



# Renew Jordan Creek Master Plan



June 25, 2021



*Renew Jordan Creek Virtual Charrette, March 31, 2021 - Photograph by Natalie Auer*

# Acknowledgments

Thank you to all participants in the planning process. Your time, technical expertise, and guidance was critical to the development of the Renew Jordan Creek Master Plan.

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ONE WAY

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FOOD PRODUCTS

GARAGE

DO NOT ENTER

Section 1

# Introduction



## Project Overview and Background

In the late 1990s, the Springfield community came together to form a collective vision for a community gathering place – Jordan Valley Park. This vision that was cast nearly 30 years ago still rings true today. So much so that in 2020, City Council identified the concept of Quality of Place as a priority for the community, and the Renew Jordan Creek project demonstrates this ideal.

For decades, downtown Springfield has faced flooding and water quality issues from Jordan Creek. The initial solution was burying the creek, as several other cities have done to water sources in urban areas. Recently, the concept of uncovering, or daylighting, these water sources has gained popularity not only as a better solution for flooding and water quality, but to highlight the water and create a natural amenity within an urban setting. Daylighting Jordan Creek creates an opportunity for a sustainable, multi-faceted solution to improve the health of the creek, mitigate flood hazards, develop a visually pleasing downtown feature, and stimulate economic growth and development.

Jordan Creek runs through the area known as Jordan Valley, between the West Meadows and Jordan Valley Park in East Meadows. Daylighting the creek between these points will not only visually connect the meadows but also provide opportunities for connectivity through trails and greenspace. The Renew Jordan Creek Master Plan (Plan) presents concepts for three sites within Jordan Valley and details what future connectivity between the sites could look like.



Overall project goals and components include:



**Sense of Place Development.** The project design will create a strong sense of place, grounded in the existing and desired characteristics of downtown Springfield, and celebrate nature and urban life.



**Flood Reduction and Water Quality Improvement.** As the first piece of a larger project that will protect existing buildings from the base flood, the concept for Renew Jordan Creek must be a functional space that conveys flood flows to reduce existing flood issues. The design of the urban amenity must also be conscious of existing water quality issues and provide solutions to reduce pollutants.



**Pedestrian and Connectivity Enhancements.** Pedestrian access and greenway connectivity will be improved through downtown, and hardscape elements for pedestrian gathering, walking, and viewing will be added.



**Comfort and Safety Improvements.** Site furnishings, lighting, accessories, and art installations will provide for a comfortable, stimulating, and safe environment that accommodates planned and organic activities.



**Sustainable Greenspaces Integration.** To honor the environmental features of this area, landscaping will demonstrate and promote sustainability. Plant materials will be Missouri natives that are well suited for Ozark landscapes near water features and complementary to other nearby urban greenspaces.

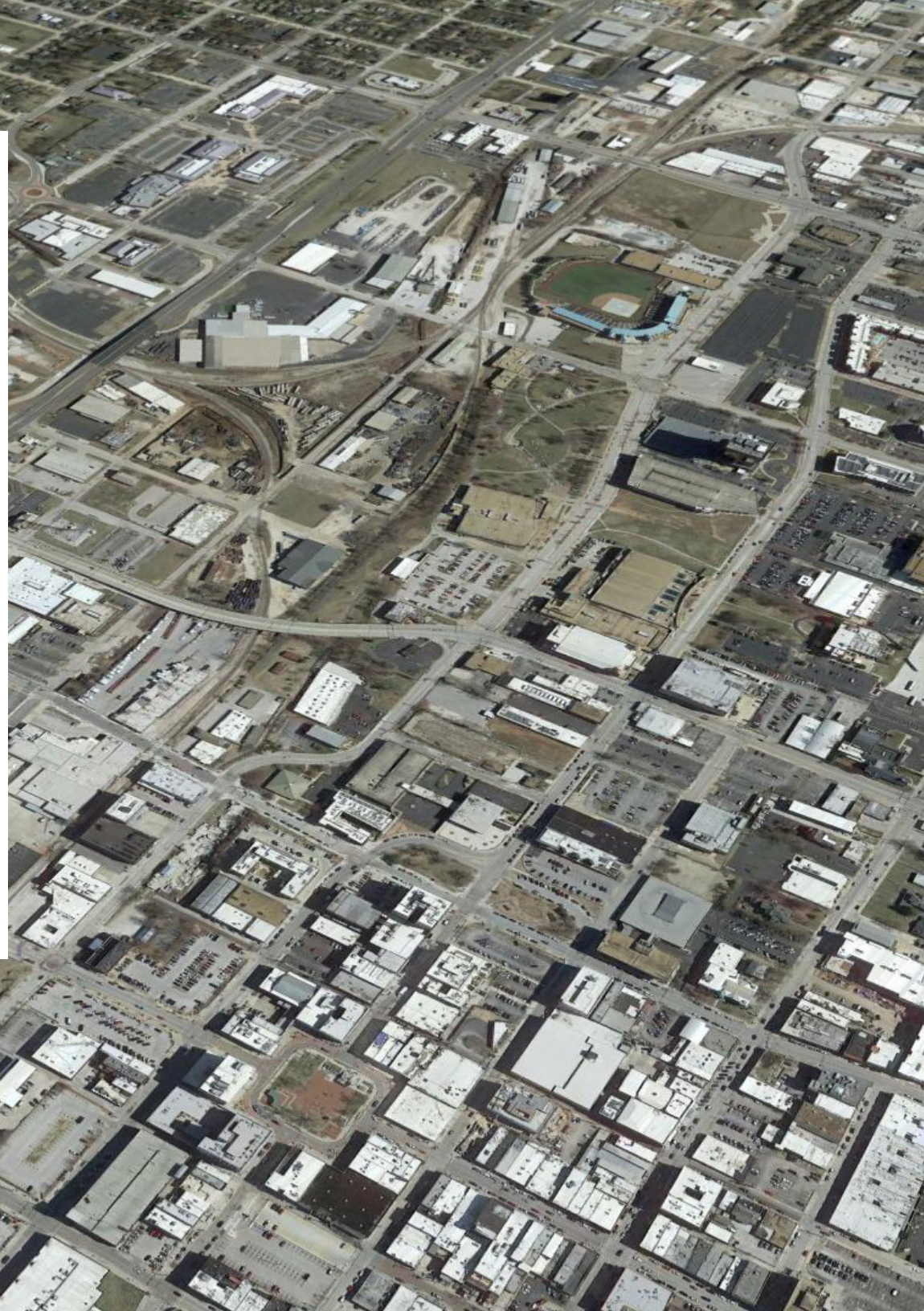


**Economic Development Catalyst.** To ensure public dollars spent on this project are well leveraged to encourage private development in the surrounding downtown Springfield area, this Plan took a deep dive into area demographics and the economic and market factors at play. Potential surrounding catalyst development sites are identified alongside the developed urban amenity concept.

## Project Area

The project area is three-fold. The primary Renew Jordan Creek (RJC) site consists of two large blocks in the urbanized center of Jordan Valley Park, bordered on the east by Boonville Avenue, Water Street and the railway on the south, Main Avenue on the west, and Mill Street on the north. Founders Park and the property at 404 North Jefferson Avenue are also included in the project area.

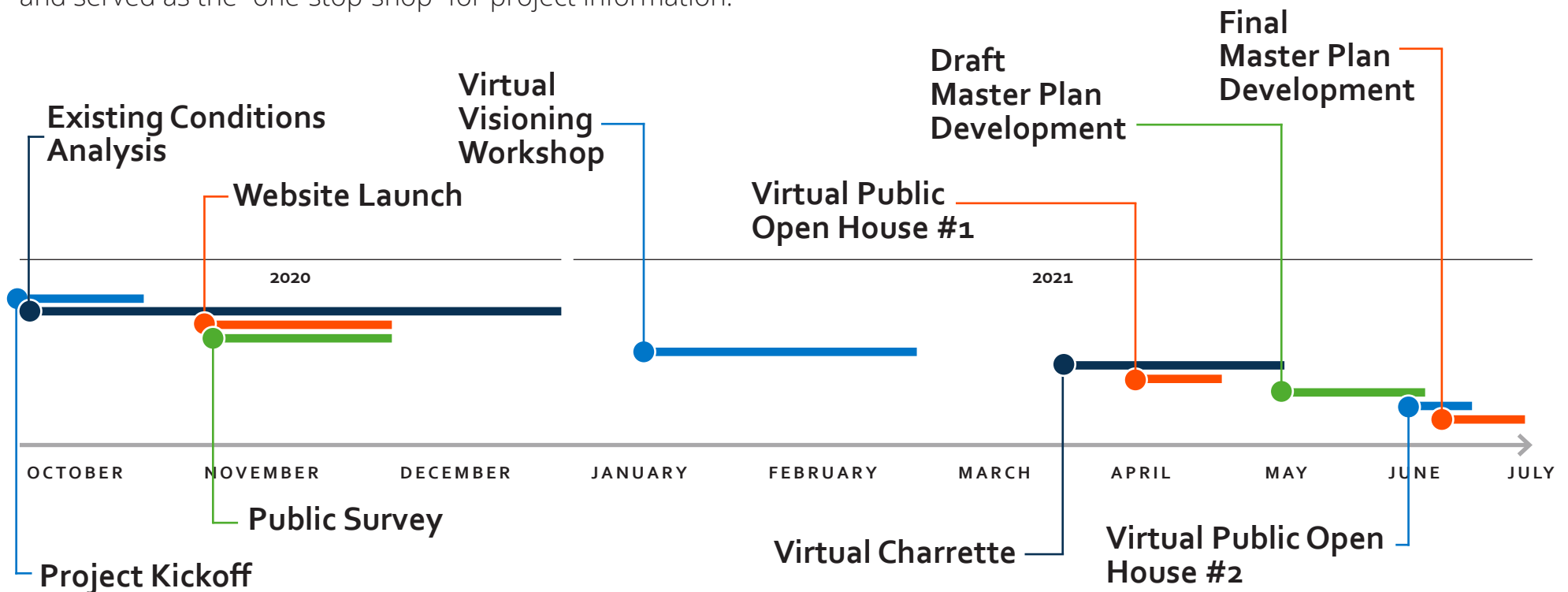
Founders Park and 404 North Jefferson Avenue were added to the primary RJC site due to their placement within Jordan Valley and their unique redevelopment potential. Programming the three sites during the daylighting process for Jordan Creek aligns with the vision for connectivity between the East and West Meadows along an urban park system.



## Planning Process and Timeline

The planning process began in fall of 2020 with an analysis of existing conditions, including an economic and market study to better understand area demographics and market factors at play. See **Appendix C – Economic and Market Study** for the full report. After the formation of a Stakeholder Committee, the project team conducted a public survey and hosted a virtual visioning workshop, planning charrette, and the first public open house to develop and narrow ideas for the project sites. After the development of a draft plan and concepts, the project team hosted a second public open house before finalizing the plan document in spring of 2021.

All engagement events were virtual due to the COVID-19 health and safety precautions and were hosted through the project website: [www.renewjordancreek.com](http://www.renewjordancreek.com). The project website was routinely updated throughout the planning process and served as the “one-stop-shop” for project information.





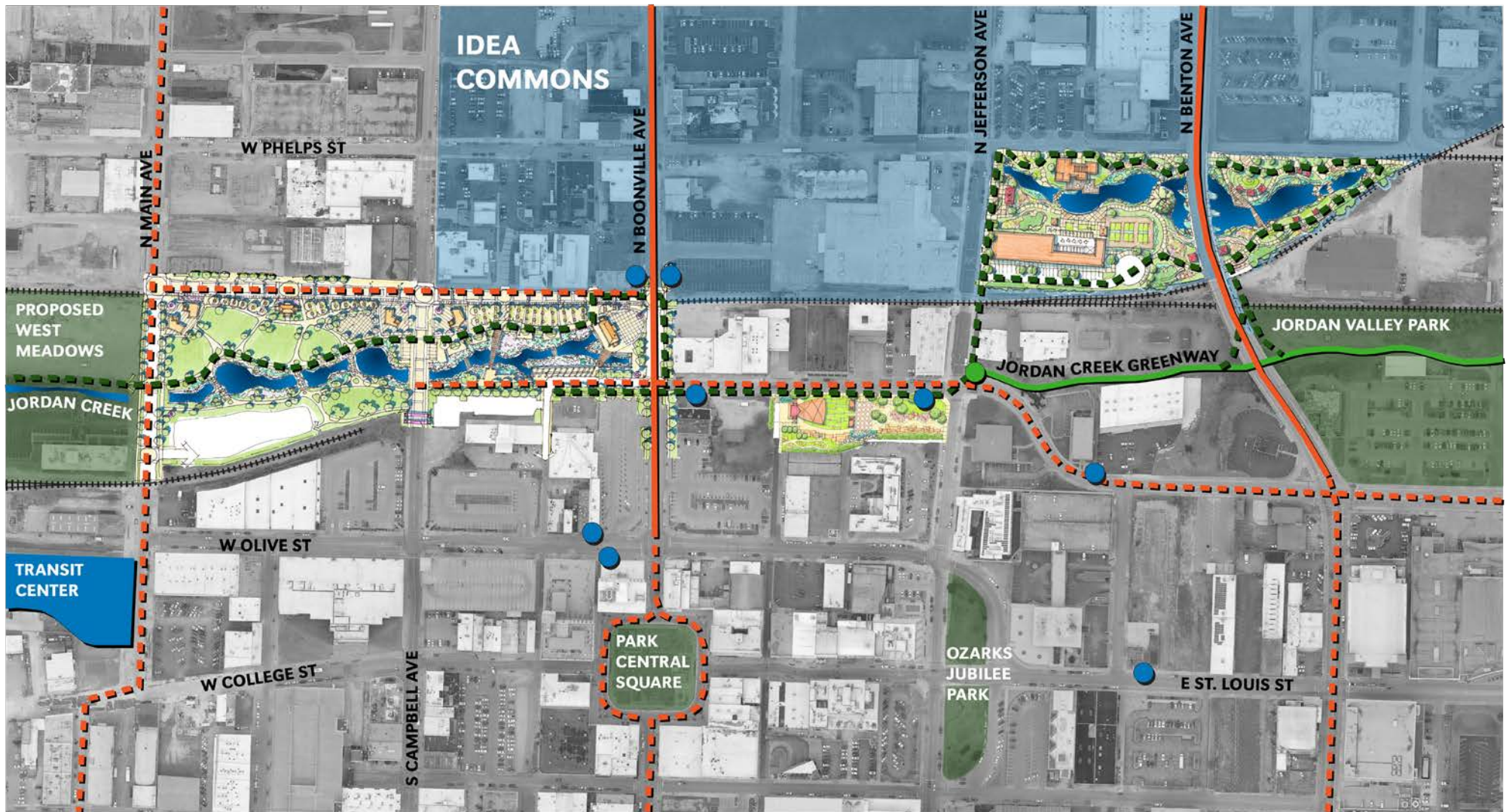
MARTIN LUTHER KING JR.

PLEASE KEEP OUR AREA CLEAN

## Section 2

# The String of Pearls





# Proposed Site Connectivity



Figure 2.1 Proposed site connectivity

## The String of Pearls

Multimodal connectivity is a crucial aspect of not only this Plan, but for the overall vision for downtown Springfield. The map in **Figure 2.1** illustrates existing and proposed connectivity between the three project sites and beyond, offering visualization of a well-connected linear system through downtown Springfield, or “the String of Pearls.”

Springfield already has a system of trails and greenspace integrated into downtown, as indicated by the areas and lines in green on **Figure 2.1**. This Plan proposes extending the Jordan Creek Greenway to connect the sites, tie into proposed trails within the sites, and continue west along the creek for additional trail connectivity. The indication of both existing on-street bike lanes and city-designated bike routes illustrate existing connectivity points to the sites by bike. Additionally, existing bus stops have been placed to show availability of public transit services near the sites.

Each of the three plans integrate streetscape improvements to sidewalks or streets directly surrounding the sites. These improvements to sidewalks and roads could stimulate further streetscape improvements downtown.



**Figure 2.2 Founders Park from Jordan Valley Greenway**





***Figure 2.3 Jordan Valley Greenway underneath North Benton Avenue Bridge***



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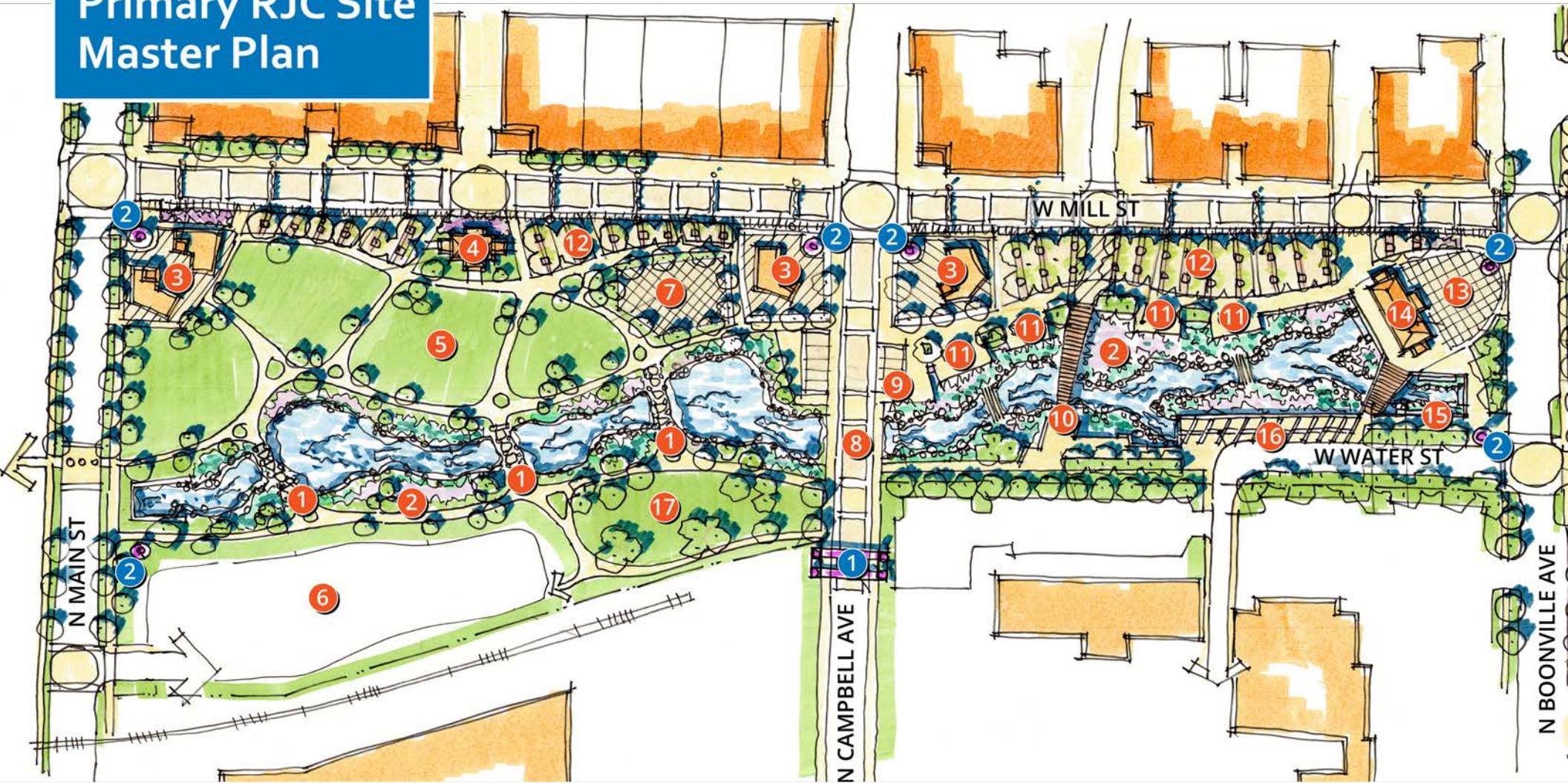
YELLOW BONNET  
FOOD PRODUCTS

## Section 3

# Primary RJC Site Master Plan



**Figure 3.1**  
**Primary RJC Site**  
**Master Plan**



**Entry Points**

- 1 Gateway
- 2 Historical Marker

**Elements and Programming**

- 1 Stream Crossing
- 2 Riparian Plantings
- 3 Pop-ups Plaza
- 4 Park Shelter
- 5 Park Open Space
- 6 Future Development Catalyst Site
- 7 Plaza
- 8 Campbell Arch / New Arch
- 9 Food Truck Plaza
- 10 Overlook Bridge
- 11 Overlook Porch
- 12 Street Trees and Paving
- 13 Event Plaza
- 14 Commercial Space
- 15 Vertical Falls
- 16 Water Street Arcade
- 17 Dog Park

## Primary RJC Site Master Plan

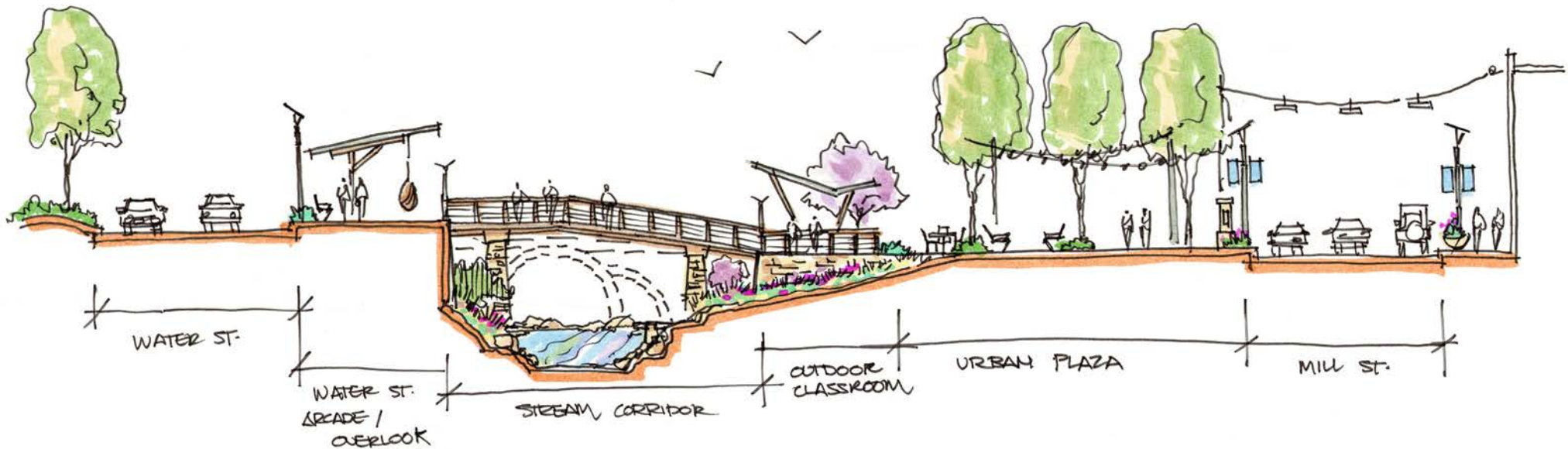
**Figure 3.1** shows the master plan for the primary RJC site. Within the site, three main components work to create uniformity. The first is an esplanade along West Mill Street to draw users along the northern boundary and into the site. Tall trees planted along the northern portion of the site will act as an entryway without compromising visibility. The second unifying element is a long sidewalk across the site, allowing users to engage with Jordan Creek and interact with elements throughout. The third element is the creation of activity corners, located at intersections along West Mill Street, to draw activity from IDEA Commons into the site.

The east side of the site contains overlook points and bridges crossing the site, giving users multiple vantage points of the creek. The raised East Water Street plaza at the southern boundary overlooks the site and lies adjacent to vertical falls, acting as a separate water feature to incorporate quicker water flow than what will be seen and heard from Jordan Creek. The west side of the site is less focused on hardscape and incorporates more open lawn and plaza space, including a dog park.

North Campbell Avenue is the main artery through the site. A large gateway element is proposed on North Campbell Avenue at the southern entrance and smaller gateway markers are indicated at the other entrance points onto the site. Food truck areas are designated along North Campbell Avenue and allow for multiple access points for the trucks. The water flow channel underneath the street will be improved and a second span will be added to increase flow capacity. The existing stone arch underneath North Campbell Avenue may be restored and incorporated as an iconic element.

The section in **Figure 3.2** is a view of a bridge over Jordan Creek looking west. The Campbell arch can be seen underneath the street bridge in the background, along with an additional tunnel to increase existing flow capacity. The section demonstrates the height of the East Water Street viewpoint on the left and the urban plaza with tall trees along West Mill Street on the right.

**Figure 3.3** through **Figure 3.6** on the following pages show renderings of the RJC site.



**Figure 3.2 Primary RJC Site section**



**Figure 3.3 East end of Primary RJC Site**



*Figure 3.4 A Closer look at the east end of Primary RJC Site*





*Figure 3.5 East end of Primary RJC Site from Water Street*



**Figure 3.6 West end of Primary RJC Site**

## Land Use and Development

Limited onsite development is concentrated along West Mill Street, as the site is mostly focused on providing green park space. Pop-up plazas are flexible spaces that may be leased out for various uses and are proposed at intersections along West Mill Street.

The Economic and Market Study completed for this Plan recommends catalyst sites within downtown, near the project area. These catalyst sites were identified as having the potential to support future development of commercial, employment, lodging, and/or multi-family residential uses. Identified catalyst sites include the following:

- Southwest corner of North Boonville Avenue and East Water Street;
- Southeast and southwest corners of North Campbell Avenue and East Water Street;
- Northwest corner of North Campbell Avenue and West Mill Street; and
- Northwest and northeast corners of North Boonville Avenue and West Mill Street.

These catalyst development sites are best positioned in the near-term to benefit from the planned site improvements and synergy with existing university facilities.

The catalyst site at the southeast corner of North Campbell Avenue and East Water Street possesses the necessary site characteristics to support future hotel development. The site at the northwest corner of North Boonville Avenue and West Mill Street could be a possible expansion site for Missouri State University's Brick City.

The study also suggests that peripheral vacant and underutilized properties could be leased and converted to surface lot parking as an interim solution for parking availability. The southwest corner of North Main Avenue and West Mill Street was suggested as one such site.

The entire report is included in **Appendix C – Economic and Market Study**.



## Flood Control and Water Quality

Water has been identified as an essential element of this project both for the value it adds to the site experience and the engineered goals that the project must achieve. Protecting existing buildings from the 100-year flood and reducing flood levels to help facilitate redevelopment are important flood control goals for Renew Jordan Creek. Goals for water quality treatment include reducing trash and urban debris in the creek to provide a clean, enjoyable experience while also reducing urban contaminants that contribute to the creek's impaired status. Currently, Jordan Creek is identified on the Missouri Department of Natural Resources 303(d) List for not meeting federal or state water quality standards, identified by the Clean Water Act, due to the level of Polycyclic Aromatic Hydrocarbons (PAHs) in the water.

The primary RJC site achieves flood control goals by providing ample low lying area adjacent to the creek that will function to convey flood events. East of North Campbell Avenue, this riparian corridor is contained between the retaining walls while the area above the retaining walls will also convey flood waters during extreme events, such as the 100-year flood. Restoring the historic arch bridge at North Campbell Avenue and adding a second tunnel underneath the street will increase bridge capacity to match the new channel corridor. West of North Campbell Avenue, the open space allows for additional conveyance area in the bench just above the riparian plantings at the creek edge. In the future, the North Main Avenue bridge may be expanded to realize flood reduction goals.

Water quality elements include reducing impervious area with open space primarily on the west half of the site and pervious pavers in select plaza areas. Riparian plantings adjacent to the stream will provide filtration, and stream restoration will improve ecology. Bioretention areas in riparian areas and underground treatment chambers are viable options to capture trash and treat storm sewer discharging into the site.

## Programming

The primary RJC site offers flexibility with programming. On-site structures include pavilions and pop-ups that can be used in a variety of settings. While there is contrast between the hardscape-focused east side and open lawns on the west, both sides offer space for both active and passive outdoor usage. Trail connectivity within and beyond the site will be used by pedestrians and cyclists of a variety of activity levels. Safe user interaction with Jordan Creek is programmed into the site to allow an authentically Ozark experience in downtown. Rock outcroppings, stone creek bed areas, and riparian plantings will work naturally with the varying water levels, meaning users will sometimes experience flowing water while other times can walk along the stone creek bed.

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19th Century Springfield's leaders



18th, Samuel J. May, a prominent abolitionist and one of the founders of the American Unitarian Society.



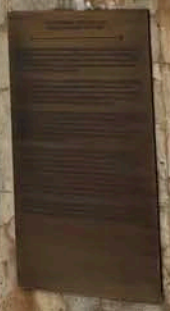
19th, Elizabeth Cady Stanton, a leading abolitionist and women's rights activist.



18th, John Brown, a radical abolitionist who led the raid on Harpers Ferry.



19th, Frederick Douglass, a prominent abolitionist and orator.



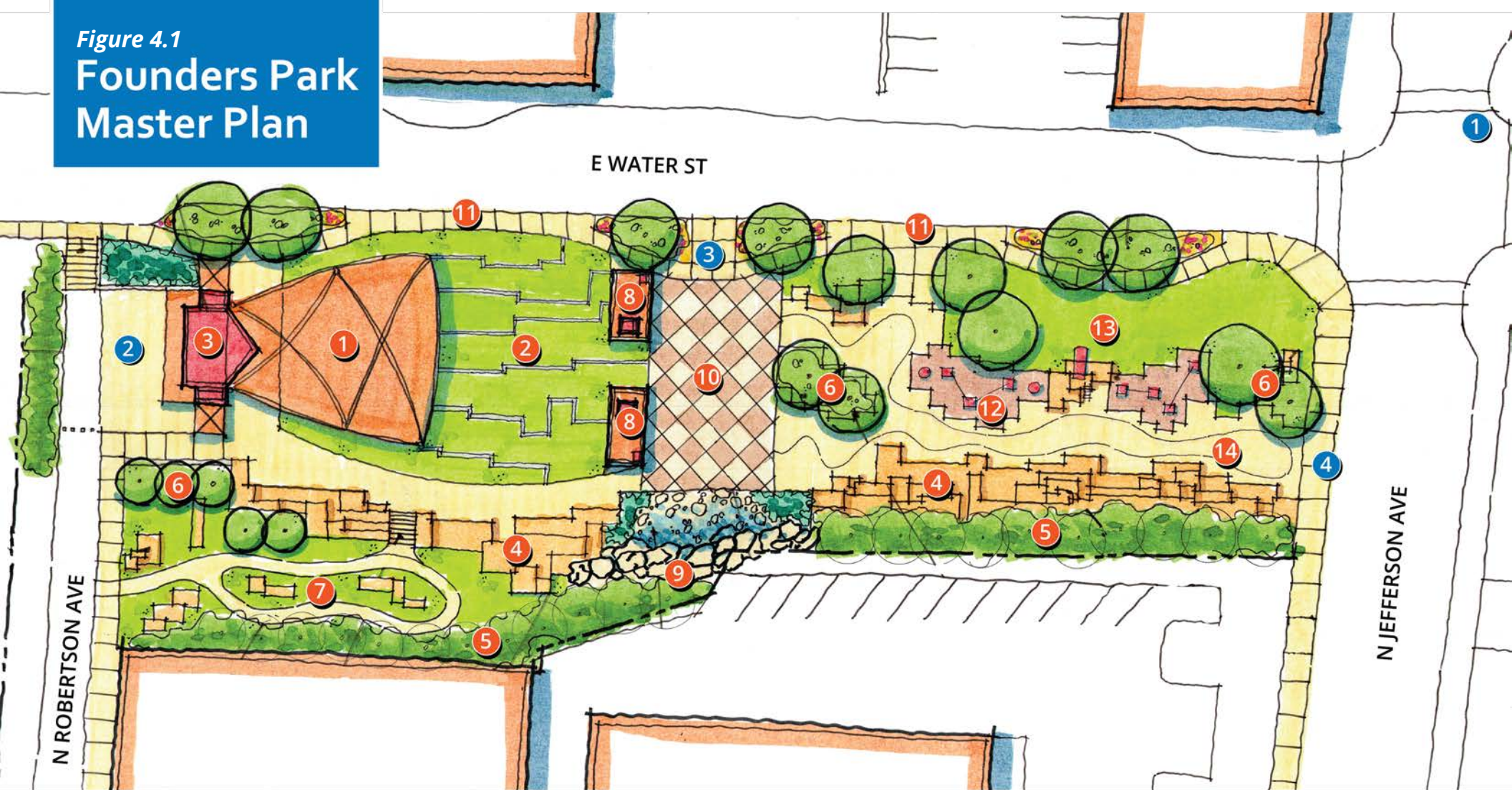


Section 4

# Founders Park Master Plan



Figure 4.1  
**Founders Park  
 Master Plan**



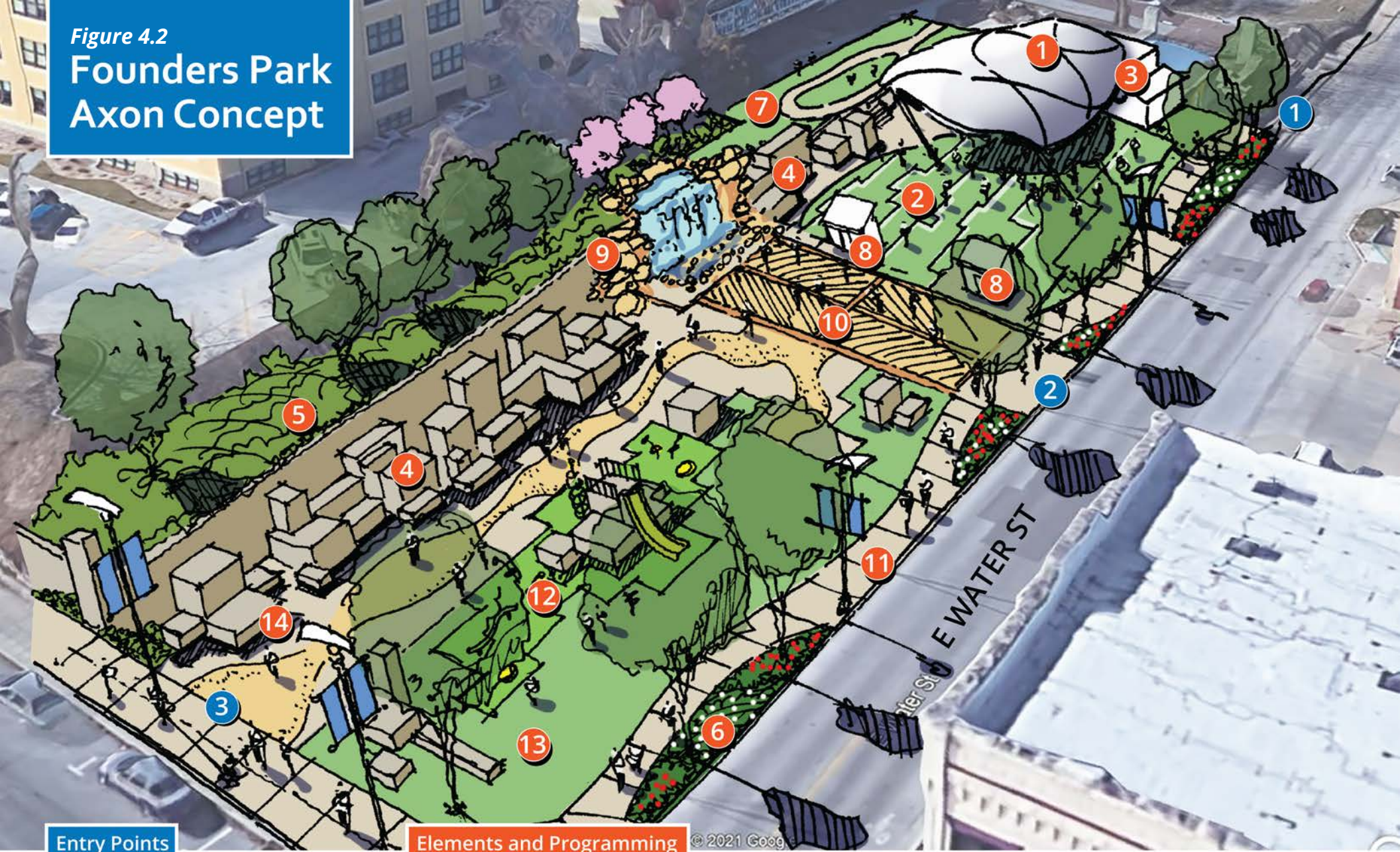
**Entry Points**

- ① Jordan Valley Greenway Trailhead
- ② Back of House Entrance
- ③ Main Entry / Promenade
- ④ History Walk Entrance

**Elements and Programming**

- ① Covered Amphitheater
- ② Amphitheater Flat Lawn
- ③ Stagehouse and Rigging
- ④ Concrete to Remain
- ⑤ Vegetation to Remain
- ⑥ Native Plantings
- ⑦ Mural Walk
- ⑧ Concessions and
- ⑨ Restrooms
- ⑩ Pondless Water Feature
- ⑪ Civic Plaza
- ⑫ Esplanade
- ⑬ Flex Lawn
- ⑭ History Walk

Figure 4.2  
**Founders Park  
 Axon Concept**



**Entry Points**

- 1 Back of House Entrance
- 2 Main Entry / Promenade
- 3 History Walk Entrance

**Elements and Programming**

- 1 Covered Amphitheater
- 2 Amphitheater Flat Lawn
- 3 Stagehouse and Rigging
- 4 Concrete to Remain
- 5 Vegetation to Remain
- 6 Native Plantings
- 7 Mural Walk
- 8 Concessions / Restrooms
- 9 Pondless Water Feature
- 10 Civic Plaza
- 11 Esplanade
- 12 Adventure Play Area
- 13 Flex Lawn
- 14 History Walk

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## Founders Park Master Plan

**Figures 4.1** and **4.2** show the master plan for Founders Park. The plan keeps some of the striking concrete elements while improving overall visibility and user experience. The northeast corner of the site, just across the street from the Jordan Valley Greenway trailhead, acts as the natural entryway into the site and leads to a flex space lawn and adventure play area. A history walk will incorporate existing elements on the founding of Springfield. A centralized plaza lies in the middle of the park and acts as a strong axis for the space, ending in a natural outcropping with a pondless water feature on the southern boundary.

On the western portion of the site, a covered amphitheater and lawn space will upgrade the current stage and add a back of house area for performers and equipment. The southwestern corner of the site contains a raised lawn area with a mural walk. Planting beds will contain native plants and will contrast with the sharper edges of the concrete blocks.

The plan for Founders Park includes improving accessibility for the two apartment buildings adjacent to the site: Founders Park Lofts across East Water Street to the north and Frisco Lofts directly south. Southern access into the park could include a walkway or stairway cutting through the vegetation along the park border. All access points and walkways will include safety features to increase visibility as much as possible, such as lighting and multiple viewpoints.

## Water Element

**Figure 4.3** details the pondless water feature in Founders Park. While Jordan Creek will not be daylit within the site, the feature is proposed as a central element in the park. Shallow water will flow over a rock outcropping to incorporate water flow without adding a pool of water. **Figure 4.4** shows the current water element in Founders Park.

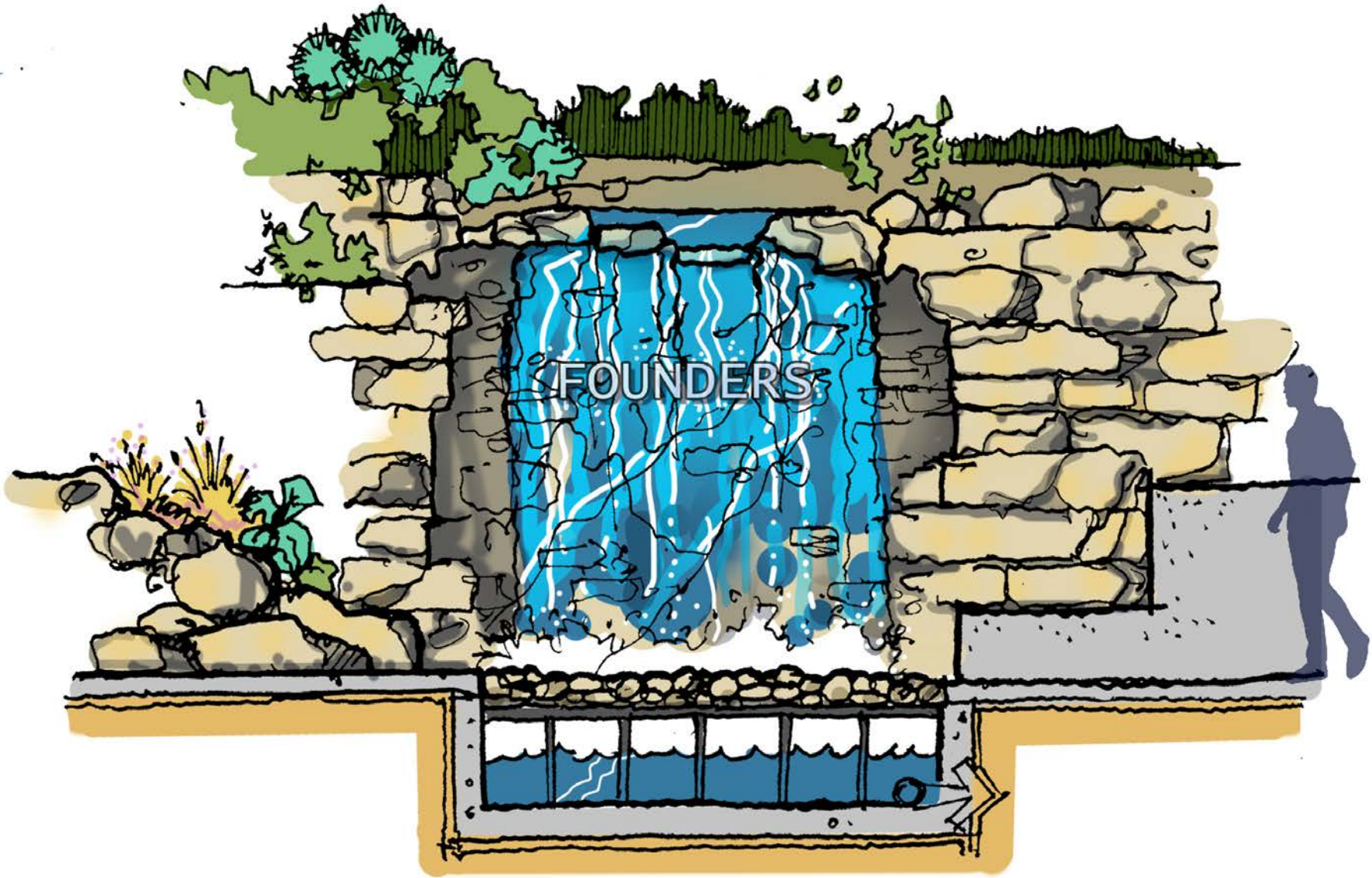
## Land Use and Development

Within Founders Park, the only structural development the plan proposes is upgrading the current amphitheater. Surrounding the park, the Economic and Market Study identified the northeast corner of North Boonville Avenue and West Olive Street as a catalyst site for future development, particularly as having the necessary site characteristics to support a hotel. The study also highlights the portion of North Boonville Avenue between West Olive Street and East Water Street as an ideal location for retail land uses, as it is located just one block north of the downtown square and could serve as a connection between the core of downtown and the project sites.

The entire report is included in **Appendix C – Economic and Market Study**.

## Programming

The master plan improves and expands on existing programming for Founders Park. An upgraded amphitheater will add coverage over the audience space and enhanced backstage facilities for performers and equipment. The history walk and mural walk will incorporate details on the origins of Springfield. The adventure play area will use the appealing height and climbing elements from the concrete blocks in a way that is meant for exploration. The addition of green space, plants, and water into the park will enhance the programming and make it more comfortable for users.



*Figure 4.3 Pondless water feature*



**Figure 4.4 Existing water feature**





Section 5

# 404 North Jefferson Avenue Master Plan



## 404 North Jefferson Avenue Master Plan

**Figures 5.1** through **Figure 5.3** show the master plan for the 404 North Jefferson Avenue site. Jordan Creek flows from the northeast corner of the site and opens to allow for a large area of water flow in the middle of the site. Two structures are proposed on-site. The first is the building currently located on the southwest portion of the site, which may be suitable for rehabilitation, and the other is a new building across the creek that would compliment the aesthetics of the existing building. In the center of the western portion is a large tree, which will be visible beyond the site as a point of interest. A modern treehouse will sit over the creek among native plantings.

A trail system throughout the site crosses Jordan Creek with both structural bridges and stone pathways. Pedestrians will be able to access the site from the overpass with a stairway. Additionally, connectivity to Jordan Creek Greenway will be available underneath the overpass and into Jordan Valley Park. The creek area underneath the overpass will be activated as a “fun zone” with swings, hammocks, and discovery areas over the creek.

# Figure 5.1 404 N. Jefferson Ave. Master Plan



## Entry Points

- 1 Entry Signage
- 2 New Box Culvert
- 3 Existing Box Culvert
- 4 Parking
- 5 Stair Access to Bridge
- 6 Jordan Valley Greenway Connection

## Elements and Programming

- 1 Park Pavilion
- 2 Brewery or Restaurant Space
- 3 Overwater Deck
- 4 Food Hall
- 5 Recreation / Entertainment Space
- 6 Yard Games
- 7 Pickleball Courts
- 8 Tree House
- 9 Esplanade
- 10 Net Seating Overlook
- 11 Park Shelters
- 12 Bridge
- 13 Stepping Stone Crossing
- 14 Discovery Walk

Figure 5.2

# 404 N. Jefferson Ave. Master Plan



## Entry Points

- 1 Entry Signage
- 2 New Box Culvert
- 3 Existing Box Culvert
- 4 Parking
- 5 Stair Access to Bridge
- 6 Jordan Valley Greenway Connection

## Elements and Programming

- 1 Park Pavilion
- 2 Brewery or Restaurant Space
- 3 Overwater Deck
- 4 Food Hall
- 5 Recreation / Entertainment Space
- 6 Yard Games

- 7 Pickleball Courts
- 8 Tree House
- 9 Esplanade
- 10 Net Seating Overlook
- 11 Bridge
- 12 Stepping Stone Crossing

- 13 Discovery Walk

Figure 5.3

# 404 N. Jefferson Ave. Section Looking East



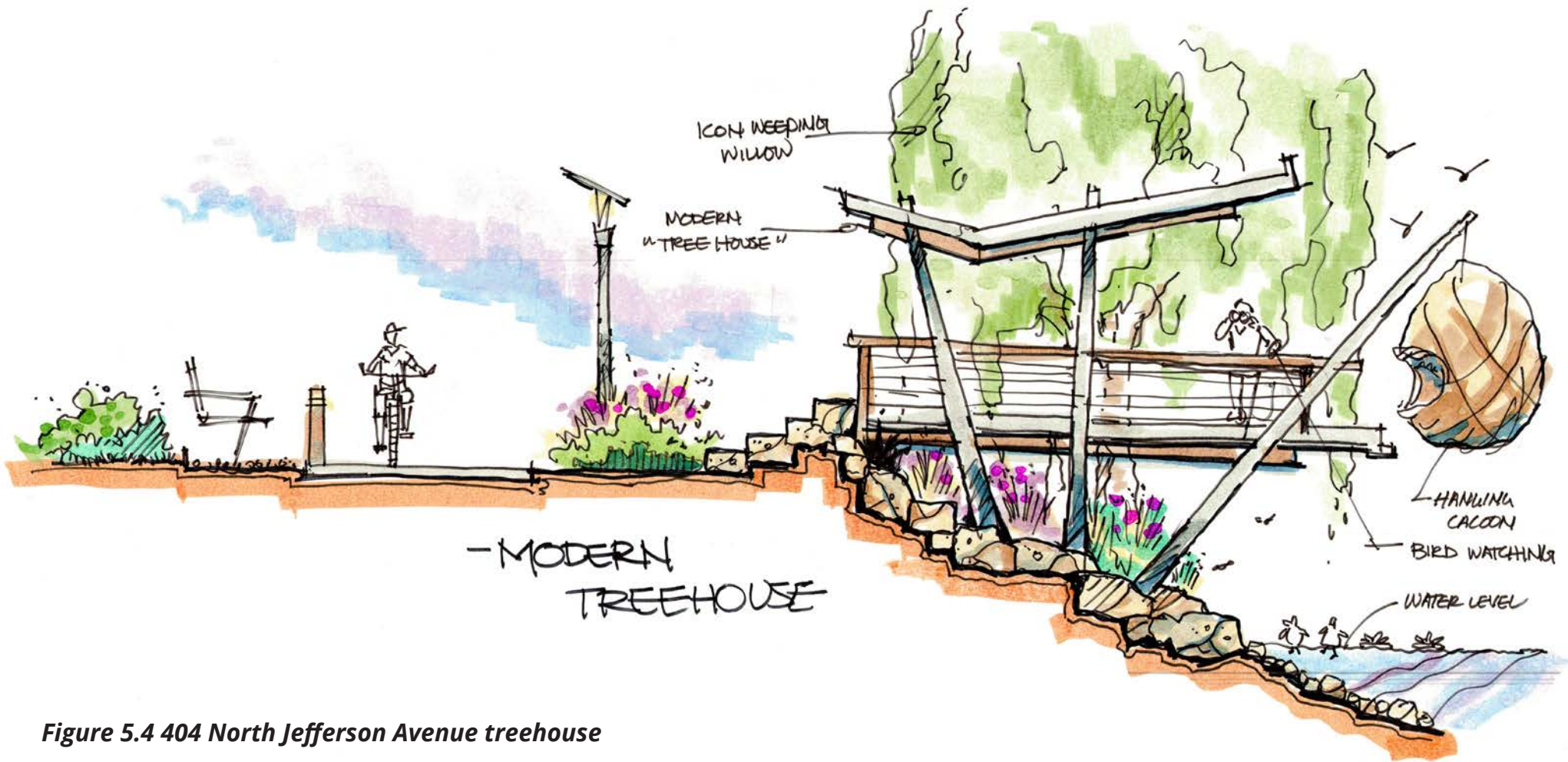
## Entry Points

- 1 Entry Signage
- 2 Parking

## Elements and Programming

- 1 Park Pavilion
- 2 Brewery or Restaurant Space
- 3 Overwater Deck
- 4 Food Hall
- 5 Recreation / Entertainment Space

The section drawing in **Figure 5.4** shows the iconic tree and treehouse feature on the western portion of the site, looking west. The treehouse will be elevated and allow users to travel up and into the feature and gain a unique vantage point over the site.



**Figure 5.4** 404 North Jefferson Avenue treehouse

## Flood Control and Water Quality

The 404 North Jefferson Avenue master plan creates a series of larger open pools separated by rock riffles. The area above the open pools provides a deep and wide space to convey flood flows that should offset impacts of pedestrian bridges and decks. Water will leave the site through the existing box culverts and the future box culverts near East Phelps Street and North Jefferson Avenue. Riparian plantings and bioretention areas along the water edge will provide filtration to improve water quality. Soil infiltration will be improved by reducing paved areas and loosening densely compacted soils throughout the site. Habitat improvements within the stream will also contribute to the overall water quality goals.

## Land Use and Development

The former industrial building on-site will be redeveloped as a food hall. A pickleball court is proposed as a dedicated outdoor recreation facility, creating the potential for an activated “work and play” environment in the southwest portion of the site that would tie into IDEA Commons. An additional building is proposed across the creek from the rehabbed building. This building includes a rooftop patio at the same level as the existing building, creating cohesion between the two, along with a deck extending out over Jordan Creek.

While the Economic and Market Study had been completed prior to the addition of the 404 North Jefferson Avenue site to the project area, the development included in the site master plan creates adaptive, flexible space that may be utilized in a variety of forms.

The entire report is included in ***Appendix C – Economic and Market Study***.

## Programming

As the largest of the three sites, 404 North Jefferson Avenue is programmed for a variety of activities. The two developments may contain restaurants, a food hall, or other uses that would compliment IDEA Commons and add to the larger downtown experience within a park site. Permanent outdoor recreation facilities have been included in the master plan near the proposed development and underneath the overpass. Pavilions and shelters are placed throughout the site to be utilized in a variety of settings. The trail throughout the site and its connections to the Jordan Valley Greenway, the overpass, and the surrounding street network will welcome a variety of trail users into the site. Seating areas and viewpoints along the trail offer resting points with different views of the site. Riparian areas and native plantings will enhance the site and incorporate the Ozarks into a downtown setting.



## Appendix A

# Existing Conditions Summary

## Relevant Plans and Studies

### Forward SGF (2021)

**Purpose:** The Forward SGF Comprehensive Plan will be the new comprehensive plan for the City of Springfield. It will guide the growth and development of the city for the next 20 years and include specific strategies for land use and development, transportation, community facilities, and parks and open space. The last comprehensive plan for the City of Springfield, Vision 20/20, was adopted in 1999.

**Relationship to this Project:** The planning process for Forward SGF is concurrent with the process for this Plan. While the upcoming comprehensive plan had not developed specific recommendations at the time of drafting this current Plan, the daylighting of Jordan Creek was mentioned in the Issues and Opportunities Report, published in April 2020, as an opportunity to develop and enhance existing parks, open space, and recreational facilities. The report acknowledges the daylighting project as a positive initiative to address existing issues of flooding and water quality and capitalize on opportunities for outdoor recreation and placemaking. Daylighting Jordan Creek also aligns with Forward SGF's identified issues and opportunities regarding flooding and stormwater management as a project focused primarily on flood control and water quality.

### Renew Jordan Creek Engagement Summary and Final Concept (2018)

**Purpose:** The Renew Jordan Creek Engagement Summary and Final Concept presents a concept to manage flooding caused by Jordan Creek, but ended at the conceptual development phase. The concept identified potential locations for the box culvert, channel, wetlands, retaining walls, and more. This project built on what was done in 2015 to explore daylighting with the conceptual-level Jordan Creek Renewal Study. The process began with examining existing conditions and meeting with project stakeholders to develop a site program and project priorities. The top three project priorities were:

1. Address the floodplain through natural and attractive stream design and enhanced water quality,
2. Add greenways for connectivity and green space and reduce surface parking, and
3. Economic development and create new downtown nexus.

With a defined program and priorities, the project team developed ideas for the site and presented them to the stakeholder group for feedback during a design charrette. Ideas were narrowed using stakeholder feedback to result in a final conceptual plan.

**Relationship to this Project:** Prior to this Plan, the Renew Jordan Creek Engagement Summary and Final Concept was the latest effort to daylight Jordan Creek through downtown and provided insight to site context, including challenges and previously identified priorities. Note that this project focused on the primary RJC site identified in this Plan.

### **Jordan Creek Renewal Study (2015)**

**Purpose:** For decades, downtown Springfield has dealt with Jordan Creek’s flooding challenges by confining it to an underground stormwater management system. Along with flooding, Jordan Creek is listed on Missouri Department of Natural Resources’ 303d list for not meeting state water quality standards. The City of Springfield began exploring how daylighting the creek could not only be a flood control solution, but also a tool for improving water quality and an addition of natural beauty to downtown. The Jordan Creek Renewal Study, completed in 2015, is a conceptual level study of alternatives for the daylighting of Jordan Creek between Grant Avenue and Booneville Avenue in downtown.

**Relationship to this Project:** The Jordan Creek Renewal Study was a design-focused study that used existing utility data, structural data, and hydrologic and hydraulic modeling to develop a concept plan and multiple design alternatives for daylighting Jordan Creek through downtown. The study did not suggest or address programming the creek as an amenity outside of streetscape improvements directly surrounding Jordan Creek itself.

### **Jordan Valley and Jordan Valley Park Concept Plan and Design Guidelines (2010)**

**Purpose:** Jordan Valley refers to the area within and surrounding Jordan Valley Park in Springfield’s Center City. The area is defined on either end by the East and West Meadows, organized such that the ends expand into large meadows that are held together by a narrow band of urban spaces within city blocks.

