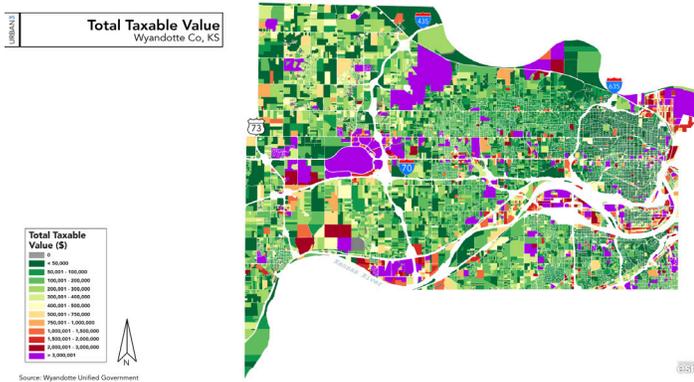


ABOVE: Value per acre model showing Downtown Kansas City, KS

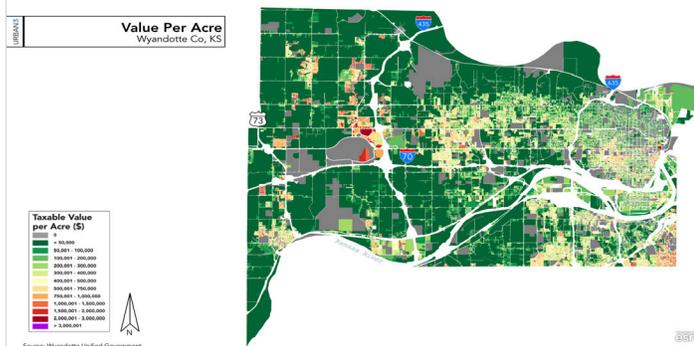
## 1. Introduction

The Unified Government of Kansas City, Kansas and Wyandotte County face many challenges that other cities will rarely experience. Its location across the river from one of the largest cities in the Midwest has had an outsized effect on its development. Kansas City is in the position of being both

one of the largest urban centers in Kansas, but also an urban satellite of Kansas City Missouri. Proximity to Kansas City, MO leads to increased industrial and commercial opportunities, but also comes with issues associated with larger cities like increased traffic and unchecked urban sprawl.



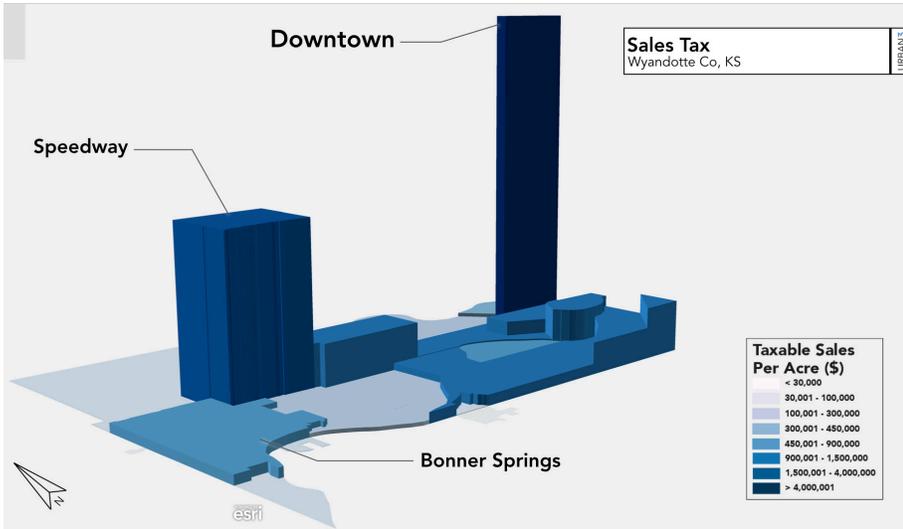
ABOVE: Kansas City mapped by total value



ABOVE: Kansas City mapped by value per acre

## 2. Taxable Value Per Acre

Expansive developments with large, low density footprints (like a sprawling subdivision) are typically more expensive to service with public utilities (streets, water, and sewer). Thus, examining a development's total tax production overlooks the amount of land and other public resources consumed in order to produce revenue. Nevertheless, many cities use a total value map, like the one above of Wyandotte County, to inform land use decisions.



ABOVE: Taxable sales per acre model of Wyandotte County

### 3. Taxable Sales Per Acre

Sales tax is responsible for 30% of the Unified Government's annual revenue. We mapped taxable sales value because that is the value to which the sales tax rate is applied. Using taxable sales value allowed us to make fair comparisons between taxable sales value and assessed property value. Taxable sales value is spatially relevant and mapping it identifies core commercial areas. Urban3 was

unable to acquire taxable sales data at the block group level.

