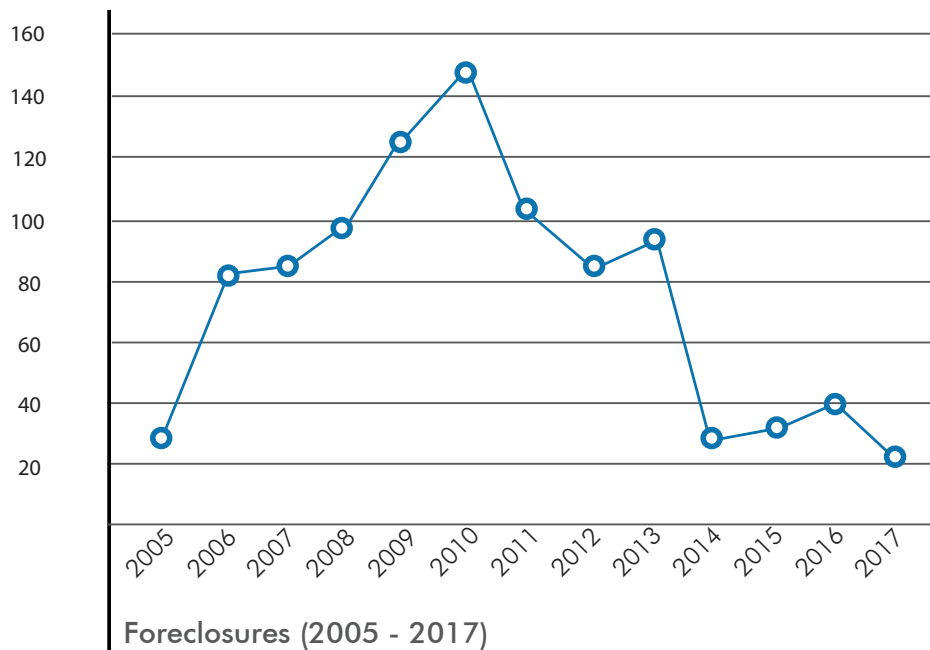
BIVARIATE MAP: YOUNG POPULATION AND RENTAL HOUSING

HOUSING

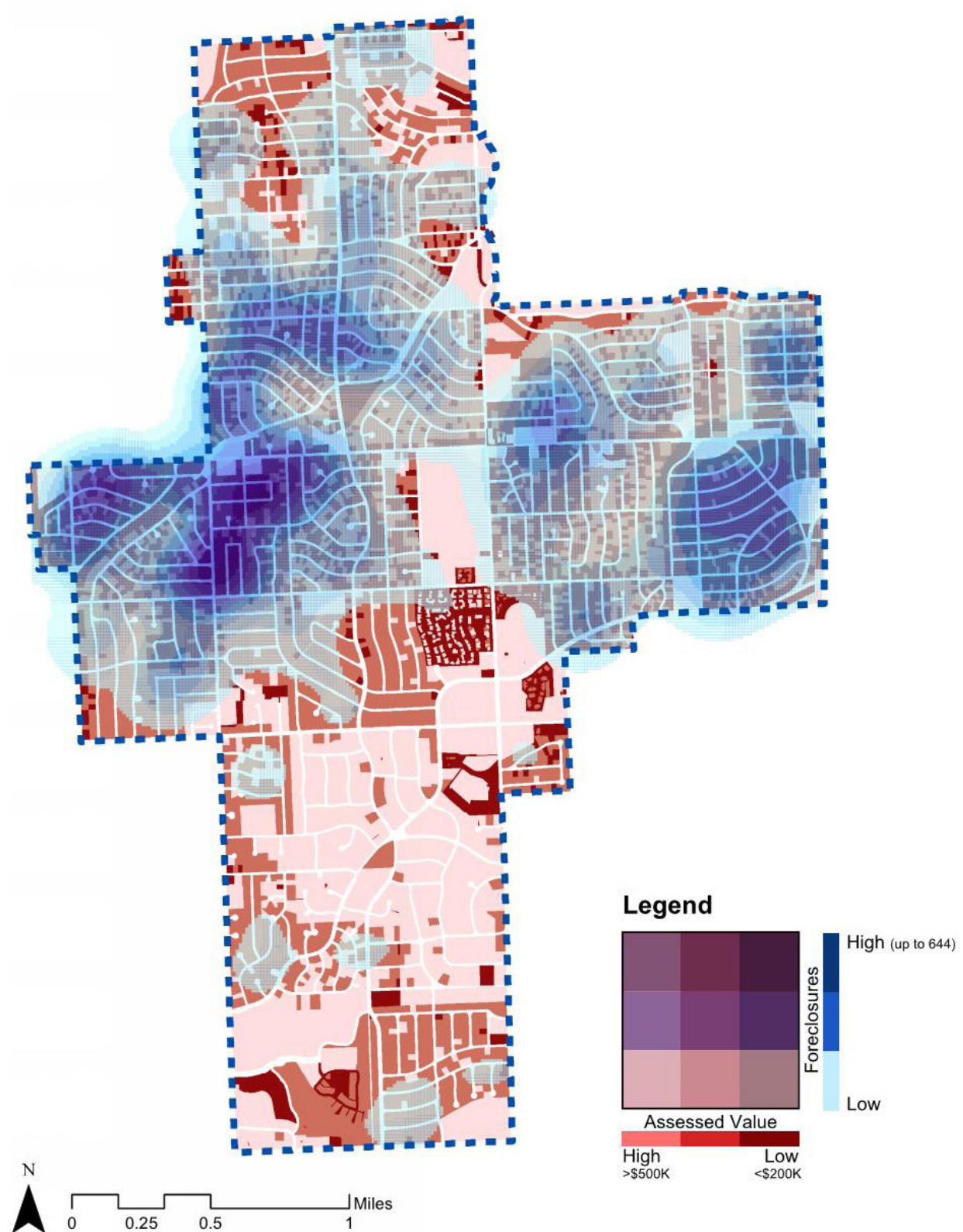
An estimated 9-million families in the United States lost their homes during the Great Recession. Since 2005, Johnson County has experienced over 30,000 foreclosures. Between 2006 and 2014, Prairie Village experienced a high rate of foreclosures primarily concentrated in its most established neighborhoods. Local tax assessments show that the neighborhoods that experienced high concentrations of foreclosures during the Great Recession are also the neighborhoods with the lowest property assessment values.



While this visual correlation (pg. 31) anecdotally suggests a relationship between foreclosures and property values, these properties are likely assessed at a lower value due a number of other factors, such as the age and quality of housing, the size of housing, and market demands tied to the city’s demographic context. It is certainly clear that those most affected by the Great Recession resided in the most established and aging neighborhoods of Prairie Village, and national research suggests that concentrated foreclosures likely had a negative impact on property values during the recession, potentially reducing the taxable values and local budgets.



