

# MacARTHUR BOULEVARD

SECTION 2: STATE OF THE BOULEVARD



### LAND USE

The MacArthur Boulevard Study Area contains a mix of land uses from commercial and institutional to residential and industrial. Overall, physical conditions along the Boulevard can be considered in fair condition as older buildings, its streetscape and other infrastructure are in need of rehabilitation, replacement and reconstruction. Development along the Boulevard is also regulated under a patchwork of zoning districts, which do not promote the type of pedestrian-oriented development that would be appropriate for the long-term revitalization and redevelopment of the Boulevard.



*Commercial building*

### COMMERCIAL

Retail and service uses along MacArthur Boulevard include home improvement, small auto-service shops, banks, fast food and restaurants. Commercial and office buildings are in generally good condition, although some are deteriorating, need façade improvements, lack proper parking circulation or have unattractive signage. Lot sizes along the west side of MacArthur Boulevard are deeper than those on the east side. Commercial uses located along South Grand Avenue and MacArthur Boulevard north of Laurel Street are mostly single-family homes that have been converted to retail shops.



*Single-family home*

Small office uses along the Boulevard occupy mainly 1 to 3-story buildings and are generally in good condition. The three-story building at 1045 Outer Park Drive houses the Illinois Capital Area Chapter of the American Red Cross and the Springfield Jewish Federation. The exception is a 5-story office building behind the vacant K-Mart site, which houses the Illinois Emergency Management Agency Department of Nuclear Safety. Office uses include medical practices, insurance and investment agencies and law practices.



*Commercial building*

### RESIDENTIAL

Residential uses are located adjacent on both the east and west sides of MacArthur Boulevard. These consist of single-family neighborhoods and pockets of multi-family buildings. The neighborhoods have a range of housing types, lot sizes and physical conditions. Homes west of MacArthur Boulevard are generally in good condition, while homes to the east appear in fair to good condition.

The MacArthur Park Apartments complex is a large residential development located just west of MacArthur Boulevard. It is linked to the Boulevard by a small access drive. This higher-density housing is surrounded by a low-density single-family neighborhood. Local residents have noted issues regarding loitering, littering and crime in and around the complex.



*New commercial, CVS Pharmacy*



Butler School

### INSTITUTIONAL

The Study Area contains major institutional uses such as Butler Elementary School and South Side Christian Church. Franklin Middle School and Blessed Sacrament Catholic Church and School are nearby. These institutions bring significant activity to the Boulevard on a daily basis.



Home converted to office use

### INDUSTRIAL

A few light industrial uses are clustered at the south end of the Boulevard along North Street and Stanford Drive. These uses do not occupy prime commercial, office or residential space along MacArthur and do not conflict with the surrounding land uses. However, some industrial uses are interspersed throughout the single-family neighborhood north of North Street.

The Prairie Farms Dairy plant occupies the corner of Lenox Avenue and MacArthur Boulevard. The facility is not a retail operation and generates truck traffic next to smaller retail uses and the adjacent neighborhood.



Commercial building

## CHARACTER ZONES

The Study Area, which contains a wide range of land uses, including retail, service, office, educational, institutional and residential, was further examined in three separate segments or character zones.

The physical appearance of MacArthur Boulevard is important to maintaining commercial and office property values, fostering an active pedestrian-oriented environment, attracting new businesses and development and providing a high quality of life for Springfield residents. The physical conditions along MacArthur affect its “curb appeal”. These conditions include buildings, sidewalks, streets, parking, landscape/streetscape, business signage and district signage.

Overall, MacArthur Boulevard is in fair condition with several older commercial buildings and deteriorating streetscape, signage, roads, alleys and parking lots.



MacArthur Boulevard intersection

### NORTH END

The North End, bounded by South Grand Avenue and Outer Park Drive, is the more pedestrian-oriented segment of the Boulevard (**See Figure 2.1: Existing Land Use - North End**). South Grand Avenue has a traditional neighborhood environment with single-family houses converted to professional office space and some multi-family residential

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*Esquire Theatre*

buildings. Parking lots are located in the rear or to the side of these buildings. This traditional character extends along North MacArthur Boulevard to approximately Laurel Street. The Boulevard then transitions to an auto-oriented environment with retail shops and storefronts, a gas station and several vacant buildings formerly occupied by the Esquire Theater, a vacant K-Mart and a bowling alley. Butler Elementary School and Blessed Sacrament Catholic Church and School are institutional uses located along or to the rear of these blocks.

### Physical Conditions

While most buildings along the north section of MacArthur Boulevard appear to be in good to fair condition, several buildings are unattractive and show signs of deterioration. Poorly maintained properties negatively impact the area and include buildings in need of façade improvements and/or those with unscreened parking lots abutting the parkway. Side and building rear walls are also visible from sidewalks, parking lots and streets.

On South Grand Avenue, with its traditional residential architecture, most buildings are in good condition and create an established neighborhood appearance. The large Esquire Theater property located on MacArthur Boulevard just south of South Grand Avenue, is vacant and deteriorating. This location is the highly visible northern gateway into MacArthur Boulevard.

On the west side of MacArthur south to Laurel Street, there are businesses in single-family homes that appear to be in good to fair condition.

From Laurel to Outer Park Drive, building conditions vary as most have outdated and unattractive façades with front parking lots and no



*Existing business with front parking lot*



*Vacant K-Mart block*



*Priority One Healthcare Center*



*Large parking lot with no landscaping*



Head-in parking



Large unlandscaped parking lot



Lack of parkway/landscaping



Deteriorating parkway

landscaping. However, recent developments, such as Springfield Priority Care and the new Walgreens, have brought “fresher-looking” building façades along this segment of the Boulevard. .

The vacant K-Mart site, at the northwest corner of Outer Park Drive, is the largest parcel of land in this zone. Similar to the Esquire Theater site, its boarded up façade and un-maintained parking and service areas have a negative visual impact on the overall Boulevard.

### SOUTH END

The South End of the Boulevard, bounded by Outer Park Drive at the north and Junction Circle to the south is comprised of a mix of auto-oriented commercial uses, including a large commercial center, auto services, a gas station, restaurants, title loan services, a dairy processing plant and payday loan stores (See Figure 2.2: Existing Land Use - South End).

South Side Christian Church is the only institutional use within the South End. Franklin Middle School is located just west of the Boulevard on Outer Park Drive. Both facilities are activity generators for the area. The MacArthur Park Apartments complex is connected to MacArthur Boulevard and is the largest multi-family residential development in the area. New commercial development has occurred on Wabash Avenue and North Street. These intersections are major nodes and gateways into the Boulevard.

### Physical Conditions

At the southwest corner of Outer Park Drive and MacArthur Boulevard, the Town and Country shopping center occupies a large portion of road frontage. The center was developed with a deep setback, in-line shops and a vast parking area between the stores and MacArthur Boulevard. The surface parking lot and its main entry drive lack landscaping. The center has had recent improvements, but its overall design lacks character with little to no architectural detail or definition of storefronts.

On the east side of MacArthur Boulevard, south of Outer Park Drive to Lenox Avenue, buildings range from good to fair condition. The Prairie Farms Dairy at the northeast corner of Lenox and MacArthur includes a large asphalt area used for truck loading. It’s undeveloped frontage creates a void or break in the block and lacks landscaping along street parkways.

From Lenox to Wabash Avenue most buildings are in good to fair condition, and some have been recently renovated with new siding, roofs and façades.

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On the west side of the Boulevard, the MacArthur Park Apartment complex is located behind the Ayerco Gas Station and Fritz’s Restaurant, south of Iles Avenue. It is the only multi-family development of its kind in the Boulevard. It consists of 2-story rowhouse/townhome style apartments that are starting to show signs of deterioration. The complex’s internal streets are in poor condition. Trash dumpsters are visible and located in close proximity to unit entrances. These property conditions, along with safety and security issues, have become an ongoing concern for residents of the surrounding neighborhood.



*Unattractive façade*

In this south segment of MacArthur Boulevard, most buildings are separated by driveways and large parking lots. Most blocks lack a consistent “streetwall” of building setbacks and building placement, which discourages movement between businesses for pedestrians and reduces visibility of storefronts for motorists. Most properties lack parking lot landscaping and paved surfaces often extend from buildings to curbs.



*Unlandscaped front parking*

## BOULEVARD EXTENSION

This segment of the Boulevard includes the extension of MacArthur Boulevard from Junction Circle to Interstate 72 (See **Figure 2.3: Existing Land Use - Boulevard Extension**). This new street extension was completed in May 2010 and completes the connection of MacArthur Boulevard to Interstate 72 with a new interchange. MacArthur Boulevard will eventually continue south over the Interstate and link to the community of Chatham.

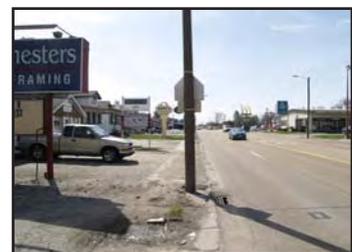


*Parked car blocking views*

The Extension End is mostly undeveloped agricultural land. A large commercial center retail development, Legacy Pointe, will anchor the northwest corner of the interchange. Legacy Pointe, which is under construction, will consist of a mix of retail, hotel and office uses and multiple types of residential housing. The first tenant of this development will be a Scheels outdoor and sportswear store. Scheels will be a significant regional draw to MacArthur Boulevard and Springfield.

## Physical Conditions

The northeast corner of Junction Circle and the MacArthur extension has experienced the most recent development. The majority of buildings are in good condition. ShowMe’s Restaurant, at the southwest corner of Wabash and MacArthur, appears to be in good condition, but has very few windows and lacks landscaping. This is a key gateway corner that is important to MacArthur Boulevard’s image. The remaining segment of the extension is undeveloped.



*Deteriorated streetscape*



*"Head-in" parking accessed directly off of MacArthur Boulevard*

### PARKING

On-street parking is prohibited on the roadway, so parking facilities for MacArthur Boulevard businesses are provided on private property in surface lots. Parking locations vary for each property, but the majority is located to the side or rear of buildings. However, in several locations, head-in parking directly off MacArthur is available. This creates hazardous situations when vehicles entering and exiting stalls cross traffic or enter lanes without warning. In some locations businesses are also using the public right-of-way for parking. This can also cause a hazardous situation as parked vehicles close to a road create "blind" spots that block views of traffic exiting a property.



*Large unlandscaped parking lot*

Parking areas along the Boulevard are asphalt surfaces that are in good to fair condition. Most businesses lack perimeter or internal landscaping that make properties more attractive while also providing shade.

### ALLEYS

The existing alley network is fairly consistent on both sides of the Boulevard, except in situations where the alley terminates at a cross-street and does not resume again for several blocks. This has been caused by buildings developed within the vacated alley right-of-way.



*Parking too close to road and sidewalk*

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Most alleys are in poor condition and in need of repair or replacement. Several alley entrances have been improved due to recent developments along the Boulevard.

### STREETSCAPE

Streetscape is a key physical component that can help define the character and value of a commercial corridor.

Key streetscape elements include:

- Street width and condition.
- Crosswalk placement, marking and condition.
- Sidewalk width, condition, material and uniformity.
- Lighting type and placement.
- Furniture condition and placement (benches and trash cans).
- Landscape condition and density (street trees, parkways and planters).
- Signage condition and location (business, wayfinding and identity signs).

MacArthur Boulevard lacks consistent and attractive streetscape. Sidewalks are not consistently provided on either side of the Boulevard and are missing in some locations. In addition, there is an excessive amount of driveway curb-cuts, which break up the streetscape. In some locations, a driveway curb-cut or opening is as wide as the overall property. In other locations, unused curb-cuts are still present along the road and in some places curbs do not exist.

Overall, a streetscape plan is needed for the Boulevard to improve its pedestrian environment and overall aesthetics. Major changes to the streetscape would significantly improve its attractiveness for businesses, shoppers and investors.

### SIGNAGE

Business signage along MacArthur Boulevard has been described as “overwhelming and cluttered.” The combination of billboards, large signs, shopping center signs with multiple tenants, sign clutter in windows and unattractive or deteriorating signs also negatively impacts the visual quality of the Boulevard and its commercial “image”. Such “sign chaos” can make it difficult to find businesses along a busy roadway.



