



# Belton Comprehensive Plan Update

## Housing and Economic Development Analysis

PREPARED FOR



AUGUST 2023 **DRAFT**

PREPARED BY



## INTRODUCTION

# BELTON HOUSING AND ECONOMIC DEVELOPMENT ANALYSIS

The following report contains a detailed housing and commercial market analysis that was conducted as part of the Belton Comprehensive Plan Update 2050.

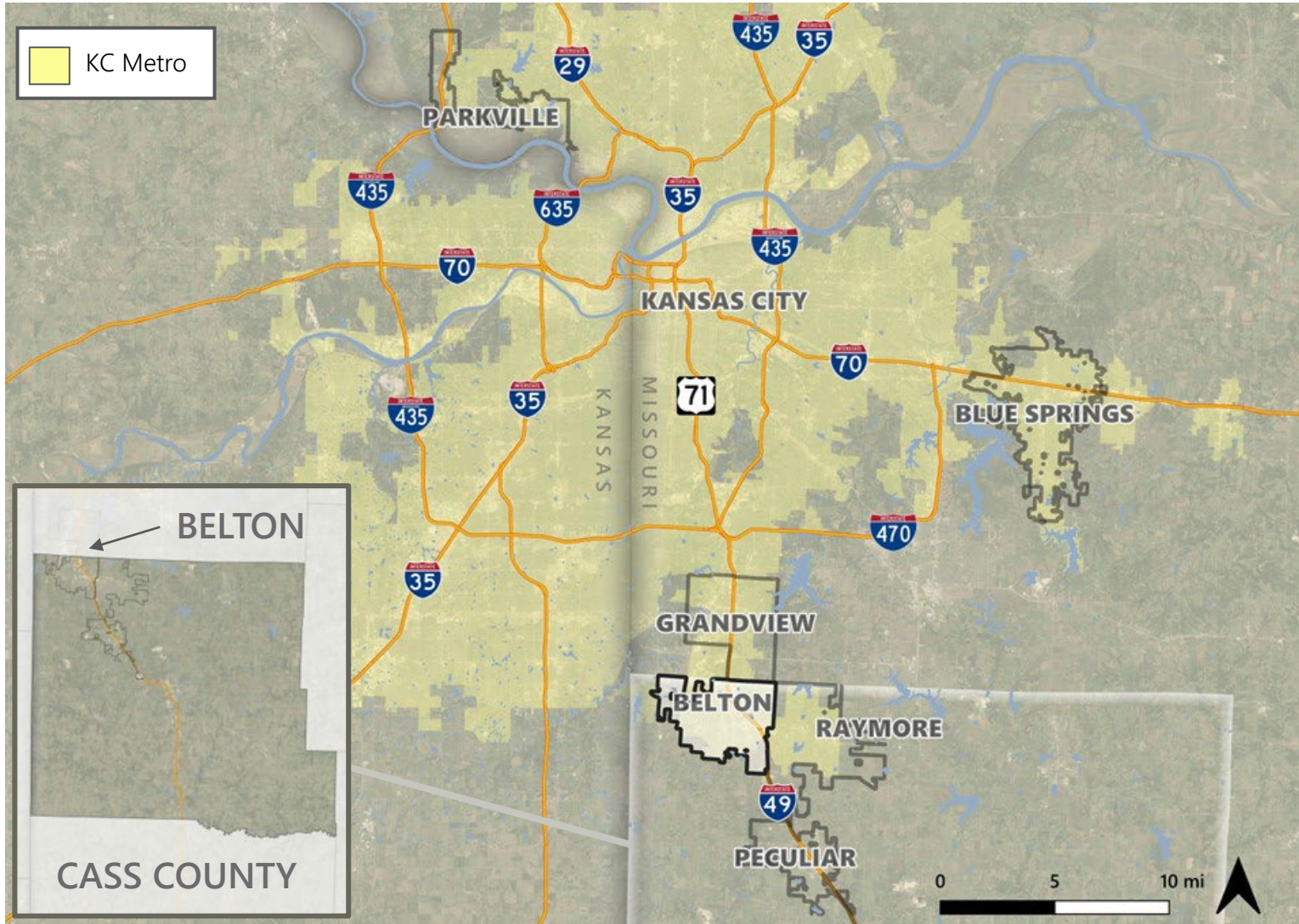
This report includes a study of City demographics, employment, and trends related to housing and commercial development markets. Also included are population growth projections through the planning horizon of the Comprehensive Plan, which were used in the analysis of potential housing and retail demand.

This report and the information within it are meant to support future land use, housing and economic development policy decisions that will be made throughout the Comprehensive Plan Update process.



## INTRODUCTION

# BELTON IN THE KANSAS CITY REGION



**Belton is situated at the southern edge of Kansas City's urbanized area.** It sits at the northern edge of Cass County and 18 miles south of Downtown Kansas City, Missouri. Belton is bordered to the east by Raymore, to the north by Grandview, and to the south by Peculiar.

Belton's location in the region and on I-49 means **Belton has easy access to downtown Kansas City and many of the Kansas City metro area's amenities and employment opportunities**, which supports its potential for further residential growth and commercial development.

The following analysis will explore the defining demographic, housing and economic characteristics of Belton relative to peer communities (highlighted in left) to assess the future housing, employment and commercial development demand over the Comprehensive Plan Update's 2050 planning horizon.

## INTRODUCTION

### KEY QUESTIONS FOR BELTON

- **How has Belton changed over the years?** In terms of population, age, household composition, income, etc.?
- **How much growth can Belton expect by 2050?** In terms of population, housing and employment?
- **Where should this growth be concentrated?** Infill vs greenfield
- **What are the regional and local trends in the housing market?** In terms of supply, cost, and competition?
- **What is the potential for new commercial development in Belton?** For retail and otherwise?



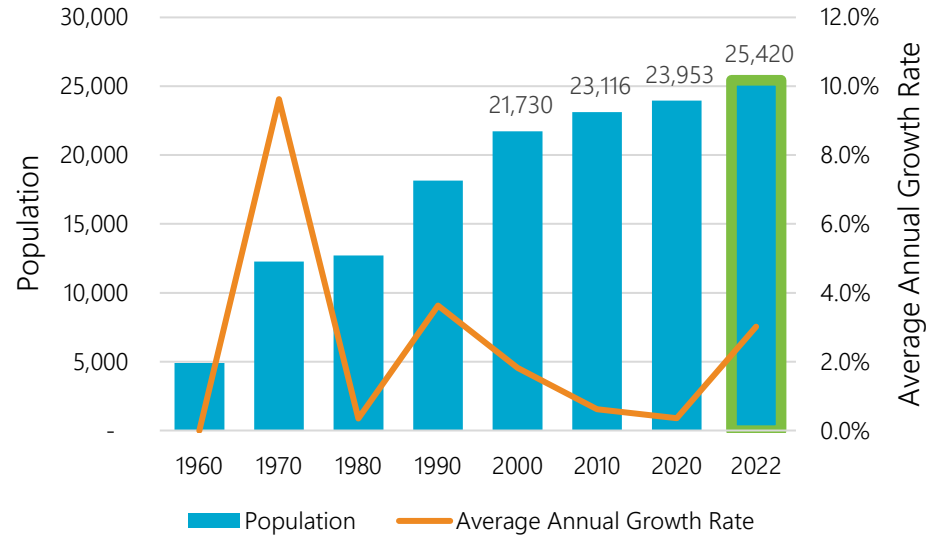


# DEMOGRAPHICS

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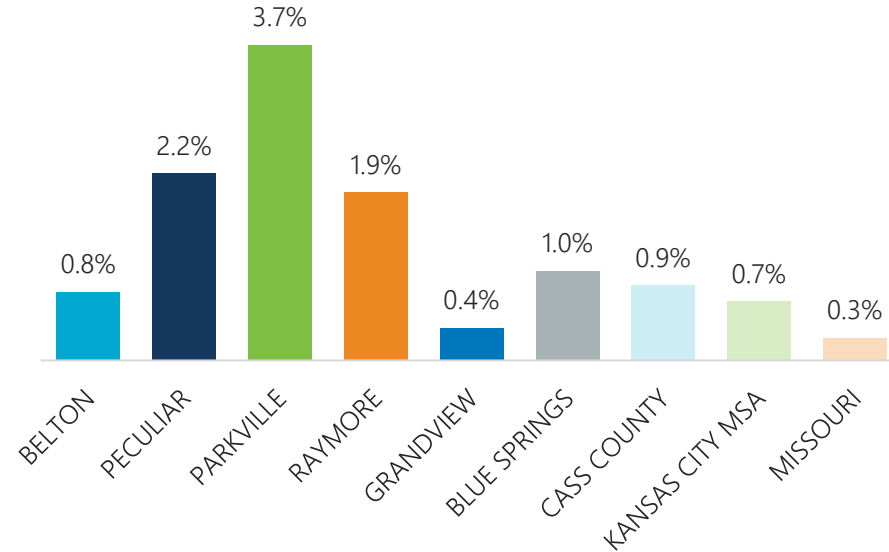
## POPULATION GROWTH

**BELTON POPULATION, 1960-2020**  
US DECENNIAL CENSUS, 1960-2020



Belton has seen more **modest population growth in recent decades**, compared to earlier growth periods in the 1960s and 1980s-1990s. In the 2010 to 2020 period, the city’s annual growth had slowed to 0.4%. However, when including most recent population estimates from the U.S. Census, it shows that **growth has picked up since 2020—bringing the 2010-2022 annual growth rate to 0.8%**.

**ANNUAL POPULATION CHANGE 2010 – 2022 (EST.)**  
US DECENNIAL CENSUS, 2022 CENSUS POPULATION ESTIMATES



Belton’s 2010-2022 annual growth rate (0.8%) was lower than most peer communities other than Grandview (0.4%), but surpasses that of the metro region (0.7%) and state (0.3%) for the same period. Belton’s share of Cass County growth slipped from 20% in the 1990s to 8% of total countywide growth between 2000-2010, rebounding slightly to 10% for the 2010-2020 period. **If the city can continue capturing more of the county and regional growth into the future, this has significant implications for the housing and retail demand outlook.**



## DEMOGRAPHICS

# PROJECTING POPULATION GROWTH

For the purposes of this analysis, Belton's growth is projected through the year 2050. This projected growth is an important factor in determining the potential residential and retail market demand that Belton may see throughout the planning horizon of this Comprehensive Plan Update.

This projection considered three different forecasting approaches, all based on historical growth trends from 1990 to 2020, that are summarized below:

- **HIGH: Belton Annual Rate:** Belton adds population each year at its 2010-2022 annual rate (0.8%)
- **MEDIUM: Belton Straight line:** Belton population adds the same number of new residents each year, based on historical average (193).
- **LOW: Share of Cass County Growth:** County grows at same annual rate as historical average (0.9%), while Belton maintains its average share of county growth (13.2%)

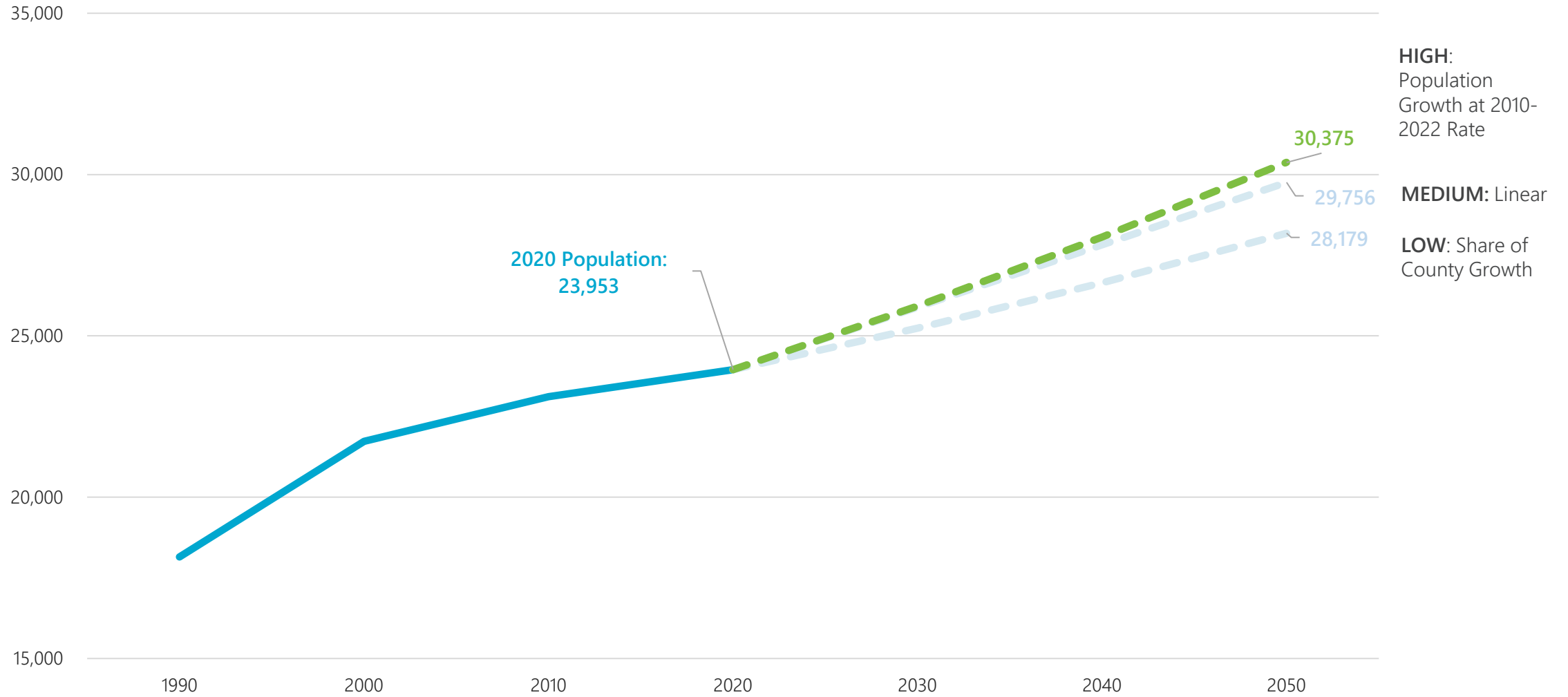
The following page shows a graph of these three population projections. The future housing and retail demand estimates outlined later in this report are informed by the high, annual rate projection, in which Belton is assumed to continue growing 0.8% per year through 2050.

Continuing at this level of growth would result in Belton **growing by nearly 5,000 people by 2050, to 30,375 people**. If the city annexes its future development area of 19 square miles, this estimation of growth could be significantly altered.

# DEMOGRAPHICS

## POPULATION GROWTH

ESTIMATED BELTON POPULATION GROWTH, 1990-2050



Source: Decennial Census, 2022 Census Population Estimates, Missouri Office of Administration 2030 County Population Projection, LCG

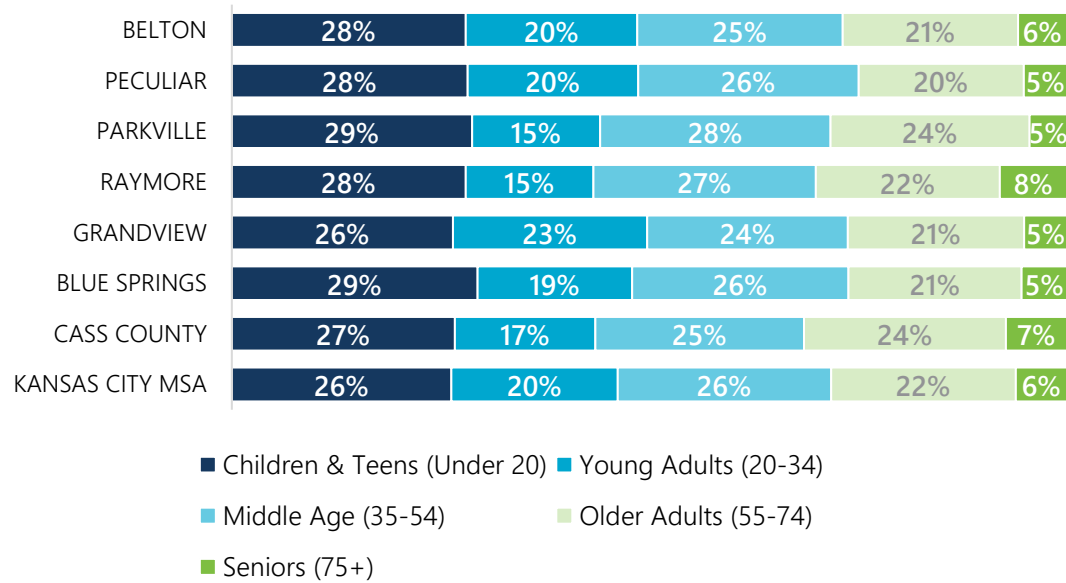


# DEMOGRAPHICS

## POPULATION BY AGE

### ESTIMATED POPULATION BY AGE BRACKET

AMERICAN COMMUNITY SURVEY, 2021 5-YEAR ESTIMATES, TABLE DP5

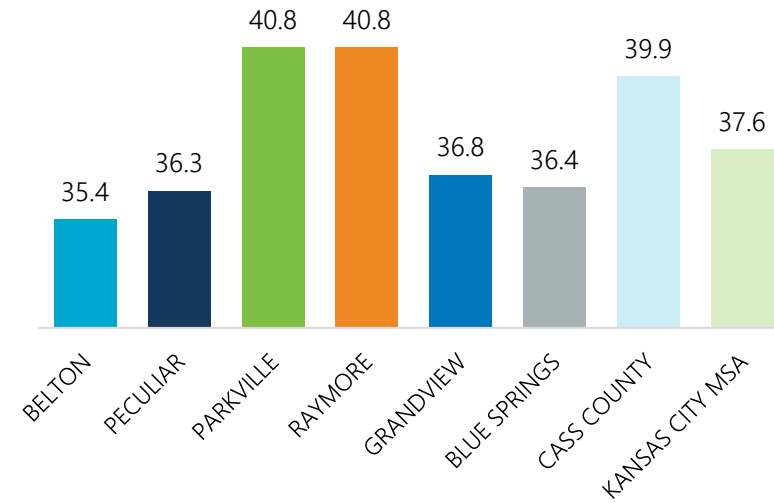


Belton’s population has similar age proportions to the metro and peer communities Peculiar, Grandview, and Blue Springs, which all share slightly **larger proportion of children and teens and older adults**. The city has a larger proportion of young adults, but a **smaller proportion of adults aged 35 to 54 than Parkville and Raymore**.

Though the differences are relatively minor, this could indicate that neighboring communities are attracting more young families and mid-career workers, either due to employment opportunities and amenities or the housing types available.

### MEDIAN AGE

AMERICAN COMMUNITY SURVEY, 2021 5-YEAR ESTIMATES, TABLE DP5

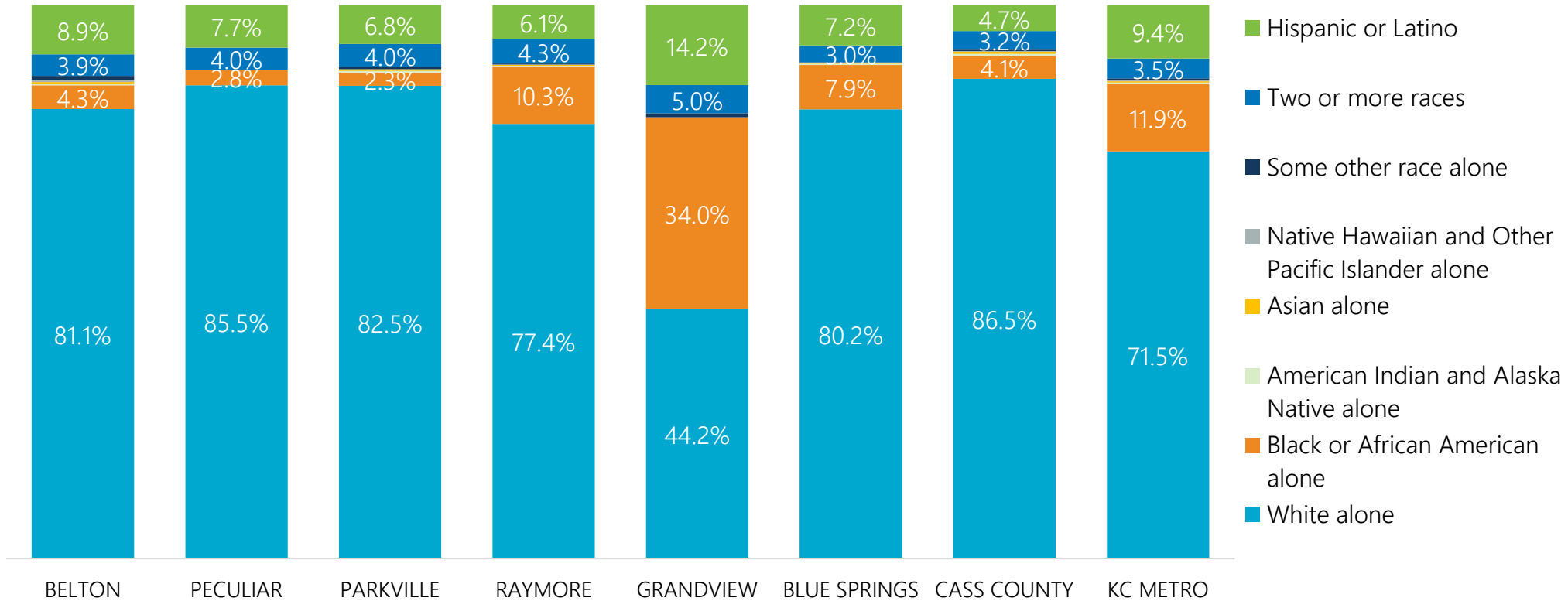


Belton’s **median age is up slightly from 2010** (when the median age was 32.7), though it is **still younger than most of the Kansas City metro**. With its median age standing at the low end of the 35 to 54 age bracket, this indicator reinforces the observation that Belton may not be retaining its young family and mid-career residents at the levels that surrounding communities are.

# DEMOGRAPHICS

## POPULATION BY RACE & ETHNICITY

ESTIMATED POPULATION BY RACE & ETHNICITY  
 AMERICAN COMMUNITY SURVEY, 2021 5-YEAR ESTIMATES, TABLE DP5



The city is **less racially diverse than the metro** and peer communities such as Grandview but is **more racially diverse than the county** overall. Hispanic or Latino are the second-largest racial or ethnic group, at 8.9% of the population in Belton, after White (81%).



## DEMOGRAPHICS

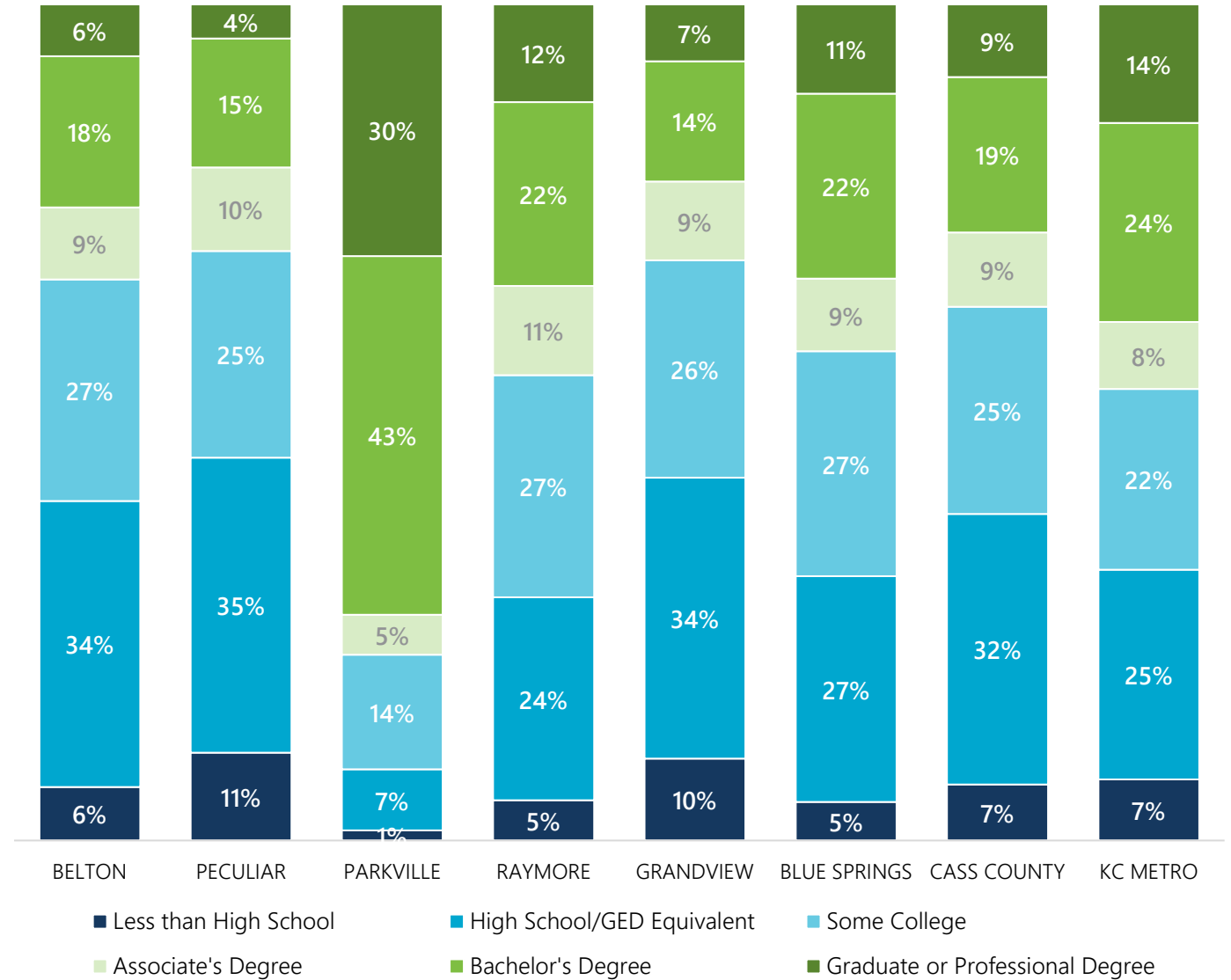
# EDUCATIONAL ATTAINMENT

Rates of formal educational attainment can not only provide insights into a community’s income and wealth potential, but development outlook—as a **key metric considered by retail businesses and housing developers**.

**Belton residents have lower levels of formal educational attainment than the region.** Belton has a slightly smaller proportion of residents (24%) with a bachelor’s degree or higher than the county (28%), but a significantly lower proportion than the metro overall (38%) or Parkville (73%)—where annual population growth was nearly five times that of Belton’s since 2010.

If Belton’s goal is to attract a higher proportion of residents with higher educational attainment, it can consider a variety of factors or strategies, including the types and amount of available housing, as well as available city amenities like schools, parks and commercial activity centers, which can all be contributing factors to where a household chooses to live.

EDUCATIONAL ATTAINMENT IN BELTON WITH REGIONAL COMPARISONS  
AMERICAN COMMUNITY SURVEY, 2021 5-YEAR ESTIMATES, TABLE DP2



## DEMOGRAPHICS

# HOUSEHOLD COMPOSITION

According to the most recent American Community Survey (ACS) conducted by the U.S. Census (2021), **Belton has a total of 9,171 households** (broken down into households with a couple versus a single head-of-household at right), with an **average household size of 2.53** people. Belton's household size is on par with the county (2.58) and slightly above statewide (2.46) averages, and below the city's 2010 average of 2.63.

