



DOWNTOWN
SPRINGFIELD
TENNESSEE

DOWNTOWN SPRINGFIELD
WELCOME TO REAL TENNESSEE.

ADOPTED: DECEMBER 2024



ABOUT SPRINGFIELD

A NATURAL MIXTURE OF BOTH URBAN AND RURAL

Springfield, Tennessee, located 30 miles north of Nashville, has a rich history and strong sense of community. Its downtown, anchored by the Robertson County Courthouse and other historic buildings, reflects the city's blend of Southern charm and modern functionality. Established in 1798 as a hub for tobacco farming, Springfield's downtown remains the heart of the community, showcasing its history while adapting to modern needs.

This Downtown Revitalization Roadmap focuses on ensuring that downtown Springfield continues to thrive as a center for commerce, culture, and community engagement. As Springfield's economy diversifies with industries like manufacturing, healthcare, and retail, downtown must evolve to meet the needs of residents, businesses, and visitors. The roadmap emphasizes preserving historic character while encouraging development that aligns with Springfield's small-town appeal.

Downtown Springfield is a vital part of the city's identity, hosting events like the Downtown Springfield First Friday market and serving as a hub for civic life. The strategic vision outlined in this roadmap includes enhancing the built environment, promoting community character, and fostering sustainable growth. By investing in downtown's future, Springfield will continue to honor its heritage while embracing opportunities for revitalization, making it a vibrant destination for both residents and visitors.



HISTORY HIGHLIGHTS

- Distinct buildings and circulation
- Development creating positive change
- Vested citizens and business owners

SOCIOECONOMIC & DEMOGRAPHIC ANALYSIS



DEMOGRAPHIC FIGURES (CITY-WIDE)



2.14

Population density
per acre

14.2%

Population growth from
'12 to '22 (ACS)

42.9%

Population between 15
and 44 years of age

**HOUSEHOLD
SIZE**



2.58

Average persons per
household

**HOUSEHOLD
INCOME**



\$55,392

Median household
income (2022)

**HOME
VALUES**



\$334,900

Median sale price
(Sept. 2024, Redfin)

**RENTAL
UNITS**



43.5%

Renter occupied housing
units (2022)

**COMMUTE
TIME**



25.5

Mean commute time
(minutes) (2022)

**WORK FROM
HOME**



4.9%

Population that works
from home (2022)



A community must have a similar vision to support.

STAKEHOLDER INTERVIEWS

Twenty two stakeholder interviews were conducted with business owners, property owners, civic leaders and staff, and other individuals involved with Downtown Springfield. These interviews were conducted in September 2024. The following data are a brief synopsis of the data collected through from stakeholders in these conversations.



Community and Event Engagement

The community strongly supports events like First Friday market. These events have grown in popularity and contribute to a strong community feel, drawing residents downtown and fostering a positive environment.



Historical and Architectural Assets

Downtown's rich history, including its historic preservation efforts and unique architecture, is seen as a significant advantage. Some stakeholders highlight opportunities to further enhance these assets.



Walkability and Connectivity

The downtown is noted for its good pedestrian connectivity with adjacent neighborhoods and the greenway, which is a valued asset, although improvements in bikeability and branding for the greenway are desired.

There were a few similar themes on what could be improved that became apparent during the interview process involving community stakeholders, business owners, and property owners. They are as follows:

1.

Building Activation: There is an issue with vacant storefronts, and stakeholders suggest holding owners accountable for maintaining these. Utilities cost and permitting also add barriers to activating storefronts.

2.

Business Development: Stakeholders desire more retail and entertainment, with many noting that downtown feels "dead" after 4:30 p.m. and on weekends. There is also a lack of anchors to draw foot traffic.

3.

Public Space and Beautification: While there is some beautification of public spaces, stakeholders see opportunities to improve lighting, add flowers, and create more spaces like event venues or green spaces.

4.

Zoning: The downtown's zoning has not been updated since the 1990s, and there is confusion about what is allowed. There is also frustration with the lack of enforcement of design guidelines.



A community must have a similar vision to support.