*Deteriorating streetscape conditions*



*Existing conditions within right-of-way*



Cluttered monument sign



Poor business signage and billboards along the Boulevard

## ZONING

MacArthur Boulevard contains five separate City of Springfield zoning districts, including four commercial and one residential zoning classification. These districts include:

- S-2: Community Shopping and Office District
- R-5C/OFF: Office District
- B-1: Highway Business Service District
- B-2: General Business Service District
- R-3B: General Residential District

### S-2: COMMUNITY SHOPPING + OFFICE DISTRICT

The S-2 Community Shopping and Office District accommodates the City's larger but secondary shopping districts beyond the neighborhood retail and service centers allowed in the S-1 zoning district classification. All permitted uses in the S-2 District include those permitted in the S-1 Community and Office District.

A broad range of land uses are allowed in the S-2 District, including convenience and general retail such as grocery stores, small retail operations and banks, as well as service-retail such as restaurants, office, residential and light-manufacturing associated with some retail operations. Hospitals, medical offices, recreational facilities, colleges, churches and museums are typical permitted institutional uses. Residential, located above the first floor, is a conditional use along with liquor stores, taverns, microbreweries, restaurants and banquet halls that serve alcohol, auto service stations and commercial parking lots. Drive-in facilities abutting residential districts are also conditional uses.

Building setbacks for the S-2 District include a 15-foot front yard and 10-foot rear yard. These are appropriate setbacks for an auto-oriented corridor as it allows for landscaped buffer space between the roadway and building storefront. The maximum height allowed is 50 feet. The current Springfield zoning code does not outline minimum lot sizes for commercial buildings although it specifies lot requirements for residential and mixed-use developments. For multi-family dwellings, 6,000 square feet is the minimum lot area allowed; for mixed-use developments an additional 200 feet of lot area is required.

Parking requirements specified under the S-2 District specifies 1 space per 200 square feet of retail space and 1 space per 100 feet of floor space for restaurants. The retail parking ratio, which equals 5 spaces

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per 1,000 square feet, is higher than the standard 3 to 4 spaces per 1,000 square feet for small to mid-size commercial uses.

The S-2 District appears to be an appropriate zoning classification for MacArthur Boulevard north of Junction Circle as it allows for a wide variety of neighborhood commercial and professional office uses that would be attractive to local residents as well as motorists traveling through the area. However, some permitted uses, auto service stations and commercial parking lots may not be appropriate for the Boulevard north of Junction Circle in which pedestrian oriented development should be encouraged. Parking lots and auto service stations add new curb cuts to the roadway and break up the Boulevard street wall.

### **R-5C/OFF: Office District**

The R-5C/OFF district allows for administrative, professional and business offices within a residential district as well as all nonresidential uses permitted in the R-3 General. This designation emphasizes accessibility to major streets and related functions, such as hospitals, clinics and apartments, utilized by office employees and administrative personnel.

Building front yard setbacks for the R-5C/OFF District are set at 20 feet from the right-of-way. Parking requirements for the office district are set at 1 space per 200 square feet of floor space. This requirement equates to 5 spaces per 1,000 square feet of floor space and is above the typical requirement of 3.3 to 4 spaces per 1,000 square feet of office space.

The R-5C/OFF District appears to be appropriate for MacArthur Boulevard as it allows for professional office space. However, parking requirements should be lowered and some uses, such as hospitals, should not be allowed along the Boulevard as retail uses should be the more highly promoted land use on the Corridor.

### **B-1: HIGHWAY BUSINESS SERVICE DISTRICT**

The B-1 Highway Business Service District allows various auto-oriented and drive-in type commercial and service uses and entertainment and amusement establishments along portions of MacArthur Boulevard. Typical uses include automobile repair shops and retail outlets, drive-in restaurants, monthly rental storage facilities, small amusement parks, greenhouses, kennels and outdoor sporting businesses. Conditional uses include wireless communication towers, liquor stores, drive-in theaters and accessory parking lots.

Building setback requirements for the B-1 District include a 15 foot front yard and 10 foot rear yard. These are appropriate setbacks for a pedestrian oriented corridor as it allows for some landscaping between the roadway and building storefront. Maximum building height is 50 feet. The Springfield zoning code does not specify minimum lot area and side yard requirements for uses within the B-1 District.

The B-1 zoning classification encourages auto-oriented service uses that are more appropriate for areas south of Outer Park Drive or other areas outside of the Boulevard. Permitted uses, such as storage facilities, amusement parks and outdoor sporting businesses are not appropriate for community or neighborhood shopping districts. Some land uses, such as drive-in restaurants, should be considered conditional uses rather than permitted uses since they have more physical impacts on a site and surrounding blocks are not appropriate for a pedestrian-oriented commercial district. Some conditional uses, such as wireless communication towers and drive-in theaters are also not appropriate on the Boulevard and should not be permitted.

Parking under the municipal code for auto services and entertainment uses allowed in a B-1 district requires 1 space per 200 square feet and restaurants require 1 space per 100 feet of floor space. As noted earlier, parking ratios and allowed uses need to be further reviewed and assessed to determine their appropriateness for achieving the redevelopment goals for the Boulevard.

### **B-2: GENERAL BUSINESS SERVICE DISTRICT**

The B-2 District allows for commercial and light industrial services that support the retail functions in nearby major commercial centers. There is a broad range of uses allowed in this zoning classification, including automobile service stations and supply stores, catering businesses, feed stores and animal hospitals, wholesale establishments, building material and lumbers stores, contractors, and trucking terminals limited to 20,000 square feet of lot area. Permitted uses may involve objectionable impacts such as noise, vibration, smoke, other particulate matter or operations that omit odors. Conditional uses include adult entertainment establishments, off-street accessory parking lots and trucking terminals over 20,000 square feet of lot area. Parking requirements for the B-2 District specify 1 space per 2 employees. Building setbacks for the B-2 district are 15 feet for the front yard and 10 feet for the rear yard. The maximum building height allowed is 60 feet and there are no minimum lot area requirements for this zoning district.

The B-2 District should be discouraged along MacArthur Boulevard as it allows for businesses and industrial uses that are not compatible with retail, housing, office or institutional uses and the surrounding neighborhood.

### **R-3B: GENERAL RESIDENTIAL DISTRICT**

This District permits all types of residential buildings with appropriate standards on density, open space and building spacing. This district allows for community facilities, such as schools, hospitals and cultural institutions, as well as public open space, which serve local residents. The R-3B District allows for a minimum lot size of 6,000 square feet for single-family dwellings, 3,000 square feet for duplexes and townhouses and 2,500 square feet for multi-family dwellings.

Parking requirements for the R-3B District include 1 parking space per unit for single-family detached dwellings and 1.5 spaces per multi-family attached housing.

The R-3B District is an appropriate support district for MacArthur Boulevard as it provides a range of housing options nearby, but not directly on the Boulevard. Residential uses in close proximity to the Boulevard provides new residents with easier access to shops and restaurants.

### **Summary**

Overall there are several zoning districts governing MacArthur Boulevard, including those of the Village of Jerome and properties south of Wabash Avenue and east of Legacy Pointe under Sangamon County zoning authority. Varying setbacks, a lack of design standards, incompatible uses, and a wide range of permitted uses have created an inconsistent and inefficient development pattern along the Boulevard. Consolidating and simplifying development regulations, as well as creating a new zoning district or an overlay district should be considered for MacArthur Boulevard.

# TRANSPORTATION

There are numerous opportunities to improve traffic operations, access to businesses and the pedestrian experience along MacArthur Boulevard.

## SOUTH GRAND AVENUE TO (HOLMES AVENUE TO WALNUT STREETS)

The South Grand Avenue portion of the Study Area runs from Holmes Avenue on the west to Walnut Street on the east and connects the older, traditional neighborhoods and downtown Springfield with the MacArthur Boulevard. With its large canopy trees and sidewalks set back from the roadway, South Grand Avenue is an attractive gateway roadway linking downtown and the Boulevard.

**Table 2.1: South Grand Avenue – Key Facts**

Jurisdiction: City of Springfield
Speed Limit: 30 Miles Per Hour with 20 MPH School Zone between Walnut + Glenwood Avenues
Driveways (North): 16
Driveways (South): 7
Driveways (Total): 23
Intersections: 2
Sidewalks: 100% Provided, 4 feet to 6 feet standard sidewalk
Alleys: both sides of roadway
Right-of-way: 80 feet typical
Traffic Control: Signals with no pedestrian countdowns.

### Roadway Configuration

South Grand Avenue is a five lane cross section, with two travel lanes in each direction and a center bi-directional turning lane. Right-of-way width along South Grand Avenue is 80 feet and each travel lane is approximately 12 feet wide. Average Annual Daily Traffic (AADT) volumes along South Grand Avenue are approximately 12,000 vehicles per day (See **Figure 2.4: Transportation System - Roadway - North End**).

Access is provided by local streets, which connect South Grand Avenue to the adjacent neighborhoods. The regular and orderly spacing of the street grid provides an excellent framework for vehicle and pedestrian movement. The average block length along the roadway is approximately 380 feet.

Alleys, located behind homes and businesses north and south of South Grand Avenue provide additional circulation opportunities for deliveries and refuse collection. South of South Grand Avenue, alleys are provided from MacArthur Boulevard to Walnut Avenue. Pavement widths vary within the alley, but are generally narrow south of South Grand Avenue. Alleys are located mid-block between streets intersecting perpendicular with South Grand Avenue.

Driveways are less prevalent along South Grand Avenue than other portions of the Study Area. Between Walnut Street and Holmes Avenue, there are 23 driveways - 16 on the north side and 7 on the south side. Driveways are primarily for individual businesses with rear parking garages or spaces. On-street parking is not provided as most businesses have adjacent parking spaces or lots in the rear.

### Alternative Modes

While transportation planning associated with roadways is critical, alternative modes of transportation are an increasingly important component. Walking, bicycling and bus service are alternative modes of transit that should be reinforced along the Boulevard through careful improvements to existing infrastructure (See **Figure 2.5: Transportation System- Alternative Modes - North End**).

- ❑ **Pedestrians.** The pedestrian experience along South Grand Avenue is excellent. A complete sidewalk network is provided, setback from the roadway behind a six to seven foot tree-lined parkway. Blocks are approximately 380 feet long and highly walkable without long stretches of vacant or underutilized land or parking lots. Signals and pedestrian crosswalks are provided a quarter mile apart.
- ❑ **Bicycle.** Bike lanes are not provided along South Grand Avenue. Due to high vehicular travel speeds, anticipated traffic growth and lack of additional pavement width, providing bicycle facilities along this road will prove difficult with the existing five lane roadway configuration. A potential option exists for encouraging bicycle mobility along Vine Street, a side street to the north, as a marked bicycle route. In addition, South Grand Avenue's current traffic volume of 12,000 vehicles a day is at the low end of what a five-lane roadway can support in terms of traffic volume. If future traffic volumes fail to materialize and the roadway is reconfigured into a narrower roadway configuration, dedicated bike lanes may be able to be added.
- ❑ **Bus Service.** Bus service is provided by the Springfield Mass Transit District (SMTD), which provides daily bus service along the Boulevard and throughout the Springfield region. SMTD has recently reorganized its bus routes to improve operating efficiencies and provide increased service during the AM and PM peak travel times. Several of the changes have directly impacted bus operations along South Grand Avenue.

Previously, Route 9 provided bus service along South Grand Avenue, and circulated through the neighborhoods west of MacArthur Boulevard and south of South Grand Avenue. The bus route traveled south along Douglas Avenue, west along Ash Street and north along Noble Avenue before returning to South Grand Avenue and downtown Springfield. Based on data provided by SMTD, annual ridership on Route 9 was 69,084 patrons between June 2008 and June 2009. Based on information provided by SMTD, Route 9 was eliminated in 2010 as a newly developed route system was deployed across the region.