HOUSING



BIVARIATE MAP: ASSESSED VALUE AND CONCENTRATION OF FORECLOSURES SINCE 2005

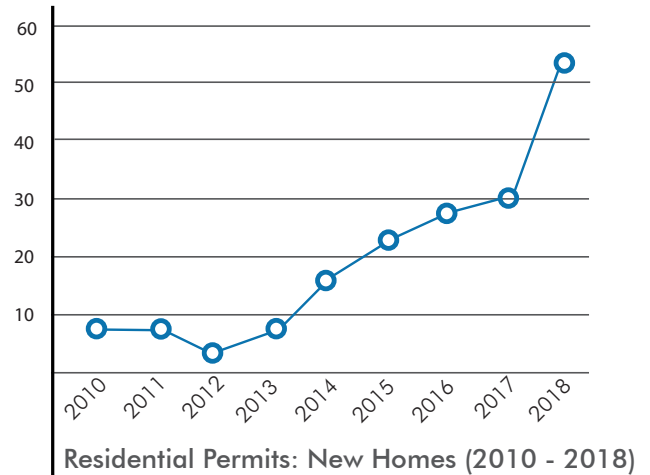
Pre 1955

Established Neighborhoods

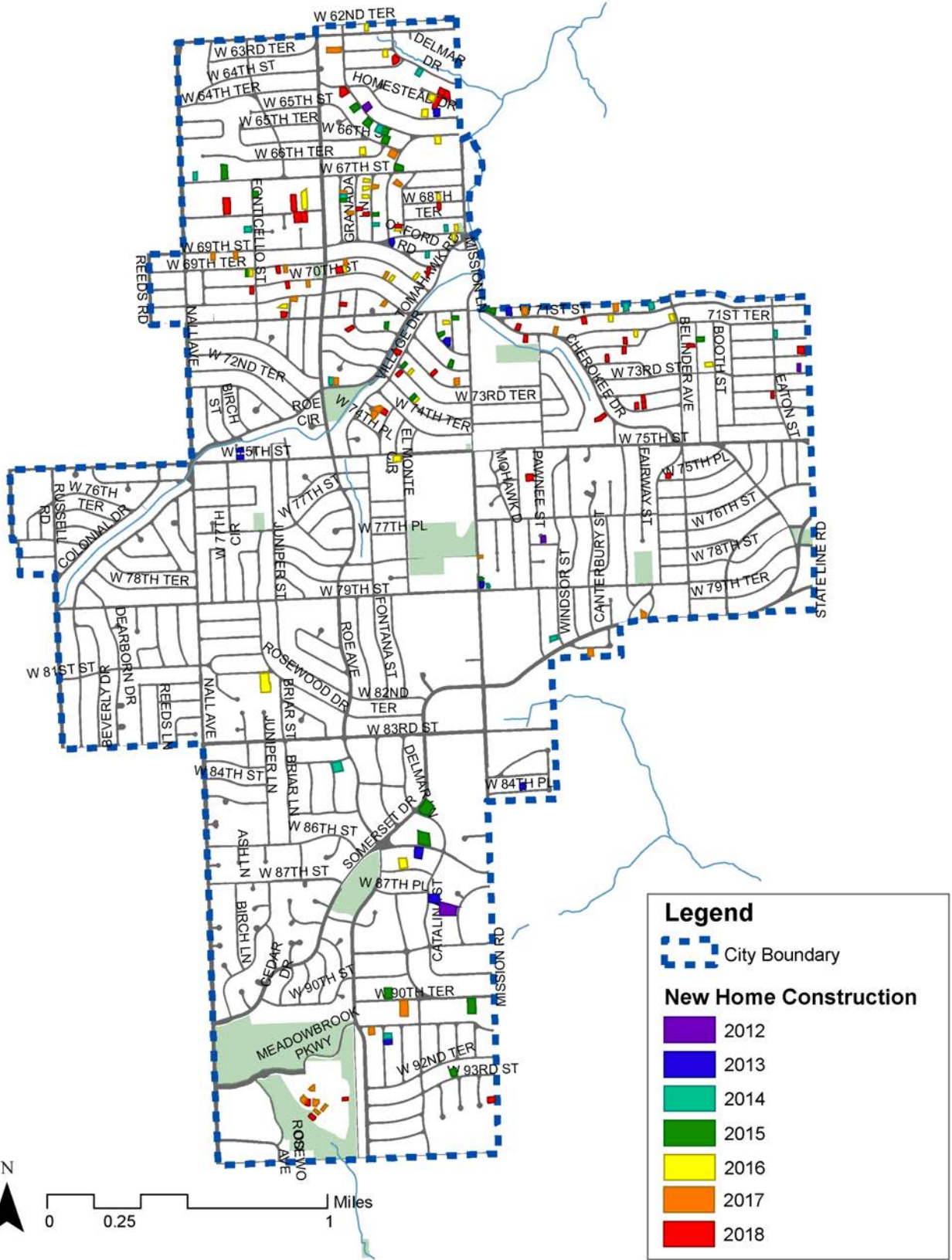
Since the early 2000s, redevelopment of existing housing has occurred incrementally, particularly in subdivisions where the majority of housing was built before 1955. This reinvestment indicates several factors significant to Prairie Village: an aging housing stock in some neighborhoods, a demand for modern housing amenities, and existing or new residents with the economic capacity to reinvest in the construction of housing.

The land available for the development of new detached houses is limited in Prairie Village. The aging neighborhoods offer more affordable property generally sold for a lower cost than the city's average home value of over \$300K. However, the growing desire to live in Prairie Village is evidenced by recent redevelopment of properties in these traditional neighborhoods, and rapidly increasing housing values.

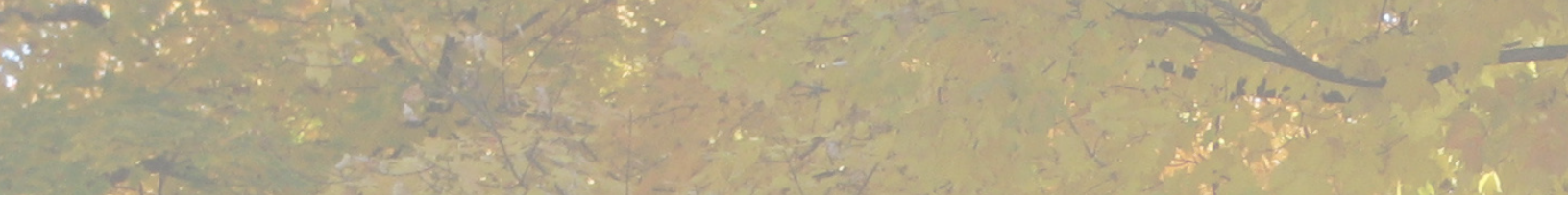
The number of demolished and redeveloped residential properties has been growing since the early 2000s. The 2007 Village Vision plan expressed the importance for new development to contribute to or enhance existing character of neighborhoods, while integrating a more diverse range of housing types. In the past 5 years alone, there has been \$61-million in residential investment, primarily from the reconstruction of more than 150 detached homes. This new investment has caused the character of housing to evolve due to modern preferences of today's home buyers that is sometimes reflected into the exterior character of new homes, such as the scale of the garage, amount of windows, or new materials. Traditionally, much of Prairie Village's housing stock was developed in bulk, resulting in neighborhoods with a consistent scale, form and palette. As neighborhoods are reinvested in, the character of housing will continue to evolve.



HOUSING



NEW SINGLE-FAMILY HOMES, 2012-2018



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CHAPTER 4 DESTINATIONS

As a bedroom community, Prairie Village's social and commercial destinations are limited in scale, serving community needs with civic spaces, service-oriented businesses, small retail stores, and offices.

Existing development patterns, along with economic and real estate trends, provide insight into future changes that may occur in the commercial centers of Prairie Village. Analysis of the city's destinations and travel norms reveal unique strengths for the community.

