

College Street Revitalization Plan: Market Analysis Report

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1.0 Project Overview

The City of Springfield is preparing the College Street Revitalization Plan, a community-driven effort focused on the historic Route 66/College Street corridor between Grant Avenue and Kansas Expressway. The study area generally extends from West Walnut Street on the south to properties along West Water Street on the north. The plan is intended to guide future redevelopment, environmental assessment, and strategic investment while supporting broader community goals related to housing, economic development, transportation, infrastructure, and neighborhood revitalization. Funded through an EPA Brownfields Assessment Grant, the project builds on the vision established through Forward SGF and other local planning efforts.

The College Street corridor contains a diverse mix of residential, commercial, and industrial properties, including known and potential brownfield sites. Historic and ongoing industrial activities, transportation infrastructure, automotive-related businesses, salvage operations, and material storage uses have contributed to environmental concerns within portions of the study area. Previous investigations have identified contaminants including petroleum products, heavy metals, and polycyclic aromatic hydrocarbons (PAHs), highlighting the importance of environmental due diligence as redevelopment opportunities are considered.

To support the planning process, Eocene completed a market analysis examining consumer behavior, spending capacity, and the existing business environment surrounding College Street. The consumer analysis used Esri Market Potential Index (MPI) data and expected consumer counts to evaluate consumer participation, while Spending Potential Index (SPI) data provided context for household purchasing capacity. The MPI compares local participation in selected consumer behaviors with national averages, while the SPI estimates local household spending relative to national patterns. Esri applies nationally derived consumer behavior rates to local demographic characteristics to estimate consumer participation and spending within defined market areas. Together, these measures help identify business categories that align with local consumer patterns, while also distinguishing behavioral demand from overall purchasing capacity.

The consumer demand analysis also considered market depth and market reach. Market depth indicates how common the underlying consumer behaviors are within the local market. Market reach identifies whether a demand signal is concentrated near College Street or remains consistent across the larger study area. Indicators were organized into broader business categories and classified according to whether they represented direct recruitment potential, supporting market context, or information that should be excluded from public-facing recruitment findings. This distinction prevents consumer characteristics, such as mobile-device ownership or online activity, from being interpreted as direct evidence of demand for a physical storefront.

In addition to consumer demand, Eocene completed a business supply review using establishment data for 5-, 10-, and 20-minute walking areas centered on Route 66 Roadside Park, located near the center of the study area. The 10-minute walking area serves as the primary corridor market because it includes the full College Street study area and adjacent

portions of the West Central neighborhood. The 5-minute area provides insight into conditions immediately surrounding the corridor's central blocks, while the 20-minute area shows how the market changes as downtown Springfield and nearby commercial areas are included.

The supply review compares the number of establishments within selected business categories on a per-capita basis. This helps identify categories that are relatively more or less represented within the corridor market than in Springfield and its surrounding suburbs. These differences are treated as preliminary supply indicators rather than definitive evidence of market saturation or unmet demand. Existing businesses may serve customers beyond the walking areas, and the number of establishments does not account for business size, sales volume, customer capacity, or the competitive influence of nearby commercial districts.

Consumer demand and business supply are evaluated together rather than treated as independent measures of viability. A category with favorable demand indicators may already be adequately served, while a category with relatively few establishments may lack sufficient consumer support. The initial findings will guide future community engagement and survey questions designed to validate the results, identify needs not fully captured by the data, and refine potential market concepts. These findings will then be considered alongside community priorities, site conditions, environmental constraints, property availability, and business operating requirements to develop redevelopment guidance and implementation strategies for the College Street corridor. The analysis does not predict the success of a specific business or provide a definitive list of businesses to recruit.

2.0 Methodology

The market analysis combined demographic conditions, consumer behavior, local spending capacity, and existing business supply to identify commercial uses that warrant further consideration along the College Street corridor. The analysis was designed as a planning-level screening tool. It does not determine whether a specific business will succeed or provide a definitive list of businesses to recruit. Instead, the methodology identifies market signals that can guide community engagement, site planning, business development discussions, and future implementation strategies.

2.1 Market Areas

Three cumulative walking areas were established around Route 66 Roadside Park, located near the center of the College Street study area. The walking areas represent the distance a person could reasonably travel within approximately 5, 10, or 20 minutes using the surrounding pedestrian network.

The **5-minute walking area** represents the properties and blocks closest to the central portion of College Street. It provides insight into the immediate neighborhood market surrounding the corridor.

The **10-minute walking area** encompasses the full College Street study area and nearby portions of the West Central neighborhood. Because it most closely represents the corridor

and its surrounding neighborhood, the 10-minute walking area serves as the primary geography for interpreting market conditions.

The **20-minute walking area** extends into downtown Springfield, additional portions of West Central, and areas west of Kansas Expressway. This larger geography illustrates how market conditions change as nearby employment centers, commercial districts, and additional residential areas enter the analysis.



Figure 2.1 College Street Corridor Market Areas

The walking areas are cumulative rather than independent. Consumer participation counts were converted into independent bands to evaluate the prevalence of behaviors within each portion of the market. Expected consumer totals reported by Esri are cumulative across the walking areas and can therefore be separated into independent bands through subtraction. MPI values, however, were evaluated as cumulative market-area characteristics. These indexes measure relative propensity rather than an additive population count and cannot be meaningfully separated in the same manner

2.2 Demographic and Economic Context

Demographic and economic conditions were reviewed to establish the context in which local businesses operate. The analysis considered population, households, age, household size,

housing tenure, income, educational attainment, workforce characteristics, employment, and daytime population. Business counts and employment totals were also reviewed for each walking area.

These indicators were not combined into a single market score. Instead, the information was used to interpret whether the consumer and business supply findings were consistent with the corridor's broader characteristics.

The analysis also compared the walking areas with a custom Springfield & Suburbs reference geography. The comparison area was defined using the Greene County and Springfield City North and South Public Use Microdata Areas. This provided a regional benchmark for interpreting demographic characteristics and relative business representation.