### MacArthur Boulevard (South Grand Avenue to Junction Circle)

The MacArthur Boulevard Corridor begins at South Grand Avenue on the north and south ends at Junction Circle on the south, and is approximately 1.5 miles in length.

#### Roadway Configuration

The typical cross section along MacArthur Boulevard is five lanes with two travel lanes in the north-south direction and a center bi-directional turning lane. Dedicated left turning lanes are provided at all signalized intersections. Approximately 500 feet north of Laurel Street, the roadway narrows to a four lane cross section. The roadway widens to accommodate a much larger intersection at Wabash/Stanford Avenues. Lane widths throughout the Boulevard are typically 12 feet wide, with a pavement width of 60 feet. Right-of-way varies from a minimum of 66 feet at several locations along the Boulevard to 123 feet at the intersection of Wabash/Stanford Avenues (See **Figures 2.4 and 2.6: Transportation System - Roadway**).

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Recent improvements along the Boulevard include the intersection of MacArthur Boulevard and Wabash/Stanford Avenues, which was reconstructed in 2003 and contains multiple lanes on all approaches. The Illinois Department of Transportation (IDOT) has plans to upgrade the intersections of Ash and Laurel Streets. The improvements will consist primarily of expanded geometry (larger radius) to accommodate turning vehicles and trucks. Countdown pedestrian signals will also be placed at the intersections.

**Table 2.2: MacArthur Boulevard/Key Facts**

Jurisdiction: Illinois Department of Transportation
Length: 8,500 feet (1.61 miles)
Speed Limit: Varies between 20 Miles Per Hour in school zones to 40 MPH near Wabash/Stanford.
Driveways (East): 70
Driveways (West): 52
Driveways (Total): 122
Intersections : 9
Sidewalks: Approximately 80% provided, typically 4 to 6 feet wide, mostly along the curb.
Alleys: both sides of roadway, discontinuous on west side.
Right-of-Way: 66 feet typical
Traffic Signal Systems: No pedestrian countdowns timers and no signal interconnects
Planned Improvements: Intersection geometric improvements at Ash Street and Laurel Avenue.

### Traffic Volumes

Based on 2006 traffic data from the IDOT, average daily traffic along the Boulevard varies between 18,800 and 21,500 vehicles. Future traffic volume projections were generated for the intersection improvements planned at MacArthur and Ash Street from 2012 to 2032. There are approximately 28,350 vehicles per day north of Ash Street and 32,750 vehicles per day south of the intersection. IDOT indicated that this projected ADT was computed on a 1.5% per year growth in traffic.

Ash Street is a major collector road that links the Boulevard to Dirksen Parkway to the east. The difference in projected AADT north and south of MacArthur/Ash Street intersection is due to the many vehicles turning onto Ash Street at this point and not proceeding north. The continuous five lane section of MacArthur Boulevard from Ash Street to Wabash Avenues will be able to accommodate this projected growth. The Intersection Design Study for Ash Street projects a Level of Service (LOS) for these volumes as C in the AM peak and D during the PM peak. Both are acceptable for the design and operations of the roadway.

Local access to MacArthur Boulevard is provided by several streets and roads that provide an orderly framework of streets connecting the Boulevard to the adjacent neighborhoods. This street grid connects the Boulevard at regular intervals and provides an excellent framework for vehicle and pedestrian movements that are typical of older, traditional neighborhood development.

Alleys, located on either side of MacArthur Boulevard, provide an additional layer of circulation. Along the west side of the Boulevard, alleys are present between Cherry Road and Ash Street, between Ash Street and Butler Elementary School and Laurel Street and South Grand Avenue. Along the east side of the Boulevard, a continuous alley is provided from South Grand Avenue to Lenox Avenue. The alleys provide adequate circulation for deliveries and refuse collection despite their poor condition and narrow lane width. With redevelopment of key commercial properties, the alleys have the potential to improve access and circulation along the Boulevard.

Driveways have proliferated during decades of auto-oriented development, resulting in a disruptive traffic pattern on MacArthur Boulevard as well as a poor pedestrian environment. These curb cuts also create dangerous turning movements for motorists turning into or out of driveways with tight turning radii. Along the Boulevard, there are 122 driveways - 52 on the west side and 70 on the east. This equates to a driveway every 163 feet along the west and 121 feet along the east sides of the street. In some cases, driveways are much closer. For example, south of Outer Park Drive and north of the signalized shopping center drive at NAPA Auto Parts, there are 11 driveways in a 720 foot span. This equates to a driveway every 65 feet. In addition, driveway widths are very wide, with many measuring 40 to 65 feet or more. Multiple driveway sections among neighboring properties can span over 150 feet, with little or no definition in between. In some cases, the driveway extends nearly the entire width of the property as is the case of the Jiffy Lube and Prairie Farms Dairy properties. All efforts should be made to work with adjacent business owners to eliminate unnecessary driveways and consolidate and share curb cuts along the roadway.

### Parking

On-street parking is not provided along MacArthur Boulevard. Almost all of the parking located within the Boulevard is located in private parking lots. It appears that most businesses have an adequate supply of parking. The SSCRPC recently conducted an in-depth parking survey of 38 individual properties along the Boulevard as part of this planning effort. The survey showed that during peak times of the day (Friday 11:00 to 1:00 PM, 5:30 to 7:00 PM, and Saturday 11:00 AM to 1:00 PM). A majority of businesses and properties had a surplus of spaces available for use and that parking demand is not as high as perceived. The data supports the potential for consolidating, reducing and sharing parking throughout the Boulevard

In some cases, parking is provided on or very near the right-of-way of MacArthur Boulevard, with poorly defined parking areas. Several businesses also have unsafe “head-in” parking configurations where vehicles are required to back out into the Boulevard from small parking lots adjacent to the roadway. Given the Boulevard’s high traffic volumes, these head in parking spaces should be considered for removal where alternative and shared parking options can be developed. Potential also exists for increasing the use of alleys to access parking lots. Improving alleys and increasing their use will reduce traffic and pedestrian conflicts along MacArthur Boulevard and provide more space for landscaping in the front of buildings.

### Alternative Modes

- ❑ **Pedestrian Experience.** Sidewalks are in poor condition and not provided along long portions of the Boulevard. In many cases where they are provided, sidewalks are four to six feet wide along the curb with no buffer from vehicular traffic. In other locations, only a very narrow sidewalk or “footpath” exists. Sidewalks are also interrupted by numerous wide driveways (See **Figures 2.5 and 2.7: Transportation System - Alternative Modes**).

Pedestrian push button signals are provided at all signalized intersections. However, signals do not always work when the push button is activated. The signalized intersection at Cherry Road would benefit from a major pedestrian enhancement. Sidewalks are not provided along Cherry Road to the neighborhoods west of MacArthur Boulevard and the northern crosswalk across MacArthur Boulevard was never constructed. The existing angled crosswalk across MacArthur Boulevard does not have ADA compliant detectable warnings and ends at several utility poles located at the intersection's southwest corner in front of the Shell Gas Station. Upgrades to the pedestrian signals at Ash and Laurel Streets are planned when the two intersections are reconstructed by IDOT, and will include pedestrian countdown timers that will provide a model for improved pedestrian crossings throughout the Boulevard.

- ❑ **Bicycle.** Bike lanes are not provided along the Boulevard due to its high vehicular travel speeds and anticipated traffic growth. Several options exist for encouraging bicycle mobility adjacent to MacArthur Boulevard. Low volume side streets could potentially be used as safer, bicycle friendly streets that provide access across the roadway. Existing north-south streets could also be used as parallel, “bicycle safe” routes if adequate signage is provided. Currently, the City of Springfield is undergoing an evaluation of regional and local bicycle demand with possible route improvements and connections. There are potential route connections to the existing Interurban and Wabash bicycle trails to the south. **(See Figures 2.5 and 2.7: Transportation System - Alternative Modes).**
  
- ❑ **Bus Service.** Previously, bus service through the Boulevard was provided by Routes 6 and 7. Route 6 provided transit service from South Grand Avenue to Outer Park Drive with service originating at the intersection of Fifth Street and the State Capitol and terminating at White Oaks Mall. The route traveled westward at Outer Park Drive. Ridership information obtained from SMTD indicated that the route had approximately 173,303 patrons between June 2008 and June 2009. Based on information provided by SMTD, Route 6 was eliminated in the summer of 2010 as a newly developed route system was deployed across the region.

Bus Route 7 provides transit service along MacArthur Boulevard from Iles Avenue to Laurel Street. Route 7 also originates at the State Capitol and travels to White Oaks Mall in a loop route. Ridership information obtained from SMTD indicated that the route had approximately 360,679 patrons between June 2008 and June 2009. Based on information provided by SMTD, Route 7 will remain as a newly developed route system but it will no longer service MacArthur Boulevard **(See Figures 2.5 and 2.7: Transportation System - Alternative Modes).**

## **BOULEVARD EXTENSION (FROM JUNCTION CIRCLE TO INTERSTATE 72)**

This newly constructed section of MacArthur Boulevard is over 6,500 feet in length and connects the Boulevard to the new interchange at Interstate 72. The alignment is actually part of a first phase of a plan that will eventually extend further south to Iron Bridge Road.

**Table 2.3: MacArthur Extension (From Junction Circle to Interstate 72) – Key Facts**

Jurisdiction: IDOT- Planned transfer to City of Springfield
Length: 6,500 feet (1.25 miles)
Speed Limit: Design Speed: 45 MPH
Intersections : 5 (not including I-72 on ramps)
Sidewalks: West side continuous to Lincolnshire; East side to Legacy Pointe Drive.
Alleys: None.
Right-of-Way: changes from 150 feet near Centre Ave., to 275 feet at the Lincolnshire Blvd.
Traffic Control: Traffic control: signalized intersections as warranted.

**Roadway Configuration**

The roadway cross section is primarily a continuous boulevard section widening at the intersections for turn lanes. Four new roadway intersections are planned to serve the new development at Legacy Pointe (See **Figure 2.8 Transportation System - Roadway - Boulevard Extension**). It is important to note that the newly created roadway and its intersecting streets are planned to not only serve the new Legacy Pointe development, but also to be part of a new network of roads to serve future development areas. They will eventually be under Springfield’s jurisdiction and will become a critical part of the City’s southern road network. The four new intersections and roadways are described below:

- ❑ Lincolnshire Drive, which is the largest intersection, will have dual left turn lanes on both the north and south approaches. This is planned to be a major collector roadway that will serve Legacy Pointe and areas to the west, as well as new development areas to the east. Consequently, it is designed as a four-legged intersection.
- ❑ Legacy Pointe Drive is a three-legged intersection but is planned to handle a large amount of traffic from the north side of the development. Consequently, it has been designed with dual southbound left turn lanes.
- ❑ Lindbergh and Westchester Boulevards complete the new intersecting roadways serving Legacy Pointe. They are also designed to continue further west to serve existing and new development areas.

**Traffic Volumes**

A traffic model completed for the MacArthur Boulevard extension as well as the Traffic Impact Study completed for Legacy Pointe projected year 2030 ADT that range from 32,800 – 37,000 vehicles per day. The difference is that the larger projections were modeled based on a more complete build out of the area. Legacy Pointe alone will generate a substantial addition to the traffic volumes. The already constructed six-lane section of MacArthur Boulevard along with planned intersection spacing and traffic control will be more than adequate to accommodate this traffic from Legacy Pointe and other developments in the area.

**Alternative Modes**

- ❑ **Pedestrians.** The extended Boulevard contains sidewalks along its east and west sides from Junction Circle to Lincolnshire Boulevard. An east-west pedestrian crossing will be striped at Legacy Pointe Drive and Lincolnshire Boulevard. Pedestrian linkages in this new area will be

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important as residents to the north will be able to walk to the new shopping center. Additionally, workers and those destined to shop or live at the new development or arriving by bus, will need to interconnect with the sidewalks and paths planned along MacArthur Boulevard (**See Figure 2.9: Transportation Systems - Alternative Modes - Boulevard Extension**).

