

# A APPENDIX

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STEERING COMMITTEE INPUT SUMMARY

925 17TH STREET DES MOINES, IA 50309  
TEL 515-288-4875 FAX 515-288-8359 WWW.THINKCONFLUENCE.COM

CONFLUENCE

**MEETING MEMO**

**PROJECT:** Warrensburg Comprehensive Plan Update

**PROJECT #:** 15097KC

**DATE/TIME:** March 4, 2016 from 5:30PM to 7:00PM

**LOCATION:** City Council Chambers

**RE:** Steering Committee Kick-off Meeting

**ATTENDEES:** Casey Renfrow

Bob Watts

Bob Steinkuehler

Mark Karscig

Robin Thompson

Jeff Terry

Deanna Westenhaber

Robin Allen

Brandon Myers

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**ITEMS:**

A kick-off meeting was facilitated to identify key issues, priorities, and land use preferences that will be used to guide the direction of the Comprehensive City Plan.

The purpose of the meeting was to establish roles, responsibilities, project contacts, and communication protocols; determine any initial data needs; review the project scope, schedule and meeting dates; and identification of key stakeholders along with the desired public input process and outcomes.

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**MEETING MEMO - Continued**

A review of the project scope and schedule was presented. This included deliverables such as the an updated to the Future Land Use Map that incorporates recommended mixes of land uses; an updated street standards regarding pedestrian and bike elements along with a Supplemental Major Streets Plan; plans for new implementation; policy recommendations for redevelopment, commercial development, and traffic impact study requirements; zoning ordinance recommendations; and an analysis of City/University bus system opportunities.

Additionally, an explanation of the planning and public outreach process was provided in detail. The entire process is planned to take place during an estimated nine-month project schedule and will include scheduled dates for the following engagements:

- Kick-off Meeting (1<sup>st</sup>)
- Key Stakeholder Interviews
- Public Workshop- will include other city boards
- Joint Workshop (2<sup>nd</sup>)
- Joint Workshop (3<sup>rd</sup>)
- Public Open House
- P&Z Public Hearing
- Council Public Hearing

Identification of key community stakeholders took place during the kick-off meeting and through input and discussion, the following list of entities were identified for potential impactful feedback as it relates to the Comprehensive Plan Update:

- MoDOT
- University of Central Missouri
- Johnson County Commissioners
- Warrensburg R6 School District
- Whiteman Air Force Base
- Union Pacific Railroad
- Amtrak
- Warrensburg Senior Center/Care Connection
- Greater Warrensburg Area Chamber of Commerce
- Warrensburg Main Street
- Johnson County Missouri Economic Development Corporation

A final list of community stakeholders would be determined with further assistance with City staff.

In addition to the identification of key stakeholders, a brief Planning 101 overview was provided to explain the purpose and importance of a comprehensive plan along with a review of the current plan. Questions addressed in the Planning 101 session were:

- What is a Comprehensive City Plan and what is a Land Use Plan?
  - Comprehensive plan defined

WARRENSBURG COMPREHENSIVE PLAN UPDATE 15097KC  
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MEETING MEMO - Continued

- Relationship between zoning and the comprehensive plan
- A list of current comprehensive plan elements
- Current conditions
- How is the Land Use Plan used?
  - Existing land uses
  - Future land use categories
  - Future land use map
  - Major street plan
  - Dominant tapestry segments (ESRI)
- How does the comprehensive plan impact me?
  - Impact on community
  - Feedback from participants

Acquisition of feedback was then obtained through the use of comment cards. Steering Committee input was incorporated as part of a SWOT analysis to determine what characteristics they value and what aspects they view as potential problems or setbacks requiring improvement.

The workshop determined that the Steering Committee views the following characteristics as strengths of the City:

- School System
- Small town charm/livability
- History/downtown
- Diverse population
- Parks and Recreation
- University atmosphere
- Proximity to Kansas City & WAFB
- Sense of community

The Steering Committee members are proud of the community they live in, however they identified various areas of concern that they view as weaknesses of the City. These included:

- Traffic congestion (N Maguire)
- Road conditions
- Lack of curbs/sidewalks
- Too much multi-family residential
- Lack of signage
- Lack of parking near college campus
- Blighted mobile home area
- The need for additional lanes on Bus. HWY 13/Maguire St.
- Land Use Incompatibilities

MEETING MEMO - Continued

The Steering Committee was also asked to identify potential opportunities that could be taken advantage of in regards to improving the City of Warrensburg. Results revealed the following changes community members would like to see taking place:

- Increased road maintenance
- Economic development strategies
- Increased restaurant/retail in the area
- Growth of businesses and population
- Revitalization of rundown buildings and residential areas
- Transportation improvements
- Infrastructure improvements
- Zoning clarification
- Improved public transit
- Park maintenance

Additionally, Steering Committee input was gathered to identify potential threats to the area. Included in the list of obstacles were:

- Traffic
- Transient population
- Zoning / Lack of county zoning
- Overtax on infrastructure
- Complacency
- Congestion on Maguire
- Incompatible growth- Competing with growth of nearby communities, e.g. Lee's Summit, Sedalia

Lastly, the next steps in the process were recapped. These steps involve holding key community stakeholder interviews, arranging a public workshop (End of May/ Early June), as well as host a second City Council/Commission workshop. These meetings will allow for deeper insight regarding the needs of the community along with what challenges the City of Warrensburg currently faces and the ways in which they can be effectively addressed.

KEY STAKEHOLDER INTERVIEWS

325 17TH STREET DES MOINES, IA 50309  
TEL 515-288-4875 FAX 515-288-8359 WWW.THINKCONFLUENCE.COM

**CONFLUENCE**

**MEETING MEMO**

PROJECT: Warrensburg Comprehensive Plan Update

PROJECT #: 15097KC

DATE/TIME: Thursday, June 9, 2016 / 3:00pm

LOCATION: City Hall

RE: Department Head Meeting

ATTENDEES: Harold Stewart, City Manager

Barbara Carroll, Community Development Director

Jim Kushner, Fire Chief

Rich Lockhart, Police Chief

Cindy Gabel, City Clerk

Marvin Coleman, Public Works Director

Lisa Koch (Groundswell)

Chris Shires (Confluence)

Caitlin Henricksen (Confluence)

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ITEMS:

A Department Head meeting was facilitated as part of the Warrensburg Comprehensive Plan Update. The purpose of the meeting was to obtain input relating to the opportunities, challenges, and key issues affecting Warrensburg. The project schedule and goals were presented and the presentation for the June 9<sup>th</sup> public workshop was reviewed. Attendees were asked to identify issues within the community they feel should be addressed.

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**MEETING MEMO - Continued**

The following questions were presented to guide discussion and obtain feedback on key points:

- 1) Are there any future projects you feel will impact the Comprehensive Plan?
- 2) Are there current development proposals or development issues that will impact the Comprehensive Plan?
- 3) What is your future vision for the city? – Direction?
- 4) What are you most proud of?
- 5) Have there been/are there any missed opportunities?
- 6) What needs can be identified within the community?

Results revealed the following elements were viewed as notable by participants:

- Connecting Vet Rd. to the Cayhill subdivision is in the 5yr plan
- Trail extension to Knob Noster State Park
- Bike/Ped task force is in place
- Connection of Rock Island trail to Katy Trail is in the planning stages
- There is an existing plan for the Maguire St. corridor including Hwy 50 interchange
- Storm water master plan is in progress
- City-Owned Hawthorne development, now zoned R-4, is an opportunity to be considered
  - NID assessments may be an issue
  - Could include a community plaza
    - Can serve to buffer the SFR from the retail
    - Opportunity for more open space
- Park improvements in planning stage
- University owned airport can be an issue – not fully open for general aviation
- Would like to attract more college kids to stay after graduation
- Need business park jobs to expand current demographics
- Tourism opportunities (Whiteman, University, AFB + Sports)
- F-35 replacing A-10 at AFB – changes could impact the City
- Many folks work in Warrensburg but live elsewhere
- Sedalia gets most of the new retail development
  - Warrensburg- not a big enough draw- too close to Sedalia and Lee’s Summit
- The new police facility is an asset
- Good existing trail system + parks and downtown
- Good minimum design standards
- Historic preservation - downtown (commission)
- North St. extension (Byrs prior) (important East/West link)

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**MEETING MEMO - Continued**

Additionally, Department Head members were asked to give their input on public transportation issues or concerns within the community. Responses on the topic are listed below:

- Existing Oats service (Old Drum fixed route)
- ETS has been in service for 3 to 4-years
- Need a public transit route to Walmart, grocery, Maguire, downtown, out to Pertle Springs, to Whiteman
- Medical transport is important as there is a VA medical center in town
- ETS offers a moonlight express from the bars

Members were also asked to give their input on issues or concerns regarding parks and recreation in Warrensburg. The key points identified were:

- New Master Plan for West Park in process (140 AC)
- Additional play fields always desired
- Continue implementing trails plan

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CONFLUENCE

**MEETING MEMO**

**PROJECT:** Warrensburg Comprehensive Plan Update

**PROJECT #:** 15097KC

**DATE/TIME:** Thursday, May 26, 2016 / 11:15 am

**LOCATION:** Jack Moore Community Room

**RE:** Stakeholder Interview – Econ Group

**ATTENDEES:** Suzanne Taylor (Warrensburg Chamber of Commerce)

Julie Turnipseed (Warrensburg Main Street)

Tracy Brantner (Economic Development Corporation)

Chris Shires (Confluence)

Amanda Jacobson (Warrensburg)

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**ITEMS:**

A Stakeholder meeting was facilitated in order to gain feedback from community stakeholders regarding the Warrensburg Community as part of the Warrensburg Comprehensive Plan Update.

The purpose of the meeting was to obtain input relating to the opportunities, challenges, and key issues affecting Warrensburg with the intent of utilizing gained information to improve and further the effectiveness of the Comprehensive Plan.

The current and anticipated project schedules were presented to the stakeholders and details regarding the project purpose were reviewed to provide a better understanding of the project goals as well as the process by which those goals are planned to be achieved. Additionally, current and future land use maps were reviewed and discussed with attendees.

Stakeholders were asked to identify issues within the community they feel should be addressed.

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**MEETING MEMO - Continued**

Responses included:

- Existing business park is full
- Need viable business parks, with shovel-ready lots (15 to 50 acres lots), for the expansion of current and future businesses
- Brady Commerce Park is an option but has no streets & utilities
- Further need daycare nearby
- Warrensburg is attractive for business due to labor availability - see 2015 Laborshed Study
- Rail service is not an option
- Main Street
  - Low vacancy rates
  - Typical concerns with property maintenance
  - Emphasis on historic preservation (Add to National Registry)
    - Support for facade improvements
  - 75% upper floor use
  - Parking complaints- but is OK and has a plan
    - Students are starting to park here and cause issues
  - Desire for bike lanes Downtown
  - Further desire for more outdoor cafés and outdoor sales on sidewalks
    - Question as to whether there are existing zoning regulations to limit NRG. Uses (first floor retail)
    - Can't block sidewalks
- Desired Retail
  - Men's clothing stores
  - Need land for Big Box retail, but otherwise community population and income may limit demand for significant retail expansion
  - Retail is spread throughout the city so focusing 'buy-local' is a challenge
- Quality of Life issues
  - Good quality of life, friendly city
  - Missing housing for young professionals
  - Need entry-level single-family or higher quality rental geared towards professional vs. students
- Recreational activities
  - Need more activities available
  - Need more parks and open space
  - Need playfield space
- Lacking entry and mid-level owner-occupied housing
  - Student housing & high end custom homes are available
- Not enough jobs for University grads

WARRENSBURG COMPREHENSIVE PLAN UPDATE 15097KC  
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## MEETING MEMO - Continued

- University controls airport- but training only
  - No general aviation at the airport and this can be an issue for growth
- Transit services
  - Existing private mini-bus on-demand service by ETS (recommend visiting with the ETS to examine and missing service gaps)
  - University runs fixed shuttles to Lee's Summit
  - Airforce base does not run a shuttle
- Need annexation plan and incentive policies
- Want a future land use plan that shows vacant land
- Land Use plan consideration:
  - Current R-3 zoning around the University campus does not allow for high-density student housing.
  - Create a land use designation and corresponding zoning district around the University campus to allow for and promote the development of much higher density student housing

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**MEETING MEMO**

PROJECT: Warrensburg Comprehensive Plan Update  
 PROJECT #: 15097KC  
 DATE/TIME: Thursday, June 9, 2016 / 11:00 am  
 LOCATION: Key Realty office  
 RE: Stakeholder Interview – Midwest Missouri Realtors Board

ATTENDEES: Angela Moses, Association Executive  
Don Butterfield, Association Board Member  
Bobby Hall, Association President  
(plus 2 additional association members)  
Chris Shires (Confluence)  
Caitlin Henriksen (Confluence)

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The current and anticipated project schedules were presented to the stakeholders and details regarding the project purpose were reviewed to provide a better understanding of the project goals as well as the process by which those goals are planned to be achieved. Additionally, current and future land use maps were reviewed and discussed with attendees.

Stakeholders were asked to identify issues within the community they feel should be addressed.

