



CHAPTER 3

COMMUNITY PROFILE

In this chapter

Community Context

Urban Growth Management

Demographic Snapshot

Existing Generalized Land Use

Current Zoning

Relevant Plans and Initiatives

To determine how Springfield should grow over the next 20 years and what issues should be addressed, a clear understanding of where the City is today first had to be established. This understanding of the City's existing needs and opportunities, paired with community input, created the foundation for Springfield's vision for the future.

COMMUNITY CONTEXT

Located in the Ozarks region in southwest Missouri, Springfield has an estimated 2020 population of 169,176 residents, making it the third largest city in Missouri. It is also the county seat of Greene County. Nicknamed the “Queen City of the Ozarks,” the City is known for its vibrant “big, small-town” feel, with a wide variety of art, historic, and entertainment attractions. Springfield balances urban and suburban, with mixed-use business districts, unique and desirable residential neighborhoods, and suburban development and commercial corridors located outside the City’s core.

The community is highly accessible to the region by a series of major roadways, including Interstate 44, U.S. 160, U.S. 60, and U.S. 65 and is home to the Springfield-Branson National Airport, which connects to 13 major continental destinations. The City is also considered the “Birthplace of Route 66,” which was founded by the U.S. Highway 66 Association in the late 1930s. It became a popular transcontinental travel route, sprouting numerous businesses before undergoing a decline post-World War II with the development of the Interstate Highway System.

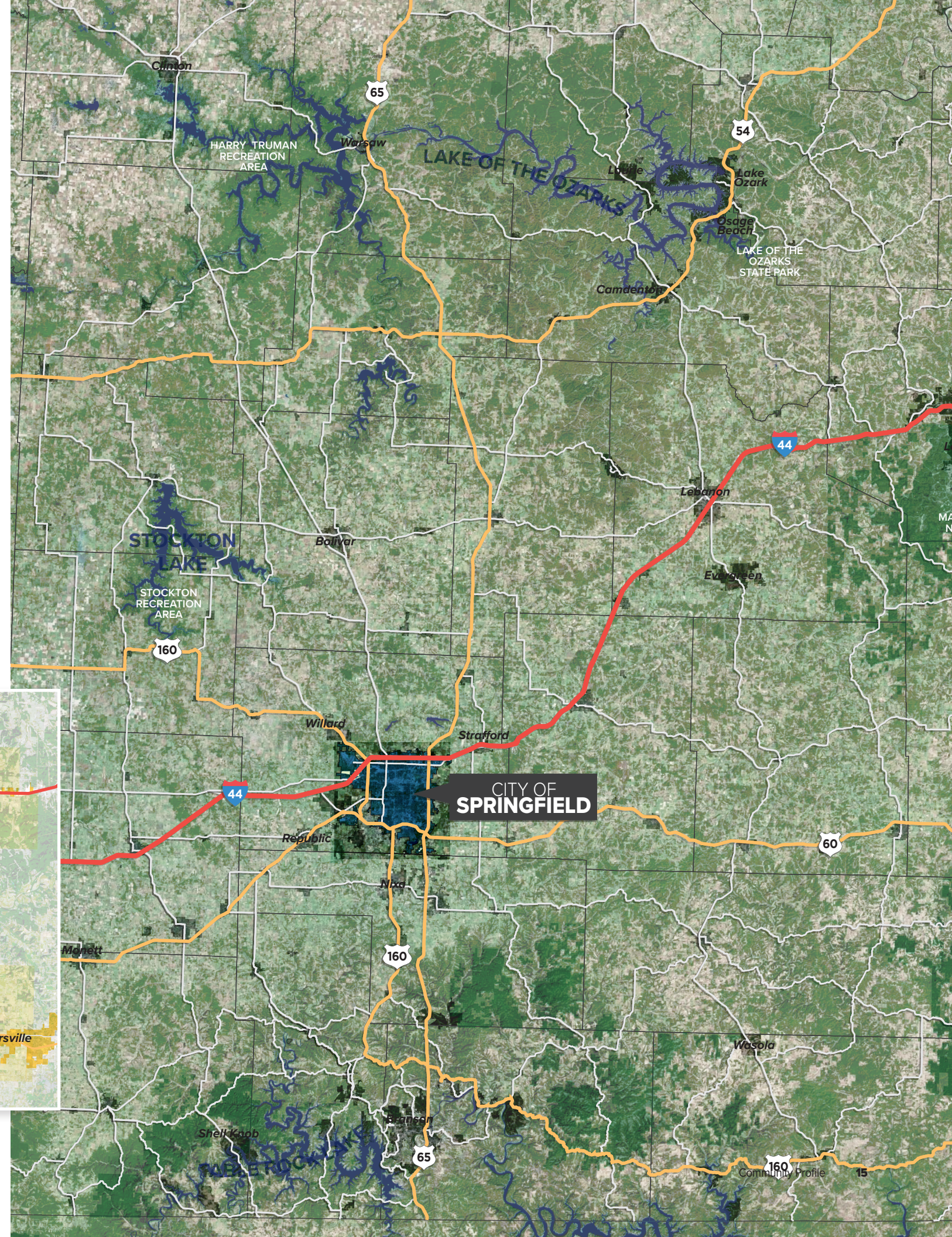
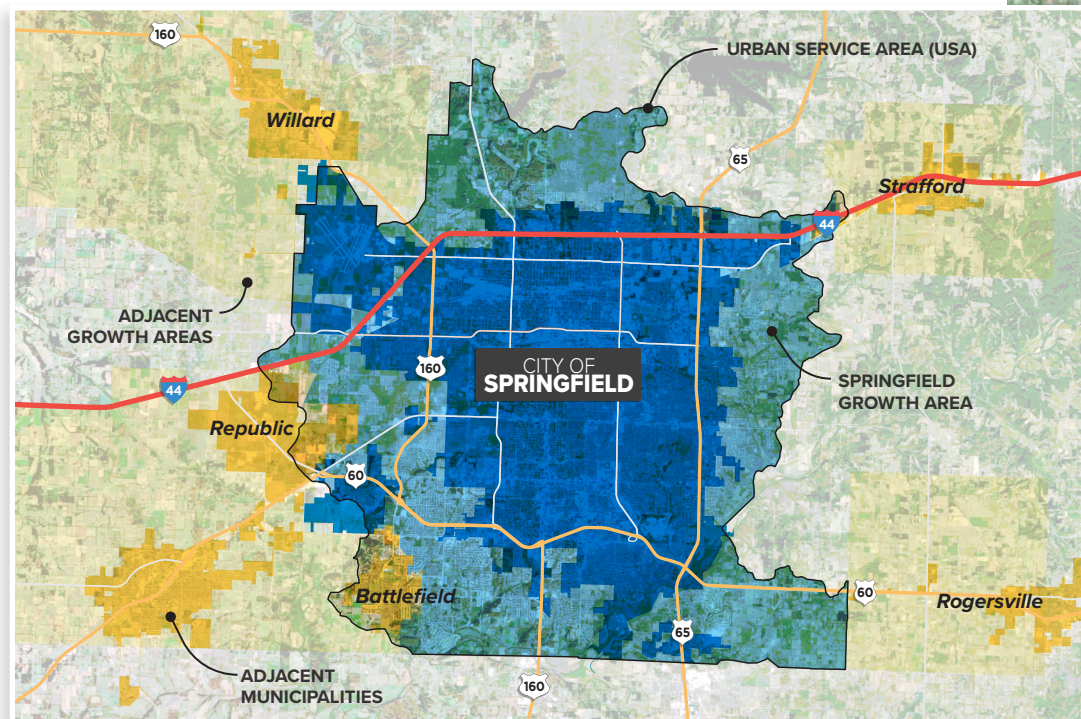
Springfield is home of the Double-A Springfield Cardinals, Johnny Morris’ Wonders of Wildlife National Museum and Aquarium, and the national headquarters of O’Reilly Automotive and Bass Pro Shops. As a major regional provider of medical care, and with four universities and five area colleges within city limits, Springfield is a significant educational and employment center. Its natural beauty, access to natural resources, and unique position in the region sets the City as the basecamp of the Ozarks, providing numerous opportunities for outdoor recreation.