- ❑ **Bicycle.** Bike paths are provided near the Boulevard extension. With careful planning, additional bicycle routes could connect the central and northern sections of the Boulevard to this established trail system. The Wabash Trail travels west from the intersection of MacArthur Boulevard and Junction Circle, and follows an old railroad right-of-way that is also used as an overhead electrical transmission corridor. It continues west across Chatham Road and Veterans Parkway and terminates at Robbins Road. The Interurban Trail, a seven mile long bike trail, connects to the east end of the Wabash Trail and travels south from the intersection of MacArthur Boulevard and Junction Circle across Hazel Dell Road and under Interstate 72. The trail then runs alongside the existing Amtrak line and continues across Woodside Road to Lake Springfield. It crosses the Lake on a refurbished railroad bridge and continues into Chatham, ending at Walnut Street.
- ❑ **Bus.** The SMTD is providing bus service within this new section of the Boulevard as of 2010. Bus Route 8 has been modified and now travels along MacArthur Boulevard between Highland Avenue and Junction Circle, before looping around Junction Circle and Stanford Avenue and traveling north on MacArthur Boulevard to Highland Avenue. As development occurs south of Stanford Avenue, Route 8 will be extended south to provide service to Legacy Pointe, as well as areas to the west.

## UTILITIES

### Storm Drainage System

The storm drainage system within the right-of-way of MacArthur Boulevard is owned and maintained by IDOT. The storm drainage system is designed to collect and convey a 10-year rainfall event. IDOT noted that there has not been flooding occurring in the area with storms of less than a 10-year rainfall event.

Any new development or redevelopment that occurs along the Boulevard will connect to the IDOT drainage system and will be subject to the IDOT Drainage Manual, which notes the following:

- ❑ Storm water detention is required to restrict the rate of runoff from any site to that of the pre-developed condition for both the 10-year and 100-year rainfall event.
- ❑ Storm water from an adjacent property connecting to the IDOT system is not allowed to discharge on the highway pavement by overtopping curbs or through entrance ways.

### Electrical Distribution System

There is sufficient electrical distribution infrastructure in place to handle new development within the MacArthur Boulevard corridor. The City Water, Light, and Power (CWLP) agency will make the improvements as needed when development projects are submitted for approval.

### Sewer/Water Systems

Assessment of the Boulevard's sanitary sewer and water supply systems will need to be conducted as a later phase of the MacArthur Boulevard planning process.

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## REAL ESTATE MARKET

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### OVERVIEW + METHODOLOGY

Over the past several decades, MacArthur Boulevard has experienced many of the similar economic shifts and changes that have taken place in older commercial corridors throughout the United States. These changes include increased household mobility and new transportation modes that have fueled residential and commercial development farther away from centrally located business districts and corridors. For example, Town and Country Shopping Center, one of the first major shopping centers in Springfield, was constructed along MacArthur Boulevard to serve the needs of the new residential neighborhoods being developed south of South Grand Avenue during the early and middle years of the 20<sup>th</sup> Century. Town and Country's auto-dependent (versus pedestrian-oriented) site configuration reflected the growing importance of MacArthur Boulevard as a transportation corridor in the 1950s and 1960s. The Boulevard's two major commercial vacancies (the former K-Mart and Esquire Theatre properties) also reflect the development of competitive commercial centers farther away from Downtown Springfield from the 1970s and 2000s.

As is the case with many older commercial corridors, the already developed commercial segments of MacArthur Boulevard from South Grand Avenue to Wabash/Stanford Avenues appear to serve several markets and customer groups simultaneously:

- Some neighborhood-serving, convenience-oriented goods and services for residents of the adjacent neighborhoods.
- Some auto-oriented convenience goods and services for people driving through the area along MacArthur Boulevard.
- Several businesses and business clusters that generally serve as regional shopping destinations.
- A business mix that encompasses retail businesses, personal and professional services, industries, religious organizations, nonprofit organizations, health care and wholesale trade.
- The demographic characteristics of its customers span the gamut of the region's demographic categories.

Unfortunately, MacArthur Boulevard does not appear to serve any of these markets or customer groups particularly well. With the possible exception of providing a variety of gasoline station options to neighborhood residents and MacArthur Boulevard motorists, the Boulevard lacks market depth in any major retail category. However, adequate market demand appears to exist, which can strengthen several of the Boulevard's market clusters. The Boulevard also offers several potential strategic advantages, including:

- Unmet market demand from residents of adjacent neighborhoods.
- Inexpensive commercial space relative to newer commercial centers and corridors in the Springfield area.
- Available commercial buildings of many different sizes.

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- Proximity to Downtown Springfield and to Interstate 72.
- A significant daily flow of motorists along the Boulevard.

To understand the economic condition of MacArthur Boulevard and to identify options for its economic revitalization, the following research and analysis was conducted:

- Recent economic and demographic reports, planning documents, marketing materials for regional commercial centers and other materials were reviewed, including:
  - *Springfield Strategy 2020*, City of Springfield's Office of Planning and Economic Development, 2000
  - *Final Report of Regional/Urban Design Assistance Team*, American Institute of Architects, 2002
  - *Springfield, Illinois: A Guide to Retail*, Quantum Growth Partnership, 2006 and 2009
  - *Target Industry Analysis*, prepared by Carter & Burgess, Inc. for Greater Springfield Chamber of Commerce and the Quantum Growth Partnership, 2007
  - *Springfield Area as Location for Retail Products Distribution Center*, prepared by Carter & Burgess for Greater Springfield Chamber of Commerce and Quantum Growth Partnership, 2007
  - *The Springfield, Illinois Area Labor Availability Report*, prepared by The Pathfinders, 2007
  - *Population Estimates of the Counties of Illinois*, Regional Development Institute, Northern Illinois University, 2008
  - *Sangamon County Regional Plan: Housing and Neighborhoods Study Group Report*, 2009
  - *FFY 2010-2014 Consolidated Plan*, City of Springfield, Illinois, Office of Planning and Economic Development, 2009
  - Various marketing materials for most City and County commercial centers
- Numerous articles, memos and bits of data on the websites of the City of Springfield's Office of Planning and Economic Development, Sangamon County, Springfield-Sangamon County Regional Planning Commission, Springfield Illinois Convention and Visitors Bureau and Greater Springfield Chamber of Commerce, were also reviewed.
- An inventory and analysis of MacArthur Boulevard's current commercial land uses was conducted.
- An inventory of other major commercial centers in and around Springfield was conducted.
- Site visits to other centers to observe tenancy, condition and traffic flow was conducted.
- Consumer retail buying power was evaluated for the adjacent neighborhoods, the City of Springfield and surrounding region.
- A sales void analysis was conducted on the Study Area, comparing estimated sales levels to estimated consumer buying power.
- Industry, occupation and employment characteristics for the City, County, and Springfield Metropolitan Statistical Area were also examined, including data on employment/unemployment trends, housing age and size, new housing construction and housing sales.

## POPULATION + DEMOGRAPHIC CHARACTERISTICS

The size of a community's population and its demographic characteristics are significant determinants of how much, and what types of, retail and service-sector businesses a commercial district can likely support. Data from the US Census Bureau (2000 Census of Population and the 2007-2009 American Community Survey reports), Environmental Systems Research Institute (ESRI), City of Springfield and Sangamon County were collected and assessed.

### Population

The total populations of both Springfield and Sangamon County have grown steadily for more than five decades, although population growth in both jurisdictions appears to have slowed since 2000 (**See Table 2.4: Population 1950-2010**). Given that it has now been 10 years since the most recent federal census of population was conducted, and it will be more than a year before the results of the 2010 Census of Population will be released and verified, every entity whose planning decisions involve access to population and demographic data relies on population projections. Therefore, population projections prepared by several different entities including ESRI, a private-sector data provider and software modeling firm; the US Census Bureau's American Community Survey; City of Springfield; and Illinois Department of Commerce and Economic Opportunity, were used in the analysis.

Significant differences among population projections for Springfield and Sangamon County were found. For example, according to projections from ESRI, population growth in Springfield slowed dramatically between 2000 and 2010, and growth in the County occurred at half the rate of growth in the previous decade. Growth in both jurisdictions is expected to continue at a slow pace between now and 2015 (**See Table 2.5: Sangamon County, Projected Population**). The US Census Bureau's American Community Survey projects slightly greater population growth, estimating the City's July 2006 population at 116,482 (representing a 4.5 percent change since April 2000) and County's July 2009 population at 195,716 (representing a 3.6 percent change since April 2000). The Illinois Department of Commerce and Economic Opportunity projects the County's 2015 population will be 202,158, or roughly 5,000 more than ESRI estimates. The City of Springfield's FFY 2010-2014 Consolidated Plan cites the City's 2009 population as 116,500, which is a close approximation to the American Community Survey's 2006 estimate of 116,482, therefore suggesting virtually no population growth in Springfield between 2006 to 2009.

Population growth in both the City and County has been relatively modest, with County population growth slightly outpacing the City's. Demand for new businesses and new commercial space will therefore most likely be quite limited unless there is active and aggressive intervention to increase demand by increasing population and other economic development initiatives such as tourism.

### Households

Households tend to spend money in more predictable ways than individuals do, so changes in the numbers or demographic characteristics of a community's households are almost always important indicators of the amount and types of retail space a community can likely support. The average Sangamon County household is slightly larger than the average Springfield household – but both the average Sangamon County and Springfield households are smaller than the average US household. The median County household income, which is slightly greater than that of the City, is just slightly below the national median household income. The County has a higher percentage of owner-occupied homes, and the average owner-occupied home in the County has a slightly higher median value than those in the City, although the median value of owner-occupied homes in both the City and County is considerably lower than that of the US median owner-occupied home value (**See Table 2.6: Population Characteristics**).

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**Table 2.4: Population 1950–2010**

Year	City		Sangamon County	
	Population	Percent	Population	Percent
1950	81,628	8.1%	131,484	11.5%
1960	83,271	2.0%	146,539	11.5%
1970	91,753	10.2%	161,335	10.1%
1980	99,637	8.6%	176,089	9.1%
1990	105,227	5.6%	178,386	1.3%
2000	111,454	5.9%	188,951	5.9%
2010 (est)	117,603	0.1%	194,977	3.2%
2015 (est)	111,746	0.1%	197,215	1.1%

Source: US Census Bureau, American Community Survey and ESRI (for 2010 estimate and 2015 projection)

**Table 2.5: Sangamon County, Projected Population**

Year	Sangamon County Project Population
2000	189,278
2005	193,345
2010	195,115
2015	202,158
2020	210,672
2025	217,252
2030	222,367

Population Projections for Sangamon County, 2000-2030 Source: Illinois Department of Commerce and Economic Opportunity.

It was found that the residential neighborhoods abutting MacArthur have considerable demographic diversity, with household income levels ranging from among the City’s lowest to among its highest. The median value of its owner-occupied homes is among the City’s highest – but the median rental rate of its rental housing is among the City’s lowest. These demographic contrasts provide some unique challenges in strengthening the mix of businesses along MacArthur Boulevard.

### INCOME CHARACTERISTICS

The City’s household income levels lag slightly behind those of the County. For example, the City’s estimated average household income in 2010 is \$62,107, versus an average household income of \$66,049 for Sangamon County with 49.2 percent of the City’s households having annual incomes under \$50,000, versus 44.3 percent of the County’s households (**See Table 2.7: Income Characteristics**). But, for the purposes of predicting retail demand, these differences are fairly negligible. And, because of the City’s slightly smaller household size (2.2 persons per household, versus 2.3 persons in the County), per capita income in the City and County are almost statistically identical.

### EMPLOYMENT CHARACTERISTICS

The State of Illinois drives much of the Springfield area’s employment, with approximately 17,000 people in Sangamon County employed by the State. Sixty-two percent of Springfield’s workers work for private

companies, five percent are self-employed, and a 27 percent work for government agencies - versus only 4.6 percent of Illinois workers overall who work for government agencies. The largest numbers of people are employed in office/administrative support occupations, sales occupations and food preparation/serving occupations (See Table 2.8: Occupational Employment + Wage Estimates).