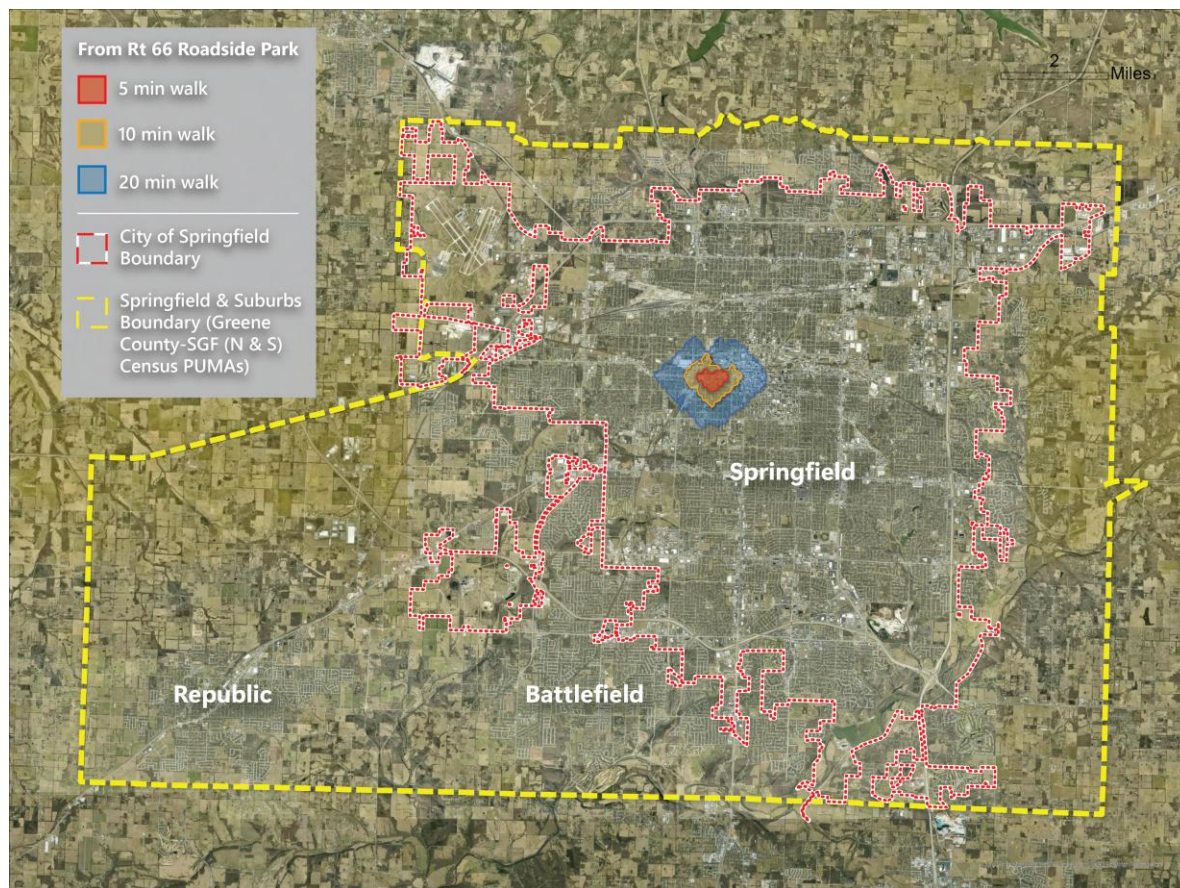


Figure 2.2 Springfield & Suburbs Boundary Definition

Daytime population was evaluated separately from residential population because workers, visitors, and other nonresidents may contribute to commercial activity. This distinction is especially important within the 20-minute walking area, where downtown employment produces a daytime population considerably larger than the resident population.

2.3 Consumer Demand Analysis

The consumer demand analysis utilized Esri MPI data and expected consumer counts to evaluate local consumer participation patterns within the three walking areas. Individual indicators were grouped into broader retail missions representing business categories relevant to the College Street corridor, including automotive services, convenience retail and fuel, restaurants, apparel and accessories, grocery, pet-related businesses, home goods, and entertainment. Grouping related consumer behaviors reduced the influence of individual brands or narrowly defined activities and produced findings that could be more readily applied to corridor planning and redevelopment decisions.

Demand

Demand measures how local consumer behavior compares with national averages. For each retail mission, the analysis calculated the average MPI and subtracted the national benchmark of 100 to produce a Demand Score. An MPI value of 100 indicates that local participation is estimated to occur at the national average rate. Values above 100 indicate greater participation than the national average, while values below 100 indicate lower participation.

Demand Scores were translated into four categories:

Demand Score	Demand Category
5 or greater	Above-Average Demand
-5 to less than 5	Typical Demand
-15 to less than -5	Below-Average Demand
Less than -15	Limited Demand Signal

These categories avoid implying that small differences in MPI represent meaningful differences in market opportunity. For example, a mission with an average MPI of 99 and one with an average MPI of 101 are both treated as generally consistent with national consumer behavior. While demand identifies whether local participation differs from national patterns, market depth evaluates the relative size of the potential customer base within the study area.

Market Depth

Market depth measures how common the underlying consumer behaviors are within the local market. Esri expected consumer counts were standardized against the appropriate adult or household population base and compared across retail missions. The resulting values were normalized to identify categories with relatively larger or smaller potential customer bases within the study area.

Market depth is expressed using the following categories:

Relative Index	Public-Facing Category
67 to 100	High Market Depth
34 to less than 67	Moderate Market Depth
Less than 34	Lower Market Depth

Market depth is a relative measure within this analysis. High market depth indicates that the underlying behaviors are relatively common compared with other missions in the College Street analysis. Lower market depth does not indicate that no potential customers exist. It means the behavior is less prevalent than the other categories evaluated.

Demand and market depth provide complementary information. Demand identifies whether local participation differs from national patterns, while market depth identifies how widespread the behavior is within the local area. A category may have typical demand but high market depth when a behavior is common locally but occurs at approximately the same rate as it does nationally.

Market Reach

Market reach describes whether a demand signal is concentrated near College Street or remains consistent across the larger market. The demand result for the 5-minute walking area was compared with the result for the 20-minute walking area.

Market reach was classified as follows:

Market Reach	Meaning
Strengths in the Broader Market	Demand relies more heavily on customers from the larger surrounding market
Consistent Across the Market	Demand is relatively stable throughout all three walking areas
Stronger Near the Site	Demand is concentrated in the immediate College Street area

2.4 Indicator Classification

Not all consumer indicators translate directly into support for a physical business or commercial use. To improve interpretation, each retail mission was assigned one of three classifications:

- **Recruitment Categories** represent physical businesses, services, or commercial uses that may be appropriate for future recruitment or redevelopment efforts.
- **Market Context** categories describe consumer characteristics and market conditions that may influence business operations but do not independently support recruitment recommendations.
- **Excluded from Public Findings** categories were retained within the technical analysis but removed from public-facing recruitment conclusions because they do not clearly correspond to physical business opportunities.

This classification system ensures that consumer characteristics such as technology adoption, financial behavior, travel activity, and online media consumption are used to provide market context rather than interpreted as direct evidence of demand for a storefront or commercial tenant.

2.5 Planning Implications

Demand and market-depth categories were combined to produce a preliminary planning implication for each recruitment category. These implications translate technical results into findings that can be understood and used during community engagement and corridor planning.

- A **Priority Opportunity** indicates above-average demand supported by high or moderate market depth.
- A **Stable Local-Serving Market** indicates typical demand with high market depth, suggesting a broad and dependable customer base without necessarily indicating an unmet market gap.
- **Targeted or Niche Potential** identifies categories with a favorable but narrower demand profile, including above-average demand with lower market depth or typical demand with moderate market depth.
- A **Limited Recruitment Signal** indicates that the available consumer data does not provide a strong basis for prioritizing the category.