Responses included:

**MEETING MEMO - Continued**

- Warrensburg has a good quality of life and is desirable because you can be close to work.
- The City is attractive for the military (pilots) to live. Rental rates are somewhat tied to the housing stipend provided by the military
- Whiteman Airbase is important to the community
- The City's population size is good but needs to be larger to attract more retail development
- Need more affordable housing (single family residential)
  - Should allow slab-on-grade houses without garages
  - Allow smaller lots with reduced setbacks
  - Help reduce costs for utilities (sewer)
- Need rental housing inspection program
- There is demand for more homes like the Savannah Commons - condo/patio & townhomes
  - Association maintenance is desirable
- Storm shelters
  - Consider offering rebates for storm shelters
  - Need a strategy to provide community storm shelters
- Believe there is a limited demand for more multi-family due to more recent building boom
- Concern with the possibility of old hotels being converted into apartments or extended stay rooming houses
- Still some retail demand for quick-serve, sit-down restaurants
- To promote existing retail and create demand for more:
  - Need to attract more attention from Hwy 50
  - Need more signage along Hwy 50
- The existing high assessments in place for the City-Owned Hawthorne development (recently rezoned to R-4) are a barrier to its development
- Don't need more retail on Hwy 50 as it may detract from the existing retail
- Hwy 13 By-pass is taking away retail traffic from the City core and old Hwy 13/Maguire Street
- The City needs certified industrial sites - with utilities and roads

MEETING MEMO - Continued

- The airport needs to be expanded/modified to allow for corporate planes including larger corporate jets
- University has 2 busses to Lee's Summit
  - Why do they send students to Lee's Summit? Why can't they find/rent classroom space in Warrensburg?
- A minor league baseball team and stadium would be great for the City

Comments on the map related to:

- The City should consider designating future industrial on the west end of town south of Hwy 50.
- The land at the northeast quadrant of Hwy 50 and the Hwy 13 by-pass should be designated as future industrial
- Building new apartments in an area zoned SFR in the Northern region of Warrensburg

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**MEETING MEMO**

PROJECT: Warrensburg Comprehensive Plan Update  
 PROJECT #: 15097KC  
 DATE/TIME: Thursday, June 2, 2016 / 3:00 pm  
 LOCATION: R6 School District Office  
 RE: Stakeholder Interview – School District

ATTENDEES: Dr. Scott Patrick, R6 School District Superintendent  
 Chris Shires (Confluence)

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The current and anticipated project schedules were presented to Dr. Patrick and details regarding the project purpose were reviewed to provide a better understanding of the project goals as well as the process by which those goals are planned to be achieved. Additionally, current and future land use maps were reviewed and discussed.

Dr. Patrick was asked to provide future school district plans and identify issues within the community he feels should be addressed.

**MEETING MEMO - Continued**

Responses included:

- R6 school district has a stable enrolment – not declining or expanding.
- Ave. 230 graduating class with 3200 total student population.
- Almost completed building additions and remodeling from the 2009 Master Plan which included a new elementary school.
- No new schools are planned but do have room to grow if needed.
- Very long term – desire for an elementary school north of Hwy 50 to serve the population north of the Hwy.
- Transportation:
  - Due to current school location and limited number of school sites, few students walk/bike to school. Do not foresee that changes can be made to improve this situation.
  - Significant busing to each school – The District currently provides free busing for students 1 mile or more from school.
- Rec Facilities:
  - The District shares rec facilities with the City and uses the City's pool and softball/baseball fields. The City uses the Districts indoor gym space.
  - The District uses the University's football field for games.
  - The District has no plans at this time for additional sports facilities
- General Comments:
  - University parking appears to be an issue and an impact to parking around downtown.
  - Desire to see the trail system continue to expand – long term to ring the City with trails.
  - Need more retail options including more quality sit-down restaurants – need to compete with the retail options in Lee's Summit to attract people that work in Warrensburg to also live in Warrensburg.

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**MEETING MEMO**

**PROJECT:** Warrensburg Comprehensive Plan Update  
**PROJECT #:** 15097KC  
**DATE/TIME:** Tuesday, June 8, 2016 / 3:00 pm  
**LOCATION:** Skype conference call  
**RE:** Stakeholder Interview – University of Central Missouri (UCM)

**ATTENDEES:** Chris Bamman, Director of Facilities, Planning, and Operations, UCM  
 Lisa Kock (Groundswell)  
 Chris Shires (Confluence)  
 Caitlin Henricksen (Confluence)

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**MEETING MEMO - Continued**

Mr. Bamman provided background regarding UCM and future plans:

- Enrollment increased from 9,500 to 15,000 students in the last few years.
  - This is approaching the max academic capacity for the University so additional significant growth is not anticipated.
  - Most of this growth is from international students.
- UCM has a remote campus in Lee's Summit in leased space. This is supporting student population growth.
- UCM is currently renovating the Science building and adding a 400 stall parking lot at southwest corner of W. South Street and S. Washington Street.
- UCM is contemplating renovating the 3 currently vacant residences halls (which can house approximately 300 students per building). They are also considering constructing a new fraternity campus at that same location.

**General comments:**

- The international students have issues with mobility as they may not have cars and/or driver's licenses.
- On campus parking should not be an issue as there is adequate parking to cover the student commuters. However, some of the parking may not be as close to an area as desired by the students. Game day parking can be an issue.
- The University and the City have a good working relationship.

**PUBLIC INPUT SUMMARY**



**1.) What Are You Most Proud Of?**

- Strong relationship with base & University (3)
- Downtown (3)
- Trails and potential connections (2)
- Parks (2)
- Hometown feel
- Tourism potential
- Engaged volunteers (students and residents)
- Largest employer- workers live in L.S.
- Whiteman
- Friendly Sedalia businesses
- Centrally located

- Education
- AFB
- Lions Lake
- Dog Park
- Lots of manufacturing jobs
- Low crime
- Quality of life
- Old Drum story
- History
- University



**2.) What Doesn't Work?**

- Traffic (vehicular, ped, & bike) (3)
- Zoning (3)
- De-densifying from downtown
- Sewer & water- need to annex- out of industrial park
- Walkability
- Sidewalks
- Communications tower by courthouse
- Lack of affordable housing- low income housing close to services

- High population turnover
- Congestion
- Biking- North of Hwy 50



**3.) What Can Improve (Opportunities)?**

- Attracting jobs and services (3)
- Communication/Marketing of activities (3)
- South part of town: aesthetics and quality (2)
- ROW (2)
- Identity (2)
- West entry
- Walmart
- Lack of art
- Park on East side
- Access to recycling
- Signage

- Zoning
- Technology
- Infrastructure
- Sense of community
- Commuter community
- Demographic information
- Create new industrial park
- Access to Highway 50
- Utilities
- Sports tourism

- Storefront appearances
- Bus 50 entrance
- Lions Lake
- AFB
- Identify future trail connections
- Big business
- Rock Island Trail
- Train from University to downtown
- Having a more focused bike plan
- Getting kids to school



**4.) What Are/Were Your First Impressions of Warrensburg?**

- Small feel (2)
- Proud people
- Neighbory
- Safe
- Good streetscaping efforts
- Suitcase campus
- Pine street
- Poor city entrance
- Beautiful University

- Great downtown/civic complex
- Not great
- Confusion on the location of historical district
- Needs signage



**5.) What Are Obstacles/Threats to Warrensburg?**

- Lack of job opportunities (2)
- Proximity to Metro & Sedalia
- Highway 50 traffic
- Pride Ave.- access to East
- 13th North to 70
- Transient population
- Bus 50 entrance
- Lack of historic preservation
- Changes to AFB
- Loss of existing SFR housing
- Old thinking
- Changes to the base

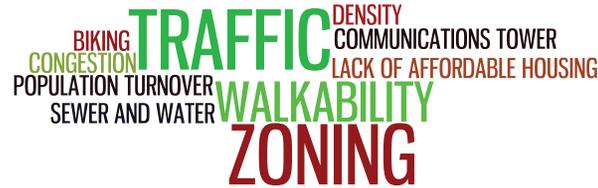


SWOT Response Inventory

1. WHAT ARE YOU MOST PROUD OF?



2. WHAT DOESN'T WORK?



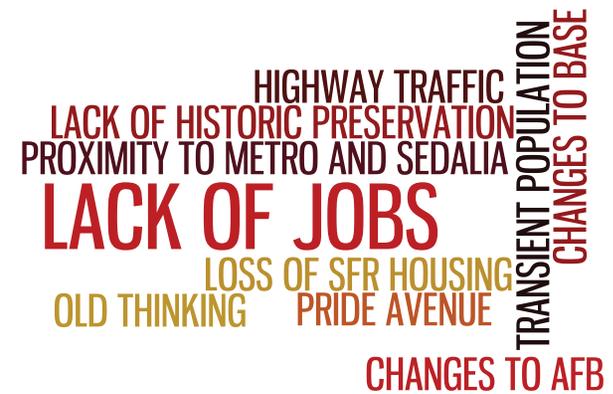
3. WHAT COULD IMPROVE?