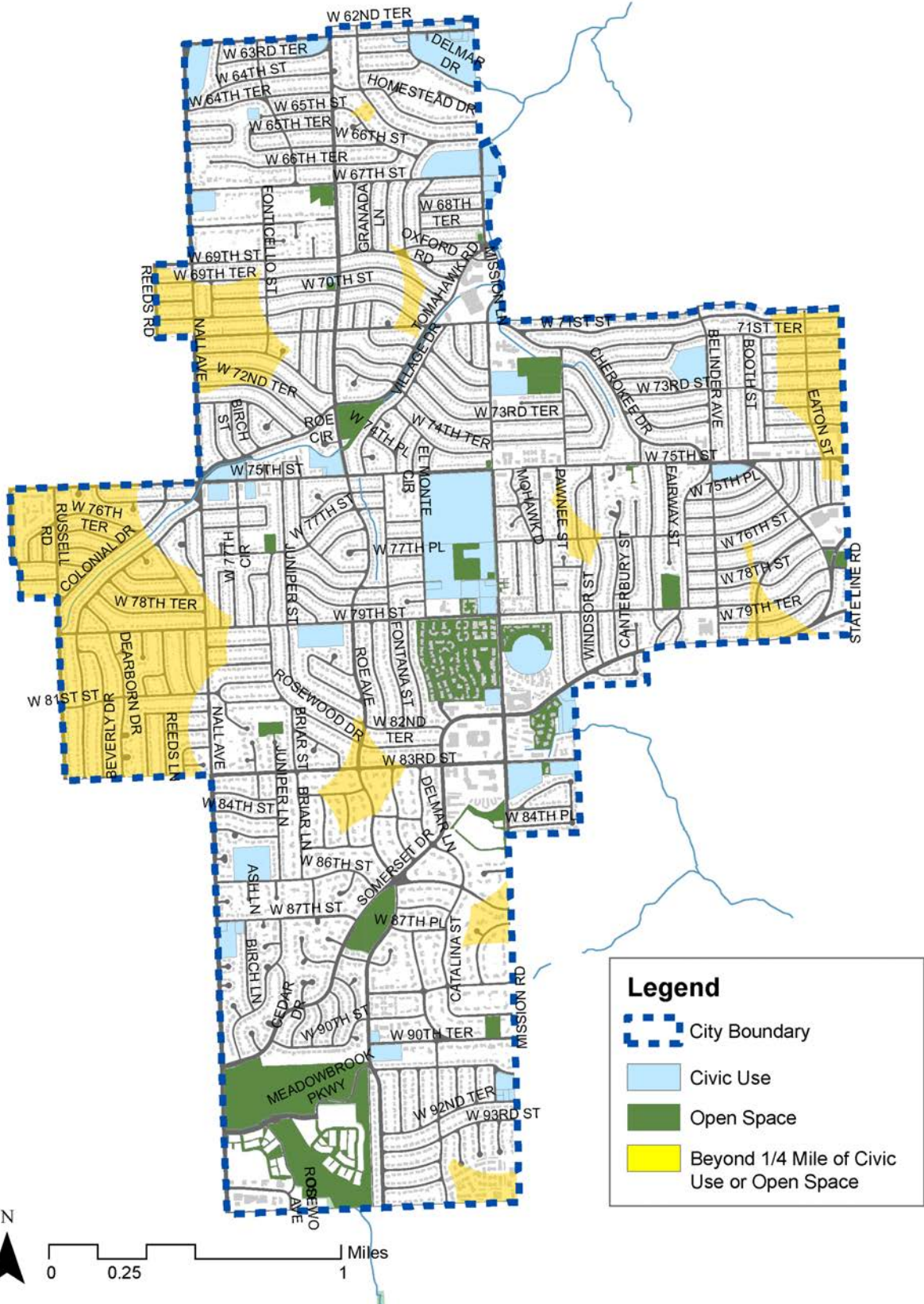
OPEN SPACE & CIVIC USES

Prairie Village has a significant amount of land used for civic and open space, accounting for 12% of the overall city. Civic uses, open space, and social gathering spaces are a vital asset to walkable neighborhoods and viable commercial hubs, providing integral spaces that foster community activity and social interaction. With limited commercial land in the city, civic places and parks provide important destinations that reinforce neighborhood activity when placed in close proximity to homes. Reflective of the many neighborhoods in the region designed by the Nichols Company, these destinations throughout Prairie Village are oriented towards neighborhoods and are easily accessible by-foot. The majority of residential lots throughout the city are at least 1/4-mile, the standard walking distance, from either a civic use or open space.

The majority of parks in the city are mid-sized community parks, many of which are directly adjacent to a civic use. The city adopted the *Prairie Village Parks Master Plan* in 2008, calling for expanded trails and conversion of vacant land into smaller neighborhood parks. Since the adoption of that plan, a number of small neighborhood parks have been designated where underutilized land existed. Gathering spaces are limited in commercial areas, but recent investments have attempted to formalize open and civic space to support commercial activities.



OPEN SPACE & CIVIC USES



CIVIC USE & OPEN SPACE

RELIGIOUS INSTITUTIONS

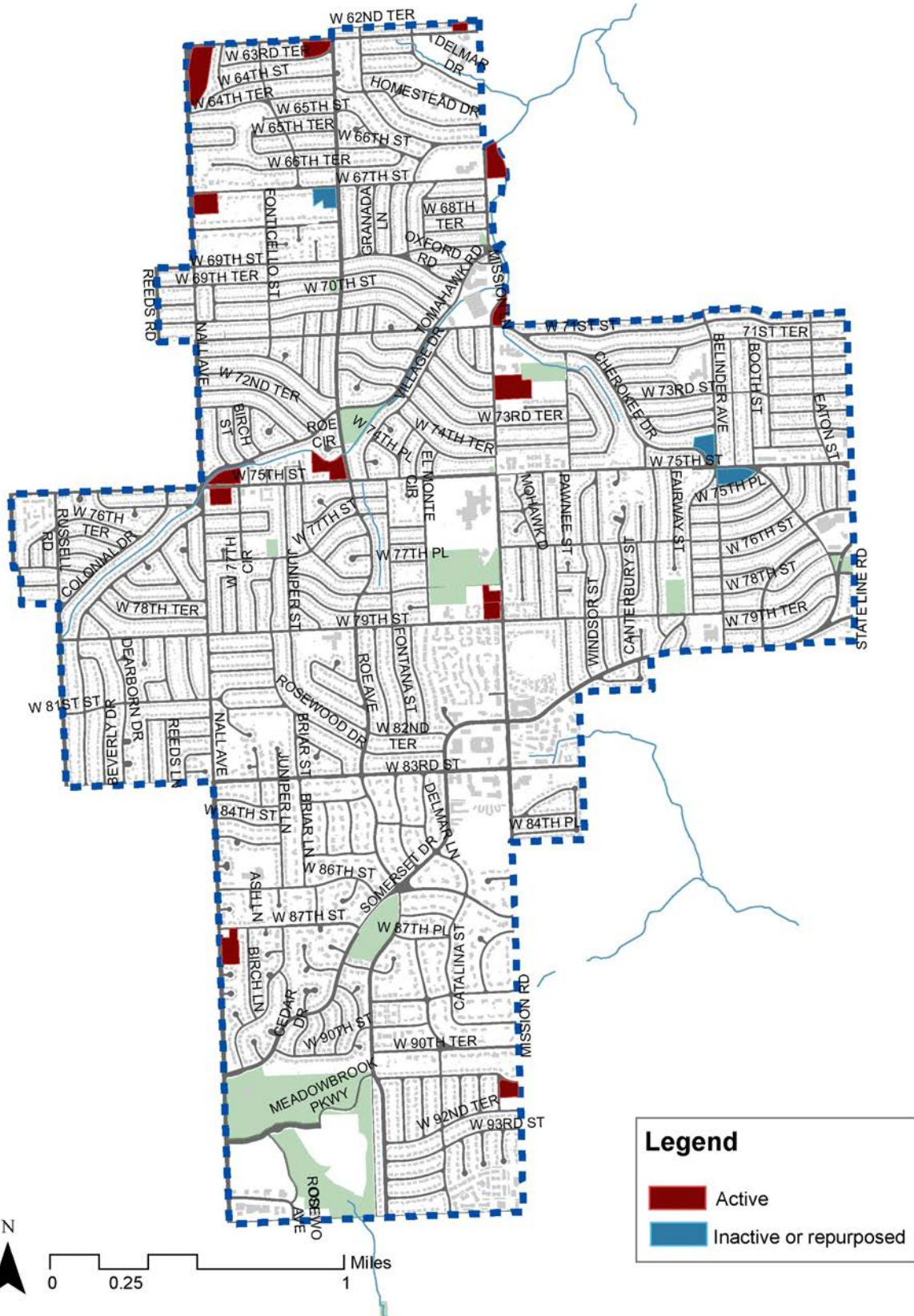
Most civic uses contain parks, public schools, or other government buildings. However, there are a number of religious institutions throughout the city. In recent years, these institutions have faced challenges which have ultimately led to changes in property use, changes in ownership, and redevelopment.

As religious institutions and their properties evolve, it is important these properties be used in way which are community-serving, with limited impacts to surrounding neighborhoods. The former church property at the southwest corner of 67th Street and Roe Avenue recently experienced reinvestment and conversion into community space by the city, while another was reused as a Montessori school. Currently, an inactive religious institution exists at 75th and Belinder and is expected to see reinvestment in the future.

The demand for religious institutions in the United States is changing. The number of people who are unaffiliated with a particular denomination is increasing and causing a competition between institutions providing religious assembly. In some cases, these institutions have made the decision to close their doors.

While some institutions may hold the property, it is common for the property to be sold to a developer for adaptive reuse or reconstruction. Reuse of these buildings can range from housing, including single-family houses, nursing homes, and fraternities, to vibrant community assets, such as community centers, artisan breweries, recreational centers, bookstores, or museums.

RELIGIOUS INSTITUTIONS



RELIGIOUS INSTITUTIONS

LAND PRODUCTIVITY

Cities throughout the United States are paying greater attention to the importance of fiscal resilience. A fiscally strong community produces enough value in order to sustain itself into the future, and are more resilient to economic changes.

