

# TROOST

KC-CUR STRATEGIC GOAL: CREATE A VIBRANT AND STABLE MIXED-USE COMMERCIAL CORRIDOR WITH NEIGHBORHOOD-SERVING RETAIL.



LISC  
GREATER KANSAS CITY



## TRANSFORMATION IS UNDERWAY ON TROOST.

The Troost Corridor Priority Area has seen a number of recent improvements including the addition of Ruby Jean's Juicery, the expansion of Operation Breakthrough across Troost through the rehabilitation of an abandoned department store, and the conversion of the old Wonder Bread factory into a mixed use venue with nearly 90 apartments and space for office, food and retail.

In addition, plans are in progress to turn the block of historic buildings on 31st and Troost into a slate of offices, retail space and a museum. Scheduled to begin by fall of 2020, redevelopment plans exceed \$60 million in construction, and will create hundreds of jobs.

### FUTURE CREATIVE COLLABORATIONS

The Troost Market Collective supports efforts to turn the 3100 block of Troost into a community hub anchored by a maker space that supports creative entrepreneurs and sponsors community events such as Troostpalooza and commissioned murals on surrounding buildings.

### TRANSPORTATION HUB

Troost Avenue is a major traffic route from downtown to South Kansas City. The Troost MAX bus rapid transit (BRT) park and ride station at the corner of 31st and Troost is surrounded by commissioned public art and one of the most heavily used public transit locations in the city.



### HISTORIC DISTRICT

Troost Avenue is known as the racial dividing line of Kansas City. Historically, African American residents were not allowed to live or operate businesses west of Troost. This longstanding pattern of racial discrimination undermined their social and economic advancement.

# 17.5%

PROJECTED INCREASE IN  
AVERAGE HOUSEHOLD  
INCOME BY 2024.\*

\* 1 MILE RADIUS FROM 31ST AND FOREST

**TOTAL POPULATION**

POPULATION	4,181	14,504	2,575,985
FEMALE	48.8%	49.7%	50.8%
MALE	51.2%	50.3%	49.2%
HIGH SCHOOL GRADUATE	24.4%	25.7%	27.2%
BACHELOR'S DEGREE	14.7%	15.9%	21.4%
GRADUATE DEGREE	12.8%	12.4%	12.5%

**RACE / ETHNICITY**

BLACK	55.1%	56.4%	11.1%
WHITE	36.9%	34.3%	78.9%
ASIAN	1.2%	1.6%	2.8%
OTHER (COMBINED)	6.9%	7.8%	7.2%
HISPANIC OR LATINO (ANY RACE)	7.3%	8.4%	8.5%
NOT HISPANIC OR LATINO	92.8%	91.6%	91.5%

**HOUSEHOLDS**

TOTAL HOUSEHOLDS	2,010	6,962	1,010,746
AVERAGE HOUSEHOLD SIZE	1.9	2.0	2.5
TOTAL HOUSING UNITS	2,455	9,303	1,108,191
OWNER-OCCUPIED	23.9%	22.7%	59.4%
RENTER-OCCUPIED	58.0%	52.2%	31.8%
VACANT	18.0%	25.2%	8.8%
MEDIAN HOME VALUE (OWNER OCCUPIED)	\$122,867	\$131,669	\$183,469

**INCOME**

AVERAGE HOUSEHOLD	\$48,933	\$54,275	\$84,156
MEDIAN HOUSEHOLD	\$31,192	\$32,448	\$61,730
<\$50K	65.3%	64.2%	40.6%
\$50-\$75K	14.6%	14.6%	18.8%
\$75K+	20.2%	21.2%	40.6%