URBAN GROWTH MANAGEMENT

Springfield’s plan for Growth Management is based on recommendations from the Urban Service Area (USA) policy, **Chapter 5: Land Use and Development**, and **Chapter 6: Growth Areas & Annexation**. Each contribute to a growth management philosophy of balanced growth within the urbanized portions of the City and along the edges. The City of Springfield will utilize the USA as a future planning area to work with the surrounding counties and municipalities to coordinate infrastructure and development planning, as well as promote and implement regional goals and objectives.

URBAN SERVICE AREA

Springfield’s Urban Service Area (USA) was originally adopted in 1984 as the City’s urban growth area and boundary for services. It is intended to promote cost-effective growth that is sensitive to environmental, community, and fiscal resources. Today, the policy is used by Springfield and Greene County to delineate areas where municipal sewer service could be extended and where transportation improvements are focused. *Forward SGF* plans for areas within Springfield’s growth area, which includes properties within its city limits and USA. Additional discussion regarding growth and annexation is contained in **Chapter 6: Growth Areas & Annexation**.



DEMOGRAPHIC SNAPSHOT

This section provides a demographic snapshot of City of Springfield to establish an understanding of its population composition and economic indicators. It provides valuable insight into the City through an overview of demographic trends, examining population, income, age, race and ethnicity, and major employers within the community. The City has been compared to Greene County where appropriate for comparison within the regional context. Data sources include the U.S. Census Bureau, American Community Survey 5-Year Estimates, Esri Business Analyst, and the Ozarks Transportation Organization.

POPULATION

The City's population is growing steadily but its share in the region is declining.

Springfield has a population of about 169,176 residents as of 2020. Both Springfield and Greene County have experienced steady growth in population over the last three decades. Largely through new subdivision development, population began to grow significantly in the 1990's. The City's population has grown by 11 percent since 2000, while the County has grown by 22 percent. Based on Springfield's compound annual growth rate over the last 20 years, the City is projected to grow by 11 percent by 2040, gaining about 18,000 people. Growth within the City and County can be attributed to changes in regional employment, such as Amazon and Convoy of Hope, and an increase in migration to the Midwest due to lower cost of living, retirement, employment opportunities, and climate-stability. While Springfield continues to make up over half of the Greene County population (57 percent), its share has declined steadily since 1990 when it constituted 68 percent of total residents.

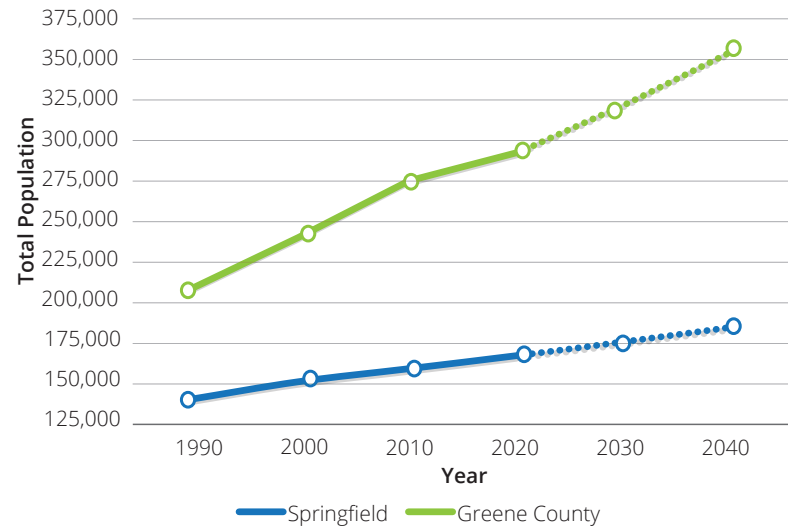
Total Population
Springfield and Greene County

Year	1990	2000	2010	2020	2024*
Springfield	140,494	151,580	159,615	169,176	176,284
Greene County	207,949	240,391	275,174	298,915	310,040
Springfield % Share of Greene County Population	68%	63%	58%	57%	57%

*Projected Population

Source: U.S. Census; 2020 American Community Survey 5-Year Estimates; Esri Business Analyst; Houseal Lavigne Associates

Total Population
Springfield



Source: U.S. Census; 2020 American Community Survey 5-Year Estimates; Esri Business Analyst; Houseal Lavigne Associates

INCOME

The City's median household income is lower than the region's and growing at a slower pace.

