The City of North Kansas City Missouri

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Residential Market Potential

DRAFT

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Prepared by:

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Acknowledgements | North Kansas City

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Residential Market Potential

Section 1-A Narrative Slide Deck

Geographic Setting | North Kansas City

Geographic Setting

- This Residential Target Market Analysis and housing study has been prepared for the City of North Kansas City (NKC), located in the southwest tip of Clay County, Missouri.
- NKC also is located north and adjacent to the City of Kansas City, with easy north-south commutes throughout the region via I-29 and I-35, Highway 29, and Burlington Street / Highway 9.
- Local anchor institutions include a major NKC Health hospital. The Kansas City Airport – Wheeler Field is adjacent and southwest of NKC, and the Kansas City International Airport is located less than twenty miles to the northwest.

Additional Narrative is Underway

- Additional qualitative narrative will be added to the next few slides within this Residential Marke Analysis.
- The city's major employers and employment profile will be described within the Economic Analysis.
- The city's existing shopping choices, retail mix, and market potential for new tenants will be addressed within the Economic Analysis.
- NKC has an existing downtown that aligned east-west along Armour Street / Highway 210, which will be described in the Economic Analysis.

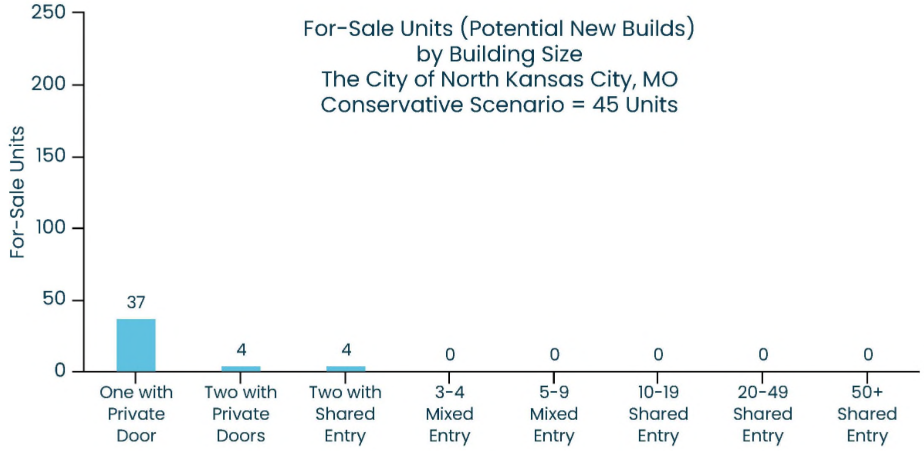
Current Zoning Map

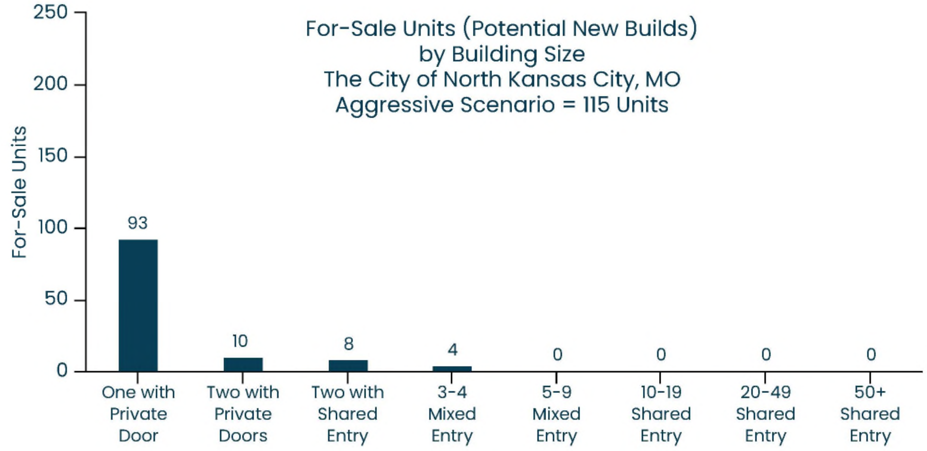
To be added...

Future Land Use Map

To be added...

New-Builds For-Sale | Potential





Conservative Scenario

- Within North Kansas City (NKC), there is an immediate and near-term need to build at least 45 new for-sale housing units annually for the next five years. This represents a Conservative Scenario.
- The forecasts reflect the tempered movership rate of new owner households migrating into the city in recent years.
- Based on the profile of households that recently moved into the city, 37 (80%) of the new for-sale units should be detached houses and cottages with private entrances and yards.
- In addition, about 8 of the new units should be duplexes, twin villas, or townhouses, ideally with private entrances. Attached units should have views of the downtown Kansas City skyline, NKC's downtown nightlife, a new entertainment district, the Missouri River, Rock Creek, shared courtyards, community parks, or greenways.

Aggressive Scenario

- Within North Kansas City (NKC), there is an upside or longer-term potential to build up to and no more than 115 new for-sale housing units annually for the next five years. This represents a significant +255% lift, boost, or bonus above the Conservative Scenario.
- The forecasts reflect the peak movership rate of new owner households migrating into the city since 2010.
- Based on the profile of households that recently moved into the city, 93 (80%) of the new for-sale units should be detached houses and cottages with private entrances and yards.
- In addition, about 20% of the new units should be duplexes, twin villas, or townhouses. Again, attached units should have private entrances and a view of an amenity, center of activity, or greenspace.

Aggressive Scenario | Values + Targets

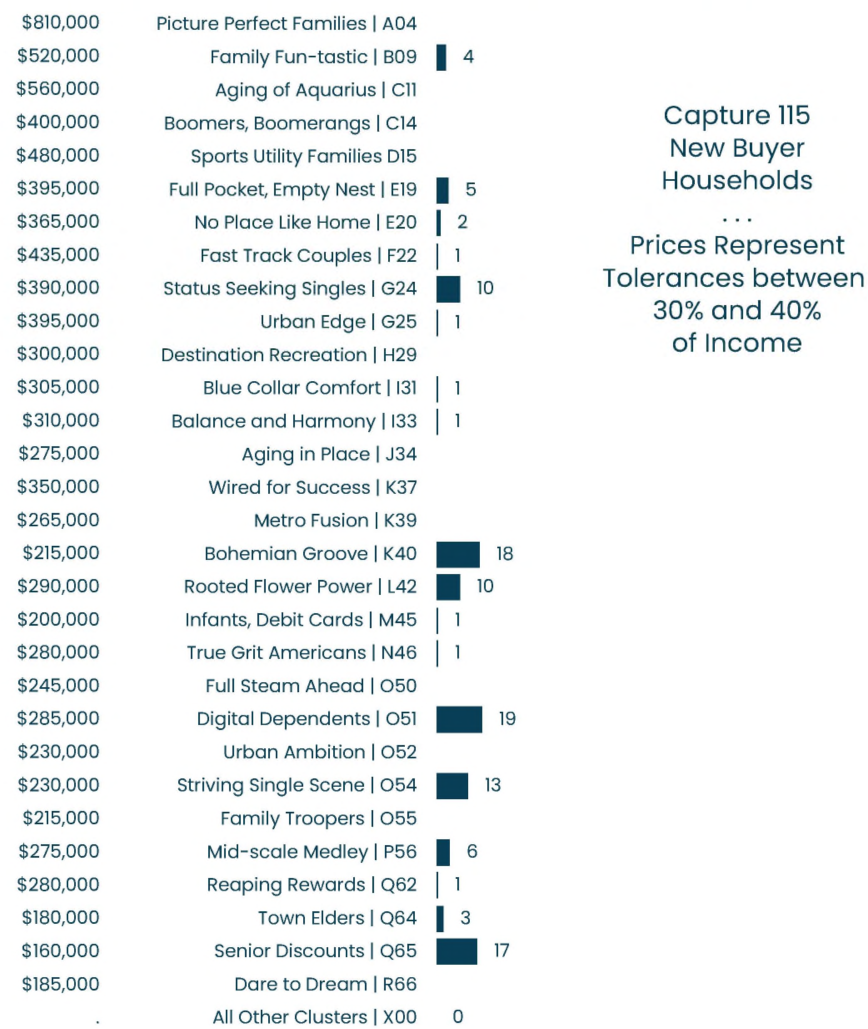
Home Value Tolerance

- Under the Aggressive Scenario, there is an annual market potential for up to 115 new-build units for new owner households migrating into North Kansas City (NKC) each year.
- About 20% of the new buyers will tolerate prices of $390,000 or more, and only a few (<5%) will tolerate prices above $500,000.
- The majority (80%) of new buyers will hope to find new choices for less than $325,000. Furthermore, 45% of new buyers will hope to find something for $250,000 or less. Some of them could be candidates for buying small duplexes, cottages, or townhouses.