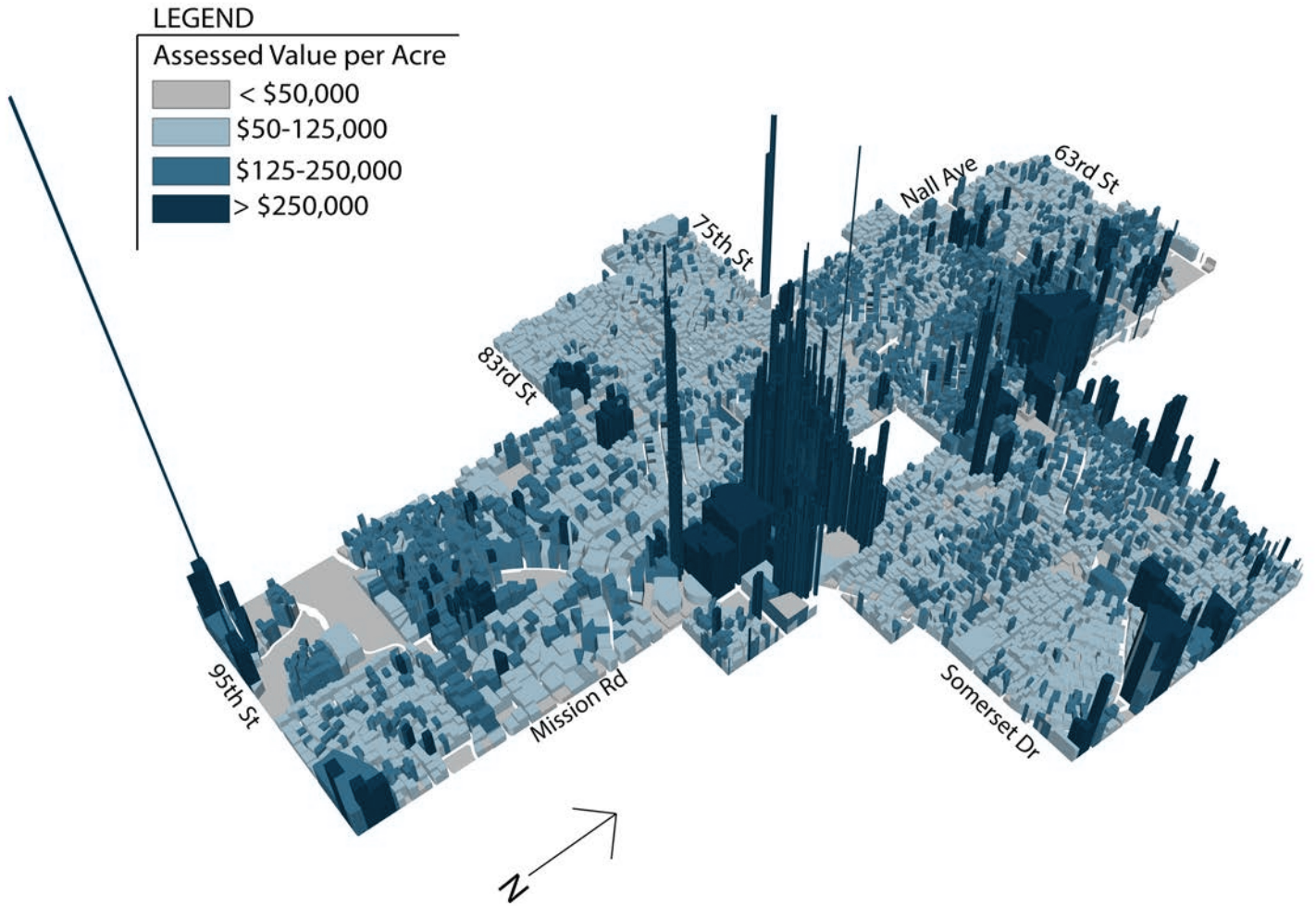
Land is an important agent for supporting value in a city and yielding tax revenue critical for necessary improvements and public services. In 2007, the property and sales tax base provided half of the revenue required to deliver public services. As a landlocked city, the supply of land in Prairie Village is fixed, as is the potential amount of value derived from improvements to property and potential businesses.

“Productivity” is defined as the positive return of taxable value on infrastructure invested by the city. In general, compact, urban development patterns use physical infrastructure, such as roads, sewers, and water lines, more efficiently because more properties and activities are being served within a smaller area. In contrast, development patterns that are not compact require a greater amount of physical infrastructure to service each individual property.

Without fully assessing all municipal costs and tax revenues, a Value per Acre assessment illustrates where the most productive land and concentrated value exists in Prairie Village. In general, commercial centers contain the highest value per acre in the city. Neighborhoods with compact development patterns or high property values also illustrate a higher value per acre.

Productive land is an important asset for cities required to maintain and eventually replace needed infrastructure, as well as provide services. Prairie Village must utilize its land efficiently to continue supporting the high quality of life that attracts so many people to the community.

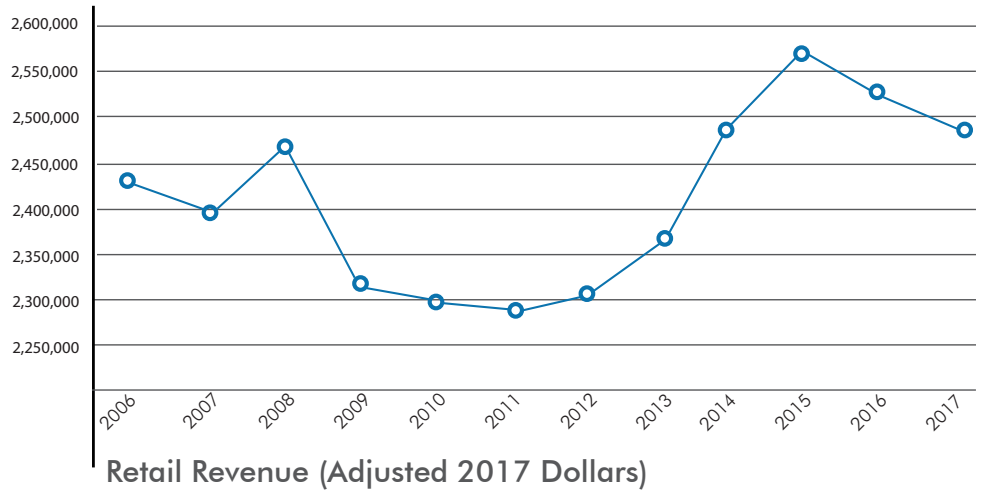
LAND PRODUCTIVITY



PRODUCTIVITY

COMMERCIAL

Commercial land in the city is limited, arranged into distinct community-scale shopping centers. Generally, the scale and intensity of commercial development is low comparable to modern suburban shopping centers, and reflects the development practices of the times. The Prairie Village shopping center has the highest intensity of development (FAR: .35*) and the Somerset Plaza contains the lowest intensity of development (FAR: .19*). The scale and intensity of the commercial centers have remained relatively static over time, however recent investments in the centers have focused on the character and appearance of the centers. The existing levels of development intensity present opportunities for commercial centers to evolve.