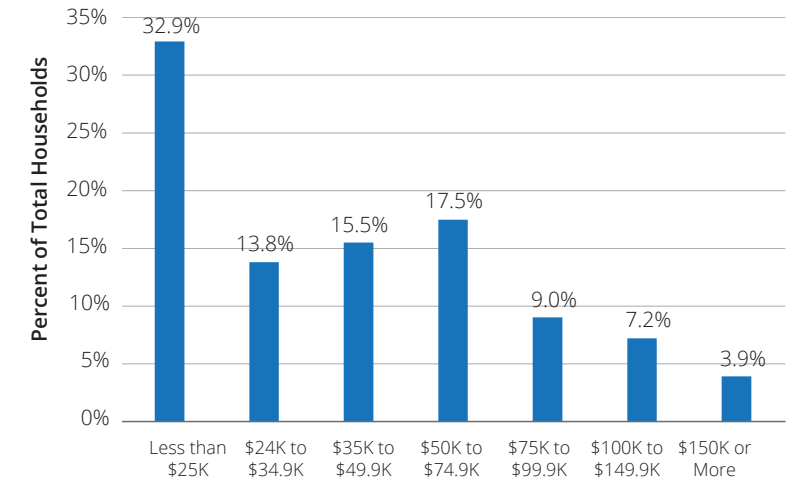
Springfield's median household income (\$37,491) is lower than that of the County (\$47,053). While incomes in both the City and the County have been increasing steadily over the past three decades, the County has grown at a higher rate. In 2020, 62 percent of Springfield households earned less than \$50,000 a year compared to 52 percent of households in the County. Higher concentrations of lower-income households are common in urban areas such as Springfield because they have more employment opportunities, some of which earn lower wages like those in the Retail sector.

AGE

Like nation-wide trends, the 65 years old and older population is expected to grow the most.

The City's median age of 33.2 years old has been increasing, which is in line with state and national trends. Springfield is slightly younger than Greene County (33.6 years old) but the age distribution is similar. Springfield has a slightly larger 15-24 age group, which can be attributed to the City's many local universities and colleges. Between 2010 and 2020, the 65 years old and older age group had the greatest percent increase for both the City and County at 15 percent and 24 percent, respectively. It is expected to continue to grow as the large baby boomer generation ages, which is being experienced by communities across the country.

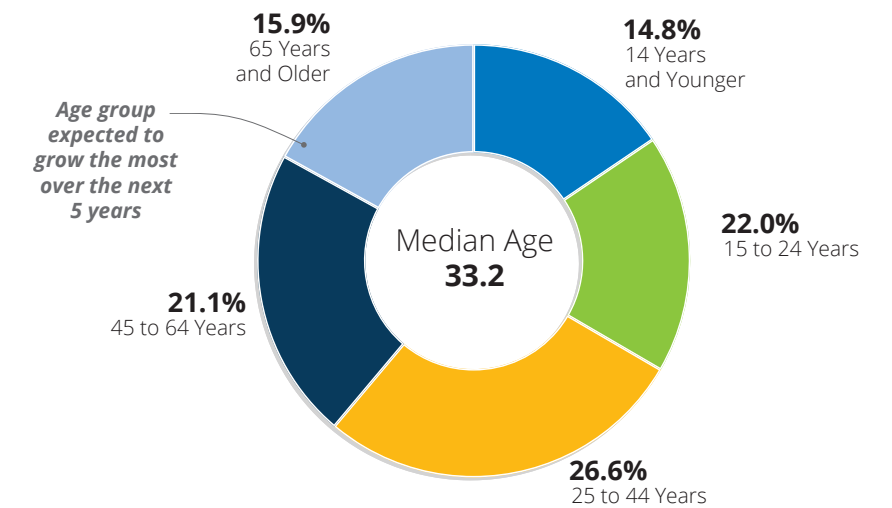
Households Income Distribution
Springfield



Income Group

Source: U.S. Census; 2020 American Community Survey 5-Year Estimates; Esri Business Analyst; Houseal Lavigne Associates

Population by Age
Springfield



Source: U.S. Census; 2020 American Community Survey 5-Year Estimates; Esri Business Analyst; Houseal Lavigne Associates

RACE & ETHNICITY

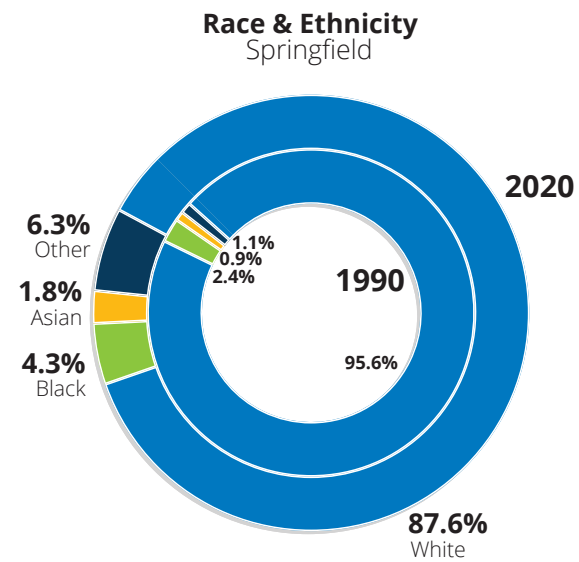
While the majority of Springfield residents identify as White, the City is becoming more diverse.

Most of Springfield residents identify as White (as defined by the U.S. Census Bureau) at 87.6 percent, however the City has become increasingly more diverse over the past 30 years. The same is also true for the County. The U.S. Census Bureau defines Hispanic as an ethnicity, which is distinct and separate from race. A person of Hispanic origin can identify as being of one or multiple races. While the Hispanic population makes up just 3.8 percent of the County population and 4.3 percent of the City population, it has increased with each census. Among Springfield's home-owning households, 92.9% have a White, non-Hispanic householder, 2.3% have a Black householder, and 1.4% have a Hispanic or Latino householder.