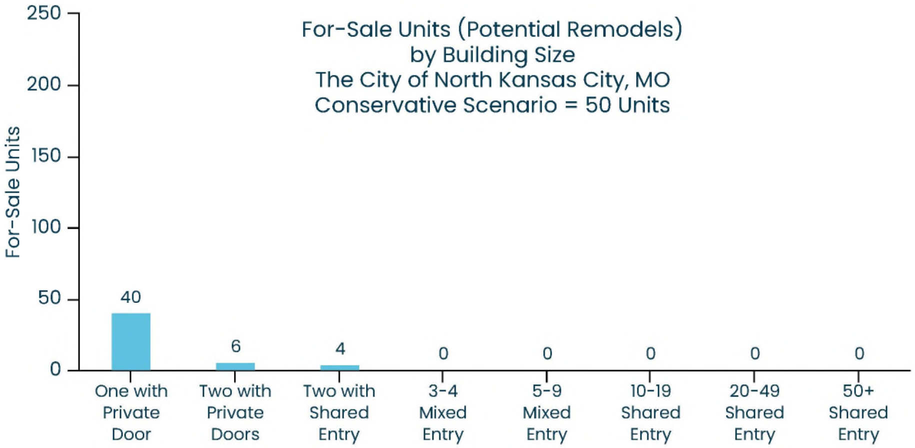
Target Markets

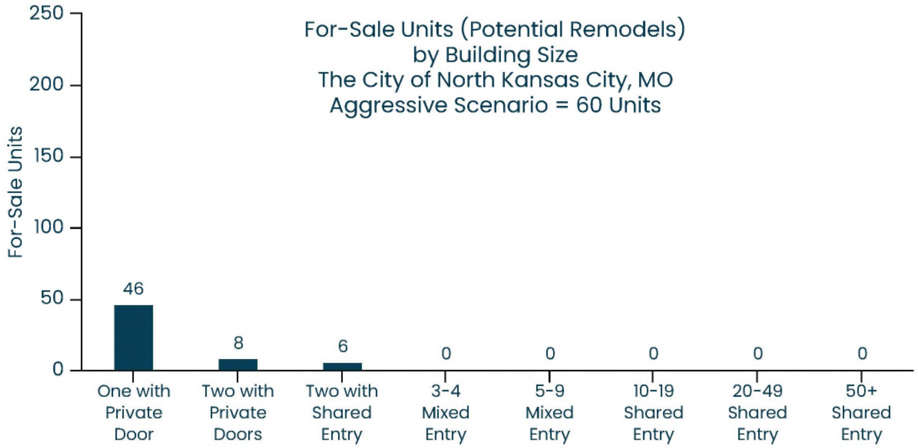
- Among the 115 new home buyers moving into the city each year, most will align with the "Status Seeking Singles", "Bohemian Groove", "Rooted Flower Power", "Digital Dependent", "Striving Single Scene", and "Senior Discount" lifestyle clusters.
- The "Status Seeking Singles" will tolerate prices approaching $400,000; the "Digital Dependents" and "Rooted Flower Power" households will tolerate prices approaching $300,000; and the "Striving Singles" will tolerate prices approaching $250,000.

Aggressive Scenario | North Kansas City <u>Owner</u> Capture with New Builds | Yr 2026



Remodels For-Sale | Potential





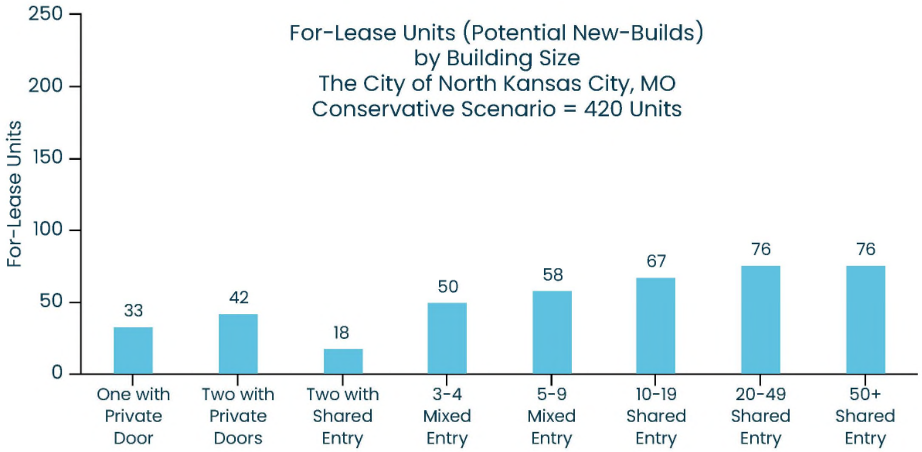
Conservative Scenario

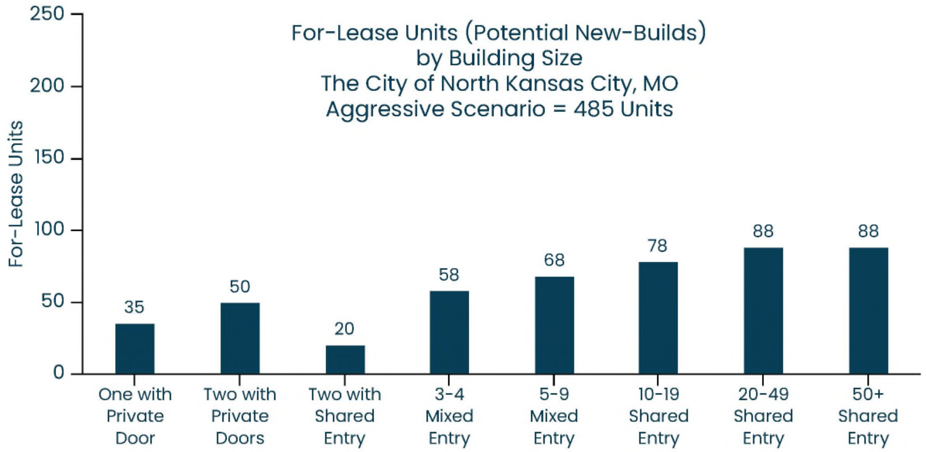
- Within North Kansas City (NKC), there is an immediate and near-term need to remodel or renovate at least 50 existing for-sale units annually for the next five years. This represents a Conservative Scenario.
- The forecast reflects the tempered movership rates of existing owner households migrating within the region in recent years.
- Based on the profile of owner households that recently moved within the city, 40 (80%) of the for-sale remodels should be detached houses and cottages. The balance of 10 units or 20% could be existing duplexes and townhouses.
- Some of the remodels and renovations could include "house hacks" to add suites and efficiencies. They can generate rental income for the owners of the main houses, or accommodate multi-generational families.

Aggressive Scenario

- Within North Kansas City (NKC), there is an upside or longer-term potential to remodel or renovate up to 60 existing for-sale units annually for the next five years. This represents a modest +20% lift, boost, or bonus above the Conservative Scenario.
- The forecasts reflects the peak movership rate of new owner households migrating within the region since 2010.
- Based on the profile of owner households that recently moved within the city, 46 (80%) of the for-sale remodels could be existing houses and cottages; and the balance of 14 units (20%) could be existing duplexes and townhouses.
- Again, some of the remodels and renovations can include "house hacks" to add suites and efficiencies, for rental income or for multi-generational families.

New-Builds For-Lease | Potential





Conservative Scenario

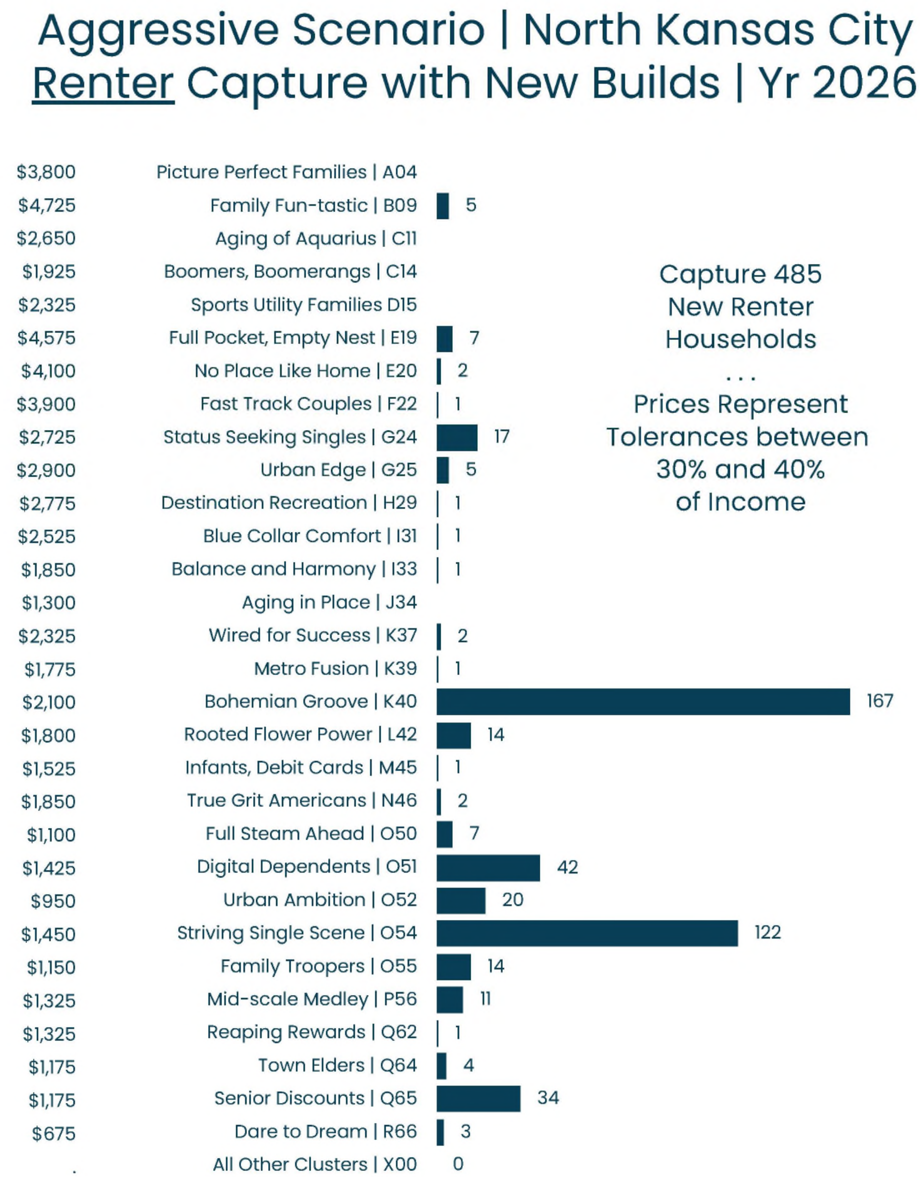
- Within North Kansas City (NKC), there is an immediate and near-term need to build at least 420 new for-lease housing units annually for the next five years. This represents a Conservative Scenario.
- The forecasts reflect the tempered movership rate of new renter households migrating into the city in recent years.
- Based on the profile of households that recently moved into the city, almost 95 (33 + 42 + 18) or over 20% of the new for-lease units should be detached houses, cottages, and duplexes with private or shared building entrances.
- Almost 80% of the new for-lease units should be in buildings with three or more units, including apartment houses, walkups, townhouses with stoops, urban lofts, and courtyard apartments.

