

## Demographics & Development

2007



**DEMOGRAPHICS**

**DOWNTOWN**

**LAND USE**

**HOUSING**

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**ECONOMIC DEVELOPMENT**

**MAJOR PROJECTS**

**QUALITY OF LIFE**



# Major Projects

## NEW INVESTMENT

New investments in the City of Olathe in 2007 included the following projects:



### LA QUINTA INN & SUITES

**Value:** \$4,900,000

**Location:** 20570 West 151<sup>st</sup> Street

**Type:** Hotel

**Size:** 57,987 square feet

The La Quinta Inn & Suites will be a 106 room, three-story hotel on a 2.46 acre site.



### GARMIN WAREHOUSE ADDITION

**Value:** \$15,800,000

**Location:** 1200 East 151<sup>st</sup> Street

**Type:** Warehouse

**Size:** 230,368 square feet

Garmin's warehouse expansion will increase the warehouse facility to more than 300,000 square feet. The 42 acres site will house approximately 750,000 square feet of office and warehouse space when the project is complete.

### PACIFIC SUNWARE

**Value:** \$16,500,000

**Location:** 21800 West 167<sup>th</sup> Street

**Type:** Distribution Center

**Size:** 430,000 square feet

Pacific Sunwear offers apparel, accessories and footwear for teens and young adults. There are 960 Pacific Sunware stores located across the United States and Puerto Rico.



### CORPORATE RIDGE

**Value:** \$26,957,600

**Location:** 18001 & 18103 West 106<sup>th</sup> Street and 10551 South Ridgeview Road

**Type:** Office

**Building A:** 141,974 square feet (East)

**Building B:** 89,559 square feet (West)

**Farmer's Insurance:** 104,000 square feet

Three new buildings are located on 22.35 acres within the Corporate Ridge office park.



### KH JENSEN WAREHOUSE

**Value:** \$16,337,400

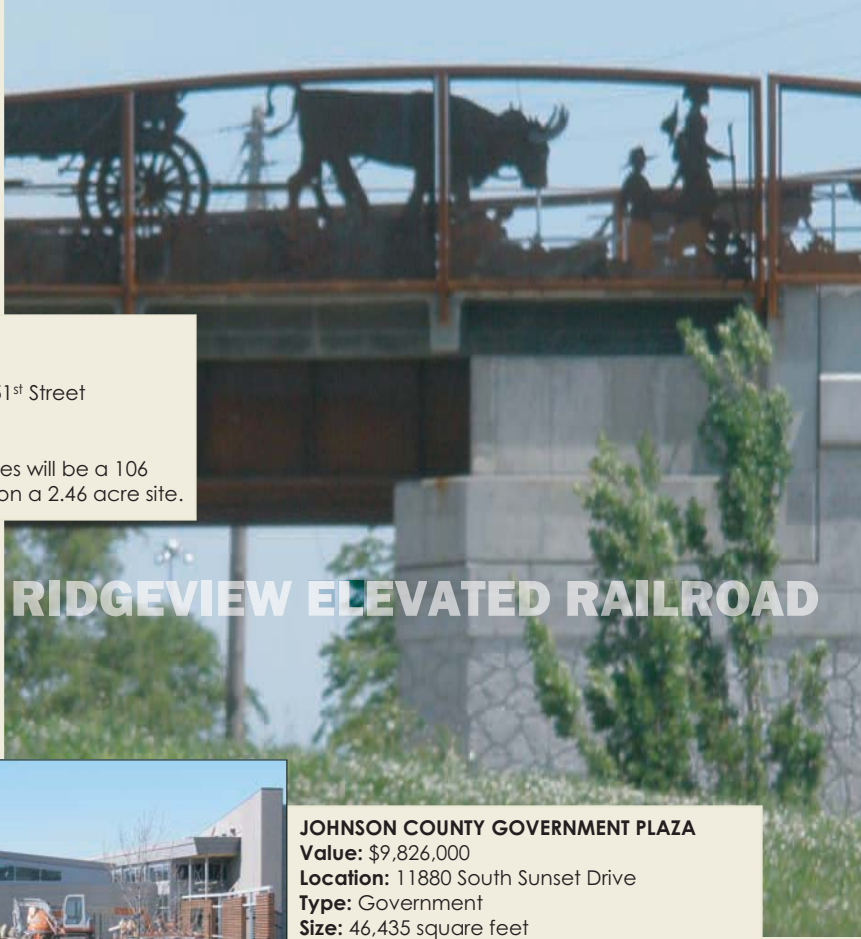
**Location:** In the vicinity of 167<sup>th</sup> Street and Lone Elm Road

