Springfield Land Clearance for Redevelopment Authority
Tuesday, August 1, 2017
2nd Floor West Conference Room, Busch Municipal Building

1. **Call To Order**

2. **Roll Call**

3. **Approval Of Minutes**

   3.I. **Minutes - July 11, 2017**

   Documents:

   MINUTES LCRA JULY 11, 2017.PDF

4. **New Business**

5. **Other Business**

   5.I. **Discussion Of Redevelopment Plan For Kearney Street Redevelopment Area**

   Documents:

   KEARNEY ST CORRIDOR STUDY - UPDATED.PDF

6. **Adjourn**

Springfield Land Clearance for Redevelopment Authority

Tuesday, July 11, 2017 at 4:00 PM
1ST Floor Conference Room, Busch Municipal Building

Minutes

1. Call to Order

2. Roll Call
   Present: Ryan Cosby, Allen Grymes, Benjamin Hall, and Steven Jackson,
   Others Present: Lindsey Schapp, Beverly Lofts, LLC; Brandon Dickman, Cherry 1325; Dixie Decker, Cherry 1325; Conan Dougherty, Assessor's Office, System Admin for Greene County; Geoff Butler, BR&P
   Staff: Sarah Kerner, Matt Schaefer, Bill Weaver, Tom Rykowski, Judy White

3. Approval of Minutes

   Motion to approve June 6, 2017 Minutes made by Ryan Cosby. Motion seconded by Benjamin Hall. Motion approved (4-0)

4. New Business

   a. Redevelopment Plan for the 610 E. Harrison Redevelopment Area, located at 610 East Harrison Street; Roza Capital Group, LLC, applicant.

      Applicant requested to withdraw the Redevelopment Plan from the agenda.

   b. Blight Report and Redevelopment Plan for the 1325/1329 E Cherry Redevelopment Area, located at 1325 East Cherry Street; Roza Capital Group, LLC, applicant.

      Motion to approve the Blight Report and Redevelopment Plan made by Allen Grymes. Motion seconded by Benjamin Hall. Motion approved (4-0)

   c. Amendment to Chapter 353 Redevelopment Plan Application for the Beverly Lofts Redevelopment Area, generally located at 525, 529 and 519 East Cherry Street, Beverly Lofts Redevelopment Corporation, applicant.

      Ryan Cosby recused due to conflict of interest.

      Motion to approve the Amendment to Chapter 353 Redevelopment Plan Application made by Benjamin Hall. Motion seconded by Allen Grymes. Motion approved (3-0)

5. Other Business

6. Adjourn

KEARNEY STREET CORRIDOR STUDY

THE CITY OF SPRINGFIELD | MAY 19, 2017

PGAV PLANNERS

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SECTION 1- INTRODUCTION

The City of Springfield, MO (the "City") retained the Planners group of Peckham Guyton Albers & Viets, Inc. ("PGAV") to develop an independent analysis of the current conditions and development potential for a corridor along Kearney Street, extending from North Kansas Expressway to Glenstone Avenue (the "Corridor").

PGAV, headquartered in St. Louis, Missouri, is a nationally recognized firm with expertise in the preparation of plans and market studies. PGAV has performed analyses of commercial, office, residential, and industrial market conditions. PGAV has personnel who are members of the National Federation of Municipal Analysts (NFMA) and of the Council of Development Finance Agencies (CDFA).

ACKNOWLEDGEMENTS

PGAV would like to thank the following people for their collaboration on this study:

- Springfield City Council: Mayor Ken McClure, Phyllis Ferguson, Dr. Tom Prater, Mike Schilling, Craig Fishel, Jan Fisk, Craig Hosmer, Kristi Fulnecky,
- City Manager Greg Burris, Department of Planning and Development, Department of Economic Development, Department of Public Information and Civic Engagement,
- And to the citizens, residents, business owners who are too numerous to name, but whose knowledge and energy will continue to revitalize North Springfield and Kearney Street.

EXECUTIVE SUMMARY

PGAV was retained to study the Kearney Street Corridor's local economy and retail potential. What began as a retail feasibility analysis has evolved into the beginning of a visioning process for Kearney. PGAV conducted a market analysis of the Corridor, examined demographics and consumer profiles, trade areas, and public opinion, examined economic realities, and nationwide trends for redeveloping industrial auto-centric corridor into a place where pedestrians, bicyclists, residents and visitors from neighboring communities can find a destination for a unique dining experience, purchase household items and clothing, and enjoy family entertainment.

Based on an online survey, a public workshop, meetings with staff and city council, PGAV staff heard requests for sit down restaurants, family entertainment, clothing stores, increased measures for pedestrian safety, connectivity to Doling Park, reinstatement of cruising, and embracing Kearney's Route 66 heritage.

PGAV recommended an adapted reuse of a bowling alley into a food hall which could serve as a business incubator for restaurant entrepreneurs and provide a social space for people to enjoy a variety of prepared foods or grab ingredients for that night's dinner. Food halls have been a growing trend in urban redevelopment, filling in empty big box stores or vacant department stores. Other ideas for the

food and beverage sector include a food truck court and the adapted reuse of garages or gas stations into restaurants. PGAV examined the economic impact of the Route 66 tourism and proposed redevelopment options to leverage the heritage era of travel and custom cars.

PGAV identified 195,000 square feet of property in the three mile stretch whose location and size are ideal for redevelopment into retail or businesses, entertainment, and dining establishments. The sites are large enough to accommodate a building and provide parking for customers. In order to promote development and to finance placemaking enhancements, it is the recommendation of PGAV that a combination of two public financial tools, LCRA tax abatement and a Community Improvement District (CID) would be the most effective and efficient way to support revitalization efforts in the Corridor.

THE STUDY AREA

The subject of this Corridor study is approximately three miles of Kearney, extending from North Kansas Expressway to Glenstone Avenue (the "Corridor"). **Exhibit 1 – Corridor Boundary**, shown on the following page, shows the full extent of the Corridor. The assets included in the study area include a wide range of commercial, office, residential, and a smattering of industrial uses. The rationale behind the boundary is that Kearney Street and approximately 300 feet on both sides of it make up a commercial corridor. The 300-foot radius was chosen because that is the standard lot depth of a typical automobile-oriented retail center by modern standards and is also the depth permitted by the zoning ordiance. The area is zoned Highway commercial district (HC) whose uses depend on high visibility from the roadway.

In several places along the Corridor, commercial and light industrial uses run from Kearney Street to the edge of the Corridor boundary. However, in other places residential uses are adjacent to Kearney Street or located directly to the rear of small commercial properties. The largest land users in the Corridor include Hiland Dairy Foods, Baptist Bible College, Walmart, several multi-tenant retail strip centers, and Robberson Elementary School. Standalone retail, automobile-related firms, banks, and service businesses comprise much of the Corridor's land usage.

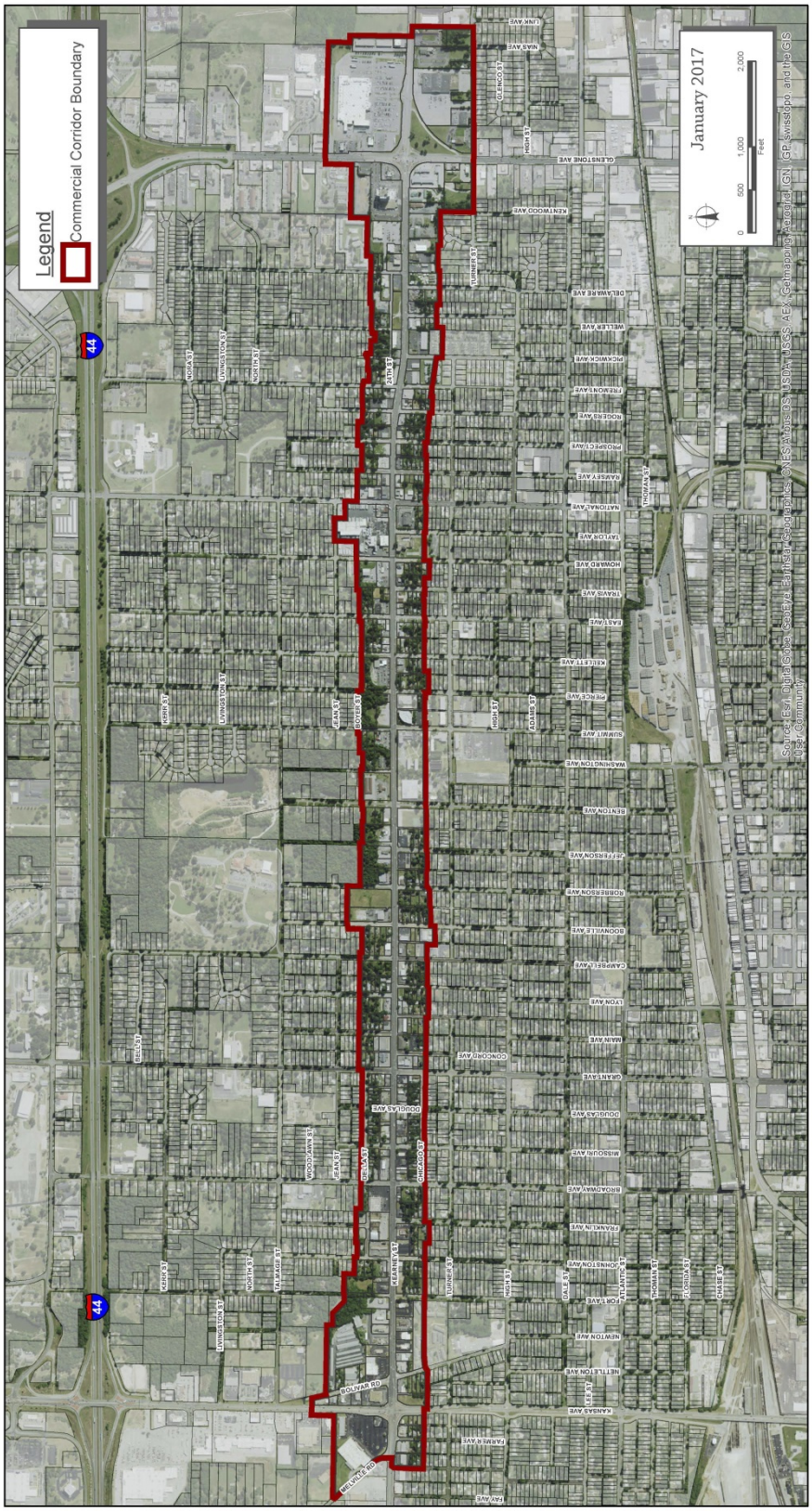

Exhibit 1 - Corridor Boundary

Kearney Street Corridor Study
City of Springfield, Missouri

SECTION 2 – PHYSICAL & ECONOMIC CHARACTERISTICS

PHYSICAL CONDITION ANALYSIS

One major aspect of the study was to examine the existing physical condition of the buildings, site improvements, sidewalks, and roads in the Corridor. **Attachment 1 – Building Conditions**, in the **Appendix**, illustrates the existing conditions of buildings in the Corridor on a scale of Poor, Fair, Good, and Excellent. All of the buildings were examined including residential, industrial, commercial, and institutional uses. Based on field work performed by PGAV on November 14-16, 2016, just over one quarter of the buildings were found to be in poor condition (27%), a little less than three quarters were found to be in either fair or good condition (67%), and a few were considered in excellent condition (6%).

One reason many buildings were found to be in poor or fair condition is due to their advanced age and limited amount of recent investment. **Attachment 2 – Building Age**, in the Appendix, shows building ages along the Corridor. As is illustrated in the map, most of the buildings in the Corridor are over 35 years old and many of them have not seen significant investment in recent years. **Attachment 5, 5.1, 5.2,** and **5.3 – Equalized Assessed Valuation Percent Change**, in the Appendix, shows which properties have increased in assessed value and which ones have declined in assessed value. Approximately 33% of properties declined or saw no change in assessed value over the past 11 years, and this likely corresponds with the poor and fair conditions found within the Corridor. **Attachments 4 through 4.3 – Building Vacancy**, in the Appendix, show where vacant properties are located in the Corridor and this likely contributed to the decline in assessed value in parts of the Corridor.

The site conditions in the Corridor are shown in **Attachment 3 – Site Conditions**, in the Appendix. The quality of site improvements such as sidewalks, parking lots, and curb stops were categorized on a scale of Poor, Fair, Good, and Excellent. Just under half of the properties (47%) were considered to be in poor conditions, around one quarter were considered fair (28%), and relatively few were in good or excellent condition (17%). Another property characteristic analyzed in the Corridor was the location of curb stops, shown in **Attachments 6.1**, **6.2**, and **6.3 – Curb Cuts.** There are 635 curb cuts in the Corridor, ranging in size and structure from residential driveways to painted entrances for retailers. In the three mile Corridor, this amounts to a curb cut every 25 feet, which creates an extreme number of traffic movements and potential conflicts along the Corridor.

The condition of sidewalks and rights-of-way are shown in **Attachment 7 – Sidewalk and Right-of-Way Conditions**, in the Appendix. The vast majority of sidewalks are in good or excellent condition (68%), there are a few locations where fair or poor conditions were identified (8%), and around one quarter of the potential sidewalk routes were not constructed (24%). However, after identifying the Corridor's challenging topography, unimproved lots, and partial streets, it became apparent that most of the areas that did not have sidewalks were not high priority areas for pedestrian access.

Attachments 8.1, **8.2**, and **8.3 – General ADA Compliance**, in the Appendix, illustrate curb and sidewalk ramps that either met or did not meet general accessibility standards. PGAV's qualification of sidewalk ramps is not official, nor should it be used to identify areas that meet or do not meet specific regulations related to the Americans with Disabilities Act (or "ADA"). In the the General ADA Compliance maps, a passing grade was given to ramps characterized by a smooth transition from street or driveway to sidewalk. Factors such as the presence of a warning surface, low angle slope, and lack of permanent obstructions merited a passing grade. Factors such as a lack of a warning surface, steep slope, or presence of permanent obstructions merited a failing grade. The majority of non-ADA compliant sidewalks on Kearney were clustered at the blocks approaching the major intersections on either end of the Corridor, east of Kansas Expressway and west of Glenstone Avenue. The intersections themselves were in compliance with ADA.

ECONOMIC OVERVIEW

The City of Springfield (the "City") is the county seat of Greene County and home to Missouri State University, Drury University, Evangel University, and the Baptist Bible College. The Springfield Metropolitan Statistical Area ("MSA") has a higher concentration of jobs in the health care, retail trade, and transportation and warehousing sectors than the rest of the State of Missouri (the "State"). Additionally, the Transportation and Warehousing, Information, Professional and Scientific, and Educational Services sectors have grown at a significantly faster rate than the rest of the state. The total number of nonfarm employees in the Springfield MSA increased by 4.6% from 2013 to 2015, while the state's total increased by 2.7% during the same timeframe.[1]

The Milken Institute Center for Jobs and Human Capital puts out the Best-Performing Cities report to illustrate where America jobs are being created and sustained. The report released in December 2016, placed Springfield in the 53rd spot among the best-performing large cities in the United States. The metrics used in the rankings include job growth, wage growth, high-tech GDP growth, high-tech concentration, and number of high-tech industries. Springfield advanced 14 positions in the Milken Institute's ranking system since 2015.[2]

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[1] Federal Reserve Bank of St. Louis and US. Bureau of Labor Statistics, All Employees: Total Nonfarm in Springfield, MO (MSA) [SMU29441800000000001A], retrieved from FRED, Federal Reserve Bank of St. Louis; https://fred.stlouisfed.org/series/SMU29441800000000001A, December 12, 2016.

[2] Milken Institute Center for Jobs and Human Capital. (December 2016). 2016 Best-Performing Cities: Where America's Jobs are Created and Sustained. Retrieved from http://www.best-cities.org/2016/best-performing-cities-report-2016.pdf on January 17, 2017.

Currently, the unemployment rate in the MSA is 3.6%[3], which is less than the unemployment rate for the State (4.2%[4]), and the national unemployment rate of 4.1%.[5] Local governments, Mercy Hospital, CoxHealth Systems, Walmart and Sam's Club, and Bass Pro Shops/Tracker Marine are the largest employers in the MSA. **Table 1 – Major Employers in Springfield MSA**, shown below, lists the fifteen largest employers in the MSA.

Table 1
Major Employers in Springfield MSA
Kearney Street Corridor Study

	Company Name	Industry Sector	Employees
1	Mercy Hospital Springfield	Healthcare	10,460
2	CoxHealth Systems	Healthcare	10,069
3	Walmart and Sam's Club	Retail	3,717
4	Springfield Public Schools	Education	3,000
5	Bass Pro Shops/Tracker Marine	Retail/Manufacturing	2,434
6	United States Government	Government	2,400
7	State of Missouri	Government	2,331
8	City of Springfield	Government	2,251
9	Missouri State University	Education	2,018
10	Citizens Memorial Healthcare	Healthcare	1,900
11	SRC Holdings (HQ)	Manufacturing	1,500
12	Chase Card Services	Financial	1,450
13	O'Reilly Auto Parts	Retail/Manufacturing	1,200
14	Prime, Inc. (HQ)	Transportation	1,195
15	Oxford HealthCare	Healthcare	1,189

Several of the MSA's largest employers added jobs in 2016. These jobs were a mixture of new and replacement jobs due to expansions and employee turnover. Missouri State University (MSU) announced in July a need to fill 100 faculty positions, 80 of which were new positions. The hiring represents a 25% increase over what the university usually hires in a typical year. This new round of hiring comes amidst recent efforts made by the university to hire a more diverse workforce that can meet the needs of students no matter their background. MSU saw enrollment hit a new milestone in the fall of 2016 at 26,000 students. This number represents a 5.1% rise in enrollment over last year's

[3] U.S. Bureau of Labor Statistics, Unemployment Rate in Springfield, MO (MSA) [SPIURN], retrieved from FRED, Federal Reserve Bank of St. Louis; https://fred.stlouisfed.org/series/SPIURN, May 5, 2017.

[4] U.S. Bureau of Labor Statistics, Unemployment Rate in Missouri [MOURN], retrieved from FRED, Federal Reserve Bank of St. Louis; https://fred.stlouisfed.org/series/MOURN, May 5, 2017.

[5] U.S. Bureau of Labor Statistics, Civilian Unemployment Rate [UNRATENSA], retrieved from FRED, Federal Reserve Bank of St. Louis; https://fred.stlouisfed.org/series/UNRATENSA, May 5, 2017.

number and a 16.1% increase over a five-year period.[6] The increase in enrollment comes at a time when the number of students attending colleges and universities in the State is down 4.9% over the last five years. Despite the challenging market for higher education, MSU continues to compete effectively among schools in the Midwest and the State.

Other companies that hired in 2016 include Bass Pro Shops (80 jobs[7]), CoxHealth Systems (100 jobs[8]), Walmart Neighborhood Market (95 jobs[9]). Additionally, the City of Springfield is partnering with Ozarks Technical Community College to offer tuition assistance for those pursuing nursing degrees. CoxHealth Systems alone claims they can support an additional 375 nursing positions.[10]

Major closings occurring in 2017 include Sears and Kmart. Kmart is closing five other stores and Sears is closing two other stores in the rest of the State. As recently as 2014, the City contained three Kmarts, but two of them have already closed and the third is slated to shutter in 2017.[11] These "big-box" closing alerts come amidst several other retailer store closing announcements including Macy's (68 stores), JCPenney (138), h.h.gregg, (220), and Payless, (400). Already in 2017 the U.S. has seen 10 retailer bankruptcies and 2,880 store closings. The causes of these retail challenges will be discussed in greater detail in Section 3 - Retail Recommendations.

Table 2 – Business Summary, shown on the following page, provides a breakdown of firms in the Corridor, MSA, and State by industry and general categories such as "white" and "blue" collar. In terms

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[6] Riley, Claudette. (January 2017). MSU Enrollment Soars While Drury, Evangel, OTC numbers drop. Springfield News-Leader. Retrieved from http://www.news-leader.com/story/news/education/2017/01/15/msu-enrollment-soars-while-drury-evangel-otc-numbers-drop/96503180/ on January 19, 2017.

[7] OzarksFirst.com. (October 2016). Hiring Event for 80 Bass Pro Jobs Today. Retrieved from http://www.ozarksfirst.com/news/hiring-event-for-80-bass-pro-jobs-today/592182688 on December 16, 2016.

[8] Gounley, Thomas. (June 2016). CoxHealth Plans to Hire 100 Nurses from Overseas in the Next Year. News-Leader. Retrieved from http://www.news-leader.com/story/news/business/2016/06/23/coxhealth-plans-hire-100-nurses-overseas-next-year/86295244/ on December 16, 2016.

[9] Gounley, Thomas. (December 2016). Walmart Hiring up to 95 for Once-controversial Store Near Downtown Springfield. Retrieved from http://www.news-leader.com/story/news/business/2015/12/04/walmart-hiring-up-95-once-conversial-store-near-downtown-springfield/76799298/ on December 16, 2016.

[10] KSPR ABC 33. (November 2016). Want to be a Nurse? City of Springfield announces tuition-free training grant. Retrieved from http://www.kspr.com/content/news/City-of-Springfield--403454836.html on December 15, 2016.

[11] Gounley, Thomas. (January 2017). Kmart Closing Stores in Springfield, Branson. Retrieved from http://www.news-leader.com/story/news/business/2017/01/04/kmart-closing-stores-springfield-branson/96175212/ on January 17, 2017.

of general categories, the Corridor shows an especially high concentration of accommodation and food services, other services, and retail trade.

The MSA shows a high concentration of scientific, professional, and tech-related firms relative to the rest of the State. The concentration of "white" collar firms corresponds with the MSA's status in the south-central part of the State as a healthcare, education, and corporate hub. The MSA also shows a slight advantage over the rest of the state in wholesale trade, manufacturing, and construction firms.

Table 2
Business Summary
Kearney Street Corridor Study

Industry	Corridor	Springfield MSA	Missouri
White Collar	***29.8%***	***44.1%***	***41.9%***
Administrative & Support & Waste Management & Remediation	0.0%	4.4%	3.7%
Arts, Entertainment & Recreation	1.0%	1.5%	1.7%
Education Services	4.2%	2.6%	2.8%
Finance & Insurance	12.0%	8.8%	8.8%
Health Care & Social Assistance	5.2%	7.2%	8.0%
Information	0.0%	1.9%	2.0%
Management of Companies & Enterprises	0.0%	0.1%	0.1%
Professional, Scientific & Tech Services	1.0%	8.5%	5.1%
Public Administration	1.0%	3.0%	4.3%
Real Estate, Rental & Leasing	3.7%	6.0%	5.1%
Utilities	0.0%	0.1%	0.3%
Service	***66.0%***	***33.4%***	***33.6%***
Accomodation & Food Services	15.2%	6.0%	6.3%
Other Services	19.4%	13.2%	13.2%
Retail Trade	31.4%	14.2%	14.1%
Blue Collar	***4.2%***	***19.7%***	***18.9%***
Agriculture, Forestry, Fising & Hunting	0.0%	0.8%	1.2%
Construction	0.5%	8.9%	8.0%
Manufacturing	1.6%	3.3%	3.3%
Mining	0.0%	0.1%	0.1%
Transportation & Warehousing	0.5%	2.3%	2.5%
Wholesale Trade	1.6%	4.3%	3.8%

Source: ESRI

Source: Businesses in the Corridor were recorded during fieldwork performed November 14-16, 2016

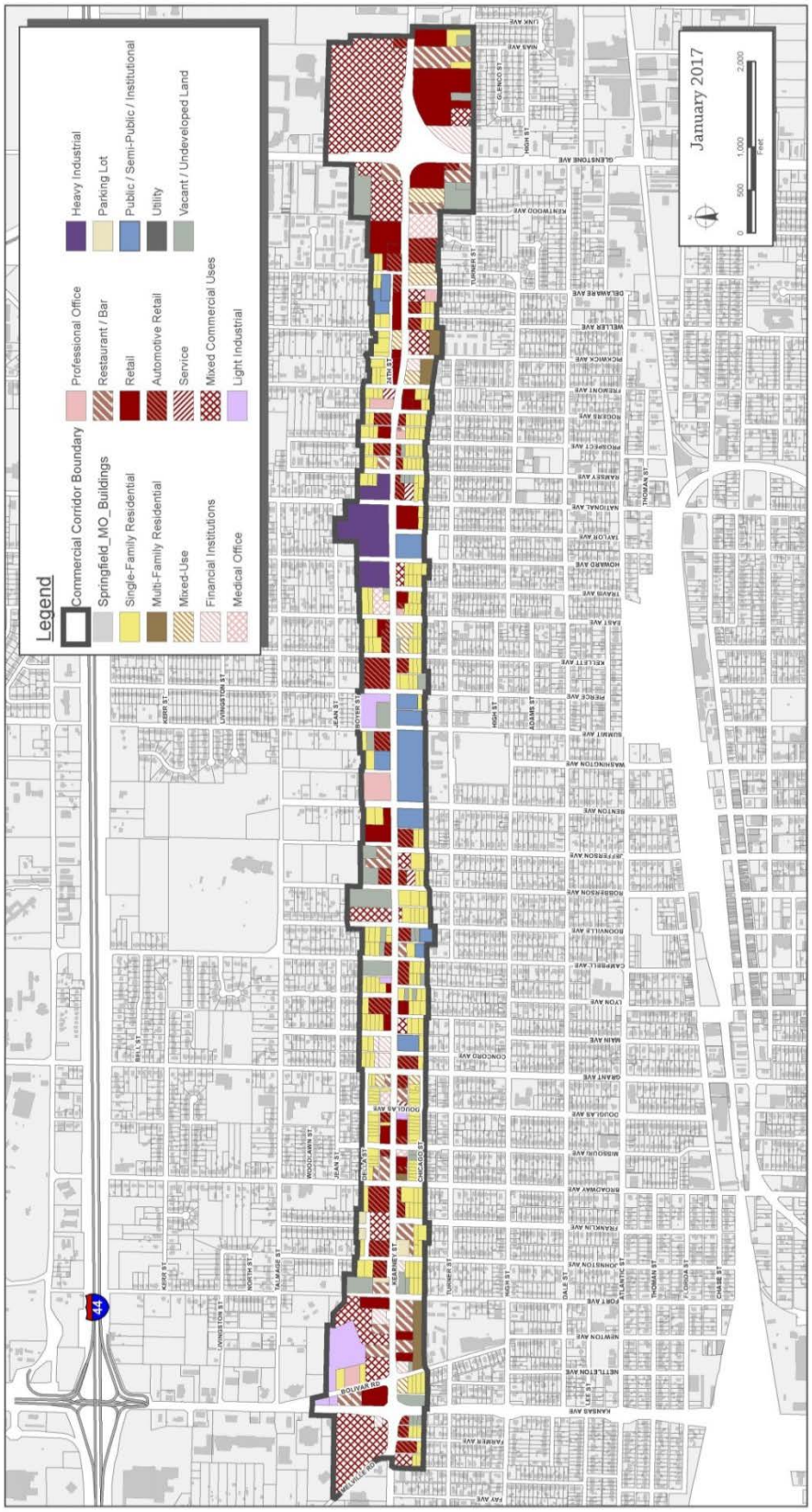


Exhibit 2 - Existing Land Use

Kearney Street Corridor Study
City of Springfield, Missouri

Exhibit 2 – Existing Land Uses, on the previous page, shows existing land use on the Corridor and the adjacent parcels to the north and south. The main use categories are mixed commercial and retail abutting single family residential. The Corridor is zoned Highway Commercial and parcels that abut residential must have the proper buffer either in the form of landscaping or fencing.

The populations of both the City and MSA have been growing slowly since the year 2000 and are projected to grow steadily over the next five years. **Table 3 – Demographic Summary**, below, shows the growth trends for population, households, age, and median household income for the Corridor, City, MSA, and State. In terms of population and number of households, the Corridor is projected to gain residents and households at a slower rate than the rest of the City. Another difference is that the portion of residents above the age of 65 is less in the Corridor than in the rest of the City, indicating that the residents of the Corridor are relatively young. Both the Corridor and City are projected to see declines in median household income over the next five years.

Table 3
Demographic Summary
Kearney Street Corridor Study

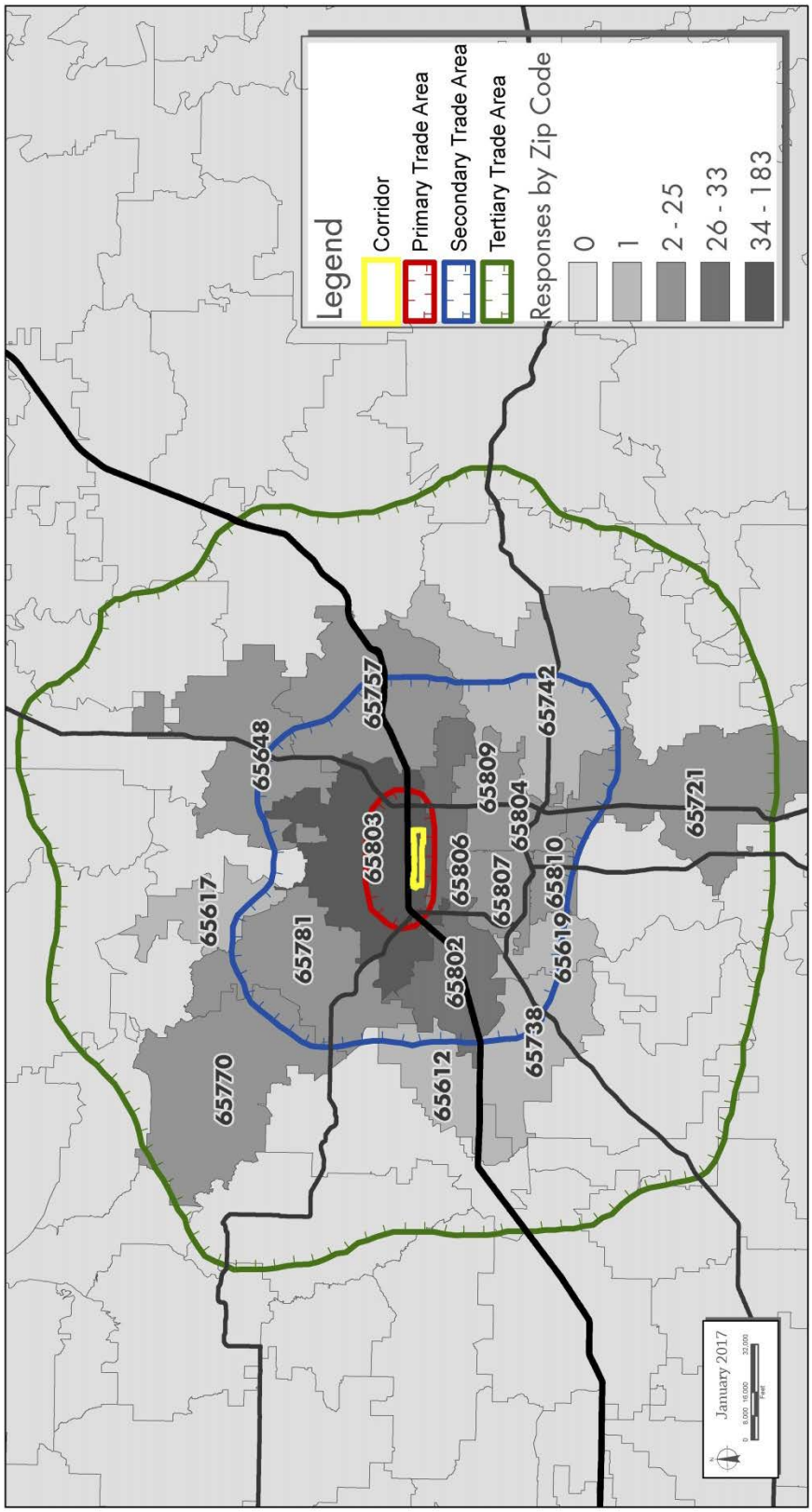
Population Profile	Corridor	Springfield	MSA	Missouri
2000-2010	-1.0%	0.4%	1.7%	0.7%
2010-2016	0.6%	0.7%	0.8%	0.5%
2016-2021	0.9%	0.8%	0.8%	0.4%
2010-2021	0.7%	0.7%	0.8%	0.5%
Households				
2000-2010	-0.3%	0.6%	1.9%	0.8%
2010-2016	0.4%	0.7%	0.7%	0.4%
2016-2021	0.8%	0.8%	0.8%	0.4%
2010-2021	0.6%	0.7%	0.7%	0.4%
Age				
Over 18	78.8%	81.7%	76.8%	76.2%
Over 65	9.7%	14.5%	13.9%	14.0%
Median Household Income				
2016	$ 27,505	$ 33,674	$ 42,938	$ 48,212
2021	$ 27,105	$ 32,870	$ 46,513	$ 53,377

Source: ESRI

RETAIL MARKET ANALYSIS

Exhibit 3 – Trade Area Boundaries, on the following page, shows the trade areas used to study the retail demand in and around the Corridor. The Primary Trade Area (the "PTA") consists of the entire Corridor and an area whose focal points are the two Walmart Supercenters north of Division Street. This trade area extends south from the Corridor approximately 1.5 miles and north from the Corridor approximately 3 miles. The trade area extends further north than it does south because of the concentrations of retail located in neighborhoods south of Division Street.

The Secondary Trade Area (the "STA") consists of the PTA and a sizable swath of territory to the north of Springfield including the communities of Willard, Strafford, and Fair Grove. The distance from Kearney Street to the northern boundary of the STA is approximately 10 to 12 miles. The STA extends further south than the PTA, but only as far south as the Chestnut Expressway.



CITY OF Springfield PGAV PLANNERS

Exhibit 3 - Trade Area Boundaries

Kearney Street Corridor Study
City of Springfield, Missouri

The Tertiary Trade Area (the "TTA") consists of the other two trade areas and a large amount of territory to the north of Springfield. The distance from Kearney Street to the furthest edges of the TTA is approximately 30 to 35 miles or 30 to 40 minutes by car. The purpose of the TTA is to analyze consumer demand in the communities that travel to the City for shopping on a weekly or bi-monthly basis. While considering consumer demand in the TTA, it is important to note that not all of the industry types analyzed will draw consumers from 35 miles away or a 40-minute drive-time to the City.

Attachments 9.1, **9.2**, and **9.3**, in the Appendix, show the location and name of the each commercial, industrial, and institutional tenant in the Corridor. The numbers on the maps correspond with the names of tenants in the tables following each map. The names of the tenants were collected during fieldwork that was performed by PGAV on November 14-16, 2016.

PGAV identified gaps in the retail sector for the PTA and STA. This report compares retail sales and consumer spending by identifying opportunity by measuring the gap between market supply and demand. Market supply (retail sales) represents sales to consumers by retail firms, but excludes business to business sales. Market demand (retail potential) is calculated using data taken from major surveys that gauge the consumer behavior of American households. **Table 4 – Primary Trade Area Retail Opportunity Analysis**, below, shows retail opportunity for retail types that show potential for development in the Corridor based on consumer demand in the PTA.

Table 4
Primary Trade Area Retail Opportunity Analysis
Kearney Street Corridor Study

Industry Group	Example Businesses	Typical Annual Sales	Sales Per Square Foot	Retail Opportunity	Potential Square Footage
Electronics & Appliance Stores	Best Buy	$10,000,000	$230	**$ 7,997,180**	34,500
	HH Gregg	$950,000	$410		19,500
Grocery	Hy-Vee, Price Cutter, Save-A-Lot	$15,000,000 to $25,000,000	$428	**$ 10,885,684**	25,000
Clothing & Clothing Accessories Stores	Old Navy, Ross Dress for Less, Cato	$3,000,000 to $6,000,000	$300	**$ 2,413,894**	8,000
Nonstore Retailers	Amazon.com, QVC	N/A	$250	**$ 1,746,406**	N/A
			Total Retail Opportunity	**$23,043,164**	

Source: ESRI

Table 4 shows a retail opportunity of $23 million which is in large part due to demand for Electronics and Appliance Stores and Grocery Stores that currently goes unmet by PTA retailers. The retail opportunity associated with these two categories is not large enough to support "big box" retailers, but demonstrates there is unmet demand that could benefit existing retailers or new retail firms. In light of the relative lack of developable land along the Corridor, it appears likely that the PTA can support smaller, individual retailer businesses focused on food, clothing, electronics, and appliances.

Table 5 – Secondary Trade Area Retail Opportunity Analysis, below, shows retail opportunity for retail types that show potential for development in the Corridor based on consumer demand in the STA.

Table 5
Secondary Trade Area Retail Opportunity Analysis
Kearney Street Corridor Study

Industry Group	Example Businesses	Typical Annual Sales	Sales Per Square Foot	Retail Opportunity	Potential Square Footage
Building Material & Supplies Dealers	Ace, TrueValue	$10,000,000 $950,000	$300	**$ 5,840,749**	19,000
Grocery Stores	Hy-Vee, Price Cutter, Save-A-Lot	$15,000,000 to $25,000,000	$400	**$ 82,075,316**	205,000
Specialty Food Stores	Meat Markets, Fish Markets, Fruit & Vegetable Markets, Baked Goods	$500,000 to $2,500,000	$428	**$ 11,560,501**	25,000
Clothing & Clothing Accessories Stores	Old Navy, Ross Dress for Less, Cato	$3,000,000 to $6,000,000	$300	**$ 12,185,985**	40,500
Miscellaneous Store Retailers	All other business types	Varies Widely	Varies Widely	**$ 13,482,088**	N/A
Nonstore Retailers	Amazon.com, QVC	Varies Widely	Varies Widely	**$ 21,520,070**	N/A
			Total Retail Opportunity	**$273,498,858**	

Table 5 shows a retail opportunity of over $273 million which is in large part due to a demand for Grocery Stores, Specialty Food Stores, Clothing and Clothing Accessories Stores, and Miscellaneous Store Retailers that exceeds the STA's current supply. This retail gap is significant enough to support a large grocery store, a mid-sized electronics or appliance store, and a mid-sized clothing store. Several new small retail firms and existing businesses could also benefit from the gap demonstrated on **Table 5**.

