



# Morse Village

155th Terrace & Quivira Avenue, Overland Park, Kansas

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# Property Profile

This 6.54±-acre infill site in South Overland Park's historic Morse Village presents a rare opportunity for residential and mixed-use development in one of the metro's most desirable submarkets. Originally annexed into Overland Park in 1985, Morse Village retains its historic charm, including an 1880s-era brick building that once served as a community bank.

Strategically positioned for versatile development, the site offers multiple options:

- **Mixed-Use** – Activate the frontage with retail, office, or service-oriented uses, complemented by medium-density residential behind.
- **Residential** – Develop a gated villa, townhome, or single-family community with abundant green space and easy access to amenities.

The site benefits from its proximity to Bluhawk, a thriving mixed-use destination featuring grocery, entertainment, and essential services – aligning with contemporary urban planning trends that emphasize connectivity and community revitalization.

With flexible options and a prime location, this site offers an exceptional opportunity for a residential or mixed-use development capitalizing on this ideal site in Overland Park.

## Demographics 1-Mile Radius



1,377

Total  
Households



\$691,810

Median  
Home Value



39.3

Median  
Age



\$200,001

Median  
Household Income

# Investment Highlights

## Rare Infill Land

Uniquely positioned in South Overland Park and surrounded by established neighborhoods, this site offers a prime opportunity for infill development, leveraging existing infrastructure and community integration.

## Versatile Development Approach

The site supports diverse development possibilities including villas, townhomes, or single-family housing. Existing retail businesses can be retained or replaced with residential units, aligning with the area's high-value trends.