PUBLIC VISIONING OPEN HOUSE

A visioning open house was hosted on Wednesday, October 2nd at City Hall to provide an opportunity for the public to provide their input for the future of downtown Springfield via various interactive feedback sheets with preferential voting, open feedback, and drawing on maps. Approximately 20 people attended the open house. The full data are available in the Appendix of this document.



Character and Community Pride

There is a desire to protect and promote the Downtown's architecture and history. Many participants emphasize the importance of maintaining the charm while celebrating its history through events and preservation.



Gathering Spaces and Outdoors

Outdoor dining, parks, and gathering spots are highly desired. Participants see these as vital for creating a vibrant, social downtown. Events like First Friday market and the potential for live music venues are seen as key attractions.



Support for Local Businesses

There is strong support for local businesses. Many respondents are drawn to downtown for these establishments and wish to see more retail and restaurant offerings.

There were a few similar themes on what could be improved that became apparent from the visioning open house from responses from the public. The key takeaways for areas of improvement are as follows:

1.

Business Diversity and Extended Hours: There's a strong call for more diverse businesses. Additionally, many expressed frustration about limited hours of operation. There's a desire to see businesses that stay open later.

2.

Public Spaces: Participants voiced a desire for new green spaces, such as pocket parks and outdoor seating, which could fill vacant lots. These spaces would not only beautify the area but also provide gathering places.

3.

Building Enhancements: Many noted that buildings need improvements. Suggestions include renovating buildings, improving facades, and adding more storefronts to make downtown more appealing and inviting.

4.

Pedestrian and Mobility Improvements: There are significant comments about improving pedestrian safety and mobility. Suggestions include raised crosswalks and pedestrian lights at key intersections.



A community must have a similar vision to support.

VISIONING SURVEY

From September 12th to October 17, 2024, the public visioning survey collected 103 responses to various questions about what kind of downtown people desire for the future of Springfield. The full survey responses are provided in the Appendix of this document.



Historic Charm

Many respondents described Downtown as “historic” and “charming.” This emphasizes the town’s unique architecture and its role as a key part of Springfield’s identity. Maintaining and enhancing this character is seen as essential.



Community Engagement

Events like First Friday market and other community activities are important in drawing people downtown. Respondents noted that these events help foster a sense of community and engagement.

359567



Potential for Growth

Several respondents highlighted the “potential” for Downtown Springfield to evolve, reflecting optimism for future development while retaining its small-town appeal.

There were a few similar themes on what could be improved through engagement with the public via the 103 responses to the visioning survey. They are as follows:

1.

Revitalize Underutilized Spaces: Words like “underdeveloped” and “rundown” appeared frequently, indicating that many feel Downtown has potential but is not fully realized.

2.

Expand Business Offerings: The need for diverse businesses was a common theme. People called for entertainment venues, restaurants, specialty shops, and retail to attract more visitors and residents.

3.

Improve Public Spaces: Enhancing public areas, such as parks, outdoor dining, and benches, was a common suggestion. Lighting and sidewalk improvements were noted as important for making downtown inviting.

4.

Extend Operating Hours: Several responses indicated frustration with businesses closing early, leaving downtown “dead” after 5 p.m. There is a call for businesses to stay open later, creating a more vibrant nightlife.



A community must have a similar vision to support.

INVESTOR SURVEY

From September 12th to October 17, 2024, the investor-oriented survey collected 22 responses from business owners, property owners, and investors in an effort to understand what opportunities and constraints existed in making Downtown Springfield an economically vibrant and resilient place. The full survey responses are provided in the Appendix of this document.



Historic and Local Charm

Many business and property owners appreciate the historic charm of Downtown. The small-town appeal were mentioned as reasons for investing in the area. This charm aligns with many owners' desire to foster a community atmosphere.



Supportive Business Environment

Owners mentioned how supportive other downtown business owners are. This collaborative environment makes it easier for businesses to thrive and fosters a sense of community among local enterprises.



Potential for Growth

There's recognition of the potential for growth in Downtown. Investors and business owners see opportunities for enhancing foot traffic and adding more residential, which would contribute to a more walkable and vibrant downtown.