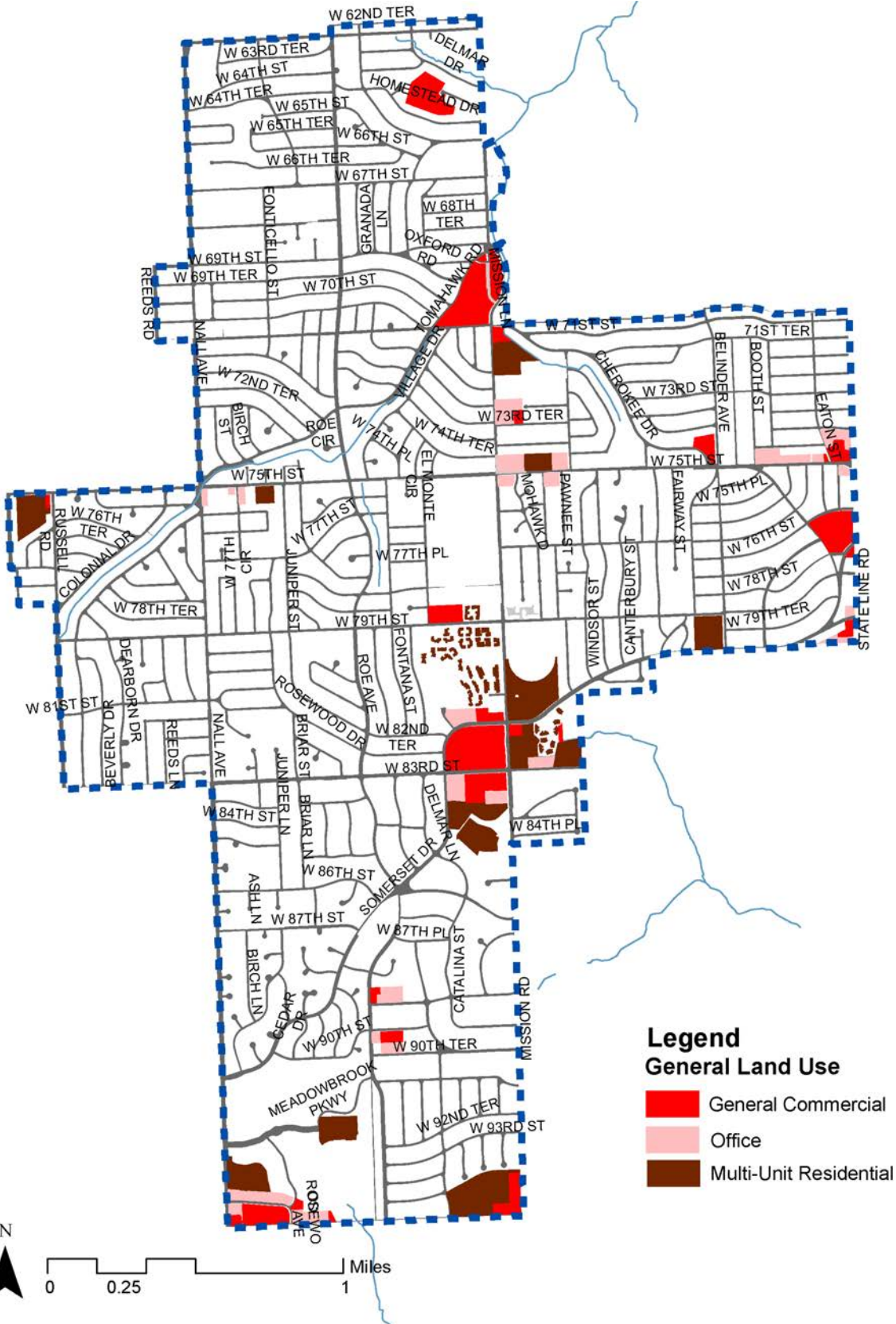


The retail economy is continuing to change with the introduction of new technologies and trends, causing some shopping centers and national chains to fail throughout the country. In 2011, retail sales in Prairie Village fell to its lowest point in recent years due to the Great Recession. Although sales have increased significantly since 2011, the retail market continues to be unstable as retail sales are shifting towards e-commerce. At the end of 2017, 13% of retail sales were made online according to reports by the US Commerce Department. Many suburban communities have overbuilt commercial retail along major corridors, and will be faced with the challenge of retrofitting those properties to maximize productivity of commercial land. Dissimilar to nearby conventional suburbs, Prairie Village’s pattern of retail commercial development is concentrated in multiple small nodes, rather than dispersed along linear corridors, giving each shopping center a refined sense of identity and potential for economic resilience.



*FAR: The floor-area ratio is the ratio of a building’s gross floor area to the gross area of the land on which it is built. On a 10,000 square-foot lot, a building with an FAR of 1 would have a gross floor area of 10,000 square-feet. This building might be one story, built to all property lines of the lot, two stories, making up half of the lot, and so on.

COMMERCIAL



MIXED-USE CENTERS

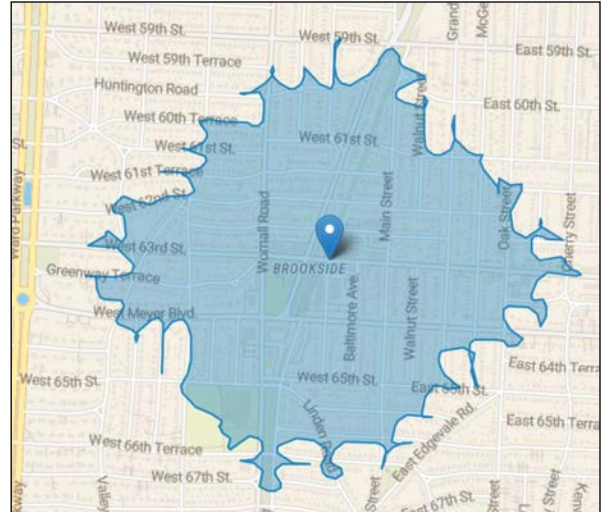
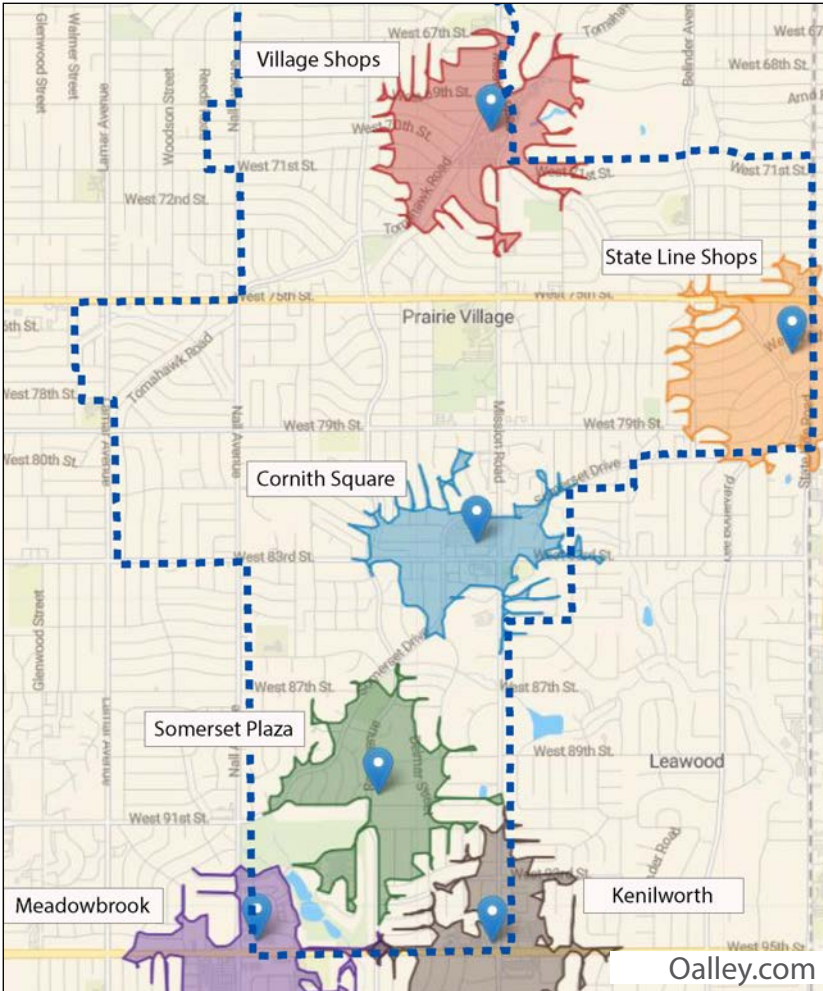
WALKABLE DEVELOPMENT

Commercial land is concentrated into readily-identifiable centers. These centralized nodes provide the community with a number of benefits, including retail stores, personal services, healthcare facilities, and cultural amenities. The development patterns surrounding commercial centers have significant impacts on mobility options and accessibility. While many residents rely heavily on driving as a primary mode of transportation, walkable development patterns can help expand transportation options. To assess walkability and access, the maps (pg. 37) calculate the areas around commercial centers that are within a 10-minute walk. Walkability between existing commercial centers and residential areas varies. The State Line or Prairie Village Shops appear to be more connected to surrounding neighborhoods, while other centers border physical barriers hindering connectivity to neighborhoods, such as large open spaces, closed-off apartment complexes, dead-end streets, and disconnected subdivisions.

There are a number of physical barriers that hinder walkability surrounding commercial centers in Prairie Village. Large expanses of parking between pedestrian pathways and commercial building entrances discourage walking environments. Street patterns that do not connect into existing neighborhoods create an edge between commercial centers and their surroundings. Some shopping centers have a limited number of adjacent streets offering a connection to certain neighborhoods. Where connections do exist, subdivisions with dead-ends further deters pedestrian access. If pedestrian paths do not exist, walking between destinations is physically discouraged. In addition, higher-density residential areas have been developed into complexes, rather than being integrated into a smooth transition between areas of detached houses and commercial centers. While residential density is critical near commercial centers, the current development pattern hinders walkability.

As aging commercial centers are presented with redevelopment opportunities, expanding connections into existing neighborhoods can lead to positive impacts. Walkable environments are much more equitable for residents because they expand mobility options beyond the personal automobile. In addition, improving access to commercial centers can make these communities more valuable and economically productive. Not only do walkable patterns improve access to businesses, the growing demand for walkable neighborhoods can make walkable commercial real estate more competitive in the future. Development patterns that encourage walking can also improve personal health, reduce residents' environmental footprint, and lead to a more socially active community.