These planning implications reflect consumer conditions only. A favorable implication does not establish that the market is underserved or that a specific establishment will be viable. Existing supply, site suitability, community priorities, accessibility, property availability, environmental conditions, and operating requirements must also be considered.

2.6 Business Supply Analysis

The business supply analysis reviewed existing establishments within the 5-, 10-, and 20-minute walking areas. Business counts were obtained through Esri Business Analyst using business establishment data provided by Data Axle and organized using North American Industry Classification System (NAICS) categories.

Establishment counts were divided by population and expressed as businesses per 1,000 residents. This standardization allowed the walking areas to be compared with one another.

and with the larger Springfield and suburban reference geography despite differences in population.

Business supply was assessed by comparing establishments per 1,000 residents within the walking areas to the Springfield and suburban comparison geography. Categories with lower representation were identified as relatively underrepresented, while those with higher representation were identified as relatively more represented.

The supply analysis does not account for differences in establishment size, employment, sales volume, customer capacity, quality, business hours, or service area. It also does not fully capture businesses located immediately outside the walking areas that may serve College Street residents. For these reasons, the establishment comparisons were treated as preliminary market signals requiring interpretation alongside consumer demand and community knowledge.

2.7 Demand and Supply Comparison

Consumer demand and business supply were evaluated together to identify areas of alignment and potential opportunity. Categories with favorable consumer demand and relatively limited business representation may warrant additional investigation, while categories with favorable demand and substantial existing supply may indicate a stable market that is already well served. Similarly, categories with relatively few establishments do not necessarily represent an opportunity if consumer demand is weak or if nearby businesses already meet local needs. Comparing demand and supply allows the analysis to identify categories that merit further consideration during community engagement and site planning.

2.8 Community Validation and Future Use

The market analysis represents an initial technical assessment rather than the final determination of corridor needs. Findings will be used to shape future public engagement activities and survey questions. This process allows technical market observations to be validated through local knowledge and lived experience before redevelopment concepts are incorporated into the final revitalization plan. Residents, businesses, property owners, and other stakeholders will be asked to confirm whether the identified market patterns reflect their experiences and to identify needs not fully captured by the available datasets. Engagement questions may explore the types of restaurants and services residents currently use, businesses they leave the area to access, preferred price points, locally owned business opportunities, and barriers that affect shopping or investment along College Street. Community input will also help determine whether supply-side differences represent meaningful service gaps or reflect needs already met elsewhere.

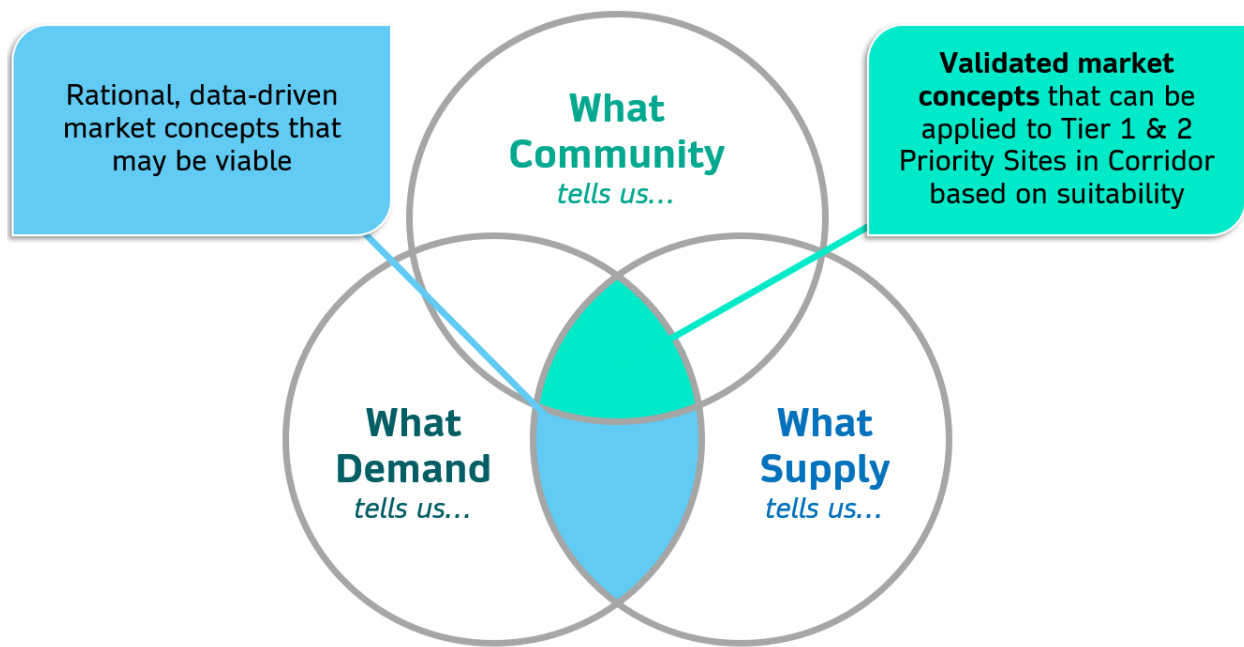


Figure 2.3 Market Analysis Framework

The validated market findings will ultimately be considered alongside environmental conditions, property ownership, building availability, access, visibility, infrastructure, parking, surrounding land uses, and redevelopment readiness. This combined information will guide the selection of potential market concepts for Tier 1 and Tier 2 priority sites and inform implementation recommendations within the broader College Street Revitalization Plan.

2.9 Limitations

The analysis is subject to several limitations. Consumer results are based on modeled data rather than direct surveys of every resident or household. Individual indicators were grouped into broader business categories using professional judgment. The three walking areas are based on estimated travel times and may not fully reflect individual route preferences, mobility limitations, or physical barriers.

The MPI identifies consumer propensity relative to national averages but does not measure unmet demand. Expected consumer counts estimate the prevalence of behavior but do not indicate where purchases occur. Similarly, business counts measure the number of establishments without accounting for their size, capacity, sales, or competitive position.

The analysis also does not evaluate development costs, commercial rents, financing, workforce availability, business profitability, or operator interest. These factors would require additional site-specific market and financial analysis. Accordingly, the findings should be used to identify concepts for further consideration rather than predict the success of a particular business or development proposal.

3.0 Market Findings

The market findings describe the demographic and economic conditions surrounding College Street, the strength and prevalence of selected consumer behaviors, and the existing supply of businesses within the corridor market. The findings are intended to identify business categories and market concepts that warrant further consideration. They do not independently establish the viability of a particular business or development proposal.

3.1 Demographic and Economic Context

Table 3.1 College Street Study Area Demographic Data

Indicator	5-Minute Area	10-Minute Area	20-Minute Area	Springfield & Suburbs
Population	677	1,732	7,827	266,246
Households	382	852	4,104	N/A
Median age	31.6	31.8	32.3	37.3
Median household income	\$44,800	\$49,300	\$41,200	\$66,500
Average household size	1.76	2.02	1.84	2.20
Renter-occupied housing	79%	79%	81%	47%
Daytime population	716	1,766	13,380	N/A

The College Street market is characterized by a relatively young population, small households, and a high proportion of renters. The estimated 2026 population ranges from 677 residents within a 5-minute walk of Route 66 Roadside Park to 7,827 residents within a 20-minute walk. The primary 10-minute walking area contains approximately 1,732 residents and 852 households. Its estimated median age is 31.8 years, and its average household size is 2.02 people.