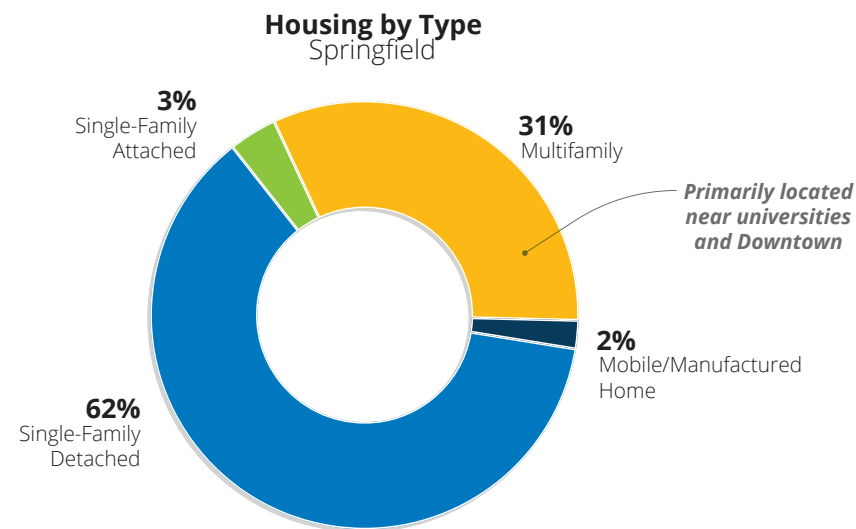
HOUSING

More than half of the City's housing stock is made up of owner-occupied, single-family detached housing.

While the City's housing is fairly diverse, single-family detached units represent approximately 62 percent of the City's housing supply and multifamily 31 percent. The majority of single-family homes are owner-occupied, with rental units making up most of the multifamily market. In terms of location, most of the City's supply of multifamily units and renter population resides in the central area of the City, close to the colleges and universities (Ozark Technical, Missouri State, Drury, and Evangel) and Downtown. Smaller-lot, owner-occupied single-family homes also exist in this area while larger-lot homes are located on the edges of the City in newer subdivisions.



Source: U.S. Census; 2020 American Community Survey 5-Year Estimates; Esri Business Analyst; Houseal Lavigne Associates



Source: U.S. Census; 2020 American Community Survey 5-Year Estimates; Esri Business Analyst; Houseal Lavigne Associates

INDUSTRY & EMPLOYERS

Springfield is a major employer within the region and experiences a significant increase in daytime population.

With the presence of the Medical Mile District and large providers such as Mercy Health and CoxHealth, the healthcare sector is the largest employer amongst Springfield workers. Retail is the second largest sector in Springfield even though it accounts for less than half the number of employees in healthcare. This underscores the importance of the healthcare industry on the City's economy. Springfield accounts for approximately 90 percent of all jobs in Greene County.

Laborshed

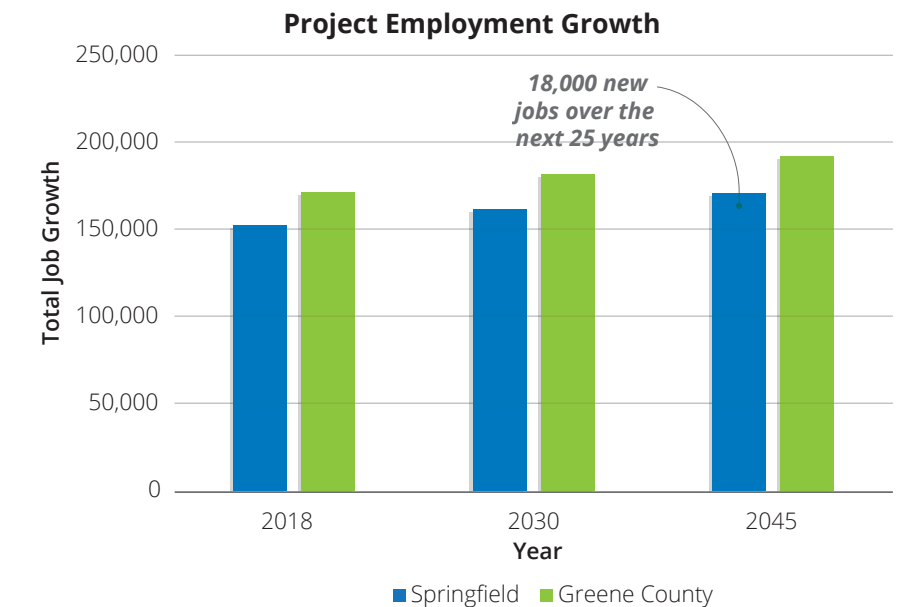
Approximately one-third of Springfield's workforce are local residents who both live and work in the City. The remaining two-thirds of workers commute to Springfield from adjacent communities such as Nixa, Ozark, and Republic as well as those more than an hour's drive away including Monett, Joplin, and Kansas City. According to the Springfield Regional Economic Partnership, the City's daytime population, including those commuting to Springfield for work or schooling, is estimated to be nearly 252,500 people—a 50 percent increase. The significant amount of people that travel daily to Springfield for work marks the City as a regional employment center.

Ozarks Transportation Organization (OTO), the Springfield region's Metropolitan Planning Organization (MPO), projects Greene County to gain nearly 21,000 jobs between 2018 and 2045, or 689 annually. Springfield has consistently accounted for about 90 percent of total jobs in the County. If this trend is to continue, Springfield can anticipate adding 18,000 new jobs over the next 25 years.

Employment Springfield and Greene County

2019 Employment				
NAICS Codes	Springfield		Greene County	
	Number	Percent	Number	Percent
Health Care and Social Assistance	32,905	22.0%	34,076	20.4%
Retail Trade	16,252	10.8%	18,252	10.9%
Accommodation and Food Services	13,554	9.0%	14,783	8.8%
Manufacturing	11,962	8.0%	13,130	7.9%
Transportation and Warehousing	8,956	6.0%	10,578	6.3%
Educational Services	8,900	5.9%	11,576	6.9%
Wholesale Trade	8,689	5.8%	10,140	6.1%
Administration & Support, Waste Management and Remediation	8,479	5.7%	9,203	5.5%
Professional, Scientific, and Technical Services	7,733	5.2%	8,500	5.1%
Finance and Insurance	6,477	4.3%	6,844	4.1%
Construction	5,793	3.9%	7,567	4.5%
Other Services (excluding Public Administration)	4,048	2.7%	4,741	2.8%
Management of Companies and Enterprises	3,991	2.7%	4,135	2.5%
Public Administration	3,907	2.6%	4,262	2.6%
Information	3,674	2.5%	3,771	2.3%
Real Estate and Rental and Leasing	2,011	1.3%	2,332	1.4%
Arts, Entertainment, and Recreation	1,878	1.3%	2,254	1.3%
Utilities	525	0.4%	601	0.4%
Agriculture, Forestry, Fishing and Hunting	103	0.1%	200	0.1%
Mining, Quarrying, and Oil and Gas Extraction	40	0.0%	130	0.1%
Total	149,877	100.0%	167,075	100.0%