The vision for Jordan Valley emerged during the Vision 20/20 planning process, the previous comprehensive plan for the City of Springfield from 1999. During public engagement for Vision 20/20, a revitalized Center City surfaced as a priority for future development, which led to the creation of Jordan Valley Park. After the adoption of the comprehensive plan, future planning for the larger Jordan Valley area continued and resulted in this plan, which includes a concept plan, recommendations, long-range implementation guidelines, and design guidelines for Jordan Valley.

This plan sets a vision to make the Center City a true community gathering place with a variety of activities and attractions. The proposed design uses a series of linkages and corridors to integrate features and structures into a cohesive urban park experience. Ultimately, Jordan Valley is envisioned not only as an outdoor amenity, but also as a tool for stimulating economic redevelopment, improving natural resources, and re-establishing a more integrated and cohesive landscape.

**Relationship to this Project:** Jordan Valley encompasses all three sites for this Plan and emphasizes connectivity and cohesion throughout, accomplished primarily through a proposed system of linear trails or greenways. Physical and symbolic references to Jordan Creek are recommended as unifying elements to create cohesion, along with other elements that reflect the natural and built environment of the community and larger region. Daylighting Jordan Creek is specifically listed as a recommended improvement, as it could create a more organic, meandering stream with adjacent trails, open space, and wetlands.

Flooding is identified as a key issue within Jordan Valley. The plan mentions that portions of Jordan Creek beyond the planning area that have undergone daylighting have reduced the issue and provided 100-year flood capacity to protect adjacent properties. The plan recommends daylighting at least part of Jordan Creek to provide recreational opportunities, utilize the natural beauty of running water, and mitigate flooding. Additionally, the plan recommends implementing “green” stormwater management, water conservation practices, and water quality protection measures to Jordan Creek as much as possible.

## **IDEA Commons Plan (2010)**

**Purpose:** The IDEA Commons sub-district within Jordan Valley is an initiative from Missouri State University. The vision is to redevelop a portion of downtown into an urban research park with the Roy Blunt Jordan Valley Innovation Center as the focal point. The goal is to create a mixed use community that is a model for innovative and sustainable development.

**Relationship to this Project.** The IDEA Commons Plan suggests exploring options to daylight sections of Jordan Creek and reduce or eliminate the 100-year floodplain. Additionally, a greenway trail is proposed from the existing trail at East Water Street and North Jefferson Avenue continuing alongside the daylight portion of the North Fork of Jordan Creek to connect to Drury University and Ozarks Technical College.

## **Vision 20/20 (2001)**

**Purpose:** Vision 20/20 was the previous comprehensive plan prepared for the City of Springfield. The planning process took place from 1996 to 2001 and set a community vision rooted in quality of life for the present and future generations. The plan initially focused on land use, transportation, parks and open space, neighborhood conservation, and downtown revitalization and was later expanded on with the 2004 Vision 20/20 Strategic Plan for Springfield and Green County.

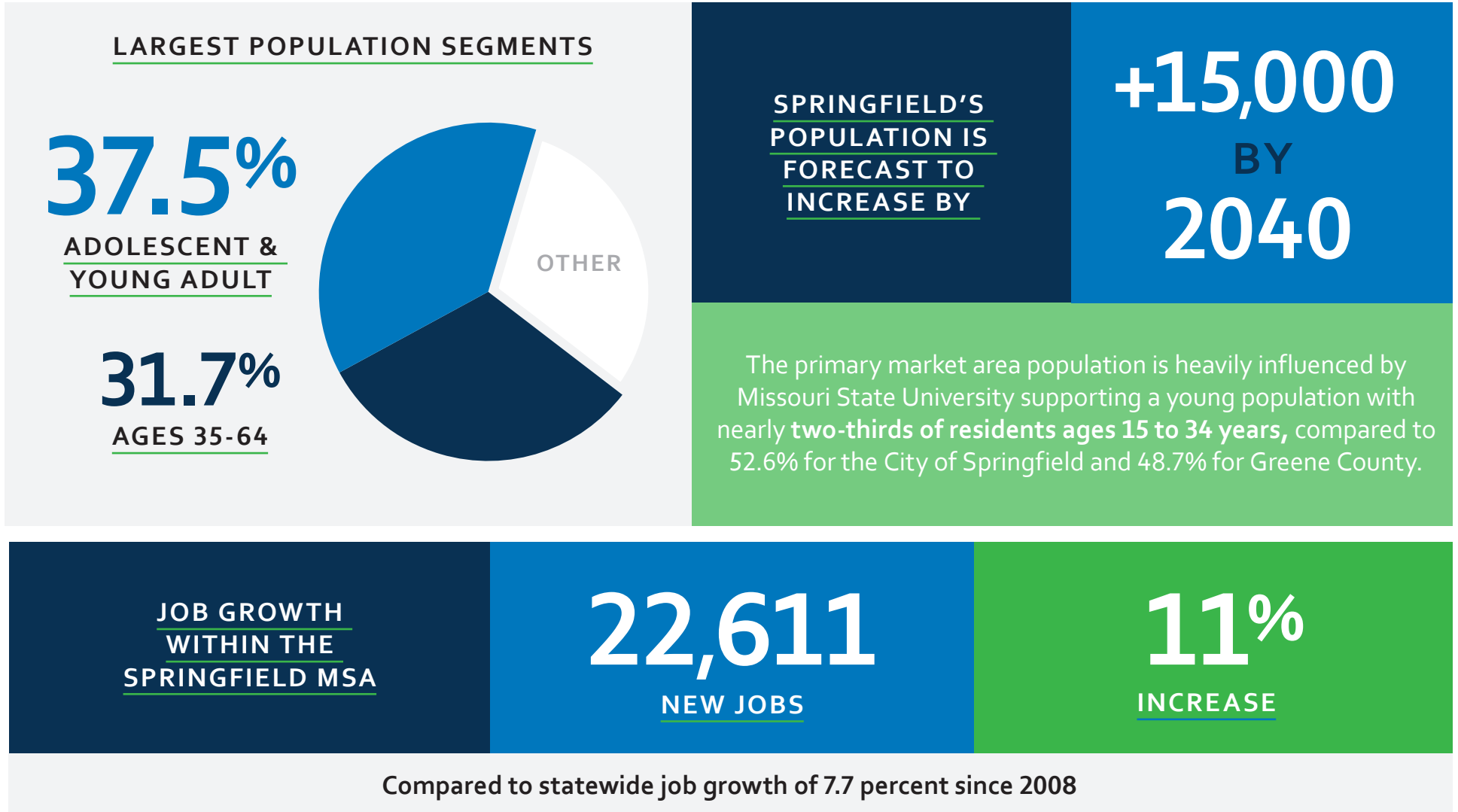
**Relationship to this Project:** The Growth Management and Land Use Plan Element proposes growth management through the implementation of an urban service area and urban reserve to encourage compact and contiguous growth within the city. Key concepts identified for the urban service area include the use of parks and linear public open space to improve quality of life and protect sensitive environmental resources. Additionally, the designation of Activity Centers containing mixed-use development, attractive public spaces, high-quality site planning and architecture, and connectivity to bicycle and linear open space networks, is included as an effective technique to encourage compact growth and attract investment. The Center City is identified as a Major Activity Center site.

The Center City Plan Element sets a vision for a vibrant, dynamic downtown and provides a guide for private investments and public improvements for the area from Commercial Street to the north, Southwest Missouri State University (now Missouri State University) to the south, Grant Avenue to the west, and National Avenue to the east. It specifically identifies the importance of parks and open space and public spaces within downtown. At the time of plan creation, Jordan Valley Park was being planned as a major new open space in Jordan Creek Valley and catalyst for linear connectivity through the Center City.

The Parks, Open Space, and Greenway Plan Element contains a full inventory and review of existing parks and trails, including Founders Park, which at the time was under construction. It describes the history of the site, the land originally deemed to John Polk Campbell, founder of Springfield, by the Delaware Tribe in 1829. The initial programming list includes an interpretation of Springfield history through graphics, water features, a bronze map, and an amphitheater.

## Demographics and Market Conditions

An Economics and Market Study was completed as part of the existing conditions inventory for the Plan. The entire report is included in **Appendix C – Economics and Market Study**. The graphics on the following pages briefly overview the study findings that focus on demographic and market factors at play .





**HOUSEHOLD  
COMPOSITION**



**HEAVILY  
POPULATED BY  
HOUSEHOLDERS  
LIVING ALONE**



**HIGHER  
PROPENSITY  
FOR ATTACHED  
HOUSING**

**8**

**APARTMENT  
PROPERTIES**



**BELOW AVERAGE  
RATE OF  
HOMEOWNERSHIP**



**BELOW AVERAGE  
RETAIL EXPENDITURES  
FOR FAMILY-RELATED  
GOODS & SERVICES**

**212**

**RENTAL  
UNITS**



**SPRINGFIELD IS A  
RETAIL DESTINATION  
FOR SURROUNDING  
RURAL COMMUNITIES**

**2.61**

estimated  
pull factor

**161%**

more retail sales  
than the statewide  
average

**3.13%**

**VACANCY  
RATE**

Demand from downtown workforce & Missouri State University students

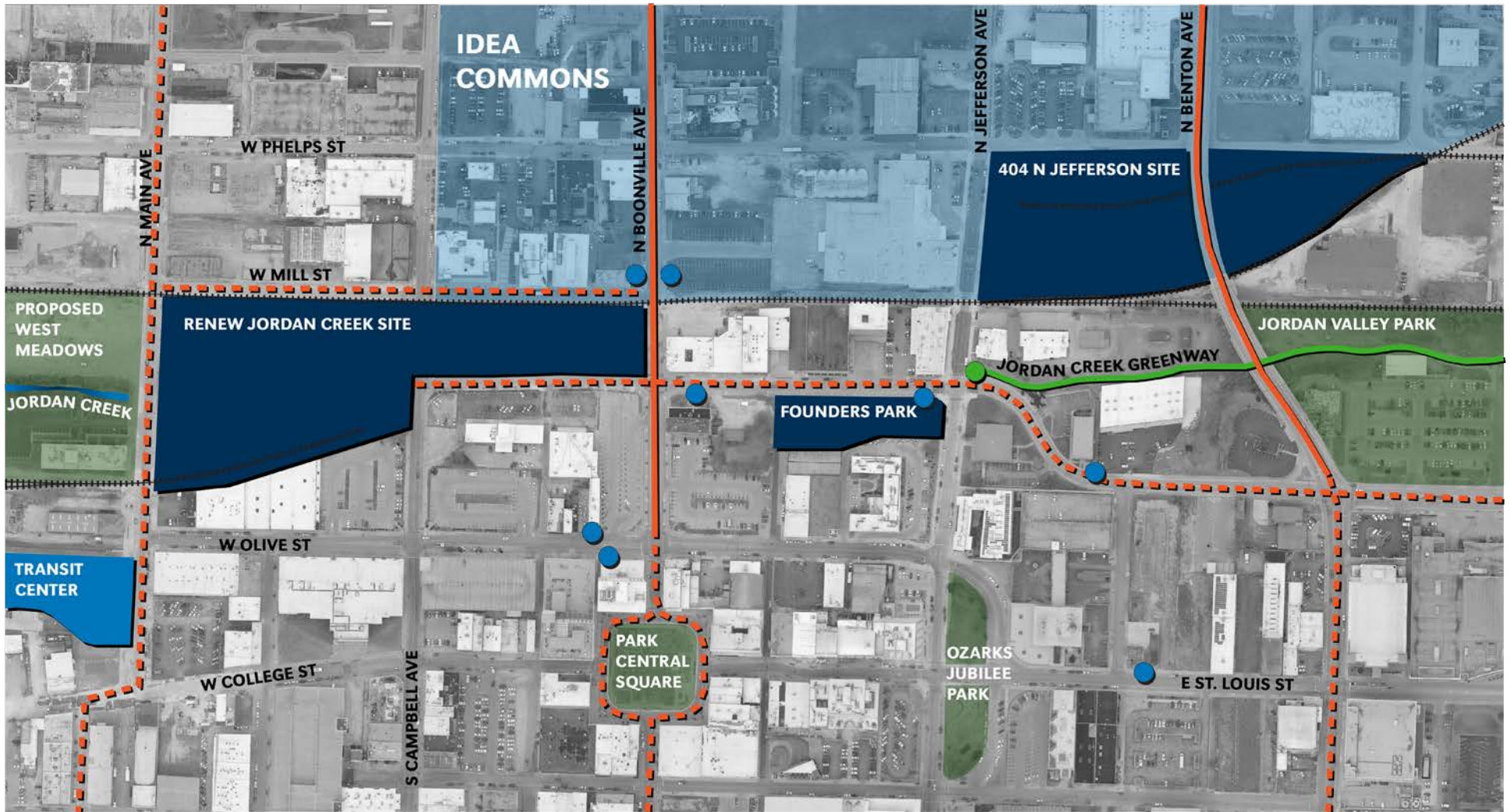
## Infrastructure and Connectivity Context

The map in **Figure A.1** shows existing site context. The three project sites are indicated in dark blue. The area included in IDEA Commons is shown in light blue. Designated park or outdoor areas, including West Meadows, Park Central Square, Ozarks Jubilee Park, and Jordan Valley Park, are shaded in green.

Existing connectivity between the project sites and beyond are shown to visualize existing conditions for multimodal transportation. The branch of Jordan Creek Greenway that runs through Jordan Valley Park begins at a trailhead located at East Water Street and North Jefferson Street, as shown in green. Existing on-street bike lanes are shown with a solid red line while city-designated bike routes without specialized infrastructure are shown with a dashed red line. Existing bus stops are indicated with blue dots.

A daylight portion of Jordan Creek can be seen in West Meadows. The creek travels underneath North Main Avenue before entering the concrete box culvert underground.





# Existing Site Context

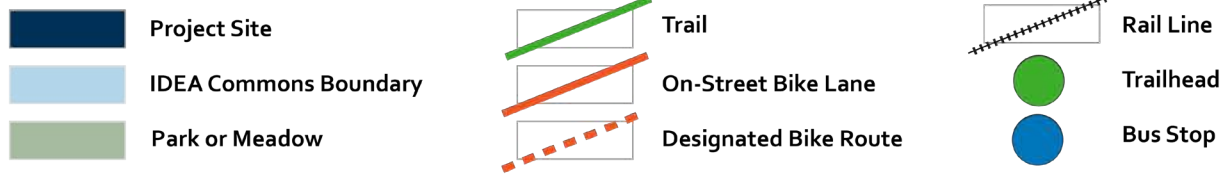


Figure A.1 Existing site context

## Primary RJC Site Context

The map in **Figure A.2** shows existing context for the primary RJC site. The site boundary is from North Boonville Avenue to the east, North Main Avenue to the west, West Mill Street to the north, and Water Street to the south. There is an active rail line running along the northern portion of the site, which will likely remain active for the foreseeable future despite its low volumes.

The red dotted outlines indicate buildings on the site that have been demolished or are planned for demolition during the construction process. There are currently two parking lots within the existing primary RJC site.

The dark blue dashed lines indicate the existing box culvert that runs east-west from North Boonville Avenue to North Main Street. The current box culvert daylights just east of the North Main Avenue bridge, indicated by the blue asterisk.

The yellow arrows represent primary vehicular traffic adjacent to the site. The blue arrows represent pedestrian connections to West Meadows, Brick City, and Founders Park to the east. The red arrows along East Water Street represent the steep grades and limited access down into the site. The lightbulb symbol represents IDEA Commons and Brick City.

The orange asterisks represent iconic entries onto the site. The asterisk at North Campbell Avenue indicates the historic stone arch bridge that is currently buried. An image of the arch is shown in **Figure A.3**. The asterisk at North Boonville Avenue and West Mill Street denotes the primary gateway to the project. The orange dashed circles indicate secondary pedestrian entries to the project area along East Water Street and North Campbell Avenue.

Additional site photos are included in **Figure A.4** and **Figure A.5**.



**Figure A.3 Campbell Arch**

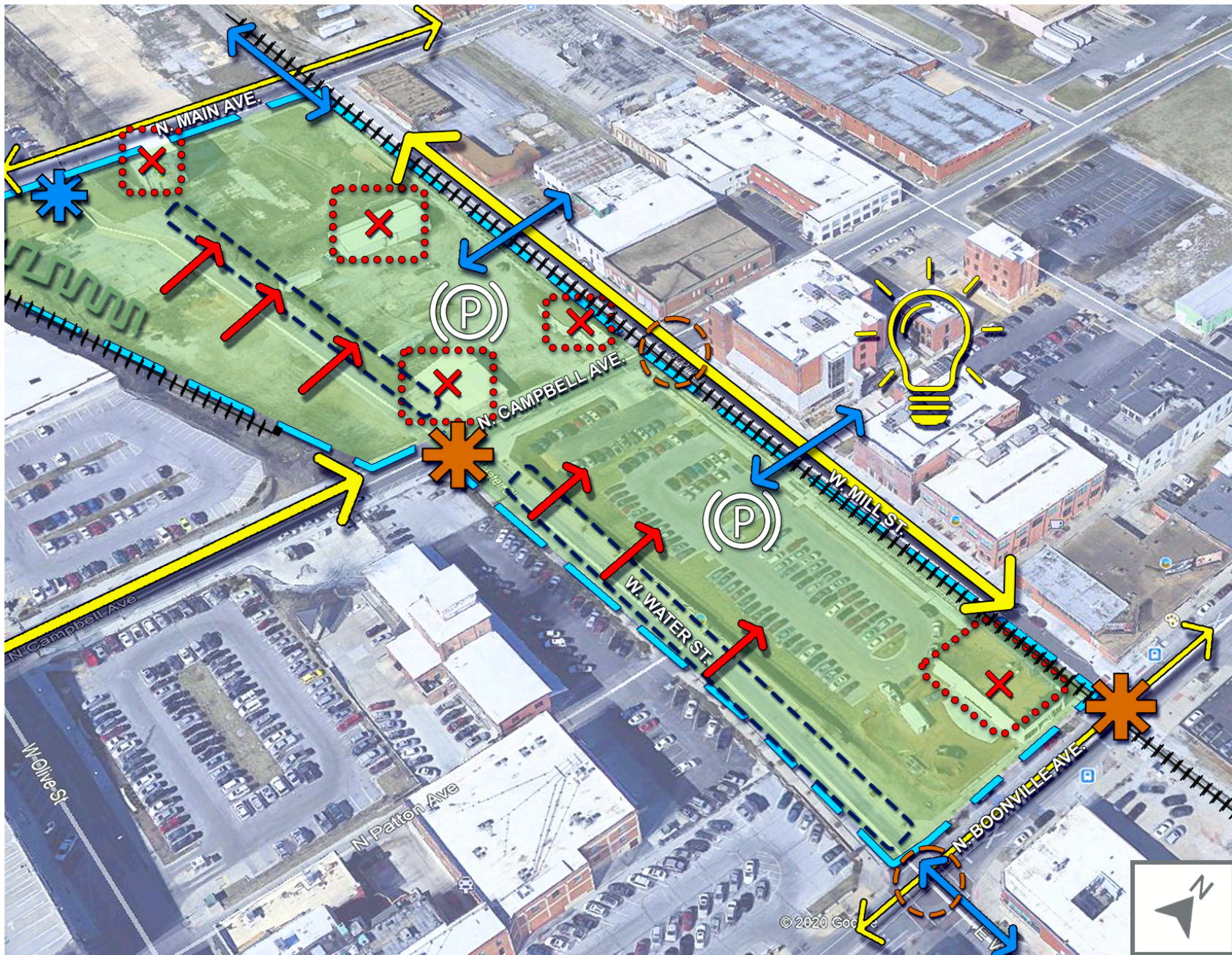


Figure A.2 Primary RJC Site existing site context



***Figure A.4 West Mill Street looking east***



***Figure A.5 North Boonville Avenue and East Water Street looking northwest***

## Founders Park Site Context

The map in **Figure A.6** shows existing site context for Founders Park. The park boundary is from North Jefferson Avenue on the east, North Robertson Avenue on the west, East Water Street on the north, and steep cliffs and vegetation on the south. The park currently exists as a striking urban park that holds summer concerts and other events, but there are safety concerns on the site due to limited visibility into the park, represented by the red arrows.

The orange asterisk calls out the stage facing East Water Street. The blue asterisk indicates the current cascading water feature. The blue dotted rectangles with green infill indicate the small areas of greenery within the park, and the blue dotted rectangles with no infill indicate the primary hardscape with large, monolithic concrete spires.

The yellow arrows represent primary vehicular and pedestrian access adjacent to the park. The blue arrows signify pedestrian access to the park, which are located at the three pedestrian entries indicated by the dashed orange circles.

Additional site photos are included in **Figure A.7** and **Figure A.8**.

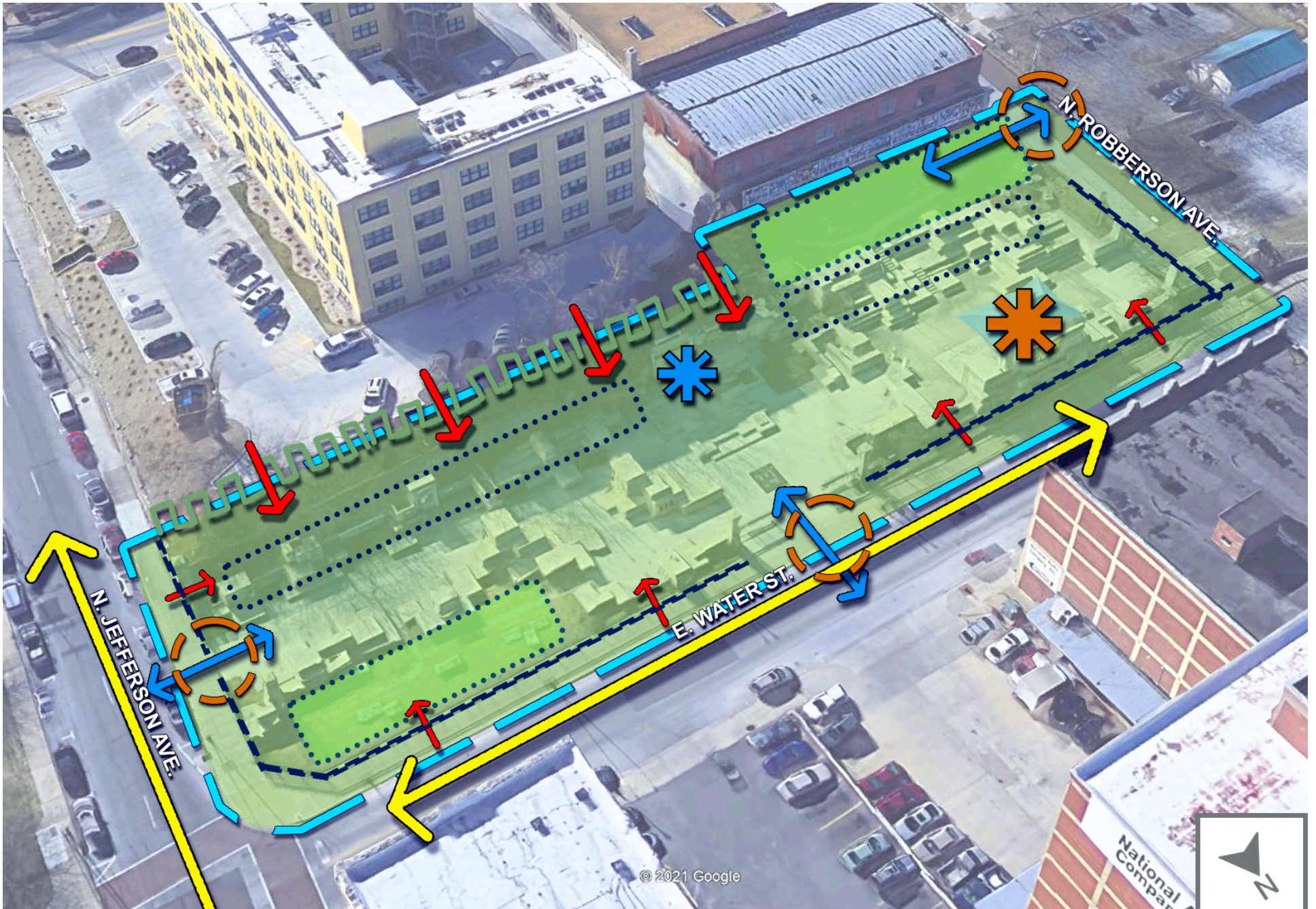


Figure A.6 Founders Park existing site context



**Figure A.7 North Robertson Avenue and East Water Street looking southeast**





**Figure A.8 Existing stage**

## 404 North Jefferson Avenue Site Context

The map in **Figure A.9** shows existing site context for 404 North Jefferson Avenue. The site is bound by railroad tracks to the south, East Phelps Street to the north, North Jefferson Avenue to the west, and comes to a point at Washington Avenue to the east. The North Benton overpass bisects the site. The blue asterisk indicates the point at which Jordan Creek discharges from the box culverts into the site. The blue shaded pathway indicates the existing box culvert.

The orange asterisk represents opportunities to capitalize on existing infrastructure and activate the space, shown underneath the overpass and at the existing industrial building on the site. The blue dotted rectangle surrounds the building, which is in fair condition and holds redevelopment potential. The red dotted rectangles indicate building stock that is in poor condition. The white "P" illustrates parking locations.

The green arrow represents the existing Jordan Valley Trail, which leads to Jordan Valley Park to the east. The yellow arrows show primary vehicular and pedestrian access adjacent to the site. The blue arrows indicate current and potential pedestrian access to the site, while the orange dashed circles denote entrance points on the site.

Additional site photos are included in **Figure A.10** and **Figure A.11**.

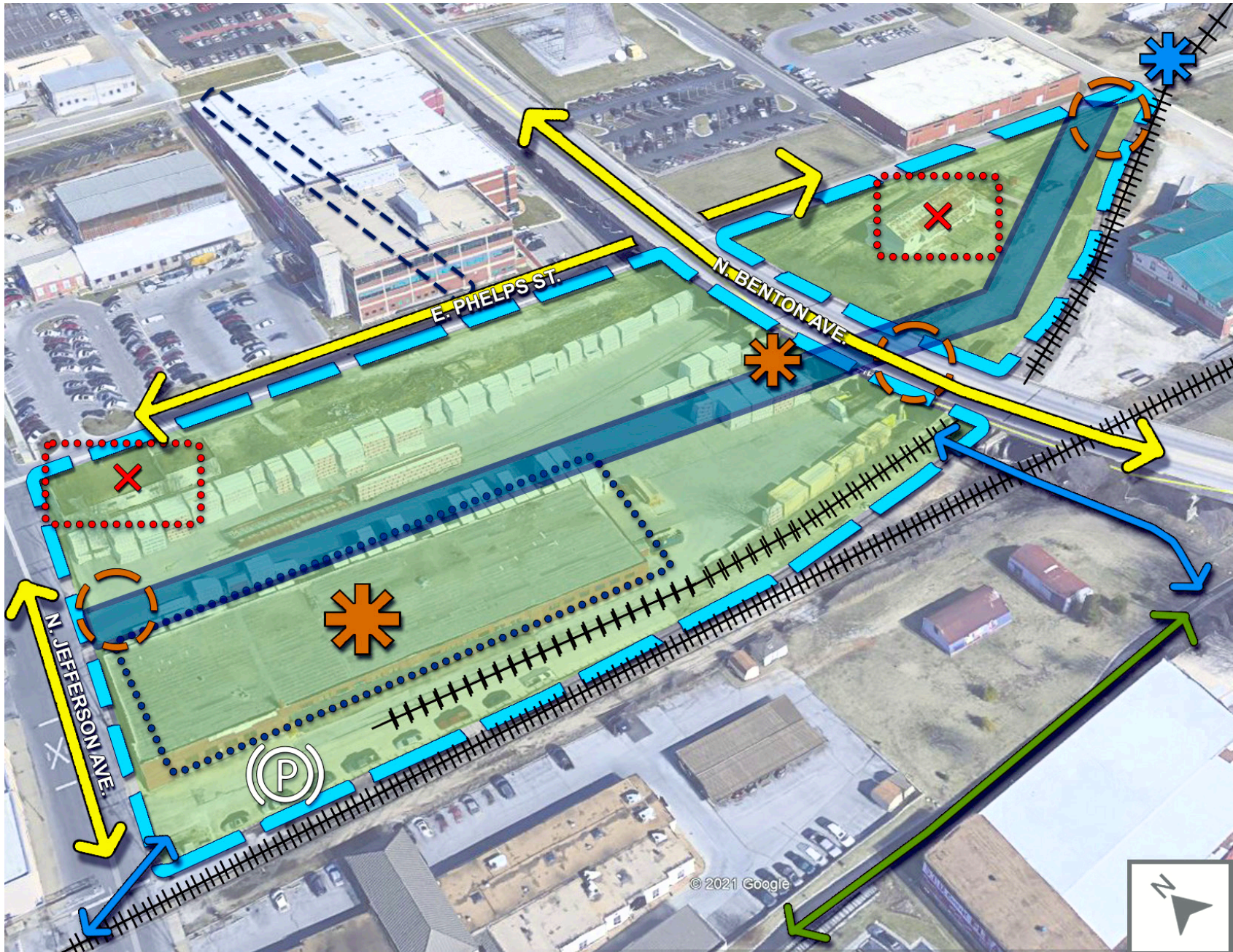


Figure A.9 404 North Jefferson Avenue existing site context



***Figure A.10 North Jefferson Avenue looking northeast***



***Figure A.11 East Phelps Street looking east at North Benton Avenue bridge***

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## Appendix B

# Public Engagement Summary

## Public Engagement Overview

In the end, a good plan is developed with the community, and not just for it. This Plan was developed with the community and stakeholders. Through meetings, a public survey, a visioning workshop, interviews, a charrette, and open houses, the planning team was able to collaborate with the community on the thoughts, ideas, and comments that became the recommendations put forth in this Plan; the Plan is better for it. **Appendix B** summarizes both that process and its outcomes. Each engagement opportunity allowed participants to share their ideas for the future of Jordan Creek. After each engagement opportunity, the planning team analyzed the comments and graphics and documented the formal and informal conversations that took place. This information then shaped and reshaped the Plan's priorities and recommendations.



**Stakeholder Committee.** A Stakeholder Committee for the project was assembled with community leaders across Springfield to provide insight and information and assist the project team in the direction and recommendations of the Plan.



**Project Website.** The project website ([www.renewjordancreek.com](http://www.renewjordancreek.com)) was created as an electronic hub for project news and information. The site provided detailed and regularly updated information on the project including goals, schedule, and relevant documents, graphics, and maps. Virtual events took place either on the site or were accessed from it. The site also provided direct contact with Kirkland Preston, Project Manager for the City of Springfield Department of Public Works, for anyone with comments or questions about the project.



**Email Blasts.** A project email contact list was generated to quickly spread project information throughout the planning process. Anyone interested was able to join the list by submitting their email address through the project website. Periodic emails were sent sharing news such as current project status, open house information, and website updates.



## Visioning Workshop

The visioning workshop took place on November 10 and 12, 2020 from 5:30 to 8:00 p.m. on Zoom. During the two-night virtual visioning workshop, members of the Stakeholder Committee (SC) were split into breakout groups and recorded their personal and group thoughts for the project according to six categories: Needs, Wants, Desires, Barriers, Obstacles, and Annoyances. After recording those comments, stakeholders prioritized three comments per category, and then picked “The One Thing” for each category.

Comments recorded by the SC for the six categories were summarized and analyzed based on category and frequency. Clear patterns began to emerge during this analysis. Themes from each category are shown below and on the following page. A full record of responses is provided in ***Full Documentation of Responses: Visioning Workshop.***

### + Needs

- Connection to existing and future development, trails, and parks including Jordan Valley Park, West Meadows, and IDEA Commons
- Site development must be flexible, accessible, safe, and appeal to all demographics
- Green space and intentional use of native plants
- A dedicated maintenance entity
- Flood control and water quality improvements

### + Wants

- Development of something big, exciting, and attractive; build on the potential for this project to be an identifier for Downtown Springfield and something to expand on in the future
- Emphasize pedestrian and bicycle infrastructure and explore recreational opportunities such as bike sharing
- Develop or encourage future restaurant and retail development nearby
- Active programming of Jordan Creek and site, such as a river walk, farmers’ market, live music, and family-friendly events
- Controlled water flow
- Use of natural techniques and sustainable building practices to mitigate stormwater runoff and harmful pollutants

## + Desires

- Public art
- Outdoor dining spaces such as a dessert park or beer garden
- Recreation opportunities such as a playground or dog park
- Celebration of Springfield history and public education on water and the Ozarks
- Active use of Jordan Creek
- Reframing maintenance as environmental stewardship

## - Barriers

- Proximity of active railroad
- Limited space
- Ongoing maintenance demand
- Homeless population
- Flooding and low water flow
- Public perception and attitudes
- Lack of safety infrastructure such as lighting
- Cost

## - Obstacles

- Parking: availability versus perception of necessity
- Programming the site for multiple users and encouraging people to come downtown
- Negative perceptions of downtown
- Existing utility infrastructure
- Physical limitations of box culverts
- Regulations and enforcement
- Distance from existing restaurants and attractions

## - Annoyances

- Lack of restrooms
- Soapbox preaching
- Dog and human waste
- Litter and pollutants
- Misuse of water features
- Attitudes: people “being okay with mediocre” or “not thinking big enough”

## Public Survey

A public survey was available online from January 12 to February 7, 2021. During the collection period, a total of 683 surveys were completed and 517 individual comments were left by respondents.

An analysis of survey results revealed common themes repeated by multiple respondents, including:

- Safety;
- Creation of an “urban oasis;”
- Flexible use;
- Something for everyone;
- Accessibility; and
- Appropriate maintenance and upkeep.

The survey asked for input on specific uses and elements that could be incorporated into the project sites. Uses refer to how people will interact with a site and elements are the pieces and parts included on a site. The following pages show the uses and elements with the highest average ratings, along with other suggestions from free response questions.

All free responses to the public survey have been included in ***Full Documentation of Responses: Public Survey.***

## BIG Ideas

- **Riverwalk**
- **Experience the Ozarks in downtown Springfield**
- **A unique, exciting attraction that will make it a destination**
- **Sustainable energy sources, such as solar, hydraulic, or wind power**
- **Incorporate local businesses as much as possible**
- **Use this as a catalyst to encourage more development**

## Uses

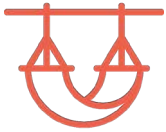
Active Uses ranked highest among the five use categories.

### Uses with highest average star ratings:



#### Events

Average rating: 4.22 stars



#### Flexible seating and shade

Average rating: 4.03 stars



#### Food trucks / food carts

Average rating: 3.85 stars



### Other suggested uses:

- Uses associated with Jordan Creek, such as boating and waterfront seating
- Incorporate education on water quality
- Connectivity with existing trails, greenways, and bikeways
- Farmer's market / flea market
- Dog-friendly spaces

## Elements

Civic and Cultural Elements ranked highest among the five element categories.

### Elements with highest average star ratings:



#### Smart lighting / security

Average rating: 4.44 stars



#### Public Wi-Fi

Average rating: 3.73 stars



#### Electric bicycles

Average rating: 3.31 stars



### Other suggested elements:

- Healthy, natural, programmable creek
- Native Ozark plants and elements
- Amphitheater / outdoor stage
- Interactive art features

## Virtual Charrette

A virtual charrette was held March 30 through April 16, 2021. Attendees included the project team and the SC. Each meeting during the three-week event took place using the same Zoom meeting link. All materials were available to the SC on a section of the project website dedicated to the charrette.

The charrette included Public Open House #1, held virtually on the project website from April 5 through April 11, 2021.

### Week One

**The first week of the charrette focused on reviewing programming ideas for the three project sites and each program with the SC. From there, the project team developed initial ideas for the primary RJC site in preparation for Public Open House #1.**

### Week One, Day One: Tuesday, March 30, 2021

Day one focused on programming the primary RJC site. Comments from the visioning workshop and public survey built a structure for a potential site program. The project team spent the first session reviewing the program and asking the SC what, if anything, was missing from the list.

After the stakeholder session, a programming list for the primary RJC site was set as follows and shown on the following page. Items in bold represent additions from the SC during day one of the charrette.

# Primary RJC Site Program

## Uses and Activities

- Scheduled events
- Riverwalk
- Live music
- Public art
- Family friendly events
- Movie nights
- Outdoor yoga / fitness classes
- Flexible retail / vendor space
- **Outdoor dining / drinks**
- **Food trucks**
- **Compatibility with IDEA Commons**
- **Passive environmental interaction**
- **Dog-friendly**
- **“Downtown’s back deck”**

## Elements

- Iconic feature / artwork
- Interactive water
- Simple performance / civic space
- Open / flexible lawn
- Visual features and public art
- Historical markers
- Flexible retail
- Recreation opportunities
- Moveable and adaptable furniture
- Shade

- Landscape furnishings / lighting
- Technology (Wi-Fi, smart lighting, bike sharing, etc.)
- **Repeated elements**
- **Amenities for dogs**
- **Focus on collection of places rather than uses**
- **Maintenance effort and cost**

## Infrastructure

- Flood control and water quality improvements
- Interaction with water – ability to see, touch, and cross the water
- Nodes of water
- Use of native plantings – BMPs
- Maintenance conscious hardscapes and softscapes
- **ADA accessibility**
- **Mitigate issues related to water flow modification**

## Connectivity

- Connection to existing and future development
- Gateways and identification markers
- Flexible, accessible, and safe!
- Pedestrian and bicycle focused walks and trails
- Streetscape improvements at perimeter of project area that continue along adjacent streets
- **Jordan Creek Greenway**

## Week One, Day Two: Wednesday, March 31, 2021

Day two focused on programming the other two project sites: Founders Park and 404 North Jefferson Avenue. These sites were later additions to the project and did not have the same amount of public input as the primary RJC site. The project team presented background information on the two sites before collecting programming ideas from the SC.

The session resulted in programming lists for both Founders Park and 404 North Jefferson Avenue, as recorded on the following pages. The project team used the initial site programming to begin shaping designs and ideas for the sites.

### Primary Founders Park Site Program

#### Uses and Activities

- Planned events throughout the year
- Interactive art and history
- Food trucks
- Events with food / drinks
- Festivals
- Pop-up markets and events
- Utilize street for programming
- Performances
- Live music
- Lunch breaks
- Areas for students

#### Elements

- Softer, more comfortable features
- Greenspace and greenery
- Trees
- Welcoming, inviting environment
- Incorporate water

- Historical details and storytelling
- Playground that integrates into the topography
- Shaded areas
- Seating

#### Infrastructure

- Safety
- Visibility
- Adequate lighting
- Openness
- Weather-friendly

#### Connectivity

- Easily accessible
- Intentional connections to IDEA Commons, downtown, and other areas
- Trail and greenway connections
- Connection to Jordan Creek daylighting

# Primary 404 North Jefferson Avenue Site Program

## Uses and Activities

- Urban oasis park
- Mixed use development
- Rehab the building into an indoor / outdoor space
- Visitor hub for Springfield
- Restaurants (coffee, casual dining, drinks, etc.)
- Food hall / restaurant incubator / market
- Office space / incubator / makerspace / start-ups
- Areas for students
- Events

## Elements

- Utilize building
- Utilize bridge
- Areas to engage with wider portion of Jordan Creek
- Large water element
- Greenspace and greenery
- Trees
- Seating areas
- Outdoor dining
- Trailhead with amenities for trail users (restrooms, bike repair, bike rental, etc.)
- Event space
- Office / meeting space
- Outdoor workspaces with internet access
- Interactive art

## Infrastructure

- Safety
- Adequate lighting
- Address stormwater issues
- Stormwater control that serves other purposes (i.e., larger area of water with seating areas)
- Public Wi-Fi

## Connectivity

- Connection to Jordan Valley Park
- Tie in Jordan Creek Greenway
- Access to daylighted areas of Jordan Creek
- Pedestrian connection from bridge
- Walking paths



## Week One, Day Three: Thursday, April 1, 2021

Day three began with open studio, where SC members were welcome to join the Zoom call and ask questions to any of the team members as they worked on developing initial ideas for the project sites.

In the afternoon, two focus groups took place. The first was a presentation of the Economic and Market Study completed for the project, which is provided in **Appendix C**. The second focus group was on water and environmental conditions in the project area, which discussed details on flood data and potential impacts of infrastructure improvements for Jordan Creek.

An initial idea review for the primary RJC site took place in the evening. The idea development approach focused around three factors: culvert boxes, Water Street, and the Campbell Arch. The six ideas generated for the site addressed the factors in different approaches. Presented options for the factors are listed below:

### Culvert Box

- Remove all
- Remove Patton Street west
- Remove west of Campbell Avenue
- Arcade / overflow

### Water Street

- Vacate
- Vacate Patton Street west
- Remain as-is
- Keep one lane one-way

### Campbell Arch

- Utilize as pedestrian tunnel
- Require a new tunnel

The six ideas presented to the SC mixed and matched options for these three factors to help begin visualizing site design. **Figures B.1** through **B.6** show the six ideas.

Feedback was collected online for each of the ideas presented and has been recorded under **Full Documentation of Responses: Virtual Charrette Week One**.

## Week One, Day Four: Friday, April 2, 2021

The project team used day four as a work day to continue developing ideas. An open studio was held in the morning for SC members to check in and ask questions.



## Week Two

### Public Open House #1

The first public open house was open online from Monday, April 5 through Sunday, April 11, 2021. The six initial ideas for the RJC site were shown to the public for feedback. All comments received during the open house are recorded in *Full Documentation of Responses: Public Open House #1*. After the event closed, the project team used feedback received from the SC and the public to narrow and refine ideas for the primary RJC site.

## Week Three

The goal for week three of the charrette was to narrow ideas for all three project sites by using public and SC feedback to push designs to concept plan development.

### Week Three, Day One: Tuesday, April 13, 2021

The first day of week three began with open studio. In the afternoon, the project team presented four initial ideas each for Founders Park and 404 North Jefferson Avenue. All eight ideas were created using the programming lists developed during the first week of the charrette. **Figures B.7** through **B.14** show the initial ideas. After presenting to the SC, feedback was collected and analyzed for further concept development. All comments can be seen in *Full Documentation of Responses: Virtual Charrette Week Three, Day One*.

# Founders Park

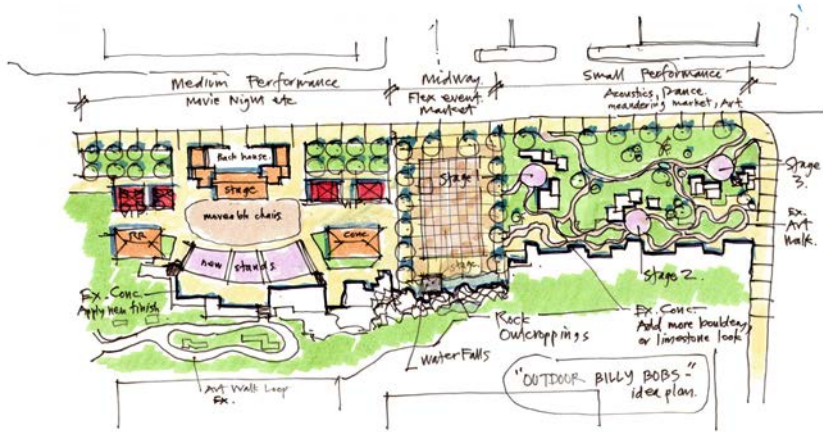


Figure B.7

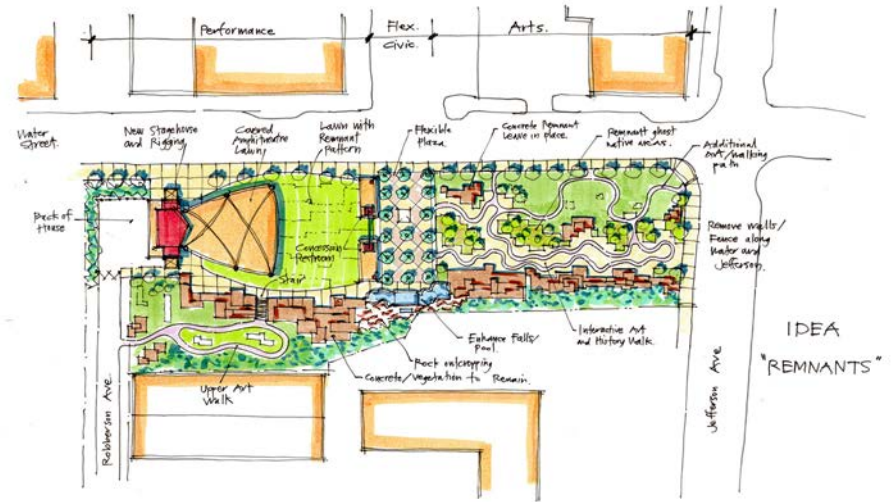


Figure B.9



Figure B.8

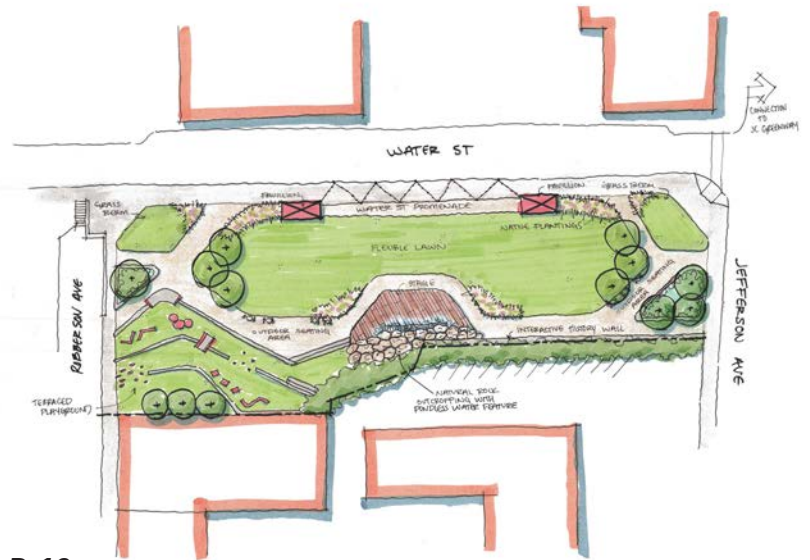


Figure B.10

# 404 North Jefferson Avenue



**Figure B.11**



**Figure B.13**



**Figure B.12**



**Figure B.14**

# Week Three, Day Two: Wednesday, April 14, 2021

After the final open studio of the charrette, the project team presented three narrowed ideas for the primary RJC site to the SC. **Figures B.15** through **B.17** show the narrowed ideas. After the presentation, feedback was collected and can be seen in **Full Documentation of Responses: Virtual Charrette Week Three, Day Two**.

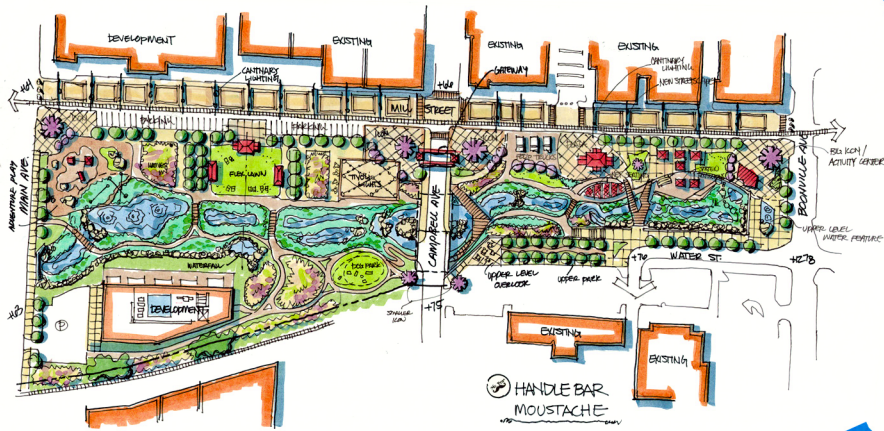


Figure B.15

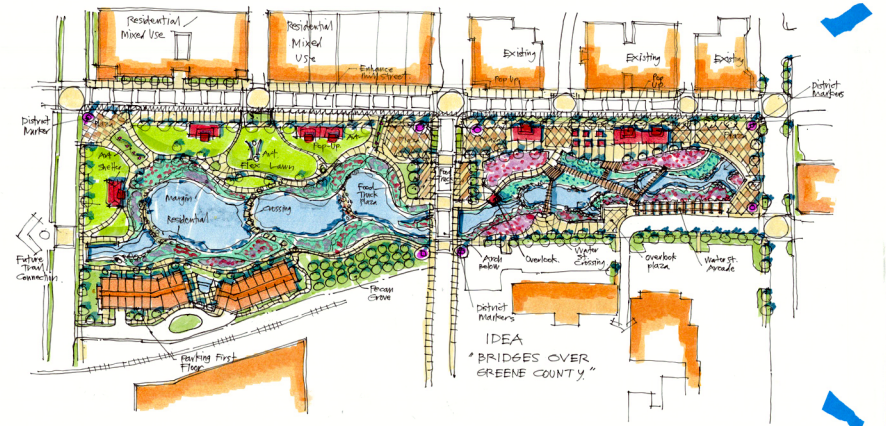


Figure B.16

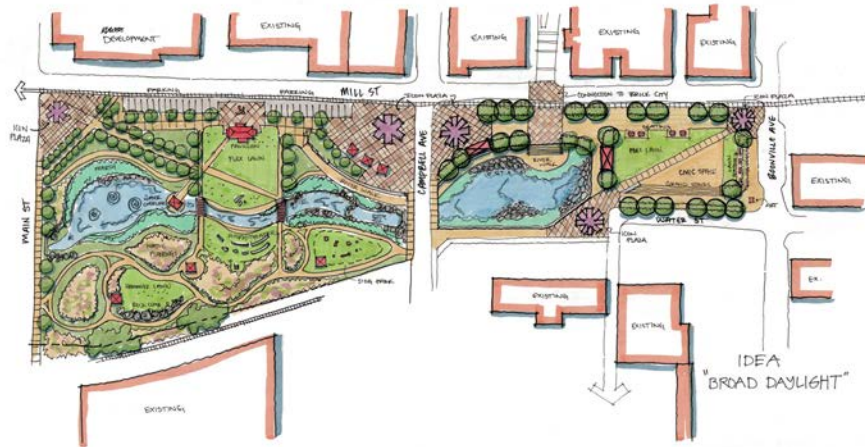


Figure B.17

## **Week Three, Day Three: Friday, April 16, 2021.**

On the final day of the charrette, the project team presented a concept plan for each of the three project sites, as shown and described in full in **Sections 3** through **5** of this Plan. SC comments for each of the plans can be seen in **Full Documentation of Responses: Virtual Charrette Week Three, Day Three.**

### **Public Open House #2**

**The second public open house was open online from Monday, June 7 through Sunday, June 13, 2021. A map of proposed connectivity between the sites, recommended concept plans, and supporting graphic imagery for all three sites were presented for feedback. All comments received during the open house are recorded in *Full Documentation of Responses: Public Open House #2.***

# Full Documentation of Responses: Visioning Workshop

Tables B.1 through B.6 on the following pages document each groups' responses, with the prioritized responses in bold.

Table B.1  
Group One Priorities

<b>+ Needs</b>
<ul style="list-style-type: none"> <li>Floodplain and water quality improvement</li> <li><b>Plan for maintenance / safety / cleanliness</b></li> <li>Accessibility / welcoming for ALL with community buy-in</li> </ul>
<b>+ Wants</b>
<ul style="list-style-type: none"> <li><b>Economic Development Plan and programming</b></li> <li>Activated greenspace that compliments other downtown amenities</li> <li>Oasis that brings the Ozarks to the urban environment</li> </ul>
<b>+ Desires</b>
<ul style="list-style-type: none"> <li><b>Creative / interactive / playful art sculpture installation</b></li> <li>"River walk" style of experience that draws people to the area (food and shops)</li> <li><b>Authentic and true to SGF</b></li> </ul>
<b>- Barriers</b>
<ul style="list-style-type: none"> <li><b>Can't stop the train (RR tracks)</b></li> <li>Existing flow characteristics of the creek</li> <li>Physical space constraints</li> </ul>
<b>- Obstacles</b>
<ul style="list-style-type: none"> <li><b>Homeless population and how to accommodate</b></li> <li>Vehicle parking - nearby</li> <li><b>Negative perceptions of downtown: safety, parking, cleanliness</b></li> </ul>
<b>- Annoyances</b>
<ul style="list-style-type: none"> <li>Downtown behavior (bull horns / street preachers / vandalism / pet waste)</li> <li>Restrictions on adult beverages (allow within fenced areas)</li> <li><b>Restrooms and lack of clean / safe public facilities</b></li> </ul>

Table B.2  
Group Two Priorities

<b>+ Needs</b>
<ul style="list-style-type: none"> <li>Active / interactive water</li> <li><b>Remarkable / signature piece</b></li> <li>Multi-use / flexible / interactive</li> </ul>
<b>+ Wants</b>
<ul style="list-style-type: none"> <li><b>Create economic development</b></li> <li>Community gathering space</li> <li>Space for events / music / performances</li> </ul>
<b>+ Desires</b>
<ul style="list-style-type: none"> <li>WiFi / technology</li> <li>Art / culture / history / beer garden</li> <li><b>Branded</b></li> </ul>
<b>- Barriers</b>
<ul style="list-style-type: none"> <li>Railroad (is this an opportunity?)</li> <li>Limited flow of water</li> <li><b>Limited adjacent development area (are closing streets an opportunity?)</b></li> </ul>
<b>- Obstacles</b>
<ul style="list-style-type: none"> <li>Flooding</li> <li><b>Limited space</b></li> <li>Funding / community investment</li> </ul>
<b>- Annoyances</b>
<ul style="list-style-type: none"> <li><b>Limited unproductive activity / monitoring</b></li> <li>Train and traffic / noise</li> <li>Maintenance / restrooms</li> </ul>



**Table B.3**  
**Group Three Priorities**

**+ Needs**

- Need to address flood control and water quality
- Economic development opportunities! This spot is prime for mixed use development including office, restaurant, and even a hotel to maximize the investment in beautification of the creek
- **Can't be value engineered. Very high quality.**

**+ Wants**

- Connection to West Meadows and Greenway Trails
- Active water- regardless of how much. It should have sound, movement, pools...
- **Showcase the beauty of the Ozarks downtown, like a little Ozarks mirage**

**+ Desires**

- Amphitheater for music shows and drama
- Supplemental water / kayaking
- **Trolley**

**- Barriers**

- **Railroad**
- Floodplain
- Fixed / limited space

**- Obstacles**

- Safety / security
- **Maintenance**
- Cost / funding

**- Annoyances**

- **Poop (dog and human)**
- Vandalism / graffiti
- Parking

**Table B.4**  
**Group Four Priorities**

**+ Needs**

- Flood control / water quality improvement
- **Economic development magnet (without pulling from established resources)**
- Safety / cleanliness / maintenance

**+ Wants**

- **Point of pride / iconic / Springfield must-see**
- Maximizing / highlighting water flow
- Community events & programming / technology & infrastructure

**+ Desires**

- Greenery / shade / complimentary landscape
- Public art / interactive
- **Integration of West Meadows, Grant Avenue Parkway and Jordan Creek (while staying authentic and original)**

**- Barriers**

- **Floodplain**
- Small space
- Railroad

**- Obstacles**

- **Low flow / water quality**
- Traffic
- Urban environment

**- Annoyances**

- Parking (patron education needed)
- **Public perception**
- Misuse of space / lack of social services to meet the needs of the community, specifically the homeless
- **Shortage of dessert vendors**

Table B.5  
Group Five Priorities

+ Needs

- Safety
- **Amenity should be an economic catalyst**
- Water and greenspace

+ Wants

- **Wayfinding and public art - purposeful signage**
- Trail connections and native plants - authentic Ozarks
- Something iconic / unique that can't be found in other parts of town - related to ability to interact with the water

+ Desires

- A way to interact with the physical part of the space - playground equipment, giant games, photo-op spots, etc.
- Just as exciting in the evening as it is during the day (lighting, etc.)
- **Policies and infrastructure that allows for the space to be "fun" - not overregulated, electricity at amphitheatre, etc.**

- Barriers

- **Perception - thinking small, value-engineering, unsafe because of homeless population, "lack of parking," etc.**
- The water - a flowing creek versus a trickle
- Existing thoroughfares - railroad and Campbell

- Obstacles

- Upkeep - maintenance of space, cleanliness, landscaping
- **Cost - the price of what we really want, ongoing costs**
- Lack of accessibility

- Annoyances

- Unwanted noise - traveling preaching guys, engines revving, bullhorns, etc.
- Unwanted poop and debris
- **Consideration of conflicting users - cars versus bikes, college kids versus families**

Table B.6  
Group Six Priorities

+ Needs

- **The Bold Idea / Attraction (why people want to come here)**
- Connectivity to other places / parks
- Accessibility in all four seasons

+ Wants

- Interactive education (history of Jordan Creek and downtown) - public private partnerships
- **Interactive water feature e.g. kayak events, fountain, waterfall**
- One iconic art installation

+ Desires

- **Capture the look of the natural stream from further downstream upstream of Fort Avenue**
- Riverwalk with brick theme
- Thoughtful economic development

- Barriers

- Water control (exaggerate low water and flood control)
- **Not dreaming big enough (funding)**
- Public buy-in on big idea

- Obstacles

- Feeling safe in this space (adequate lighting, unsheltered, flooding, etc.)
- Consideration of end users, e.g. lack of infrastructure (electric, Wifi, etc.)
- **Lack of maintenance / sustainability (this is why we don't have nice things)**

- Annoyances

- Lack of shade
- Parking versus more efficient use of bus and other public transportation systems
- **Public perception of downtown**

# Full Documentation of Responses: Public Survey

## Question 14: Uses – Other

### Safety

- SAFETY!!!!
- lighting, security
- Lighting at night
- Low Crime
- The area needs to feel safe.
- safety-less crime

### Water / Waterflow

- Jordan Creek should be a free flowing creek through Jordan Valley Park
- Activate the waterway via a short whitewater kayak course
- I think the best idea is to have boat rides it .would be fun for everyone
- Any way to make is navigable or at least with remote control mini boats.
- Unique water management design, landscape features and public art

### Infrastructure / Utilities / Internet

- Fix the sidewalks and sewers on Main Street North of the bus station
- Free WiFi access and charging stations would be an excellent motivator to attract more events and business interaction. And there is a lot you can do with the big data one might gather providing these amenities.
- Wi-Fi - 5 stars

### Events

- Consider more events allowing responsible use of alcohol
- Winter events with some shelter
- Having a regular schedule of events the community can count on.

