

COMPREHENSIVE PLAN

City of Derby, Kansas



Demographics

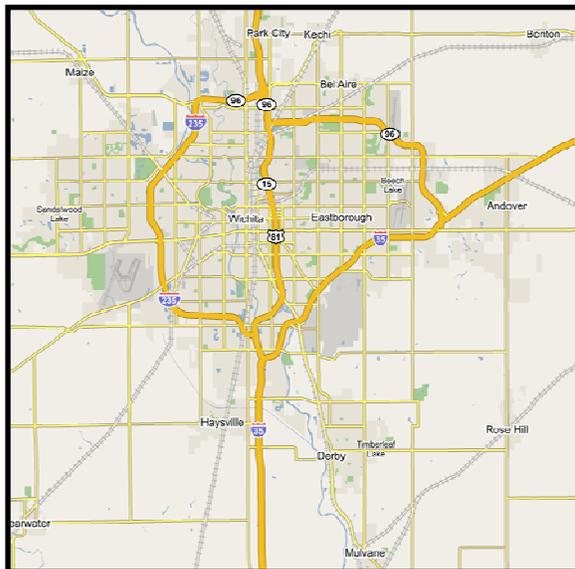
Chapter 2 - Demographics

This Chapter includes citywide and metropolitan area demographic trends as they relate to regional and national trends. It also includes analysis by the Census Blocks within Derby and its surrounding planning area, and discussion of how these demographic trends relate to the City of Derby's Comprehensive Planning efforts.

Introduction

The U.S. Census Bureau's *2000 Census Brief* stated that the Nation's 1990 to 2000 population increase was the largest in American history. The population growth of 32.7 million people between 1990 and 2000 represents the largest census-to-census increase to date. Population growth across the United States varied significantly by region in the 1990's, with higher rates in the West (19.7%) and the South (17.3%) and much lower rates in the Midwest (7.9 %) and the Northeast (5.5%). Meanwhile, despite overall population growth in each of the past five decades, the Midwest's share of total population fell from 29 to 23%.

The Great Plains States such as Kansas are experiencing redistribution of population from rural areas to the urban metropolitan areas.



In contrast to trends in the Midwest, population in the Wichita Metropolitan Statistical Area* (MSA) increased 12.4% from 485,000 residents in 1990 to 545,000 in 2000.

Most of this growth is part of a growing trend among the Great Plains States including Kansas, of declining population in the rural areas and more consolidation in the urban metropolitan areas. In the Wichita Metropolitan area, the fringe areas of Wichita and the

* Wichita MSA in the 2000 Census included Sedgwick, Butler, and Harvey Counties. In 2003 Sumner County was added to the MSA. However, the data presented in this Chapter for the larger Metropolitan Area is limited to the three original counties.

surrounding smaller cities such as Derby are growing at faster rates than the central urban core areas of Wichita.

2.1 Current Population

The majority of the population growth in Sedgwick County since 1990 occurred in Wichita, the nearby cities, including Derby, and the unincorporated fringe areas. Throughout the 1990s the City of Derby was one of the fastest growing cities in the Wichita Metropolitan Area and is easily the second most populous urban area in Sedgwick County. The City of Wichita grew at a substantial 13.2% (much of which was through the annexation of existing unincorporated subdivisions) while the suburban areas in the metropolitan area grew by 10.9%. During the 1990s, the City of Derby added about 3,000 new residents—a 21.1% increase in its total population. In comparison, the entire Wichita MSA grew 12.4%.

Derby grew by 21% during the 1990s, with an addition of 3,108 people.

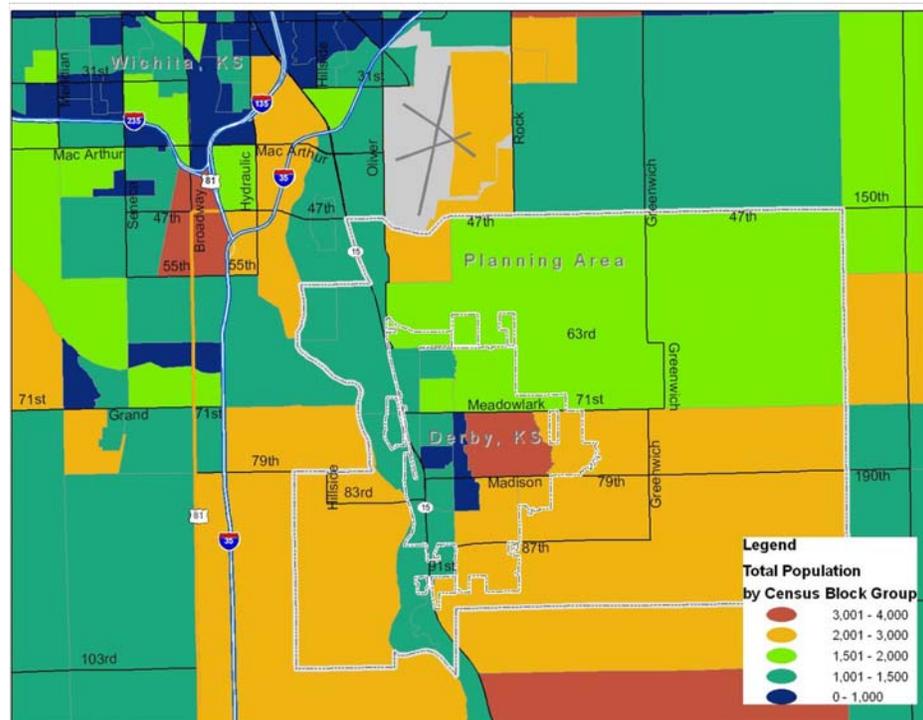
Table 2.A identifies the 1970 to 2000 Census population and percent change over the decades for the City of Derby, the Wichita Metropolitan Area, and the State of Kansas. **Figure 2.1** provides a visual representation of Derby’s 2000 census population by Census Block Group. The most densely populated area of the city is between Madison and Meadowlark, generally from Rock Road to Woodlawn.