Source: U.S. Census; 2020 American Community Survey 5-Year Estimates; Esri Business Analyst; Houseal Lavigne Associates



Source: U.S. Census; 2020 American Community Survey 5-Year Estimates; Esri Business Analyst; Houseal Lavigne Associates

EXISTING GENERALIZED LAND USE

From historic C-Street and North Springfield, to the historic Route 66 corridor and Lake Springfield, Springfield comprises a variety of neighborhoods with a mix of land uses that combine to create one distinct community. The following map represents the existing generalized land uses in Springfield based on reconnaissance completed in 2019. Existing land uses provide insight into how the City has developed over time and inform what type of development will be appropriate in the future. All parcels within city limits have been categorized into one of the following 12 generalized land use classifications:

Traditional Neighborhood

Consists of the City's older single-family residential neighborhoods.

Edge Neighborhood

Comprises new residential neighborhoods that are suburban in nature and often have curvilinear streets with a predominantly single-family detached housing stock.

Mixed Residential

Contains a majority of single-family attached and multifamily residential dwellings, such as single-family attached, and multifamily buildings.

Mixed Use

Contains a diverse collection of uses, such as residential, retail, office, institutional, and public gathering spaces, and is geared towards pedestrians with sidewalks and streetscaping elements.

Neighborhood Node

Comprises small clusters of commercial and gathering places within residential neighborhoods that serve nearby residents.

Commercial Corridor

Includes commercial development that varies in scale, ranging from standalone businesses to large retail centers that draw regional customers, located along major roadways that receive high volumes of traffic.

Commercial and Light Industrial

Includes areas with an eclectic mix of light industrial, commercial, and office uses that serve as commerce and employment hubs.

Industrial

Consists of light and heavy industrial uses dedicated to a range of industries such as manufacturing, packaging, warehousing, storage, and distribution.

Institutional & Employment Hub

Contains institutional uses, such as universities, municipal facilities, large religious complexes, museums, and community centers, as well as major office and business parks.

Airport

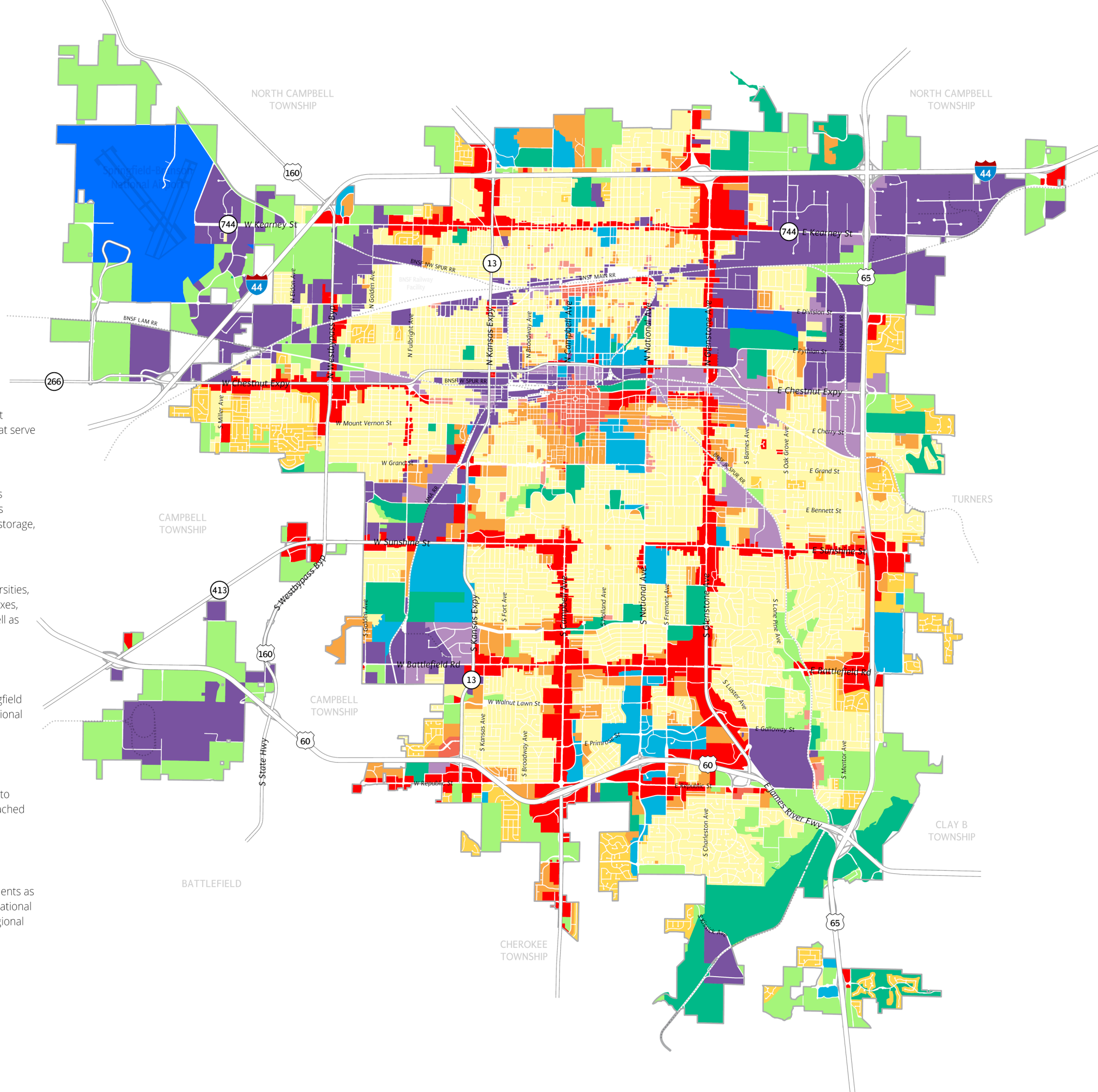
Land dedicated to airport facilities. Springfield has two airports: Springfield Branson National Airport and Springfield Flying Service Inc.

