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Johnson County dominates list of wealthiest ZIP codes

Kansas City Business Journal - by [Steve Vockrodt](#) Staff Writer

Late last year, a house in the tony Hallbrook subdivision in Leawood burned to the ground. Once the embers were cleared, there was little to sell but an empty lot.

It fetched an eye-popping \$1 million.

The lot's sale price is more than proof that Hallbrook's 66211 ZIP code is one of the metro area's wealthiest. It's an example of why — exclusivity.

"One of the things that makes (Hallbrook) so valuable is what makes Mission Hills so valuable — you can't build there," said Suzy Goldstein, a Realtor with [The Hallbrook Team](#).

Fifteen of the 17 wealthiest ZIP codes in the metro area are in Johnson County, according to research supplied by Esri, a Redlands, Calif., research firm.

Esri rankings are based on a number of factors, including population, average household income, median net worth, average disposable income and average home values.

Certainly, plenty of areas in Johnson County continue to add houses. What contributes to their wealth?

"Schools, schools, schools," said Annabeth Surbaugh, chairwoman of the Johnson County Board of Commissioners.

Many of the wealthiest ZIP codes in Johnson County abut State Line Road, putting children in the Blue Valley and Shawnee Mission school districts, frequently mentioned among the stronger K-12 districts in Kansas.

ZIP codes across the street in Missouri are absent from the area's 20 wealthiest ZIP codes — with the exception of 64113.

It's there, along the northern stretch of Ward Parkway, where the Country Club District and Ward Estates subdivisions are found, along with nearby private schools such as Pembroke Hill and St. Theresa's Academy.

In 64113, the average household income is \$125,756, household net worth averages \$1.04 million, and the median home value is \$240,276.

Still, those numbers are well below the most affluent area ZIP code, which is 66221, a swath of property in southwest Overland Park near Johnson County Executive Airport, bounded to the north by 135th Street, close to Metcalf Avenue to the east and 159th Street to the south.

Much of the ZIP code consists of high-density subdivisions where the average household income is \$191,499 and the average net worth tops \$1.7 million. Although much of the housing stock in this fast-growing area is fairly uniform, the average home value is \$376,451.

The highest average home value in the area belongs to the 66211 ZIP code in central Leawood, where houses average \$589,804.

Tomahawk Creek Parkway cuts through this area, and well-manicured trees and lawns grow between smooth, unchapped streets and stately homes.

Leawood Mayor Peggy Dunn said the city has kept up its property values, in large part, through strict ordinances regarding how and where developers can build. Leawood, unlike Overland Park, is landlocked, which gets back to the exclusivity hallmark of affluent areas.

Dunn said the city should be built out by 2014.

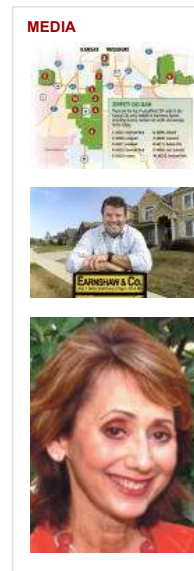
It's landlocked to the east by State Line Road and isn't far from cultural and professional sports amenities in Kansas City, yet isn't affected by the neighboring city's relatively low affluence.

After the 64113 area, the next highest-ranking ZIP code in Kansas City is to the east in 64149.

In this area, there are 395 residents, and the average household income is a shade more than \$71,000. It ranks No. 32 among area ZIP codes.

Jackson County easily lags Johnson County in affluence. Property values tell part of this story.

Curtis Koons, director of assessment, said that comparing Jackson County property values with Johnson County is an apple-and-orange



salad.

Koons said Jackson County's older housing stock won't reach the range of what's found in Johnson County.

Moreover, foreclosures in Johnson County tend to get purchased quickly; many in Jackson County remain vacant, further depressing property values and affluence in the area. Koons said some land trusts can't even give away lots to neighbors.

In Jackson County, many young residents are there for the lifestyle, said Realtor Damon Earnshaw of [Earnshaw & Co.](#) But when the kids come, it seems Johnson County is the destination for the schools.

"When they move to the new house, they take care of things better, and it's less about lifestyle," Earnshaw said. "It's more about the kids."

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These are the top 25 wealthiest ZIP codes in the Kansas City area, ranked by Esri on numerous factors, including income, median net worth and average home values.

1. 66221, Overland Park
2. 66209, Leawood
3. 66211, Leawood
4. 66224, Overland Park
5. 66220, Lenexa
6. 66085, Stilwell
7. 66206, Leawood
8. 64113, Kansas City
9. 64064, Lee's Summit
10. 66213, Overland Park
11. 66217, Shawnee
12. 66207, Overland Park
13. 66223, Overland Park
14. 66208, Prairie Village
15. 66227, Lenexa
16. 66226, Shawnee
17. 66216, Shawnee
18. 64166, Kansas City
19. 66218, Shawnee
20. 66205, Mission
21. 64082, Lee's Summit
22. 64152, Kansas City
23. 66210, Overland Park
24. 66215, Lenexa
25. 64060, Kearney

Source: Esri's *Updated Demographics - 2010 estimates*

For more information about ESRI's data products, call 1-800-447-9778, or visit www.esri.com/data/esri_data/index.html

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