Renter households represent a particularly important part of the surrounding market. Approximately 79.1 percent of occupied housing units within the 10-minute walking area are renter occupied. The proportion increases slightly to 80.7 percent within the 20-minute area. By comparison, renters represent approximately 46.6 percent of occupied housing units across the Springfield and suburban comparison area.

Income and spending data also indicate that future business concepts should be appropriately scaled and price sensitive. Median household income is estimated at \$44,760 within the 5-minute walking area, \$49,277 within the 10-minute area, and \$41,191 within the 20-minute area. The median household income for the Springfield and suburban

comparison area is approximately \$66,500. Median disposable income within the primary 10-minute area is approximately \$42,346.

Approximately 55 percent of households within the 10-minute walking area have incomes below \$50,000, compared with approximately 35 percent across Greene County. The proportion of households earning \$150,000 or more is also considerably lower within the corridor market. These conditions do not eliminate commercial opportunity, but they favor value-oriented goods and services, accessible price points, smaller business formats, and concepts that generate repeat visits rather than relying primarily on high-cost discretionary purchases.

Consumer spending patterns reinforce a similar conclusion. SPI data indicate that households within the study area generally have less spending capacity than households in the broader Springfield market and nationwide, particularly for discretionary purchases such as dining, entertainment, and apparel. These conditions do not eliminate opportunities for commercial investment, but they favor businesses that offer value, convenience, and opportunities for repeat visits rather than relying primarily on higher-cost discretionary spending. The findings suggest that local participation in an activity may be comparable to national trends even when overall spending levels remain more limited.

Daytime Market

The immediate College Street market remains primarily neighborhood serving, but the broader 20-minute area benefits from a sizable daytime population. The 5-minute area contains approximately 677 residents and a daytime population of 716, while the 10-minute area contains 1,732 residents and a daytime population of 1,766. These small differences indicate that activity within the primary corridor market is closely tied to nearby residents and businesses.

Within the 20-minute area, the daytime population increases to approximately 13,380, compared with 7,827 residents. This produces a daytime-to-resident population ratio of 1.71 and reflects the influence of downtown Springfield and surrounding employment concentrations. Although this broader worker population does not guarantee additional spending on College Street, it expands the potential customer base for businesses that can attract people traveling through or working near the corridor.

Workforce and Employment Characteristics

The College Street market is characterized by a workforce that is concentrated in middle-income households and service-oriented industries. This workforce's educational attainment levels were generally lower than those found across the Springfield & Suburbs boundary. Within the 10-minute walk area, bachelor's and graduate degree holders account for 21.5% of residents, compared with 22.2% in the 20-minute area and 36.2% across Springfield and its suburbs.

Table 3.2 Educational Attainment

Educational Attainment	10 Minute Area	20 Minute Area	Springfield & Suburbs
Graduate/Professional Degree	5.7%	5.2%	14.4%
Bachelor's Degree	15.8%	17.0%	21.8%
Associate's Degree	9.6%	8.1%	9.7%
Some College	23.2%	20.5%	21.8%
General Educational Development (GED)	10.5%	10.5%	4.5%
High School Diploma	24.9%	27.2%	22.2%
No Diploma	8.8%	10.4%	4.1%
< 9th Grade	1.4%	1.1%	1.4%

Income levels are centered within the middle-income brackets, with the largest concentrations of households earning between \$30,000 and \$99,999 annually. Higher-income households earning \$150,000 or more represent a relatively small share of the market compared with Springfield & Suburbs.