Rural & Undeveloped

Contains areas predominantly dedicated to agriculture, low-density, single-family detached housing, and undeveloped properties.

Regional Green Space

Consists of Springfield's natural environments as well as major community parks and recreational facilities that draw both residents and regional visitors.



ZONING

Zoning and development controls are key in shaping communities as they define what specific land uses are permitted; the density, scale, and orientation of development; and requirements for parking, landscaping, signs, and other standards that help direct growth in a visually attractive and suitable manner. Springfield's current zoning regulations are outlined in Chapter 36, Article III of the Land Development Code of the City of Springfield, Missouri. This current zoning map consolidates the City's 27 zoning districts into the four following generalized zoning categories.

Residential Districts

Springfield has ten residential districts at varying densities that aim to create livable, attractive residential neighborhoods. All residential districts besides the Manufactured Home Community District (R-MHC) allow for supplementary uses that serve governmental, educational, religious, recreational, and other neighborhood needs under certain restrictions intended to preserve and protect the residential character. New single-family dwellings are not permitted in medium and high density residential districts (R-MD, R-HD) to ensure that vacant land set aside for multifamily development is not prevented by less intense development.

Commercial Districts

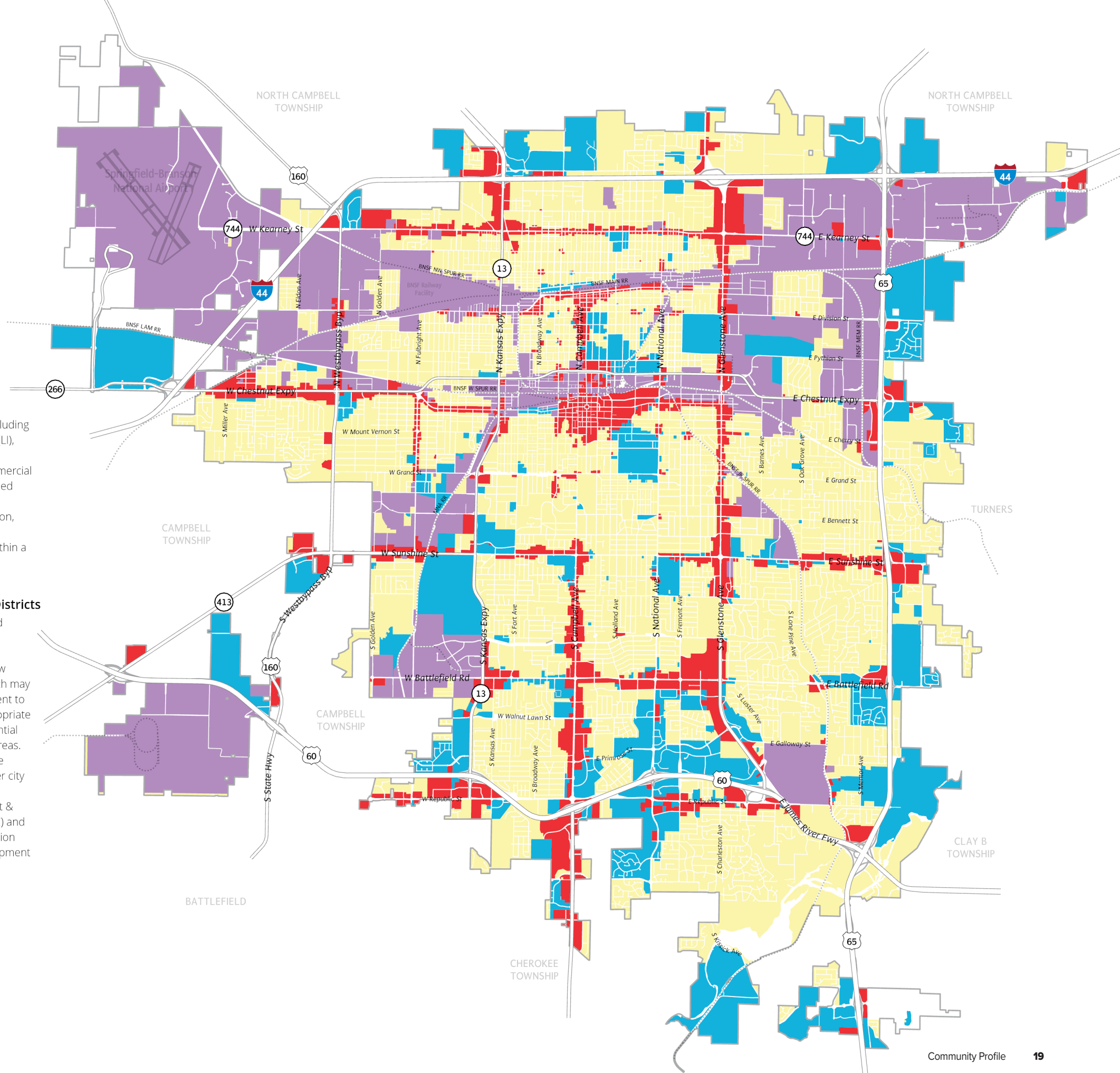
Springfield has seven commercial districts including Limited Business (LB), General Retail (GR), Highway Commercial (HC), Commercial Service (CS), Center City (CC), and Commercial Street (COM-1 and COM-2). Commercial Street includes two subzones. COM-1 district, which is designed to permit new construction that is more compatible with the existing historic buildings within the landmarks district along Commercial Street, and the COM-2 district, which is designed to allow new construction that is consistent with more recent commercial development.

Industrial Districts

Springfield has five industrial districts including Restricted Industrial (RI), Light Industrial (LI), General Manufacturing (GM), Heavy Manufacturing (HM), and Industrial Commercial (IC). Restricted industrial district is intended primarily for uses engaged in light manufacturing, assembling, and fabrication, warehousing, wholesaling, and service operations which conduct all activities within a building with no external impact.