### Dog Park

- Dog park
- Dog Park
- Dog park
- Dog park

### Landscaping / Design / Aesthetics

- The beauty of the area must be key. If it's attractive and interesting, people will come to enjoy.
- Green space
- I've read that trees alone can get people spending more. Natural looking spaces somehow make products more desirable than dirty, concrete areas.
- It needs to look great and inviting!
- Public art, fountains, picnic tables, places to socialize
- A destination park
- Don't duplicate the amenities or elements that are on the square, Jordan valley or west meadows
- emphasis on the unique natural beauty of the area-- easy access to a trail system to encourage walkability
- it's a creek project, lets also focus on the natural environment people. Ed spaces/outdoor amphitheater
- Design for ecological function/use balanced with rooted

## Full Documentation of Responses: Public Survey, Cont.

sense of place. Surrounding and connecting areas of downtown will benefit economically and become a stronger cultural hub by preservation and promotion of the “well-spring” of the city, and by carefully managing any retail and parking in a way that directly benefits the pedestrian/ecological use of the space rather than contributing to increased motor vehicle traffic, litter, and impervious surface.

- Return to Native

### Art / Interactive Features

- Public Art
- Interactive features that set our city apart

### Sports / Recreation / Trails

- Rentable bikes might be nice! I think we need prettier parks in this town! Seems like a lot of parks are needing updates or located next to an eyesore/noisy highway or recycling place.
- Bike path tools
- Giant chess set to play with, pay to use.
- Walk/bike trail
- Bike paths/lanes
- Bike friendly road share
- Fill part of the gap in the Jordan Creek Greenway Trail
- Outdoor sports and recreation

### Education / History

- Educational/Historical information for tourists/students/ etc
- Recognize our history, that it was a Rail Yard. When

you walk through Boston there are plaques that tell the history.

- Knowledgeable info about the creek and surrounding environment
- Water Quality Education

### Restrooms

- Public rest area with restrooms and personal hygiene stations

### Seating

- Seating along Jordan Creek for a relaxed respite.

### Accessibility / Parking

- Parking is the biggest obstacle
- Parking is awful in this area of downtown now that the parking garage nearby is paid.
- Transportation; Uber etc
- Please don't make more surface-level parking lots. Downtown is an asphalt desert.
- Make safe parking available. The downtown garages were a HUGE mistake. Most people cannot walk such long distances and for singles it is unsafe to walk to and from parking if you want to frequent downtown. Transports of some type need to be available. People just can't walk so far just to park. Original planning was faulty.
- Some sort of transportation, ie: trolley car, shuttle, bike rental, etc.
- Handicap Accessible Trams to shuttle shoppers
- No Wayfinding but yes parking

## Full Documentation of Responses: Public Survey, Cont.

### Market / Food / Shops

- An old fashioned flea market.
- Ability to have neighboring restaurants with patios to overlook the renewed spaces.
- Outdoor or indoor dining w a view of RJC area
- Development space bordering the creek for restaurants, offices, hotels
- retail/restaurants overlooking water feature/waterfall - sights and sounds!

### Users

- Taxpayers will not be served by this project and only draw more of the same types that now hang out there.
- Keep open to all individual, adult places to walk and visit, no playground equipment
- Ensure affordability for all who may patronize this area; don't price out downtown/midtown/west central residents!
- Shelter for houseless people in Springfield and surrounding areas

### Regulations

- I don't know what "relaxed regulation of event rules" means - we already allow several alcohol events in the square

### Opposition

- Don't think it should be daylighted
- I do not support this project
- not sure spending public energy and money in the area it is going to work

- Leave it alone use money towards police and fire depts
- None. Springfield has a huge crime drug and homeless problem. It's not a priority to daylight the creek.

### Additional commentary

- I will always love the times we spend together
- Just wanted to note that "Other" on question 1 does not allow writing in the space

### Question 23: Elements - Other

#### Safety

- More police and fire
- Safety/security is most important
- More police
- Lighting designed to minimize upward illumination of the night sky.
- Two: One, highlight Hickok shooting sites. Two have teams with designated stops. Security should be a top priority above all..
- Facial recognition cameras to help police

#### Infrastructure / Utilities / Internet

- electricity and wifi will unfortunately also attracted unwanted individuals to hang out to use these services. Most can charge or have data plans. WiFi in all of downtown if desired.
- Public WiFi would take away from local businesses that offer this.
- speakers for music or gatherings
- Smart Benches that Allow you to charge your phone.

## Full Documentation of Responses: Public Survey, Cont.

Smart lighting on the walking paths.

- Solar powered everything
- I would prefer to see it as a low technology space.
- These are all meaningless to drive usage of the area. Phone charging stations? An app? Seriously???
- Small water turbine generator for electric support

Water / Waterflow

- Keep the creek CLEAN.
- Creek should be of use.

Events

- Outdoor amphitheater/educational space

Landscaping / Design / Aesthetics

- Great space to get married
- I guess I'm thinking we need more areas to get outside and enjoy our natural beauty, not more technology?
- Encourage a tech-free experience--interaction with nature rather than tech!
- Forget technology! Get off the phone!!! Where is the bathroom and drinking fountain?
- Genuine question: How does any of these items, aside from equity access to chargers and wifi, and biking, promote Quality of Place?? Design for sustainability and sense of place rather than a future tech hub that will become a maintenance money sink.
- Low Impact Development & Greenspace

Seating

- I just want to sit by the creek to relax
- Adequate leisure seating (not for laying down and

sleeping).

- Seating along path

Art / Interactive Features

- LED Wall or architectural projection
- Public art using and promoting technology

Sports / Recreation / Trails

- Non electric bikes for rentals
- Basketball courts, Batting cages, etc
- No "rentable" bike/scooter/or other features unless it is through a business. They are not well managed in other towns and hinder accessibility when they are left behind on pathways for pedestrians or bikes, especially for people with disabilities
- Those things that you can safely store your bike in. I know so many people whose bikes have been stolen. I often don't ride my bike to run errands because I'm afraid to lock my bike outside and have it get stolen

Dog Park

- Dog friendly!!!
- Dog park

Market / Food / Shops

- Beer garden with all local beers serving their brands
- Retail outlets: phones, calling plans, tablets, ear buds, OR counseling to start a business, advice for non-profit start-up.

Education / History

- interactive historic exhibits & sculpture to encourage engagement

History markers

## Full Documentation of Responses: Public Survey, Cont.

### Maintenance

- You need to be thinking about the trash that vagrants already leave. This is really a big deal and very simple.

### Parking / Accessibility

- Parking to replace part of what is being lost; additional traffic in the area will make this a need along with replacement of existing parking for MSU at Mill Street
- Transportation; Uber etc.

### Restrooms / Services

- Public restrooms and hygiene stations
- Wayfinding/information Kiosk

### Users

- This would encourage vagrants.
- Because the area has a lot of people who stay all day I could see this turning into a lounge for the unsheltered.
- Affordable.
- We need more tiny houses and services available to our community members who are homeless. They need safe places to go if this area is going to get developed.

### Opposition

- Don't think it should be daylighted

- A safe electric tram would be much more useful and promote visitors than open water. Open water is a WASTE. Evaporation, insects, pollution are not needed. Just leave the creek underground as it is and work around it. Open water is another idiotic idea to add the initial idea decades ago to close off parking on the square which led to ruining the city.
- None

**Question 32: What is your BIG idea for RJC? What would draw the ENTIRE Springfield community to the RJC amenity? Tell us below.**

### Trails

#### Walkways

- A Riverwalk
- Riverwalk
- Connect to the greenway
- All I care about is making sure the walkways are level, with only enough slope left to right or vice versa to aid water drainage. Walkways need to be flat as possible for those who push manual wheelchairs.
- Walking paths near the river, and regular cleanup of homeless ca-mps to avoid trash building up
- Connection to the other parks via safe, accessible trails
- connectivity by walking and biking, more greenway connections
- Make it part of a downtown walking trail w/ signage

## Full Documentation of Responses: Public Survey, Cont.

- showing historic, cultural and local business offering useful services to visitors
- Making the greenway trail connect to the rest of the network.
- Sky walks integrated so a overview of the entire green spaces and downtown.
- Small Scale River Walk
- A "river walk" where folks are able to walk along the river and exercise, enjoy the sites, etc.
- Open walking shaded walking trails with benches along the creek
- a river walk
- Nodes of activity along a trail
- River walk
- Central Park feeling connected to other trails
- I'm most excited about how this development can tie in with the existing ozark greenway. Closing gaps and making the city more bike and pedestrian friendly could be a big recreational draw.
- A safe space to enjoy the outdoors and being connected to the other greenways and parks: Silver Springs Park and Smith Parks to be exact.
- More Greenway trails
- A walking trail
- Start at John Q. Hammonds street
- Connect the multiuse trails into and through downtown. Connect with Ozark Greenway Trails, they do a great job.
- Fully connected Jordan Creek Greenway trail complete with way finding, interpretive kiosks (nature, history) & public art.
- I would love to see it used as a riverwalk type place, with walking trails connecting to the Greenways and to Downtown, spots for people to sit and rest, or picnic, and greenspace for public use.
- Waterfront trail and greenway

### Bikeways

- The connection to other parts of town is what I'm most excited for. Biking through town while avoiding streets is one of my favorite things
- Bikes! Pump track, natural surface trails.
- Make it the biking hub for the city, but one surrounded by the creek and greenspace. Bike shop, small food places, maps of the trails and expeditions, maps of great places in downtown to go eat and have fun while your bike is safely locked up at the central trail location. Then buy up the railroad tracks that snake through Springfield and convert them all to bike trails, having them all pass through the new central bike park and connecting the existing trails, all the way to the Frisco and Katy. For bike rentals, provide rentable electric bikes for greater accessibility to those who aren't in ideal shape and also to let people explore the miles of trails. Create partnerships with nearby cities like Ozark and Willard to create/upgrade their bike areas to match. Then build out from the central park hub over



## Full Documentation of Responses: Public Survey, Cont.

time, adding more interesting things to draw people to start their bike journey there or bike to downtown from their location. One more thing that would help is to close off the streets in downtown Springfield, making them open to pedestrians, bikers only, and allow restaurants to expand into the street for seating and allow restaurants and shops to have space for bike lockup racks.

- Jordan Creek Park is the central node on the Jordan Creek Greenway and the Springfield region's greenway system. The trail should be designed to accommodate 1,000 bicyclists per day (more on weekends), 2,000 runners per day, and 6,000 walkers per day. Continuous bike trail may run parallel to park and walk trail to reduce conflicts. Bicycle parking is important.
- Safe bike paths/lanes!!
- Connect the Ozark Greenway Trails so that people can bike from all over town safely. There is no safe way to bike from the south or east parts of town.
- Bike rental/share program
- Bicycle Accommodations
- Mountain Bike Park amenities to help activate the space.

### Landscaping

#### Natural Features

- Nature setting in downtown, secure and safe of course
- Gardens and Greenspace
- Greenspace

- Please don't make Jordan Creek look like another paved ditch.
- Blending interaction with greenspace so people will want to come. Flexibility of multipurpose space that can also accommodate events.
- more green space with a bridge or two
- More natural green space--less building. Nature
- Eco-friendly and bird friendly
- RJC should be an open space that is integrated with nature. It should be accessible to everyone and free for use as a play area.
- Renewable, environmentally conscious design
- Gardens, water features, trails
- Make it natural, make it beautiful, make it a peaceful area.
- Daylighting the creek and bringing a beautiful space to the downtown area.
- An area that is green, pretty, and free to get people out and about and then line the area with other affordable things to do is a great place to start. Might be nice to have an outdoor area for concerts, too
- Natural Native Ozark Environment TREES
- Safe, open green space. A place to reconnect with nature. A place that encourages less phone activity. Yet a place people can take their laptop and work in nature.
- Keep it natural looking but fresh and new.
- More life, more greenery. There's too much (decrepit) asphalt and concrete.

## Full Documentation of Responses: Public Survey, Cont.

- My idea is for the RJC is for it to be an environmental friendly way of bring the community together that benefits development towards the future of SGF. Rather that be bike, scooter and walk paths to reach all parts of SGF; amphitheater and/or plaza.
- Greenspace and water!
- Superior greenspace/integration of nature in downtown area, to counteract the built environment
- Thoreau once said something similar to “A city is as successful as the number of green spaces it incorporates”. Keep it simple and emphasize the natural beauty
- a downtown location that is easily walkable, provides access to the natural environment, and builds on the uniqueness and historical impacts of Jordan Creek
- Living ecosystem. Ecological restoration of the creek with native plantings and trails
- Encouraging interactions with nature in a modern way. Ways to recreate that highlight the natural environment and the outdoors. I love the idea of having a way to interact with the creek
- Natural beauty
- Awesome and unique landscape lighting.
- An environmental oasis away from the consumerism of downtown Springfield. There’s plenty of places to eat and buy things we don’t need. There are very few places to sit and read and relax in a “natural” place.
- Make it green space park without the crappy “art” currently cluttering the rest of the downtown area.
- a beautiful green space for all to enjoy
- More native greenspace
- Returning it to a more natural state, attracting natural wildlife back with places for people go observe and be apart of that
- A dense tree canopy
- If it had more space so it is more of a park as compared to a small sliver. Perhaps a way to cut it somewhat from the busy streets using trees. This provide a calm space or a great event area.
- Extremely safe place with lots of natural beauty-a refuge within a city environment, mouse buffers, trees.
- Turning the area back to the native landscape to bring nature back to a concrete city
- “urban wilderness”
- A downtown, urban woodland conducive to the flood issues. A natural “central park”. Keep it simple.
- Make it a beautiful place where people want to go and enjoy the outdoors.
- Something between Jordan V park and the square: a potential for a public gathering place but in a more natural/park like setting (like grassy amphitheater seating, not surrounded by traffic close in, etc.)
- Nature, trails.
- The downtown core is lacking a connection to nature for kids, families and adults. This is an opportunity to remedy that. The river, trees, greenspace, etc. Yes, food

## Full Documentation of Responses: Public Survey, Cont.

trucks and Wi-Fi can be a part of that, but I fear that this survey is focusing on the wrong issues (phone chargers, food trucks, phone apps, etc.). That's all secondary to have a natural landscape to enjoy in our urban core.

- Green space, trails, native plants and trees.
- Make the creeks and parks spaces to play and relax
- Beauty, trails, nature
- Open, clean and green to make it a special place. More like Jordan valley then founders park.
- Return to natural, greener elements, limit commercial development, and provide a safe place for people to be closer to nature
- Japanese stroll garden
- Founders Park should be on Wilson's Creek as original

### Seating

- Seating next to the creek, with a café
- Space and seating to gather in small-medium size groups and enjoy the "outdoors everywhere" that Jordan Creek provides.

### Amenities

#### Food / Drinks

- A fun outdoor location for walking or sitting at a coffee shop outside
- Revolving new restaurant pop up restaurant to give new business a chance
- Outdoor food-court with unique and changing vendors
- have a place like a beer garden that anyone can sit eat, drink, study, etc. with food trucks or permanent walk

up restaurants connected. Can enjoy they outdoor view while still being comfortable.

- Waterfront dining with patios and a walking path with areas for musicians to play. Like First Friday but with music and food.
  - Food Truck Court
  - Coffee shop nearby. I am not sure to be honest. But, I appreciate the efforts.
  - Great food!
  - Good restaurant with great view of natural looking park that you can enjoy after your meal.
  - An awesome restaurant with a bar!
  - Downtown has always meant a meal/drinks for date night. I'd love to spend the day with the entire family, walking, relaxing, grabbing food, and maybe staying for an event.
  - development space for restaurants, office, hotel, retail
- #### Retail / Development
- Tie the University, Downtown, Bass Pro Wonders of Wildlife, and Springfield Cardinals all together. Have an arts and sports corridor.
  - Use RJC as a catalyst to encourage more redevelopment within 100 yards on either side of the creek. Not many people are going to come downtown to see the park by itself, and very few are going to come see a park surrounded by surface parking lots.
  - Unique, route 66/SGF themed architecture that becomes instagrammable

## Full Documentation of Responses: Public Survey, Cont.

- a high quality arts & culture center
- Convention center with “big” names
- Retail and dining
- Outdoor market/civic space with popup and stationary coffee shop and restaurants, places to hang out and work, seats in the shade. Business-friendly during the week with marketplace and music on the weekends. Must have security and parking, with green spaces, water features/play areas.
- Has to be programmed to get people to it. Or have one thing that you can't get anywhere else in town (ex: OKC water rafting business).
- Live music events/pavilion or a food truck park.
- More water features and pop-up retail and food service would help give people more reason to stick around the area.
- A large green area with a pavilion and a space for food trucks and pop up bands to play. Easy access to Jordan Creek.
- Live music and movie events with food options, relaxed alcohol laws, seating that encourages use like picnic tables and shaded areas, continued play attractions with water.
- upscale riverwalk type area with seating, drinks & cultural activities
- Community activities, concerts and things. No food trucks however food carts might be ok downtown.
- Outdoor concerts and interactive educational trails

- 24-7 activity through truly mixed-use development. Residential, commercial, parks/outdoor space, transportation hub, and event space.

### Attractions

- An activity like a kayak course that builds on regional natural outdoors. Build on SPF beer culture. Build off JVIC.
- Creating an attraction that is safe, clean and functional. Something that is so well thought out that the “south-siders” and suburban SGF communities would make the trip to visit
- There needs to be a reason to be in the area - opportunities & events which are not occurring in other areas of the city and appeal to a variety of groups. In order to draw people, it will need to be perceived as being a safe & inviting destination.
- free parking to access it that is handy. need a REASON to go there. nothing here shows a reason yet other than festivals or concerts. I live SE Springfield with no kids. What would i go there for?? Lake Springfield much closer to me. Maybe theater or art or music would get me there.
- Free stuff
- Events and features that attract them to downtown, food trucks and pop up retail are great but would hope to attract people downtown to then use the established businesses already here. Things like concerts, festivals, farmers markets, etc. Also doing things during the

## Full Documentation of Responses: Public Survey, Cont.

lunch hour for those that work downtown.

- Food Trucks, outdoor concerts, beer garden
- I wish I knew the answers as to why the vast majority of Springfieldians avoid downtown nearly completely.
- Cafe, art sales, food truck, yoga
- This should become Springfield's major feature. It should be a place where you can go and get some food and have a meeting or relax with some live music. I really think the food and drinks will be a key draw.
- A farmer's market, playground, and dog park.
- Concerts and a food truck

### Farmers Market / Flea Market

- Activity like a farmers market with food trucks, craft booths and activities to bring people out on the weekends.
- Renewable energy powered food truck/farmer's market space with the retail spaces integrated into the aesthetic of the park as a whole
- Farmer's market type space with food, and something to keep me there... walking paths that connect to other parts of downtown, pop ups, food & drink
- Old time flea market - variety small spaces (1 space only per vendor!)
- A Farmer's Market and Festival space for events like Rock N Ribs, etc. in this central location.

### Amphitheater

- Amphitheater
- area for music/shows and connected to greenways

- Outdoor Concert Venue
- I would love to see a nice outdoor amphitheater that was accessible for all and a program for performances that showcase all the different artistic talents in town. Dancing, singing, acting - everything.
- Outdoor amphitheater
- Outdoor concert venue
- Would love an outdoor concert and event space.
- I like the idea of an outdoor amphitheater and art or sculptures
- Outdoor concert space w/ social distancing parameters
- Amphitheater for outdoor concerts
- External amphitheater for smaller bands and local bands
- Pavilion
- A well designed Pavilion area at the focal point of the creek and in close proximity to downtown
- Exciting Covered pavilion for bands and events- 75% of time.

### Sports / Recreation

- Outdoor basketball courts for outdoor leagues, tournaments. Plus pavilion for outdoor concerts
- The Jordan Valley Ice rink, Hammons Ball Park & a place within the City for Children to be able to play. Workers to walk on their lunch hour to stay fit, destress.
- I like the outdoor workout stations idea. I live In Rountree and would love to be able to jog and use workout stations there

## Full Documentation of Responses: Public Survey, Cont.

- Sports courts
- A hill for sledding in the winter with snow making capabilities.

### Dog Park

- Dog park
- dog friendly with activities, shopping, dining

### Design Features

#### History / Education

- a statue of one of the city fathers like Campbell
- American history display, open space for concerts and speakers
- Make RJC more historically correct - taking it back to it's original look of a natural creek with some amenities far enough back from the creek bank to still help promote economical feasibility of the project
- Tie it specifically to Springfield's history and culture -- make it something we're proud to show off.
- Rebuild the train station with original design esthetics as an event center. event center
- monuments/landmarks

#### Art / Interactive Features

- Moving art sculpture involving water
- architectural projection. Turn a building or wall into artwork with mapping projectors.
- Recurring community art projects - On a recurring basis, have a community art project where the public can contribute to a large piece that will become part of the JC area. The start of each project could have a big

kick-off event with food trucks, music, etc.

- Green space with interactive sculpture structures (think Lincoln Park in Chicago). Historical elements integrated throughout. I don't have a vision on how to do that or what that would look like.
- I envision it as a really interactive space, specifically for families/kids. A place downtown that isn't just restaurants/bars but can supply a family with a bit of activity.
- The design should have elements that are contemporary, unique, iconic, and not trying to look historic
- Some sort of monument, statue or moral, especially one to use as a "destination" (think: KC's Scout statue).
- Art
- Interactive installations and common green spaces

#### Water Flow

- Waterflow Connecting the creek back to its natural state
- I think we should take some ideas from the country club plaza in Kansas City and their waterway. With the use of small dams, waterfalls, and trails, it can be the center focus rather than a drainage ditch. Also, moving out industrial areas and infill with mixed use planning.
- Improving and featuring the natural beauty of the creek
- Water! Not just a small trickle, but a nice looking and sounding water feature.
- Bring the creek back and keep the homeless from bathing in it.

## Full Documentation of Responses: Public Survey, Cont.

- You have never explained how this project will have a real impact on Springfield's use of the opened Creek. Will it be totally opened up or will it still be partially underground? You have never given us a complete picture of the opened creek.
- Artificially enhance the water flow so it is more like a canal or has interactivity
- My big idea is to restore the natural waterway in a manner that controls flooding and promotes development along the periphery to support the activity along the waterway.
- Constantly flowing water with a trail/park space
- Blend the creek into an urban landscape and show how urban life and nature can be intertwined.

### Programming the Creek

- Float/kayak with a beer in my hand
- Water feature in Jordan Creek. Yes, expensive, but...
- Jordan Creek daylighting with walking a walking trail system that includes some fitness/cardio stations to encourage a healthier lifestyle
- natural creek setting
- The ability to interact with the creek itself, or be in close proximity.
- The opened waterways.
- Paddleboats
- Let the water be the star of the show. Construct a waterfall, focal fountain, pools and pump water in if needed.

- Outdoor ice park, and active/rapids water feature (kayaks)
- Experience an Ozarks creek in downtown Springfield. Skip rocks, catch minnows, relax in the shade and listen to the creek riffle over the rocks
- creek flowing through a reflecting pool pond with a statue set in the middle of the pond and the entire pond and statue lighted with programmable LED lights.
- A boat tour , using it as a historical guide for the city of sp
- I Eli even that opening up Jordan Creek would enhance the look of the downtown area, provide additional green space, and improve water quality.
- The creek should be made navigable.....creek means water to me.....shouldn't we capitalize more on water features?? I know San Antonio Riverwalk is a pie in the sky idea.....but it needs to incorporate and be able to be filled for a special event...boat parade.
- Combination of active and passive things in the area with a bigger use of the waterway
- Just being able to walk along the creek at night would change Springfield for the better. A proper downtown needs a beautiful waterway. That alone would draw visitors.
- An interactive, friendly, clean water area for wading and swimming. We need more options like these for early morning & afternoon play. It needs to be green and safe for everyone!

## Full Documentation of Responses: Public Survey, Cont.

- Being able to enjoy the natural beauty of the creek with all of the amenities of downtown together.
- Having a water feature to be the focus of this development. In many cities, a lot of activity centers around a large water feature (river, fountain, pond, etc.).
- A safe natural path that shows off the environmental aspects of the creek. However, that being said, the hydrological characteristics of the creek are going to drive a lot of what you are able to do! Its fine to plan a sport court along the path, but if it impedes flow, it wouldn't be a good idea! The characteristics of the creek are going to drive much of what you're able to do. Don't make the same mistakes they did 100 years ago!!!
- Creek natural space

### Other Water Features

- Water park
- A safe splash pad for kids of all ages and abilities
- water elements like splash pad/ green open space to run and play
- Splash park
- Fountains
- Water feature and a restaurant
- Fountains!
- water feature

### Services

#### Safety

- It MUST be a safe area, free from vagrants and panhandlers. A well thought out plan of action for

- safety would help people feel that it is an area to spend family time in.
- Entire, not so much, majority maybe. Safety, cleanliness and maybe police service on horses?
- Better public safety
- Safety
- Safety should be the #1 priority, policing the area, a quiet place to visit along the Creek, seating/benches along the creek, cleanliness at all times.
- feeling secure in the evening, i.e. lighting and openness
- Hire additional security to limit crime potential.
- Activity, fun and great concerts but safety is a must!!
- Police Substation location that provides resources to needs of people looking for help
- Ultimately Springfield could use another great safe secure outdoor space, especially on that side of town. I'm more apt to go somewhere if I feel safe/secure and those areas in that part of town especially at night, are few
- Safety
- Lights and cleanliness
- If families and individuals FEEL SAFE in the area, and there is CONSISTENT and regular availability of food, drink, and entertainment. Until the MAJORITY of citizens feel SAFE spending time there, it will not be successful. I was a DT loft resident for two years....walked through the area ONCE because of personal safety concerns which Included verbal harassment, being followed,



## Full Documentation of Responses: Public Survey, Cont.

stepping in HUMAN excrement, individuals sleeping, drinking alcohol, using drugs, and having sex. I dealt with roaming groups for of unsupervised teenagers yelling obscenities, climbing on structures, and acting threatening. Until ALL of this is dealt with and eliminated, you will never have success.

- Safety and security
- Safe parking with enhanced security, ensure public that smash and grab is unlikely.
- Safe public space
- An engaging, safe space to spend time
- It would help if I felt safe in Founders park. Right now it is a scary place and looks like a run down prison.
- My idea is to have the police department, sheriff's department, ATF, Conservation department, and other agencies of public safety spend a few hours serving ice cream to kids, teens and adults. This gives the agencies positive citizen contacts and the ability to engage citizens in crime prevention such as domestic violence, crimes against females and child abuse. Our city/ county has terrible problems in these areas. It worked in Kansas City. I saw it firsthand because my family was involved. Good luck. Just please no abstract art or programs set up just to employ certain persons, ie. Skate park. Yes, we all noticed!
- A safe place that makes downtown more attractive

### Sustainability

- Features for the future. Features that showcase native

landscaping/habitats, electric car charging stations, connection to water and nature, connectivity to trails/ walkways are all items that are features of providing resiliency for our future and should be showcased

- Creating a sustainably developed space accessible by all, highlighting the natural feature that is Jordan Creek

### Utilities and Technology

- Public Wi-Fi
- Electric Vehicle charging stations

### Maintenance

- If RJC is well managed, safe and offers a variety of activities, "word of mouth" will draw the people.
- Keep the creek CLEAN. Enough of this town is already a trash heap.
- taking better care of our natural resources
- Exposing those waterways would be a major draw. I just hope our community can find ways to keep it clean. Whether it be through incentive programs or even community service. I think there is real great potential here.

### Accessibility

- To be an extension of The Square for public events with access to other parts of the community via rail
- Accessibility is huge! This should be a space where EVERYONE should be welcome to enjoy the space.
- Tap into the past of the West Meadows as a transportation hub. The passenger depot was in that area. Lots of history and benefits to Springfield

## Full Documentation of Responses: Public Survey, Cont.

- happened there.
- there should be complete access to the park by people of all ages and abilities
- ADA accessible for wheelchair users to enjoy the outdoors as well as having cooling stations for the outdoors activities during the summer.
- Easy access and FULLY accessible- all people, regardless of their "challenge(s) should feel welcomed. If there are play areas for typically developing children, what about the special needs children? Same concern for adults who have mobility challenges. If the "ADA" community isn't FULLY addressed, their whole family is excluded. For example, the survey addressed renting scooters and bikes, what about including renting wheelchairs? The ENTIRE community should include EVERYONE 100%

### Parking

- Easy to get to, easy to park, plenty to do once there
- You need to bring retail that people go to in the suburbs, and improve the parking for people driving in front out of downtown. Also, safety, especially at night needs to be a focus.
- Improved public transportation
- Springfieldians, alas, are still tethered to their autos. While we should be encouraging walkers and bicyclists as much as possible, the best way to draw lazy Springfieldians downtown is to provide ample, free SURFACE parking .... Springfieldians don't like parking

garages (unless they are attached to Branson Landing). We need ample surface parking, carefully camouflaged by landscape elements.

- Parking to be able to access other parts of downtown. Consider a shuttle system, like the one available on MSU's campus.
- First and foremost whatever you do, make sure you put in adequate parking. Make sure it's safe and kept clean. A place for food trucks and craft show might not be a bad idea, but people have to be able to park to get to it. The homeless population in that area is high too. That would need to be addressed.
- Free parking

### Community

#### Events

- Events
- There could be a new big art in the park kind of festival that replaces the spring and fall feasts on Walnut St
- Public events - concerts, festivals, farmer's markets, etc.
- I think that establishing a place for community gatherings is needed. A place when food trucks can set up regularly, community members can hold events, where small businesses can partake in marketplace style shopping events.
- Outdoor entertainment
- We need businesses in the area to draw people for reasons other than the park itself. The idea of events that can compliment and benefit from these businesses

## Full Documentation of Responses: Public Survey, Cont.

- seems like a great draw to me.
- Concerts
- Public events, including ethnic fairs and other events celebrating our area's diversity, while stressing inclusion
- Events appealing to all ages, improved parking, public transit to and from the area
- Some activity that draws people - a similar or different one at least once or twice a week.
- Concerts
- Make this a place that hosts events that everyone can participate in and feel welcomed by. Have cultural festivals and make sure inclusion and safety are the top priority
- Organized events such as concerts and food trucks
- Connected amphitheater and festival events
- Calendar events
- More events
- Community Events
- Events/festivals
- Specialty events like rock & roll ribs
- Hold events with overlapping interests on the same day to help intermingle groups of people that may think differently than you. If Russian hackers can arrange BLM protesters to organize near a biker rally, why can't we do something on a civic level but in a way that's productive and not destructive?
- better notices about events there
- Community events
- To make it a gathering place for hosting a wide range of community events. Community entertainment, dinners, festivals, and recreation.
- Brining events to this area like Artsfest, Taste of SoMo, Food Truck Fest
- A Jordan creek arts festival
- An event highlighting the resource. Educates the public about the existence of the RJC and what it offers. Designed around amenities eventually developed as part of the RJC.
- Calendar of free events hosted by community volunteers, offering example: board games, like chess, checkers; crafts like knitting, crochet, clay, paper art etc.; music/dance, very simple. Have seen this offered with great success in other cities! Brought out the community and people meeting new faces and learning new talents.
- Entertainment
- Fun community events with a nature feel and relaxation
- Planned events and pop up shops.
- Having events with comfortable seating and shade
- Live Music
- a variety of free concerts of all different kinds, not just one type of concert
- Concert series with some big names
- Outdoor live music
- Music
- good music

## Full Documentation of Responses: Public Survey, Cont.

- Music
- Music Festival
- Music Festivals!
- outdoor concerts
- Concerts in the park
- Public event - like live music festivals.
- Festivals Concerts
- Programming for All
- Family gathering area for play. Concerts. Shopping. Dinio
- Multi-use area which appeals to most of the community
- Making it a varied hotspot for the community
- A flexible, attractive and inviting civic space.
- Diversity of activity. A place to bring guests or to advertise to convention goers as a great place to explore.
- flexible use
- Useable green space that encourages interaction for all ages.
- variety post covid - small music events/family movies-weekly farmers market-seasonal/craft shows/sales-spring/fall - Food truck / tailgate days for most football games
- Open Space with creek exposed, a place to draw both college students and those of us in the boomer age group.
- Parks and playgrounds - free space for young families!!!
- A multi cultural all inclusive vibe. Useful for appealing

- to gatherings of groups of with different enthusiasms. Primarily a nature retreat in the center of a metropolis
- No one thing will draw the entire community. A variety of uses seems the most flexible option. Personally I would enjoy more natural/wild green spaces
  - A place for families to come with more activities for children with seating, food, and entertainment options for adults while incorporating as much nature/environmental aspects as possible. Areas for adults and families to spend time outdoors; interaction with water, seating areas, sports and recreation (sand volley ball courts, corn hole, etc.), more concerts, movies and events
  - Family-oriented activities...arts, music, culture, nature
  - There is no one "entire" Springfield community

### Users

- Less homeless people
- address the transient problem in the area.
- no Wi-Fi and phone charging stations. The proximity of the park to the rare breed and bus station will make the park another place for homeless to hang out, so the tax payers who fund it will not be able to enjoy it.
- No pan handling
- LESS HOBOS
- Community Support
- Provide improvement support to the surrounding community
- It needs to be more than a park space. It needs to be

## Full Documentation of Responses: Public Survey, Cont.

immersed with local businesses that allow you to enjoy the space by being around the space. I.e. popping from shop to shop while neighboring the creek or sitting on a patio and enjoying dinner while overlooking to park.

- Plant edible vegetation including fruit trees to help feed the poor and homeless

### Cost

- Look at other ways to fund rebuilding this area. Not fond of taxpayers footing the bill for all of it.
- Housing
- Encourage single family townhomes and apartments along the new RJC space because downtown mostly caters to college students. The redone JC would be a great play area for families living in our urban core.
- Urban lakefront property. Serves as a magnet to bring people Downtown and attracts private investment on the perimeter and nearby.

### Overall Look and Feel

#### Vision

- Make it a destination place. Make it spectacular. Make is so business wants to invest around it and people want to support those businesses. Jordan Creek Kayak Park ;)
- I would like to see a vibrant, aesthetically pleasing environment with the ability to rent bicycles and/or scooters. I think having an amphitheater and other space for music festivals and theatre performances would be a huge draw as well! I'd also love to see

interaction with Jordan Creek - perhaps tying in a splash pad for kids and being able to paddle down the creek or something would be really cool.

- Welcoming atmosphere
- A big park to sit and enjoy, maybe use a trail nearby or relax watching or playing in the water fountains.
- A safe green space with good food that is beautiful!
- Amazing green space with lush foliage, an amphitheater for shows/performances, restrooms and places to sit, close, safe parking.
- Community gathering/event place that visually connects people and nature and provides educational opportunities.
- I think that area needs to be open and welcoming. I really like the idea of sporting courts (basketball courts cause we don't get those) and scooters/bikes to rent. Being able to connect Jordan valley park to the downtown area for dining/shopping and night life would be really cool because it feels disconnected. I having areas for music artists to perform and to bring livelihood to the area. Downtown Springfield in general needs to take more risks in bringing more culture and diverse attractions because I feel like Springfield lives in a comfort zone. I understand needing to appeal to the community but growth doesn't happen by conserving ideas due to people not willing to be open minded.
- If the focus for Renewing Jordan Creek is on creating a beautiful infrastructure with great natural views of

## Full Documentation of Responses: Public Survey, Cont.

water and vegetation, the project will succeed. Wide walking paths with room to leisurely walk/bike/job along the creek, along with room for small vendors (food and art), the amenities will fill in around it. It would be foolish, in my opinion, to spend resources on too many tech amenities upfront. Let the natural environment drive the surrounding economical improvements.

- Arts and trails is what will connect residents and visitors to our Downtown
- I think the community would like to utilize the area to promote, celebrate and reflect the contributing elements that support and inspire the many lifestyles collectively known as our local culture. At the heart of this culture, is the natural beauty inherent to the Ozarks landscape. Ozark's beautiful outdoors is the heart of our culture and provides the engaging backdrop to many activities enjoyed by the individual members that make up the diverse groups within our community. The project needs to inspire and engage the community to further perpetuate a healthy, active lifestyle and showcase community wellness, as well as offer an emerging fine and performing arts scene a place to collaborate with other artists and share with a community willing and eager to invest in the beauty of us and our culture.
- shopping and food places; need a quiet place also for nature lovers and to help with pet waste in the park or area of development include a park spark project-- this

helps dispose of dog waste and the energy created from it can give electricity for lighting or other needs in the downtown area

- A safe space, good food trucks, green space with a stream running through it. But hey, I'm older I'm sure young folks would like something a little active and exciting.
- Public greenspace with occasional events
- Make it unique, not a duplication of other downtown elements or amenities. Don't take away patrons from existing downtown retail and food establishments. The one thing that would make it unique is a connection with nature. We have seen that connection with natural amenities and elements be successful on Community Leadership Visits. Safety and security with connectivity to other amenities will make or break this project
- Less concrete. More interaction with natural environment. City activities. Music.
- Something clean, modern, bright. A place for festivals and relaxation.
- Natural, safe, open
- A safe, hospitable green space for revitalizing the downtown.
- Trees, Shade, tables in the shade to gather in groups, dog watering station, kayak wave maker for kayak play
- True greenspace destination with ecological integrity. Less sport courts or more Nature Center/Sequiota Park with ample opportunity for engaging and connecting

## Full Documentation of Responses: Public Survey, Cont.

the community to Jordan Creek. Make civic space and dog friendly amenities, but also a nature classroom dedicated for use by various NGO and education partnerships. Our parks are packed for a reason. While I don't agree with all the developer driven choices in Galloway, there is considerable economic gain to connecting downtown to the historic "Well-spring" that it was founded on. However, let's do our best not repeat history by Tech-ing (Taming) the Jordan.

- I think more than one big idea it's a beautiful and SAFE space for families to regularly visit and enjoy, as well as a space for attractions and events that will bring large groups to the downtown to support restaurants, retailers, etc. and continue the revitalization of the area.
- Daylight the creek, set up restaurants, shop, galleries etc. to new location.
- Blending nature and entertainment
- Integrating commercial (retail, food, entertainment) with the natural elements; restoring interest of all ages in this area
- A place to go when it is hot and enjoy shade, beautiful trees and landscaping while also having access to a few modern amenities such as Wi-Fi and car charging. A few interactive water features would fit nicely as would basketball and tennis courts. Walking trails and bike access are also important.
- Honestly just a comfortable green space with limestone accents, a pavilions area to allow for medium scale civic

events, and adequate setting for those events

- Seamlessly tied together with founders park, restoration of stone arch bridge & area for food trucks/ small events.
- Green space, picnic tables, places for the sculptures and I love the idea of daylighting the creek
- Events and water features
- I think it just comes down to creating a space where people want to be. To me, that means additional greenspace in the park and some sort of pavilion/ amphitheater/work area in the additional planning spaces.
- PARKING With an aging population and to consider children, long walking from parking is a deterrent to going downtown. Springfield needs a ONE-THEMED landscaping and building code to give the city IDENTITY. Corny, but at least a start, would be design akin to the lake/fishing theme of Bass Pro would give direction to new construction and all public areas design. Lots of urban forest and plenty of recycling and trash receptacles are needed. All city areas should be encouraged to make improvements to align with the nature theme. City should subsidize cleanup and green revitalization with native plants throughout the city. Discourage eunonymous and invasive species. Make the RJC a forest for peaceful walks, NOT open water. A couple water features would be enough. Otherwise preserve the creek and continue to reduce evaporation

## Full Documentation of Responses: Public Survey, Cont.

and pollution by leaving it alone. Concentrate on native, smaller trees that are water preserving but do not become storm hazards.

- safety and parking and a beautiful place to relax and enjoy life
- I would like to see the Square be a festival space with good parking & reliable security. It should highlight the historical elements but LIMIT things that make it a magnet for vagrants & homeless. And no sports crap or work out areas. I go there to shop unique stores, eat in cool places not to watch people work out or see dogs poop. And uncovering the creek is the stupidest idea I've ever heard. Does the City really want the responsibility and liability of something people can fall in or that floods and destroys things making for continual expensive maintenance and repairs and which again may encourage homeless to inhabit the area?
- Beautiful park with trees, seating, availability for concessions
- Combining urban green space and modern innovation will draw the community to the RJC amenity.
- Green spaces and events. Park area and walking trails when not being used for events, interactive displays and activity areas (playground, fountain, etc.)
- A gathering place full of natural (native) landscape with Wi-Fi and restrooms, potentially with seating or a pavilion. A place where students, families, and workers

could go to study, play, and work while enjoying the outdoors.

- I'm excited for a great outdoor space and daylighting of Jordan Creek. It will greatly enhance the quality of life here.

### Design Precedents

- The Farmer's Park area is successful due to the diverse draw, yet one of the coolest features is the cloud and cabin. Little gems that hide in plain sight make for good memories, and I think the city could pull inspiration from dynamic and creative spaces like that. I think a natural patio/boardwalk by the water (with multiple bridges criss crossing) could help the creek become not only a feature, but the connecting focal point for the entire project. Raw edges and natural uses, along with green design, could really define that part of town.
- Make this new facility similar to what is being done with the Square but added enhancement of the creek being viewable
- Ask Kyle Scheele.
- Check out the Gathering Place in Tulsa, OK. (I'm sure ya'll have) Something like that on a smaller scale of course
- Look at what's happening in Memphis
- Model after Bentonville Biking infrastructure and surrounding area!
- A space that feels like it belongs to you. Natural beauty, park, a library, like Boulder Creek that runs through



## Full Documentation of Responses: Public Survey, Cont.

- Boulder, Co.
- Think Boston Commons
  - A nature play area like those at the Cincinnati Nature Center and Tamarack Nature Center (White Bear Lake, MN). Include shade and observation areas for elders.
  - Create something similar to Railroad Park in Birmingham, AL
  - Make a river walk district, like you see in San Antonio.
  - Something like the Momentary in Bentonville
  - Think K.C.'s River Market area — all the things.
  - I would love to see something like a large urban green space. Similar to Forsyth park in Savannah.
  - Creating a restoration project similar to South Creek.
  - Combination of Condo residential living, concert venue, outdoor dining, recreation & pet options. (See Tempe Town Lake, Tempe, AZ)
  - Continuous, open, natural landscaping, major water feature from Jordon Creek. Develop opportunities at parks edges for commercial, residential and cultural support. On a different scale I think of Boston Common or Central Park.
  - Would love to have something similar to the newer large park in Tulsa. Kayak rentals, unique playground for kids and access to get to downtown for food and drinks.
  - Super big idea, but transitioning the railroad track from Jordan Valley Park through Rountree and SE through Galloway into a greenway/pedestrian lighted way that connects downtown to Sequiota Park, the Nature Center, Lake Springfield, and eventually down to Busiek.
  - I think it would be nice to see something like valley watermill water shed and green ways it gets you back to nature and the beauty of it all
  - Boat tours like the San Antonio Riverwalk
  - River walk like San Antonio
  - Something like OKC river walk area would be nice
  - Do your best to copy the Bricktown Canal in Oklahoma City.
  - Outdoor concert venue on the water (see “the Mishawaka” in Fort Collins, CO) and/or a kayak park/ recreation area for swimming
  - A unique ultra-urban water amenity that is an iconic place for Springfield. Moving water infatuates people and we have very little in Springfield. Ponding, spilling, trickling and make it accessible so urban dwellers can enjoy it. Look at cheonggyecheon stream seoul korea!
  - Iconic water way - Think river walk, Branson Landing or The Keeper of the Plains
- Uncertainty**
- no idea
  - Not sure
  - nothing will draw everyone
  - We need to hire a design professional that is not CJW, Olsson or Great River Engineering that can provide a more progressive and outside perspective for this project. We need fresh ideas instead of more of the same.

## Full Documentation of Responses: Public Survey, Cont.

- I don't have one

### **Opposition**

- Don't think it should be daylighted
- Nothing
- No thank you
- Stop wasting our tax money on things like this and improve the streets which would benefit everyone!
- Basically just did the survey to tell you to stop spending money. Government only knows how to spend. Waste of fucking resources.
- This is an idea that needs to be abandoned. Downtown has a number of concerns and until those are addressed this is a minimal concern

# Full Documentation of Responses: Virtual Charrette Week One

## Week One, Day Three

### Site Factors

- MSU is a really important site factor. With 2000 people there every weekday, they offer the best potential to populate the space when it's not programmed. The spatial relationship between the IDEA Commons (and Brick City in particular) can't be overemphasized.
- Agree
- Strongly agree! With students & faculty using these existing parking areas we see daily migrations across Mill St. to these spaces. (hence "Look" signage", see <https://art.missouristate.edu/>). Skateboarders & cyclists also sometimes congregate in these lots, how can the space serve these existing informal recreational users?
- How might this site connect to the West Meadows, and the West Meadows greenway? What might that mean for the site plan within the project?
- Agree
- Having a pedestrian walkway under Campbell is absolutely key. Otherwise the spaces would feel quite isolated. Saving and embracing the old arch would be fantastic.
- Mature trees & rocky bluffs here, consider how this green/natural backdrop can frame use of the space. I've done a lot of clean up in this space in the past... consider how proximity of meandering path might encourage or discourage undesired use.
- Beautiful poppy/bold linework & color! Is this all hand drawn & scanned? Or done via tablet & stylus? Reads much clearer than some other's. Well done!
- update: I realize now this is purely a site analysis and not a presentation of idea/concept... still I prefer this rendering technique for it's clarity, simplicity!
- "7"? Brownfield?
- MSU annex/storage building filled w/ old file cabinets, desk, equipment, appliances.... lots of stuff to move? Or use somehow in the interim? Think outdoor shared office space under broad pavilion, similar to Matthew Mazzota's (Cloud House @ Farmer's Park & others) outdoor living rooms for engaging public discussions about public artwork.
- open air co-working? Ride in on bike or skateboard w/ lop top and connect to Wi-Fi for outdoor working? see CAST co-working space at Farmer's Park & formerly the Creative Foundry (now Arkifex)
- The Jordan Creek Greenway trail will provide the movement and connectivity between the various hubs within the Jordan Valley Master Plan. Now would be a great time to figure out how to connect to the Jordan Creek Greenway trail in West Meadows and at Jefferson Avenue. Also, some concepts of Grant Avenue Parkway indicated it may include Mill Street. I think it would be beneficial to show all of the connectivity that promotes walkability.

### Flood Study Volume

- see Eldorado's Prairie Logic (<https://www.archdaily.com/557816/prairie-logic-el-dorado>). If not able to place a box car stage element on an active rail line, consider adding to the terminated rail "beneath" (north of) Olive Street Apts. & Artifact. (see also BBSGF Dog Park concept, refer to Plan comment)

## Full Documentation of Responses: Virtual Charrette Week One, Cont.

- Old-timey lights -- is that what we're going for in the 21st century?
- I like these "elevation" or "cross section" look at the project. It really helps explain how it might look and give the perspective needed to understand the floodplain, the existing box, etc.
- Really appreciate seeing this in section! Wish other ideas were also shown in section. As this is west facing, consider including sunset, viaduct & graffiti towers in the distance at low opacity. See Renzo Piano's 1 point perspectives & sections w/ gradients to borrow rendering techniques... <https://www.archdaily.com/875209/centro-botin-renzo-piano-building-works-hop/595d1797b22e38537c00000c-centro-botin-renzo-piano-building-workshop-transversal-section>
- consider showing how pedestrians engage low wall w/ seating elements & entourage, especially dogs that love to hop up on these low walls! Avoid drop hazard w/ plant buffer as shown (well done!)...boxwoods? hedges? roses?
- Where would the 100-year flood line be? How do the plans for the Meeks site and the upstream regional detention basin plans impact this line (and the 25-year line)?
  - Agree
- how well do these grasses grow in full shade?
- this walkway is wider, no? More like 7', room for two pairs of pedestrians to pass? Show at scale to emphasize existing walkability of this overlook path.
- I've asked the contractor to look at what it cost to remove this and to let us know.

### Idea One

- Water too wide - needs to flow
- This ketch helps me to imagine this as a really nice street edge development
- Really like the way this responds to movement patterns within Brick City
- I like this concept of removing the box culverts and maximizing the space here and the idea for Water St. as a pedestrian promenade.
  - Yes! This may be the gap-closer in the existing Greenways trails in east and west sections of JVP.
  - Agree
  - Yes-y'all may be on to something here in filling this gap in the Jordan Creek Greenway trail.
- Is the placement of (presumably private) buildings on this public site in response to a sense that the site is too big for open space? Or what?
- Regardless of which option is chosen, I believe there will need to be an additional bridge built at Campbell Ave. (north of the stone arch bridge) to meet the flood reduction goals for the project.
- Preserving and restoring this stone arch bridge could really be an iconic piece for this area and would preserve some of the history.
  - Agree
- Like the culvert gone but water too wide - will be stagnant.
- I don't feel creating a lake is an appropriate use of Jordan Creek in this area.

## Full Documentation of Responses: Virtual Charrette Week One, Cont.

- I like that you are incorporating development into the project. Whether it ends up this close or not, weaving a fabric of creek, stormwater basin and development is important as opposed to segmenting them all off to their own areas.
- This parking has a GREAT VIEW of the site! Is that the best use of this part of the site?
  - Agree
- Development taking up too much public space that is needed for all the uses/elements that the public has said they want. Too close to the creek. Multi-family is not a use for everyone. Nearby development needs to provide amenities for users (restaurants, etc.)
- I get how the “lakes” could be attractive to the developments but they are not very approachable. Plus they attract trash, stale/stagnant water and geese! =)
- Development on these two sites should be minimal, except for perhaps a F&B outlet. In my opinion, the goal for this site is to create the amazing amenity. That in turn will spur the desired developments in adjacent private property. Let’s not force the development within the amenity.
  - Agree
- At first glance this feels oddly suburban. Is that what is intended?
- I would prefer to not see new development in this lower area which will likely remain in the floodplain. Maybe an alternative location for this development could be immediately south of Water St. overlooking this area.
  - Agree
  - Agree 100% about development in the floodplain. Seems like there are opportunities for under utilized

buildings surrounding the site to redevelop w/o adding development.

### Idea Two

- Box hugger needs to allow some plantings in between creek and wall to soften and provide riparian benefit. May be difficult to access for maintenance.
- The more simple natural channel seems like it’d be more resilient to flooding (and post flood clean-up) than some of the other designs with pedestrian bridges and manicured plantings.
- I’m concerned about parking as figural space, especially along significant streets -- feels anti-urban
  - Agree (x2)
- The box hugger concept has little meander and the section adjacent to the box would make it feel very “urban” i.e. large concrete wall next to a creek which would take away from the desire for a more natural park like space.
  - Agree
- Development taking up too much public space and too close to the creek.
- I wonder if “development” would be better on the south side of this site, away from the railroad track?
  - Agree
  - Yes. And up higher i.e. well above the floodplain. While the development itself would be elevated to meet the City’s code for developing in the floodplain, it would present another obstacle in the way of floodwaters trying to move through this area.

## Full Documentation of Responses: Virtual Charrette Week One, Cont.

- I like the idea of “river walk” or “creek walk” so that people can get up close to the water and experience it and maybe even hear the gurgle of flow.
  - Since we will be connecting to greenways here, let’s consider a bike specific amenity. Something like a bike pump track through one or both of these sites could be very engaging, and would take little maintenance, not much extra space and no staffing.
  - Second favorite design - more tidy and manicured version of Idea 3. Very park like.
  - I don’t believe this is the appropriate area for new parking lots and large development.
  - I like all of the greenspace and trail through this area.
  - I don’t like the idea of two parking lots within the amenity. You lose a lot of real estate to just the circulation part of this type of parking. I feel the single row of parking along the North edge is most efficient and disturbs the concept the least.
  - Agree (x3)
  - Agree, would like to see angled parking along edges rather than lots.
- Idea Three**
- How will the Jordan Creek Greenway trail travel thru/by this space and then continue east to connect to the trail that begins at Jefferson Avenue?
  - I like this word “icon”, or “iconic”. This is so key in my opinion. We need to designate at least one space for a singular iconic art piece.
  - Agree
  - Does locating a building here in the east-west direction improve access from Brick City, or does it hinder it?
- Love the multiple bridges concept. The bridges should be unique and attractive within themselves, and not “bare minimum”.
  - We would need to visit with the Traffic Dept. and the public, but I think this concept with Water St. has merit.
  - All the bridges are very cool! Lots of connectivity across the water makes it feel more accessible.
  - I like having restaurant/cafe space in the park. We’ll have to have that to help create additional experiences and hopefully be a venue to serve alcohol!
  - Bridges a multiple levels is a cool concept
    - Agree
    - Agree! See also how Antoine Predock’s McNamara Alumni Center at Univ. of Minnesota connects to adjacent buildings, similar to alabaster clad bridges at Canadian Museum for Human Rights
  - Like removal of box starting here.
  - Like that there could be some elevated viewing of the project from closed Water St.
  - whether its a grate or a boardwalk w/ open railing, how minimal could railings be? At what depth of water or drop off from path is a handrail required?
  - Consider participating in Equal Justice Initiative (EJI) Community Remembrance Project in civic spaces? The Historical Marker project could recognize respectfully recognize the lynching of Horace Duncan, Fred Coker and William Allen in 1906.
  - How does this corner engage Melton Elec. Bldg as an art hub?
  - Melton Electric bldg, art hub
  - Yay, love keeping the historic Campbell bridge!