Table 6 – Tertiary Trade Area Retail Opportunity Analysis, shown below, shows retail opportunity for retail types that show potential for development in the Corridor based on consumer demand in the TTA. **Table 6** shows a retail opportunity of almost $420 million which is in large part due to a demand for Grocery Stores, Electronics and Appliance Stores, Building Materials, Garden Equipment & Supply Stores, and Miscellaneous Store Retailers that exceeds the TTA's current supply. This opportunity would support several new medium and large retailers in the aforementioned industries; although, as mentioned previously, several of the industries analyzed will likely not attract customers from 35 miles away or a 40-minute drive-time.

Table 6
Tertiary Trade Area Retail Opportunity Analysis
Kearney Street Corridor Study

Industry Group	Example Businesses	Typical Annual Sales	Sales Per Square Foot	Retail Opportunity	Potential Square Footage
Furniture Stores	Ashley, La-Z-Boy	$5,000,000	$142	**$ 9,383,514**	17,500
	Kirkland's	$1,500,000	$230		11,000
Electronics & Appliance Stores	Best Buy	$10,000,000	$500	**$ 52,324,354**	62,000
	HH Gregg	$950,000	$410		76,000
Bldg Materials, Garden Equip. & Supply Stores	Home Depot, Meek's Lumber, Orscheln	$10,000,000 to $25,000,000	$200	**$ 34,348,871**	40,500
Grocery Stores	Hy-Vee, Price Cutter, Save-A-Lot	$15,000,000 to $25,000,000	$400	**$ 229,538,194**	251,000
Specialty Food Stores	Meat Markets, Fish Markets, Fruit & Vegetable Markets, Baked Goods	$500,000 to $2,500,000	$428	**$ 18,492,371**	25,000
Miscellaneous Store Retailers	All other business types	Varies Widely	Varies Widely	**$ 49,486,345**	N/A
Nonstore Retailers	Amazon.com, QVC	Varies Widely	Varies Widely	**$ 26,424,609**	N/A
			Total Retail Opportunity	**$419,998,258**	

Neither of the retail gap analyses demonstrates unmet demand for General Merchandise Stores, Motor Vehicle and Parts Dealers, and Food Services and Drinking Places. This finding demonstrates that retail firms in these categories are drawing in customers from outside of the PTA and STA; in other words, the firms that show negative retail gap are supported not only by the residents living within the PTA and STA, but also by consumers outside of the trade area. This is due to interstate and major highway customer traffic that supports retail businesses within the PTA and STA in addition to the local residents.

CONSUMER SPENDING BEHAVIOR

Another way to look at the spending patterns and lifestyle choices of households in the PTA and STA is through Esri's Tapestry Segmentation Profile (the "Tapestry"). The Tapestry classifies US households into 67 unique categories based on socioeconomic and demographic characteristics. Esri uses these categories to paint a picture of neighborhoods with broad brush strokes, and they can be used for various purposes ranging from informing public policy to selecting sites for retailers.

Each Tapestry group describes residents in terms of median household income, net worth, housing tenure, age, and household size, among other characteristics. The insight gained from Tapestry is useful in describing the qualitative and demographic characteristics of an area. This information can be compared to characteristics at the state and national level. The U.S. median household income is

approximately $51,000[12] and the State's is $44,306.[13] The US median net worth is $71,000[14] and the State's is $69,700.[15] Additionally, the homeownership rate at the state and national level has been falling since 2009. In Q1 2009, the US homeownership rate stood at 67.3% and the State's at 72.0%. These rates fell to 63.7% in the United States and 68.5% in the State by Q1 2015.[16]

Tapestry generally describes the PTA as having a median household income of approximately $29,000, an average age of 33 years, and a household size of 2.12 persons. The STA has a median household income of approximately $39,000, an average age of 34.8, and a household size of 2.58 persons. The difference in median household income between the two trade areas can be explained in part by the differences in housing stock, job opportunities, and age.

It is important to note that the cost of living in the City is significantly lower than in many parts of the United States. The degree to which this is true varies based on the metrics used, but most studies unanimously agree with the conclusion. One report put the State in the 11th slot for the lowest cost of living in the United States.[17] Another report placed the City 10th out of the "10 US Cities with the Cheapest Cost of Living."[18] This same report found that housing costs were 21.9% lower than the national average. The conclusion that can be drawn from these reports is that the households in the trade areas have a higher purchasing power than people with the same income in a more expensive part of the United States.

Homes in the PTA are more modestly priced than those found in the rural areas outside the City and within the STA. Additionally, the median age and income of households in the PTA can be explained by the trade area's proximity to several institutions of higher education and the predominance of service

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[12] Esri Tapestry Segmentation

[13] Retrieved from https://www.missourieconomy.org/indicators/wages/mhi_10.stm on December 29, 2016.

[14] Esri Tapestry Segmentation

[15] Retrieved from http://scorecard.assetsandopportunity.org/latest/measure/net-worth on December 30, 2016.

[16] U.S. Bureau of the Census, Homeownership Rate for Missouri [MOHOWN], retrieved from FRED, Federal Reserve Bank of St. Louis; https://fred.stlouisfed.org/series/MOHOWN, December 30, 2016 *and* U.S. Bureau of the Census, Homeownership Rate for the United States [RHORUSQ156N], retrieved from FRED, Federal Reserve Bank of St. Louis; https://fred.stlouisfed.org/series/RHORUSQ156N, December 30, 2016.

[17] America's Top States for Business 2016 (2016). CNBC. Retrieved from http://www.cnbc.com/2016/07/12/americas-top-states-for-business-2016-the-list-and-ranking.html on January 18, 2017.

[18] City of Springfield, Missouri Website. Cost of Living. Retrieved from http://www.liveinspringfieldmo.com/live/cost-of-living/ on January 18, 2017.

and retail job opportunities in the Corridor. Median household size in the PTA is influenced by the presence of households on both ends of the age spectrum including empty nesters, single professionals, and new families. Tapestry describes the STA as having a higher median household income, slightly older population, and larger household size than the PTA.

Despite the differences in income, age, and household size between the two trade areas, the residents of both areas share several characteristics. Residents in the trade areas are most likely to be employed in the service, manufacturing, health care, and retail trade industries. Therefore, households tend to be in the low to moderate range, and this means that spending on retail and services is done sparingly. Cost-conscious purchasing and spending on a budget describe the consumer behavior of both trade areas. Another characteristic shared by both trade areas is the openness to brand loyalty and purchasing American-made products. This behavior indicates that not only is thought given to the price of products, but also the source and manufacturer of products is important.

The major difference between the trade areas in terms of consumer behavior is that the PTA tends to favor convenience more than the STA. Households in the STA are more likely to prepare homemade meals and plant vegetable gardens. Households in the PTA favor quick and convenient meals that may not necessarily be the healthiest choices available. Another difference is that although both trade areas are open to brand loyalty and American-made products, households in the STA are less sensitive to increased prices associated with these types of purchases than households in the PTA. Sensitivity to price changes as a factor of consumer spending is primarily a result of income differences between the PTA and STA.

Overall, the Tapestry analysis of the PTA and STA demonstrate a demand among residents for American-made products, discount retail options, and convenience. The businesses in the Corridor are oriented to match these consumer spending behaviors as well as the tendencies of travelers and residents from other parts of the City.

OFFICE MARKET ANALYSIS

Private investment in office structures in the United States declined dramatically following the outset of the Great Recession and hit its lowest point during 2011. Since that time, the level of private investment in office structures has been steadily increasing as the national economy continues to

recover.[19] The number of office square feet under construction increased by 4.5% from Q2 to Q3 2016. However, the number of office square feet that started construction in Q3 2016 was less than Q2 2016, signaling a possible hesitation in the office construction sector.[20]

Ten of the top 15 largest employers in the City are heavy office and medical campus users. Furthermore, out of all the businesses in the MSA, 44.1% of them are considered "white collar" businesses that likely occupy office and office park real estate. The size of office buildings in the MSA ranges from 10,000 to 268,000 square feet. The median office building in the MSA is approximately 13,000 square feet.

The office vacancy rate in the MSA was 8.8% average for classes A, B, and C in fourth quarter 2016. In the Central Business District (the "CBD") the vacancy rate for office space was 12.7% and 9.2% in the rest of the City as of fourth quarter 2016. During the same period, office vacancies were at 18.5% for the State and 16.0% for the United States. In Q2 of 2016, the MSA ranked 9 out of 34 metropolitan areas ("metros") in term of the lowest office vacancy rates in the Midwest. In Q3 of 2016, the MSA dropped two spots to 11 out of 34. The vacancy rate for office property in the City increased 0.4% from Q2 to Q3 of 2016, and vacancy has increased 1.3% since Q3 of 2015.[21]

In terms of total office space inventory, the MSA ranks third out of the three major metros in the State and 145 out of 190 metros in the United States. The median rent per square foot in the MSA is $15.63 and 94% of rentable office space saw an increase in asking rent during Q3 of 2016. However, growth in asking rent during Q2 and Q3 of 2016 lagged behind other metros in the Midwest and the rest of the

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[19] U.S. Bureau of Economic Analysis, Private fixed investment in structures: Nonresidential: Commercial and health care: Office [W031RC1A027NBEA], retrieved from FRED, Federal Reserve Bank of St. Louis; https://fred.stlouisfed.org/series/W031RC1A027NBEA, January 3, 2017.

[20] Widness, Brett. (December 2016) In Brief: U.S. Construction Reaches Cyclical High in Q3 2016. *Urban Land, The Magazine of the Urban Land Institute*. Retrieved from http://urbanland.uli.org/economy-markets-trends/brief-u-s-construction-reaches-cyclical-high-q3-2016/?utm_source=mm&utm_medium=link&utm_content=ul010317&utm_campaign=magazine on January 3, 2017.

[21] Springfield Regional Economic Partnership website. (2016). Office Real Estate Outlook. Retrieved from http://www.springfieldregion.com/doing-business/buildings-and-sites/real-estate-market-studies/ on May 12, 2017.

United States. The MSA ranked 21 out of 34 metros in the Midwest and 123 out of 190 metros in terms of asking rent growth during Q2 and Q3 of 2016.[22]

The City's office market outlook was bolstered by recent expansion announcements from several education and health care institutions, as mentioned previously. In terms of office occupancy, the MSA ranks in the upper third of metros in the Midwest. However, it ranks in the bottom third in terms of rent growth for metros located in the Midwest. These two contrasting statistics mean that the City's office market has reached an equilibrium at which no significant office additions are required and no major losses appear to be likely.

HOUSING MARKET ANALYSIS

Single-Family Housing Market

The median estimated home value in the City rose 1.4% since December 2015, compared to an increase of 3.5% in the rest of the State. The median list price in Springfield rose 7.7% since December 2015, compared to 7.1% in the rest of the State. On average, homes are slightly newer in Springfield (46 years) than in the rest of the State (49 years), and renter-occupied housing units make up a higher portion of the City's housing stock (53%) than the rest of the State (32%).

Following a peak in home sales volume in Q4 of 2015, the number of homes sold in Springfield has been lower throughout 2016 than in previous years. The reduction in sales contributed to an increase in median sales price in Q1 and Q2 of 2016. In Q2 and Q3 of 2016, the median sales price in Springfield decreased dramatically as the volume of sales increased slightly over previous quarters. However, home

[22] Reis Reports

prices and listing prices in the entire MSA have risen steadily since Q1 2013.[23,24,25] During the same period, the House Price Index for the Unites States increased to near pre-recession levels.[26]

For the purposes of this study, we reviewed real estate activity in the 65803 zip code to get a better sense of the housing market in and around the Corridor. The median estimated home value in the 65803 zip code ($78,000) is approximately 33% less than the rest of Springfield ($116,000). Furthermore, the median estimated home value in 65803 declined 1.3% from December 2015, whereas the City's value increased 1.4% during the same time period. The median sales price has been declining steadily since Q1 of 2013, and the median age of the homes in 65803 (59 years) is 22% older than the homes in the rest of the City (46 years). Additionally, the percentage of renter-occupied homes in 65803 (48%) is less than in the rest of the City (53%).

There are currently 35 for-sale homes in the immediate vicinity of the Corridor. The search area was drawn to include blocks to the north of Kearney Street up to Talmage Street and blocks to the south of Kearney Street up to High Street. A typical home in the area contains two bedrooms, one bathroom, lists for sale at $52,500, and was built around 1924. The list price for these homes, $52,500, can be translated to approximately $54 per square foot. The year of construction, 1924, may be skewed by not including newer homes that have sold recently after only being on the market for a short time.[27] The Tapestry report painted the PTA and STA as an area consisting of cost-conscious consumers with moderate incomes and the mix of homes available for sale in the Corridor fit with the findings of the report.

As mentioned earlier, it is important to note the relatively low cost of living in the Corridor, City, and State compared to the rest of the United States. Although the incomes of many residents within the Corridor are low-to-moderate by national standards, their purchasing power is greater in the City due to

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[23] US. Federal Housing Finance Agency, All-Transactions House Price Index for Springfield, MO (MSA) [ATNHPIUS44180Q], retrieved from FRED, Federal Reserve Bank of St. Louis; https://fred.stlouisfed.org/series/ATNHPIUS44180Q, December 20, 2016.

[24] Zillow Home Value Index. Retrieved from http://www.zillow.com/springfield-mo/home-values/ on December 20, 2016.

[25] Realtor.com Median Listing Price. Retrieved from http://www.realtor.com/local/Springfield_MO on December 20, 2016.

[26] US. Federal Housing Finance Agency, All-Transactions House Price Index for the United States [USSTHPI], retrieved from FRED, Federal Reserve Bank of St. Louis; https://fred.stlouisfed.org/series/USSTHPI, December 20, 2016.

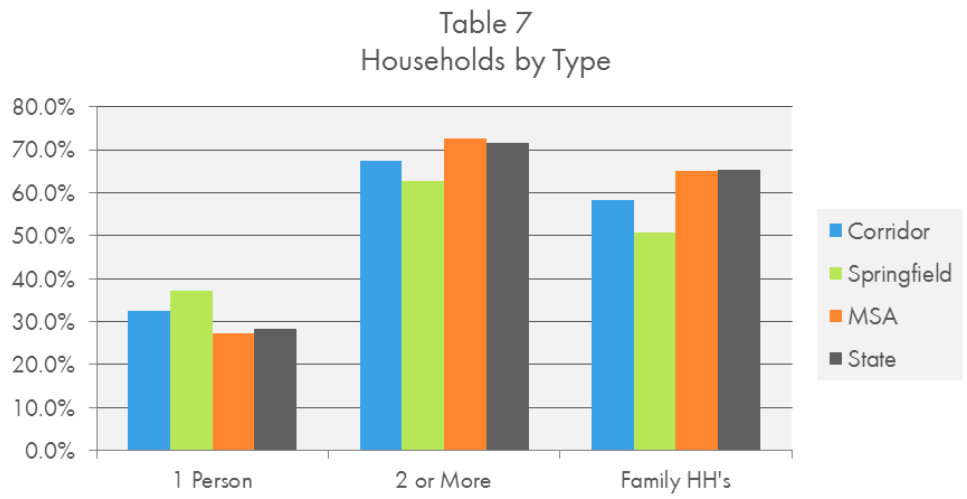
[27] Retrieved from http://www.zillow.com on May 15, 2016.

the low cost of living. This factor is evidenced by the fact that a majority of the households in the Corridor own the homes they reside in.

Part of the strong homeownership in the area may be as a result of the "Love Life. Live North" marketing campaign. The City has undertaken a marketing campaign to promote neighborhoods in northern Springfield that features videos from residents who are proud to call the Northside home.

Attachments 10.1, **10.2**, and **10.3**, in the Appendix, show the location and number of housing units that are located in the Corridor.

To better understand the Corridor housing market, it is useful to compare the housing and household characteristics of the Corridor to those of the City, MSA, and State. **Table 7 – Households by Type**, shows households divided into 1-person, 2-person, and Family Households. A "family", in the statistical sense of the word, "consists of a householder and one or more people living in the same household who are related to the householder by birth, marriage, or adoption."[28]



[28] Statistical Definition of 'Family' Unchanged Since 1930. (January 2015). *Random Samplings Blog: The Official Blog of the U.S. Census Bureau*. Retrieved from http://blogs.census.gov/2015/01/28/statistical-definition-of-family-unchanged-since-1930/on December 20, 2016.

Tables 7, **8, 9** and **10** show the differences in household size, type, and tenure between the Corridor, City, MSA, and State. In terms of household size, structure, and tenure the Corridor resembles the MSA and State more than the City. Most residents in the Corridor own their homes, they contain more persons, and more households are considered "families" by U.S. Bureau standards. **Table 8 – Family Households by Size**, shows that the households in the Corridor are generally larger than in the rest of Springfield.

Table 8
Family Households by Size

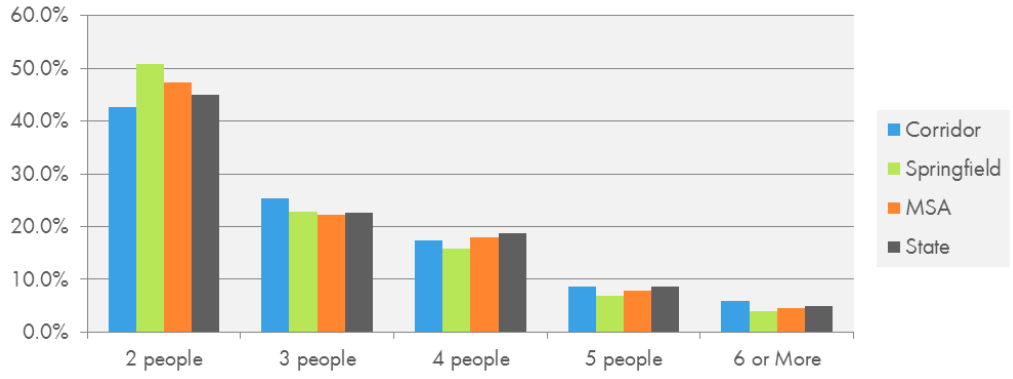


Table 9
Households by Tenure

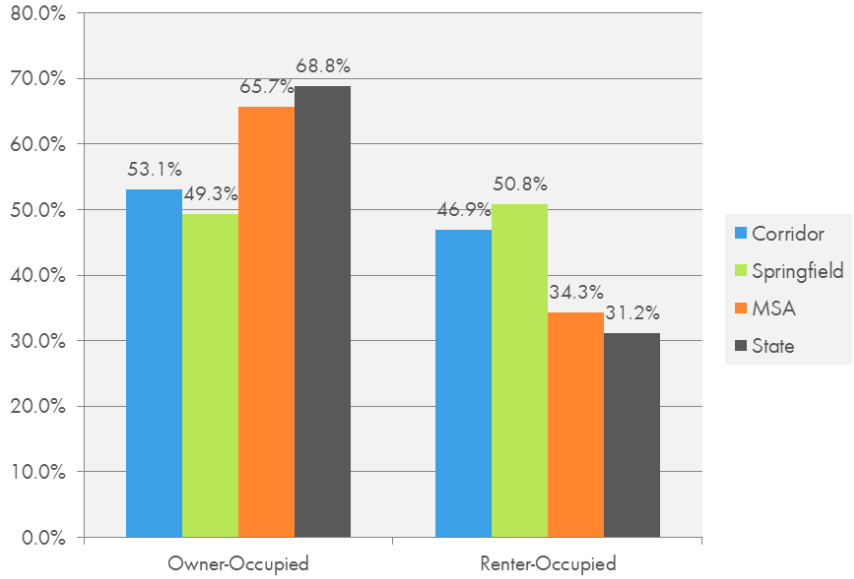
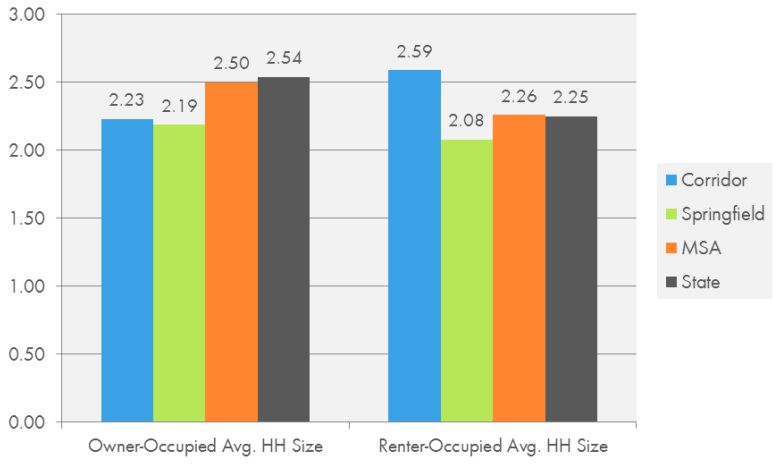


Table 10
Households by Size and Tenure



Multi-Family Housing Market

The Springfield Metropolitan Statistical Area includes five counties: Greene, Christian, Webster, Polk and Dallas. **Exhibit 4 – Springfield Metropolitan Statistical Area**, below, shows the geography.

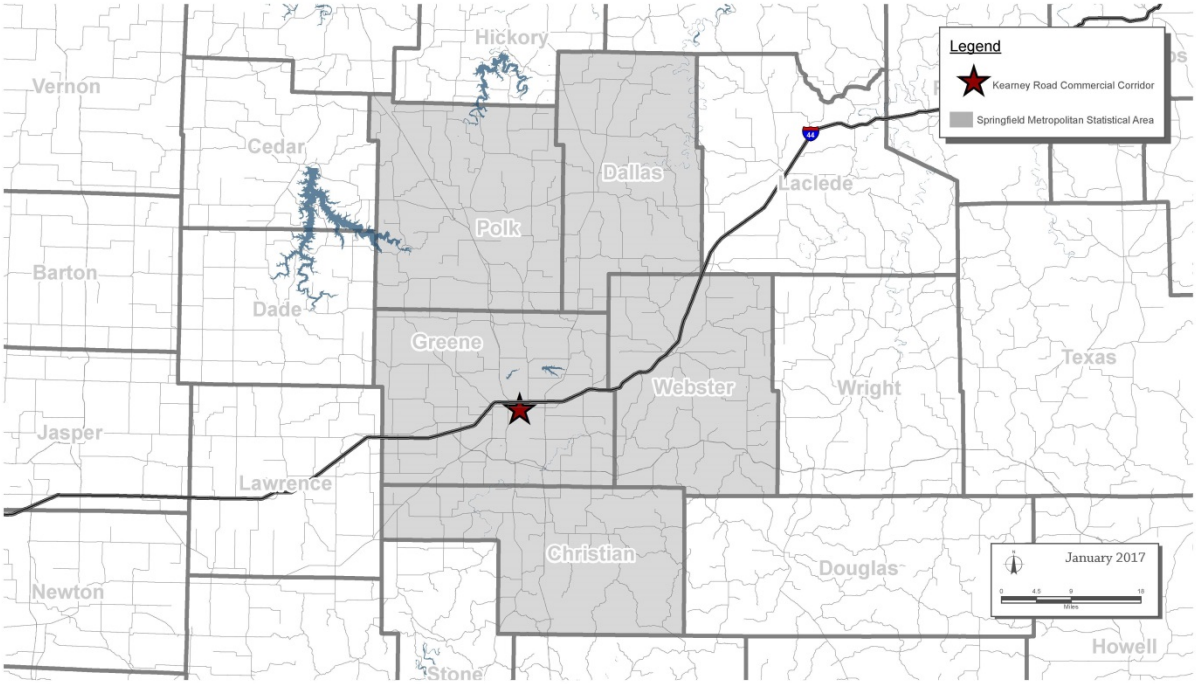


Exhibit 4 - Springfield Metropolitan Statistical Area

Kearney Street Corridor Study
City of Springfield, Missouri

Exhibit 4 – Springfield Metropolitan Statistical Area

From Q2 to Q3 2016, asking rents in the MSA climbed 0.3% to an average of $591 per month. Throughout the Midwest and National markets, rents rose approximately 1.0% during the same period. Average rates as of October 31, 2016, are: studios $485; one bedroom $514; two bedrooms $638; and three bedrooms $824. Studio, two and three bedroom asking rent has experienced positive growth in 2016, whereas one bedroom asking rent has decreased by 0.5% through the end of the Q3 2016.

Between 2010 and 2015, the MSA had average household formation growth of 0.68% per year. As of July 2016 the MSA had 182,137 households.[29] By 2021 the population of Springfield MSA is projected to grow to 476,974 or at an annual rate of 0.82%. Household income is projected to grow at an annual rate of 1.61%. The Corridor is expected to grow in population by an annual rate of 0.86%; however, the median household income is forecasted to decline at an annual rate of -0.29% through 2021.[30]

The MSA's average multi-family vacancy rate is 1.7%, which is lower than the Midwest average of 3.9% and the national vacancy rate of 4.4%. Regarding building age, 29% of buildings in the Corridor were constructed in the 1970s, 15% were constructed in the 1990s, and 35% were constructed between 2000 and 2009. A survey of building conditions in the Corridor are depicted in **Attachment 2 Building Age** in the Appendix. The majority of buildings in the Corridor are more than 35 years of age and only five buildings have been constructed in the last ten years.

Apartment complex sizes in the MSA vary from 40 units up to 771 units with an average size of 131 units.[31] From December 2015 to December 2016, a total of 641 multifamily permits were filed. In the last decade, the number of multifamily permit filings fluctuated drastically, reaching a peak in 2007 of 1,417 filings and a low point in 2010 of 400 filings. Since 2010, filings have steadily increased to 919 in 2015.[32]

Apartment complexes within 3 miles of the Kearney Corridor offer a variety of options including market rate and subsidized affordable housing. There are also three mobile home parks within the study area: Lazy Acres, Hillcrest, and Lakewood. The complexes and mobile home parks are mapped in **Exhibit 5** on the next page.

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[29] U.S. Census

[30] ESRI Housing Profile

[31] Reis Reports

[32] Reis Reports

Market rate rents for a 1 bedroom apartment range from $290 to $650. Two bedrooms are available beginning at $495 and extending up to $1500 for a luxury apartment. Three bedroom rents begin at $490 and range up to $1500 for a luxury apartment. A survey of apartment complexes within 3 miles of Kearney Street Corridor revealed vacancies at 14 apartment complexes out of a total of 21 apartment complexes contacted.

There are several low-income apartment complexes available in the vicinity of Kearney Street for qualified applicants. These apartments are intended for low income, elderly persons over the age of 62 whose annual income is below 50% of the Area Median Income (AMI). Income limits are established by the Housing and Urban Development Agency. Most assistance is granted to families who fall below the Very Low or Extremely Low Income Limits. As of March 28, 2016, the Greene County Very Low Income threshold for a household of 1 is $19,050, $23,250 for a 2- person household, $26,150 for three, and $27,200 for a household of 4 persons.[33]

Affordable apartment developments include Glenwood Manor Apartments for seniors and families, John B. Hughes Apartments, Kentwood Apartments, Bolivar Road Apartments, Kearney Villa Apartments, and Cedarwood Terrace Townhomes. A phone interview with the property manager of one affordable apartment complex informed PGAV that all vacancies are in the process of being filled, but the owner is having difficulty finding qualified applicants to pass criminal background checks for applicants of 3 bedroom apartments.[34]

[33] http://www.hasproperties.net/subsidized-housing-service

[34] Phone interview between PGAV and John B. Hughes Apartments property manager on 12/27/2016.

Exhibit 5 – Apartment and Mobile Home Developments

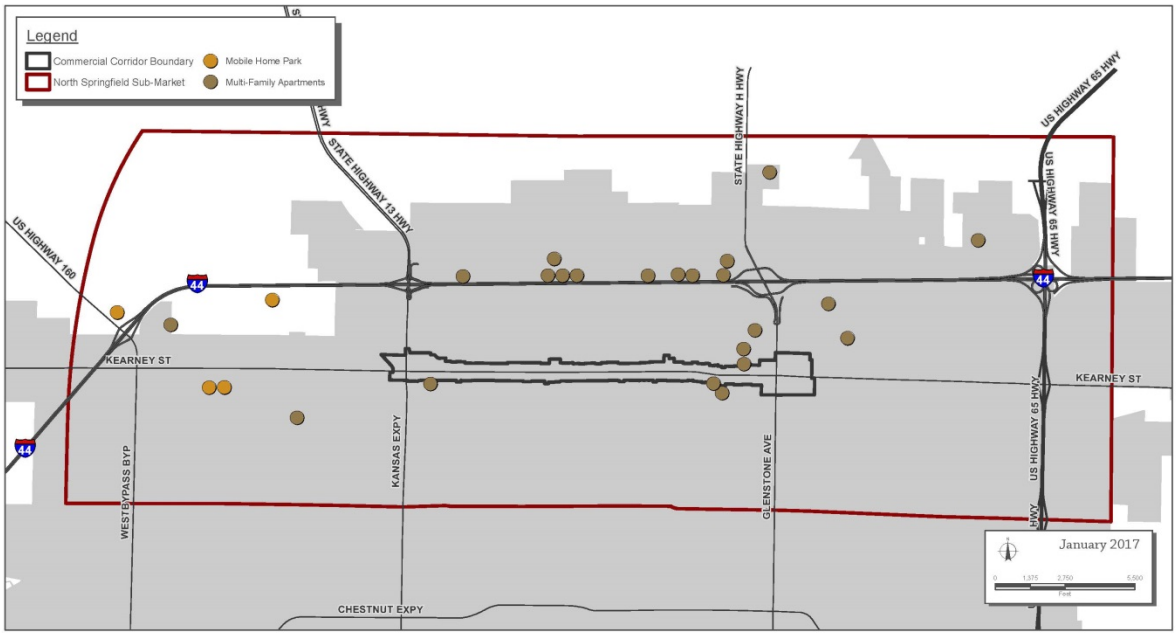

Exhibit 5 - Apartment and Mobile Home Developments
Kearney Street Corridor Study
City of Springfield, Missouri

COMMUNITY ENGAGEMENT

Online Survey Results

An online survey regarding the public opinion and input for amenities and new businesses gathered more than 250 responses. All survey responses will be available to view in a summary document in the Appendix including 132 comments. The key findings are:

Over half of the respondents visit the Corridor eight times or more each month. More than 17% visit 4-7 times a month. The most popular reasons for visiting the Corridor are almost evenly distributed between dining (159 responses) or shopping (160 responses). Kearney is also a convenient route for commuters traveling for work (34 responses), auto repair (30), doctor's visits (17), school (15) or to navigate to other sections of Springfield (15).

Weekday evenings, weekday afternoons, and weekday mornings in that order were the most cited times for trips to the Corridor. Respondents would like restaurants, entertainment, and national retail as their most requested businesses. For dining establishments, an overwhelming number of respondents would like to see full service dining as on option (91.7%) with fast casual a contender with almost 70% of respondents.

Regarding road and sidewalk improvements, respondents selected landscaped areas between the curb and sidewalk (tree lawn), improved sidewalks, and unique street signs or banners to the streetlights to create a sense of place. Although the majority of responses did not feel any changes were needed to improve traffic flow, they did select painted crosswalks and a landscaped tree lawn as preferred methods to slow traffic.

Public Meeting on January 12, 2017

A public meeting was held at the Library Station to solicit input from the community regarding what they would like to see for the future of the Kearney Street Corridor. More than 50 people attended the meeting despite a forecasted ice storm. Attendees were asked to place comments on large format maps of the corridor and also fill in suggestions on large posters for what they would like to see in the Corridor. **Attachment 11.3 – Public Meeting Comments** - a transcription of all comments is located in the Appendix.

Public Input Summary

Several themes emerged from the online comments, and public meeting comments. Respondents would like to see more sit-down dining options, department store retailers (Kohl's, Bed Bath & Beyond, or Target), and entertainment venues such as a movie theatre, mini golf or bowling alley. One suggestion was to put in "coffee shops and bars/restaurants with live entertainment that would appeal to younger professionals and families buying starter homes in Doling and Woodland Heights."

A second theme from the general comments was an awareness of the presence of homeless or panhandlers along Kearney Street. Several respondents expressed concern over issues of personal safety or perception of public safety because customers are often asked for handouts. Although this is a retail market feasibility study, it is worth noting that businesses may struggle to retain or attract customers if they are repeatedly asked for money as they enter storefronts of retail businesses along Kearney.

A third theme pertained to Kearney embracing its Route 66 heritage as a form of economic development. Connecting the former bypass route and the car cruising culture could serve as a way to attract new businesses and customers to the area. For example, weekend cruising events or car shows that could be sponsored by neighborhood businesses or a themed Route 66 entrance or Route 66 historic branding for the Corridor could assist with attracting economic development.

Lastly, many respondents requested measures that would help Kearney Street accommodate more than the automobile including a dedicated bike lane for cyclists, tree plantings in the turn lane, pedestrian crosswalks, yield to pedestrian signs or pedestrian crossing lights.

SECTION 3 – RECOMMENDATIONS

National Retail Trends

2017 has been a challenging year so far for retailers. The retail industry is overstored as many retailers expanded into multiple markets resulting in the U.S. having more retailer square footage per capita than any other nation. Analysts from S&P predict that "E-commerce and shifting consumer spending preferences are headwinds for all retail landlords," S&P writes, "but we expect the headwinds for lower-quality malls and other retail locations to remain acute as space is reduced, while lack of supply (especially for higher-quality space) proves to be a critical support for those locations."[35]

Online retailing, led primarily by Amazon, has dramatically changed the retail environment. In the last 12 months, in the Springfield area, 29% of the population bought something online. This statistic mirrors online purchase rates in other Missouri cities - 30% in Kansas City area, 30% in the St. Louis area, 32% in Columbia. Changing demographics and shopper trends have rendered some types of development and some types of stores no longer relevant, i.e., the enclosed mall and strip centers anchored by big boxes & junior anchors. Gordman's, Big Lots & others selling close out or manufacturer excess inventory thanks to Overstock.com. Furniture stores may be impacted by online retailers such as Wayfair. Regional malls and strip centers often fuel retail development a mile in either direction and so the loss of these big stores which drive traffic can have a major ripple effect within a retail corridor.

The brick-and-mortar store remains relevant for several reasons. 90% of retail sales are still transacted in brick and mortar stores. A study conducted by CBRE of over 13,000 millennials concluded that despite the convenience of online shopping, the younger consumers want to see a product in person before they make a purchase. Another reason for brick and mortar shopping is the millennials are impatient, wanting the product immediately instead of waiting for online delivery.[36] The next generation following millennials, Gen Z, also prefer the in person experience of physical stores. According to Chain Store Age 60% of Gen Z shoppers still prefer to purchase in-store, and 46% will still check in store to get more information before making an online purchase. In the U.S., 77% of Gen Z respondents said that brick-and-mortar stores are their preferred shopping outlet.[37] Recent efforts by

[35] http://finance.yahoo.com/news/2017-will-be-a-tipping-point-for-us-retailers-200352199.html

[36] https://blueprint.cbre.com/are-millennials-really-a-threat-to-brick-and-mortar-retail/

[37] http://www.chainstoreage.com/article/survey-gen-z-loves-digital-shopping-tools--and-physical-stores

Amazon to enter the brick-and-mortar retail space, bolster the notion that in-person shopping experiences will persist even with increasing online sales and shifting consumer buying habits. Amazon is creating grocery stores where consumers can purchase products and pay without standing in a checkout lane. And now savvy brick-and-mortar businesses are copying Amazon's model by creating better websites and improving their online presence. Retailers are also modifying their existing stores to accommodate online customers who want to pick up their purchases in the store. Target is creating separate entrances for such customers so they can directly pick up their products.

Springfield Retail Sales

Springfield has seen an average annual taxable sales growth rate of 4.2% from 2011 through 2016. However, in 2017, the City has seen a decrease in sales tax revenue three months in a row. Year to date, revenues are down 4%, or $1,453,747, compared to budget.[38]

Because the City relies on sales taxes for 56% of its general revenue, the shift in shopping sources challenges this revenue picture. Local government must take steps to increase the amount of sales tax secured from online retailers. PGAV recommends that local governments:

1. Contact (via phone, email, and snail mail) every state and Federal representative to lobby for a requirement that local taxes are paid on internet sales and that recognizes the specific location of the buyer
2. Call your state representatives and be sure you understand what they will be doing with their new-found Amazon sales tax dollars
3. Determine what share of your sales tax revenue is from locally-owned retailers, and what share is from national retailers
4. Analyze taxable sales per retailer and compare with published, national sales data
5. Review national retailers; are any in your community at risk? Have any announced closures or bankruptcy? What is your community's exposure? What about the other online retailers who may not have a presence in your city?
6. Don't be too quick to provide financial incentives without analyzing all of the components of any property owner or developer proposal.

[38] City of Springfield News Releases. Accessed on 5/3/17 from https://www.springfieldmo.gov/CivicAlerts.aspx?AID=2695

RETAIL RECOMMENDATIONS

Electronics and Appliance Stores

The retail gap analysis for Kearney's trade area identified the Electronics and Appliance Stores segment as having almost $8 million in potential revenue. This potential for revenue is in contrast to recent news of electronics chain h.h. gregg, inc. recently announced plans to file chapter 11 bankruptcy and close all of its 220 store locations.

Best Buy has also seen decreased earnings in recent years. Same-store sales fell 0.7%, marking the fourth time in the past five years that the measure has dropped during the crucial fourth quarter. The U.S. consumer-electronics market has weakened over the past few years, with demand for smartphones and tablets leveling off. High definition televisions provided a boost when they debuted in 2014, but falling prices have reduced their impact. Drones, connected-home devices, activity trackers and virtual reality have been seen potential new hot products, but they haven't reached widespread adoption. [39]

Nevertheless, the timing may be right for traditional clothing retailers to expand their inventory to include large appliances. J.C. Penney recently announced it will take advantage of the appliance store downturn as it begins to carry large appliances in its stores as traditional electronics retailers announce store closings.

Clothing & Clothing Accessories Stores

A second recommended retail segment, clothing and clothing accessories stores, shows a retail gap of $2.4 million in the PTA and $12.2 million in the STA. Although the retail clothing sector has seen some recent store reduction by Urban Outfitters, American Apparel, Macy's and J.C.Penney, and others such as Target, Kohl's and American Eagle have reported falling sales in recent quarters, T.J. Maxx and Ross have seen an increase in revenue and are opening stores at a rapid pace. Deep-value retailers (the combination of off-price and fast-fashion retail) are appealing because their stores offer merchandise at lower prices, and provide a "treasure-hunt" experience for the consumer due to their constantly changing inventory.