Aggressive Scenario

- Within North Kansas City (NKC), there is an upside or longer-term potential to build up and no more than 485 new for-lease housing units annually for the next five years. This represents a modest +15% lift, boost, or bonus above the Conservative Scenario.
- The forecasts reflect the peak movership rate of new renter households migrating into the city since 2010.
- Based on the profile of households that recently moved into the city, 105 (35 + 50 + 20) or over 20% of the new for-lease units could be detached houses, cottages, and duplexes with private or shared building entrances.
- Almost 80% of the new for-lease units should be in buildings with three or more units, including apartment houses, walkups, townhouses with stoops, urban lofts, and courtyard apartments.

Monthly Rent Tolerance

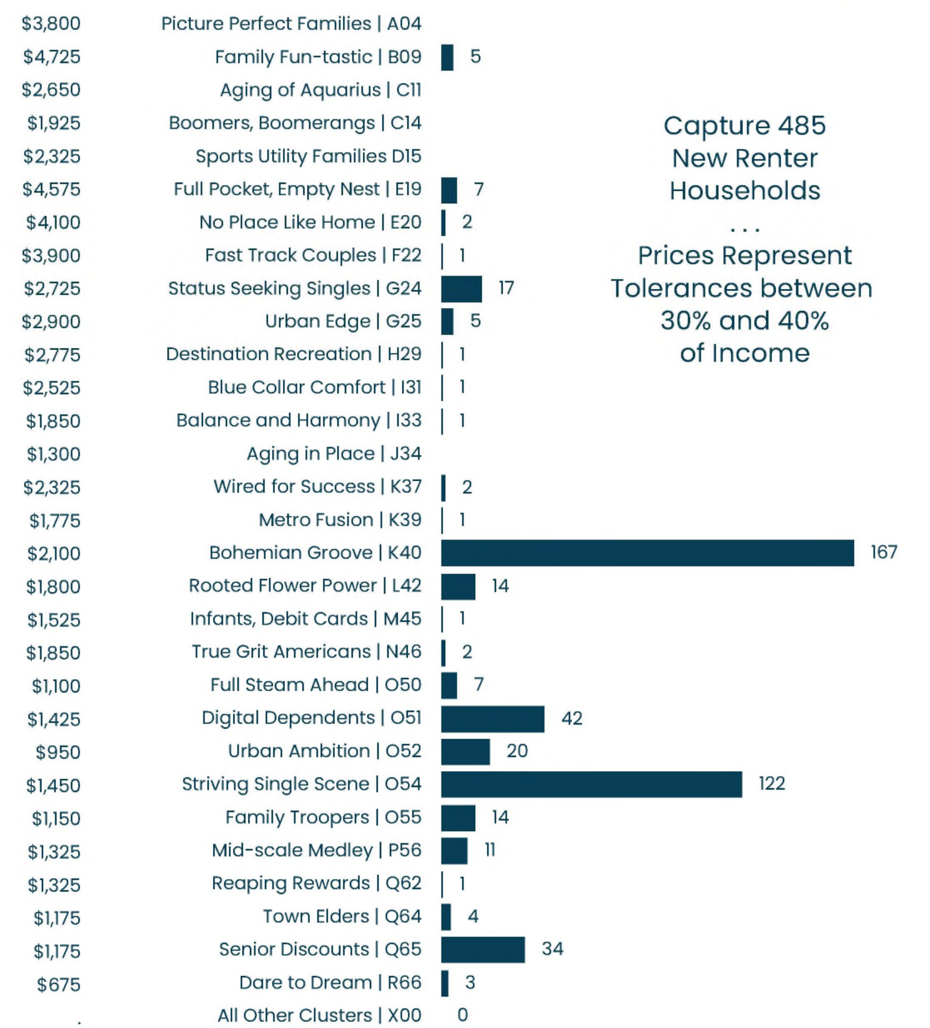
- Under the Aggressive Scenario, there is an annual market potential for up to 485 new-build units for new renter households migrating into North Kansas City (NKC) annually for the next five years.
- Nearly all of the city's new renters will tolerate monthly contract (cash or net) rents of $1,100 or more. However, 55% of the new renters will still hope to find new choices priced below $2,000 per month. About 40% will tolerate prices in the range of $2,000 to $3,000 per month; and less than 5% will tolerate prices above $3,000 per month.
- Among the new renters willing to pay $1,000 to $2,000 per month, most will search for one- or two-bedroom units in a variety of building formats and building sizes. Renters with the ability to pay more than $2,000 per month are more likely to search for duplexes and townhouses.
- In general, new townhouse with private entrances, front porches (or balconies and patios) and garages should have the highest prices. In comparison, units with shared walls and fewer windows tend to have less space and comparatively lower rents.



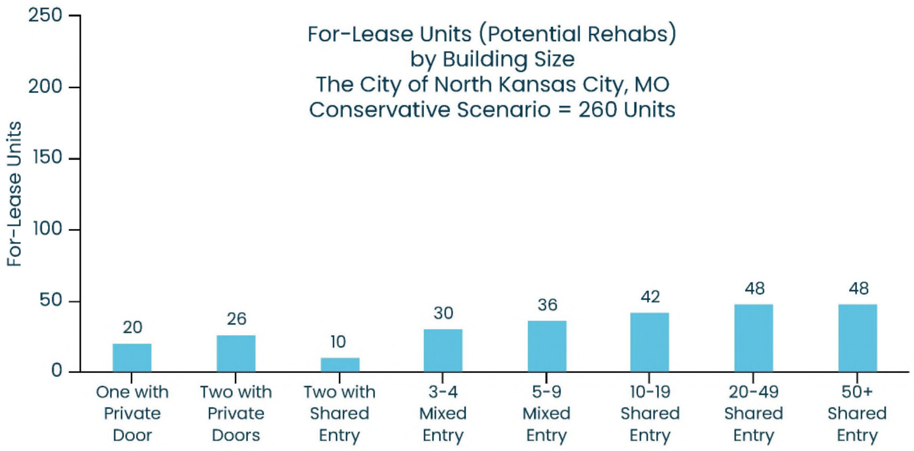
Target Markets

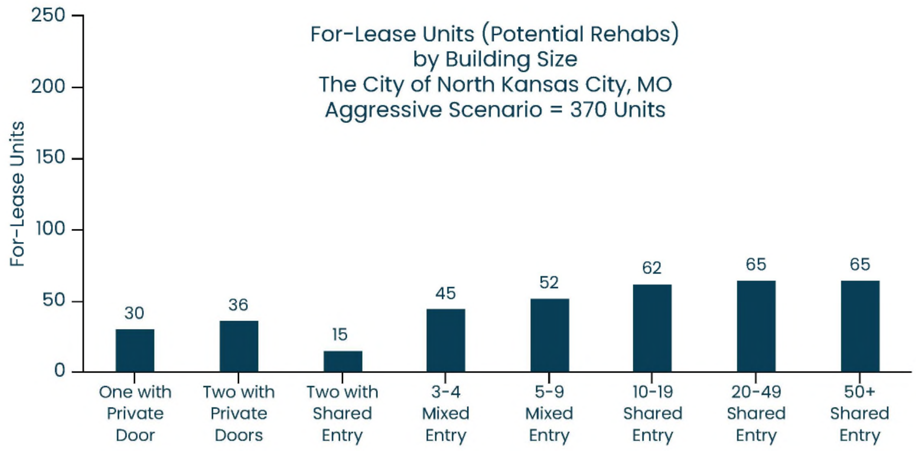
- Among the 485 new renter households migrating into North Kansas City (NKC) each year and under the Aggressive Scenario, most of them will be “Bohemian Groove”, “Digital Dependent”, “Striving Single Scene”, and “Senior Discount” target markets.
- Other significant renter target markets include the “Status Seeking Singles”, “Rooted Flower Power”, “Urban Ambition”, and “Family Trooper” households. Some are urbanites inclined to choose attached units in a variety of building sizes and formats. Others are far more inclined to search for duplexes or townhouses to lease or share.