**AGE**

< 20	19%	21%	26%
20-34	29%	30%	21%
35-64	42%	40%	38%
65+	10%	10%	15%
MEDIAN AGE	36.2	35.0	37.0

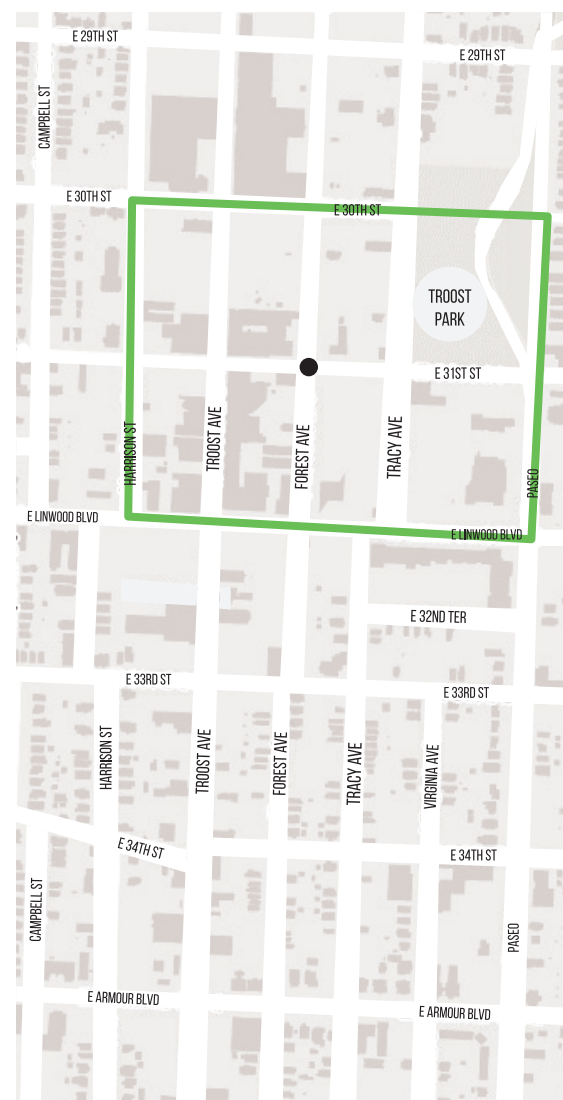
**AVERAGE CONSUMER EXPENDITURES PER HOUSEHOLD**

APPAREL	\$1,442	\$1,445	\$1,938
ENTERTAINMENT & RECREATION	\$2,241	\$2,268	\$3,299
DINING AT HOME	\$2,959	\$2,998	\$4,028
DINING AWAY FROM HOME	\$2,192	\$2,224	\$3,072
HEALTH CARE	\$3,293	\$3,384	\$4,981
HOUSEHOLD FURNISHINGS & EQUIPMENT	\$2,169	\$2,177	\$3,531
PERSONAL CARE PRODUCTS & SERVICES	\$548	\$551	\$765
VEHICLE MAINTENANCE, REPAIR	\$298	\$378	\$1,258

**AVAILABLE VEHICLES PER HOUSEHOLD**

0	33.6%	29.9%	6.2%
1	41.5%	45.2%	32.6%
2+	25.0%	24.9%	61.3%

The Kansas City Catalytic Urban Redevelopment (KC-CUR) initiative is one of Kansas City's primary strategies for scaling up redevelopment on the city's east side, focusing on both people and place. KC-CUR is spearheaded by a Project Steering Committee led by LISC Greater Kansas City, the City of Kansas City, Missouri, the Urban Neighborhood Initiative (UNI), the KC District Council of the Urban Land Institute (ULI) and the Mid-America Regional Council (MARC). With a goal to accelerate redevelopment in each priority area, the KC-CUR partners are working to further advance catalytic projects in neighborhoods east of Troost. Each market profile provides a high-level snapshot to spur further investigation of market and investment opportunities.