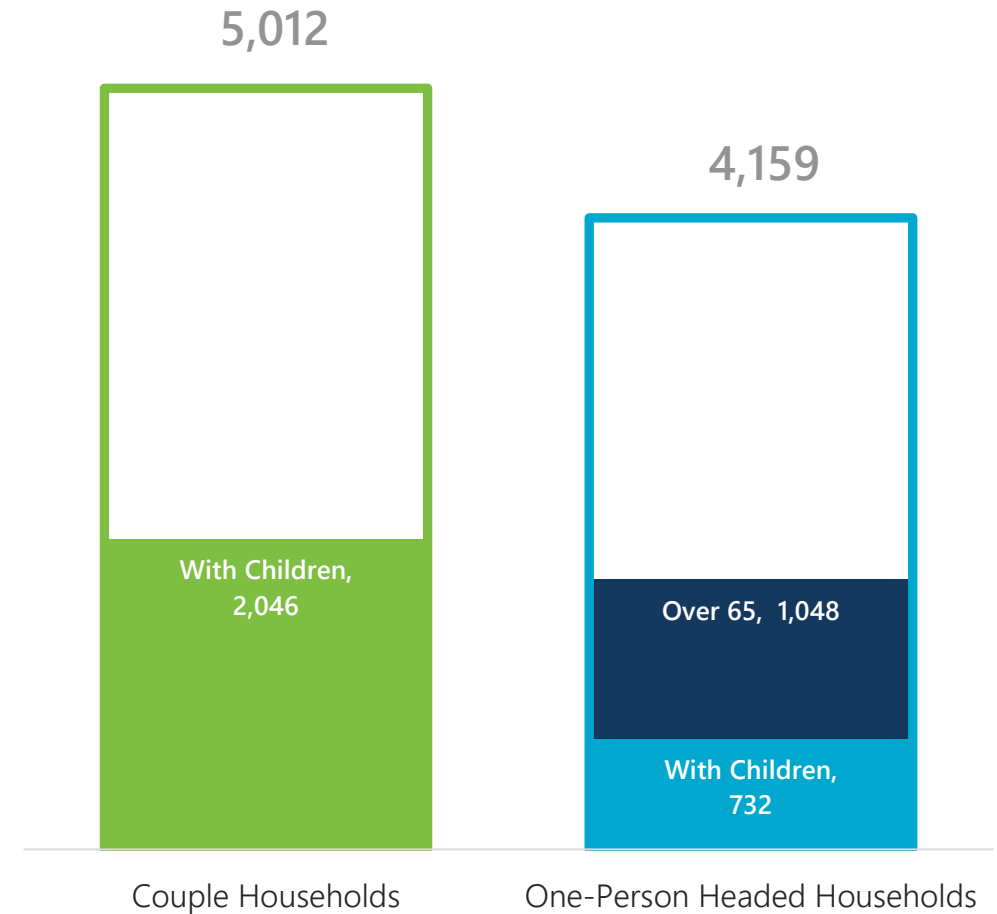
Of these households, approximately **30% have children under the age of 18**, on par with county and metro averages of 30% and 28%, respectively. **Belton also has a much larger share of single-parent households, at 8%, than the county and metro, both at 6%.**

**45% of households in the city are one-person head of households, significantly above the county's share (38%) but on par with the metro's 46%.** Belton has the same proportion (11%) of individuals over 65 living alone as the county and metro.

These numbers reinforce the findings of relatively high proportions of children and teens in comparison to neighboring cities, suggesting that Belton continues to support a **healthy demand for both existing and new housing with multiple bedrooms.**

Yet, the declining average household size, relatively high proportion of one-person headed households, and individuals over 65 living alone may indicate **demand for smaller housing types in Belton both for the starter home and downsizing ends of the housing spectrum.**

HOUSEHOLDS BY COMPOSITION  
US DECENNIAL CENSUS 2020, TABLE DP1

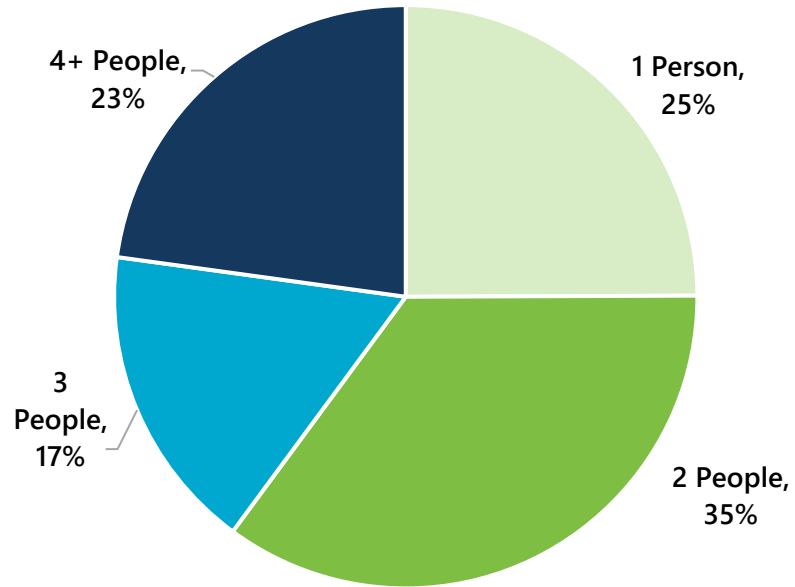




# DEMOGRAPHICS

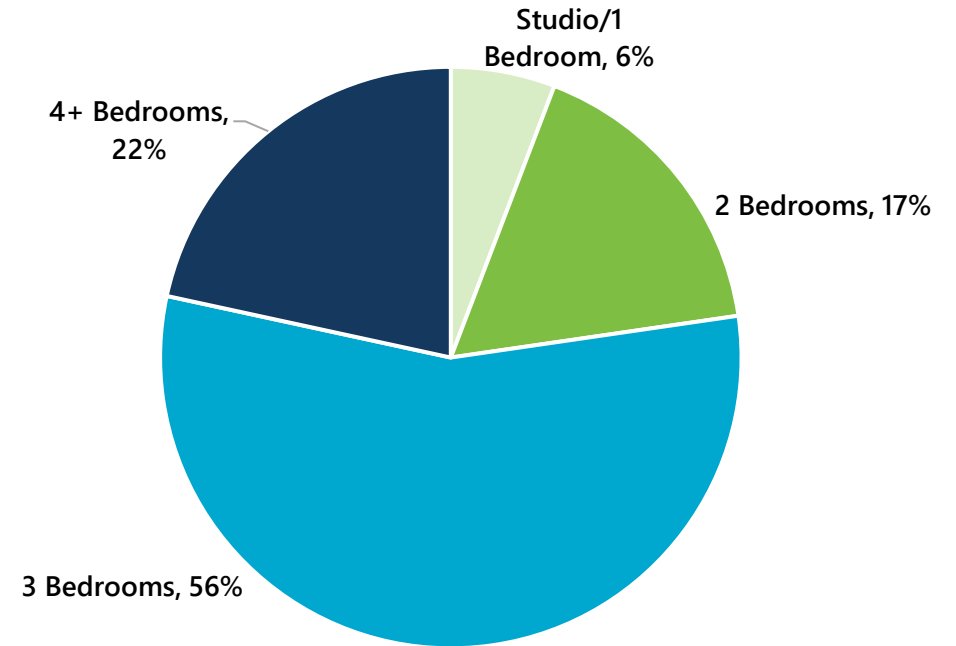
## HOUSEHOLD SIZE

BELTON HOUSEHOLD SIZE  
AMERICAN COMMUNITY SURVEY 2021 5-YEAR ESTIMATES, TABLE S2501



In line with the household composition findings, **over half of Belton’s households are made up of one or two people.**

NUMBER OF BEDROOMS IN BELTON HOUSING UNITS  
AMERICAN COMMUNITY SURVEY 2021 5-YEAR ESTIMATES, TABLE DP04

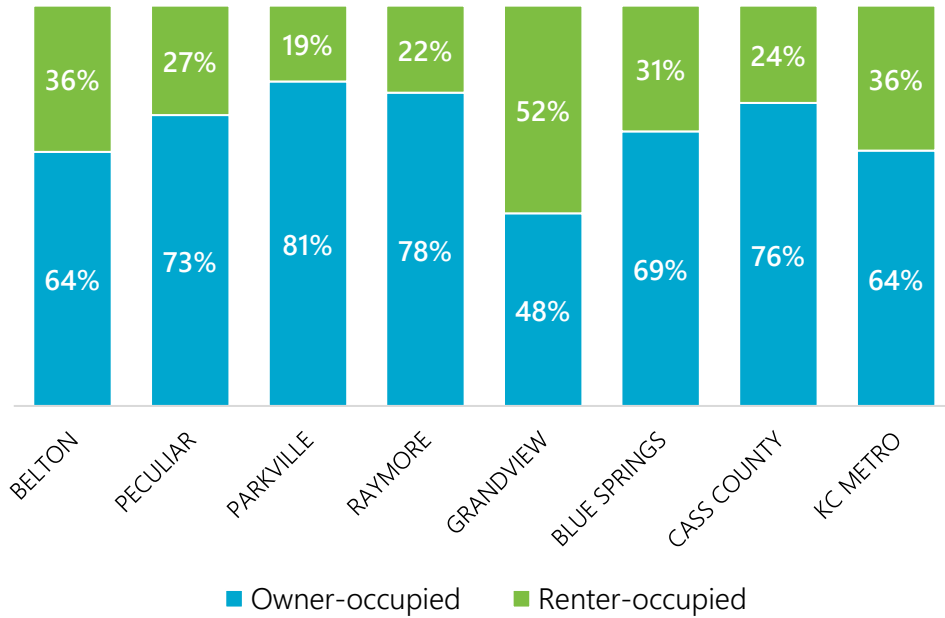


The comparatively small proportion of one- and two-bedroom housing units relative to household size may indicate potential demand for smaller units in Belton. Although small households may choose to live in larger units, **a lack of small units in the city can reduce options and affordability for smaller or single-person households.**

# DEMOGRAPHICS

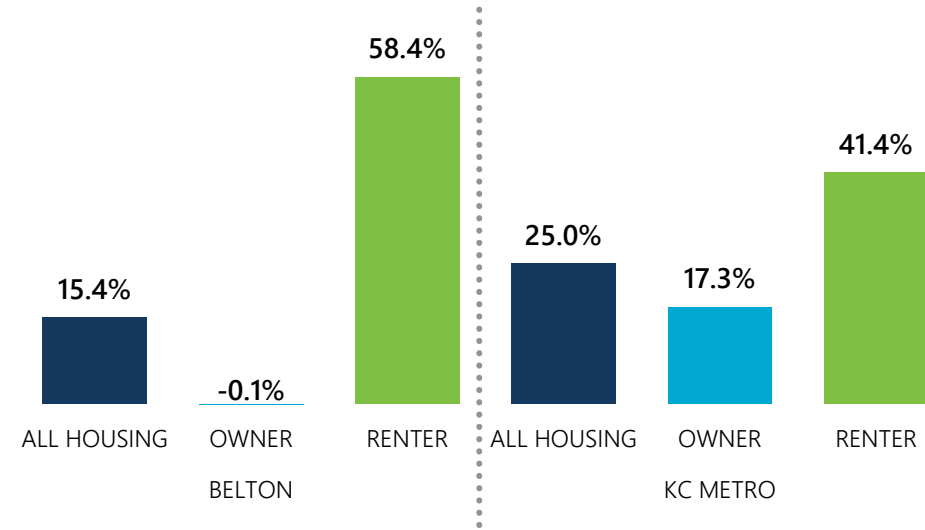
## HOUSEHOLD TENURE

TENURE IN BELTON WITH REGIONAL COMPARISONS, 2020  
US DECENNIAL CENSUS, TABLE DP1



**64% of Belton residents own their own homes**, a lower proportion than peer communities other than Grandview, but the same level as the metro. Though renter-occupied households have grown faster than the metro average over the past 20 years, likely driven in part by the increasing cost of homeownership, **renters remain a minority for household type in Belton. Belton’s overall growth in housing units (both rented and owned), at 15%, was below metro growth (25%) from 2000 to 2020.**

CHANGE IN THE NUMBER OF OCCUPIED HOUSING UNITS BY TENURE  
2000 – 2020  
US DECENNIAL CENSUS



**Renter households occupy all types of housing, including single-family homes, townhomes, and large apartment properties.** Increasing the supply of denser, multifamily rental housing leads to a number of benefits, including:

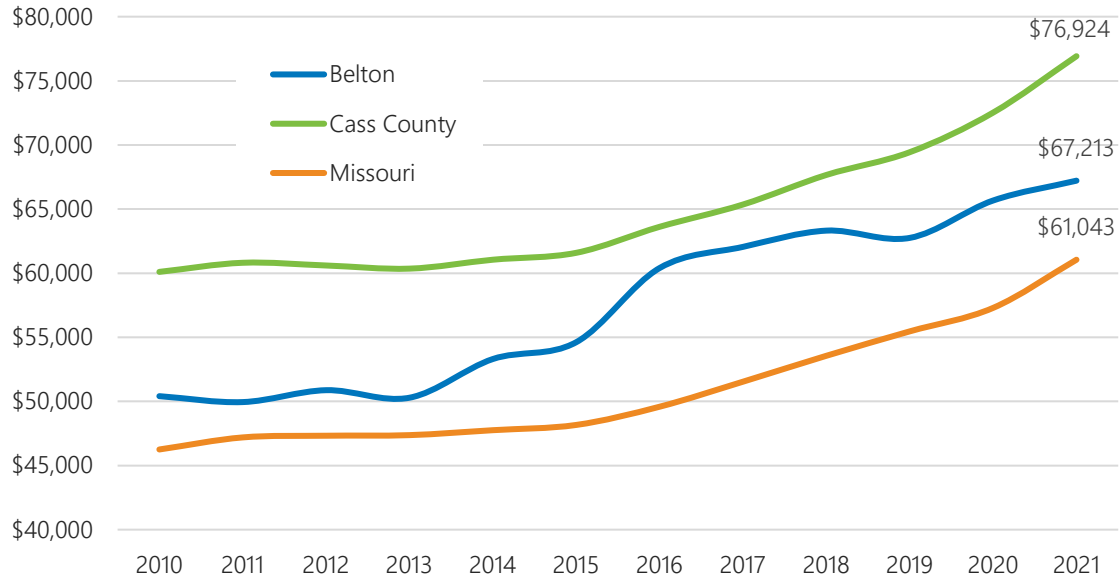
- Providing a housing option for community members who may otherwise need to look for housing outside of Belton,
- Supporting nearby retail and other businesses,
- Providing “right-size” housing options for smaller households

# DEMOGRAPHICS

## HOUSEHOLD INCOME

**BELTON MEDIAN HOUSEHOLD INCOME WITH REGIONAL COMPARISONS, 2010-2021**

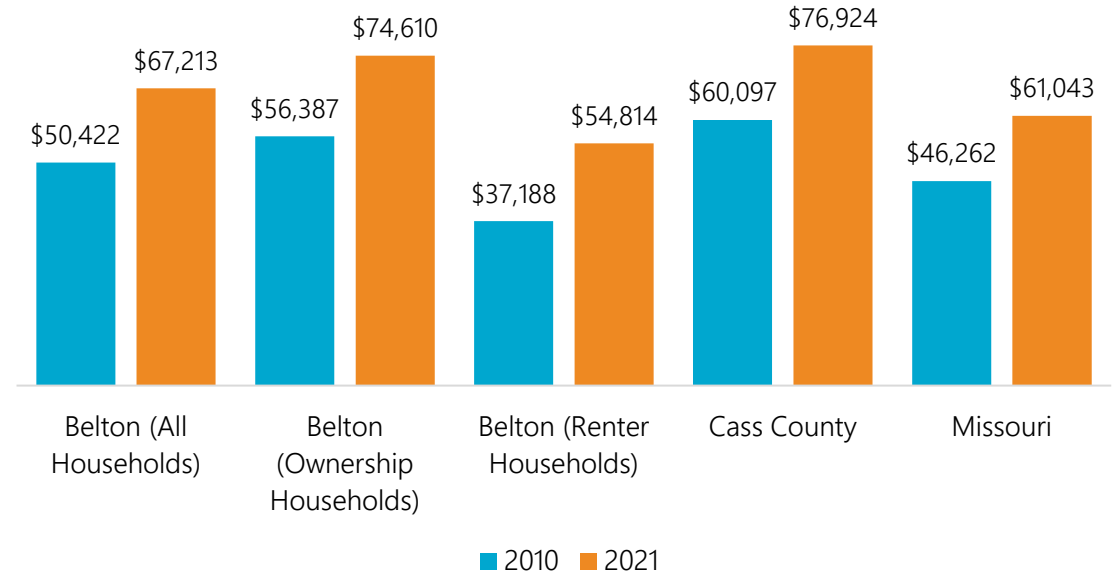
AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES, TABLE S2503



Over the past decade, Belton incomes have increased faster (33%) than the county (28%) and at a rate similar to the state (32%). However, more recent growth has been more sluggish in Belton (6% from 2018 to 2021) compared to the state and county (both 14%). Belton’s current median income of \$67,213 is **above statewide averages and below county incomes.**

**MEDIAN HOUSEHOLD INCOME BY TENURE IN BELTON, 2010-2021**

AMERICAN COMMUNITY SURVEY 2021 5-YEAR ESTIMATES, TABLE S2503

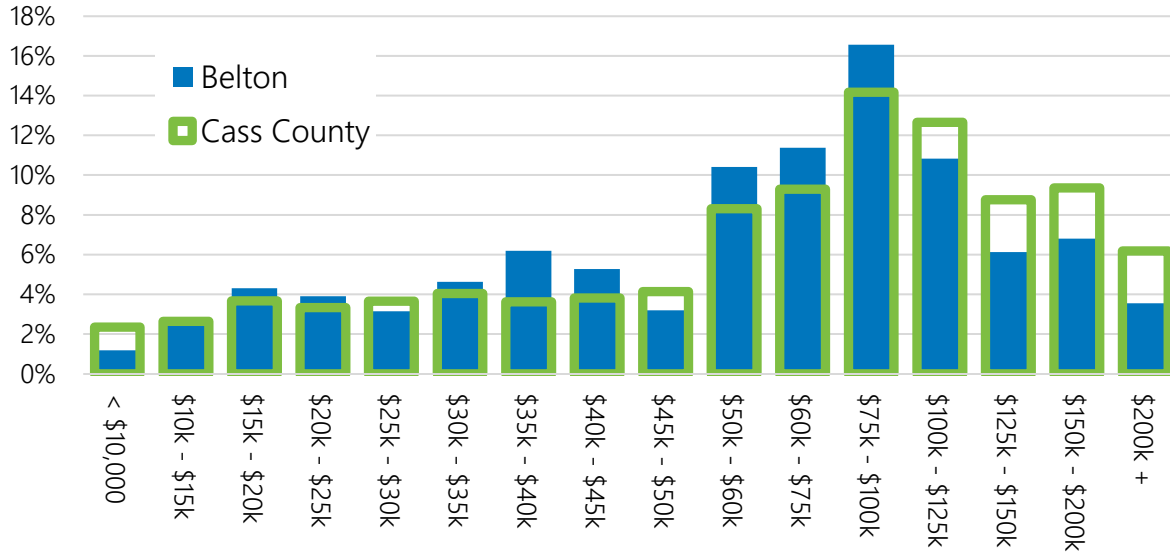


Belton’s overall median household income has risen in part due to the **larger increases in renter household incomes since 2010** (47%) compared to homeowner households (32%)—**but would be larger if the city had seen any growth in homeowner households** over that period. Income levels are a key indicator to consider, as they influence the types of development that a community can attract and may indicate a need for local economic development programs—such as job creation strategies.

# DEMOGRAPHICS

## HOUSEHOLD INCOME

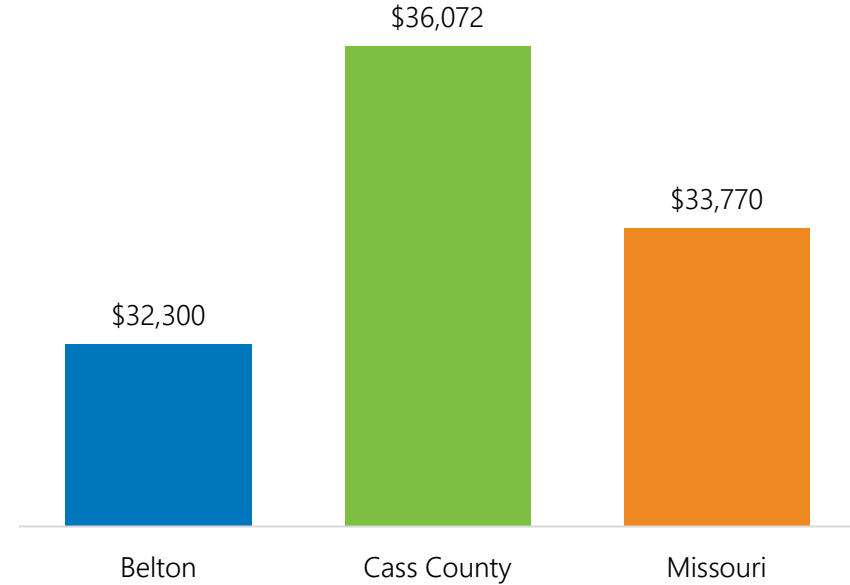
**BELTON AND CASS COUNTY INCOME DISTRIBUTION, 2021**  
 AMERICAN COMMUNITY SURVEY 2021 5-YEAR ESTIMATES, TABLE B19001



Belton is firmly a **middle-income community**, with a narrower income distribution than the county that includes lower shares of low- and high-income residents, alongside a higher share of middle-income earners.

**15%** of Belton households earn less than **\$30k annually**, compared to 16% of countywide earners, while nearly a quarter (**22%**) of Belton households earn between **\$50k-\$75k**, per year compared to 18% of the county. **25%** of Belton households make over **\$100k annually**, compared to 37% of the county.

**PER CAPITA INCOMES IN BELTON WITH REGIONAL COMPARISONS, 2021**  
 AMERICAN COMMUNITY SURVEY 2021 5-YEAR ESTIMATES, TABLE DP03



Per capita (per person) incomes are **lower in Belton than regional and state averages**. It is helpful to look at individuals' incomes, as different household sizes can influence household income data. For example, Missouri's average household size of 2.46 is smaller than Belton's 2.53, and produces a higher per capita income even though its household incomes are below Belton's.



# DEMOGRAPHICS

## HOUSEHOLD INCOME/WAGES

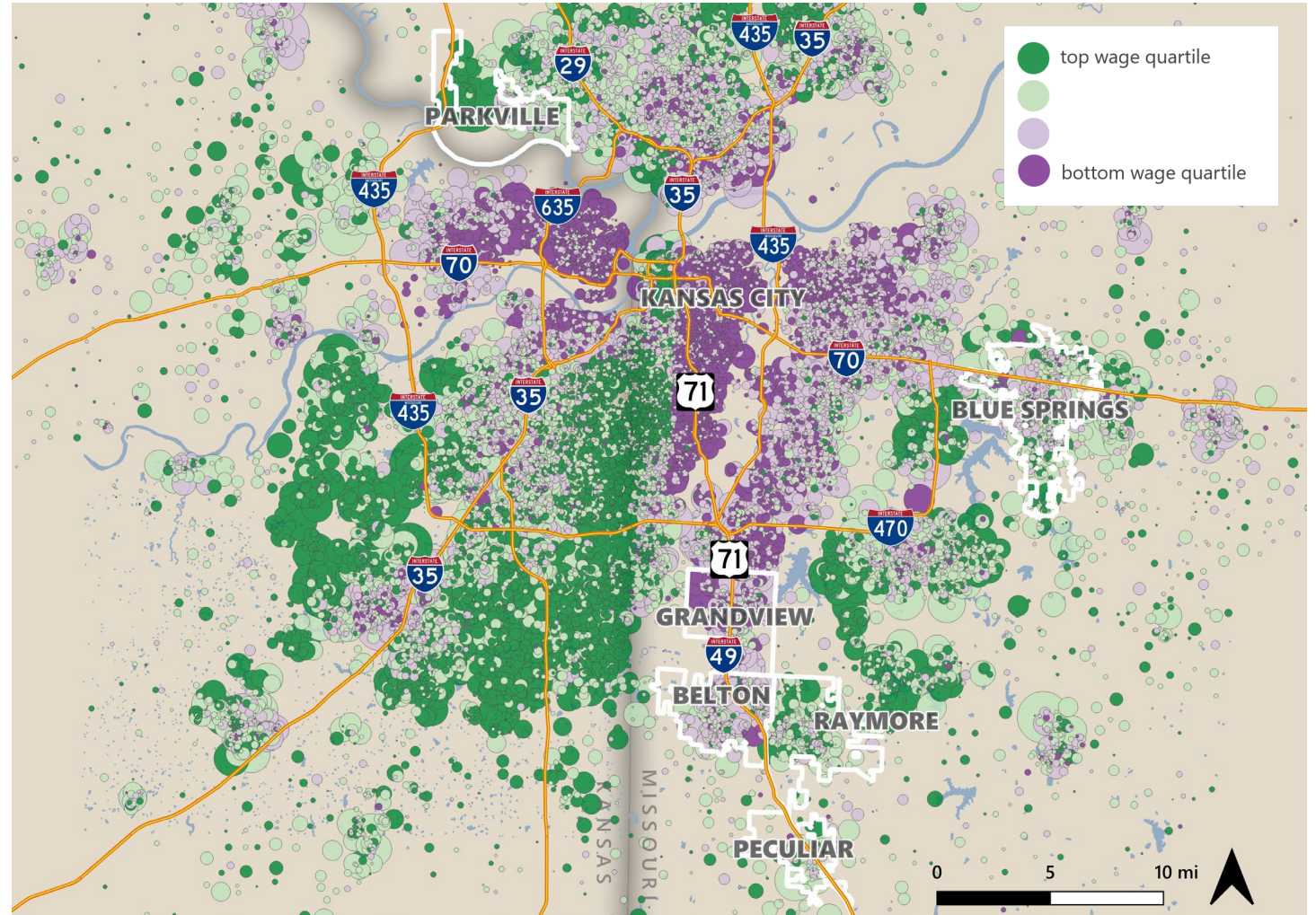
This map shows both **residential density and wage levels** across the metro.

**Higher wages are skewed towards the suburban edges**, especially to the west in Kansas, and to the north and southeast. Though wages are higher in the **suburban fringes** compared to central city, **density is far lower**.

While this would indicate that the strongest existing markets in the region, both for housing and retail, are in these higher-income areas, this will not necessarily remain the case in the coming decades. **Growth in these areas continues to sprawl away from the economic center of the region, coming with both increasing housing costs and commute times, and momentum may shift towards other up-and-coming suburbs in the future as residents seek a location with proximity to jobs, urban amenities, and a strong school system, potentially setting up strong growth for cities like Belton.**

This map also depicts a clear divide between Belton and Raymore in terms of income - underscoring the **impact of mid- to high-end housing supply in communities**. A theme that will be explored further in the next section.

REGIONAL INCOME, 2020  
US CENSUS LEHD ON THE MAP, BUREAU OF LABOR STATISTICS



# **HOUSING MARKET & DEMAND**

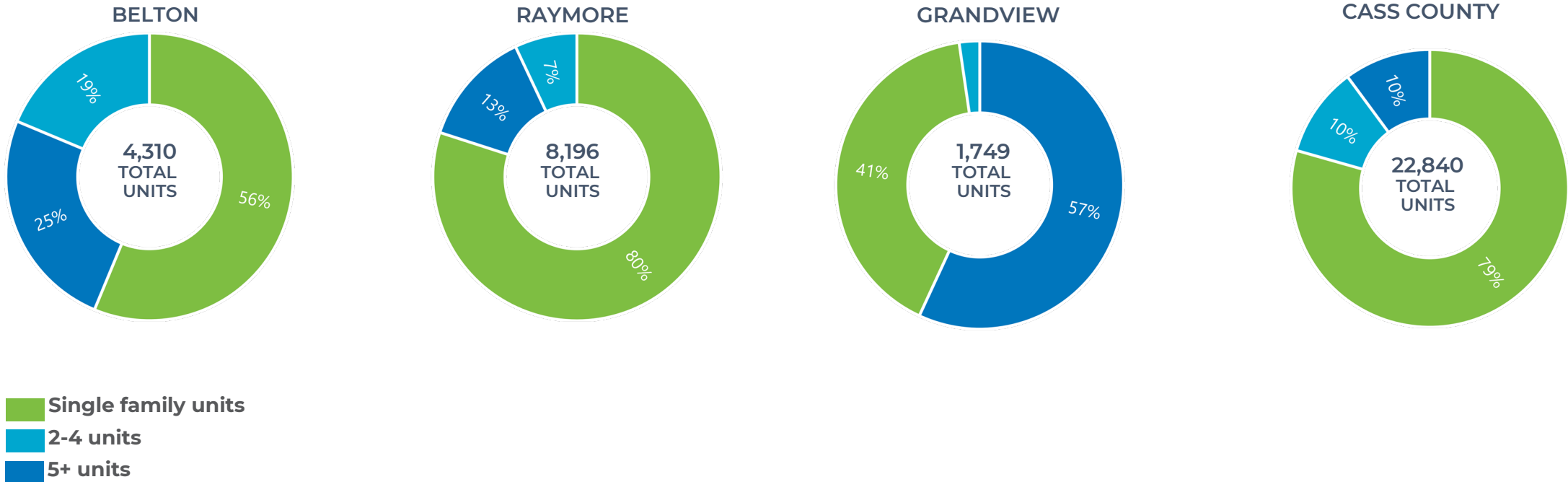
# HOUSING MARKET

## HOUSING PRODUCTION

The charts below show the types of housing that have been permitted in Belton since 1992 in comparison with surrounding jurisdictions. Like the county and neighboring Raymore, **the majority of permitted housing has been single-family.**

Belton stands out in this permit data as having the largest share of **permits for 2-4 unit developments, what is often referred to as "middle housing"**. This number may even be underreported, as some middle housing may be classified in the data as single family due to the fact that each unit historically received its own permit in Belton.