**Type:** Office/Warehouse and Distribution Center

**Size:** 601,829 square feet

The project is a speculative warehouse and distribution center located on a 40 acre site.

## RIDGEVIEW ELEVATED RAILROAD



### JOHNSON COUNTY GOVERNMENT PLAZA

**Value:** \$9,826,000

**Location:** 11880 South Sunset Drive

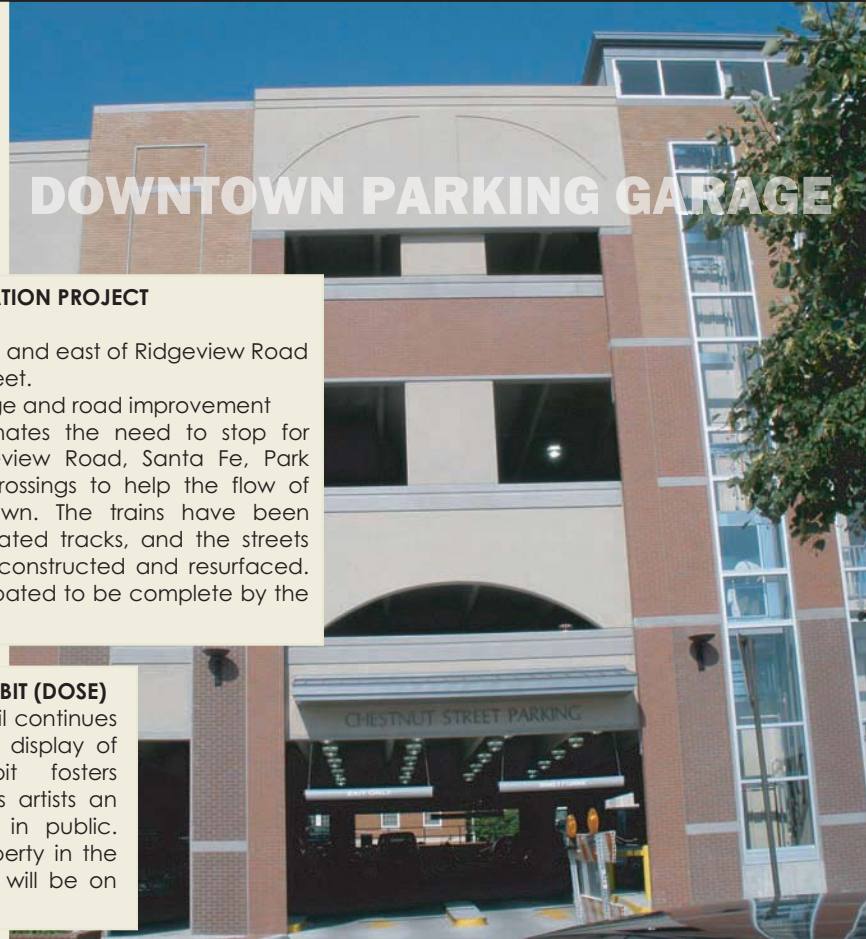
**Type:** Government

**Size:** 46,435 square feet

The Communication Center will house the County's Emergency Communications Department, which dispatches fire and ambulance countywide, and the Sheriff's Dispatch. A future expansion includes a new crime lab.

# Downtown

As established in the current Envision Downtown Plan, the vision for downtown Olathe is a government and business center that is integrated with the surrounding neighborhoods. The goal of this Master Plan is to provide recommendations and implementation strategies to help transform downtown Olathe into a multi-functional business district that is active day, night, and on weekends.



