

Baldwin City Housing Needs Analysis 2021-22

Summary

Baldwin City, Kansas is located just east of US Highway 59, fourteen (14) miles south of Lawrence and fifteen (15) miles north of Ottawa, Kansas. Baldwin City was established in 1858 along the Santa Fe Trail and has the oldest university in Kansas. Baldwin City is home to the main campus of Baker University, a liberal arts university founded in 1858 by United Methodist ministers. It is the oldest four-year university in Kansas and has been coed since it was founded.

From 2010 to 2017, Baldwin City's population grew by an annual average of 2.8 percent and is projected to continue to grow through 2020 and beyond. (See "Table 1 – Market Area Population Trends 2000 – 2020"). It is estimated by Wichita State University researchers that Baldwin City will grow by approximately 231 persons and southern Douglas County will grow by approximately 430 persons from 2017 through 2020.

Projected population for Baldwin City is the same as the average growth rate of 2.86% from 2010 to 2017 according to several population scenarios in the Baldwin City Comprehensive Plan adopted in 2010. Approximately 60.5% of the Baldwin City market area's ZIP code 66006 population resides within the city limits of Baldwin City.

In Baldwin City, an average lot sells for approximately \$45,000.00. In Lawrence, and the Kansas City metro area, the average lots sell for \$50,000 to \$80,000.00. The difference in lot price causes developers to invest and build in the larger metro areas rather than in our small community.

From September 2019 to September 2020, the average sale price of a home was approximately \$232,674.00. The average sales price of homes from September 2020 to September 2021 increased to \$249,936.00. Housing market data for the 2019 to 2020 shows that houses for sale stayed on the market on average twenty-one (21) days. The average days on market in 2020-2021 fell to thirteen (13). During that time frame, fewer than fifteen (15) homes were on the market on any given day.

DEMOGRAPHIC CHARACTERISTICS

From 2010 to 2017, Baldwin City’s population grew by an annual average of 2.8 percent and is projected to continue to grow through 2020 and beyond. (See “Table 1 – Market Area Population Trends 2000 – 2020”). It is estimated by Wichita State University researchers that Baldwin City will grow by approximately 231 persons and southern Douglas County will grow by approximately 430 persons from 2017 through 2020. In 2015, an estimated 18.2% of those persons were aged 62 years and over in Baldwin City market area. (See Table 6 – “Projected Average Annual Renter Housing Demand 2019 - 2020”.)

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Table 1
Market Area Population Trends 2000 - 2020

Area	2000	2010	2015	2017	Est. 2020	2017 - 2020 Net Change
City of Baldwin City	3,400	4,515	4,670	4,644	4,875	231
Baldwin City Zip Code	6,111	7,459	7,725	7,833	8,263	430
Douglas County	99,962	110,826	114,967	120,793	123,600	2,807

Source: U.S. Census 2000, 2010, 2017; University of Kansas Institute of Public Policy; Baldwin City Comprehensive Plan.

Employment in Douglas County has been steady despite the 2010 recession and the recent pandemic. There is virtually no unemployment in Baldwin City and Douglas County. There is currently a labor shortage for all businesses in Baldwin City.

Residents of Baldwin City have easy access to the Lawrence job market. The economy of Douglas County is specialized in Educational Services; Management of Companies & Enterprises; and Information. The largest industries in Douglas County are Educational Services (12,371), Retail trade (7,916), and Healthcare & Social Assistance (7,417). The highest paying industries are Professional, Scientific, Tech Services (\$53,844), Utilities (\$50,417), and Management of Companies & Enterprises (\$47,051). Also, Johnson County is twenty (20) minutes east of Baldwin City and that county continues to grow in population and employment opportunities.

A summary of Douglas County employment trends since 2010 is presented in the following Table 2 – “Douglas County Employment Trends 2012 – 2018”.

Table 2
Douglas County Employment Trends 2012 – 2018

Year	Civilian Labor Force	Employed	Unemployed	Unemployment Rate
2012	62,828	59,373	3,455	5.1%
2013	63,578	60,235	3,343	4.8%
2014	64,733	62,090	2,643	4.1%
2015	65,286	62,887	2,399	3.7%
2016	66,556	63,205	3,351	3.6%
2017	66,710	64,841	1,869	2.8%
2018 (Nov.)	66,933	65,190	1,743	2.6%
Change 2010 – 2018	7,195	5,816	(1,712)	(2.5%)

Source: Kansas Department of Labor; Bureau of Labor Statistics.