There were a few similar themes on what could be improved that became apparent from the survey responses and other engagement with business owners, property owners, and investors. The key takeaways are as follows:

1.

Increasing Foot Traffic: One of the most common challenges is the lack of foot traffic. Businesses are seeking to draw more people to downtown, especially after 5 p.m. They suggested more events and retail anchors.

2.

Revitalization of Vacant Storefronts: Many respondents are concerned about vacancy. They suggested incentivizing owners to lease/sell and to activate vacant windows with art to create a livelier atmosphere.

3.

Infrastructure and Public Improvements: Business and property owners noted the need for improvements such as upgraded broadband, enhanced streetscapes, better signage, and improved parking.

4.

Incentives for Investment: There is a desire for tax incentives, grants, and streamlined permitting to encourage more investment in downtown. These would help owners make improvements and attract businesses.



Gathering existing conditions is the first step.

DESTINATION DISCOVERY

Downtown Springfield is a historic and community-centered area with a blend of small businesses, unique architecture, and a strong sense of local pride. However, it also faces challenges that impact its overall vitality and functionality. This section outlines the key strengths and areas of improvement based on current conditions in the downtown area, providing a snapshot of its architectural, economic, and infrastructure landscape.



Historic Character and Architecture

- Downtown features historic buildings, particularly the courthouse and brick structures, contributing to its charm.
- While several historic buildings are well-preserved, others show signs of neglect, with some facades needing attention.
- Vacant and unmaintained buildings detract from downtown.



Business and Economic Activity

- Businesses benefit from a collaborative environment, creating a positive business climate.
- Events draw crowds, but foot traffic is otherwise limited.
- Businesses are mostly small, with professional services and some retail, but entertainment and dining options are limited.



Property and Building Conditions

- Most buildings are occupied, though some vacant properties remain.
- Property owners face high costs and infrastructure challenges, making improvements difficult.
- There are empty lots that impact the appeal of the downtown core.



Public Infrastructure and Streetscape

- Sidewalks and crosswalks need improvements for pedestrian safety, especially at key intersections.
- There is a lack of green spaces and gathering spots beyond the square.
- Downtown has adequate public parking with no serious reported shortages, but there is concern about on-street parking.



Infrastructure and Broadband

- Broadband access is limited to two private providers.
- Streetscape elements like lighting and signage are present but need upgrades.



SWOT ANALYSIS

Downtown is beautiful,
yet there is limited draw
or attraction to retain
people.



Strengths

- Rich historic architecture, including the courthouse and brick buildings.
- Strong sense of local pride and community engagement.
- Supportive and collaborative business environment.
- Popular community events like First Friday market boost activity.
- Downtown's small-town charm appeals to both locals and visitors.
- Generally adequate parking for businesses and visitors.

Opportunities

- Activation of vacant buildings and storefronts to revitalize downtown.
- Attracting more diverse businesses, especially retail and dining options.
- Expanding public spaces, such as parks and outdoor dining areas.
- Improving streetscapes and enhancing pedestrian safety features.
- Offering financial incentives to encourage business investment.
- Increasing evening activities to boost foot traffic after business hours.

Weaknesses

- Limited foot traffic outside of events, particularly after 5 p.m.
- Inconsistent building maintenance and several vacant storefronts.
- Limited access to broadband internet.
- Lack of public gathering spaces like parks or courtyards.
- High operating costs create challenges for property owners.
- Sidewalks and pedestrian infrastructure need improvements.

Threats

- High operating costs may deter improvements and business growth.
- Aging infrastructure could limit future development potential.
- Competition from neighboring commercial areas could divert business.
- Vacant properties may contribute to a negative perception of downtown.
- Regulatory hurdles and permitting processes slow development.
- Stagnant growth if revitalization efforts are not prioritized.

ROADMAP RECOMMENDATIONS

The following pages will break down the recommendations for each of the five (5) categories listed in the graphic below. All recommendations are currently in conceptual or draft format and are still open for feedback.

Providing strategic recommendations for the downtown core is an exercise in community capacity building, not borrowing.