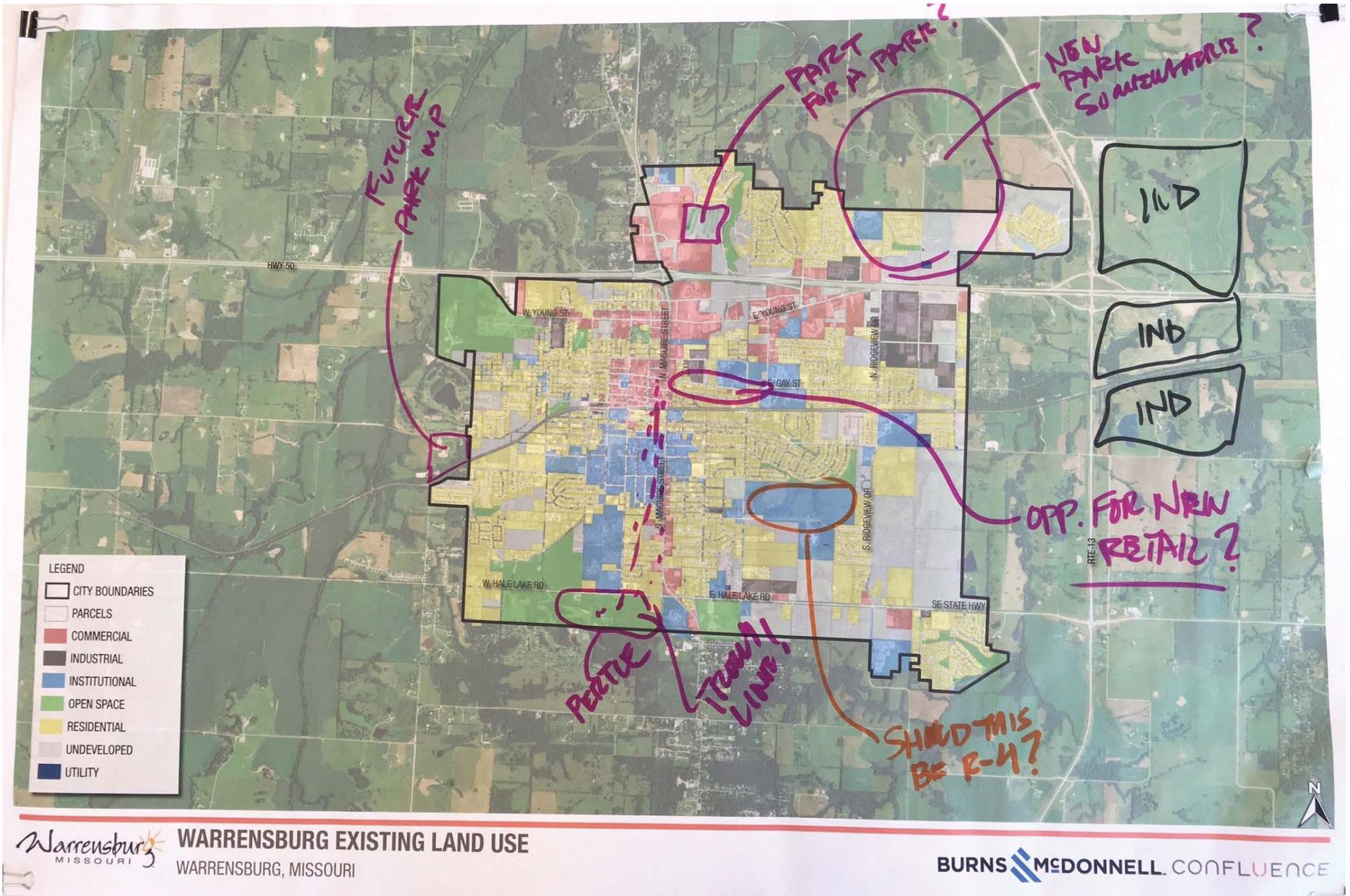


4. WHAT WERE/ARE YOUR FIRST IMPRESSIONS?



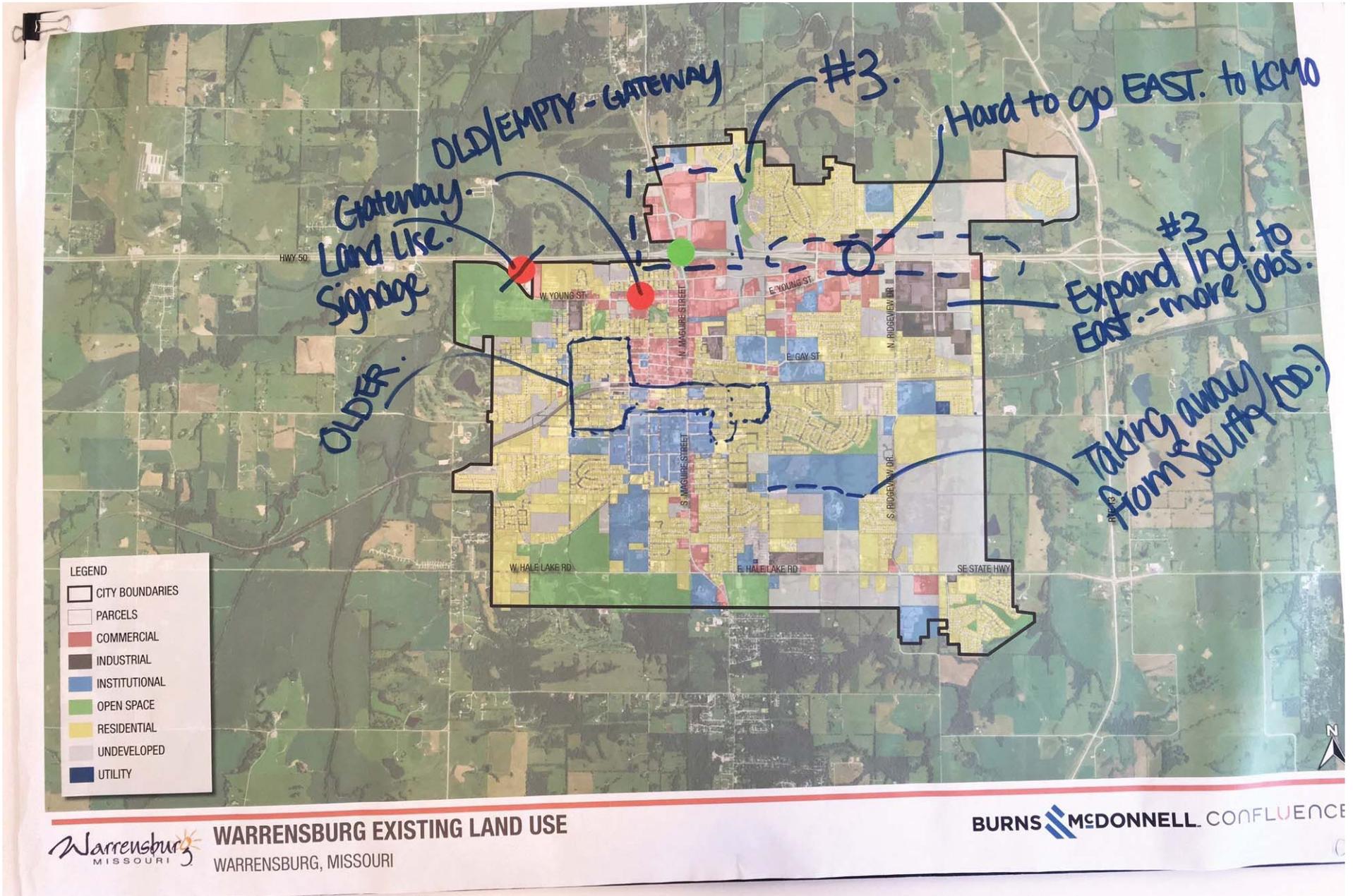
5. WHAT ARE OBSTACLES/THREATS TO THE AREA?



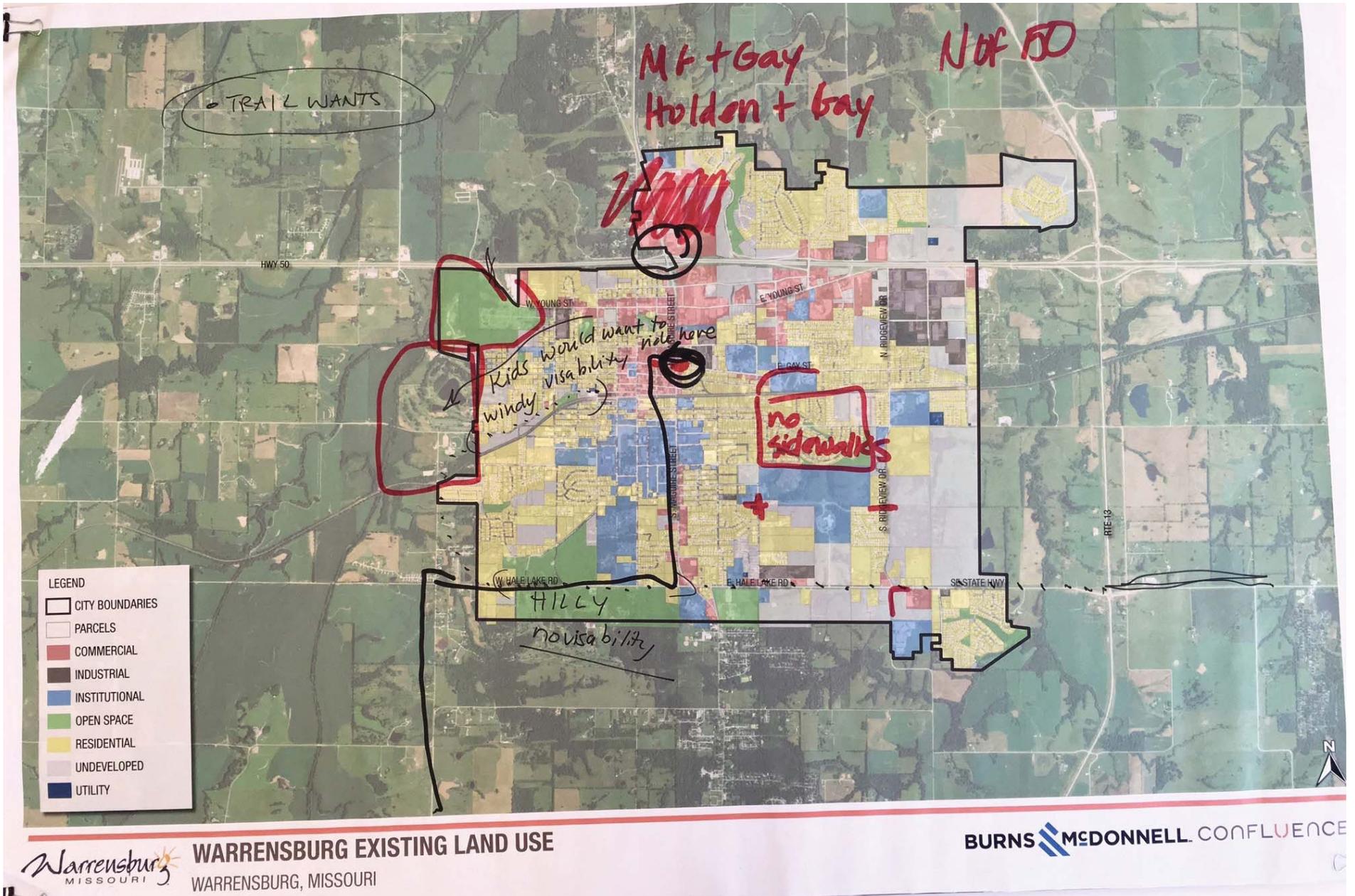


Warrensburg MISSOURI WARRENSBURG EXISTING LAND USE WARRENSBURG, MISSOURI

BURNS MCDONNELL CONFLUENCE



Group 2 Response Map



Group 2 Response Map

# HOW WOULD YOU RATE THE QUALITY OF LIFE IN WARRENSBURG?

Quality of Life



	Responses	
	Percent	Count
Excellent	23.53%	4
Good	64.71%	11
Fair	11.76%	2
Poor	0%	0
<b>Totals</b>	<b>100%</b>	<b>17</b>

