



Pharaoh 4 Cinema and Clinton's Soda Fountain.



As the historic center of the City of Independence, the Independence Square offers a unique mix of retail, office and housing. The Square boasts a rich heritage with connections to America's history of westward expansion, the Civil War, Mormon settlement, and its native son President Harry S Truman. Located just seven minutes from Interstates 435 and 70, the Square offers many distinctive dining, shopping and entertainment options to residents and more than 250,000 tourists who visit Independence every year.

Development opportunities abound on the Square. Incentives such as the Chapter 353 tax abatement and Commercial Facade Improvement Program have resulted in more than \$30 million in private investment in the last decade. The City of Independence is working to bring more housing to the area as well as upscale shopping and dining destinations. In 2005, the City adopted the Square Revitalization Plan and is working to fulfill the plan strategies. For more information on the Square Revitalization Plan, visit www.independencemo.org/comdev.

Demographic Highlights

- Approximately 122,744 people currently reside in 51,825 households within a 10 minute drive time of the Square.¹
- Average household size is 2.34 people.¹
- Average household income in the trade area is \$51, 217.¹
- Average age of the trade area is 38.89.¹
- Household income in the area is estimated to total \$2.7 billion.¹
- Approximately 52.58% of the residents within the trade area are in the "Household and Family Formation" (25 to 44) and "Peak Earning" (45 to 64) years.¹
- Approximately 9.1% of the population has a household income exceeding \$100,000 annually.¹
- It is estimated that 63.7% of the households in the trade area are family households and 36.3% are non-family households.¹
- Approximately 2500 people work on the Square.²
- Approximately 30,000 tourists a year visit the Square.²
- Approximately 17,000 – 20,000 cars pass by the Square every day.
- Work place population within the trade area is 40,658 within a seven minute drive of the square.³
- Retail potential for Apparel is \$130 million.³
- Retail potential for Household Furnishings and Services is \$206 million.³
- Retail potential for Food at Home is \$193 million.³
- Retail potential for Food Away From Home is \$177 million.³
- The Square is host to 16 annual community events and a monthly art walk May – October.

HISTORIC SQUARE PROFILE