As is the case in many parts of the country in the past several years, unemployment has inched up in the Springfield area. According to the US Department of Labor, the Springfield Metropolitan Statistical Area’s unemployment rate was 8.5 percent in July 2010 (See Table 2.9: Unemployment Estimates). This is down from February 2010 10.1 percent unemployment rate – but up from May’s 7.1 percent. While the MSA’s population has grown slightly in the past few years, its total number of employed residents has remained relatively constant.

The industries (versus occupations) experiencing the greatest percentage losses in employment within the Springfield Metropolitan Statistical Area are mining, logging and construction (a 12.8 percent decrease in the numbers of people employed between June 2009 and June 2010), information (an 8.3 percent decrease, and leisure and hospitality (a 3.7 percent decrease). Finance and retail trade have also experienced significant job losses. The numbers of people within the MSA employed by government grew by a modest

**Table 2.6: Population Characteristics**

Characteristic (all 2007)	City	County	US
Total population	113,037	194,026	302 Million
Population in households	110,497	189,024	112 Million
Average household size	2.22	2.32	2.61
Median household income	\$46,818	\$51,537	\$52,175
Per capita income	\$28,814	\$29,292	\$27,466
Median value of owner-occupied homes	\$108,900	\$115,100	\$192,400

Source: US Census Bureau and American Community Survey

**Table 2.7: Income Characteristics**

	Percentage of all Households					
	City of Springfield			Sangamon County		
Household income	2000	2010	2015	2000	2010	2015
< \$ 15,000	15.8%	12.1%	9.7%	13.3%	9.8%	7.5%
\$15,000 - \$24,999	14.3%	10.7%	8.8%	13.1%	9.3%	7.4%
\$25,000 - \$34,999	14.2%	12.0%	10.1%	13.4%	10.9%	9.0%
\$35,000 - \$49,999	17.4%	14.4%	11.0%	17.9%	14.3%	10.6%
\$50,000 - \$74,999	18.6%	22.2%	23.9%	21.0%	23.4%	24.8%
\$75,000 - \$99,999	9.6%	16.0%	16.0%	10.8%	17.9%	17.6%
\$100,000 - \$149,000	6.5%	8.1%	13.8%	7.1%	9.5%	15.8%
\$150,000 - \$199,999	1.4%	2.2%	3.5%	1.6%	2.5%	4.0%
\$200,000+	2%	2.4%	3.3%	1.8%	2.4%	3.3%
Average household income	\$53,079	62,107	72,570	\$55,052	66,049	76,689
Per capita income	\$23,324	27,901	32,717	\$23,173	28,142	32,772

Sources: US Census Bureau, American Community Survey and ESRI

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one percent during that period of time; most other industries saw small dips in the numbers of workers. Evidence of the economic downturn on Springfield and Sangamon County were apparent in almost all economic, demographic, employment and housing trends. For example, the number of housing units in some phase of the foreclosure process in Sangamon County increased from 490 in 2000 to 761 in 2008. While the number of foreclosure actions dipped to 581 in 2009, this still remains significantly above 2000s level. The City's role as the state capitol and its high employment rate in government agencies and medical centers makes its housing market more stable than might be the case in other Midwestern communities of comparable size. But the other sectors of the City's and County's industrial base have softened, weakening short- and mid-range market demand for both commercial and residential development.

**Table 2.8: Occupational Employment + Wage Estimates**

Springfield Metropolitan Statistical Area (includes Sangamon and Menard Counties)	Employment	Mean Hourly Wage	Mean Annual Wages
All occupations	105,780	\$16.76	\$42,900
Management occupations	7,430	33.83	77,270
Business + financial operations occupations	7,060	26.47	59,810
Computer + mathematical science occupations	3,070	33.05	68,750
Architecture + engineering occupations	1,200	31.27	67,460
Community + social services occupations	2,040	21.68	44,710
Legal occupations	1,050	29.52	73,960
Education, training, + library occupations	5,810	19.06	41,970
Arts, design, entertainment, sports, media occupations	1,110	15.02	39,540
Healthcare practitioner + technical occupations	7,690	27.05	68,230
Healthcare support occupations	2,980	12.16	30,940
Protective service occupations	1,890	22.67	49,810
Food preparation + serving related occupations	8,950	8.76	20,040
Bldg + grounds cleaning + maintenance occupations	3,250	10.27	25,260
Personal care + service occupations	3,170	9.71	24,100
Sales + related occupations	10,060	10.14	31,810
Office + administrative support occupations	21,430	15.41	34,230
Farming, fishing + forestry occupations	70	12.42	32,640
Construction + extraction occupations	4,110	21.81	46,780
Installation, maintenance + repair occupations	3,710	19.97	42,880
Production occupations	3,950	13.88	34,800
Transportation + material moving occupations	4,770	12.67	30,670

Source: US Census Bureau

## VEHICULAR TRAFFIC

According to MPSI Systems, the intersection of MacArthur Boulevard and Ash Street, approximately the middle of the Boulevard, has an average daily vehicular traffic count of 24,800, suggesting that the Boulevard functions as a major commuting route. This robust traffic volume could potentially support additional commercial sales for MacArthur Boulevard businesses.

**Table 2.9: Unemployment Estimates**

	City of Springfield	Sangamon County	Springfield MSA (with Menard County)
2000	4.3%	3.7%	3.7%
2001	4.7%	4.0%	4.0%
2002	5.0%	4.8%	4.7%
2003	5.7%	5.4%	5.4%
2004	5.5%	5.3%	5.3%
2005	4.8%	4.7%	4.7%
2006	4.6%	4.4%	4.4%
2007	4.9%	4.7%	4.7%
2008	5.9%	5.8%	5.8%
2009	7.6%	7.4%	7.4%
July 2010	8.6%	8.2%	8.5%

Source: US Department of Labor, Bureau of Labor Statistics, Occupational Employment Statistics

## BUSINESS MIX

The business mix along MacArthur Boulevard is predominantly personal and professional services (See **Table 2.10: Land Use By Commercial Activity**). Its largest single business category, using the North American Industry Classification System’s categories for commercial businesses, is “other services”, comprising 16 percent of the Boulevard’s business establishments. This category includes personal care services such as hair and nail care, dry cleaning, pet care services (other than veterinary care), death care services, machinery repair, photo finishing and other miscellaneous services. The Boulevard also has relatively high percentages of finance and insurance businesses, food services such as restaurants (not grocery stores), professional services, and health care and social services businesses. It also contains some unique businesses within the region such as the Prairie Farms Dairy and Federated Funeral Directors.

Retail and commercial uses comprise a relatively small percentage of the Boulevard’s overall land use and business mix. In part, MacArthur Boulevard’s business and land use mix reflect its roles as a neighborhood-serving convenience center, an important travel route through Springfield and beyond, and an employment center. Inherent in this diversity of uses are several pockets of market strengths:

- ❑ Neighborhood-serving, convenience-oriented services, serving several different residential markets adjacent to the Boulevard.
- ❑ Several regional retail destination businesses and clusters of businesses (particularly home furnishings, professional services and specialized construction services)

### RETAIL TRADE AREAS

Market analyses for single-use commercial facilities, like shopping malls and shopping centers, often delineate the facility's primary and secondary (and sometimes tertiary) trade areas, meaning the geographic areas from which the facility draws most of its customers. A "primary" trade area is typically defined as the geographic area from which 60 to 80 percent of a business' or shopping center's customers come from. Traditional trade area delineation is not applicable to older commercial corridors such as MacArthur Boulevard due to the following reasons:

- ❑ Retail trade area delineation derives from Reilly's Law of Retail Gravitation, developed in 1931, which states that, all factors being equal, people will go to the store or shopping center that is closest and largest. However, with older commercial districts, "all factors being equal" rarely applies. The businesses in older commercial districts tend to be independently owned, for example, and they tend to offer a more eclectic mix of goods and services than chain stores. So, while Reilly's Law can be a useful predictor of the potential retail trade area for a Wal-Mart, a chain store or a regional shopping mall, it cannot be accurately applied to an older commercial corridor to delineate trade areas.
- ❑ For businesses other than those that are primarily convenience-focused, such as grocery stores and gasoline stations, and for national retail chains that carry identical merchandise in each of their outlets, traditional trade area delineation has been rendered almost obsolete by the advent of the internet, which makes it possible for businesses offering specialized goods and services to extend their trade areas to a global market.

MacArthur Boulevard is essentially a mosaic of small and large trade areas overlapping one another. Businesses like Wild Birds Unlimited, Luers Shoes, A+ Packaging and Ross Isaac Restaurant attract customers from throughout the region. The Boulevard's small cluster of home improvement and furnishings businesses (paint, wallpaper, picture frames, etc.) appears to attract customers from throughout Sangamon County. Several of the streets that intersect MacArthur Boulevard have developed pedestrian-oriented clusters of convenience-focused businesses (hair salons, barbers, ice cream, etc.) with a strong orientation towards the surrounding neighborhoods.

### COMMERCIAL PROPERTY CONDITIONS

Much of the commercial property on MacArthur Boulevard is in average physical condition, with several properties in deteriorating or poor condition. Only a handful of properties could be considered Class A office or retail space. As has been mentioned earlier, the former large K-Mart and Esquire Theatre properties are vacant and deteriorating. These properties also represent potentially significant redevelopment opportunities. Moving forward with redevelopment solutions for these two properties will be critical to the Boulevard's revitalization.

### COMPETING COMMERCIAL CENTERS

Springfield and Sangamon County appear to have a substantial over-supply of commercial space with ample evidence that new commercial development is diverting sales from older commercial centers, such as MacArthur Boulevard, Downtown Springfield and numerous neighborhood commercial centers (**See Table 2.11: Major Competing Shopping Centers**). For example, the South Veterans Parkway commercial corridor is home to more than a dozen discount superstores, including Barnes & Noble, Best Buy, Border's Express, County Market, K-Mart, Kohl's, Lowe's, Meijer, Michael's, Office Depot, Office Max, PetSmart,

**Table 2.10: Land Use By Commercial Activity**

Land Use	Percent
Public administration	1%
Other services	16%
Accommodation + food services	10%
Arts, entertainment, recreation	1%
Health care + social assistance	8%
Educational services	3%
Administrative services	2%
Professional services	9%
Real estate	7%
Finance+ insurance	11%
Information	3%
Transportation	1%
Sporting goods, hobby, book, and music stores	5%
Clothing + clothing accessories stores	6%
Gasoline stations	1%
Health + personal care stores	1%
Food + beverage stores	1%
Building materials, garden supply stores	1%
Electronics + appliance stores	2%
Furniture + home furnishings stores	1%
Motor vehicles + parts dealers	3%
Wholesale trade	3%
Construction	3%
Agriculture	1%

Sources: Polk City Directories and CLUE Group

Sam’s Club, Staples, Target and Wal-Mart. These stores total more than 1.2 million square feet of retail space. MacArthur Boulevard itself supplies the retail needs of almost one-third of Springfield’s residents. In addition to the existing oversupply of space, there is approximately half a million square feet of land zoned and available for commercial development.

Legacy Pointe, a 227-acre major mixed-use project planned for development at the south end of MacArthur Boulevard at the new Interstate 72 interchange, will contain approximately two million square feet of space including a movie theater, 200,000 square foot Scheels sporting goods superstore and 16,000 square foot aquarium as part of the Scheels store. When developed, it will add to the significant supply of commercial space in the Springfield region and is likely to affect some shopping patterns and dynamics along the Boulevard. There are other new commercial centers in development within Springfield, including Iles Junction, at MacArthur Boulevard and Stanford Avenue, Jefferson Crossing, at Illinois Routes 4 and 97 and Lincolnwood on the north side of the junction of Interstates 55 and 72.

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Commercial rental rates along MacArthur Boulevard currently average \$10.50 per square foot. The average rates at 20 comparable commercial properties in Springfield were \$11.71. LoopNet.com reports that average asking prices for leased retail space in Springfield has dropped from a high of \$19.25 per square foot in March 2008 to a current low of \$16.75 per square foot, reflecting the decline in rates from the economic downturn. MacArthur Boulevard's lower commercial rental rates could provide a competitive advantage in developing certain types of future retail and other commercial uses.