TYPES OF HOUSING PERMITTED BY JURISDICTION 1992 - 2021  
US DEPT OF HOUSING AND URBAN DEVELOPMENT, 2021

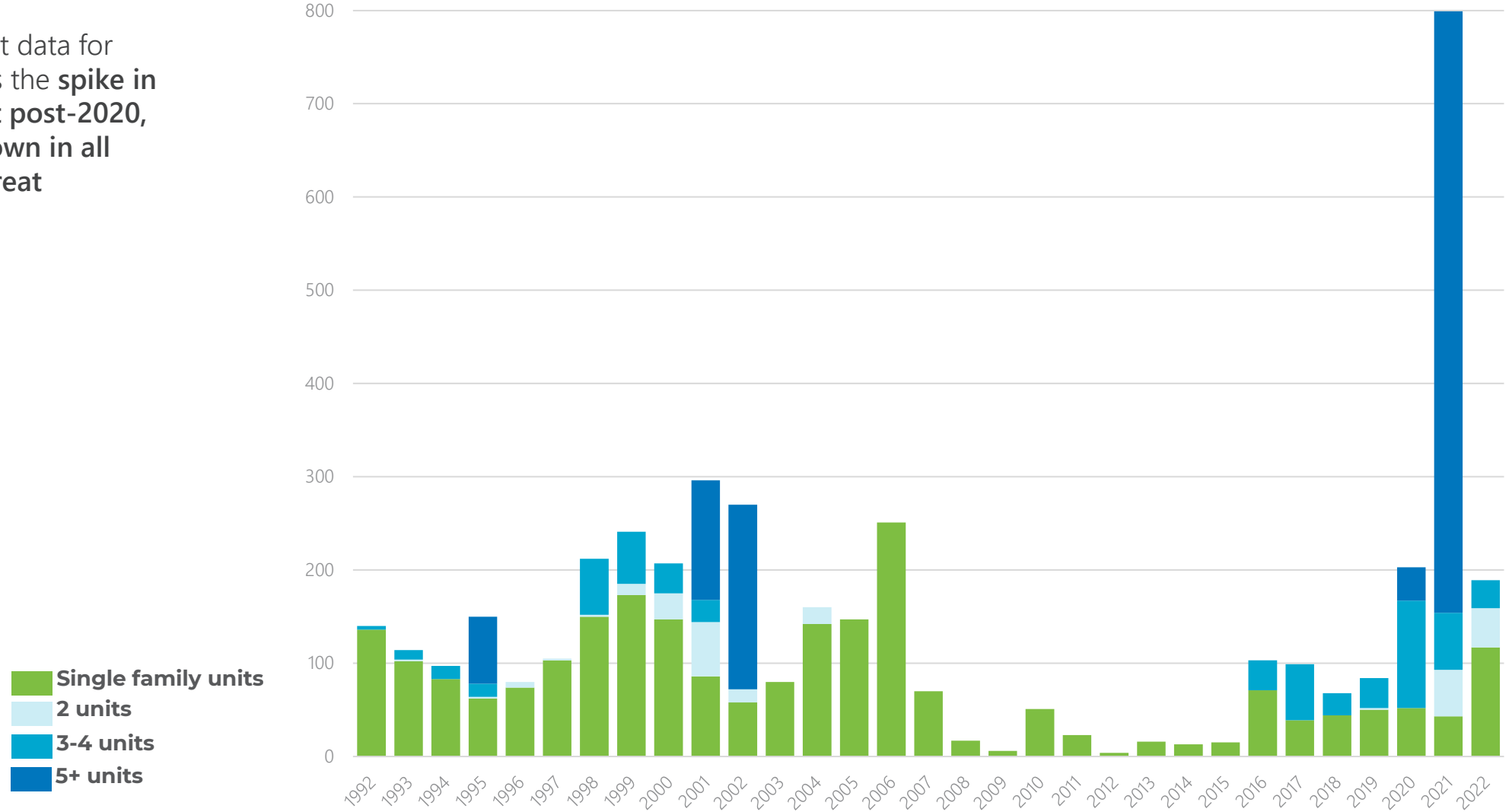


# HOUSING MARKET

## HOUSING PRODUCTION

Reviewing the same permit data for Belton year-by-year shows the **spike in multifamily development post-2020, after a prolonged slowdown in all permitting in the post-Great Recession years.**

TYPES OF HOUSING PERMITTED IN BELTON 1992 - 2021  
US DEPT OF HOUSING AND URBAN DEVELOPMENT, 2021





# HOUSING MARKET

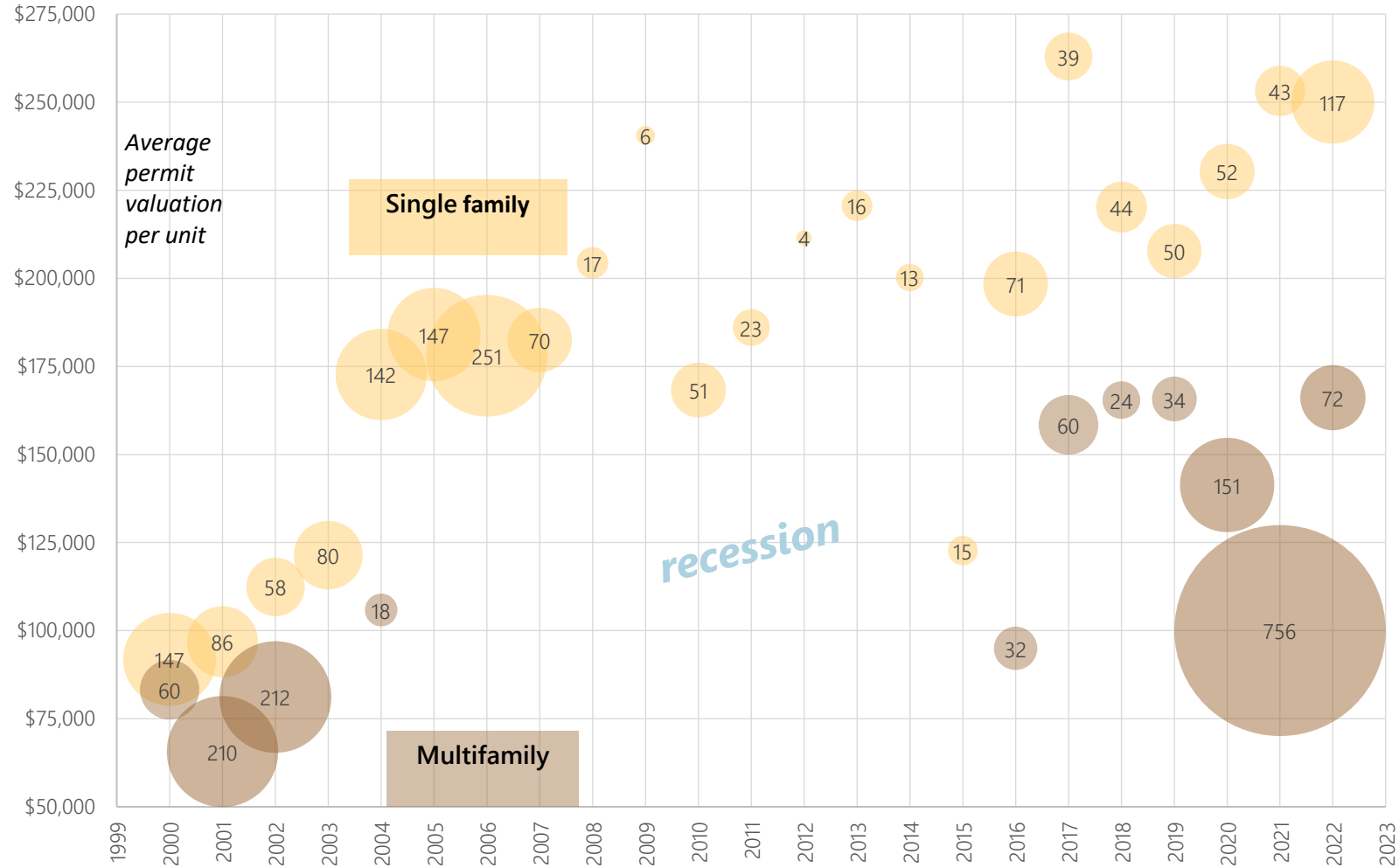
## HOUSING PRODUCTION

The chart to the right further breaks down Belton’s building permits **by type (single-family versus multifamily) and value per unit** since 2000.

**Belton averaged 138 total annual units permitted per year from 2000 to 2022.** Not surprisingly, single-family permits have a higher value per unit than multifamily, with **average valuations of single-family climbing even further above that of multifamily development in recent years**, which coincides with a trend of for sale single-family detached housing increasing in price faster than multifamily rents, as shown on the following page.

As shown previously, nearly 60% of permitted units over this period have been single-family. Permitting for multifamily has been more sporadic—**with a record year for multifamily permits in 2021**—including recent projects such as The Encore and Center 301.

Belton Building Permits, by Type and Value

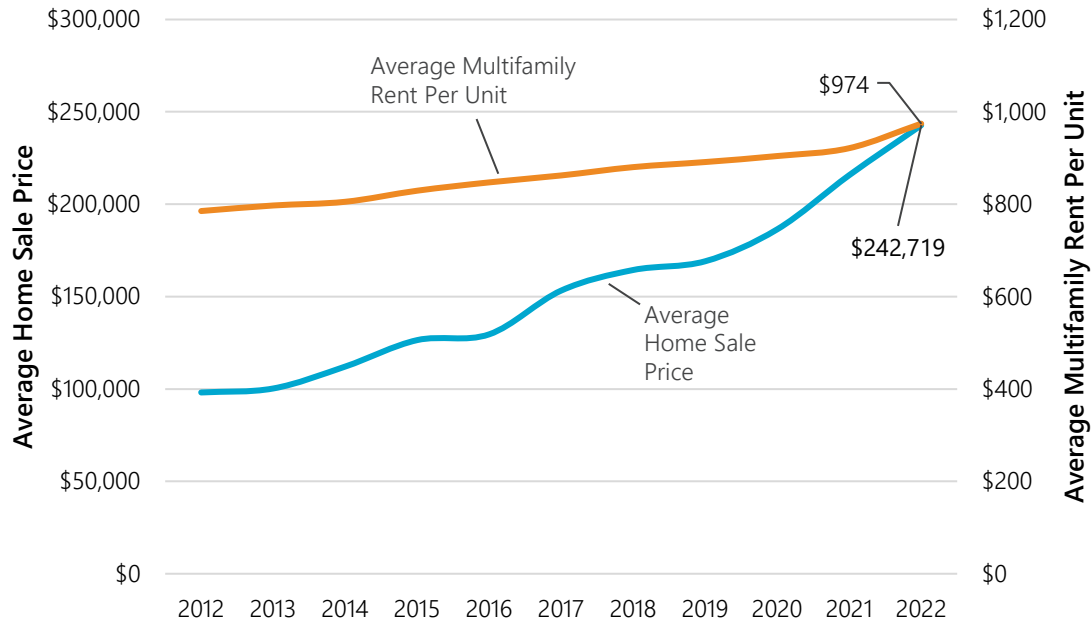


US DEPT OF HOUSING AND URBAN DEVELOPMENT, 2022

# HOUSING MARKET

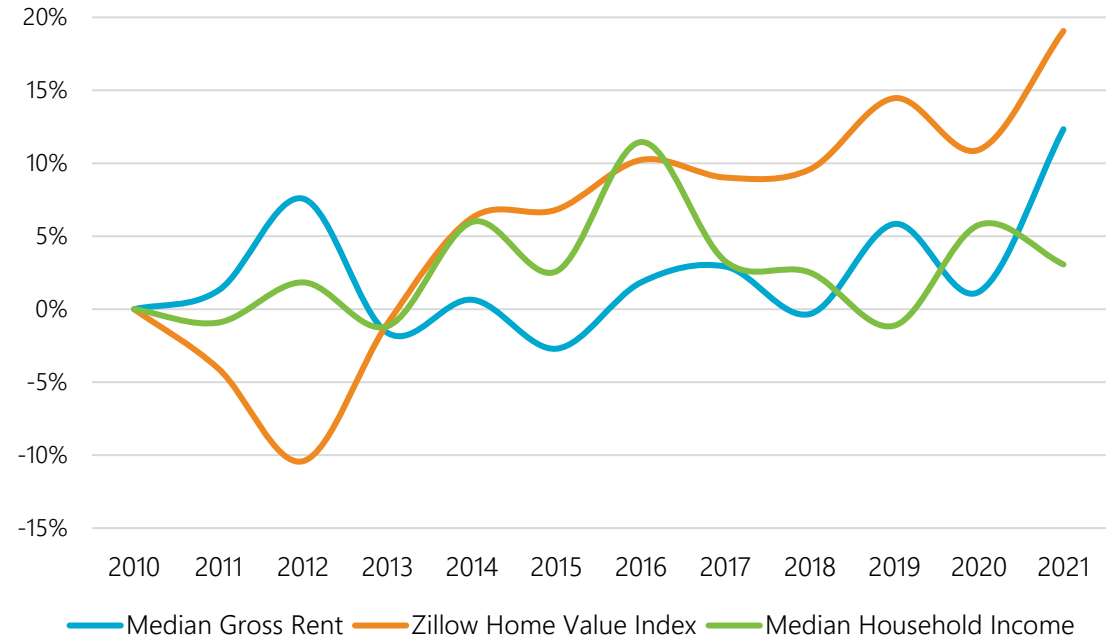
## HOUSING COST

HOME SALES PRICE AND MULTIFAMILY RENT IN BELTON, 2012-2022  
 REDFIN (SALES DATA), COSTAR (RENT DATA)



Both home prices and rents have been rising steadily in Belton over the past decade, a trend seen throughout many communities. Home sale prices have grown more sharply, more than doubling since 2012, with a 30% increase in home sale prices from 2020 to 2022, compared to an 8% increase in average rent in the same period.

CHANGE IN RENT, HOME VALUE, AND INCOME IN BELTON, 2010-2021  
 AMERICAN COMMUNITY SURVEY 2021 5-YEAR ESTIMATES, TABLES S2503, DP04, ZILLOW



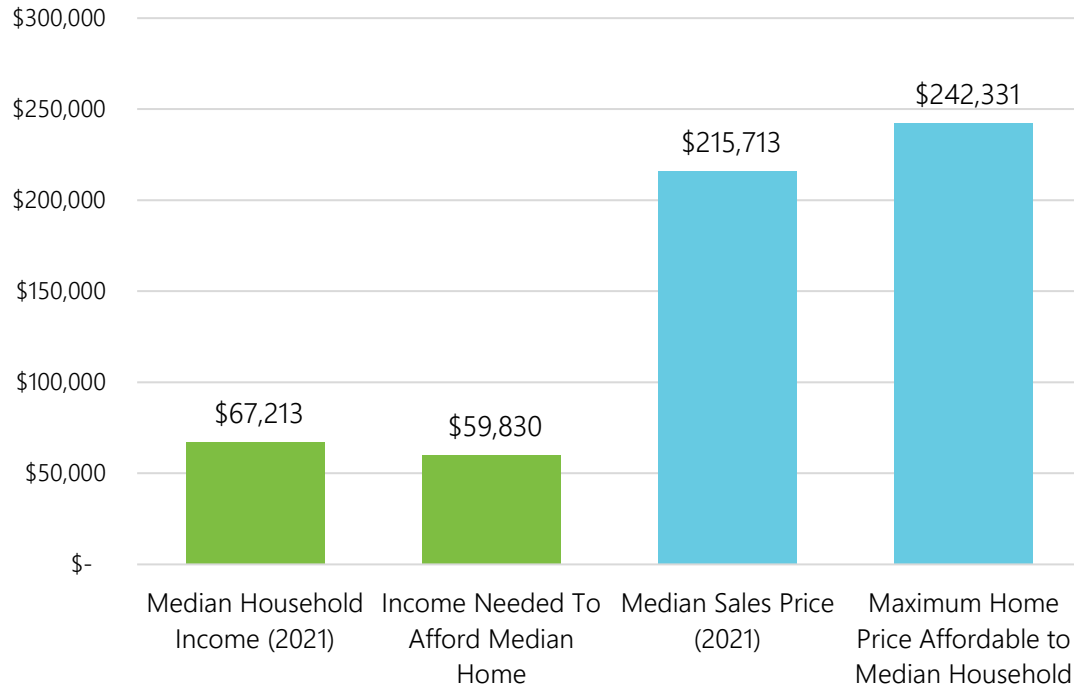
Over the past decade, income growth has mostly kept pace with rents and home values, though **home value growth began to outstrip income growth in 2017. Rent growth started to exceed income growth more recently, in 2021.** As described above, Belton’s renter population has grown faster than homeownership households over recent decades—and if rents continue to climb faster than local incomes, that could signify the city needs a greater supply of rental housing.

# HOUSING MARKET

## HOUSING AFFORDABILITY

### MEDIAN HOUSING AFFORDABILITY IN BELTON, 2021

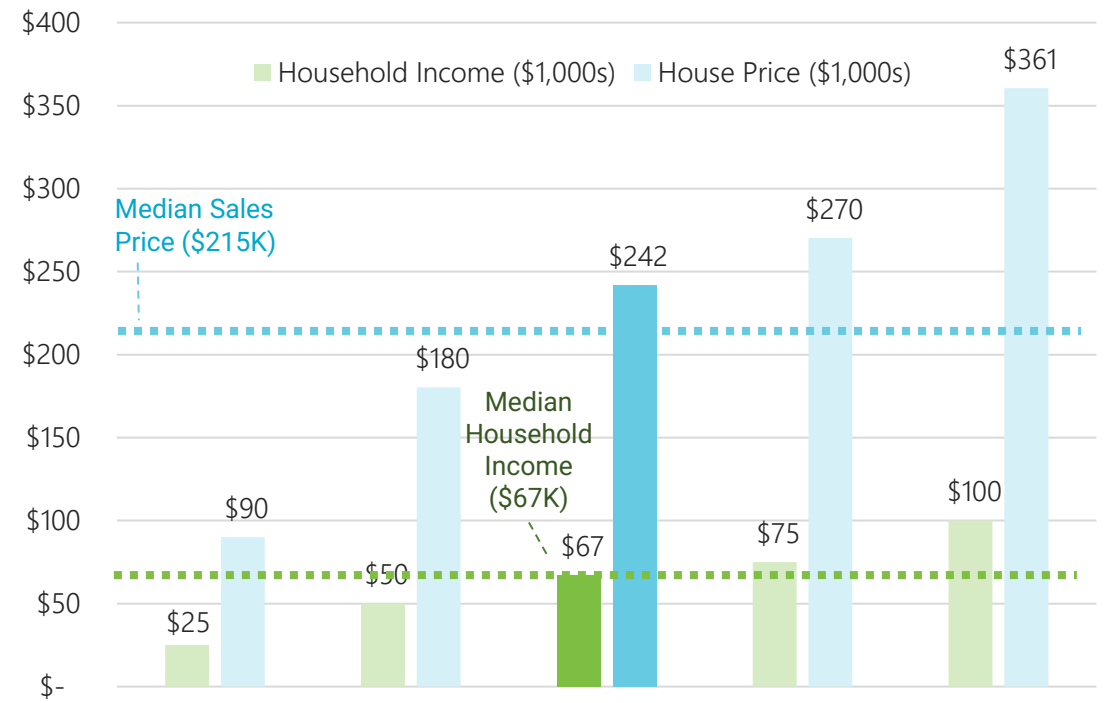
AMERICAN COMMUNITY SURVEY 2021 5-YEAR ESTIMATES, TABLE S2503, REDFIN, FREDDIE MAC, LCG



In 2021, the **average Belton household** (with a median income of \$67,213) **could afford the average home** (\$215,713), as well as houses priced up to the low \$240,000's. In other words, the **average household can afford a more expensive home** than what's currently available in Belton.

### HOUSING AFFORDABILITY AT DIFFERENT INCOME LEVELS, BELTON 2021

AMERICAN COMMUNITY SURVEY 2021 5-YEAR ESTIMATES, TABLE S2503, REDFIN, FREDDIE MAC, LCG



This chart shows housing affordability at various income levels, showing that **home ownership is out of reach for lower income levels in Belton, but affordable to median and higher-income households.**

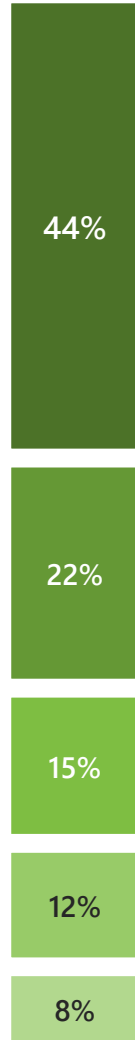
# HOUSING MARKET

## COST BURDENED HOUSEHOLDS

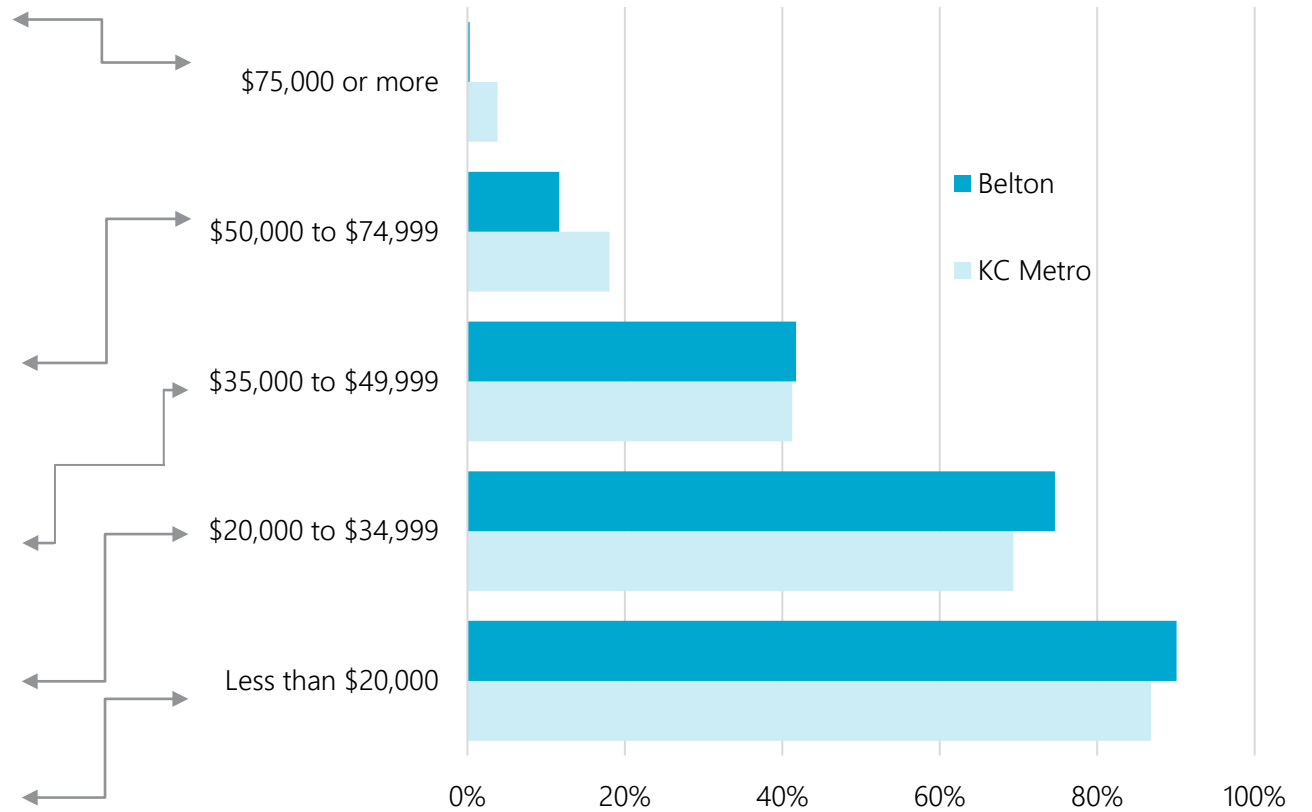
A **majority** of households with **incomes under \$35,000, or 20% of city households**, are estimated to be **cost-burdened** in Belton, or to spend more than 30% of income on rent and utilities. Rates of **cost burden in Belton** are slightly higher for lower-income households (for both income brackets making under \$35,000) **compared to the metro**.

In the near term, meeting the housing needs of cost-burdened residents may require an **increase in subsidized housing** (either in the form of vouchers, or housing with below-market rents built with public subsidy) as well as the **preservation of existing affordable housing**—most of which is not subsidized.

% HOUSEHOLDS BY INCOME BRACKET:



COST BURDENED HOUSEHOLDS BY INCOME BRACKET  
AMERICAN COMMUNITY SURVEY 2021 5-YEAR ESTIMATES, TABLE S2503, B19001





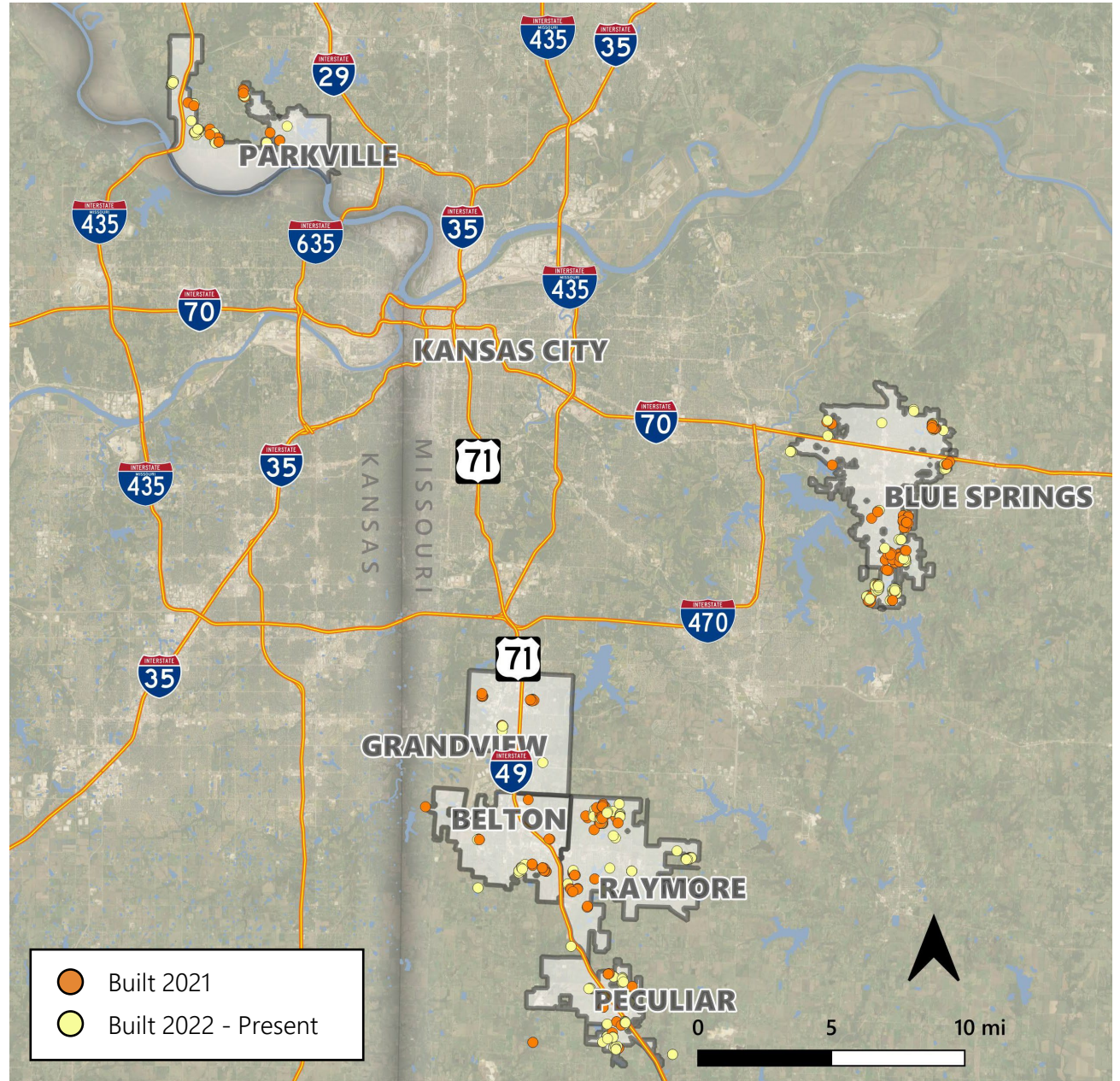
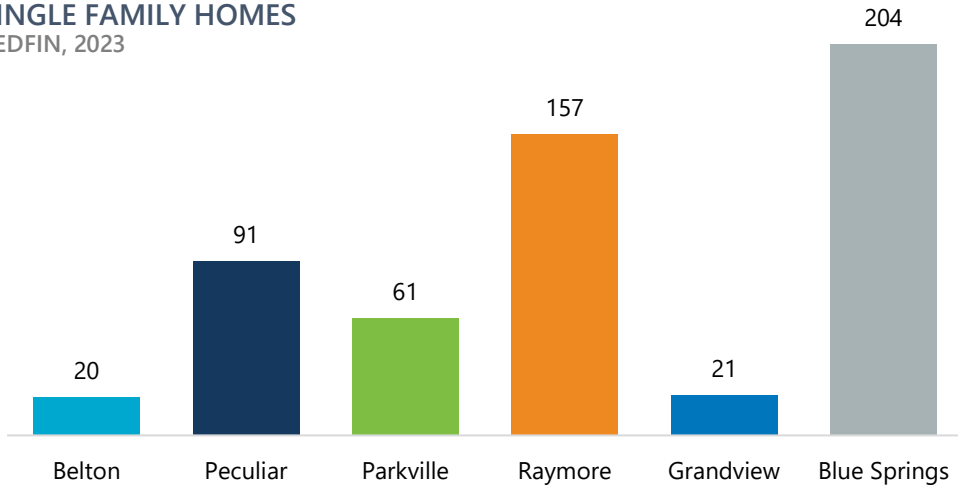
# HOUSING MARKET

## SINGLE FAMILY HOUSING PRODUCTION

The map at right shows sales of **recent (2021 and 2022) single-family home construction** in Belton and comparison areas. Belton has seen fewer new single-family homes built compared to its neighbors, building and selling 20 homes in the past two years compared to 157 for Raymore and 91 in Peculiar.