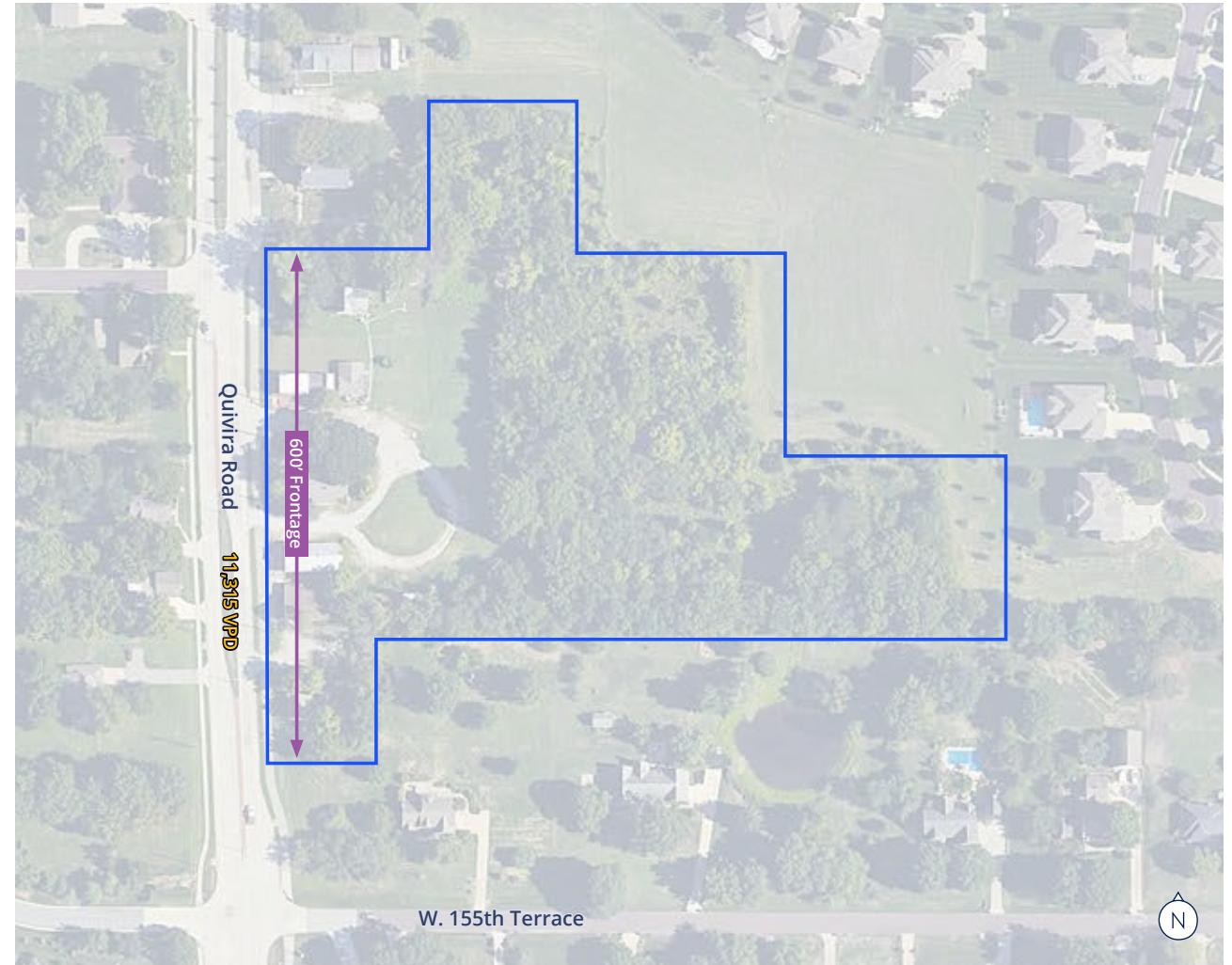
## Near Schools and Services

Located near the 151st Street corridor, the property is close to schools and key amenities.

The site is within three miles of Advent Health South Overland Park Hospital and the Bluhawk mixed-use district which includes sports facilities, retail, and dining options.

## Strong Market Demand

Overland Park continues to experience high demand for quality housing and mixed-use developments, driven by affluent demographics, robust local economy, and a top-rated school district.