Aggressive Scenario | North Kansas City Renter Capture with New Builds | Yr 2026



Rehabs For-Lease | Potential





Conservative Scenario

- Within North Kansas City (NKC), there is an immediate and near-term need to rehab (and/or remodel) at least 260 existing for-lease housing units annually for the next five years. This represents a Conservative Scenario.
- The forecasts reflect the tempered movership rate of existing renter households migrating within the city in recent years.
- Based on the profile of renter households that recently moved within the city, almost 55 (20 + 26 + 10) or over 20% of the for-lease rehabs could be detached houses, cottages, and duplexes with private or shared building entrances.
- About 80% of the rehabbed units could be in buildings with three or more units; and they would likely include many conventional apartments and urban lofts.

Aggressive Scenario

- Within North Kansas City (NKC), there is an upside or longer-term potential to rehab (and/or remodel) up to 370 existing for-lease housing units annually for the next five years. This represents a +40% lift, boost, or bonus above the Conservative Scenario.
- The forecasts reflect the peak movership rate of existing renter households migrating within the city since 2010.
- Based on the profile of renter households that recently moved within the city, over 80 (30 + 36 + 15) or over 20% of the for-lease rehabs could be detached houses, cottages, and duplexes with private or shared entries.
- About 80% of the rehabbed units could be in buildings with three or more units, including many conventional apartments and urban lofts.

Established Neighborhoods

Additional maps, photos, or renderings might be added...

Downtown and Armour Road

Additional maps, photos, or renderings might be added...

New Entertainment District

A map, photo, or rendering might be added...

Cityview, Northgate, Blume Areas

Additional maps, photos, or renderings might be added...

Diamond Parkway

Additional maps, photos, or renderings might be added...

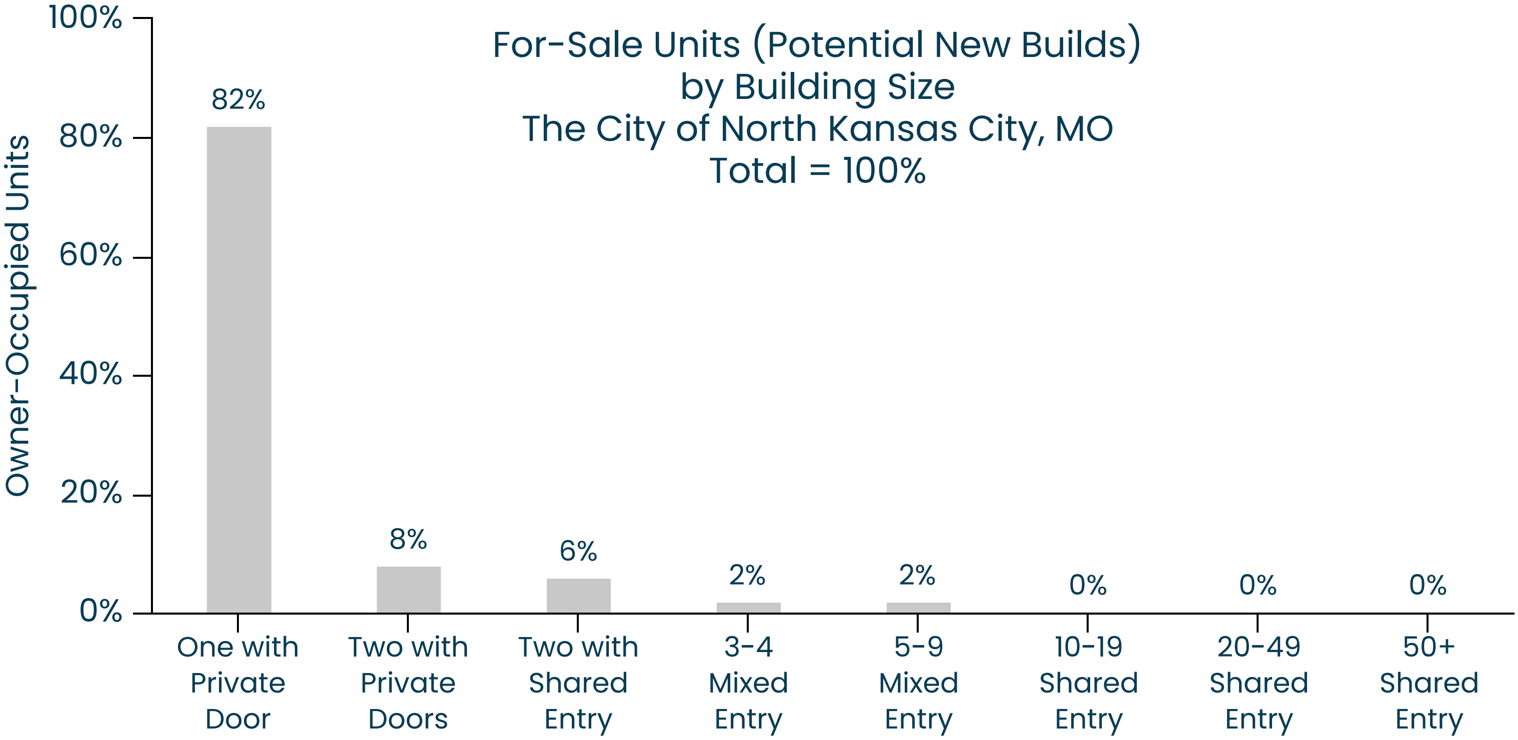
The Iron District

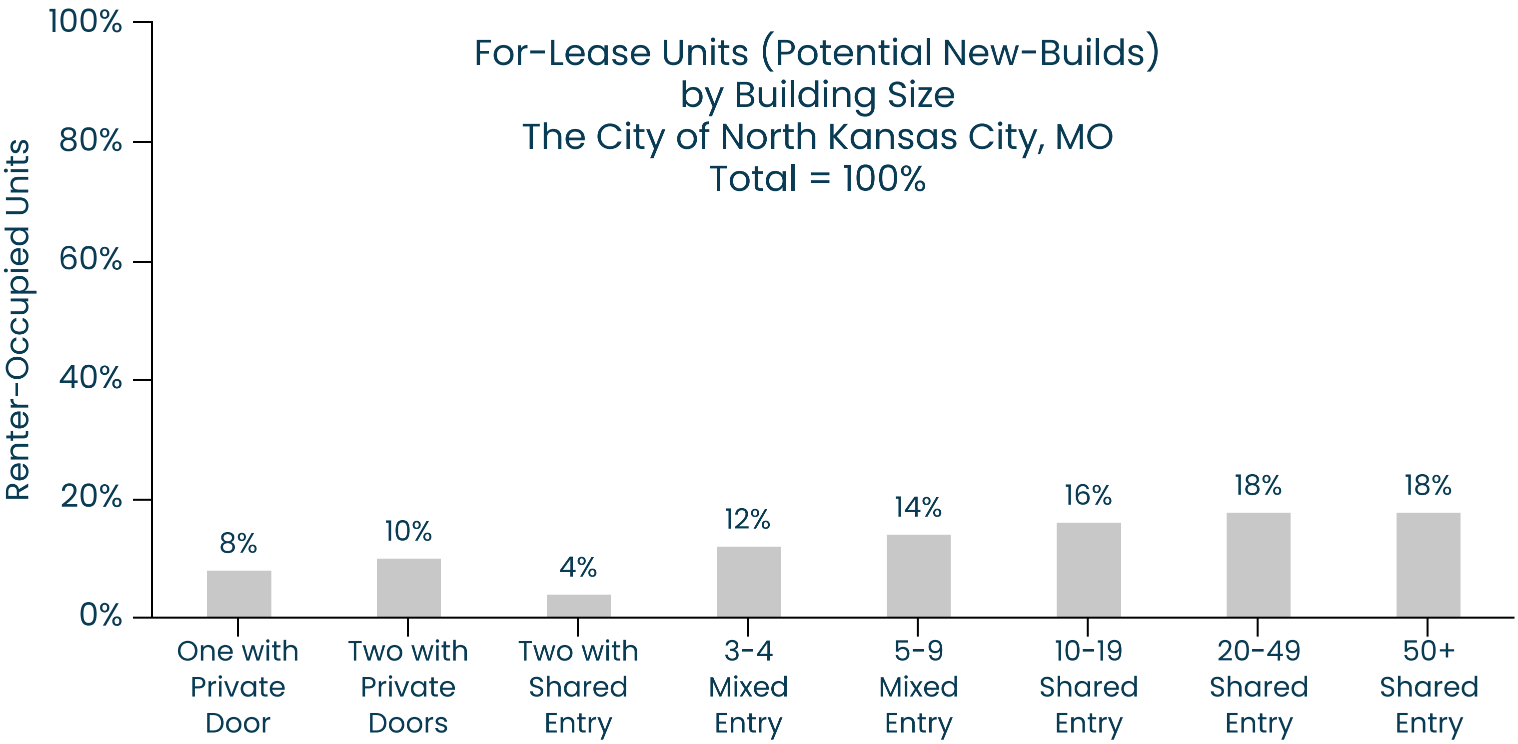
Additional maps, photos, or renderings might be added...

Section 1-B Potential New-Builds

New-Build Potential | North Kansas City

The share of potential new-build units by the size of the building or structure.





Analysis, forecasts, and exhibit prepared by LandUseUSA | Urban Strategies
in collaboration with Olsson, 2026.