This indicates **Belton is not attracting the same rate of new construction as might be expected for its size and location within the county.**

SALES OF RECENTLY-BUILT (2021 - 2022) SINGLE FAMILY HOMES  
REDFIN, 2023





# HOUSING MARKET

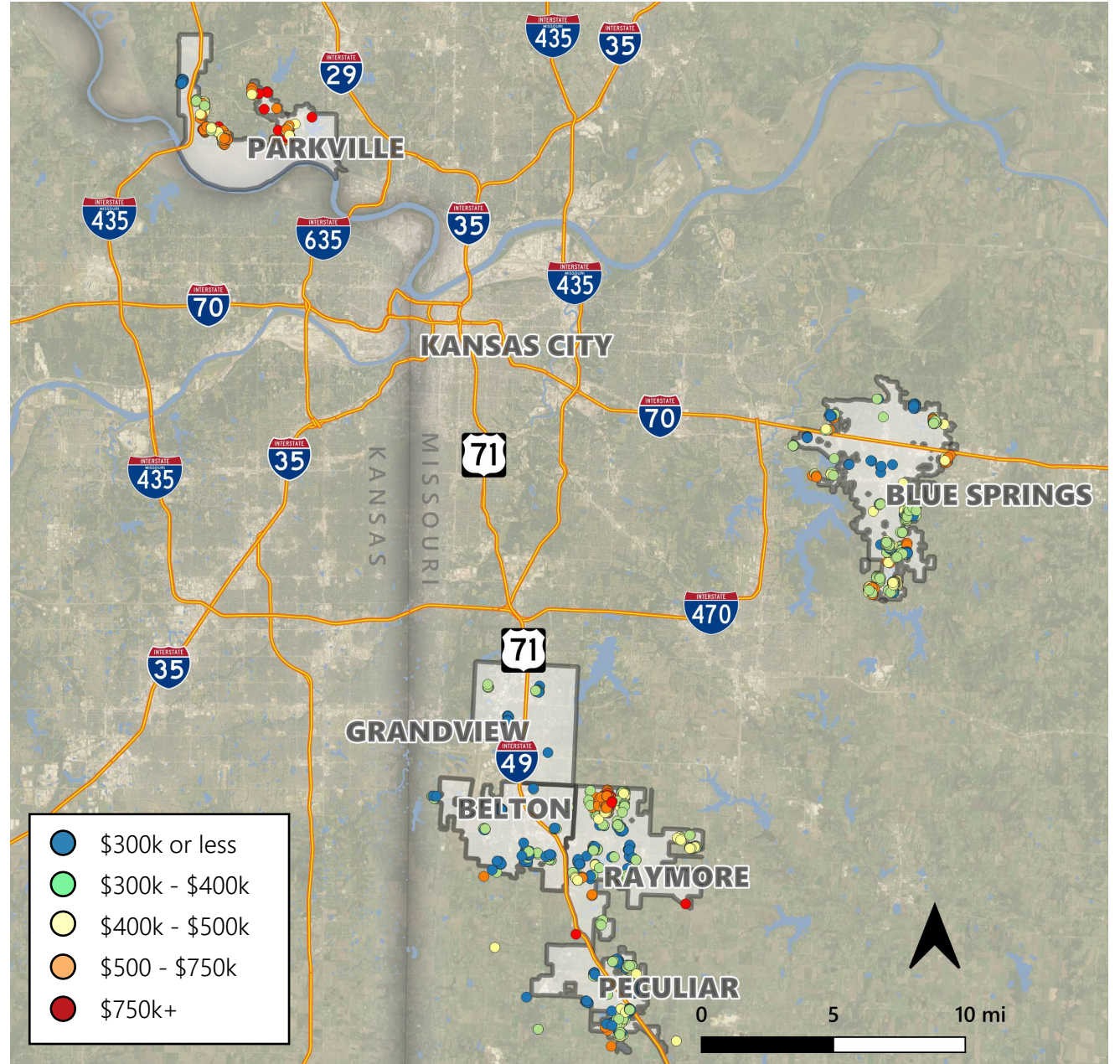
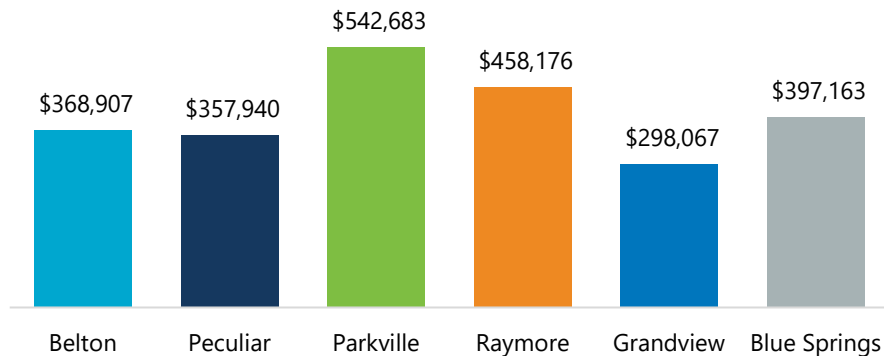
## SINGLE FAMILY HOUSING PRODUCTION

The map at right shows recently built and sold homes by sales price (2021 and 2022) in Belton and comparison areas.

New single-family construction in Belton is mostly priced in the **\$300,000 to \$400,000 range**, with an average sales price higher than Peculiar and Grandview, though lower than Parkville, Raymore, and Blue Springs.

This reinforces a point echoed during conversations with members of the local real estate community, that **Belton has not seen the same level of middle and higher-income housing development as some of its neighbors**, despite there being demand within the region.

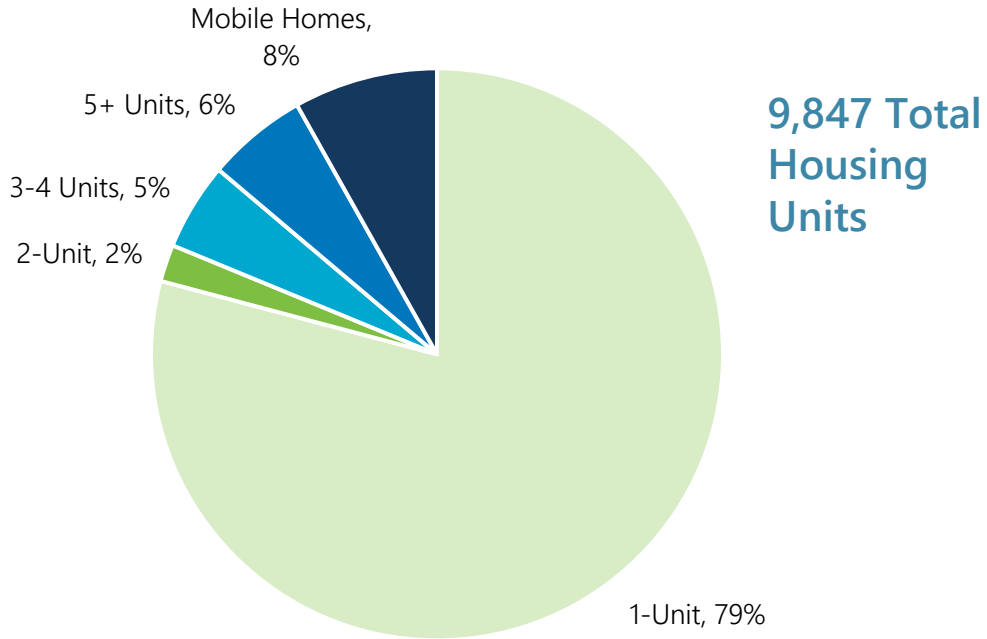
AVERAGE SALES PRICE  
NEW CONSTRUCTION (2021 - 2022) HOMES  
REDFIN, 2023



# HOUSING MARKET

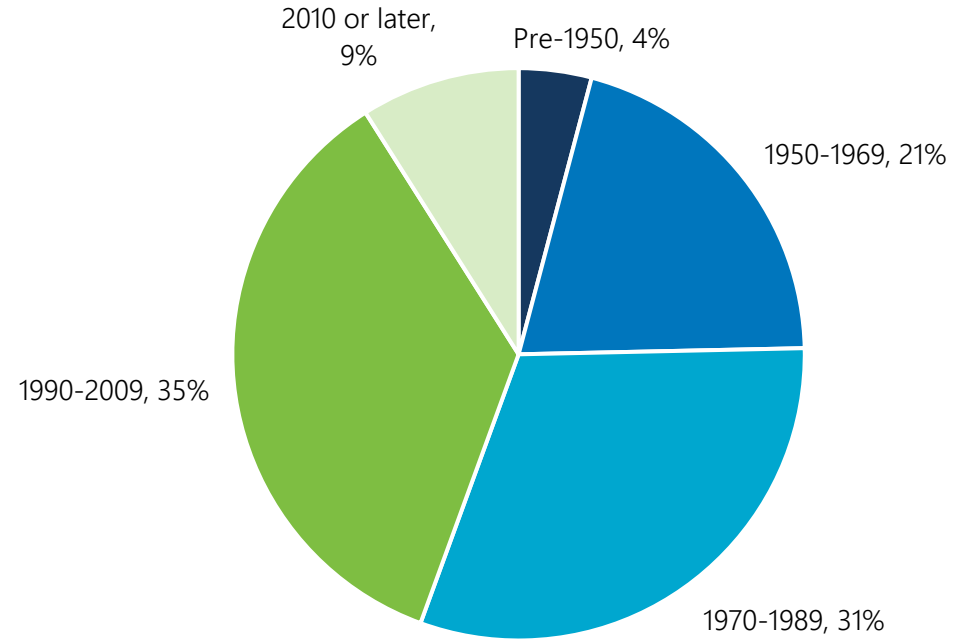
## HOUSING SUPPLY

**TYPE OF HOUSING UNITS IN BELTON, 2021**  
 AMERICAN COMMUNITY SURVEY 2021 5-YEAR ESTIMATES, TABLE DP04



More than **three-quarters of Belton’s housing supply is in single-unit buildings**, with the remaining relatively evenly split among apartment complexes (6%), mobile homes (8%) and “middle housing” 2-4 units (7%)—a category that is most commonly more affordable, especially as owner-occupied housing, compared to single-unit buildings.

**AGE OF HOUSING IN BELTON, 2021**  
 AMERICAN COMMUNITY SURVEY 2021 5-YEAR ESTIMATES, TABLE DP04



**A little over half of Belton’s housing stock was built before the 1990s**, with most construction since then occurring 1990-2009 (35%), and a lesser 9% built in the past ten years.



# HOUSING MARKET

## SINGLE FAMILY HOUSING PRODUCTION

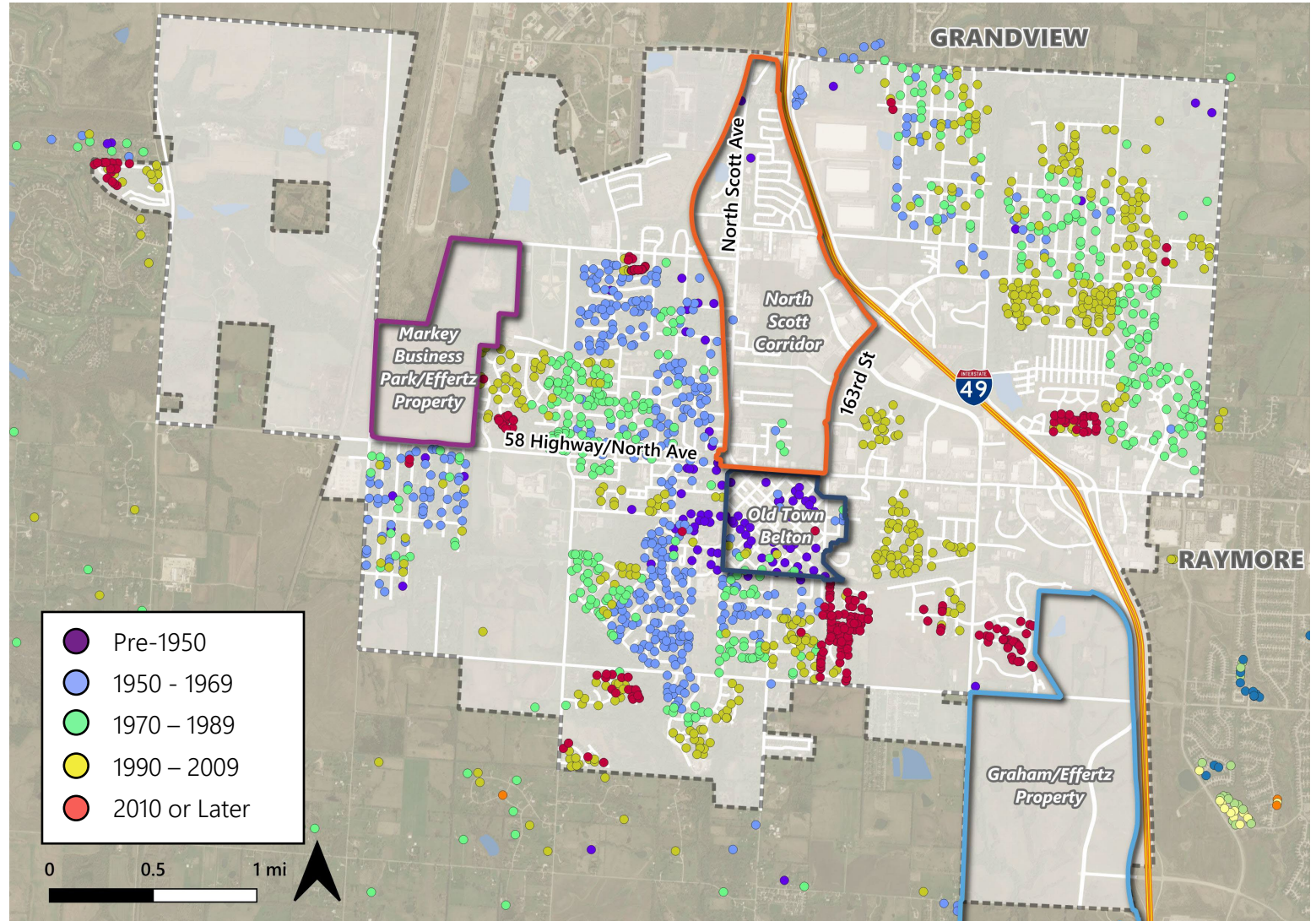
The map at right shows single-family home sales since 2018 by the **year they were built**, showing how Belton has added new housing over the course of its development.

The oldest homes are found in Old Town and the central part of the city.

Growth throughout the 1990s and early 2000s shifted east, into the Belton Towne Center area east of the North Scott and across I-49.

Most **recent** housing construction has occurred in **subdivisions to the south** of Belton's historic core where land is more available, including in the city's largest new single-family subdivision Traditions (which also has townhomes) to the southeast and in the Plateau neighborhood to the southwest. This is **a trend that is likely to continue, particularly in light of the potential development of the sizeable Graham and Effertz properties to the southeast.**

SINGLE-FAMILY HOME SALES SINCE 2018 BY YEAR BUILT  
REDFIN, 2023





# HOUSING MARKET

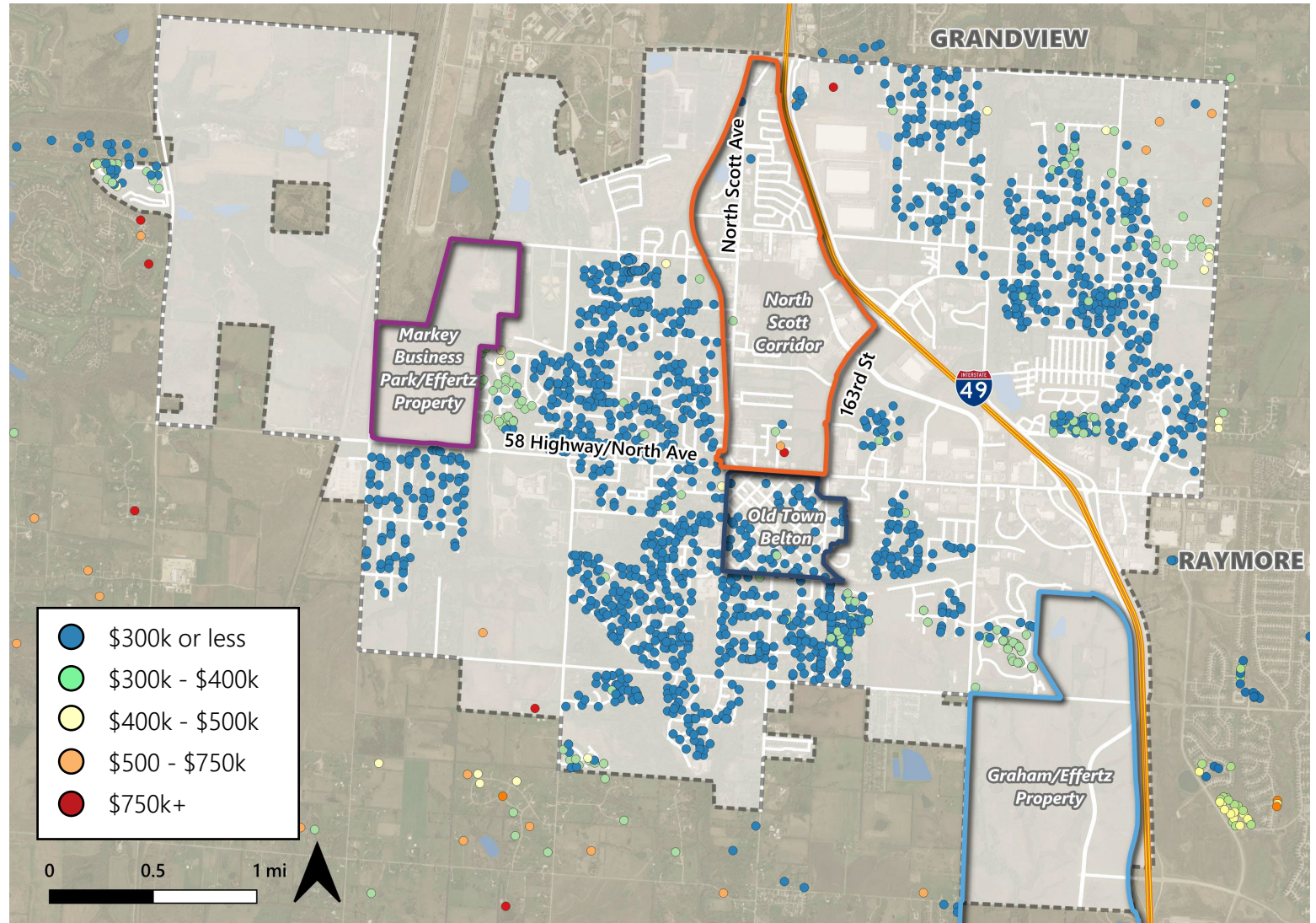
## SINGLE FAMILY HOUSING PRODUCTION

The map at right shows single-family home sales since 2018 by sales price.

Most homes sold in the last five years have sold for **between \$200,000 and \$300,000**. The **more expensive** homes sold were located in newer subdivisions including Traditions, Autumn Ridge, and Cherry Hill. As shown on the following pages, **most of this newer construction are larger-lot, single-family detached homes**.

The relative lack of new construction across the city may indicate that those living in the older parts of town are lacking opportunities to move up or downsize within Belton. These older homes also represent Belton's largest supply of naturally (unsubsidized) affordable housing, and where first-time home buyers may be more able to afford a home should one come on the market.

SINGLE-FAMILY HOME SALES SINCE 2018 BY SALES PRICE  
REDFIN, 2023





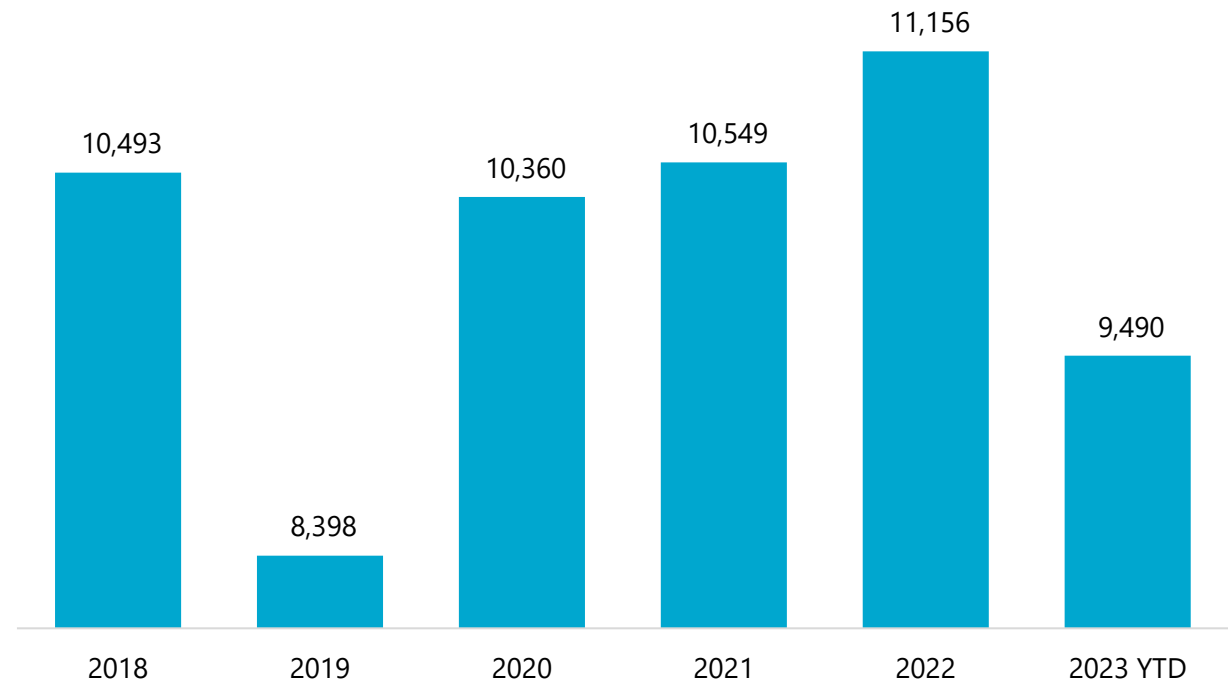
# HOUSING MARKET

## DETACHED SINGLE FAMILY HOUSING TYPES

The **average lot size** for new homes in Belton has varied over the past five years, **dropping in 2023 by about 10% from the average lot size in 2018 to around 9,500 square feet**—smaller than neighboring Raymore’s average of 10,677. This chart excludes square footages for homes developed on sizeable acreages just outside city limits (7 total properties).

In recent years, as construction costs and a somewhat constrained housing market have increased the cost of development in the region, many housing developers have had to decrease the lot size of new home construction to meet the demand and desired price point in the market. This includes townhome development, which has been seen in recent years in Belton (including in the Traditions community).

AVERAGE LOT SIZE OF ALL NEW HOMES SOLD, 2018-2022  
REDFIN, 2023



# HOUSING MARKET

## DETACHED SINGLE FAMILY HOUSING TYPES

The dominant housing type in Belton is **three- or four-bedroom** homes, many on **0.25 acre or larger lots**, one or two stories, garage.

In recent years, lot sizes have started to taper down, with the **average lot size at 9,490 square feet** in 2022.



201 Manor Dr  
Hargis Gardens Development  
1958  
3 beds / 2.5 baths  
3,808 square feet  
0.53 acre lot  
\$226,548



16103 Spring Valley Rd  
Georgia Place Development  
1993  
4 beds / 2.5 baths  
1,951 square feet  
0.47 acre lot  
\$332,279



189 Tanner Dr  
Cherry Hill Villas Development  
2020  
4 beds / 3 baths  
2,287 square feet  
0.75 acre lot  
\$425,268



740 Connor St  
Traditions Development  
2023  
4 beds / 3.5 baths  
1,816 square feet  
6,003 lot sq ft lot  
\$339,950



## HOUSING MARKET

### ATTACHED SINGLE FAMILY HOUSING TYPES

As noted in the breakdown of overall housing supply in the city, Belton does have a supply of attached single-family housing (7%), or buildings that house 2-4 units typically considered “middle housing.”

This includes “single-family attached and duplex units, four-unit townhomes (The Traditions), mixed single-family and duplexes (Meadow Creek 2), affordable cottages for older adults (The Cottages at Belton), low-density multi-family (Lakewood Terrace), and a high-quality manufactured housing community (Lazy Acres)” (*Community Housing Assessment, 2019*). Much of the attached homes that exist in Belton today are larger-footprint rental product. Encouraging slightly denser forms of this housing type—such as stacked condominiums—may open up more ownership opportunities for Belton residents.



Source: Zillow

#### Duplex

7609 E 165<sup>th</sup> St  
Summerset Hills  
Development  
2000  
2 beds / 2 baths  
1,032 square feet  
\$205,100



Source: Redfin

#### 4-Plex

415 Tumbleweed Pl  
Eagles Crest  
2019  
3 beds / 2.5 baths  
1,400 square feet  
\$253,500



Source: LiveatTraditions.com

#### 6-Plex

1503 Sycamore Dr  
Traditions Senior Villas  
2023  
2 beds / 1 baths  
1,410 square feet



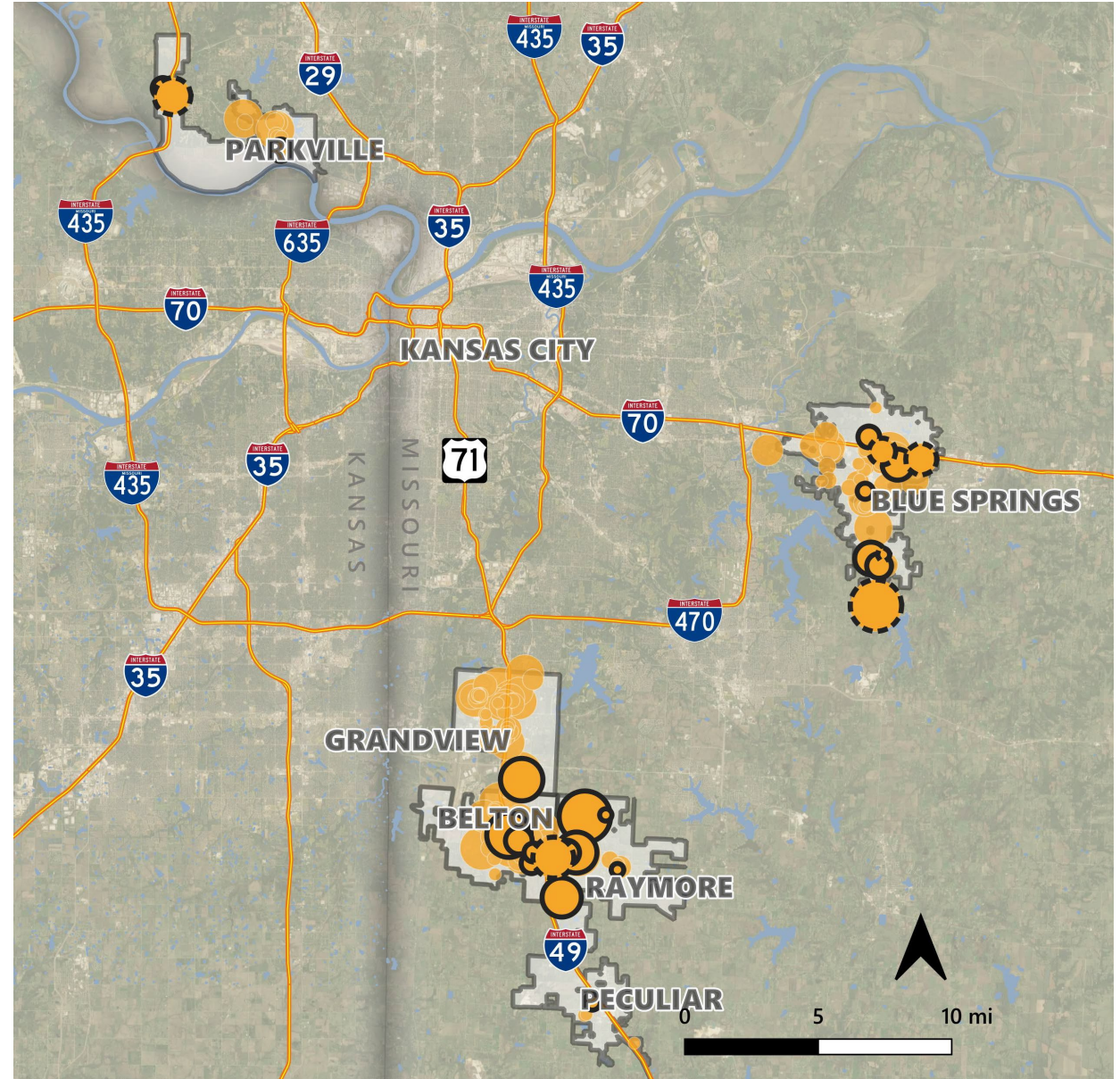
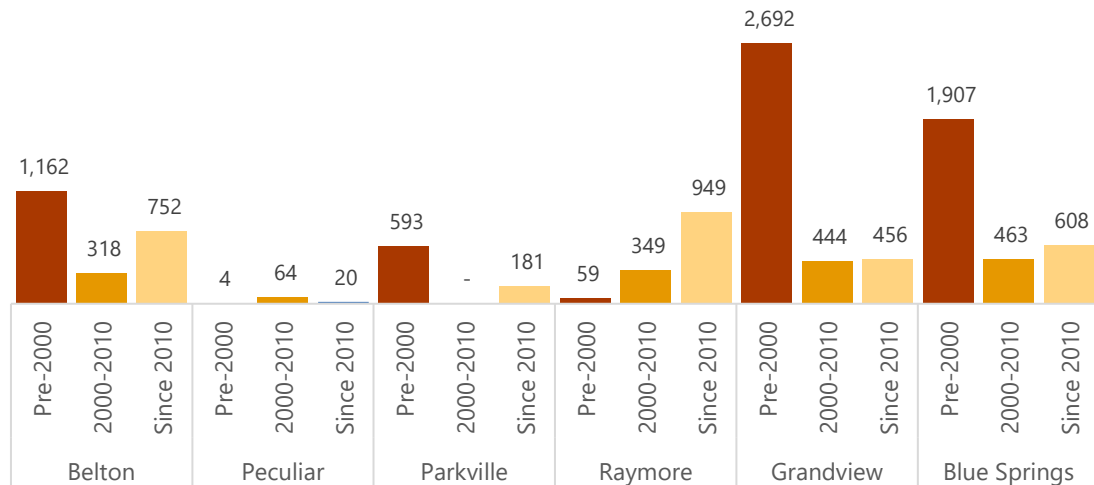
# HOUSING MARKET

## MULTIFAMILY HOUSING PRODUCTION

This map shows all **multifamily apartment projects** in Belton and comparison areas, highlighting **recent** (post-2012) projects, and **pipeline** (permitted, under construction, and proposed) projects.