**DOWNTOWN PARKING GARAGE**



**BNSF GRADE SEPARATION PROJECT**

**Value:** \$41,000,000

**Location:** From north and east of Ridgeview Road to south of Loula Street.

**Type:** Railroad bridge and road improvement

The upgrade eliminates the need to stop for trains at the Ridgeview Road, Santa Fe, Park Street and Loula crossings to help the flow of traffic into downtown. The trains have been moved to the elevated tracks, and the streets below are to be reconstructed and resurfaced. The project is anticipated to be complete by the end of 2008.



**DOWNTOWN OUTDOOR SCULPTURE EXHIBIT (DOSE)**

Started in 2005, the Area Art Council continues to enhance downtown through its display of outdoor sculptures. The exhibit fosters appreciation of the arts and gives artists an opportunity to display their work in public. Exhibits are located on public property in the Original Town area of Olathe and will be on display for one year.



**DOWNTOWN PARKING GARAGE EXPANSION**

**Value:** \$8,000,000

**Location:** Northwest corner of Chestnut and Loula Streets

**Type:** Parking Garage

The original parking garage in this location was constructed in 1989, and is a three hundred and fifteen stall garage on three levels. The adjacent parking lot to the north contains an additional seventy six stalls. The expansion totaled 56,000 square feet and increased the total number of stalls to seven hundred and five stalls on six levels, resulting in a total increase of three hundred and fourteen stalls.

**SIGNIFICANT HISTORIC PROPERTIES**

Five properties in Olathe's Original Town are currently listed in the *National Register of Historic Places* and two properties are currently listed in the *Register of Historic Kansas Places*.

**National Register of Historic Places:**

- J.B. Mahaffie House (1865) – 1100 Kansas City Road
- Albert Ott House (1894) – 401 South Harrison Street
- Martin Van Buren Parker House (1880) – 631 West Park Street
- I. O. Pickering House (1869) – 507 West Park Street
- Frank Lanter House (1901) – 562 West Park Street

**Register of Historic Kansas Places:**

- George Hodges House (1892, altered 1921) – 425 South Harrison Street, Hycrest (1881, altered 1919) – 505 East Cedar Street



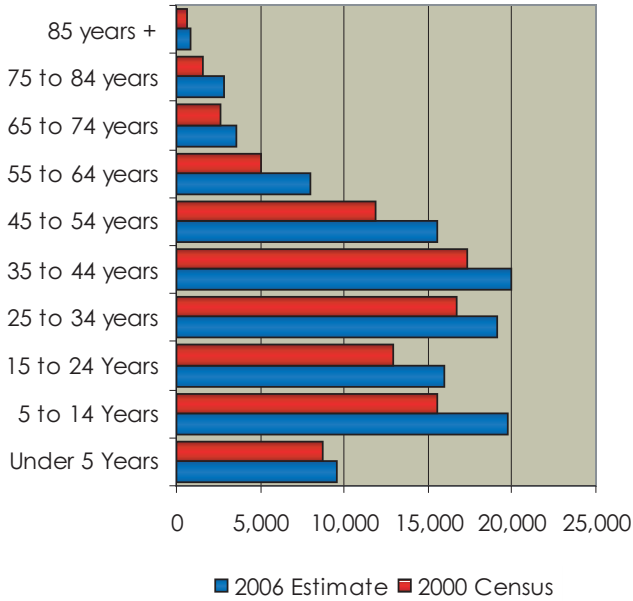
Albert Ott House (1894)



I. O. Pickering House (1869)

# Demographics

Population by Age



Source: US Census Bureau: 2000 Census, 2006 American Community Survey

## POPULATION

The City's population estimate for the end of 2007 was approximately 123,300 residents.

Population Growth Comparison 2006-2007

City	Population 2007	Population Growth 2006-2007	% Change 2006-2007
Olathe	118,034	3,372	2.9%
Overland Park	169,403	2,681	1.6%
Lenexa	45,681	1,161	2.5%
Shawnee	59,958	706	1.2%
Leawood	31,012	310	1.0%

Source: US Census Bureau

Note: Census population estimates vary slightly from City of Olathe estimates; however, they are included here in order to compare growth with neighboring cities.