Table 2.A: Census Population Trends (1990-2000)

Area	1970	1980	Change		2000	Change (90-00)		
			% (70-80)	1990		% (80-90)	No.	%
Derby, KS	9,292	11,298	21.6%	14,699	30.1%	17,807	3,108	21.1%
Wichita MSA	416,594	441,839	6.1%	485,270	9.8%	545,220	59,950	12.4%
Kansas	2,226,729	2,338,884	5.0%	2,477,574	5.9%	2,688,418	210,844	8.5%

Source: US Census Bureau

FIGURE 2.1: POPULATION BY CENSUS BLOCK GROUP (2000)



Source: US Census Bureau

2000-2004 Demographic Highlights

- Derby's population increased from 17,807 in 2000 to 18,908 in July 2002, with a 2.5 year annual growth rate of 2.43%, based on Census estimates.
- Derby's estimated 2004 population was 19,646, an increase of 1,839 residents since 2000, based on building permit data and analysis by the Metropolitan Area Planning Department. The 4-year annual growth rate, based on building permits, was 2.49%.
- Sedgwick County added 18,491 residents from 2000-2004, with a 1.01% growth rate, based on building permit data. The County as a whole is projected to add nearly 115,000 residents by 2030.

Source: Metropolitan Area Planning Department, Development Trends Report - 2004

2.2 Population Estimate and Projection

Population growth in Derby should be viewed in context of the economic growth and development throughout Sedgwick County. The Wichita-Sedgwick County Metropolitan Area Planning Department has estimated and forecasted the population for Sedgwick County and each city within the county as part of its countywide planning and transportation modeling efforts. The population data is based on building permit data, household size and owner occupancy rates. The projections anticipate moderate growth for the County as a whole through the year 2030, with over half of the new growth occurring by 2010, due to higher percentage of senior citizens in the population after 2010. A majority of the population growth in Sedgwick County is expected to be concentrated in the far east and west fringes of Wichita, as well as in the nearby cities of Derby, Haysville, Bel Aire, Park City, and Valley Center.

Table 2.B presents the 2000 Census population and the 2030 population projections for Derby, all incorporated areas, and unincorporated areas within Sedgwick County as projected by the Metropolitan Area Planning Department and the County's adopted Comprehensive Plan (*1999 Update of the Wichita-Sedgwick County Comprehensive Plan*). Since the 2000 Census, Derby's population is estimated to have increased by 1,839, for an estimated 19,646 population in 2004.

Table 2.B: Population Projection (2000-2030)

	2000 Census	10 Yr. Annual Growth rate (90-00)	2004 Estimate	4 Yr. Annual Growth rate (00-04)	2030 Projection	Projected 30 Yr. Annual Growth rate
Derby, KS	17,807	1.94%	19,646	2.49%	31,144	1.88%
Incorporated Cities-Sedgwick Co.	405,422	1.24%	430,337	2.05%	507,032	0.84%
Unincorporated Sedgwick Co.	47,447	-0.26%	41,023	-3.57%	60,001	0.79%
Sedgwick County	452,869	1.16%	471,360	1.01%	567,033	0.75%

Source: Metropolitan Area Planning Department, Development Trends Report - 2004, US Census Bureau, BWR

The annual growth rate for Derby from 1990 to 2000 was slightly less than 2%, while the estimated annual growth rate from 2000 to 2004 was about 2.5% according to estimates by both the Census Bureau and the Metropolitan Area Planning Department. The County's Comprehensive Plan and the Metropolitan Area Planning Department project Derby's annual growth to continue over the 30 year period at a rate of slightly less than 2%. Whether the actual growth scenario for Derby continues at a pace of 2% or slightly higher at 2.5%, the city will likely add between 10,000 and 15,000 new residents by 2030. Sedgwick County is projected to experience an increase of 115,000 population over the same time period.

