# Springfield Active Implementation Strategy Community Briefing


Ninigret | Partners

# Demand Considerations

# Addressable employee lunch market based on occupational mix

| Occupational Mix | % of workforce | 16000 Total Estimated Employees |
|---|---|---|
| Management | 8.6 | 1376 |
| Business and Financial Operations | 7.7 | 1232 |
| Computer and Mathematical | 2.9 | 464 |
| Architecture and Engineering | 1.0 | 160 |
| Life, Physical, and Social Science | 1.0 | 160 |
| Community and Social Services | 2.1 | |
| Legal | 3.7 | 592 |
| Education, Training, and Library | 1.7 | |
| Arts, Design, Entertainment, Sports, and Media | 3.2 | 512 |
| Healthcare Practitioners and Technical | 13.9 | |
| Healthcare Support | 2.1 | |
| Protective Service | 3.5 | |
| Food Preparation and Serving Related | 3.7 | |
| Building and Grounds Cleaning and Maintenance | 7.8 | |
| Personal Care and Service | 2.9 | |
| Sales and Related | 6.1 | |
| Office and Administrative Support | 14.7 | |
| Installation, Maintenance, and Repair | 5.1 | |
| Production | 1.8 | |
| Transportation and Material Moving | 3.5 | |
| Unclassified | 3.3 | |

~4500

Time limitations & location impact lunch; work dress limits immediate after work

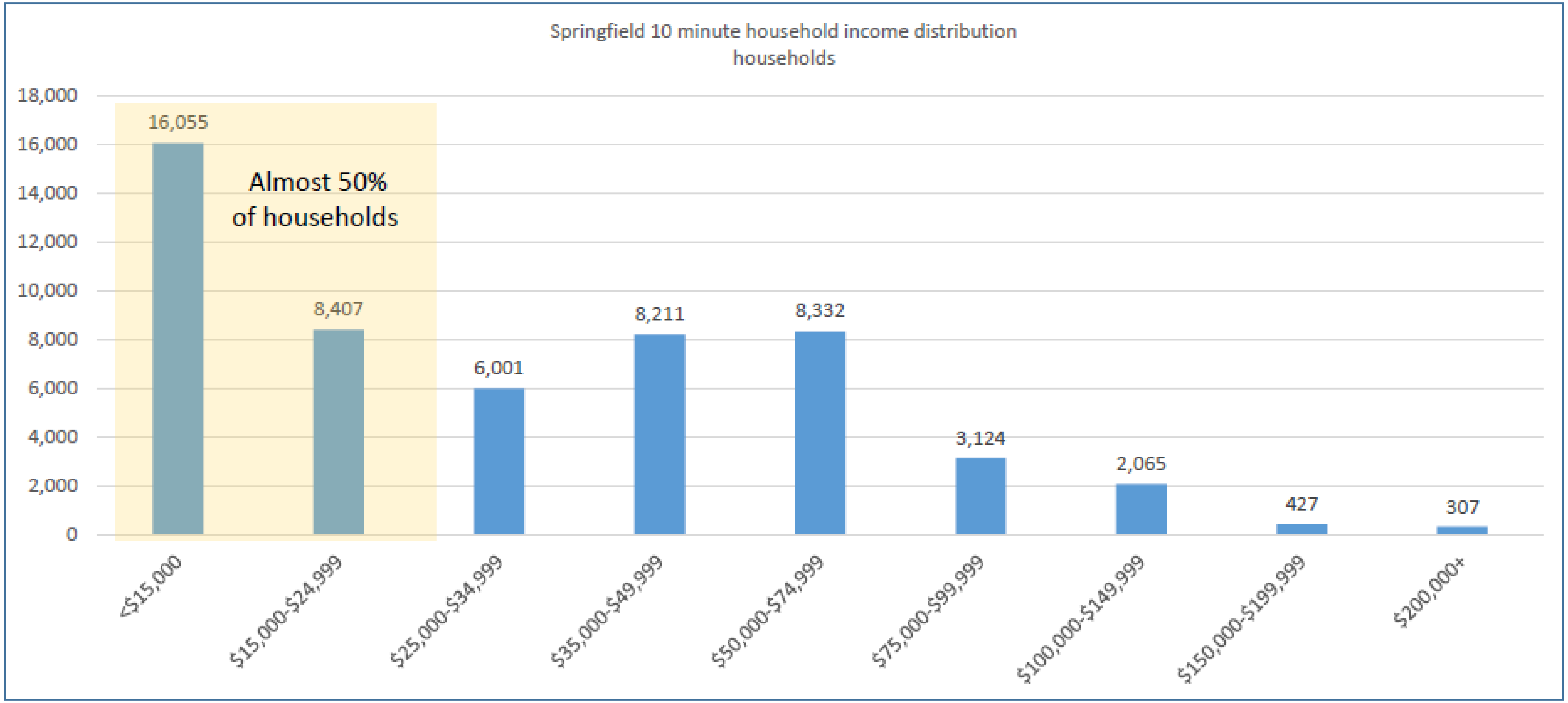
Hourly employees with typically 30 minute lunch breaks – if they go out its “grab & go” offerings