Belton has just over **2,230 apartment units** – more than Peculiar, Parkville and Raymore’s totals, but less than in Grandview (3,590) and Blue Springs (2,980). Since 2010, however, Belton has built more apartment units (752) than Grandview and Blue Springs—outpaced only by Raymore (949 units). The increase in multifamily development in Belton and neighboring Raymore in recent years indicates there is **demand in the market for additional apartments in the southern Kansas City suburbs.**

MULTIFAMILY HOUSING UNITS BY YEAR BUILT  
COSTAR, 2023





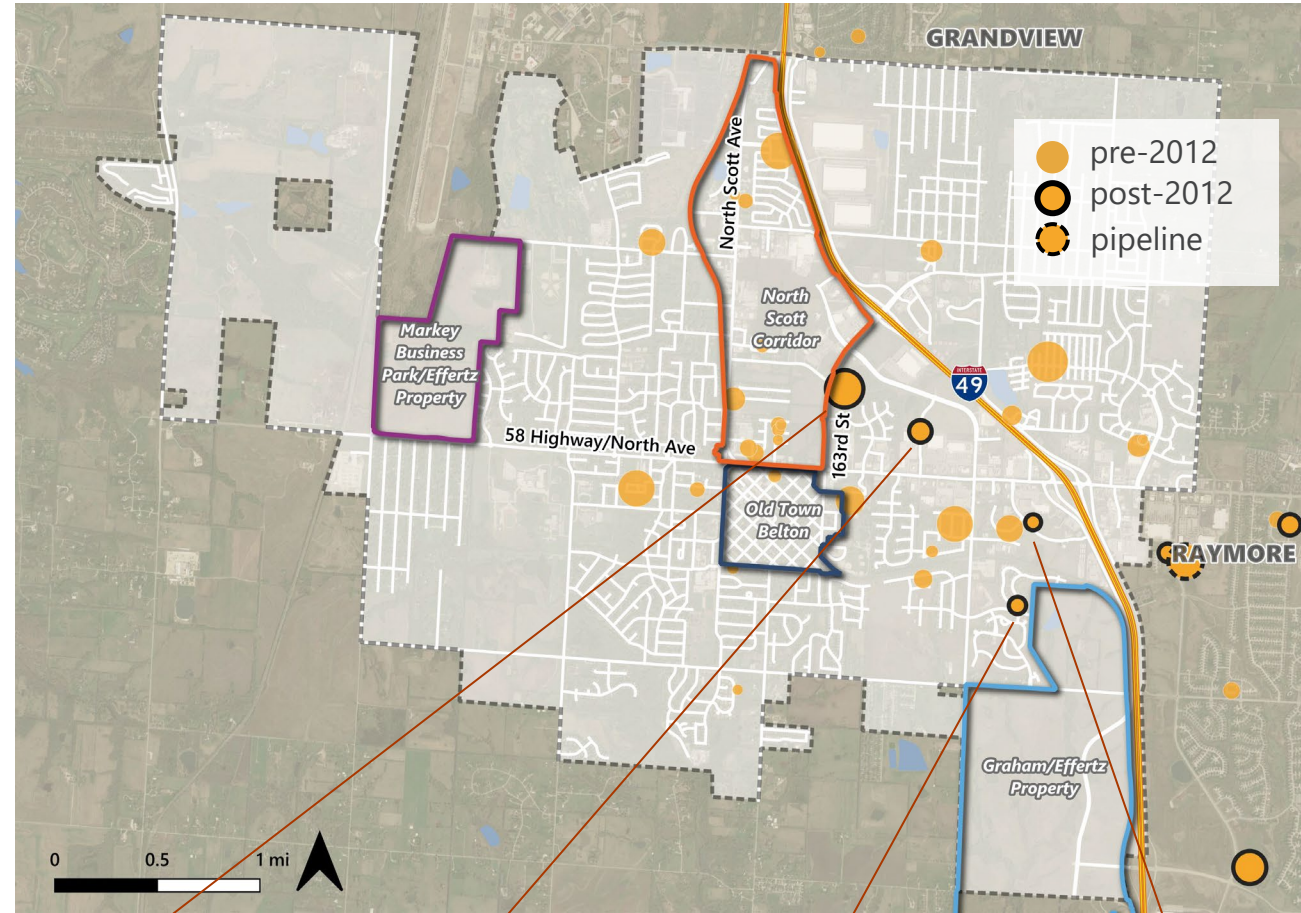
# HOUSING MARKET

## MULTIFAMILY HOUSING PRODUCTION

Zooming in to Belton shows **older apartments throughout town**, while **newer projects are located nearer to I-49 to the east**.

Density ranges from 9 to 17 units per acre, with most falling into the category of **low to mid-rise apartments** (3 to 4 stories). Lower density projects are mostly rental paired “townhomes.”

Looking at where the remaining land inventory is in Belton and knowing the Kansas City metro’s historical pattern of favoring edge growth, these recent projects could indicate a growing trend of **higher intensity development moving into the southern suburbs**.



**The Encore**  
322 units  
2022  
17 units/ac

**Center 301**  
306 units  
2023  
18 units/ac

**Traditions  
Townhomes**  
92 units  
2016  
10 units/ac

**205 Cunningham  
Industrial Pkwy**  
32 senior units  
2016  
9 units/ac



## HOUSING MARKET

# POTENTIAL NEW HOUSING TYPES

The following pages show examples of potential housing types—both new and types currently being built—for Belton to consider encouraging. These have the potential to provide more affordable, compact new construction in order to meet demand for entry-level and downsizing households.



**NARROW LOT + SMALL FOOTPRINT HOUSING**



**“POCKET NEIGHBORHOOD” COTTAGE STYLE HOUSING**



**HOUSING MARKET**  
**POTENTIAL NEW HOUSING TYPES**



**DUPLEX**



**SINGLE-LEVEL PATIO HOMES / VILLAS**



# HOUSING MARKET

## POTENTIAL NEW HOUSING TYPES



**TWO-STORY TOWNHOMES  
STREET PARKED OR GARAGE IN REAR**



**THREE-STORY TOWNHOMES  
WITH GROUND FLOOR GARAGE**



# HOUSING MARKET POTENTIAL NEW HOUSING TYPES



TWO-STORY MULTIFAMILY HOUSING



THREE-STORY MULTIFAMILY HOUSING



# HOUSING MARKET POTENTIAL NEW HOUSING TYPES



SENIOR INDEPENDENT LIVING



SKILLED NURSING, ASSISTED LIVING, AND/OR  
MEMORY CARE

# HOUSING MARKET

## FUTURE MARKET DEMAND

The previous pages focused on the existing housing supply in Belton, as well as recent housing development trends in the region and locally.

These recent housing development trends and population growth were accounted for in the projection of future housing demand. An estimated annual household growth of 1.0% was assumed through 2050, which is a conservative assumption based on annual population growth seen from 2010-2022 (0.8%) and shrinking household sizes from 2010 to 2020 (from 2.63 to 2.53).

Based on these factors, Belton is projected to add:



4,955 net new residents  
about 180 per year



2,916 net new households  
about 100 per year



Generating demand for:



3,060 net new housing  
units  
About 100 per year

## HOUSING MARKET RESIDENTIAL MIX

The table to the right breaks down Belton’s estimated residential demand across income brackets, tenure (rent vs. own), and broad product types. Resulting in:

- **Total New Units:** 3,060
- **New Apartments:** 640
- **New SF Homes:** 1,700
- **Other (including Middle Housing):** 720

These housing estimates were then translated to estimates of acreage required for new development, which may assist in the land use policy decisions made within the Comprehensive Planning process.

Assumptions include: reserving 30% of greenfield development for non-development uses (such as roads, infrastructure); and shifts towards more apartments among rental product and smaller-lot single family (8,700 square feet).

### Est. Residential Demand to 2050

Household Income	Total Units	Rental		Ownership		
		Apartments	Other (attached, detached, mobile, ADU)	Attached (TH, condo, plex)	Smaller lot	Larger Lot
under \$35K	570	280	120	70	80	20
\$35-50K	470	130	60	80	140	60
\$50-100K	1,070	170	70	160	330	330
\$100-150K	570	40	20	80	210	230
over \$150K	390	10	10	50	150	160
<b>Total Units</b>	<b>3,060</b>	<b>640</b>	<b>270</b>	<b>450</b>	<b>900</b>	<b>800</b>

*Density, units per net (parcel) acre*

		16.0	12.0	10.0	5.0	2.0
Net Acres required	550	40	23	45	181	266
Approx. Gross Acres required	790	57	33	64	258	380



# **Employment & Commercial Markets**

# Employment

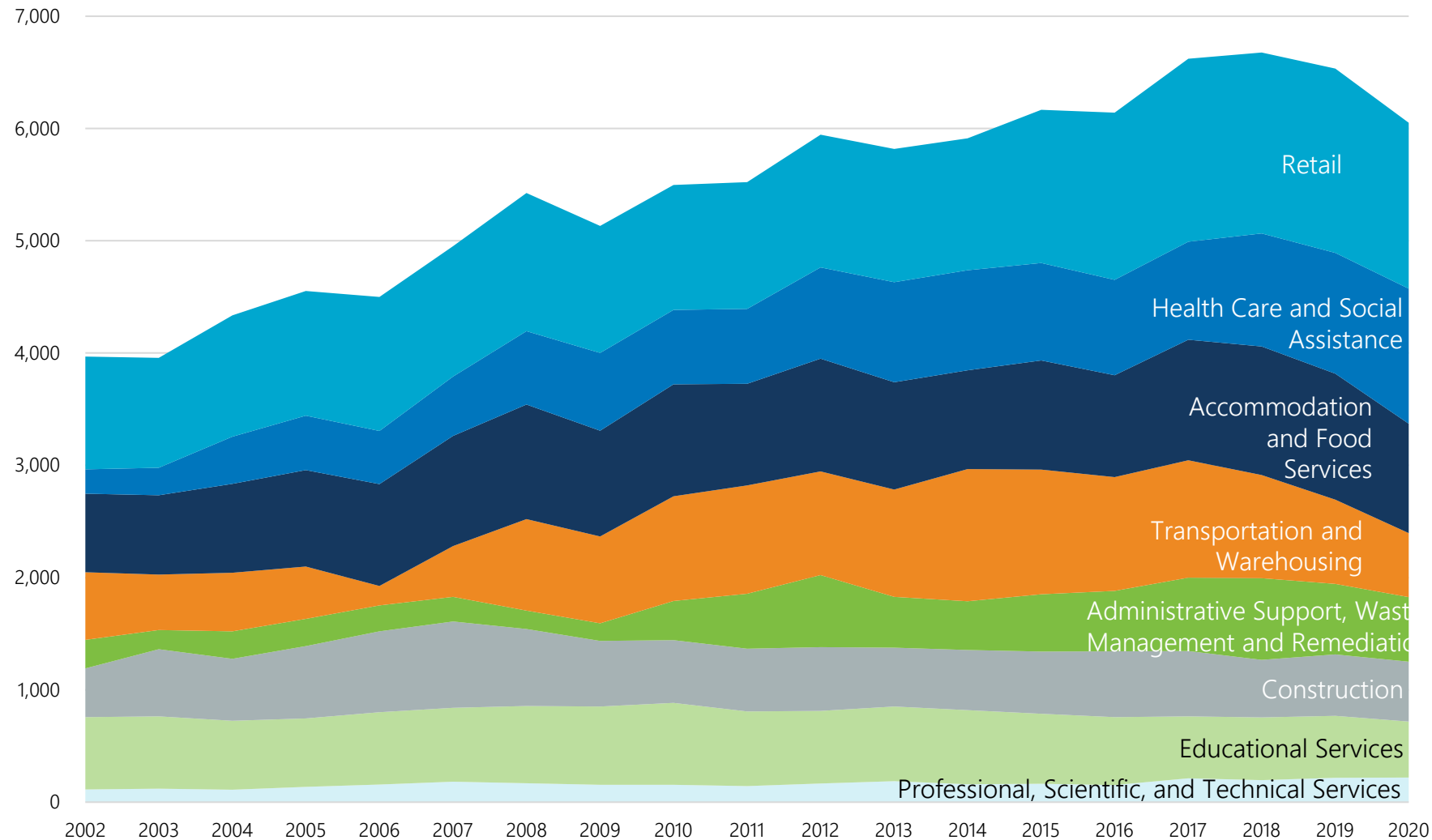
## EMPLOYMENT BY SECTOR

The chart to the right shows Belton’s job growth for key sectors over the past two decades.

Belton has seen **more rapid job growth over the past decade (7%) than population growth (4%)**—though since 2018 the city has seen an overall downturn in employment of 9%. Healthcare is the only major sector that grew in that two-year period (with Professional, Scientific and Technical Services remaining flat).

Over the past decade, the city’s employment mix has remained steady, with most growth occurring in the Retail, Healthcare, Administrative, and Professional Service industries.

CHANGE IN EMPLOYMENT IN BELTON, 2002-2020  
US CENSUS LEHD ON THE MAP



For industries employing 200+ in 2020.

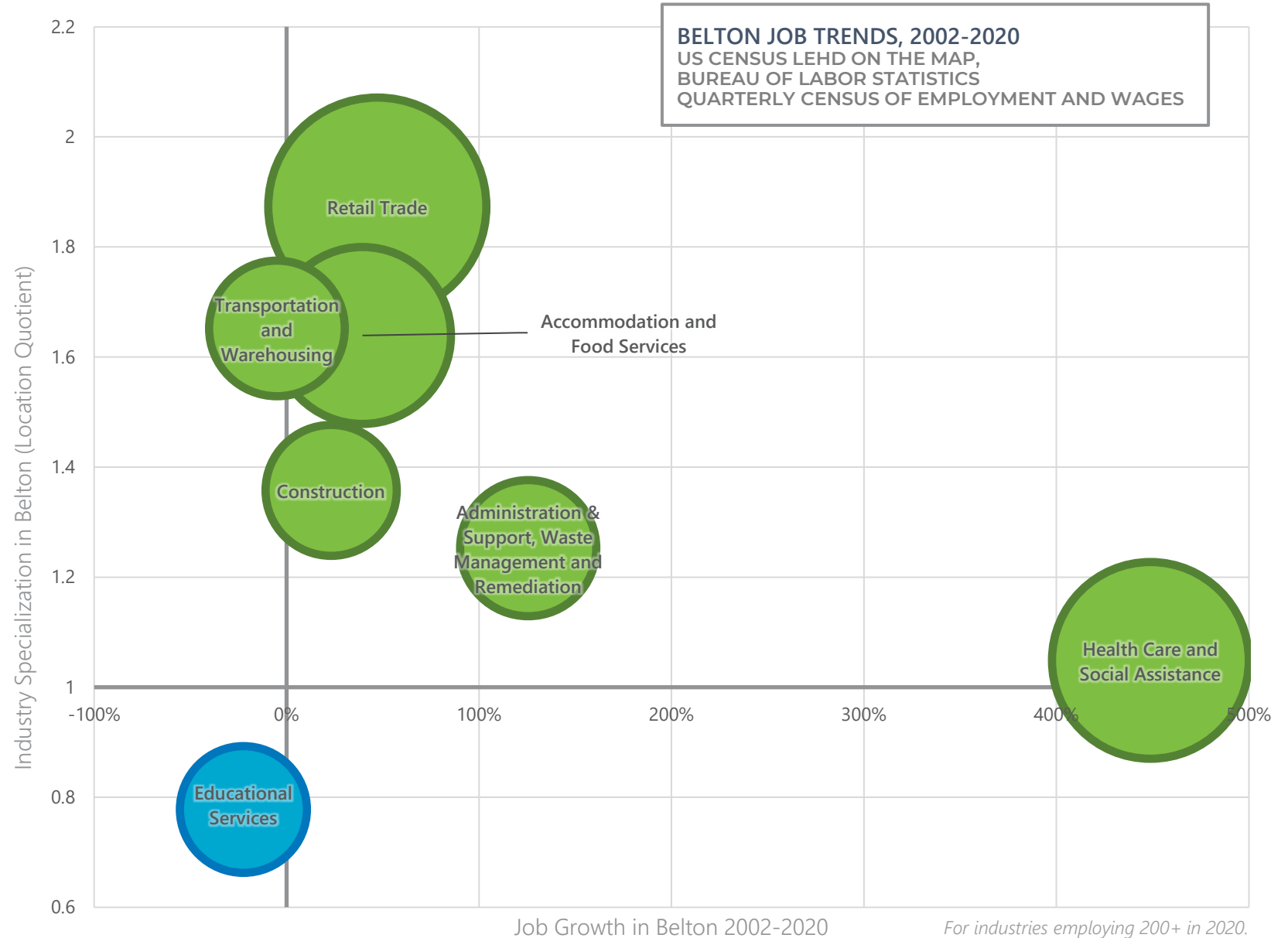
## Employment INDUSTRY CHANGE

This chart shows three different aspects for Belton’s key industries:

- **Job growth:** with faster-growing to the right,
- **Specialization:** with industries having a greater proportion of workers locally than nationwide towards the top;
- **Current number of jobs:** larger bubbles corresponding to a larger number of jobs.

Health care has had the strongest job growth of any major industry in Belton since 2002, growing from 219 employees in 2002 to 1,202 in 2020. This growth came in part from recent expansions to the **Belton Regional Medical Center** and the **Carnegie Village Rehabilitation and Health Center**, built in 2017.

Belton’s **specialized** industries include **Retail, Accommodation and Food Services, and Transportation/Warehousing.**



## Employment

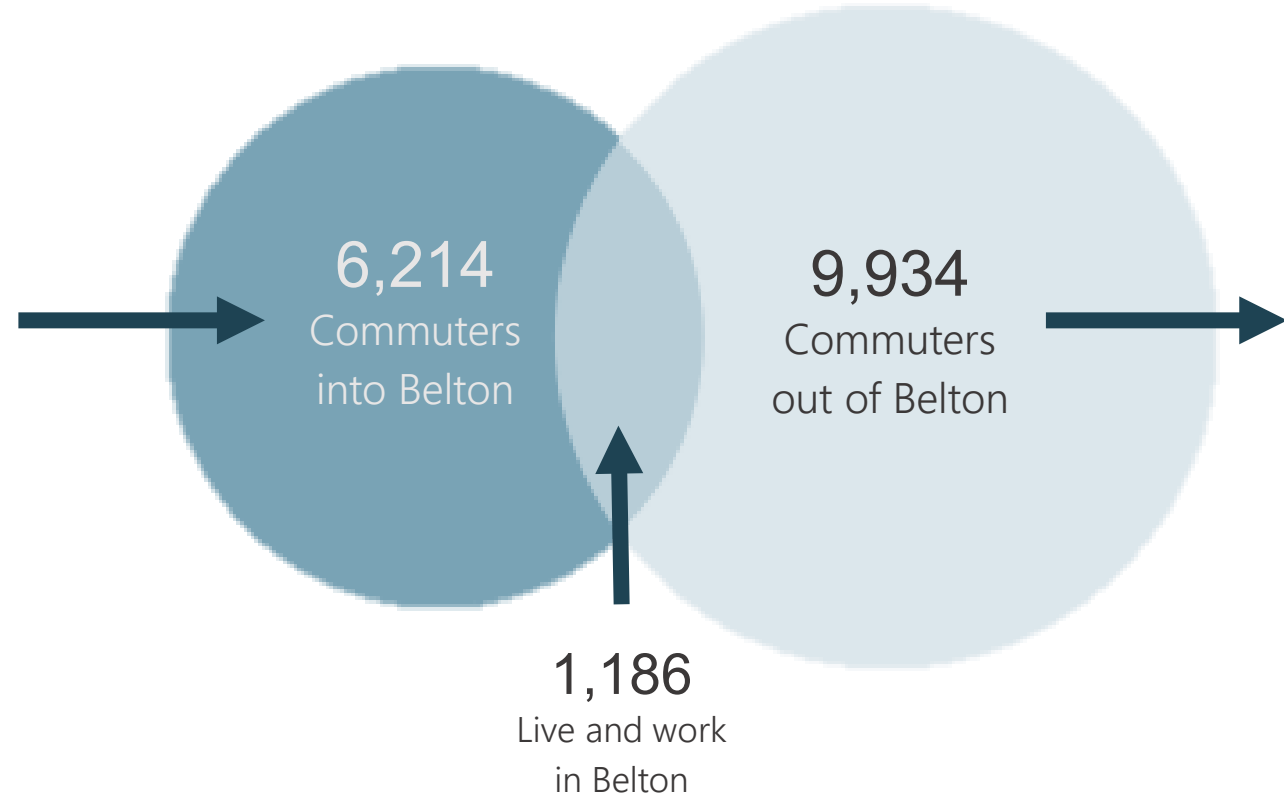
# COMMUTING DYNAMICS

Belton sees a **daily outflow of commuters** as diagrammed to the right with the latest available Census data from 2020. However, a not insignificant **1,186 residents** both live and work in the city.

The pandemic has significantly changed commuting trends, and an analysis of work-from-home trends will be incorporated to employment forecasts and employment density considerations in this comprehensive planning process.

As of Spring 2023, the latest national research suggests approximately **25% of workdays nationally are currently being worked from home**, a number that appears to be stabilizing.

COMMUNITY PATTERNS IN BELTON, 2020  
US CENSUS LEHD ON THE MAP



*For industries employing 200+ in 2020.*

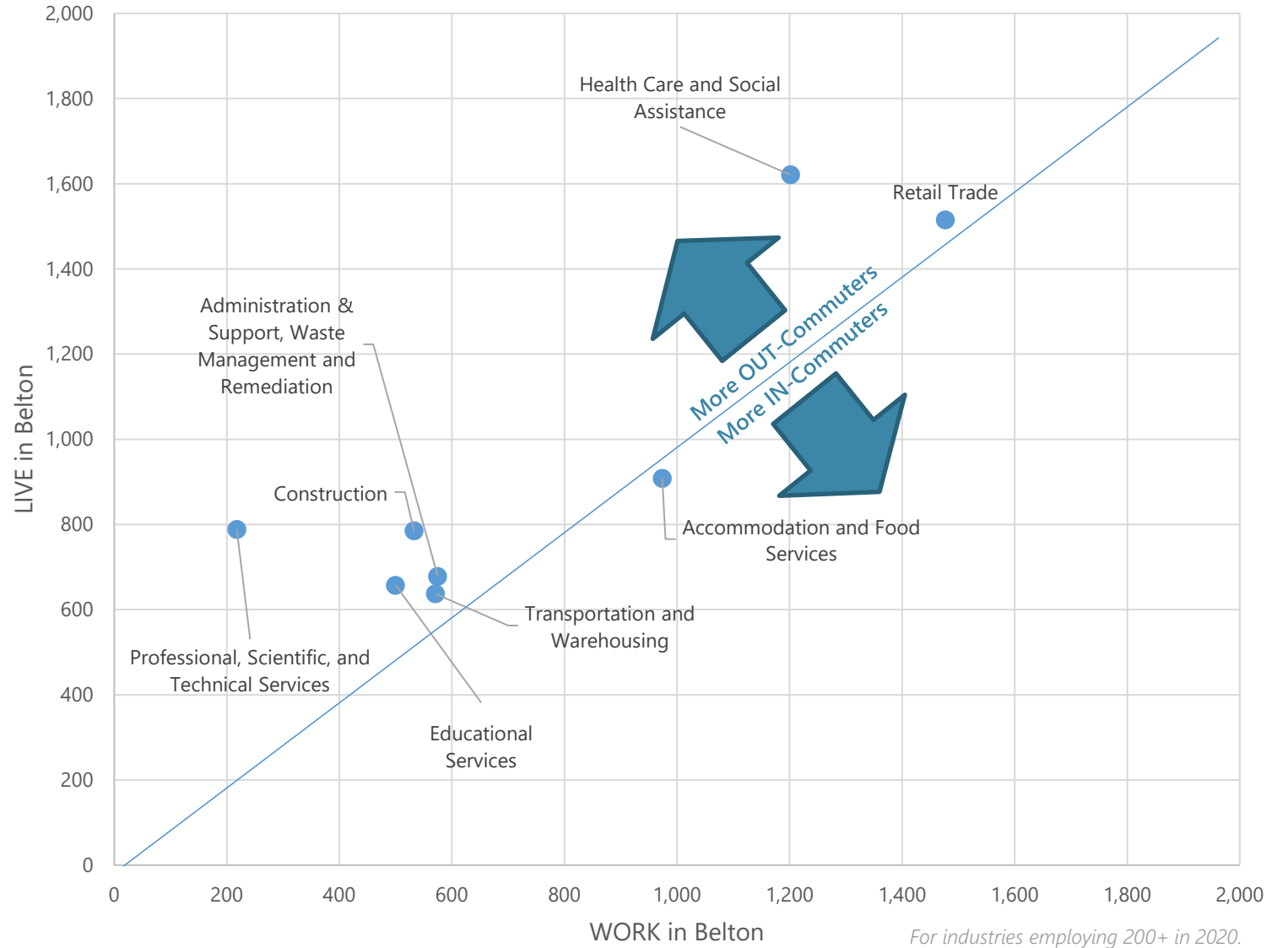
# Employment COMMUTING DYNAMICS

This chart breaks down commuting data by type of job, with data for industries above the line showing more workers living in the city than working there, and those below the line showing more people work in town in those industries compared to workers living there.

Despite the city's strength and recent development in the Healthcare sector, more **Healthcare employees live in the city compared to working there**. Likewise, Belton has more **Professional Service workers living than working in Belton**. Other industries are more balanced in commuting patterns.

This data suggests that **Belton has an existing base of skilled workers**—a key asset for employer attraction—and may consider exploring job creation strategies to tap into its local skill base.