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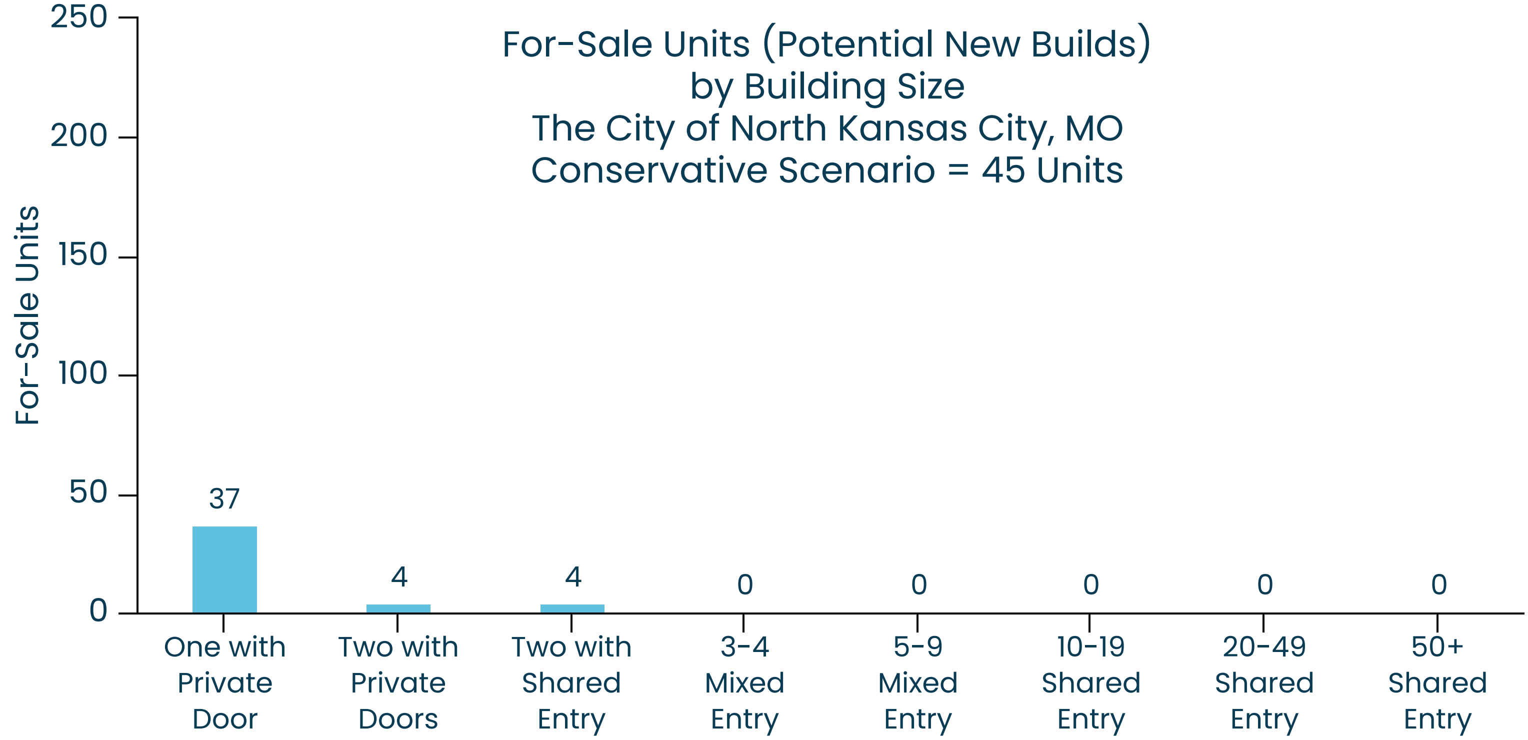
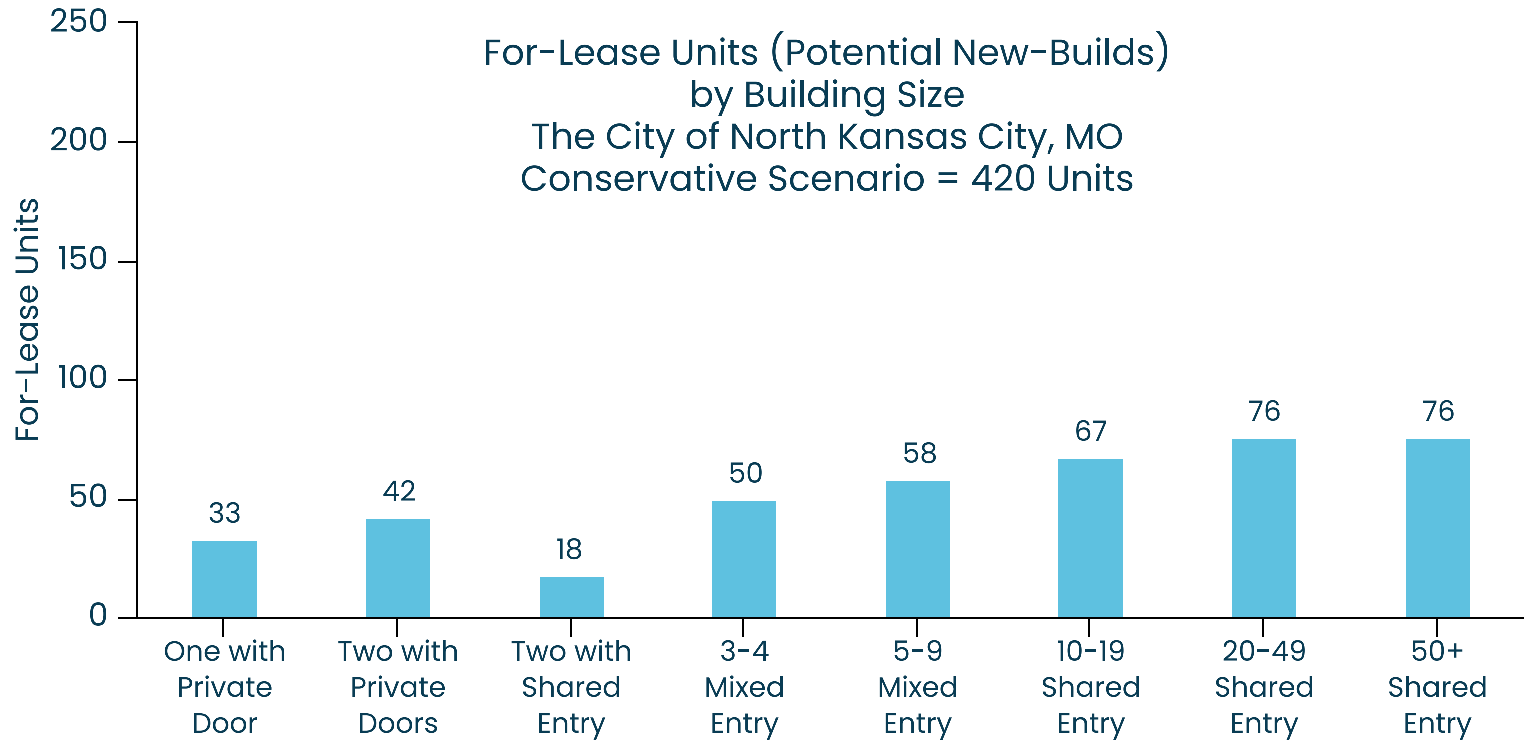
Conservative Scenario | North Kansas City

Annual number of potential new-build units by tenure and size of the building.