PGAV recommends a discount clothing retailer due to the Consumer Segmentation profile for the trade areas whose households tend to have low to modest income with retail and service spending conducted

[39] https://www.bloomberg.com/news/articles/2017-03-01/best-buy-forecast-trails-estimates-amid-new-phase-of-turnaround

sparingly. In other words, consumers are budget conscious and want to get the most value for their dollar.

A discount clothing retailer that is anticipating growth for 2017 is Ross Dress for Less. The retailer offers brand and designer apparel, accessories, footwear and home fashions for the entire family at savings of 20% to 60% off department regular prices. Sales for the fiscal 2016 fourth quarter grew 8% to $3.5 billion, with comparable store sales up 4% versus a 4% gain last year. The company has 1,363 stores in 37 states, the District of Columbia and Guam, with more on the way. Ross Stores recently opened 23 Ross Dress for Less® ("Ross") across 15 different states in February and March 2017. These new locations are part of the Company's plans to add approximately 70 Ross locations during 2017.[40]

Another candidate for a deep value retail clothing store is T.J. Maxx or Marshalls. With more than 1,156 stores in the United States[41] the company is part of the TJX Companies, which also owns HomeGoods/HomeSense, and off-price retail chain Sierra Trading Post in the United States. Marshalls in the U.S. It offers men's, women's and children's apparel and shoes, and accessories such as toys, bath and beauty, and home products ranging from furniture to kitchen utensils. In its fiscal year 2016 (February 1, 2016 – January 31, 2017) T.J. Maxx produced an average sales per square foot, across all locations, of $407. T.J. Maxx saw its same store sales increase 5% in fiscal 2016 over an increase of 2% in fiscal 2015 and an increase of 3% in fiscal 2014.

Food & Beverage Stores

Food & Beverage Stores show a PTA retail gap of over $10.8 million and $93 million in the STA. The retail potential for a restaurant is reinforced by the online survey of consumers who expressed the greatest interest in a sit down restaurant or fast casual dining. The Tapestry Segmentation also points to the PTA desire for quick, convenient meals, while those in the STA are more likely to prepare their own food.

Food Hall

Food halls are embracing the fast casual concept and are a popular trend in urban redevelopment. Not be confused with food courts, Food Halls, indoor markets with vendors selling prepared items and groceries, began as a trend on the east and west coast, but are quickly making headway in the midwest.

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[40] http://www.prnewswire.com/news-releases/ross-stores-opens-28-new-locations-300418036.html

[41] TJX Annual Report 2015

The modern food hall is a cultural experience providing opportunities for social gathering and interaction. Food halls, not to be confused with food courts, include a mix of tenants that offer both prepared and unprepared food, usually with an artisanal bend to it. This includes food vendors, farm-to-fork vendors and quality, authentic restaurants. The successful food hall can range from 10,000 square feet up to 100,000 square feet depending on the location and is an incubator space for people to taste and try new products.[42]

Recently, there has been a lot of interest in plugging food halls in as anchors for retail development. Food halls are ideal for empty big box retail. The idea is if a community has a Sears, JCPenney or Macy's store that is closed, the city or developer can fill the empty space with a food hall where they can charge equal or greater rents and recapture visitation. Additionally, hoteliers, office and apartment building owners are looking to plug in food halls on the ground floor of high-rise buildings.

When structuring a food hall the question becomes how to manage the space? The structural management of food halls falls into three types:

- Type 1: owner/developer built, managed and vendor-populated;
- Type 2: owner/developer built and turnkey to a manager under contract to operate and select vendors per the owner's overall directions and approval;
- Type 3: operator takes a direct lease from owner/developer and is responsible for all phases of operation, management and selection/licensing of vendors. The vendors selected in this last scenario become licensees of a tenant-operator.

Examples of successful food halls include Revival Food Hall in Chicago, an all-local dining concept showcasing the best of Chicago's acclaimed culinary scene under one roof. The 24,000 square foot marketplace is located in the heart of Chicago's central business district, on the ground floor of The National – a restored Daniel Burnham-designed 20-story building. Revival opened in 2016 in The Loop neighborhood and has 15 fast-casual stalls featuring many of Chicago's favorite neighborhood restaurants in a grab-and-go setting, plus a handful of all-new concepts debuting from several acclaimed Chicago chefs.

Food Hall as Business Incubator

Selling food products in significant amounts requires a commercial kitchen, one that has been licensed and inspected. That's where food incubators come in. Food incubators are fully licensed, well-equipped

[42] https://www.bisnow.com/national/news/retail/an-explosion-of-food-halls-7-things-you-need-to-know-68474

kitchens that can be rented out to companies that are just starting out or are too small to afford their own full-time kitchens. A prime parcel for an adaptive reuse for a food business incubator and food hall is the former Holiday Lanes bowling alley. The adaptive reuse of this building would be a good space for entrepreneurs to test their products out in a low risk, inexpensive way and reach an interested demographic already accustomed to coming to Kearney for dining opportunities.

Adaptive Reuse of Obsolete Spaces

The advantage of food halls is that they involve creative re-use of obsolete facilities. The Source food hall opened in 2016 in a former brick foundry in Denver's River North Art District, a former industrial area. The food hall features 15 vendors and a bar. Plans are in the works for a hotel adjacent to the food hall. Other food halls slated to open this year are the Stanley Marketplace in Aurora, Colorado, in a former aviation manufacturing facility, while Baltimore's R. House will open in a former auto showroom this fall. These types of projects show that once obsolete spaces can experience a revival relevant to modern urban needs.

Gas stations or garages as seen in the picture above, present adaptive reuse opportunities in the Corridor. Brownfield tax credits and environmental assessments are excellent tools to facilitate the redevelopment of these properties on Kearney. Adaptive reuse can be used for destination restaurants that leverage public nostalgia for cruising and classic cars. Kearney Street would be a natural fit for a drive-in burger restaurant such as Chuck-A-Burger in St. Louis. The 1950's era restaurant serves classic American cuisine and has been a popular cruising destination for decades, hosting classic car shows monthly. Such an attraction type restaurant would appeal to both residents of the Springfield area tourists alike.

PLACEMAKING RECOMMENDATIONS

Route 66 Heritage Tourism

Kearney Street's historic connection to the Route 66 "Mother Road" is an economic asset that may spur tourism and economic revitalization in the Corridor. According to a study conducted by the Center for Urban Policy Research at Rutgers University in collaboration with the National Park Service Route 66 Corridor Preservation Program, Route 66 has created significant economic impact much of which is driven by heritage tourism. The study surveyed 4,200 travelers along Route 66, case studies of 25 main

street programs, and 33 museums. Even though the communities hold, on average, a population of less than 8,000 people, they drew in tourists numbering in the six figures desiring to see old hotels, drive-in restaurants, diners and historic monuments.[43] The study pointed out the greatest effects of an improved economy are felt at the local level because the restored Route 66 hotel or restaurant may not be a high volume business, but they can anchor a neighborhood, thereby changing the perception from that of a forgotten corridor into a tourism destination.

Arcadia, Oklahoma is an example of a city that has created a new destination restaurant that attracts visitors to their historic Route 66 landmarks. POPS is a gas station, restaurant, and convenience store that features more than 500 varieties of soda from around the world. The development features a giant illuminated soda bottle that changes colors and is highly visible from the road. POPS has also been successful in leveraging tourism dollars from visitors to the historic Route 66 landmark the Round Barn. POPS and the Round Barn are mutually beneficial businesses, drawing visitors to each other's nearby location.

Kearney Street attracts visitors drawn to the Corridor's history as a Route 66 bypass route and to view historic Route 66 buildings. Springfield, the birthplace of Route 66, is unique because it has a bypass route in addition to the Mother Road. Kearney Street has retained some historic buildings from the era including motor court buildings and the Rest Haven Court. Rest Haven was one of the first motels that westbound travelers encountered on Route 66. The Trail's End Motor Court opened in 1949 at 1534 Kearney. The motor court featured landscaped grounds, a two story home for the owner, playground, and service station.[44] Today the original motor court has been bisected by Delaware Street and is the site of a used car lot constructed on the property. The development is called Rancho Court Apartments motor court units are apartments, but the structures have retained their historic Ozark field stone exterior. The material commonly referred to as Giraffe Rock derives its name from the exterior pattern of limestone or sandstone, would be split into thin slabs. The resulting pieces with inconsistent size and shape were pieced together (like a crazy quilt) with thick mortar joints. The contrast between the painted mortar and the gray/brown stone slabs would look like the pattern on a giraffe's coat. This

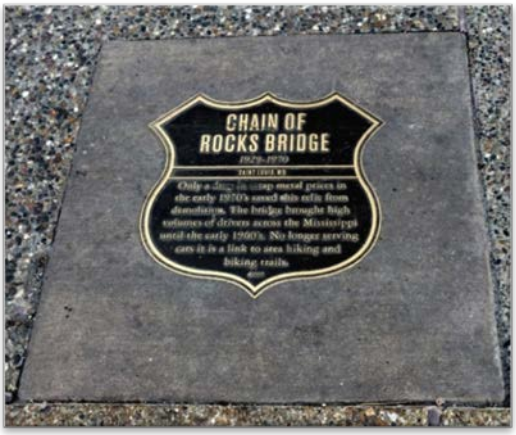
[43] Route 66 Economic Impact Study. Center for Urban Policy Research Rutgers University. Retrieved from https://www.wmf.org/sites/default/files/article/pdfs/Route%2066%20Economic%20Impact%20Study%E2%80%94Synthesis.pdf on March 2, 2017.

[44] Hinckley, Jim. *The Route 66 Encyclopedia* Voyageur Press, 2012.

exterior pattern meant that all of the procured slab rock could be used in the construction process, and little would go to waste.[45]

Route 66 Commemorative Signage

An example of a successful campaign celebrating Route 66 and creating streetscape improvements is in Maplewood, Missouri, an inner-ring suburb of St. Louis. The main corridor for Maplewood, Manchester Road, was once part of Route 66. When visitors walk along Manchester today, they can see commemorative plaques celebrating famous Route 66 places from around St. Louis. Some are for Maplewood businesses that have been in the same location since the years when Route 66 ran outside their doors. Other memorial markers pay tribute to iconic sites that brought visitors from around the world to Route 66. The City of Maplewood funded the Route 66 wayfinding through a Community Improvement District.



According to the Maplewood Community Development Director, Rachelle L'Ecuyer the bronze plaques cost approximately $2,000 each and were created by Designery in St. Louis. L'Ecuyer stated that Maplewood held a dedication ceremony in front of each of the businesses whose sidewalk had a plaque which drew attention to the businesses and pleased the business owners. In order to promote the Route 66 walking tour, L'Ecuyer stressed the importance of media coverage. She places an ad in the St. Louis Convention and Visitor's Commission's annual publication *Explore St. Louis* which is distributed online, in hotels, and at its visitor kiosk at the Convention Center in downtown St. Louis. She also promotes the walking tour through the Route 66 Association of Missouri. Above all, L'Ecuyer emphasized the importance of making the process fun for those involved in creating and designing the signage.

Cruising Kearney

Since this corridor study began, the City Council has given support to a resolution, which promotes classic car cruising from 6-10 p.m. on the second Friday of each month from April through October. It is the hope that cruising Kearney as a community tradition will bring the neighborhoods together while promoting civic engagement and encouraging tourism.

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[45] "Ozark Giraffes". Retrieved from http://www.metafilter.com/109473/Ozark-Giraffes on May 1, 2017.

Classic car shows can draw visitors to the Corridor and boost the local economy as evidenced in Springfield, Illinois. Their Mother Road Festival draws 80,000 visitors to view 1,000 classic cars. The highlight of the festival is a classic cruise. Attendees inject nearly $1 million into the local economy. The cruise attracts attendees on the sidewalks who visit the historic Route 66 architecture.

Connectivity to Doling Park

To improve the corridor's visual appeal and increase safety for pedestrians, PGAV recommended painted pedestrian crosswalks, pedestrian crossing signals, and tree plantings in center medians or along sidewalks. Crosswalks could also increase residential connectivity to Doling Park which is a major asset for the area. Wayfinding signage directing visitors and residents to Doling Park was proposed as well. The City owns a billboard at the corner of Robberson and Kearney which would be a prime location to create wayfinding signage to Doling Park.

Enhance Pedestrian Safety and Increased Greenspace

Painted crosswalks at Robberson and Kearney intersection and Kearney and Boonville intersection. This would enhance pedestrian safety, increase connectivity of neighborhood to Doling Park.

If enough right of way (ROW) is created and the Missouri Department of Transportation (MoDOT) would enter into a Growing Together agreement, they would agree to establish and maintain the trees. The urban forester at Neighborwoods, the City's tree planting program, stated that there may be reserve funding from the City to plant and establish the trees.

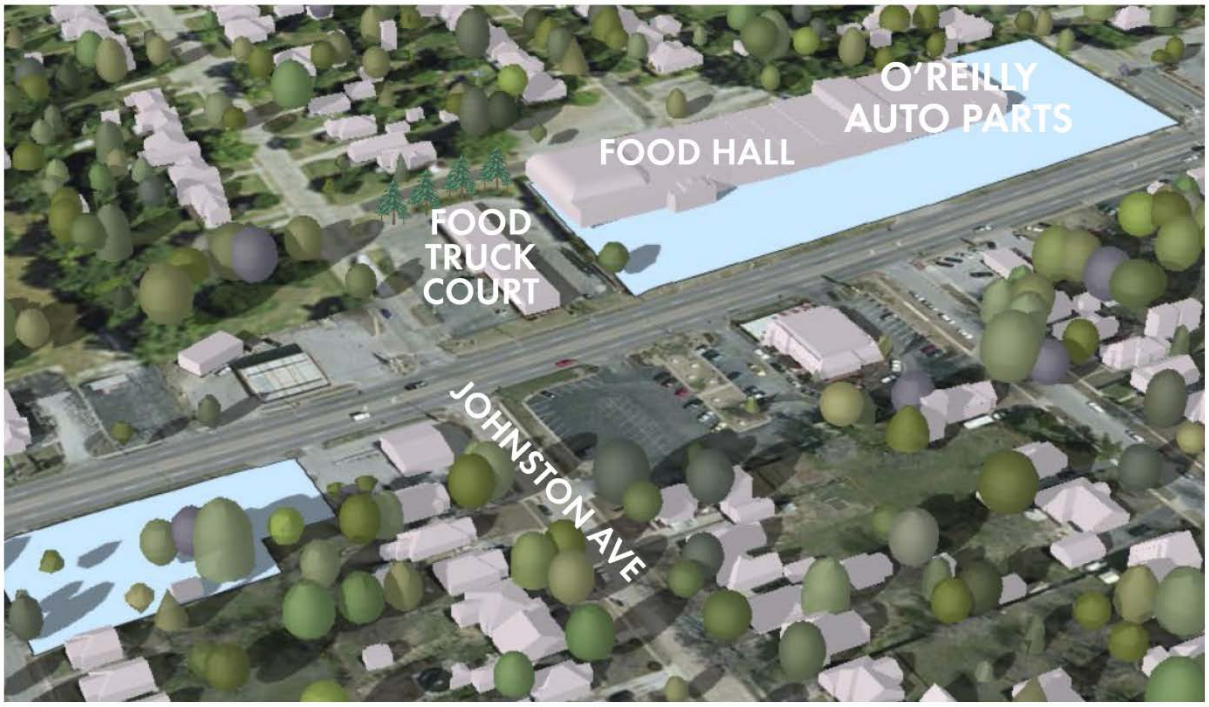
SITE SELECTION

PGAV identified 195,000 square feet of sites for redevelopment or new construction along the Corridor. The usage is broken out by recommended retail sector:

Electronics	30,000
Food & Beverage	112,500
Health & Personal Care	12,000
Clothing	40,500
TOTAL	**195,000 square feet**

Rancho Court Apartments and Morgan's Auto Sales

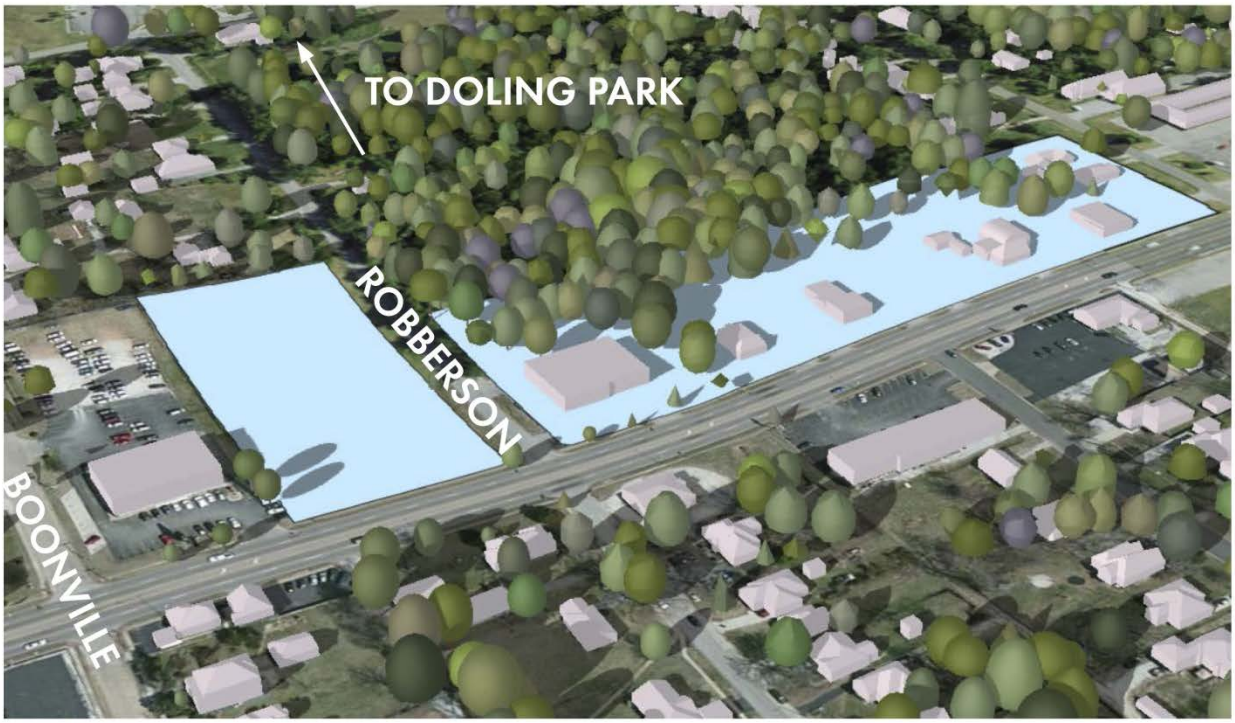
The former motor court parcel located at Delaware and Kearney is 2.72 acres or 118,750 square feet. The architecturally significant former motor court could be converted to shops or galleries with a central music stage or restaurant as done in Tucson, Arizona at the Monterey Court. The pictured redevelopment would restore the motor court property to its original platting with Delaware Avenue converted into a dead end.



The former bowling alley at Johnston and Kearney is 153,600 square feet or 3.53 acres. Because food hall vendors must maintain a just in time cold chain approach to maintain freshness of meals and ingredients, truck access is imperative. The bowling alley has truck access behind the building entering onto Della Street from Johnston Avenue. It is recommended that the redevelopment contain a buffer of trees or fencing to shield the residential neighborhood from noise and light pollution.

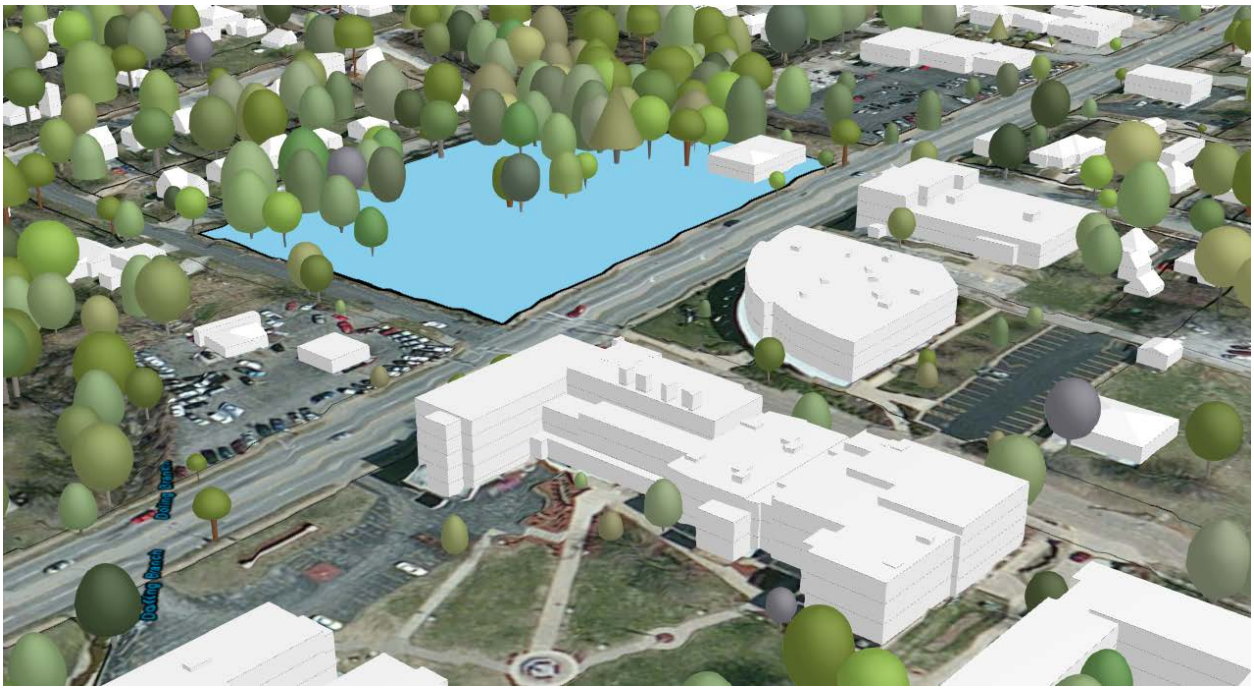
The adjacent property currently being used as a car wash could be converted into a food truck court. The space has access for vehicles and is large enough for seating in the car bays shielded from the summer heat surrounded by several trucks. The food truck court could be connected to the food hall parcel via a pedestrian path between the two properties. Ideally, the space in front of the food hall could be used as a vegetable garden or seating area for diners of both establishments.

The parcel highlighted to lower left in the image above is 27,000 square feet or 0.62 acres. This area could serve as a small convenience store or restaurant.



The parcel to the west of Robberson and Kearney is 2.75 acres or 120,000 square feet. This site could work well for a mini golf course or other form of family entertainment due to its proximity to Doling Park.

The highlighted area to the east of Robberson and Kearney is 241,800 square feet and 5.55 acres. Its size is suitable for a Ross Dress for Less, Marshall's or similar discount fashion retailer with the remaining acreage for a parking lot.



The highlighted parcel above, located at Summit and Kearney, is 3.44 acres or 150,000 square feet and would be a prime location for a Ross Dress for Less, T.J.Maxx, or other discount clothing retailers.

DEVELOPMENT FACILITATION STRATEGY

If the City decides to extend incentives along the Kearney Street Corridor it should do so in such a way as to maximize *flexibility* – the ability to group properties together for a large project, or the ability to incent single-site projects as appropriate; and *oversight* - the ability for the City to evaluate each project with respect to its need for any incentive, the return on investment to the City, the ability of the project to meet economic development goals, and the ability for the City to oversee the use of any incentive revenues along the Corridor.

PGAV recommends a strategy that will combine Tax Abatement from the Land Clearance for Redevelopment Authority (LCRA) and a Community Improvement District (CID). If the City establishes an LCRA Redevelopment Area they will have the ability to abate taxes for deserving projects. The establishment of a CID could generate revenue via an additional sales tax, property tax, or special assessment. PGAV concluded that the three-mile stretch of Kearney could produce approximately $1 million through an additional half-cent sales tax increase.

It is PGAV's opinion that a CID and tax abatement combination provides the flexibility required to address development facilitation at varying scales along the corridor. The CID can generate funds for public improvements all along the Corridor and can also be used to generate funds for specific projects.

For example, a site could be granted tax abatement through the LCRA and the CID could impose a special assessment upon that particular property, segregating all or a portion of those revenues for purposes associated with the redevelopment of that particular property and/or contributing to needed public improvements in its vicinity and elsewhere along the corridor. Using a CID paired with tax abatement can generate a defined, baseline stream of revenues for public improvements and ongoing initiatives (e.g., marketing, business owner training, small business loans, and grant matching funds), and also provides flexibility for generating additional revenues to address specific projects and/or larger initiatives that may arise over time. The City continues to have approval over the use of tax abatement in the Corridor, and also retains oversight of the CID's annual budget and use of funds over time.

Business Development Loan Program

The business development loan program is offered by the City of Springfield and capitalized by the Community Development Block Program (CDBG) to small businesses for building acquisition, construction or rehabilitation. The 2.75% fixed interest loan may extend up to a 20 year term. In order to qualify, a business must meet at least one national objective: benefit low-to-moderate income (LMI) households; create or retain LMI jobs (one job for every $35k loaned); and/or aid in elimination of slums or blighted conditions.

Microenterprise / Business Incentive Loan Program

This program provides 12 year term loans to businesses at a 5 year fixed interest rate for furniture, fixtures, equipment, and working capital. Loan recipients must meet at least 1 national objective: benefit a low-to- moderate income area benefit or create jobs for low-to-moderate income persons

Brownfields Program

The brownfields program's purpose is to assess, clean up, and facilitate redevelopment / reuse of potentially contaminated properties. BothPhase I and Phase II environmental assessments are part of the program. A Phase I does not typically include actual sampling; Phase II assessments are conducted if contamination is detected.

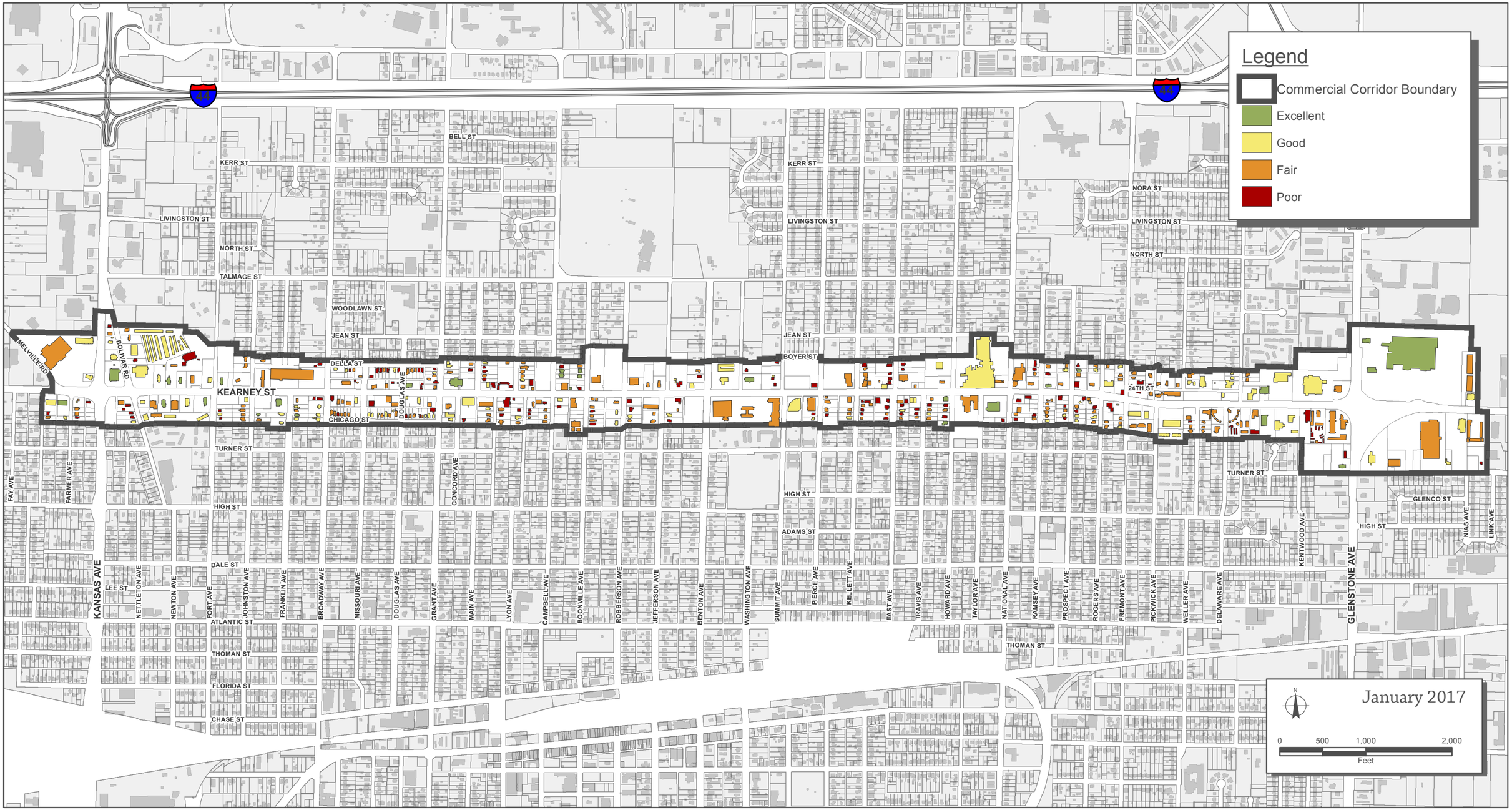
The City of Springfield offers a revolving loan fund which provides low interest loans for private land owners and sub-grants to non-profits for environmental remediation.

The Missouri Brownfields Voluntary Cleanup Program (BVCP) is a program managed by the Missouri Department of Natural Resources which oversees site cleanup and assures compliance with state guidelines in which the applicant pays for costs.

The Missouri Brownfield Redevelopment Program provides financial incentives for redevelopment and revitalization for environmentally challenged properties through the Missouri Department of Economic Development.

All of these programs would be excellent resources for property owners who would like to redevelop former gas stations, garages, or other sites along the Corridor that may face environmental challenges or contamination.

APPENDIX

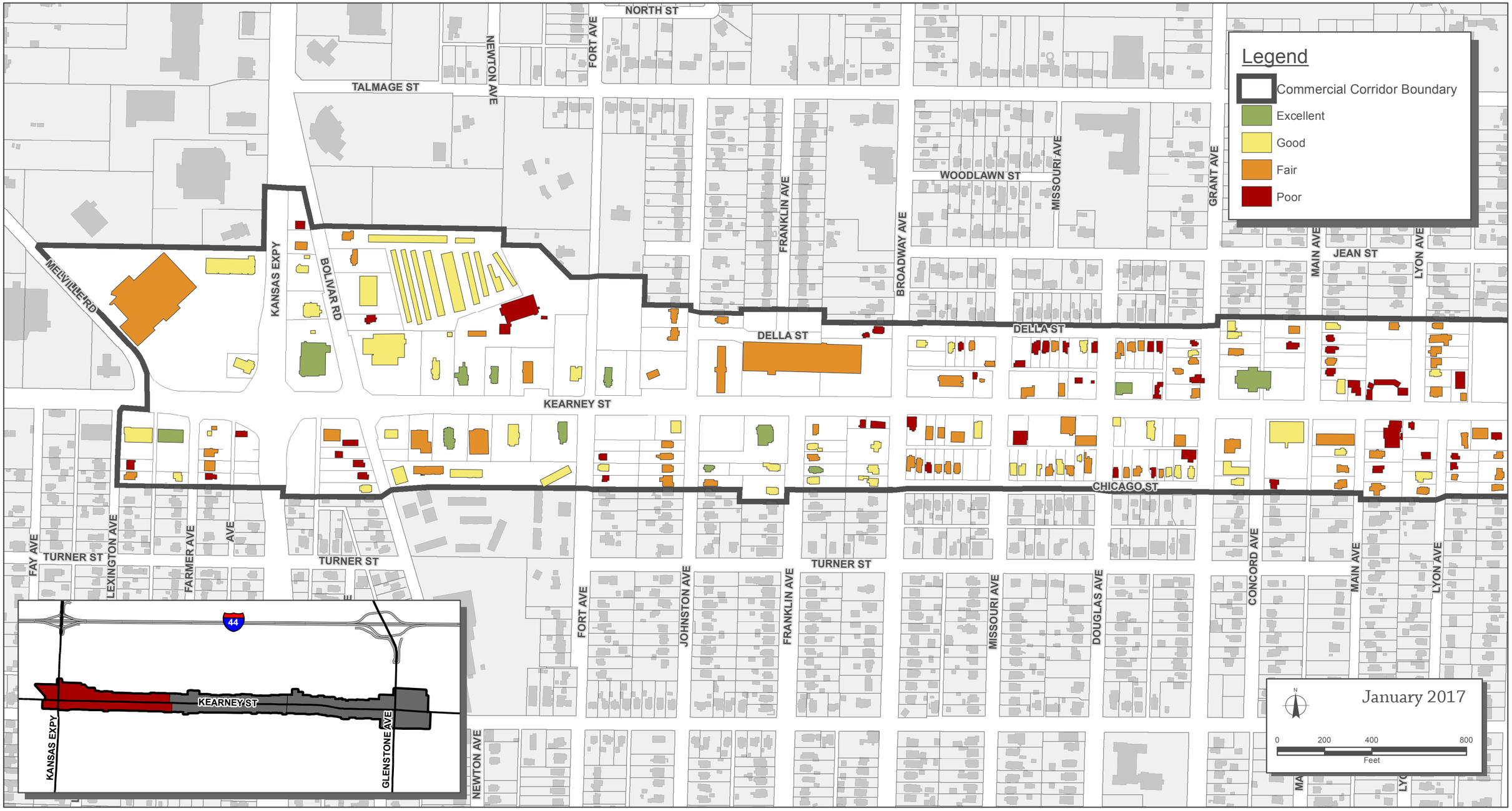


Attachment 1 - Building Conditions

Kearney Street Corridor Study
City of Springfield, Missouri

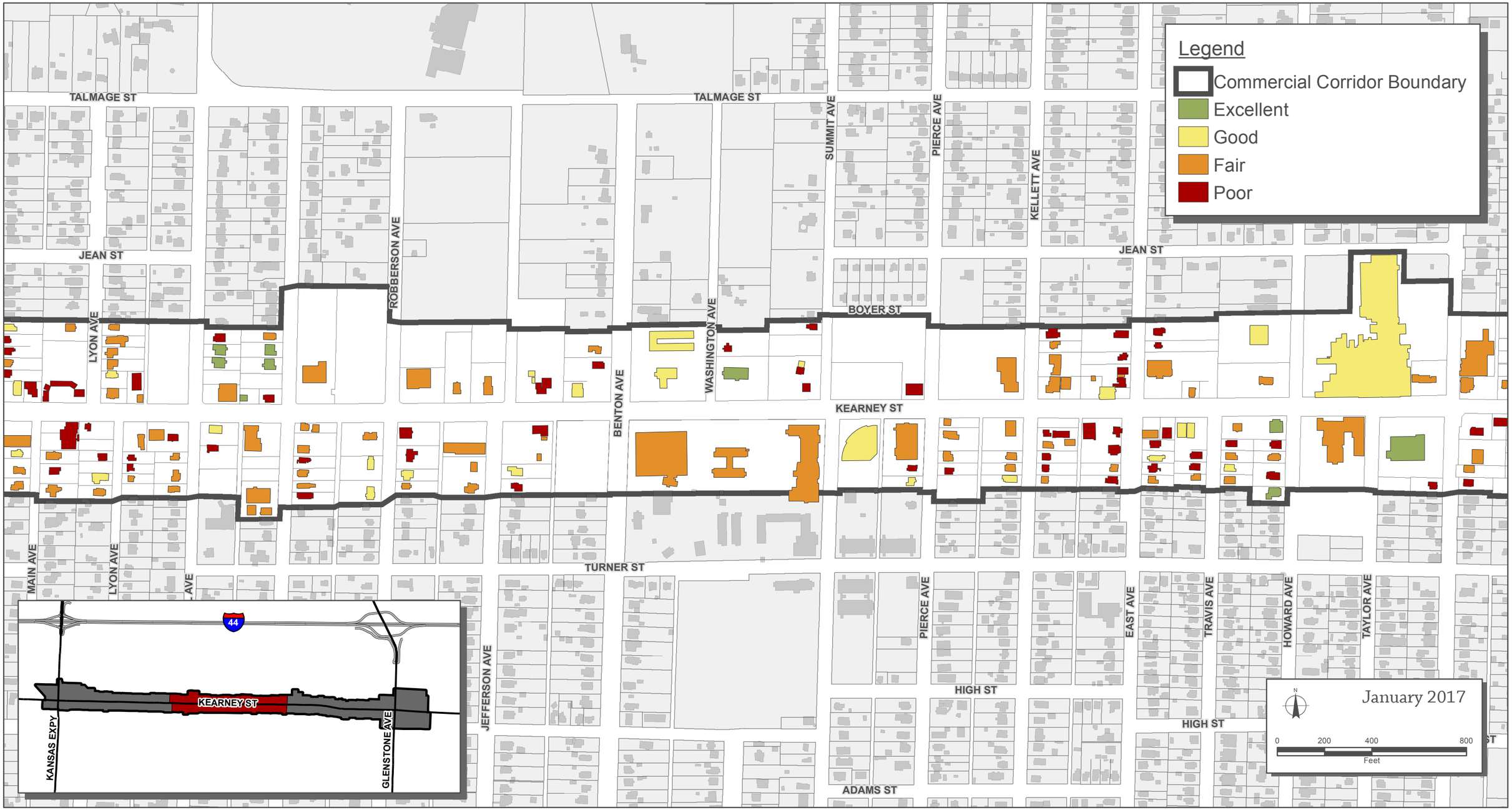
CITY OF Springfield

PGAV PLANNERS



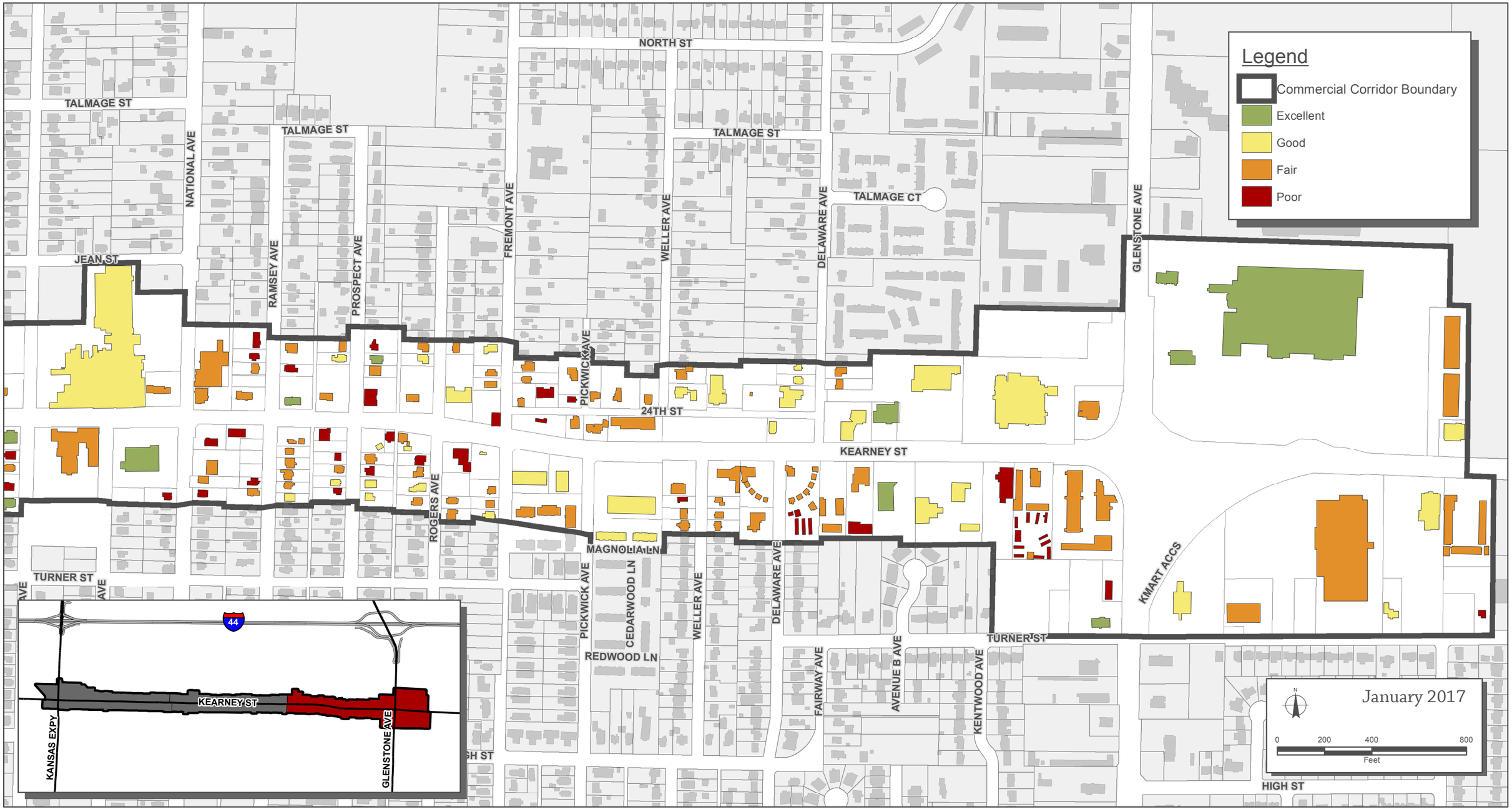
Attachment 1.1 - Building Conditions (West)