# National benchmarks suggest a potential for $12.5m in spending from the office worker

| Office-Worker Spending Summary | | | |
|---|---|---|---|
| Including and Excluding Those Who Spent Nothing | | | |
| | Mean Weekly Expenditures (U.S. Dollars Per Worker) | | |
| | | Excluding Those Who Spent Nothing | |
| Types of Spending | Including Those Who Spent Nothing | Total | Percent of Office Workers Who Spent in Category |
| Total | $195.22 | $206.31 | 94.6% |
| Transportation and Online Purchases | 66.03 | 73.99 | 89.3 |
| Transportation | 35.92 | 40.82 | 88.0 |
| Online Purchases Made at the Office (Personal) | 30.11 | 185.04 | 16.3 |
| Full-Service Restaurants and Fast Food | 26.71 | 43.02 | 62.1 |
| Full-Service Restaurants | 12.97 | 43.22 | 30.0 |
| Fast Food/Deli/Lunch Eateries | 13.75 | 24.99 | 55.0 |
| Goods and Services | 102.47 | 191.89 | 53.4 |
| Department Stores | 7.56 | 74.86 | 10.1 |
| Discount Stores | 10.63 | 52.11 | 20.4 |
| Drug Stores | 6.87 | 26.90 | 25.6 |
| Grocery Stores | 19.79 | 61.19 | 32.4 |
| Clothing Stores | 3.80 | 56.94 | 6.7 |
| Shoe Stores | 2.82 | 51.98 | 5.4 |
| Sporting Goods Stores | 2.73 | 47.54 | 5.8 |
| Electronics/Phone/Computer Stores | 6.88 | 118.69 | 5.8 |
| Jewelry Stores | 3.36 | 88.39 | 3.8 |
| Office Supplies/Stationery/Novelty Gifts and Cards | 6.90 | 59.49 | 11.6 |
| Warehouse Clubs | 9.71 | 94.08 | 10.3 |
| Other Goods (florist, non-food vendors, etc.) | 3.61 | 59.01 | 6.1 |
| Personal Care Shops | 6.03 | 66.65 | 9.1 |
| Personal Services | 3.92 | 37.26 | 10.5 |
| Other Services (not elsewhere classified) | 3.48 | 59.50 | 5.9 |
| Entertainment (sporting events, live theater, concerts, movies) | 4.35 | 51.35 | 8.5 |
| Addendum | | | |
| Total Less Transportation and Online Purchases | $129.18 | $170.88 | 75.6% |
| Source: ICSC Research | | | |

Implies retail & restaurant potential spending of approximately $12.5m

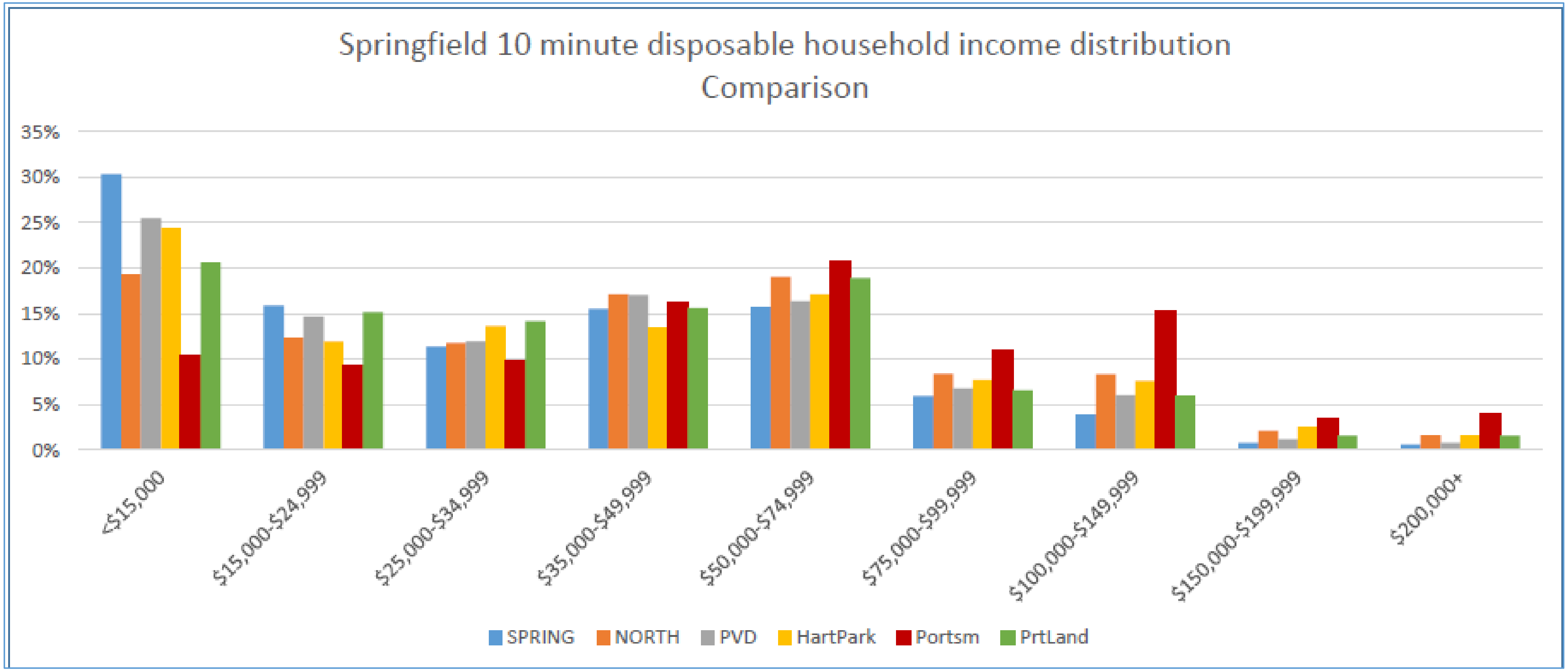
# Within 10 minutes of target area are 53,000 households