A list of the largest employers in Douglas County in 2020 by industry group and numbers of employees is presented in the following Table 3 - “Douglas County’s Largest Employers 2020”. The largest employer in the county is the University of Kansas. Baldwin City is home to the ninth largest employer in Douglas County, Baker University, with 315 employees serving 2,752 university students.

Table 3 Douglas County Largest Employers 2015

Employer	Industry Sector	Number of Employees
The University of Kansas	Education	9,872
Lawrence Public Schools	Education	1,831
Vangent	Information Services	1,500
City of Lawrence	Government	1,431
Lawrence Memorial Hospital	Medical services	1,251
Hallmark Cards, Inc.	Manufacturing	814
The World Company	Publishing	680
Berry Plastic	Manufacturing	665
Baker University, Baldwin City	Education	315
Amarr Garage Doors	Manufacturing	480

Source: Lawrence Economic Development Council.

The median wage in 2017 in Douglas County was \$32,924. The following Table 4 presents the number of positions and median annual wages for the most predominant jobs in Douglas County.

Table 4 Douglas County Median Annual Wage by Job Classification 2017

Job Classification	Total Jobs	Median Wage
Healthcare Support	920	\$26,757
Architecture and Engineering	940	\$80,581
Protective Service	950	\$39,633
Arts, Design, Entertainment, Sports, and Media	1,050	\$35,708
Construction and Extraction	1,430	\$42,802
Building & Grounds Cleaning and Maintenance	1,540	\$24,803
Installation, Maintenance, and Repair	1,670	\$41,802
Computer and Mathematical	1,760	\$78,496
Business and Financial Operations	1,990	\$55,047
Personal Care and Service	2,200	\$20,394
Management	2,200	\$78,251
Transportation and Material Moving	2,290	\$30,162
Healthcare Practitioners and Technical	2,330	\$58,148
Production	3,060	\$31,863
Sales and Related	5,030	\$23,189
Education, Training, and Library	5,330	\$49,615
Office and Administrative Support	6,640	\$32,199
Food Preparation and Serving Related	7,080	\$19,530
Total / Median Wage	49,520	\$32,924

Source: Kansas Department of Labor 2017

The majority of Douglas County residents, 82.1%, are employed within the county. Beyond the county, 17.9% of the county’s residents remain in the adjoining counties (Johnson, Jefferson, Shawnee and Leavenworth Counties) for employment. (See Table 5 – “Employment Patterns of Douglas County Residents”).

Table 5
Employment Patterns of Douglas County Residents 2010

Place of Employment	Employed Number of Douglas County Residents	% of County Civilian Labor Force
Douglas County	43,106	82.1%
Johnson County	2,010	3.8%
Jefferson County	1,888	3.6%
Shawnee County	1,723	3.3%
Leavenworth County	1,104	2.1%
Franklin and all other counties	2,653	5.1%
TOTAL	52,484	100%

Source: 2010 U.S. Census

The share of the area’s population over 62 has increased from 13.7% of the total in 2000 and 16.2% of the population in 2010. From 2010 to 2017, an estimated 58% of the population increase was persons aged 62 years and over. (See Table 6 – “Baldwin City Market Area Population By Age 2000 – 2017.”) As in many Kansas communities, the school age population share of the community is in decline while the population 65 years and older is growing. This trend is not inherently a problem but it does demonstrate that Baldwin City is not attracting a population that will sustain its school system and its businesses.

Table 6

Baldwin City Market Area Population by Age 2000 – 2017

Age	2000	2010	2017	2010 - 2017 Net Change	2010 – 2017 % Change
Under 5 years	359	374	538	164	43.9%
5 to 9 years	436	508	458	-50	-9.8%
10 to 14 years	521	548	438	-110	-20.1%
15 to 19 years	627	760	932	172	22.6%
20 to 24 years	560	700	656	-44	-6.3%
25 to 34 years	586	683	750	67	9.8%
35 to 44 years	944	930	947	17	1.8%
45 to 54 years	837	1,080	1,124	44	4.1%
55 to 59 years	312	502	326	-176	-35.1%
60 to 61 years	94	167	238	71	42.5%
62 to 64 years	141	251	356	105	41.9%
65 to 74 years	319	539	654	115	21.3%
75 to 84 years	240	277	338	61	22.0%
85 years and over	135	140	78	-62	-44.3%
TOTAL	6,111	7,459	7,833	374	5.0%
TARGET POPULATION	835	1,207	1,426	219	
Percent of Total	13.7%	16.2%	18.2%	58.5%	18.1%

Source: U.S. Census 2000; 2010; 2017.