Diversity in Olathe

Race	% of Total Population
White	83.8%
Black or African American	6.1%
American Indian and Alaska Native	0.1%
Asian	2.9%
Some other race	3.9%
Two or more races	3.2%
Hispanic or Latino (of any race)	10.7%

Source: U.S. Census Bureau, 2006 American Community Survey

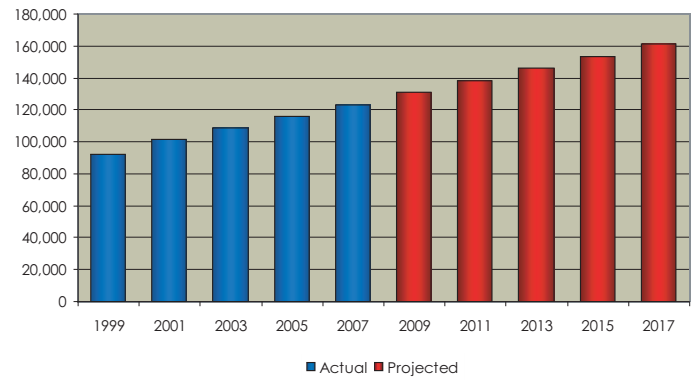
## INCOME

The 2006 median income figure for Olathe residents was \$70,728



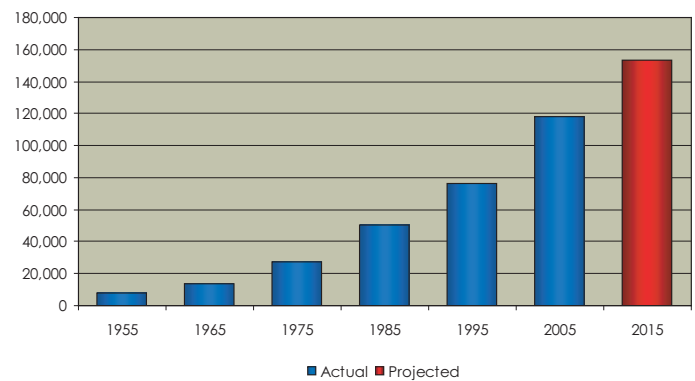
PRAIRIE TRAILS WEST

Projected Population



Source: City of Olathe

Historic Population Growth



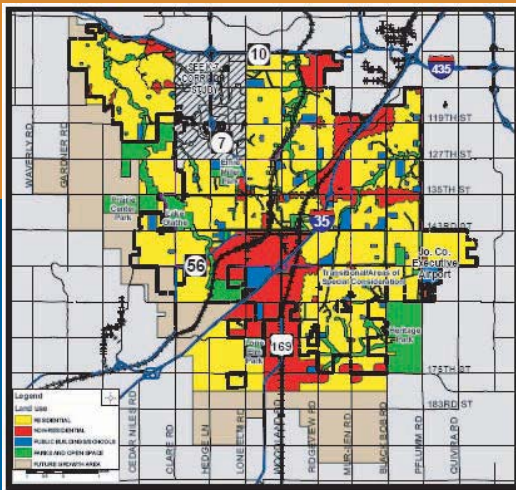
Source: City of Olathe

# Land Use

## Comprehensive Plan Update

The Comprehensive Plan is the adopted official statement of a City setting forth goals, policies, and guidelines to direct the growth and development of the community. The Comprehensive Plan describes in text and graphics the vision and goals of the community, and provides a framework for future zoning, development, and policy decisions.