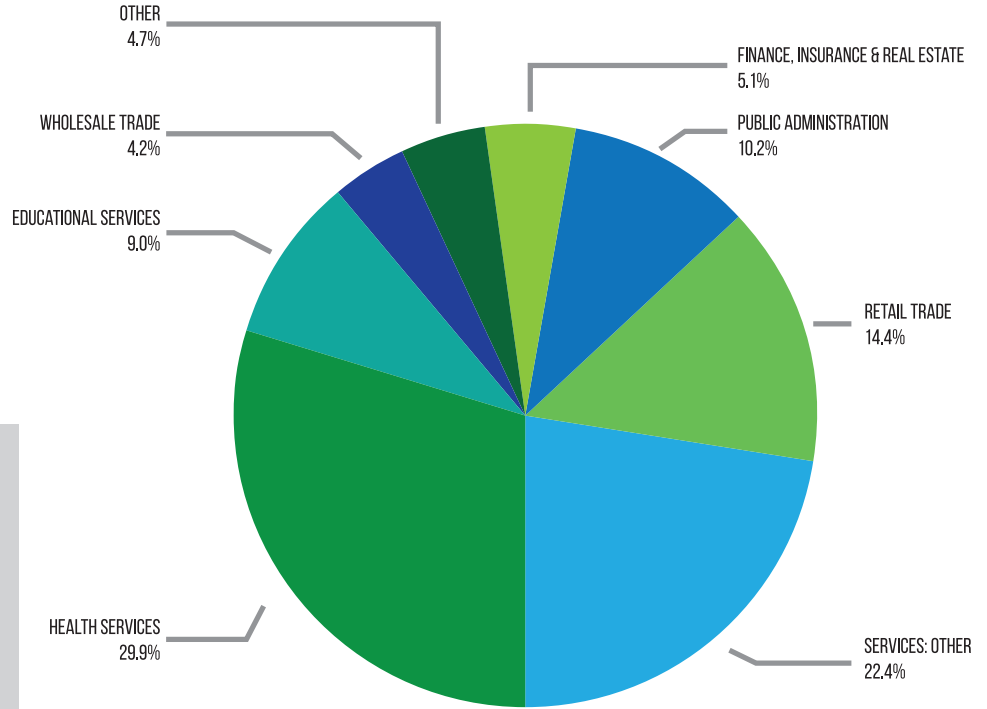


Troost Corridor Priority Area  
Harrison Street to Paseo Blvd,  
30th to Linwood Blvd

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## MAJOR INDUSTRIES BASED ON EMPLOYEE SIZE (WITHIN 1 MI)



## SCHOOLS

### KC PUBLIC SCHOOLS

LINCOLN COLLEGE PREPARATORY ACADEMY  
 LONGFELLOW ACADEMY  
 FAXON ELEMENTARY  
 FOREIGN LANGUAGE ACADEMY

### PRIVATE SCHOOLS

NOTRE DAME DE SION

### KC CHARTER SCHOOLS

LEE A TOLBERT COMMUNITY ACADEMY  
 DELASALLE EDUCATION CENTER  
 CITIZENS OF THE WORLD ELEMENTARY SCHOOL  
 ACADEMY LAFAYETTE - ARMOUR

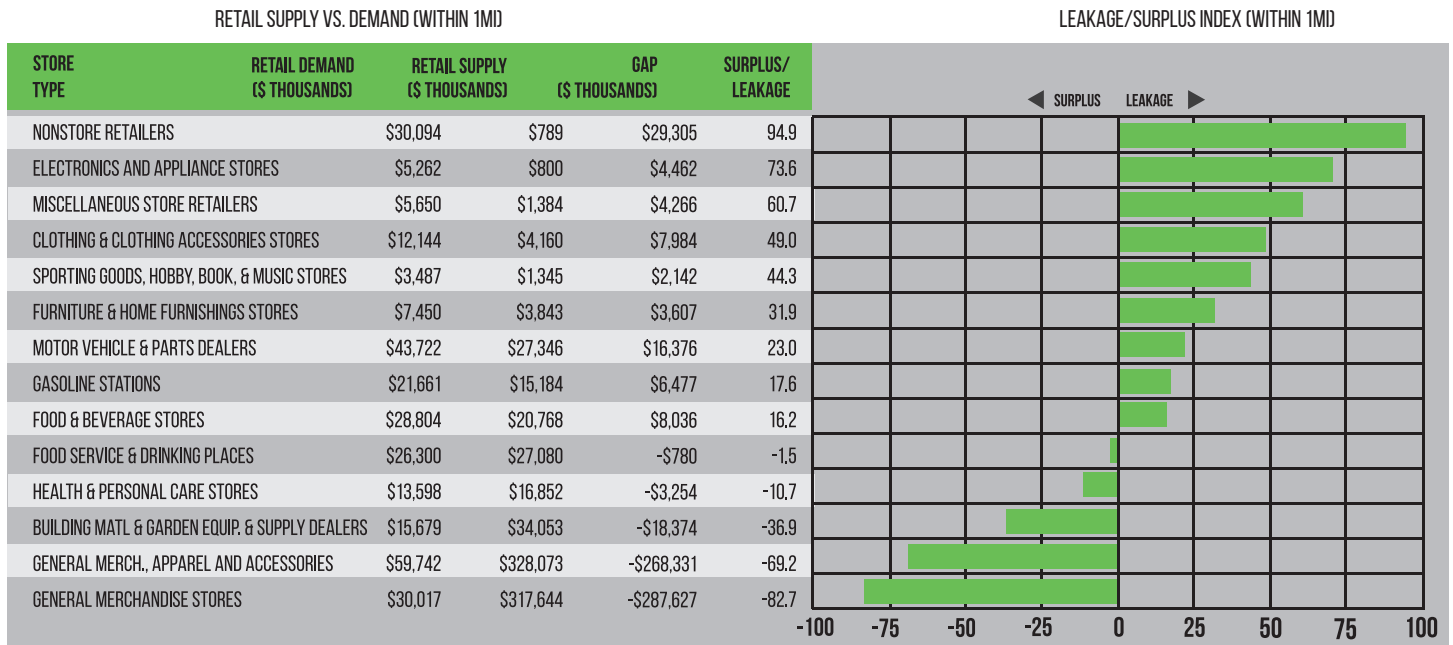
### COLLEGES AND UNIVERSITIES (WITHIN 5 MI)