## Full Documentation of Responses: Virtual Charrette Week One, Cont.

- I like how this plan uses the corners as civic plazas or as icons with public art, etc. These make the whole project feel more like a signature piece.
  - Agree
  - The pool/cascade (ok, maybe not cascade...ripple) works well in this layout. I think it might be the best way to get the creek to show off visually and be approachable.
  - Agree
  - Water Street doesn't have much connection value so removing it is a great way to use more land along the creek and use more of the topography.
  - Or would this be a way to fill a gap in the Jordan Creek Greenway trail?
    - yes!! angled parking along street edge makes the most sense here. Consider how west moving traffic could still swing into these spaces, rather than spaces only being accessed from east-bound lane. Consider relaxing angle to find a sweet spot that works well for both directions of travel.
  - this water & margin space seems out of scale... to wide north to south?
    - \*too
  - Great use of space to remove Water and the prairie provides a nice element to contrast with others.
  - I realize it's mostly the drawing technique, but this suggests to me that the water is doing lots of different things, in this plan. It's reassuring to see this
    - Agree
    - Yes. I imagine, this includes a variety of pools, riffles, drop structures, etc. just like what we see in many of the local streams. This would allow for different experiences of the water too (some places slow moving water other places fast moving water).
  - Agree
  - Love the idea of exposing and embracing the boulders and other natural features like this.
    - Agree (x2)
    - Agreed!
    - Me too. Exposing existing boulders seems like a real good way to celebrate the Ozarks - and showcase the native limestone.
  - A trailhead is planned at the rear of the current BRP parking lot. Also a trailhead at the west end of the trail in West Meadows-not convinced that this is the best space for a trailhead.
  - Love the prairie concept. Sort of be an extension of West Meadows.
  - This is my favorite of the proposed designs. There's a realistic creek design, lots of open space, and opportunities for outdoor activities.
  - Headline Productions located here. Steward of downtown culture & backstage masters for Gillioz. Does redevelopment push them out?
    - Nevermind, Headline is further north at NE corner of Phelps & Main
- ### Idea Four
- here's the grand stair! Great approach, consider how this can bottle next at the top and widen as it descends, transitioning from a pedestrian space (wide sidewalk, min 7' with center railing) to a space for sitting/gathering at the base.
  - bottleneck\*

## Full Documentation of Responses: Virtual Charrette Week One, Cont.

- Nod to FW Fountain/Phillip Johnson's Alice in Wonderland/Thru the Looking Glass? Boone has already acknowledged danger of 9' pool, but the origami folding terraces idea is strong... especially as it orients towards views of setting sun to the west or encourages sunbathing. Consider orienting more towards W/SW as grand public stair/stramp concept?
- The arcade here is a crazy idea, and I like crazy ideas. I think we should continue to flush this out a bit and see where it takes us. It's worth exploring even if it doesn't end up being feasible.
- Agree (x2)
- What would this area look like? Is it like an open side/covered area that used to be the box culvert? If so, the existing box culvert structure isn't too visually appealing.
- This concept of an attractive urban plaza at the corner is a good one. It provides flexible space for different uses but also makes the whole area more inviting from the street level.
- I would say that this is not the area for new parking lots.
- perhaps these three monuments are appropriate locations for the EJI's weathered steel "coffins", commemorating 1906 lynchings: <https://museumandmemorial.eji.org/news/eji-community-remembrance-project>
- I know sometimes dog parks/dogs can be a water quality concern, but there's probably a good solution/management technique for dog waste to make it workable
  - Agree
  - I agree that angled parking could be a nice approach to avoid adding large parking lots.
- I feel this style of parking is most efficient on these sites.
  - Agree (x2)
- Love the Ozark garden.
- I love adventure play as a concept. We just can't build something that needs staffed.
- cool!
- I love the "adventure play" idea. This feels like more of what exists in The Gathering Place. I know we can't replicate the scale of that development but those interactive play areas are what help make the park.
  - Agree (x2)

### Idea Five

- Love the slide! Sound like we are trying to incorporate FUN! (This was a major theme of Peter Kageyama's message.)
- Agree with fun/play as a priority, especially when it goes beyond typical playground equipment pulled from a catalog. See Helen & Hard's use of big brightly colored, densely packed inflated spheres in Norway: [https://www.archdaily.com/635551/geopark-helen-and-hard?ad\\_medium=office\\_landing&ad\\_name=article](https://www.archdaily.com/635551/geopark-helen-and-hard?ad_medium=office_landing&ad_name=article) or Snarkitecture in Hong Kong... consider how elements could continue into the water? <https://www.archdaily.com/900129/snarkitectures-bounce-offers-a-surreal-playground-to-hong-kongs-waterfront>
- I like this idea of an "island" as a feature, but not sure if sports activities is the best way to engage the space.
- Like the meadow with paths for nature walks.



## Full Documentation of Responses: Virtual Charrette Week One, Cont.

- I feel this is too much housing development in this small space, and it doesn't feel natural anymore. I would feel like I'm hanging out in an amenity that is intended only for those that lived here.
  - Agree
- Too much development and multi-family not a good use of public space. This is a space for all - not tenants.
- Way too much development.

### Idea Six

- Of all these ideas, and when you consider the other parks and open spaces downtown, what are the ideal, best programmed activities for these schemes?
- Too me this one looks a little too much like a canal where we would be attempting to squeeze the water into a narrow deep corridor.

# Full Documentation of Responses: Public Open House #1

## Idea One

### Idea One / Space Usage

#### Compliment:

- I like how this plan opens the flow of the creek and provides good areas for, water, people storm water management and greenspace. It looks very useful and balanced.
- This is my favorite idea of the six. It incorporates more opportunities for private development and mixed use. It also uses the water more prominently and we know water is a magnet to draw people to an area.

#### Concern:

- Will any below-grade parking be below the water table or require the regular pumping of the parking area and the maintenance of pumps?
- I think deciding to store water below road level is not the best idea. We have issues already with run-off of surface waters into standing water carrying road salt, oil, and trash. If the water is below the road, and only flows out when there's a surge, I think that runs a high risk of contamination. This would either mean we then have to hire people to clean the water, or it would not be used for its intended purpose of recreation.

#### Suggestion:

- I love the idea of a bridge here! I wonder if the sides of the bridge could be vibrant and colorful to match some of the wall art in the Idea Commons area. Maybe with aspects of the creek's history?
- Prefer West side option. Unclear why we would want less green space or water for the area to create a nice atmosphere.

- I like the concept of a marsh area, but I would rather see it west of Campbell Avenue. I would rather see a running stream (brook) east of Campbell Avenue.

### Idea One / Plan View

#### Compliment:

- Best idea
- I really like the Big Scoop idea and doing something drastically new... RIVER WALK would be awesome and the idea of being down in a little valley next to a clear, running stream is very nice. ALSO: the Arch! How extremely cool it is that there is an arch underneath Campbell, and to be able to unearth it and turn it into part of the river walk...very cool!
- The Idea One/Plan View...wow, that's amazing!
- I like how you are sunk down below street level on the island i think that it would create an enclave where you feel isolated from the urban surroundings, and can connect with the natural water way.
- This idea appears to offer a balance of mixed use that includes living space, natural space and commercial space. I'd like living in this area!
- I can picture the water facing sides of those buildings having restaurants with outdoor patios offering beautiful views.
- I like the undulating movement of water across the site, I feel like even in a worst case scenario where it doesn't get developed/funded enough for those buildings on the west side those areas could be sports courts, lawns and gardens and it would still be great.
- Out of all six of these initial designs, "Initial Idea One" is by far the best. It presents the best balance of storm

## Full Documentation of Responses: Public Open House #1, Cont.

water management, beautification, options for use, funding opportunities with private/public partnership, and likely lower maintenance costs,

- Using the Campbell arch is important. We need to preserve as much character for the space as possible.

### **Concern:**

- The “margin” area of the east side looks too crowded to me.
- I like the stairs and elevation change but this area looks busy for the sake of being busy
- Would there be native plants intended for this design? That’s one of the most important aspects for me, is the ability to have greenspace that is not only beneficial for humans but also bringing space back for native insects and plants.
- Will all plantings be native plantings?
- Will any housing in any of these plans be affordable housing?
- Where would the loft residents park in this idea? In order for it to be competitive with other Downtown options, it should be on-site or as close as possible, well-lit and secure
- I appreciate the integration of so many uses (commercial, residential, leisure, natural elements). However, I would much rather see neighboring sites utilized for larger development opportunities as opposed to forcing them into the footprint of this site. The mixed use buildings really start to crowd the site and begin to minimize the public use and benefit of this project
- I like the idea of office, retail mixed use, but not sure housing is a good fit for this vision.

- Will the multifamily housing be for any/all economic groups, or will it be targeted to low-income or upscale groups?
- I think that this is a great concept, but would like some additional information to support the early outline of daylighting historic Jordan Creek. Founders Park is a potential beneficiary of this project, although I haven’t heard any reports about Founders Park becoming a community asset.
- Does this become a Springfield Greene County Parks property? If so what part have they taken in planning?
- Why isn’t the waterway connected to the east?
- What about the link to the existing park area east of the ballpark?
- What are the plans for the existing property to the east of Boonville?
- Early on this was described as a daylighting of historic Jordan Creek throughout downtown Springfield. Is that still the plan?
- Why is this referred to as historic Jordan Creek when it was originally Wilson’s Creek?
- Will any of these activities limit the continued use of commercial rail service?
- How much is the cost per acre of this development when considering all of the cost related to the project?
- Who will maintain this area?

### **Suggestion:**

- I love this plan but would like to incorporate some of the boardwalks found in one of the later plans. All of the retail options could help try and bring retail back into the downtown success story. Overall great options, with the exception of the last one! Thanks for these and

## Full Documentation of Responses: Public Open House #1, Cont.

- for sharing!
- I would rather see this area used only for public uses with a minimum of commercial uses that directly support the public space. The heavier commercial and mixed use development should occur north of Mill Street.
  - Idea One is more visually pleasing and offers a broader usage. I do like the idea of mixing some picnic areas as mentioned from Option Two to provide spaces for families and friends to enjoy sitting spaces not owned by a private entity.
  - Scheme 1 is the most appealing with the combination of development to help fund this and the park areas. Prefer keeping the arch underpass from the historic standpoint. I like not having culverts.
  - I love all the water but hate the development if plans 3 and one were combined it would be a big hit
  - I love the opportunities for mixed use in this concept. In order for this to be authentic to SGF and not have things that could be in any city or development, we should try to personalize it with ties to Springfield and the Ozarks wherever possible.
  - One of the surrounding structures should house a rowboat and paddle wheel boat rental much like what's done in New York City's Central Park.
  - Tulsa's Gathering Place would be another example to take note from that has done that successfully also.
  - I love this first plan. The water way and green space is bigger than the second plan. Also, the second plan has parking, and this takes away from the green space and I bet our Missouri State, Art and Design students here at Brick City, will take up those spaces!

- The Greenways Master Plan includes the Jordan Creek Greenways through or adjacent to this site. The Walk/Bike Trail is a part of a system connecting Strafford to downtown Springfield to Republic. A 12-16-foot wide walk bike path is needed paralleling the creek from Jefferson Avenue to West Meadows Trail. It should be at the edge of the site and be able to pass under Campbell Avenue and Main Avenue. It could have 1,000 bicyclists, 2,000 runners, and 4,000 walkers on week-end days not directly related to the activities on site.
- Guess I now prefer the East option. I want fewer buildings and more usable space for the public.

### Idea Two

#### Idea Two / Space Usage

##### Concern:

- What happens to the creek east of Boonville Av in idea 2?
- This idea doesn't focus as much on water and has limited opportunities for new infill development. The straightforward design would be cheaper to construct, but wouldn't be as inspirational for patrons, residents and employees.
- This plan is blah. Doesn't present any wow factor whatsoever. Poor use of the space.

##### Suggestion:

- this plan maximizes the site but I don't think that's what this site needs but I like the organization of the layout in plan, not in practice
- I like the idea of below grade parking and how the creek is still confined into a stream, not a huge basin, overall

## Full Documentation of Responses: Public Open House #1, Cont.

this seems pretty contemporary not great but not bad either.

### Idea Two / Plan View

#### Compliment:

- I am a big fan of the maximized options of space in this plan, especially an area where people could center around for performances or concerts while there is space to play nearby. I also like how the water goes under Campbell more like a bridge and is more visible throughout.
- I like the idea of having an outdoor civic space that could be utilized as a sort of amphitheater-esque space. Similar to Jordan Valley Park, but this location would be much more fitting for actual outdoor concerts and performances.
- I like the idea of picnic spaces

#### Concern:

- The food truck idea is great but these large parking lots undermine the feel of visiting downtown. I think keeping parking to a minimum is the best idea
- I like the simplicity of this plan as it seems like it would be most realist cost wise and all but the big swath of parking lot juxtaposing the natural green feels wrong and dated, lacking in environmental care.

#### Suggestion:

- It would be really beneficial if we could make the area a space to relax. Get the creek to the point where it flows enough to where you can actually hear it a little bit. Maybe add a small fountain somewhere.
- I like the addition of designated greenspace for native plants, but agree with other commenters that there

should be more buffer space between the park and road.

- I like the developments on the west side but I feel that they need a more substantial landscape buffer, because it looks like there's too much hardscapes and not enough greenspace or permeable surfaces, its a good layout but it needs more landscaping and environmental considerations than what is shown on the plan. An IDEA is you could take over some of water street with plantings/hardscape to continue the bike/ped trail across the whole site.
- How about making this area a "nature play" area, rather than using structured play equipment? See <https://365cincinnati.com/cincinnati-nature-center-nature-playscape/> or <https://www.ramseycounty.us/residents/parks-recreation/tamarack-nature-center/play-outdoors/discovery-hollow-play-area> for examples.
- What does "EX" stand for?
  - Existing buildings

### Idea Three

#### Idea Three / Space Usage

##### Compliment:

- This is the best idea! I appreciate that it keeps the water as a focal point without potentially leading to stagnation or contamination from roadways (as in the "big scoop" ideas).
- this plan is very natural looking and I like the incorporation of the bridge
- I like this one the best!

## Full Documentation of Responses: Public Open House #1, Cont.

### Concern:

- On the west side of idea 3, why is there a pinch point where the continuous water flow is cut off? Why not provide a continuous channel?
- If restrooms are to be built in the west side of idea 3, will they be secure enough that vandalism can be minimized and safety be maintained? Great addition to the parkspace if it can be done, but otherwise just one more ongoing expense.

### Suggestion:

- The designs with the most water showing are appealing

### Idea Three / Plan View

#### Compliment:

- I love the addition of the butterfly garden and prairie areas. This really matches my ideas for what this area should look like - a natural oasis that can be enjoyed by people in the city!
- I like the use of the boardwalks in the plan. It really plays up the water, and still keeps the space for pedestrian access. Also, the dog-friendly aspect is a huge win in my book. My pup is with me at all times, so a safe space for her is always welcome.
- I like this plan best because JV creek still looks like a creek. Not some artificial ponds

#### Concern:

- Concept 3 most closely matches my expectation of how the space should be used. I like the commercial space east of Campbell against Mill Street overlooking the creek. I appreciate that a trail head is mentioned, but in none of the concepts is a place for the Jordan Creek Greenway shown or described. A walk/bike path will

extend through this area from northeast Springfield to southwest Springfield. A 12-16-foot path is needed between Main Avenue and Washington Avenue along Water Street, through the development area, along Mill Street, or along Phelps Street. Please address.

- I appreciate the angled parking and how the civic shapes mirror each other like a gate or monument on Campbell but I Hate how lopsided the plan is, on the East you have dining, plazas and development, and on the West you have play spaces prairie and parking. I dont think development fits on this plan. to me this idea puts nature and outdoor fun at the forefront, but then you have this lone development/dining building taking up land that could be green recreational area.
- I like the natural feel of this plan as well as how the need for parking to replace what is being lost in the area is addressed but still feels separate from the greenspace.
- Idea Three presents way too many bridges. These is not a good use of the funding and will only increase the maintenance costs.
- This idea has some fun and creative outdoor spaces. However, it looks more like a children's playground and it integrates little new infill development and mixed use.
- I really like a bigger body of water below the amphitheater. How many people could be seated? Would the theater have options to be covered?
- I don't prefer the dog park idea. I don't like being around dogs, they make me uncomfortable. I would prefer the space to be inviting to all people who want to visit.

## Full Documentation of Responses: Public Open House #1, Cont.

- Will the dog play area be marked as a dog area? If so, will it be fenced? I know most parks require your dogs to be on a leash - would that apply to this area?

### **Suggestion:**

- love the greenspace but dont like how water st is cut off and I feel like it is an almost idealized set up could further incorporate nature (native plants and storm water management) so there is less expensive upkeep needed for lawn care.
- I like the use of multiple bridges - will the old bridge be restored? I think that would be an awesome feature.
- I really like the variety of activities and uses shown on this version. Seems to be very engaging of a diverse range of users. The dog play area would be great, but I would like to see it larger and enclosed. There are a lot of dog owners downtown that would make use of that space daily.
- I like the development of natural space, given the ability for "pop-ups" is I think an added bonus, developing an interpretive "Ozark native plantings" is a great use of space as well, I know that Springfield has quite a bit of green space but I believe that more will not hurt, out of the six I am drawn more to number three and four for that reason... the one thing I would try and add would be a covered amphitheater that could support live performances and open as covered seating when not in use... nice job by all and thank you for sharing this "open house" -Paul
- Please keep surface parking on this project to a minimum. The below level parking of the First Idea is much more preferable and a better maximization of the space.

### **Idea Four**

#### **Idea Four / Space Usage Compliment**

- I'm not entirely sure what this all means but I like the idea of adventure play, flexible sports, meadows/natives, shelter/restrooms, art.

#### **Concern:**

- With idea 4, on both east and west sides, why isn't there a continuous flow of water?

#### **Suggestion:**

- I dont like water st being diverted but I like all the margin space its like a nice pool deck you can run around the pond like a nice city park of some sort
- I don't much care for the non-contiguous flow of water. It should be more like the "Initial Idea One", so it more of a usable feature. People could rent row boats and paddleboats with fees going to the park to offset maintenance costs.

#### **Idea Four / Plan View**

##### **Compliment:**

- I like the concept behind the "middle meander" and having the amount of water building from Boonville to Campbell to West Meadows.
- This plan addresses the parking need well like 3 without impacting the design.

##### **Concern:**

- I do like the appearance of 'ponds' and the minimized margin areas but you have to do something with them, and I do not like how this plan Doesn't Build on them. the plan is good but there is no buildings or amenities,

## Full Documentation of Responses: Public Open House #1, Cont.

seriously the flex lawn has 2 additional lawns, that's so much space with no purpose, and wasted space here is pitiful like what is that thing doing at Boonville @ Mill St, do you need more than one way to turn the corner. then on the other end @ main st the plaza is bigger than the building, Why... I guess you could at least put some planters on the corner. my other concern is that if the urban plaza is the get together spot (like he said in the video) then we should develop around that. In my mind I want to mirror the top portion east of Campbell back onto the west so it would go, main st | coffee/rr | garden | development | flex lawn | development | plaza | Campbell | civic | develop | lawn | develop | plaza | boon. that pattern would unify the two sides and would allow the area to grow and fill in with more people and activities.

### **Suggestion:**

- I like all the creative outdoor spaces. However, this has limited space for new infill development. We should look to integrate more opportunities for office and mixed use.
- The use of stone and natural-looking resources/ structures is fantastic - however, I do not like that the water is chopped up more in this design. The smooth flow is really exciting. While parking is important, I would like this space to be used more for green space and activity rather than more places to put cars.
- This is the second best option. I agree with other commenters that continuous water flow is more ideal. For the dog play area (and all areas) it's important that you offer waste-pick up bags and trash cans. This is something the dog park does very well, and I've never

seen an issue with people not picking up waste.

- Coffee needs to be here! And the flex lawn and prairies are great in each design.
- The angled parking on the exterior in this version would be nice to have. In fact, I would prefer to see all parking moved to the exterior (maybe more angled parking along Main?) and zero parking within the footprint of site. In general, there is plenty of parking available within walking distance, so I would prefer to see as much space as possible dedicated to pedestrians instead of cars.
- I like the alley of trees created by water street and love how nature is taking over this plan but the lone parking lot by the dog park seems big and the corner plazas and accent spaces are weird greenspaces don't need an introduction we have nature for that
- Same questions as previous section about dog area. Also, how will you ensure that people are picking up after their dogs if you encourage dogs in the area? Will you have someone picking up on a regular basis?

### **Idea Five**

#### **Idea Five / Space Usage**

##### **Compliment:**

- I like this because you can clearly tell its a natural waterway but it could also be a man made basin, it kills both birds at once and that is such in a great creative solution.
- The idea of more area for storm water is a good one.



## Full Documentation of Responses: Public Open House #1, Cont.

### Concern:

- In idea 5, are the margin areas on both the east and west sides just one big mudhole full of weeds, or what? Will those areas need maintenance to remove trash, cut weeds, keep kids out, etc.?

### Suggestion:

- This one seems to offer the most water which I like. Can shelters/bathrooms be added? Walking paths?
- we could close of water street like in the other plans to give the margin 'island' feel more like a peninsula and encourage more diverse movement and flow around it

### Idea Five / Plan View

#### Compliment:

- The amount of water, opportunities for infill development and creative greenspace make this idea attractive.
- I like options 1 and 5 the most. I think parks should have the flexibility to host events, provide green space, and be visually pleasing. The 5 design has similar elements to JVP and would create a cohesive/consistent look for the continuation of natural elements in the even more urban center north of the square. Really exciting!
- This Idea and "Initial Idea One" effectively use the water as a more focal and usable element. I like that. I also like the property being bordered with some mixed use and multifamily condos/apartments. They provide a good buffer between the park features and the road. Plus, the proximity of such uses creates a real synergy.
- I like this one the best because it uses the creek, no matter where you are on the site you are near the

water. and it has everything you'd want in an urban oasis there are a lot of trees, long winding pathways and things and for people to do and see like art and shade canopies.

- This is my favorite - use of native plants, more room for water, trails, mixed use, art installations all hit points that I feel match downtown.

### Concern:

- Four, like One, is too dense and too active against the creek
- Similar to Idea 1, where will the residents park for the multi-family development and mixed use development? Some secure parking on site or nearby would be needed.
- Love the meadow Idea and all of the water, hate the development on the west and the video boards and light banners on the east (light pollution) And the island seems way big with a feature that doesn't give a lot of variable use value.
- Love the water and open green spaces - some multi-family / mixed-use is great, but this design appears to have fewer outdoor options. As this amenity will be used by many people, I like the idea of fewer big buildings and to enhance more outdoor space. As our city grows, that will allow more people to gather.
- I agree. I love the idea of mixed used/residential buildings near and adjacent to the area, but would prefer to keep them north of Mill St and focus this redevelopment more on open spaces.
- Again, don't think housing is a fit for the project.
- I like this one as well, but it looks a little to "human" made.

# Full Documentation of Responses: Public Open House #1, Cont.

## Suggestion:

- I like the idea of increasing housing near these structures, however I don't think they should be added into the park itself. Keeping them across the street from the new area is ideal.
- I like everything about this except for the amount of large structures on the West side. I would like to see a bit more space dedicated to the native meadows trail instead of developments. Similar to a previous comment, there is plenty of opportunity for large developments on neighboring sites.
- IDEA that this idea was merged with 3 to create a picture perfect nature way it would be awesome
- There has been discussions of Mill street being closed to through traffic, and changed to one lane for shuttle, etc. Would have liked designs to take more advantage of development on site and across street to emphasize more pedestrian connections.
- Native species should be specified for ALL plantings, not just in a designated area.
- Agree! This is our chance to really emphasize the beauty and usefulness of native Ozark plants, without having to worry about maintaining natives in one area and non-native (potentially invasives) in another.

## Idea Six

### Idea Six / Space Usage

#### Concern:

- In idea 6, does the stream area on the east just form a large elongated retention pond? Will that be enough space to handle storm water? And what happens to

the west side?

- Far too restrained for what has been discussed and promoted over the past two decades. We need something much more inspirational to build on the work of the IDEA Commons and connect the East Meadows of Jordan Valley Park with West Meadows.
- this is nothing but a glorified bio-swale but I like all of the trees.
- this is the easiest and cheapest 'redevelopment' but I hope the final plane isn't cost engineered to only give us this

#### Suggestion:

- No. I like water on both sides of Campbell.

### Idea Six / Plan View

#### Concern:

- realistically it is not horrible, while this is the discount, budget model, it is not Bad, It has adequate greenspace, shelters, and parking, all wrapped up in a nice efficient package. the only bad thing is the landscaping isn't as dense all the way around as it is on Campbell I think if this is it we need to amp the foliage up to 11 to provide visitors a big dose of nature.
- Honestly if we are going to go this route the we need to commit to the natural native aspect, the whole west side needs to be natural like its own nature preserve scrub development off entirely. Seriously commit to using environmentally friendly materials, sustainable plantings, perhaps even aim for a SITES Certified project. we need to future proof it for generations, consider it as a trendy eco friendly option for the future.

## Full Documentation of Responses: Public Open House #1, Cont.

- Initial Idea Six is a half hearted idea that is waste of everyone's time and effort. It screams lack of funding to do anything that will benefit the community. If something like initial ideas One and Five are not feasible, then wait until it is. Better to do things right the first time.
- As other commenters have said - this idea is too minimalistic. While it might be the most achievable in terms of budget it doesn't do enough now to protect the space, provide nature and outdoor use to people, and allow water a place to go. I think we can and should do more! Any of the other 5 ideas are better.
- Daylighting needs to be incorporated into both blocks.

### **Suggestion:**

- Easily my least favorite of all of the options. Let's do something that we can be proud of, not just something that people go, "eh... it's ok."
- This version looks like a typical Springfield project that we've seen the past 30 years. Very conservative, minimal, simple, and doesn't push the envelope of creativity, ingenuity, or expression. Great in terms of achievability and budget, but I would much prefer any of the previous options. So many great ideas and design solutions in versions 1-5!
- I agree with the first comment - the fluidity of the other 5 designs in using both spaces is far more exciting and helps create a place - crossing Campbell will pull interest further West and really use the investment to the fullest. Thank you for all 6 designs!
- I like the ideas better that use both areas rather than just one

# Full Documentation of Responses: Virtual Charrette Week Three

## Week Three, Day One

### Founders Park Idea One: "Billy Bobs"

- Love the idea of small performances spaces. A great way to activate the space with our needing to fill big venue.
- I like this idea, if our decision is to keep more of the existing park. I think it makes good use of the space. However, I like the other ideas better, and am fine with starting from scratch.
- I like the idea of "pods" here but not sure all 3 would be used most as stages. I guess if they COULD be used as stages but mostly as places to hang out that could work.
- This concept does an admirable job of pinpoint placemaking revisions to the existing configuration. It seems like that's a large component of the project brief.
- I like the idea of keeping water on site. With our name being freaking SPRINGFIELD we have to SOMETHING to honor that name and our heritage on this site. =)
- Perhaps too much focus on performance spaces. A performance will happen only occasionally, but ideally we want more casual and consistent use.
- I like this idea of a flexible/midway section. This type of open space seems inviting - like a foyer.
- Waterfall right next to stage. A common thread that I like.
- FWIW - I have no idea what you mean by Billy Bob's - not sure if that's a recognizable concept for others either?
- I like the idea of keeping a small performance space, and having less new construction (for time & money spent). I also like the idea of having different small performance spaces for ArtWalk and other events.
- To follow up on Sarah's comment - I had to look up Billy Bob's - it looks really cool. My question is - does Springfield have enough of this performance activity to use the space like Austin does? (Or can we attract it?) Especially given the new outdoor amphitheater space that is getting ready to be constructed at MSU - is there any concern that we have more spaces than events/talent we can reasonable expect to attract? Or does this space need to be similar in concept, but intentionally differentiated from what MSU is doing?
- I think this is my favorite. I like the idea of keeping this area as a performance space, and it brings in a lot more natural elements
- I like the irregular nature of the existing concrete "blocks" being used for the seating (it's unique) but I get how they aren't necessarily the most functional. Could some of that be kept in how the new stands are designed?
- In my opinion, the needs for the site are: A) Activate waterfall feature that is able to be maintained B) Remove cage like fence C) Add a good bit of green / greenspace D) Make adjustments to achieve a more functional seating for performances. --Lot's of good exciting version of these ideas, but these 4 seem to be the common thread.--

## Full Documentation of Responses: Virtual Charrette Week Three, Cont.

### Founders Park Idea Two: "Remnants"

- The Remnants idea is fantastic. I really like the expanded stage and viewing area. I think it is smart to brand this park as the performing arts location and to program it as such.
- I agree that giving this a performing arts focus differentiates it from other areas. Keeping some grassy areas allows kids to run around during performances and is a more pleasant environment than all of the hardscape at the Square
- Yes please
- Yes! Remove the fence!
- Love the interactive art and history spaces. The covered seating space for the stage is important. There is so much direct sunlight there.
- Like native areas and "ruins"
- I like this one the best, but would agree with some of the other comments to replace the water feature with a poolless type.
- I like the idea of leaving some of the concrete in place, but surrounding it with greenspace. You can keep a good portion of the historic walk through.
- Like history walk
- Not sure how I feel about leaving that much of the concrete block...
- I think it is important to leave some concrete plinths to honor the previous park.
- Don't like the idea of a pool. It just collects things (of all kinds) that have to be cleaned up. The water feature needs to stay for sure though!
- I like this plaza - ties nicely with a similar plaza in Jordan Valley Park
- I'm so happy to see each of these designs include an improved fountain design to honor the original spring.
- Love this. We should try to integrate the natural rock outcroppings wherever possible.
- I love the Remnant Lawn
- I like the east-west orientation of the amphitheater. It increases the area for performances and viewing.
- This seems to be the main difference between Idea 1 and Idea 2 -- and it's a good idea, a better performance venue IMO
- I like this overall use, but would like the entire performance area usable for other purposes when performance not taking place. Sloping or terraced but open space.
- This is a much better use of the space for an amphitheater. It works much better AND we could keep some of the concrete blocks for unique viewing areas.
- We need to assess the demand for this type of performance space. That's a lot of infrastructure. I like the partially covered lawn for the audience, and general setup though.
- How many people fit in this type of space? I'm not savvy enough to determine if 500 or 5,000 cram into this area (when COVID appropriate of course)
- This area could still accommodate a small playground area - always nice to have some activities for smaller kids especially before a show, etc.
- Definitely need the awning with a west-facing audience area.
- This greenspace "Plateau" is a nice feature. Adds interest and embraces the vertical aspect of the site.

## Full Documentation of Responses: Virtual Charrette Week Three, Cont.

- I like this idea. If we want a stage/amphitheater area as part of the overall project, this seems like a more natural fit for it.
- Really like the covered performance area, and the use of Robberson for performance/other needs. I also like the separation of the 2 spaces with the restrooms and concessions.

### Founders Park Idea Three: "Activate"

- I'm torn on this. Closing the street periodically is great and I love the idea of having food trucks around, BUT how many festival/event spaces do we actually need in SGF. If we do one here, then I think we need to look at the daylighted section as NOT having any of these type festival/event spaces.
- Are these lawn areas so small that they're not really useful for anything?
- How flexible is this space? What's the usage of food trucks are no longer cool?
- Like the idea of small pockets of green space (grass) but they need to "accented" by trees that provide shade. The huge tree at Jordan Valley Park is usually the most popular space on any given day when people are just hanging out there.
- All the concepts have plantings separating the park space from the street space. There's a sidewalk on the street here (next to the park) for Pete's sake! (Way to traditional street building!) Let's bring the park onto the street and help slow vehicle traffic and encourage through traffic on the greenway trail. Meander the trail, the road, and the park all together!
- That's a good point Ryan and something we should

keep in mind. Water St. will likely serve as the corridor for filling in the gap and extending the greenway trail further west from Jefferson Ave. and connecting it to the Renew Jordan Creek site while also providing the connection to Founder's Park.

- Love the idea of a pondless fountain! It keeps the water feature but removes the bath/pool feature! Perfect!
- I still don't understand what a pondless water feature is - just shallow water running over rocks?
- I like this the best. Has possibilities, but not sure about utilizing street. If so, would like same concept integrating with Mill street near Jordan Creek.
- Yes, I'm glad to see this level of thinking. In fact, I expected to see more of this kind of thinking from the Olsson team -- many verbal references to "strong of pearls," but not much evidence so far of a string in any of the design ideas.
- Love this fountain design.
- I'm concerned about the focus on event space on this option. How often would it be used and are we just creating a competing space with the Square, Commercial Street, Walnut Street, etc? Since Founders is tucked away from the core of downtown activity would this create any synergy for downtown businesses? It seems to me that event space - if needed - would be more synergistic for downtown if placed near / at the daylighted JC - more visible, closer parking, easier to loop the activity back into the Square
- Connecting this to the Jordan Creek project allows for sizable festivals to utilize the spaces together.

## Full Documentation of Responses: Virtual Charrette Week Three, Cont.

- Like the idea of having public art here. If it could tie by back to Springfield's history that could be a nice nod to the site.
  - Not sure how often this festival space would be used? I guess it's an alternative location to holding every event in Park Central Square. We would have to figure out who is going to program it.
  - This is my favorite. There is plenty of green space, a nod to Ozarks native plants and rocks, with the flexibility for a variety of events.
  - And the use of Water Street allows for considerable expansion of the space and opportunities.
  - I like this concept but I think it sells the intent of Founder Park a bit short. We need to encompass the history \*somehow\*
  - Good use of permeable materials and natives
  - I feel like this option would be more open and available to anyone at anytime. Hopefully people going on picnics, or just enjoying nice weather. The first 2 are more focused on events.
- Founders Park Idea Four: "The Great Lawn"**
- This concept is the most user-friendly one on a day-to-day basis, but I feel like we already have this at Jordan Valley. I think a more focused event space would be better for this location. I like the playground idea though. It would be nice to see some kind of play space in the other designs as well.
  - I like the scaled-back concept of this, with the stage for concert/event options. It loses some of the more active concert/event opportunities though. If that's important to us, then one of the other concepts will work better.
- This kinda seems boring... would we lose the opportunity to hold the events that are currently popular there, like the movie nights?
  - Although I appreciate the green space, I think this lacks the opportunity for more engaging activities tied to both Jordan Creek and Meeks properties.
  - Love this idea!
  - Rocky waterfall as a backdrop to a stage is unique and iconic. It also serves the dual purpose of representing the founding spring of Springfield.
  - Do these type of "pondless" water features have an OFF button?
  - Like the idea of a pondless water feature. There needs to be a water feature on the site.
  - While additional green space would be visually appealing upon initial construction, I'm concerned that there are enough consistent "traffic generators" in this space to keep the space busy and the community invested.
  - As I see this, it looks similar to the space in Jordan Valley Park. May not want to duplicate.
  - This seems very similar to Jordan Valley and that space while very nice does not seem consistently crowded. I'm concerned this would be a very, very nice amenity for those who living downtown but may not "draw" to the area.
  - This playground is cool. Can I put in a vote for one of the tall "potato chip" climbing structures like they have at Science City in KC Union Station?
  - The tiered playground sounds fun! The simplicity of this idea is nice, but the others have more identity and activity.

## Full Documentation of Responses: Virtual Charrette Week Three, Cont.

### 404 North Jefferson Avenue Idea One: "Incubator"

- Love the trail loop and this concept seems to have the most interesting channel design reflective of Ozark pools and riffles, rock features, etc.
- Intrigued by this connection
- Meaning both the trail connection and the connection to the viaduct above
- I like this connection, but it may have to be a future phase if and when the railroad goes away.
- Using the space under the bridge for trail connections and bridge swings brings life/activity to a hidden area.
- I like the idea of turning the challenge of this bridge into a positive with things like the swings.
- Nice trail connections.
- This concept seems to be the best balance of stormwater/nature/greenspace with other elements.
- Like idea of saving historic building if can be protected from flooding. The idea of converting it to an open air building that could flood was mentioned.
- Phelps Street should be considered a major east-west complete street within the IDEA Commons and East Meadows areas.
- I like the idea repurposing the existing building and converting it to a food hall or some other incubator site. Is the building tall enough or is there enough space to include loft apartments in a second story?
- This one is my favorite. Not sure if we need the food hall AND the container city - might be better to leave some of it available for event space? (Although maybe food hall can double as event space?)
- I really like this concept, it's my favorite in all the designs. As someone who lives outside city limits, this gives me a reason to visit the space. While some of the "park" type options are great...if we want to draw traffic to the area (which will help with some of our barriers), we're going to need something like this that economically drives those who aren't in center city all the time to this area.
- Great view of the park from this parking lot!! <sarcasm>
- Too much development on this site, and many other concepts as well. I believe the core goal is to use the space to create the kind of amenity that no private developer could/would, and because of the irresistible amenity, the private developers are motivated to make these improvements adjacent. A fantastic amenity can spur developments for blocks in all directions, but a lesser amenity with forced development on site could limit the impact. A small F&B presence is great, but no food hall needed, IMO.
- I like the reuse of building if it will maximize available space. Food hall could work, but being discussed in other areas of downtown. Also, a successful incubator across the street.
- this is my favorite - I like repurposing the existing building as an arts incubator/sales space along with a food hall and/or concept kitchen. limited parking is nicely incorporated into the design. Like the trails and incorporation of riffles, etc in the water. Container village good idea for pop-up shops.
- Give that the creek will likely have to flow under the efactory and IDEA Commons site, I actually like the idea of highlighting the location that it flows underground. Hiding it just asks for people to use the culvert in undesirable ways when it is in low flow.



## Full Documentation of Responses: Virtual Charrette Week Three, Cont.

- Is this transition to box culvert camouflaged to look like a natural stone feature of some kind?
- Here's my bonkers idea for the day. The next 800 feet can't be daylighted as it goes under several buildings. What if instead of trying to partially close it off to prevent unwanted activity in a dark enclosed space, we engage and activate the space with a pedestrian path that has those 800 ft as a cohesive walk through experience built from creative uses of light and paint/art installments? It has the potential to be a trademark feature. Yes, I see all of the road blocks already. How do we keep the public out during flood stage? Is it safe even if well lit? Big hurdles, but worth a conversation.
- Another rooftop bar in downtown would be a nice addition to the ones at Tropical Liqueurs and Hotel V.
- agree. but could this be done at the other building. this location could be tricky with the flood control
- The idea of using this as an incubator for restaurants (also called a food hall!) is a good idea with it right next to the efactory where those startups can seek assistance.
- This building may need to move further east to accommodate the new box culverts coming through this corner for flood control.
- I like reuse of the building. Retains Springfield buildings for reuse similar to the Creamery building.
- I like the incubator idea and use of the existing buildings if possible. This seems like a more natural fit for this area of downtown. The combination of food and recreation would draw people at various times of the day, ensuring an active and safe area.
- The incubator concept is something that seems very

connected to the entrepreneurial spirit of downtown. It makes a lot of sense. Looking for affordable space that allows creatives to have a studio is a huge need. It comes up frequently at the Arts Council.

- The Incubator idea is wonderful. I love the food hall concept and the swings under the overpass. I also like that so much land area is available to store runoff when needed. When it isn't storing water, a large field of native short grass species will look very attractive. To lessen the environmental impact, reuse of the existing building for the food hall (or other use) makes more sense than demolishing it and rebuilding on the site.
- All of these idea show the water pretty wide and ponded. Concerned about stagnant water, algae, trash with that. Flowing stream with some larger pools (not ponding) preferred.

### **404 North Jefferson Avenue Idea Two: "Crystal Village"**

- Like the bridge across. Who doesn't like bridges!?
- I absolutely love the swings/hammock ideas.
- Nice to connect the park to the sidewalks on Benton above. The trick will be making it interesting and not just a place for trash to collect in each corner.
- wide water areas may be too stagnant for the amount of water we have. can the wider area outside the channel that is show be used for something (even if its a prairie or native area) during dryer times?
- this is my favorite overall design. Like the ideas of some smaller commercial and public space available to community. Water and trails and enjoying the outdoors.

## Full Documentation of Responses: Virtual Charrette Week Three, Cont.

- "I'm not stormwater engineer but like I've said before, I listen to Chris Dunnaway! =)
- That said, the size of this pond seems to be more in line with what we might actually need to help retain water during flood events. Can the pool be designed to rise and fall?"
- lol. Thanks Ryan. I like the idea of creating additional flood storage, but I'm not sure we want this large of a permanent water feature i.e. flood storage is only the volume above the permanent pool. I was thinking smaller pools connected by brooks that could occasionally flood and better maximize the volume in this area.
- Idea of adding back new buildings in the floodplain doesn't make sense. Keep existing building if can, but don't add new and repeat sins of the past.
- This reminds me a lot of the Lake Springfield Boathouse. Would be nice to have a complimentary facility on the north side of town.
- I keep coming back to "how much event space do we need down here?" If we do it one place (here), we can't do it at Founders, and in the daylighted stretch. Too much space to program and keep active that will end up being neglected.
- I agree - I think we are relying too much on event space in many of the designs. Also need to consider if we should compete with the private sector on indoor event space and \*can\* the City successfully compete or do we have too many restrictions (alcohol for one) and this is just another kids birthday party place?
- This doesn't feel like it fits in a pedestrian-oriented environment as I imagine this area would be. It seems more oriented to the parking lot, which is adjacent to another existing parking lot across from the railroad track. Ugh. (Olsson -- look at the plans for railroad relocation in this area; this track will be removed eventually and that may change the way we think about this south side of the site.)
- "I think Tim's question needs to be addressed, but potentially in a broader way. Who is our target audience for this area (defined as the whole project)?
- It strikes me that we might be best served to identify what's our target market to attract to this area (which probably correlates to an area of workforce we're struggling to attract) and what would they want to see? Or what do those living in this area working in those spaces want to see?
- If you're trying to attract my family, the harder the area is to access (parking, transportation, safety concerns, etc.) the better the end attraction has to be because we've got places like Lake Springfield (or the Zoo, or the Aquarium, or SDC, or Dan Kinney) which are incredibly easy to access. I think it's possible that my family (3 kids under age 6), isn't the target here which is perfectly appropriate, but then I look at some of the concepts and question ""do you need a kids play area?"" ""or what type of age appropriate kids play area?"" If we're creating a spot where you Uber in or walk here or it's date night or its young professionals networking, let's go all in on those concepts where the how we get there isn't quite as important because those groups are more flexible.

## Full Documentation of Responses: Virtual Charrette Week Three, Cont.

- Ryan and Mary, I agree 1000%. In multiple places on these sites we need places that are going to cause people to come here consistently during the week and on the weekends, regardless of special programming. That's why I love the Chicken and Pickle/Food Hall concept in #1. That's something that those of us who work downtown say "hey family, come meet me after work for dinner" or "hey client, let's meet here for lunch". It doesn't have to all be food related but consistent economic activity which is attractive because of the natural design features, water, aesthetics of a fun urban area.
  - This allows for connection to the culvert connection on Phelps. overflow connection to the old culvert on the southwest corner would still be needed for flood events
  - The existing box culverts are more in the middle of the site i.e. near where the Dining Pier is shown. This might be where it could connect.
  - I like the event space idea, combined with some commercial dining opportunities, plus the outdoor options.
  - This is my favorite of the ideas presented, with maybe just using the existing structure (if possible) instead of new construction? The idea of a farmer's market, or a space where people could start their business is innovative.
- 404 North Jefferson Avenue Idea Three: "Nature"**
- Will there be this much water in this space all the time? Bringing more nature elements to Center City sounds refreshing.
  - I like this idea because of the lack of built structures, which could be negatively impacted by flooding.
  - I like thinking of Jordan Valley West Meadows as the "nature park" so this idea seems redundant for our "string of pearls." Besides, there seems to be some really good economic development potential for this location as illustrated in the Incubator idea.
  - Interested in spillway idea if truly feasible
  - The question I'm struggling to answer on this concept is "why would I go here instead of Lake Springfield? (or the Nature Center or the Japanese Stroll Garden?"
  - Site needs to be more than nature. Needs to bring in other elements. Not best use of property in this location given proximity to Jordan Valley Park, and tie into other sites.
  - Do you think the width of the waterway is realistic? I'm wondering if it should be narrowed and include more wetland areas/floodplain with trails.
  - This seems like a good way to incorporate natives/marsh plants to try to bring back a little bit of what Jordan Creek used to be.
  - Definitely my favorite design. Love the focus on creating a natural area/oasis.
  - Would love to facilitate some beginner level boating here. This water will be nearly stationary, and it could be fun to have some very basic obstacles for to maneuver around in a kayak, or some features to engage with that can only be accessed by kayak. No bridge to the island?
  - Something about this reminds me of the Japanese Stroll Garden at Nathaneal Greene Park. I wonder if we could make it a Mexican Stroll/Paseo Garden to recognize our other sister city? Could have cool opportunities to

## Full Documentation of Responses: Virtual Charrette Week Three, Cont.

- incorporate Mexican tiles that Tlaquepaque is known for.
- This is an AWESOME idea! As a Sister Cities Member, this would be a GREAT way to incorporate our Mexican city. I think this idea should be implemented in some way in whichever design is the final one.
  - Maybe remove a bit of the parking and add some retail (like the container park idea, or keep and retrofit existing structure)?
  - I agree, keeping the existing structure here would be better than parking, in my opinion.
  - "Water Street Esplanade" -- I like this notion a lot (although it's actually Phelps Street); it goes to the notion that this street is a major element that ties things together -- it's the start of thinking about the "string" in this "string of pearls" I keep hearing about.
  - I wish the view from the street wasn't half parking lot - much prefer the linear park lot style in the other concepts
  - Please, no parking fields. No matter how much landscaping is put in to camouflage it, it's still a parking lot. Better to have optimized on-street parking. Better to leave the existing building here in its place.
  - I don't like the idea of losing a reasonably good brick building here
  - I really enjoy this as a natural space, and it would seem to work well with potential flooding concerns. I guess for me it would come down to how much green space ends up at the RJC location, and overall, what makes sense between these 3 locations in terms of flood potential, i.e. keeping more green park space in areas more likely to flood, and putting more structures in the safer areas.
- Yes -- this comment reminds me that so far we've been presented ideas for EACH site but there's no over-arching set of ideas for the WHOLE site, the "string of pearls" that keep being referenced. I think Olsson needs to pull back and explore this.
  - Tim, I agree. I find myself trying to think about each site individually and I'm not "visionary" enough to see the whole concept.
  - I'm concerned about pavilions becoming shelters for the unsheltered. What strategies are we seeing in these ideas that address pragmatic but necessary issues such as safety, security and maintenance?

### **404 North Jefferson Avenue Idea Four: "The Blue Peninsula"**

- This concept doesn't seem to fit very well for downtown Springfield.
- It seems like this grassy knoll would be visually nice addition to otherwise flat urban topography.
- My reservation is not actually with the idea of a water park, I think you start connecting Discovery Center, with a Food Hall, and a water park, with a great park and then start to generate some Science Center/Magic House/City Museum type activities and you have some economically viable attractions for families. However, a water park only drives traffic 4-5 months a year at best and is a lot of concrete the rest of the time. We talked a lot about interacting with the water, I don't think this is perfect but there are some elements that might be worth considering.

## Full Documentation of Responses: Virtual Charrette Week Three, Cont.

- I've also heard enough about Hydraslide that people who grew up in the 90's in Springfield would totally advocate for bringing it back
- "Water Street Esplanade" -- this makes a lot of sense to me, and suggests what Phelps (not Water) Street might be along this north side of this site.
- I agree with the other comments that this has no real tie-in with Springfield, downtown or the Ozarks. Also seems very dense for a 4 acre site. Parking would definitely be an issue.
- I don't know about putting a pool this close to potential flood waters. It seems like a high maintenance burden scenario.
- Fun concept, but not the right location for this type of water park facility. Needs to be an urban feel. However, if you add a zipline from the Plaster Center (silos), I am in. :)
- This is my least favorite out of the options presented. I would be concerned about cleanliness of the water in a flood situation, and getting kids in that water, and the maintenance involved in keeping it clean.
- The realist in me is spazzing out about liability and maintenance costs... does our Parks Dept have the capacity to run this? Or does the owner of White Water want to run a waterpark in DT Spfd?
- I've been thinking a lot about how we use Ozark Streams (tubing, rope swings, wading) and I love that I'm seeing some of these ideas in the designs. I love the lazy river idea and having tubes available in the summer.
- Water park theme doesn't seem like a good fit. Doesn't celebrate the concepts of a natural Ozarks stream and beauty.
- This feels completely disconnected from Springfield - we aren't a tropical place. What about an Ozarks stream/paddling theme instead?
- Ok. This was fun. Now, let's get back to business. =)
- While this idea seems fun, I'm not sure it's the right fit for this location.

### Week Three, Day Two

#### Idea One: "Moustache"

- I like many of the elements in this one but it may be too much to fit into the space and appears to have a lot of hardscape with not a lot of greenspace, particularly east of Campbell. More green space/landscape elements may be needed to meet water quality goals.
- I'm thinking about the Founders Park sketch with the street festival setup on Water Street. I can imagine how this could corss Boonville and tie this and the Founders sites to each other. Could be a great event venue.
- Yes to activating Mill Street!
- Exciting opportunities for several large art pieces in visible areas. Could some of these pieces be more interactive with the water area? Integrating the art with the nature creates a unique, hopefully iconic space.
- I like including Mill Street. Not sure how I feel about the levels.
- i like how the angle here helps hide these boxes from the north
- Heck yes activate Mill Street!

## Full Documentation of Responses: Virtual Charrette Week Three, Cont.

- Love that there is lots of smaller groups of seating directly across from Brick city.
- I like how active and engaged this space is compared to the others. There is a lot going on and that's what makes this space unique and interesting. Could a dog park be added to this concept.
- dog part is just west of the Campbell bridge
- The pearls have been identified. Now let's identify the Jordan Creek Greenway trail as the string.
- stair and ADA access from the south and ability to cross the stream in between blocks rather than just at the streets is going to be huge to avoid wasting space. Love the connectivity
- Allowing for some sort of space that the City could have the option to lease to a cafe of sorts could be a nice attribute. But, we don't need to overdo it on these sorts of structures.
- Love all the bridges in this one. It allows people to be more connected from north to south and allow them to interact with the water more, even if it is just watching it flow underneath!
- I wonder if this is too many bridges. If so, this is the one to go... What is the distance threshold pedestrians are willing to walk (to a next bridge) in a space of this scale? Mizumoto Japanese Stroll Garden, at least when I've experienced it during the Christmas light displays, seems tightly packed with a lot of redundant crossings over water features. Pushing a stroller thru crowds in this type of path was a little cumbersome... felt like a busy theme park. "Less is more" may be a wise approach for the bridges, maybe only 2 lower bridges, to keep this from feeling too much like a theme park where path can seem silly rather than destination-minded. "Meandering" can be a delicate balance to maintain...
- Even with the railroad tracks there making the park space integrate with the street space will be important for the space to feel like it is connected to downtown and the street level.
- Food trucks are typically accessed from the passenger side. Consider positioning place holders in a configuration that implies a shared common space. Can we "circle the wagons"? Is there enough space for 5 trucks/carts? Should there only be 3 allowed? What is the ideal capacity for offering variety without offering too many choices?
- I like the idea of making Mill St. active and pedestrian friendly. Will need to coordinate with MSU on limited access for moving students to and from Brick City, etc. Think Mill St. should be closed to normal through traffic other.
- Is the existing box preserved in this concept to allow it to be used for flood flows?
- does the old culvert daylight here or near Boonville. If here, would the large opening take away from the bridge or would it be too inviting with the trail so close? If the box daylights near Boonville, there may not be enough storm capacity shown.
- Explain the relationship between the existing box length and storm capacity please
- Love the idea of a lower bridge where west-facing views are framed by the tunnel under Campbell, looking through layers of riparian corridor. Maybe the bridge even has grasses that blow in the breezy foreground? or boulders/riffles that activate sound and movement

## Full Documentation of Responses: Virtual Charrette Week Three, Cont.

- amplified by the tunnel opening?
- Love the focus on Iconic art and district markers.
- I like this gateway idea at the bridge.
- Man, I would love to save this old Campbell Street arch if possible.
- I support saving and integrating the old arch.
- I think if we're able to preserve and restore the stone arch bridge it could become an iconic piece of this space. "Let's meet downtown at that old stone arch bridge"
- Chris, I've been wondering, will that stone arch allow enough flood flow through to accommodate flooding the way we want to? Or will it become a bottleneck?
- Ryan, I think it can be incorporated without restricting flow. There would probably have to be additional conduits installed for flood conditions.
- Overall, I like this idea. I feel like more green space in general is the best way to go.
- This concept seems to be the most visionary for Springfield. It creates lots of opportunities for different interactions with the space, allows for development to utilize the project, and allows for us to invest in a show piece.
- I feel there are too many ideas happening here and it needs paired down or refined a bit to be more cohesive. It has a lot of positive individual elements.
- I agree, it's very "busy"
- The heavily planted/marshy stream banks seem like it be good to draw in some dragonflies/birds and bring some Ozark nature back to downtown.
- I want to make sure that this plan includes opportunities to interact with the water and that it is still primarily a stream, not a series of dammed up pools.
- While I like much about this one especially the bridges, plaza space, activating Mill St., preserving the arch bridge, I also think this one is too busy. It feels like we're trying to pack in a lot of little spaces to accommodate every single use and element that people have identified. I think someone said it best in one of the earlier sessions when they mentioned "it can't be everything to everyone". Maybe spread out the uses and elements between the 3 sites.
- loving all of the parking options
- Overall best use of space. Some things may be too much, but engaging for multiple audiences and uses/ events and interaction with water. Also, on-site development is important. This project needs to be transformational and spur other redevelopment.
- I agree that this site is our best opportunity for people to have interaction with a natural creek in downtown. I hope it's not too brushy/weedy along the edges to prevent people from skipping a rock or wading in.
- i think a large retaining wall would be needed on this side to make the grade work.
- love this - really gives it a more urban feel
- I think this will be utilized for classes, programs, etc. With the discovery center being so close, there can be frequent trips to the RJC site.
- The low volume of water here worries me a bit. I don't want the centerpiece of this location to be an overgrown marsh.
- cantinary lighting would be awesome

## Full Documentation of Responses: Virtual Charrette Week Three, Cont.

- From a practical standpoint, how does the Mill Steet parking work with the tracks located adjacent to them?
- I was wondering that also, so I visited with a colleague in Public Works who is a liaison with the railroads. She said that this configuration is not allowed; a parking space may not be accessed across a rail. This can still be in the plan, just not implemented until after the rail is removed.
- This was something that I was concerned about as well. Is there plans to remove the rails?
- will there be opportunity to interact with the creek?
- This space measures almost 1/4 mile -- four football fields - from east to west. Modulating the space with a series of smaller space in a row, such as is shown here, is a sound strategy IMO. I think a wide path (an esplanade?) parallel to and south of the RR track tying them together would be worth exploring
- I like the inclusion of Mill Street as part of the design. It really connects the street with the park space.
- Love the idea of using this area where there is more space from the creek for development. First floor retail and restaurant is essential.
- Yes, and an active first floor that is accessible to/ from both Main Street and the creek is essential. NO parking lots, please
- YES to private development! This project should be an impetus for economic development . Incorporating that opportunity into the site design assures that. City needs to be very intentional about design requirements, active first floors, etc. RJC shouldn't just be water and green space - that ignores its role as a catalyst for continued downtown

redevelopment. This is OUR opportunity to create waterfront/parkfront dining like so many communities have done. A reason for people to come to the area even if no festivals occurring.

- I think development could be a great addition to make this a destination. I think keeping it strictly commercial would be the best use if this is the plan.
- I support and like the idea of activating the rjc site with development. This is a different approach than what was programmed for Jordan Valley Park, which is what I'm most interested in. New ideas and integration of different uses.