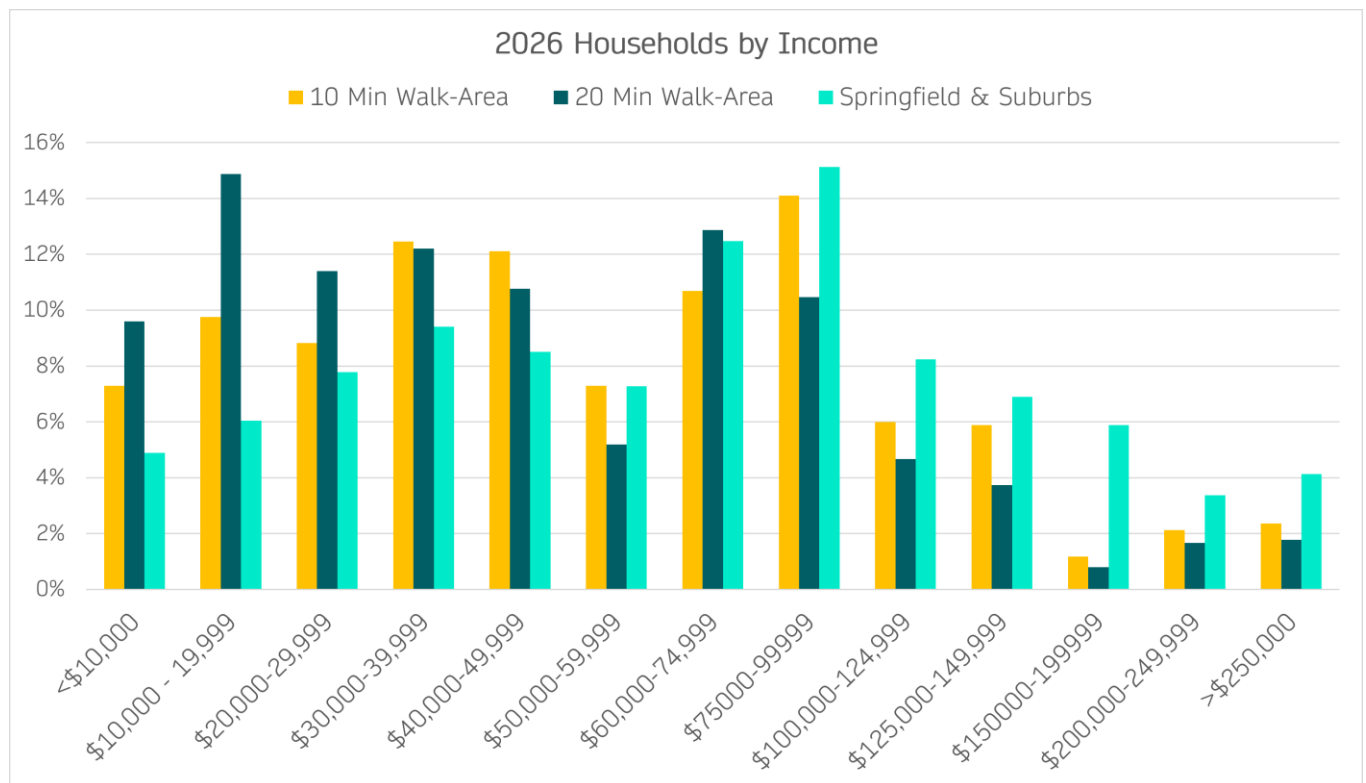


Figure 3.1 Households by Income

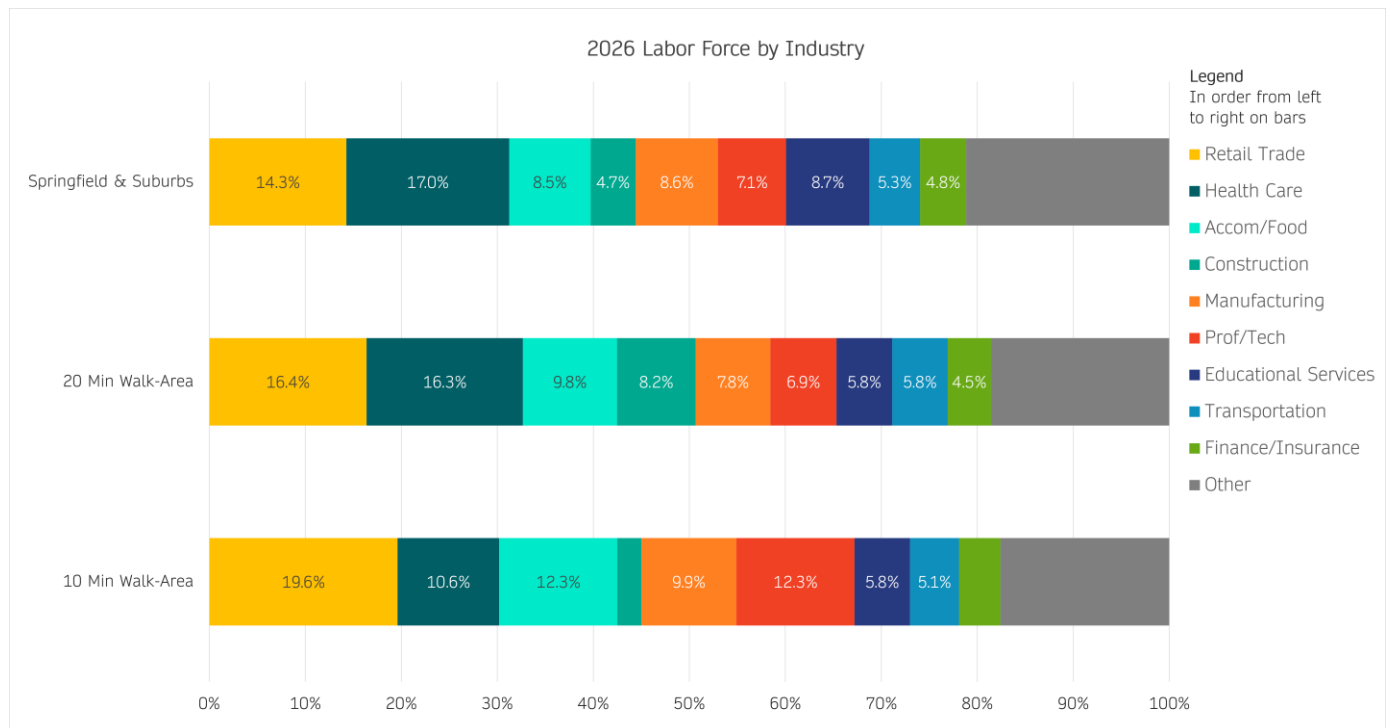


Figure 3.2 Labor Force by Industry

Employed residents work across a mix of industries, with notable concentrations in retail, healthcare, accommodation and food services, and professional services. Retail Trade accounts for the largest share of employment within the 10-minute area (19.6%), while Health Care represents the largest employment sector within both the 20-minute area (16.3%) and Springfield and its suburbs (17.0%).

3.2 Consumer Demand Findings

The consumer demand analysis identified differences among the evaluated business categories. Most direct recruitment categories remained close to national consumer behavior patterns. Convenience retail and fuel produced the only above-average demand classification, while automotive services, apparel, restaurants, pet-related businesses, and place-based entertainment showed typical demand. Grocery and small home goods demonstrated below-average demand, while home improvement and durable goods produced a limited demand signal.

Table 3.3 Retail Demand Findings

Business Category	Demand	Market Depth	Market Reach	Planning Implication
Automotive Services	Typical Demand	High Market Depth	Consistent Across Market	Stable Local-Serving Market
Apparel and Accessories	Typical Demand	Moderate Market Depth	Consistent Across Market	Targeted or Niche Potential
Convenience Retail and Fuel	Above-Average Demand	Lower Market Depth	Consistent Across Market	Targeted or Niche Potential
Pet Goods and Services	Typical Demand	Moderate Market Depth	Stronger Near Site	Targeted or Niche Potential
Restaurants	Typical Demand	Moderate Market Depth	Consistent Across Market	Targeted or Niche Potential
Grocery	Below-Average Demand	Moderate Market Depth	Consistent Across Market	Limited Recruitment Signal
Home Improvement and Durable Goods	Limited Demand Signal	Lower Market Depth	Consistent Across Market	Limited Recruitment Signal
Small Home Goods	Below-Average Demand	Moderate Market Depth	Consistent Across Market	Limited Recruitment Signal
Place-Based Entertainment	Typical Demand	Lower Market Depth	Consistent Across Market	Limited Recruitment Signal

Source: Esri Market Potential Index data and Eocene analysis.

Automotive Services

Automotive services demonstrate the strongest local-serving foundation among the recruitment categories. Demand is generally consistent with national consumer behavior, while the underlying vehicle maintenance and repair behaviors have high market depth. The demand signal also remains relatively consistent across all three walking areas. Together, these findings indicate that automotive services meet common and recurring needs within the surrounding market. The result should not be interpreted as proof that the corridor requires additional automotive businesses. Instead, it indicates that existing and prospective

automotive service providers have access to a relatively broad customer base. The supply analysis and existing concentration of automotive-related uses should be considered before identifying this category as a recruitment priority.

Apparel and Accessories

Apparel and accessories demonstrate typical demand and moderate market depth. Consumer behavior is relatively stable across the three walking areas, suggesting that apparel demand is not concentrated solely around College Street. The category represents a potential customer base but does not indicate unusually strong consumer preference compared with national patterns. Given local income and spending conditions, potential opportunities may be better suited to value-oriented, resale, specialized, or locally focused apparel concepts than to larger or premium retailers. Existing supply and community preferences will be necessary to determine whether a meaningful gap is present.

Convenience Retail and Fuel

Convenience retail and fuel produced an above-average demand signal in the primary 10-minute walking area. The demand classification reflects comparatively strong local participation in convenience-store shopping, fuel purchases, and related consumer behaviors. The signal remains consistent across the three walking areas, indicating that it is not limited to one portion of the market.