Note: These recommendations should not solely fall on the City's Main Street program to implement.



Roadmap Recommendations

- 1** Built Environment
- 2** Community Character
- 3** Real Estate Development
- 4** Community Capacity
- 5** Streetscape Enhancements

BUILT ENVIRONMENT

Purpose of the Built Environment

The built environment of a downtown embodies the physical space where users interact with stores or services, gather in civic spaces, and assimilate into the small-town culture of their community. It is this space that serves as the vital “third space” in a personal-interaction scenario (live, work, play). Without this space, residents and visitors lack a common area to congregate and share a story and cannot bond to a common thread.

Benefits of a Strong Built Environment

The benefits of a strong and uniform built environment are numerous, but there are a few that are more important than the others. The important benefits are that people form an intrinsic bond with buildings that are significant to their childhood or have played a role in important life milestones.



18.5 M

National average amount of visitors to a small town annually.



Outlined below are the recommendations for the Built Environment section. All recommendations provided are formulated to create catalysts for change within the community or to meet/exceed resident and stakeholder requirements.

1 Implement incremental pedestrianization of 6th Avenue from Locust to W Court.

2 Improve downtown design guidelines.

3 Improve access to the business directory and map.

4 Identify and enhance the primary gateways to downtown.

5 Explore a form-based code for the downtown district.

BUILT ENVIRONMENT

Improve downtown design guidelines.

Strengthening the downtown design guidelines will ensure that new developments and renovations preserve and support Springfield's historic charm while promoting modern functionality. Clear, enforceable guidelines will help maintain architectural consistency and aesthetic appeal, making it easier for property owners to understand and comply with city expectations.

Improve access to the business directory and map.

A digital, interactive downtown map will improve access to information about local businesses, attractions, and parking. This map can be used through a website or mobile app but should highlight the multiple attributes available within downtown Springfield. Vinyl clings with QR codes can be distributed to downtown businesses, allowing visitors to scan and view the directory on their smartphones quickly. This will help promote local businesses and make navigation more convenient for visitors.

Identify and enhance the primary gateways to downtown.

Gateways such as Memorial Blvd. should be enhanced with improved signage, placemaking identification, and accessible circulation patterns, creating a welcoming entrance into downtown. This area can also house new developments like walkable retail spaces or apartments that complement downtown's character, improving both function and visual appeal.

Explore a form-based code for the downtown district.

Adopting a form-based code for downtown Springfield would guide future developments based on the physical form of buildings and their relationship to public spaces, rather than just land use. This approach ensures new developments contribute to the walkability, aesthetics, and functionality of downtown, creating a cohesive environment that aligns with Springfield's vision.



BIG IDEA #1

DOWNTOWN PLAZA SPACE

BUILT ENVIRONMENT

Implement incremental adaptation of 6th Avenue from Locust to W Court.

The incremental reuse of 6th Avenue from Locust to W Court is a strategic initiative to create a vibrant pedestrian space while minimizing risks through phased implementation. This project would start with temporary closures during high-traffic summer months, using jersey barriers (or other temporary options) to block vehicle access and test the concept. During this period, the City will collect feedback from businesses, residents, and visitors, as well as data on traffic patterns and public space usage. If the temporary closures prove successful, the City will transition to a permanent pedestrian zone, followed by permanent infrastructure improvements such as adding curbs, paths through the site, green space throughout the site, and decorative elements to enhance the space.

This approach allows the City to test the feasibility and popularity of the pedestrian zone before committing to permanent changes. This change will foster a more walkable downtown, encourage outdoor dining and street-level activities, and create a safer, more enjoyable space for residents and visitors to gather. Over time, this area can become a key downtown destination, supporting local businesses and enhancing the overall downtown experience.

Steps for Implementation:

- Phase 1: Temporary summer closure with jersey barriers. Activate the space with pop-up events, outdoor seating, and vendor stalls.
- Phase 2: Transition to a permanent closure if successful, and plan for infrastructure upgrades such as enhanced paving, street trees, seating, and public art.
- Phase 3: Implement permanent infrastructure upgrades by installing curbs to cordon off the area, paved paths, and programmable green space. Additionally, connect it with existing public spaces and promote it as a central downtown hub.