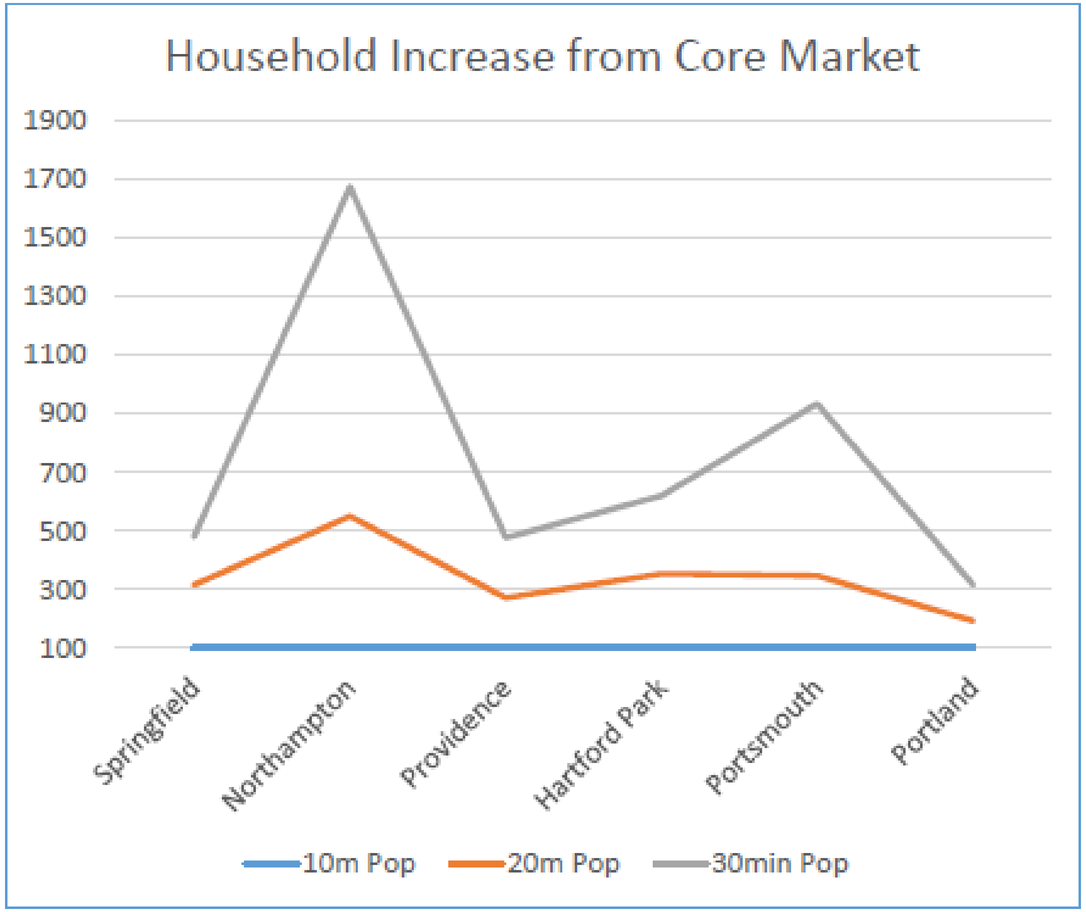
# The Springfield core market number of households is fairly large but substantially poorer than the benchmark communities