Kearney Street Corridor Study
City of Springfield, Missouri



Attachment 1.2 - Building Conditions (Central)

Kearney Street Corridor Study
City of Springfield, Missouri



Attachment 1.3 - Building Conditions (East)

Kearney Street Corridor Study
City of Springfield, Missouri

CITY OF Springfield

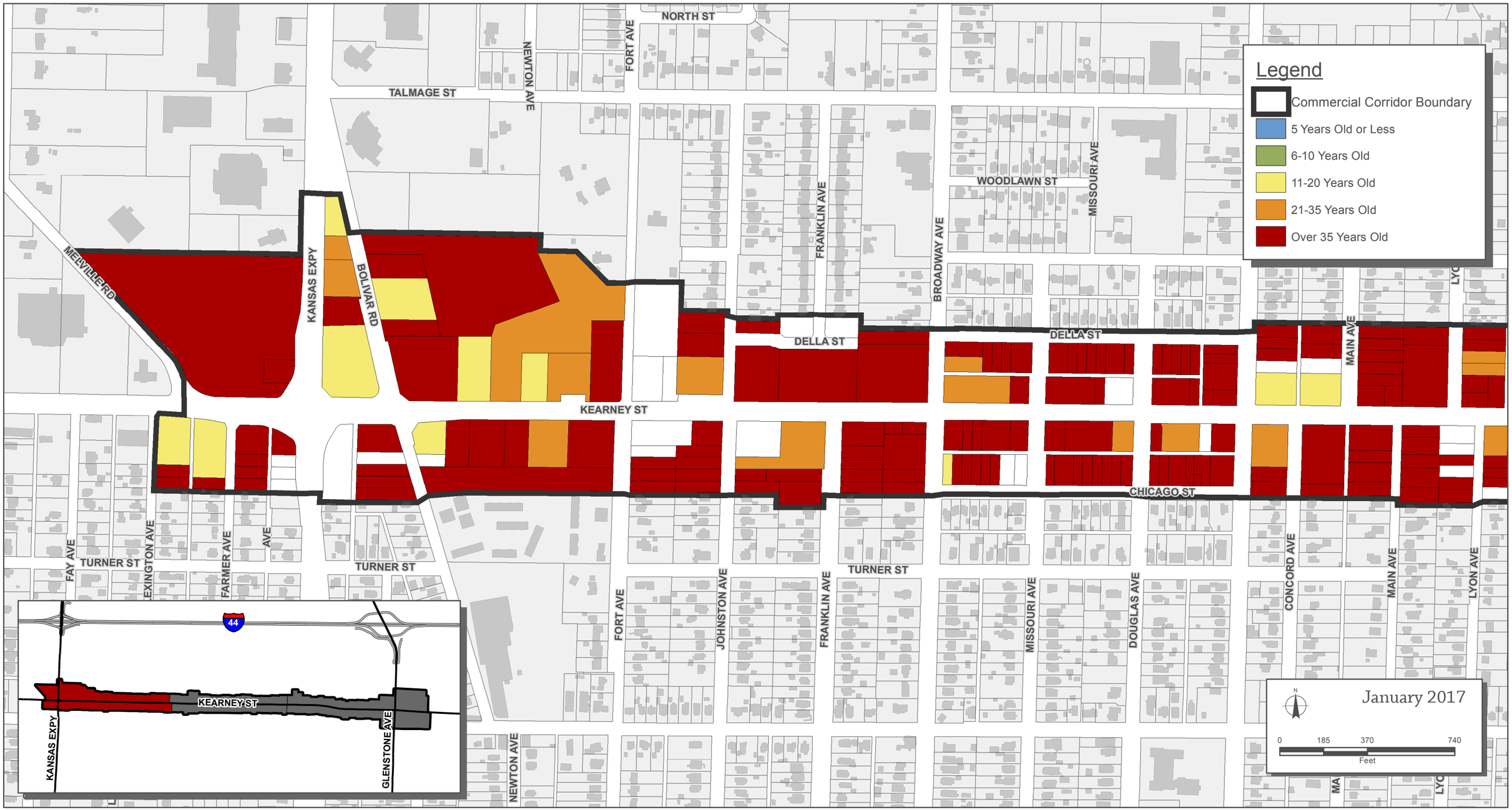
PGAV PLANNERS

Attachment 2 - Building Age

Kearney Street Corridor Study
City of Springfield, Missouri

CITY OF Springfield

PGAV PLANNERS

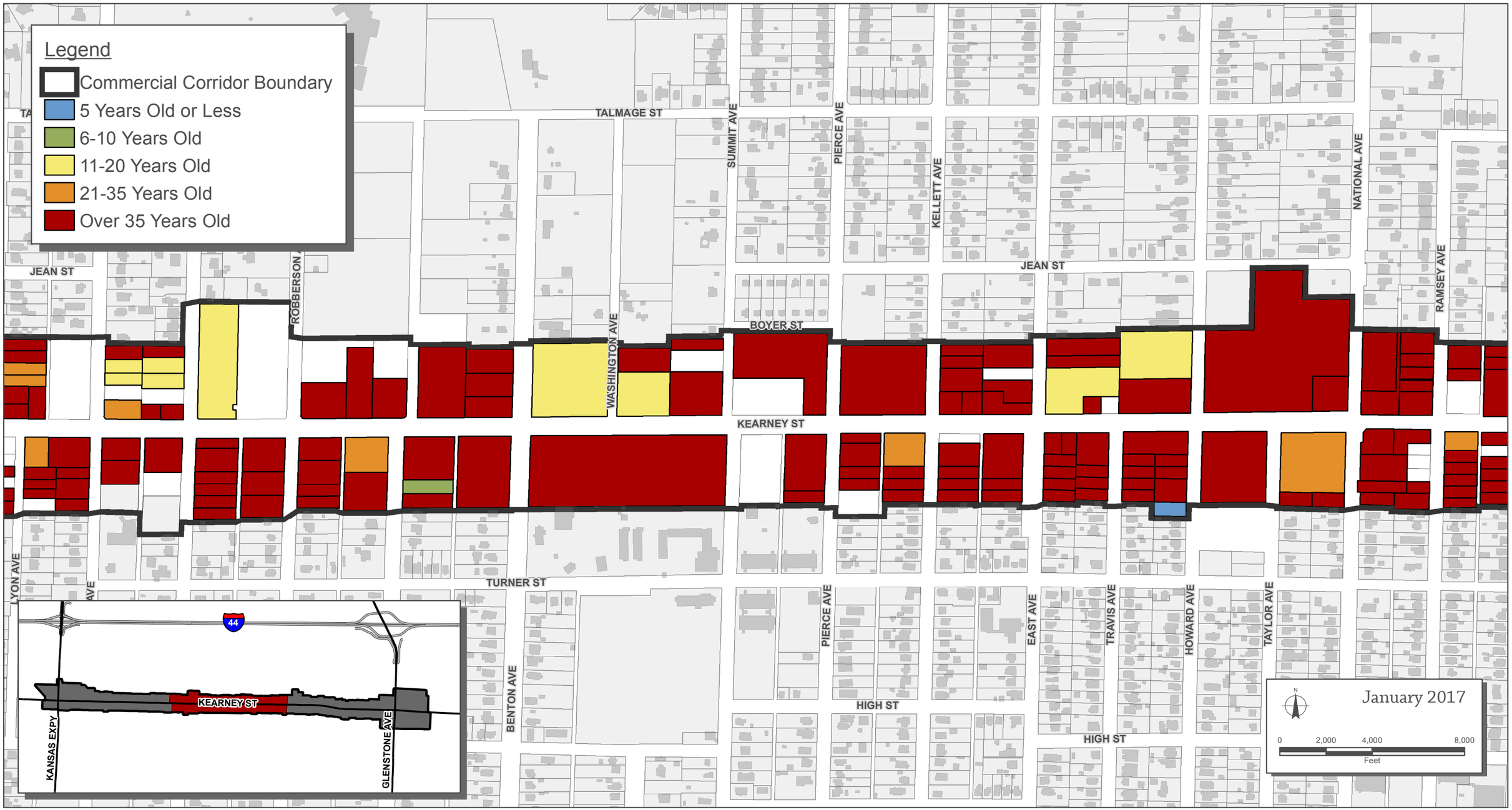


Attachment 2.1 - Building Age (West)

Kearney Street Corridor Study
City of Springfield, Missouri

CITY OF Springfield

PGAV PLANNERS

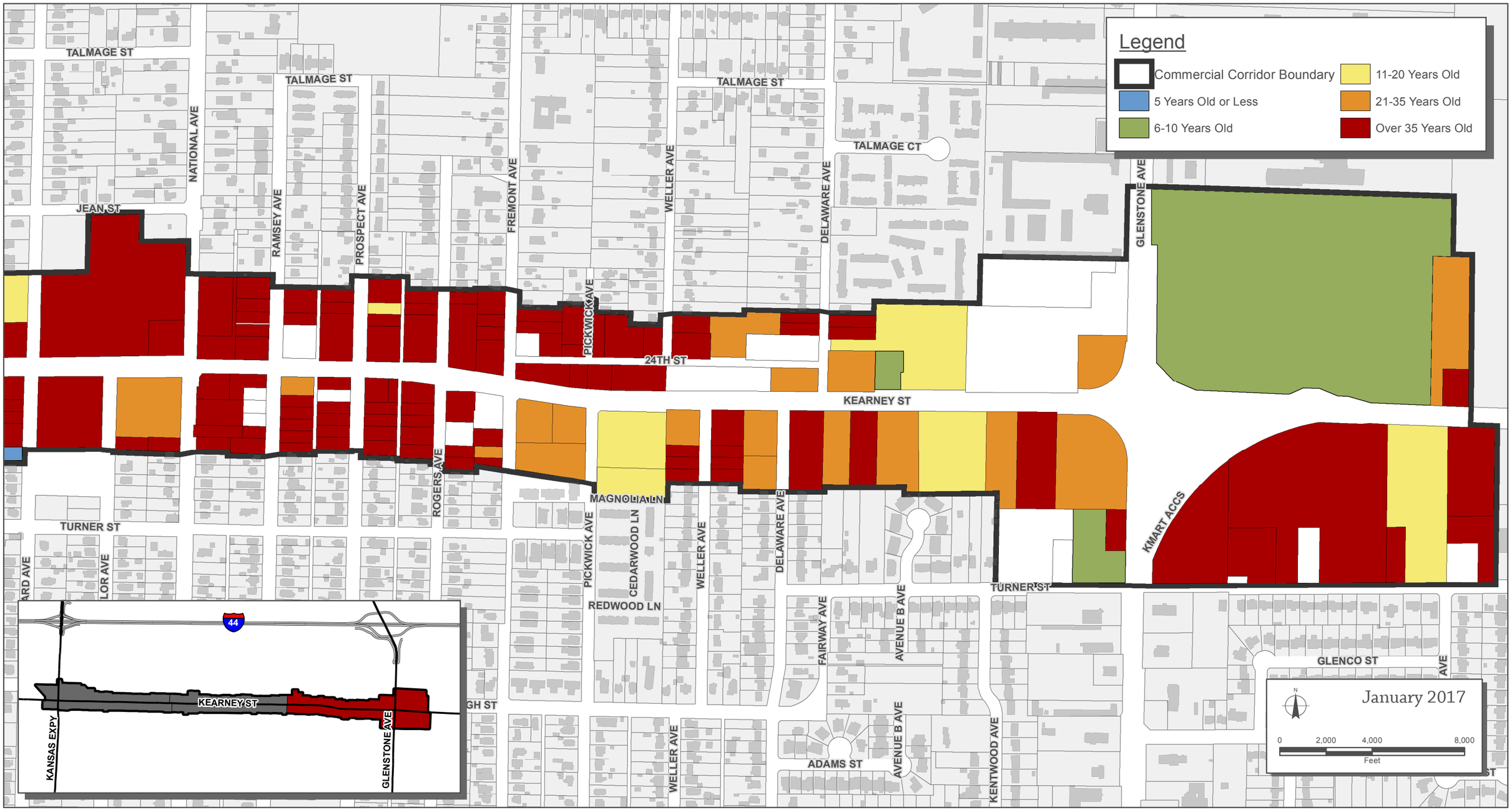


Attachment 2.2 - Building Age (Central)

Kearney Street Corridor Study
City of Springfield, Missouri

CITY OF Springfield

PGAV PLANNERS

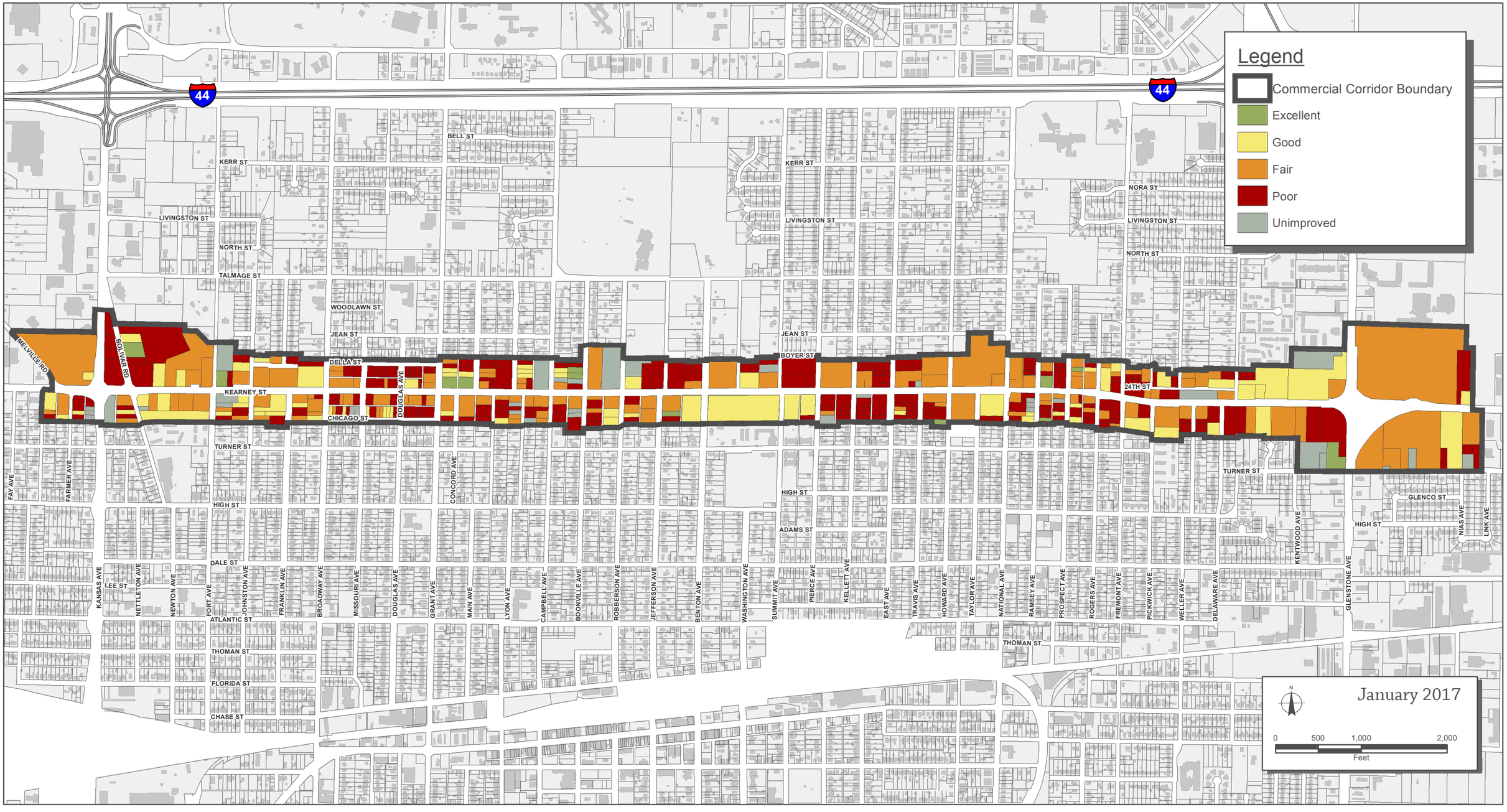


Attachment 2.3 - Building Age (East)

Kearney Street Corridor Study
City of Springfield, Missouri

CITY OF Springfield

PGAV PLANNERS

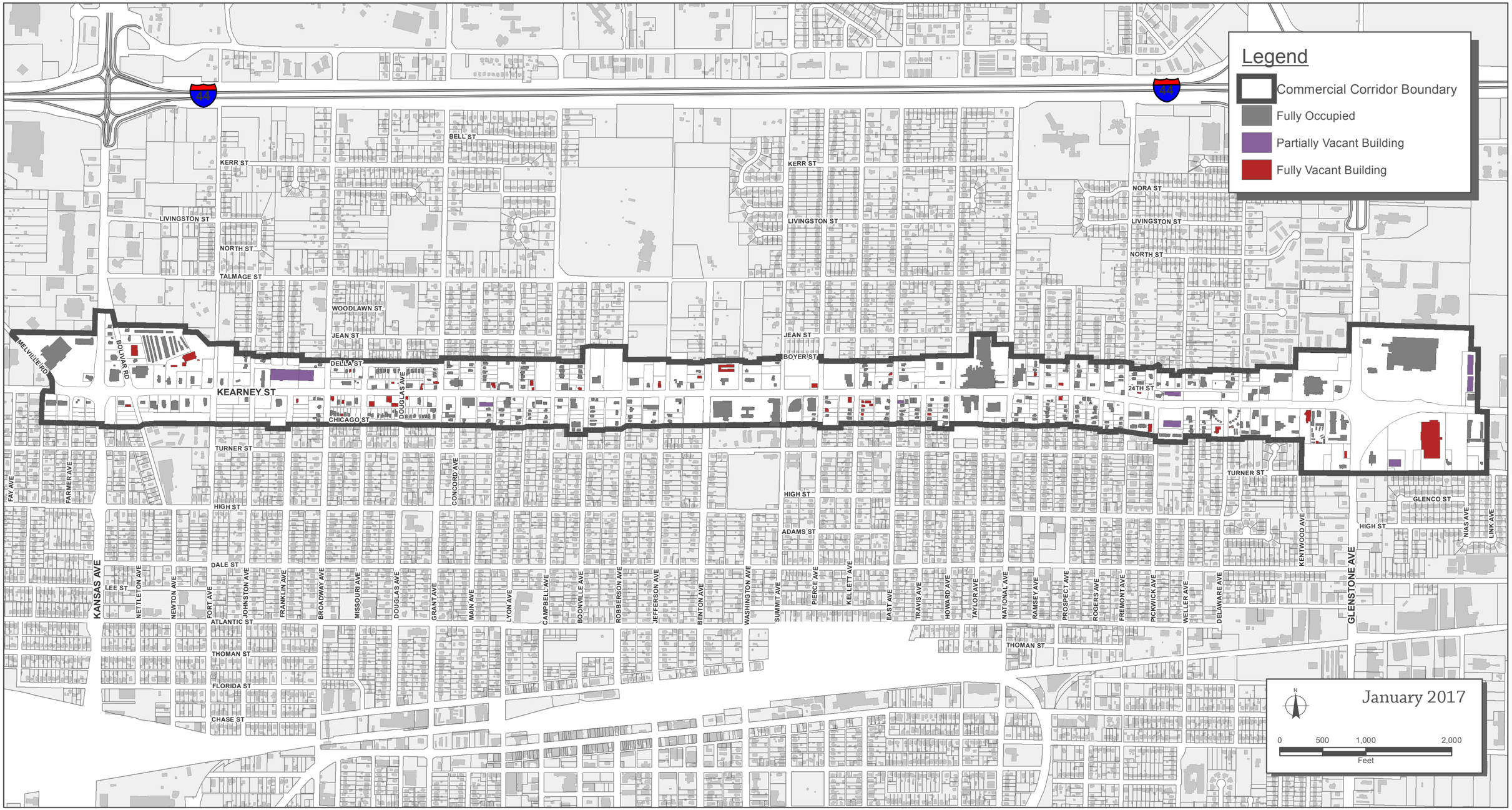


Attachment 3 - Site Conditions

Kearney Street Corridor Study
City of Springfield, Missouri

CITY OF Springfield

PGAV PLANNERS

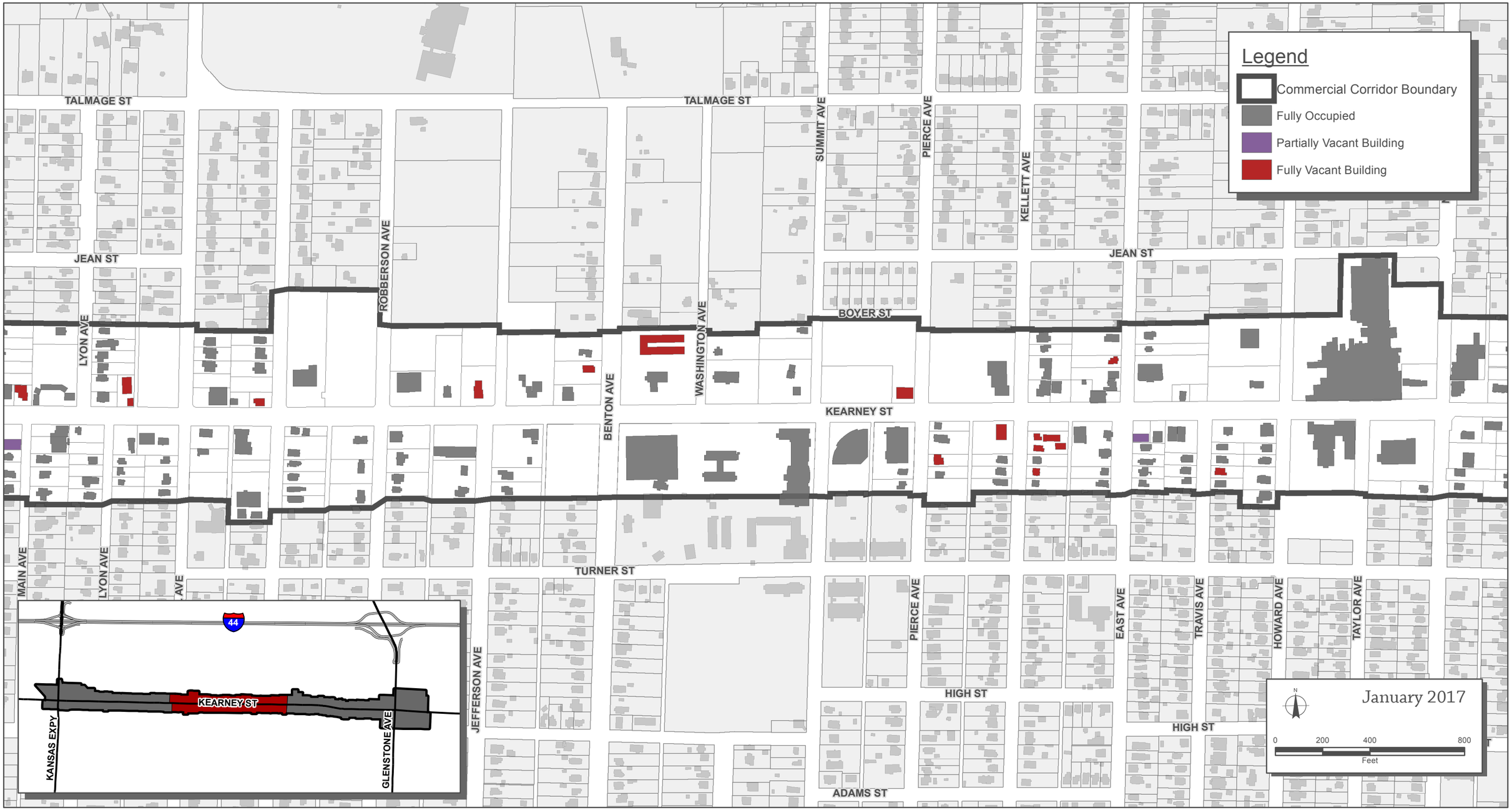


Attachment 4 - Building Vacancy

Kearney Street Corridor Study
City of Springfield, Missouri

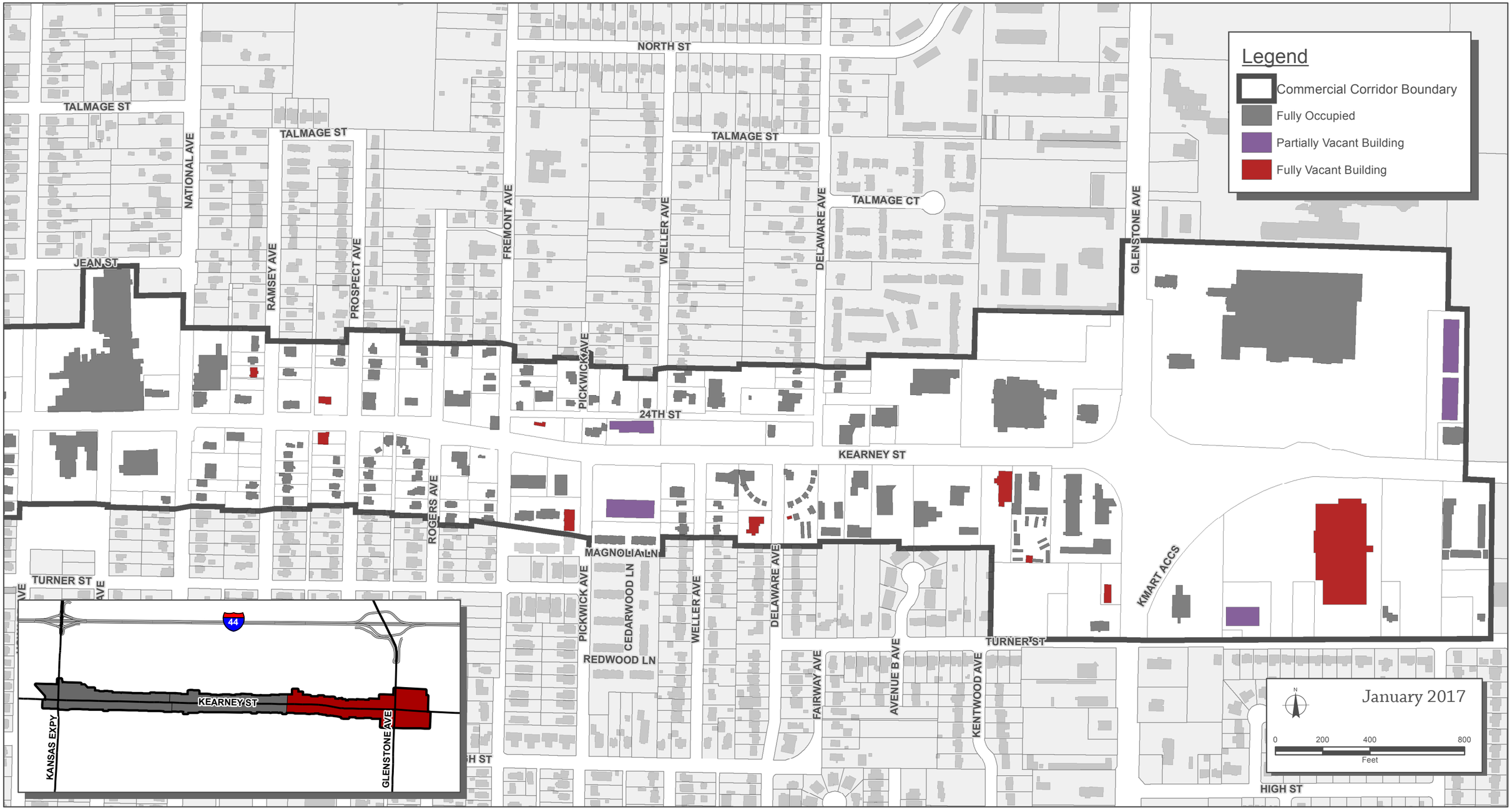
Attachment 4.1 - Building Vacancy (West)

Kearney Street Corridor Study
City of Springfield, Missouri



Attachment 4.2 - Building Vacancy (Central)

Kearney Street Corridor Study
City of Springfield, Missouri

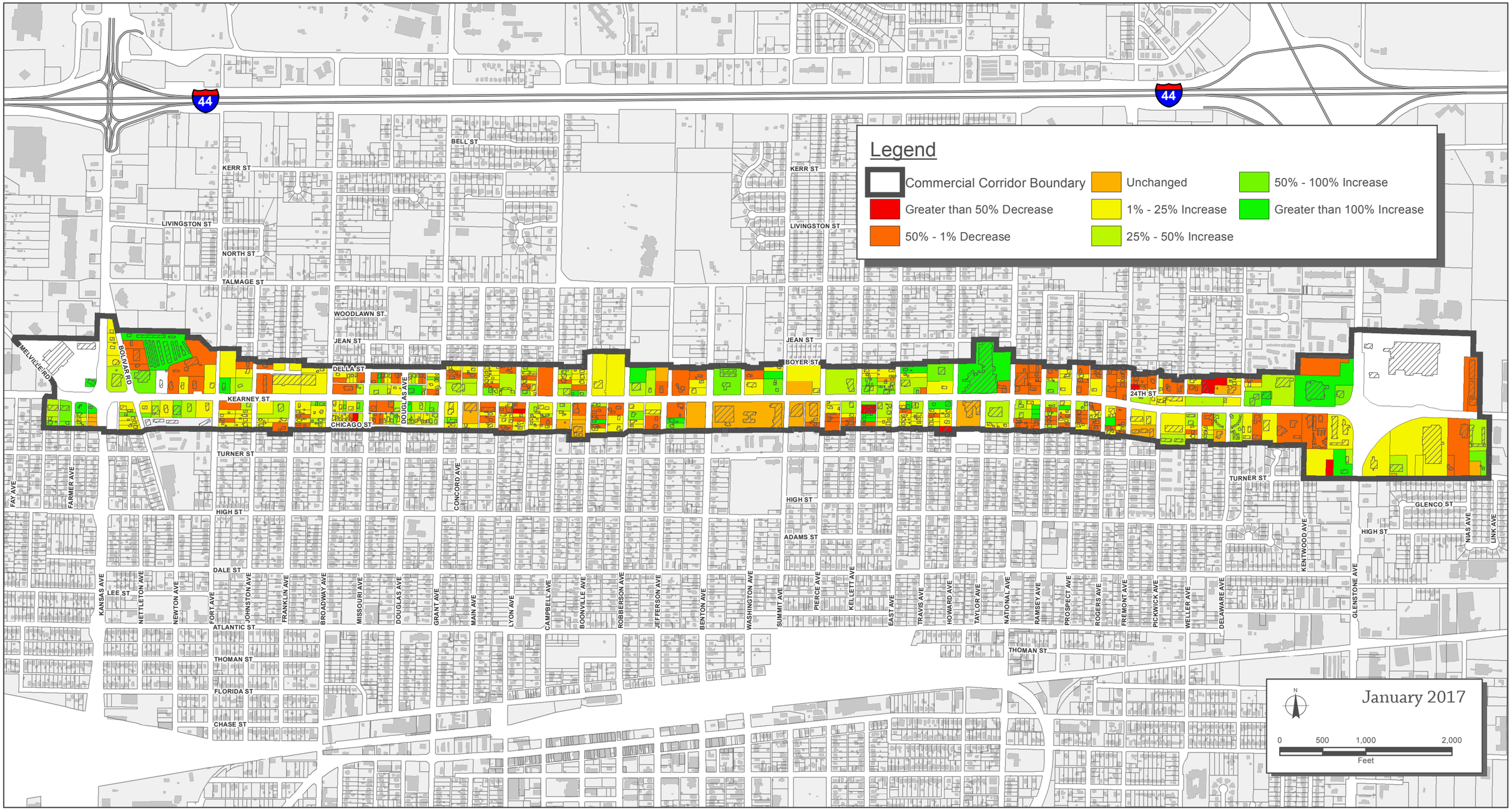


Attachment 4.3 - Building Vacancy (East)