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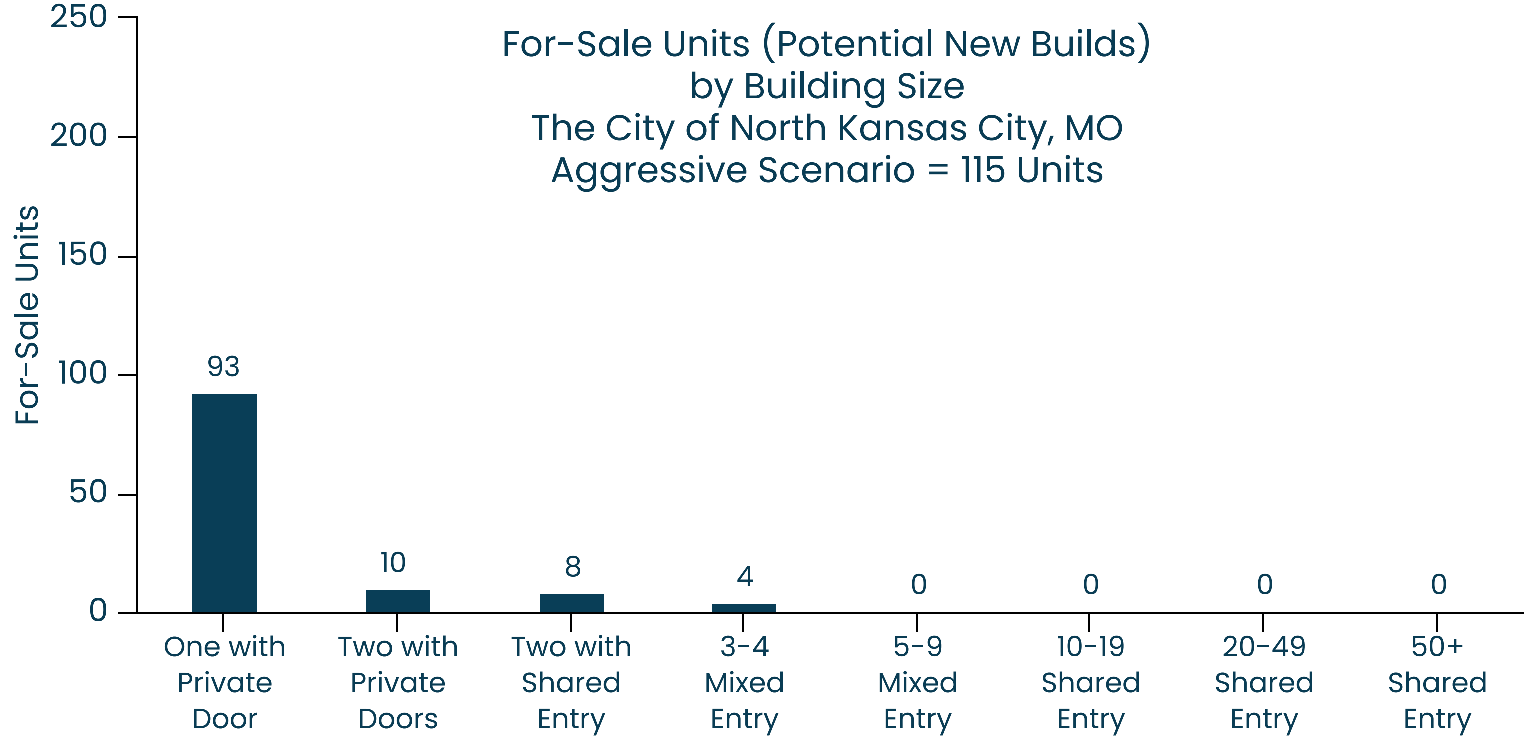
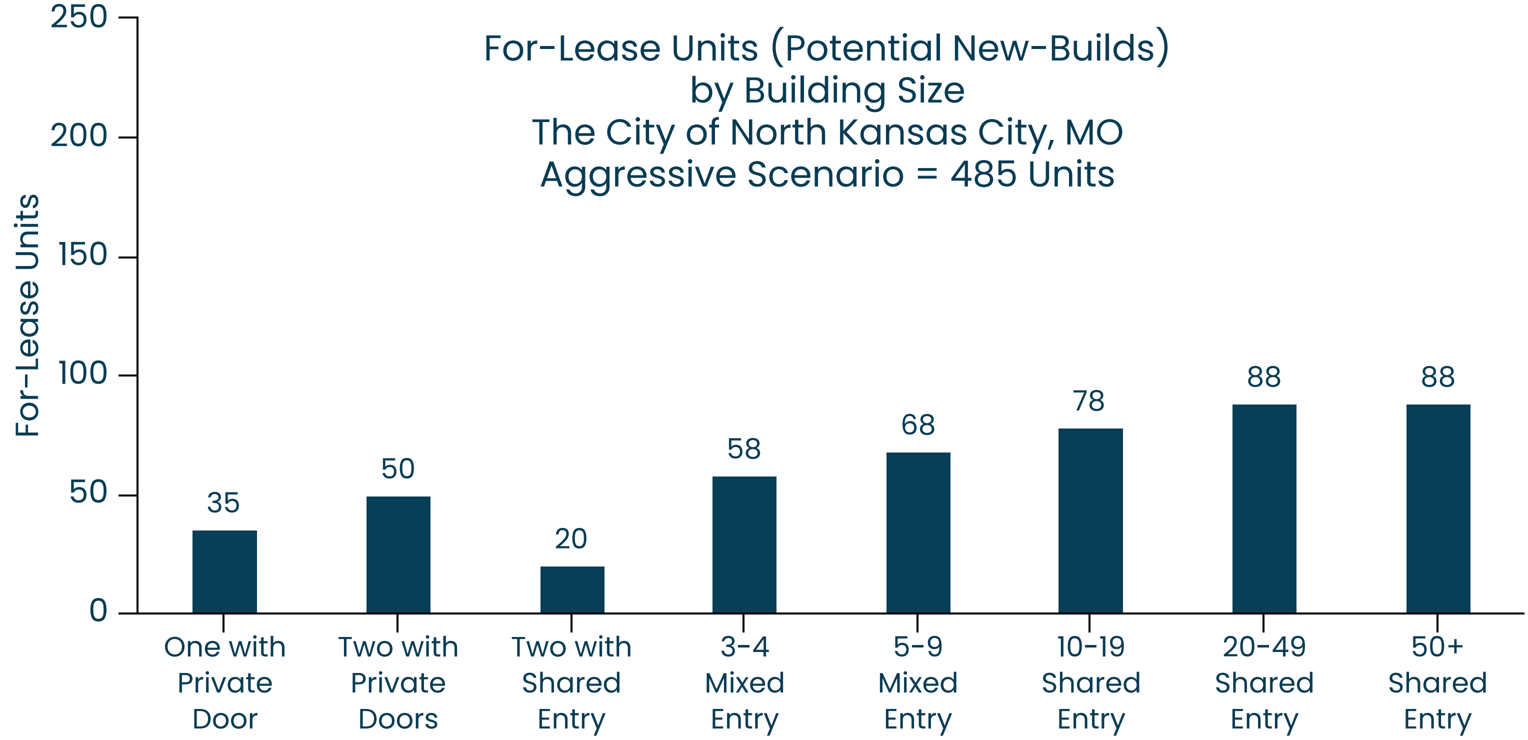
Aggressive Scenario | North Kansas City

Annual number of potential new-build units by tenure and size of the building.





Analysis, forecasts, and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Olsson, 2026.

Aggressive Scenario | North Kansas City
Optimal Building Formats | For-Sale Units

Examples of recommended building formats for new-builds, and specifically for owner households.

93 Units Annually
. . .
Detached Houses and Cottages

22 Units Annually
. . .
Duplexes, Triplexes Townhouses Rowhouses

Source: Based on results of a Residential Target Market Analysis prepared by LandUseUSA | Strategies in collaboration with Olsson, 2026. Exhibits created by Shophouse Studio in collaboration with the Incremental Development Alliance, 2024.

INC★DEV ALLIANCE

Shophouse Studio Inc.
TOOLS FOR TOWNMAKERS

Aggressive Scenario | North Kansas City
Optimal Building Formats | For-Lease Units

Examples of recommended building formats for new-builds, and specifically for renter households.

35 Units Annually
. . .
Small Houses
Cottages
Detached
Accessory
Dwellings

70 Units Annually
. . .
Duplexes
some attached
to Primary
Owner Houses

Source: Based on results of a Residential Target Market Analysis prepared by LandUseUSA | Strategies in collaboration with Olsson, 2026. Exhibits created by Shophouse Studio in collaboration with the Incremental Development Alliance, 2024.

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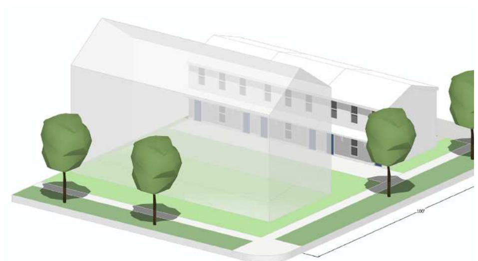
TOOLS FOR TOWNMAKERS

Aggressive Scenario | North Kansas City
Optimal Building Formats | For-Lease Units

Examples of recommended building formats for new-builds, and specifically for renter households.

58 Units Annually
. . .
Triplexes
Fourplexes
Rowhouses
Mixed Formats


68 Units Annually
. . .
5-9 Units Each
Rowhouses
Apartment
Houses



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TOOLS FOR TOWNMAKERS

Aggressive Scenario | North Kansas City
Optimal Building Formats | For-Lease Units

Examples of recommended building formats for new-builds, and specifically for renter households.

78 Units Annually
. . .
10-19 Units Each
Lg Apt Houses
Walkups
Urban Lofts
(2+ Levels
over Retail)






176 Units Annually
. . .
20+ Units Each
Lg Walkups
Lg Urban Lofts
(2+ Levels
over Retail)
Courtyard
Apartments



Source: Based on results of a Residential Target Market Analysis prepared by LandUseUSA | Strategies in collaboration with Olsson, 2026. Exhibits created by Shophouse Studio in collaboration with the Incremental Development Alliance, 2024.