COMMUNITY PATTERNS IN BELTON, 2020  
US CENSUS LEHD ON THE MAP





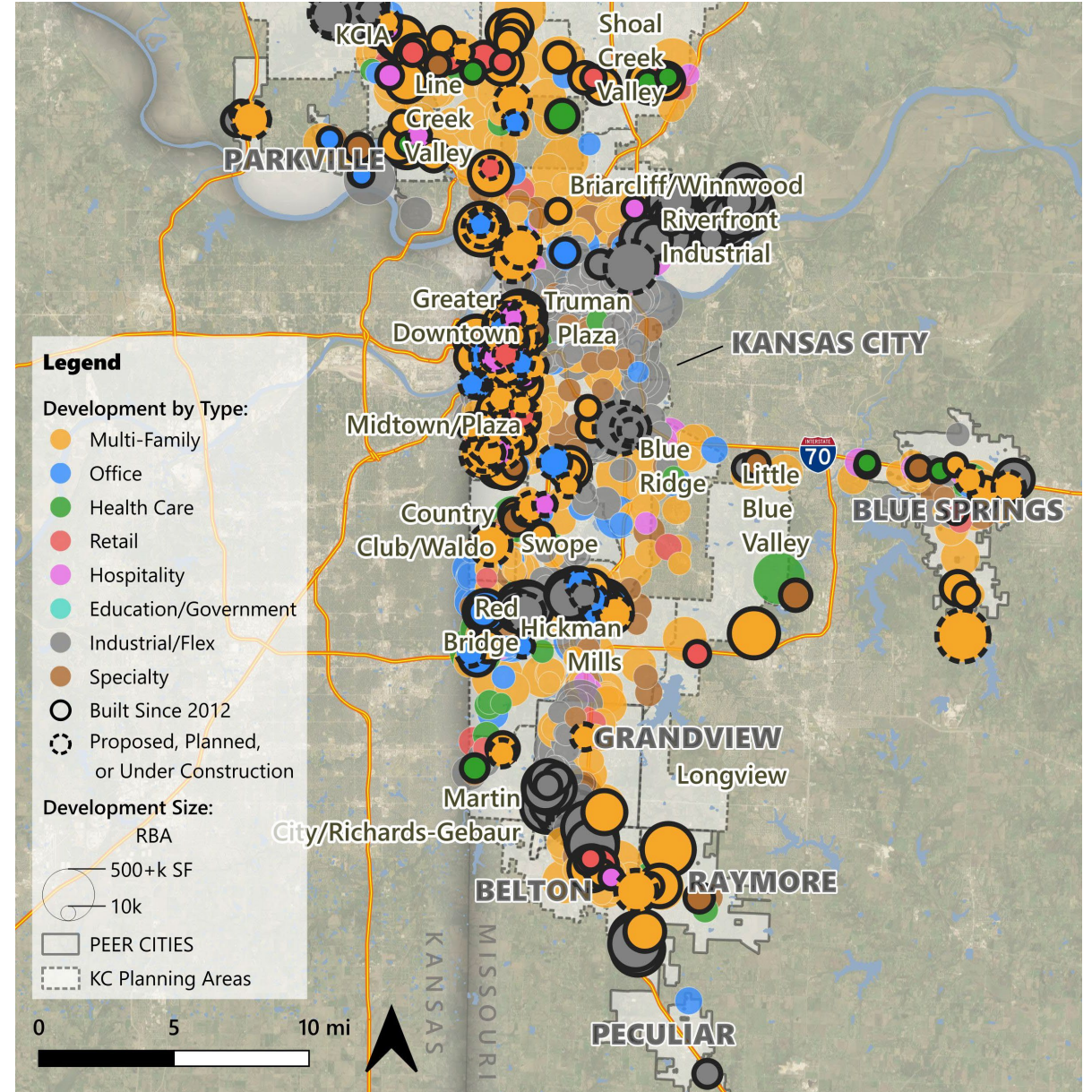
# COMMERCIAL DEVELOPMENT REGIONAL OVERVIEW

This map shows all **commercial real estate projects** in Belton and the metro area, highlighting **recent** (post-2012) projects, and **pipeline** (permitted, under construction, and proposed) projects for a very high-level view of where what kinds of growth are happening.

**Belton and Grandview have been a regional hotspot for industrial development over the past decade**, with other regional hotspots near the airport, in the Riverfront Industrial area, and Hickman Mills/Red Bridge.

**Multifamily development has been more focused to northern reaches of Kansas City and downtown/midtown**—which is also showing significant pipeline development of all types.

## REGIONAL COMMERCIAL DEVELOPMENT COSTAR, PROPERTIES 50,000+ SF



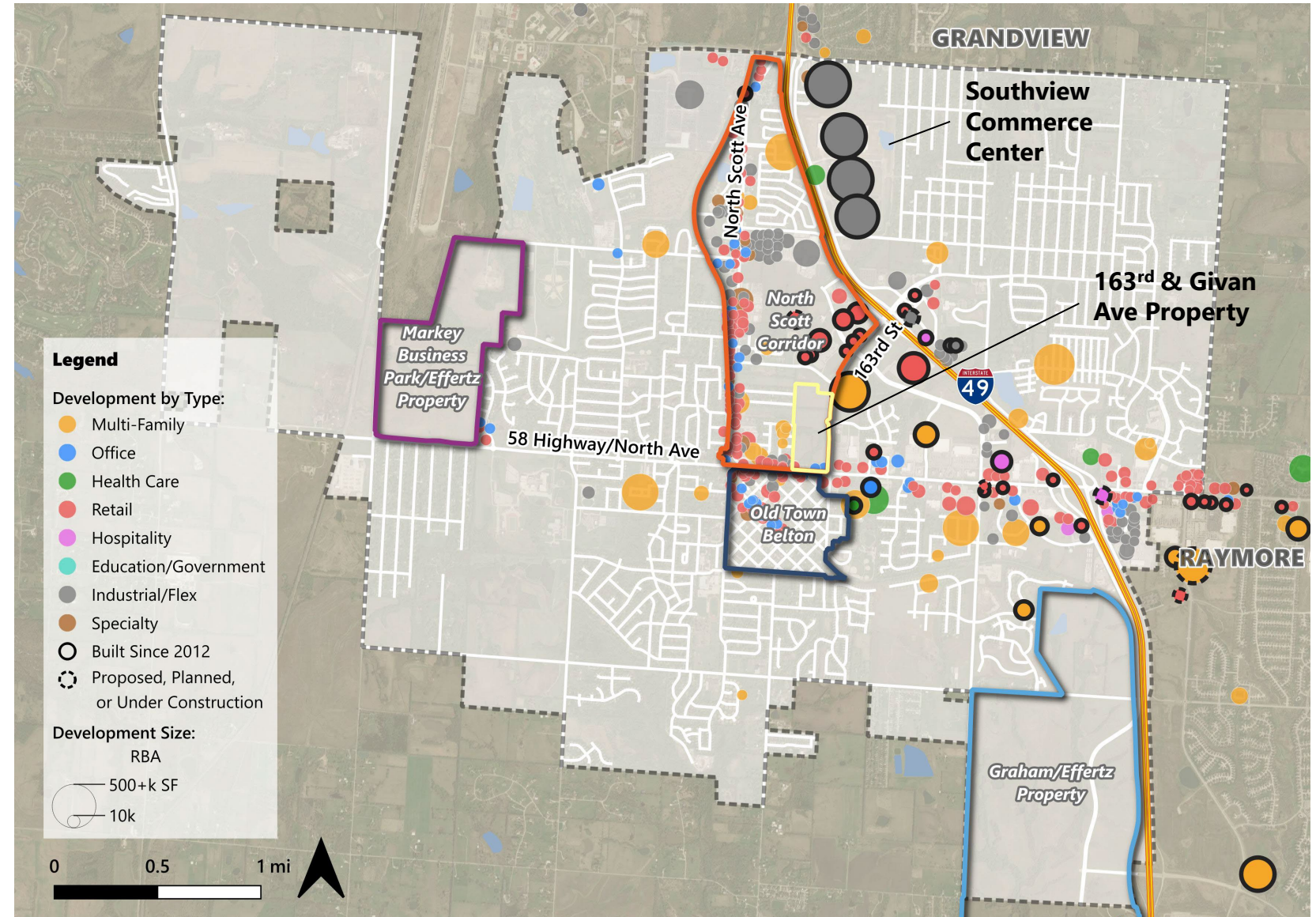


# COMMERCIAL DEVELOPMENT BELTON OVERVIEW

The map to the right shows where Belton’s commercial activity is concentrated, with most existing development concentrated along the **North Scott Corridor, 58 Highway**, and new industrial **Southview Commerce Center**. With limited vacancies along 58 Highway, **future development is expected to concentrate along 163<sup>rd</sup> Street/Y Highway**. The city has **no pipeline commercial development**.

Future development potential will be explored throughout this planning process for the **subareas** highlighted in this map—including **Old Town**, two sizeable privately-owned areas, and **North Scott Corridor**, the city’s first commercial strip, which began experiencing disinvestment in the 1980s as businesses located nearer to I-49. This plan will take a fresh look at **revitalization** efforts in this area, including goals identified in a 2014 corridor plan. Old town and vacant lands (including the Graham and Effertz properties, and the city’s 40-acre 163<sup>rd</sup> & Givan Ave property) present opportunities to develop **multimodal, mixed-use areas**.

BELTON COMMERCIAL DEVELOPMENT  
COSTAR





# COMMERCIAL MARKET

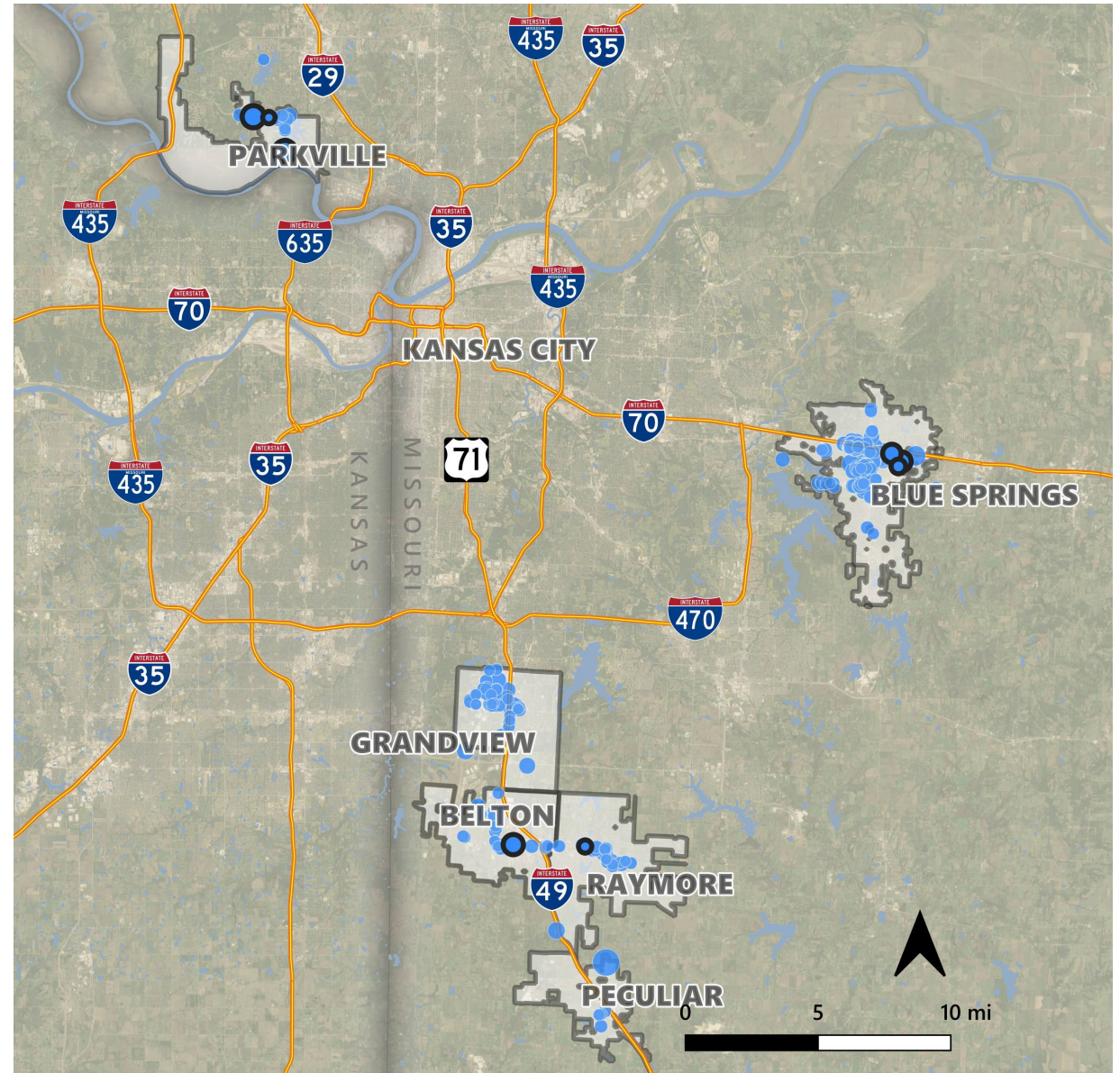
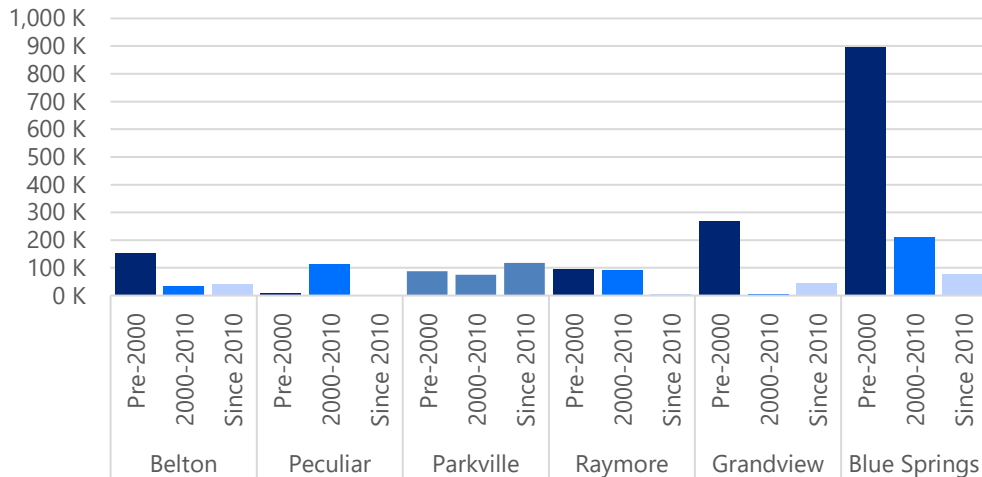
## REGIONAL OFFICE DISTRIBUTION

The map to the right shows the distribution of **existing and pipeline** (permitted, under construction, and proposed) office development in Belton and comparison areas.

Blue Springs stands out with the most office development among the areas, with most built pre-2000. Regionally, the largest clusters are found in downtown and midtown Kansas City, both major employment centers.

**Office development** in Belton has been **low** throughout the years, with just over 40,000 square feet developed since 2010.

OFFICE SQUARE FOOTAGE BY YEAR BUILT CATEGORY  
COSTAR, 2023





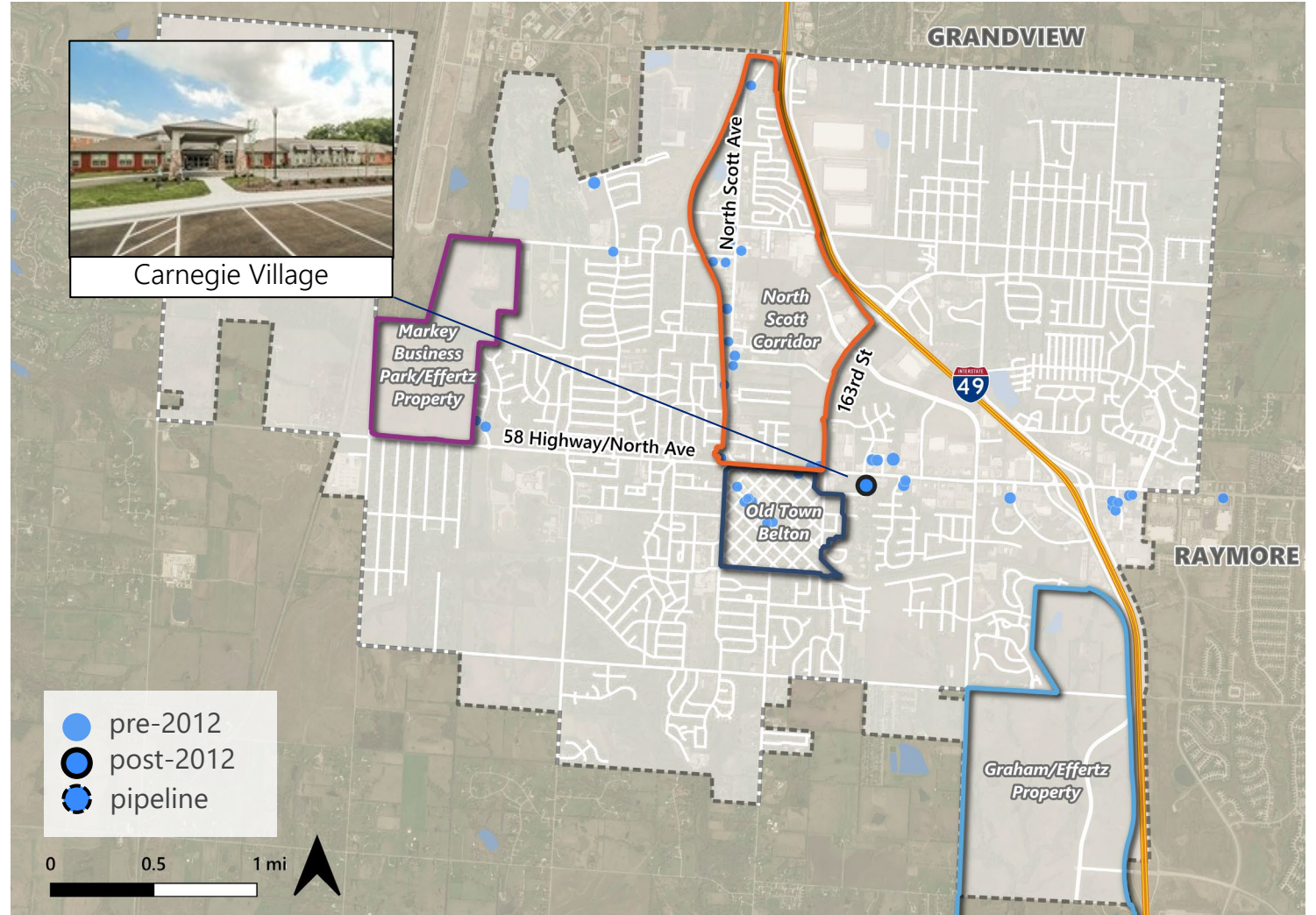
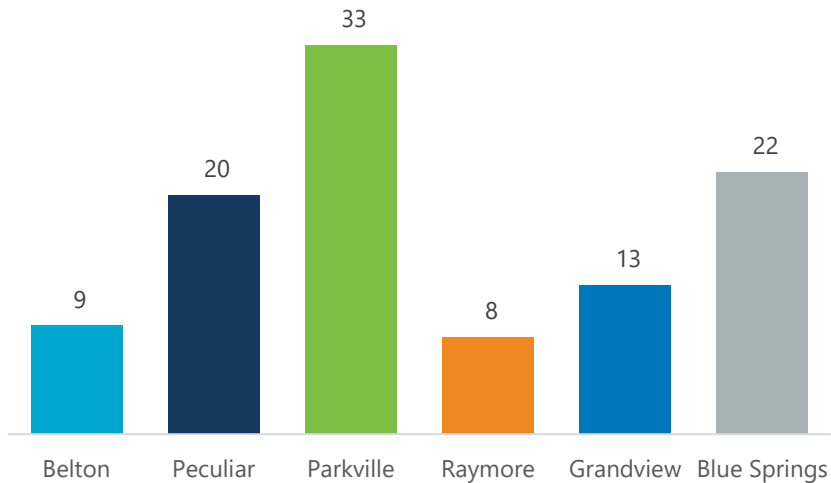
# COMMERCIAL MARKET

## BELTON OFFICE DISTRIBUTION

Belton's **largest existing office space** is Carnegie Village Rehab and Health Center, built 2017, with Wiedemann & Godfrey Construction on North Scott being the second largest.

Demand for new office space is likely to remain low for the foreseeable future, both nationally and within the Kansas City metro, and particularly in Belton.

**OFFICE SQUARE FEET PER PERSON**  
US CENSUS, 2022, COSTAR, 2023





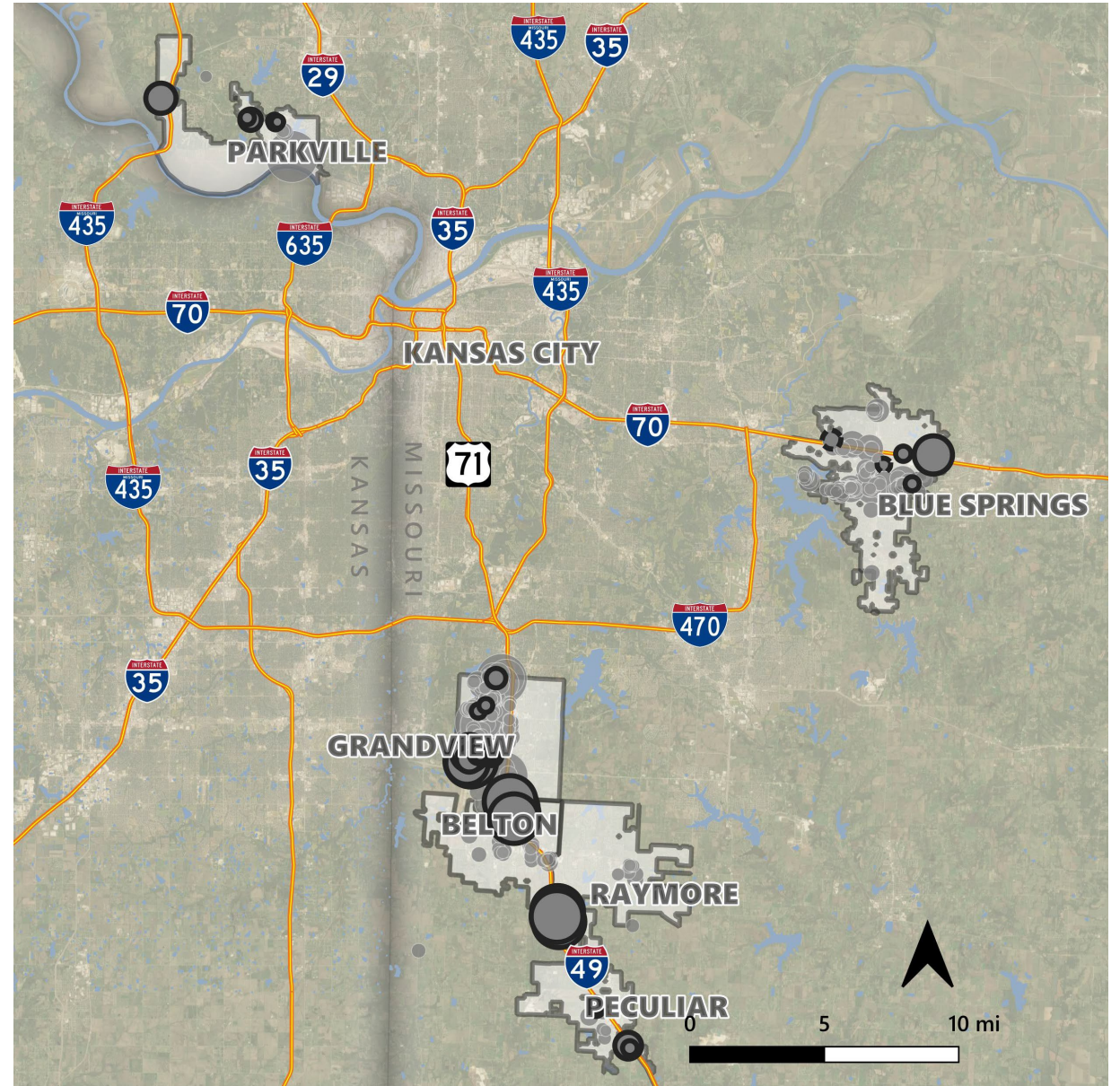
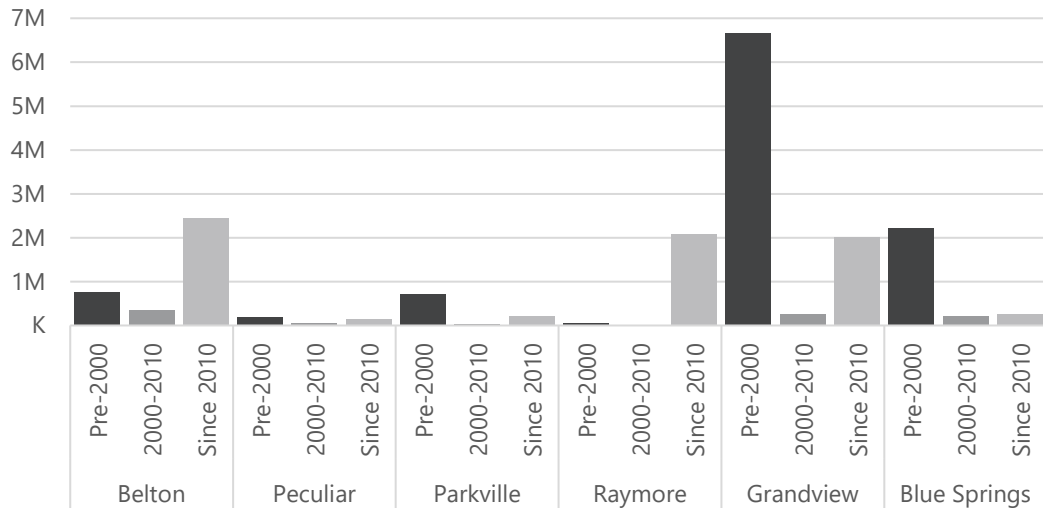
# COMMERCIAL MARKET

## REGIONAL INDUSTRIAL DISTRIBUTION

The map to the right shows the distribution of **existing and pipeline** (permitted, under construction, and proposed) industrial development in Belton and comparison areas.

Belton, Raymore and Grandview have all seen **significant new logistics development**, indicating the strong demand for logistics centers within the south metro.