Kearney Street Corridor Study
City of Springfield, Missouri

CITY OF Springfield

PGAV PLANNERS

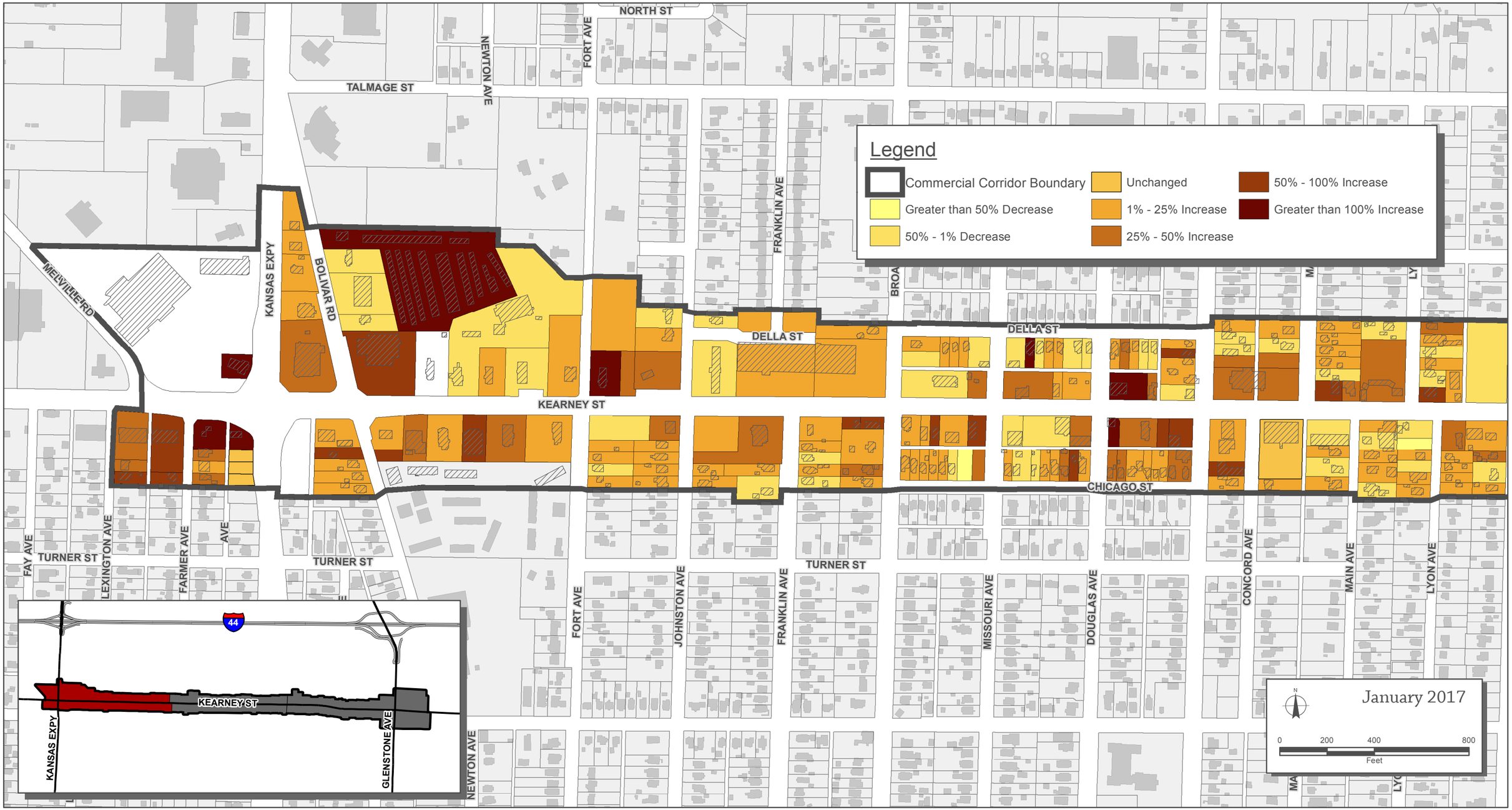


Attachment 5 - Equalized Assessed Valuation Percent Change

Kearney Street Corridor Study
City of Springfield, Missouri

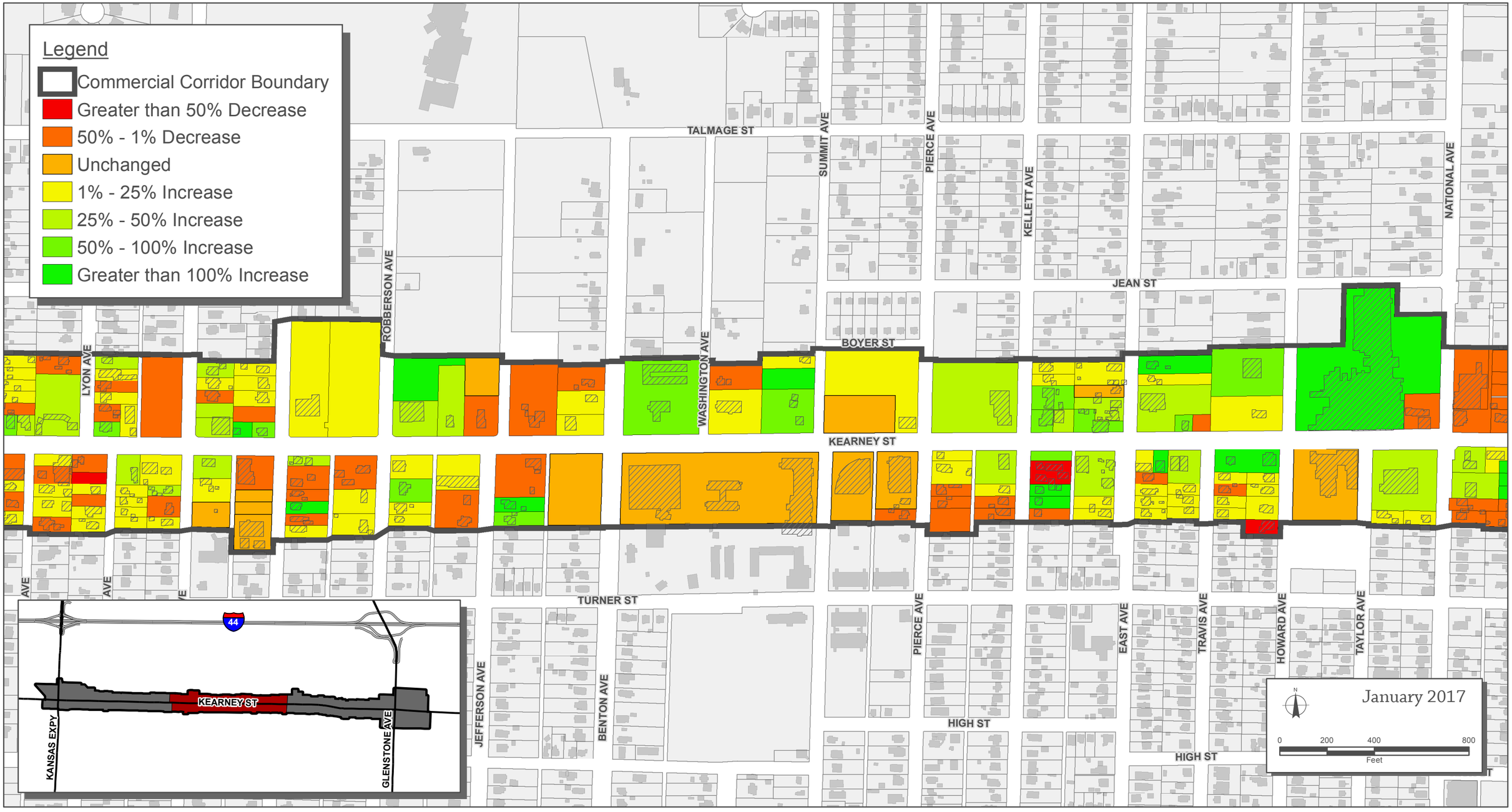
CITY OF Springfield

PGAV PLANNERS



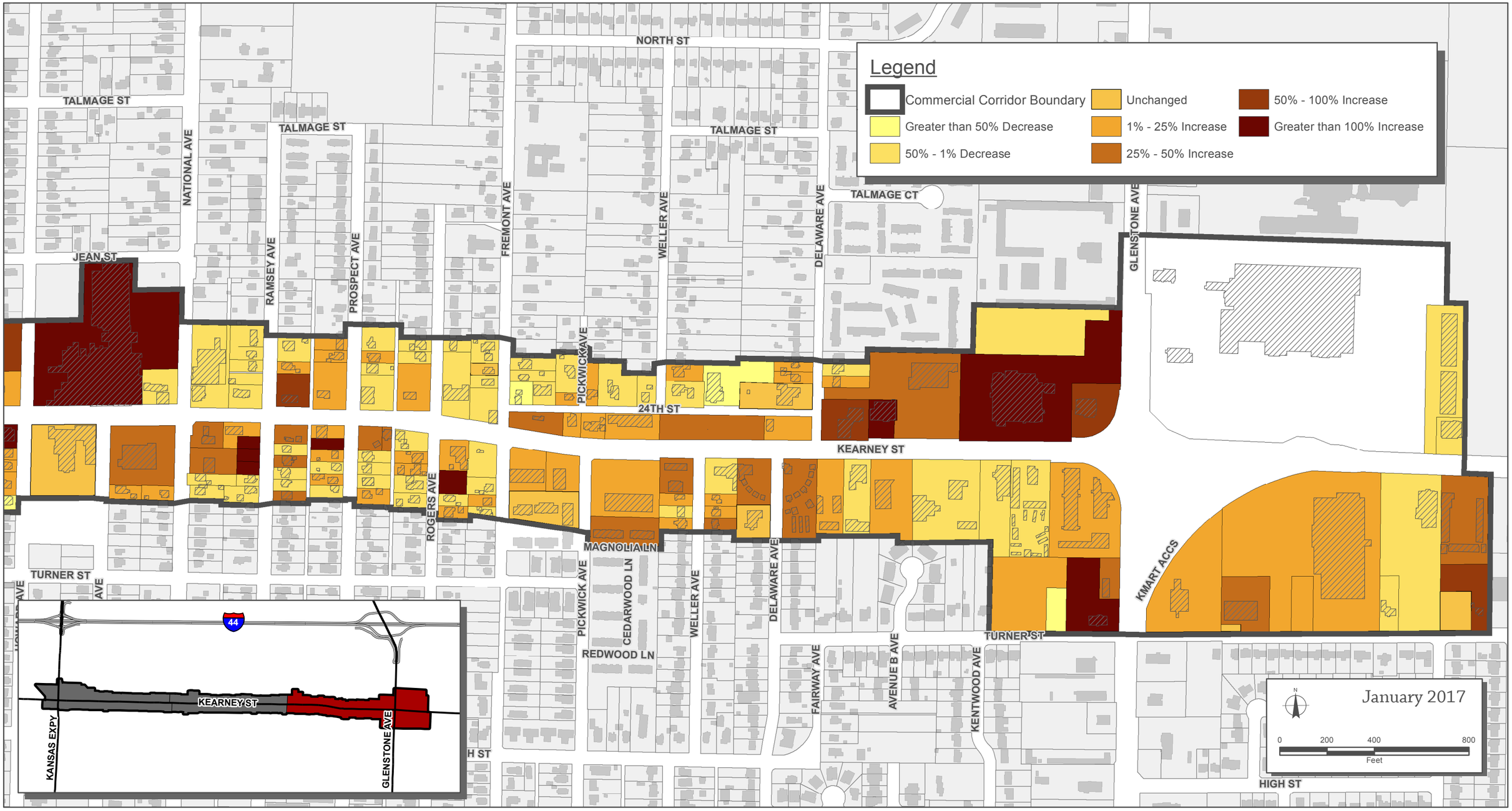
Attachment 5.1 - Equalized Assessed Valuation Percent Change (West)

Kearney Street Corridor Study
City of Springfield, Missouri



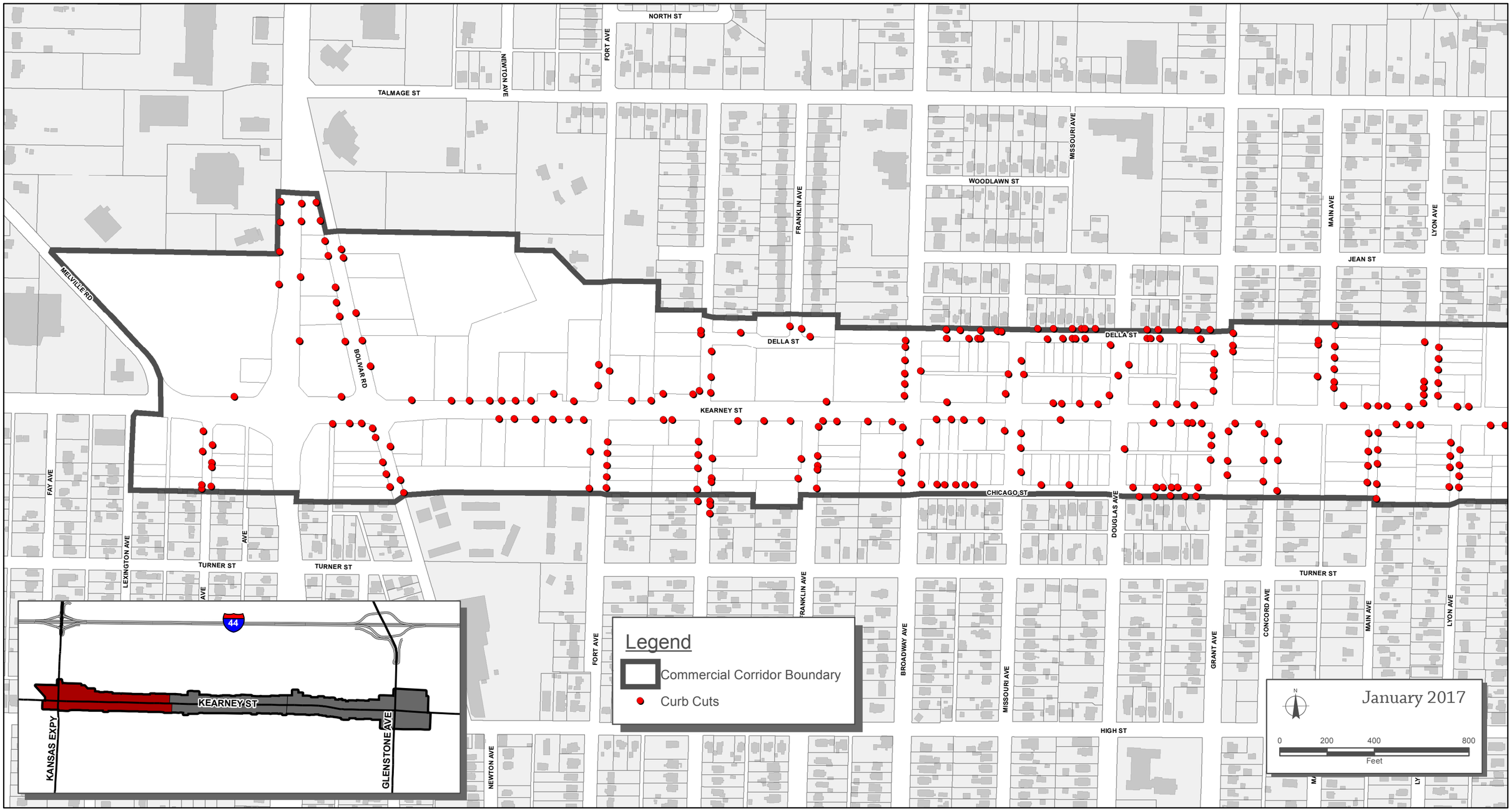
Attachment 5.2 - Equalized Assessed Valuation Percent Change (Central)

Kearney Street Corridor Study
City of Springfield, Missouri



Attachment 5.3 - Equalized Assessed Valuation Percent Change (East)

Kearney Street Corridor Study
City of Springfield, Missouri

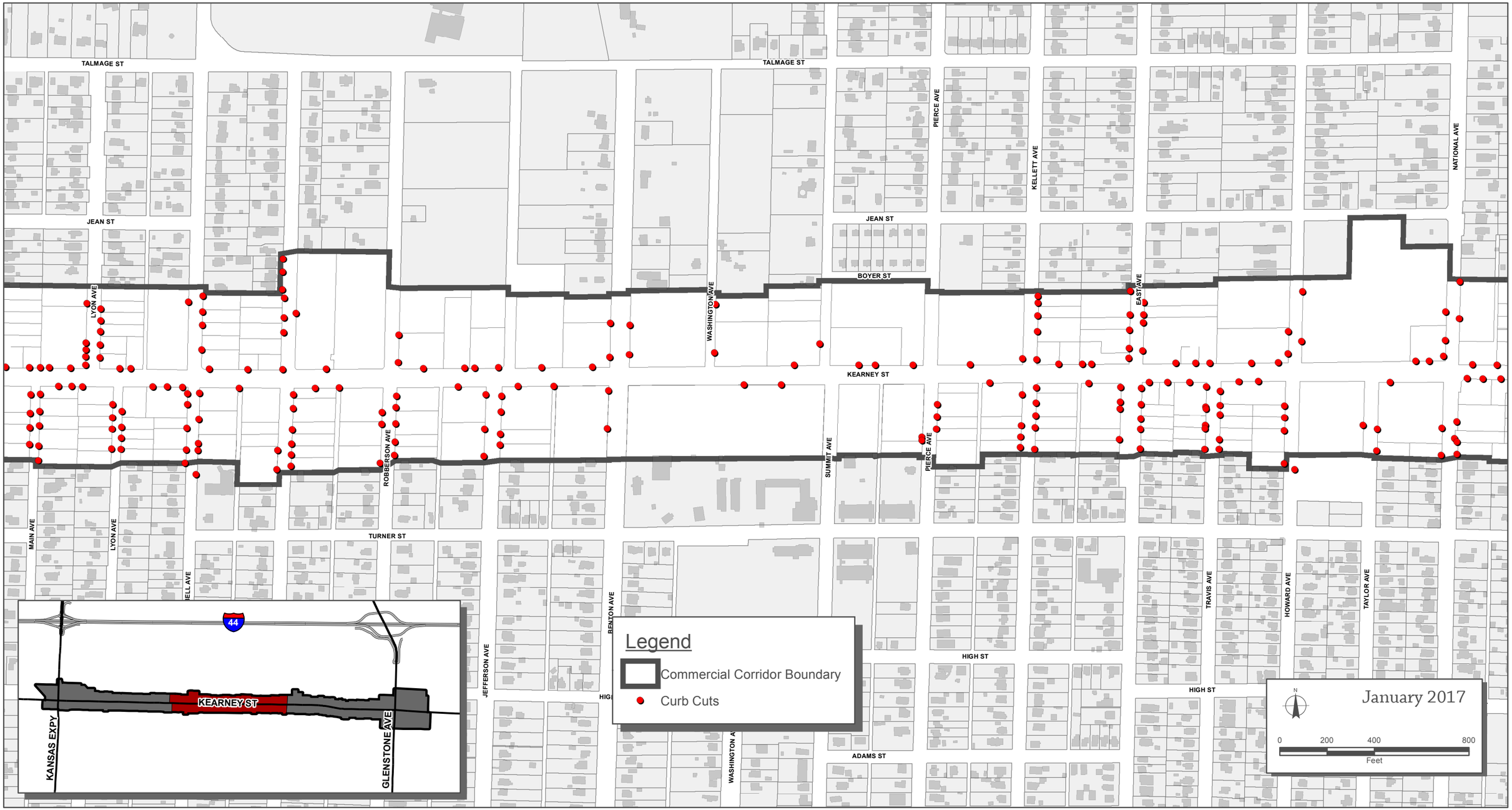


Attachment 6.1 - Curb Cuts (West)

Kearney Street Corridor Study
City of Springfield, Missouri

CITY OF Springfield

PGAV PLANNERS



Attachment 6.2 - Curb Cuts (Central)

Kearney Street Corridor Study
City of Springfield, Missouri

CITY OF Springfield

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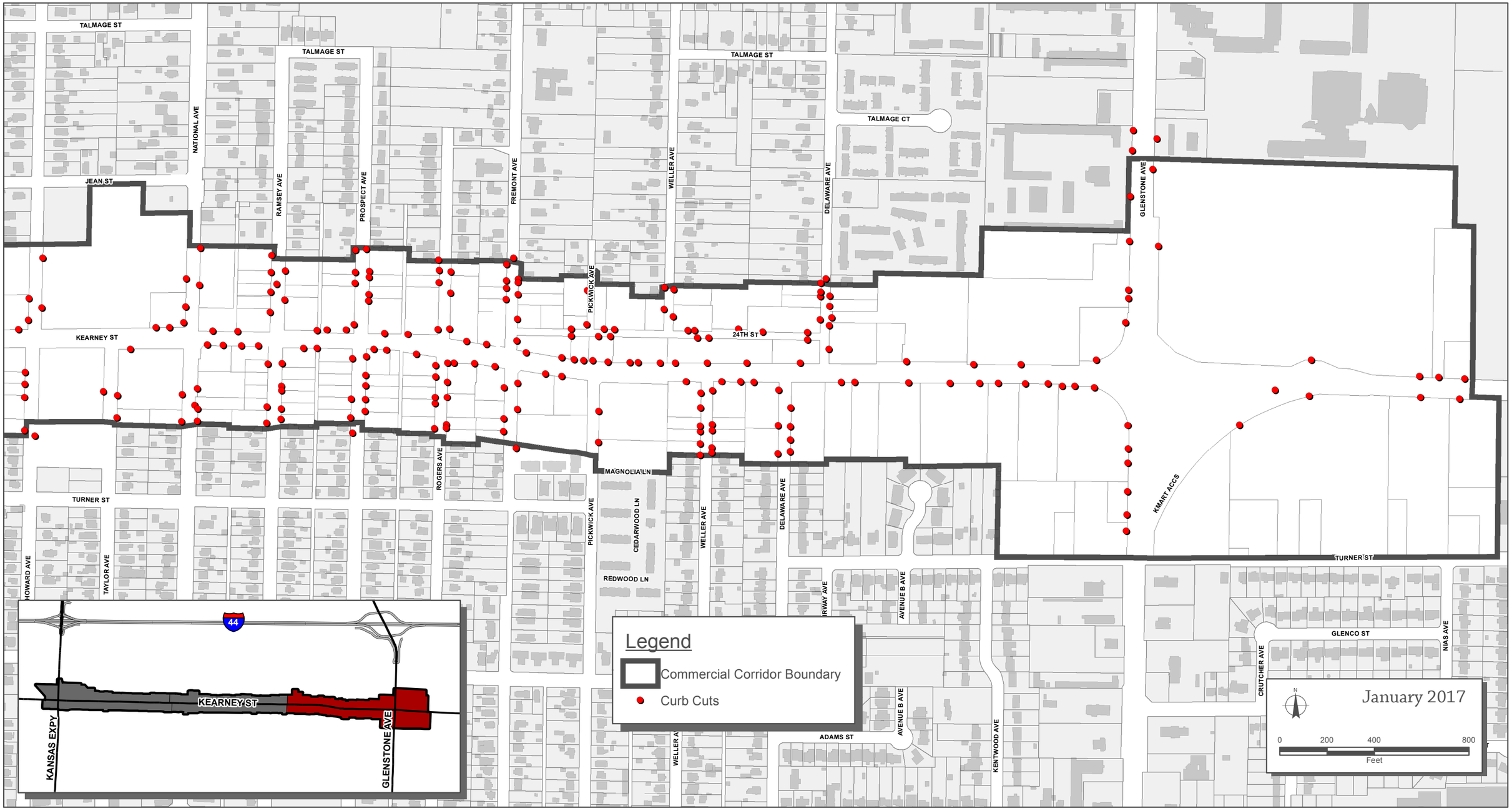
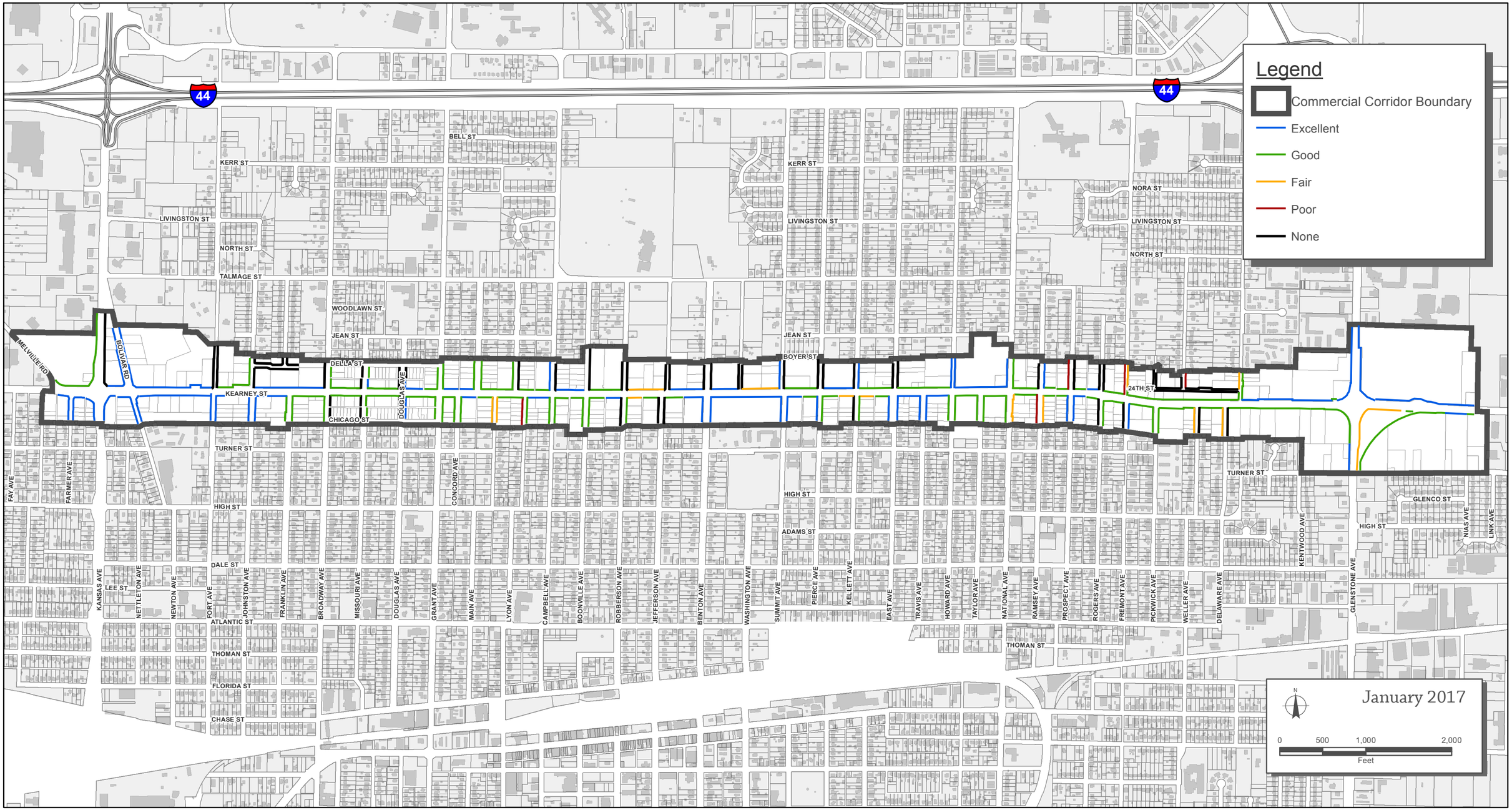


Attachment 6.3 - Curb Cuts (East)

Kearney Street Corridor Study
City of Springfield, Missouri

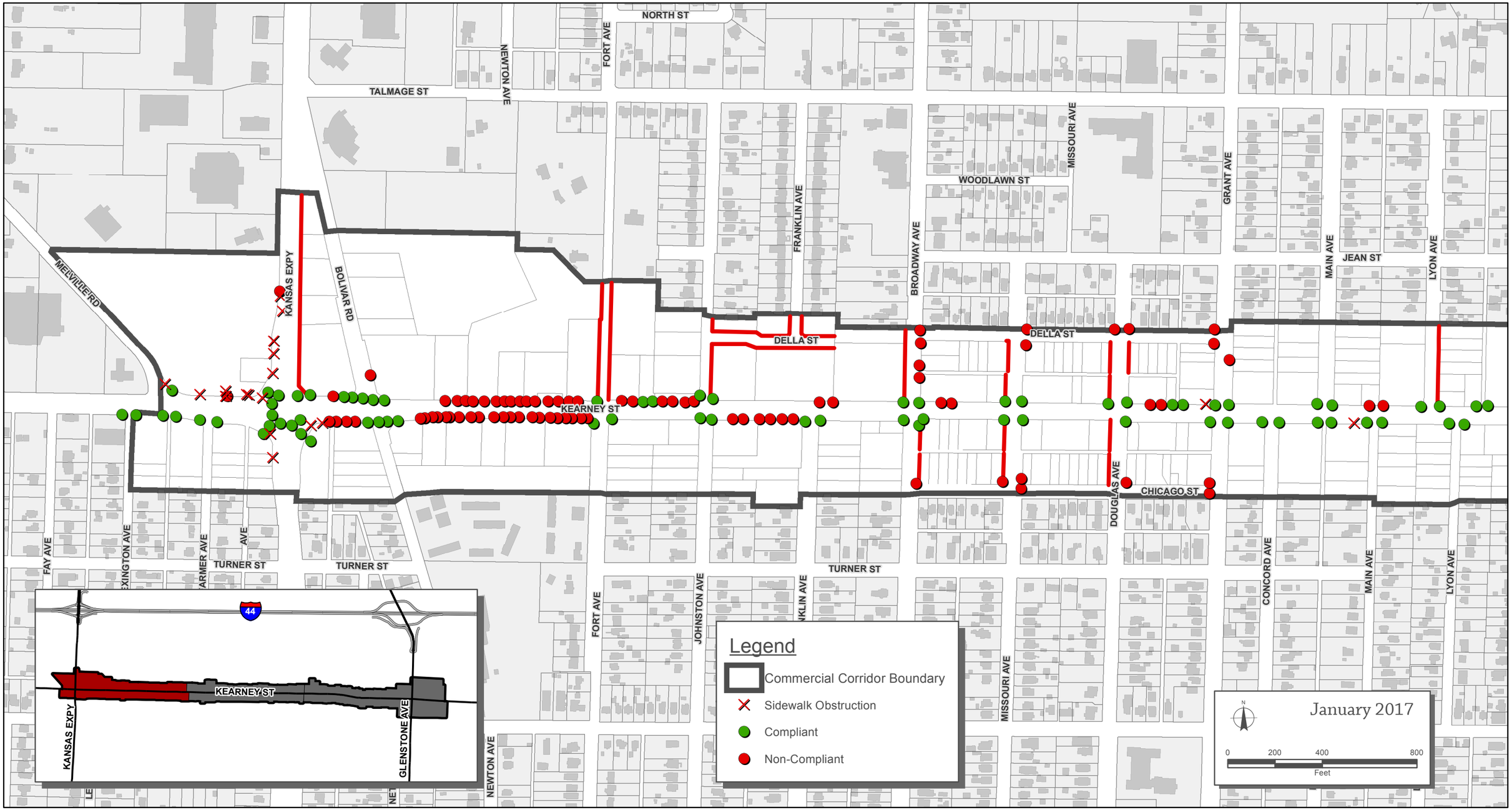


Attachment 7 - Sidewalk and Right-of-Way Conditions

Kearney Street Corridor Study
City of Springfield, Missouri

CITY OF Springfield

PGAV PLANNERS



Attachment 8.1 - General ADA Compliance (West)

Kearney Road Commercial Corridor Study
City of Springfield, Missouri

This map illustrates observations on the part of PGAV Planners staff with respect to general compliance with the Americans With Disabilities Act. This illustration is presented for general informational use only.

CITY OF Springfield

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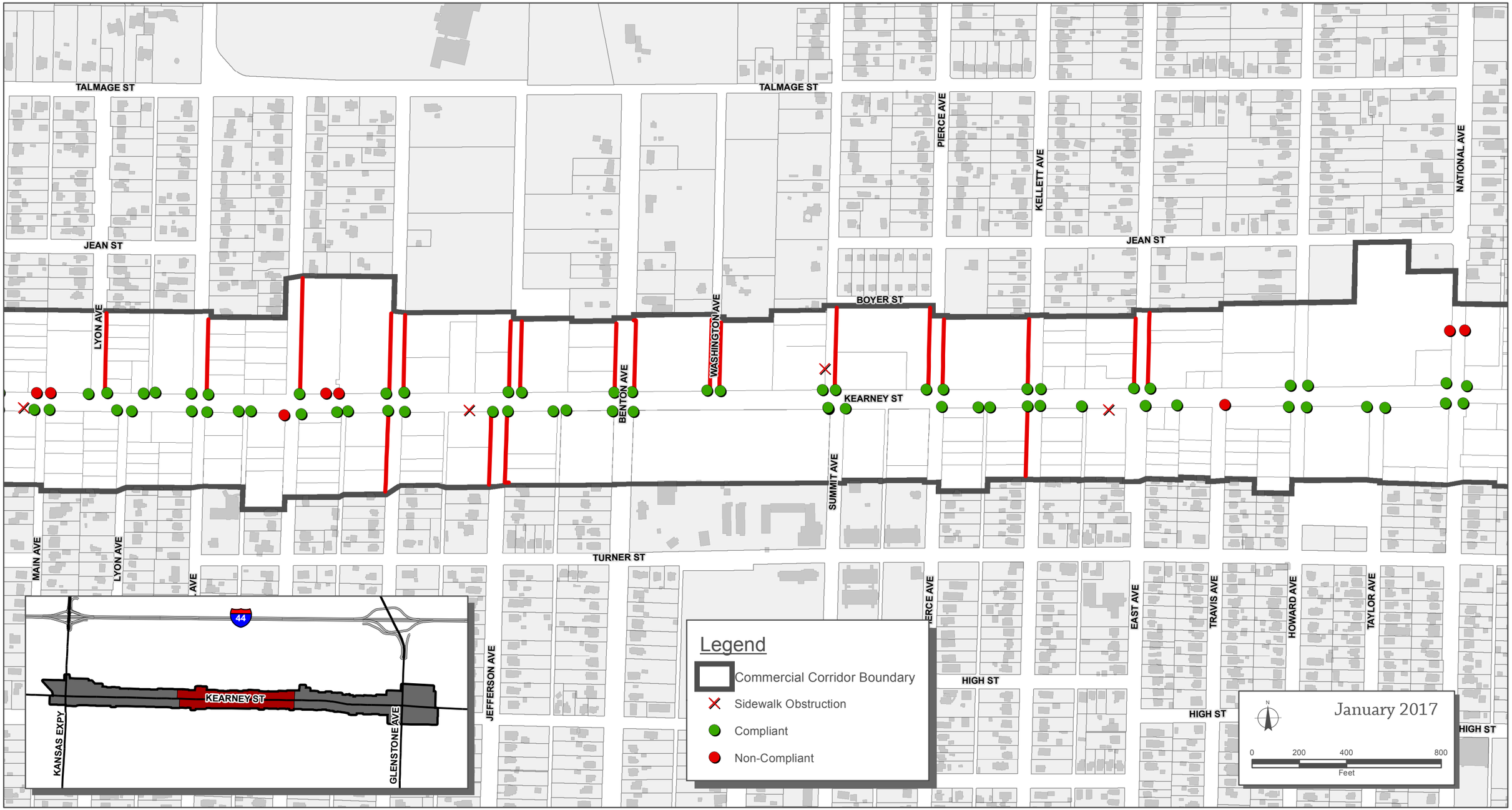

Attachment 8.2 - General ADA Compliance (Central)

Kearney Road Commercial Corridor Study
City of Springfield, Missouri

This map illustrates observations on the part of PGAV Planners staff with respect to general compliance with the Americans With Disabilities Act. This illustration is presented for general informational use only.

CITY OF Springfield

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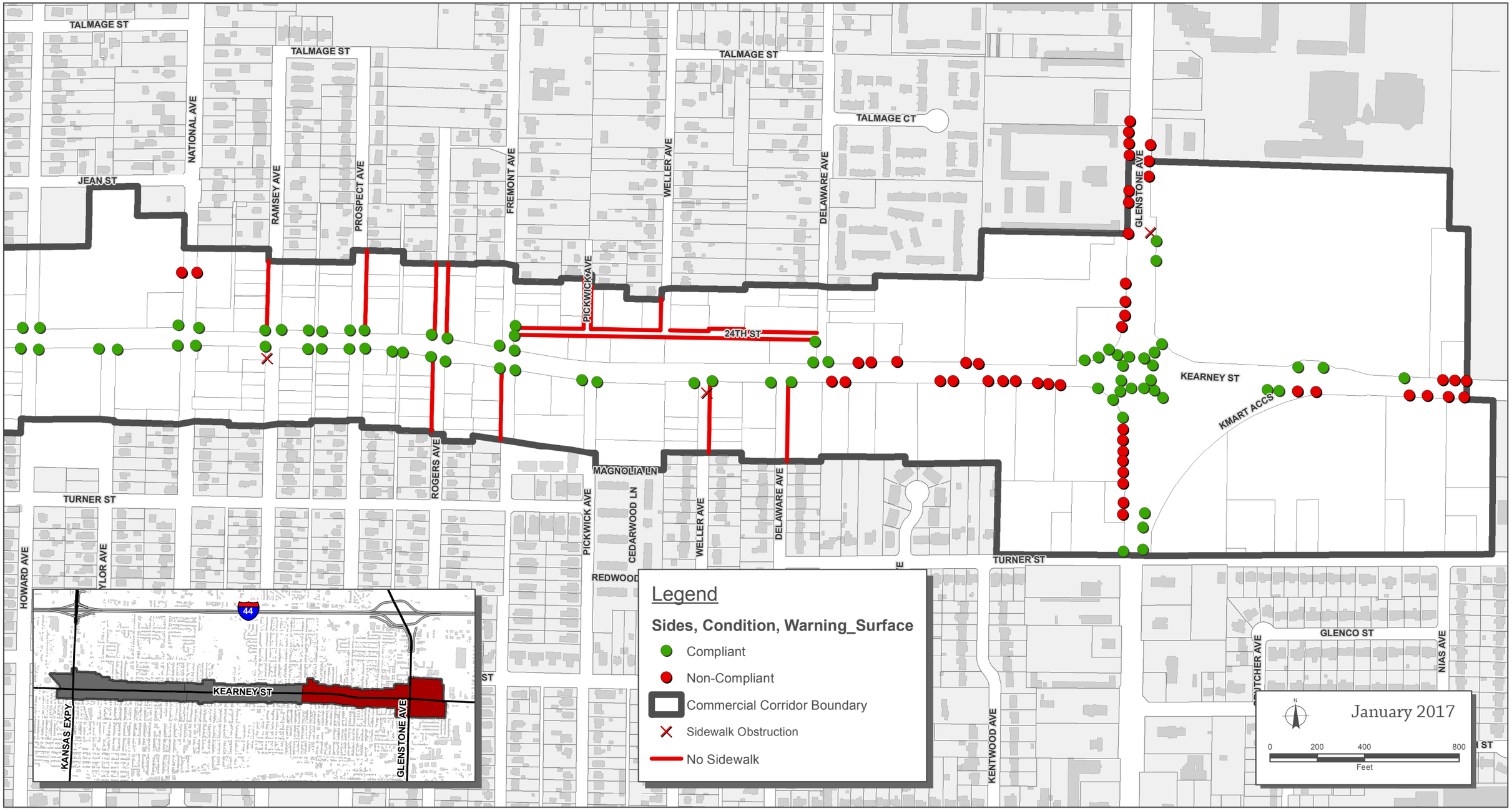

Attachment 8.3 - General ADA Compliance (East)

Kearney Road Commercial Corridor Study
City of Springfield, Missouri

This map illustrates observations on the part of PGAV Planners staff with respect to general compliance with the Americans With Disabilities Act. This illustration is presented for general informational use only.

