

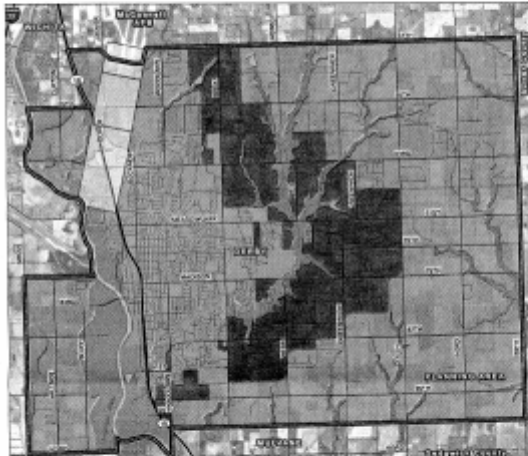
# BUSINESS TODAY

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5 QUESTIONS  
**Carol Skaff**  
The marketing and relations executive shares about the challenges and joys in her first year of running Co-Marketing, LLC.

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## As Derby's population base expands, it's also **Expanding its options**



### DERBY AREAS OF GROWTH

- Long-term growth area
- Near-term growth area
- Derby city limit
- Planning area
- Open space
- Accident potential zones
- The center of City of Derby

### DERBY POPULATION PROJECTIONS

Year	Population
2007	21,500
2010	21,285
2015	23,095
2020	26,195
2025	28,074
2030	31,144

Source: Derby Comprehensive Plan by Busch, Wile & Ruff



Mayor Dan Avella is excited about the growth Derby has recently experienced, including the golf course and apartment complex. Derby's family-friendly environment and its close proximity to McCorumb, Boring and Hyatt developments have contributed greatly to more than doubling its population base over the past 30 years.

### Builders, retailers and new residents drawn to town

By Bill Wilson  
The Wichita Eagle

**B**usiness is good in Derby — really good. And people are the reason why. Derby's population is growing at rates twice or three times the area average, and the city has more than doubled in size over the past 30 years. That means dollars to residents who are following their residents and chasing jobs for a growing city with a clearly defined sense of self.

"We see a small city growing into a big city, but we still have a small-city atmosphere," said Dan Avella, Derby's mayor.

Derby has nearly 21,000 people today, more than double the 9,000 of three decades ago.

In 13 years, that number is projected to soar past 30,000, fueled by the city's proximity to Wichita and McCorumb All Force Base.

"Wichitans see that far from Wichita, across an eight miles, and that's not bad for work," Avella said.

Another reason is McCorumb. People, when they retire from McCorumb or have been stationed here, they come to Derby. And people who are stationed and on active duty prefer Derby over Wichita because of the quality of life and family values.

Don't take the mayor's word for it. Family Circle magazine agrees with Avella, ranking Derby among its "10 Best Towns for Families."

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### 1970-2000 CENSUS POPULATION TRENDS

Area	1970	1980	% change	1990	% change	2000	% change
Derby	8,292	11,218	34.0	14,668	30.7	17,087	16.5
Wichita MSA	416,584	441,030	6.1	485,270	10.0	545,230	12.4
Kansas	2,295,739	2,830,894	23.1	3,477,574	22.8	3,896,418	12.1

Source: U.S. Census Bureau

## DERBY

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McCord and the housing plant create important geographic barriers that set the stage for Derby's rapid ascent to 100,000, said Steve Langhake, director of Wichita State University's Center for Food Systems.

"Once you get a critical mass of residents, you become a natural hub for residents," he said.

"When people were lured from the south close to Wichita to buy, they can now get in Derby."

### How Derby has grown

Derby's growth is the culmination of a 20-year trend. Since 1970 the city continuously has added 130 new homes a year, city engineer Charles Brown said.

Jim Lindsey and his Arkansas-based Lindsey Management Co. designed and built the Derby Golf and Country Club golf course. He also built The Greens at Derby, which has more than 100 acres of new units, aimed at

"Three towns, good schools, desirable place to live, great city for developers to work with. Midwestern values," said Fire Station, president emeritus of Lindsey Management.

Lindsey looks for high-growth areas near major population centers. Derby has been a perfect fit.

"I wish there were all as good as Derby," Stanley said, chuckling. "That city makes that if you're going to have jobs, you need people to create. We provide these people a good place to live."

### Growth is good

With that residential growth came the need for retail services.

"What we've got here is an efficient society that wants to be its own self-reliant entity," Avolio said.

The charge goes to see when I become mayor four years ago is, we want retail growth, we want commercial growth, we want housing growth and we want to be self-sustaining."

That commitment was critical for some of the retailers and developers who have invested in Derby.

"We looked at Derby for four or five years to decide which way it's going," said Rich Chandler, director of operations at Wichita 20 Ventures, owners of the Applebee's at Rock and Madison. "It's been a smart move for us. We've been very well accepted in the community. Business has been very good, especially in the last year."

Developer Nancy Sells of MRV and Equity Ventures in Topeka said her company has "been watching Derby grow for years."

"We did some apartments there about 10 years ago, and we really like the way the city is growing."



A deep slide at Rock River Rapids aquatic park in Derby helps provide summertime fun for the many families who live there.

Photo provided by the city.

she said. Five Derby merchandise shopping centers at 714 and Rock Road will be anchored by a 127,000-square-foot Target — according to city documents, the store has a combined 100 — and a variety of restaurants, hobby shops, pet shops, clothing and shoe stores.

### Development triggers

While residential development in Derby is catching fire, the influx of national-brand retailers — Lowe's, Kohl's, Target — is, Avolio said. "Trigger was triggered" when Derby's population crossed 20,000.

But others say the city's growing ability to draw shoppers outside Derby into the city was the key factor.

Applebee's has firm policies for expansion, including market area and location on another state's market, Chandler said.

"They got to this point where we look a hard look, checked the location on our store on South Broadway," he said.

"Everybody was satisfied with the demographics, the population, and it looked like a worthwhile go to us. It certainly has been, because Derby is among our leaders in terms of growth."

Sells and her teams will draw from 250,000 shoppers, from Derby south into northern Oklahoma.

"I really don't see a lot of people driving south from Wichita into Derby," she said. "But I can

talk to a lot of people heading north up the interstate to shop in Derby."

### How Derby will grow

The city has a well-defined future growth plan, and an equally well-defined idea of what its role should be in that growth.

Commercial growth will follow the Rock and 15 corridors —

especially eyes to Greenwood, an another route into Wichita.

Residential growth will center around the Spring Creek basin on the city's east side.

Growth, though, will come on the city's north side, Derby City Manager Kirby Sorenson said.

"We welcome developers, but the people of Derby are not inclined to give away the farm in terms of tax incentives," she said.

"Good development in Derby requires a partnership — that financial success, and the city's financial success."

That's a high-class problem, Avolio admitted. "Challenges to our future?" he asked, chuckling.

"One's really think of any, to tell you the truth."

Reach Bill Wilson at 318-558-6200 or [billw@wichitaeagle.com](mailto:billw@wichitaeagle.com).



Sorenson