Derby has a small minority population, when compared to the metro area and the State of Kansas.

metropolitan population respectively. In contrast, Derby residents are more than 95% White.

Table 2.D: Racial and Ethnic Trends (Census (2000))

	Derby, KS		Wichita MSA		Kansas	
	Number	%	Number	%	Number	%
White	17,026	95.6	458,264	84.1	2,363,412	87.9
Black or African American	319	1.8	46,975	8.6	170,610	6.3
American Indian and Alaska Native	263	1.5	11,458	2.1	47,363	1.8
Asian	252	1.4	18,049	3.3	56,049	2.1
Native Hawaiian and Other Pacific Islander	41	0.2	749	0.1	3,117	0.1
Some other race	240	1.3	25,015	4.6	107,789	4
Hispanic or Latino (of any race)	533	3	40,353	7.4	188,252	7

Source: US Census Bureau

2.4 Household Type and Size

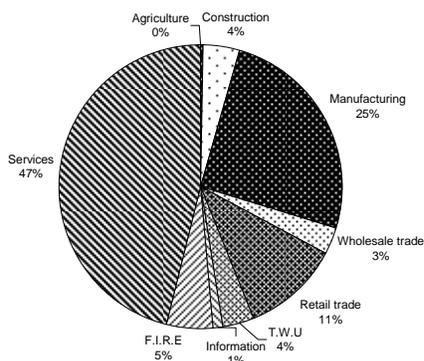
The average household size in Derby is 2.9 persons per household, compared to 2.5 for the metropolitan area. The 2000 Census reported that 80% of the households in Derby are “families” which reflects the attractiveness of the community for younger families with children. Data for the type of households in Derby shows the same characteristic. The City, in general, has a significantly higher percentage of family and married-couple households, than does the metropolitan area as a whole.

Table 2.E: Household Type and Size (Census 2000)

	Derby, KS		Wichita MSA		Kansas	
	Number	%	Number	%	Number	%
HOUSEHOLDS BY TYPE						
Total households	6,196	100	210,552	100	1,037,891	100
Family households (families)	4,967	80	142,749	68	701,547	68
Married-couple family	4,201	68	112,326	53	567,924	55
Female householder, no husband	562	9	22,007	11	96,661	9
Nonfamily households	1,229	20	67,803	32	336,344	32
Householder 65 years and over	479	8	18,883	9	105,689	10
Average household size	2.9		2.5			
Average family size	3.2		3.1			

Source: US Census Bureau

FIGURE 2.3: INDUSTRY EMPLOYMENT DISTRIBUTION



2.5 Employment and Unemployment

Employment is measured by the number of full-time and part-time jobs in an area. It includes farm workers and the self-employed as well as the non-agricultural wage and salary workers. The employment levels are measured where the jobs are (place-of-work) rather than where the workers live (place of residence). The Employment Distribution of Derby (Ref Figure 2.3) shows that the services sector makes up roughly half of Derby’s employment base.

Employment trends since 2000 indicate the number of paid (wage and salary) employees has decreased in Derby and the metropolitan area. Overall, the 2002 number decreased 2.4 percent for paid employees in the Wichita Metropolitan Area since 2001, a decrease of 6,833 jobs.

The City of Derby contains about 8,700 jobs, of the approximately 265,000 total jobs in the metropolitan region. **Table 2.F** lists the distribution of employment by industry in the City of Derby in comparison with the metropolitan area. Derby has a significantly higher percentage of employment in the educational, health and social services sectors.

Table 2.F: Employment by Industry (Census (2000))

	Derby, KS		Wichita MSA	
	Number	%	Number	%
Agriculture, forestry, fishing and hunting, and Mining	28	0.3%	3,000	1.1
Construction	355	4.1%	16,205	6.1
Manufacturing	2,208	25.4%	64,303	24.4
Wholesale trade	247	2.8%	8,125	3.1
Retail trade	984	11.3%	29,620	11.2
Transportation and warehousing, and utilities	316	3.6%	10,482	4
Information	91	1.0%	5,596	2.1
Finance, insurance, real estate, and rental and leasing	467	5.4%	14,086	5.3
Professional, scientific, management, administrative, and waste management services	518	6.0%	17,833	6.8
Educational, health and social services	2,027	23.3%	53,525	20.3
Arts, entertainment, recreation, accommodation and food services	462	5.3%	19,324	7.3
Other services (except public administration)	516	5.9%	12,574	4.8
Public administration	475	5.5%	8,831	3.4

Source: US Census Bureau

2.6 Income

Median household income in Derby is \$58,508, which is more than \$15,800 greater than the metropolitan area according to the 2000 Census. Most of the difference may be attributed to Derby's higher percentage of family and married couple households on dual incomes and the lower percentage of elderly residents. Derby also has a higher percentage of people employed in better paying managerial and professional occupations (42.5% compared to 32% in the metro area). These higher incomes may make the community more attractive to new retailers in the future.