CITY OF Springfield

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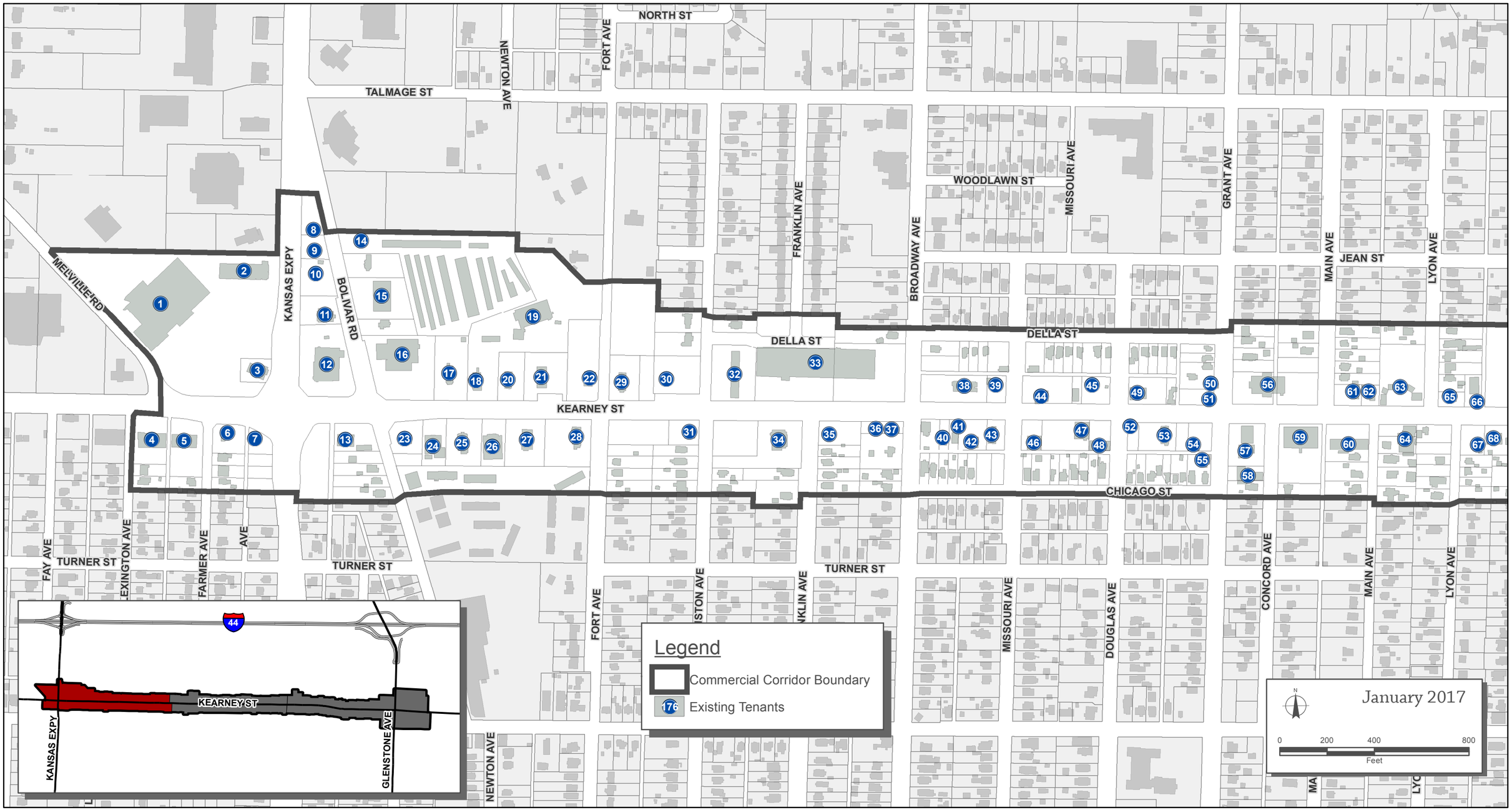
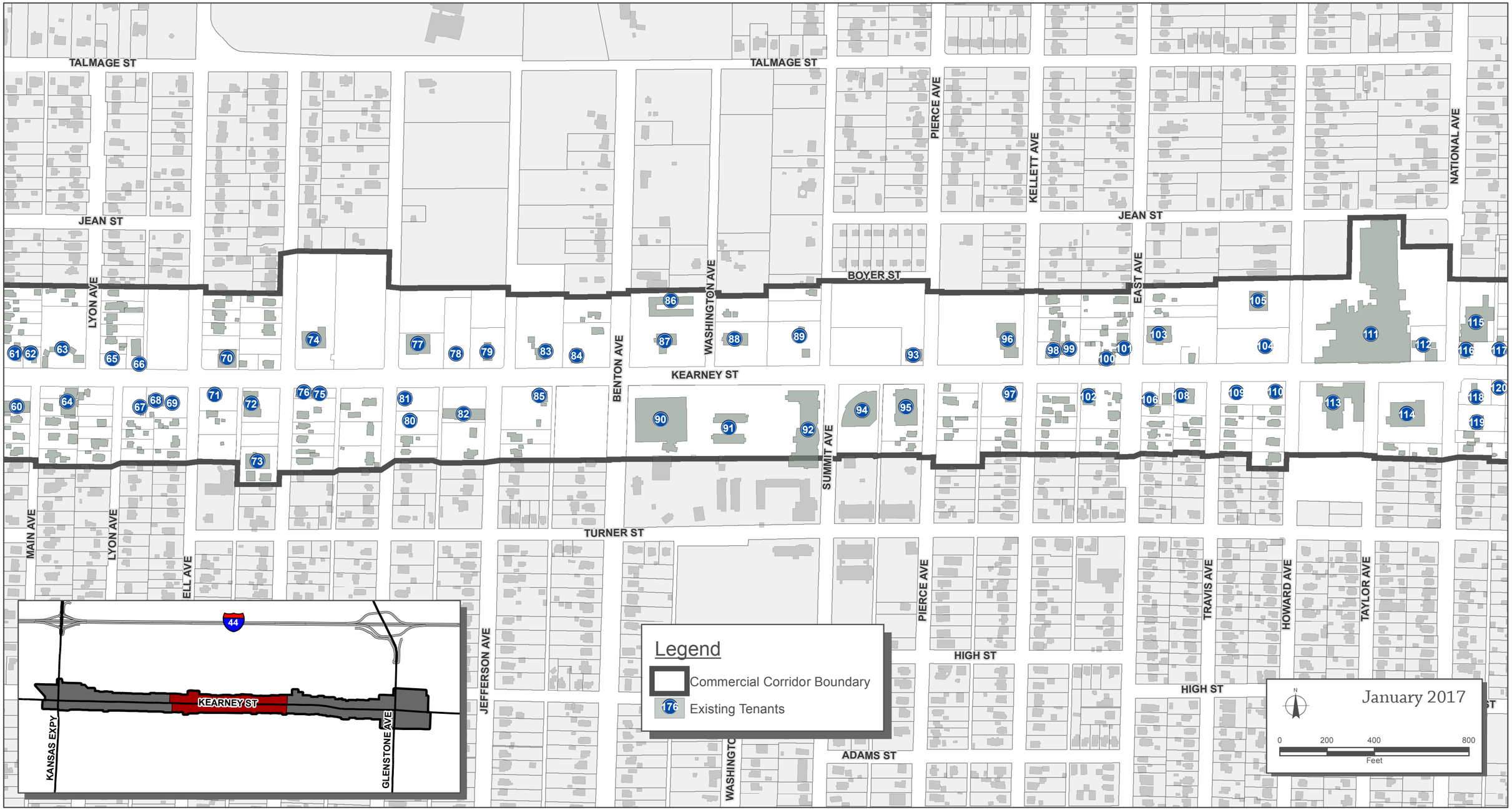


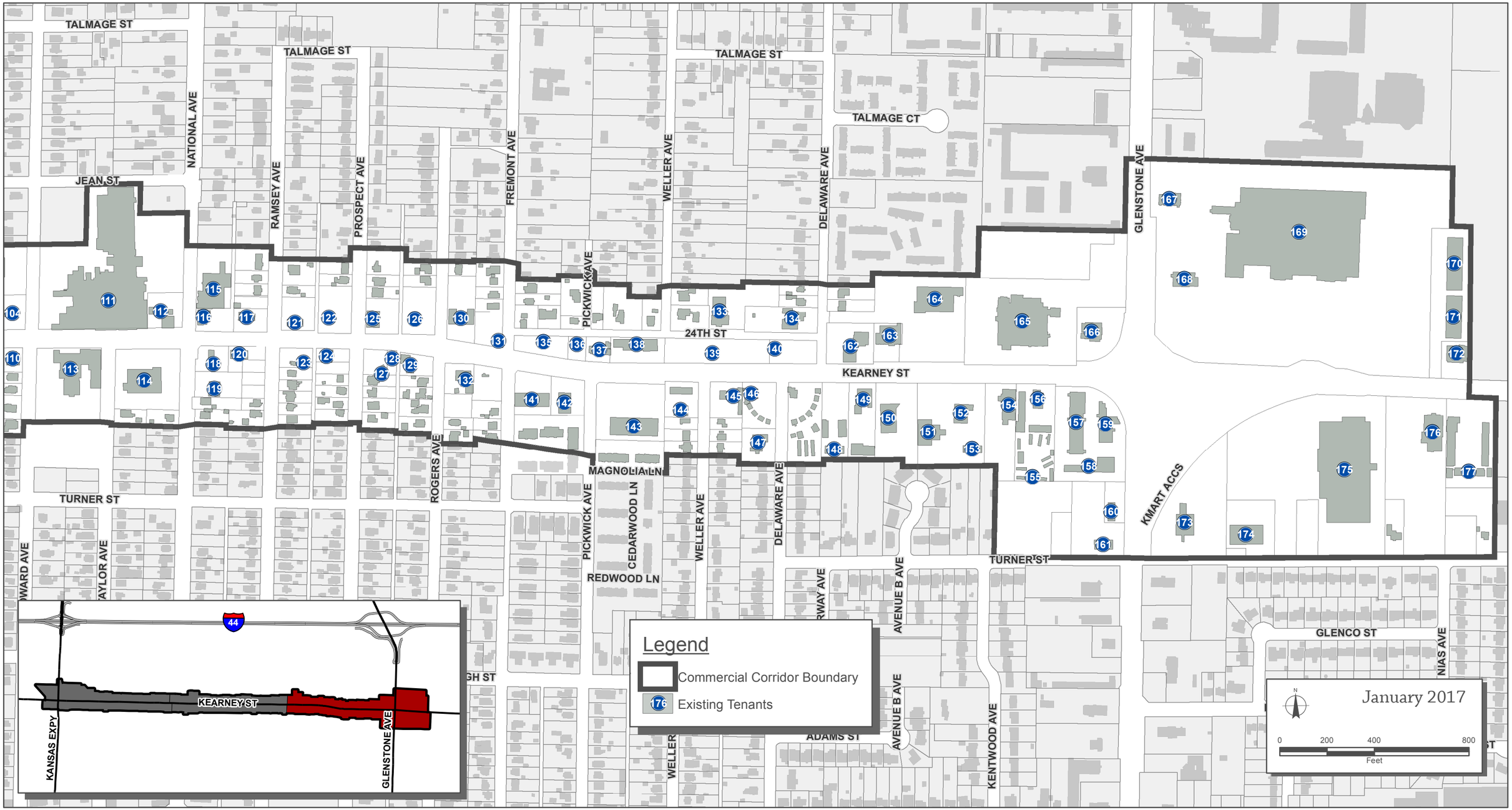
Attachment 9.1 - Existing Tenants (West)

Kearney Street Corridor Study
City of Springfield, Missouri



Attachment 9.2 - Existing Tenants (Central)

Kearney Street Corridor Study
City of Springfield, Missouri



Attachment 9.3 - Existing Tenants (East)

Kearney Street Corridor Study
City of Springfield, Missouri

Attachment 9.1 Tenant Table (West)

ID	Tenants	Owner Name	Address
1	Pets Way	J-K Investments Inc.	1717 W. Kearney Street
	Hobby Lobby	J-K Investments Inc.	1717 W. Kearney Street
2	Goodcents Deli Fresh Subs	J-K Investments Inc.	2445 N. Kansas Expressway
	One Main Financial	J-K Investments Inc.	2445 N. Kansas Expressway, Suite F
	Armed Forces Career Center	J-K Investments Inc.	2445 N. Kansas Expressway
	Sun Tan City	J-K Investments Inc.	2445 N. Kansas Expressway, Suite C
	McAlister's Deli	J-K Investments Inc.	2445 N. Kansas Expressway, Suite A
3	Blu Current	J-K Investments Inc.	1607 W. Kearney Street
4	Advanced Family Eye Care	Cook, L.D. Family Property	1724 W. Kearney Street, Suite 116
	Jackson Hewitt	Cook, L.D. Family Property	1724 W. Kearney Street, Suite 112
	Holiday Nails	Cook, L.D. Family Property	1724 W. Kearney Street, Suite 108
	Penmac	Cook, L.D. Family Property	1724 W. Kearney Street, Suite 104
	CPR Cell Phone Repair	Cook, L.D. Family Property	1725 W. Kearney Street, Suite 100
5	JBC Tire & Service	Kearney Inv. & Dev. LLC	1710 W. Kearney Street
6	BC Auto Sales	Carsons, 5-M Inc	1624 W. Kearney Street
7	BC Auto Sales	Carsons, 5-M Inc	1624 W. Kearney Street
8	General Rental	Hemphill, Harold D.	2464 N. Kansas Expressway
9	General Rental	Hemphill, Harold D.	2464 N. Kansas Expressway
10	Pappa Murphy's Pizza	Hammons, John Q. Trustee	2456 N. Kansas Expressway
11	Pizza Inn	Floyd, Charles A. Trustee	2440 N. Kansas Expressway
12	Walgreen's	Blackstone Group Kearney LLC	1525 W. Kearney Street
13	Fine Wine & Spirits	Killingssworth, Roscoe K. Trust	1502 W. Kearney Street
14	Springfield Storage	Murray Land & Cattle Co.	2466 N. Bolivar Road
15	Vacant	Humble Property LLC	2442 N. Bolivar Road
16	Gideon's Laundromat	CES Leasing LLC	1447 W. Kearney Street
	Loftis Jewelry and Pawn Brokers	CES Leasing LLC	1445 W. Kearney Street
17	Hong Kong Inn Chinese Food	Ung, Vincent C.	1421 W. Kearney Street
18	DQ, Orange Julius	Sadhikrupa Inc.	1411 W. Kearney Street
19	Vacant	Sadhikrupa Inc.	1411 W. Kearney Street
20	Taco Bell	Embarcadero Inn Association	1335 W. Kearney Street
21	Title Max	National Retail Property LP	1325 W. Kearney Street
22	Bottom Shelf Liquor Store	KSJ Investments LLC	1313 W. Kearney Street
23	Missouri Title Loans	NGO Properties LLC	1440 W. Kearney Street
24	Other Mothers	L&J Management LLC	1430 W. Kearney Street
25	Arby's	WWP Inc.-Arby's	1416 W. Kearney Street
26	National TV Sales & Rental	Risdal Entertainment LP	1406 W. Kearney Street
27	Kearney Street Café	Kadriu Real Estate LLC	1324 W. Kearney Street
28	Wendy's	Jade Properties LLC	1312 W. Kearney Street

Attachment 9.1 Tenant Table (West)

ID	Tenants	Owner Name	Address
29	Popeye's	Heaven Sent Properties LLC	1231 W. Kearney Street
30	Conoco	Joy Station Trustee	1207 W. Kearney Street
31	Lend Nation	Bryant, Rick	1200 W. Kearney Street
32	Ye Olde Buggy Bath	Wehr-Fourt LLC	1137 W. Kearney Street
33	Holiday Lanes (Vacant)	Bowl Inn-Corp	1111 W. Kearney Street
	Ten Commandments	Bowl Inn-Corp	
	S.A.O.M. Thrift Store	Bowl Inn-Corp	1035 W. Kearney Street
	Gold Digger's Pawn	Bowl Inn-Corp	1031 W. Kearney Street
	Aaron's	Bowl Inn-Corp	1019 W. Kearney Street
	O'Reilly Auto Parts	O'Reilly Real Estate Co.	1015 W. Kearney Street
34	McDonald's	McDonald's Real Estate Co.	1114 W. Kearney Street
35	Vacant	Nguyen, Oanh	1130 W. Kearney Street
36	C&C Sales	Powell Holding Co. LLC	1010 W. Kearney Street
37	C&C Sales	Alexander, Howard	1000 W. Kearney Street
38	Burger King	Srping Investments LLC	935 W. Kearney Street
39	Great Deal Motors	Thomas, Billy G. Trustee	901 W. Kearney Street
40	Field of Dreams Sports Cards	Jones, Danny L.	926 W. Kearney Street
41	Vacant	Tsao, Michael	927 W. Kearney Street
42	All Creatures Grooming Salon	Black Hawk Entertainment LLC	912 W. Kearney Street
43	All Creatures Pet Hospital	Black Hawk Entertainment LLC	902 W. Kearney Street
44	Springfield Vapors	K Meadows Property LLC	829 W. Kearney Street
	Discount Motor Co.	K Meadows Property LLC	827 W. Kearney Street
45	Vacant	Rogers, Mary Lee	811 W. Kearney Street
46	Vacant	Avey, R. Scott	840 W. Kearney Street
47	Vacant	Parrett Property LLC	810 W. Kearney Street
48	Vacant	Thomas, Shirley J. Trust	804 W. Kearney Street
49	Zeal Integrated Health	Crockett Entertainment LLC	733 W. Kearney Street
50	Vacant	Alberty, Ronald W.	
51	Rice House	Gunther, Helen J. Trustee	711 W. Kearney Street
52	Vacant	Catlett & Forrester LLC	734 W. Kearney Street
53	KFC	Red Mountiain Asset Fund IIA LLC	726 W. Kearney Street
54	Auto Gallery	Bryant, Rick	2351 N. Grant Avenue
55	Legacy Vets USA / Vietnam Vets USA	BC&W LLC	
56	Bank of America	Union National ank FO Springfield MO	633 W. Kearney Street
57	Fastrip	Spirit Spe Portfolio Ca C-Stores LLC	650 W. Kearney Street
58	Complete Automotive Care	Williams, Donald Tr ETAL	658 W. Kearney Street
59	Presbyterian Children's Homes and Services	Childrens Foundation Mid-America	630 W. Kearney Street
60	J-Wo Designs	Bradley, James Scott	604 W. Kearney Street

Attachment 9.1 Tenant Table (West)

ID	Tenants	Owner Name	Address
	Sno-White Cleaners	Bradley, James Scott	608 W. Kearney Street
	The Hairbenders	Bradley, James Scott	610 W. Kearney Street
	Vacant	Bradley, James Scott	614 W. Kearney Street
61	Family Pharmacy	Artz, Merlin L. Trust	527 W. Kearney Street
62	Vacant	Froehlich, Kim C ETAL	521 W. Kearney Street
63	Deals on Wheels	Kynion, Patricia E.	515 W. Kearney Street
	A Car 4U Auto Sales	Kynion, Patricia E.	501 W. Kearney Street
64	Flowers-A-Plenty	Slaughter Family Trust (Doyle / Glenda)	504 W. Kearney Street

Attachment 9.2: Tenant Table (Central)

ID	Tenants	Owner Name	Address
65	Audiophile	Voris, Buddie Ray	435 W. Kearney Street
66	Vacant	DBL Property Investments LLC	419 W. Kearney Street
67	Bishop Motors	Prather, Martin G. Etal Tr	430 W. Kearney Street
68	Peck's Trailer Hitch & Rentals	Peck, Harold R.	400 W. Kearney Street
69	Peck's Trailer Hitch & Rentals	Peck, Harold R.	400 W. Kearney Street
70	Bumper to Bumper Auto Parts	Cow-Burlingame Co. An Arkansas Corp	317 W. Kearney Street
71	El Taco	Mexican Villa Food Products Inc.	316 W. Kearney Street
72	417 Autoland.com	Gunther, Helen J. Trustee	212 W. Kearney Street
73	North Side Assembly of God Family Life Center	Northside Assembly of God Church Inc.	2310 N. Campbell Avenue
74	Little Ceaser's	Williams Tr	203 E. Kearney Street
	Beth's Photography	Williams Tr	205 E. Kearney Street
	Enterprise Reantal Car	Williams Tr	207 E. Kearney Street
75	Chosen Motors	Kudrna, Jeremy	208 E. Kearney Street
76	Horace Mann	Kudrna, Jeremy	208 E. Kearney Street
77	Mitchem Tire	Mitchem Tire Company	307 E. Kearney Street
78	Subway	Dowler, Terry L. Trustee	329 E. Kearney Street
79	Vacant	Lotus Entertainment LLC	337 E. Kearney Street
80	Cowlicks Style by Design	Feind, Lindolyn L.	2346 N. Robberson Avenue
81	Bear Auto Trim	Eyman, Ronnie L.	302 E. Kearney Street
82	American Family Insurance	BC&W LLC	342 E. Kearney Street
	Innovative Hair Cutters	BC&W LLC	338 E. Kearney Street
	The UPS Store	BC&W LLC	334 E. Kearney Street
	Suntastic Tanning Center	BC&W LLC	332 E. Kearney Street
	U.S. Automotive	BC&W LLC	330 E. Kearney Street
83	Roto-Cat Lawn, Garden & Power Equipment	Viefhaus, James D.	419 E. Kearney Street
	Keith's Auto Sales	Viefhaus, James D.	419 E. Kearney Street
84	Sara Lee Bakery Outlet	RC Springfield Property LLC	425 E. Kearney Street
85	Waggoner Motor Company	Waggoner Motor Co. LLC	408 E. Kearney Street
86	Vacant	Great Southern Bank	507 E. Kearney Street
87	Paladin Managed Solutions	Great Southern Bank	507 E. Kearney Street
88	State of Missouri Vocational Rehabilitation	Eoff & Associate Inc.	613 E. Kearney Street
89	Cars 4 U	Shorty's Holding LLC	629 E. Kearney Street
90	W.E. Dowell Field House	Baptist Bible College	500 E. Kearney Street
91	Baptist Bible College	Baptist Bible College	500 E. Kearney Street
92	Dr. John W. Rawlings Administration Building, Chapel, and Student Center	Baptist Bible College	500 E. Kearney Street
93	Vacant	Gullett, Charles E. ETAL	737 E. Kearney Street
94	Fred & Effie Donnelson BBFl Mission Building	Baptist Bible Fellowship International	720 E. Kearney Street
95	G.B. Vick Memorial Library	Baptist Bible College	730 E. Kearney Street
96	White Motor Co.	White, Donald Gene	835 E. Kearney Street
97	Vacant	Cotton, Fields LLC	850 E. Kearney Street
98	D & Son's Auto Repair	White, Darrell Jr.	903 E. Kearney Street

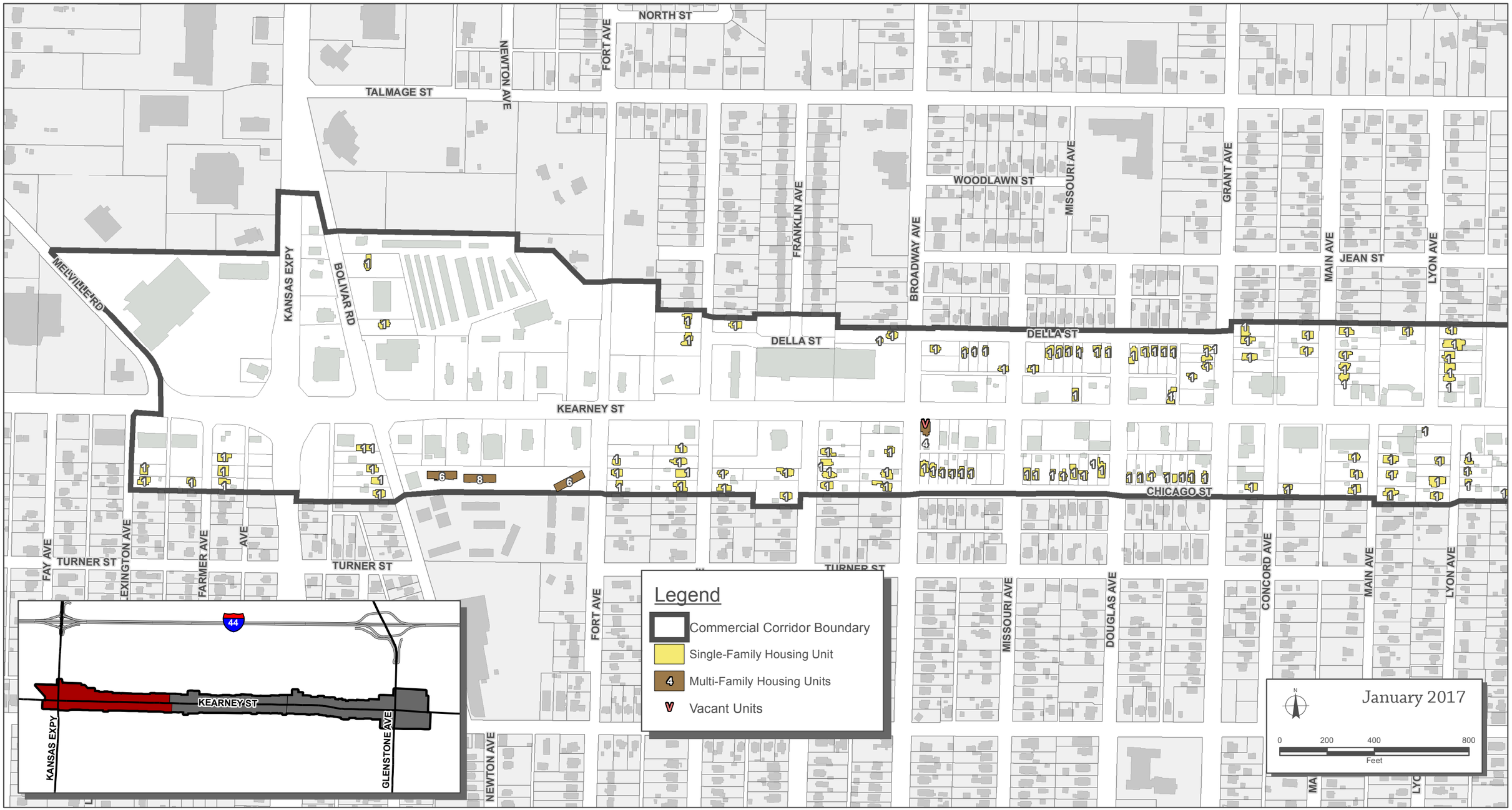
Attachment 9.2: Tenant Table (Central)

ID	Tenants	Owner Name	Address
99	K-Street Alignment	Phillips, Richard L. Trust	917 E. Kearney Street
100	Roy Roger's Imports Auto Parts	S&D Pierce LC	933 E. Kearney Street
101	Fred's Vacuum Cleaners	Nolle, Fred H.	939 E. Kearney Street
102	Tire Shop	Buell Properties Eleven LLC	918 E. Kearney Street
103	DaVita Dialysis	Springfield Light LLC	1007 E. Kearney Street
104	Hiland Dairy Foods	Hiland Dairy Foods Co LLC	1055 E. Kearney Street
105	Hiland Dairy Foods	Hiland Dairy Co	1133 E. Kearney Street
106	Austin's Accounting Complete Tax Service	King, Kevin L ETAL	1002 E. Kearney Street
	Vacant	King, Kevin L ETAL	1000 E. Kearney Street
107	Mike's Affordable Transmission	Parr, Joseph S.	1008 E. Kearney Street
108	MMC Fencing & Railing	Montgomery, Lee T. ETAL	1024 E. Kearney Street
109	Niko's Quality Used Cars	DJC Land & Cattle LLC	1032 E. Kearney Street
110	State Farm	DJC Land & Cattle LLC	1040 E. Kearney Street

Attachment 9.3: Tenant Table (East)

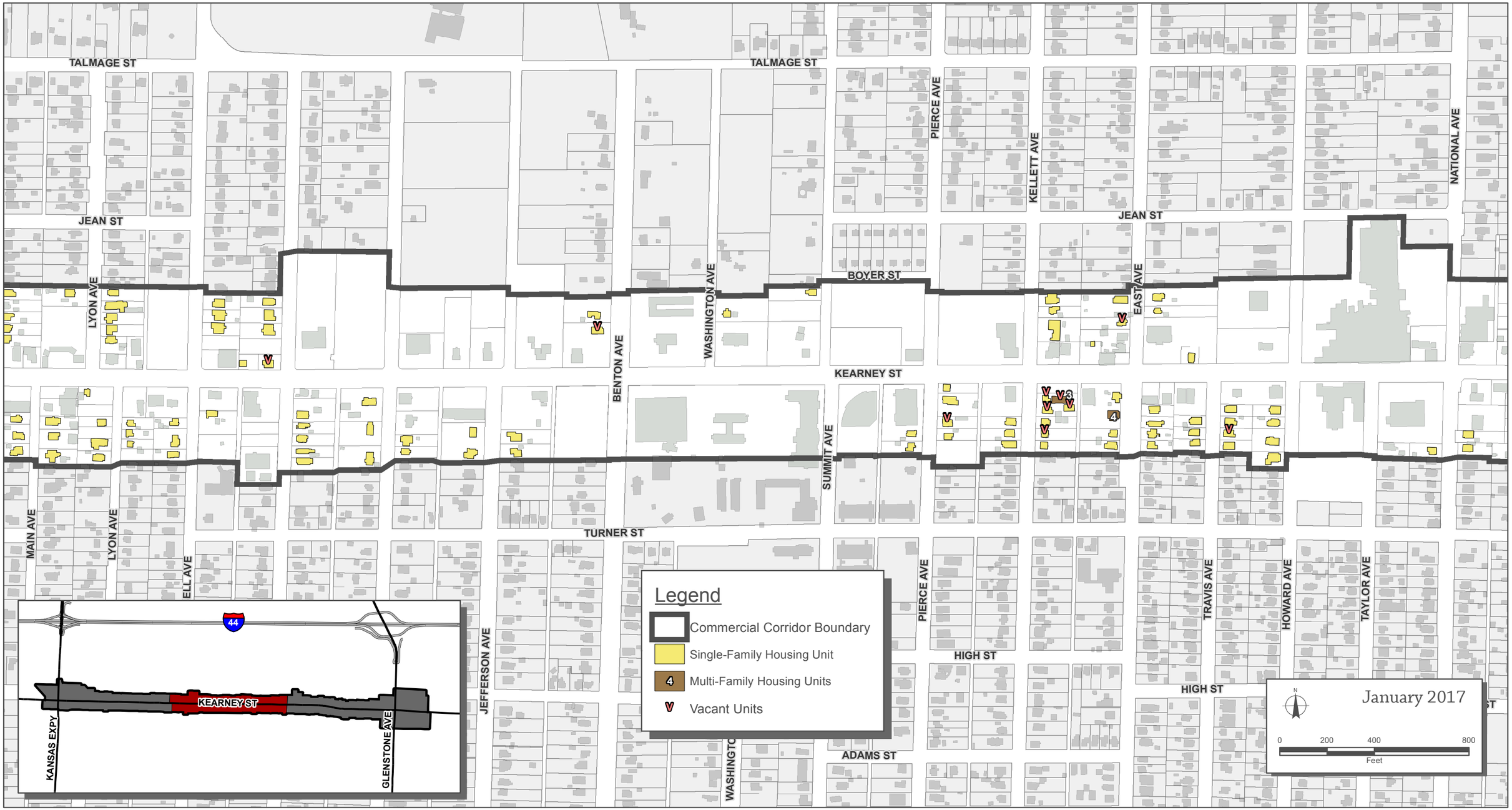
ID	Tenants	Owner Name	Address
111	Hiland Dairy Foods	Hiland Dairy Foods Co LLC	1133 E. Kearney Street
112	Hiland Dairy Foods	Hiland Dairy Co	1155 E. Kearney Street
113	Roberson Community School	Springfield School District	1100 E. Kearney Street
114	Walgreen's	Scoville Holdings LLC	1140 E. Kearney Street
115	Hiland Dairy Foods	Hiland Dairy Foods Co LLC	2408 N. National Avenue
116	Hiland Dairy Foods	Hiland Dairy Co	1201 E. Kearney Street
117	Hiland Dairy Foods	Hiland Dairy	1219 E. Kearney Street
118	B&B Consignment Lot	Bradley, Kim W.	1208 E. Kearney Street
119	ABC Beginners Pre-School	Tilton, M. Marie Trustee	2354 N. National Avenue
120	Clint's Auto Service	Monett Constructors Inc.	1220 E. Kearney Street
121	Domino's	A&M Pizza Real Estate LLC	1241 E. Kearney Street
122	Vacant	Brown, Philip R. Tr	1257 E. Kearney Street
123	Murdock Motors	C&A Storage Inc.	1240 E. Kearney Street
124	Vacant	Parsick, Steven	1258 E. Kearney Street
125	Quick Print	All-American Rental Inc.	1305 E. Kearney Street
126	LTD Auto Sales	Daugherty, Real Estate LLC	1327 E. Kearney Street
127	Brooke Insurance	CIS Properties LLC	1304 E. Kearney Street
128	Last Call Sports Bar	KNM Investments LLC	1310 E. Kearney Street
129	Bad Boyz Paint and Body	Brown, Allen M.	1326 E. Kearney Street
130	E&J's	GINCO Co. LLC	1341 E. Kearney Street
	Wixson Agency American Family	GINCO Co. LLC	1341 E. Kearney Street, Suite 300
	Auto Insurance Express	GINCO Co. LLC	1341 E. Kearney Street
131	Ink Slingers	Falciano, John	1355 E. Kearney Street
132	Carpenter's Saw Shop	Walter Inv. Inc.	1340 E. Kearney Street
133	Church of God	Church of God of Springfield	1521 E. 24th Street North
134	Springfield Fire Department Station 4	The City of Springfield	2423 N. Delaware Avenue
135	Vacant	Greenfield, Env Multistate Tr LLC	1419 E. Kearney Street
136	Springfield Discount Liqour	Bradley, James G.	1423 E. Kearney Street
137	Nature's Image Taxidermy	Billen, Max C. ETAL	1433 E. Kearney Street
138	Holy Rock Church	Red Brick Center LLC	1459 E. Kearney Street
	Springfield / Branson Realty Company	Red Brick Center LLC	1447 E. Kearney Street
	Classic Salon	Red Brick Center LLC	1445 E. Kearney Street
	Kearney Street Vacuums	Red Brick Center LLC	1443 E. Kearney Street
	Vacant	Red Brick Center LLC	1441 E. Kearney Street
139	Cook Portable Warehouses	Cook Properties of Missouri LLC	1515 E. Kearney Street
140	Moyers Motor Co	Springcreek, Inv LLC	1543 E. Kearney Street
141	Harris Commercial Construction	RGH Commercial LLC	1410 E. Kearney Street
	The Redeemed Christian Church of God	RGH Commercial LLC	1410 E. Kearney Street, Suite C
	Wilson & Mee	RGH Commercial LLC	1410 E. Kearney Street, Suite D
	National Church & Clergy Tax and Accounting	RGH Commercial LLC	1410 E. Kearney Street, Suite D
	Wiltech Application Data & Housing	RGH Commercial LLC	1411 E. Kearney Street, Suite D
	Redneck Computers	RGH Commercial LLC	1410 E. Kearney Street, Suite G
142	Mid America Title Loans	Roach, William D. Jr. Tr	1424 E. Kearney Street
143	Vacant	Lyod, Kenneth W. & Nelda L. Tr	1454 E. Kearney Street
	QPS Employment Group	Lyod, Kenneth W. & Nelda L. Tr	1452 E. Kearney Street
	Dr. Hwang's Medical Clinic	Lyod, Kenneth W. & Nelda L. Tr	1450 E. Kearney Street
	Check 'n Go	Lyod, Kenneth W. & Nelda L. Tr	1448 E. Kearney Street
	Smoker's Outlet	Lyod, Kenneth W. & Nelda L. Tr	1446 E. Kearney Street
	H&R Block	Lyod, Kenneth W. & Nelda L. Tr	1444 E. Kearney Street
	Vacant	Lyod, Kenneth W. & Nelda L. Tr	1442 E. Kearney Street
	Vacant	Lyod, Kenneth W. & Nelda L. Tr	1440 E. Kearney Street
144	Gas Trip	Spirit Spe Portfolio Ca C-Stores LLC	1472 E. Kearney Street
145	Muffler City Tires & Brakes	Boyer, Ken	1504 E. Kearney Street

ID	Tenants	Owner Name	Address
146	Morgan's Auto Sales	Morgan, Donna L.	1534 E. Kearney Street
147	Vacant	Greater Ozarks Living Facilities INC	2343 N. Delaware Avenue
148	Kearney Street Storage	Umphres Tr	1602 E. Kearney Street
149	A-Custom Muffler & Brake	Rogers, Audrie ETAL	1604 E. Kearney Street
150	AutoZone	AutoZone Inc. 323	1632 E. Kearney Street
151	Mercy	St. John's Health Systems Inc.	1640 E. Kearney Street
152	Mercy	St. John's Health Systems Inc.	1660 E. Kearney Street
153	Mercy	St. John's Health Systems Inc.	1660 E. Kearney Street
154	Vacant	O'Reilly Hospitality LLC	1700 E. Kearney Street
155	Vacant	CF Trust Number 1720	
156	Rancho Motel	CF Trust Number 1720	1720 E. Kearney Street
157	America's Best Value Inn	Gajanan Inv Inc.	2355 N. Glenstone Avenue
158	America's Best Value Inn	Gajanan Inv Inc.	2355 N. Glenstone Avenue
159	America's Best Value Inn	Gajanan Inv Inc.	2355 N. Glenstone Avenue
160	Vacant	3PRG Real Estate	2317 N. Glenstone Avenue
161	Freddy's Frozen Custard & Steakburgers	3PRG Real Estate	2305 N. Glenstone Avenue
162	Kum & Go	SRC Realty	1605 E. Kearney Street
163	All American Rental	Mitchell, Clinton S.	1635 E. Kearney Street
164	Aldi	Aldi Inc.	1645 E. Kearney Street
165	Houlihan's	O'Reilly Hospitality LLC	2431 N. Glenstone Avenue
	Double Tree	O'Reilly Hospitality LLC	2431 N. Glenstone Avenue
166	Buckingham Smokehouse	O'Reilly Hospitality LLC	2415 N. Glenstone Avenue
167	Culver's	Wal-Mart Realty Co.	2520 N. Glenstone Avenue
168	Applebee's	Wal-Mart Realty Co.	2530 N. Glenstone Avenue
169	Walmart	Wal-Mart Realty Co.	1923 E. Kearney Street
170	United Steelworkers	Lurvey Associates	2005 E. Kearney Street, Suite
	Vacant	Lurvey Associates	2005 E. Kearney Street, Suite
	Vacant	Lurvey Associates	2005 E. Kearney Street, Suite
	Farmer's Insurance	Lurvey Associates	2005 E. Kearney Street, Suite M
	City Nails	Lurvey Associates	2005 E. Kearney Street, Suite N
	Queen City Recovery Center	Lurvey Associates	2005 E. Kearney Street, Suite O
	Vacant	Lurvey Associates	2005 E. Kearney Street, Suite
	Vacant	Lurvey Associates	2005 E. Kearney Street, Suite
	Vacant	Lurvey Associates	2005 E. Kearney Street, Suite
	Vacant	Lurvey Associates	2005 E. Kearney Street, Suite
	Vacant	Lurvey Associates	2005 E. Kearney Street, Suite
171	Biscuits, Baths & Beyond	Lurvey Associates	2005 E. Kearney Street, Suite A
	Barber Shop & Salon	Lurvey Associates	2005 E. Kearney Street, Suite B
	Shipley & Salvage	Lurvey Associates	2005 E. Kearney Street, Suite
	LCM Indoor Swap Meet	Lurvey Associates	2005 E. Kearney Street, Suite H
	Lift Up Springfield	Lurvey Associates	2005 E. Kearney Street, Suite F
	Vacant	Lurvey Associates	2005 E. Kearney Street, Suite G
	Rainbow Asian Massage	Lurvey Associates	2005 E. Kearney Street, Suite I
172	O'Railey Auto Parts	Greene Co. Realty Co.	2003 E. Kearney Street
173	UMB Bank	United Missouri Bank of Springfield	2300 N. Glenstone Avenue
174	Vacant	BEVS Property LLC	1845 E. Turner Street
	Marvin L. Miller CPA	BEVS Property LLC	1845 E. Turner Street
	Sally Beauty Supply	BEVS Property LLC	1845 E. Turner Street
	Fantastic Sam's	BEVS Property LLC	1845 E. Turner Street
	Advantage Therapy	BEVS Property LLC	1845 E. Turner Street
175	K-Mart	Kmart Express LLC	1930 E. Kearney Street
176	Royal Buffet & Supreme Grill	CCCH Inc.	1950 E. Kearney Street
177	Rest Haven Court	SHIV SAI LLC	2000 E. Kearney Street