### RETAIL DEMAND

The amount of retail demand generated by residents of the Census tracts adjacent to the MacArthur Boulevard, of Springfield, and of Sangamon County was estimated (**See Table 2.12: Retail Demand**). Retail demand estimates are used to identify significant sales voids – differences in the amount of money people in a given area are likely to spend on retail goods/services and the total sales actually captured by that area's businesses. However retail demand estimates are also quite useful in identifying fine-grained pockets of market potential.

Residents of the Census tracts adjacent to the Boulevard generate approximately \$296 million in demand for retail goods and services annually. This includes \$45.8 million in demand for groceries and \$35.7 million in demand for meals eaten in restaurants plus an additional \$3.9 million for alcoholic beverages consumed in restaurants. The Boulevard currently provides few grocery options for neighborhood residents but substantial market demand does exist for groceries.

### SALES VOID ANALYSIS

Sales void analysis helps identify retail market strengths and weaknesses and can suggest opportunities for existing businesses to absorb additional sales and/or to develop new retail businesses. A sales void analysis for MacArthur Boulevard was conducted, comparing the amount of retail demand (amount of money residents of a given geographic area are likely to spend, based on their household demographic characteristics), with the sales being captured by businesses. Beginning with the premise that MacArthur Boulevard serves as both a convenience-shopping district for adjacent neighborhoods and to a lesser extent, a destination shopping district for the City and region, a sales void analyses was completed for several geographic areas (**See Tables 2.13 to 2.17**):

- A quarter-mile radius from the intersection of MacArthur and Ash
- A half-mile radius from the intersection of MacArthur and Ash
- A one-mile radius from the intersection of MacArthur and Ash Street
- City of Springfield
- Sangamon County

It was found that within the half-mile radius around the intersection of MacArthur and Ash, there were retail leakages in almost all major retail categories in 2009, which means that people who live in this half-mile radius shopped outside the area for most products and services, and that the purchases made outside this radius were not offset by purchases made by visitors. However, not all of these leakages are likely

Table 2.11: Major Competing Shopping Centers

<b>COMMERCIAL CENTER</b>   <b>ADDRESS</b>	<b>MAJOR TENANTS</b>	<b>SQUARE FEET</b>	<b>DISTANCE FROM MACB TO ASH</b>
<b>White Oaks Mall</b> 2501 Wabash Avenue	Macy's, Bergner's, Sears, Dick's Sporting Goods	920,000	2.0
<b>Capital City Shopping Center</b> 3095 South Dirksen Parkway	ShopKo, Big Lots, Jo-Ann Fabrics	205,000	3.5
<b>Fairhills Mall</b> West Monroe St. + Chatham Road	County Market, Baskin-Robbins	106,500	1.7
<b>White Oaks Plaza</b> 3003 South Veterans Parkway	TJ Maxx, Office Max, Kohl's, Babies 'R Us, County Market	365,369	3.1
<b>Parkway Pointe</b> 3443 Freedom Drive	Target Greatland, Wal-Mart, AMC Theater	12 acres	2.9
<b>Yard Shopping Center</b> 1650 Wabash Avenue	Dollar General, Jackson Hewitt Tax Service	30,000	1.7
<b>The Gables</b> 2800 Plaza Drive	Talbot's, Chico's, Jos. A. Bank	50,000	2.2
<b>Prairie Crossing</b> Veterans Pkwy + Prairie Crossing Dr.	Meijer's Superstore, auto dealerships	7.6 acres	3.3
<b>Sangamon Center North</b> 1911 Sangamon Avenue	Schnuck's grocery store	45,000	6.7
<b>Southwest Plaza</b> Wabash + Veterans Parkway	Best Buy, Barnes & Noble, Old Navy	226,000	3.4
<b>Sherwood Plaza</b> Wabash + Veterans Parkway	Kmart	100,000	3.5
<b>Yellowstone Center</b> Archer Elevator Rd. + Wabash	Bella Milano	35,000	3.9
<b>Furniture Row Shopping Center</b> 4116 Conestoga Drive	Sofa Mart, Denver Mattress Co.	30,000	4.7
<b>Northeast shopping area (misc.)</b> Dirkson Parkway + Sangamon Ave.	Wal-Mart Supercenter, Lowe's, Big R	1,200,000	3.2
<b>Montvale Commons</b> Chatham Road	Schnuck's	74,000	1.6
<b>Montvale Junction</b> 2661 Chatham Road	Corkscrew Wine, MySub, Sunny China	30,000	1.6
<b>Dirksen Commons</b> 2701 N. Dirksen Parkway	Menard's, Aspen Dental	60,000	5.4
<b>Ginger Creek Shopping Center</b> 3230 Ginger Creek Drive	Cardinal Fitness	18,000	3.3

Sources: CoStar; Manta.com; Trulia.com; Springfield Convention and Visitors Bureau

# MacArthur Boulevard Master Plan

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**Table 2.12: Retail Demand**

	<b>CENSUS TRACTS</b>	<b>SPRINGFIELD</b>	<b>SANGAMON</b>
<b>Food + Beverages</b>			
Groceries	\$45,759,000	\$190,226,000	\$332,307,000
Dining out	35,746,000	148,598,000	259,588,000
Alcoholic beverages (consumed at home)	3,176,000	13,204,000	23,068,000
Alcoholic beverages (restaurants)	3,871,000	16,093,000	28,115,000
Laundry and cleaning supplies	2,037,000	8,468,000	14,793,000
Other Household Products			
Stationary gift wrap	1,256,000	5,221,000	9,122,000
Postage	26,000	109,000	191,000
<b>Furniture + Furnishings</b>			
Household textiles	1,501,000	6,241,000	10,902,000
Furniture	5,649,000	23,484,000	41,024,000
Floor coverings	618,000	2,567,000	4,485,000
Major appliances	3,281,000	13,640,000	23,827,000
Small appliances, misc. housewares	1,372,000	5,704,000	9,963,000
Window coverings	296,000	1,232,000	2,152,000
Infants' equipment	205,000	854,000	1,492,000
Laundry + cleaning equipment	257,000	1,069,000	1,866,000
Outdoor equipment	709,000	2,948,000	5,150,000
Clocks + other household decorative items	1,886,000	7,840,000	13,697,000
Lamps + lighting fixtures	538,000	2,238,000	3,908,000
Telephones + accessories	284,000	1,181,000	2,062,000
Lawn + garden equipment	2,437,000	10,131,000	17,696,000
Hand and power tools	536,000	2,228,000	3,891,000
Hardware	705,000	2,930,000	5,117,000
Office furniture for home use	154,000	638,000	1,115,000
Indoor plants + fresh flowers	989,000	4,110,000	7,180,000
Closet and storage items	353,000	1,467,000	2,563,000
Furniture rental	28,000	116,000	204,000
Luggage	228,000	948,000	1,656,000
Computers/hardware (nonbusiness use)	2,070,000	8,605,000	15,031,000
Computer software/(nonbusiness use)	320,000	1,328,000	2,320,000
Telephone answering devices	8,000	32,000	57,000
Business equipment for home use	35,000	148,000	258,000

Source: US Census Bureau

Table 2.12: Retail Demand (Continued)

<b>Apparel + Footwear</b>			
Men's clothes	\$4,108,000	\$17,076,000	\$29,829,000
Boys' clothes	1,223,000	5,086,000	8,884,000
Women's clothes	9,897,000	41,141,000	71,871,000
Girls' clothes	1,649,000	6,854,000	11,974,000
Clothes for children under 2	1,247,000	5,183,000	9,053,000
Footwear	4,696,000	19,521,000	34,100,000
Watches, jewelry + repair	1,947,000	8,093,000	14,138,000
Shoe repair	22,000	90,000	157,000
Tailoring, alterations, repair	80,000	332,000	580,000
Laundry + dry cleaning	1,107,000	4,603,000	8,043,000
Other apparel items + services	279,000	1,158,000	2,023,000
<b>Automotive</b>			
Vehicle purchase	47,941,000	199,298,000	348,156,000
Gasoline and motor oil	33,874,000	140,819,000	245,997,000
Vehicle maintenance and repairs	9,761,000	40,578,000	70,886,000
<b>Medical</b>			
Nonprescription drugs	1,016,000	4,224,000	7,380,000
Nonprescription vitamins	639,000	2,656,000	4,641,000
Prescription drugs	5,580,000	23,195,000	40,519,000
Eyeglasses and contact lenses	1,054,000	4,384,000	7,657,000
Hearing aids	276,000	1,149,000	2,008,000
Medical supplies	518,000	2,155,000	3,764,000
Medical equipment (rental + sales)	132,000	548,000	958,000
<b>Entertainment</b>			
Movie, theatre, opera, ballet tickets	1,551,000	5,374,000	8,683,000
All other fees and admissions	7,308,000	25,324,000	40,921,000
Musical instruments	257,000	1,067,000	1,864,000
TVs, stereos, radios, movies + music	12,590,000	52,337,000	91,429,000
Pets, pet supplies, pet care	5,679,000	23,611,000	41,246,000
Toys, games, arts, crafts, tricycles	1,549,000	6,439,000	11,247,000
Stamp and coin collecting	97,000	404,000	707,000
Playground equipment	39,000	163,000	285,000
Athletic gear, exercise equipment	998,000	4,147,000	7,245,000
Bicycles	335,000	1,392,000	2,432,000

Source: US Census Bureau

# MacArthur Boulevard Master Plan

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**Table 2.12: Retail Demand (Continued)**

Camping gear	\$192,000	\$798,000	\$1,393,000
Hunting + fishing equipment	724,000	3,009,000	5,255,000
Winter sports equipment	50,000	209,000	363,000
Water Sport Equipment	76,000	314,000	549,000
Other Sport, recreation/exercise equipment	210,000	873,000	1,525,000
Photographic equipment, supplies, service	1,237,000	1,5141,000	8,980,000
<b>Personal Care</b>			
Hair care products	729,000	3,029,000	5,293,000
Wigs + hairpieces	825,000	3,431,000	5,993,000
Shaving needs	178,000	740,000	1,293,000
Cosmetics, perfume, bath preparations	2,036,000	8,463,000	14,783,000
Other personal care products	849,000	3,531,000	6,168,000
Personal care services	3,749,000	15,587,000	27,229,000
<b>Reading</b>			
Newspapers + magazines	1,012,000	4,206,000	7,347,000
Books	762,000	3,166,000	5,530,000
<b>Tobacco/Smoking Supplies</b>			
Tobacco products/smoking supplies	5,140,000	21,367,000	37,326,000

Source: US Census Bureau

to translate into opportunities to develop or attract new businesses since, with the possible exception of groceries, the leakages are not large enough to support a new business or cluster of businesses. There could be some opportunities to add new product lines to existing businesses along the Boulevard within the motor vehicle parts, building materials, and housewares categories.

The only categories that experienced significant sales surpluses within a quarter-mile radius of the MacArthur/Ash radius were gasoline stations and furniture/home furnishings establishments. This is most likely due partly to the number of MacArthur Boulevard commuters and neighborhood residents who stop for gasoline and grocery purchases made in gasoline/convenience stores, and to the small cluster of paint, wallpaper, framing, and related home furnishings shops near the Laurel/MacArthur intersection. In all, the area within the half-mile radius of MacArthur and Ash experienced an annual sales leakage of \$41.6 million, and the area within a one-mile radius of this intersection experienced a \$87.7 million leakage, with the only significant sales surplus in the 'general merchandise'- discount department store category. Overall, the City of Springfield experienced a sales surplus of \$235.3 million in 2009. Given that the average US household spent approximately \$21,000 on retail goods and services in 2009, this surplus is equivalent to approximately 11,200 non-Springfield households making all of their purchases in Springfield's businesses – not an exact measurement but a general reflection of the City's strength as a regional trade center and as a tourism destination. The City had particularly strong supply-versus-demand surpluses in motor vehicle and parts dealers (\$167.0 million surplus), food and beverage stores (\$71.9 million surplus), and restaurants (\$21.2 million).