# SINGLE FAMILY PREFERENCE

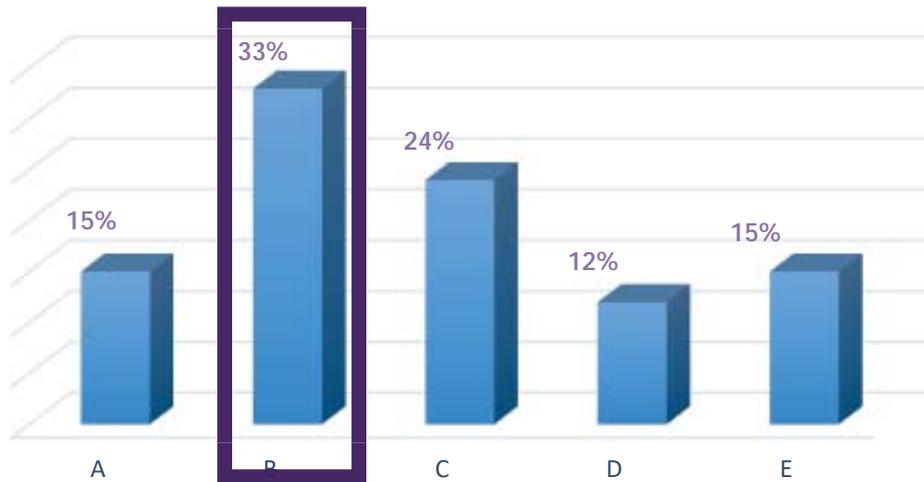


### Single Family Preference



# TOWNHOME/ROWHOUSE PREFERENCE

## Townhome/Rowhouse Preference



# TOWNHOME/ROWHOUSE PREFERENCE

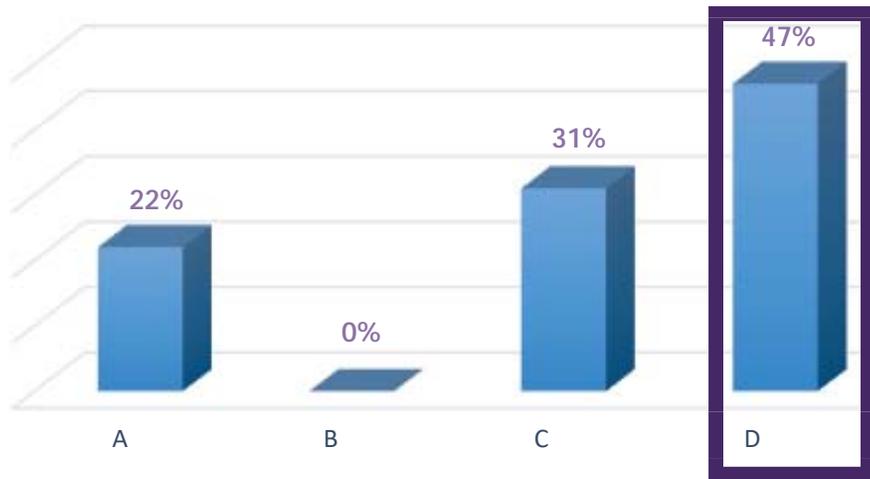


### Townhome/Rowhouse Preference



# MULTIFAMILY PREFERENCE

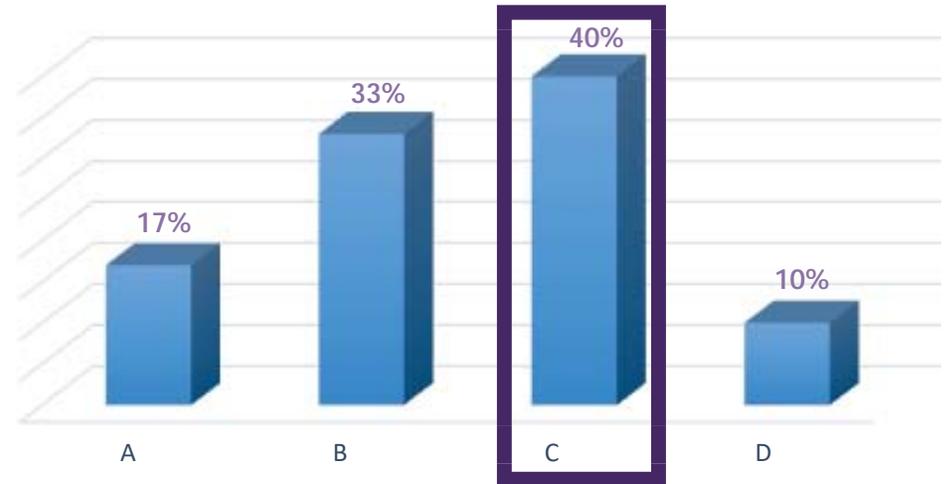
### Multifamily Preference



# MULTIFAMILY PREFERENCE

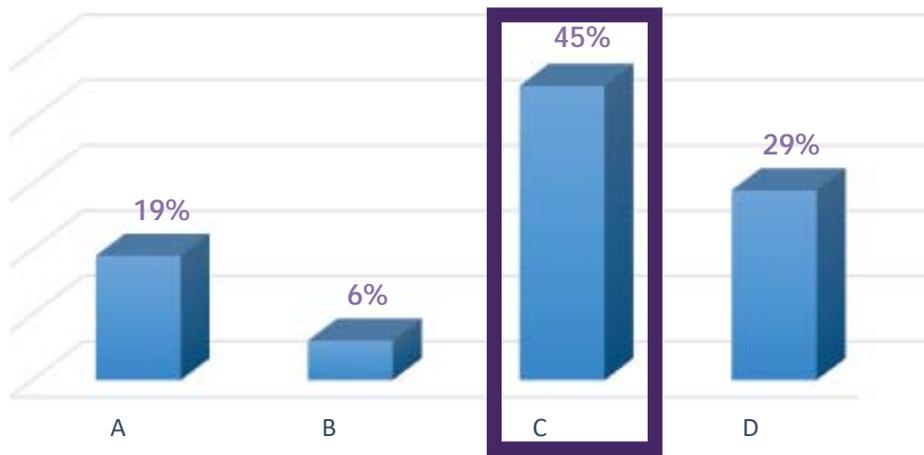


### Multifamily Preference

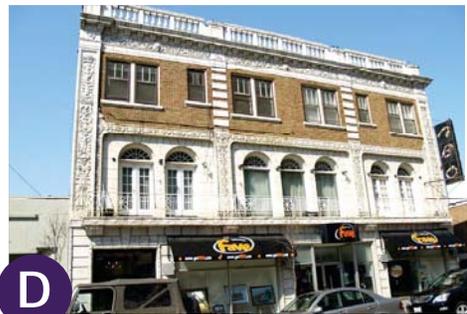


# MIXED USE PREFERENCE

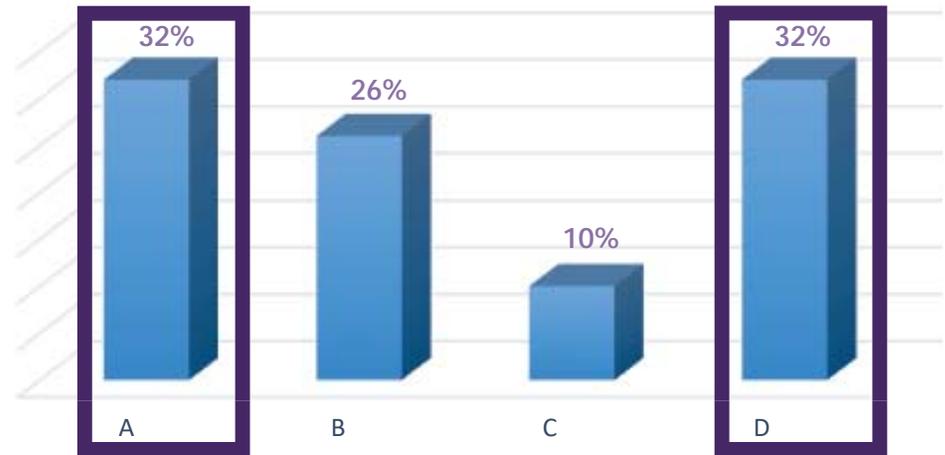
### Mixed-Use Preference



# MIXED USE PREFERENCE

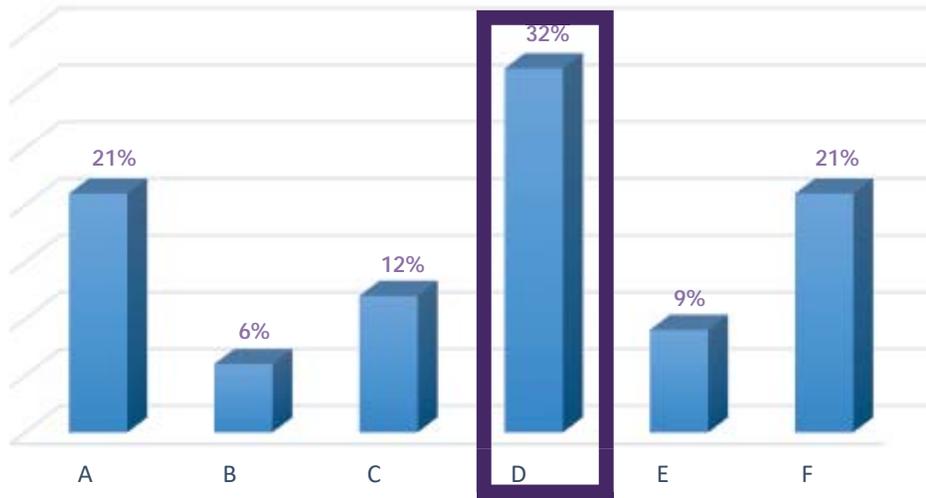


Mixed-Use Preference



# STUDENT HOUSING PREFERENCE

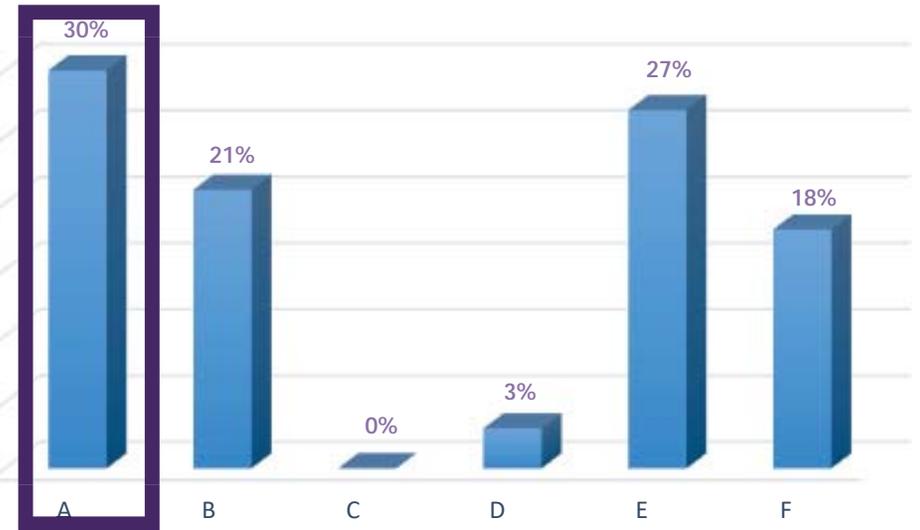
Student Housing Preference



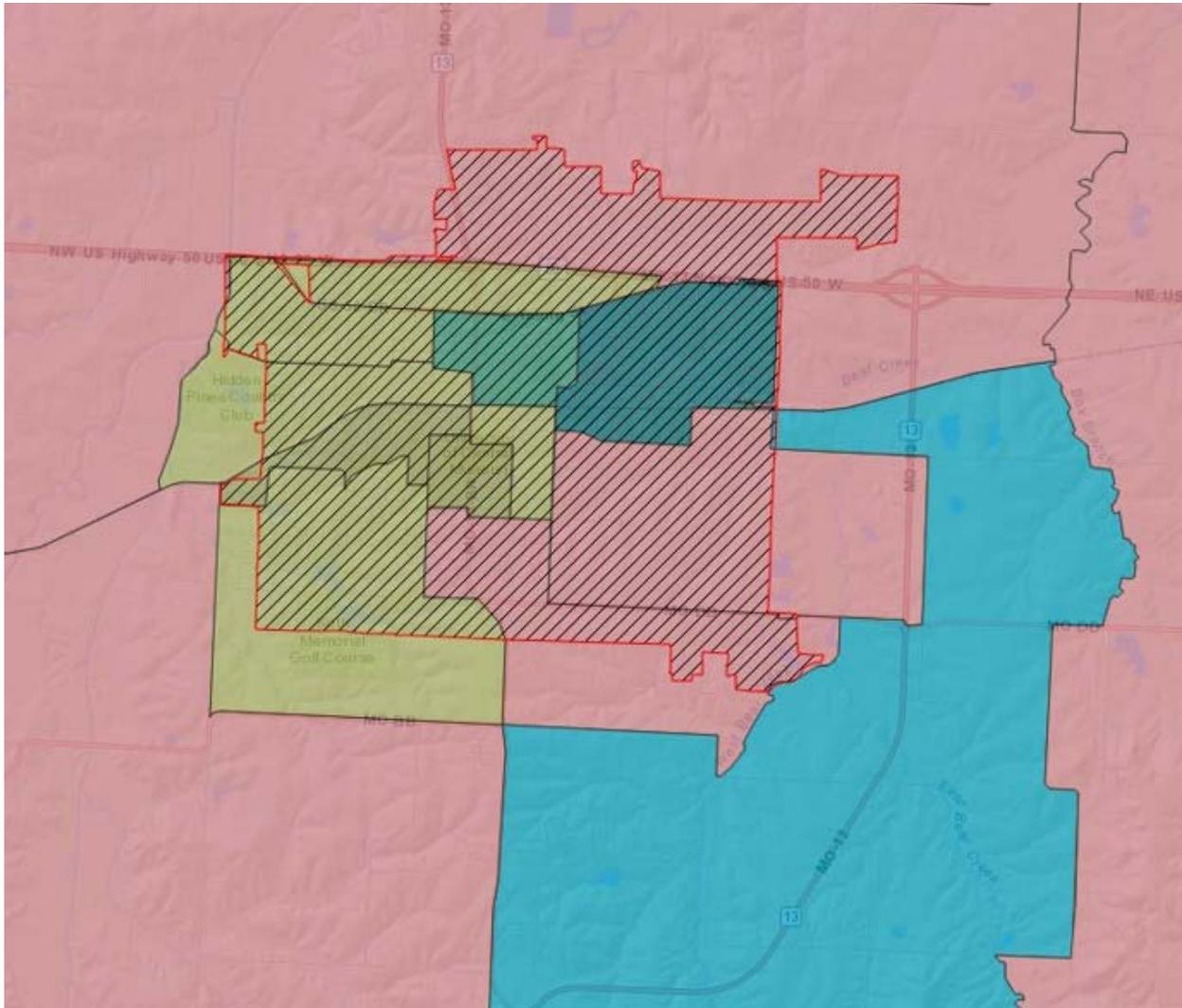
# STUDENT HOUSING PREFERENCE



### Student Housing Preference



WARRENSBURG TAPESTRY DATA



**8F Old and Newcomers**

Prof/Svcs  
College Degree  
White

Household: Singles  
Housing: Single Family, Multi-Units

- Buy frozen, convenience foods
- Bank online or in person
- Support environmental organizations
- Watch movies at home
- View car as transportation only

Median Age: 34.5  
Median Income: \$59k  
Households: 2,774,000

OLD AND NEWCOMERS

**8C Bright Young Professionals**

Prof/Svcs  
College Degree  
White

Household: Married Couples  
Housing: Single Family, Multi-Units

- Go to bars/dubs; attend concerts
- Own US savings bank; bank online
- Eat at fast food, family restaurants
- Read DVDs from Redbox or Netflix
- Well connected via latest technology

Median Age: 32.3  
Median Income: \$59k  
Households: 2,613,000

BRIGHT YOUNG PROFESSIONALS

**11D Set to Impress**

Svcs/Prof/Admin  
HS Diploma Only  
White/Black

Household: Singles  
Housing: Multi Unit Rentals, Single Family

- Go to rock concerts, nightclubs, zoos
- Manage finances online
- Shop at Walgreens
- Download latest music online
- Own used, imported vehicles

Median Age: 33.1  
Median Income: \$29k  
Households: 1,657,000

SET TO IMPRESS

**4C Middleburg**

Prof/Svcs  
College Degree  
White

Household: Married Couples  
Housing: Single Family

- Buy children's toys, clothes
- Carry some debt; invest for future
- Go hunting, bowling, target shooting
- Watch country, Christian TV channels
- Own trucks, SUVs

Median Age: 35.3  
Median Income: \$55k  
Households: 3,319,000

MIDDLEBURG

**14B College Towns**

Students/Prof/Svcs  
College Degree  
White

Household: Singles  
Housing: Multi Unit Rentals, Single Family

- Use computers, cell phones for everything
- Pay bills online
- Shop impulsively
- Customize cell phones
- Prefer vehicle with good gas mileage

Median Age: 24.3  
Median Income: \$28k  
Households: 1,104,000

COLLEGE TOWNS

**14C Dorms to Diplomats**

Students/Svcs/Prof  
College Degree  
White

Household: Nonfam Hhs w/ 2+ Pers  
Housing: Multi Unit Rentals

- Buy trendy clothes
- Carry credit card balance
- Eat frozen dinners, fast food
- Connect by cell phone
- Choose imported subcompact car

Median Age: 21.5  
Median Income: \$17k  
Households: 589,000

DORMS TO DIPLOMATS



LifeMode Group: Family Landscapes  
**Middleburg**

4C

**Households:** 3,319,000  
**Average Household Size:** 2.73  
**Median Age:** 35.3  
**Median Household Income:** \$55,000

**WHO ARE WE?**

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

**OUR NEIGHBORHOOD**

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 152).
- Affordable housing, median value of \$158,000 (Index 89) with a low vacancy rate.
- Young couples, many with children; average household size is 2.73.

**SOCIOECONOMIC TRAITS**

- Education: 66% with a high school diploma or some college.
- Unemployment rate lower at 7.4% (Index 85).
- Labor force participation typical of a younger population at 66.7% (Index 106).
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.



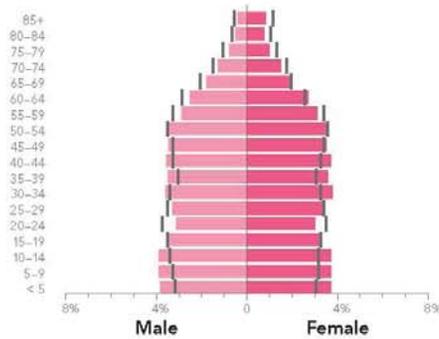
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.