Table 2.G: Income Distribution (Census 2000)

	Derby, KS		Wichita MSA		Kansas	
	Number	%	Number	%	Number	%
Households	6,108	100	210,789	100	1,038,940	100
Less than \$10,000	196	3	16,185	8	88,926	9
\$10,000 to \$14,999	211	4	12,125	6	66,264	6
\$15,000 to \$24,999	414	7	27,239	13	143,138	14
\$25,000 to \$34,999	577	9	28,940	14	145,431	14
\$35,000 to \$49,999	1,095	18	38,087	18	187,850	18
\$50,000 to \$74,999	1,515	25	46,238	22	211,014	20
\$75,000 to \$99,999	1,246	20	23,063	11	99,933	10
\$100,000 to \$149,999	684	11	13,208	6	62,926	6
\$150,000 to \$199,999	144	2	2,737	1	16,106	2
\$200,000 or more	26	0	2,967	1	17,352	2
Median household income (\$)	58,508		42,651		40,624	
Per capita income (\$)	22,779		20,692		20,506	

Source: US Census Bureau

Metropolitan Area Economic Profile

Employment

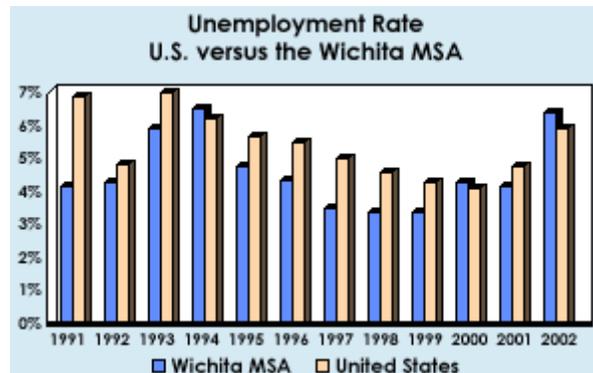
Employment in the Wichita Metropolitan Area includes a broad mix of business types, with a strong base of relatively high paying manufacturing jobs, many of which are in close proximity to Derby. Major private employers in the metropolitan area include Spirit AeroSystems / Onyx (formerly Boeing Co.), Cessna Aircraft Co., Raytheon Aircraft Co., Via Christi Regional Medical Center, Bombardier Aerospace Learjet, Dillon Stores, Koch Industries Inc., Wesley Medical Center, AGCO Corp., The Coleman Co., Wichita Clinic, Bank of America, and Southwestern Bell. The 2001 *County Business Patterns* indicates approximately 11,584 business establishments in Sedgwick County with fewer than 100 employees showing a strong presence of small and medium sized companies in addition to the large employers.

Total wage and salary employment in the metropolitan area experienced a net loss of 6,700 jobs in 2002. During the past decade, 1992 through 2002, total wage and salary employment grew by 13.7 percent, or an average of 1.4 percent annually. During the past ten years the metropolitan area added 34,000 net new jobs.

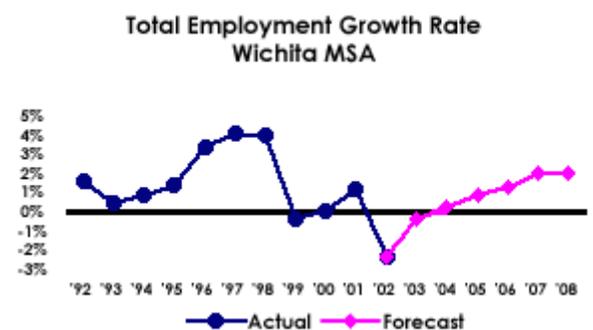


Education and health care services added the most net new jobs in the past decade (7,300) followed by the government (6,300), professional & business services (4,200), manufacturing (3,700) and leisure & hospitality (3,400) sectors.

As of year-end 2002, manufacturing was the largest employment sector (22.9 percent) followed by the education & health services sector (13.1 percent), the government sector (13.1 percent) and the retail trade sector (10.5 percent).



The Wichita MSA civilian labor force increased from 293,715 in 2001 to 301,517 in 2002 for a growth rate of 2.7 percent. The average annual unemployment rate in 2002 was 6.4 percent (19,230 people), compared with 4.1 percent (12,057 people) in 2001. Historically, the metropolitan area enjoys a relatively low unemployment rate. During this past quarter century, the metro area's unemployment rate has been lower than the U.S. rate in 22 out of 25 years.