WALKABLE DEVELOPMENT



Brookside, Kansas City, MO

The most walkable contexts will generally produce a round or diamond shape. Brookside is a nearby mixed-use commercial center and neighborhood with a notably walkable development pattern. Many commercial centers within the boundaries of Prairie Village begin to produce a similar pattern, however are hindered by some type of edge blocking pedestrian access between neighborhoods and commercial areas..

10-MINUTE WALKING COMMUTE FROM COMMERCIAL CENTERS



HIGH CONNECTIVITY - VILLAGE SHOPS



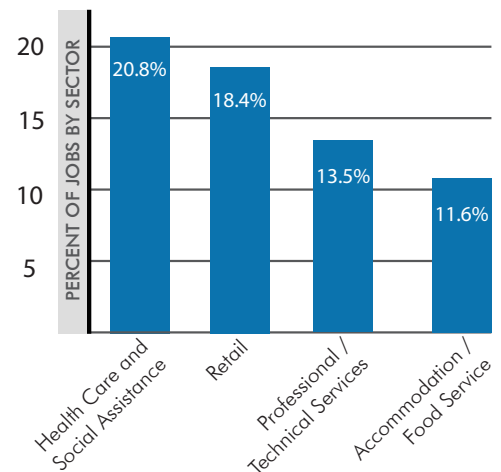
LOW CONNECTIVITY - KENILWORTH CENTER

WORK & TRAVEL

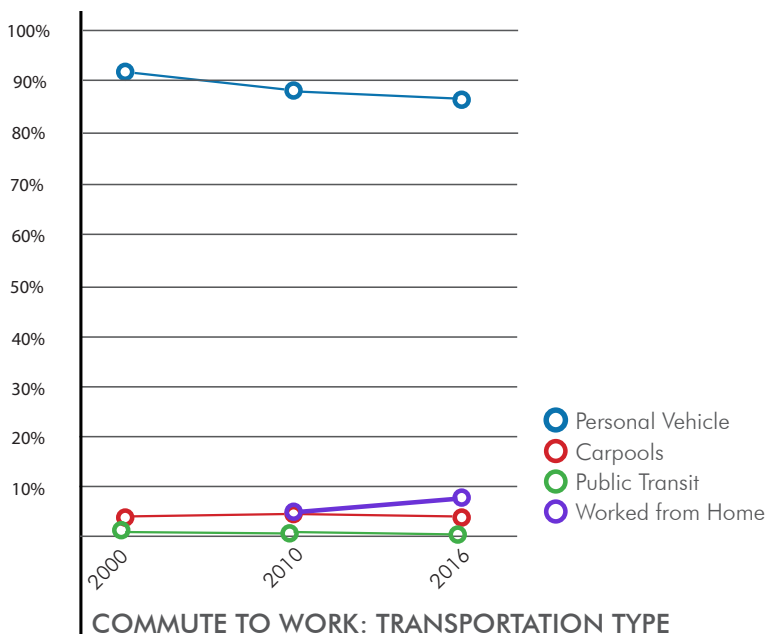
According to the 2015 Economic Census, businesses in Prairie Village employ more than 5,000 people, which is a decrease since 2005. More than 65% of current jobs in the city are in the health care, retail and food services, and professional services sectors. Other growing sectors include educational services and company/enterprise management. There are many job sectors that have seen a significant wane in the past decade as the city's overall job market decreased. In some cases, trends in Prairie Village are not reflective of regional change; While public administration and finance/insurance sectors are decreasing significantly in Prairie Village, they are growing in the Kansas City Metro.

2005-2015 Change in Prairie Village Jobs by Sector

NAICS Employment Sector	Count	%
Health Care and Social Assistance	+358	48%
Accommodation and Food Services	+180	41%
Other Services (excluding Public Administration)	+171	90%
Professional, Scientific, and Technical Services	+22	3%
Educational Services	+82	256%
Retail Trade	-45	-4%
Wholesale Trade	+18	9%
Management of Companies and Enterprises	+18	106%
Mining, Quarrying, and Oil and Gas Extraction	0	-
Utilities	0	-
Agriculture, Forestry, Fishing and Hunting	-4	-67%
Administration & Support, Waste Management	-33	-17%
Transportation and Warehousing	-25	-63%
Information	-35	-45%
Manufacturing	-41	-47%
Construction	-111	-52%
Arts, Entertainment, and Recreation	-120	-75%
Real Estate and Rental and Leasing	-170	-63%
Finance and Insurance	-335	-42%
Public Administration	-675	-77%



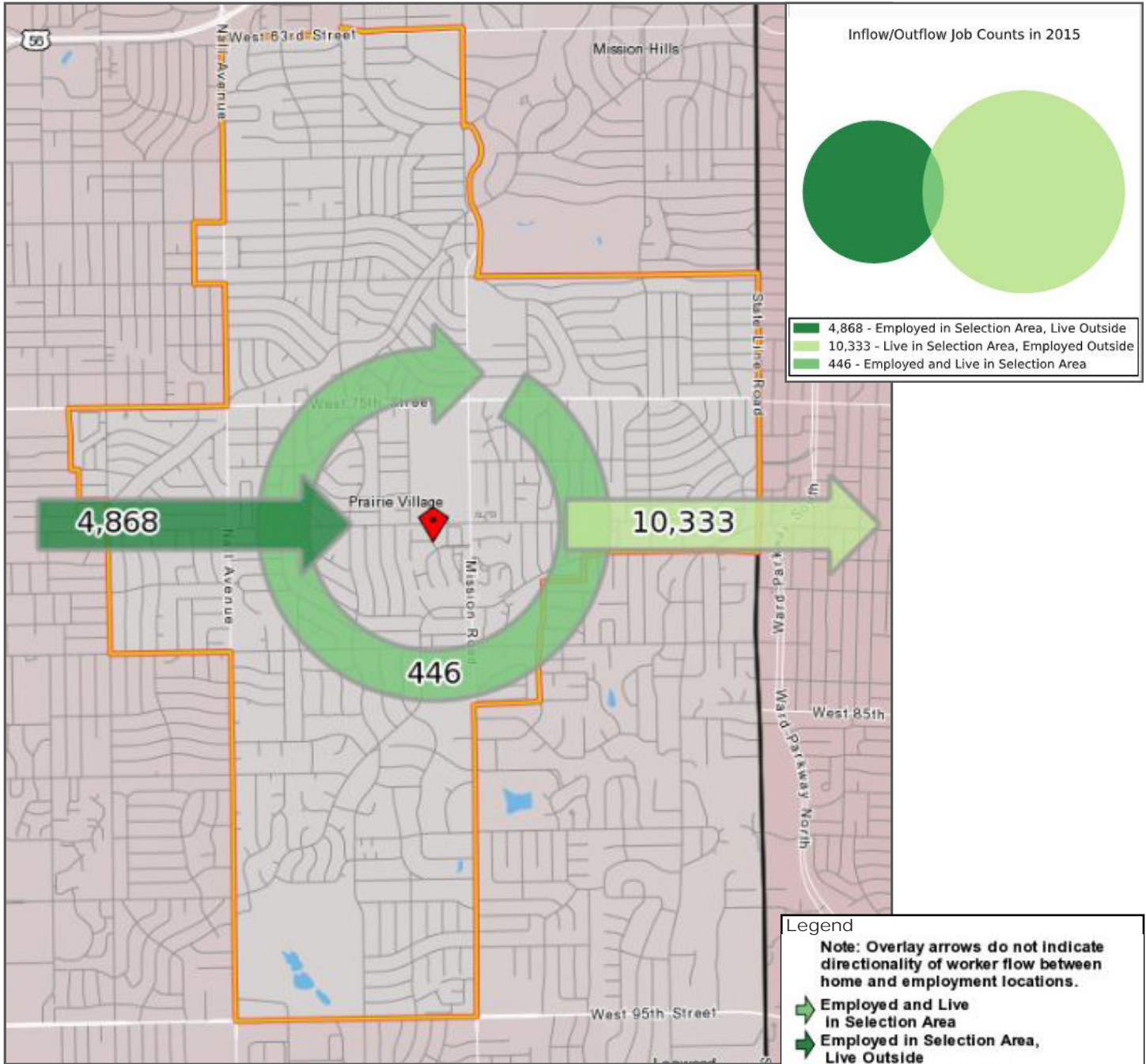
2015: TOP PRAIRIE VILLAGE JOBS BY SECTOR



Almost all residents in the city rely on a personal or shared vehicle for their commute to work, although personal vehicle use has decreased since 2000 as telecommuting and ride-sharing technology has gained popularity. However, the number of vehicles available has increased slightly, as less households are limited to one vehicle, and a greater proportion of households have access to three or more vehicles.