### AGE BY SEX (Esri data)

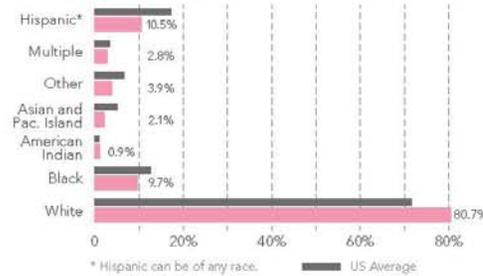
**Median Age: 35.3** US: 37.6  
I Indicates US



### RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 46.3** US: 62.1



### INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

#### Median Household Income

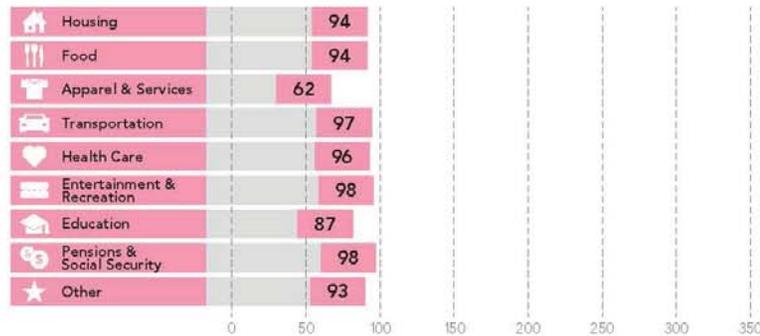


#### Median Net Worth



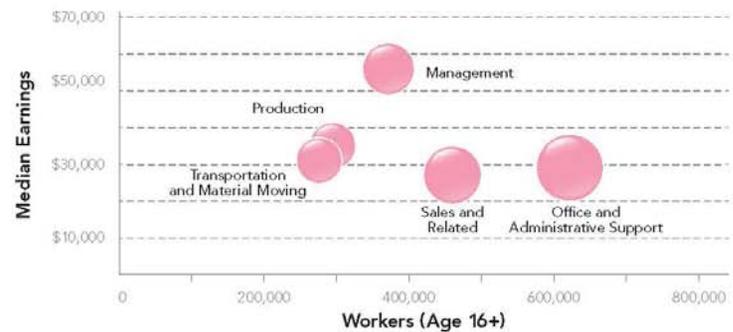
### AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



### OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



4C

LifeMode Group: Family Landscapes

# Middleburg



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

### MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Residents are partial to trucks, SUVs, and occasionally, convertibles, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, target shooting, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

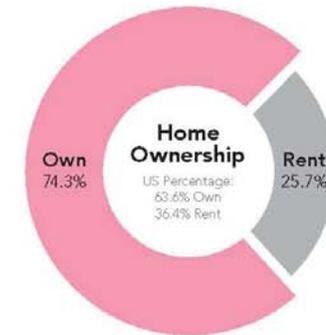
### HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

**Median Value:**  
\$158,000  
US Median: \$177,000



### POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



### ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



**4C**

LifeMode Group: Family Landscapes

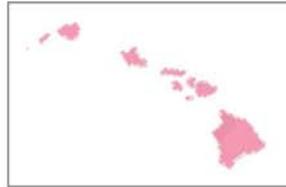
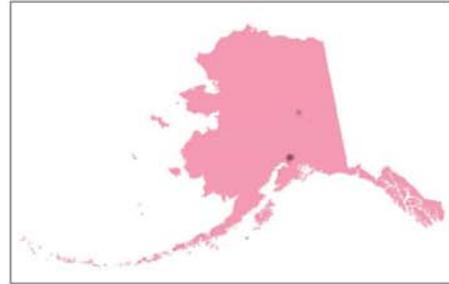
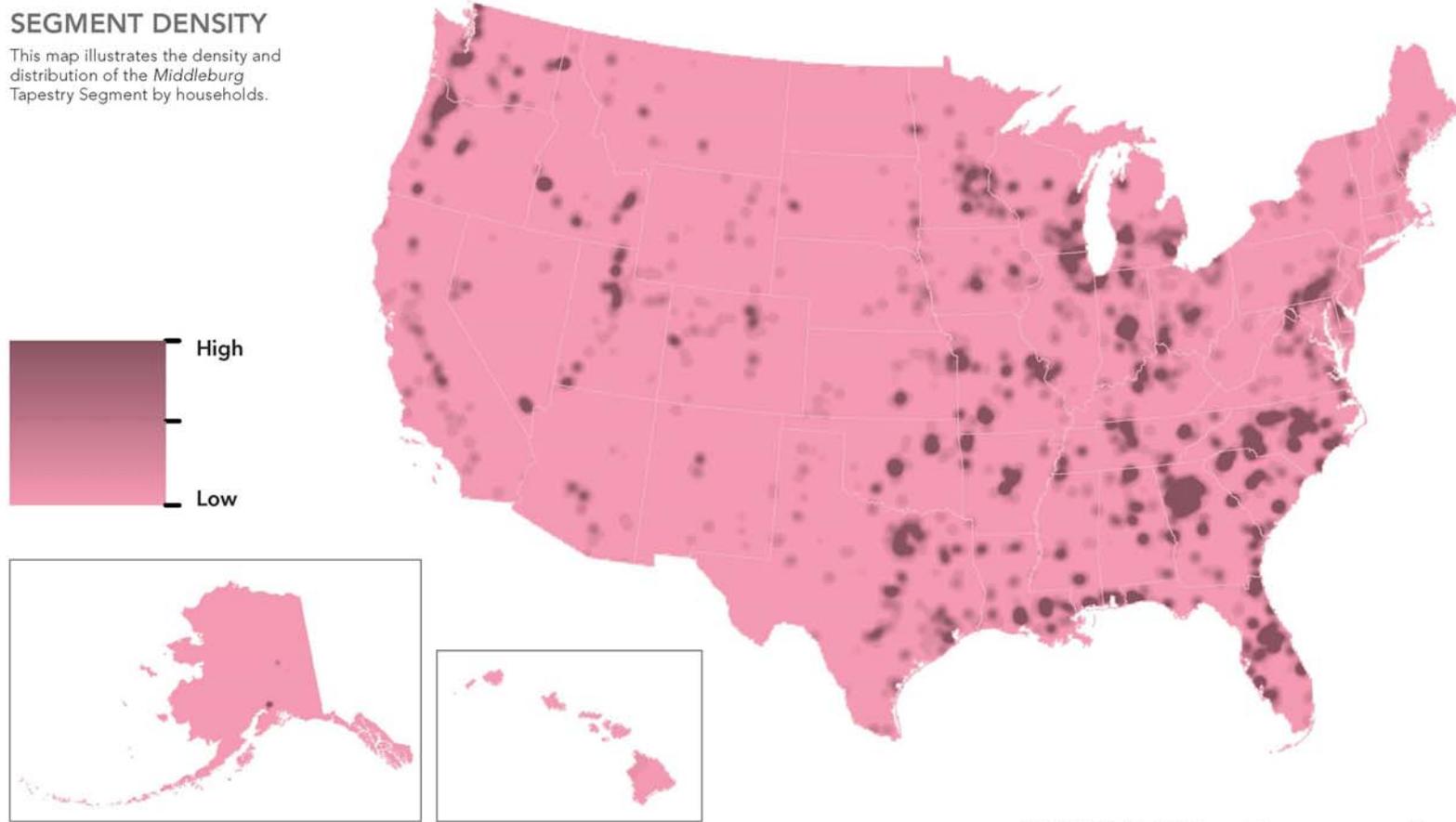
# Middleburg



**TAPESTRY  
SEGMENTATION**  
esri.com/tapestry

## SEGMENT DENSITY

This map illustrates the density and distribution of the *Middleburg* Tapestry Segment by households.



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1-800-447-9778  
info@esri.com  
esri.com





LifeMode Group: Middle Ground  
**Bright Young Professionals**

8C

**Households:** 2,613,000  
**Average Household Size:** 2.40  
**Median Age:** 32.2  
**Median Household Income:** \$50,000

**WHO ARE WE?**

*Bright Young Professionals* is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. One out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

**OUR NEIGHBORHOOD**

- Approximately 56% of the households rent; 44% own their homes.
- Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent (Index 125) and single-person (Index 115) households.
- Multiunit buildings or row housing make up 55% of the housing stock (row housing (Index 182), buildings with 5–19 units (Index 277)); 44% built 1980–99.
- Average rent is slightly higher than the US (Index 102).
- Lower vacancy rate is at 8.9%.

**SOCIOECONOMIC TRAITS**

- Education completed: 36% with some college or an associate’s degree, 30% with a bachelor’s degree or higher. Education in progress is 10% (Index 127).
- Unemployment rate is lower at 7.1%, and labor force participation rate of 73% is higher than the US rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment, impacts their purchasing decisions.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



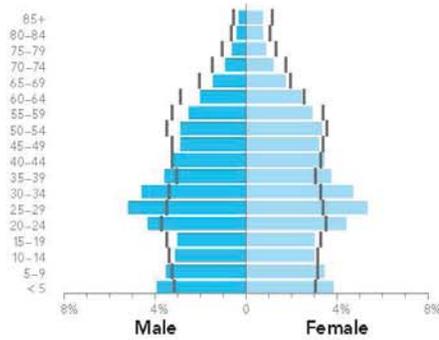
LifeMode Group: Middle Ground

# Bright Young Professionals



### AGE BY SEX (Esri data)

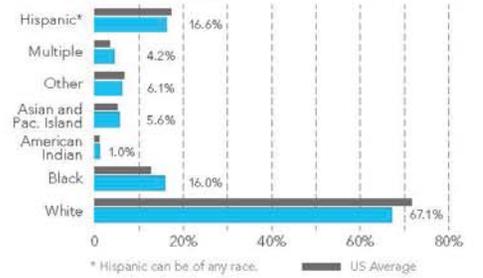
**Median Age: 32.2** US: 37.6  
 I Indicates US



### RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 65.4** US: 62.1



### INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

#### Median Household Income

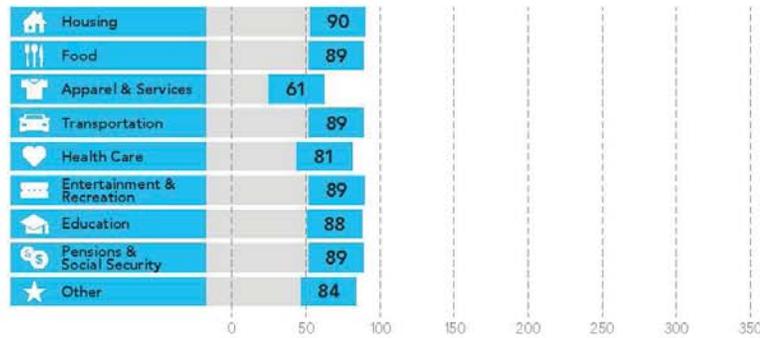


#### Median Net Worth



### AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



### OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



8C

LifeMode Group: Middle Ground

# Bright Young Professionals



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

### MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Own US savings bonds.
- Own newer computers (desktop, laptop, or both), iPods, and 2+ TVs.
- Go online to do banking, access YouTube or Facebook, visit blogs, and play games.
- Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.
- Find leisure going to bars/clubs, attending concerts, going to the zoo, and renting DVDs from Redbox or Netflix.
- Read sports magazines and participate in a variety of sports, including backpacking, basketball, football, bowling, Pilates, weight lifting, and yoga.
- Eat out often at fast-food and family restaurants.

### HOUSING

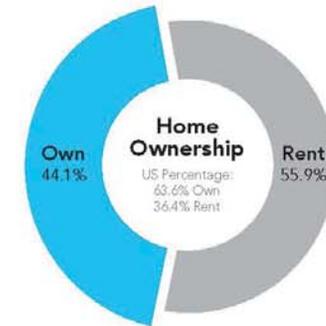
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family;  
Multiunits

**Average Rent:**  
\$1,000

US Average: \$990



### POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



### ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Middle Ground

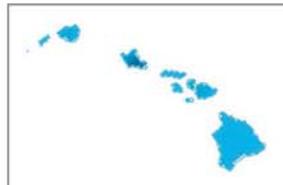
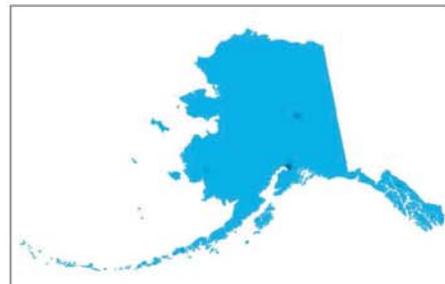
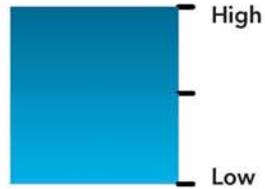
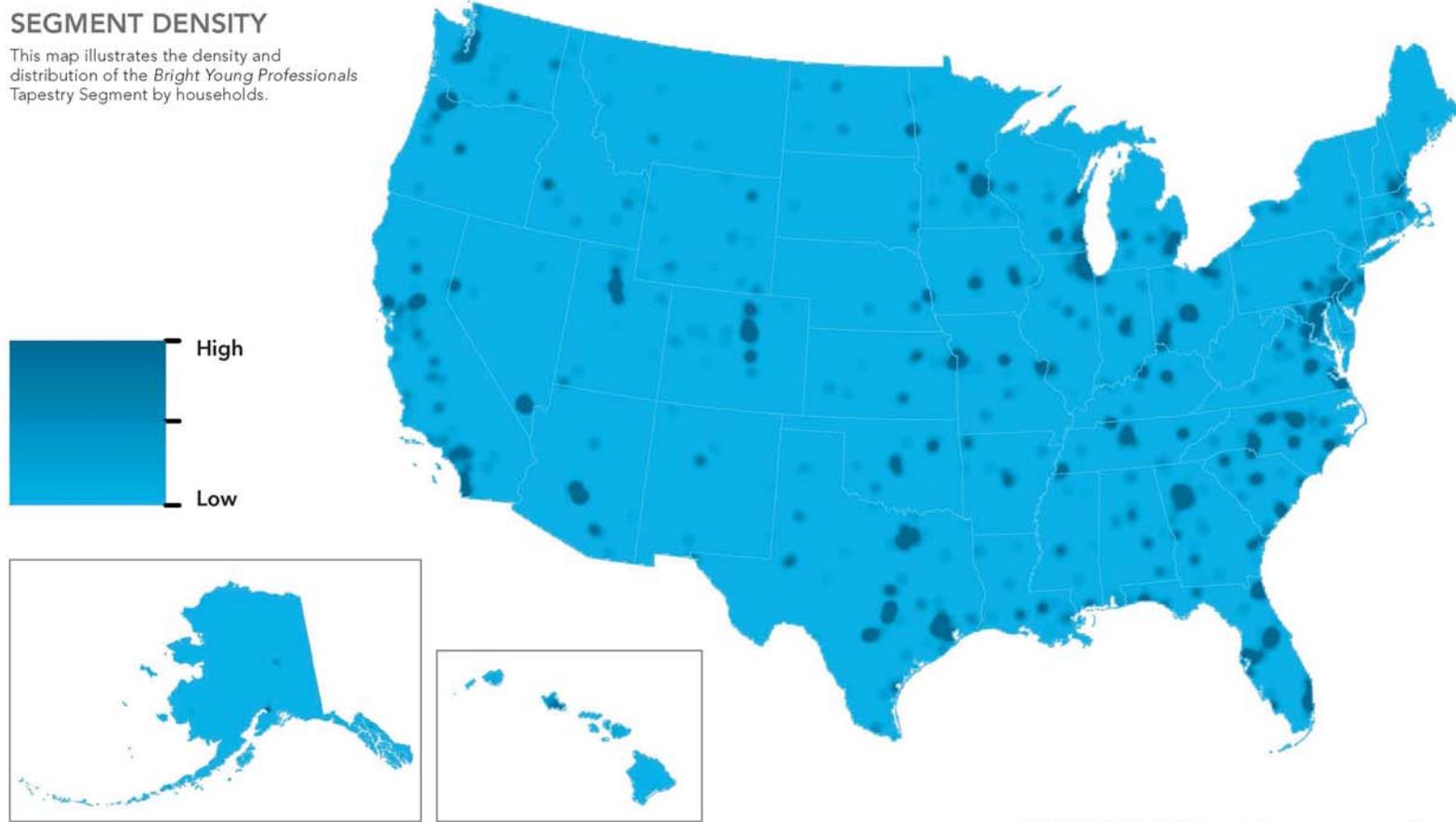
# Bright Young Professionals



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

## SEGMENT DENSITY

This map illustrates the density and distribution of the *Bright Young Professionals* Tapestry Segment by households.