In 2002 the U.S. economy started a slow, weak recovery. This was not the case, however, in the Wichita MSA. Following the September 11, 2001 terrorist attacks, four of the area's aircraft manufacturers experienced immediate and continuing order cancellations. As a result, each of them reduced employment levels during 2002. In addition, nearly every other industry sector in the metropolitan area saw net job losses during 2002.

Manufacturing

The four aircraft manufacturers in the area all reduced production schedules and employment levels in recent years. Boeing laid off approximately 5,200 employees starting with nearly 2,000 in December 2001, based on expectations of falling deliveries. Other companies laid off workers as well. In mid 2005 the Boeing commercial aircraft operation was sold to Onyx (Spirit AeroSystems) and began a period of transition including some workforce reductions.



During the 1980s, the metropolitan area saw significant decreases in manufacturing employment averaging 0.7 percent annually. Most of these job losses were as a result of downsizing among the general aviation manufacturers early in the decade. With the introduction and passage of product liability reform legislation, the general aviation industry in the area blossomed during the 1990s growing on average 1.5 percent annually. During the 2000s, the CEDBR is expecting more modest growth in the manufacturing sector. Following significant job losses in 2002 and 2003, the manufacturing sector should start to see job recovery in late 2004. From 2005 through 2008 job growth in the manufacturing sector should average about 1,425 net jobs annually according to CEDBR. Boeing Company was sold to Onex, and the transition that the Boeing plant is now experiencing will affect employment—to levels as yet unknown, in the area's biggest employer, along with McConnell AFB.

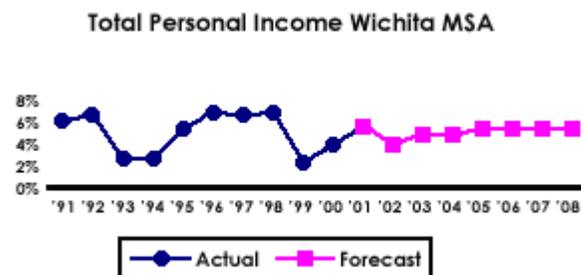
Services

Historically, when the metropolitan area experienced job declines in the manufacturing sector this has freed up labor and led to employment growth in the service sector. As a regional health services center for south central Kansas, the Wichita Metropolitan Area should continue to see growth in the health care sector. With continued population growth, employment growth will continue in the educational services sector. The performance among the service sectors varied substantially during 2002:

- The educational and health services sector gained 1,500 jobs for a net increase of 4.2 percent.
- The financial services sector gained 100 jobs for a net increase of 0.8 percent.
- The information sector lost 100 jobs for a net decrease of 1.8 percent.
- The leisure and hospitality sector lost 600 jobs for a net decrease of 2.4 percent.
- The business and professional services sector lost 1,500 jobs for a net decrease of 5.3 percent.
- The other services sector gained 400 jobs for a net increase of 3.8 percent.

Personal Income

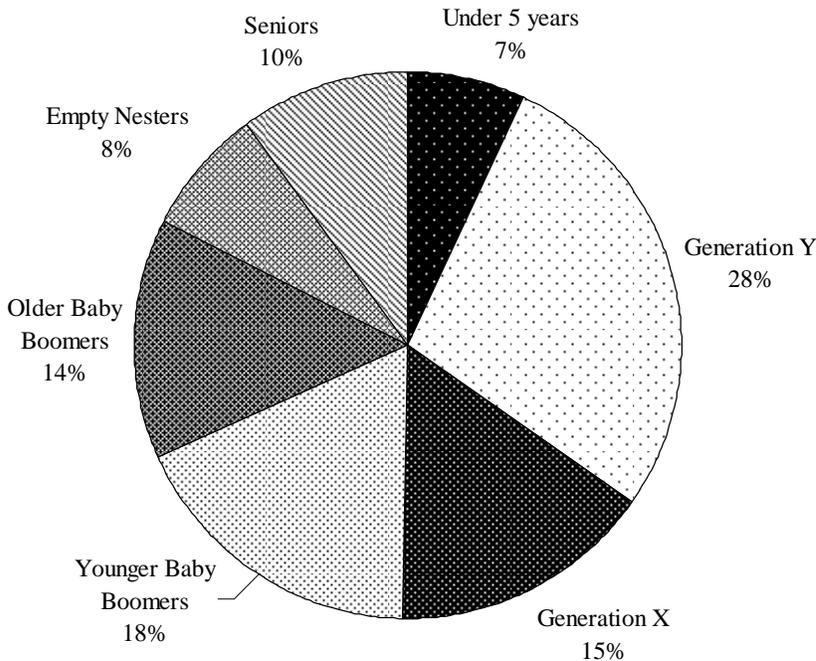
Total personal income for the Wichita MSA had an average annual growth of 6.2 percent for the decade ending in 2000 (the latest year for which data are available as of this printing). From 2000 through 2008, total personal income is expected to grow at an average annual rate of 5.6 percent. If inflation remains in the range of 2 percent, growth of real, inflation-adjusted personal income would average 3 percent for the period 2003-2008.