DOWNTOWN PLAZA SPACE



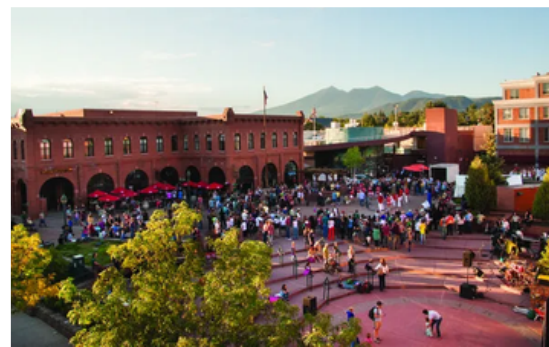
DOWNTOWN PLAZA LOCATION

IMPLEMENTATION & PHASING

**TEMPORARY PLAZA WITH
TEMPORARY
INFRASTRUCTURE**

**PERMANENT PLAZA WITH
TEMPORARY
INFRASTRUCTURE**

**PERMANENT PLAZA WITH
PERMANENT
INFRASTRUCTURE**



COMMUNITY CHARACTER

Purpose of Community Character

Community character is the atmosphere that makes a downtown feel like a desirable place. Without this character, a downtown begins to feel like a generic lifestyle center. Community character helps residents and visitors alike feel a connection to the community, forming a symbiotic relationship. By identifying and leveraging the unique community character within Downtown Springfield, the residents have a more tangible connection with their community and can begin to interact more frequently within the downtown.

Benefits of a Strong Community Character

Unique community character is what ties residents to the place they call home. Through this connection, people will feel a sense of ownership for their downtown and take pride in preserving the amenities or services it provides.



75%
Of tourists prefer
experiential tourism



Outlined below are the recommendations for the Community Character section. All recommendations provided are formulated to create catalysts for change within the community or to meet/exceed resident and stakeholder requirements.

- 1 Create distinct identities for the Historic Square and South Main areas.**
- 2 Create a Main Street calendar for local events.**
- 3 Connect Main Street events to a broad audience.**
- 4 Pursue PPP's and sponsorships for initiatives and projects.**
- 5 Develop a public art program that emphasizes Springfield's identity.**

COMMUNITY CHARACTER

Create distinct identities for the Historic Square and South Main subareas.

Downtown Springfield should establish two distinct yet complementary identities for its core areas: the Historic Square and South Main. The Historic Square should emphasize traditional, preserved architecture that reflects the city's long history, while South Main can adopt a more industrial and modern aesthetic. These defined identities will cater to different uses and visitor experiences while maintaining a unified downtown district.

Create a Main Street calendar for local events.

Developing a comprehensive Main Street calendar will help promote local events, festivals, and business activities, making it easier for residents and visitors to stay informed and participate in downtown activities. The calendar can be distributed through the Main Street website, social media, and printed materials, driving more engagement and foot traffic downtown.

Connect Main Street events to a broad audience.

Main Street events should be inclusive and appeal to diverse demographics, including school-aged residents and families, Black and Hispanic residents, and other groups that may not regularly visit downtown. Intentional outreach, bilingual marketing, and partnerships with local community groups can help ensure events attract a broad audience and foster a greater sense of community.

Pursue PPP's and sponsorships for initiatives and projects.

To fund downtown initiatives and projects, Springfield should actively pursue public-private partnerships (PPPs), naming rights, and sponsorships from large employers located in Springfield and other businesses as well. This approach will bring in external funding and allow local businesses and organizations to invest in the vitality of downtown while gaining visibility through event sponsorships or project collaborations.

Develop a public art program that emphasizes Springfield's identity.

A public art program will enhance downtown's visual appeal while celebrating Springfield's unique history and culture. By commissioning local and well-known artists to create murals, sculptures, and other installations that reflect the city's identity, downtown Springfield can become a destination for both residents and visitors to explore and engage with public art. A city ordinance can formalize the program, ensuring sustained support and integration of art into the downtown landscape.