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LifeMode Group: Middle Ground  
**Old and Newcomers**

8F

**Households:** 2,774,000  
**Average Household Size:** 2.11  
**Median Age:** 38.5  
**Median Household Income:** \$39,000

**WHO ARE WE?**

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. *Old and Newcomers* is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices.

**OUR NEIGHBORHOOD**

- Metropolitan city dwellers.
- Predominantly single households (Index 148), with a mix of married couples (no children); average household size lower at 2.11.
- 54% renter occupied; average rent, \$800 (Index 88).
- 45% of housing units are single-family dwellings; 44% are multiunit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

**SOCIOECONOMIC TRAITS**

- Unemployment is lower at 7.8% (Index 91), with an average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 30% of households are currently receiving Social Security.
- 28% have a college degree (Index 99), 33% have some college education, 10% are still enrolled in college (Index 126).
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are more comfortable with the latest technology than buying a car.

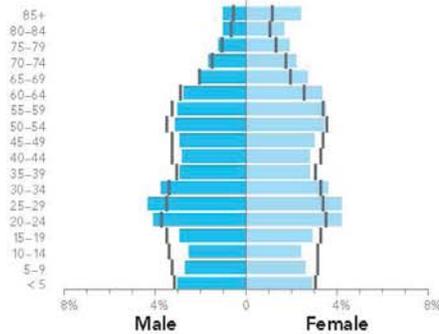


Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

**8F** LifeMode Group: Middle Ground  
**Old and Newcomers**

**AGE BY SEX** (Esri data)

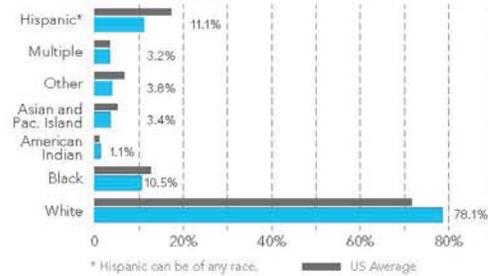
Median Age: **38.5** US: 37.6  
I Indicates US



**RACE AND ETHNICITY** (Esri data)

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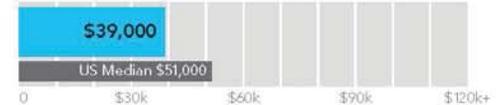
Diversity Index: **50.1** US: 62.1



**INCOME AND NET WORTH**

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

**Median Household Income**

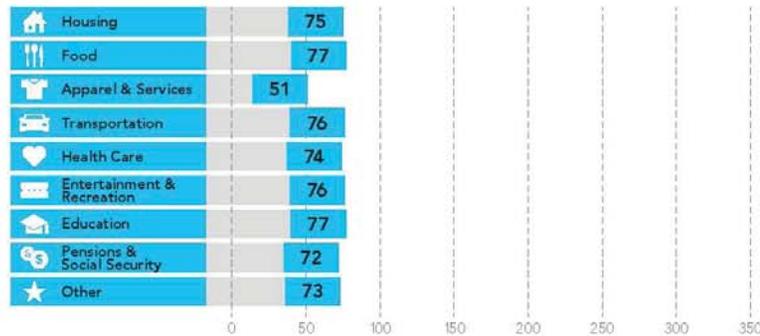


**Median Net Worth**



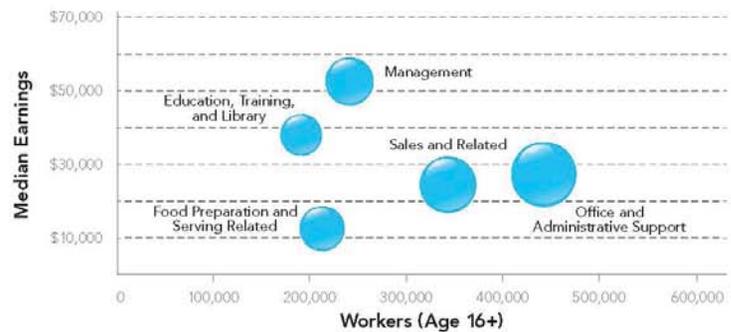
**AVERAGE HOUSEHOLD BUDGET INDEX**

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



**OCCUPATION BY EARNINGS**

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



8F

LifeMode Group: Middle Ground

# Old and Newcomers



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

### MARKET PROFILE

(Consumer preferences are estimated from data by GfK MR)

- Residents are strong supporters of environmental organizations.
- They prefer cell phones to landlines.
- Entertainment features the Internet (dating sites and games), movies at home, country music, and newspapers.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen and fast food.
- They do banking as likely in person as online.

### HOUSING

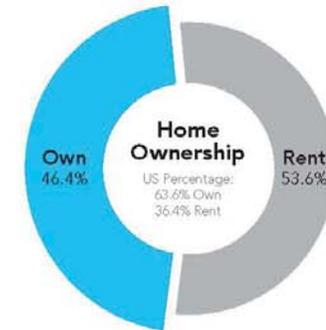
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family;  
Multiunits

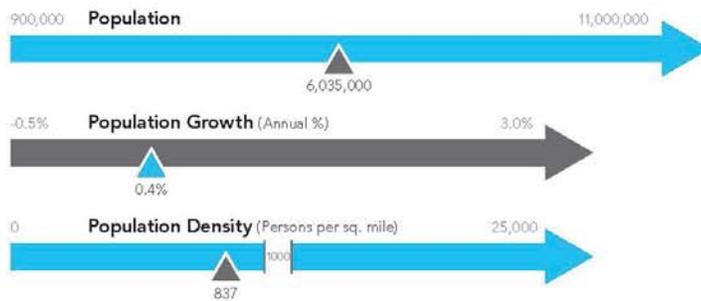
**Average Rent:**  
\$850

US Average: \$990



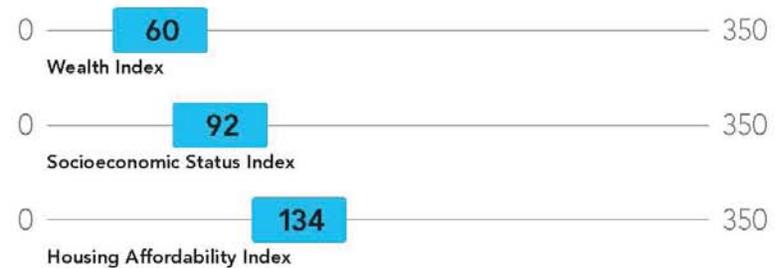
### POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



### ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



**8F**

LifeMode Group: Middle Ground

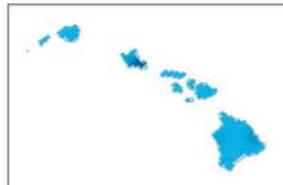
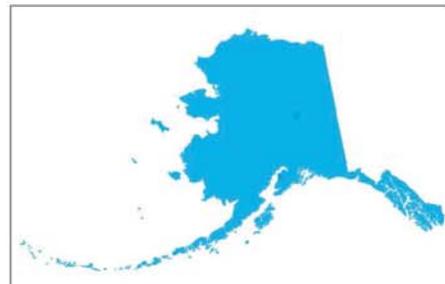
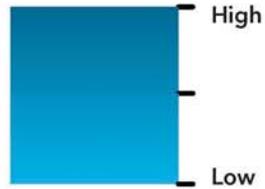
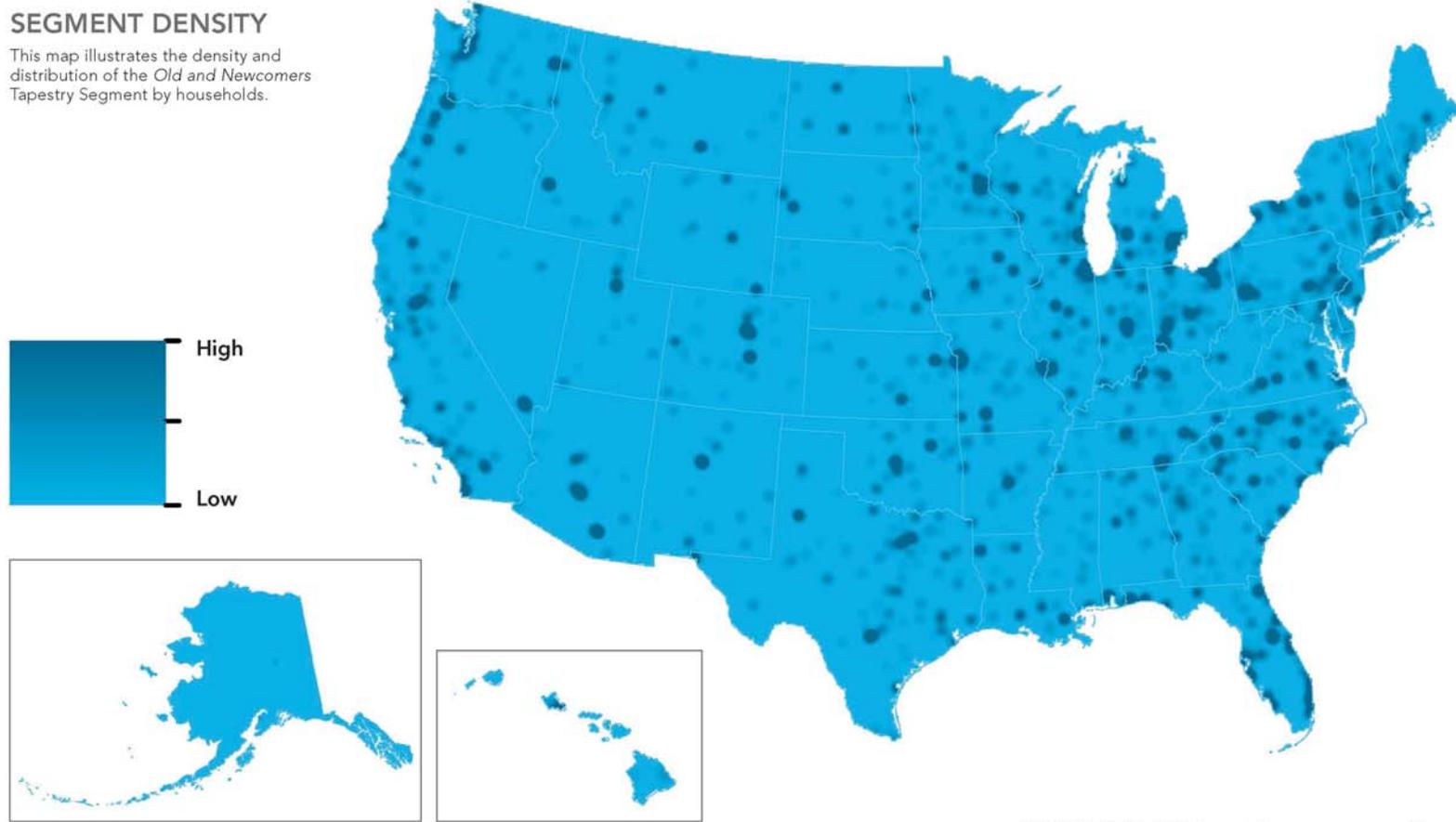
# Old and Newcomers



**TAPESTRY  
SEGMENTATION**  
esri.com/tapestry

## SEGMENT DENSITY

This map illustrates the density and distribution of the *Old and Newcomers* Tapestry Segment by households.



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LifeMode Group: Midtown Singles  
**Set to Impress**

11D

**Households:** 1,657,000  
**Average Household Size:** 2.10  
**Median Age:** 33.1  
**Median Household Income:** \$29,000

**WHO ARE WE?**

*Set to Impress* is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and over half of the homes are nonfamily households. Although many residents live alone, they preserve close connections with their family. Income levels are low; many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. *Set to Impress* residents are tapped into popular music and the local music scene.

**OUR NEIGHBORHOOD**

- Apartment complexes represented by multiple multiunit structures are often nestled in neighborhoods with either single-family homes or other businesses.
- Renters make up nearly three quarters of all households.
- They're found mostly in urban areas, but also in suburbs.
- Single-person households make up over 40% of all households.
- It is easy enough to walk or bike to work for many residents.