WORK & TRAVEL

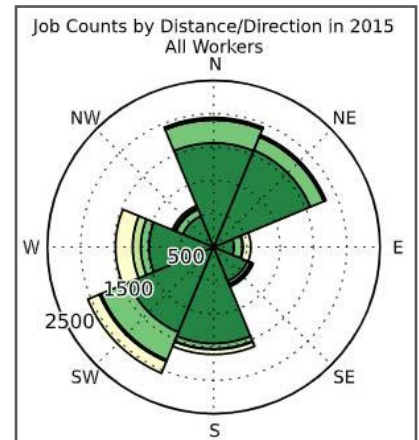
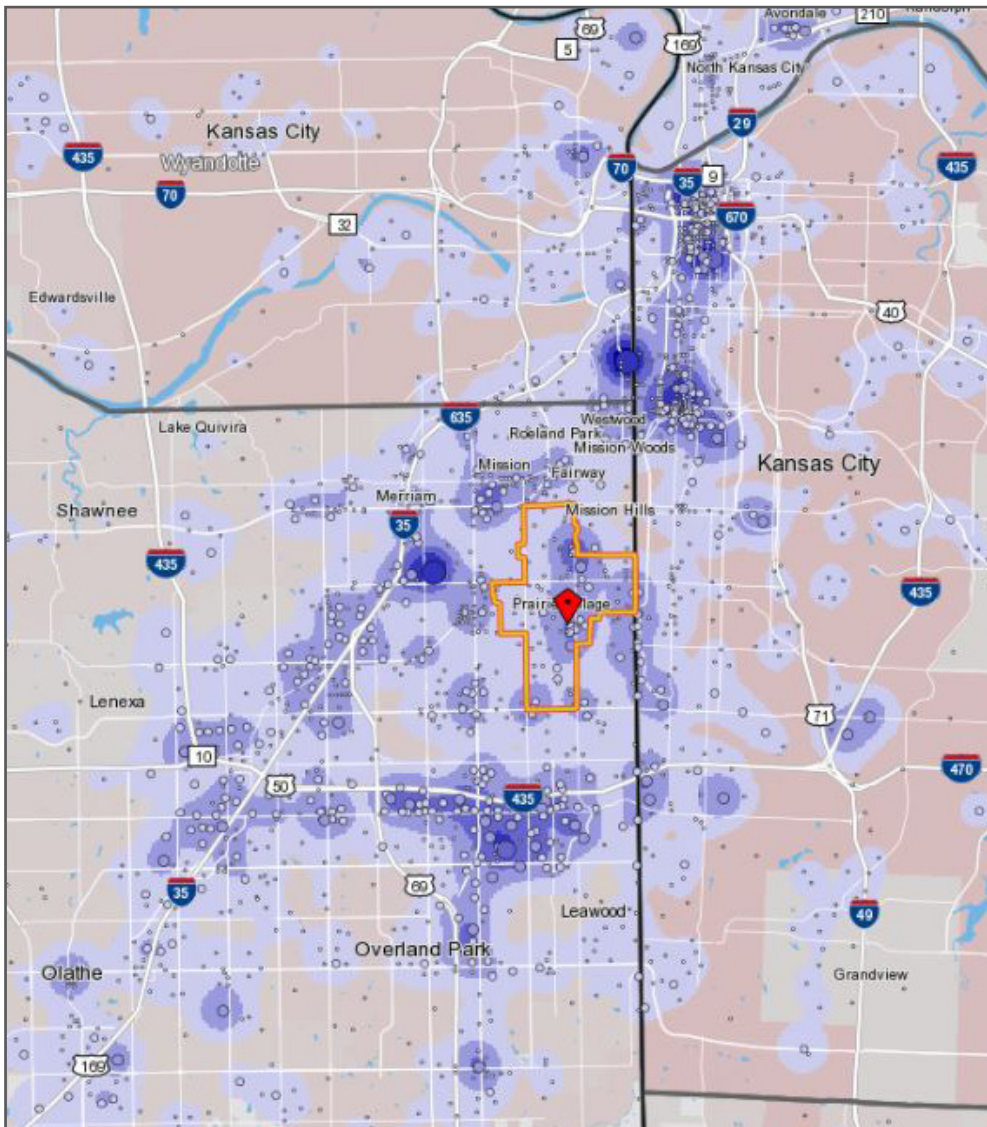
Prairie Village has historically been a bedroom community, with limited capacity for businesses to exist inside the city's fixed boundaries. During the day, approximately 10,000 workers commute outside the city for work. Residents of Prairie Village are almost completely employed outside the city and nearly 40% of employees work outside of the state of Kansas, most likely in Missouri. A very small proportion of employees both live and work within the boundaries of Prairie Village.



2015: EMPLOYMENT INFLOW/OUTFLOW

WORK & TRAVEL

Due to the city's limited employment opportunities, most working residents are required to commute outside the city to work. The typical travel time reported by residents was about 20 minutes, indicating that nearby cities offer the types of jobs sought by Prairie Village residents. US Census data shows that Prairie Village residents are dominantly commuting towards the established central areas of Kansas City, MO, and various commercial areas southwest of the city within Johnson County.



- Legend
- 5 - 43 Jobs/Sq.Mile
 - 44 - 157 Jobs/Sq.Mile
 - 158 - 347 Jobs/Sq.Mile
 - 348 - 614 Jobs/Sq.Mile
 - 615 - 957 Jobs/Sq.Mile
 - 1 - 4 Jobs
 - 5 - 26 Jobs
 - 27 - 87 Jobs
 - 88 - 206 Jobs
 - 207 - 402 Jobs

COMMUTE DIRECTION OF PRAIRIE VILLAGE WORKERS

WORK & TRAVEL

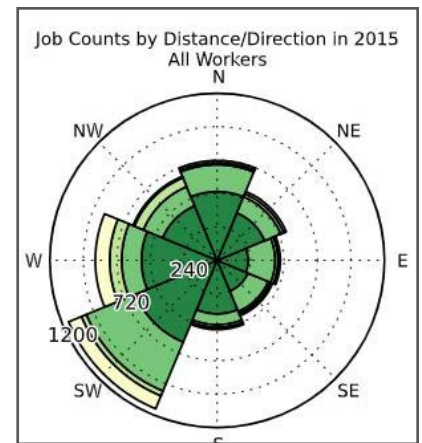
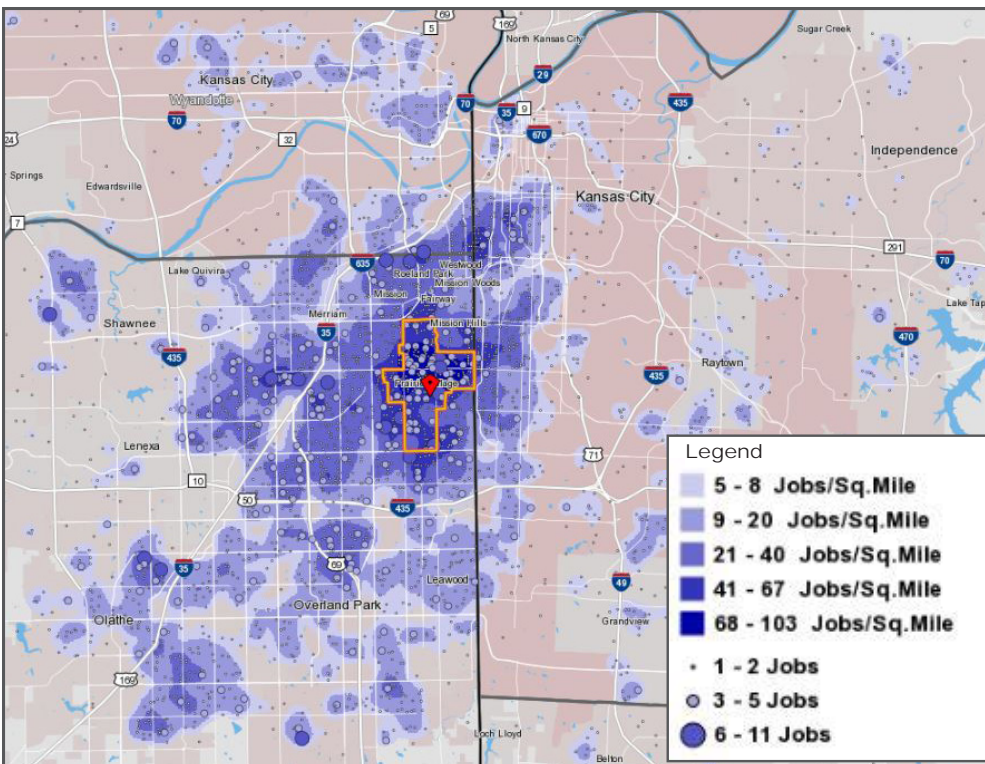
Nearly 5,000 employees commute to Prairie Village from other cities. A significant proportion of workers are reported as traveling from other cities in Johnson County, especially southwest of Prairie Village.

