

Center City Demographics

Daytime workers

On any given work day you will find more than 25,000 people working in Center City. The Downtown office market approximately 25 percent of total office space in Springfield. These offices include professional and service-oriented businesses with State of Missouri and Missouri State University easily identified as large employers in the area. Walnut Street and Commercial Street are the home of an increasing number of professional offices for attorneys, architects, writers and consultants. Government Plaza, directly north of Downtown includes offices for Greene County, the City of Springfield, County and Municipal courts, City Utilities, the Public Library, the Social Security office, Springfield Public Schools and Central High School. Drury University and Ozarks Technical Community College (OTC) contribute a large presence in this district.

Residents

A three-mile radius of Downtown Springfield has 88,308 residents. This represents a third of Greene County's population.

Retail Market

According to the 2002 Downtown Real Estate Market Study: "Given the lower space cost, central regional location, and availability of space, the potential for more destination-based retailers in the downtown market does exist and should be further expanded upon." This market segment includes specialty merchandisers offering antiques, collectibles, apparel, art galleries, office and home furnishings and more. The traditional Springfield market is supplemented by the nearly 40,000 students who live within a one-mile radius of Park Central Square. This study is available at www.business4springfield.com/publications/downtown.

After Hours

Downtown Springfield proudly offers nearly 50 restaurants and pubs with everything from authentic, lower-priced ethnic creations to the city's most upscale eating experiences. Live entertainment provides something for everyone with cultural activity rounding out the experience in 19 galleries, theaters and studios.

Investment

Over \$250 million has been invested in Center City through a combination of public and private financing since 1997. Retail space has increased from 398,100 square feet in 1997 to over 550,000 square feet in 2003. Eating and drinking establishments increased from 27 to 50 during this same time. City of Springfield investment includes streetscape improvements with sidewalk replacement and new street lighting and the renovation of the historic Calaboose for a Police substation. The self-taxing Downtown Community Improvement District provides regular maintenance and cleanup, snow removal and amenities such as bike racks and trash cans.

Traffic Counts

Center City thoroughfares experience the following daily traffic counts.

Chestnut Exp. ó Benton to Grant:	30,000
Grand ó Kimbrough to Grant:	14,900
Campbell ó Grand to Chestnut:	8,000
Jefferson ó Grand to Chestnut:	5,000