### **Idea Two: "Bridges"**

- I like that there are two unique spaces in this concept. However, I don't necessarily like that there is so much plaza/hardscape.
- My favorite feature of this space and all the designs are how the relief of Water Street creates an vertical overlook of the park from atop the existing box. This is a unique feature in SGF, we don't have many, if any significant elevation changes. Can we figure out how to make the overlook more prominent, and expand it further west?
- The Jordan Creek Greenway trail is your string for the pearl necklace. I hope to see it as such on Friday!
- I like the bridge and boardwalk features.
- box daylighting in this location looks functional but also less accessible



## Full Documentation of Responses: Virtual Charrette Week Three, Cont.

- not crazy about the large difference between the two sides. we have founders and 404 jefferson to get variety, it feel like this area should have some consistency.
- Love the idea of boardwalks and bridges spanning in different directions and elevations. Almost makes it feel like a maze as you are walking through the space. However, we'd need to make sure the greenway trail had a straight path through for those traversing the area not necessarily planning to stop here.
- These easy setup food truck spots are a great idea. Quick pull off from Campbell doesn't intrude on the amenity too much. A good way to have F&B offerings with minimal infrastructure, and gives a variety. Possible source of revenue to help cover maintenance.
- I like this one more than the first one. I feel like it accommodates many of the uses and elements by having more of a continuous theme that's flexible (open lawn on west side, plaza on east side). I think what I didn't like about the first idea was how sectionalized it felt. Really like the bridges, water crossing elements, plaza, overlook, and green space.
- afraid that food truck plaza might contribute to littering in the creek - we need to keep the space clean!
- that's a good thought - I second it.
  - Good point, and yet this is a terrific location for the truck with respect to being right between downtown and IDEA commons.
- Not crazy about the private living opportunities. I do like the water and the green spaces.
- Does this mean we can have a Pecan Pie Festival here?
- The primary architectural feature present here is the brick work at Brick City, can that feel and vibe be somehow carried across Mill Street to RJC?
- Really like these crossings -- great interaction with water, and great functionality
- YES to private development! This project should be an impetus for economic development . Incorporating that opportunity into the site design assures that. City needs to be very intentional about design requirements, active first floors, etc. RJC shouldn't just be water and green space - that ignores its role as a catalyst for continued downtown redevelopment. This is OUR opportunity to create waterfront/parkfront dining like so many communities have done. A reason for people to come to the area even if no festivals occurring.
- I love the water features and volume of water proposed here. That's what will make the difference and will draw people to the space. I envision these water bodies being activated with RC boats, waterfowl and fish.
- Randall, I love your vision. Not to be too negative, but I have to wonder if, in reality, this just becomes a stagnant pool for trash to blow into, something that attracts those poo machine geese, and doesn't create an inviting place to interact with the water.
- This plan has some nice elements and more green space. I think the first plan could change some elements and add more multi use green space also. Good use of water and interaction. On site development is important, but think should avoid residential and focus on retail and office to fit with IDEA Commons.

## Full Documentation of Responses: Virtual Charrette Week Three, Cont.

- I agree - I think some development is appropriate but housing makes it seem like this park belongs to the residents of that development more than the citizens at large. Plus I can already hear the outcry about the millions the City spent to provide a beautiful development site for luxury apartments that 99% of Springfieldians can't afford.
- I'm not a fan of the housing, or any development within the project. I feel like that is better served in the surrounding area, and using this as park/recreation area is best.
- These stepping stone paths are a great interaction point with the water. A great compliment to multiple bridges on the other side.
- I do like the mix of stepping stones and bridges. would like to mix that into idea 1
- Yes, as long as the creek side of the first floor is active
- I much prefer the idea of the water here being a stream as opposed to creating significant ponding opportunities.
- I'm all for residential (or hotel...or hotel and residential) if it is on the top floors and the first floor is activated with retail/restaurants...not workout rooms and offices for the residential complex.
- I'm pro having the space for some type of development, I would prefer retail (per our goals) or food and beverage to residential
- Love the idea of plazas and icons at each of the corners (Mill and Boonville)

### **Idea Three: "Broad Daylight"**

- This is underwhelming. Not sure why I'd go here rather than JVP. Not transformative and not taking advantage of the opportunity for catalytic development. Needs to be activated with private development and consistent availability of food and drink - not just food trucks and popups associated with festivals. Let's have an onsite private restaurant or brewery or several! A place to sit outside or when it's cold/rainy, sit in and view the beauty of the park.
- I would prefer to see the opportunity to daylight the creek maximized, rather than it remaining underground halfway through the property east of Campbell.
- I'm underwhelmed by this concept. I'm not sure why I would be drawn here instead of JVP. Very concerned that there's no private development opportunity. To be successful I think that we need to have food/drink available at all times - not just when a food truck shows up or there's a festival. It also cannot be just a City concession stand.
- This one is the best. I like that it is mostly natural and has the river walk. I can see myself walking and enjoying the area. Also, there are some some places to have events. I want to designate one of the trees for a "story tree" where the library can host a story for young children.
- my favorite idea... but would be perfect IMO if two elements were added: retail and food
- The Broad Daylight idea is my favorite of these three options. It shows the potential of this site to be viewed as a naturalized segment of an Ozarks stream in the heart of downtown. The river walk, though it's not that

## Full Documentation of Responses: Virtual Charrette Week Three, Cont.

long, provides some exciting economic development options as it is located between a generously-sized plaza and the creek. This will be a great amenity. I like how the pavilion and the plaza at Main/Mill could be used to provide a concession amenity for trail users and/or students taking classes at Brick City. The dog park is a much-needed asset for this part of town.

- This one just seems “blah” to me.
- I can see the Civic Stage as becoming the place where public orators have a stage, and yet may not disturb people trying to enjoy the creek.
- I like this space and the flexibility it provides for programming. I prefer this one of the three, but only if the Founder’s park is more focused on event space. If Founder’s park is more natural, then I prefer #1 - the mustache.
- maybe this was mentioned already - what are the accessible options in this area?
- I’m drawn to this one as it is more natural. Sprinkle in a pop-up wine bar, show the connectivity via the Jordan Creek Greenway trail, and add some rad public art and you’ll have my heart.
- I thought the whole purpose was the daylight the creek! We have public plaza space being developed just catty-corner across the street in Founders.
- Yes, that was the first thing I thought when I saw this. I dig the compositional tension between gentle curves and long axes.
- are these stairs? need another way to get down to the river walk that is more accessible and universal for people of all abilities
- Most economical idea that potentially fit within the

budget. Simplistic design that highlights the stream. As others have said, not as much activated within this plan compared to others. I think having the retail/development space is very beneficial to getting “more use” from this space.

- This version is not a transformational project. It is nice, but average use of land to engage the community. A nice park with water is not what will spur future development as one of the goals.
- Really like the west side. The size of the creek looks more natural (like what’s immediately downstream) and there’s lot of green space and plaza for a variety of uses. The east side appears to repeat the sins of the past by keeping more of Jordan Creek underground.
- To me, this concept seems to feel the least iconic. It could (and does) exist in lots of other communities across the country. There aren’t too many “unique to Springfield” type assets here.
- I like this idea overall. Incorporating Mill Street, by including some of the concepts from the other 2 ideas would be nice. Adding in space for food trucks or other concessions would be good. As I mentioned on the others, I really think more green and less building in this space makes the most sense.
- I like how the daylighting is the primary focus here with more green space. However, it doesn’t feel as active as the first concept.
- Definitely need a dog park! SGF has one great one, but not directly in the downtown area.

## Full Documentation of Responses: Virtual Charrette Week Three, Cont.

- Totally agree Leslie, Dog parks are one of the Top things we hear about in Forward SGF. Great integration of an idea not present in Jordan Valley Park. Love it.
- Regarding plantings, I think the designs need to incorporate groves of evergreen trees and plantings, so the site is vegetated all-year and creates annual interest and habitat for urban wildlife. I don't know beans about preferred tree species, but Springfield and this area in particular, doesn't just need more trees, they need the right trees, trees planted with purpose and forethought.
- This section has a real "creek like" feel to it and I like the fact that pedestrians can use the river walk path to get up close to the water and hear Jordan Creek burble/gurgle.
- I agree - I'd like to see this rock-lined creek show up in some of the other concepts
- I'm starting to feel like Jordan Valley Park will just end up being a series of 8 different amphitheaters connected together. We simply just don't need that many.
- love this idea!
- Hammock lawn! We provide the nature and mounting infrastructure, you bring your hammock. I feel this could be expanded a bit to be a larger part of the identity of this park, and become a tradition with hammock events. Natural + Urban = On brand for SGF.
- I think 2 has the best balance of meeting the goals identified.
- Either 1 or 2. I like the bridges on 2. It also seems less frenetic than 1
- The Broad Daylight because it has a little bit of everything we talked about wanting without having too much of any one thing.
- I think concept #1 is the best for addressing the goals - being a catalyst for development downtown and daylighting the creek.
- Idea 3 - lots of greenspace... connects to brick city... maintains integrity of the surrounding area... but needs retail and food
- I think two provides the greatest "wow" factor with the overlooks, bridges, and water crossings that would draw people to this area and allow them to interact with the water.
- I think Idea 2 strikes a nice balance between natural space, park amenities, and development.
- I think 1 and 2 activate the space the best, but I also believe they're out of budget. They both are very polished and feel unique to Springfield.
- I think idea 3 is the most successful. Goal 1: It keeps its focus on the urban greenway amenity the most, but it is missing a couple amenities: Food truck spots, more creative use of the bridges, and stepping stone path across water. Goal 2: seems to have a larger area of that could flood without damaging infrastructure.

### Which Idea is most successful overall in addressing the goals and program? Why?

- Concept 1 captures what we need to be going for with this space...iconic, unique, activated. Concept 2 isn't that far off from that either. We need to dream big for this space!

## Full Documentation of Responses: Virtual Charrette Week Three, Cont.

- I like the third idea best. Incorporating features of the other 2, like including Mill Street in the design, the bridges and boardwalks, and food truck space would be nice addition. I think the green space will attract people to the area and encourage development in the surrounding blocks.
- idea 3 with a pop up wine bar
- Concept #1 because it has lots of engagement elements and opportunities to connect with the natural environment. It also engages the neighbors at MSU, etc.

### **Which Places (areas) on each plan are the most successful? Why?**

- The water and the green areas and the trees.
- The water street overlook is the best feature and will add the most interest, next to the water, of course. Good job.
- Places where you can interact with the water. The more intimately, the better. Bridges allow you to cross it and get close. But we also need spots where it can be approached. Waterfalls/fountains are one great way that can happen but so are riffles and other approachable areas.
- I think the flexible laws/open civic spaces can be successful to accommodate lots of different activities/ events.
- Anywhere that allows people to enjoy and interact with the water.
- water interaction, flex spaces, trees/native plants
- The river walk, flexible use space, green areas, natural vegetation, and a unique spot downtown that people will talk about.

- Hammock Lawn: a very unique use of space, and could be something this park is known for. Iconic Art: our city is still looking for iconic art that is a visual in people's head when they think of SGF. Campbell Bridge Arch: pretty and great connection with history. Food Truck Pull-Off Spots: efficient way to infuse space with food people love. Creative Bridges and Stepping Stones across water: great visuals and engagement points with water.
- The use of green space, including native plants and trees, the inclusion of Mill Street, opportunities for concessions and food trucks (particularly since it's a few blocks from the nearest restaurants) will make the project successful.
- play spaces, trail connectivity, Campbell Street old arch, dog park
- I think a dog park should definitely be a part of the final plan. The naturalness of the 3rd idea I think best addresses the flooding concern. The flexible use areas are key to each plan as well.
- I wanted to clarify that I think I prefer the natural plantings along the edge in the 2nd option for the flooding concern. But in terms of the overall space, I think option 3 is the best.
- The play spaces, the smaller groupings of seating, the dog park, the bridges over the water, the Campbell tunnel.

### **Which Idea is most successful in addressing the water? Why?**

- The Crystal Village idea for 404 seems most successful because it seems to take a stance of reverence, & a

## Full Documentation of Responses: Virtual Charrette Week Three, Cont.

longer term view. Like the Lake Springfield Marina or Crystal Bridges, there's a slower, more drawn out procession through the types of spaces and surrounding areas that seems to match the tone of ecological movements and sensible longer term thinking.

- Not sure I understand enough about the water issues to answer.
- Three
- #3 has the most open area. In the event of a flood, I'd imagine it'll handle the volumes much better.
- I think #2 is most successful in addressing the water with the different plantings along the edge (and not having a hard edge like the other 2.
- I'm not a stormwater engineer-but I would wager all them could. Probably the third one does the most.
- I still have a question/concern about what happens here when it rains an inch in an hour. All that water comes through ok? What does it "damage" in the process?
- 3 as the entire site is devoted to water and greenspace to allow for inundation during flood events without potential impacts to onsite development.
- I'm still concerned about any concept that pool the water up too much. Pools of stagnant water usually aren't interactive. Kids don't play in the muck on the edge of a pond. They play in a stream. The relatively low flow of Jordan Creek can be an advantage in that it is approachable by anyone at any age. Just look at any greenway here in town and you'll find dozens of "unofficial trails" that lead from the paved path to a great spot to access the stream. Usually these spots

are near gravel bars and riffles.

- I think all 3 ideas did a great job with the water and can be designed to meet the flood and water quality goals of the project.
- Hard to tell from the concepts but I would support the one that has the most flowing/interesting water over standing water
- Probably number 3 since it had the least amount of structures included and the most green space. It seemed like it would be better designed to handle varying amounts of water in the creek.
- I think ONE, or whatever one has the most space dedicated to moving and activated water features.

### What did we miss?

- This project is intended to "daylight" Jordan Creek. Idea 3 keeps more of it underground.
- Clear path for the greenway trail
- maintenance.... how will this be maintained and who will be responsible for maintenance?
- I think you've covered it all.
- showing the string to the pearl necklace
- I'm not seeing the retail opportunities and the connection to development discussed on the programming page.
- In Concept 3, we missed "bold". It has a nice feel to it with the green space, natural features, etc. But it could be anywhere. And it is in lots of places...sometimes successful, activated, and attractive...other times it's a failure, boring, and not adored by the community.

## Full Documentation of Responses: Virtual Charrette Week Three, Cont.

- More restaurant space utilizing the public space as an amenity. Concept 1 is the only one that really addressed that. Restaurants with large patios in this area would do well.
- I agree!
- a permanent dedicated beer garden.
- Retail space will need to be incorporated, even if they're small. Connection to trails is unclear.
- It's not clear to me where the greenway attaches, how it moves through this space, and if there is much focus put on cyclists experiencing this entire string of pearls.
- Nothing. You've done a good job taking a lot ideas from our first sessions and narrowing them down this far. Thank you for all of your work!
- Make sure that what happens here complements Jordan Valley Park, and that it doesn't make JVP irrelevant.

### Week Three, Day Three

#### RJC Site

- Boonville St.
- I think this intersection is where there is currently a cultural restoration of the buried creek in the form of a blue wavy painted line on the street (interwoven with the crosswalk). It would be great if the new street treatment could also have such a feature.
- I would much rather see icons/public art than historical markers. There are historical markers all over town.
- This appears to be a great view to take advantage of - who is our ideal investor in this space?
- I like this spot right here - top plaza. I think it will be a

- great vantage of the whole creek, including a real nice view of the Campbell arch. If you put a couple red bud trees on the Main Street side, I think the wind from Kansas would blow the fragrance right up thru here.
- I can't remember, but I agree, my curiosity is peaked by the relationship of the water to the stage at this point. Will the water flow under the stage? is it recirculating area, where the water is activated? Either way, this is a cool feature and and focal point.
- I really like the arcade idea.
- Suggest adding some water cannons, that are only activated when it's raining.
- I love what you have done with these "patios" overlooking the water in a more intimate way AND allowing those who want to to be able to approach it and interact with it.
- I'm torn and concerned on removing Water Street, as circulation downtown and in the area, with the one-way streets will get challenging, I would be interested in seeing how this idea and the impact of such can be incorporated into further planning on the south side of the RJC.
- I like the idea of the overlooks so the site can be approached on several levels.
- I particularly like how the interaction with the tracks are dealt with on the south side of Mill with the trees and pavers.
- I think a gateway feature will be important to help calm traffic on Campbell so that park users don't feel like they are unable to cross at grade.
- I think this really incorporated everything we discussed. I love this concept and the amount of green space it

## Full Documentation of Responses: Virtual Charrette Week Three, Cont.

- provides.
- I kinda like how the east side is more geometric/urban and transitions to little more freeform/nature on the west side.
  - “Catalyst” is a key word here. There is a lot of really good design elements that should benefit entrepreneurs who want to invest in business activity in this space. However, attracting the catalyst for this space (and being nimble in the area around the space to make the catalyst successful) is likely essential to driving the foot (bike) traffic to the area. As these concepts become public, I hope we can quickly engage with entrepreneurs seeking commitments for this space so that we can adjust (not overhaul) accordingly.
  - I think the design incorporates a lot of the pieces and uses discussed. Mill street is an easier option to engage with RJC. Campbell will be more challenging with speed of traffic down hill and feel safe for pedestrians. Another strong reason to move both Campbell and Jefferson to two-way traffic to help calm speed, etc. Now is time to think about this change again.
  - Please identify the main spine of the Jordan Creek Greenway trail.
  - I think we are there on what we envision for the water flow, accessibility, etc. I know it is tough to depict with blue lines on a drawing. As long as we aren't creating a stagnant body, we'll be good.
  - I think this is an ideal spot for restaurants with patios to be overlooking the park.
  - I agree. I see the Jefferson site with the active space as a more casual dining, brewery space for gathering. I could see this as a signature upscale dining opportunity if the right ventures were to partner in this space.
  - Water, water, water. I am optimistic that these sketches will be realized and we'll have a true water feature and provide flood relief.
  - I think it is critical to show the route of the greenway trail through the park and how we could potentially avoid pedestrian/bike conflicts. We've had problems at other park sites in town where walkers and bikers share the same path and the bicycles don't slow down enough through the park to make it a safe condition.
  - I'm concerned this is too much “unused” open space. I like some of the earlier ideas of how to activate the space with interactive structures (sometimes called a playground but more sophisticated so adults will use it too!!)
  - An architectural treatment on the face of the culvert might be nice. It could be engraved with the same motto as on our newer manhole covers, “We're all upstream” or “Upstream starts here” - something like that.

### RJC Site Section

- Your cross section is missing the train-tracks, I really wish they weren't there, but we can't ignore that fact that they exist and we have to plan around them and acknowledge them.
- Really appreciate the comparison to the Saw Mill project. We've long thought it has relevance to this project. Urban plazas is a great feature of their project.
- This cross section helps to see the elevation differences from the channel and surrounding roadways - thanks



## Full Documentation of Responses: Virtual Charrette Week Three, Cont.

- for adding that in to help visualize.
- Liked many of the lighting examples shown in the presentation for these underpass areas. Well lit and visible will be key to our identified must have of “safety” in these areas.
- Really appreciate the group hoping/planning to utilize the old arch.

### Founders Park

- Jordan Creek Greenway trail
- Some kind of special paving at the intersection could be nice to show the extension of the greenway going west.
- Excellent layout. This is so much more inviting than the existing conditions at the park.
- I think this concept does a great job of opening up the park and giving it the opportunity to feel like a much safer space.
- Great space for a flex lawn next to the performing space and the “wedding venue” in the middle. This is inviting to have events for families who can let the kids run!
- Good design to incorporate multiple uses and maintain few parts of existing park. Would like to see sidewalk design similar to RJC to help tie all three sites together. Again, any change to Founders is a HUGE step forward.
- I really like the look of this streetscape treatment along the north side of the park.
- Would love to see the line between the park and Water Street become less of a solid line. If the park spills into the place the street occupies it helps slow traffic, connect the greenway trail (especially for thru trail traffic), and feeds to the “arcade” at the daylighted part.
- I really like the connection of the park from Robberson, but it needs some lighting improvements, as well to better tie it into the park and make it a little safer.
- I like the period lighting on Water Street, If possible that same theme needs to be carried into the park to create a seamless space, likewise, some subtle streetscape improvements needs to be made to the north side of Water Street to add interest and define the public and private space.
- Pondless. GREAT!
- Agreed!
- yes!
- I think it would be nice to keep the existing map inlay in the new design.
- This concrete inlay band detail in the grass seems pretty unique and seems like it still relates back to the quarry inspired design of the original park.
- I think this is great use of space and re-design of this park. I can’t wait to see it in reality. :)
- Love the new orientation of the amphitheater! It is really great to open up the view of it from the street.
- It will be important to provide a wide enough greenway route to be safe and comfortable to bicycles and pedestrians.
- I really appreciate the new alignment of this space.
- This seems really, really cool on the surface. I’m trusting that those who know programming feel like the size both a) is of such size that can attract the desired relevant programming and b) doesn’t duplicate a similar sized facility which already exists in Springfield (is it enough different from the Tent Theatre/Performing Arts space under construction on MSU’s campus). There’s

## Full Documentation of Responses: Virtual Charrette Week Three, Cont.

a part of me that says a space like this would be so valuable to SGF that we should be looking for a bigger space to do a bigger version of this (a mini-Muny from STL) but will be the first to acknowledge that I'm far from an expert in SGF performing arts spaces.

- It would be great to consult with stage hands and performing arts experts so that we take advantage of this redesign to provide all the amenities needed to have a first-class performance area.

### 404 North Jefferson

- Jordan Creek Greenway trail
- There needs to be something done to the top of the bridge to activate it, maybe Water Cannons?
- This design does a great job of incorporating fun into the space. I like the idea of having a brewery or restaurant that will draw people in, along with the incubator style space.
- This looks like a great way to activate space that would otherwise be problematic under the over passing bridge.
- I think laid out well to encompass needs and desires. Would refrain from using incubator terminology and focus on a food hall concept. A food hall would be an amenity that supports users of the space. Other "incubator" uses would just be a location and not engaging with site or users, nor use of this site. Would like to see a food hall and some event space to go along with it for events and programming.
- This is a great idea to have outdoor seating overlooking the creek.
- Love this idea. The City could recoup some costs by

selling or leasing a site.

- Love the elevation change that comes with a rooftop.
- Agree that we don't want even hint at trying to compete with the efactory. I think this is a great location for a food hall. Food halls are basically restaurant incubators. The support services for these start ups is right across the street. The yard games and pickleball plays right into it. A good example is in the Trinity Groves area of Dallas. <https://www.trinitygroves.com/>
- x1,000 This is a catalyst, the Trinity Groves example is perfect. Get this right and the development at RJC right and a lot of Springfieldians get to enjoy some awesome design work and other features.
- What do we envision a pavilion in this space getting used for? It doesn't bother me to be there - but I'm struggling to articulate who would use it.

### 404 North Jefferson Section

- When you crawl back out of this, are you then a butterfly? There's some other butterfly type murals in Springfield - I swear I've seen one where you stand against the brick wall and looks like you have monarch wings...
- I really appreciate a large iconic tree.

## Full Documentation of Responses: Virtual Charrette Week Three, Cont.

### What did we miss?

- Great job, this was fun and inspiring work.
- Nothing more at this time. I think y'all did a great job of continually refining the concepts based on the feedback and I'm really pleased with these so far. I was a little skeptical at how this process would work virtually, but it seemed to be just fine. Appreciate your teams' hard work over these past 3 weeks.
- Linking the sites together intentionally is needed. Sites are close, but consistent linkages with sidewalk designs/trail, etc. Also, intentional linkages to other assets like IDEA Commons, downtown, west meadows, etc.
- Need: clear identified alignment for the Jordan Creek Greenway trail not only connecting, but how it travels through/around/to each of these spaces. Example: how the trail runs through Jordan Valley Park. There will be some folks who want/need to use it as transportation thru-way and not have the need/time to stop at all of the sites.
- I think it would be good to have a clear path for the Jordan Creek Greenway trail not only connecting, but how it travels through/around each of these spaces. Very similar to how it runs through Jordan Valley Park. There will be some people who will want to use the trail to get through downtown and may not want to stop at the park or RJC sites, it will be important to be able to have a way for them to get through all of these spaces without many obstacles/sharp turns/etc.
- Random Comment: As someone who doesn't think about design and development consistently throughout the day - the use of the konveio site was really helpful to be able to "pick up" and "put down" repeatedly while gathering my thoughts during the comment period. I'm confident there's great energy in having everyone together in a room and whiteboarding - but I honestly feel like this site enhanced my ability to be thoughtful during the process.
- The missing link for me is not necessarily part of the Concept Plan but in the "how" we execute on this. Who will invest in the space and with what concepts to drive the community to the area? How do we execute the safety and cleanliness to keep the area vibrant? How does this incentive development in the blocks and areas around these sites and further connects to existing amenities downtown? I think the concept team has done a great job of laying the concept - excited to see how we can execute.
- The challenge for any project like this is implementation and timing. Seize the opportunity to move forward quickly with RJC and Grant Avenue. Waiting several more years for funding will lose momentum.
- Thank you for all the hard work on this. The concepts are great and I can't wait to see everything come to life.
-

## Full Documentation of Responses: Public Open House #2

### Proposed Site Connectivity

- Think of the greenway trail similar to the Razorback Trail in Northwest Arkansas. The trail will extend from Strafford along the Route 66 and Cherokee Trail of Tears corridors through northeast Springfield, by Evangel University, OTC and Drury University, IDEA Commons, downtown, Wilson's Creek corridor, Wilson's Creek Battlefield, and Republic. It will be busy with distance bicyclists, runners and walkers; short distance commuters; and people enjoying the "string of pearls" of Jordan Valley Park. It should be designed as a primary path separated from where people stand and gather with a 10-foot width in combination with sidewalks, 12-foot width on its own without interference, and 16-foot width in crowded areas.
- Provide a direct trail connection from Jefferson Av at Water St to the RR crossing on Bob Barker Blvd at the North Jordan Trail along the east side of the railroad to serve OTC and Drury University. The existing connection along Sherman Av is out of the way and awkward.
- Could the greenway train and bike route continue west on the south side of the creek to Main, this would keep "through" trail traffic out of the meandering park below if they wanted simply pass by. Utilizing Water street for a greenway options along with the bike path may also work well.
- To allow for better "through" traffic, the greenway trail should probably extend west on the south side of the creek to Main, or be combined with the bike route on Mill.
- I would like to see more bus stops or some type of

enhanced public transit system to allow better access to all. Reducing traffic to and around the areas would also be ecofriendly.

- I would like to see some of the money they are spending on this, that only a few of the citizens will use or be involved in and fix some of the real problems in Springfield, one being the traffic movements in the city and we could list a whole lot more but I do not have the time right now.
- I think it's really important that native plants are used for this project.
- I see nothing in the plans for public use restrooms. I think they are a necessary part of the plan. We also need to fun full 24/7 maintenance.

### Primary RJC Site Master Plan

- Will there be any traffic calming measures implemented for this stretch of Campbell? With the influx of pedestrian traffic crossing the street, the speeds at which cars typically travel on this portion of Campbell would be extremely dangerous.
- A small playground would be highly utilized.
- There is not room for the trail on the east side of Boonville Av. The trail if not along the south edge should be within a cycle path plus sidewalk along the west side of Boonville Av.
- The Greenway Trail needs to be 14-16 feet wide and clearly delineated on the drawing. My preference is along Water Street and south of the creek. The location shown is acceptable, but it should be a little farther north and separated from where people will be standing and gathering.
- Please make the dog park larger and place it away from busy streets

## Full Documentation of Responses: Public Open House #2, Cont.

- Will there be any areas of the creek that encourage people to actually “wade in and interact with the water?”
- do you have a plan for dog waste disposal? There is a program from the past called dog spark project; not sure if it is currently operating . they dispose of dog waste in a container than produces methane gas which in turn provides electricity for park lights. This is also done in other countries for clean parks where animals visit.

### Primary RJC Site Renderings

- LIKE WHAT I SEE. SPRINGFIELD BEEN NEETING THIS DOWNTOWN FOR A LONG TIME. IT IS A SHAME THERE NOT A PLACE FOR A CONVENTION CENTER CLOSED TO THIS.
- Lots of great ideas (pickleball, dog park, tree house, etc) but how much of this is wheelchair friendly? For those with mobility challenges, and their families, a venue like this needs to be easy to access (parking, etc) and navigate (no curbs, lots of places to sit and rest, etc).
- I don't understand keeping the half block long extension of Water St, west of Boonville. Stoveworks and Yellow Bonnet can access their parking from the south since Patton Ave runs north from Olive between the buildings. If this is due to fire department access (Aerial apparatus), it could look like a paved plaza but still be available for fire department access in an emergency. Better aesthetics is achievable in this area.
- The greenway trail should be 14-16 feet in width and direct. Circles and sidepaths from the main trail for exploration are acceptable, but the main trail should not be interrupted by circles and stops. At-grade street crossings should be enhanced by RRFB's or HAWKS.

- Brick city on mill between booneville and Campbell is a major shuttle stop used by lots of students. If mill is shut down they would be cut off. If may be better to cut out the cars but still allow the shuttles to go through. If there was space for bikes or pedestrians to get through but then an electronic gate like MSU has elsewhere they only allow shuttles to go I think it'd work ok. Same with booneville side, have a gap big enough for pedestrians and cyclists and another gate to let the shuttle through but keep cars going straight. This would also keep vehicle access available to the parking lot on the other side of booneville.
- In this drawing the greenway trail should be along the south edge of the property or in the middle of the grove of trees on the north side. The commercial space influence are should be separated from the trail.

### Primary RJC Site Section

- I would love to see Mill Street closed to traffic to allow for more pedestrian circulation.
- This appears to be mis-captioned.

### Founders Park Master Plan

- The greenway on Water Street should be a 10-foot cycle path and adjacent sidewalk similar to on Main Av in front of the Transit Center.
- seems that labels 9 & 10 are incorrect, as label 9 states restrooms and label 10 states water feature.
- I would recommend artificial turf for the amphitheater flat lawn. Assuming this is additional space to view amphitheater activities.
- I love this idea. I would like to see the amphitheater space even larger to allow for bigger performances and community gatherings.

## Full Documentation of Responses: Public Open House #2, Cont.

- Restrooms are needed in Founder's park.  
Arrangements need to be made for regular cleaning.

### **Founders Park Axon Concept**

- What is the capacity for the amphitheater? I would expect much higher turnouts for events compared to previous uses of the existing amphitheater.
- The drawing should indicate a cycle path and sidewalk along Water St similar to on Main Av at Transit Center.

### **Founders Park Water Feature**

- How will we ensure this doesn't turn into a popular bathing spot or swimming spot like has occasionally happened with other fountains? I love the concept though!

### **404 N Jefferson Ave Master Plan**

- How would the new creek alignment shown tie back into the old box culvert at Jefferson?
- The connection to North Jordan Creek Trail should pass through or adjacent to this site from Water Street as a cycle track plus sidewalk along Jefferson Avenue and 12-foot trail on site periphery or 16-foot trail within site to intersection of Phelps St and Washington Av, and thence east of railroad to trail crossing at Bob Barker Blvd.
- Also cycle track and sidewalk along Phelps St.
- Could a small playground be added? Maybe a water feature for children to play in, I assume playing in the creek will not be desired/encouraged?
- This is a great chance to plant native plants and trees on this site. I would like to see informational signage to show people what the plants and trees are and how they fit into the larger stream ecosystem.
- Could the "food hall" be an area for food trucks to set

up rather than a building?

- Restrooms?

### **404 N Jefferson Ave Axon Concept**

- Not a fan of net seating
- Public restrooms?
- Not a fan of the pickle ball court

### **404 N Jefferson Ave Section Looking East**

- I'm all for anything that returns Jordan Creek to it's original form. Some of these renderings appear to be reshaping the water to a different flow. Please don't choke it back anywhere. The last flood that put Chestnut/National under also put the creek into our building.

### **404 N Jefferson Ave Section of Treehouse**

- I love this idea.
- Seconding comment about flood control. Let's be sure that we remember that flood control is job one and communicate that as a primary justification for getting rid of the box culvert. (Park is a great additional benefit.) Also, seconding another comment, parking needs to be overtly addressed.
- Overall I love the concept of this, and is very much what Springfield needs! I would love to see these spaces all connected together. I would love to see spaces for more plant life with native missouri flowers and it would be a great space to see a section of sunflowers during the summer. Still think parking needs to be address. Been to numerous cities with these concepts actually laid out and parking along the whole commons area would be the most beneficial so things don't get congested.

## Appendix C

# Economic and Market Analysis

## SUMMARY OF MAJOR FINDINGS

Olsson, Inc. has been retained by the City of Springfield, Missouri to design flood control and urban park improvements to a two-block portion of Jordan Creek between Boonville Avenue and Main Avenue (“Project Area”). The improvements to the Project Area are viewed as a potential catalyst for redevelopment of the surrounding area (“Study Area”).

The Study Area is defined as the 16-block area located immediately north of the Springfield downtown square bound by Chestnut Expressway to the north, Olive Avenue to the south, Jefferson Avenue to the east, and Main Avenue to the west.

As a sub-consultant to Olsson, Canyon Research Southwest has prepared an *Economic and Market Analysis* that assesses and identifies feasible, market-driven development and redevelopment opportunities in the Study Area stemming from the planned flood control and urban park improvements. The improvements to the Project Area are viewed as a potential catalyst for redevelopment of the surrounding area.

Based on the findings of the *Economic and Market Analysis*, potential development and redevelopment opportunities in both the Project Area and Study Area are identified. The study findings and recommendations are summarized in the text to follow.

### **Demographic and Economic Trends**

Over the past several decades continued population growth within the Springfield MSA, Greene County, and the City of Springfield has fueled steady urban growth and the development of housing, commercial, and industrial land uses. As the Springfield region continues to grow over the next two decades Springfield is anticipated to experience steady population and job growth, residential and commercial development activity, and increased demands for municipal and transportation services.

By 2040, Greene County is forecast to add approximately 32,200 jobs and 47,000 residents, generating demand for new housing, retail goods and services, eating and drinking establishments, and commercial and industrial space. Stemming from Greene County’s continued population growth, Springfield’s population is forecast to increase by 15,000 residents by 2040.

Springfield’s household composition characteristics support a demographic heavily populated by householders living alone, a higher propensity for attached housing, below average rate of homeownership, and below average retail expenditures for household furnishings, groceries, clothing and accessories, sporting goods, books, and other family-related goods and services.

Springfield’s adolescent and young adult population account for 37.5 percent of the Springfield population. These age groups have an above average impact of Springfield’s retail industry and are heavy consumers of electronics, eating and drinking places, apparel and accessories, entertainment, and rental housing.

Adults ages 35 to 64 years account for 31.7 percent of Springfield’s population and are primary consumers of housing, home furnishings and improvements, clothing, and entertainment.

Springfield’s slightly below average educational attainment levels is reflected by a mean income far less than the county and statewide levels. Low-income households with incomes of less than \$25,000 account for 33.1 percent of all Springfield households while high-income households with annual incomes of \$100,000 or more account for just 10.5 percent of all households.

According to the Bureau of Labor Statistics, from 2008 to 2019, the Springfield MSA added 20,192 new jobs, an increase of 9.7 percent. This compares to statewide job growth of 7.7 percent since 2008. By 2019, total employment reached 228,721 jobs by 2019 and a healthy unemployment rate of 3.3 percent.

By February 2020, employment in the Springfield MSA totaled 229,752 jobs and an unemployment rate of just 3.3 percent. The COVID-19 pandemic reversed the decade long employment growth with the loss of over 29,500 jobs by April 2020, pushing the unemployment rate to 11.5 percent. By year-end 2020, approximately 96 percent of the lost jobs, or nearly 28,400 jobs, were returned to the Springfield MSA economy.

The primary market area’s 2010 Census population of 8,605 residents reached 9,577 residents by July 2019. Much of the population growth was attributed to new multi-family housing.

The primary market area population is heavily influenced by Missouri State University supporting a young population with nearly two-thirds of residents ages 15 to 34 years, compared to 52.6 percent for the City of Springfield and 48.7 percent for Greene County.

The primary market area’s median household income of \$27,045 is 25 percent below the median for Springfield and 70 percent below that for Greene County. Over 61 percent of primary market area households earn less than \$25,000 annually.

A reported 32.4 percent of primary market area residents have attained an associate degree or better, compared to 35.4 percent for Springfield and 37.1 percent for Missouri.

### **Real Estate Market Trends**

The study evaluated the competitive retail, office, industrial, lodging, and housing markets. The text to follow summarizes the major study findings.

#### **Retail Market Overview**

By year-end 2020 the inventory of retail space within the Springfield MSA totaled 31.5 million square feet. Springfield serves as the principal retail hub with 22.9 million square feet space, or 73 percent of the MSA total. Springfield’s status as a retail destination for surrounding rural communities within the Springfield MSA is supported by the estimated pull factor of 2.61, indicating that the City captures retail sales at a rate 161 percent above the statewide average.

Following roughly 1.13 million square feet of additions from 2017 to 2019, retail construction in the Springfield market has slowed dramatically during 2020 to just 40,678 square feet of new retail space completed with 12,384 square feet under construction at year-end. Nearly 94 percent of the space delivered since 2017 was occupied as of the fourth quarter 2020.



Occupancies remain healthy despite the increased development from 2017 through 2019. Strong demand drove vacancies down from 4.4 percent in 2015 to 3.4 percent by 2018. Heightened new construction and declining absorption yielded an increase in the overall vacancy rate to 3.8 percent by year-end 2020.

The Project Area is in the CBD-Center City submarket bounded by Commercial Street to the north, Grand Street to the south, National Avenue to the east, and Grant Avenue to the west. By the fourth quarter 2020 the inventory of retail space within the CBD-Central City submarket totaled 2.65 million square feet. Since 2015, the CBD – Center City retail submarket has operated vacancies below market equilibrium, ranging from 1.6 percent to 5.0 percent annually.

The competitive retail market bounded by Chestnut Street to the north, Olive Street to the south, Jefferson Avenue to the east, and Main Avenue to the west supports 266,711 square feet of retail space. Boonville Avenue serves as the principal retail corridor. With the net absorption of over 60,000 square feet of retail space from 2012 through 2016 vacancies gradually improved from a high of 22.8 percent in 2011 to a low of 0.2 percent by 2016. Since 2019, negative space absorption produced gains in the overall vacancy rate to a high of 9.9 percent by year-end 2020.

Despite the negative impact of the pandemic on business closures and retail sales volumes, the competitive retail market remains healthy supporting modest vacancy levels. The limited active construction activity should assist in keeping vacancies below market equilibrium throughout 2021. Continued population growth of the Springfield MSA will generate future retail development opportunities both in outlying high-growth neighborhoods and infill neighborhoods.

Given the Study Area's proximity to the Springfield CBD, presence of Missouri State University facilities, and expected pedestrian traffic generated by the Project Area's planned urban park, the potential exists to support a modest inventory of retail development. The most appropriate retail format is ground floor commercial space within a mixed-use project.

### **Office Market Overview**

As of March 2021, office-related employment in the Springfield MSA totaled 38,900 jobs. Office-related employment accounts for 18.1 percent of region's total employment. By comparison, office-related jobs account for 20.1 percent of employment in Missouri.

By the fourth quarter 2020 the inventory of office space within the Springfield MSA totaled 13.9 million square feet, of which 12.6 million square feet is in the City of Springfield. Class A space totals just 1.6 million square feet of space. The overall vacancy rate stands at 3.3 percent with Class A space operating at 5.6 percent.

Over the past decade the inventory of office space in the Springfield market grew by approximately 524,000 square feet, peaking from 2013 and 2015 with the addition of over 238,000 square feet of space. New office construction has been modest since 2018 with 98,763 square feet coming online. The healthy occupancy levels and rent escalations has prompted a slight upswing in new construction with 140,247 square feet of space is now under construction.

Over the past decade, strong office-employment growth in the Springfield MSA has fueled heightened office space demand, falling vacancies, and escalating rents. The coronavirus has had

a minimal impact on market performance. Most new construction over the past decade has been build-to-suit with modest levels of speculative development.

The Project Area is located within the CBD/Center City submarket which as of the first quarter 2021 maintained nearly 2.3 million square feet of office space, equating to 16.6 percent of the Springfield MSA total. Class A space totals just 380,737 square feet of space operating at a 20.6 percent vacancy rate. Class B office properties total 1.26 million square feet of leasable space operating at a healthy vacancy rate of 1.6 percent. Over the past decade no new office inventory has been added to the CBD-Center City submarket.

Through 2040, the CBD/Center City submarket is forecast to capture 7.5 percent of the Springfield office space demand, equating to approximately 157,000 to 170,000 square feet of space.

The Jordan Valley Innovation Center (JVIC) and efactory operated by Missouri State University just north of the Project Area have a significant economic impact on the surrounding neighborhood and the potential to support related development activity. The two facilities house approximately 50 companies with over 200 employees. A 30,000 square foot addition to the JVIC is planned.

Given the Study Area's proximity to the Springfield CBD and presence of Missouri State University facilities, the potential exists to support future office and flex space development.

### **Industrial Market Overview**

Industrial-related employment in the Springfield MSA currently totals 65,300 job, or 30.5 percent of region's total employment. By comparison, industrial-related jobs account for 26.8 percent of employment in Missouri.

By the fourth quarter 2020 the Springfield MSA industrial market supported 41.6 million square feet of space operating at a vacancy rate of 2.4 percent. Springfield's large inventory of warehouse and logistics space stems from its centralized location offering connectivity throughout the country via major highways and rail lines making it easy and affordable to move goods. Increased e-commerce activity, accelerated by the coronavirus pandemic, has increased the demand for warehouse space in the Springfield market with 890,914 square feet of space absorbed in 2020.

By the first quarter 2021, the CBD/Center City submarket totaled 1.78 million square feet of industrial space, or 4.3 percent of the metro total. Warehouse space accounts for nearly two-thirds of the submarket's total inventory of industrial space, equating to 1.18 million square feet. The overall vacancy rate stands at 7.9 percent.

The CBD/Center City submarket is a mature industrial market with no new additions to supply over the past decade and demolitions removing 92,677 square feet of space from the inventory. No new buildings are planned for construction.

Through 2040, the CBD/Center City submarket is forecast to capture 1.5 percent of the Greene County industrial space demand, equating to approximately 98,000 square feet to 102,000 square feet newly constructed space at market equilibrium. The forecast demand for industrial space would not take the form of traditional warehouse, distribution, or manufacturing product types, but rather high value-added research and development and advanced manufacturing similar to the leasable space at the Jordan Valley Innovation Center and efactory.

While the northern portion of the Study Area consists primarily of industrial uses, the long-term highest-and-best use of many properties may not be industrial. Vacant land may be best developed with commercial or high-density residential uses and some existing buildings may be suitable for adaptive re-use.

## **Hotel Market Overview**

The Springfield hotel market supports approximately 6,000 guest rooms, with the largest concentrations of hotel properties located along the Interstate 44 corridor in the northern portion of Springfield, the Springfield CBD and Missouri State University area, and the Highway 60 corridor in the southern portion of Springfield.

The COVID pandemic has hit the local and national hospitality markets hard marked by declining demand, occupancies, and revenues. The Springfield hotel market is no different with operating performance through December 2020 down significantly over 2019 levels. Recent operating trends suggest that the Springfield hotel market performance continues to erode, posting steady monthly declines in room demand, occupancy, ADR, RevPAR, and total revenue. In response to the dramatic decline in room demand and revenues some hotels closed temporarily and many cut costs by reducing staff and eliminating complimentary breakfast and other services.

Despite the current interruption in the lodging business, the fundamentals of the Springfield hotel market remain strong supported by the presence of Missouri State University as well as shopping, dining, sports, and entertainment attractions that draw over 1.2 million annual visitors.

Five hotel properties totaling 595 guest rooms operate within Springfield CBD market. A wide range of hotel products and price ranges are available within the Springfield CBD including full-service, convention, limited service, and boutique hotels. No budget or extended-stay hotel properties currently operate in the Springfield CBD. The 98-room Tru by Hilton is the newest property opening in November 2019.

Given access to room demand generators, restaurant, and entertainment venues, and adequate access and exposure, the potential exists to support future hotel development within the Study Area. The most suitable potential sites for new hotel development would be in proximity to the Springfield CBD and Project Area.

## **Housing Market Overview**

As of the first quarter 2021, the Springfield MSA apartment market consisted of 381 large-scale properties totaling 22,598 dwelling units operating at an average rent of \$729 per month and vacancy rate of 2.9 percent. Class A inventory totals 4,388 apartment units operating at an average rent of \$917 per square foot and 1.7 percent vacancy rate. Class B properties total 13,430 dwelling units operating at an overall vacancy rate of 3.0 percent and an average rental of \$706 per month.

Since 2014, 1,254 new apartment units have come online in the Springfield MSA with 610 units now under construction. New apartment construction peaked in 2017 with the completion of 296 units. Recent new construction has concentrated in the southern portion of Springfield.

In response to an upswing in new construction activity since 2014, the net absorption of 1,775 apartment units in the Springfield MSA exceeded the new supply. Annual net absorption has increased steadily over the past four years, from 176 units in 2017 to 624 units during 2020.

Over the past decade, Springfield's apartment market has operated at a below market equilibrium vacancy rate. Since the start of the current building boom, due to steady population and job growth, apartment demand has exceeded new supply. From 6.2 percent in 2017, vacancies hit a historical low of 3.5 percent by the fourth quarter 2020. The tightening market conditions have prompted significant rent escalations and suggest additional short-term apartment supply maybe feasible.

As of the first quarter 2021, the Central Springfield submarket maintained an inventory of 2,602 apartment units operating at an average vacancy rate of 4.9 percent. Class A properties account for 247 units, or just 9.5 percent of the total inventory. Given the mature character of the Central Springfield submarket, Class C properties account for nearly 60 percent of the current inventory of apartment units. Over the past twelve months no new apartment units have come online with 240 units currently under construction.

Due to the mature character of the Central Springfield submarket just 172 apartment units have been added to the inventory since 2010. The current construction of a 240-unit property is an indication that infill apartment development is feasible, particularly given the jobs in downtown Springfield and the student population at Missouri State University.

The downtown Springfield stock of apartments totals 772 dwelling units, much of which consists of the conversion of industrial and commercial buildings into market-rate apartments. From 2007 through 2017, a total of 507 loft apartment units came online in downtown Springfield.

Eight apartment properties totaling 212 rental units are located within the Study Area, operating at a healthy vacancy rate of just 3.3 percent. The Study Area apartment properties garner demand from the downtown workforce and Missouri State University students. The properties are conversions offering desirable urban loft living space. Downtown restaurants, bars, and entertainment provide for a desirable urban environment. Strong tenant demand, convenient access to urban amenities, and proposed improvements to the Planning Area will provide for further apartment opportunities within the Study Area.

## **Urban Park Design Recommendations**

Downtown revitalization takes many forms, and for some cities downtown parks are a major catalyst for redevelopment. A goal of the Project Area's urban park design should be to bring energy, excitement, and people that will activate the immediate area and lead to increased economic activity. By including an urban park, the Project Area can serve as catalyst for private investment and redevelopment of the Study Area.

Parks can serve as a "place maker" and a central catalyst for urban revitalization and are often attributed to several economic benefits, including:

- Improve public perception and pedestrian activity
- Stimulate new real estate development activity

- Increased property values
- Improve public safety
- Stimulate new spending and business activity
- Attract new residents and businesses

It is recommended that public amenities to the Project Area be introduced gradually over time rather than all at once. This approach is commonly referred to as “Lighter, Quicker, Cheaper”. The benefits of this organic approach include extended the timeframe of the capital improvement costs, creating ongoing excitement and increased usage of the public space, and increased flexibility to respond to what amenities the citizens desire. Public amenities to consider when designing the Project Area’s urban space include:

- A simple performance space for concerts, theatre, and other public events
- Programmed activities such as fitness classes, movies, and arts & crafts events
- Historical markers highlighting the area’s industrial history of the neighborhood
- Shaded areas for people to escape the summer heat
- Movable seating to allow people to congregate
- Temporary space for vendors
- Bike racks
- Visual features such as public art
- Walking paths with gateway features that provide connectivity to the surrounding neighborhood
- Casual food and beverage outlet with outdoor seating at a visible location
- Space available for local nonprofits and community organizations to host events

To enhance connectivity to the neighborhood, sidewalk treatment, signage, street furniture, and lighting at the perimeter of the Project Area should be continued on such surrounding streets as Campbell Avenue and Mill Street.

To assure long-term sustainability both start-up capital funding must be secured for construction of the Project Area’s urban space and an operational funding source identified and put into place. Below is a list of potential funding sources used for the construction and continued operation of urban parks across the United States.

**Capital Funding** is the start-up funding required for the construction of an urban park. Examples of capital funding sources include the following:

Funding Method	Potential Funding Source
Borrowing/Debt	General Obligation Bonds Revenue Bonds
Special Taxing Districts	Tax Increment Financing (TIF) Neighborhood Improvement District (NID) Community Improvement District (CID)
Taxes from Development	Park Dedication Fee Special Assessments
Contractual Revenue	User Fees Concession Contracts Leasing Agreements Advertising Naming Rights
Grants & Contracts	Dedicated Sales Tax Revenue Federal, State & Local Grants Corporate and Private Donations The STORM Act (FEMA) PARC Grant Program

**Operation Funding** is the ongoing financial resources necessary to maintain park operations. Funding options include appropriations from the City’s General Fund, dedicated sales tax revenue, private and corporate donations, user fees, advertising, sponsorships, naming rights, conservancies, volunteer programs, and special service district funding.

## Redevelopment Opportunities

The 16-block Study Area possesses the potential to evolve into a cohesive neighborhood supporting housing, employment, hospitality, and retail activity. The presence of the Project Area’s urban park will assist in creating an identity and focal point for the Study Area, enhancing economic activity and the potential for spinoff redevelopment.

Missouri State University’s existing Jordan Valley Innovation Center and efactory facilities and vacant landholdings offer the potential to foster a growing technology campus defined as the 6-block area bound by Chestnut Expressway to the north, Mill Street to the south, Jefferson Avenue to the east, and Boonville Avenue to the west. The technology campus will serve as the Study Area’s principal economic engine and could support additional university facilities as well as office, flex, and laboratory space for related businesses.

Properties immediately surrounding the Project Area will have the greatest opportunity to benefit from the increased pedestrian and economic activity generated by the urban park. Catalyst redevelopment sites bordering the Project Area to the immediate north and south have the potential to support higher-density, mixed-use development.

Seven catalyst sites within the Study Area were identified as having the potential to support future development of commercial, employment, lodging, and/or multi-family residential uses. Several of the designated properties possess enough land area and favorable site characteristics to support mixed-use development. The prospective catalyst sites include:

1. Northeast corner of Boonville Avenue and Olive Avenue
2. Southwest corner of Boonville Avenue and Water Street
3. Southeast corner of Campbell Avenue and Water Street
4. Southwest corner of Campbell Avenue and Water Street
5. Northwest corner of Campbell Avenue and Mill Street
6. Northwest corner of Boonville Avenue and Mill Street
7. Northeast corner of Boonville Avenue and Mill Street

These catalyst development sites are best positioned in the near-term to benefit from the planned Project Area improvements and synergy with existing MSU facilities. These sites can also support dense development forms and establish a direct link to the downtown core. Collectively, the seven catalyst sites can create a vibrant, mixed-use urban core. Development of the catalyst sites would also have a ripple effect prompting continued redevelopment of Study Area properties to the north.

Retail land uses within the Study Area are best suited within mixed-use projects on each side of Boonville Avenue between Olive Avenue and Water Street. This location is just one block north of the square and could serve as a connection between the core of downtown and the Project Area.

Future office development within the Study Area is best suited for properties adjacent to the Project Area's urban park. The park would provide for a favorable amenity for attracting office tenants.

In addition to the Missouri State University technology campus, the 4.88-acre Gannett Missouri Publishing property at the southwest corner of Chestnut Expressway and Boonville could also serve as employment center. Given the expense of acquisition and demolition of the existing 105,920 square foot building, the highest-and-best use is to retrofit the property for office, light manufacturing, or laboratory use. One possible scenario is incorporating the property into the Missouri State University technology campus for use as an advanced manufacturing incubator.

The catalyst sites at the northeast corner of Boonville Avenue and Olive Avenue and the southeast corner of Campbell Avenue and Water Street possess the necessary site characteristics to support future hotel development. The two sites offer proximity to the urban park and downtown square, access to room demand generators, restaurant, and entertainment venues, and adequate access and exposure. The proximity to a public parking garage can provide the opportunity to support higher density development by reducing the on-site parking requirements.

A possible expansion site for Missouri State University's Brick City property is the 0.4267-acre property at the northwest corner of Boonville Avenue and Mill Street. The property houses a one-story, 12,515 square foot commercial building. The site dimensions and corner location immediately adjacent Brick City could support a 2- to 3-story expansion building.

Multi-family residential development is best suited immediately surrounding the Project Area. The park would provide for a desirable amenity with the potential to command premium rents.

Providing sufficient parking within an urban center can be an issue for both residents and businesses. With a portion of the Project Area and several of the catalyst sites currently operating as surface parking lots the issue of replacing the spaces must be addressed as part of any redevelopment plan. Because of the potential of the catalyst sites to support higher-density urban development, suburban style development featuring buildings surrounded by a sea of surface parking should be avoided whenever possible. As an example, the 2.2-acre catalyst site at the southwest corner of Campbell Avenue and Water Street could be developed with a 3- to 4-story apartment building within interior structured parking.

Existing public parking adjacent to the catalyst sites include the 380-space Heer's parking garage at the southeast corner of Olive and Campbell Avenues and an 85-space surface lot at the northwest corner of the same intersection. In addition, the 100,000 square foot office building planned for the northeast corner of Booneville Avenue and Mill Street is designed with a parking structure. As an interim solution for the replacement of existing parking spaces, peripheral vacant and under-utilized properties could be leased and converted to surface lots. Examples of potential interim surface parking lot sites include: 1) southwest corner of Main Avenue and Mill Street; 2) southeast corner of Campbell Avenue and Tampa Street; and 3) vacant lot located north of the Jordan Valley Innovation Center.

A more long-term solution could be the construction of a parking structure at the existing 85-space surface parking lot located at the northeast corner of Campbell and Olive Avenues. This could free up neighboring catalyst sites to reduce or eliminate the need for on-site parking.

The aerial photo on the following page identifies the prospective catalyst sites.



**ECONOMIC AND MARKET ANALYSIS  
RENEW JORDAN CREEK PROJECT AREA  
SPRINGFIELD, MISSOURI**

May 2021

## INTRODUCTION

As a sub-consultant to Olsson, Canyon Research Southwest, Inc. has prepared an *Economic & Market Analysis* for the Renew Jordan Creek Project Area (“Project Area”) in Springfield, Missouri.

### **Study Objective and Scope of Work**

The New Jordan Creek Project Area (“Project Area”) consists of the two-block portion of Jordan Creek between Boonville Avenue and Main Avenue in Springfield, Missouri. The study assesses and identifies feasible, market-driven development and redevelopment opportunities in and surrounding the Project Area stemming from planned flood control and urban park improvements. Land uses evaluated include retail, office, industrial, lodging, and multi-family housing.

The Study Area impacted by improvements to the Project Area is defined as the 16-block area located immediately north of the Springfield downtown square bound by Chestnut Expressway to the north, Olive Avenue to the south, Jefferson Avenue to the east, and Main Avenue to the west (see aerial photo on page 2). The Study Area has an industrial past spurred by rail access.

The study involved a macro-to-micro approach when determining the most appropriate land use mix and patterns for the Project Area. In doing to the report consists of two sections, including: 1) Demographic and Economic Analysis and 2) Market Analysis.

The *Demographic and Economic Analysis* section of the study assists in quantifying demographic characteristics and economic forces impacting the Study Area including population growth, household composition, age distribution, household income, educational attainment, and employment growth and composition. This section of the study provides the baseline data necessary in forecasting future demand for commercial, office, industrial, and multi-family housing land uses.

The *Market Analysis* portion of the study evaluates directly competitive retail, employment, lodging, and residential market trends impacting the Study Area. For each prospective land use historic market performance was evaluated, long-term demand quantified, and a site evaluation performed to identify prospective development and redevelopment sites.

Stakeholder interviews were a key component of the *Market Analysis*. Stakeholders included city planning staff, developers, and economic development professionals.

Based on the findings of the *Economic and Market Analysis*, study recommendations include the following:

- Provide urban park amenity recommendations for the Project Area.
- Identify prospective development and redevelopment sites for the Study Area and appropriate mix of land uses that could take advantage of sites’ location, physical characteristics, and planned infrastructure.