Employees of Prairie Village Businesses

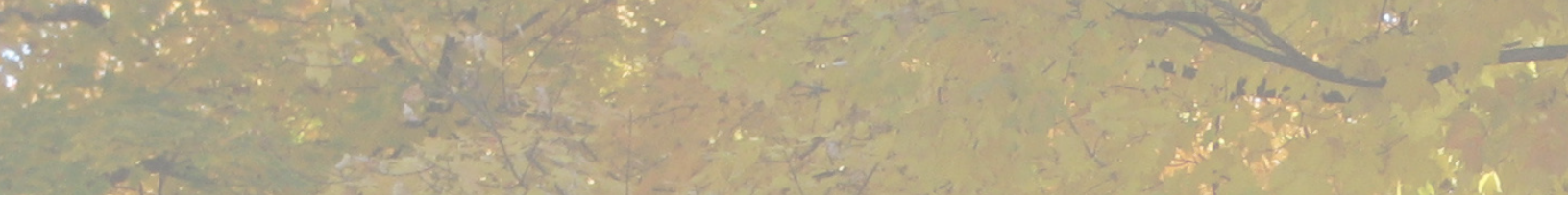
2015 Race / Ethnicity	%
White	87.7%
Black or African American	8.1%
American Indian or Alaska Native	0.6%
Asian	2.4%
Native Hawaiian or Other Pacific Islander	0.1%
Two or more groups	1.1%
Hispanic (includes any race)	5.5%

Employees of Prairie Village Education

2015 Attainment	%
Less than High School	7%
High School, No College	19.7%
Some College, Associates Degree	24%
Bachelor's or Other Advanced Degree	22.7%



COMMUTE DIRECTION OF INFLOW (NON-RESIDENT) WORKERS



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CHAPTER 5

KEY FINDINGS

The demographic trends and physical attributes of the city point towards specific opportunities and constraints that will affect how the city evolves. The following chapter outlines the key findings and overall conclusions derived from this initial study.

KEY FINDINGS

DEMOGRAPHICS

Prairie Village remains competitive due to its character and location. Demographic trends indicate the city is becoming more exclusive and may experience a continued decrease in population. Trends leading to citywide population decline include decreasing household sizes, shrinking proportion of “family” households, and long-term occupancy leading to potentially higher rates of empty-nesters. As a landlocked city, opportunities for new housing is limited, and past and present demographics indicate trends that may compound the competitive nature of the housing market as fewer people are living in the housing available.

In addition, the median income of residents is decreasing while the mean is rising, indicating a growing proportion of high-income residents causing the average income to be higher than the median, an indicator of growing income disparity. If trends continue, Prairie Village’s housing market will continue to be increasingly expensive, hindering starter-families and middle class people from living in Prairie Village.

In the past decade, the addition of new housing units has been an important focus. The city has gained new housing units at Meadowbrook, Mission Château, Homestead Estates, and Chadwick Court. These housing projects increase the population capacity of the city, though does not expand affordability as most of these houses are considered high-end or luxury.

ENVIRONS

As a first-tier suburb, Prairie Village has the opportunity to benefit from its existing walkable development patterns by improving these connections. Prairie Village currently lacks comprehensive bicycle and pedestrian connections in the city, though has plans to invest in bicycle infrastructure. In addition, the city’s access to public transit services are limited, and do not provide access to commercial centers for patrons or employees residing outside the city.

The character and use of roadways has changed since the city’s initial development. Many low-intensity residential properties exist along major corridors such as 75th Street. The relationship between high-capacity roadways and detached homes is challenging and a potential safety concern. A closer analysis of major corridors may be necessary to determine how land use and traffic calming can be balanced to achieve safer, usable environments.

As a developed city, the amount of impervious surface coverage causes adverse effects to public infrastructure. While some stormwater policies exist, additional action could be taken to mitigate the effects of runoff in a context-specific way. Similarly, solar power infrastructure has a potential to benefit property-owners in specific contexts, primarily in commercial areas.

NOTABLE CHANGES (Since 2007)

+13%	NON-FAMILY HOUSEHOLDS
+8%	LONG-TERM RESIDENTS (>30 YEARS)
+3%	MEAN INCOME
-6%	WORK COMMUTING WITH VEHICLE
-6%	OWNER-OCCUPIED HOUSING
-8%	MEDIAN INCOME

KEY FINDINGS

HOUSING

Much of the city's building stock is aging. However, Prairie Village has attracted reinvestment, partly attributed to the city's location and character. Housing in the city's most established neighborhoods is aging, requiring ongoing maintenance and reinvestment. In recent years, the housing market in the city has become increasingly competitive, leading to the construction of 173 new homes, which accounts for nearly 2% of available detached houses.

Physical challenges of the city's aging housing stock will eventually require much of the traditional Nichols-built homes to undergo significant improvements or complete redevelopment. In the past, these now established neighborhoods contained the most affordable detached housing in the city. However, lower housing prices also make redevelopment achievable as many home buyers are opting to demolish and rebuild new homes on properties with aging homes.

While this new investment has created positive momentum for development in the city, conventional housing construction has caused tension in Prairie Village's most established neighborhoods. The city recently established neighborhood design guidelines in order to reinforce characteristics of housing that contribute to the context of established neighborhoods.

NOTABLE CHANGES

+159	NEW HOME BUILDS (Since 2012)
+120%	AVERAGE HOME VALUE (Since 2000)
+113%	AVERAGE \$/SQFT (Since 2000)
+50%	AVERAGE HOME VALUE (Post 2015 spike)
-84%	FORECLOSURES (Since 2010)

DESTINATIONS

National consumer trends are leading to the decreased support of retail businesses as people opt for e-commerce. This shift will likely change the character and productivity of commercial centers. With many aging commercial centers, Prairie Village is uniquely positioned to respond to this change in the retail market. Shifting from car-oriented retail centers towards walkable mixed-use centers can have a number of benefits for the community, promoting Prairie Village's commercial centers as experiential destinations.

Prairie Village benefits from the fact that commercial land is limited and arranged into many small compact nodes. These development patterns support the city's identity as a village, composed of a number of community- and neighborhood-scale centers surrounded by multifamily housing and walkable neighborhoods. However, multifamily housing has been arranged in a pattern that hinders access between commercial centers and residential neighborhoods of detached housing. Population and proximity is a vital component to support the local retail market, and the current arrangement of apartment complexes creates a physical barrier that does not connect all potential residents within walking distance to the commercial centers in Prairie Village.

CONCLUSION

VILLAGE VISION 2040

Since the initial adoption of Village Vision in 2007, Prairie Village has accomplished a number of goals and has experienced significant market changes requiring the community to reassess the direction of the city. In the past decade, the housing market has become increasingly competitive, fostering concerns about the character of new housing and future affordability in established neighborhoods. The city recently adopted design guidelines to support conservation efforts. As vacant land becomes scarce, new housing will be limited to areas with existing development, including properties with aging apartment and condominium complexes.

There has been some improvement of aging commercial centers, though many will eventually require significant reinvestment. Commercial centers and adjacent apartment complexes may be potential opportunities for expanded mixed-use centers, comprised of both more intense development patterns and expanded residential capacity. Enabling well-designed mixed-use centers will promote Prairie Village as a regional destination and help to support commercial uses as e-commerce becomes more popular in the future. In addition, coordinating transit services and bicycle connections to interact with commercial hubs can provide economic benefits to residents and visitors.

While facing many challenges, Prairie Village is a desirable community with a competitive housing market. Momentum in the residential market may foster new opportunities for economic development, and the character of the city's reinvestment will continue to evolve the identity of this community.