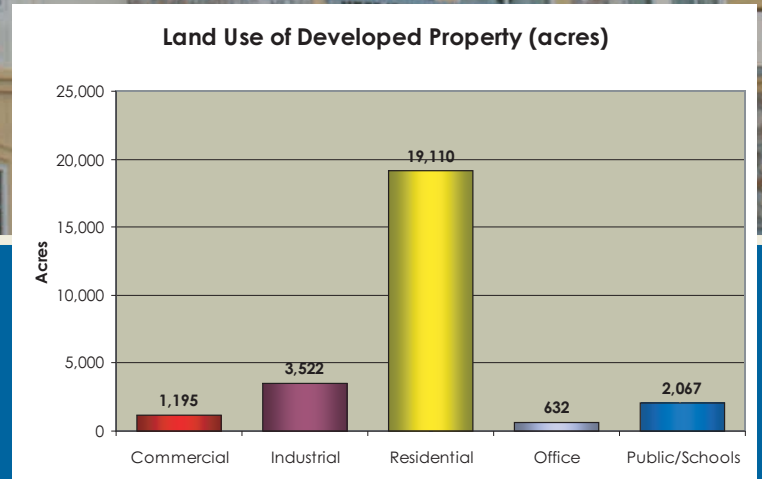
The City's existing Comprehensive Plan was adopted in 1997. Since that time, the City has grown significantly in population and land area and new demographic and land use trends have emerged. Many of the goals, objectives, and implementation strategies in the existing Comprehensive Plan have become out-of-date, or since been accomplished. The City has undertaken a process to update the Comprehensive Plan which is intended to use the existing plan as a starting point, but propose new elements to strengthen the plan and address emerging planning issues. The goal is to create an interactive and user-friendly Comprehensive Plan that will set the standard for public accessibility and usability. Information on the Comprehensive Plan can be found at: [www.planolathe.com](http://www.planolathe.com)



Comprehensive Plan Future Land Use Map (2007)



## LA QUINTA INN & SUITES



Source: City of Olathe

### Annexations 2005 - 2007

Year	Annexations	Acres
2005	17	1,674
2006	11	383
2007	8	320

Source: City of Olathe

### Rezoning 2005 - 2007

Year	Rezoning	Acres
2005	21	1,086
2006	31	781
2007	41	1,596

Source: City of Olathe

Residential



Commercial



Industrial



# Housing

## Average Sale Price

The 2007 average sale price of an Olathe home never lived in was \$314,911, up 7.6% from 2006. The average resale price for an Olathe residence in 2007 was \$197,904. This price was up 1.8% from 2006.

Cedar Creek



Avignon



Coffee Creek



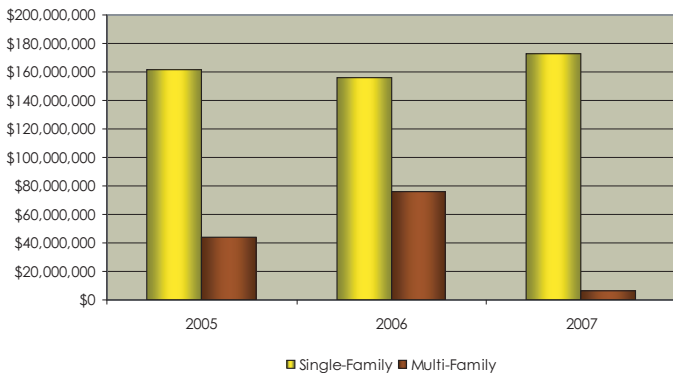
COFFEE CREEK MEADOWS

## 2007 New Housing Data

Building Type	Permits	Units	Square Feet	Construction Value
Single-Family	581	581	1,422,585	\$172,690,259
Multi-Family	13	30	58,216	\$6,324,538