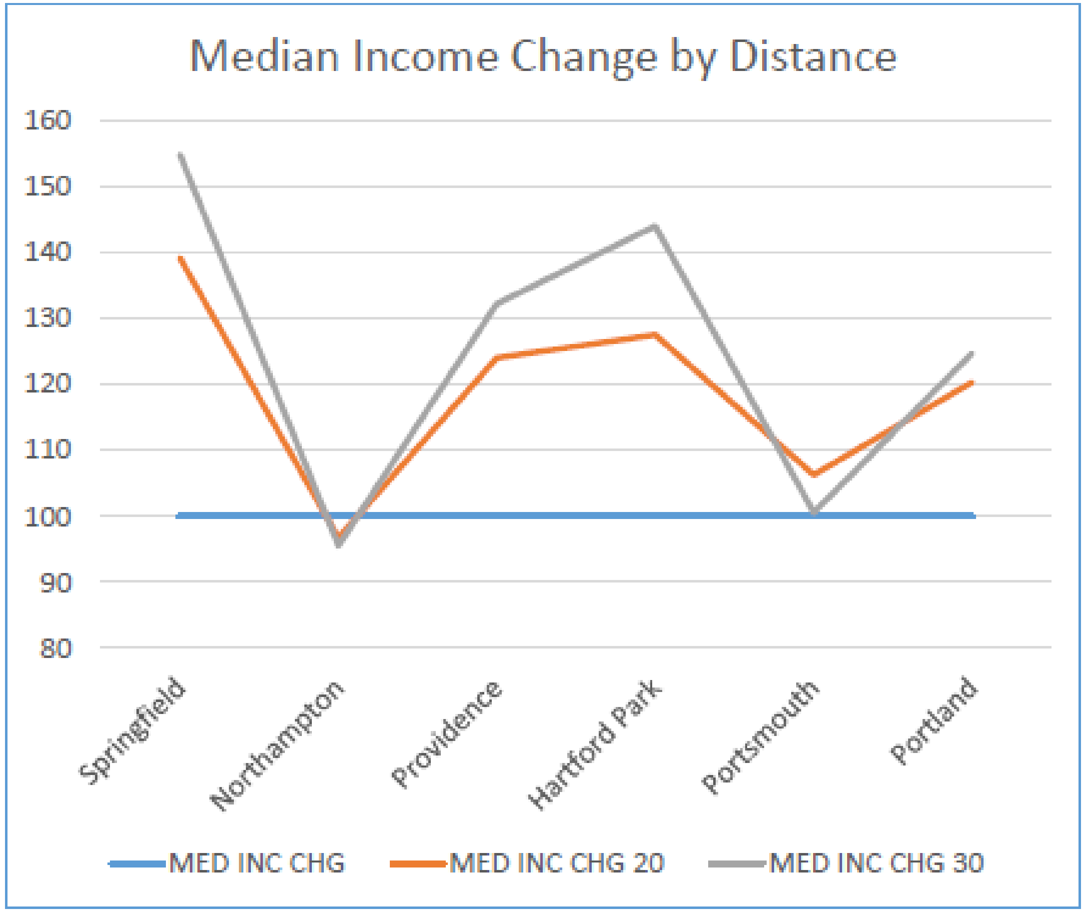
| 10 Minute Core Mkt | | | | | | |
|---|---|---|---|---|---|---|
| | Springfield | Northampton | Providence | Hartford Park | Portsmouth | Portland |
| Total Population | 52,931 | 11,079 | 91,521 | 64,859 | 11,179 | 34,774 |
| % Pop < 34 | 23% | 22% | 28% | 23% | 21% | 27% |
| Median Inc | $27,730 | $39,551 | $32,883 | $34,998 | $45,751 | $35,077 |
| Avg Income | $38,444 | $52,357 | $43,399 | $49,813 | $59,207 | $47,197 |
| % of Springfield Median | 100% | 143% | 119% | 126% | 165% | 126% |
| Median Inc 25 to 34 | $27,455 | $38,272 | $34,321 | $34,468 | $44,705 | $35,265 |