Section 1-C Target Markets & Prices

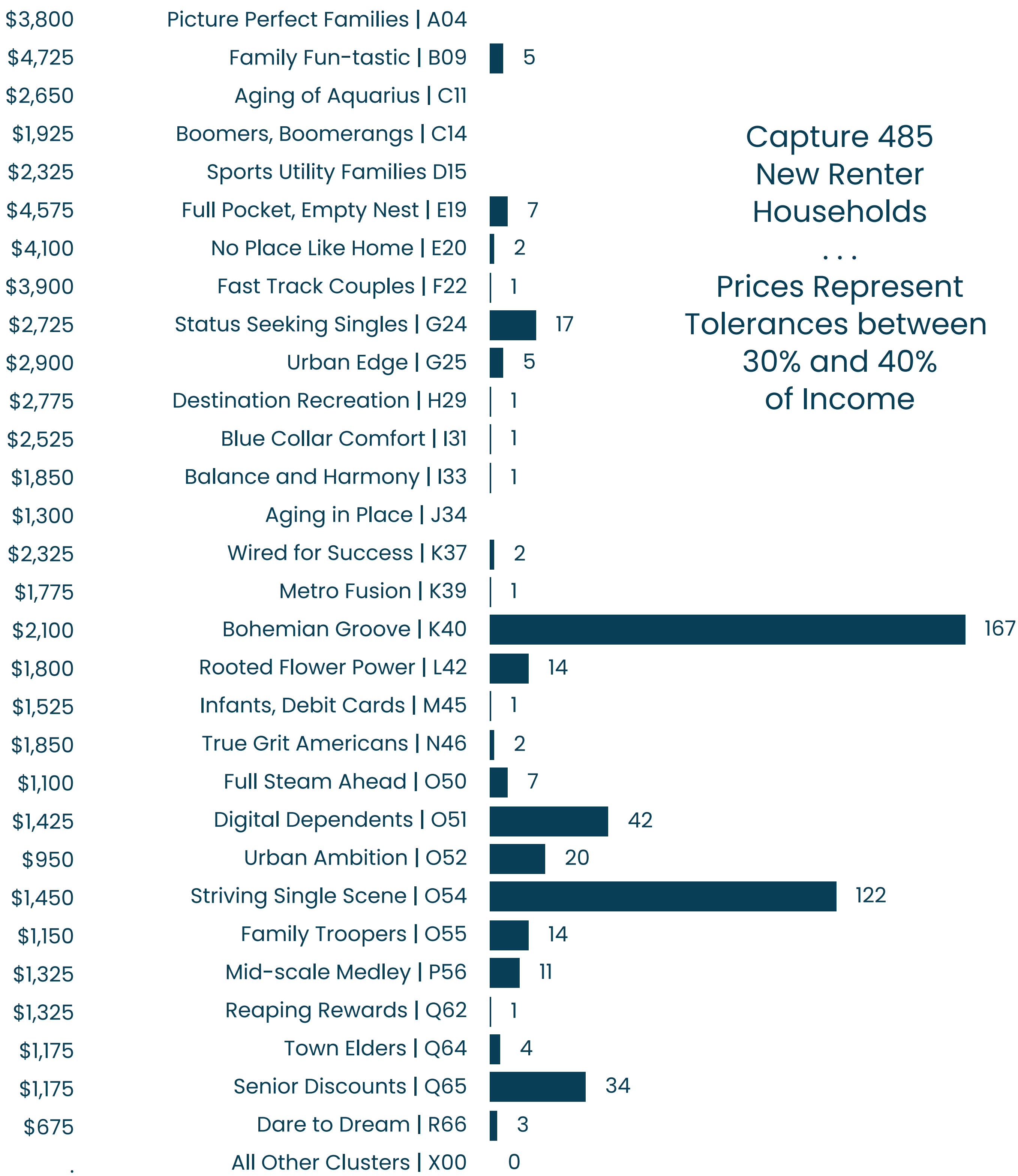
Aggressive Scenario | North Kansas City
Owner Capture with New Builds | Yr 2026

$810,000	Picture Perfect Families | A04	
$520,000	Family Fun-tastic | B09	4
$560,000	Aging of Aquarius | C11	
$400,000	Boomers, Boomerangs | C14	
$480,000	Sports Utility Families D15	
$395,000	Full Pocket, Empty Nest | E19	5
$365,000	No Place Like Home | E20	2
$435,000	Fast Track Couples | F22	1
$390,000	Status Seeking Singles | G24	10
$395,000	Urban Edge | G25	1
$300,000	Destination Recreation | H29	
$305,000	Blue Collar Comfort | I31	1
$310,000	Balance and Harmony | I33	1
$275,000	Aging in Place | J34	
$350,000	Wired for Success | K37	
$265,000	Metro Fusion | K39	
$215,000	Bohemian Groove | K40	18
$290,000	Rooted Flower Power | L42	10
$200,000	Infants, Debit Cards | M45	1
$280,000	True Grit Americans | N46	1
$245,000	Full Steam Ahead | O50	
$285,000	Digital Dependents | O51	19
$230,000	Urban Ambition | O52	
$230,000	Striving Single Scene | O54	13
$215,000	Family Troopers | O55	
$275,000	Mid-scale Medley | P56	6
$280,000	Reaping Rewards | Q62	1
$180,000	Town Elders | Q64	3
$160,000	Senior Discounts | Q65	17
$185,000	Dare to Dream | R66	
.	All Other Clusters | X00	0

Capture 115
New Buyer
Households
. . .
Prices Represent
Tolerances between
30% and 40%
of Income

Source: Results of a Residential Target Market Analysis. Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Olsson, 2026.

Aggressive Scenario | North Kansas City
<u>Renter</u> Capture with New Builds | Yr 2026

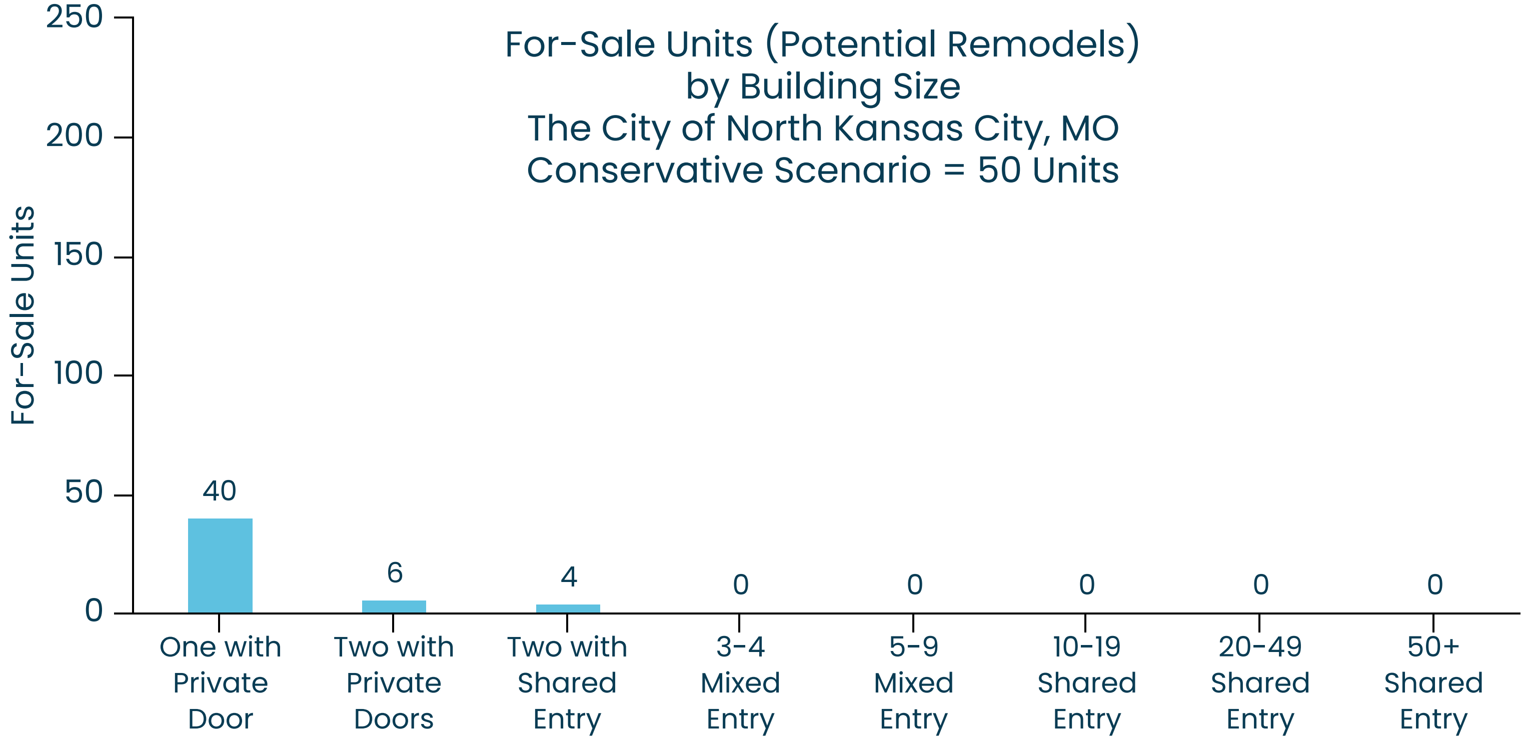


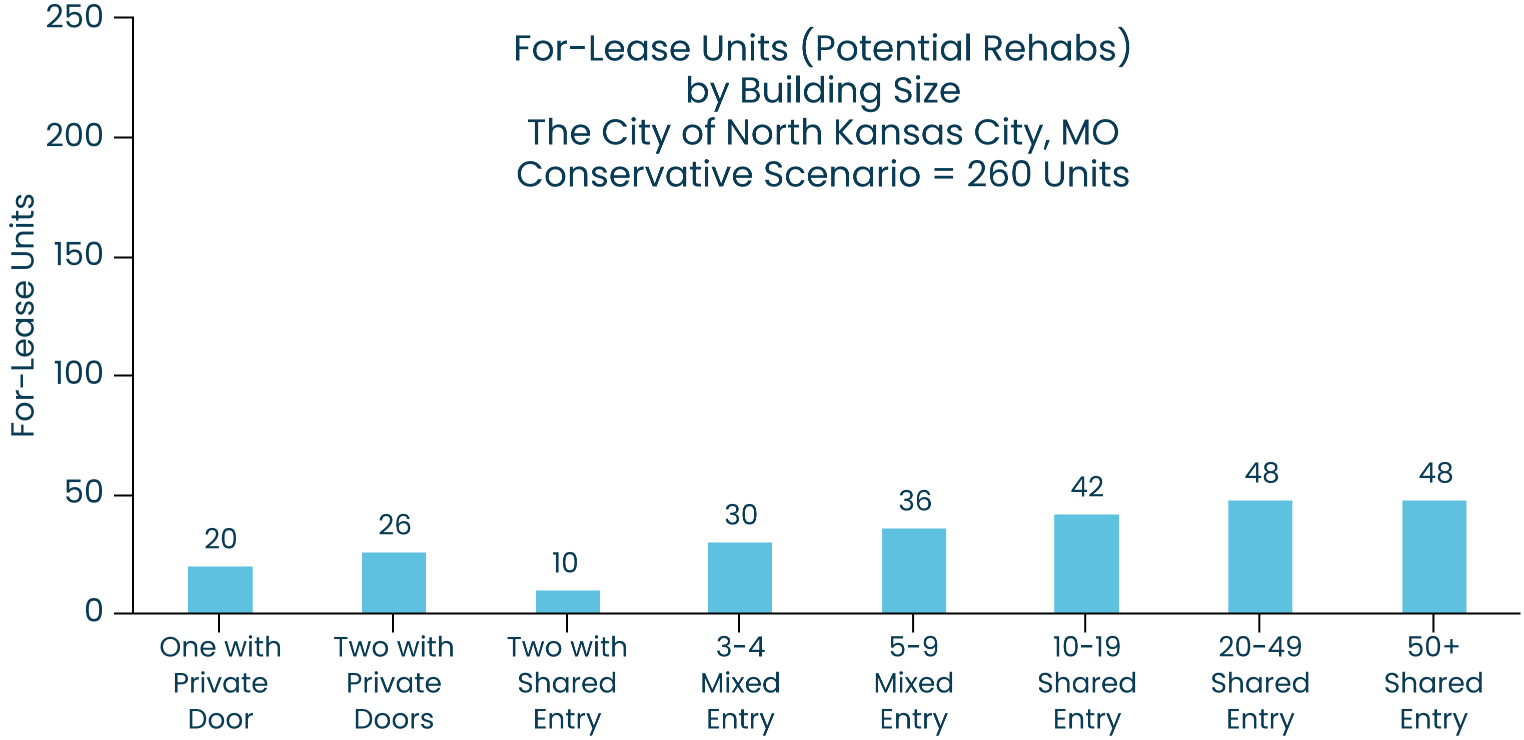
Source: Results of a Residential Target Market Analysis. Analysis and exhibit prepared by LandUseUSA | Urban Strategies in collaboration with Olsson, 2026.