Office, Institutional, and Special Districts

Springfield has six office, institutional and special districts. Office is broken into two districts, O-1 and O-2. The O-1 district is designed to be a restrictive district for low intensity office or professional uses, which may be located outside the Center City adjacent to any of the residential districts, with appropriate buffers and landscaping to prevent potential adverse effects on adjacent residential areas. The O-2 district is designed to allow more intense use of land that is near the center city district or other high intensity use areas. Institutional districts include Government & Institutional (GI), West College Street (WC) and special districts include Urban Conservation (UC), Landmarks (L), and Planned Development (PD).



RELEVANT PLANS & INITIATIVES

Past plans, studies, and initiatives were reviewed to provide a familiarity of what the community has done leading up to the new Comprehensive Plan. The *Forward SGF* Comprehensive Plan builds on the City's past planning efforts, incorporating recommendations that remain relevant and ensuring existing community policies and goals are carried forward and integrated within the Plan where applicable.

VISION 20/20 COMPREHENSIVE PLAN

The City of Springfield has maintained a comprehensive plan since the mid-1960s to serve as a policy guide for the overall development of the community. In the mid-1990s, the City embarked on a citizen-driven planning process to establish a new comprehensive plan, Vision 20/20, to guide growth through the year 2020. The process involved hundreds of volunteers who spent thousands of hours discussing, debating, and forecasting the type of community they wanted and strategies to achieve it.

Vision 20/20 established the mission of achieving a high quality of life by fostering a vibrant community where people can learn, work, and play in safety and comfort for the long term. The plan's major themes include creating a community for all people, livability and quality of life, environment and water quality, Center City revitalization, and intergovernmental coordination, addressing topics such as affordable housing, growth management and land use, culture, education, and transportation.

While many of the plan's initiatives have been completed, some of the visions extended beyond the 2020 horizon. The Parks, Open Space, and Greenways element recognized that this might be the case:

"Some of this vision will not be fully realized within the planning period of 2020. This vision takes a much longer view into the future and may not be completed for several generations. However, it is important that we begin now to place policies into effect that will... fulfill the community's dream."

Key Vision 20/20 Accomplishments and Shortfalls

Below are key Vision 20/20 accomplishments since the adoption of the plan, as well as key initiatives that will need additional planning and improvement:

Accomplishments

- Jordan Valley Park – Ice, Expo, Baseball, Open Space
- Activity Center Concept
- Focus on Center City redevelopment
- Urban Service Area
- Parkway concept
- Relocate Fire Stations 1 & 6
- Build south-side police facility
- Farmers Market/focal point at Jefferson Avenue Footbridge
- Partnership with Park Board and Ozark Greenways
- Establishment of Springfield-Greene County Park Board
- Development of Sports Commission
- Neighborhood notifications, cleanups, Great Neighborhoods Programs

Shortfalls

- High quality design, construction, lush landscaping, and street trees
- Developing gateways and monuments along key gateway routes into the City
- Developing parkways along Kansas and Chestnut Expressways
- Connecting neighborhoods to greenways
- Realizing of West Meadows
- Annexation Strategy
- Constructing seven new fire stations by 2020 (built or programmed 3)
- Greene County's Adoption of Vision 20/20

Key Concepts from Vision 20/20 Carried into Forward SGF

Vision 20/20 prompted the concept of the "community as a park," where all human needs occur in rational and harmonious patterns that respect and enhance the landscape, therefore supporting quality of life and community sustainability. Vision 20/20 proposed that the park system should be designed in a way that moves the community into a development mindset that embraces the idea that the entire community is a park.

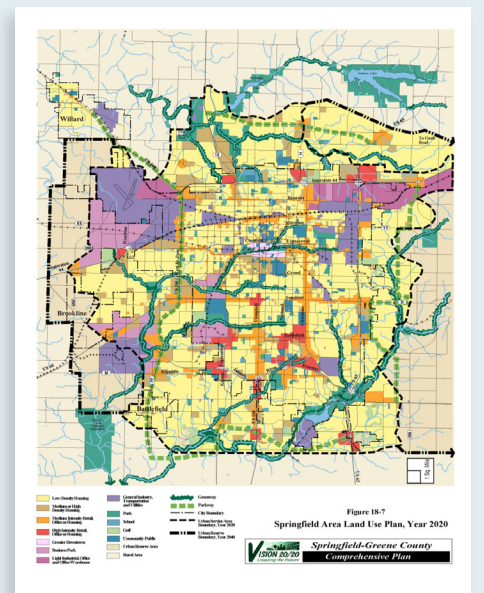
Other elements of the Vision 20/20 plan also echoed the need to improve the aesthetics of the community. A common thread ran through multiple elements that Springfield's visual appearance needed improvement, more open space was needed, and development should be of a high quality. While some policies and initiatives were adopted to reach those goals, the fact that *Forward SGF* participants prioritized visual appearance and improved quality of place reinforces the need to make this a top community priority in the coming years.

Several of the visions and initiatives identified by the Vision 20/20 participants were repeated by participants in the *Forward SGF* planning process. This includes quality of life, sustainability, and environmental protection and enhancement. Connections to the natural environment, with branding such as "outdoors everywhere," "Authentic Springfield," and "basecamp of the Ozarks," were also a community priority, replacing the Vision 20/20 "community as a park" concept.

Almost a quarter of a century after adoption of the Vision 20/20 Comprehensive Plan, Springfield residents still place a high value on the outdoor environment and hunger for the urban area to reflect more of the beauty of the surrounding Ozarks. Achieving that goal will require policies and, in some cases, regulations to address the visual appearance and development of the community. The time is now to take action to achieve the goals and aspirations of the *Forward SGF Comprehensive Plan*.

VISION 20/20 ACTIVITY CENTERS

Vision 20/20 championed activity centers as locations of significant business and high-density housing development. It is intended that additional development be concentrated in and around the activity centers to optimize transportation investments, citizen convenience, investor confidence, a compact growth pattern, and a sense of urban excitement.