# Within 10 minutes Springfield income distribution is highly concentrated in lower income categories

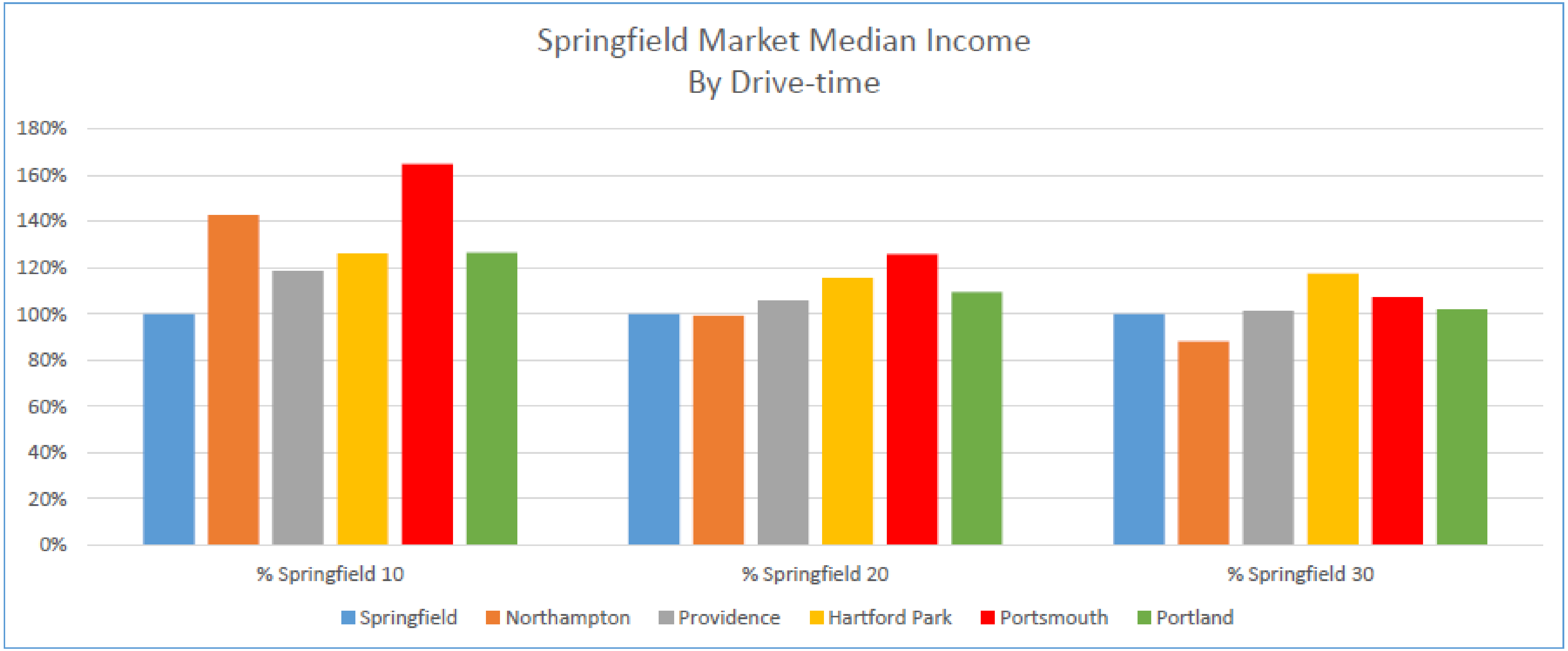


# Springfield disposable median income increases more than any comparison community as distance from the downtown grows



# … Helping to close Springfield's downtown market disposable income gap



# Comparing largest segments – 30 minutes

Springfield

| Rank | Tapestry Segment | Percent |
|---|---|---|
| 1 | Parks and Rec (5C) | 20.3% |
| 2 | Front Porches (8E) | 10.5% |
| 3 | Fresh Ambitions (13D) | 9.6% |
| 4 | Comfortable Empty Nesters (5A) | 9.6% |
| 5 | Savvy Suburbanites (1D) | 6.5% |
| 6 | Green Acres (6A) | 3.9% |
| 7 | Exurbanites (1E) | 3.6% |
| 8 | Old and Newcomers (8F) | 3.1% |
| 9 | Midlife Constants (5E) | 2.7% |
| 10 | In Style (5B) | 2.5% |
| 11 | Social Security Set (9F) | 2.2% |
| 12 | Pleasantville (2B) | 2.2% |
| 13 | Family Foundations (12A) | 2.0% |
| 14 | Set to Impress (11D) | 2.0% |
| 15 | Golden Years (9B) | 1.9% |
| 16 | Retirement Communities (9E) | 1.9% |
| 17 | Home Improvement (4B) | 1.4% |
| 18 | Rustbelt Traditions (5D) | 1.4% |
| 19 | American Dreamers (7C) | 1.3% |
| 20 | Emerald City (8B) | 1.1% |

Northampton

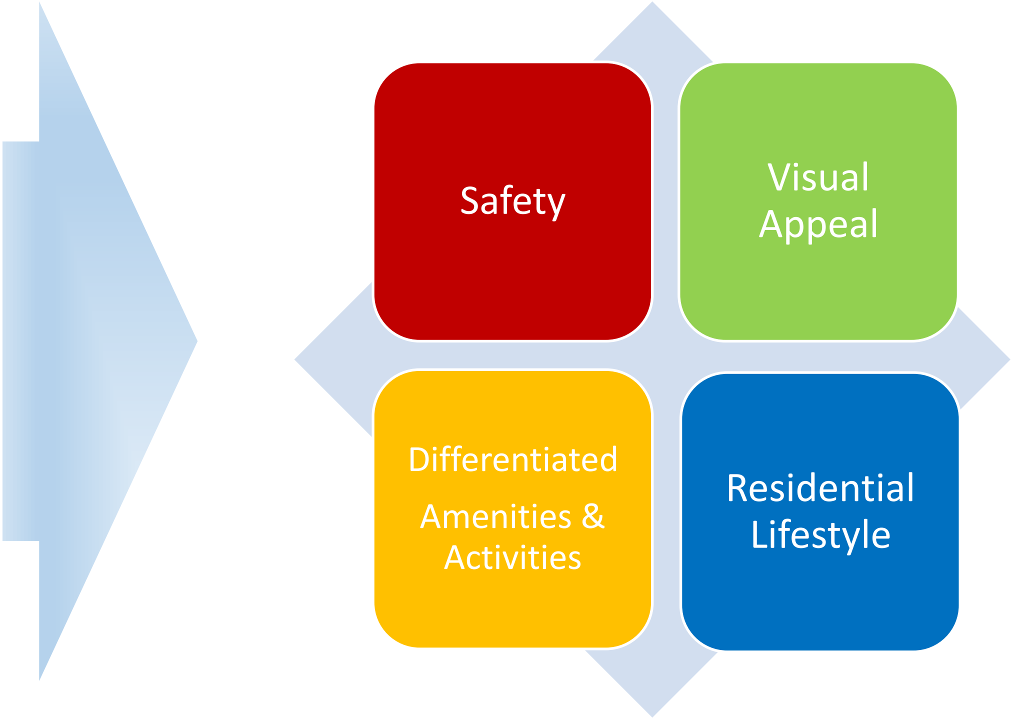
| Rank | Tapestry Segment | % Pop |
|---|---|---|
| 1 | Parks and Rec (5C) | 15.1% |
| 2 | Fresh Ambitions (13D) | 12.7% |
| 3 | Front Porches (8E) | 10.5% |
| 4 | Comfortable Empty | 7.8% |
| 5 | In Style (5B) | 6.5% |
| 6 | Old and Newcomers (8F) | 5.3% |
| 7 | Set to Impress (11D) | 3.7% |
| 8 | Exurbanites (1E) | 3.1% |
| 9 | Social Security Set (9F) | 3.1% |
| 10 | Midlife Constants (5E) | 2.9% |
| 11 | Savvy Suburbanites (1D) | 2.4% |
| 12 | Emerald City (8B) | 2.2% |
| 13 | College Towns (14B) | 2.2% |
| 14 | Green Acres (6A) | 2.1% |
| 15 | Retirement Communities | 2.0% |
| 16 | Urban Chic (2A) | 1.8% |
| 17 | Golden Years (9B) | 1.6% |
| 18 | Rustbelt Traditions (5D) | 1.3% |
| 19 | City Commons (11E) | 1.2% |
| 20 | American Dreamers (7C) | 1.1% |