Section 1-D Potential Rehabs

Conservative Scenario | North Kansas City

Annual number of potential remodels / rehabs by tenure and size of the building.





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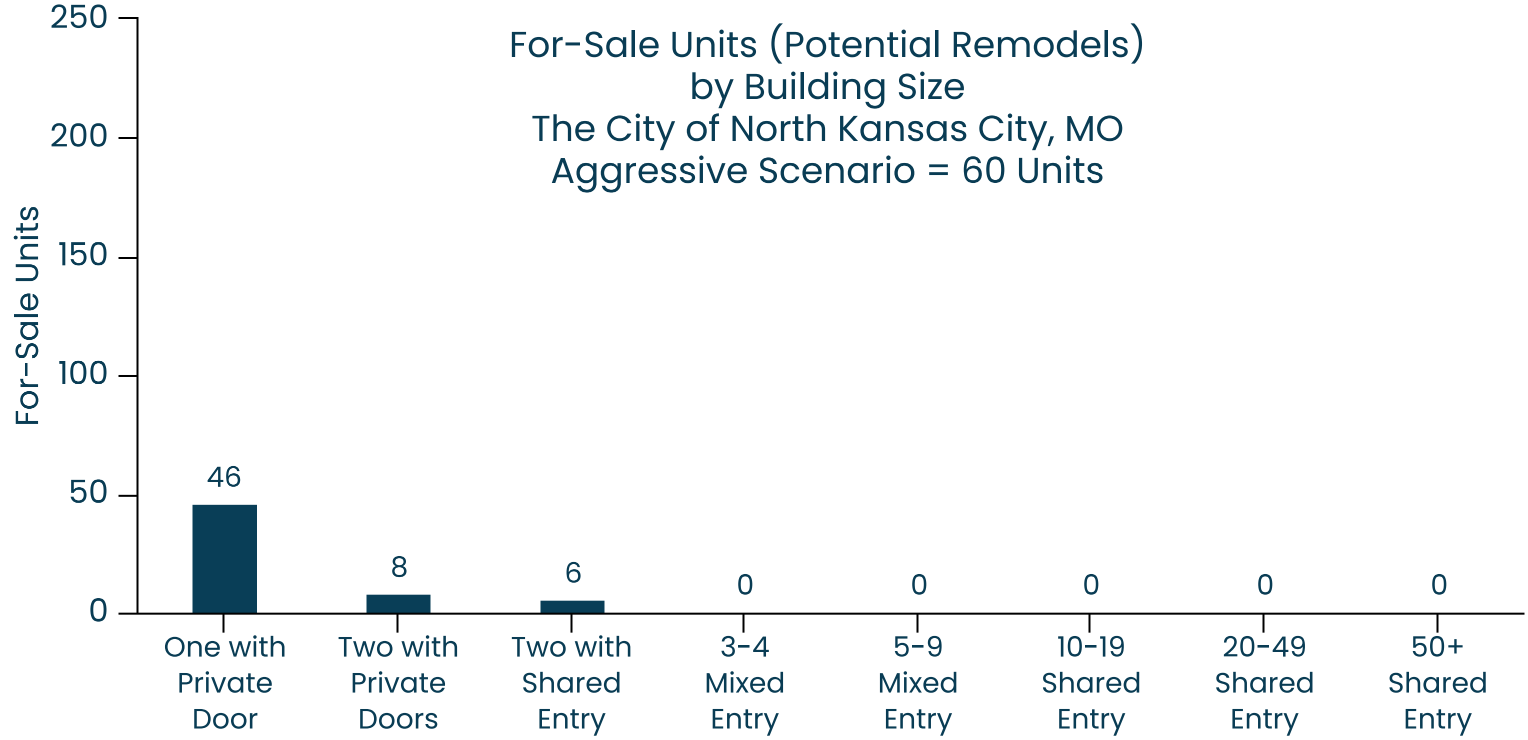
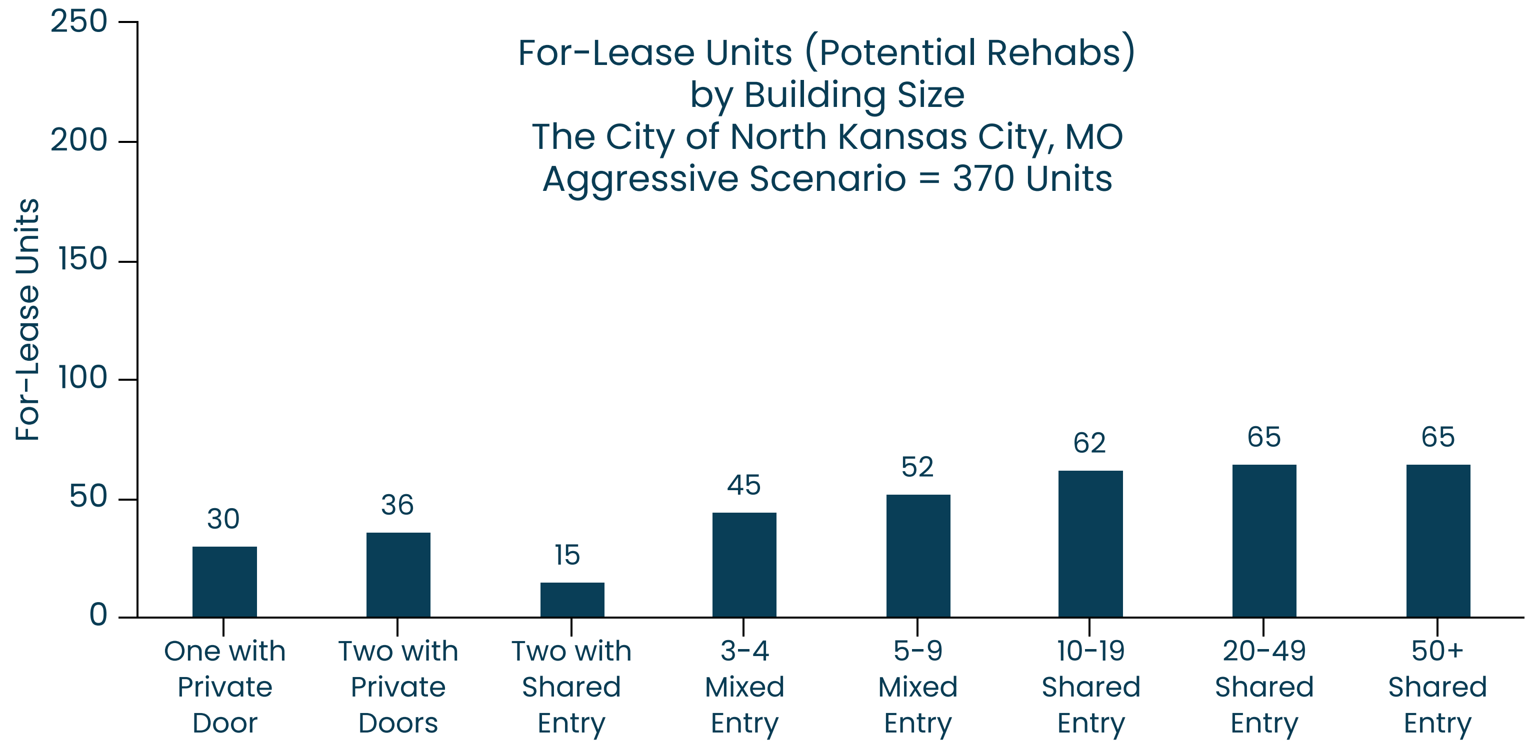
Aggressive Scenario | North Kansas City

Annual number of potential remodels / rehabs by tenure and size of the building.





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