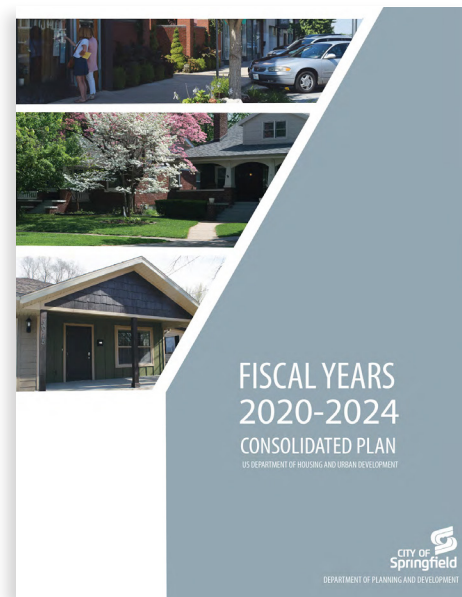
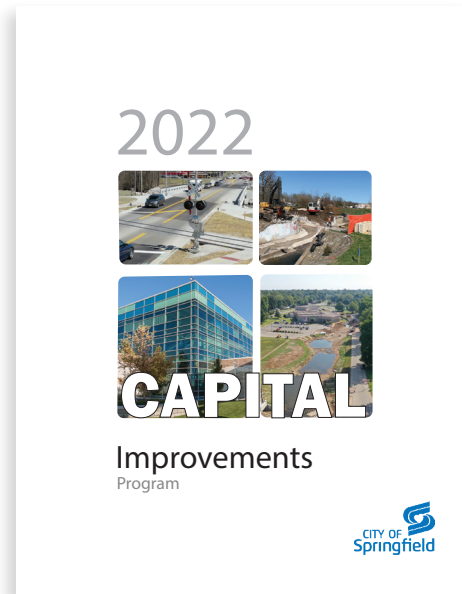


CAPITAL IMPROVEMENTS PROGRAM (CIP)

Since 1992, the City of Springfield has maintained a Capital Improvements Program (CIP) to document its proposed infrastructure and public facility improvements in a single, prioritized listing. The City prepares the CIP annually to complement the development of the City's annual budget. Inclusion in the CIP, however, is not a guarantee of implementation. Projects located outside city limits may be included in the CIP if they impact systems or quality of life within Springfield and fall in its urban service area. City Utilities maintains a separate capital improvement and recapitalization program for the utilities (electric, natural gas, water, and broadband) and services (public transit) it manages. The Comprehensive Plan will serve to provide guidance on future public infrastructure investments to be included in the CIP that champion and align with the community's priorities.

CONSOLIDATED PLAN

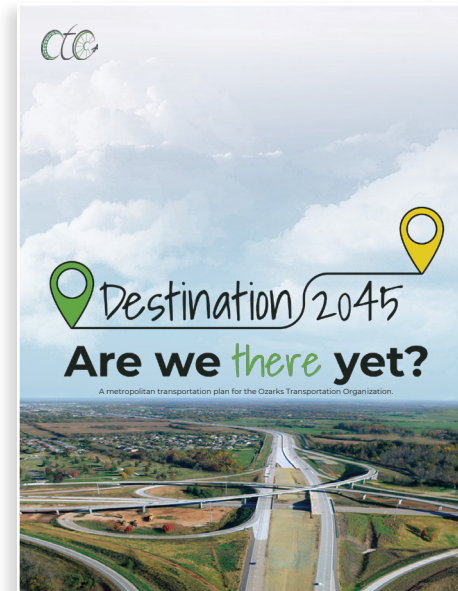
The 2020-2024 Consolidated Plan was created to identify housing, homelessness, supportive service, and non-housing community needs in Springfield. Developed through a coordinated community participation process, the plan provides a strategy for allocating U.S. Department of Housing and Urban Development (HUD) federal funds under the Community Development Block Grant (CDBG) and Home Investment Partnership (HOME). The plan includes a strategic plan that identifies strengths and impediments within the community, prioritizes key issues, and describes the implementation of the plan.



DESTINATION 2045

Destination 2045 is the 5-year update to the Ozark Transportation Organization's (OTO) Long Range Transportation Plan. The plan establishes the region's transportation needs and priorities for the next twenty years. The goals of the plan address the following:

- Safety for all users on all modes
- Asset management and fiscal responsibility
- A connected, integrated, multi-modal system
- Resiliency and preparedness for the future
- Quality projects that implement best practices



MAYOR'S INITIATIVE ON EQUITY AND EQUALITY

On March 8, 2021, Springfield Mayor Ken McClure and City Council voted unanimously to create the Mayor's Initiative on Equity and Equality to further the City's ongoing efforts to ensure an equitable environment that celebrates diversity and inclusion. An 18-member group was charged developing guiding principles to improve equitable access to opportunities, recognizing the inherent dignity, value, and worth of each individual.

The initiative establishes a vision that promotes a community where differences are valued and celebrated and where everyone has the opportunity to prosper and contribute. The five following guiding principles reflect the City's commitment to improving inclusive and equitable access to opportunities, recognizing the inherent dignity, value, and worth of each individual in our community.

Dialogue and Understanding

"We are committed to..."

- Seeking and listening to diverse thoughts respectfully
- Fostering a culture of mutual learning through continual dialogue and education

Cultural Consciousness

"We are committed to..."

- Developing awareness of our own existing biases
- Understanding, valuing, and respecting diversity

Advocacy and Partnerships

"We are committed to..."

- Cultivating inclusive partnerships to increase intentional and effective collaboration
- Welcoming diverse voices and advocating for the underrepresented and the disenfranchised

Structural and Systemic Barriers

"We are committed to..."

- Identifying and removing diversity, equity, and inclusion barriers
- Refining policies and implementing practices to protect the rights of every member of our community

Personal and Organizational Accountability

"We are committed to..."

- Inspiring, modeling, and promoting diversity, equity, and inclusion excellence
- Honoring individuals and organizations that demonstrate accountability for fostering an inclusive community

ADDITIONAL PLANS AND STUDIES

The following list of adopted plans and studies, continue to support targeted geographic initiatives in the city.

- College Street Corridor Plan
- Grant Avenue Parkway Corridor Plan
- Galloway Redevelopment Area
- Vision 20/20 Historic Preservation Element
- Jordan Valley Concept Plan
- Neighborhoods Plans:
 - Rountree Neighborhood Plan
 - Midtown Neighborhood Plan
 - Phelps Grove Neighborhood Plan
 - West Central Neighborhood Plan
- West Sunshine / Highway 60 Corridor Study
- Southeast Springfield Development Study
- Ozarks Technical Community College Master Plan
- Drury University Campus Master Plan
- Springfield Art Museum 10-Year Master Plan