# What potential “customers” said about the downtown

**Focus Group Comments**

- I feel safe after leaving dinner
- You’re pretty safe until after 10-11
- More people on the street would make it feel safe
- Some of the streets are very dark even with the Christmas lighting
- Not visually appealing
- The empty storefronts are creepy
- Media overhypes the story and makes it seem like random people are shot or stabbed at any time of day
- Not enough restaurants
- A coffee shop
- Housing too expensive especially for what you get
- Not enough housing options

**Dimensions of the Downtown Product**



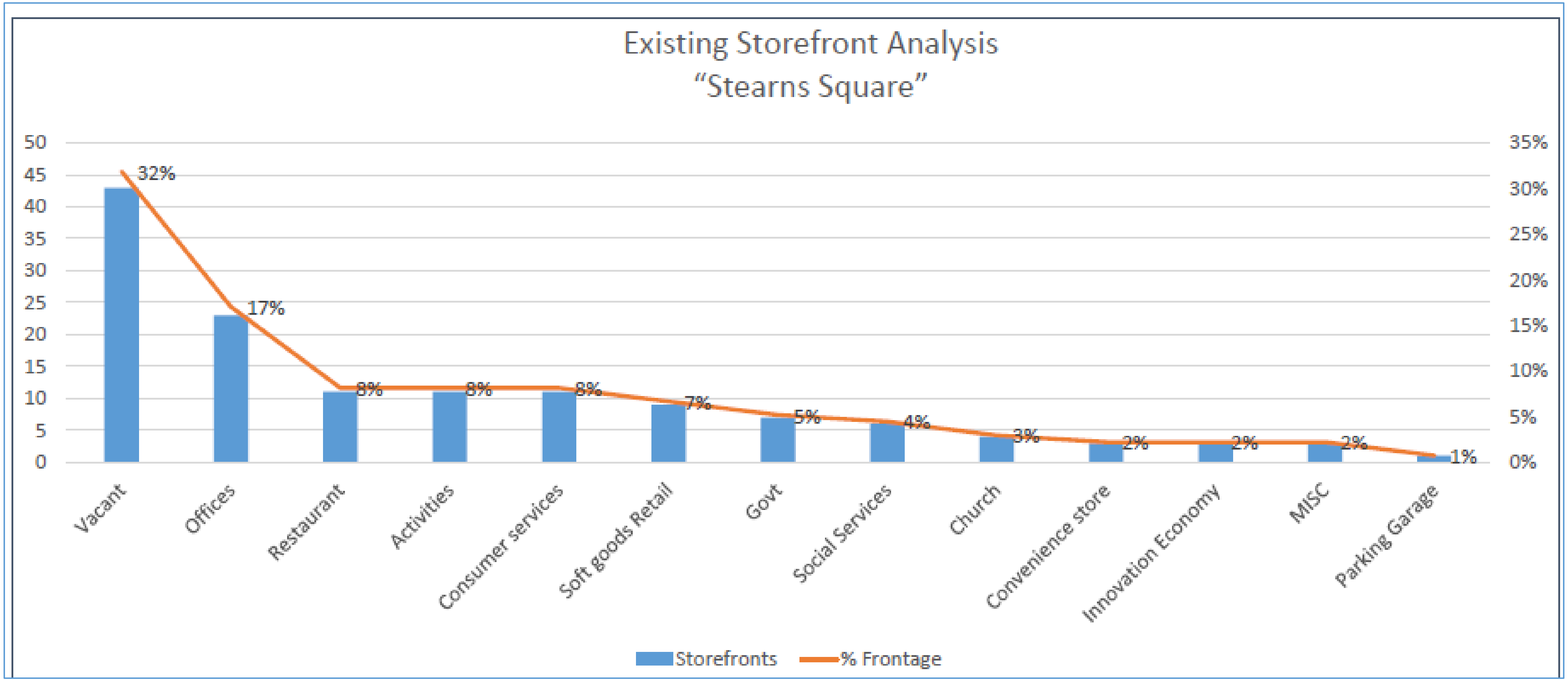
# Safety and crime – perception & reality