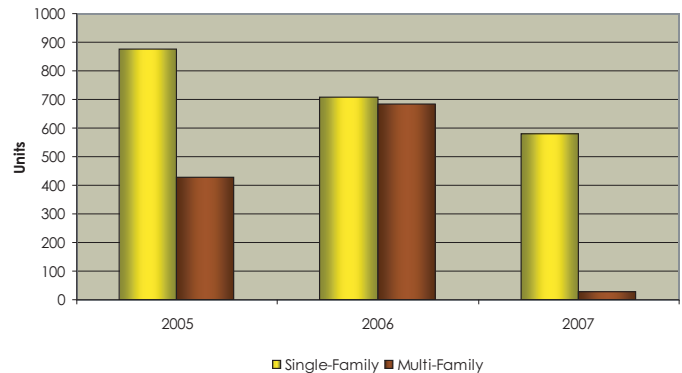
Source: City of Olathe

## 2007 New Residential Construction: Value



Source: City of Olathe

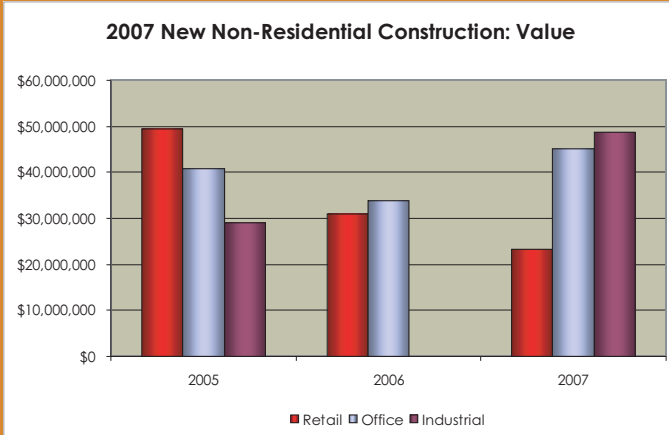
## 2007 New Residential Construction: Units



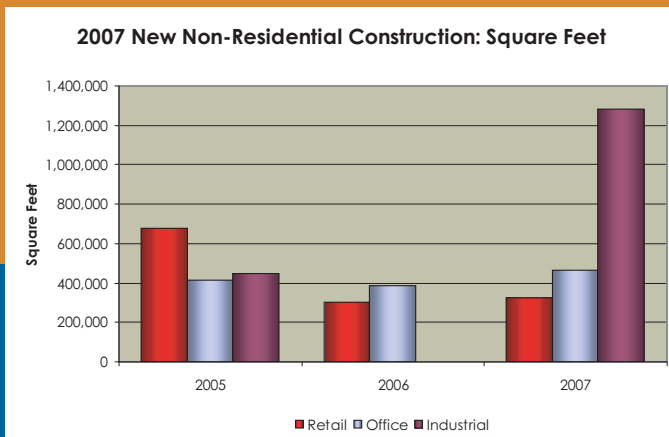
Source: City of Olathe

# Economic Development

- New private investment in the City totaled 4,049,687 square feet in 2007.
- The value of new buildings added to the City in 2007 was over \$181 million.



Source: City of Olathe



Source: City of Olathe

2007 Olathe Major Employers	
Employer	No. of Employees
Olathe District Schools	4,570
Johnson County Government	3,628
Garmin International	2,747
Farmer's Insurance Group	2,645
Olathe Medical Center	1,799
TransAM	1,079
Honeywell	1,032
City of Olathe	900
Encore Receivables Management	760

Source: City of Olathe



## OLATHE GATEWAY

Garmin International



Farmers Insurance

Wal-Mart SuperCenter



• Sales tax is an indicator of retail sales in the community. The sales tax figure for 2005 was \$21,306,156. The 2007 total was \$22,775,712. Sales tax over the last three years has increased by 6.9%