## Utilities

Electric	Evergy
Gas	Atmos Energy
Water	WaterOne
Sewer	Johnson County Wastewater

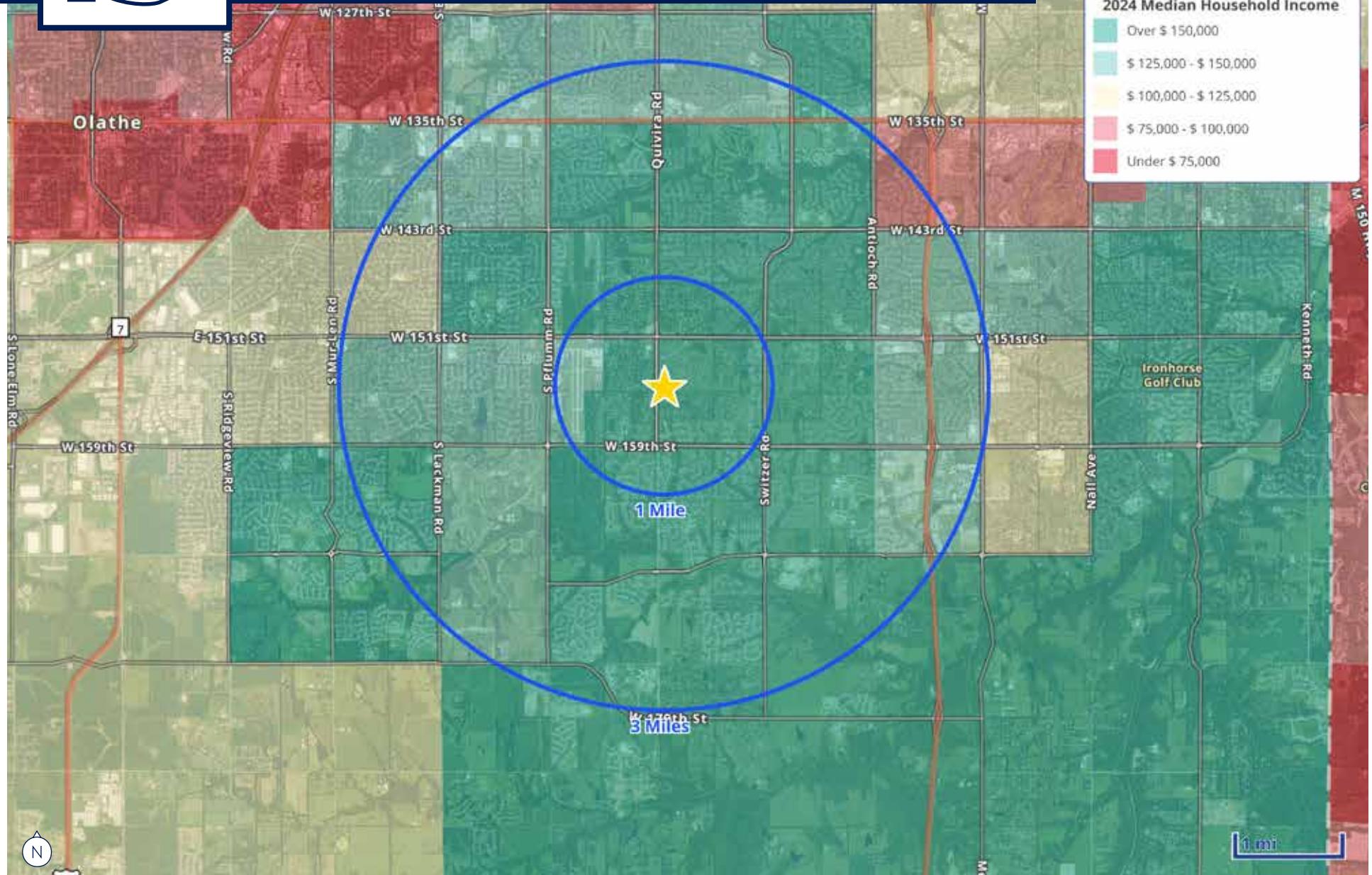
## Current Zoning

RR-J Rural Residential District

CP-3J Planned Commercial/Retail

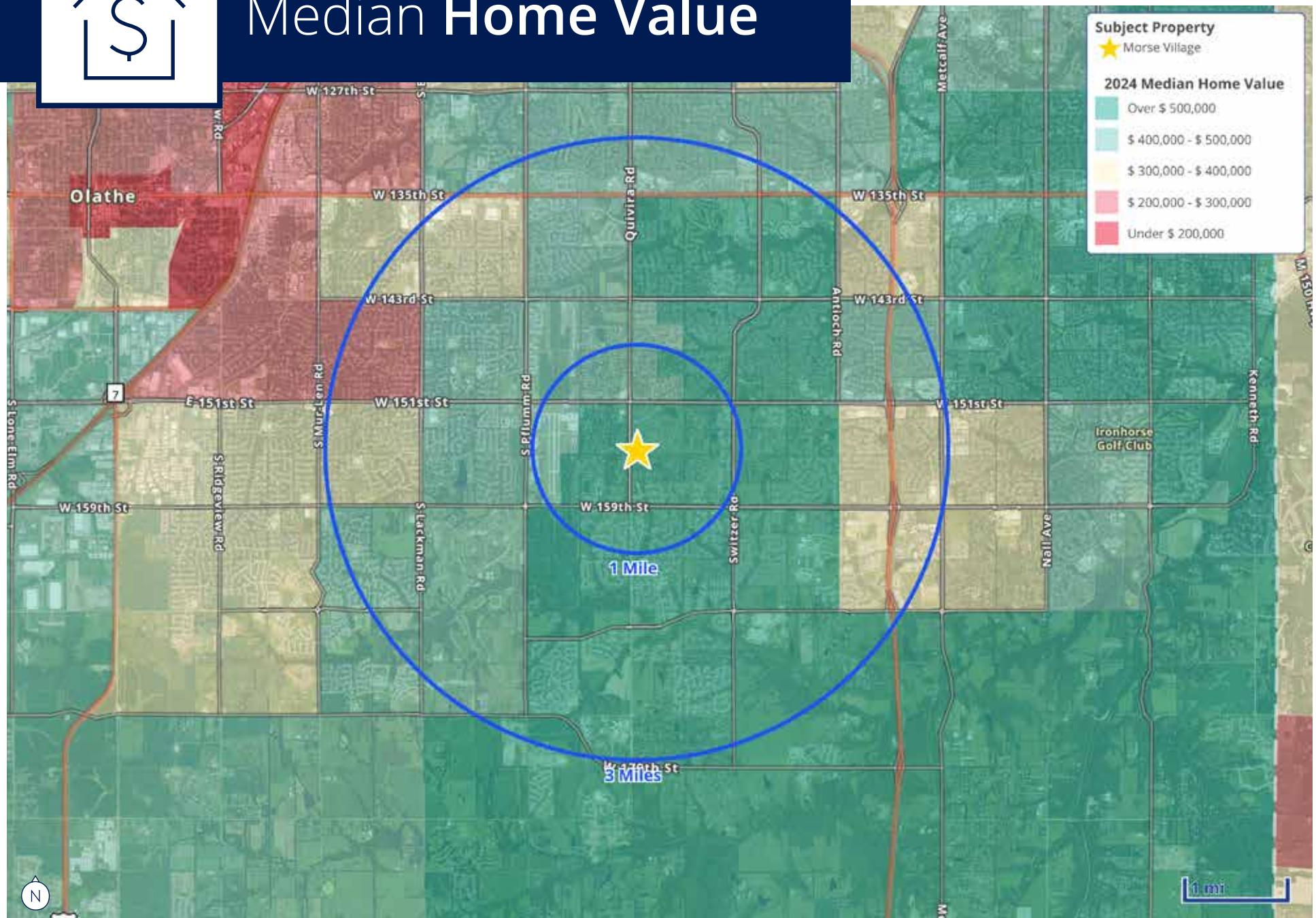


# Median Household Income

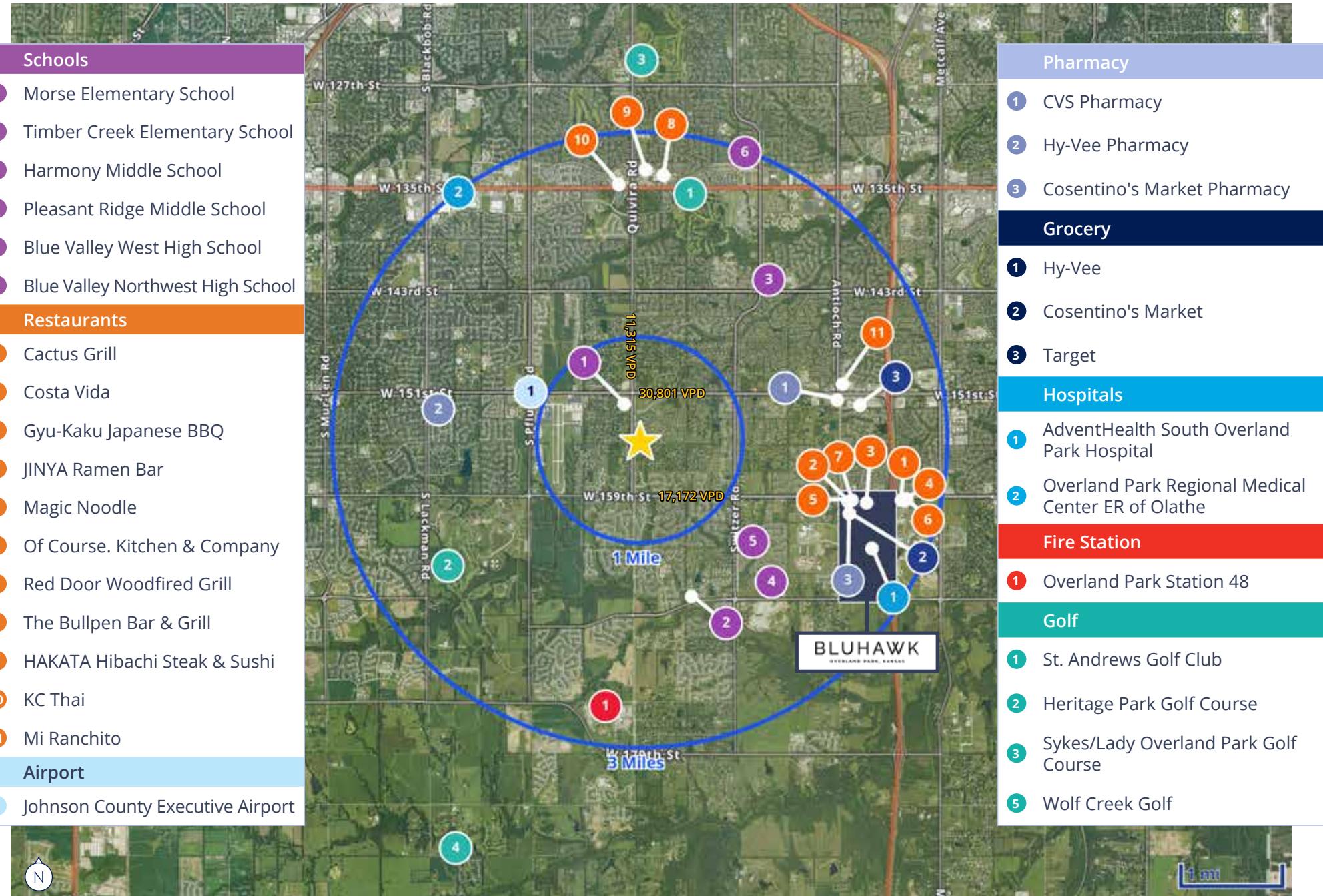




# Median Home Value



## Surrounding **Amenities**





## Bluhawk Mixed-Use Development

The Bluhawk Mixed-Use Development is conveniently located three miles southeast of the Morse Village site, offering many amenities in close proximity.

**BLUHAWK**  
OVERLAND PARK, KANSAS

Bluhawk is a dynamic mixed-use development in the Kansas City metro, spanning 277 acres at US 69 Highway and 159th Street. It offers a diverse mix of retail, residential living, a world-class sports facility, and a 193,000-square-foot hospital. With future phases set to introduce additional retail, office spaces, hotels, residential units, and an expanded sports park, Bluhawk continues to evolve. Since the first retail phase opened in 2017, the development has seen steady growth, with significant expansions