The category has lower relative market depth than several broader consumer categories included in the analysis. This does not mean that few residents use convenience retailers; rather, it reflects the relative prevalence of the underlying behaviors compared with other retail missions evaluated in the study. Convenience retail and fuel are therefore classified as having targeted potential rather than as a general priority opportunity. Any future consideration of this category will also require site-level evaluation. Fuel-oriented businesses may require substantial land area, vehicle access, circulation, and environmental safeguards. A favorable consumer demand signal does not mean that the use is appropriate for every priority site along College Street.

Pet Goods and Services

Pet-related consumer behavior demonstrates typical demand and moderate market depth. Unlike most other categories, the pet demand signal is stronger within the immediate area than within the broader 20-minute market. This suggests that pet ownership and related consumer activity may be more concentrated near the College Street corridor. The data does not distinguish clearly between demand for pet goods and demand for pet services. Future engagement should therefore test interest in pet food and supplies, grooming, veterinary or wellness services, boarding, and other specialized concepts before the category is translated into a site recommendation.

Place-Based Entertainment

Place-based entertainment demonstrates typical demand but lower relative market depth. The category includes activities connected with physical destinations, such as movie attendance, live theater, nightlife, dining, and other recreational activities. Online viewing, streaming, and digital downloads were excluded because those behaviors do not independently support a physical entertainment venue. The findings do not provide strong evidence for recruiting a large entertainment anchor. Smaller, specialized, or experience-oriented uses may still be appropriate where a concept responds to community priorities or capitalizes on the corridor's historic Route 66 identity. Additional engagement is needed to identify the types of entertainment and gathering spaces residents would use.

Restaurants

Restaurants demonstrate typical demand, moderate market depth, and a demand signal that remains consistent across the three walking areas. The results indicate that restaurant use is widespread within the market but that residents are not substantially more likely than the national average to engage in the underlying restaurant behaviors.

The category includes family dining, steakhouse, fast-food, dine-in, delivery, carryout, drive-through, and curbside behaviors. The combined finding suggests that opportunity may depend more on restaurant format, price point, convenience, and differentiation than on broad unmet demand for restaurants in general. Restaurant concepts should therefore be evaluated against the existing supply of food-service establishments and future community input. Smaller local-serving restaurants, value-oriented formats, and businesses capable of drawing both neighborhood customers and Route 66 visitors may warrant consideration.

Categories with More Limited Demand Support

Grocery and small home goods demonstrate moderate market depth, indicating the presence of potential customers, but both categories show below-average consumer demand. Home improvement and durable goods show both limited demand and lower market depth. These findings provide a weaker basis for recruitment than the results for restaurants, automotive services, convenience retail, apparel, and pet-related businesses.

The findings do not mean that a small specialty grocer, resale business, home-goods shop, or related concept could not succeed. They indicate that the available consumer data does not support treating these categories as broad or immediate recruitment priorities. Any future concept would need to respond to a specific niche, identified community need, or site-specific opportunity.

3.3 Business Supply Findings

The business supply analysis shows that the number and type of businesses vary considerably among the three walking areas. The 5-minute area contains approximately 30 businesses and 236 employees. The 10-minute area contains 108 businesses and approximately 1,333 employees, while the 20-minute area contains 725 businesses and approximately 11,242 employees. The substantial increase between the 10- and 20-minute areas reflects the inclusion of downtown Springfield and nearby employment and commercial concentrations.

The primary 10-minute walking area contains businesses across several retail, service, and production-oriented sectors. Retail trade accounts for approximately 14.8 percent of establishments, while construction represents 12.0 percent. Professional, scientific, and technical services and administrative and support services each represent approximately 8.3 percent. Manufacturing accounts for 5.6 percent of establishments, and accommodation and food service businesses account for approximately 4.6 percent.