Attachment 10.1 - Housing Units (West)

Kearney Street Corridor Study
City of Springfield, Missouri

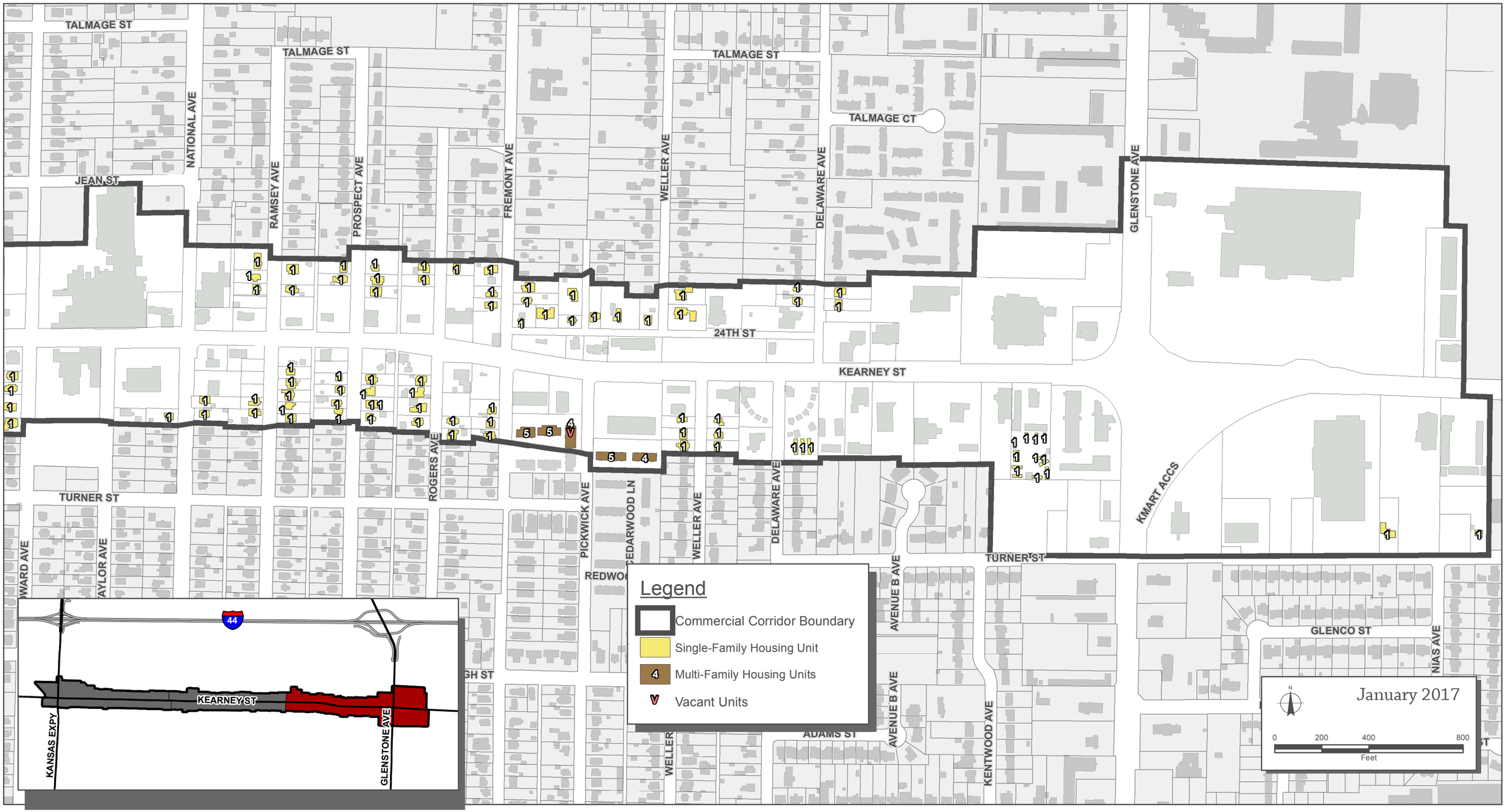


Attachment 10.2 - Housing Units (Central)

Kearney Street Corridor Study
City of Springfield, Missouri

CITY OF Springfield

PGAV PLANNERS



Attachment 10.3 - Housing Units (East)

Kearney Street Corridor Study
City of Springfield, Missouri

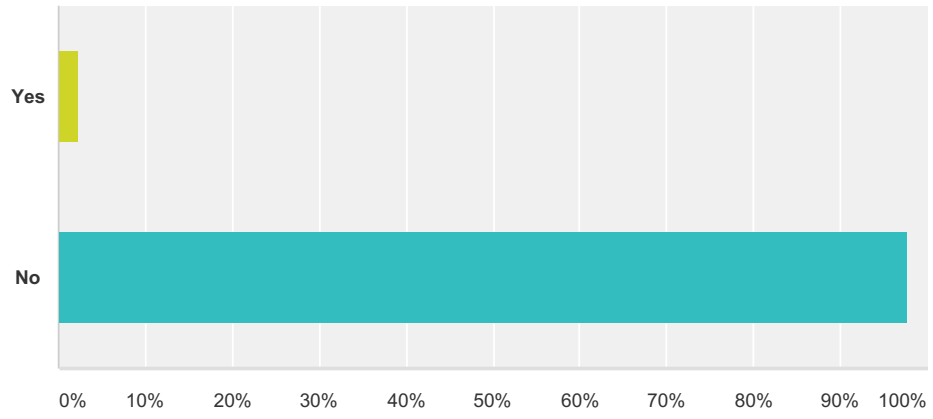
Q1 In what ZIP code is your home located? (enter 5-digit ZIP code)

Answered: 253 Skipped: 0

Please see page 14 for the mapped responses.

Q2 I own a business on Kearney Street.

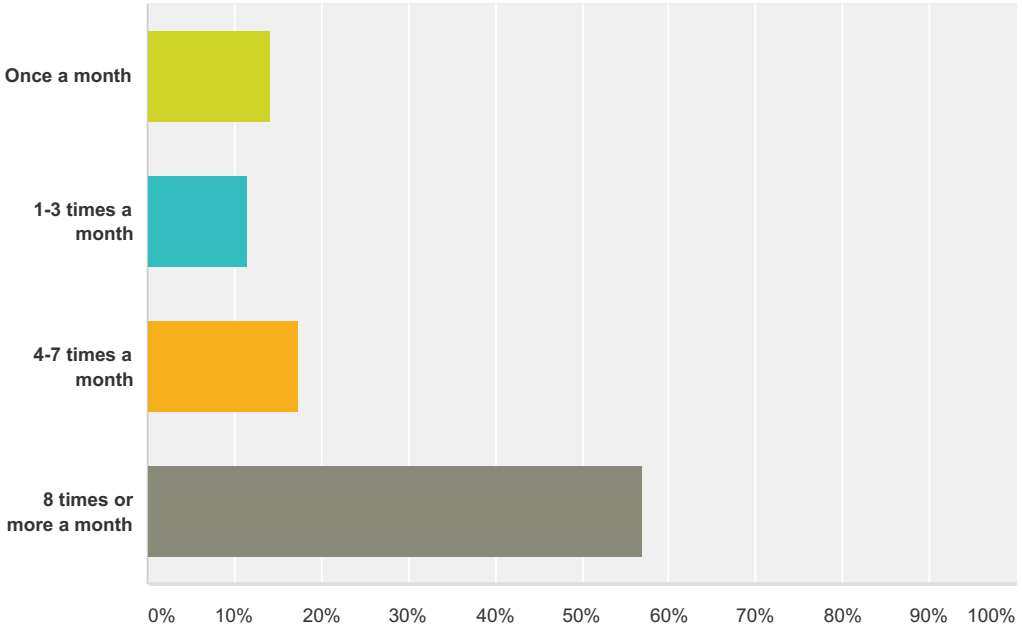
Answered: 253 Skipped: 0



Answer Choices	Responses	
Yes	**2.37%**	6
No	**97.63%**	247
Total		**253**

Q3 I visit the Kearney Street Corridor:

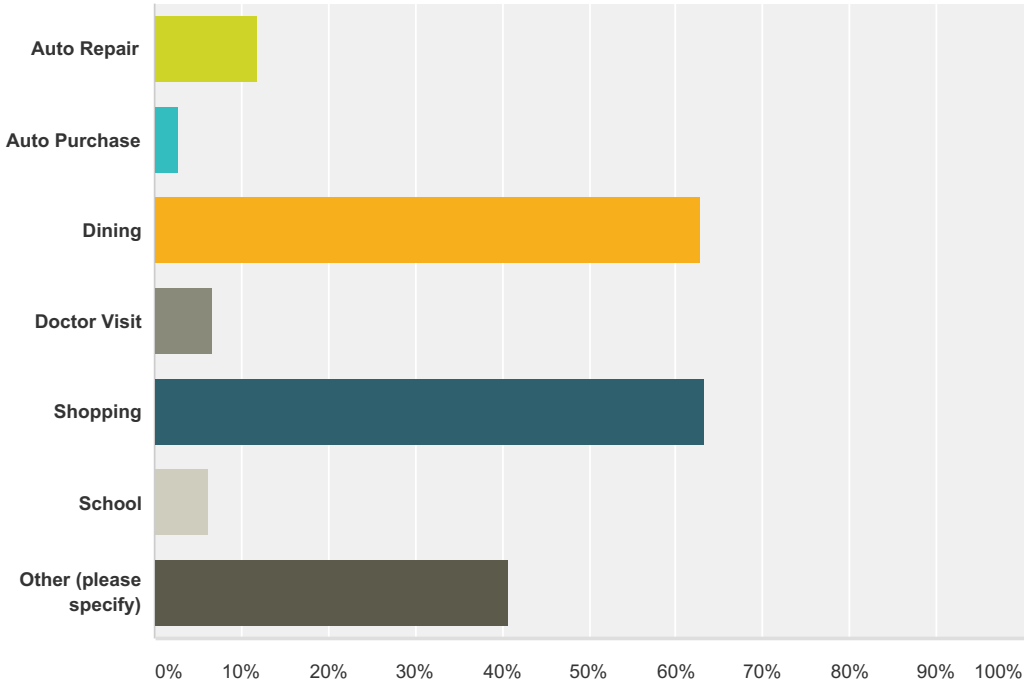
Answered: 253 Skipped: 0



Answer Choices	Responses	
Once a month	**14.23%**	36
1-3 times a month	**11.46%**	29
4-7 times a month	**17.39%**	44
8 times or more a month	**56.92%**	144
Total		**253**

Q4 What is the reason for your visit to Kearney?

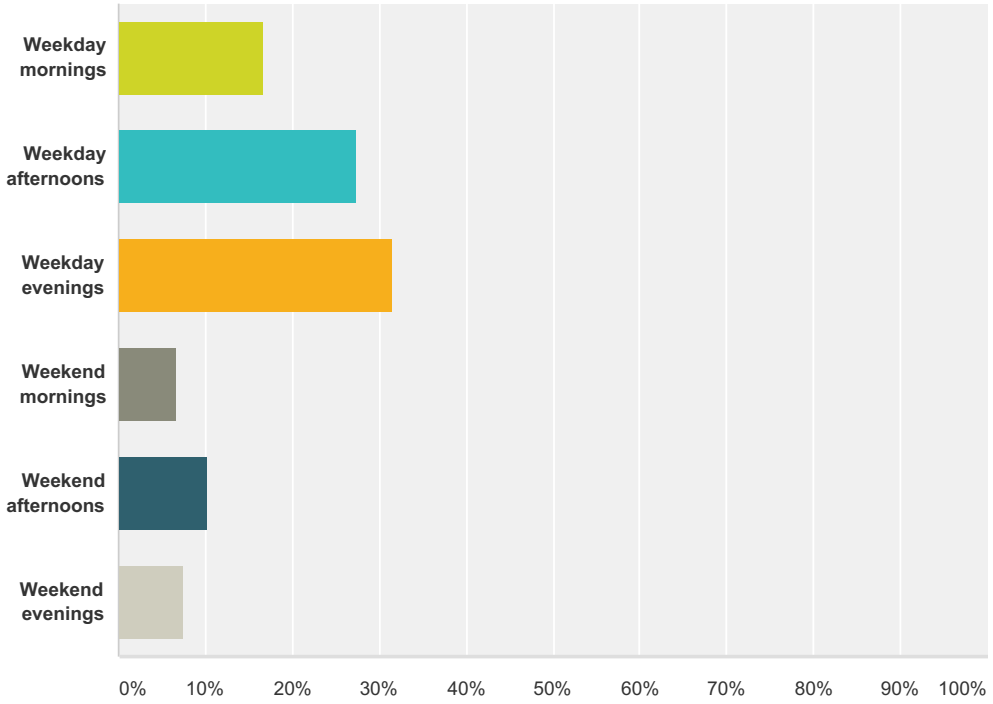
Answered: 253 Skipped: 0



Answer Choices	Responses	
Auto Repair	**11.86%**	30
Auto Purchase	**2.77%**	7
Dining	**62.85%**	159
Doctor Visit	**6.72%**	17
Shopping	**63.24%**	160
School	**6.32%**	16
Other (please specify)	**40.71%**	103
Total Respondents: 253		

Q5 When do you most often visit the Corridor?

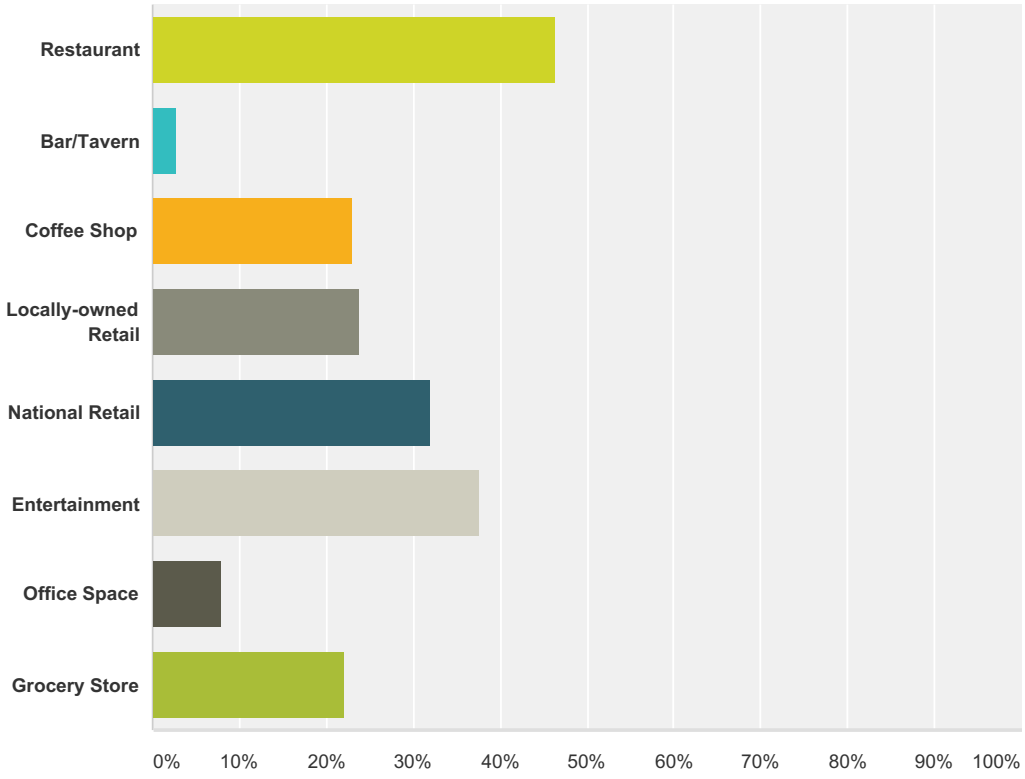
Answered: 253 Skipped: 0



Answer Choices	Responses	
Weekday mornings	**16.60%**	42
Weekday afternoons	**27.27%**	69
Weekday evenings	**31.62%**	80
Weekend mornings	**6.72%**	17
Weekend afternoons	**10.28%**	26
Weekend evenings	**7.51%**	19
Total		**253**

Q6 I would like to see the following new businesses open in the Corridor (Please select two):

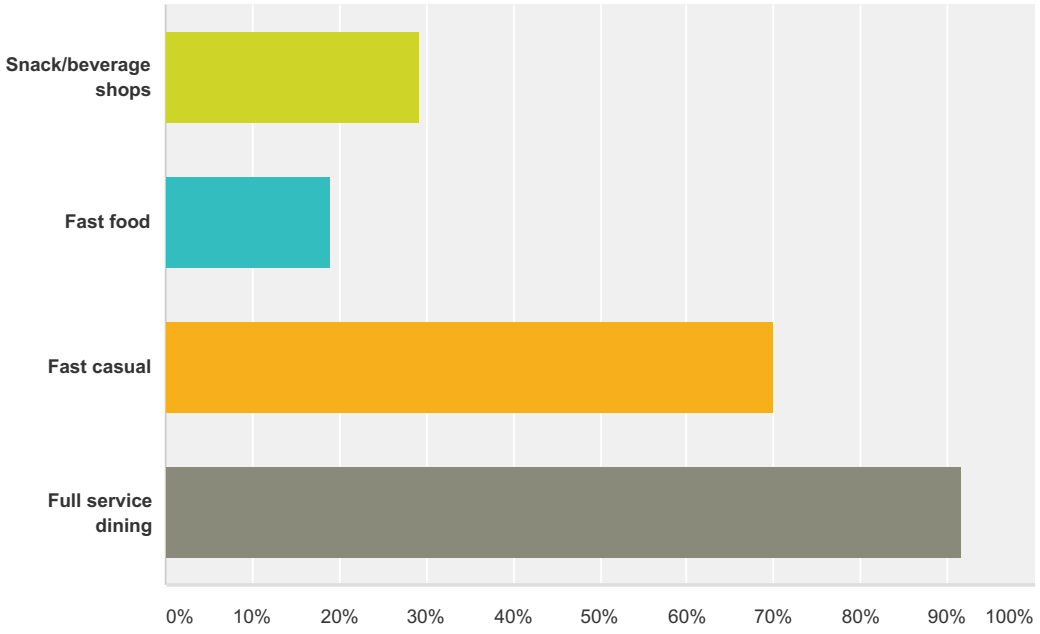
Answered: 253 Skipped: 0



Answer Choices	Responses	
Restaurant	**46.25%**	117
Bar/Tavern	**2.77%**	7
Coffee Shop	**22.92%**	58
Locally-owned Retail	**23.72%**	60
National Retail	**32.02%**	81
Entertainment	**37.55%**	95
Office Space	**7.91%**	20
Grocery Store	**22.13%**	56
Total Respondents: 253		

Q7 I would like to see the following dining establishments open in the Corridor (please select all that apply):

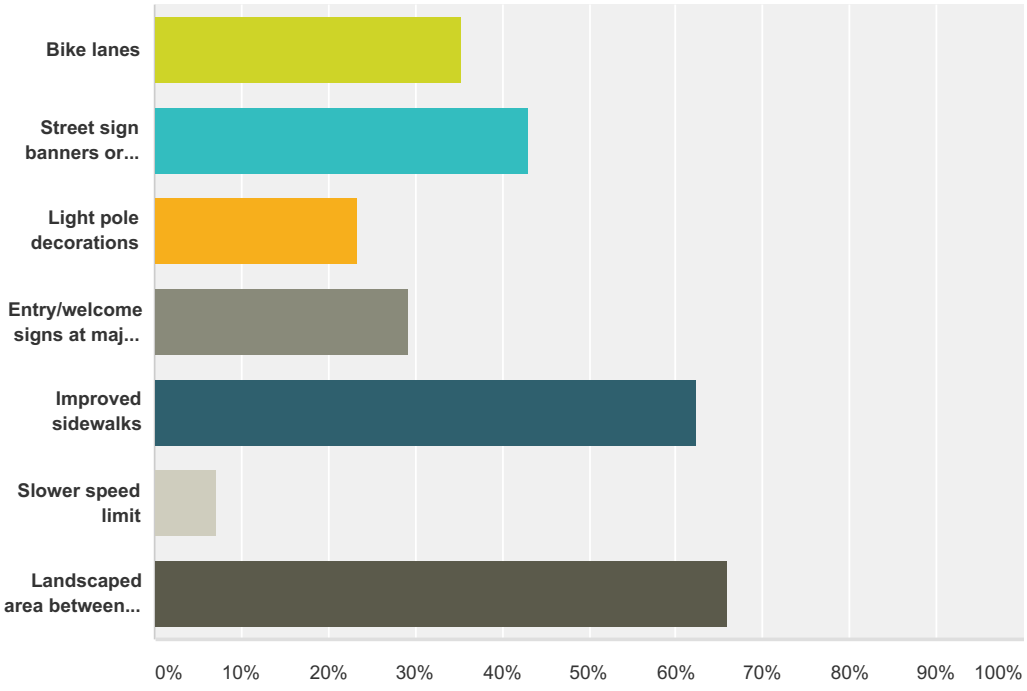
Answered: 253 Skipped: 0



Answer Choices	Responses	
Snack/beverage shops	**29.25%**	74
Fast food	**18.97%**	48
Fast casual	**69.96%**	177
Full service dining	**91.70%**	232
Total Respondents: 253		

Q8 What road or sidewalk improvements would you like to see in the Corridor? (please select three)

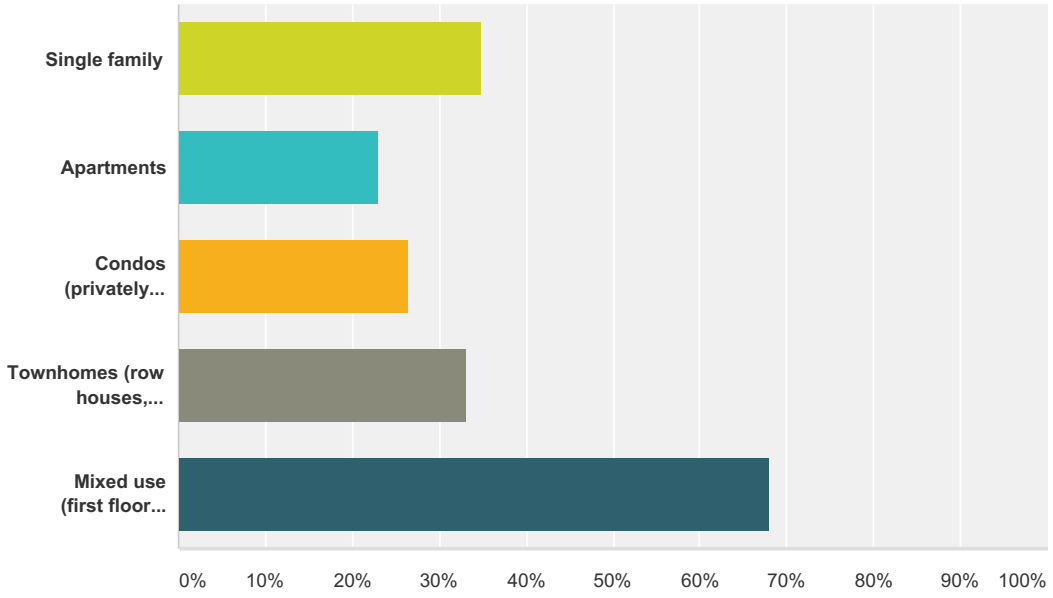
Answered: 253 Skipped: 0



Answer Choices	Responses	
Bike lanes	**35.18%**	89
Street sign banners or "unique" street signs	**43.08%**	109
Light pole decorations	**23.32%**	59
Entry/welcome signs at major intersections	**29.25%**	74
Improved sidewalks	**62.45%**	158
Slower speed limit	**7.11%**	18
Landscaped area between the curb and sidewalk	**66.01%**	167
Total Respondents: 253		

Q9 If new housing is developed on Kearney Street, please select the two types that you prefer:

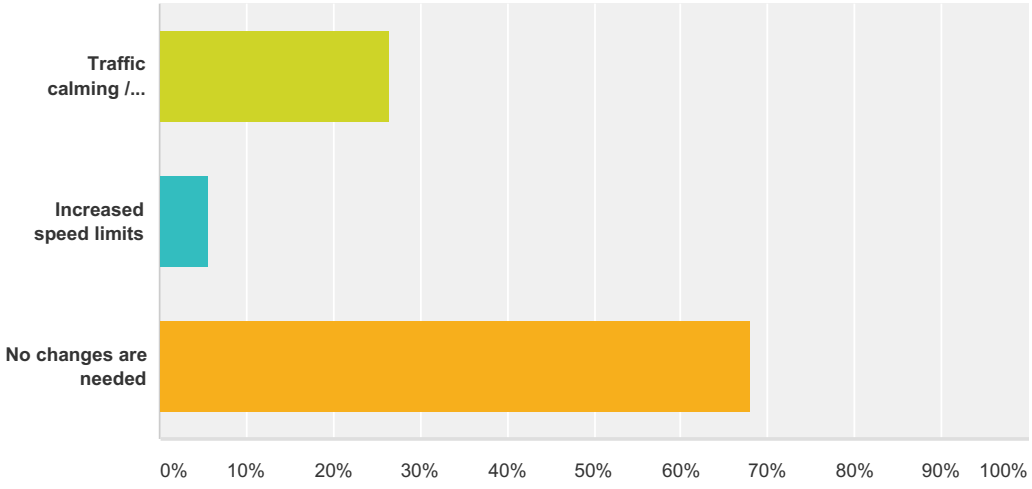
Answered: 253 Skipped: 0



Answer Choices	Responses	
Single family	**34.78%**	88
Apartments	**22.92%**	58
Condos (privately owned units)	**26.48%**	67
Townhomes (row houses, individually owned)	**33.20%**	84
Mixed use (first floor retail with residential above)	**67.98%**	172
Total Respondents: 253		

Q10 What improvements do you feel would improve traffic flow on Kearney?

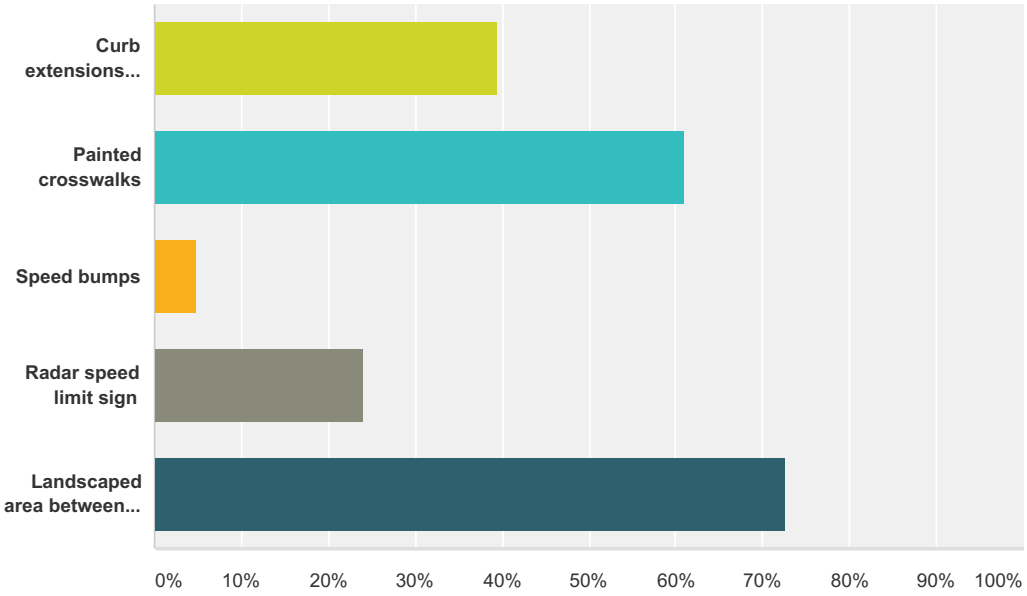
Answered: 253 Skipped: 0



Answer Choices	Responses	
Traffic calming / slower speed limits	**26.48%**	67
Increased speed limits	**5.53%**	14
No changes are needed	**67.98%**	172
Total		**253**

Q11 There are several methods to slow traffic on busy roads. Please choose two that you think will work for Kearney.

Answered: 253 Skipped: 0



Answer Choices	Responses	
Curb extensions (bump outs) at intersections	**39.53%**	100
Painted crosswalks	**60.87%**	154
Speed bumps	**4.74%**	12
Radar speed limit sign	**24.11%**	61
Landscaped area between the curb and sidewalk	**72.73%**	184
Total Respondents: 253		

Q12 Please share your email address so we may inform you of the study's progress. We will not share your email. Thank you.

Answered: 181 Skipped: 72

Answer Choices	Responses	
Name (optional)	**68.51%**	124
Company	**0.00%**	0
Address	**0.00%**	0
Address 2	**0.00%**	0
City/Town	**0.00%**	0
State/Province	**0.00%**	0
ZIP/Postal Code	**0.00%**	0
Country	**0.00%**	0
Email Address	**100.00%**	181
Phone Number	**0.00%**	0

Q13 Please share any comments you have about Kearney Street.

Answered: 132 Skipped: 121

#	Responses	Date
1	More shopping and dining options would be great!	2/4/2017 12:22 PM
2	I wish that power lines could be buried. Exert restrictions on signage to make them less haphazard looking.	2/3/2017 8:47 PM
3	There should be more crosswalks and/or pedestrian overpassess	2/3/2017 9:13 AM
4	If we could attract national retailers or restaurants that are not currently in our market already, we could bring more revenue from the south to the north, rather than a second location for a retailer with a current southside location...with the exception of Target. I believe we could support an alternative to Wal Mart, and i would prefer Target!	2/2/2017 4:02 PM
5	I would love to see Kearney Street become a destination for everyone. There is very little entertainment on the North side of town. It would be amazing to see Kearney Street thrive again!	1/31/2017 9:20 AM
6	Utility pole underground. ..they are hideous and too close to the roadway.	1/31/2017 8:17 AM
7	Just clean it up a bit, demo the abandoned buildings and get new business.. I'm in treated in opening something, no idea what. Who do I talk to?	1/30/2017 9:53 PM
8	A Springfield native since 1952, Kearney was a bustling active vibrant area as small farm families retired from work north of town; they cared for their properties, kept it clean, shopped locally to keep the small-town community aspect alive along Kearney. Would truly love to see that old-time level of personal integrity caring for ones home (even a neighbor's home) spread across NW neighborhoods to be reflected in Kearney's retail and streets cape environments	1/28/2017 7:38 AM
9	I can't wait to see what becomes of the Kearney Street Corridor.	1/27/2017 3:32 PM
10	need some place for teens / young adults to gather. yes I am from the old Kearney days. A park to eat all that fast food at. not sure with existing bus. there is room for park. need a leisure area.. Life too fast there.	1/27/2017 8:42 AM
11	Street with a lot of American history that should be share	1/24/2017 8:01 AM
12	Reinstate cruising on Kearney on weekends. Back in the day, it was a lot of fun.	1/24/2017 7:20 AM
13	I grew up near this area. We did all out shopping along here. In high school we lived at McDonalds, A&W, Baskin Robbins, the bowling alley and consumers Market. The library was still there. There was no fear in walking or kids riding bikes. The businesses have moved to Kansas. It is too congested and busy for kids or the older people to walk or drive. My mom can no longer go to the library alone	1/24/2017 6:24 AM
14	i hope this goes through. the north side of Springfield really needs economic improvement.the people who live in north springfield deserve better than what they are getting right now.	1/23/2017 2:41 PM
15	'67 Hillcrest graduate...seen many changes on Kearney....at needs some sprucing up & reasons for people to visit instead of driving by!	1/21/2017 3:52 PM
16	I would like to see the efforts continued in tearing down old falling apart buildings on Kearney. With the bowling alley now closed there's not much to do on in the north side besides eat. We need a movie theater, or another bowling alley, or skate rink. Something for these kids over here to do besides vandalize property and cause ruckus.	1/20/2017 9:47 PM
17	I am excited about this!	1/20/2017 1:41 PM
18	To many crap used car lots. One at Summit and Kearney, half the vehicles wouldn't even pass state inspection. The right lane floods when it rains in both directions. The right lane was fixed at the drains but is becoming rough again.	1/20/2017 4:46 AM
19	This area should be pedestrian friendly. I would like to see cafes, coffee shops and bars/restaurants with live entertainment that would be appealing to younger professionals and families that may want to buy starter homes in Doling and Woodland Heights.	1/19/2017 8:55 PM
20	The questions stem to state that the speed limit on Kearney is to high. When I travel down Kearney I feel that the traffic flow from Glenstone to Kanas Expressway is steady and moves at a great pace. I do feel, Kearney being one of Springfield's oldest city streets, does need some updated curb appeal. New paint on buildings, historic looking street lamps and street signs (comparable to commercial street signs and lights) some new planted trees, flowers, maybe even a historic Plaque with some history of Kearney Streets history. Thank you.	1/19/2017 12:14 PM

21	The vacant lots or lots for sale along Kearney St, some of which have been in that state for decades, need to be addressed. Perhaps loan incentives so that the properties can be purchased by locals who have an interest in making Kearney better. The draw for me as a teenager was to see and be seen, hence the cruising, but as an adult, I'd like to see entertainment options such as a movie theater go in and I value unique dining options (not fast food). Many folks miss such things as the A & W where you could get food and hang out for a bit and even going to Western Sizzling was a social event. We seem to like to eat and visit with folks while there too. Unique stores for shopping, local products, and even a Hallmark-type of experience would be very welcome. We are limited to big box stores, I want a more local and small experiences. And one final, very large issue that I must bring up is the homeless and/or panhandlers. They must go. No one wants to have to pass through intersections where they are hanging out. No one wants to walk through them to go into a store. Many of them seem to have major mental issues, so it's unsafe for the public. They need help, but hand outs aren't the way to go. I see them in the liquor stores, that money isn't going into a fund so they can get a home. It's almost as though they have a network and the word is out that the northsiders will give them money. They hang out in the vacant lots, they are everywhere. I think that we need to hold property owners accountable for who is on their property and what is going on in the overgrown brush regardless of what state they live in. If these people don't have places to hide, maybe they would go away? Seems to be working for Commercial St, thank goodness! Thank you for your time and I look forward to helping with the process.	1/19/2017 11:56 AM
22	Less government involvement other than providing infrastructure support is what is needed. Often, government interference is the source of declining economic opportunities because of its constant micromanaging. Let the Free Market determine growth. Also, a survey with forced answers is not a valid survey in my opinion.	1/17/2017 11:29 PM
23	Older shops need to be cleaned up/updated so they aren't such an eye sore.	1/17/2017 11:36 AM
24	doesn't seem worth the money, lower our property and sales taxes	1/16/2017 3:02 PM
25	I lived in Bolivar growing up and then I went to Drury. I lived on the Northside and/or had friends/relatives on the Northside my whole life. Curbing cruising hurt the area almost immediately. Ironically, I was never pulled over for cruising while cruising, but I was pulled over twice for cruising while going to the grocery store after I was married. I started going South to shop so I wouldn't have to deal with being stopped. Frustrating, and the beginning of the downfall of Kearney. The best thing to happen to the Northside in 20 years is the Library Station. I love that branch of Springfield-Greene County Library!	1/16/2017 1:16 PM
26	It might be useful to have Kearney embrace its Route 66 heritage, maybe have College/St Louis known as City 66, and Bypass/Kearney known as Bypass 66. Perhaps build something around that theme. It would be good to see a little bit of "car culture" come back to the road, certainly not cruising like we did when we were kids, but maybe a cruise-in periodically with sponsoring businesses along the route. It would be nostalgic for us older folks who used to cruise.	1/16/2017 1:13 PM
27	I appreciate your concern about the north side of Springfield.	1/16/2017 10:13 AM
28	I miss the cruising in the 80s.	1/16/2017 3:13 AM
29	We have enough fast food options, but we are missing a decent steak house. Plus, a bowling alley or mini golf course would be fun entertainment.	1/16/2017 12:47 AM
30	The best changes come from the local residents being able to afford services offered. Easy access to jobs that provide living wages to neighborhoods that typically have residents who can't afford to spend money on luxuries such as home upkeep or healthy food choices. Jobs that pay, not band-aid street signs and landscaping to benefit the majority of the current business which are low income predators.	1/16/2017 12:03 AM
31	Being a life long Northsider I get frusted of the lack of options on the Kearney St corrider as there are on the south side. There's no real family entertainment.	1/15/2017 11:41 PM
32	i love living on the north side! however, i do think we get a bad reputation due to the run down of Kearney. i'd love to see it be improved and get it back to what it used to be!	1/15/2017 11:30 PM
33	Make it great again.	1/15/2017 11:04 PM
34	I grew up on the north side of Springfield and while I do not feel that Kearney Street is dead I do think that since the entertainment attractions are gone there is less foot traffic. I believe that the theatre at town and country shopping center, the bowling alley and the paintball field that used to be there yielded more interest and revenue in the area.	1/15/2017 8:33 PM
35	Excited about this project. Would love for the area to be far more family friendly and safe.	1/15/2017 4:54 PM
36	Lifetime Northside and and Northside educator	1/15/2017 4:21 PM
37	Thank you for exploring cleaning up Kearney, it's begun to look like a slum. Some incentive to national business would be helpful. Visible police presence, makeup on the pic/blight clean up, mow, weeds down, paint. Grocery store, Target, Kohl's, Bed Bath & Beyond, Denny's, Chili's, retail/restaurants -- we're losing Staples, each time retailer closes it's a major step backwards.	1/15/2017 4:17 PM