in 2024 driving momentum. As Bluhawk continues to grow, it is shaping Overland Park's future as a premier destination for retail, sports, healthcare, and entertainment, with more exciting developments on the horizon.

### Retail

Retail development began in 2017 with Cosentino's Market as the grocery anchor, alongside national and local retailers. In 2024, Bluhawk expanded by 50,000 square feet, welcoming Ulta, Rack Room Shoes, Bath & Body Works, and a 19,000-square-foot Sierra. Barnes & Noble has announced plans for a 15,000-square-foot store opening in 2025. Looking ahead, The Boundary, a 200,000-square-foot expansion planned for 2026, will bring additional retail, dining, entertainment, green spaces, and play areas to the development.

### AdventHealth South Overland Park Hospital

AdventHealth South Overland Park Hospital opened in 2021 as the first full-service hospital built in the Kansas City metro in 15 years. The 193,000-square-foot facility currently operates with 38 beds and has plans to expand to 85 beds in the future. It features a birth center, surgical services, and an intensive care unit, providing essential healthcare services to the growing area.

### AdventHealth Sports Park

AdventHealth Sports Park opened in late 2024 with a 420,000-square-foot indoor sports and entertainment complex. The facility includes an NHL regulation ice rink, eight basketball courts, sixteen volleyball courts, a 40,000-square-foot turf field, a performance training center, and Hawk's Outpost, a 40,000-square-foot entertainment hub featuring bowling, laser tag, arcade games, and simulators. A second phase will introduce an additional ice rink, turf fields, and flexible event spaces. With an anticipated 3.8 million annual visitors, the complex is set to become a major destination for local and regional sports competitions.

### Hotels

A Holiday Inn Express & Suites is set to break ground in spring 2025, bringing a four-story, 99-room hotel to Bluhawk, with completion expected in 2026. Future plans include up to two additional hotels to accommodate the increasing number of visitors, particularly those attending events at AdventHealth Sports Park.

## Contact

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