**SOCIOECONOMIC TRAITS**

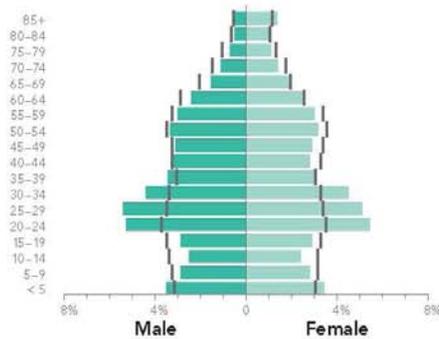
- Residents are better educated and mobile.
- Unemployment is higher, although many are still enrolled in college (Index 146).
- They always have an eye out for a sale and will stock up when the price is right.
- They prefer name brands, but will buy generic when it is a better deal.
- Quick meals on the run are a reality of life.
- They're image-conscious consumers that dress to impress and often make impulse buys.
- They maintain close relationships with family.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

### AGE BY SEX (Esri data)

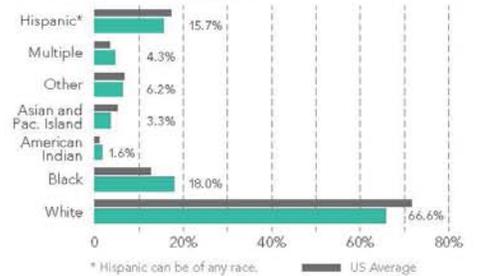
**Median Age: 33.1** US: 37.6  
 I Indicates US



### RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

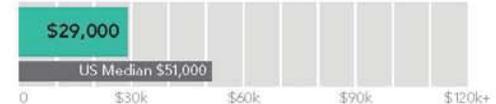
**Diversity Index: 64.9** US: 62.1



### INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

#### Median Household Income

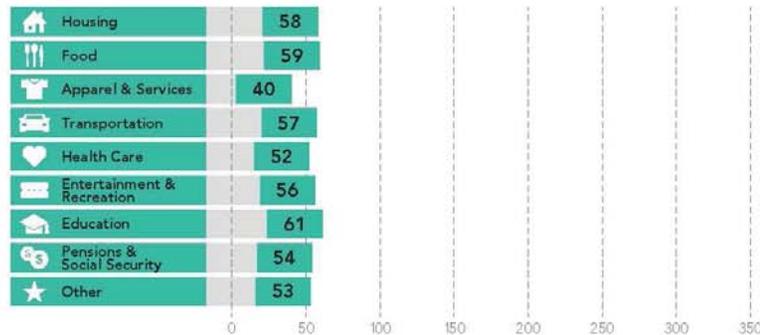


#### Median Net Worth



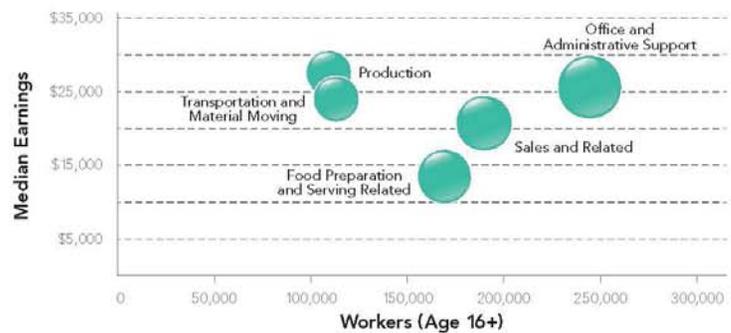
### AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



### OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.







### MARKET PROFILE

(Consumer preferences are estimated from data by GfK MR)

- They listen to a variety of the latest music and download music online.
- Majority have cell phones only, no landlines.
- They use the Internet for social media and managing finances.
- They own used, imported vehicles.
- They shop at Walgreens.
- They enjoy leisure activities including going to rock concerts, night clubs, and the zoo.

### HOUSING

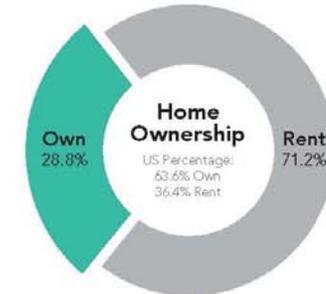
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Multiunit Rentals;  
Single Family

**Average Rent:**  
\$750

US Average: \$990



### POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



### ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



**11D**

LifeMode Group: Midtown Singles

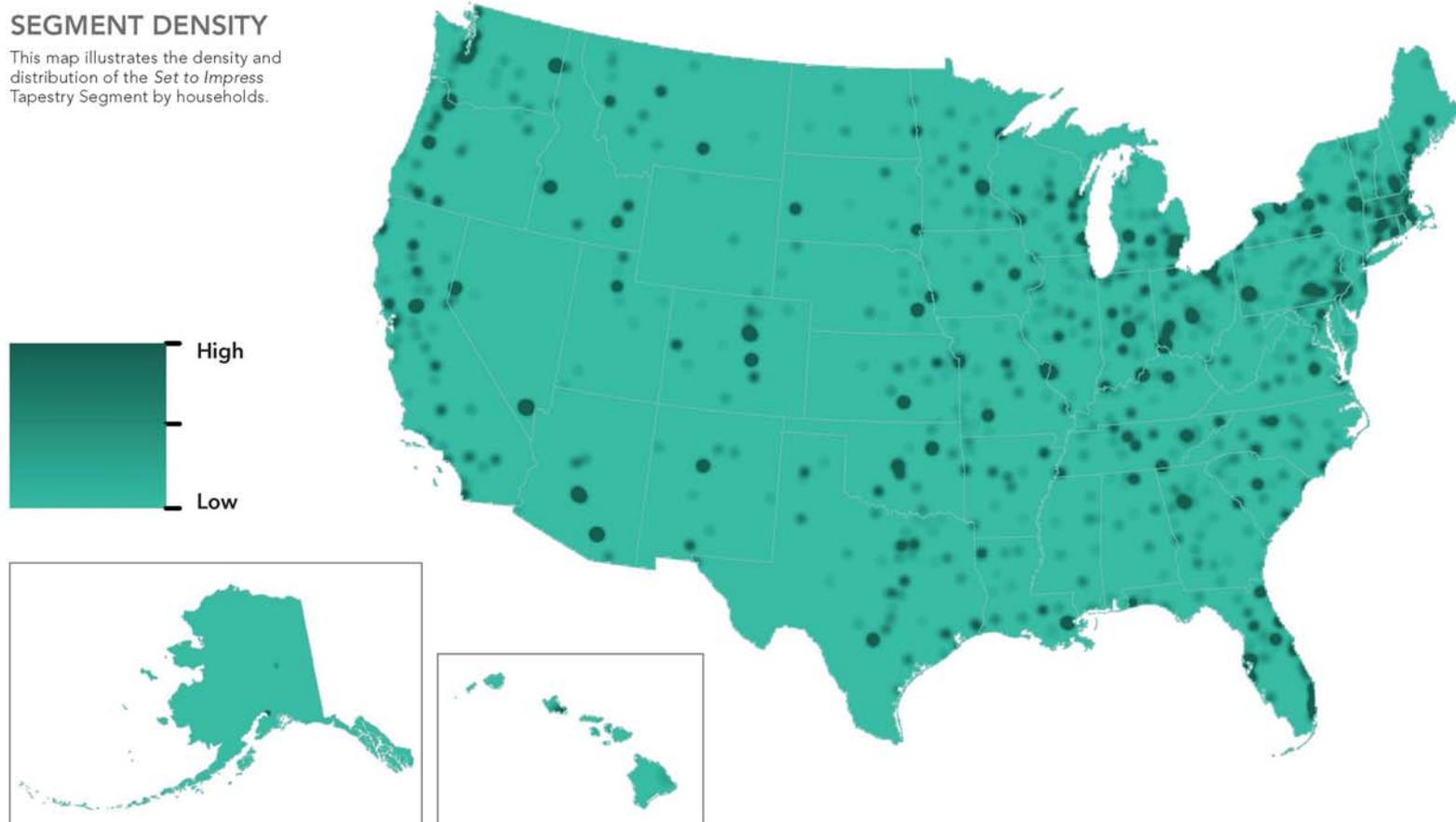
# Set to Impress



**TAPESTRY  
SEGMENTATION**  
esri.com/tapestry

## SEGMENT DENSITY

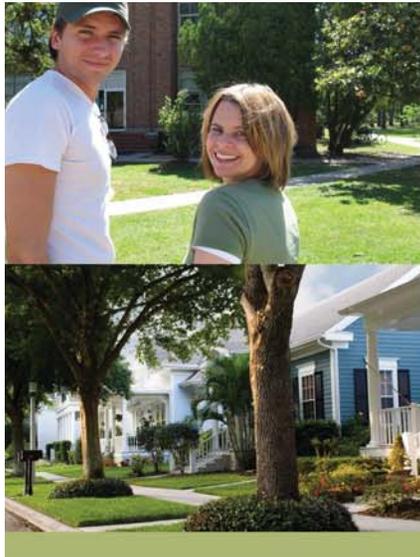
This map illustrates the density and distribution of the *Set to Impress* Tapestry Segment by households.



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1-800-447-9778  
info@esri.com  
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LifeMode Group: Scholars and Patriots  
**College Towns**

14B

**Households:** 1,104,000  
**Average Household Size:** 2.12  
**Median Age:** 24.3  
**Median Household Income:** \$28,000

**WHO ARE WE?**

About half the residents of *College Towns* are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. *College Towns* are all about new experiences, and residents seek out variety and adventure in their lives.

**OUR NEIGHBORHOOD**

- These are nonfamily households with many students living alone or with roommates for the first time.
- This segment is a mix of densely developed student housing and dorms with local residences.
- Off-campus, low rent apartments comprise half of the housing stock.
- Over three-quarters of the households are renter occupied, with one in ten remaining vacant.
- One-third of homes are single family; mostly occupied by local residents who own their homes.
- This market is bike and pedestrian friendly.

**SOCIOECONOMIC TRAITS**

- Their limited incomes result in thrifty purchases.
- They do not eat the healthiest foods, nor do they see a doctor regularly.
- They dress to impress with the latest fashions of the season.
- They prefer environmentally friendly products and vehicles that get good gas mileage.
- They're heavily influenced by celebrity endorsements and trends in magazines.
- They feel anything that can be done online is easier than in person.
- They have liberal political views.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

# 14B

LifeMode Group: Scholars and Patriots

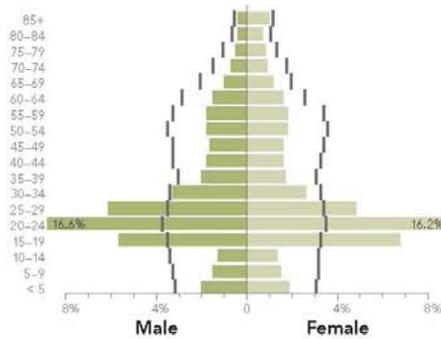
## College Towns



**TAPESTRY**  
SEGMENTATION  
esri.com/tapestry

### AGE BY SEX (Esri data)

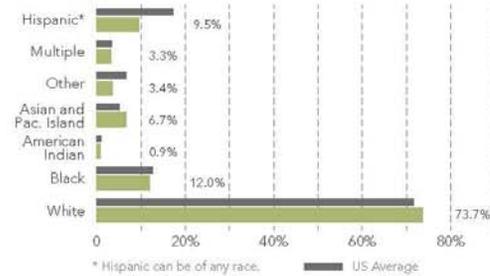
**Median Age: 24.3** US: 37.6  
I Indicates US



### RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 53.5** US: 62.1



### INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

#### Median Household Income

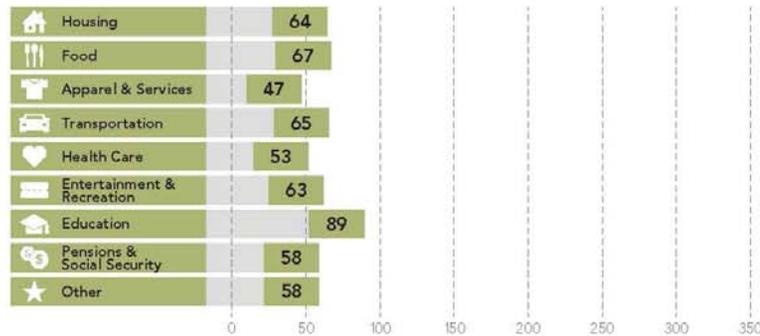


#### Median Net Worth



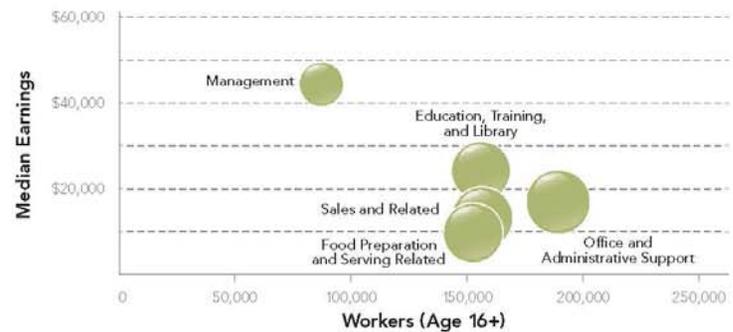
### AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



### OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



LifeMode Group: Scholars and Patriots

# 14B College Towns



### MARKET PROFILE

(Consumer preferences are estimated from data by GfK MR)

- Own a laptop and a portable MP3 player.
- Watch movies and TV programs online; MTV and Comedy Central on TV.
- Use the Internet for social media connections, blogging, paying bills, and downloading music.
- Have cell phones only (no landlines) and enjoy customizing them.
- Popular activities: backpacking, Pilates, and Frisbee.
- Go out to the movies and out for drinks.

### HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Multiunit Rentals;  
Single Family

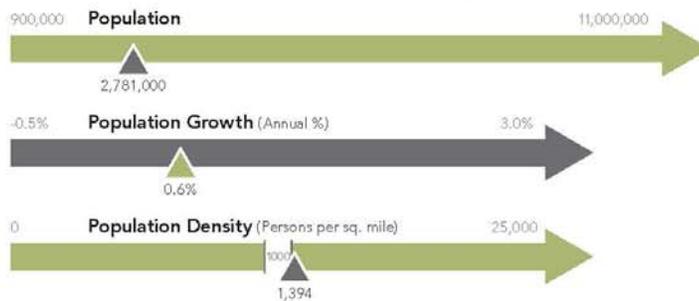
**Average Rent:**  
\$890

US Average: \$990



### POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



### ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

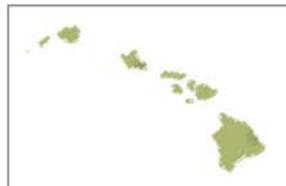
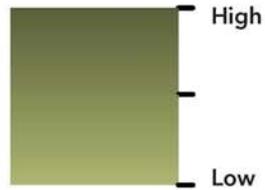


LifeMode Group: Scholars and Patriots  
**14B** College Towns



**SEGMENT DENSITY**

This map illustrates the density and distribution of the College Towns Tapestry Segment by households.



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ESRUC14B

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esri.com





LifeMode Group: Scholars and Patriots  
**Dorms to Diplomas**

14C

**Households:** 589,000  
**Average Household Size:** 2.20  
**Median Age:** 21.5  
**Median Household Income:** \$17,000

**WHO ARE WE?**

On their own for the first time, *Dorms to Diplomas* residents are just learning about finance and cooking. Frozen dinners and fast food are common options. Shopping trips are sporadic, and preferences for products are still being established. Many carry a balance on their credit card so they can buy what they want now. Although school and part-time work take up many hours of the day, the remainder is usually filled with socializing and having fun with friends. They are looking to learn life lessons inside and outside of the classroom. This is the first online generation, having had lifelong use of computers, the Internet, cell phones, and MP3 players.

**OUR NEIGHBORHOOD**

- Mix of dorms, on-campus and off-campus housing cater to young renters.
- Off-campus householders are commonly students living alone or with roommates; average household size is 2.2.
- 80% of the housing are apartments; many older homes in town have been converted into multifamily living units.
- With limited parking on campus, many walk, bike, or car pool to class.
- Only one in ten homes are owner occupied.

**SOCIOECONOMIC TRAITS**

- They're the youngest market with half of the population aged 20–24.
- They're impulse buyers who experiment with different brands.
- They buy trendy clothes on a budget.
- Vehicles are just a means of transportation—economy and environmental impact are factors in purchases; used, imported subcompact cars are a popular choice.
- They value socializing, having fun, and learning new things.
- They're always connected; their cell phone is never out of reach.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



LifeMode Group: Scholars and Patriots

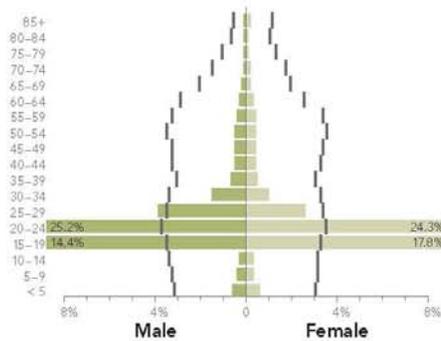
# Dorms to Diplomas



esri.com/tapestry

### AGE BY SEX (Esri data)

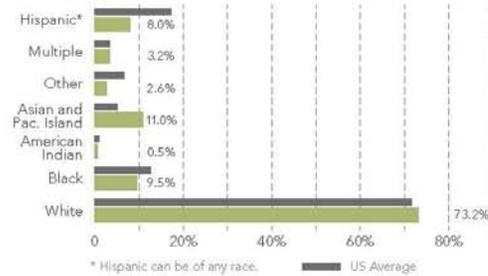
**Median Age: 21.5** US: 37.6  
 I Indicates US



### RACE AND ETHNICITY (Esri data)

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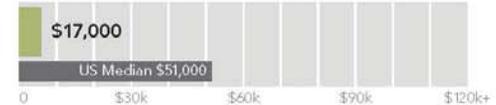
**Diversity Index: 52.5** US: 62.1



### INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

#### Median Household Income

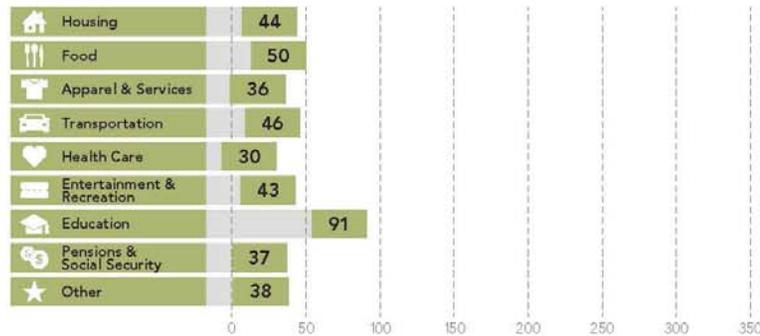


#### Median Net Worth



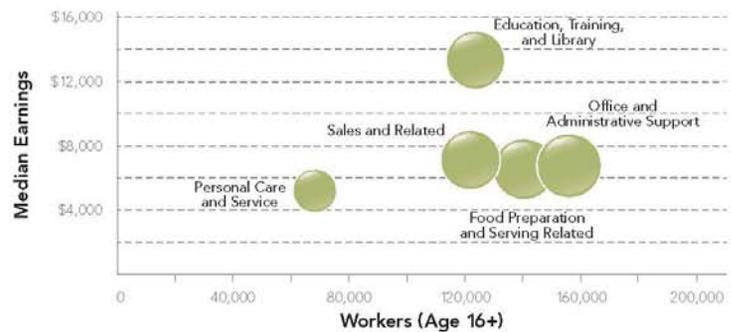
### AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



### OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group: Scholars and Patriots

# Dorms to Diplomas



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### MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- They enjoy going out to bars for drinks and maybe a game of billiards.
- With little experience cooking, fast food and frozen dinners are the “go-to” choices.
- Appearance and fashion preferences come from magazines; hair color and teeth whiteners are commonplace.
- They listen to all the latest music on mobile MP3 players.
- They’re very active, participating in many sports, especially yoga.
- Use a computer for just about everything including news, entertainment, shopping, blogging, social media, TV, movies, and homework.

### HOUSING

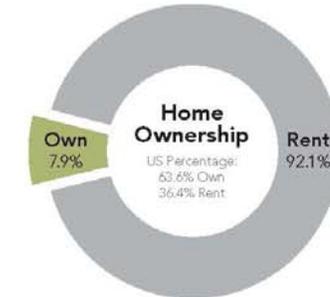
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau’s American Community Survey.



**Typical Housing:**  
Multiunit Rentals

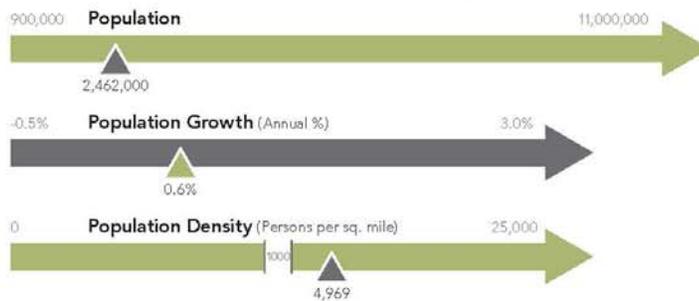
**Average Rent:**  
\$990

US Average: \$990



### POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



### ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



**14C**

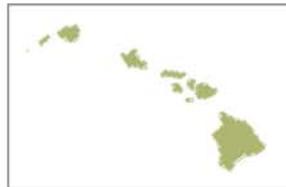
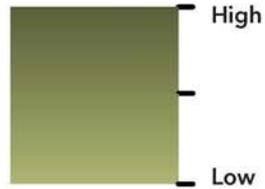
LifeMode Group: Scholars and Patriots  
**Dorms to Diplomas**



**TAPESTRY**  
SEGMENTATION  
esri.com/tapestry

**SEGMENT DENSITY**

This map illustrates the density and distribution of the *Dorms to Diplomas* Tapestry Segment by households.



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**TRIP GENERATION WORKSHEETS**

City of Warrensburg, MO - Trip Generation Threshold Analysis Worksheet



**Submittal Date:** \_\_\_\_\_  
**Development Name:** Clover Creek Estates  
**Approximate Location:** \_\_\_\_\_

**Proposed Land Use and Trip Generation Data for Buildout of Development**

*Trips shall be calculated using the most recent version of the ITE Trip Generation Manual*

Land Use Type	Intensity	Units	ITE Code	Equation Used (i.e. Rates or Regression)	Daily Total (Weekday)	AM Peak Hour			PM Peak Hour			Sat Peak Hour		
						In	Out	Total	In	Out	Total	In	Out	Total
Single Family	100	Units	210	Rate	952	20	57	77	65	37	102			
Multi-Fam 4 Plex	56	Units	220	Rate	372	9	22	31	23	15	38			
Multi-Fam 4 Plex	168	Persons	220	Rate	556	24	26	50	40	28	68			
<b>** Assume 3 persons/unit</b>														
<b>Totals: (Units Basis)</b>					1324	29	79	108	88	52	140			

**Notes:**

- A Traffic Impact Analysis will be required when the development is expected to generate 1,000 or more vehicle trips per day OR 100 or more vehicle trips in the peak direction (i.e. inbound or outbound) during the site's peak traffic hour.
- The City Engineer may require a TIA at any stage of a development whether it meets this criteria or not if special circumstances exist that may require a TIA.
- If a TIA is needed based on this Threshold Worksheet, the developer shall contact the City Engineer to determine the actual study requirements regarding time periods, study area intersections, etc.
- The use of internal capture trip reduction rates shall not be permitted without the prior approval of the City Engineer.

**Threshold Worksheet Completed By:**

seal / signature

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

THIS SECTION FOR CITY USE ONLY: Based on this submittal, a TIA is hereby **REQUIRED** or **Waived** (circle one)

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

City of Warrensburg, MO - Trip Generation Threshold Analysis Worksheet



**Submittal Date:** \_\_\_\_\_  
**Development Name:** 722 Main Street 9-acre 118 multi family units  
**Approximate Location:** \_\_\_\_\_

**Proposed Land Use and Trip Generation Data for Buildout of Development**

*Trips shall be calculated using the most recent version of the ITE Trip Generation Manual*

Land Use Type	Intensity	Units	ITE Code	Equation Used (i.e. Rates or Regression)	Daily Total (Weekday)	AM Peak Hour			PM Peak Hour			Sat Peak Hour		
						In	Out	Total	In	Out	Total	In	Out	Total
Multi Family (Apt)	118	Units	220	Rate	785	19	46	65	48	31	79			
Multi Family (Apt) **	354	Persons	220	Rate	1172	51	55	106	84	58	142			
				Rate										
<b>** Assume 3 persons/unit</b>					<b>Totals:</b>									

**Notes:**

- A Traffic Impact Analysis will be required when the development is expected to generate 1,000 or more vehicle trips per day OR 100 or more vehicle trips in the peak direction (i.e. inbound or outbound) during the site's peak traffic hour.
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- The use of internal capture trip reduction rates shall not be permitted without the prior approval of the City Engineer.

**Threshold Worksheet Completed By:**

Name: \_\_\_\_\_ seal / signature  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Phone: \_\_\_\_\_

THIS SECTION FOR CITY USE ONLY: Based on this submittal, a TIA is hereby **REQUIRED** or **Waived** (circle one)

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

City of Warrensburg, MO - Trip Generation Threshold Analysis Worksheet



**Submittal Date:** \_\_\_\_\_  
**Development Name:** \_\_\_\_\_ Gay Street \_\_\_\_\_  
**Approximate Location:** \_\_\_\_\_

**Proposed Land Use and Trip Generation Data for Buildout of Development**

*Trips shall be calculated using the most recent version of the ITE Trip Generation Manual*

Land Use Type	Intensity	Units	ITE Code	Equation Used (i.e. Rates or Regression)	Daily Total (Weekday)	AM Peak Hour			PM Peak Hour			Sat Peak Hour		
						In	Out	Total	In	Out	Total	In	Out	Total
Multi-family	Units	20	220	Rate	134	3	8	11	8	5	13			
Multi-family	Persons	60	220	Rate	200	9	9	18	14	10	24			
<b>** Assume 3 persons/unit</b>					<b>Totals:</b>									

**Notes:**

- A Traffic Impact Analysis will be required when the development is expected to generate 1,000 or more vehicle trips per day OR 100 or more vehicle trips in the peak direction (i.e. inbound or outbound) during the site's peak traffic hour.
- The City Engineer may require a TIA at any stage of a development whether it meets this criteria or not if special circumstances exist that may require a TIA.
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**Threshold Worksheet Completed By:**

Name: \_\_\_\_\_ seal / signature  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_

THIS SECTION FOR CITY USE ONLY: Based on this submittal, a TIA is hereby **REQUIRED** or **Waived** (circle one)

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

City of Warrensburg, MO - Trip Generation Threshold Analysis Worksheet



**Submittal Date:** \_\_\_\_\_  
**Development Name:** Annex Student Housing  
**Approximate Location:** \_\_\_\_\_

**Proposed Land Use and Trip Generation Data for Buildout of Development**

*Trips shall be calculated using the most recent version of the ITE Trip Generation Manual*

Land Use Type	Intensity	Units	ITE Code	Equation Used (i.e. Rates or Regression)	Daily Total (Weekday)	AM Peak Hour			PM Peak Hour			Sat Peak Hour		
						In	Out	Total	In	Out	Total	In	Out	Total
Apartment	87	Units	220	Rate	578	14	34	48	36	23	59			
Apartment	324	Persons	220	Rate	1073	46	50	96	77	54	131			
<b>Totals:</b>														

**Notes:**

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seal / signature

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

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Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_