There are a large number of non-family households in southern Douglas County in 2017, including an estimated 728 households with persons 65 years of age and over. (See Table 7 – “Baldwin City Market Area by Household Type 2010 - 2019”). Family households represent 72.8% of the market area’s households.

Table 7 **Baldwin City ZIP Code Market Area by Household Type 2010 – 2019**

HOUSEHOLDS BY TYPE	2010	Est. 2019	Percent of Total
Total households	2,624	2,889	100%
Family households	1,909	2,103	72.8%
With own children under 18 years	898	989	34.2%
Nonfamily households	715	786	27.2%
Householder living alone	587	647	22.4%
65 years and over	661	728	25.2%

Source: U.S. Census 2017

Safety and Crime

The crime rate in Baldwin City and Douglas County are significantly lower than the state of Kansas and Baldwin City is lower than Douglas County, according to the latest Kansas Bureau of Investigation (KBI) data. The KBI reports that the crime index in 2017 was only 22.8 per 1,000 persons. This rate is more than 40% lower than the State of Kansas crime index of 31.4 per 1,000 or Douglas County’s 34.9 per 1,000 persons. Violent crime and property crime also are much lower than the county and statewide averages. (See Table 8 –“Baldwin City Crime Index Offenses 2017”).

Table 8 Baldwin City Crime Index Offenses 2017

Area	Crime Index Offenses Rate Per 1,000	Violent Crime Rate Per 1,000	Property Crime Rate Per 1,000
Baldwin City	22.8	1.1	21.7
Douglas County	34.9	3.4	31.5
State of Kansas	31.4	4.0	27.5

Source: Kansas Bureau of Investigation.

HOUSING MARKET DESCRIPTION

The total number of renters in Baldwin City has declined since 2010, as well as the percentage of households in renter-occupied units 32.4% to 28.6% since 2010. (See Table 9 – “Baldwin City Households by Size and Tenure 2000 – 2017.”) This decrease in renters is due, in part, to the number of persons moving to southern Douglas County to buy homes where home prices are more affordable than in the City of Lawrence. It is also a reflection of the lesser share of new rental property that has been built which in turn has resulted in a rental housing vacancy rate decline from over 11.3% in 2011 to only 3.5% in 2017. (See Table 10 – Baldwin City Rental Housing Vacancy Rate.)

The average renter-occupied household size for the city in 2010 was 2.28 persons. (See Table 9 – “Baldwin City Households by Size and Tenure 2000 – 2017.”) There were 1,514

occupied housing units in Baldwin City in 2017, including 422 renter-occupied units representing 28.6% percent of all occupied units.

The percentage of owner-occupied housing units has grown from 67% in 2000 to 71.4% in 2017. Although the number of renter-households grew 73 during this period, the number of owner-occupied households grew by 354 units compared to the 73 unit increase in renter households. This has further combined the low rental vacancy rate in Baldwin City. This growth in owner-occupancy is not expected to continue at this same pace in the coming years as interest rates have risen and housing experts believe the overall percentage of homeowner households was at a record high in the late 2000s across the U.S. prior to the 2009 recession.

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Table 9

Baldwin City Households by Size and Tenure 2000 – 2017

Year	Renter Average Household Size	Total Occupied Units	Owner-occupied Units	% Owner Units	Renter-occupied Units	% Renter Units
2000	2.18	1,077	728	67.6%	349	32.4%
2010	2.28	1,530	955	62.4%	575	37.6%
2017	N / A	1,514	1,082	71.4%	422	28.6%
2000 – 2017 CHANGE	0.10 persons	437	354	3.8%	73	(3.8%)

Source: U.S. Census; American Community Housing Survey 2013-2017.

As noted, the Baldwin City rental vacancy rate was 3.5% in 2017, according to the U.S Census. This is a significant decline over the past decade, according to the American Community Housing Survey from the city’s peak rental vacancy rate in 2011 of 11.3%. (See Table 10 – Baldwin City Housing Vacancy Rate 2011 – 2017.”) This decline in vacancy is a reflection, in part, to a strong local economy and the absence of new multi-family housing constructed in the city. (See Table 12.)