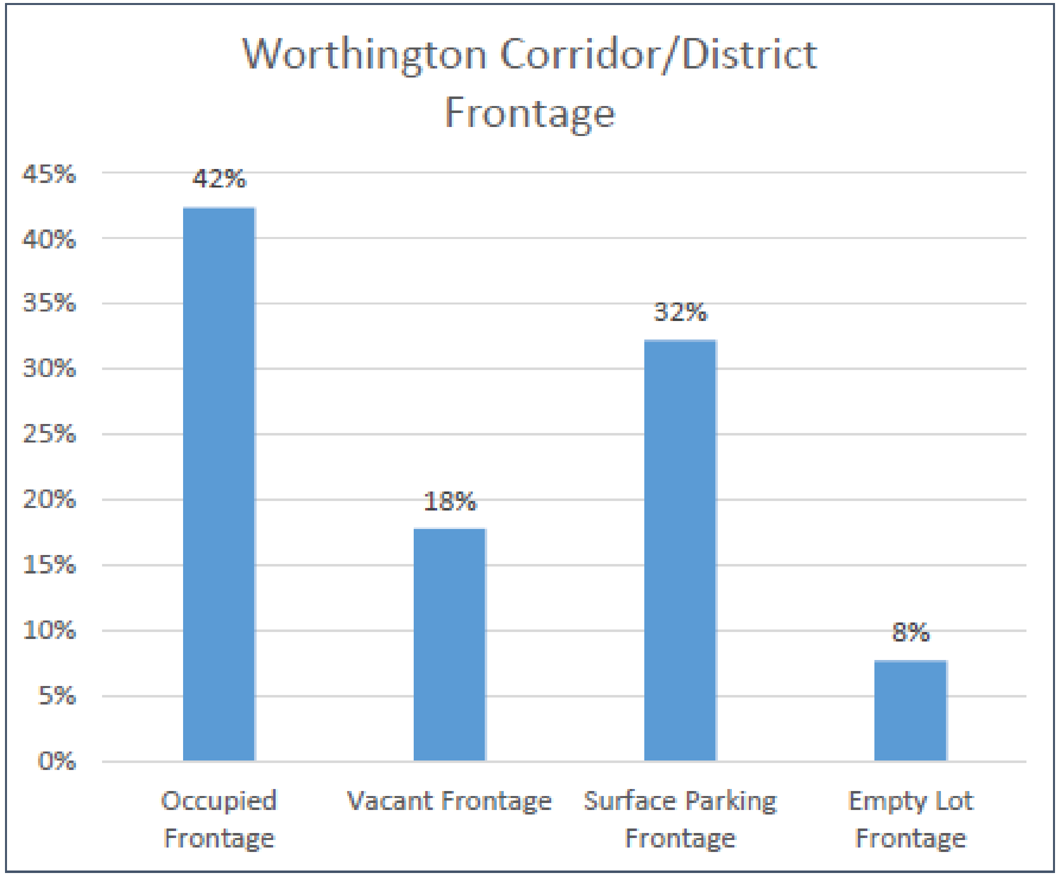



Trulia Crime Risk Map

# “Activities” that generate concern represent less than 10% of the storefronts in the area



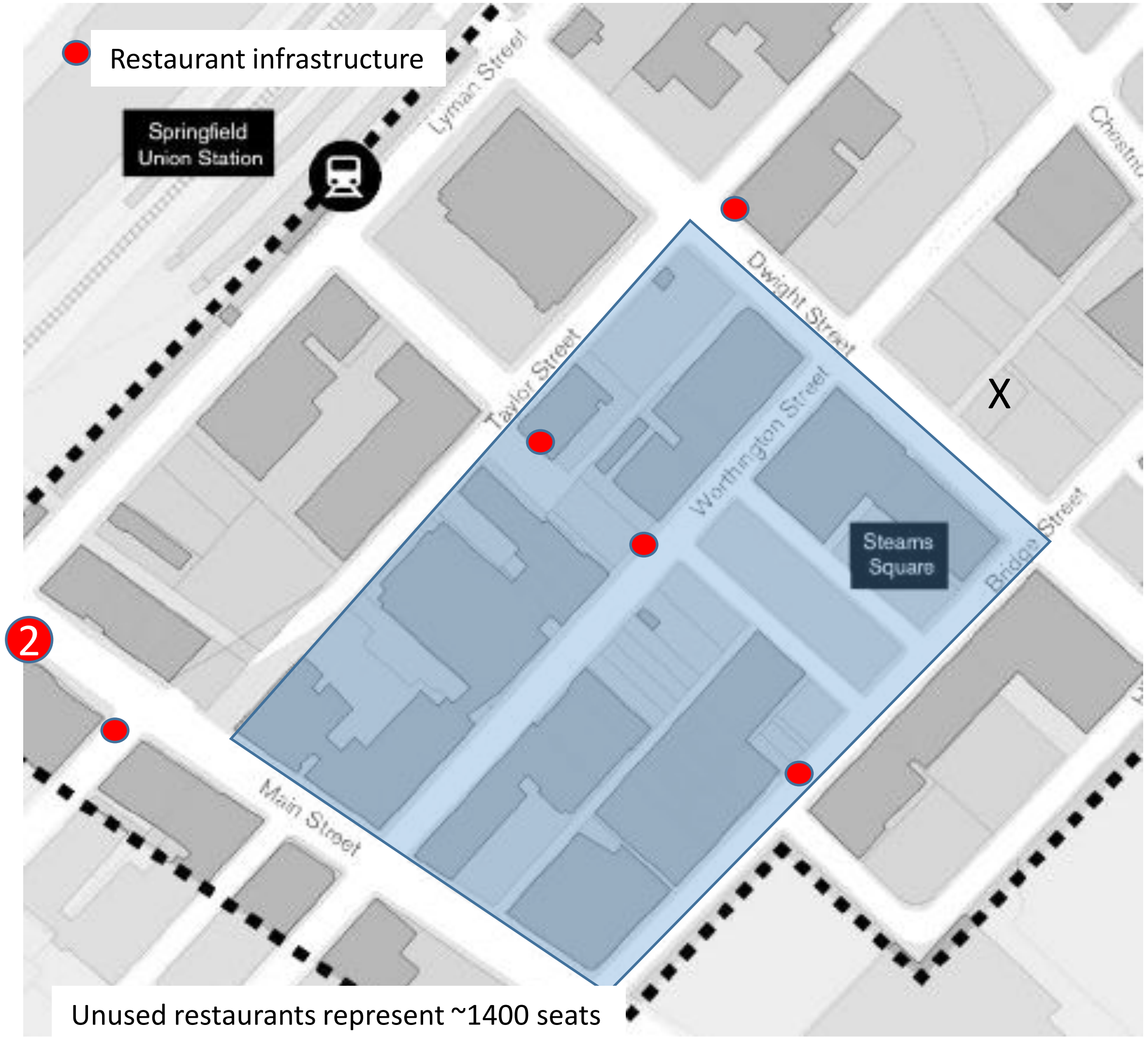
# However in terms of linear feet of frontage, surface parking plus empty lot frontage rival occupied frontage




| Streets | Total Usable Frontage FT | Occupied Frontage | Vacant Frontage | Surface Parking Frontage | Empty Lot Frontage |
|---|---|---|---|---|---|
| Worthington | 3390 | 37% | 18% | 29% | 16% |
| Taylor | 3294 | 38% | 21% | 33% | 8% |
| Lyman | 2819 | 19% | 33% | 17% | 31% |
| Dwight | 2077 | 54% | 3% | 43% | 0% |
| Spring | 1984 | 43% | 7% | 43% | 8% |
| Chestnut | 1874 | 38% | 29% | 27% | 6% |
| Winter | 1638 | 14% | 30% | 55% | 0% |
| Bridge | 1561 | 47% | 24% | 29% | 0% |
| Hillman | 1316 | 52% | 0% | 48% | 0% |
| Main | 1207 | 67% | 33% | 0% | 0% |
| Pearl | 1174 | 44% | 9% | 48% | 0% |
| Matoon | 1097 | 87% | 0% | 13% | 0% |
| Salem | 617 | 94% | 6% | 0% | 0% |
| Stearns | 484 | 30% | 7% | 63% | 0% |
| Kaynor | 418 | 31% | 19% | 50% | 0% |
| Harrison | 333 | 67% | 0% | 33% | 0% |
| Barnes | 167 | 38% | 9% | 53% | 0% |

# Moving Forward

# Initial focus should be on the “Taylor Bridge” quadrangle




- Existing restaurant activity and restaurant infrastructure
- Place making infrastructure – 2 major squares adjacent to location