Source: Condensed from the "City of Wichita Economic Profile 2003". This report was prepared by the Center for Economic Development and Business Research (CEDBR) at the request of the Department of Finance specifically for inclusion and use in the 2003-2008 Financial Plan in April 2003. For updated information refer to the CEDBR website on the World Wide Web.

2.7 Age Distribution

Age distribution shows that when compared to the metropolitan area, Derby has a higher percentage of younger and older baby boomers (35-54 years) with children (5-19 years), and a lower percentage of young adults and seniors. The pie chart in **Figure 2.4**



identifies the proportion of each major age group in Derby. **Table 2.H** compares the City statistics with the metropolitan area.

Derby is an attractive place for families to raise their children. The increase in empty-nesters shows the City is also becoming a place to retire.

The smaller percentage of seniors and young adults indicates the possible lack of viable affordable or alternative housing options, services, or employment options to attract young adults and retain seniors.

FIGURE 2.4: CITY OF DERBY AGE DISTRIBUTION (2000)

Derby has a higher percentage of 'Tweeners' and 'Baby Boomers', and a lower percentage of seniors than the Metro area average, although the percent of 'Empty Nesters' is increasing

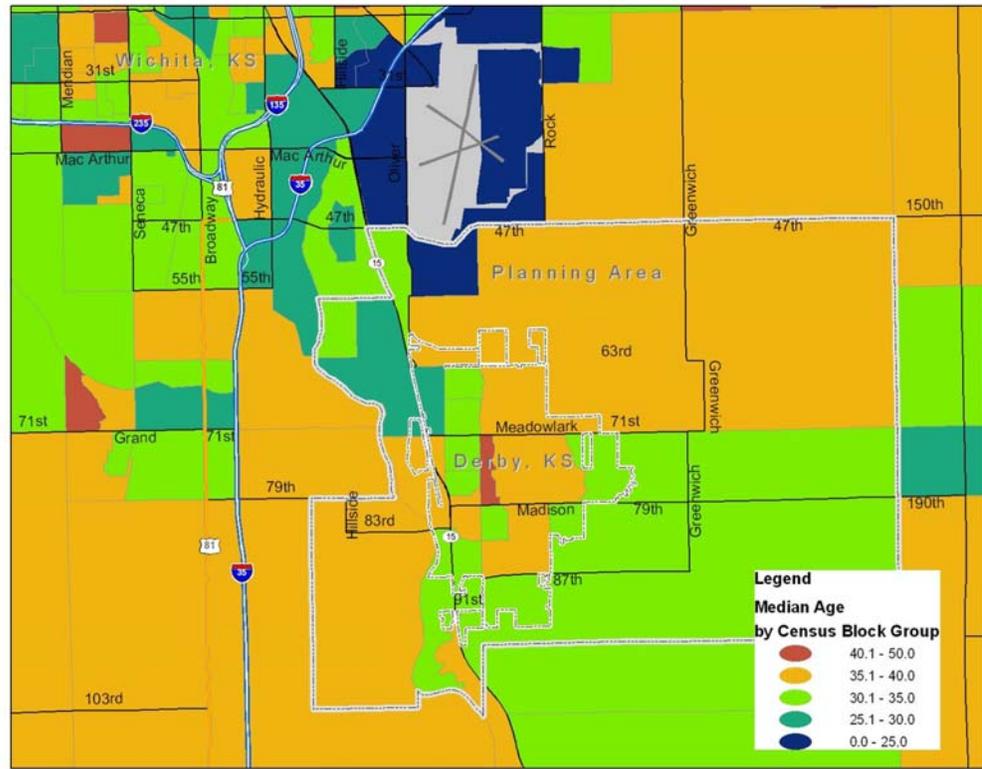
Table 2.H: Age Distribution (Census 2000)

	Derby, KS		Wichita MSA	
	Number	%	Number	%
Under 5 years	1,219	6.8%	41,995	7.2%
5-19	4,977	27.9%	126,284	21.9%
20-34	2,749	15.4%	110,937	20.6%
35-44	3,227	18.1%	88,088	16.9%
45-54	2,521	14.2%	71,724	13.7%
55-64	1,339	7.5%	41,623	8.3%
65 years and over	1,775	10.0%	64,569	11.4%
Total	17,807		545,220	

Source: US Census Bureau

The median age in Derby is 34.8—only slightly higher than the metro average of 34.1. **Figure 2.5** identifies the distribution of population by median age for each Census Block Group. The older central area of Derby generally has a higher median age than do the city's newer developing areas to the south and east.