### **Study Area Boundaries**



Missouri State University has a significant presence within the Study Area with facilities including Brick City, Jordan Valley Innovation Center, and Robert W. Plaster Free Enterprise Center. Brick City consists of four buildings on the north side of Mill Street between Boonville and Campbell avenues totaling approximately 128,000 square feet of space that is home to the Art and Design Department, pharmacy program, and gallery space.

The Jordan Valley Innovation Center is a 75,000 square foot state-of-the-art facility is a place for university researchers and corporate partners to conduct collaborative research and development with corporate partners. The capabilities of the center include applied research in nanotechnology, biomaterials, advanced technologies, genomics/proteomics, bio-systems, software engineering, and medical material device and instrument technologies.

The efactory is located inside the Robert W. Plaster Free Enterprise Center. The efactory consists of a 70,000 square foot co-work and business resource center and a 50,000 square foot cooperative research center. From office space for startups to corporate innovation for major employers, efactory programs facilitate business growth and economic development.

## Project Area Defined

The New Jordan Creek Project Area (“Project Area”) is defined as the two-block portion of Jordan Creek bounded by Mill Street to the north, Water Street to the south, Boonville Avenue to the east, and Main Avenue to the west in Springfield, Missouri. The aerial on page 4 depicts the Project Area boundaries with a photo looking west depicted on page 5.

Jordan Creek runs through the heart of downtown Springfield, two blocks north of the square. The combination of industrial users vacating Jordan Valley, postwar efforts to improve health and address pollution, and efforts at controlling flooding upstream have created new opportunities for Jordan Creek. In the late 1990s the community cast a vision for Jordan Valley Park, an almost two-mile long, 150-acre linear park with the creek running through most of it. The east and west ends of the park will consist of large passive open spaces, and the center is compressed into an urbanized area one block wide and several blocks in length.

Renew Jordan Creek is a multi-phase project that will “daylight” Jordan Creek by significantly modifying the existing Jordan Creek floodplain and floodway areas that are currently confined in concrete box culverts that run east to west through downtown Springfield.

This phase of the project comprises two large blocks in the urbanized center of Jordan Valley Park, bordered on the east by Boonville Avenue, Water Street on the south, Main Avenue on the west, and Mill Street on the north. Much of the project area is within the Federal Emergency Management Agency (FEMA) floodplain within downtown Springfield.

Although the project is intended to contribute significantly to reductions in flooding, it should also perform as an urban amenity and catalyst for further private redevelopment of this area of downtown. The City desires to highlight this potential for local economic activity through engagement and visioning with key stakeholders that results in thoughtful urban design.

Project components include pedestrian access and greenway connectivity through downtown, and hardscape elements for pedestrian gathering, walking, and viewing. A 19th-century stone arch bridge that is currently encapsulated by the box culvert at Campbell Avenue may be uncovered and restored. The project design will create a strong sense of place, grounded in the specific characteristics of its site, and will celebrate nature and urban life.

City Council has identified Quality of Place as a priority, and defines it as, “Those features of physical environment and qualities of life that make a location a desirable, competitive, and economically vibrant place to live.” The Renew Jordan Creek project is expected to be a demonstration of that priority.

Jordan Creek Project Area Boundaries



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Jordan Creek Site Looking West



## ECONOMIC AND DEMOGRAPHIC ANALYSIS

This section of the report examines the demographic and economic factors impacting real estate development in and surrounding the Project Area. Quantifying market area demographic characteristics and employment trends will assist in forecasting the future demand for commercial space, industrial space, and residential housing units in the Study Area.

### Market Area Defined

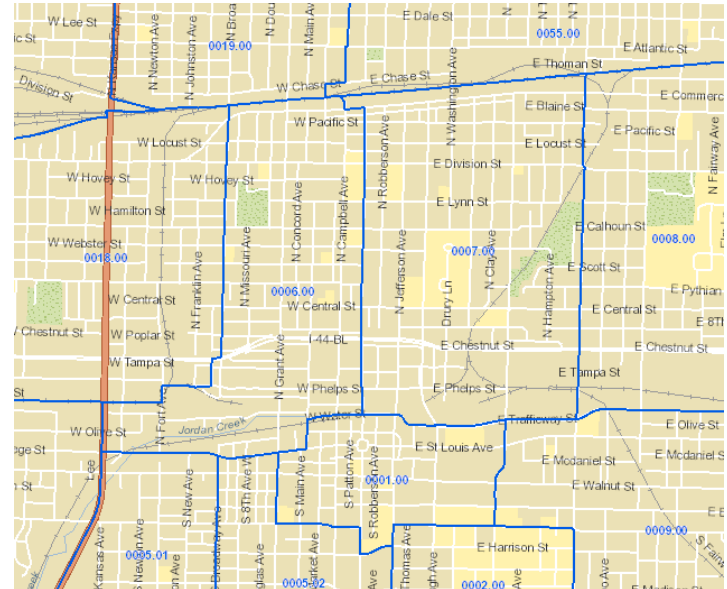
Market areas are usually divided into three categories or zones of influence, including primary, secondary, and tertiary. Demographic characteristics immediately surrounding a site have the greatest impact on supportable real estate development patterns, with the level of influence diminishing gradually as the distance increases.

Census Tracts for Greene County of 1, 6 and 7 are defined as the Primary Market Area. Census Tract 1 is situated immediate south of the Project Area bounded by Water Street to the north, Cherry Street to the south, John Q. Hammonds Parkway to the east, and Grant Avenue to the west. Census Tracts 6 and 7 are split by Bonneville Avenue north to the Burlington-Santa Fe Railroad line with Census Tract 6 west to Broadway Avenue and Census Tract 7 east to National Avenue.

The City of Springfield and Greene Counties represent the secondary and tertiary market areas. Market Area demographic characteristics are summarized in the table on page 7.

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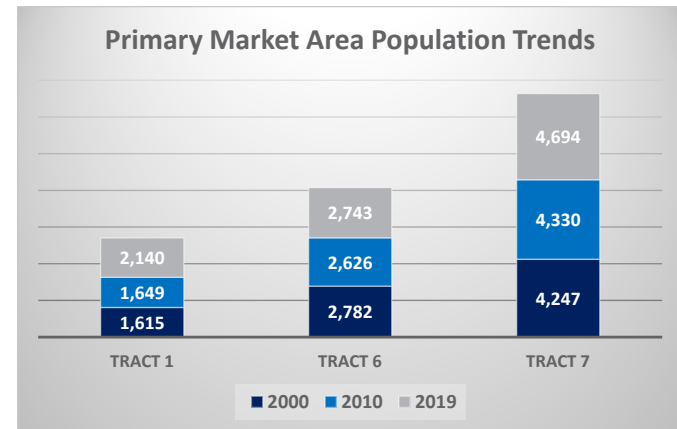
## Primary and Secondary Market Area Demographic Trends

Demographic Characteristic	Census Tract 1	Census Tract 6	Census Tract 7	City of Springfield
<b>Population</b>				
2010 Census	1,649	2,626	4,330	159,498
2019 Estimate	2,140	2,743	4,694	167,051
<b>Households by Type (2019)</b>				
Total Households	1,188	1,179	1,337	75,948
Family Households	11.5%	46.5%	46.1%	44.9%
Married Couple Family	7.3%	25.6%	31.4%	33.4%
With Own Children	0.0%	66.6%	37.3%	34.1%
Nonfamily Households	88.5%	53.5%	53.9%	55.1%
Householder Living Alone	66.8%	40.5%	40.5%	39.1%
All Households with Children	1.7%	26.7%	22.4%	21.6%
Households with Persons 65+ Years	11.4%	8.3%	9.3%	25.2%
<b>Distribution of Population by Age (2019)</b>				
0-14 Years	0.4%	24.8%	10.0%	15.1%
15-24 Years	51.1%	11.8%	39.1%	21.9%
25-34 Years	14.1%	19.3%	17.3%	15.6%
35-44 Years	7.2%	15.3%	9.8%	10.5%
45-54 Years	9.5%	11.0%	7.0%	10.4%
55-64 Years	9.9%	5.8%	9.3%	10.8%
65+ Years	7.8%	12.1%	7.5%	15.7%
<b>Distribution in Household Income (2019)</b>				
Less than \$15,000	37.5%	24.6%	21.1%	18.4%
\$15,000 - \$24,999	25.6%	14.4%	16.8%	14.7%
\$25,000 - \$34,999	9.8%	14.2%	20.3%	14.2%
\$35,000 - \$49,999	9.6%	18.3%	11.8%	16.5%
\$50,000 - \$74,999	8.9%	12.3%	16.5%	17.5%
\$75,000 - \$99,999	2.5%	8.7%	3.8%	8.1%
\$100,000 - \$149,999	2.8%	6.2%	5.1%	6.8%
\$150,000 - \$199,999	1.0%	0.0%	1.0%	1.9%
\$200,000+	2.3%	1.3%	3.6%	1.8%
Median Household Income	\$17,419	\$31,516	\$31,656	\$36,856
<b>Educational Attainment for Residents 25+ Years (2019)</b>				
Total Population 25+	837	1,737	2,373	105,719
Less than 9th Grade	1.1%	6.1%	2.5%	2.8%
9th - 12th Grade, No Diploma	7.0%	15.4%	7.9%	6.7%
High School Graduate/GED	20.9%	28.4%	33.1%	28.7%
Some College, No Degree	26.8%	19.6%	27.0%	26.3%
Associate Degree	20.0%	7.8%	8.1%	8.1%
Bachelor's Degree	17.0%	15.7%	10.8%	16.8%
Graduate/Professional Degree	7.3%	7.0%	10.6%	10.5%

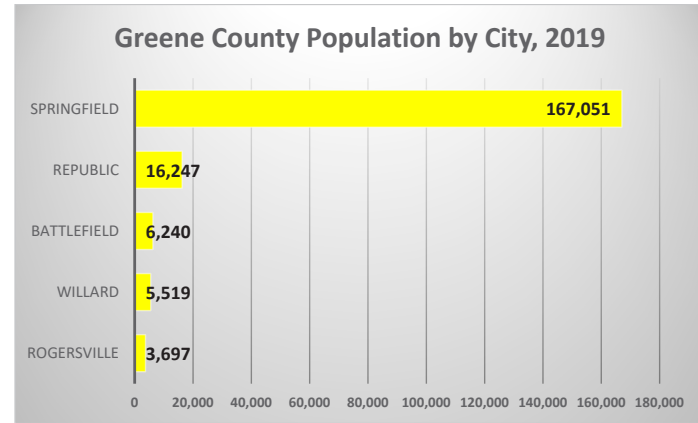
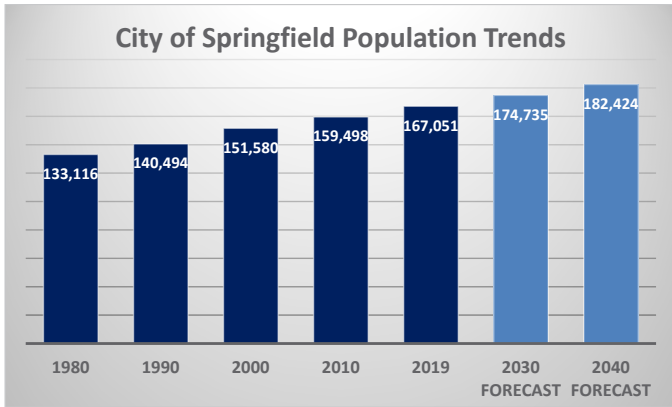
## Population Growth Trends

Population growth has a direct impact on the demand for housing and retail space. The City of Springfield is located within the Springfield MSA, defined by the U.S. Census Bureau as the five counties in southwest Missouri consisting of Greene, Christian, Webster, Polk, and Dallas Counties. By 2019, the Springfield MSA supported a total population of 466,978 residents, anchored by the City of Springfield, the state's third largest city. Other primary population centers in the metropolitan area include Nixa, Ozark, Republic, Marshfield, Bolivar, and Willard. Greene County supports nearly two-thirds of the Springfield MSA population.

The primary market area consisting of Census Tracts 1, 6, and 7 supported a 2010 Census population of 8,605 residents. From 2000 through 2010, the primary market area population remained flat at approximately 8,600 residents. By July 2019, the primary market area population was estimated at 9,577 residents, an increase of 11.3 percent. As the primary market area is a mature residential area much of the population growth was generated by the construction of new multi-family housing and the conversion of existing buildings into rental apartments. The majority of population growth occurred in downtown Springfield and surrounding the Missouri State University campus.



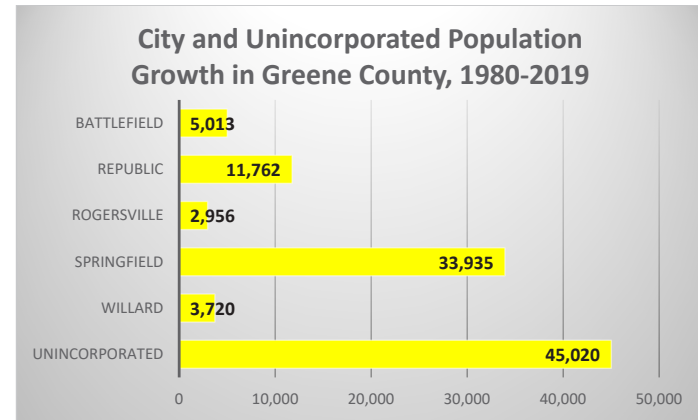
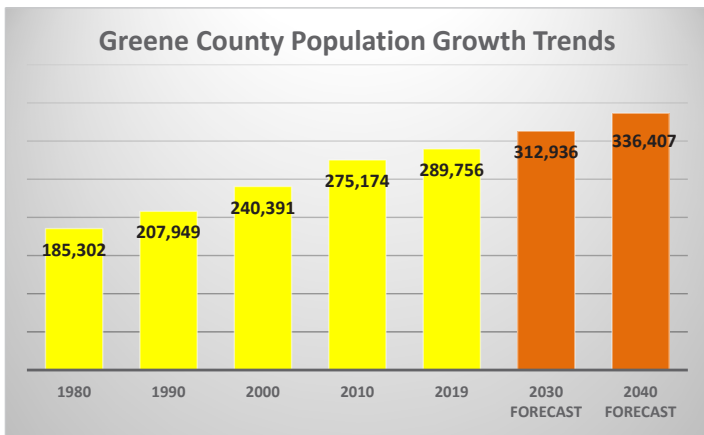
The City of Springfield has added over 12,000 residents since 1980. By 2019, the U.S. Census estimated the city population at 167,051 residents. The Springfield population is forecast to increase by 4.5 percent from 2020 through 2030 and 4.5 percent through 2040. By 2040, the Springfield population is forecast to reach 182,424 residents, an increase of over 15,000 residents since 2019.



From 1980 to 2019, Greene County added over 104,000 residents and now supports a population of 289,756 residents. By 2040, the Greene County population is forecast to add nearly 47,000 residents, reaching approximately 336,000 residents.

Greene County's current population provides the opportunity to support a diverse retail market and continued population growth will generate increased demand for retail goods and services, commercial space, and new residential housing units.

From 1980 to 2019, Springfield accounted for 32 percent of Greene County's population growth, adding nearly 34,000 residents. Since 1980, Republic has added nearly 12,000 residents, accounting for over 11 percent of the Country's total population growth. The unincorporated areas population more than doubled in size added over 45,000 residents, equating to 43 percent of the countywide growth since 1980.



Springfield and Republic are the largest incorporated cities in Greene County and collectively total over 183,000 residents and two-thirds of the County population. Springfield is Greene County's largest city with over 167,000 residents with Republic ranked second with 16,247 residents.

Each decade since the 1980s, the Greene County population growth rate outpaced both the State of Kansas and United States. By 2019, the Greene County population totaled 289,756, or 62.7 percent of the Springfield MSA.

Over the past several decades continued population growth within the Springfield MSA, Greene County, and the City of Springfield has fueled steady urban growth and the development of housing, commercial, and industrial land uses. Continued population growth over the coming two decades will drive further urban expansion and development opportunities.

## Household Composition

Household formation and the mix of household types have a direct impact on the composition of retail sales and housing demand. The table below summarizes households by type for Missouri, Greene County, and City of Springfield.

The Census Tract 1 population is heavily influenced by Missouri State University supporting a household composition dominated by nonfamily households, householders living alone, and the absence of children. The household composition of Census Tracts 6 and 7 is more consistent with Springfield norms relative to rates of family households, married couple families, and households with children. The principal deviation is a low rate of senior households.

Springfield’s household composition characteristics support a demographic heavily populated by householders living alone, a higher propensity for attached housing, below average rate of homeownership, and below average retail expenditures for household furnishings, groceries, clothing and accessories, sporting goods, books, and other family-related goods and services.

**City of Springfield Households by Type – 2019**

Household Type	City of Springfield	Greene County	State of Missouri
Total Households	75,948	125,201	2,414,521
With Children Under 18 Years	21.6%	23.6%	26.5%
Family Households	44.9%	58.1%	64.0%
Married Couple	33.4%	43.9%	47.9%
With Children Under 18 Years	11.4%	15.8%	17.8%
Householder Living Alone	39.1%	32.1%	29.5%
65 Years and Older	13.2%	11.8%	11.6%
Units in Structure			
1-Unit Structure	65.4%	73.8%	75.5%
2 or More Unit Structure	32.1%	22.8%	19.1%
Average Household Size	2.06	2.22	2.46
Average Family Size	2.76	2.82	3.05

Source: American Community Survey, U.S. Census Bureau.

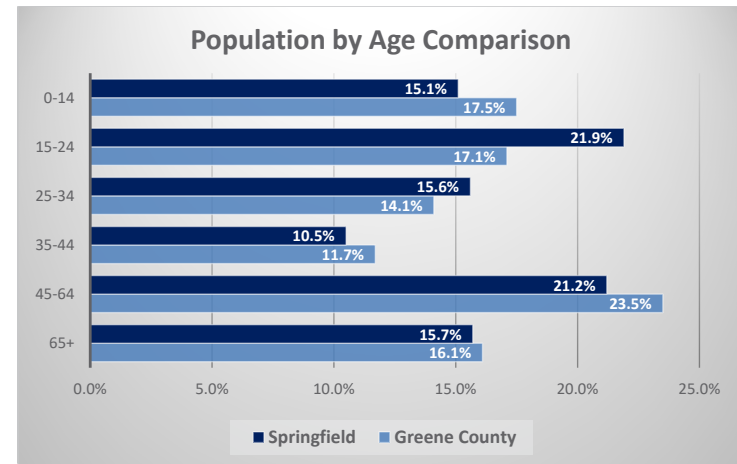
During 2019, an estimated 125,201 households resided in Greene County with an average household size of 2.22 persons. Family households accounted for 58.1 percent of all households with 23.6 percent of households having children present, both below statewide averages. Married couple families accounted for 43.9 percent of all households, of which 15.8 percent had related children, again both below statewide norms.

## Population Age Distribution

Age is an important factor in consumer identity, since consumption patterns, housing needs, and financial situation change significantly throughout an individual’s lifetime. Change in the relative proportions of age groups throughout the United States is expected to have an important impact on the retailing and housing industries.

The primary market area population is heavily influenced by Missouri State University supporting a young population with over half of the residents ages 15 to 34 years, compared to 37.5 percent for the City of Springfield and 31.2 percent for Greene County.

The bar chart below depicts a comparison of population by six primary age groups for Greene County and the City of Springfield. The age groups include children (0-14 years), adolescent (15-24 years), young adults (25 to 34 years), family/working adults (35-44 years); empty nesters (45-64 years) and elderly (65+ years). Each of the six age groups possesses distinctively different retail consumption and housing needs.



According to the *American Community Survey*, in 2019 the mean age of the Greene County population of 36.0 years compared to 33.1 years for Springfield and 38.6 years for the state of Missouri.

Empty nesters ages 45 to 64 comprise the County’s largest age group with 23.5 percent of the total population, followed by children ages 0 to 14 years at 17.5 percent, and adolescents ages 15 to 24 years at 17.1 percent. Adolescents ages 15 to 24 years account for 21.9 percent of Springfield’s population, followed by empty nesters at 21.2 percent and elderly ages 65+ years. Springfield’s age composition is influenced by the presence of Missouri State University.

Children ages 0 to 14 years aren't generally consumers per se, but their presence within a household generates retail expenditures on such items as apparel and accessories and groceries. This age group accounts for 17.5 percent of the Greene County population and 15.1 percent of Springfield's population.

The adolescent population ages 15 to 24 is key for supporting the sales of apparel and accessories, groceries, sporting goods, music, consumer electronics, eating and drinking places, and general merchandise. Adolescents account for 17.1 percent of the Greene County population and 21.9 percent of the Springfield population.

Young adults aged 25 to 34 years generally are new to the workforce. These tech savvy young adults are heavy consumers of electronics, eating and drinking places, apparel and accessories, entertainment, and rental housing. Young adults account for 14.1 percent of the Greene County population and 15.6 percent of the Springfield population. This age group will have a growing impact on the local workforce, retail goods and services, and housing market.

The population ages 35 to 44 are in their child raising and principal consumer years, with expenditures favoring hardware, furniture and home furnishings, consumer electronics, department stores, and eating and drinking places. Family/working adults account for 11.7 percent of the Greene County population and 10.5 percent of Springfield's population.

Greene County's empty nester population ages 45 to 64 years account for 23.5 percent of the total population compared to 21.2 percent for Springfield. People aged 45+ years are generally less consumers of apparel, consumer electronics, furniture, home furnishings, and entertainment than are younger consumers. This age group provides opportunities for home downsizing, restaurants, entertainment, and travel and will also produce a growing need for healthcare services and continuum care housing facilities.

According to the U.S. Department of Labor, per capita retail expenditures by seniors 65+ years old is 18 percent lower than those under the age of 35 years and 41 percent lower than people ages 35 to 64 years. Residents 65+ years of age account for 16.1 percent of the Greene County population and 15.7 percent of the Springfield population. The growing senior population will generate increased demand for medical goods and services as well as downsized housing.

Among the six major age groups, those ages 35 to 64 possess the highest incomes and per capita consumer spending levels. According to the U.S. Department of Labor, people ages 35 to 64 possess an annual income 51 percent greater than those under the age of 35 years. Adults ages 35 to 64 years account for 31.7 percent of Springfield's population and are in their peak spending years particularly for housing, home furnishings, home improvements, clothing, and entertainment.

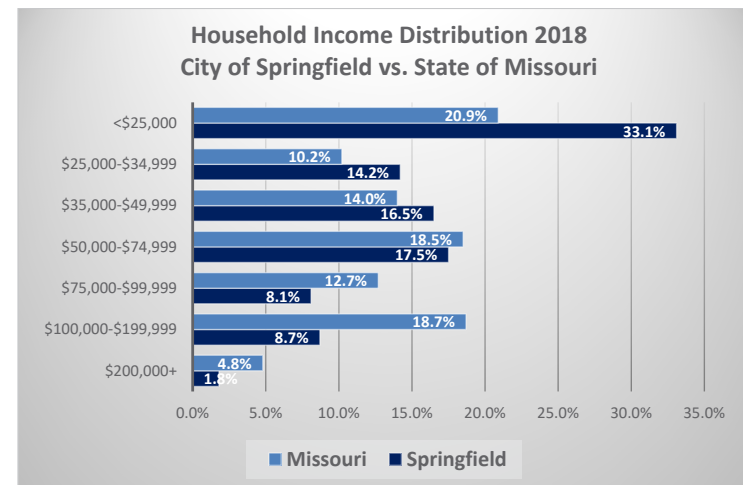
Springfield's adolescent and young adult population account for 37.5 percent of the Springfield population. These age groups have an above average impact of Springfield's retail industry and are heavy consumers of electronics, eating and drinking places, apparel and accessories, entertainment, and rental housing.

## Household Income Distribution

Household income levels have a direct impact on retail sales volumes, housing demand, for-sale housing values, and residential rents.

The primary market area's median household income of \$27,045 is 25 percent below the median for Springfield and 70 percent below that for Greene County. Over 61 percent of primary market area households earn less than \$25,000 annually.

Springfield's median household income of \$36,856 compares to \$46,086 for Greene County and \$55,461 for Missouri, with a higher rate of households possessing incomes of less than \$35,000 and a lower rate of high-income households earning \$100,000 or more. Springfield's lagging household income levels would suggest the likelihood to support slightly below average retail sales per capita, housing values, and residential rents. A comparison of household income distribution estimates for the City of Springfield and State of Missouri are outlined in the bar chart below.



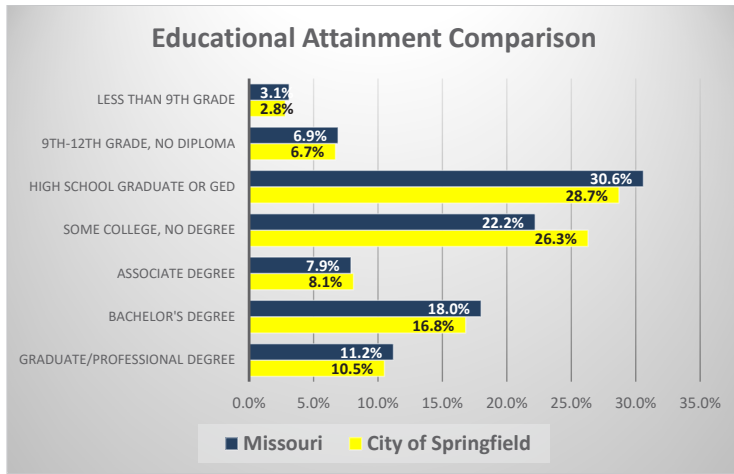
Households with incomes of less than \$25,000 account for 33.1 percent of all City of Springfield households, suggesting a need for affordable and income-based housing. By comparison, 20.9 percent of Missouri households earn less than \$25,000 annually.

Households with annual incomes of \$75,000 to \$99,999 account for just 8.1 percent of all City of Springfield households compared to 12.7 percent for Missouri. These households represent potential demand for move-up for-sale housing, luxury apartments, and retail goods and services.

High-income households with annual incomes of \$100,000 or more account for just 10.5 percent of all City of Springfield households compared to 23.5 percent for Missouri. These high-income households represent potential demand for luxury housing and automobiles, retail goods and services, travel, and entertainment.

## Educational Attainment

Educational attainment levels of a market area’s labor pool are becoming increasingly important in the ability to attract and retain knowledge-based industries as well as the ability to support above average wages. The bar chart below provides a comparison of educational attainment levels between the City of Springfield and State of Missouri as provided by the U.S. Census Bureau.



Educational levels have a direct impact on achievable income levels, retail expenditure patterns, housing values, and the demand for commercial space. The demand for retail space increases as income and retail sales levels rise. The type of retail space is also impacted as high-income households support increased demand for higher valued goods and services. The demand for office space improves at higher educational attainment levels as a larger percentage of residents are more likely to be employed in professional service and medical professions.

When compared to statewide averages, the City of Springfield population is slightly less educated with 35.4 percent of the population attaining a graduate/professional, bachelor’s, or associate’s degree compared to 37.1 percent statewide. Conversely, 38.2 percent of Springfield residents attained a high school diploma or less compared to 40.6 percent of the statewide population. Springfield supports a higher rate of residents attaining some college, but no degree.

A reported 32.4 percent of primary market area residents have attained an associate degree or better, compared to 35.4 percent for Springfield and 37.1 percent for Missouri.

## Major Employers

The table below identifies the largest employers operating in the Springfield MSA as provided by the Springfield Regional Economic Partnership. Government and healthcare are the dominant employers taking the form of healthcare providers, state and federal government agencies, and state and community colleges. With an enrollment of nearly 24,000 students and 2,874 faculty and staff, Missouri State University has a significant impact on the Springfield area economy.

The largest private sector employers include Walmart, Bass Pro Shops/Tracker Marine, Jack Henry & Associates, O’Reilly Auto Parts, Chase Card Services, Expedia, and AT&T. Major manufacturers operating in the Springfield area include EFCO, SRC Holdings, Kraft Heinz Company, Hutchens Industries, and Loren Cook Company. Companies headquartered in the Springfield area include O’Reilly Auto Parts, EFCO, SRC Holdings, Paul Mueller Company, Great Southern Bank, and Positronic Industries.

### Springfield MSA Major Employers

Employer	Industry	# of Employees
CoxHealth	Healthcare	11,669
Mercy Hospital Springfield	Healthcare	10,950
Walmart, Inc.	Retail	5,372
Springfield Public Schools	Education	4,100
State of Missouri	Government	4,018
Bass Pro Shops / Tracker Marine	Retail/Manufacturing	3,341
United States Government	Government	3,005
Missouri State University	Education	2,874
Jack Henry & Associates	Software Development	2,174
O’Reilly Auto Parts (HQ)	Retail/Manufacturing	2,042
Citizens Memorial Healthcare	Healthcare	1,900
City of Springfield	Government	1,655
Ozarks Technical Community College	Education	1,554
EFCO (HQ)	Manufacturing	1,550
SRC Holdings (HQ)	Manufacturing	1,435
Chase Card Services	Financial	1,350
Prime, Inc. (HQ)	Transportation	1,263
The Arc of the Ozarks	Social Assistance	1,035
Lowe’s	Retail	1,010
Kraft Heinz Company	Manufacturing	996

Source: Springfield Regional Economic Partnership.

Springfield’s Partnership for Economic Development has identified several key industries whereby the Springfield area provides a distinct advantage toward or has a high concentration of existing companies. These key industries include: 1) distribution and logistics; 2) advanced manufacturing; 3) call centers and back office; 4) technology and innovation; 5) corporate office; and 6) data center.

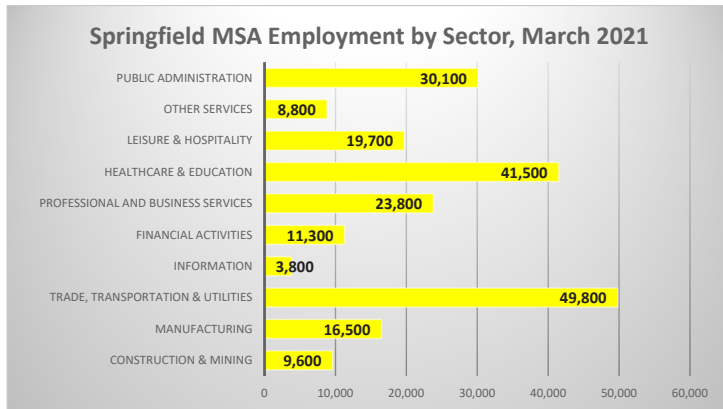
## Employment Trends

Since gains in employment generally fuels growth in population, income, and retail expenditures, job growth is a reliable indicator of general economic conditions and demand for housing and commercial and industrial space. Typically, households prefer to live near work for convenience. Affordable housing costs, reduced commute times, and higher quality of life can also motivate employees to relocate from elsewhere in a metropolitan area to the community where their job exists.

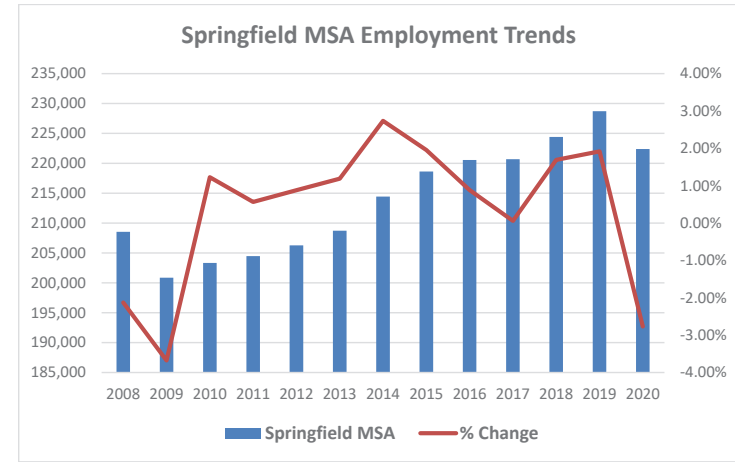
Leading employment sectors in the Springfield MSA include:

1. Trade, Transportation & Utilities
2. Healthcare & Education
3. Public Administration
4. Professional & Business Services
5. Leisure & Hospitality

Compared to statewide averages, the Springfield MSA supports a higher rate of trade, transportation & utilities, and healthcare & education employment. Lagging employment sectors include manufacturing, professional and business services, and leisure & hospitality.

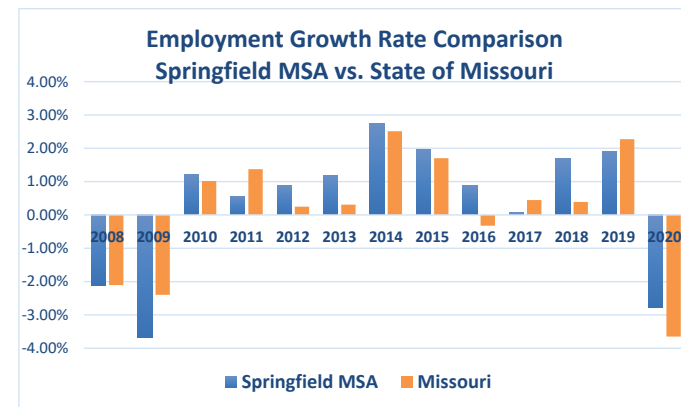


According to the Bureau of Labor Statistics, from 2008 to 2019, the Springfield MSA added 22,611 new jobs, an increase of 11.0 percent. By 2019, total employment reached 228,721 jobs and a healthy unemployment rate of 3.2 percent. Annualized employment levels for the Springfield MSA from 2008 through 2020 are depicted in the bar chart on the following page.



By February 2020, employment in the Springfield MSA totaled 229,752 jobs and an unemployment rate of just 3.3 percent. The COVID-19 pandemic reversed the decade long employment growth with the loss of over 29,500 jobs by April 2020, pushing the unemployment rate to 11.5 percent. By year-end 2020, approximately 96 percent of the lost jobs, or nearly 28,400 jobs, were returned to the Springfield MSA economy.

From 2008 to 2019, the Springfield MSA added 20,192 new jobs, an increase of 9.7 percent. This compares to statewide job growth of 7.7 percent since 2008.



Through 2040, the Springfield MSA is forecast to add approximately 43,500 jobs. Greene County is forecast to add approximately 32,200 jobs through 2040.

The Springfield MSA possesses ample advantages for attracting businesses, jobs, and development activity. The principal economic development benefit assets include a diverse economy with a solid manufacturing and distribution/logistics base; talented and growing labor force; presence of several company headquarters; convenient highway and rail access; availability of shovel-ready building sites and economic incentives; presence of Missouri State University; and low unionization rate. Quality of life advantages include affordable housing costs, quality healthcare system, good schools, ample recreational amenities and average commute time of 22 minutes.

## **Conclusions**

Over the past several decades continued population growth within the Springfield MSA, Greene County, and the City of Springfield has fueled steady urban growth and the development of housing, commercial, and industrial land uses. As the Springfield region continues to grow over the next two decades Springfield is anticipated to experience steady population and job growth, residential and commercial development activity, and increased demands for municipal and transportation services.

By 2040, Greene County is forecast to add approximately 32,200 jobs and 47,000 residents, generating demand for new housing, retail goods and services, eating and drinking establishments, and commercial and industrial space. Stemming from Greene County's continued population growth, Springfield's population is forecast to increase by 15,000 residents by 2040.

Springfield's household composition characteristics support a demographic heavily populated by householders living alone, a higher propensity for attached housing, below average rate of homeownership, and below average retail expenditures for household furnishings, groceries, clothing and accessories, sporting goods, books, and other family-related goods and services.

Springfield's adolescent and young adult population account for 37.5 percent of the Springfield population. These age groups have an above average impact of Springfield's retail industry and are heavy consumers of electronics, eating and drinking places, apparel and accessories, entertainment, and rental housing.

Adults ages 35 to 64 years account for 31.7 percent of Springfield's population and are in their peak spending years particularly for housing, home furnishings, home improvements, clothing, and entertainment.

Despite Springfield's slightly above average educational attainment levels its residents earn far less than the county and statewide mean incomes, which may be influenced by the presence of Missouri State University. Low-income households with incomes of less than \$25,000 account for 33.1 percent of all City of Springfield households while high-income households with annual incomes of \$100,000 or more account for just 10.5 percent of all households.

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Through 2040, the Springfield MSA is forecast to add approximately 43,500 jobs. Greene County is forecast to add approximately 32,200 jobs through 2040.

The primary market area's 2010 Census population of 8,605 residents reached 9,577 residents by July 2019. Much of the population growth was attributed to new multi-family housing.

The primary market area population is heavily influenced by Missouri State University supporting a young population with nearly two-thirds of residents ages 15 to 34 years, compared to 52.6 percent for the City of Springfield and 48.7 percent for Greene County.

The primary market area's median household income of \$27,045 is 25 percent below the median for Springfield and 70 percent below that for Greene County. Over 61 percent of primary market area households earn less than \$25,000 annually.

A reported 32.4 percent of primary market area residents have attained an associate degree or better, compared to 35.4 percent for Springfield and 37.1 percent for Missouri.

## MARKET ANALYSIS

The *Market Analysis* portion of the study evaluated directly competitive retail, professional office, industrial, and housing market trends impacting the 16-block Study Area (“Study Area”). The market trends for each prospective land use were evaluated and the long-term need for additional commercial space, industrial space, and rental housing units was quantified to determine the ability of the Project Area to support feasible real estate development. A site evaluation was conducted to determine the Study Area’s ability to accommodate retail, office, industrial, and multi-family residential development formats and identify prospective development sites.

### Retail Market Analysis

The *Retail Market Analysis* portion of the report evaluates directly competitive retail market trends impacting the Study Area, with the intent of quantifying future demand for commercial space and identifying possible development opportunities.

### Springfield MSA Retail Market Overview

According to the *Springfield, Missouri Retail Market Report* published by CoStar, by year-end 2020 the inventory of retail space within the Springfield MSA totaled 31.5 million square feet. General retail and neighborhood shopping center space accounted for the bulk of the total inventory with 23.2 million square feet and 3.9 million square feet, respectively. Springfield serves as the principal retail hub with 22.9 million square feet, or 73 percent of the MSA retail space inventory. Southeast Springfield has experienced high volumes of new retail construction in recent years and now supports 19.9 percent of the Springfield MSA retail inventory.

#### Springfield MSA Retail Market Conditions; 2020 Q4

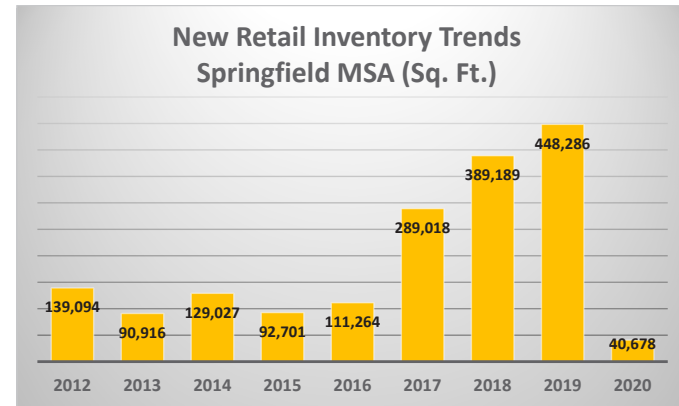
Shopping Center Type	Building Sq. Ft.	Vacancy Rate	Asking Rent	Absorption YTD	Space U/C
Malls	1,864,441	2.5%	\$24.99	7,034	0
Power Center	331,414	3.6%	\$19.07	53,644	0
Neighborhood Center	3,893,806	9.7%	\$11.82	8,373	0
Strip Center	2,178,685	6.5%	\$10.79	-13,482	0
General Retail	23,191,934	2.6%	\$10.76	-53,073	12,384
<b>Totals</b>	<b>31,439,487</b>	<b>3.8%</b>	<b>\$11.83</b>	<b>-4,944</b>	<b>12,384</b>

Source: CoStar.

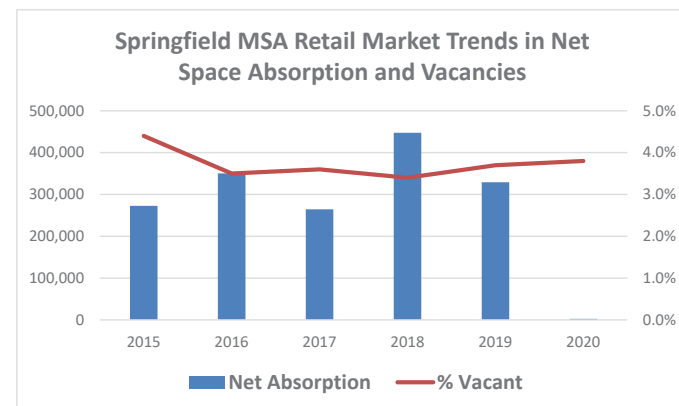
The Springfield MSA supports nearly 68 square feet of occupied retail space per capita compared to 56 square feet per capita for the Kansas City MSA. This above average supportable retail space may be attributed to the region’s strong tourism market and the ability to attract retail spending from visitors and nonresidents.

The Southeast (6.25 million square feet) and Southwest (4.9 million square feet) submarkets support the largest inventories of retail space and have also experienced the Springfield area’s strongest population growth over the past couple decades. Given Springfield’s population base most major big-box retailers operate only one or two stores with the Southeast and Southwest submarkets the preferred locations.

Following roughly 1.13 million square feet of additions from 2017 to 2019, retail construction in the Springfield market slowed dramatically during 2020. During 2020, just 40,678 square feet of new retail space has been completed with 12,384 square feet under construction. Nearly 94 percent of the space delivered since 2017 was occupied as of the fourth quarter 2020.



Occupancies remain healthy despite the increased development from 2017 through 2020. Strong demand drove vacancies down from 4.4 percent in 2015 to 3.4 percent by 2018. Heightened construction and a decline in net absorption yielded a slight increase in the overall vacancy rate to 3.8 percent by year-end 2020.





Throughout the current pandemic retail has been the hardest hit sector. Many retailers either remain closed or only able to operate at partial capacity as the spread of the coronavirus remains a concern. Given the current economic environment new retail construction throughout 2020 within the Springfield MSA came to a near halt. Thus, there is little concern of a pipeline laden with speculative inventory that might add upward pressure on vacancies. The aftermath of the pandemic is expected to be felt throughout 2021 as store closings add to the inventory of vacant space, driving up vacancies and softening average rents.

### Competitive Retail Market

The Project Area is in the CBD-Center City submarket bounded by Commercial Street to the north, Grand Street to the south, National Avenue to the east, and Grant Avenue to the west.

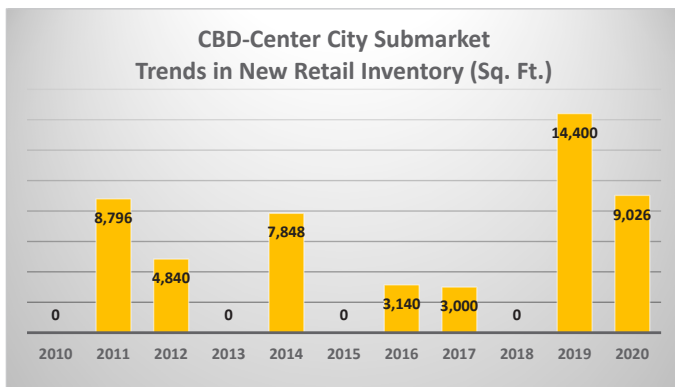
By the fourth quarter 2020 the inventory of retail space within the CBD-Center City submarket totaled 2.65 million square feet. General retail and strip center space accounted for all of the total inventory with 2.64 million square feet and 5,904 square feet, respectively.

#### CBD-Central City Submarket Retail Market Conditions; 2020 Q4

Product Type	Building Sq. Ft.	Vacancy Rate	Asking Rent	Absorption YTD	Space U/C
Strip Center	5,904	35.4%	\$15.00	-2,088	0
General Retail	2,644,433	4.3%	\$10.97	3,787	0
<b>Totals</b>	<b>2,650,337</b>	<b>4.4%</b>	<b>\$10.98</b>	<b>1,699</b>	<b>12,384</b>

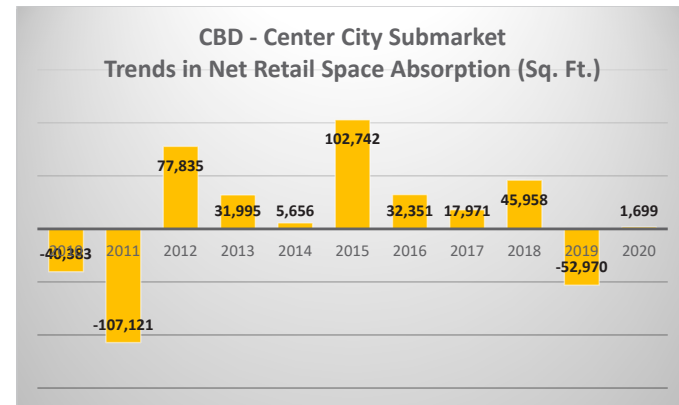
Source: CoStar.

Due to the mature character of the CBD-Center City submarket only 51,050 square feet of retail space has been constructed since 2010. During 2020 a total of 9,026 square feet came online with no retail space currently under construction at year-end.

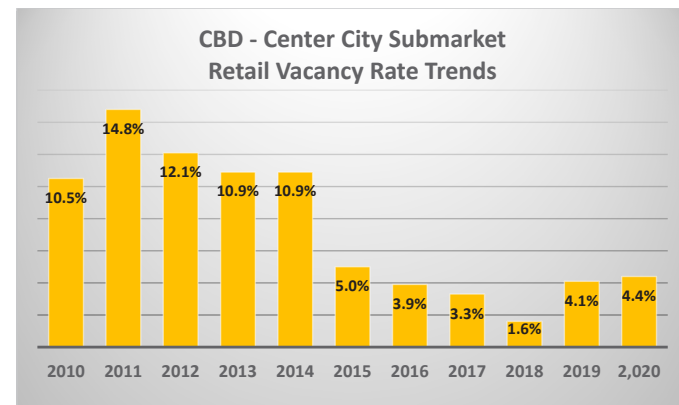


The most recent retail projects to be completed within the CBD-Central City submarket include the 14,400 square foot WestEdge completed in February 2019 at 616 East Madison Street and a 9,026 square foot Dollar General at 529 West Division Street opening in May 2020.

Since 2010, Costar reported 115,733 square feet of retail space was absorbed in the CBD – Center City submarket. Retail space absorption peaked in 2015 with the net occupancy of 102,742 square feet of space. Since 2017, retail space absorption has moderated with negative space absorption of -52,970 reported in 2019 and a net gain of 1,699 square feet year-to-date 2020.



With net space absorption outpacing new construction since 2010, the overall retail vacancy rate for the CBD – Center City submarket declined steadily from a high of 14.8 percent in 2011 to a healthy 1.6 percent by 2018. With a surge in new construction during the past two years, vacancies climbed slightly to 4.1 percent in 2019 and 4.4 percent by the third quarter 2020. Since 2015, the CBD – Center City retail submarket has operated vacancies below market equilibrium.



To provide a more macro perspective of the competitive retail market the Costar database was searched for existing shopping centers and retail buildings that are impactful on the development potential of the Project Area. The competitive retail market was defined as the portion of central Springfield bounded by Chestnut Street to the north, Olive Street to the south, Jefferson Avenue to the east, and Main Avenue to the west. Bank branches, convenience stores, automotive, and fast food and sit-down restaurants were not included in the retail survey.

**Competitive Market Area  
Retail Market Trends; 2010 – 2020**

Year	Inventory Sq. Ft.	Vacancy Rate	Absorption Sq. Ft.	Average Rent
2010	266,711	12.9%	-15,800	\$10.18
2011	266,711	22.8%	-26,541	\$11.17
2012	266,711	18.0%	12,900	\$12.61
2013	266,711	13.1%	13,059	\$12.60
2014	266,711	11.5%	4,189	\$7.70
2015	266,711	9.1%	6,540	\$8.85
2016	266,711	0.2%	23,600	\$8.20
2017	266,711	0.2%	100	
2018	266,711	0.0%	500	
2019	266,711	6.4%	-16,968	
2020 Q3	266,711	9.9%	-9,377	\$10.00

Source: Costar.

The competitive retail market supports 267,811 square feet of retail space. Boonville Avenue serves as the principal retail corridor. Over the past decade no new retail space has been constructed.

Since 2010, net space absorption within the Competitive Market Area has totaled -7,798 square feet of building area. Annual space absorption activity peaked from 2012 through 2016 before a lull in demand marked by negative space absorption during 2019 and 2020.

From 2010 through 2015 the Competitive Market Area operated at vacancies well above market equilibrium. With the net absorption of over 60,000 square feet of retail space from 2012 through 2016 vacancies gradually improved from a high of 22.8 percent in 2011 to a low of 0.2 percent by 2016. Since 2019, negative space absorption produced gains in the overall vacancy rate to a high of 9.9 percent by the fourth quarter 2020.

**Trade Area Capture**

Information about a community’s retail trade area can help assess the ability of local merchants to attract and capture the retail business of residents. The trade area capture (“TAC”) is an estimate of the number of people who shop in the local area during a certain period. TAC assumes that residents will buy goods at the same rate as the state average, and that the only force that causes a variation in spending patterns is income. The formula for calculating TAC is:

$$\text{TAC} = \frac{\text{Community's Actual Retail Sales}}{\text{State Per Capita Sales} \times \text{Community's Per Capita Income} / \text{State Per Capita Income}}$$

If the TAC estimate is larger than the community’s population it suggests: 1) the community is attracting customers outside its boundaries or 2) residents of the community are spending more than the state average. If the estimate is smaller than the community’s population: 1) the community is losing its customers to other regions for retail purchases or 2) residents of the community are spending less than the state average.

According to the U.S. Census Bureau, Springfield’s 2019 population was estimated at 167,051 residents and per capita income of \$27,630. The City of Springfield reported FY 2020 General Fund sales taxes of \$46.99 million, equating to \$4.7 billion in sales and per capita sales of \$28,132.

The U.S. Census estimated the 2019 population for Missouri at 6,137,428 residents and per capita income of \$31,756. Based on data from the Missouri Department of Revenue the state’s per capita retail sales is estimated at \$12,383.

$$\text{Trade Area Capture} = \frac{\$4,699,472,200}{\$12,383 \times (\$27,630 / \$31,756)} = 436,182 \text{ Residents}$$

The City of Springfield’s resident population of 167,051 and estimated TAC of 436,182 residents illustrates the City serves as the retail hub for the Springfield MSA population of 466,978.

**Retail Pull Factor**

Pull factors (“PF”) measure a community’s ability to attract shoppers, residents and non-residents alike, to make retail purchases within the community. A pull factor is a measure of the strength of a community’s retail trade, based on a comparison of local spending in relation to that of a wider geographic area (e.g. the state), with a measure of 1.0 representing a perfect balance. A pull factor greater than 1.0 indicates that the community is pulling in retail sales from beyond its boundaries and the balance of trade is favorable. Alternatively, a pull factor less than 1.0 indicates that the community is not capturing local shoppers and is experiencing retail sales leakage. Pull factors are calculated by dividing the TAC by the community’s population.

Dividing the trade area capture of 436,182 residents by Springfield’s population of 167,051 yields a pull factor of 2.61, indicating that the City captures retail sales at a rate 161 percent above the statewide average. Springfield’s significant trade area capture suggests the city serves as a retail destination for surrounding rural communities within the Springfield MSA.

## Retail Space Demand Estimates

This section of the study provides conservative and optimistic retail space demand estimates from 2020 to 2040 for the City of Springfield.

Supportable retail sales are a function of consumer population and income levels. A trade area's total income is calculated by multiplying the total trade area population by the per capita personal income. Purchasing power, or total sales potential of the trade area, is then quantified by applying average retail expenditures as a percentage of total income.

The U.S. Census Bureau estimated Springfield's 2019 population at 167,051 residents and a per capita income at \$27,630, yielding total personal income of approximately \$4.6 billion. The City of Springfield reported actual taxable retail sales for FY 2020 of \$4.7 billion. The City's current retail pull factor is estimated at 2.61. Based on the *U.S. Census Bureau Annual Retail Trade Survey* and Springfield's per capita income, retail sales levels, and pull factor, retail goods and services sales equate to a spending rate equivalent to approximately 39 percent of total personal income.

By 2040, Springfield's population is forecast to increase by 36,424 new residents. For this analysis per capita income and average retail sales per square foot remained constant. The variable will be Springfield's achievable retail pull factor.

According to CoStar, by year-end 2020 the City of Springfield supported approximately 21.9 million square feet of occupied retail space. Fiscal year 2020 retail sales for the Springfield totaled \$4.7 billion, equating to an average of approximately \$215 per square foot of occupied retail space.

The conservative demand scenario only takes into consideration on the retail sales and space demand generated by the growth in Springfield's population through 2040 and does not take into consideration the pull factor from nonresidents. By 2040, Springfield is forecast to capture new retail sales of \$165.7 million annually and demand for approximately 753,000 square feet of occupied retail space.

Under the optimistic scenario the Springfield's pull factor remains at 2.61 throughout the projection period. By 2040, Springfield is forecast to capture new retail sales of \$285 million, supporting demand for approximately 1.9 million square feet of occupied retail space.

Retail space demand projections for the City of Springfield through 2040 are depicted in the table on the following page.

## Retail Space Demand Projections Springfield, Missouri; 2020 - 2040

Retail Sales Formula	Conservative Scenario	Optimistic Scenario
Residential Population Growth	15,373	15,373
Per Capita Income	\$27,630	\$27,630
Total Gross Personal Income	\$424,755,990	\$424,755,990
% Income Spent on Retail Goods and Services	0.39	0.39
Supportable Goods and Services by City Residents	\$165,654,836	\$165,654,836
City of Springfield Pull Factor	1.00	2.61
Total Supportable Retail Goods & Services Sales	\$165,654,836	\$432,359,122
Average Retail Sales Per Sq. Ft.	\$220	\$220
<b>Supportable Retail Space (Sq. Ft.)</b>	<b>752,977</b>	<b>1,965,269</b>

Source: Canyon Research Southwest, Inc.; May 2021.

## **Site Evaluation**

Retail developers and major retailers evaluate potential sites based on a series of site-specific criteria. Common selection criteria when evaluating prospective development sites include parcel size, visibility and exposure, accessibility, traffic counts, and direct competition. Using these site selection criteria, prospective sites in the Study Area were evaluated for the potential to support future retail development.

Researching prospective retail development sites focused on the principal north-south arterial streets of Boonville Avenue, Campbell Avenue, Main Avenue, and Jefferson Avenue, from Olive Street north to the Chestnut Expressway. While Campbell Avenue and Jefferson Avenue support the highest traffic volumes, as a corridor for future retail development both are classified as secondary arterials that accommodate one-way traffic flows. Boonville Avenue is classified as a primary arterial accommodating two-way traffic.

Six primary sites in the Study Area were evaluated for the potential to support future retail development, including:

1. Northeast corner of Boonville Avenue and Olive Avenue
2. Southwest corner of Boonville Avenue and Water Street
3. Northwest corner of Boonville Avenue and Water Street (Project Area)
4. Northeast corner of Boonville Avenue and Mill Street
5. Southeast corner of Boonville Avenue and Chestnut Street
6. Southwest corner of Boonville Avenue and Chestnut Street

The northeast corner of Boonville Avenue and Olive Avenue is a surface parking lot owned by the City of Springfield. The property totals 1.69 acres. The intersection is controlled by a 4-way stop.

The City of Springfield owns a surface parking lot on the west side of Boonville Avenue between Olive Avenue and Water Street. The property totals 0.81 acres. Both intersections are controlled by a 4-way stop.

The City of Springfield owns a surface parking lot on the west side of Boonville Avenue between Water Street and Mill Street. The property totals 0.0303 acres and is occupied by an 8,160 square foot commercial structure, open space, and sculptures. The property is included in the Project Area. Both intersections are controlled by a 4-way stop.

The northeast corner of Boonville Avenue and Mill Street is a surface parking lot owned by Missouri State University. The property totals 1.0276 acres. The intersection is controlled by a 4-way stop. A 100,000 square foot office building and parking garage are planned for the property.