**INDUSTRIAL SQUARE FOOTAGE BY YEAR BUILT CATEGORY**  
COSTAR, 2023



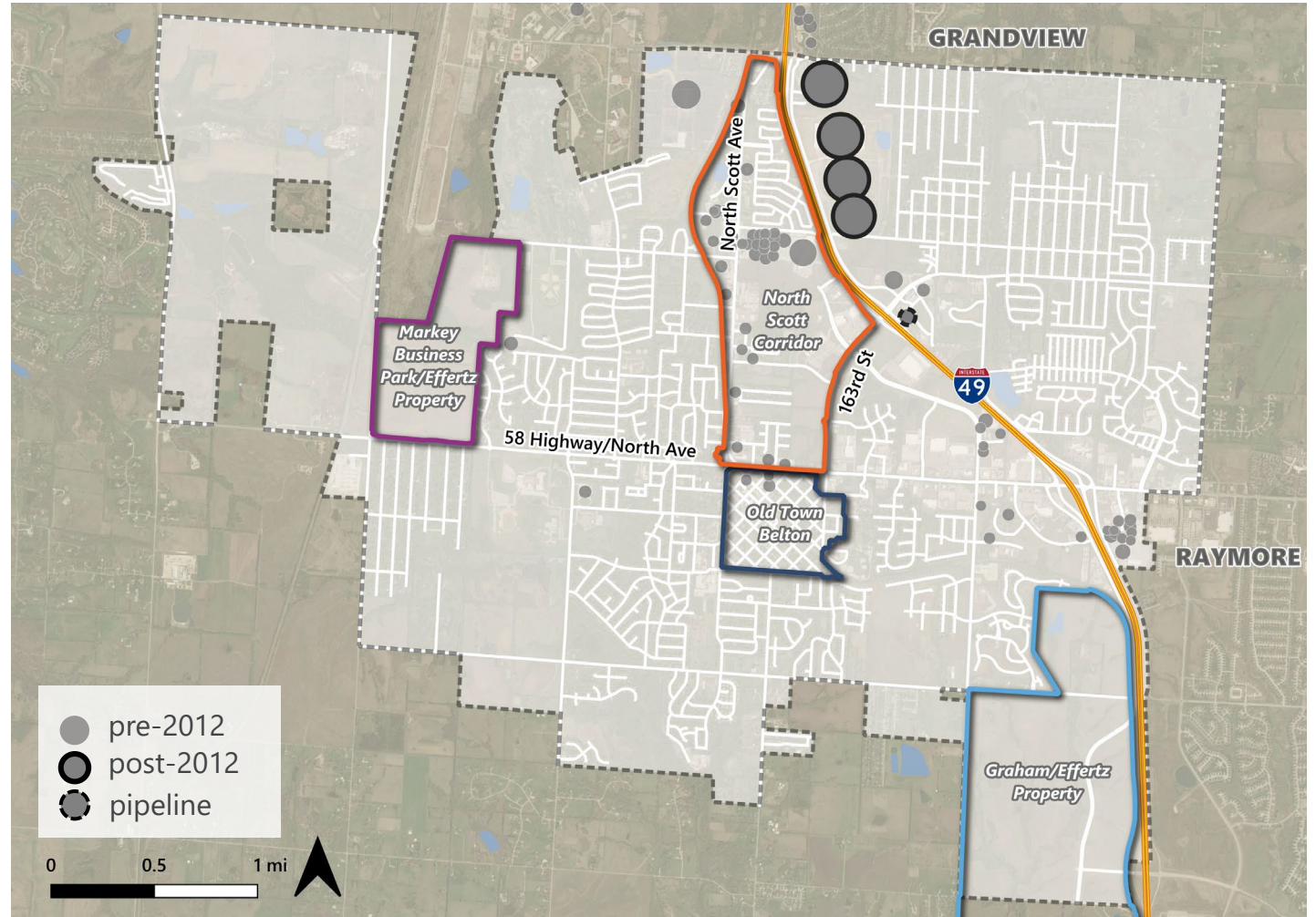
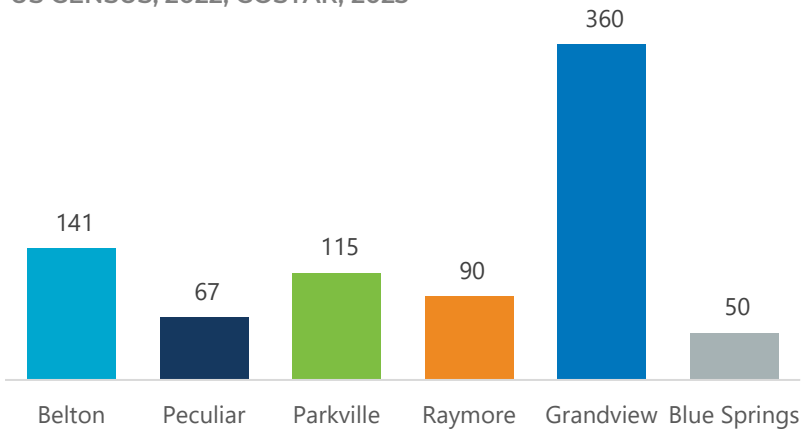


# COMMERCIAL MARKET

## BELTON INDUSTRIAL DISTRIBUTION

Belton has **doubled its industrial square footage since 2010**, due to the **Southview Commerce Center**—which has created 2,000 new jobs, including the **city’s largest employer, Chewy, Inc.**

**INDUSTRIAL SQUARE FEET PER PERSON**  
US CENSUS, 2022, COSTAR, 2023





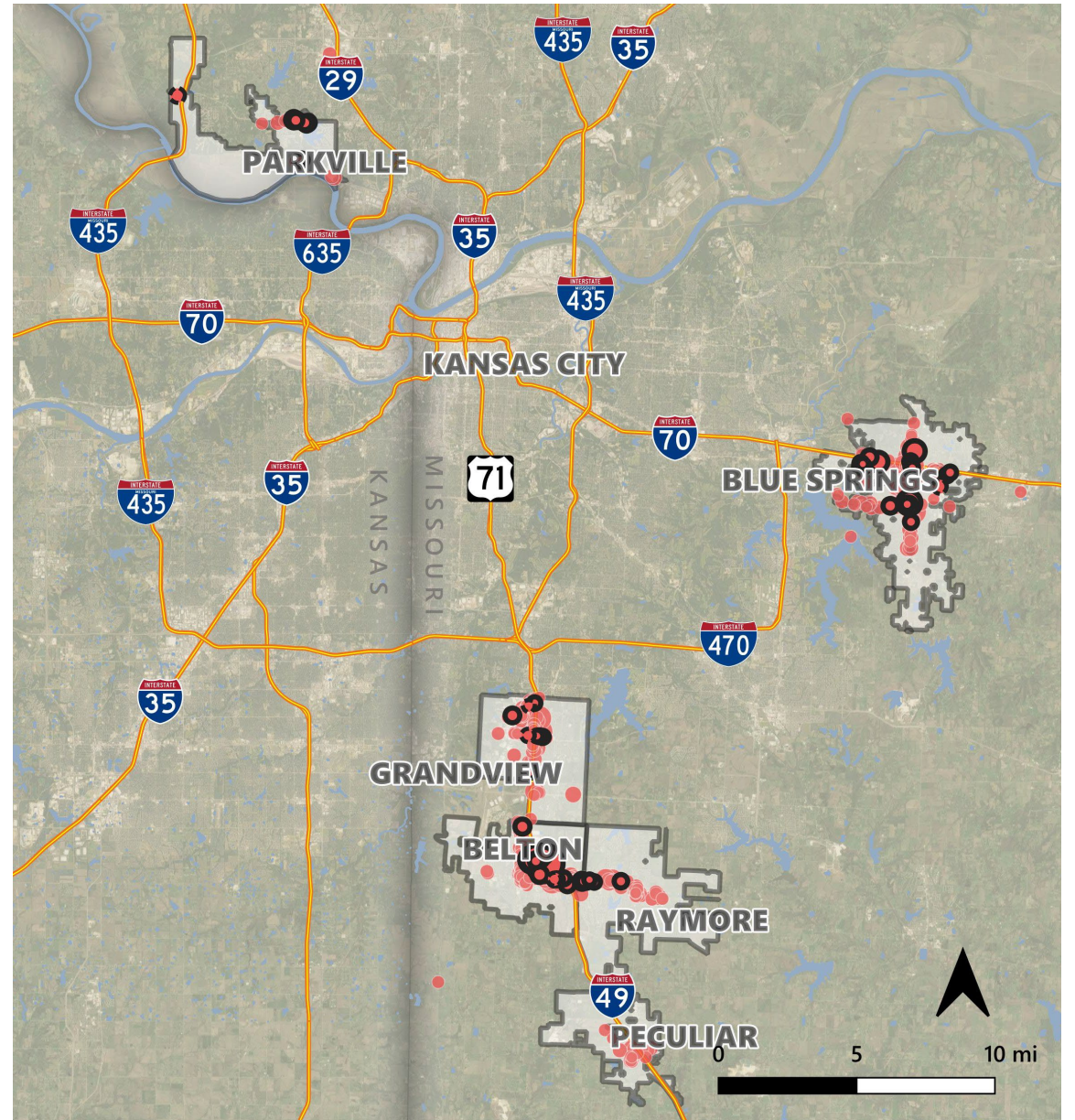
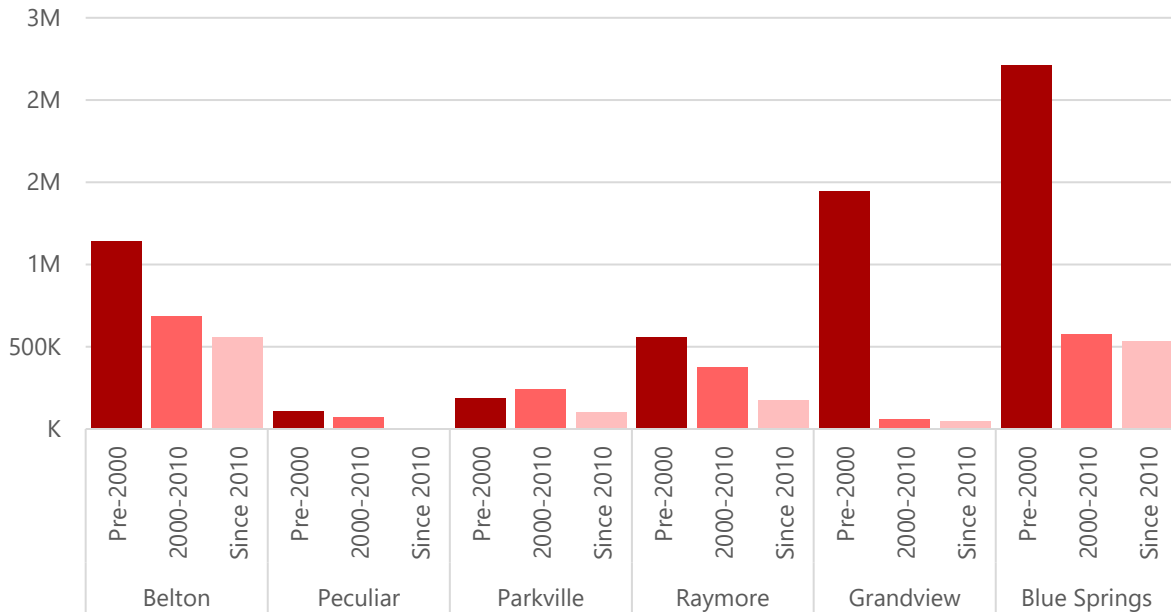
# COMMERCIAL MARKET

## REGIONAL RETAIL DISTRIBUTION

The map to the right shows the distribution of **existing and pipeline** (permitted, under construction, and proposed) retail in Belton and comparison areas.

As in surrounding communities, most retail was built prior to 2000—though Belton also has seen more retail construction since 2010 than comparison areas.

**RETAIL SQUARE FOOTAGE BY YEAR BUILT CATEGORY**  
COSTAR, 2023





# COMMERCIAL MARKET

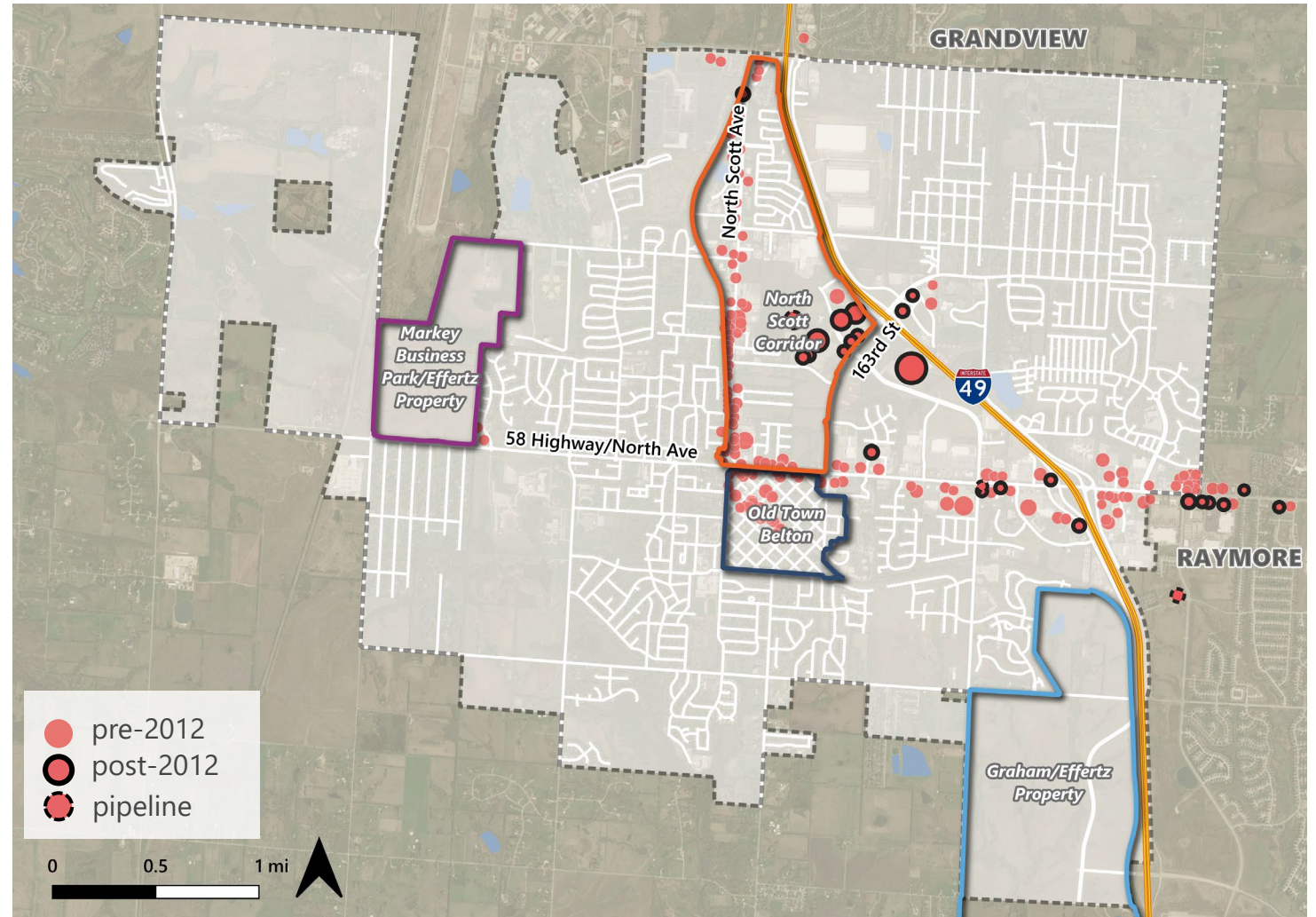
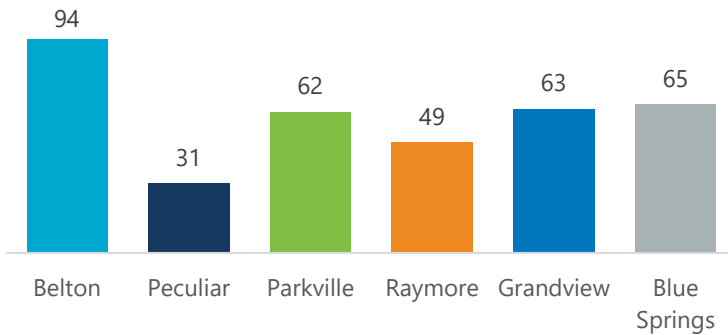
## BELTON RETAIL DISTRIBUTION

As seen below, Belton outperforms comparison areas in retail development. The following pages will provide a deeper look at top-performing retail in Belton and potential future retail demand for the Belton market.

**Retail tends to cluster along major roads and interstates, where it is most visible to passing cars.** Retail that serves a regional population, such as large shopping centers, tends to locate where two major transportation corridors intersect.

“Right-sizing” retail will be a consideration in communities moving forward, as a result of an increase in online shopping. However, **in places where the population is growing, such as Belton, population growth will still drive demand for retail.**

**RETAIL SQUARE FEET PER PERSON**  
US CENSUS, 2022, COSTAR, 2023



## RETAIL GAP ANALYSIS AND FUTURE DEMAND

# UNDERSTANDING TRADE AREA GEOGRAPHY

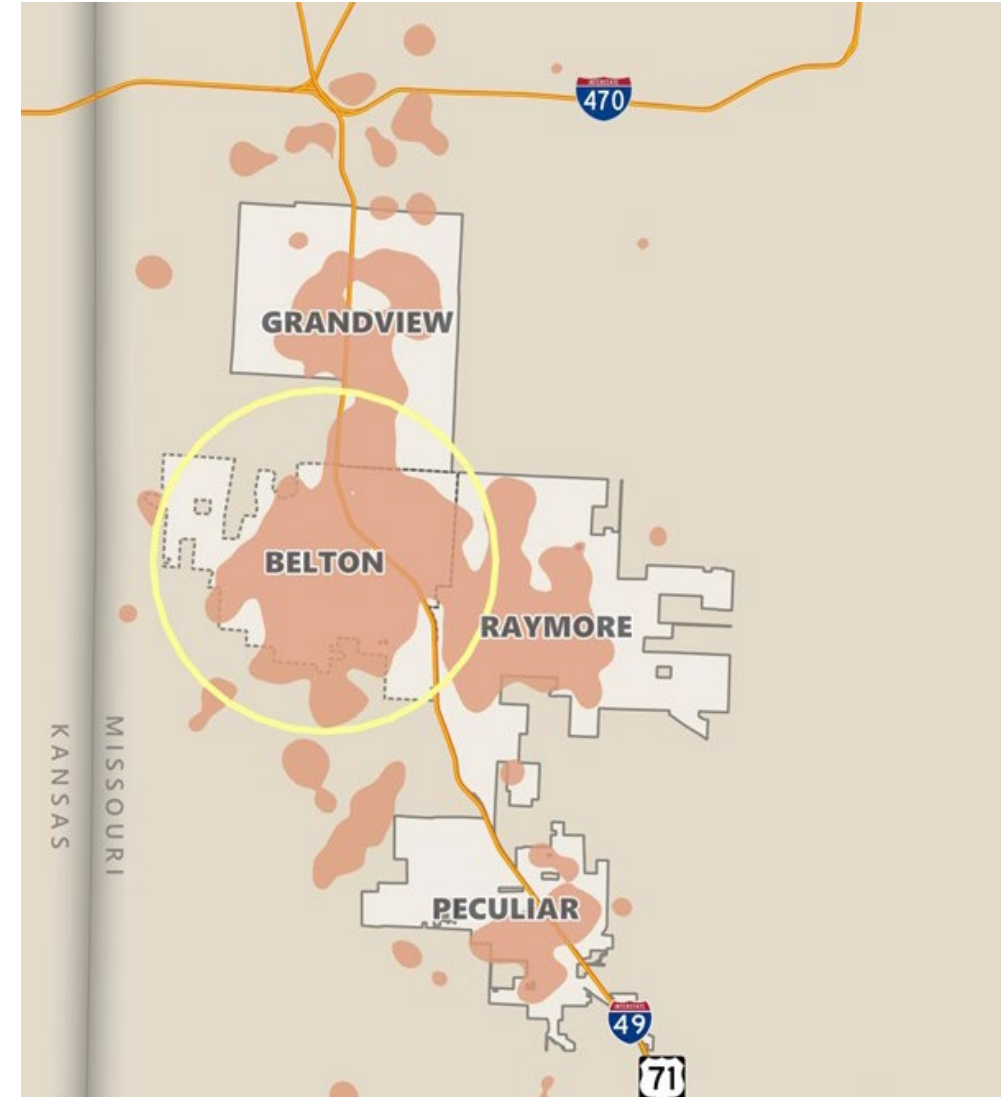
Foot traffic data from Placer™ allows for precise trade area determination by consolidating anonymized cell phone location data to track visits.

This map and those that follow show the home locations of people visiting retail destinations in Belton to give an estimation of the trade area – or area from which Belton pulls retail spending – for Belton.

The map to the right shows home locations accounting for **70% of all visits to the Belton Hy-Vee**, the highest draw for retail spending in the city.

A prototypical **3-mile suburban supermarket catchment radius** is shown in the yellow circle – serving all of Belton, and surrounding communities that are underserved by grocery.

BELTON HY-VEE TRADE AREA



PLACER, LCG 2023



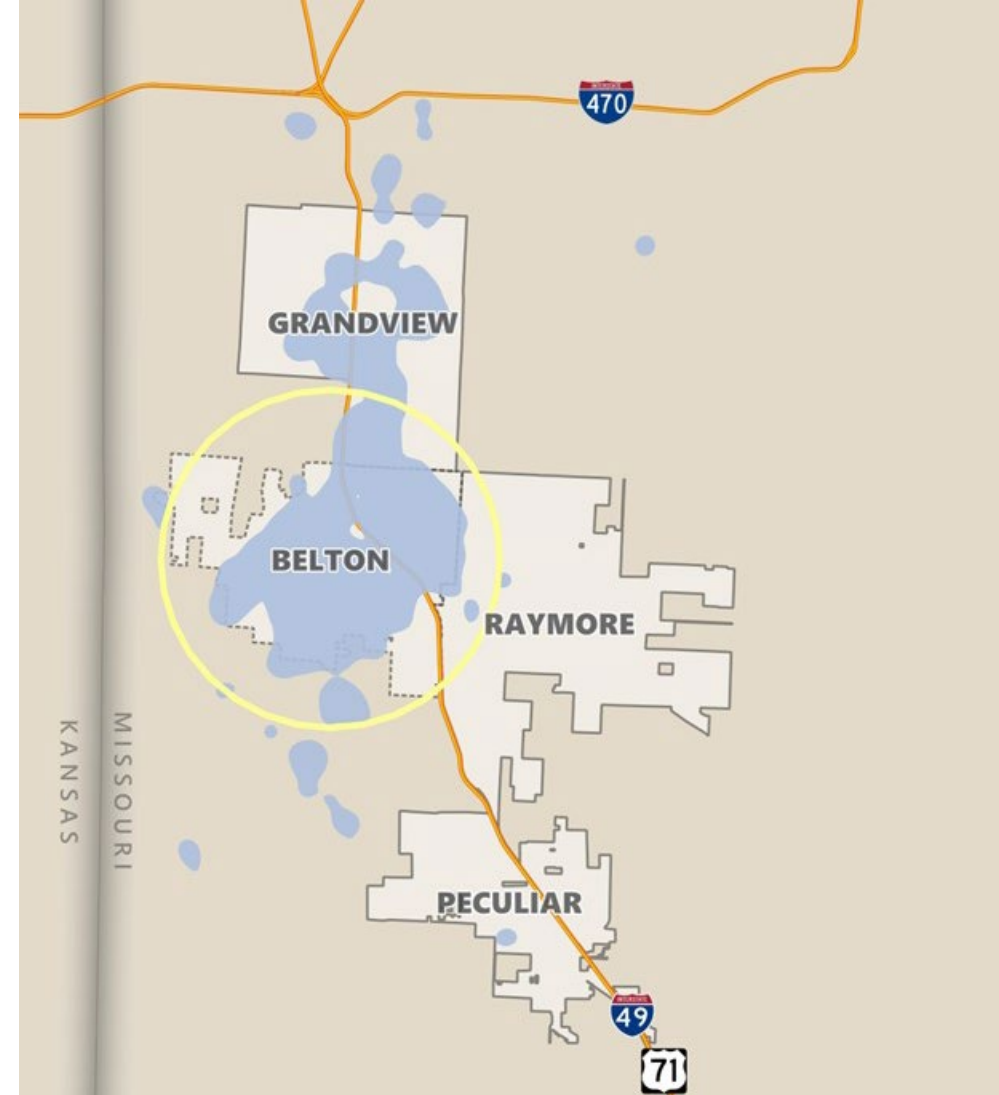
## RETAIL GAP ANALYSIS AND FUTURE DEMAND

# UNDERSTANDING TRADE AREA GEOGRAPHY

Belton's **Price Chopper** draws from a similar, though smaller, **area** –also covering shoppers northward into Grandview.

Because Raymore has a Price Chopper, **few Raymore households** are drawn to the Belton location of that chain.

BELTON PRICE CHOPPER TRADE AREA



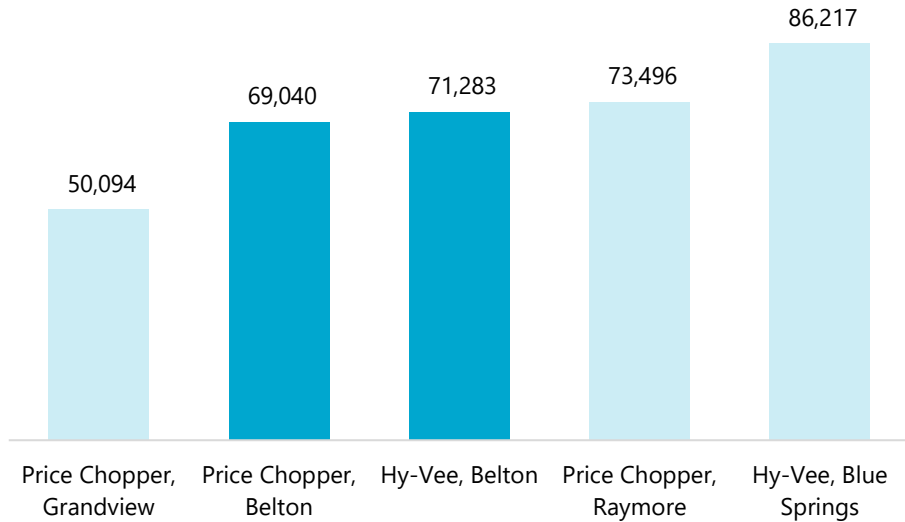
PLACER, LCG 2023

# RETAIL GAP ANALYSIS AND FUTURE DEMAND

## GROCERY CHAIN PERFORMANCE

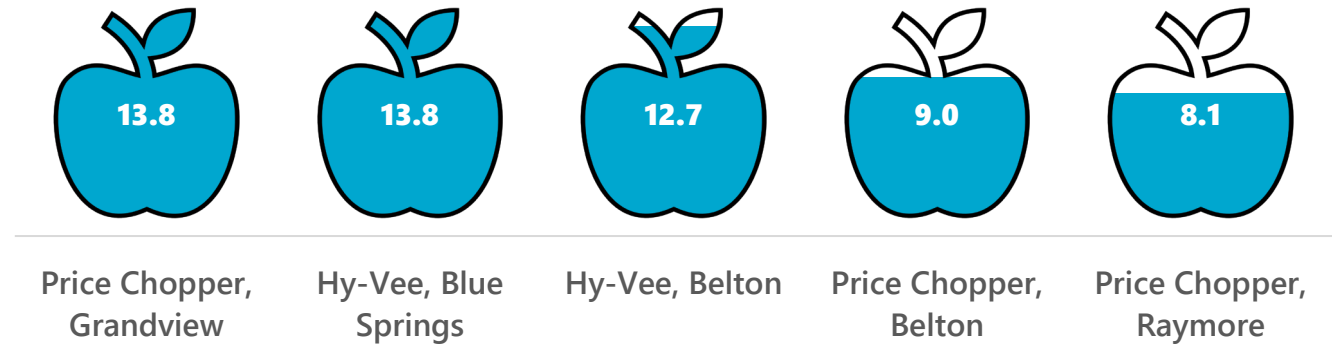
The **Belton Hy-Vee** is the city's largest retailer draw in terms of annual foot traffic with more than **900,000 annual visits**.

SIZE COMPARISON OF SELECT AREA SUPERMARKETS  
PLACER, LCG, 2023



At 12.7 visits per square foot, the **Belton Hy-Vee** has lower foot traffic than the **Blue Springs Hy-Vee's 13.8**. Despite their smaller store footprints, Price Chopper stores tend to generate fewer visits per square foot, with the exception of Grandview. Grandview Price Chopper's high visits per square foot is indicative of fewer grocery options in that city.<sup>1</sup>

ANNUAL VISITS PER SQ FT, SELECT AREA SUPERMARKETS  
PLACER, LCG, 2023



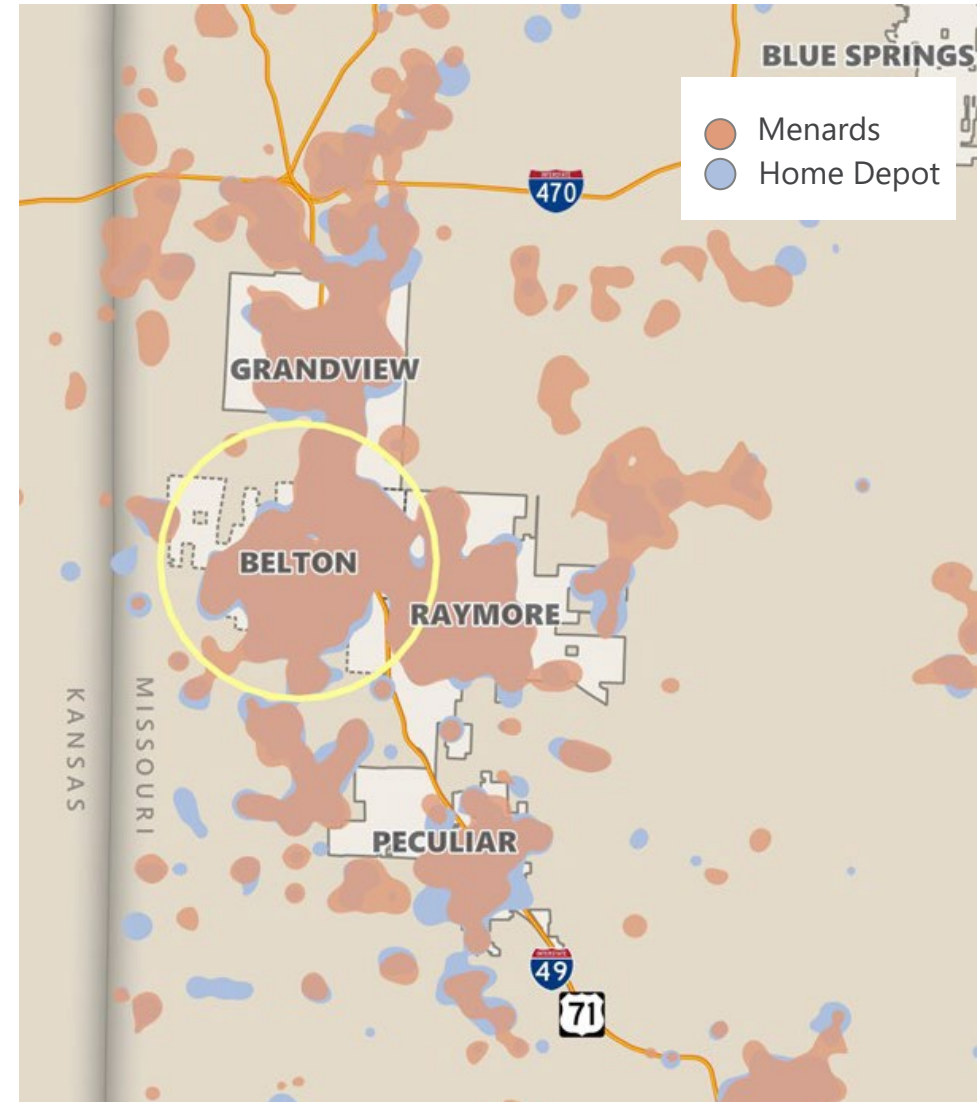
<sup>1</sup>The US Department of Agriculture's *Food Access Research Atlas* shows that in five of seven census tracts in Grandview, a significant share of residents live more than a mile from the nearest supermarket.