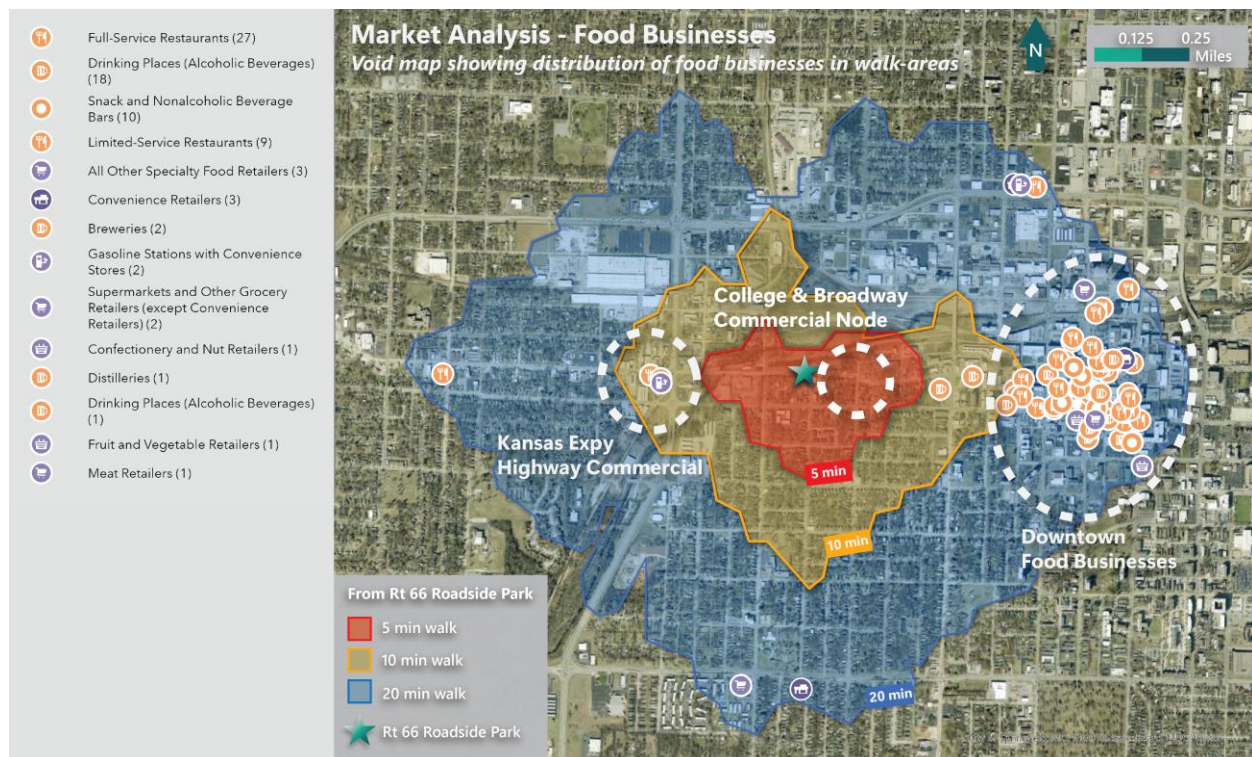


Figure 3.3 Supply of Food Businesses in Market Areas

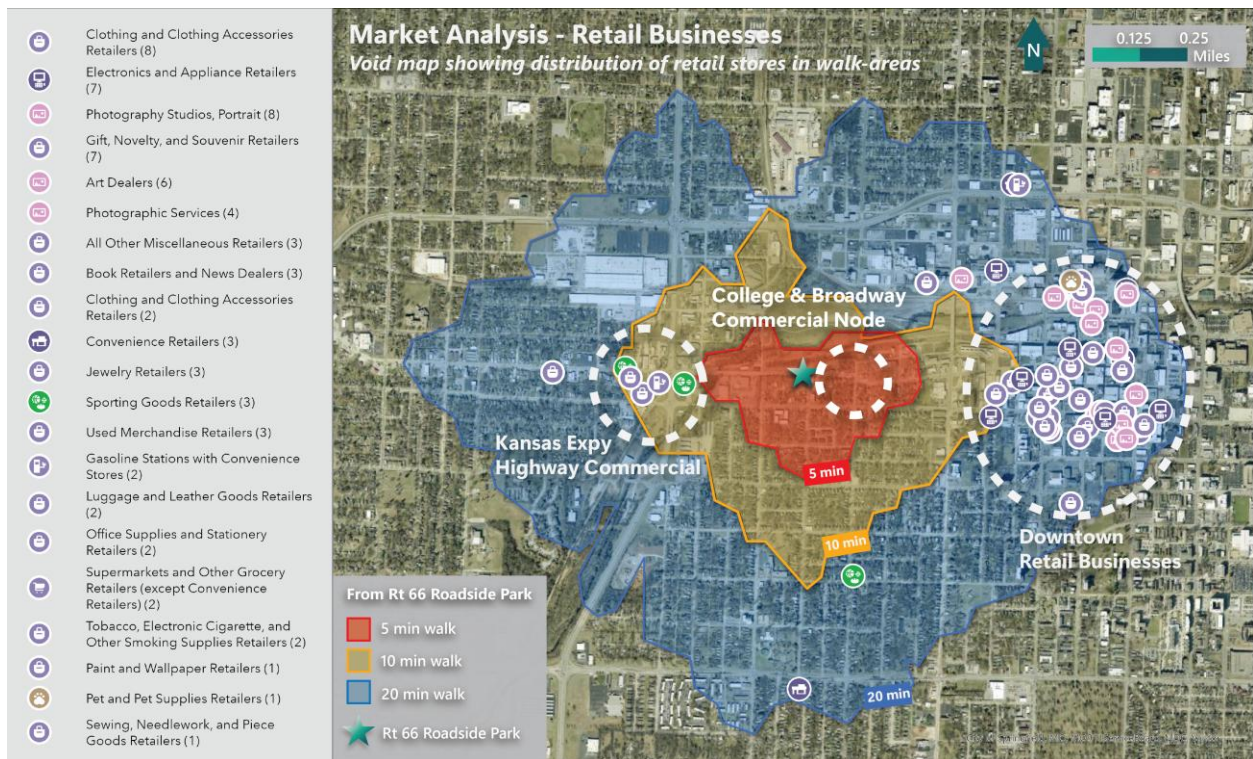


Figure 3.4 Supply of Retail Businesses in Market Areas

Business Supply per 1,000 Residents

Because the walking areas differ substantially in population, establishment counts were converted into businesses per 1,000 residents. The resulting rates were compared with the Springfield and suburban reference geography to identify categories that are relatively more or less represented within the primary corridor market.

Table 3.4 Selected Business Supply Comparisons

Business Category	10-Minute Area	20-Minute Area	Springfield & Suburbs	Finding
Restaurants	2.89	7.92	3.26	Relatively underrepresented within 10 minutes
Health Care	2.31	4.60	4.71	Relatively underrepresented within 10 minutes
Motor Vehicle and Parts Dealers	1.73	1.28	1.01	Relatively more represented
Furniture and Home Furnishings	0.58	0.64	0.32	Relatively more represented
Electronics and Appliances	0.00	0.26	0.20	No establishments identified within 10 minutes
Building and Garden Equipment	1.73	1.41	0.48	Relatively more represented
Food and Beverage Retailers	0.58	0.64	0.70	Slightly underrepresented
Pharmacy and Personal Care	0.58	0.77	0.61	Generally comparable
Gasoline and Fuel Dealers	0.00*	0.38	0.23	No establishments identified within 10 minutes
Clothing, Shoes, and Jewelry	0.58	0.89	0.64	Slightly underrepresented
Sports, Hobby, and Music Retailers	1.15	2.17	1.22	Generally comparable
General Merchandise	1.73	1.53	0.81	Relatively more represented
Finance and Insurance	1.15	3.71	2.87	Relatively underrepresented within 10 minutes

Establishments per 1,000 residents. Source: Esri Business Analyst and Data Axle business establishment data.

Note: The Gasoline and Fuel Dealers category reflects the applicable NAICS classification. Convenience-oriented establishments classified under other business categories may also be present within the walking area.

Automotive and Parts Dealers

Automotive and parts dealers are relatively more represented within the corridor market than within the broader Springfield and suburban comparison area. The 10-minute walking area contains approximately 1.73 establishments per 1,000 residents, compared with 1.28 establishments per 1,000 residents in the 20-minute walking area and 1.01 establishments per 1,000 residents in the Springfield and suburban comparison area. This pattern suggests automotive-oriented businesses are already a well-established component of the College Street corridor and are more concentrated within the immediate study area than in the surrounding market. As a result, the corridor appears to function as an existing automotive business cluster rather than an area lacking automotive and parts-related establishments.

Apparel and Accessories

Apparel and accessories are slightly underrepresented within the corridor market. The 10-minute walking area contains approximately 0.58 clothing, shoe, and jewelry retailers per 1,000 residents, compared with approximately 0.64 in the Springfield and suburban comparison area. The 20-minute area contains approximately 0.89 establishments per 1,000 residents, indicating that apparel options become more prevalent as additional commercial areas are included in the market. While the difference is relatively modest, it suggests that apparel-related shopping destinations are somewhat more concentrated outside the immediate corridor market.

Convenience Retail and Fuel

Convenience-oriented businesses are present within the 10-minute walking area, although fuel-oriented establishments appear less prevalent than in the broader Springfield market. Fuel-oriented businesses become more prevalent as the market expands beyond the immediate corridor, though convenience-oriented businesses are already present within the 10-minute walking area.

Existing convenience-oriented businesses already serve portions of the corridor, while fuel-oriented establishments become more prevalent as the market expands beyond the immediate area. The supply analysis does not determine whether existing businesses adequately meet consumer needs or whether establishments outside of the walking area already serve the corridor.

Restaurants

Five restaurants or food-service establishments were identified within the 10-minute area, equivalent to approximately 2.89 establishments per 1,000 residents. This is below the Springfield and suburban comparison rate of approximately 3.26 establishments per 1,000 residents. The 20-minute area contains 62 restaurant establishments, equivalent to approximately 7.92 per 1,000 residents.