The southeast corner of Boonville Avenue and Chestnut Street is under multiple ownership, totals 1.5343 acres, and is occupied by multiple commercial structures. The intersection is controlled by a traffic signal. The property affords excellent visibility and exposure onto Chestnut Expressway.

The southwest corner of Boonville Avenue and Chestnut Street is owned by Gannett Missouri Publishing. The 4.88-acre parcel is occupied by a 105,920 square foot building that houses the Springfield News Leader.

## **Parcel Size**

Based on the U.S. Shopping Center Classification and Characteristics published by the International Council of Shopping Centers all six prospective sites within and surrounding the Project Area possess sufficient land area to accommodate development of a variety of shopping center formats, including strip center, freestanding retail building, and ground floor commercial space within a mixed-use development. Anchored shopping center sites suitable for neighborhood and community center formats generally require 10 to 40 acres. Given the Project Area's street grid pattern assembling such large sites is not a viable option.

## **Visibility**

Visibility and exposure have a significant influence on a shopping center's achievable retail sales volumes. All shopping center types should possess major arterial frontage with lifestyle and power centers preferring a freeway or highway location. National and regional big-box retailer, restaurant, convenience store and bank chains also require major arterial frontage.

The two properties at the intersection of Boonville Avenue and Chestnut Street offer superior visibility and exposure via Chestnut Expressway, classified as an expressway. The remaining four prospective sites offer visibility and exposure via Boonville Avenue, classified as a primary arterial.

## **Accessibility**

Strip centers and freestanding building sites rely on an efficient local transportation network that typically includes a mix of major and minor arterial streets. Location at a signalized intersection improves a prospective site's access and exposure.

The two properties at the intersection of Boonville Avenue and Chestnut Street offer superior access via Chestnut Expressway with the intersection controlled by a traffic signal. The remaining four prospective sites offer access via Boonville Avenue, a two-way primary arterial connecting to the downtown square.

## **Traffic Counts**

The vehicular traffic counts on arterial streets that flow past the site are important when evaluating a potential retail development site. Average daily traffic counts reported for 2019 by the Missouri Department of Transportation for arterial streets running adjacent to or near the Project Area are outlined in the table on the following page.

The two properties at the intersection of Boonville Avenue and Chestnut Street offer superior traffic count volumes reported at 13,218 vehicles daily.

The Missouri Department of Transportation did not publish daily traffic volumes along Boonville Avenue. The City of Springfield reported average daily counts on Boonville Avenue south of Central Avenue at 7,304 vehicles.

### Project Area Traffic Count Volumes

Street	Section	Daily Counts
Chestnut Expressway	Boonville Avenue	13,218
	Main Avenue	13,961
Campbell Avenue	South of Chestnut Street	7,384
Main Avenue	South of Chestnut Street	614
	Olive Street	1,326
Jefferson Avenue	South of Chestnut Street	3,238
	Olive Avenue to Water Street	5,645

Source: MoDOT.

### Competition

The competitive retail market bounded by Chestnut Street to the north, Olive Street to the south, Jefferson Avenue to the east, and Main Avenue to the west supports 266,711 square feet of retail space. Boonville Avenue serves as the principal retail corridor. Freestanding commercial buildings are the principal retail format within the competitive market area.

### Conclusions

The two properties at the intersection of Boonville Avenue and Chestnut Street are gateway locations offering superior site characteristics to support retail development, including access, visibility, and exposure. The land area for both parcels is sufficient to support a strip center or outparcels capable of accommodating sit-down and fast food restaurants, bank branches, automotive uses, and shop space. Both properties are also capable of supporting mixed-use development including ground floor commercial space.

The two prospective retail sites at Boonville and Olive Avenues offer access, visibility, and exposure via Boonville Avenue. Their proximity to the downtown square provides the potential for mixed-use development with ground floor retail space along the Boonville Avenue frontage.

The Vecino Group property at the northeast corner of Boonville Avenue and Mill Street is best suited for development of the planned office building and parking garage. Retail use of the property is not recommended.

The site at the northeast corner of Boonville Avenue and Water Street consists of 0.303 acres and is the eastern most portion of the Project Area. Given its visibility and exposure, this site is the Project Area’s superior location for commercial development. Potential retail uses include a small food and beverage outlet with outdoor seating or a sit-down restaurant with both indoor and patio seating.

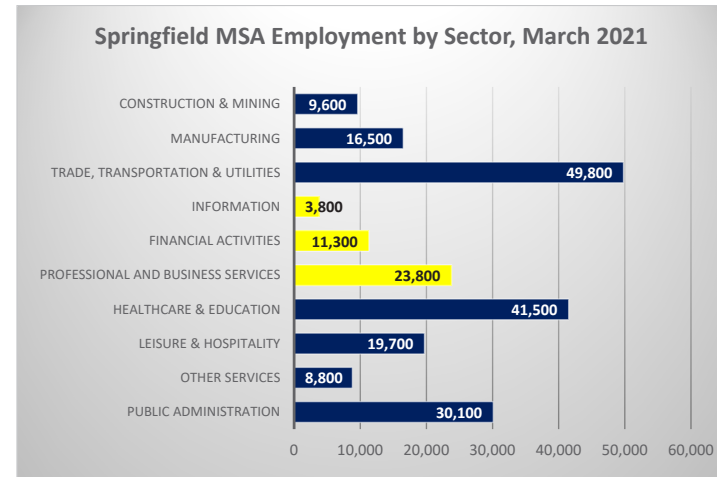
## Office Market Analysis

This section of the study evaluates directly competitive office market conditions impacting the Project Area by identifying competitive office market trends, forecasting long-term office space demand, and evaluating prospective development sites. The goal is to identify future office building development opportunities within the Study Area.

### Employment-Related Business Mix

Office-related employment is defined as the FIRE and information, professional services and business services sectors. In the bar chart below office-related sectors are highlighted in “yellow”. Office-related employment in the Springfield MSA is experiencing robust growth, sustained by job gains in the professional and business services and information sectors.

According to the Bureau of Labor Statistics, as of March 2021 office-related employment in the Springfield MSA totaled 38,900 jobs. Office-related employment accounts for 18.1 percent of region’s total employment. By comparison, office-related jobs account for 20.1 percent of employment in Missouri. At an average space requirement of 200 to 225 square feet per employee, current employment levels can support approximately 7.8 million to 8.8 million square feet of occupied professional office space.



## Springfield MSA Office Market Overview

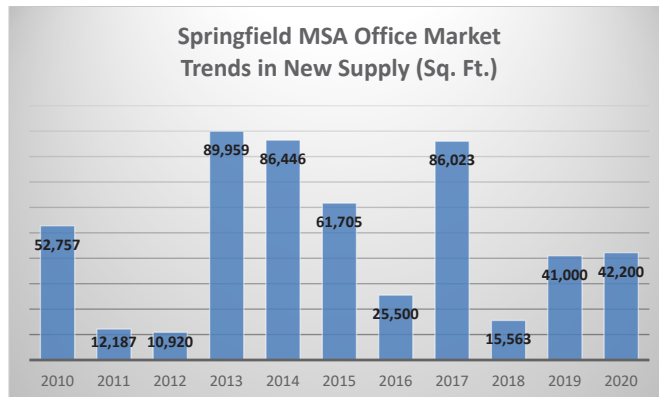
According to the *Office Market Report* published by CoStar, by the fourth quarter 2020 the inventory of office space within the Springfield MSA totaled 13.9 million square feet, of which 12.6 million square feet is in the City of Springfield. Class A space totals just 1.6 million square feet of space operating at an average rent of \$22.92 per square foot and 5.6 percent vacancy rate. Class B office properties total 5.0 million square feet of leasable space operating at an overall vacancy rate of 2.1 percent and an average rental rate of \$19.19 per square foot. As of the fourth quarter 2020, a total of 140,247 square feet of office space was under construction within the Springfield MSA, consisting of 129,341 square feet of Class A space and 10,906 square feet of Class B space.

Springfield MSA Office Market Trends; 2020 Q4

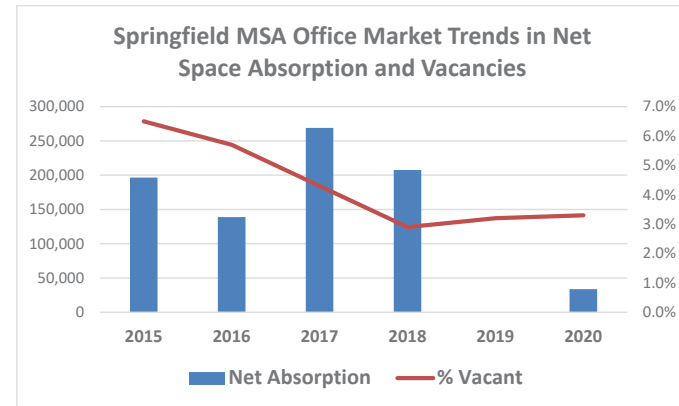
Property Class	Building Sq. Ft.	Vacancy Rate	Average Rent	Absorption YTD	Space U/C
Class A	1,600,663	5.6%	\$22.92	11,460	129,341
Class B	5,039,523	2.1%	\$19.19	83,207	10,906
Class C	7,245,776	3.5%	\$15.93	-60,915	0
<b>Totals</b>	<b>13,885,962</b>	<b>3.3%</b>	<b>\$17.97</b>	<b>21,620</b>	<b>140,247</b>

Source: Costar.

Over the past decade the inventory of office space in the Springfield market grew by approximately 524,000 square feet, peaking from 2013 and 2015 with the addition of over 238,000 square feet of space. New office construction has been modest since 2018 with 98,763 square feet coming online. The healthy occupancy levels and rent escalations has prompted a slight upswing in new construction with 140,247 square feet of space is now under construction.

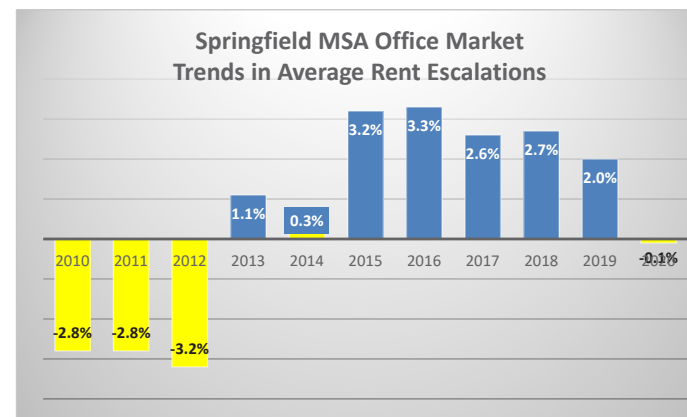


Since 2015, the Springfield MSA has absorbed approximately 846,000 square feet of net office space with 272,000 square feet in new inventory reported. As a result of these market dynamics the overall vacancy rate has gradually improved from 6.5 percent in 2015 to 3.3 percent by the fourth quarter 2020. With 140,247 square feet of new space is currently under construction within the Springfield MSA and demand weakening, vacancies are forecast increase as the space comes online.



During the national recession the average rent for the Springfield MSA office market declined from 2009 to 2012. Since that time, strong demand and improving vacancy trends have produced a steady upward trend in rents, increasing from a low of \$14.85 per square foot in 2012 to \$17.38 per square foot by the third quarter 2020. Rent escalations peaked from 2015 to 2019 with annual growth range from a healthy 2.0 percent to 3.4 percent.

The pandemic and associated business disruptions and weakening space demand have softened rents through the fourth quarter 2020 with the average rent declining 0.1 percent for the year.



Over the past decade, strong office-employment growth in the Springfield MSA has fueled heightened office space demand, falling vacancies, and escalating rents. The coronavirus has had a minimal impact on market performance. Healthcare has driven much of the leasing activity and growth in space inventory this cycle. Most new construction over the past decade has been build-to-suit with modest levels of speculative development. Recent office construction activity has occurred predominantly in the Southeast and Medical Mile submarkets.

As of the first quarter 2021, the largest submarkets in terms of inventory were the Northeast (2.9 million SF), Southeast (2.8 million SF), CBD/Center City (2.3 million SF), and Medical Mile (1.99 million SF). Over the past twelve months the Springfield MSA has absorbed 51,215 square feet of office space, led by the Southwest (51,547 SF) and Southeast (17,767 SF) submarkets. All twelve submarkets are operating at healthy vacancies under 6.0 percent.

The Springfield CDB office market consists of 119 buildings totaling 2.3 million square feet of leasable space. Over the past twelve months, the CBD recorded absorption of -20,161 square feet of space pushing the vacancy rate to 5.5 percent.

The Medical Mile north of the CBD supports 1.99 million square feet of office space operating at a healthy occupancy rate of 2.3 percent and a metro high average rent of \$19.60 per square foot.

Northeast Springfield ranks as the region’s largest office submarket supporting 2.9 million square feet of space. Northeast Springfield is operating at a healthy vacancy rate of 1.9 percent.

Southeast Springfield supports 2.8 million square feet of office space. Over the past twelve months net absorption of 17,767 square feet of space has reduce the overall vacancy rate to 3.3 percent. A 40,000 square foot office building is under construction.

### Springfield MSA Submarkets Office Market Trends; 2021 Q1

Submarket	# of Buildings	Sq. Ft. (000's)	Vacancy Rate	Average Rent	12 Month Absorption	U/C Sq. Ft.
CBD/Center City	119	2,306	5.5%	\$17.88	-20,161	89,000
Medical Mile	99	1,990	2.3%	\$19.60	293	0
Northeast Springfield	184	2,932	1.9%	\$16.23	-1,483	0
Northwest Springfield	87	877	5.3%	\$16.91	3,779	0
Southeast Springfield	227	2,806	3.3%	\$18.89	17,767	40,000
Southwest Springfield	125	1,724	2.5%	\$18.76	51,547	
Outlying Greene County	50	225	2.6%	\$18.52	1,826	11,000
East Christian County	38	184	0.3%	\$17.71	6,988	0
West Christian County	51	445	4.0%	\$16.88	-11,197	0
Dallas County	13	28		\$16.69	0	0
Polk County	33	210		\$16.78	0	0
Webster County	29	148	0.7%	\$17.86	1,860	0
<b>Totals</b>	<b>1,055</b>	<b>13,886</b>	<b>3.1%</b>	<b>\$17.99</b>	<b>51,215</b>	<b>140,000</b>

Source: CoStar.

## Competitive Office Market

The Project Area is located within the CBD/Center City submarket. The CBD/Center City submarket maintains nearly 2.3 million square feet of office space, equating to 16.9 percent of the Springfield MSA total. Class A space totals just 380,737 square feet of space operating at an average rent of \$23.13 per square foot and 20.6 percent vacancy rate. Class B office properties total 1.26 million square feet of leasable space operating at a healthy vacancy rate of 1.6 percent and an average rental rate of \$18.32 per square foot.

### CBD/Center City Submarket Office Market Trends; 2021 Q1

Property Class	Building Sq. Ft.	Vacancy Rate	Average Rent	Absorption YTD	Space U/C
Class A	380,737	20.6%	\$23.13	0	89,341
Class B	1,257,077	1.6%	\$18.32	722	0
Class C	661,123	4.5%	\$14.02	2,400	0
<b>Totals</b>	<b>2,305,562</b>	<b>5.5%</b>	<b>\$17.88</b>	<b>3,122</b>	<b>89,341</b>

Source: Costar.

The Jordan Valley Innovation Center (JVIC) and efactory operated by Missouri State University just north of the Project Area have a significant economic impact on the surrounding neighborhood and the potential to support related development activity. Collectively, the two facilities house approximately 50 companies with over 200 employees.

The efactory is located inside the Robert W. Plaster Free Enterprise Center at 405 North Jefferson Avenue. The efactory consists of a 70,000 square foot co-work and business resource center and a 50,000 square foot cooperative research center. From office space for startups to corporate innovation for major employers, efactory programs facilitate business growth and economic development. Over the past two years the efactory has been fully leased. Stemming from the impacts of the pandemic on businesses, the efactory is now 90 percent occupied.

The JVIC located just one block north of the Project Area is a 75,000 square foot state-of-the-art facility is a place for university researchers and corporate partners to conduct collaborative research and development with corporate partners. The capabilities of the center include applied research in nanotechnology, bio-materials, advanced technologies, genomics/proteomics, bio-systems, software engineering, and medical material device and instrument technologies.

Missouri State University is planning a 30,000 square foot expansion of the JVIC. Site demolition is complete with construction scheduled to commence by early 2021. The first two floors of the 3-story building are pre-leased.

The Vecino Group has plans to construct a 100,000 square foot office building and a 400-space parking garage immediately south of the Jordan Valley Innovation Center at the northeast corner

of Boonville Avenue and Mill Street. The project is currently on hold. The JVIC and the Vecino Group's planned development are illustrated below.



To provide a historic perspective of the CBD/Center City submarket operating results since 2010 are summarized in the table below, including trends in space inventory, vacancies, net absorption, and rents.

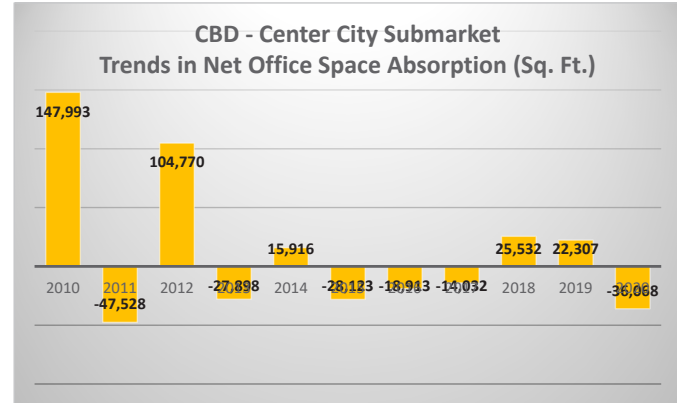
**CBD/Center City Submarket  
Office Market Trends; 2010 – 2020**

Year	Inventory Sq. Ft.	Vacancy Rate	Absorption Sq. Ft.	Average Rent
2010	2,394,095	9.0%	147,993	\$16.23
2011	2,394,095	11.0%	-47,528	\$15.90
2012	2,405,015	7.0%	104,770	\$15.54
2013	2,405,015	8.2%	-27,898	\$15.79
2014	2,305,562	5.4%	15,916	\$15.99
2015	2,305,562	6.6%	-28,123	\$16.44
2016	2,305,562	7.4%	-18,913	\$16.65
2017	2,305,562	8.0%	-14,032	\$17.04
2018	2,305,562	5.1%	25,532	\$17.45
2019	2,305,562	4.1%	22,307	\$17.81
2020	2,305,562	5.7%	-36,068	\$17.85

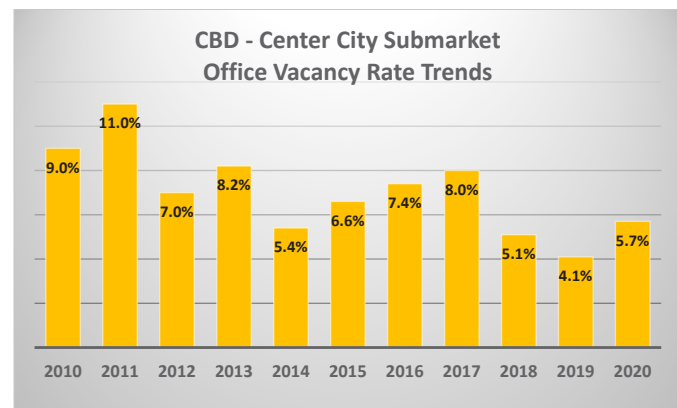
Source: Costar.

Over the past decade no new office inventory has been added to the CBD-Center City submarket and by year-end 2020 the supply totaled 2.3 million square feet of space with 89,341 square feet of space under construction.

Since 2010, nearly 144,000 square feet of office space was absorbed in the CBD – Center City submarket. Office space absorption peaked from 2010 to 2012 with the net occupancy of 205,235 square feet of space. Since 2013, negative office space absorption was reported five of the eight years with a net loss of 61,279 square feet of occupied space through 2020. Positive space absorption of nearly 48,000 square feet occurred in 2018 and 2019.



Throughout the past decade the overall office vacancy rate for the CBD – Center City submarket was volatile, peaking in 2011 at 11.0 percent before declining to a low of 5.4 percent in 2014. Vacancies again began to climb reaching a high of 8.0 percent in 2017. With strong absorption in 2018 and 2019 the vacancy rate dropped to a healthy 4.1 percent. Through the third quarter 2020 negative absorption of 36,068 square feet pushed the vacancy rate up to 5.7 percent.





## Forecast Space Demand

Professional office space demand projections for both the Springfield MSA and City of Springfield through the year 2040 provide an understanding of the level of potential market demand supportable surrounding the Project Area.

The demand for professional office space is closely correlated with expansion in office space using employment sectors. Future demand for professional office space was forecast utilizing an occupational employment-driven model. This model was designed using the variables of increased employment in categories of economic activity typically associated with demand for office space and average space requirements per employee. A share of regional demand is assigned to the submarket (and specific project) based on location, competition, access, project scale, etc.

According to the Bureau of Labor Statistics, by October 2020 office-related employment in the Springfield MSA totaled 39,300 jobs in the financial services, information, and professional and business services sectors. Collectively, these sectors account for 18.4 percent of the Springfield region's total employment. As of third quarter 2020, the Springfield MSA maintained approximately 13.3 million square feet of occupied office space, or 338 square feet per job. Since 2010, the Springfield MSA absorbed approximately 1.57 million square feet of office space.

Through 2040, job growth in the Springfield MSA is projected to increase at an average annual rate of approximately 1.0 percent for the first decade and 0.8 percent for the second decade, yielding an estimated 43,536 new jobs. Office-related employment is forecast to account for 18 to 20 percent of total job growth, or 7,837 to 8,707 new jobs.

The Springfield MSA office market currently supports approximately 338 square feet of occupied space per office-related job. Office space demand created by the future growth in office-related employment was forecast by applying the high end of the standard job creation ratios published by NAIOP of 1.0 job per 225 square feet of office space that accounts for both owner-occupied and speculative office space. From 2020 through 2040, office-related job growth in the Springfield MSA is projected to support the need for approximately 1.76 million square feet to 1.96 million square feet of owner-occupied and speculative office space.

The Springfield MSA office market is currently operating at a below market equilibrium vacancy rate of 3.3 percent. Therefore, if the future supply of new office space in the Springfield MSA operates at an equilibrium vacancy of 7.0 percent an estimated 2.44 million square feet to 2.65 million square feet of office space will need to be constructed by 2040.

As of the fourth quarter 2020, Green County maintains 92.8 percent of the Springfield MSA inventory of office space. Through 2040, Greene County is estimated to capture approximately 90 percent of the Springfield MSA new office space demand and construction, equating to approximately 2.2 million square feet to 2.4 million square feet of newly constructed space.

The City of Springfield maintains 12.54 million square feet of office space, equating to 98.5 percent of the Greene County total. Through 2040, the City of Springfield is forecast to capture 95 percent of the Greene County office space demand, equating to approximately 2.1 million to 2.3 million square feet newly constructed space at market equilibrium.

As of year-end 2020, the CBD/Center City submarket supported 2.3 million square feet of office space operating at an overall vacancy rate of 5.7 percent with 130,975 square feet of unoccupied space. The CBD/Center City submarket supports 16.6 percent of the Springfield MSA inventory of office space. Since 2010, the CBD/Center City submarket has absorbed approximately 144,000 square feet of office space, equating to 8.9 percent of the metro-wide total. Through 2040, the CBD/Center City submarket is forecast to capture approximately 7.5 percent of the Springfield office space demand, equating to approximately 157,000 to 170,000 square feet of space.

### **Forecast Professional Office Space Demand Springfield, Missouri MSA; 2020 to 2040**

	Moderate Scenario	Optimistic Scenario
<b>Springfield, Missouri MSA</b>		
Office-Based Employment Growth	7,837	8,707
Net Office Space Demand 2020-2040 (Sq. Ft.)	1,763,228	1,959,142
New Space Needed by 2040 @ Market Equilibrium (Sq. Ft.)	2,441,935	2,652,595
<b>Greene County, Missouri</b>		
New Space Needed @ Market Equilibrium (Sq. Ft.)	2,197,742	2,387,336
<b>City of Springfield, Missouri</b>		
New Space Needed @ Market Equilibrium (Sq. Ft.)	2,087,855	2,267,969
<b>CBD/Center City Submarket</b>		
New Space Needed @ Market Equilibrium (Sq. Ft.)	156,589	170,098

## Site Evaluation

A feasible professional office building development site possesses the following characteristics: location within an established office market, excellent access and exposure; appropriate parcel size and shape; availability to a large and diverse labor pool; and compatibility with surrounding land uses. Suburban office development tends to gravitate to convenient freeway locations and/or mixed-use environments that provide the needed support services (i.e., restaurants, retail goods, lodging and entertainment) and prestigious business image. Using these site selection criteria, prospective sites in and surrounding the Project Area were evaluated for the potential to support future professional office development.

Researching prospective professional office development sites focused on the area bounded by the Chestnut Expressway to the north, Olive Avenue to the south, Jefferson Avenue to the east, and Main Avenue to the west (“Study Area”).

Ten primary sites within the Study Area were evaluated for the potential to support future professional office development, including:

1. Northeast corner of Boonville Avenue and Olive Avenue
2. Southwest corner of Boonville Avenue and Water Street
3. Southeast corner of Campbell Avenue and Water Street
4. Southwest corner of Campbell Avenue and Water Street
5. Northeast corner of Boonville Avenue and Mill Street
6. Southeast corner of Boonville Avenue and Chestnut Street
7. Southwest corner of Boonville Avenue and Chestnut Street
8. Southwest corner of Jefferson Avenue and Tampa Street
9. Northeast corner of Campbell Avenue and Phelps Street
10. Northwest corner of Campbell Avenue and Mill Street

All the prospective office development sites are located within the Springfield CBD office submarket and offer convenient access to support services such as lodging and restaurants.

The northeast corner of Boonville Avenue and Olive Avenue is a surface parking lot owned by the City of Springfield. The property totals 1.69 acres. The intersection is controlled by a 4-way stop. As a prospective office development site, the property benefits from its location one block from both the downtown square and Project Area, good access and exposure, sufficient parcel size and dimensions, and potential to support ground floor retail space. The parcel size may be sufficient to accommodate on-site parking. Public surface and structured parking is available one block to the west.

The City of Springfield owns a surface parking lot on the west side of Boonville Avenue between Olive Avenue and Water Street. The property totals 0.81 acres. Both intersections are controlled by a 4-way stop. Favorable site characteristics include its location one block from the downtown square and immediately south of the Project Area, good access, excellent exposure, and potential to support ground floor retail space. The site is long and narrow with only 100 feet of frontage onto Olive Avenue and 110 feet onto Mill Street. The small parcel size may restrict the ability to accommodate sufficient on-site parking. Public surface and structured parking are available one block to the west.

The property on the east side of Campbell Avenue between Water Street and Olive Avenue totals 1.5708 acres under two ownership entities. The Advocates for Healthy Community own the 0.5281-acre parcel on the north side of the site occupied by an 18,248 square foot commercial building and surface park while the Public Building Corporations owns the 0.9247 acres to the south that is currently operated as a public parking lot. As a prospective office development site, the property benefits from its location one block from the downtown square and immediately south of the Project Area, good access, excellent exposure, proximity to a public parking garage, and sufficient land area to support mixed-use development.

An approximately 2.0-acre vacant parcel at the southwest corner of Campbell Avenue and Water Street is a brownfield site that may be encumbered by development restrictions. As a prospective office development site, the property benefits from its location one block from the downtown square and immediately south of the Project Area, good access, excellent exposure, proximity to a public parking garage, and sufficient land area to support mixed-use development.

The northeast corner of Boonville Avenue and Mill Street is a 1.0276-acre surface parking lot owned by Missouri State University. The Vecino Group has plans to develop a 100,000 square foot office building and parking garage on the property. Favorable site characteristics include proximity to the Jordan Valley Innovation Center and Brick City, ability to support on-site structured parking, sufficient parcel size and dimensions, adequate access and exposure, and convenient access to the Project Area. This parcel is a premier office development site.

The southeast corner of Boonville Avenue and Chestnut Street is under multiple ownership, totals 1.5343 acres, and is occupied by multiple commercial structures. The intersection is controlled by a traffic signal. The property is a gateway location affording excellent access, visibility, and exposure onto Chestnut Expressway. The principal site deficiencies include the distance from the core of the Springfield CBD and the need to assemble the entire property.

The southwest corner of Boonville Avenue and Chestnut Street is owned by Gannett Missouri Publishing. The 4.88-acre parcel is occupied by a 105,920 square foot building that houses the Springfield News Leader. The property is currently on the market for sale at an asking price of \$3.7 million, or \$35 per square. The property is a gateway location affording excellent access, visibility, and exposure onto Chestnut Expressway. The property size, dimensions, and exposure offer the potential to support mixed-use development. The property’s single ownership eliminates the need for assemblage. The principal site deficiencies as a potential office location include the distance from the core of the Springfield CBD and the project’s size and cost would likely require the participation of a major, well-funded developer.

Missouri State University owns a 1.32-acre vacant parcel on the south side of Tampa Street between Jefferson and Robberson Avenues. The far eastern portion of the site is impacted by a flood plain. The Jordan Valley Innovation Center is located west of the property with Stove Works Lofts and efactory to the immediate south. The site offers sufficient size and visibility. Site limitations include only 90 feet of frontage onto Jefferson Avenue and the status of Jefferson Avenue as a one-way southbound street. Missouri State University plans to construct a temporary surface parking lot on the property.

A vacant parcel and parking lot occupy 1.41 acres on the east side of Campbell Avenue between Phelps and Tampa Streets. The Advocates for Healthy Community Inc. own the 1.019-acre vacant parcel at the southeast corner of Campbell Avenue and Tampa Street while Positronic Industries

owns the 0.3926-acre parking lot at the northeast corner of Campbell Avenue and Phelps Street. The site offers sufficient size, dimensions, and visibility. Site limitations include a flood plain impacts the parking lot portion of the site, distance from the downtown core, status of Campbell Avenue as a one-way northbound street, and the predominant industrial character of surrounding properties.

Missouri State University and Positronic Industries own several commercial properties on the west side of Campbell Avenue between Mill Street and Phelps Street totaling 2.2 acres. The western half of the city block is controlled by City Utilities. The Project Area is located immediately to the south with Brick City to the east. Missouri State University controls three properties on the north side of Mill Street totaling 0.9643 acres occupied by 62,816 square feet of building area. Positronic owns a 1.2318-acre property on the south side of Phelps Street occupied by a 63,023 square foot building used for storage. The property benefits from its proximity to Brick City and the Project Area, good access and exposure, and sufficient parcel size and dimensions. The principal site constraint is the adjacent City Utilities property. The portion of the City Utilities property fronting onto Mill Street could be incorporated into the development site.

**Conclusions**

Of the ten prospective development sites evaluated within the Study Area, five were deemed to be suitable future office development sites, including:

1. Northeast corner of Boonville Avenue and Olive Avenue
2. Southwest corner of Boonville Avenue and Water Street
3. Southeast corner of Campbell Avenue and Water Street
4. Northeast corner of Boonville Avenue and Mill Street
5. Northwest corner of Campbell Avenue and Mill Street

The northeast corner of Boonville Avenue and Mills Street is considered the premier development site planned for 100,000 square feet of office space and a 400-space parking garage.

The northeast corner of Boonville and Olive Avenues are southeast corner of Campbell Avenue and Water Street also both excellent office sites offering proximity to both the Project Area and downtown square as well as the ability to support high-density development. The property at the southwest corner of Boonville Avenue and Mill Street also offers the same locational advantage, but its size and dimensions may cause site plan design challenges. All three parcels offer the potential to support mixed-use development with ground floor retail space.

The property at the northwest corner of Campbell Avenue and Mill Street while located immediately north of the Project Area is viewed as the a long-term development site due to its more peripheral location off Boonville Avenue and the presence of the City Utilities property.

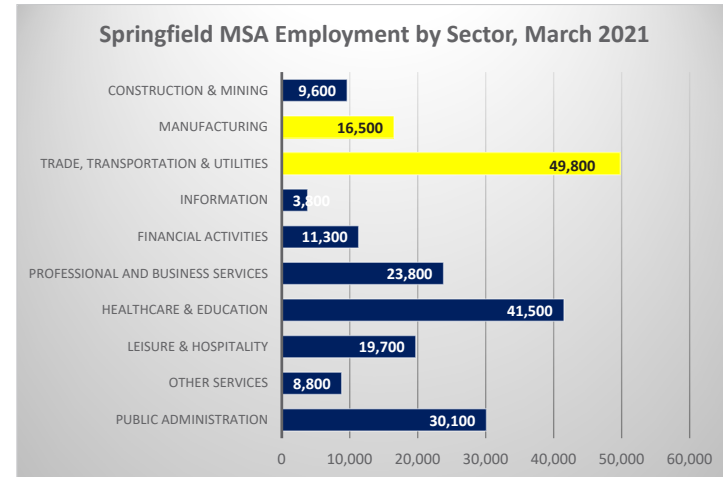
**Industrial Market Analysis**

This section of the study evaluates directly competitive industrial market conditions impacting the Study Area by identifying competitive industrial market trends, forecasting long-term industrial space demand, and evaluating prospective development sites. The goal is to identify future industrial building development opportunities within the Study Area.

**Employment-Related Business Mix**

Industrial-related employment is defined as the manufacturing and wholesale trade & transportation sectors. In the bar chart below industrial-related sectors are highlighted in “yellow”.

According to the Bureau of Labor Statistics, as of March 2021, industrial-related employment in the Springfield MSA currently totals 66,300 job, or 30.9 percent of region’s total employment. By comparison, industrial-related jobs account for 26.8 percent of employment in Missouri. At an average space need of 400 to 500 square feet per employee, current employment levels can support approximately 26.5 million to 33.2 million square feet of occupied industrial space.



## Springfield MSA Industrial Market Overview

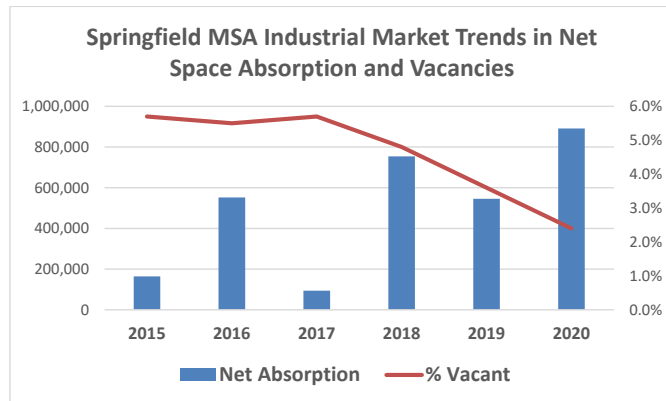
According to the *Industrial Market Report* published by CoStar, by the fourth quarter 2020 the Springfield MSA industrial market supported 41.6 million square feet of space. Springfield's centralized location offering connectivity throughout the country via major highways and rail lines makes it easy and affordable to move goods. Therefore, warehouse space accounts for nearly three-quarters of the region's industrial space, or over 27.3 million square feet. The remainder of the region's industrial inventory includes 12.5 million square feet of specialized industrial space and 1.78 million square feet of flex space. Increased demand for e-commerce, accelerated by the coronavirus pandemic, has increased the demand for warehouse space in the Springfield market with 890,941 square feet of space absorbed during 2020.

### Springfield MSA Industrial Market Conditions; 2020 Q4

Property Class	Building Sq. Ft.	Vacancy Rate	Average Rent	Absorption 2020	Space U/C
Warehouse	27,314,087	3.1%	\$5.17	730,303	584,984
Specialized Industrial	12,483,288	1.1%	\$5.60	126,932	0
Flex	1,777,636	0.6%	\$6.66	33,706	0
<b>Totals,</b>	<b>41,575,011</b>	<b>2.4%</b>	<b>\$5.36</b>	<b>890,941</b>	<b>335,234</b>

Source: CoStar,.

From 2015 to 2020, the Springfield MSA industrial market absorbed over 3.0 million square feet of space with new supply totaling 1.75 million square feet and 584,984 square feet under construction. With demand outpacing new supply over the past five years has yielded a steady decline in the vacancy rate to just 2.4 percent by year-end 2020. Despite the pending new supply, vacancies are expected to remain healthy throughout 2021.



Logistics growth continues to be a strong demand driver in the Springfield market, which had the strongest occupancies of the past eight years in late 2020. Currently, 584,984 square feet of warehouse space is under construction. During 2019, much of the warehouse expansion was in and around Springfield Underground, which contains nearly a third of the overall inventory. Most of the industrial space built during the recent expansion was build-to-suit, and a handful of new properties have been leased to national tenants such as FedEx and John Deere.

The Springfield MSA industrial market consists of twelve submarkets. As of the first quarter 2021, the largest inventory of existing industrial space in the Springfield MSA is concentrated in the northern portion of Springfield along highway corridors with the Northeast and Northwest submarkets together supporting 28.7 million square feet of space. Over the past twelve months all submarkets supported positive net space absorption, led by Northeast Springfield with 560,624 square feet and Polk County with 105,683 square feet.

### Springfield MSA Submarkets Industrial Market Trends; 2021 Q1

Submarket	# of Buildings	Sq. Ft. (000's)	Vacancy Rate	Average Rent	12 Month Absorption	U/C Sq. Ft.
CBD/Center City	78	1,780	11.9%	\$5.57	-34,203	0
Medical Mile	1	9		\$9.18	0	0
Northeast Springfield	493	22,660	1.9%	\$5.78	560,624	279,000
Northwest Springfield	251	6,086	1.7%	\$4.60	7,182	110,000
Southeast Springfield	5	108		\$5.07	0	0
Southwest Springfield	92	3,475	2.2%	\$5.49	12,998	0
Outlying Greene County	94	2,518	1.6%	\$4.81	17,510	160,000
East Christian County	44	987		\$4.79	0	0
West Christian County	188	2,040	1.3%	\$5.68	12,997	0
Dallas County	18	225		\$4.49	0	0
Polk County	44	867		\$3.86	105,683	0
Webster County	54	818	18.4%	\$4.06	-5,366	36,000
<b>Totals</b>	<b>1,362</b>	<b>41,573</b>	<b>2.4%</b>	<b>\$5.36</b>	<b>677,425</b>	<b>585,000</b>

Source: CoStar.

During 2020, the 506,087 square feet of new industrial space in the Springfield market was met with net absorption totaling 890,941 square feet, yielding drop in the overall vacancy rate from 3.6 percent at year-end 2019 to just 2.4 percent by year-end 2020. During 2021, the Springfield industrial market is forecast to remain healthy as demand for warehouse space will remain high and much of the 506,087 square feet of space under construction expected to be leased by year-end. The constrained supply of available space should fuel strong growth in rents.

## Competitive Industrial Market

The Project Area is located within the CBD/Center City submarket. By the first quarter 2021, the CBD/Center City submarket totaled 1.78 million square feet of industrial space, or 4.3 percent of the metro total. Warehouse space accounts for nearly two-thirds of the submarket’s total inventory of industrial space, equating to 1.18 million square feet. The overall vacancy rate stands at 7.9 percent.

**CBD/Center City Submarket  
Industrial Market Conditions; 2021 Q1**

Property Class	Building Sq. Ft.	Vacancy Rate	Average Rent	Absorption 2020 YTD	Space U/C
Warehouse	1,175,746	11.9%	\$4.19	-36,350	0
Specialized Industrial	511,315	0.0%	\$5.20	0	0
Flex	93,343	0.0%	\$5.97	0	0
<b>Totals,</b>	<b>1,780,404</b>	<b>7.9%</b>	<b>\$4.57</b>	<b>-36,350</b>	<b>0</b>

Source: Costar.,

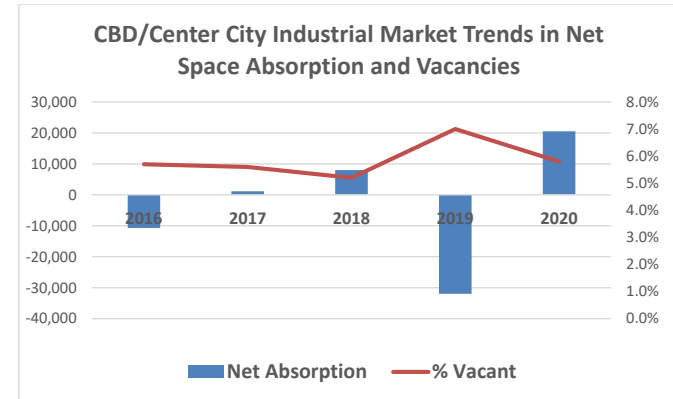
To provide a historic perspective of the CBD/Center City submarket operating results since 2010 are summarized in the table below, including trends in space inventory, vacancies, net absorption, and rents.

**CBD/Center City Submarket  
Industrial Market Trends; 2010 – 2020**

Year	Inventory Sq. Ft.	Vacancy Rate	Absorption Sq. Ft.	Average Rent
2010	1,873,081	5.1%	97,062	\$3.61
2011	1,873,081	3.2%	36,900	\$3.58
2012	1,873,081	7.9%	-87,980	\$3.62
2013	1,873,081	4.7%	59,666	\$3.67
2014	1,873,081	3.2%	81,446	\$3.75
2015	1,795,121	5.1%	-85,160	\$3.89
2016	1,795,121	5.7%	-10,700	\$4.01
2017	1,795,121	5.6%	1,151	\$4.16
2018	1,780,404	5.2%	8,000	\$4.31
2019	1,780,404	7.0%	-31,965	\$4.45
2020	1,780,404	5.8%	20,505	\$4.55

Source: Costar.

Since 2016, the CBD/Center City submarket has experienced negative space absorption of 13,009 square feet of industrial space. Meanwhile, no new supply was added to the inventory. Based on these market dynamics, the overall vacancy rate rose slightly from 5.7 percent in 2016 to 5.8 percent by year-end 2020.



The CBD/Center City submarket is a mature industrial market with no new additions to supply over the past decade and demolitions removing 92,677 square feet of space from the inventory. No new buildings are planned for construction.

## Forecast Space Demand

Industrial space demand projections for the Springfield MSA, City of Springfield, and CBD/Center City submarket through the year 2040 provide an understanding of the level of potential market demand supportable surrounding the Project Area.

The demand for industrial space is a function of employment, investment, and technology. The U.S. Department of Labor defines industrial employment as jobs in the manufacturing, wholesale trade, and transportation and warehousing industries.

Industrial-related employment in the Springfield MSA currently totals 65,300 job in the manufacturing and wholesale trade and transportation sectors, or 30.5 percent of region’s total employment. As of the third quarter 2020, the Springfield MSA maintained approximately 40.2 million square feet of occupied industrial space, equating to an average of 615 square feet of occupied space per industrial-related job. Since 2010, the Springfield MSA has absorbed approximately 4.84 million square feet of industrial space.

Through 2040, the Springfield MSA is forecast to add 43,536 jobs. Industrial-related employment is forecast to account for 30 to 32 percent of total job growth, adding an estimated 13,061 to 13,932 new jobs.

The Springfield MSA industrial market currently supports approximately 615 square feet of occupied space per industrial-related job. Standard job creation ratios of 1.0 job per 400 to 500 square feet apply to light manufacturing, warehouse and flex industrial space. These job creation rates account for both owner-occupied and speculative industrial space.

From 2020 through 2040, industrial-related job growth in the Springfield MSA is projected to support the need for approximately 5.9 million square feet to 6.3 million square feet of both owner-occupied and speculative industrial space.

The Springfield MSA industrial market is currently operating at a below market equilibrium vacancy rate of 2.5 percent. Therefore, if the future supply of new industrial space in the Springfield MSA operates at an equilibrium vacancy of 7.0 percent an estimated 8.3 million square feet to 8.7 million square feet of industrial space will need to be constructed by 2040.

As of the fourth quarter 2020, Greene County maintained 88.6 percent of the Springfield MSA inventory of industrial space. Through 2040, Greene County is estimated to capture approximately 85 percent of the Springfield MSA new industrial space demand, equating to approximately 4.8 million square feet to 5.1 million square feet of newly constructed space.

The City of Springfield maintains 34.0 million square feet of industrial space, equating to 93.2 percent of the Greene County total. Through 2040, the City of Springfield is forecast to capture 92 percent of the Greene County industrial space demand, equating to approximately 6.5 million to 6.8 million square feet newly constructed space at market equilibrium.

### Industrial Space Demand Forecasts Springfield MSA; 2020 to 2040

	Moderate Scenario	Optimistic Scenario
<b>Springfield, Missouri MSA</b>		
Industrial-Based Employment Growth	13,061	13,932
Industrial Space Demand (Sq. Ft.)	5,877,450	6,269,184
New Space Needed @ Market Equilibrium (Sq. Ft.)	8,314,479	8,735,698
<b>Greene County, Missouri</b>		
New Space Needed @ Market Equilibrium (Sq. Ft.)	7,067,307	7,425,344
<b>City of Springfield, Missouri</b>		
New Space Needed @ Market Equilibrium (Sq. Ft.)	6,501,923	6,831,311
<b>CBD/Center City Submarket</b>		
New Space Needed @ Market Equilibrium (Sq. Ft.)	97,529	102,470

The CBD/Center City submarket maintains 1.78 million square feet of industrial space, equating to 4.3 percent of the metropolitan total. As of the first quarter 2021, the submarket operated at a vacancy rate of 7.9 percent, with vacant industrial space amounting to 140,487 square feet. Since 2010, the CBD/Center City submarket has added no new industrial space with net absorption totaling 88,925 square feet, or 1.82 percent of the metro-wide total.

Through 2040, the CBD/Center City submarket is forecast to capture 1.5 percent of the Greene County industrial space demand, equating to approximately 98,000 square feet to 102,000 square feet newly constructed space at market equilibrium. The forecast demand for industrial space would not take the form of traditional warehouse, distribution, or manufacturing product types, but rather high value-added research and development and advanced manufacturing similar to the leasable space at the Jordan Valley Innovation Center and efactory.

### Site Evaluation

A feasible industrial and flex space development site possesses the following characteristics: excellent location and access; appropriate parcel size and shape; availability to a large and diverse labor pool; proximity to customers; and compatibility with surrounding land uses. Industrial development tends to concentrate along transportation infrastructure such as freeway corridors, rail lines, and airports. Using these site selection criteria, prospective sites in and surrounding the Project Area were evaluated for the potential to support future industrial and flex development.

Researching prospective industrial and flex space development sites focused on the area bounded by the Chestnut Expressway to the north, Olive Avenue to the south, Jefferson Avenue to the east, and Main Avenue to the west (“Study Area”).

Four primary sites in the Study Area were evaluated for the potential to support future industrial and flex space development, including:

1. Southwest corner of Boonville Avenue and Chestnut Street
2. Southwest corner of Jefferson Avenue and Tampa Street
3. Northeast corner of Campbell Avenue and Phelps Street
4. Northwest corner of Campbell Avenue and Mill Street

The southwest corner of Boonville Avenue and Chestnut Street is owned by Gannett Missouri Publishing. The 4.88-acre parcel is occupied by a 105,920 square foot building constructed in 1948 that houses the Springfield News Leader. The two-story masonry building includes office space and 30 dock high doors. The property is currently on the market for sale at an asking price of \$3.7 million, or \$35 per square. The property affords excellent access, visibility, and exposure onto Chestnut Expressway. The property size, dimensions, and exposure offer the potential to support mixed-use development. The property’s single ownership eliminates the need for assemblage. The principal site advantage as an industrial location is the existing building improvements that could be retrofitted and utilized. The property could assist the Jordan Valley Innovation Center’s ability to cater to startup light manufacturing businesses by serving as incubator flex space. Do not see the property as a location for logistics operations. The project’s size and cost would likely require the participation of a major, well-funded developer. The property is located within an Opportunity Zone.

Missouri State University owns a 1.32-acre vacant parcel on the south side of Tampa Street between Jefferson and Robberson Avenues. The far eastern portion of the site is impacted by a flood plain. The Jordan Valley Innovation Center is located west of the property with Stove Works Lofts and efactory to the immediate south. The site offers sufficient size and visibility. Adjacent industrial uses exist to the north and east of the property. Site limitations include only 90 feet of frontage onto Jefferson Avenue and the status of Jefferson Avenue as a one-way southbound street.

A vacant parcel and parking lot occupy 1.41 acres on the east side of Campbell Avenue between Phelps and Tampa Streets. The Advocates for Healthy Community Inc. own the 1.019-acre vacant parcel at the southeast corner of Campbell Avenue and Tampa Street while Positronic Industries owns the 0.3926-acre parking lot at the northeast corner of Campbell Avenue and Phelps Street. The site is surrounded by industrial uses and offers sufficient size, dimensions, and visibility. Site limitations include the presence of a flood plain on the parking lot portion of the site and status of Campbell Avenue as a one-way northbound street.

Missouri State University and Positronic Industries own several commercial properties on the west side of Campbell Avenue between Mill Street and Phelps Street totaling 2.2 acres. The western half of the city block is controlled by City Utilities. The Project Area is located immediately to the south with Brick City to the east. Missouri State University controls three properties on the north side of Mill Street totaling 0.9643 acres occupied by 62,816 square feet of building area. Positronic owns a 1.2318-acre property on the south side of Phelps Street occupied by a 63,023 square foot building used for storage. The property benefits from its proximity to Brick City and the Project Area, good access and exposure, and sufficient parcel size and dimensions. The principal site constraint is the adjacent City Utilities property. The portion of the City Utilities property fronting onto Mill Street could be incorporated into the development site.

**Conclusions**

While the northern portion of the Study Area consists primarily of industrial uses, the long-term highest-and-best use of many properties may not be industrial. Vacant land may be best developed with commercial or high-density residential uses and some existing buildings may be suitable for adaptive re-use. Therefore, the only evaluated property recommended for future redevelopment for industrial use is the Springfield News Leader property whose existing building improvements may have the potential be converted to flex space. The acquisition, demolition, and new construction costs may be prohibitive at this time to support financially feasible redevelopment of the property for alternative use.

**Hotel Market Analysis**

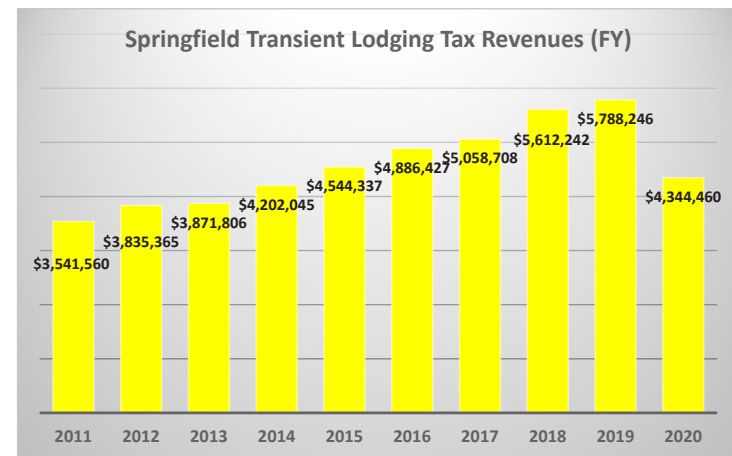
This section of the study evaluates directly competitive lodging market conditions impacting the Project Area by identifying competitive hotel market trends, forecasting long-term industrial space demand, and evaluating prospective development sites. The goal is to identify future hotel building development opportunities within the Study Area.

**Transient Guest Tax Revenues**

According to the Springfield Hotel Lodging Association, over 6,000 hotels rooms operate in Springfield, Missouri with the principal concentration of hotels located along Interstate 44. Major hotel operators with properties in Springfield include Hilton, Marriott, Holiday Inn, Choice Hotels, and others.

The City of Springfield levies a 5.0 percent transient guest tax on hotel room revenues. From FY 2011 through FY 2019, the Springfield hotel market experienced strong gains in transient guest tax revenues, an indication of growing inventory of guest rooms, room demand, and average daily rates. Transient guest tax revenues generated by Springfield hotels increased from \$3.54 million in FY 2011 to \$5.79 million by FY 2019, up 63.4 percent.

Since April 2020, dramatic declines in business and leisure travel as well as business shutdowns stemming from the COVID-19 pandemic has resulted in sharp declines in lodging revenues and transient lodging tax collections. During FY 2020 transient lodging revenues collected from Springfield hotel properties totaled \$4.34 million, down 24.9 percent from FY 2019. In response to the dramatic decline in room demand and revenues some hotels closed temporarily and many cut costs by reducing staff and eliminating complimentary breakfast and other services.



## Springfield Hotel Market Overview

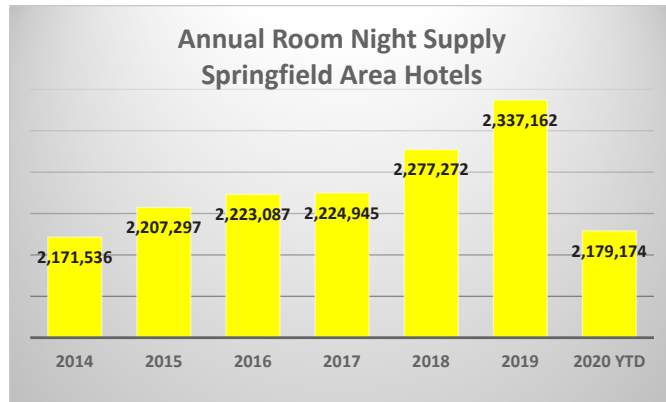
The Smith Travel Research Market Trend Report provides historical hotel operating trends for the Springfield MSA hotel market from 2014 through November 2020, including occupancy, ADR, RevPAR, supply, demand, and revenue operating data. A summary of the published hotel operating data is provided in the table below.

**Springfield MSA Hotel Market  
Operating Results; 2014- November 2020**

Year	ADR	% Change	RevPAR	% Change	Room Demand	% Change	Lodging Revenue	% Change
2014	\$74.82		\$43.11		1,251,176		\$93,618,036	
2015	\$78.11	4.0%	\$46.64	8.2%	1,317,939	5.3%	\$102,941,887	10.0%
2016	\$80.17	2.6%	\$49.20	5.5%	1,364,154	3.5%	\$109,366,841	6.2%
2017	\$83.01	3.5%	\$52.20	6.1%	1,399,046	2.6%	\$116,132,604	6.2%
2018	\$85.09	2.5%	\$54.06	3.6%	1,446,707	3.4%	\$123,105,882	6.0%
2019	\$86.42	1.6%	\$52.78	-2.4%	1,427,502	-1.3%	\$123,359,898	0.2%
2020 YTD	\$74.87	-13.7%	\$34.29	-36.5%	998,039	-24.8%	\$74,719,791	-35.1%

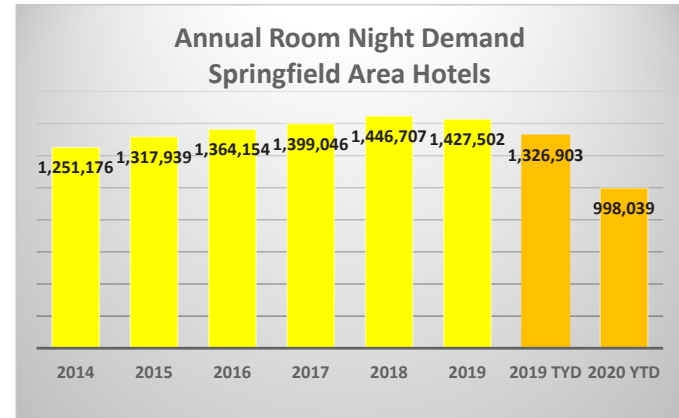
Source: Smith Travel Research.

The supply of available annual room nights in the Springfield MSA increased from 2,171,536 in 2014 to 2,337,162 by 2019. Despite the disruption of the hotel industry attributed to the pandemic, through November 2020, the supply of available rooms nights at Springfield area hotels totaled 2,179,174, down 2.2 percent from the same eleven-month period in 2019. The current supply of available room nights equates to a lodging inventory of approximately 6,400 guest rooms.