UNIVERSITY OF MISSOURI  
 ROCKHURST UNIVERSITY  
 METROPOLITAN COMMUNITY COLLEGE  
 KANSAS CITY ART INSTITUTE  
 KANSAS CITY UNIVERSITY OF MEDICINE AND BIOSCIENCE

## MAJOR EMPLOYERS (WITHIN 1 MI)

COMPANY	INDUSTRY	# EMPLOYEES
HALLMARK MARKETING COMPANY, LLC	RETAIL TRADE	16,200
MERCY CHILDREN'S HOSPITAL	HEALTH SERVICES	7,000
KANSAS CITY PUBLIC SCHOOLS	EDUCATIONAL SERVICES	4,700
HALLMARK RETAIL, LLC	RETAIL TRADE	4,000
BOARD OF GOVS OF FED RESERVE	FINANCE, INSURANCE & REAL ESTATE	1,645
MASTIC HM EXTERIORS	MANUFACTURING	1,559
SHOOK HARDY & BACON	SERVICES	1,200
TRANSYSTEMS CORPORATION	SERVICES	1,000
WESTERN MISSOURI MENTAL HEALTH CENTER	HEALTH SERVICES	550
KESSINGER/HUNTER & COMPANY, LLC	FINANCE, INSURANCE & REAL ESTATE	200

Surplus/Leakage Factor analysis represents a snapshot of opportunity. A positive value represents 'leakage' of retail opportunity outside the target area (within 1 mile). A negative value represents a surplus of retail sales, meaning customers also come from outside the target area.



Sources: DemographicsNow 2019A Retail Demand (Scaled) by Store Type; S2016 Retail Supply by Store Type

### Commercial Real Estate (within UNI area)



**RETAIL SPACE ACTIVELY  
LEASED IN UNI AREA.**



**AVERAGE RETAIL  
RENT IN UNI AREA.**

PROPERTY CHARACTERISTICS BY TYPE	TOTAL SQ. FOOTAGE *	AVG. LEASABLE FLOOR AREA	AVG. RENT/ SF/ YR	AVG. % VACANT
RETAIL	1,797,741	8,602	\$13.08	6.94%
OFFICE	3,045,099	14,163	\$15.48	4.43%
SPECIALTY	1,502,116	37,553	\$10.07	0.00%
HEALTH CARE	2,474,350	224,941	-	0.00%
HOSPITALITY	114,861	38,287	-	-
INDUSTRIAL	3,504,743	18,742	\$5.50	1.30%
FLEX	129,778	8,652	\$10.34	15.24%
LAND	54.0435*	1*	-*	-
SPORTS & ENTERTAINMENT	1,280	1,280	-	0.00%
<b>TOTAL UNI AREA +</b>	<b>12,569,968</b>	<b>22,662</b>		<b>4.23%</b>

\* Figures for Land are in acres | + Totals and averages exclude Land

Real estate market data is for the entire Urban Neighborhood Initiative (UNI) area, which extends from Truman Road to 52nd Street, Prospect to Troost.

**Contact:**

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www.lisc.org/kansas-city/

KC-CUR Priority Area Profiles (2019)

The demographic and market data was gathered from a variety of sources including Gale Business: DemographicsNow, 2010 US Census and CoStar. Highlights about each neighborhood were compiled from news articles and neighborhood websites. Although every attempt was made to ensure the quality of the information contained in this document, no warranty or guarantee as to its accuracy, completeness or usefulness for any given purpose is provided.