The sharp increase within the 20-minute area indicates that residents near College Street have access to a much larger restaurant supply once downtown Springfield and surrounding

commercial areas are included in the analysis. Restaurants are therefore underrepresented within the immediate corridor market but not within the broader surrounding market. Any recruitment strategy will need to distinguish neighborhood convenience from regional restaurant supply.

Health Care

Health care businesses are also relatively underrepresented within the primary corridor market. The 10-minute walking area contains approximately 2.31 health care businesses per 1,000 residents, compared with approximately 4.71 in the Springfield and suburban reference area. The 20-minute rate rises to approximately 4.60 and becomes much more consistent with the regional benchmark.

This suggests that health care and related services are present nearby but less concentrated within walking distance of College Street. The demand analysis did not evaluate health care as a direct recruitment category, so this supply-side finding should be tested through engagement before becoming a recommendation.

Finance and Insurance

Finance and insurance businesses are relatively underrepresented within the primary corridor market. The 10-minute walking area contains approximately 1.15 establishments per 1,000 residents, compared with approximately 2.87 establishments per 1,000 residents within the Springfield and suburban comparison area. The concentration increases to approximately 3.71 establishments per 1,000 residents within the 20-minute walking area, indicating that many financial and insurance services are readily available in the broader market but less common within walking distance of College Street.

These findings suggest that financial and insurance services are accessible within the larger Springfield market but are not concentrated within the immediate corridor area. Because the consumer demand analysis treated financial indicators as market context rather than direct recruitment categories, this result should be viewed as a supply-side observation rather than a confirmed market opportunity. Future community engagement may help determine whether residents and businesses perceive a meaningful gap in financial or insurance services within the corridor.

Overall, the business supply analysis indicates that College Street supports an established mix of automotive, retail, service, and production-oriented businesses. Categories such as restaurants, health care, and finance and insurance appear less concentrated within the immediate corridor market than in the broader Springfield area, while automotive and selected retail categories are already well represented. These findings provide important context for interpreting consumer demand analysis and identifying areas where demand and supply conditions may align.

3.4 Demand and Supply Alignment

Consumer demand and business supply provide complementary perspectives on the College Street market. Consumer demand identifies categories that align with local spending patterns and consumer behavior, while business supply evaluates the concentration of existing establishments within the corridor market. Evaluating these findings together helps distinguish established business clusters, potential market opportunities, and categories requiring additional validation through community engagement.

Strongest Alignment: Restaurants

Restaurants demonstrate the strongest alignment between consumer demand and business supply analyses. Consumer demand was classified as typical, with moderate market depth and consistent market reach across all three walking areas. At the same time, the business supply analysis identified fewer restaurant establishments within the 10-minute walking area than in the Springfield and suburban comparison market.

Together, these findings suggest that restaurant-related uses warrant additional exploration through future community engagement and redevelopment planning efforts. However, the significant increase in restaurant supply within the 20-minute walking area indicates that any future concept will need to compete with the broader Springfield market rather than rely solely on nearby residents.

Potential Opportunity: Convenience Retail and Fuel

Convenience retail and fuel produced the strongest demand signal identified among the recruitment categories. Existing convenience-oriented businesses already serve portions of the corridor, but fuel-oriented establishments are less prevalent within the immediate market area. As a result, the findings do not indicate a complete absence of convenience services, but they do suggest an opportunity to evaluate whether existing businesses fully meet local needs.

Future engagement should help determine whether residents would support additional convenience-oriented services, expanded retail offerings, or other neighborhood-serving business formats.

Established Market: Automotive Services

Automotive services demonstrated a stable local-serving market supported by high market depth and consistent demand throughout the study area. The business supply analysis also found automotive and parts dealers to be more concentrated within the corridor market than in the broader Springfield comparison area.

These findings suggest that automotive-related businesses are already an established component of the College Street business environment. Future opportunities may be more closely tied to business retention, modernization, expansion, or complementary services than to the recruitment of entirely new automotive-related business types.

Targeted and Niche Opportunities: Apparel and Pet-Related Businesses

Apparel and accessories demonstrated typical demand and moderate market depth, while pet-related businesses exhibited similar demand characteristics and a market reach that was stronger near the corridor. Existing apparel businesses are slightly less concentrated within the immediate market area than in the broader Springfield market, while comparable supply data were not available for pet-related businesses.

These findings suggest that smaller-scale specialty retail, locally owned businesses, resale concepts, and service-oriented pet businesses may warrant further consideration. Community engagement should help identify whether specific gaps exist within these categories.

Health Care, Finance, and Other Supply-Side Observations

Health care, finance and insurance, and several other service categories appear less concentrated within walking distance of College Street than in the broader Springfield market. However, these categories were not consistently supported by the consumer demand analysis and should not be interpreted as confirmed recruitment opportunities.

Instead, these findings should be viewed as supply-side observations that warrant further discussion with residents, businesses, and other stakeholders. Future engagement may help determine whether these differences represent meaningful service gaps or simply reflect the presence of nearby businesses outside the primary corridor market.

Key Takeaways

Several themes emerge from the combined demand and supply analysis:

- Restaurants demonstrate the strongest alignment between consumer demand and existing business supply.
- Convenience retail and fuel warrant additional investigation but do not represent a complete market gap.
- Automotive-related businesses are already a defining component of the corridor and appear to have a stable customer base.
- Apparel and pet-related businesses may support targeted, niche, or locally focused concepts.
- Health care, finance, and other underrepresented categories should be validated through community engagement before being advanced as recommendations.

These findings provide a starting point for future engagement activities and site planning efforts. The next phase of the project will focus on validating these market observations through stakeholder input and refining potential redevelopment concepts for priority sites along the College Street corridor.

4.0 Next Steps

The market analysis provides an initial assessment of market conditions along the College Street corridor. While several categories demonstrated favorable demand characteristics or relatively limited local supply, these findings should be considered preliminary and should not be interpreted as direct business recruitment recommendations.

Future community engagement activities should be used to:

- Validate identified market opportunities and potential gaps.
- Identify businesses and services residents currently leave the area to access.
- Refine potential market concepts for priority redevelopment sites.
- Confirm whether supply-side observations reflect actual unmet needs.
- Identify business types that support broader revitalization goals and the historic Route 66 corridor.

The results of future engagement efforts should be considered alongside site conditions, environmental constraints, property availability, infrastructure capacity, and redevelopment readiness to inform implementation strategies within the broader College Street Revitalization Plan.

Data Sources

- Esri Business Analyst, 2026 Market Potential data
- Esri Business Analyst, 2026 Consumer Spending data
- Esri Business Analyst, 2026 Demographic and Market Profile Data
- Esri Business Analyst and Data Axle, 2026 Business Establishment Data
- U.S. Census Bureau, 2020 Census and 2020–2024 American Community Survey Data Incorporated through Esri
- MRI-Simmons Consumer Behavior Data Incorporated through Esri