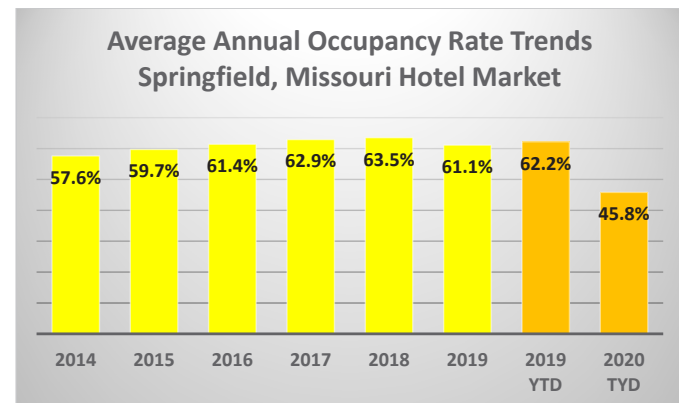


Room night demand in the Springfield market increased from 1,251,176 nights in 2014 to 1,446,707 nights by 2018. The steady room demand yielding rising occupancy levels reaching 63.5 percent in 2018. During 2019, room demand declined 8.3 percent.

Through November 2020, lodging demand declined sharply due to COVID's negative impacts on business and leisure travel, reported at 998,039 room nights, down 24.8 percent over the same eleven-month period in 2019.

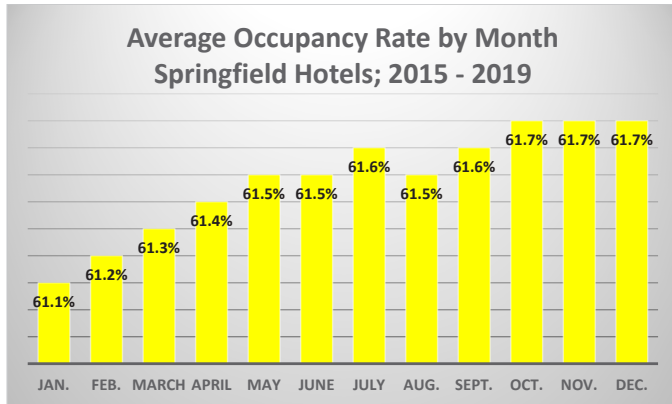


During 2014, the average annual occupancy rate for hotel properties operating in the Springfield market was reported at 57.6 percent. From 2014 through 2018, growing lodging demand outpaced yielded a steady improvement in the occupancy rate to 63.5 percent for 2018. During 2019, declining room demand reduced the overall occupancy rate to 61.1 percent. Through November 2020, a sharp drop in room demand due to COVID produced a year-to-date occupancy rate of 45.8 percent. This compares to a year-to-date occupancy rate of 62.2 percent through November 2019. During 2020, occupancies have improved from 23.3 percent in April to 54.4 percent by August.

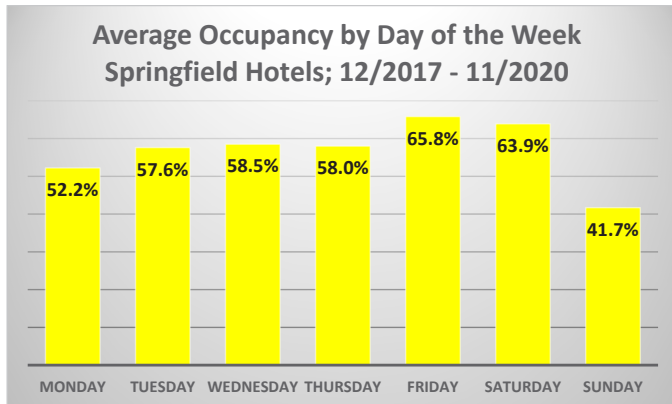




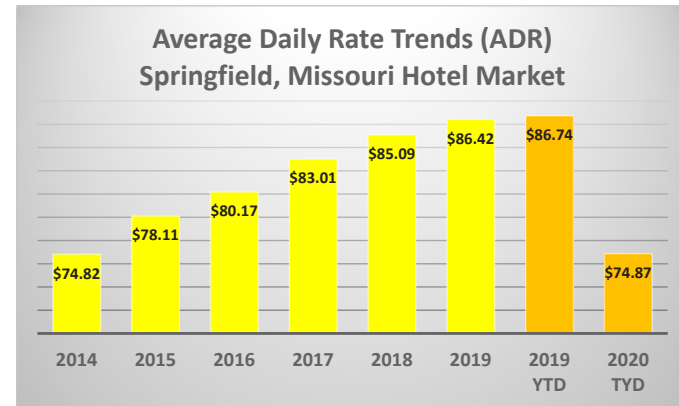
From 2014 through 2019, average occupancy levels by month for the Springfield hotel market showed little variance with no well-defined peak, shoulder, or off seasons. Monthly occupancy levels for the 5-year period ranged from a low of 61.1 percent during January to a high of 61.7 percent from October through December.



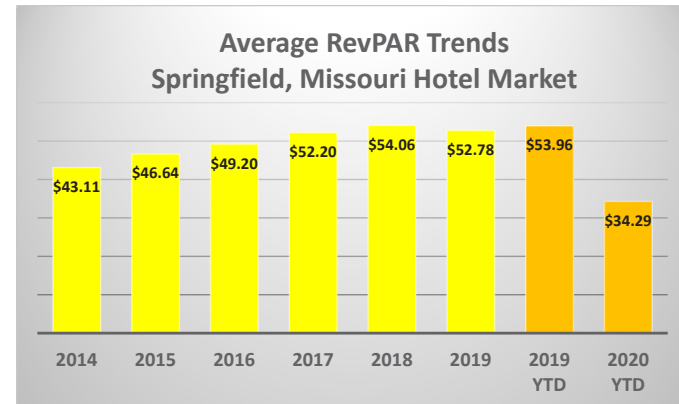
Lodging demand at Springfield hotels is strongest during the weekdays by business and group travelers and during the weekends for leisure travelers. From December 2017 through November 2020, lodging demand was the highest during Friday Saturday with reported average occupancy levels of 63.9 percent to 65.8 percent. This room demand pattern suggests a heavy reliance on leisure travelers. Room demand was relatively stable from Tuesday through Thursday with reported occupancies ranging from 57.6 percent to 58.5 percent. This mid-week lodging demand is influenced by business and group travelers.



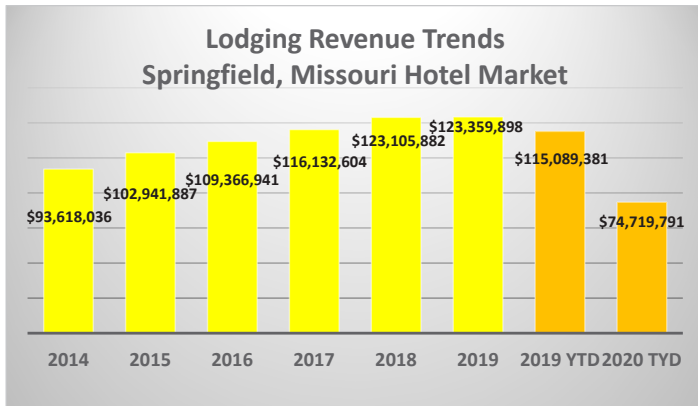
The average daily rates (ADR) for Springfield hotel properties rose from \$74.82 in 2014 to \$86.42 by 2019, an increase of 15.5 percent. Through November 2020, in response to COVID the overall ADR declined 13.7 percent over the same eleven-month period in 2019 as hotels dropped rates in hopes of generating room demand. The ADR has declined steady during COVID, from a high of \$82.49 in June 2020 to a low of \$71.00 in November 2020.



With increasing ADRs and growing lodging demand, revenue per available room (RevPAR) for Springfield hotel properties improved from \$43.11 in 2014 to \$54.06 by 2018. As the overall occupancy rate regressed, by 2019 the RevPAR declined to \$52.78. Through November 2020, the decline in both the ADR and room demand produced a 36.5 percent decrease in RevPAR when compared to the same eleven-month timeframe in 2019. Consistent with the ADR, throughout 2020 the RevPAR has declined steadily to a low of \$32.09 by November.



From 2014 through 2017 with the addition of two new hotel properties and the corresponding gains in room demand and ADR levels the Village West hotel market produced strong gains in lodging revenues. As illustrated by the bar chart below, total lodging revenues grew from \$20.8 million in 2012 to \$37.5 million in 2017, an increase of 80.5 percent. Lodging revenues declined by 0.7 percent in 2018 to \$37.3 million before rebounding in 2019 to \$39.1 million. Through October 2020, lodging revenue declined 47.2 percent over the same ten-month period in 2019.



The Springfield hotel market supports approximately 6,000 guest rooms, with major hotel brands operating properties including Best Western, Comfort Inn, Holiday Inn, Fairfield Inn by Marriott, Hampton Inn, Hilton Garden Inn, Residence Inn by Marriott, and many others. The largest concentrations of hotel properties are located along the Interstate 44 corridor in the northern portion of Springfield, the Springfield CBD and Missouri State University area, and the Highway 60 corridor in the southern portion of Springfield. The 98-room Tru by Hilton in the Springfield CBD is the latest hotel to open in the Springfield market.

From 2014 through 2018 the overall market performance improved marked by gains in room demand, ADR, RevPAR, and revenue levels. During 2019, occupancies and RevPAR suffered slight declines while overall ADR and revenues improved.

The COVID pandemic has hit the local and national hospitality markets hard marked by declining demand, occupancies, and revenues. The Springfield hotel market is no different with operating performance through December 2020 down significantly over 2019 levels. Recent operating trends suggest that the Springfield hotel market performance continues to erode, posting steady monthly declines in room demand, occupancy, ADR, RevPAR, and total revenue.

Despite the current interruption in the lodging business, the fundamentals of the Springfield hotel market remain strong supported by the presence of Missouri State University as well as shopping, dining, sports, and entertainment attractions that draw over 1.2 million annual visitors.

## Competitive Hotel Market

This section of the report identifies competitive hotel properties operating in the Springfield CBD and Missouri State University area. Room night generators for the Springfield CBD include downtown office tenants, restaurants and entertainment venues, Springfield Expo Center, Hammonds Field, and Missouri State University.

Five hotel properties totaling 595 guest rooms operate within Springfield CBD market (see table on the following page). A wide range of hotel products and price ranges are available within the Springfield CBD including full-service, convention, limited-service, and boutique hotels. No budget or extended-stay hotel properties currently operate in the Springfield CBD.

The University Plaza Hotel at 33 John Q. Hammons Parkway is located adjacent to the 123,182 square foot Springfield Expo Center. Hotel amenities for the 267-room full-service property include an indoor/outdoor pool, 24-hour fitness center, business center, gift shop, Q Street Perk, Terrace Grille, and Terrace Lounge. The hotel also features 35 meeting rooms totaling 46,818 square feet of versatile event space include two ballrooms accommodating up to 2,000 guests.

Limited-service properties operating within the Springfield CBD include Tru by Hilton (opened in November 2019) and The Q Hotel & Suites (opened in 2005). These properties total 218 guest rooms offering current daily rooms rates of \$93 to \$169.

The 98-room Tru by Hilton is located at 517 East Elm Street. This limited-service property opened in November 2019 and amenities include an indoor pool, business center, and fitness center. King and double queen rooms are available. Room rates range from \$93 to \$169 per night.

The Q Hotel & Suites is a 120-room limited-service hotel located adjacent to Hammonds Field. Property amenities include an outdoor pool, business center, fitness center, and two, 675 square foot meeting rooms. Room rates range from \$139 to \$159 per night.

The Hotel Vandivort is an upscale boutique hotel located at 305 East Walnut Street. The 98-room hotel offers 24 suites and two premier suites. Property amenities include a fitness center, full-service restaurant, and Vantage Rooftop Bar. On-site meeting space includes a 2,800 square foot ballroom, 800 square foot Cornerstone, and 250 square foot Pillar Room. Daily room rates range from \$143 to \$386.

The Walnut Street Inn, previously known as the McCann-Jewett House, is a wonderful example of Queen Ann Victorian architecture. The 12-room property features three guest buildings, including the Main House, Carriage House, and Cottage Inn. Gathers of up to 24 guests can be accommodated in the parlor. Daily room rates range from \$95 to \$159.

**Downtown Springfield Hotel Properties**

Hotel Property	Year Opened	# of Rooms	Daily Rate	Pool	Business Center	Fitness Center	Bar/Lounge	Restaurant	Meeting Space
<b>Full-Service Properties</b>									
University Plaza Hotel	1983	267	\$89 - \$499	Indoor	X	X	X	X	X
33 S. John Q. Hammonds Parkway				Outdoor					
<b>Limited-Service Properties</b>									
Tru by Hilton	Nov-19	98	\$93 - \$169	Indoor	X	X			
517 E. Elm Street									
The Q Hotel & Suites	2005	120	\$139 - \$159	Outdoor	X	X			X
1117 E. St. Louis Street									
<b>Boutique Properties</b>									
Hotel Vandivort	2015	98	\$143 - \$386			X	X	X	X
305 East Walnut Street									
Walnut Street Inn		12	\$95 - \$159						X
900 E. Walnut Street									
<b>Total Guest Rooms</b>		<b>595</b>							

Source: Canyon Research Southwest, Inc.; May 2021.

**Site Evaluation**

This section of the report evaluates the potential to support future hotel development surrounding the Project Area. Researching prospective sites focused on the area bounded by the Chestnut Expressway to the north, Olive Avenue to the south, Jefferson Avenue to the east, and Main Avenue to the west (“Study Area”). Site characteristics generally considered when evaluating a prospective hotel development site include the following:

**Access** – An optimal hotel development site should be easily accessible from highways and arterial streets.

**Ingress/Egress** – An optimal hotel site should have simple, easily accessible routes of ingress and egress.

**Visibility** – An optimal hotel development site should be visibility from adjacent and nearby highways and arterial streets. The hotel building’s visibility must be supplemented by building and site signage.

**Proximity to demand generators** – An optimal hotel development site should be reasonably proximate to the local lodging demand generators such as major businesses or business parks as well as recreation and leisure attractions.

**Proximity to support amenities** – An optimal hotel development site should be in reasonable proximity to a concentration of support amenities such as restaurants, entertainment, and retail.

**Competitive positioning** – An optimal hotel development site should be designated for the development of a hotel brand and a market segment that affords the greatest potential for market success and long-term sustainability.

Five primary sites within the Study Area were evaluated for the potential to support future hotel development, including:

1. Northeast corner of Boonville Avenue and Olive Avenue
2. Southwest corner of Boonville Avenue and Water Street
3. Southeast corner of Campbell Avenue and Water Street
4. Southeast corner of Boonville Avenue and Chestnut Street
5. Southwest corner of Boonville Avenue and Chestnut Street

All five prospective hotel sites benefit from proximity to support amenities available in downtown Springfield and room demand generators that include Missouri State University, business travelers associated with downtown businesses, and leisure travelers.

The northeast corner of Boonville Avenue and Olive Avenue is a surface parking lot owned by the City of Springfield. The property totals 1.69 acres. As a prospective hotel development site, the property benefits from its location one block from both the downtown square and Project Area, good access and exposure, walkable neighborhood sufficient parcel size and dimensions, and the ability to accommodate on-site parking. Public surface and structured parking is available one block to the west. The site could support approximately an 80-room hotel with on-site parking.

The City of Springfield owns an 0.81-acre surface parking lot on the west side of Boonville Avenue between Olive Avenue and Water Street. Favorable site characteristics include its location one block from the downtown square and immediate south of the Project Area, good access, excellent exposure, and a walkable neighborhood. The site is long and narrow with only 100 feet of frontage onto Olive Avenue and 110 feet onto Mill Street. The property lacks the size to accommodate development of a standard brand hotel with 80 to 100 rooms and sufficient on-site parking. Public surface and structured parking are available one block to the west.

The property on the east side of Campbell Avenue between Water Street and Olive Avenue totals 1.5708 acres under two ownership entities. The Advocates for Healthy Community own the 0.5281-acre parcel on the north side of the site occupied by an 18,248 square foot commercial building and surface park while the Public Building Corporations owns the 0.9247 acres to the south that is currently operated as a public parking lot. As a prospective hotel development site, the property benefits from its location one block from the downtown square and immediately south of the Project Area, good access, excellent exposure, and proximity to a public parking garage.

The southeast corner of Boonville Avenue and Chestnut Street is under multiple ownership, totals 1.5343 acres, and is occupied by multiple commercial structures. As a prospective hotel development site, the property affords excellent access, visibility, and exposure onto Chestnut Expressway. The principal site deficiencies include the distance from the core of the Springfield CBD and the need to assemble the entire property. To accommodate development of a standard brand hotel with 80 to 100 rooms and sufficient on-site parking approximately 0.5 acres must be acquired from the 1.3545-acre vacant parcel to the south currently owned by Missouri State University.

The southwest corner of Boonville Avenue and Chestnut Street is owned by Gannett Missouri Publishing. The 4.88-acre parcel is occupied by a 105,920 square foot building constructed in 1948 that houses the Springfield News Leader. The two-story masonry building includes office space and 30 dock high doors. The property is currently on the market for sale at an asking price of \$3.7 million, or \$35 per square. The property affords excellent access, visibility, and exposure onto Chestnut Expressway. The property size, dimensions, and exposure offer the potential to support mixed-use development. The property's single ownership eliminates the need for assemblage. The principal site advantage as an industrial location is the existing building improvements that could be retrofitted and utilized. The property could assist the Jordan Valley Innovation Center's ability to cater to startup light manufacturing businesses by serving as incubator flex space. Do not see the property as a location for logistics operations. The project's size and cost would likely require the participation of a major, well-funded developer. The property is located within an Opportunity Zone.

## Conclusions

Of the five prospective development sites, the properties at the northeast corner of Boonville Avenue and Olive Avenue and the southeast corner of Campbell Avenue and Water Street possess the necessary location and site requirements to support future hotel development. The two sites offer proximity to the Project Area and downtown square, access to room demand generators, restaurant, and entertainment venues, and adequate access and exposure. The proximity to a public parking garage can provide the opportunity to support higher density development by reducing the on-site parking requirements.

## Apartment Market Analysis

This section of the report evaluates competitive rental apartment market trends. The goal is to identify current and future opportunities to support new rental housing stock within the Study Area.

### Springfield Apartment Market Overview

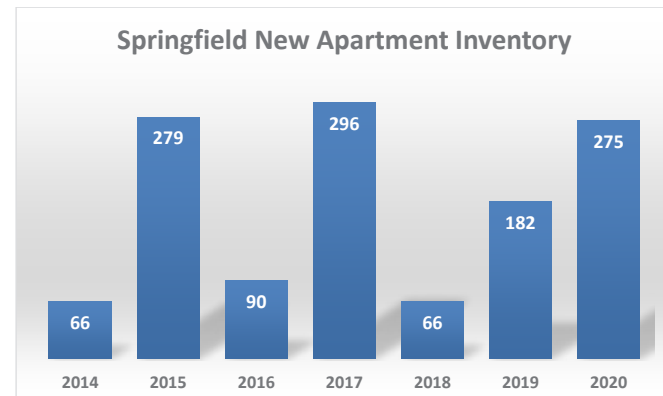
According to CoStar, as of the first quarter 2021, the Springfield MSA apartment market consisted of 381 large-scale properties totaling 22,598 dwelling units operating at an average rent of \$729 per month and vacancy rate of 2.9 percent. Class A inventory totals 4,388 apartment units operating at an average rent of \$917 per square foot and 1.7 percent vacancy rate. Class B properties total 13,430 dwelling units operating at an overall vacancy rate of 3.0 percent and an average rental of \$706 per month.

#### **Springfield MSA Apartment Market Conditions; 2021 Q1**

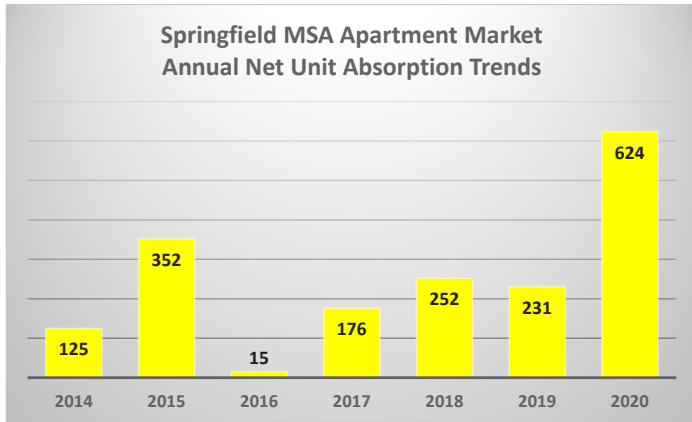
Property Class	Inventory Units	Vacancy Rate	Average Rent/Mo.	Absorption 2021 YTD	Units U/C
Class A	4,388	1.7%	\$917	35	500
Class B	13,426	3.0%	\$706	86	110
Class C	4,784	3.6%	\$583	10	0
<b>Totals,</b>	<b>22,598</b>	<b>2.9%</b>	<b>\$729</b>	<b>131</b>	<b>610</b>

Source: Costar.

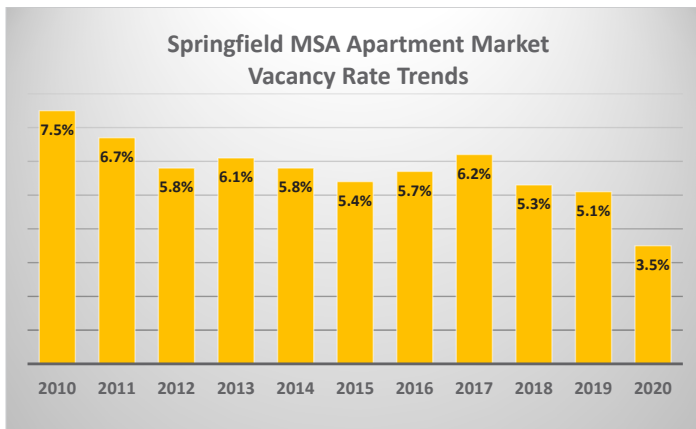
Since 2014, 1,254 new apartment units have come online in the Springfield MSA with 610 units now under construction. New apartment construction peaked in 2017 with the completion of 296 units. Recent new construction has concentrated in the southern portion of Springfield.



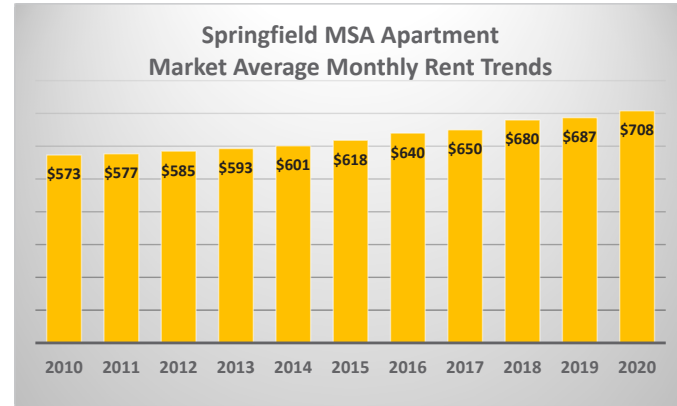
In response to an upswing in new construction activity since 2014, the net absorption of 1,775 apartment units in the Springfield MSA exceeded the new supply. Annual net absorption has increased steadily over the past four years, from 176 units in 2017 to 624 units during 2020.



Over the past decade, Springfield’s apartment market has operated at a below market equilibrium vacancy rate. Since the start of the current building boom, due to steady population and job growth, apartment demand has exceeded new supply. From 6.2 percent in 2017, vacancies hit a historical low of 3.5 percent by the fourth quarter 2020. The tightening market conditions have prompted significant rent escalations and suggest additional short-term apartment supply maybe feasible.



The Springfield apartment market has experienced accelerated rent gains in recent years stemming from strong demand and declining vacancies. Since the pre-recession peak, cumulative apartment rents in the Springfield MSA have grown 23.6 percent. Demand has been particularly strong for Class A apartment properties, driving rents up 6.7 percent since 2016. The Southwest submarket commands the highest rents, exceeding the metropolitan average by roughly 10 percent.



The Greater Greene County submarket supports approximately half of the metropolitan apartment inventory. As of the first quarter 2021, North Springfield (1.3%), Polk County (1.5%), and Christian County (1.7%) supported the healthiest vacancy rates. Average monthly rents are highest among the Southwest Springfield (\$807), Southeast Springfield (\$770), and North Springfield (\$737) submarkets. Over the past twelve months Southwest Springfield (197 units) and Southeast Springfield (99 units) have supported the highest levels of new inventory with active construction led by North Springfield (260 units) and Central Springfield (240 units).

### Springfield MSA Apartment Submarkets; 2021 Q1

Submarket	# of Properties	# of Units	Vacancy Rate	Monthly Rent	12 Month Absorption	Units U/C
Central Springfield	99	2,602	4.9%	\$713	20	240
North Springfield	16	1,896	1.3%	\$737	32	260
Southeast Springfield	36	2,960	3.6%	\$770	99	0
Southwest Springfield	42	6,068	2.2%	\$807	197	0
Greater Greene County	101	6,075	3.3%	\$673	77	110
Christian County	51	2,160	1.7%	\$651	22	0
Dallas County	7	104	3.5%	\$375	1	0
Polk County	15	279	1.5%	\$533	2	0
Webster County	14	454	3.0%	\$684	86	0
<b>Totals</b>	<b>381</b>	<b>22,598</b>	<b>2.9%</b>	<b>\$706</b>	<b>536</b>	<b>610</b>

Source: CoStar.

## Competitive Apartment Market

The Study Area is located within the Central Springfield submarket which as of the first quarter 2021 maintained an inventory of 2,602 apartment units operating at an average vacancy rate of 4.9 percent and average monthly rent of \$713. Class A properties account for 247 units, or just 9.5 percent of the total inventory. The average rent for Class A properties of \$1,012 per month exceeds the metro average by 10 percent. Given the mature character of the Central Springfield submarket, Class C properties account for over half of the current inventory of apartment units. Over the past twelve months no new apartment units have come online with 240 units currently under construction.

### Central Springfield Apartment Market Conditions; 2021 Q1

Property Class	Inventory Units	Vacancy Rate	Average Rent/Mo.	Absorption 2021 YTD	Units U/C
Class A	247	2.1%	\$1,012	1	240
Class B	799	4.5%	\$645	8	0
Class C	1,556	5.6%	\$611	-3	0
<b>Totals,</b>	<b>2,602</b>	<b>4.9%</b>	<b>\$713</b>	<b>7</b>	<b>240</b>

Source: Costar.

To provide a historic perspective of the Central Springfield submarket operating results since 2010 are summarized in the table below, including trends in inventory, vacancies, absorption, and rents.

### Central Springfield Submarket Apartment Market Trends; 2010 – 2020

Year	Inventory Units	Vacancy Rate	Absorption Units	Average Rent/Mo.
2010	2,430	9.0%	-4	\$601
2011	2,451	8.7%	28	\$606
2012	2,451	7.5%	30	\$613
2013	2,451	8.0%	-14	\$622
2014	2,459	9.0%	-16	\$628
2015	2,543	7.6%	113	\$641
2016	2,596	7.0%	67	\$657
2017	2,596	6.7%	8	\$664
2018	2,602	5.8%	46	\$676
2019	2,602	5.4%	-6	\$686
2020	2,602	5.2%	4	\$698

Source: Costar.

For most of the past decade the Central Springfield submarket's apartment stock has operated at vacancies exceeding market equilibrium. Since 2017, in response to a surge in demand the overall vacancy rate has operated below market equilibrium declining from 6.7 percent in 2017 to a low of 5.2 percent in 2020. Despite the age of apartment properties and the predominance of Class C product, the current average monthly rent mirrors the metro-wide norm. Since 2010, the average monthly rent for the Central Springfield submarket has increased by 16.1 percent, which lags the metro-wide rent escalation of 23.6 percent.

Due to the mature character of the Central Springfield submarket just 172 apartment units have been added to the inventory since 2010. The current construction of a 240-unit property is an indication that infill apartment development is feasible, particularly given the jobs in downtown Springfield and the student population at Missouri State University.

According to the *Urban Housing Supply Study* prepared in January 2018 for the Springfield Finance & Development Corporation, the downtown stock of apartments totals 772 dwelling units. Much of the existing apartment inventory consists of the conversion of industrial and commercial buildings into market-rate apartments. From 2007 through 2017, a total of 507 loft apartment units came online in downtown Springfield.

Eight apartment properties totaling 212 rental units are located within the Study Area, operating at a healthy vacancy rate of just 3.3 percent. Only three of the eight apartment properties currently have apartment units available for rent. The Study Area apartment properties garner demand from the downtown workforce and Missouri State University students. The properties are conversions offering desirable urban loft living space. Downtown restaurants, bars, and entertainment provide the urban environment many renters desire. Strong tenant demand, convenient access to urban amenities, and proposed improvements to the Planning Area will provide for further apartment opportunities within the Study Area.

**Survey of Study Area Apartment Properties**

Rental Property Address	Year Built	# of Units	Vacant Units	Class	Studio	Monthly Rent			Studio	Sq. Ft. Rent		
						1 Bed	2 Bed	3 Bed		1 Bed	2 Bed	3 Bed
511 Project 511 N. Boonville Avenue	1925	8	0	C								
Boonville Lofts 600 N. Boonville Avenue	1925 2009	38	2	B								
The Frisco 309 N. Jefferson Avenue	1910 2013	68	0	C	\$373	\$465	\$599	\$703	1.02	\$0.71	\$0.61	\$0.47
Stove Works Lofts 505 N. Jefferson Avenue	1900	26	0	C	\$597	\$725	\$850 \$1,100	\$1,275	1.19	\$0.87	\$0.83 \$0.91	\$1.02
Springfield Loft Apartments 521 N. Jefferson Avenue	1928	10	0	C	\$514	\$582	\$850		\$1.29	\$0.97	\$0.85	
Oliver's Garage Loft Apartments 213 W. Olive Street	2011	21	2	B		\$850	\$1,020			\$1.03	\$0.62	
The Lofts at Inspired Commerce 214 W. Phelps Street		7	3	B		\$1,200 \$1,250	\$1,400			\$1.41 \$1.86	\$1.58	
Founder's Park Lofts 331 E. Water Street	1875	34	0	B	\$645	\$658	\$826	\$1,131	\$1.30	\$0.94	\$0.86	\$0.91
<b>Totals</b>		<b>212</b>	<b>7</b>			<b>\$465</b>	<b>\$599</b>	<b>\$703</b>	<b>\$1.02</b>	<b>\$0.71</b>	<b>\$0.61</b>	<b>\$0.47</b>
<b>Vacancy Rate</b>			<b>3.3%</b>			<b>\$1,250</b>	<b>\$1,400</b>	<b>\$1,275</b>	<b>\$1.30</b>	<b>\$1.86</b>	<b>\$1.58</b>	<b>\$1.02</b>
<b>Average Monthly Rent</b>						<b>\$819</b>	<b>\$949</b>	<b>\$1,036</b>	<b>\$1.20</b>	<b>\$1.11</b>	<b>\$0.89</b>	<b>\$0.80</b>

Source: CoStar and Canyon Research.

## Forecast Housing Demand

Residential housing demand estimates for the City of Springfield through the year 2040 were forecast based on anticipated demographic and economic trends for the community. Key input to the model includes historical patterns in annual residential building permit activity and projected population and household growth, average household formation rates, households by income levels, and population by age.

Demographic characteristics and historic population growth trends for Springfield were provided by the U.S. Census Bureau. Housing characteristics for Springfield were provided by the *American Community Survey*. Population growth projections for the City of Springfield were generated by Canyon Research Southwest based on historic growth patterns, existing employment base, and economic development factors.

According to the *American Community Survey*, for 2019 Springfield maintained 82,260 residential housing units, operating at an overall occupancy rate of 92.3 percent. The occupied housing stock included 32,119 owner-occupied units (42.3%) and 43,829 renter-occupied units (57.7%). A total of 6,312 vacant housing units were reported. Detached single-family housing accounts for 93.5 percent of owner-occupied units and 39.1 percent of renter-occupied units. Multi-family housing with ten or more units account for 0.8 percent of owner-occupied units and 35.0 percent of renter-occupied units.

According to the U.S. Census Bureau, Springfield's July 1, 2019 population was estimated at 167,051 residents. By 2040, Springfield's population is forecast to reach 182,424 residents, generating demand for additional housing units.

Supportable residential housing absorption over the next 20 years in Springfield will be a function of resident population growth and household size while income levels and age composition will dictate the type and mix of housing product. Another housing needs component considers the number of units a market requires to offer balanced market conditions offering a suitable the housing stock of vacant and available for sale or rent.

## Housing Need from Population Growth

From 2020 through 2040, the City of Springfield population is forecast to increase by approximately 15,400 residents. Based on the current mix of occupied housing units and average household sizes for owner and renter households, the forecast population growth equates to the need for an estimated 7,400 to 7,500 new occupied housing units.

## Units Required for a Balanced Market

Healthy markets require approximately 6 percent to 8 percent of the housing stock to be available in order to allow for inner-market mobility and encourage competitive housing prices and rental rates. Markets with vacancy rates below a healthy rate often suffer from escalating home values and rents, minimal tenant turnover, residents being forced into housing situations that do not meet their housing needs, and the inability of nonresidents to enter the market. To determine a balanced market for the City of Springfield, a 6 to 8 percent vacancy factor has been applied to forecast for-sale and rental housing needs.

The *American Community Survey* reported that during 2019 Springfield’s entire inventory of 82,260 housing units was operating at a vacancy rate of 7.7 percent with 6,312 vacant housing units. Average vacancy rates of 6 to 8 percent yield 4,936 to 6,581 vacant housing units. Because Springfield’s existing housing stock vacancy rate falls within the range of what is considered market equilibrium, this report assumes that no additional housing units are needed to achieve a balanced housing market.

**Total Housing Demand 2020-2040**

Through population growth and achieving a balanced housing market, new housing demand through 2040 in Springfield is estimated at approximately 7,400 to 7,500 dwelling units.

Missouri State University’s current enrollment of 24,163 students and household income levels have a significant influence on the composition of Springfield’s housing stock. Owner-occupied housing accounts for 42.3 percent of Springfield’s occupied housing stock, compared to 66.8 percent for all of Missouri. Detached single-family homes accounts for 61.5 percent of Springfield’s occupied housing stock, compared to 70.1 percent for Missouri. Multi-family housing with 10 or more dwelling units account for 20.9 percent of Springfield’s occupied housing stock, compared to just 8.3 percent for Missouri.

Given the region’s population age composition, household income levels, and existing occupied housing stock, through 2040 the housing need is estimated to be segmented 45 percent owner-occupied and 55 percent renter occupied. Therefore, by 2040 the mix of new housing demand is estimated at 3,330 to 3,375 owner-occupied units and 4,070 to 4,125 rental units. The table below summarizes the forecast housing mix by owner- and renter-occupied and by product type.

**Forecast Housing Demand by Product Type  
City of Springfield, Missouri; 2020-2040**

	2019 Estimate		2040 Forecast	
	# of Units	# of Total	# of Units	# of Total
Total Housing Units	82,260			
Occupied Housing Units	75,948		7,400 - 7,500	
Owner-Occupied	32,119	42.3%	3,330 – 3,375	45.0%
Renter-Occupied	43,829	57.7%	4,070 – 4,125	55.0%
Vacant Housing Units	6,312			
Single Family Detached	50,629	61.5%	4,705 – 4,769	63.6%
Single Family Attached	2,740	3.3%	241 – 244	3.3%
2 to 4 Units	6,587	6.8%	474 – 480	6.4%
5 to 9 Units	4,091	5.0%	345 – 349	4.7%
10 or More Units	17,153	20.9%	1,451 – 1,471	19.6%
Mobile Home or Other	1,750	2.1%	184 - 187	2.5%

Source: U.S. Census and Canyon Research Southwest, Inc.

**Site Evaluation**

The Study Area was evaluated for the ability to facilitate development of multi-family residential housing based on the following site criteria: physical attributes of the site; visibility and exposure; access; and proximity to housing demand generators and support goods and services.

Eight primary sites within the Study Area were evaluated for the potential to support future multi-family residential development, including:

1. Northeast corner of Boonville Avenue and Olive Avenue
2. Southwest corner of Boonville Avenue and Water Street
3. Southeast corner of Campbell Avenue and Water Street
4. Southwest corner of Campbell Avenue and Water Street
5. Northeast corner of Boonville Avenue and Mill Street
6. Southwest corner of Jefferson Avenue and Tampa Street
7. Northeast corner of Campbell Avenue and Phelps Street
8. Northwest corner of Campbell Avenue and Mill Street

All seven prospective apartment sites benefit from proximity to support amenities available in downtown Springfield such as shopping, dining, entertainment, and recreation as well as housing demand generators that include Missouri State University and the downtown workforce.

The northeast corner of Boonville Avenue and Olive Avenue is a 1.69-acre surface parking lot owned by the City of Springfield. As a prospective apartment development site, the property benefits from its location one block from both the downtown square and Project Area, good access and exposure, sufficient parcel size and dimensions, and potential to support high-density development. Public surface and structured parking is available one block to the west.

The City of Springfield owns a 0.81-acre surface parking lot on the west side of Boonville Avenue between Olive Avenue and Water Street. Favorable site characteristics include its location one block from the downtown square and immediately south of the Project Area, good access, excellent exposure, and potential to support high-density development. The site is long and narrow with only 100 feet of frontage onto Olive Avenue and 110 feet onto Mill Street. The small parcel size may restrict the ability to accommodate sufficient on-site parking. Public surface and structured parking are available one block to the west.

The property on the east side of Campbell Avenue between Water Street and Olive Avenue totals 1.5708 acres under two ownership entities. The Advocates for Healthy Community own the 0.5281-acre parcel on the north side of the site occupied by an 18,248 square foot commercial building and surface parking while the Public Building Corporations owns the 0.9247 acres to the south that is currently operated as a public parking lot. As a prospective apartment development site, the property benefits from its location one block from the downtown square and immediately south of the Project Area, good access, excellent exposure, proximity to a public parking garage, and sufficient land area to support mixed-use development. The existing building may be suitable for adaptive reuse for apartments and the surface parking lot could accommodate new apartment construction and resident parking.



An approximately 2.0-acre vacant parcel at the southwest corner of Campbell Avenue and Water Street is a brownfield site that may be encumbered by development restrictions. As a prospective apartment development site, the property benefits from its location one block from the downtown square and immediately south of the Project Area, good access, excellent exposure, proximity to a public parking garage, and sufficient land area to support mixed-use development.

The northeast corner of Boonville Avenue and Mill Street is a 1.0276-acre surface parking lot owned by the Missouri State University. The Vecino Group has plans to develop a 100,000 square foot office building and parking garage on the property. Favorable site characteristics include proximity to the Jordan Valley Innovation Center and Brick City, ability to support on-site structured parking, sufficient parcel size and dimensions, adequate access and exposure, and convenient access to the Project Area. If the property is not developed as planned, it is a suitable apartment development site.

Missouri State University owns a 1.32-acre vacant parcel on the south side of Tampa Street between Jefferson and Robberson Avenues. The far eastern portion of the site is impacted by a flood plain. The Jordan Valley Innovation Center is located west of the property with Stove Works Lofts and efactory to the immediate south. The site offers sufficient size and visibility to support apartment use. Site limitations include only 90 feet of frontage onto Jefferson Avenue and the status of Jefferson Avenue as a one-way southbound street.

A vacant parcel and parking lot occupy 1.41 acres on the east side of Campbell Avenue between Phelps and Tampa Streets. The Advocates for Healthy Community Inc. own the 1.019-acre vacant parcel at the southeast corner of Campbell Avenue and Tampa Street while Positronic Industries owns the 0.3926-acre parking lot at the northeast corner of Campbell Avenue and Phelps Street. The site offers sufficient size, dimensions, and visibility to support apartment development. Site limitations include a flood plain impacts the parking lot portion of the site, distance from the downtown core, status of Campbell Avenue as a one-way northbound street, and the predominant industrial character of surrounding properties.

Missouri State University and Positronic Industries own several commercial properties on the west side of Campbell Avenue between Mill Street and Phelps Street totaling 2.2 acres. The western half of the city block is controlled by City Utilities. The Project Area is located immediately to the south with Brick City to the east. Missouri State University controls three properties on the north side of Mill Street totaling 0.9643 acres occupied by 62,816 square feet of building area that is used for storage. Positronic owns a 1.2318-acre property on the south side of Phelps Street occupied by a 63,023 square foot building. The property benefits from its proximity to Brick City and the Project Area, good access and exposure, and sufficient parcel size and dimensions. The principal site constraint is the adjacent City Utilities property. The existing buildings would need to be evaluated to determine the potential to support adaptive reuse as apartments. An option would be to raze the existing structures and construct a new apartment community. The portion of the City Utilities property fronting onto Mill Street could be incorporated into the development site.

## Conclusions

Eight apartment properties currently operate within the Study Area with half of the properties located within one block of the Project Area. The existing apartment properties support high tenant demand operating at a cumulative occupancy rate of 96.7 percent. As an apartment location the Study Area benefits from an urban lifestyle and convenient proximity to rental housing demand generators that include Missouri State University and the downtown workforce. These market dynamics suggest the Study Area can support additional apartment supply. The premier apartment development sites within the Study Area include:

1. Northeast corner of Boonville Avenue and Olive Avenue
2. Southwest corner of Boonville Avenue and Water Street
3. Southeast corner of Campbell Avenue and Water Street
4. Southwest corner of Campbell Avenue and Water Street
5. Northeast corner of Boonville Avenue and Mill Street
6. Northwest corner of Campbell Avenue and Mill Street

## STUDY CONCLUSIONS

The New Jordan Creek Project Area (“Project Area”) consists of the two-block portion of Jordan Creek between Boonville Avenue and Main Avenue in Springfield, Missouri. The study assessed and identified feasible, market-driven development and redevelopment opportunities in and surrounding the Project Area stemming from planned flood control and urban park improvements.

The Study Area is defined as the 16-block area located immediately north of the Springfield downtown square bound by Chestnut Expressway to the north, Olive Avenue to the south, Jefferson Avenue to the east, and Main Avenue to the west

Based on the findings of the *Economic and Market Analysis*, study recommendations include the following:

- Provide urban park amenity recommendations for the Project Area.
- Identify prospective development and redevelopment sites for the Study Area and appropriate mix of land uses that could take advantage of sites’ location, physical characteristics, and planned infrastructure.

### **Urban Park Amenity Recommendations**

The New Jordan Creek Project Area (“Project Area”) is defined as the two-block portion of Jordan Creek bounded by Mill Street to the north, Water Street to the south, Boonville Avenue to the east, and Main Avenue to the west in Springfield, Missouri. Although the project is intended to reduce flooding, it should also perform as an urban amenity and catalyst for further private investment and redevelopment of this area of downtown.

Well-designed urban parks have the potential to improve the commercial and residential real estate markets and provide significant benefits for surrounding property owners, businesses, and neighborhoods.

Downtown revitalization takes many forms, and for some cities downtown parks are a major catalyst for redevelopment. A goal of the Project Area’s urban park design should be to bring energy, excitement, and people that will activate the immediate area and lead to increased economic activity. By including an urban park, the Project Area can serve as catalyst for private investment and redevelopment of the Study Area.

Parks can serve as a “place maker” and a central catalyst for urban revitalization and are often attributed to several economic benefits, including:

- Improve public perception and pedestrian activity
- Stimulate new real estate development activity
- Increased property values
- Improved public safety
- Stimulate new spending and business activity
- Attract new residents and businesses

If designed properly the urban park can serve as the center for the neighborhood. Properties immediately surrounding the Project Area will have the greatest opportunity to benefit from the increased pedestrian and economic activity generated by the Project Area’s urban park. The fact that the Project Area is surrounded by public streets provides the opportunity to create a truly public space.

The Project Area’s urban park should convey a strong identity without be overdesigned. Providing a safe, comfortable space is important. Elements in the physical design of a park, such as an open and welcoming entry, good visibility (sight lines), and appropriate lighting and signage can all make a difference. Regular park maintenance, as well as programming and community involvement can also contribute to a feeling of safety.

Urban parks should include facilities that are pedestrian-oriented and provide visual enhancement, a sense of identity, and opportunities for social interactions, enjoyment of outdoor open space, small-scale recreation and performing and visual arts. Urban parks help to establish the character and identity of an area.

It is recommended that public amenities to the Project Area be introduced gradually over time rather than all at once. This approach is commonly referred to as “Lighter, Quicker, Cheaper”. The benefits of this organic approach include extending the timeframe of the capital improvement costs, creating ongoing excitement and increased usage of the public space, and increased flexibility to respond to what amenities the citizens desire. Public amenities to consider when designing the Project Area’s urban space include:

- A simple performance space for concerts, theatre, and other public events,
- Programmed activities such as yoga and spin classes, movies, and arts & crafts events,
- Historical markers highlighting the industrial history of the neighborhood,
- Shaded areas for people to escape the summer heat,
- Movable seating to allow people congregate,
- Temporary space for vendors,
- Bike racks,
- Visual feature such as public art,
- Walking paths with a gateway feature that provides connectivity to the surrounding neighborhood,
- Casual food & beverage outlet with designated outdoor seating at a visible location
- Make space available to local nonprofits and community organizations to host events.

To enhance connectivity to the neighborhood, streetscape improvements at the perimeter of the Project Area should be continued along surrounding streets. For example, existing sidewalk treatment, signage, and lighting adjacent to the Project Area along Boonville Avenue and Water Street could be continued on such surrounding arterials as Campbell Avenue and Mill Street.

To assure long-term sustainability both start-up capital funding must be secured for construction of the Project Area’s urban space and an operational funding source identified and put into place. Below is a list of potential funding sources used for the construction and continued operation of urban parks across the United States.

**Capital Funding** is the start-up funding required for the construction of an urban park. Examples of capital funding sources include the following:

Funding Method	Potential Funding Source
Borrowing/Debt	General Obligation Bonds Revenue Bonds
Special Taxing Districts	Tax Increment Financing (TIF) Neighborhood Improvement District (NID) Community Improvement District (CID)
Taxes from Development	Park Dedication Fee Special Assessments
Contractual Revenue	User Fees Concession Contracts Leasing Agreements Advertising Naming Rights
Grants & Contracts	Dedicated Sales Tax Revenue Federal, State & Local Grants Corporate and Private Donations The STORM Act (FEMA) PARC Grant Program

**Operation Funding** is the ongoing financial resources necessary to maintain park operations. Funding options include appropriations from the City’s General Fund, dedicated sales tax revenue, private and corporate donations, user fees, advertising, sponsorships, naming rights, conservancies, volunteer programs, and special service district funding.

### **Study Area Redevelopment Opportunities**

The 16-block Study Area possesses the potential to evolve into a cohesive neighborhood supporting housing, employment, hospitality, and retail activity. The presence of the Project Area’s urban park will assist in creating an identity and focal point for the Study Area, enhancing economic activity and the potential for spinoff redevelopment.

Missouri State University’s existing Jordan Valley Innovation Center and efactory facilities and vacant landholdings offer the potential to foster a growing technology campus defined as the 6-block area bound by Chestnut Expressway to the north, Mill Street to the south, Jefferson Avenue to the east, and Boonville Avenue to the west. The technology campus will serve as the Study Area’s principal economic engine and could support additional university facilities as well as office, flex, and laboratory space for related businesses.

Properties immediately surrounding the Project Area will have the greatest opportunity to benefit from the increased pedestrian and economic activity generated by the urban park. Catalyst

redevelopment sites bordering the Project Area to the immediate north and south have the potential to support higher-density, mixed-use development.

Seven vacant or underutilized properties within the Study Area were identified as catalyst development sites having the potential to support future commercial, employment, lodging, and/or multi-family residential uses. Several of the designated properties possess enough land area and favorable site characteristics to support mixed-use development. The prospective catalyst sites include:

1. Northeast corner of Boonville Avenue and Olive Avenue
2. Southwest corner of Boonville Avenue and Water Street
3. Southeast corner of Campbell Avenue and Water Street
4. Southwest corner of Campbell Avenue and Water Street
5. Northwest corner of Campbell Avenue and Mill Street
6. Northwest corner of Boonville Avenue and Mill Street
7. Northeast corner of Boonville Avenue and Mill Street

These catalyst development sites are best positioned in the near-term to benefit from the planned Project Area improvements and synergy with existing MSU facilities. These sites can also support dense development forms and establish a direct link to the downtown core. Collectively, the seven catalyst sites can create a vibrant, mixed-use urban core. Development of the catalyst sites would also have a ripple effect prompting continued redevelopment of Study Area properties to the north.

Retail land uses within the Study Area are best suited within mixed-use projects on each side of Boonville Avenue between Olive Avenue and Water Street. This location is just one block north of the square and could serve as a connection between the core of downtown and the Project Area.

Future office development within the Study Area is best suited for properties adjacent to the Project Area’s urban park. The park would provide for a favorable amenity for attracting office tenants.

In addition to the Missouri State University technology campus, the 4.88-acre Gannett Missouri Publishing property at the southwest corner of Chestnut Expressway and Boonville could also serve as employment center. Given the expense of acquisition and demolition of the existing 105,920 square foot building, the highest-and-best use is to retrofit the property for office, light manufacturing, or laboratory use. One possible scenario is incorporating the property into the Missouri State University technology campus for use as an advanced manufacturing incubator.

The catalyst sites at the northeast corner of Boonville Avenue and Olive Avenue and the southeast corner of Campbell Avenue and Water Street possess the necessary location and site requirements to support future hotel development. The two sites offer proximity to the urban park and downtown square, access to room demand generators, restaurant, and entertainment venues, and adequate access and exposure. The proximity to a public parking garage can provide the opportunity to support higher density development by reducing the on-site parking requirements.

High-density multi-family housing development is best suited immediately surrounding the Project Area’s planned urban park. The park would provide for a favorable amenity for residential tenants with the potential to command premium rents. Envisioned is a residential neighborhood surrounding the urban park.

Discussion of each potential redevelopment sites along with recommended land uses and an aerial photo identifying each site.

The northeast corner of Boonville Avenue and Olive Avenue is an 85-space surface parking lot on a 1.69-acre parcel owned by the City of Springfield. Public surface and structured parking are available one block to the west. The site is suitable for mixed-use development featuring a multi-story structure housing either a hotel or apartments with ground floor commercial space along the Boonville Avenue frontage.

The City of Springfield owns an 80-space surface parking lot on a 0.81-acre parcel on the west side of Boonville Avenue between Olive Avenue and Water Street. The site is long and narrow with only 100 feet of frontage onto Olive Avenue and 110 feet onto Mill Street. The small parcel size may restrict the ability to accommodate sufficient on-site parking. Public surface and structured parking are available one block to the west. The site is suitable for mixed-use development featuring a multi-story structure housing apartments and ground floor commercial space along the Boonville Avenue frontage.

The property on the east side of Campbell Avenue between Water Street and Olive Avenue totals 1.5708 acres. The northern portion of the site is occupied by an 18,248 square foot commercial building and surface parking while the southern portion is operated as an 85-space public parking lot. The view of the urban park is a favorable amenity for apartment or hotel use and proximity to a public parking garage may allow for increased density.

An approximately 2.0-acre vacant parcel at the southwest corner of Campbell Avenue and Water Street is a brownfield site that may be encumbered by development restrictions. As a prospective apartment development site, the property benefits from its location one block from the downtown square and immediately south of the Project Area, good access, excellent exposure, proximity to a public parking garage, and sufficient land area to support mixed-use development.

Missouri State University and Positronic Industries own several industrial properties on the west side of Campbell Avenue between Mill Street and Phelps Street totaling 2.2 acres. The western half of the city block is controlled by City Utilities. The Project Area is located immediately to the south with Brick City to the east. Missouri State University controls 0.9643 acres occupied by 62,816 square feet of building area that is used for storage. Positronic owns a 1.2318-acre property on the south side of Phelps Street occupied by a 63,023 square foot building. The existing buildings do not represent highest-and-best use. An option would be to raze the existing structures and construct 3- to 4-story structures for either office space or apartments. The portion of the City Utilities property fronting onto Mill Street could be incorporated into the development site.

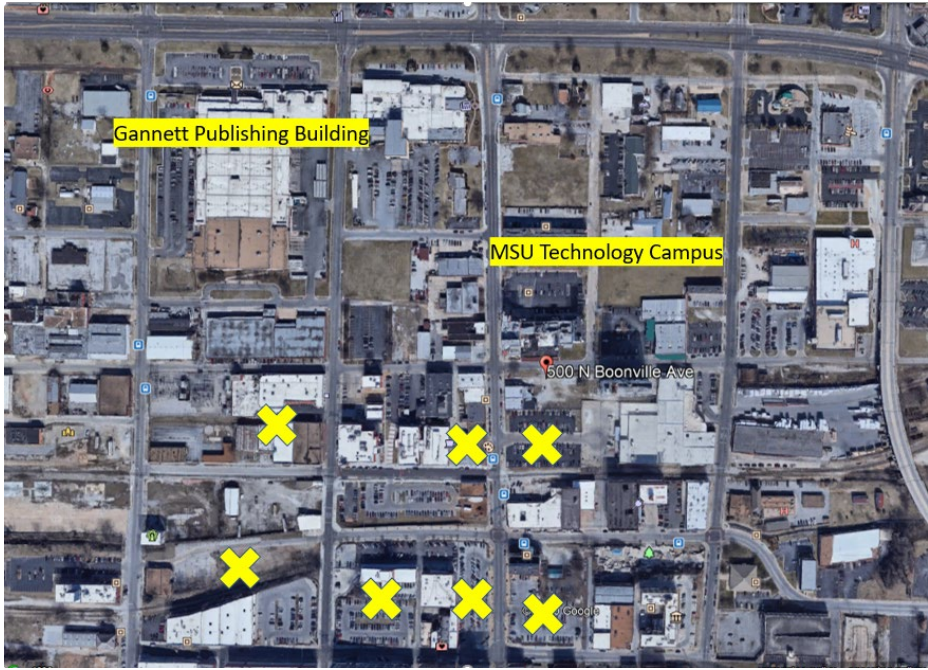
A possible expansion site for Missouri State University's Brick City property is the 0.4267-acre property at the northwest corner of Boonville Avenue and Mill Street. The property houses a one-story, 12,515 square foot commercial building. The site dimensions of 131' by 142' and corner location immediately adjacent Brick City could support a 2- to 3-story expansion building.

The northeast corner of Boonville Avenue and Mill Street is a 1.0276-acre surface parking lot owned by Missouri State University. The Vecino Group has plans to develop a 100,000 square foot office building and parking garage on the property. This parcel is the Study Area's premier office development site.

Providing sufficient parking within an urban center can an issue for both residents and businesses. With a portion of the Project Area and several of the catalyst sites currently operating as surface parking lots the issue of replacing the spaces must be addressed as part of any redevelopment plan. Because of the potential of the catalyst sites to support higher-density urban development, suburban style development featuring buildings surrounded by a sea of surface parking should be avoided whenever possible. As an example, the 2.2-acre catalyst site at the southwest corner of Campbell Avenue and Water Street could be developed with a 3- to 4-story apartment building within interior structured parking.

Existing public parking adjacent to the catalyst sites include the 380-space Heer's parking garage at the southeast corner of Olive and Campbell Avenues and an 85-space surface lot at the northwest corner of the same intersection. In addition, the 100,000 square foot office building planned for the northeast corner of Booneville Avenue and Mill Street is designed with a parking structure. As an interim solution for the replacement of existing parking spaces, peripheral vacant and under-utilized properties could be leased and converted to surface lots. Examples of potential interim surface parking lot sites include: 1) southwest corner of Main Avenue and Mill Street; 2) southeast corner of Campbell Avenue and Tampa Street; and 3) vacant lot located north of the Jordan Valley Innovation Center.

A more long-term solution could be the construction of a parking structure at the existing 85-space surface parking lot located at the northeast corner of Campbell and Olive Avenues. This could free up neighboring catalyst sites to reduce or eliminate the need for on-site parking.



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