While the City experienced a hefty sales surplus in 2009, Sangamon County experienced a 2009 sales leakage of \$146.0 million, with the most significant leakages in the categories of gasoline stations (\$63.4 million), general merchandise stores (\$134.9 million), and food services and drinking places (\$43.0 million). These leakages were partially offset by significant sales surpluses in motor vehicle and parts dealers (\$52.7 million) and food and beverage stores (\$32.4 million), plus smaller surpluses in several other categories. Combined, the City and County together have an overall retail sales surplus of approximately \$89.3 million (**See Table 2.18: Sales Leakages + Surpluses in City/County Combined**), with significant surpluses in motor vehicle and parts dealers, electronics and appliance stores, and food and beverage stores, and significant leakages in gasoline stations, and general merchandise stores. Given that almost one million people visit Lincoln-related historic sites and museums in Springfield annually, a portion of this combined surplus is likely to be directly and indirectly attributable to visitors.

## RETAIL CONCLUSION

The City of Springfield and Sangamon County are quickly approaching retail saturation for the near future due to the following factors:

- ❑ The two jurisdictions are already experiencing a combined overall sales surplus.
- ❑ It appears that many Springfield-area businesses, including many of those in the MacArthur Boulevard Study Area, are under performing. Strategically, it makes sense to direct new sales to existing businesses before developing new ones. Under performing businesses tend to depress rental rates and property values, making it less likely that commercial property owners can properly maintain their properties.
- ❑ The relatively new discount superstores and ancillary stores and restaurants, particularly near the southern and northeastern edges of Springfield, appear to already be absorbing most of the

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categorical sales leakages cited earlier. The new commercial development in progress at Legacy Pointe, at the southern end of the study area, will likely deflect sales from existing commercial centers (including businesses at the northern end of the Study Area) rather than attracting new sales dollars.

- While the various population projections for the City and Sangamon County vary somewhat from one another, all of them suggest that population growth in the Springfield area is slowing, which means that there will be little new demand for retail goods and services as a result of organic population growth.

**Table 2.13 Retail Supply/Demand/Voids Within Quarter Mile**

NAICS	Industry Group	¼-mile radius of MacArthur/Ash		
		Supply	Demand	Void
441	Motor vehicle + parts dealers	\$1,235,000	\$2,136,000	\$(901,000)
442	Furniture + home furnishings stores	711,000	203,000	508,000
443	Electronics + appliance stores	0	216,000	(216,000)
444	Bldg materials, garden equip. + supply stores	549,000	335,000	214,000
445	Food + beverage stores	0	1,349,000	(1,349,000)
446	Health + personal care stores	103,000	252,000	(149,000)
447	Gasoline stations	3,003,000	1,417,000	1,586,000
448	Clothing + clothing accessory stores	156,000	341,000	(185,000)
451	Sporting goods, hobby, book + music stores	0	125,000	(125,000)
452	General merchandise stores	0	1,896,000	(1,896,000)
453	Miscellaneous store retailers	53,000	135,000	(82,000)
454	Nonstore retailers	0	460,000	(460,000)
722	Food services + drinking places	1,842,000	1,587,000	255,000
	Totals:	7,652,000	10,452,000	(2,800,000)

Sources: US Bureau of Labor Statistics, US Census Bureau and CLUE Group

**Table 2.14: Retail Supply/Demand/Voids Within Half Mile**

NAICS	Industry Group	½-mile radius of MacArthur/Ash		
		Supply	Demand	Void
441	Motor vehicle + parts dealers	\$1,235,000	\$10,706,000	\$(9,471,000)
442	Furniture + home furnishings stores	908,000	1,008,000	(100,000)
443	Electronics + appliance stores	0	1,093,000	(1,093,000)
444	Bldg materials, garden equip. + supply stores	819,000	1,672,000	(853,000)
445	Food + beverage stores	0	6,915,000	(6,915,000)
446	Health + personal care stores	103,000	1,309,000	(1,206,000)
447	Gasoline stations	3,003,000	7,323,000	(4,320,000)
448	Clothing + clothing accessory stores	2,254,000	1,725,000	529,000
451	Sporting goods, hobby, book + music stores	54,000	638,000	(584,000)
452	General merchandise stores	0	9,683,000	(9,683,000)
453	Miscellaneous store retailers	395,000	696,000	(301,000)
454	Nonstore retailers	0	2,361,000	(2,361,000)
722	Food services + drinking places	2,792,000	8,051,000	(5,259,000)
	Totals:	11,563,000	53,180,000	(41,617,000)

Sources: US Bureau of Labor Statistics, US Census Bureau and CLUE Group

**Table 2.15: Retail Supply/Demand/Voids Within One Mile**

	Industry group	1-mile radius of MacArthur/Ash		
		Supply	Demand	Void
441	Motor vehicle + parts dealers	15,082,000	35,001,000	(19,919,000)
442	Furniture + home furnishings stores	1,169,000	3,284,000	(2,115,000)
443	Electronics + appliance stores	2,459,000	3,566,000	(1,107,000)
444	Bldg materials, garden equip. + supply stores	967,000	5,505,000	(4,538,000)
445	Food + beverage stores	1,027,000	22,656,000	(21,629,000)
446	Health + personal care stores	458,000	4,265,000	(3,807,000)
447	Gasoline stations	12,013,000	23,839,000	(11,826,000)
448	Clothing + clothing accessory stores	2,991,000	5,631,000	(2,640,000)
451	Sporting goods, hobby, book + music stores	1,013,000	2,082,000	(1,069,000)
452	General merchandise stores	34,259,000	31,603,000	2,656,000
453	Miscellaneous store retailers	2,367,000	2,259,000	108,000
454	Nonstore retailers	668,000	7,795,000	(7,127,000)
722	Food services + drinking places	11,487,000	26,150,000	(14,663,000)
	Totals:	85,960,000	173,636,000	(87,676,000)

Sources: US Bureau of Labor Statistics, US Census Bureau and CLUE Group

**Table 2.16: Retail Supply/Demand/Voids for Springfield**

	Industry Group	Springfield		
		Supply	Demand	Void
441	Motor vehicle + parts dealers	408,167,000	241,197,000	166,970,000
442	Furniture + home furnishings stores	29,264,000	22,135,000	7,129,000
443	Electronics + appliance stores	42,417,000	24,228,000	18,189,000
444	Bldg materials, garden equip. + supply stores	48,426,000	36,714,000	11,712,000
445	Food + beverage stores	228,352,000	156,459,000	71,893,000
446	Health + personal care stores	28,537,000	29,547,000	(1,010,000)
447	Gasoline stations	115,766,000	166,255,000	(50,489,000)
448	Clothing + clothing accessory stores	33,447,000	38,511,000	(5,064,000)
451	Sporting goods, hobby, book + music stores	23,454,000	14,039,000	9,415,000
452	General merchandise stores	185,936,000	217,356,000	(31,420,000)
453	Miscellaneous store retailers	22,496,000	15,520,000	6,976,000
454	Nonstore retailers	62,864,000	53,076,000	9,788,000
722	Food services + drinking places	200,028,000	178,834,000	21,194,000
	Totals:	1,429,154,000	1,193,871,000	235,283,000

Sources: US Bureau of Labor Statistics, US Census Bureau and CLUE Group

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**Table 2.17 Retail Supply/Demand/Voids for Sangamon County**

NAICS	Industry Group	Sangamon County		
		Supply	Demand	Void
441	Motor vehicle + parts dealers	\$478,560,000	\$425,885,000	\$52,675,000
442	Furniture + home furnishings stores	34,904,000	40,197,000	(5,293,000)
443	Electronics + appliance stores	50,293,000	43,030,000	7,263,000
444	Bldg materials, garden equip. + supply stores	72,208,000	68,591,000	3,617,000
445	Food + beverage stores	301,122,000	268,690,000	32,432,000
446	Health + personal care stores	48,738,000	51,210,000	(2,472,000)
447	Gasoline stations	221,927,000	285,303,000	(63,376,000)
448	Clothing + clothing accessory stores	59,234,000	67,133,000	(7,899,000)
451	Sporting goods, hobby, book + music stores	30,302,000	24,623,000	5,679,000
452	General merchandise stores	244,408,000	379,306,000	(134,898,000)
453	Miscellaneous store retailers	31,027,000	27,396,000	3,631,000
454	Nonstore retailers	98,677,000	93,000,000	5,677,000

Sources: US Bureau of Labor Statistics, US Census Bureau and CLUE Group

**Table 2.18: Sales Leakages + Surpluses in City/County Combined**

NAICS	INDUSTRY BY GROUP	SALES SURPLUS OR LEAKAGE
441	Motor vehicle + parts dealers	\$ 219,645,000
442	Furniture + home furnishings stores	1,836,000
443	Electronics + appliance stores	25,452,000
444	Bldg materials, garden equip. + supply stores	15,329,000
445	Food + beverage stores	104,325,000
446	Health + personal care stores	(3,482,000)
447	Gasoline stations	(113,865,000)
448	Clothing + clothing accessory stores	(12,963,000)
451	Sporting goods, hobby, book + music stores	15,094,000
452	General merchandise stores	(166,318,000)
453	Miscellaneous store retailers	10,607,000
454	Nonstore retailers	(21,796,000)
722	Food services + drinking places	(21,796,000)
	Total	89,329,000

Sources: US Bureau of Labor Statistics, US Census Bureau and CLUE Group

MacArthur Boulevard is not currently designated a Tax Increment Finance district, and several City and State business and commercial property incentive programs are geared for larger businesses than those currently located along the Boulevard. It appears that relatively few effective financial incentives exist to stimulate or support rehabilitation of existing commercial buildings or new development. Strengthening the economic performance of MacArthur Boulevard will likely require:

- ❑ A set of smaller-scale, finer-grained financial tools and resources that can facilitate the start-up of new businesses or help existing ones expand product lines or relocate to more suitable space. These tools can include new equity and micro-loan and grant programs that can support inventory purchase, interior build-out expenses and, in some cases, rent or lease expenses. Financing such programs can come from a variety of sources including CDBG, private individuals and foundations and other government grants. A more complete list of potential funding sources and financial tools is provided in Section 4: Implementation Strategy.
- ❑ Active steps to funnel new commercial development to MacArthur Boulevard, rather than allowing continued new commercial development to occur haphazardly around the county.
- ❑ A business development strategy for the MacArthur Boulevard that:
  - Provides a stronger complement of neighborhood-serving, convenience-focused goods and services for residents living near the Boulevard (e.g., groceries, restaurants).
  - More effectively capitalizes on commuter traffic along the Boulevard, especially with potential traffic growth anticipated from the new Interstate 72 interchange.
  - Builds on and expands the Boulevard's small niche of home furnishings/home improvements services businesses.
  - Actively targets redevelopment of the K-Mart and Esquire Theatre sites.
  - Increases the number of workers along the Boulevard (perhaps by providing business-to-business services for area industries) who will, in turn, bolster demand for convenience-focused goods and services.
  - Dovetails with an aggressive marketing/image-building program that gradually changes public perception of MacArthur Boulevard and its businesses.

## RESIDENTIAL DEMAND

Demand for new housing is influenced by many factors, from employment rates to social conventions. In examining the potential demand for residential along MacArthur Boulevard, several factors were examined:

- ❑ The number of people who move in and out of the Springfield metropolitan area every year, and where those who are moving into the area are coming from.
- ❑ The number of new households being created within the Springfield region from organic growth (e.g., young people maturing and establishing independent households).

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- ❑ The number of new housing units that have been built (or created by rehabilitating a vacant building or one that was previously used for a different purpose) within the region in recent years, and the number of units that have been demolished.
- ❑ The number of housing units vacant in recent months and years, and how long housing units for sale or rent remained on the market before being sold or rented.
- ❑ The sizes, characteristics, and prices of available rental and owner-occupied housing currently available.
- ❑ The amount of money residents of the Springfield region currently spend on housing, and how much they are likely able and willing to spend (influenced, in large part, by employment/unemployment rates and by wage and salary levels).
- ❑ The potential need for specialized types of housing (e.g., independent living senior housing, universal access housing to accommodate specific cultural traditions).