38	I feel it can be turned around like they did with the Downtown area.It needs some clean up, new shops to pull people in and patrolling to make people feel safer, esp. in the evening hours.	1/15/2017 3:35 PM
39	I'm young so my memories of Kearney is that of abandonment. I usually went to wendy's or the batting cages growing up. I think the only thing I worry about with Kearney is the hills. I used to cross it all the time and it was hard for me to see coming cars and even harder for them to see me. That would be my only real safety concern.	1/15/2017 3:24 PM
40	Thank you for improving our North Side. It is a forgotten gem in our city.	1/15/2017 3:23 PM
41	This is such a great idea and is long over due. Give Kearney its own identity, like Commercial Street, Chesterfield Village and Downtown as well as an anchor store(Target or Hy-Vee) to spur foot and car traffic to the area. Getting family entertainment like a movie theatre or something like Andy B's would be great, too.	1/15/2017 3:16 PM
42	Northside has lots of diverse families now, and needs more businesses and entertainment venues. There is nothing to do in this end of town, people have to go south for any entertainment. Family theater, indoor mini golf, or something like chuckle cheese, or Incredible pizza where families can take children for birthdays parties etc. Andys, Dunking Dounut would be great as well. People need to remember that this will also draw in people from Ash Grove, Willard, and other small communities in the Northwest areas surrounding Springfield.	1/15/2017 2:34 PM
43	it would be great to have a movie theater in Kearney. We used to have the one at North Town Mall and the Town & Country on Kansas. There would be more date nights if it didn't require a 20 minute drive South.	1/15/2017 1:56 PM
44	Engineer for cruising. I know the difficulty. There is a legend, it is fun to do. I was one that enjoyed it and learned more of the legend traveling abroad later. Trying to accommodate commerce and rowdy kids is a challenge. Cruising only lane? Would bicycles work. Midwestern Van Nuys. .. I want to help.	1/15/2017 1:50 PM
45	You have to go back to the North Town Mall era to understand what Kearney St needs to look like. It would be a huge win to convince businesses that only have a south side location to open a new store on Kearney St. You could take the philosophy of whatever we would have put in a new North Town Hall that we are going to put on a revitalized Kearney St.	1/15/2017 1:26 PM
46	Don't be afraid of groups, just make it the right groups together for the right reason.	1/15/2017 12:19 PM
47	Redevelopment is the key. This could be very good for Springfield!	1/15/2017 12:00 PM
48	Book store and retail besides Walmart, please.	1/15/2017 11:29 AM
49	I have lived on the north side almost all my life. I think the north side and Kearney could bring a lot of business to Springfield if there were more stores and sit down restaurants, especially with it being so close to the major highways coming into the city.	1/15/2017 11:12 AM
50	I have lived on the Northside for over 30 years and I would live no where else in town. I went to school and so did my children. I'm all about Northside pride and community.	1/15/2017 10:44 AM
51	I would like to see Kearney Street revitalized. It would be great for local retail and restaurants to open on the strip. A good example of a successful area can be found in the downtown area of Hudson, WI.	1/15/2017 10:39 AM
52	A good stretch of this road needs a major face lift. Promised project to modernize the very busy Kearney-National intersection never happened. Find out why. It was included in a list of projects financed with the special city street improvement sales tax. This intersection has remained pretty much unchanged for 40 years. Miss a light here and be prepared for a long wait.	1/15/2017 10:35 AM
53	Having additional Best Buy's, Target's, Bed Bath and Beyond's, Ross', etc not just on the north side, but throughout the city would ease the south side congestion. Bringing something major that the rest of the city doesn't have like a "Branson Landing" style mall, Cheesecake Factory, Apple Store, Super Target, etc would draw people from all over the city and region to the north side.	1/15/2017 10:34 AM
54	Make Kearney street a destination, not a drive by. Clean, proud businesses where people want to come.	1/15/2017 10:33 AM
55	I life and work on the north side of town. I feel as though this side of town is often overlooked by the city. The landscaping at intersections ia not taken care of. Building are left run down and vacant for years and the homeless population is very high. Safety is also a concern. Not by the residents of the nothside but homeless and pan handlers loitering. This issue must be addressed before residents of Springfield feel comfortable visiting this side of town.	1/15/2017 10:26 AM
56	I was a little leery about moving to the north side of Springfield two years ago. Living off of Kearney has been pleasantly surprising for the most part. A little work could make this a great part of town that will really compete with the Southside for residents and consumers. I am excited to see what the city does with this! Good job Springfield!	1/15/2017 10:25 AM
57	With this stretch being a part of Route 66, maybe promote it being so more.	1/15/2017 10:02 AM
58	The current speed limit is appropriate and and lowering or enforcing it would only deter people from visiting the area. I know if I received a speeding ticket I would be much less likely to visit the area.	1/15/2017 9:52 AM

59	Kearney and it's intersecting streets really have no business being residential. Building apartment complexes usually increases the appearance of an unkept area. Quite frankly, many of the current building structures on Kearney need to be bulldozed. The residents in small towns close to North and West Springfield need a place to shop, workout and dine without having to drive all the way to South or East Springfield. There use to be a movie theater on N Kansas as well. Give us something to do over here and for God's sake, get rid of the pan handlers. (This is what is "welcoming" people coming off of 44.) The story linked to this survey suggests only the poor live in or near North Springfield. This is NOT true. There are those of us that actually own businesses and do well for themselves that don't want to put up with driving South to have a decent dining experience or don't want to have to worry about being mugged when walking across a parking lot. I lived in South Springfield for 20 years. I have now lived West of Willard for 4. I cringe when I have to go to South Springfield. It takes too much time to get back and forth and my time is valuable. Please give me some options that don't include fast food or a run down second hand store to shop in. Closing down Kearney St cruising actually had a negative effect on businesses on Friday and Saturday nights. There is still a group called Kearney Street Cruisers that would probablyblike to have a sponsored once a month cruise-in just for old time sakes. You could try it and see if the businesses like McDonalds and the gas stations have increased revenues. It Is worth a shot.	1/15/2017 9:43 AM
60	Tax breaks need to be offered to businesses for north side business development. Access from I-44 could be improved (too bad city leaders had to approve cloverleaf exits all those years ago instead of access roads that run congruously with I-44 and provide room for development). A north side Cheddars or other casual dining places are needed as is a Starbucks with a drive thru. Really, Springfield? Only city I've seen that doesn't have a Starbucks with a drive thru at every major highway (13, 44, 60 -not a single drive thru near any exit). If you want coffee, and don't want to have to park and walk in to a grocery store, you have to drive well inside the city for a coffee.	1/15/2017 9:37 AM
61	Would love to have a Target, IKEA, Kohls, something unique to draw people to this part of town. I hate having to go south to shop cause the things I want are not at Walmart! A Hyvee on this side of town would also be so welcome! Please let them know we shop at the one on Battlefield, and our money would be just as valuable if it stayed on this side of town. Also, would be happy to see less homeless people at each corner. Am hoping the new Village that will be opening this year will help address them. Since The Kitchen closed on Commercial, they have become displaced and now are at the Walmart on Kansas and Glenstone. Everyday I travel on Kearney or Glenstone you must be aware that some people are going to jay walk on those roads. It is so dangerous for them and the people traveling these corridors. No easy answers, as I've seen the new crosswalk on Glenstone, but very rarely do they use it. Out of fifteen times I've traveled thru there, only twice have I had to stop at it due to someone using it. Most of the time I'm on high alert as they are in the turn lane waiting to cross at the opposite end of the walkway.	1/15/2017 9:26 AM
62	Cruising never should have been banned. The downfall of Kearney is a direct result of politicians not allowing kids to be kids. Every baby boomer can tell you a story of cruising in their time, yet Spfd took that away from adolescents. We want our teenagers and young people to be more like we were but didn't give them the opportunity... Sad, really. I cruised Kearney when I was young, very find memories.	1/15/2017 9:07 AM
63	As a business owner I locate my businesses as close to my target population as possible. My target population is near people with expendable income. That is not Kearney Street, and if I locate there they will go to my competition which would be closer to them. I understand the want to change the area but it will be a long slow process and probably will not attract the business you want. Many of Springfield's business owners are the kids the City kicked off Kearney Street, like myself. We haven't forgotten, you didn't want us then but now you want us back. Nope, not going to happen. Thanks for sending $100,000 of or tax money out of the area for this study, once again showing the council wants us to invest our monies in the City but they won't invest into locally owned businesses. When you force answers to your survey you get false results, I didn't want to answer, 5,6,7,8,10 or 11(both) as I don't agree with any of your answers.	1/15/2017 9:04 AM
64	One option that I didn't see in the survey is more hotels. There are large hotels by Glenstone, but none closer to Kansas Exp. I also think an area of mixed use could be created by the college. Kearney isn't very walkable b/c of the high volumes of traffic. I wouldn't feel safe walking down its sidewalks.	1/15/2017 8:53 AM
65	I live in Strafford, but work on Kearney. Always consider myself a North-sider. I would live to see a Mama Jean's come to the North side, a really good breakfast place, and some other decent retail. A movie theatre, maybe something like The Palace, that is more affordable, would be great.	1/15/2017 8:45 AM
66	I do not feel creating new housing on K is a solution. We already have 3 public housing projects in close proximity to K. The city allowed a liquor store to open in the old Long John Silver location which was the last thing we needed on K. There was already a liquor store less than 2 blocks away from this location. When you drive K you have Title loans, pawn shops, liquor stores, and fast food as your main choices for business. I appreciate the fact that O'Reilly and fast food businesses have not abandoned K. Restrictions on future liquor, title, and pawn shops are a necessity or new business will not locate there. Drive any city and when those businesses become the primary business in a location most other business will relocate.	1/15/2017 8:22 AM
67	Some of my best memories are of cruising Kearney street. I cruised in the early 90's. It was the best thing to hang out with all your friends, and just having each other's backs. We always looked out for one another, we was kinda like a big family.	1/15/2017 8:20 AM

68	My husband and I use Kearney Street daily for our commute. I am very happy to see the city's interest in revitalizing it. A suggestion of mine might be keeping in mind the amount of pedestrians and cyclists on this street...the current situation makes travel by anything but a car pretty unsafe, but many using alternative transportation are doing so out of necessity. Improved crosswalks, sidewalks, street lighting, a bike lane, etc., could go a long way in improving visibility and safety for everyone.	1/15/2017 8:20 AM
69	I live north of I-44 in an area that isn't the poverty that is associated with "nothside". Everyone wants another Hy-Vee, Target, and more sit down restaurants. The north side needs something exclusive to it so that south side residents will have a reason to visit. Even something as crazy as a Dave and Busters would be great.	1/15/2017 8:08 AM
70	It needs to be cleaned up. It looks blighted and depressing. Even thriving existing businesses need updating.	1/15/2017 8:06 AM
71	We need more job training/community centers and a church plant in Kearney.	1/13/2017 5:04 PM
72	I would love to see a "comeback" for Kearney. As a life long resident I can remember the booming times when I was a kid when businesses and restaurants big and small were everywhere you looked. With BBC, Expedia, TMobile, and some of the new apartment building in or around the corridor there is certainly a market for new businesses to take advantage of.	1/13/2017 5:04 PM
73	Kearney Street (between Kansas & Glenstone) needs more local retail and more residents willing to shop there. We need to see some high quality higher density residential options along the corridor. Mixed use residential and retail like the Chesterfield Loft apartments in Chesterfield Village. Focus on a few key intersections like Kearney and Broadway or Kearney and Grant and let some more dense uses spring up. At the same time add better crosswalks and give pedestrians priority to cross what is a very busy and auto-dominated thoroughfare. Don't waste money on gimmicks like "street art" or "special signage", or some kind of kitschy route 66 theme. Just put zoning ordinances in place to allow greater density and mixed uses at key nodes along the corridor. Even encouraging some office or institutional uses to proliferate along Kearney would help change the perception that the corridor is nothing but fast food and used car dealerships. Now that we have a Missouri Career Center local in Zone 1 we need to be providing as many job opportunities (good job opportunities - not fast food) along Kearney so that recently employed inviduals and families don't have to leave Zone 1 once they find work. Let the corridor improve organically instead of offering high-profile silver bullets. Many of us who live in the area know that our part of Springfield is much lower income and national retailers are not going to magically start investing in the corridor when the returns will be minimal. Downtown already has a plethora of restaurants, south Springfield already has headlining retailers. Let Kearney become something unique and locally focused. Imagine if East Sunshine and Commercial Street had a baby! Thanks for letting me share my two cents.	1/13/2017 2:01 PM
74	Brentwood Shopping Center blight? Hillcrest Shopping Center has blight!! I would gladly patronize a north side Hallmark shop, fabric store, quilt shop, Post Office, book store. I live near Kearney & National, and we patronize north side businesses whenever possible. I'm so sad that Staples is closing--we own a business and have patronized this store regularly since it opened. Now my options will be south side or internet. With the exception of occasional Harter House meat purchases, we buy all of our groceries on the north side, and as much other shopping as possible. A few years ago a new strip center was built near my home, and I was very disappointed when the tenants turned out to be smoke shops and pay day loan companies--we do not need any more of these to add to the poor image of the north side!	1/13/2017 9:58 AM
75	How about a outside entertainment complex. Like a drive in but with seating-you could do movies and concerts.	1/13/2017 7:34 AM
76	I think Kearney needs several things to rebound and make a positive economical impact on Zone 1. First it needs a corporate building. That would bring working professionals to Kearney street which would in turn help support the local businesses because those employees would go out to eat for lunch, stop by the store on the way home, maybe move north and care for their properties, etc. Secondly, I think local government should consider placing a career/job training center on Kearney. This would allow some of our poorest community members (those without cars) to walk to get training, which could change their economic position. Also, if the city built a new building on a run-down site, it should make the street more appealing. We need to get rid of used car lots, pay day loans, and dilapidated buildings on Kearney St. Third, I'd love to see the city approach a large church (think James River, etc) about planting a church on W Kearney. A large, vibrant church could make a significant impact on Zone 1. Church members would visit business after attending service, a new church building would make the street a more beautiful place, and churches like James River (I don't attend there) invest resources in helping people change their lives. Thank you for your efforts in revitalizing Kearney St. I lived in Zone 1, right off Kearney St for 20 years. I'm concerned with the direction Kearney St and Zone 1 has gone the last 20 years. Please reach out to me if I can help in any way.	1/12/2017 8:08 PM
77	improve the surrounding neighborhoods!	1/12/2017 7:20 PM
78	This is a good meeting to have. Long over due.	1/12/2017 6:57 PM
79	Please please please address the vacant and run down buildings.	1/12/2017 3:28 PM
80	The white lane markings are not kept up and can be hard to see at night, or during stormy weather.	1/12/2017 2:15 PM

81	The homeless is a problem!!!!! Not only the panhandling but the trash they are leaving behind! I am considering moving out of Springfield because the homeless is getting out of hand. I was born here and lived here on the North side all my life but it's starting to get bad enough for me to move! Would love to see that fixed. I no longer ship north side business (Walmart, Walgreens etc) because it's not as safe as it use to be!	1/12/2017 2:09 PM
82	I'm happy some of the old buildings have recently been removed. Clean it up, add beauty, and attract more solid businesses. Remove more of the run down buildings.	1/12/2017 1:29 PM
83	Having been a part of Springfield's north side community for nearly 40 years, I have used Kearney street regularly. It saddens me to see this corridor go downhill as regards to the types of businesses and overall appearance. The issue to me is not traffic flow, but putting it frankly, it just looks "trashy." Bringing in a variety of businesses (other than used car lots) that care about the appearance of their building, landscaping, etc., would greatly improve aesthetics. I certainly want to keep revenue up on the north side of town, but unless there are more business options, spending will continue to go to the southern end.	1/12/2017 12:51 PM
84	I would like to see the same attention/vision given to Kearney Street that C-Street area has been working on.	1/12/2017 12:11 PM
85	I cannot believe any thinking person would consider speed bumps on a thorough fare such as Kearney Street!! And curb extensions at intersections are just pain dangerous -- when people don't realize they are there! How would landscaping an area between the curb and sidewalk slow traffic?? -- don't understand at all!	1/10/2017 10:05 PM
86	The fact that one MUST answer #11 seems to make the entire study suspect. It's as if the City has already decided they are going to do SOMETHING to mess up Kearny, whether or not the citizens - whom the City serves - even thinks there's a problem. What if I think there should NOT be any slowing of traffic on Kearney? This is the only major east-west corridor on the far north side of town to get from Glenstone to Kansas outside of getting on I-44. It absolutely doesn't need traffic calming or to be slowed down. Further, I literally laughed out loud when I saw "speed bumps" in the list! Are you kidding me? I can't imagine any thinking person evening entertaining the idea of putting speed bumps on a major thoroughfare. Surely no City engineers thought this one up. Please tell me this is a huge joke. I'm just aghast that I'm actually reading this in a serious survey. Wow, absolutely unbelievable. And then people wonder why citizens don't trust government. For the record, I would not have chosen any answers for #11, but the two I chose were the least horrid and would hopefully have almost no effect on Kearney's usefulness. I can't imagine how landscaping between a curb and sidewalk, alone, will slow traffic, unless the curbs are reformed to cause traffic to swerve back and forth like the way that one spot in Campbell, downtown, was done. Another poor idea that does nothing to calm traffic. Things like that just frustrate drivers.	1/10/2017 8:40 PM
87	I would like to see it look more "small town" or "specialized" if you will. Even the way National was decorated this year with the illuminated snowflakes on the drive between St. Louis and Sunshine would be amazing. I originally moved to Springfield in 2011 and we lived Battlefield/I-65 area, I moved to North Broadway/Talmage area and I think it is not to fondly thought of. It is very quiet and my neighbors are awesome! (except the trashy neighbors to the south of me. And I mean trashy literally, both porches and most of the time the yard.	1/9/2017 11:06 AM
88	We would love to have a Chick-Fil-A on Kearney street, and to see the abandoned properties torn down or repaired.	1/8/2017 5:59 PM
89	The speed limits do not need to be messed with. Some beautifying might be nice. Also dismantling/remodeling derrilict buildings.	1/8/2017 8:59 AM
90	Too many shady people	1/7/2017 9:44 PM
91	Everything is anchored on each end, west and east side, that most just race from Kansas to Glenstone. I seriously doubt that most people notices the business in between the streets.	1/7/2017 9:30 PM
92	methods to slow traffic; painted crosswalks and speed bumps, speed bumps that are the painted crosswalks about 1" tall. improve traffic flow; improvements to kearney and national intersection, duel left turn lanes in all directions and widening of national north from kearney. entry to kearney street should be closed from summit street, only allowing entry to summit from kearney and move the signal light to the next intersection west. would also consider directing access to that street west of summit by extending talmage west. a grocery store, we have a walmart at kearney and glenstone, a price cutter on kearney 1 block west of kansas expressway and a cash saver on kearney and cliffton. if you throw in the walmart at kansas expressway and i-44 that would seem like good coverage unless you live around boonville and kearney, it's 18 blocks east to walmart and 20 blocks west to price cutter. don't need a walmart neighborhood market in the middle, we need a neighborhood market in the middle. our neighborhood has enjoyed too many chain stores (walmart, restaurant chains), too many used car lots, poor bus service, too many high speed races. if you live along the kearney street and you want to eat close to home there are mcdonalds on glenstone and near kansas expressway, burger king on glenstone and at broadway and kearney. there are 2 wendys on the west end of kearney and a hardee's at glenstone and kearney. there are only 3 real sit down restaurants on kearney street and only one of them is clean enough to eat in. we have to remember that if i-44 breaks, kearney street is the by-pass for traffic and kearney street handles a large amount of big truck traffic now so any improvements will have to take that into account.	1/7/2017 4:32 PM
93	Would love to see anything but a used car or payday loan place go in on Kearney.	1/7/2017 2:35 PM

94	We badly need retail, restaurants that are NOT gas food, a health food store of some kind and more entertainment! So much unused and unappreciated space! Also needs patrolled more as theft a huge problem from Chestnut N to Kearney and w of National! Thank you	1/7/2017 2:20 PM
95	I will start off by saying that I own multiple businesses and I have a Doctorate in Business Administration. The recommendations on this survey are, for the most part, absurd. Landscaping between the curb and the sidewalk??? What possible economic value and/or utility could be associated with that? Where's the common sense in recommending speed bumps on Kearney? Obviously, whoever thought that it was a "good idea" to include hasn't driven down Kearney in a while. I wouldn't have selected most of the aforementioned if a numerical value wasn't assigned to the question. Therefore, this is my taxpayer and business owner opinion: 1. If there is excess revenue then use it for FUNCTIONAL purposes (don't just pick the ones that have 'kickbacks' or campaign contribution courtesies). For example: Fix up the condemned properties and lease them to small businesses. Create bike lanes to get them out of the lanes of traffic (or put them on the sidewalk like other states). 2. Regulate developers and property companies from gouging new businesses and individual tenants. The lease rates around here are ridiculous for the size of property and dilapidated property conditions. 3. Use that money to help new businesses grow in the community. Marketing, subsidies, etc. I did not grow up around here and have been in the area for a little over a decade. Springfield has gone downhill. The political fighting and immaturity of certain leaders is absolutely embarrassing. I have NEVER seen a city like Springfield. The corruption and backroom handshake deals are obvious. Maybe the money would be use best by hiring an audit firm to go through all departments and campaign accounts. *Note* I have brought in companies from all of the U.S. for business meetings. The following are statements that they have made: Is this city the title loan capital or something? Where are the local retailers? Why are there so many vacant buildings? Why does it look so ran down? Why are bicycles riding on the street? This doesn't look like a college town. Why are there so many flea markets? How many salvage yards does this city have? I could go on but I will stop with this.... Quit blowing money on infrastructure Botox. To fix Kearney and the rest of the City: identify the ACTUAL problem, acknowledge the problem, and then fix it. *Hint* It's extremely obvious without the rose colored glasses on. p.s. I would love to open up a store on Kearney. However, I refuse to pay the grossly inflated commercial prices for those structures. In turn, I have seen pictures of Kearney from the 80s & 90s and it looked amazing. The locals called it "the Kearney cruisin' days" I do believe. Therefore, Kearney has a lot of potential. I hope that whatever you decide is an actual improvement and not a waste of resources. Thank you in advance for your time.	1/7/2017 2:16 PM
96	I grew up here, cruised Kearney back in the 80's and 90's. What I feel is the most critical thing to improve Kearney would be all the ran down buildings, vacancies, no one taking care of grown up lots and the price to move a business in one of these buildings are outrageous and ridiculous! It needs to be Cleaned up, buildings need to be restored! It needs to look like someone still cares. It seriously looks like a dump, but with a major price tag. That's what needs to change. When those changes are made, you will get the right businesses and interest in that area. I am a business owner, and the price tag with the way that the city has ignored the buildings and land in this area is a tragedy. It doesn't need 'curb extensions, speed bumps, radar signs etc. The only reason I selected painted crosswalks and radar speed limit sign is because painted crosswalks is part of the city's responsibility to upkeep, and the radar sign though not needed, I had to select 2. If there is extra money, then the 1st thing that needs to happen is CLEAN it up, LOTS of empty buildings sitting there and weeds growing up around it not only in this area, but all over the city.	1/7/2017 1:15 PM
97	I work downtown and head to Kearney for some grocery shopping and dining occasionally. Downtown is crowded with problematic parking so it would be nice to have more development of more services, shopping and healthy dining options located along Kearney.	1/7/2017 10:17 AM
98	I see no changes actually needed in response to questions 8 and 11 but the survey FORCED me to pick something to submit even though I don't want those items. Typical way to run up unneeded expenses by making people choose a "beautification"/waste of money option. The City needs to focus on redevelopment of businesses and services For north of Chestnut Expressway as well as cleaning up blighted areas and land. All the banners, signs, and landscaping isn't needed if the streets aren't maintained or the businesses and the people aren't there. It would be nice if the City actually followed through on their Northside initiatives rather than focus on the south side of the city. They certainly don't follow through on reported problems with their alleged "street improvements".	1/7/2017 9:59 AM
99	Perhaps consider AFFORDABLE housing between Kansas and Grant on Kearney Street. This stretch has available public transportation to assist people in getting to work and stores throughout Springfield. Personally I consider 30% of one's take-home pay (or public benefits) as an affordable rent. As a welfare mother of two in NYC I paid 50% of my benefits for rent alone, and utilities' costs were additional. One has to be responsible for one's expenses.	1/7/2017 9:44 AM
100	Need to get rid of panhandlers not good for any part of Springfield and leaves a bad image for newcomers to the city. It's looking old and rundown as far as most businesses they need to be spruced up a bit. Also too many people jaywalking across Kearney and also Glenstone. One day we were on Kearney trying to make a left on Fulbright and a couple were arguing in the left hand turn lane just standing out in the road. Didn't move until we honked the horn. Then they gave us the finger. Maybe more police presence would help.	1/7/2017 9:41 AM
101	So much potential for growth but I hate the idea of big box stores, there's already a super center near by. I'd like to see us go small businesses (not more pawn and gun shops, we have enough of those) to create more of a community sense. We need to take care of each other.	1/7/2017 8:46 AM

102	Kearney is my main source for getting anywhere. I would like to see the old trashy buildings either refurbished or dozed down. There are also too many panhandlers causing distraction as you travel up and down Kearney.	1/6/2017 11:03 PM
103	There is no problem with traffic on Kearney. We definitely don't need to slow the speed limit on one of only a handful of streets that cut through town at a decent pace. You want to improve the area? Do something about the crime on the North side... also put in a White Castle.	1/6/2017 10:40 PM
104	I think you need to take advantage of the strip of Route 66 between the bank and the vacant Kmart. You need a sign, picnic table etc. It needs attention! People would love it. And, the city needs to ticket panhandlers there. It's the SAME people. I travel throughout the city, and those homeless work the traffic all over the city! It's out of control!	1/6/2017 9:51 PM
105	I love the area and hope to see it revived!!	1/6/2017 8:48 PM
106	It seems a large majority of businesses on Kearney between Grant and Glenstone are auto/motor dealerships/repair places, most of which are poorly maintained. In fact most of the business along Kearney appear unsavory and unsafe. Properties along the corridor look unkempt and neglected. This is an area of Springfield that my family only travels through to get to better tended parts of the city.	1/6/2017 7:43 PM
107	Chick fil a and a Target would be nice. Also local businesses.	1/6/2017 6:50 PM
108	Texas road house would be nice	1/6/2017 6:44 PM
109	Kearney needs major beautification and more restaurant options that are NOT fast food this is the street that greets visitors traveling on I-44 and it is ugly with old run down buildings and no landscaping anywhere. Families that live here and the ones traveling need more sit down restaurants to choose from.	1/6/2017 6:28 PM
110	Would love to see Kearney Street revitalized! I grew up in the area and now live North of Springfield, but still frequent shopping and some restaurant's in the area. Would love to see improvements to aesthetics. Street and curb improvements; nicer street and stoplight poles, landscaping.	1/6/2017 6:28 PM
111	Chik fil a!!! Target!!! Northsiders love our home. Spruce it up so we don't have to go south side!!	1/6/2017 6:17 PM
112	area needs a big entertainment attraction to bring people in and provide jobs, such as a Casino, children's arcade	1/6/2017 4:52 PM
113	Bringing in some major retail stores would exponentially improve the area. There are so many people who have money moving to the north of Springfield. It's a neat part of town and one day I hope to see it revitalized into its former glory. Bringing in major retailers would help drive that. The north side has been neglected for so long I'm really happy to see you all reaching out to us in the community for guidance.	1/6/2017 3:52 PM
114	PLEASE no more Wal-Mart stores.	1/6/2017 3:44 PM
115	It would be nice to get rid of the buildings and houses that are falling down. The building on Kearney and Fremont has always had less desirables in it. I used to live there for almost 30 years. Moved out due to the crime. You have a major task ahead of you. I wish you the best of luck since we make many trips into town. We try to keep our spending of money on the North side.	1/6/2017 2:55 PM
116	I just moved to the North side of town from the South and have realized the lack of quality restaurants. We live on Kansas Expy and Chestnut Expy and usually end up going Downtown or to the South side to go out to eat. No entertainment on the North by us such as bowling alley, large park, bike routes, movie theatre.	1/6/2017 2:41 PM
117	Please bring real commercial entertainment to the area. The small town norm of festivals is getting old.	1/6/2017 2:32 PM
118	Can we lure in a Target store for the north side? Trader Joe's? Maybe a repurposed 'Container Park' like in Las Vegas? Neat concept... Thanks in advance... !	1/6/2017 2:11 PM
119	Thank you for looking into Kearney! The north side of town is a lovely place. Please don't neglect us! We'd love and frequent a Target, Kohl's, specialty grocery store, shopping center, etc. There are many, many people who would prefer to shop on this side of town! Please help us with our reputation. New people in Springfield just don't understand.	1/6/2017 2:03 PM
120	The main problems with this area are not fast cars -- they are crime and vagrancy. None of your options above addressed those issues. I'm much less concerned with seeing that there is a "landscaped area between the curb and the sidewalk" and more concerned with being able to go to Wal-Mart without worrying about somebody driving up and trying to rip my purse out of my hands.	1/6/2017 1:40 PM
121	Unify Route 66 theme with original 66 alignment via St. Louis/College Streets.	1/6/2017 1:08 PM
122	Currently am a member of the board of trustees for Baptist Bible College. The college would love to see development and I would think a willing participant in promotion.	1/6/2017 11:44 AM
123	Nice to see you guys undertake a study. Too many people have to go south of Chestnut for services they need.	1/6/2017 10:12 AM
124	The Kearney-65 interchange is a mess and needs to be expanded so that vehicles traveling from the city to the Partnership Industrial Park have more than a single lane to use when crossing 65.	1/6/2017 10:04 AM

125	.	1/6/2017 9:48 AM
126	We need a movie theater this side of town, and a Sams club. Also would be nice to have a Harbor freight store this side of town. like shopping there but don't do it often because I don't like have to drive all way to the south side of town.	1/6/2017 9:05 AM
127	please, for the love of god, don't ruin this. if you put more low income apartments on kearney you will damn this neighborhood and it will take years to recover. More mixed use development and smart growth, fewer parking lot seas, shitty fast food, and slimey title loan businesses	1/6/2017 12:40 AM
128	Kearney badly needs retail. We would like to have shoe stores, a department store, full service office supply (Staples is closing), office space for insurance agencies and other local businesses. More hair salons and a day spa would be great. A coffee shop. Please get a Cheddar's. It would be a smashing success. A New York style deli. An electronics store. An outdoors clothing and supplies store (think local ownership specializing in running gear, shoes, hiking supplies, etc). A movie theater (like the Palace) and bowling alley. Jewelry store with watch repair. The street needs to be cleaned up and softened up. Asphalt and concrete are very harsh and completely out of sync with today's retail centers. We need streetscapes with landscaping. The street should be pedestrian friendly and have bike lanes. Apartment buildings that will be attractive to young professionals and meet the needs of BBC and OTC students. Develop and redefine the street's own unique identity and brand it.	1/6/2017 12:20 AM
129	This road is my main commute to everywhere I travel. It'd be nice to revitalize the area into something other than run down car lots, liquor stores, or title loan places. It'd be nice to have stores or restaurants from the south side brought on this side of town.	1/6/2017 12:12 AM
130	I would love to see more landscaping with natives and native trees. Islands in center of street rather than turn lanes. Getting rid of distressed buildings and lots of shops and maybe a nice grocery store between summit and grant. National retail area that would mirror the south side. Reinforce the Route 66 theme.	1/5/2017 11:52 PM
131	I would like to see more business clean there appearance on the outside. If buildings are vacant and depleted beyound repair tear them down. Limit building permits for Same Day Cash or Title loans to many on Kearney street.	1/5/2017 4:28 PM
132	I have lived here for 26 years and in Doling neighborhood for 31 years. Kearney has been sorely ignored and needs attention. Perhaps creating a theme (maybe Route 66?) would help. We need stores on this side of town to service not only the north side, but also the people living north of Springfield who come here to shop.	1/5/2017 3:29 PM

Attachment 11.3

PUBLIC MEETING COMMENTS 1/12/17

Post-it note comments from large corridor maps:

- Food – full service restaurants, music restaurant venues, White Castle, A&W, sit down restaurants such as Cheddar's or Famous Daves, Route 66 themed restaurants/businesses, Micro-brewery, Hiland Dairy Ice Cream, family style restaurants
- Retail Other – Target, Gas Stations, Hy Vee (grocery store), new grocery store option, more variety for crafts (Michael's or JoAnn's), more variety of shops, attract institutional or gov't buildings that people have to visit, health food grocery store (Whole Foods)
- Infrastructure – Covered bus stops, Walkability and attractive green spaces/parks, improve bicycle and walking trails, better wayfinding/signage for Doling, bury electric lines along Kearney, street furniture, signage to tell visitors they are on Route 66, Themed Route 66 entrance, Route 66 historic branding, special lighting, better crosswalks, Bus route that runs the length of Kearney St., bring trolley/bus on East and West route, landscaping at Kearney and Glenstone in median, beautification, improve streetscape, bring pride to appearance of the corridor, free bus rides and wife at stops, longer run time for buses, free wifi with emphasis on safety (make sure free wife does not attract criminal activity, vacate alleys and make them pedestrian pathways, improve pedestrian crossings along Kearney, improve bus stops/pullouts
- Land Use/Zoning – new businesses place parking to the rear and provide landscaping in front, vacant property registration (like STL and KC)
- Residential – improve housing stock through regulation, watch vacant/boarded housing, bad condition of low-income apartments by Bolivar Road, improve surrounding neighborhoods, affordable and safe housing, more multi-family market rate
- Business – Minority business owners and diversity represented, family entertainment, locally-owned businesses, make sure businesses reflect the community, not interested in gentrification of the North side, no predatory businesses, low-tech business incubator where bowling alley was
- Connectivity/big picture – Connect with Commercial Street and Moon City Creative District along Boonville, connect park to Kearney, expand Doling South to include wooded acres, buy quarry and junkyard for scenic park or development, redirect HUD funds to neighborhoods and not businesses, Retro themed businesses and improvements, Route 66/hot rod themes, fix Livingston St, improve connection to Chase St and railroad corridor, trucks can't use Chase Street. Direct traffic to main arteries (not Grant and Broadway), improve connection to Doling Park
- Public facilities – provide activities for youth at Doling Park that are safe (perhaps to walk from the neighborhood), facility like Farmer's Park with market and multi-family, dog park at Doling Park; revitalize Doling Park to the crown jewel it should be

Large post-it comments under #Northside Pride

– why isn't gov't money spent on the North? Why aren't slumlords held accountable for derelict properties? Why don't we have vacant property registration? Why does the city refuse HUD funding to improve North side communities & neighborhoods? Raise minimum wage!

Large post-it comments under "I want to see"

covered bus stops, finish sidewalks, designated bike lanes, family entertainment, no maintenance landscaping between road and sidewalk, beautify entry to Springfield from I-44 and I-55, bury power lines, more crosswalks/Hawk crossings, security/police, trees/green space, walking trails upkeep and expand

Comments from PGAV Comment Cards:

- Retailers that can pay a living wage
- Wait to update streets until utilities are updated
- More grocery stores
- Put in more restaurants so people that are traveling can eat without going into downtown
- Boutiques, medical office, craft/antiques
- Bike Lanes/Paths
- No stoplight from Grant to Summit; Reed Jr. High students have to cross Kearney

Tonya Pike's comments:

Springfield should be proud she has 2 Route 66 routes. Very few Route 66 towns ever had a Business Route and Truck or Bypass Route. Many towns who say they had 2 Route 66's – it isn't so. They had a Route 66 that was realigned, creating a new (and an old) route. Both were not designated Route 66 at the same time as they were in Springfield. Kearney & the Bypass, Kearney & Kansas, and Kearney & Glenstone need streetscapes that let people know and follow Route 66 in a rectangle so that they tour all of the City.

The City also needs to work with business owners and property owners to help them understand what part of history they own and to help instill pride in it so that they want to fix things up. Tax incentives and special taxing districts would enhance this tremendously along with seminars to teach people how to make these things work for them. Increased signage is tricky because both routes are Scenic Byways. But street-scaping is possible that identifies the route (and instills pride).

Lastly, when the City does stuff like the mosaic wall and park on College, they have to keep it up! I worked 8 years at the Rail Haven and it was my saddest thing to answer "Why has the City let that wall with the pretty mosaics deteriorate? Isn't the City proud to be part of Route 66?" And now the question has morphed to "Is the City ever going to finish that park across from the wall?" This is a

tough question to answer any day. But when it comes from somebody who started a yearly Route 66 festival in Germany or a guy from the Czech Republic who has started a Route 66 association, leads yearly Route 66 trips, and who has converted a Russian bunker into a Route 66 clubhouse, it becomes especially difficult and depressing to try to answer them. Route 66 could be a huge source of pride for Springfield, but the City, the business owners, and the property holders all have to get on the same plate. And the City is the one holding the key to make it happen.

One idea: Don't build a 66 Museum. Many 66 cities have one already and tourists can only do so many museums. Instead, put up kiosks through the city that can be viewed from a car or motorcycle. Have an old picture of the property and explain the property's significance to 66.

Also- need much better marking of the Wild Bill Hickok shootout. Foreign travelers are very interested in this. They know it more than Bass Pro. The brass markers on the Square are hard to find. Need well designated kiosks people can spot from the street within cars or cycles etc. in order to find the actual brass marker.