FIGURE 2.5: MEDIAN AGE BY CENSUS BLOCK GROUP (2000)



2.8 Housing

Derby experienced a surge of new housing construction activity during the 1990s. The total number of housing units increased from 5,000 units in 1990 to over 6,300 units in 2000. The median housing value increased by 40% —from \$75,700 in 1990 to \$104,700 in 2000. Rents also increased from a median of \$426 to a median of \$688 in 2000. **Table 2.I** identifies the major housing characteristics from the 2000 Census.

The median housing value in Derby experienced nearly a 40% increase—from \$75,700 in 1990 to \$104,700 in 2000

Table 2.I: Major Housing Characteristics (Census 2000)

	Derby, KS		Wichita MSA		Kansas	
	Number	%	Number	%	Number	%
Housing Units	6,322		227,687		1,131,200	
Owner-Occupied Units	4,664	100	120,836	100	581,960	100
Less than \$50,000	130	3	23,099	19	142,608	25
\$50,000 to \$99,999	1,995	43	55,020	46	216,103	37
\$100,000 to \$149,999	1,890	41	26,549	22	120,734	21
\$150,000 to \$199,999	479	10	9,318	8	53,556	9
\$200,000 to \$299,999	170	4	4,755	4	32,616	6
\$300,000 to \$499,999	0	0	1,625	1	12,558	2
\$500,000 to \$999,999	0	0	379	0	3,158	1
\$1,000,000 or more	0	0	91	0	627	0
Median Housing Value	104,700		83,100		83,500	
Renter-Occupied Units	1,266		67,403		310,423	
Median Rent (\$)	688		506		498	

Source: US Census Bureau

Employment growth in the Metro Area is expected to spur residential and retail development in and around Derby, over the next 30 years

When compared to the metropolitan area, housing values are higher in Derby than those in the metro area as a whole. This can be primarily attributed to the newer stock of housing in Derby. About 70% of the current housing stock in Derby was built after 1970. In comparison, over 53% of the housing stock in the Wichita MSA is pre 1970s.

Occupancy rates in general, are also higher in the City of Derby, indicating a demand for housing in the City. **Table 2.J** identifies the housing tenure characteristics from the 2000 Census. Derby had a relatively low percentage of vacant homeowner and rental housing units.

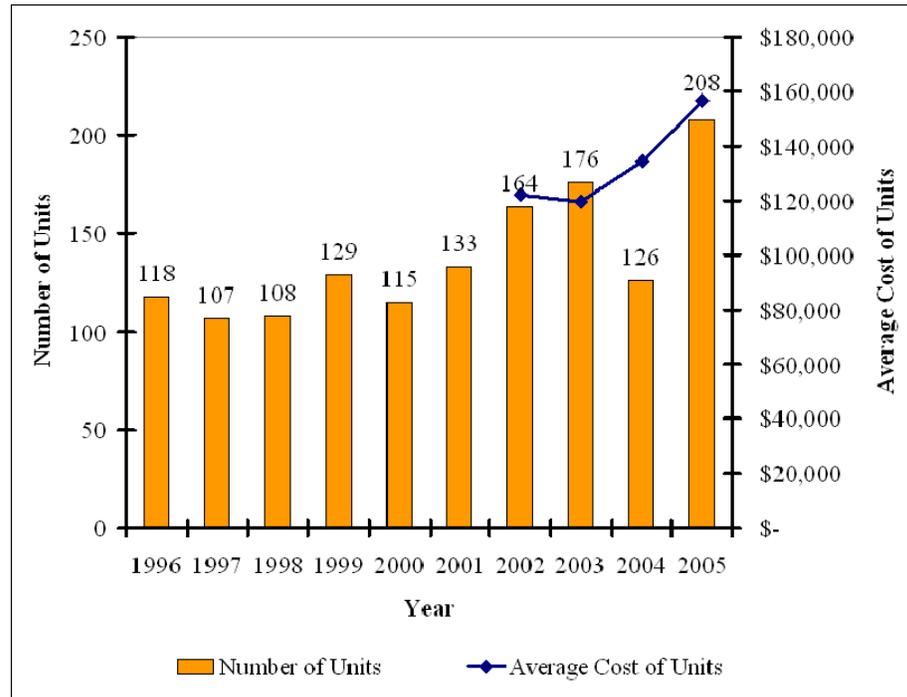
Table 2.J: Housing Tenure (Census 2000)

	Derby, KS		Wichita MSA		Kansas	
	Number	%	Number	%	Number	%
Total housing units	6,407	100	227,687	100	1,131,200	100
Occupied housing units	6,196	96.7	210,552	92.5	1,037,891	91.8
Owner-occupied housing units	4,930	79.6	142,483	67.7	718,703	69.2
Renter-occupied housing units	1,266	20.4	68,069	32.3	319,188	30.8
Vacant housing units	211	3.3	17,135	7.5	93,309	8.2
Homeowner vacancy rate (percent)	1.7		1.9		2	
Rental vacancy rate (percent)	5.1		11.2		8.8	

Source: US Census Bureau

Figure 2.6 identifies the number of building permits for new single-family homes in Derby in recent years. Derby has relatively few permits issued on an annual basis for buildings with attached residential dwellings, such as two-family, 3 or 4-plexes, condominium, or apartment buildings. In recent years the average cost of housing has increased, consistent with housing trends around the country. In Derby the cost increases can be attributed in part to a greater number of upper end single-family homes being constructed in the community.