While the Springfield metropolitan area is growing, there is relatively little need to increase the total number of new housing units. As is the case with the supply of and demand for commercial space in Springfield and Sangamon County, the combined area has a net housing surplus, with recent housing development outpacing demand for new housing. However, some of the region's housing is substandard, or does not adequately fit the needs of the region's residents. With modest demand for increasing the total number of new housing units, there is somewhat greater demand for increasing the diversity of housing options, upgrading the supply of certain types of housing by replacing some existing housing with new housing.

The City's and County's goals for affordable, assisted, and group housing should include:

- ❑ **Household Migration:** The Internal Revenue Service's Statistics of Income data show that, for the four most recent years for which whole-year data is available (2004/05 through 2007/08), the County experienced an annual average out-migration of 124.75 households, which means the number of new households moving away from Sangamon County slightly outpaced the number of new households moving into the County (**See Table 2.19: Sangamon County Migration Patterns 2005-2008**).
- ❑ **New Housing Development:** The US Census Bureau reports that privately-owned residential building permits were issued for 176 new housing units in Springfield and 368 new housing units in Sangamon County in 2009, with the majority of these being issued for single-family housing units (**See Table 2.20: Annual New Private-Owned Residential Building Permits, 2009**).
- ❑ **Housing Foreclosures:** According to Trulia, a website that tracks real estate statistics and reports on trends, there were 1,231 homes on the market in Springfield during the week of August 25, 2010, plus an additional 384 homes in some stage of the foreclosure process. Trulia also reports that, during the week of August 25, the average listing price for homes in Springfield dropped by 0.6 percent over the previous week. Declines were steepest for one-bedroom units, whose average listing prices dropped by 7.2 percent. The city's historic West Side neighborhood appears to be more resilient than most of the city's residential neighborhoods, though, with week-over-week listing prices increasing by 7.4 percent.

- ❑ **Housing Sales:** The numbers of housing units sold in Sangamon County in the past several years has dipped slightly (for example, from 2,729 single-family homes in 2005, to 2,502 in 2009), but the median prices of housing units sold (both condominiums and single-family homes) has increased slightly (**See Table 2.21: Sales, Median Price/Average Price for Homes + Condominiums, 2005-2009**). According to Trulia, single-family homes on the market in August 2010 in Springfield range from a low price of \$8,900 (a 783 square foot, two-bedroom, one-bath foreclosure) to a high price of \$1.8 million (a 9,179 square foot home with five bedrooms, four full and one partial bath, on West Lake Shore Drive). Condos range from a low of \$30,700 (a 474 square foot one-bedroom, one-bath unit in a multi-floor building in Old Aristocracy Hill, with a 2009 assessed value of \$10,264) to a high of \$399,000 (a 2,009 square foot detached unit with three bedrooms and two baths on Irongate Drive, with a 2009 assessed value of \$104,151).
- ❑ **Vacancy Rates:** The Springfield Housing Authority reports that the overall residential vacancy rate in Springfield in 2008 was 12.3 percent (a 14.4 percent vacancy rate for rental housing and a 0.5 percent vacancy rate for owner-occupied housing). The Housing Authority also reports that 916 residential structures were demolished in 2006-2009, with 1,182.
- ❑ **Future Housing Demand:** The State of Illinois projects that Sangamon County's population will grow from an estimated 195,115 in 2010 to an estimated 210,672 in 2020. At the County's current average household size of 2.33 persons per household, this would mean, theoretically, that demand would exist by 2020 for 6,677 new housing units or an average of 668 new units per year.

## RESIDENTIAL CONCLUSION

The neighborhoods adjacent to MacArthur Boulevard are remarkably diverse, containing both some of the city's most expensive homes and also some of its least expensive housing units, with housing ranging from multi-family units to freestanding, single-family homes. MacArthur Boulevard has some significant strategic advantages for new housing development. It is close to Downtown Springfield. It is a major transportation corridor, providing relatively easy access to all parts of the city and region. It will increase in importance as a travel destination due to the new Interstate 72 interchange. Its neighborhoods offer a remarkable range of housing options, and children of certain ages can walk to school within the neighborhood.

The major drawback to new housing development along MacArthur Boulevard is the current condition of the Boulevard's commercial properties. To become an environment in which new housing takes root and in which neighborhoods truly thrive, the mix of businesses along the Boulevard must be broadened to offer more of the basic services that residential neighborhoods need – particularly with regard to groceries, dining out and basic household staples.

The old adage that “retail follows rooftops” is no longer as universally true as it once was since auto-oriented commercial corridors such as MacArthur Boulevard now attract people from significant distances, regardless of the presence of nearby housing. It remains true that residential neighborhoods are healthier and more desirable when they are well-served by convenience-oriented retail goods and services, access to good grocery stores and restaurants, and opportunities for entertainment and social interaction. By incrementally developing new, infill housing and concurrently expanding and improving the Boulevard's range of retail goods and services, MacArthur Boulevard will become an economically healthier, more attractive and better functioning Boulevard for the City and region.

# MacArthur Boulevard Master Plan

## Section 2: State of the Boulevard

**Table 2.19: Sangamon County Migration Patterns 2005–2008**

	TOTAL MIGRATION: US + FOREIGN	TOTAL MIGRATION - US	TOTAL MIGRATION - SAME STATE	TOTAL MIGRATION - DIFFERENT STATE	TOTAL MIGRATION- FOREIGN	NON- MIGRANTS
<b>2007-08</b>						
In-migration	3,798	3,715	2,423	1,292	83	78,603
Out-migration	3,823	3,795	2,104	1,691	28	78,603
Net	-25	-80	319	-399	55	-
<b>2006-07</b>						
In-migration	3,613	3,521	2,241	1,280	92	76,042
Out-migration	3,816	3,795	2,118	1,677	21	76,042
Net	-203	-274	123	-37	71	0
<b>2005-06</b>						
In-migration	3,758	3,647	2,378	1,269	111	75,607
Out-migration	3,757	3,733	2,059	1,674	24	75,607
Net	1	-86	319	-405	87	0
<b>2004-05</b>						
In-migration	3,503	3,435	2,271	1,164	68	75,639
Out-migration	3,775	3,744	2,067	1,677	31	75,639
NET	-272	-309	-204	-513	37	0

Source: Internal Revenue Sources of Income

**Table 2.20: Annual New Private-Owned Residential Building Permits, 2009**

	SPRINGFIELD			SANGAMON COUNTY		
	BUILGS	UNITS	AVERAGE COST PER UNIT	BUILGS	UNITS	AVERAGE COST PER UNIT
Single family	112	112	\$ 220,402	289	289	\$ 179,786
Two family	27	54	122,333	32	64	121,266
Three and four family	-	-	-	-	-	-
Five or more family	1	10	60,000	2	15	71,250
Total	140	176	181,199	323	368	165,184

Source: US Census Bureau

Table 2.21: Sales, Median Price/Average price for Homes + Condominiums, 2005-2009

YEAR	SALES	% CHANGE FROM PREVIOUS YEAR	MEDIAN PRICE	% CHANGE FROM PREVIOUS YEAR	AVERAGE PRICE YEAR	% CHANGE FROM PREVIOUS YEAR%
Single-family homes						
2009	2,502	8.9%	\$119,900	2.6%	137,448	4.0%
2008	2,298	-16.1%	115,950	0.8%	136,936	2.5%
2007	2,739	3.4%	115,000	0.9%	133,605	-0.2%
2006	2,647	-3.0%	114,000	1.0%	133,816	2.8%
2005	2,729	-2.5%	112,900	9.3%	130,142	7.1%
Condominiums						
2009	142	19.3%	95,000	-8.7%	104,067	-7.3%
2008	119	-33.1%	104,000	13.0%	112,253	3.0%
2007	178	26.2%	92,000	-9.8%	108,957	-6.4%
2006	141	-20.3%	102,000	22.9%	116,402	11.3%
2005	177	29.2%	83,000	7.8%	104,599	3.2%

Source: Illinois Association of Realtors

It should be noted that this Master Plan accommodates development of 340 new apartments, condominium units, 142 new townhomes, along MacArthur Boulevard as well as 40 new single-family homes nearby. Developed over the course of ten years, this would mean introducing approximately 52 new housing units annually. This is a number that is realistically achievable even with current residential vacancy rates, given organic population growth, the current rate of new housing development within the region and the need to replace some of the region’s substandard housing. It is recommended that some of these new housing units be developed with consideration of special needs and amenities (such as senior housing and universal access) to provide additional market appeal.

# CONSTRAINTS + OPPORTUNITIES

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The following is a summary of the issues/constraints existing within the MacArthur Boulevard Corridor that affect its potential for redevelopment (See **Figures 2.10, 2.11 and 2.12: Constraints + Opportunities**).

## CONSTRAINTS | ISSUES

- Public perception of the Boulevard is negative and appears to have taken a toll on existing businesses and potential redevelopment.
- The shallow depths of the properties on the east side of MacArthur Boulevard affect the potential for redevelopment.
- The presence of overhead utilities along MacArthur is unsightly and detracts from the appearance of the Boulevard.
- Sidewalks are in poor condition or lacking in some areas.
- Cross-access or driveway connections between properties are lacking, which encourages shoppers to exit sites onto MacArthur Boulevard and then re-enter a neighboring business.
- According to several stakeholder groups, *“MacArthur Park Apartments has a detrimental affect on the corridor.”* It is an issue for surrounding residents regarding property conditions, safety and crime and the overall negative perception it creates.
- Large vacant structures such as the former K-Mart and Esquire Theatre are major contributors to the Boulevard’s *“blighted”* image.
- There is a lack of consistent zoning control and enforcement along the Boulevard.
- Inconsistent building setbacks and parking lot placement contribute to an inefficient development pattern.
- While the population of Springfield and the County has grown over the several decades, recent growth has slowed demand for new commercial space.
- Buildings have a wide range of building forms and several appear to be deteriorating.
- According to some stakeholder groups, *“there are too many pay-day loan businesses in the corridor, which adds to its negative perception.”*
- Unattractive and deteriorating buildings and streetscape, too many billboards and signage clutter have negatively affected the Boulevard’s vitality as a place to shop and dine.
- Recent downturn in the national and local economy may depress retail sales for the next five years.

### STRENGTHS | OPPORTUNITIES

The following is a summary of the strengths and opportunities existing along MacArthur Boulevard that can be used as building blocks for revitalizing the Boulevard:

- MacArthur Boulevard's central location in Springfield is a significant opportunity due to proximity to jobs, cultural attractions and traffic exiting Interstate 72.
- Washington Park, with its wide variety of amenities and festivals, provides a strong activity generator at the north end of the Boulevard.
- The dense surrounding residential neighborhoods provide opportunities for local convenience businesses. There is also unmet market demand for residents of the neighborhood that could be tapped for expanded offerings of goods and services along the Boulevard.
- The traffic counts on MacArthur Boulevard provide good customer access for businesses.
- There is a nostalgic, generational connection to the Boulevard for what a good shopping street it once was.
- Activity generators along or near MacArthur Boulevard, such as Butler Elementary, South Side Christian Church, Blessed Sacrament Church and School, and Franklin Middle School are anchors that draw many people on a daily basis.
- There is inexpensive commercial space along the Boulevard that could support new start-up retail and service businesses.
- The Boulevard is linked to local and regional bike trails at the south end of MacArthur.
- Energetic and committed leadership from the County, City and the MacArthur Boulevard Business Association are critical for the revitalization of the Boulevard.
- The Boulevard's proximity to Downtown Springfield and the significant flow of daily commuters are strategic advantages.
- Local businesses, such as Wild Birds Unlimited, Dellert's Paints, Pease's Candies, Luer's Shoes, A+ Packaging/Shipping and Ross Issac Restaurant draw patrons from throughout the region on a daily basis.
- The new interchange at Interstate 72 could become the major gateway into Springfield from the south and west.
- The large vacant K-Mart and bowling alley block (10 acres + 3 acres of adjoining properties) and Theatre block (3.5 acres) are significant sites for redevelopment.
- Although Legacy Pointe may affect some consumer shopping patterns, the Legacy Pointe development will become a large, mixed-use town center that could draw new activity to MacArthur Boulevard from throughout the Midwest.

# MacArthur Boulevard Master Plan

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## Section 2: State of the Boulevard