# Quality of Life

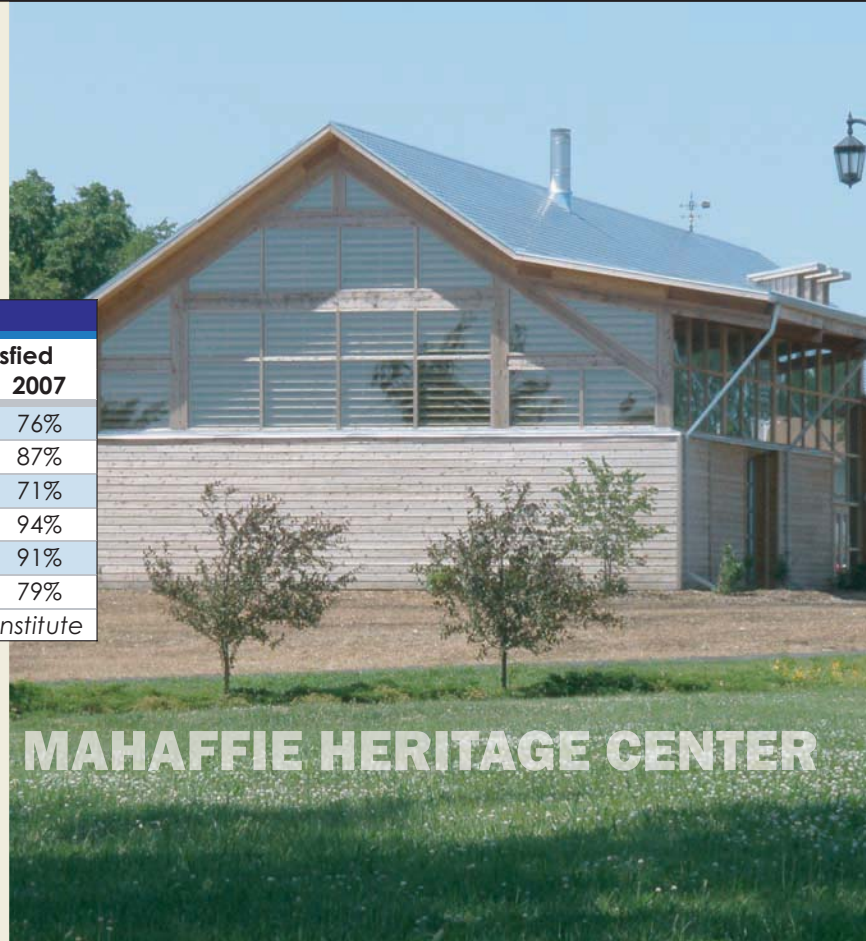
## Direction Finder Survey

The City of Olathe received the results of its annual citizen survey in November 2007. The survey called "Direction Finder" is used by the City to identify citizen priorities and satisfaction levels and helps the City to allocate resources. A total of 94% of the residents surveyed rated Olathe as an excellent or good place to live, 87% were satisfied with Olathe's quality of life and 91% said that Olathe was a good or excellent place to raise children.

### 2007 Direction Finder Survey Results

	% Satisfied/Very Satisfied		
	2005	2006	2007
Overall image of City	75%	77%	76%
Overall quality of life	87%	85%	87%
Overall quality of new development	66%	68%	71%
Olathe as a place to live	94%	92%	94%
Olathe as a place to raise children	92%	91%	91%
Olathe as a place to work	72%	75%	79%

Source: ETC Institute



MAHAFFIE HERITAGE CENTER



Brougham Park



Stagecoach Park

### Education Attainment (Population 25 years and older)

	Olathe	US
High School Graduate or Higher	93%	84%
Bachelor's Degree or Higher	45%	27%
Graduate or Professional Degree or Higher	15%	10%

Source: US Census Bureau, 2006 American Community Survey

### Cost of Living Index (100 = National Average)

City	Index
Olathe, KS	90
O'Fallon, MO	90
Shawnee, KS	91
Lee's Summit, MO	92
Lenexa, KS	92
Overland Park, KS	94
Fort Collins, CO	95
National Average	100
Chandler, AZ	103
Henderson, NV	108
Roseville, CA	121
Naperville, IL	127

Source: Sperling 2008

### Parks in Olathe:

As the City of Olathe grows, the City Parks and Recreation Department continues to acquire and develop new park areas to accommodate the recreation needs of existing and new residents.

- Total Olathe Park Acres: 1,915 acres
- Park Acreage within Olathe's City Limits: 2,312 acres
- Park Acreage in Olathe's Growth Boundary: 4,368 acres
- Trails: 52.3 miles

### Schools:

While the Olathe School District serves the majority of Olathe residents, there are currently 5 School Districts located within the City limits: Olathe, Blue Valley, Spring Hill, Gardner-Edgerton, and De Soto. Educational facilities within the City of Olathe include:

- 33 Elementary Schools
- 9 Junior High Schools
- 4 High Schools
- 9 Learning Centers