FIGURE 2.6: NEW SINGLE-FAMILY HOME CONSTRUCTION BUILDING PERMITS



Source: City of Derby

2.9 Education

Derby residents as a whole have significantly higher levels of education than the metropolitan area average. The percentage of high school graduates is 8% higher than that of the metropolitan area, and the percent of residents with a Bachelor's degree or higher is over 10% greater. **Table 2.K** identifies education characteristics from the 2000 Census.

More than one-third of Derby residents have a Bachelor's degree or higher

Table 2.K: Education Characteristics (Census 2000)

	Derby, KS		Wichita MSA		Kansas	
	Number	%	Number	%	Number	%
Less than 9th Grade	157	1.5	16,036	4.7	88,124	5.2
9th or 12th Grade	535	5	34,005	10	149,675	8.8
High School Graduate	2,661	24.9	101,265	29.7	507,612	29.8
Some College, No Degree	2,878	26.9	87,454	25.6	417,722	24.6
Associate Degree	723	6.8	18,293	5.4	99,096	5.8
Bachelor's Degree	2,539	23.7	57,835	16.9	290,271	17.1
Graduate/Prof. Degree	1,211	11.3	26,535	7.8	148,707	8.7
% High School Graduates or Higher		93.5		85.3		86
% Bachelor's Degree or Higher		35		24.7		25.8

Source: US Census Bureau

2.10 Derby Retail Market Analysis

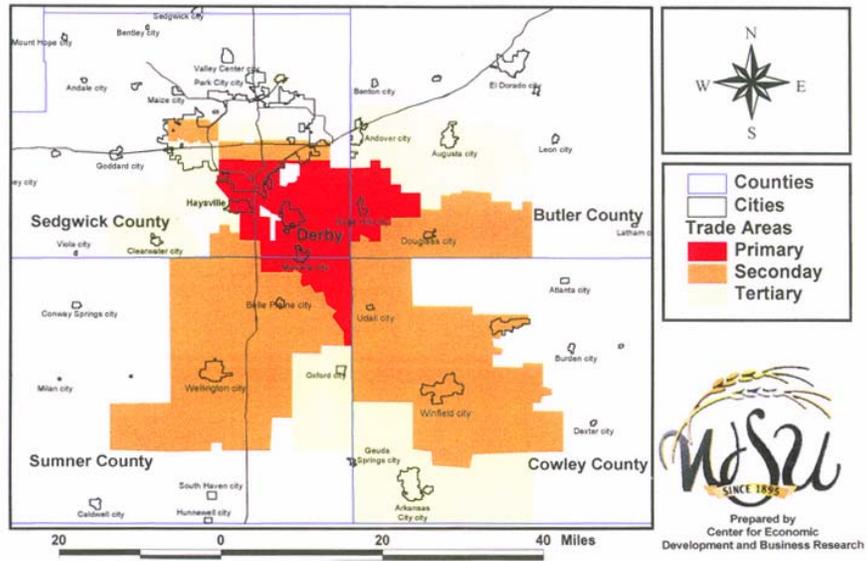
The Wichita State University Center for Economic Development and Business Research completed a retail market analysis for Derby in November 2000. The analysis reviewed the customers of Derby's two largest retailers, Dillon Stores and Wal-Mart. Given that Wal-Mart is a regional destination store, it generally draws from the largest geographic area of any Derby retailer and therefore was considered representative of Derby's maximum retail trade area. The Dillon's grocery store was considered representative of the City's primary retail trade area since most people shop at least weekly, if not more frequently for groceries.

The analysis reviewed the zip code where shoppers to the stores live. **Figure 2.7** identifies the three retail markets found by the Wichita State University analysis. The primary market area is roughly bounded on the north by Pawnee Street in southern Wichita, by Udall city in the south, Douglass city on the east, and Interstate 135 and the city of Haysville on the west. The secondary market area extends south into northwest Cowley County and northeast Sumner County and extends east into Butler County. The tertiary market encompasses many of the smaller cities in south central Sedgwick County such as Clearwater and the smaller cities in west central Butler County including August and Andover.

Since completion of the 2000 Study, the potential for more regional destination stores have increased with the opening of the Lowe's big box home improvement store at 63rd Street and K-15 as well as the approval of zoning for large commercial developments along Rock Road.

FIGURE 2.7: DERBY RETAIL TRADE AREAS

Derby Retail Trade Areas



Source: Wichita State University Center for Economic Development and Business Research