- Walking proximity to downtown and emerging residential areas
- Vacant storefronts but fewer “missing teeth” than other areas of the District
- Strategic site control
- Existing investment in key buildings
- Note: includes frontage on both sides of streets

Note: every available restaurant is not plotted

# Building condition assessment

# Available surface lots in the area “fit” new housing

- **341 additional units**
- **28,700 sqft first floor**

# And can still serve as anchor to broader district redevelopment

# Active Implementation Assistance

Initial Best Practice Research

- Safety and security initiatives
- Place-making activities
- Programming and retail/restaurant development strategies
- Financial gap approaches

# High level pro forma analysis (cont…)

| | | | Springfield | Providence |
|---|---|---|---|---|
| Residential \| Apartments | SF | Rent | PSF Rent | |
| One Bedroom | 720 | $1,116 | $1.55 | |
| | 720 | $1,550 | | $2.15 |
| | | | | |
| Gross Revenue | | | $13,392 | $18,600 |
| less: Operating Expenses | | | ($5,800) | ($5,800) |
| ~~less: RE Property Taxes~~ | | | ~~$0~~ | ~~$0~~ |
| Net Operating Income | | | $7,592 | $12,800 |
| | | | | |
| Capitalization Rate | | | 6.75% | 6.75% |
| Valuation /Unit | | | $112,474 | $189,630 |

For illustration purposes only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