Table 10 Baldwin City Rental Housing Vacancy Rate 2011 – 2017

Year	Rental Vacancy Rate
2011	11.3%
2012	8.2%
2013	11.2%
2014	8.9%
2015	8.2%
2016	5.3%
2017	3.5%
2011 – 2017 Change	(7.8%)

Source: American Community Housing Survey.

In 2018, Douglas County had a median household income (MHHI) of \$87,400. This MHHI is 19.5% above the statewide average of \$73,100. (See Table 11.) Household income in the county grew by 23.8% since 2011 compared to 13.7% for the State of Kansas. The higher income growth rate and higher median household income are a result of the stable University of Kansas employment base in a large share of higher education jobs in Douglas County, raising the overall household income levels in the Baldwin City market area.

Table 11 Douglas County Median Household Income 2011 – 2018

Year	Douglas County / Lawrence MSA	State of Kansas
2011	\$70,600	\$64,300
2012	\$70,500	\$65,200
2013	\$70,800	\$64,800
2014	\$66,300	\$64,400
2015	\$74,100	\$66,300
2016	\$74,700	\$66,700
2018	\$87,400	\$73,100
Percent Change 2011 – 2018	\$16,800 23.8%	\$8,800 13.7%

Source: U. S. Bureau of Economic Analysis 2017; HUD 2018.

New Construction

The amount of new single-family housing unit construction and multi-family rental housing construction since 2010 in Baldwin City has been modest. Since 2010, new housing construction in the city has added a net total of 113 new housing units, including 10 duplexes. (See Table 12 – “Baldwin City New Housing Construction 2010 – 2018.”) In addition to new construction, 30 new multi-family units were added to the housing market in 2017 from the redevelopment of a former junior high school, known as SchoolHouse Lofts, into renovated rental units.

Table 12 Baldwin City Housing Construction 2010 – 2018

Year	Single Family Units	Duplex Units	Multi-Family Units	TOTAL NEW UNITS
2010	0	0	0	0
2011	2	0	0	2
2012	1	0	0	1
2013	2	1	0	4
2014	2	2	18	24
2015	10	0	0	10
2016	8	0	0	8
2017	10	4	30	40
2018	10	3	0	10
TOTAL 2010–18 Annual Average	45	20	48	113

Percent of Total Units Built	40%	18%	42%	100%
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Conclusions

Currently, Baldwin City has no available residential lots on the market because we have little to no development occurring inside our city limits. Essentially, all infill lots have been acquired and utilized. As a result of the lack of building, Baldwin City has a shortage of all types of housing including, but not limited to, affordable housing options. The shortage of housing will persist in Baldwin City if the governing body does not provide incentives for building. The housing shortage has and continues to hinder economic development in Baldwin City. Current and future employers cannot find workers in our area because we lack affordable housing. In addition, the city loses senior citizens to other cities because they cannot find affordable retirement homes in Baldwin City. Therefore, the RHID program would greatly help our housing market by providing affordable lot options for contractors to construct housing.

The goal of Baldwin City is to construct thirty (30) homes a year for the next ten (10) years. The adoption of the RHID program will allow Baldwin City to reach that goal. The recent annexation of two large tracts of land has created opportunities to increase housing construction in 2022 and beyond.

The city also has contacted many downtown property owners about developing second floor housing above businesses. The development of downtown housing would help to revitalize the downtown business district by creating a market for a new class of renters.

Additionally, Baldwin City has recently been accepted into the Main Street program and the city intends to use the Main Street approach to guide the development of downtown. The creation of more living space downtown is consistent with the city’s long-term plans to develop downtown with the assistance and guidance of the Kansas Main Street program.

The seven (7) districts outlined in the resolution will provide for the lots for three-hundred (300) homes. The three districts within the city limits will focus on the construction of single-family homes. The two large tracts of land that have been

recently annexed into the city will focus on multi-family as well as single family homes. The addition of multi-family housing will be an essential addition to the city's housing stock because affordable rental units have been lacking in the city for decades. The increase in rental housing will allow many people that work in Baldwin, live in Baldwin. The city's goal is to construct three-hundred (300) new single and multi-family homes during the next ten (10) years. The plan is to construct housing at all price levels from affordable to moderate to high income.