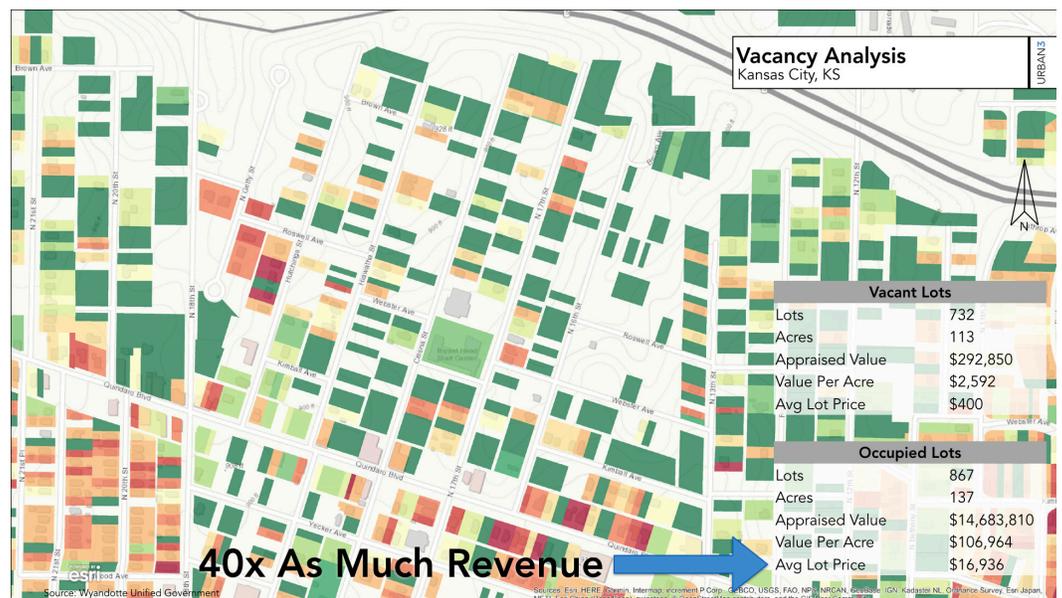
Instead we grouped taxable

sales values into sections that generally correspond to city neighborhoods. At this scale, our maps lack granularity, but they do reveal the general spatial distribution of taxable sales value.

### 4. Vacancy

To gauge the fiscal implications of vacancy we'll look at a neighborhood with a heavy concentration of vacant and delinquent parcels. There are 732 vacant lots in the area shown. Collectively they

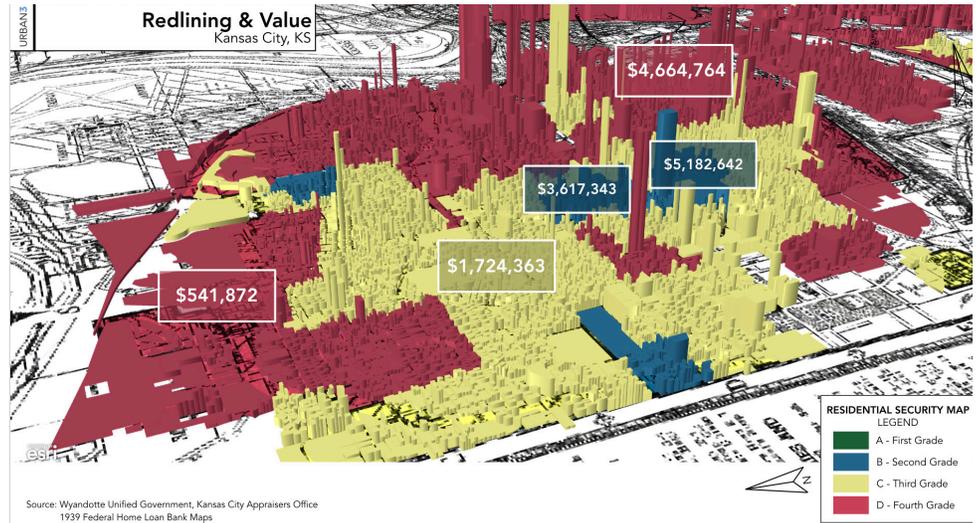
are appraised at just \$293,000. It's worth mentioning that they currently produce no tax revenue as they are held by a land bank. The lots with houses in this neighborhood have dramatically undervalued or suppressed appraised values. The average parcel is valued at just \$17,000. Despite this low value its still 40 times greater than a vacant lot.



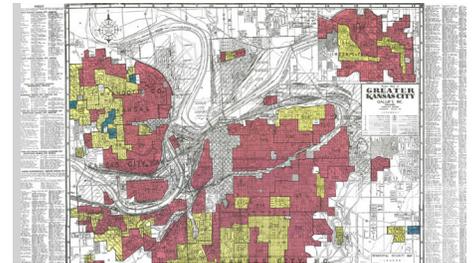
### 5. Redlining

A history of redlining affects the monetary value of properties. The map to the left shows today's parcels color coded by the redlining map classifications and extruded in height by their current value per acre. Overall, red areas have lower value per acre than yellow areas.

The image to the left highlights the disparity in today's value amongst neighborhoods that were marked with different levels of financial risk in 1939. What is visually clear, in terms of parcel height, becomes concrete when we examine the average value per acre. The average value per acre ranges from \$541k per acre in a red neighborhood to more than \$5m per acre in a blue neighborhood. Again, the exception is the primary corridor of Minnesota Avenue. These patterns demonstrate that the impact of redlining has either positively protected and boosted property value in some neighborhoods, while suppressing and reducing value in others. Understanding this history is vital to reconciling this wealth and racial disparity.



ABOVE: This model show property value per acre in terms of historic redlining practices. Note the lower value of red areas



ABOVE: Original redlining map from 1939

### Insights

Walkability, good design, and historic buildings all increase tax productivity.

Incentive programs are a tool. They can be used well or poorly. Decisions on future incentives should be based off of comprehensive data.

Caution should be taken with greenfield development. It is profitable, but it requires new infrastructure while existing infrastructure closer to the City goes unused.

# URBAN3

For the full report visit  
<https://storymaps.arcgis.com/stories/ba00a050e86544b6b3bc16e6e511a515>  
or use a QR code scanner to scan the image to the right