## RETAIL GAP ANALYSIS AND FUTURE DEMAND HOME CENTERS

Both Menards and Home Depot in Belton are **patronized by surrounding communities and have very expansive trade areas, in addition to the City residents they serve.**

This indicates strong demand and draw for these types of home centers, and the potential for additional home center locations within the south Kansas City metro.

BELTON MENARDS AND HOME DEPOT TRADE AREA



PLACER, LCG 2023



## COMMERCIAL MARKET

# UNDERSTANDING TRADE AREA GEOGRAPHY

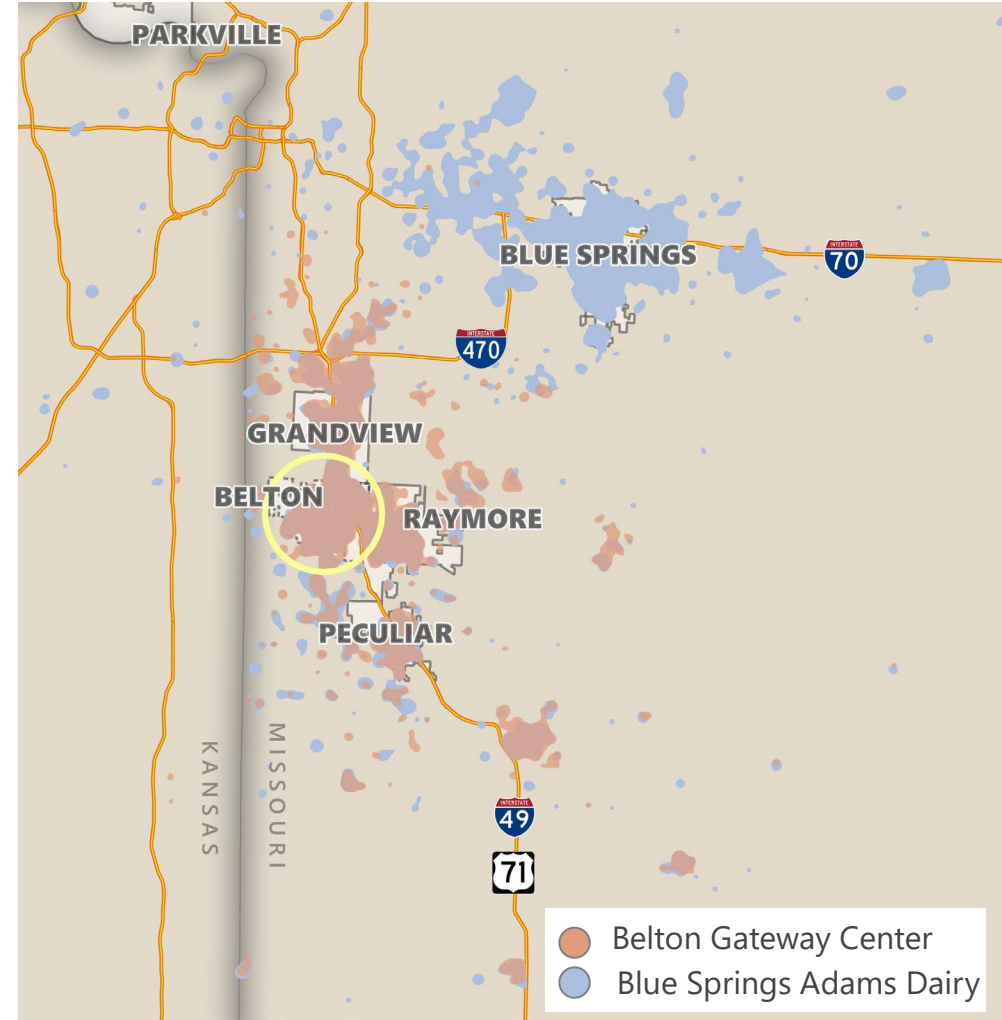
The **Belton Gateway complex on Markey Parkway**, built in 2017 and renovated in 2022, serves a wide trade area similar to the home centers shown previously. Tenants include Marshalls, Ross, Ulta, Petco, Party City, and Five Below.

Belton Gateway Complex attracts **1.4 million annual shoppers—150% that of its HyVee**—but a similar power center in Blue Springs, Adams Dairy, attracts over three times the number of annual shoppers.

Yet, the two centers do not compete for shoppers, as shown here.

This demonstrates **Belton’s role as a regional commercial hub for the south metro**, and how **unique tenant cluster and positioning** could generate further destination appeal.

**BELTON VS. BLUE SPRINGS SHOPPING CENTER TRADE AREA**



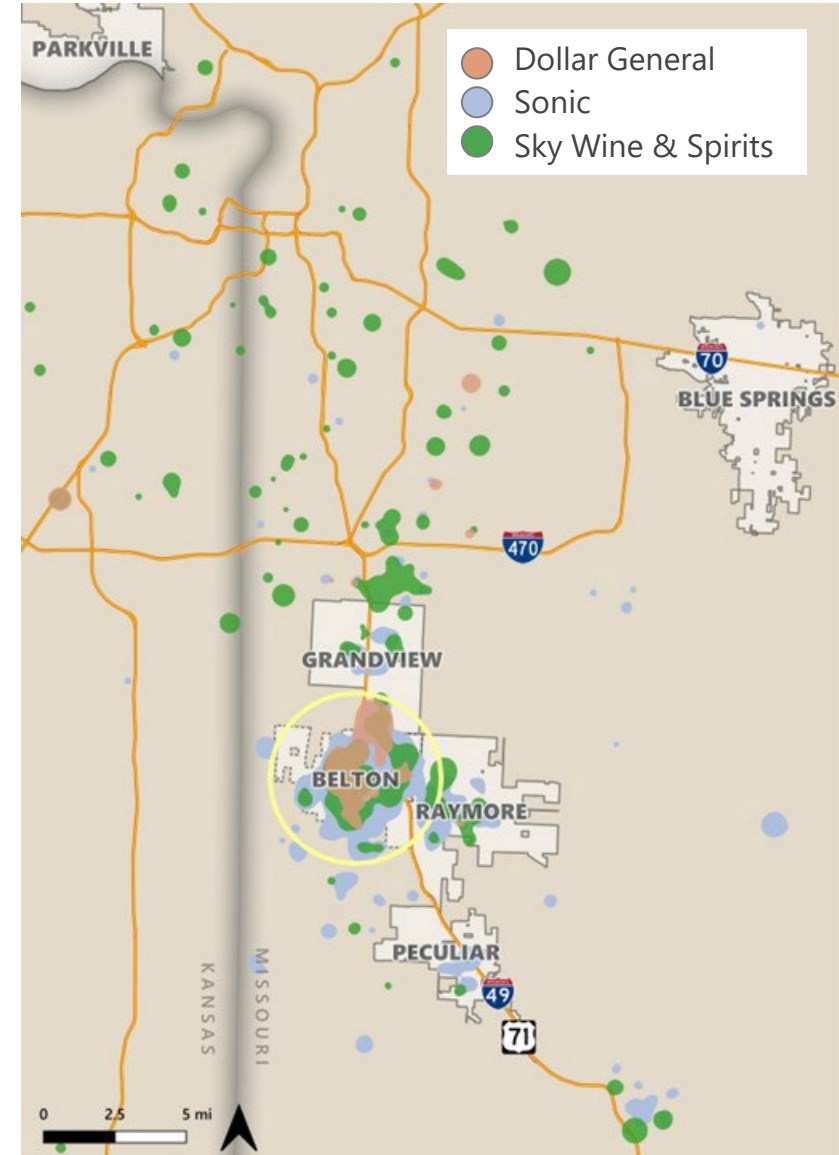
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## COMMERCIAL MARKET UNDERSTANDING TRADE AREA GEOGRAPHY

Though newer retail has focused along Highway 58 and 163rd Street/Y Highway, the map at right showing the trade areas for three businesses on North Scott indicate that corridor businesses continue serving the **day-to-day needs of Belton residents**, with Dollar General and Sonic shoppers mostly living within a three-mile radius.

Sky Wine and Spirits serves a wider market area into Grandview and pockets to the north, which suggests that corridor businesses also have regional pull and that there is **potential for capturing untapped spending** for the area if in-demand businesses are attracted to the corridor.

NORTH SCOTT CORRIDOR TRADE AREA, SELECT BUSINESSES



# COMMERCIAL MARKET

## RETAIL GAP ANALYSIS AND FUTURE DEMAND

The table to the right shows a leakage/surplus analysis for Belton. Accounting for the estimated population growth in the city through 2050, the potential demand and supply by each retail category is estimated.

Leakage represents the amount of potential retail spending that is leaving Belton as local households seek merchandise elsewhere, whereas a surplus represents spending occurring within Belton that surpasses the spending power of Belton residents.

**Grocery Stores and Building Material & Supply Stores show a surplus** – indicating that they are a **net spending attractor** for households outside the area.

Looking at the spending power of households within the Belton trade area, relative to estimated store sales within the same area, there is substantial **leakage for:**

- Health & Personal Care Stores (\$16 million)
- Apparel and Accessories (\$9 million)
- Fast Food and Fast-Casual Dining (\$7 million)
- Department Stores (\$6 million)

	Demand	Supply	Leakage (or Surplus)
Health & Personal Care Stores	\$27,174,742	\$11,303,045	\$15,871,697
Apparel & Accessories	\$16,277,718	\$7,373,711	\$8,904,007
Limited-Service Eating Places	\$21,622,523	\$14,600,388	\$7,022,135
Department Stores	\$8,547,153	\$2,729,396	\$5,817,757
Furniture Stores	\$4,216,802	\$0	\$4,216,802
Sporting Goods, Hobby, & Musical Instrument	\$6,022,398	\$3,051,482	\$2,970,916
Office Supplies, Stationery, & Gift Stores	\$1,973,904	\$0	\$1,973,904
Specialty Food Stores	\$1,236,435	\$313,796	\$922,639
Florists And Miscellaneous Store Retailers	\$825,875	\$234,024	\$591,851
Book, Periodical, & Music Stores	\$1,116,351	\$665,001	\$451,350
Beer, Wine, & Liquor Stores	\$3,138,824	\$2,752,014	\$386,810
Electronics & Appliance Stores	\$4,978,330	\$4,998,486	(\$20,156)
Lawn & Garden Equipment & Supplies Stores	\$5,416,875	\$6,737,329	(\$1,320,454)
Bars/Drinking Places (Alcoholic Beverages)	\$2,210,167	\$3,877,374	(\$1,667,207)
Home Furnishings Stores	\$4,042,071	\$6,174,699	(\$2,132,628)
Full-Service Restaurants	\$18,115,173	\$23,668,505	(\$5,553,332)
Special Food Services	\$3,736,692	\$9,772,020	(\$6,035,328)
Building Material & Supplies Dealers	\$27,925,678	\$44,424,270	(\$16,498,592)
Grocery Stores	\$58,184,951	\$96,027,477	(\$37,842,526)

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# COMMERCIAL MARKET

## RETAIL GAP ANALYSIS AND FUTURE DEMAND

Combining current trade area leakage with anticipated Belton growth through 2050, we show **total estimated supportable demand** for retail space for categories warranting additional retail stores in the table at right.

	New Sales Supported by 2050	New SF Supported SF by 2050	Notes
<b>Health &amp; Personal Care Stores</b>	7,285,838	20,817	1 new drug store plus 2-3 dental/chiro/urgent care
<b>Apparel &amp; Accessories</b>	4,364,230	13,428	1-2 independent stores
<b>Limited-Service Eating Places</b>	5,797,229	16,564	about 4 new restaurants
<b>Beer, Wine, &amp; Liquor Stores</b>	841,552	2,404	about 1 new liquor store
<b>Electronics &amp; Appliance Stores</b>	1,334,743	3,337	about 1 new store
<b>Lawn &amp; Garden Equipment &amp; Supplies Stores</b>	1,452,322	7,262	potentially 1 new independent store
<b>Full-Service Restaurants</b>	4,856,871	14,944	about 3 to 4 new restaurants
<b>Building Material &amp; Supplies Dealers</b>	7,487,172	24,957	smaller junior box store
<b>Grocery Stores</b>	15,600,005	34,667	about one new smaller-footprint store (Natural Grocers)

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## COMMERCIAL MARKET

# RETAIL GAP ANALYSIS AND FUTURE DEMAND

Expansive trade areas for groceries, home supply and other stores show that **Belton serves as a commercial hub for the south Kansas City metro region.**

Many Belton **retailers rely on spending from outside the city** in surrounding communities underserved by retail, including Grandview and nearby bedroom communities without significant retail development, like Raymore and Peculiar.

The expansive markets for Home Depot, Menard's and the Belton Gateway shopping center show that **Belton retail has the potential to reach a wider market for the right offering** (although demand in categories such as clothing and department stores may continue to be satisfied in other regional communities through the planning horizon).

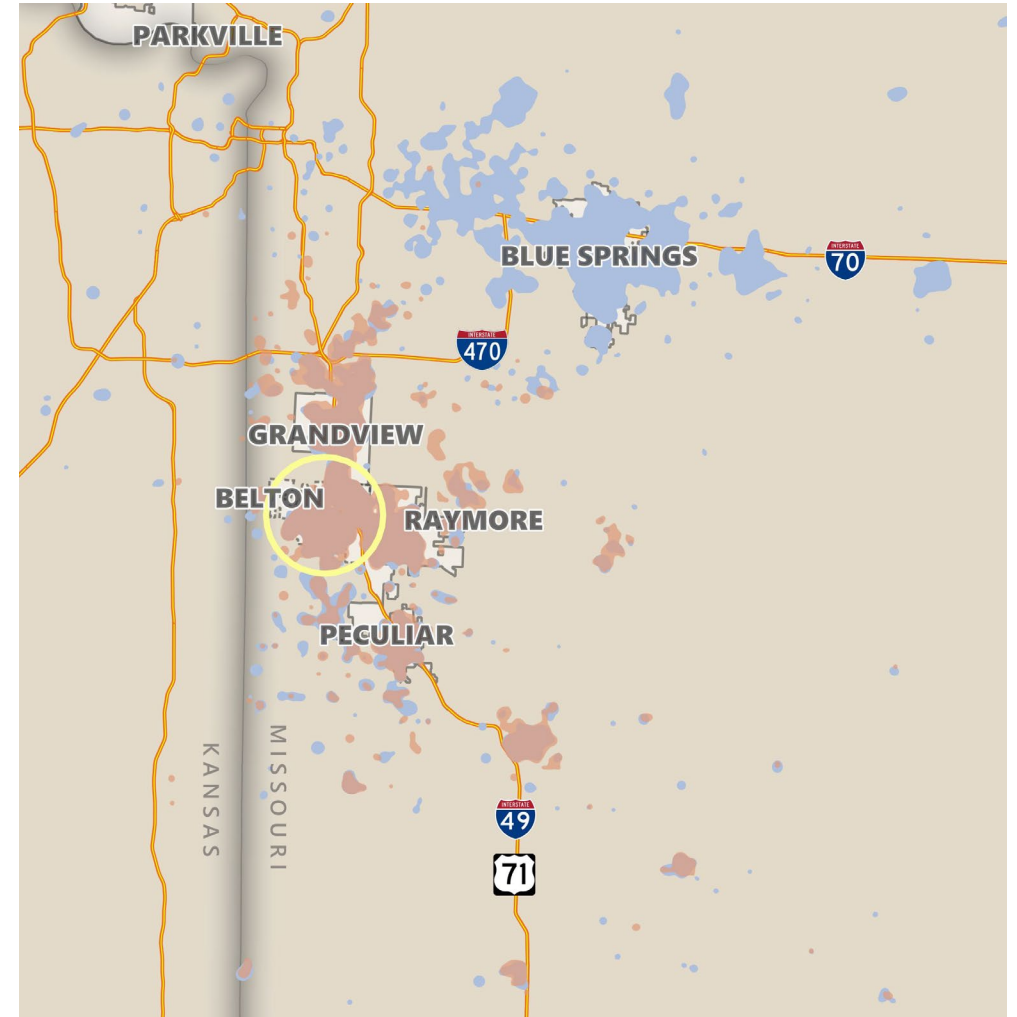
## COMMERCIAL MARKET TOURISM IN BELTON

Belton's position as a regional retail destination means **Belton has potential to attract additional visitation with the right attractions.**

**The city's largest existing draws are regional/national retailers, including Belton Gateway tenants, HyVee, Menards, and Home Depot – while local retailers in Old Town and North Scott corridor do not generally draw these same visitors.**

A question to be considered throughout the development of this plan and in future planning is how the city might be able to differentiate itself through **recreation opportunities and placemaking to attract more visitors.**

**BELTON VS. BLUE SPRINGS SHOPPING CENTER TRADE AREA**



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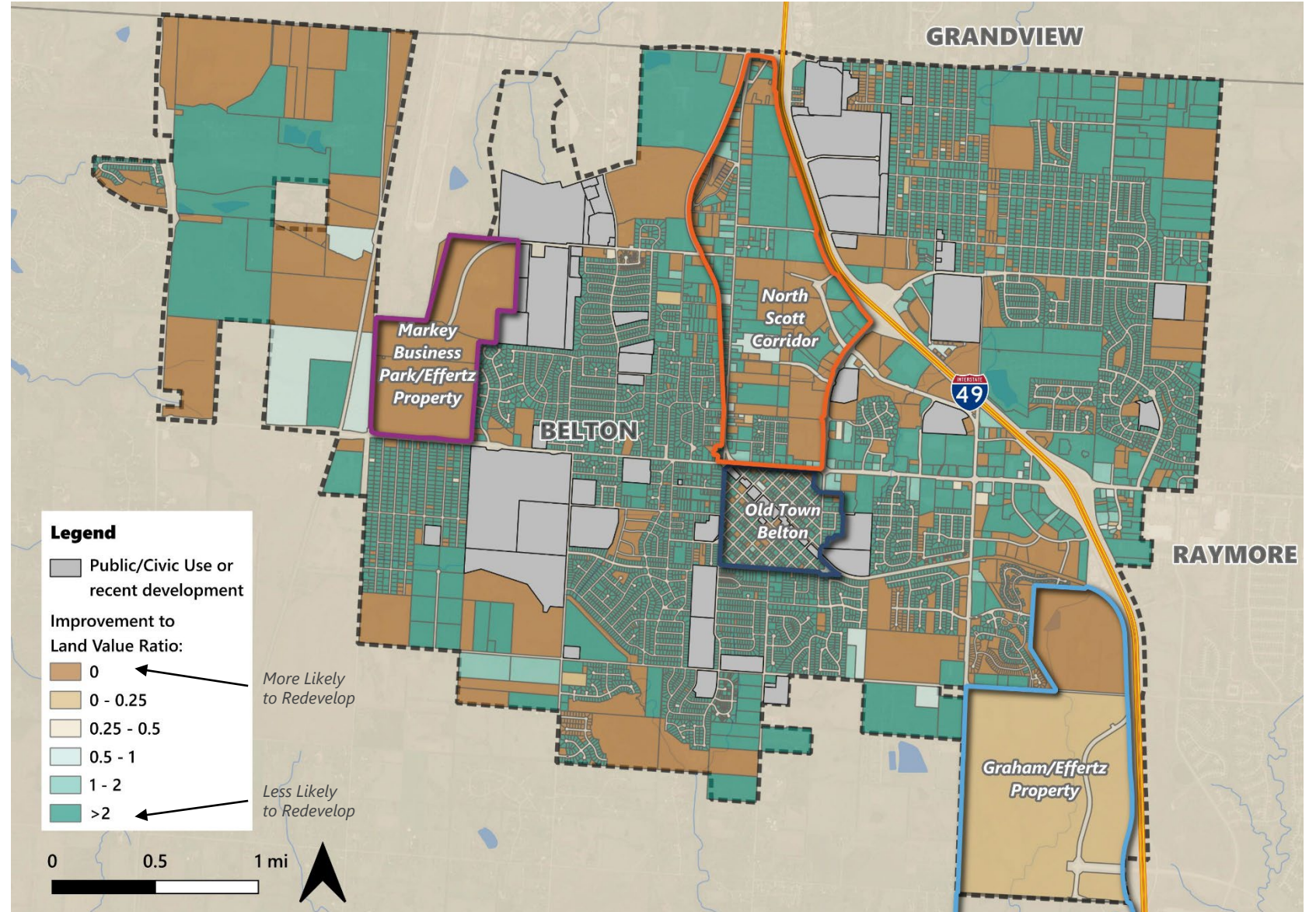


# COMMERCIAL MARKET LAND REDEVELOPABILITY

Comparing a parcel's improvement (or building) value to its land value can be a way to identify properties that may be good **candidates for eventual redevelopment**.

In general, parcels where **improvement values are below land values** can be considered as having **potential for redevelopment**. This map identifies such properties as those with an improvement to land value ratio of 1.0 or less.

Citywide, most "redevelopable" properties consist of **larger vacant properties closer to the outskirts** of town as well as **infill opportunities in the North Scott Corridor** subarea.





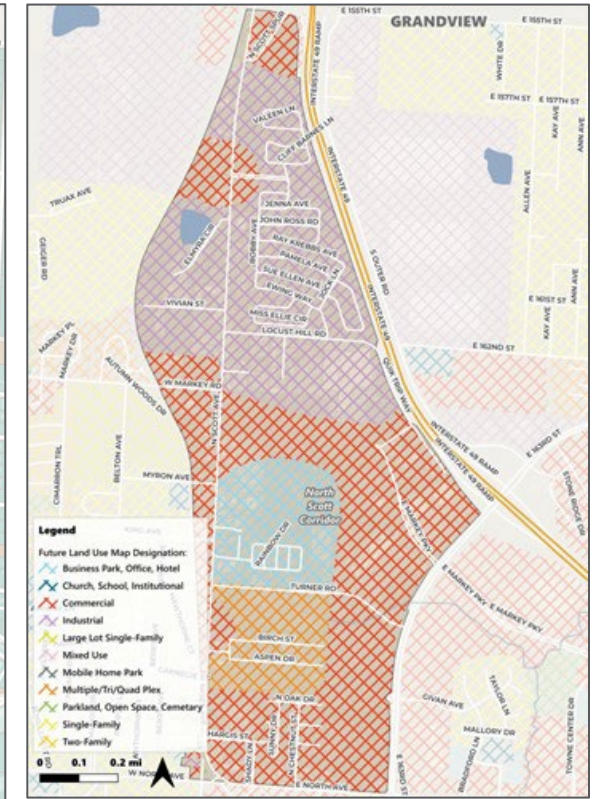
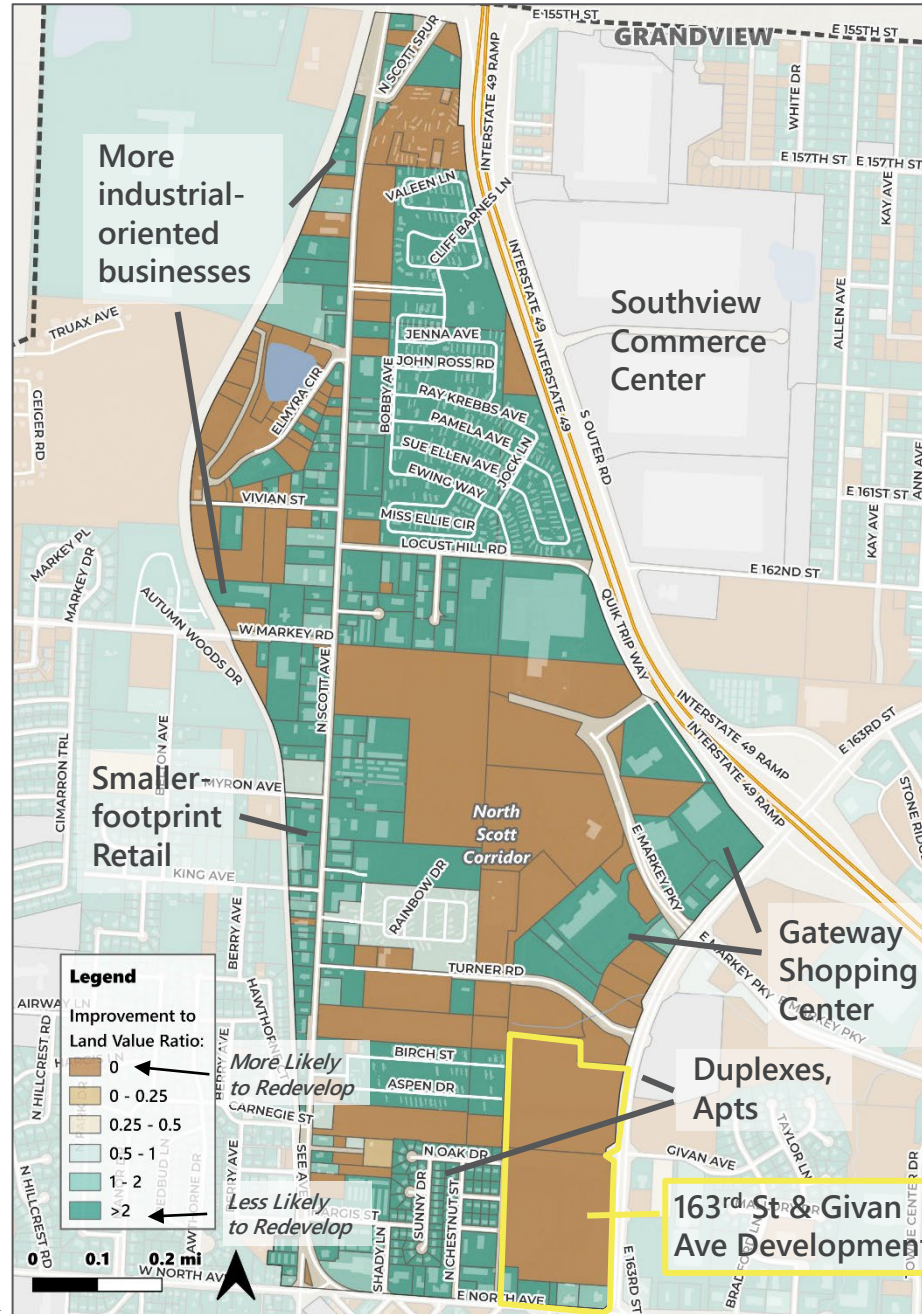
# COMMERCIAL MARKET

## N. SCOTT REDEVELOPABILITY

As in seen in other parts of the City, the properties considered to have the highest redevelopment potential in the North Scott Corridor are generally limited to **larger vacant properties**. This includes the 163<sup>rd</sup> St. & Givan property, for which the **City has recently begun seeking development proposals**.

Many businesses along the corridor—which include auto-oriented businesses (e.g., used and new car dealers and auto parts shops), small grocery stores, restaurants, and cannabis and liquor stores—are considered **higher-value**. This is particularly the case **south of Markey Road**, where parcels are smaller (constricted by the railroad to the west) and have high sales volumes per area.

**North of Markey Road**, properties tend to be larger, with a higher presence of **industrial-oriented** businesses—including construction contractors and suppliers. Most maintain building values higher than their land and are therefore less likely to redevelop.



⋈ The 2022 Future Land Use Map foresees a continued **commercial** presence for the corridor south of Markey Road, along with pockets of **office** and **multiplex housing** development—in addition to continued **industrial** uses north of Markey Road.



# COMMERCIAL MARKET STUDY AREA LAND REDEVELOPABILITY

In Old Town (as in other parts of the city) potential **opportunity sites** are mostly limited to **vacant lots under private or City ownership**. Fewer properties in the Old Town subarea have low enough building values to be considered **redevelopable**, given the residential character of much of the subarea and successful reinvestments in the historic commercial core in recent years.

The current and future focus for the city's downtown is how to make the most **strategic use of developable land** that remains or becomes available, and how to continue **supporting existing businesses** in cultivating an **appealing mixed-use destination**?







# LELAND CONSULTING GROUP

People Places Prosperity

503.222.1600

[www.lelandconsulting.com](http://www.lelandconsulting.com)

Strategic Advisors to Public and Private Development