REAL ESTATE DEVELOPMENT

Purpose of Development

The purpose of real estate development in a downtown is to create spaces for business creation and expansion. Without real estate development, downtown buildings often slip into disrepair and will never meet their full economic potential. Local developers will provide the community with necessary spaces for business location and job creation. As regional, state, and federal grants become harder to obtain and administer, local developers have been turned to more and more to pick up the slack for downtown revitalization.

Benefits of a Development

Incentivizing local developers will drive the small downtown economy, preserving jobs and generating additional tax revenue. Successful development incentives could realize the benefits below:

- Improved rental spaces (residential and commercial)
- More potential tenants for downtown spaces
- More jobs created and retained within downtown
- Local tax dollars being spent at local stores



\$18.00

Rental rate for improved downtown Springfield commercial space



Outlined below are the recommendations for the Real Estate Development. All recommendations provided are formulated to create catalysts for change within the community or to meet/exceed resident and stakeholder requirements.

1 Identify potential sites for a small format grocery store.

2 Conduct feasibility studies for catalyst development sites.

3 Facilitate a revolving loan program for building rehabilitation.

4 Pursue designation as a Certified Local Government (CLG).

REAL ESTATE DEVELOPMENT

Identify potential sites for a small format grocery store.

To meet the needs of downtown residents and visitors, Springfield should identify and work with the owner(s) of potential sites for a small-format grocery store within walking distance of the downtown core. This store would provide essential goods and services, boosting foot traffic and supporting the growth of a more self-sustained downtown community. It should be located within a comfortable walking distance of Main Street, integrating convenience with the accessibility of downtown.

Facilitate a revolving loan program for building rehabilitation funded through USDA, HUD, or SBA.

Establishing a revolving loan program, funded through federal sources like USDA, HUD, or SBA, will encourage property owners to rehabilitate historic buildings and underutilized spaces. One key example is the [USDA Intermediary Relending Program](#). The loans would provide low-interest financing for renovations and improvements, allowing property owners to restore their properties and contribute to the overall revitalization of downtown. This program would focus on enhancing both the economic and aesthetic value of Springfield's historic district.

Pursue designation as a Certified Local Government (CLG).

Pursuing designation as a Certified Local Government (CLG) will enhance Springfield's historic preservation efforts by unlocking grants, technical assistance, and preservation resources. Springfield already has key elements in place, such as a Historic District Preservation Commission (HDPC), but strengthening the commission's authority through a preservation ordinance with enforceable standards is essential. Achieving CLG status, which requires an active preservation program and local protections, will enable Springfield to fund projects like facade improvements and preservation planning while reinforcing its commitment to historic character. This designation will also attract residents, businesses, and visitors, ensuring Downtown's historic charm thrives alongside sustainable growth.

BIG IDEA #2

FEASIBILITY STUDIES



REAL ESTATE DEVELOPMENT

Conduct feasibility studies for catalyst development sites.

Feasibility studies for catalyst development sites, including the former JC Penney and Henry & Bell buildings, are crucial to identifying key locations in downtown Springfield that have the potential to trigger widespread revitalization. These studies will prepare assessments for, and document feasible redevelopments, that could be transformed into mixed-use developments, new commercial spaces, or housing projects. By analyzing site-specific factors such as market demand, zoning regulations, environmental considerations, and infrastructure needs, the studies will provide developers with clear, data-driven insights to guide investment decisions.

Catalyst sites are strategically important because they have the potential to kickstart economic activity in surrounding areas. For example, redeveloping a large vacant lot or underutilized building into a mixed-use development could draw new residents, businesses, and visitors to downtown, creating a ripple effect that benefits neighboring properties. The feasibility studies will help determine the best uses for these sites and identify any financial or regulatory barriers that need to be addressed.

Steps for Implementation:

1. **Site Conditions Assessment:** Conduct a comprehensive assessment of the site's infrastructure, environmental conditions, and zoning to determine development constraints and opportunities.
2. **Developer Stakeholder Meetings:** Engage with developers to gather insights on market interest, preferred site configurations, and potential development challenges.
3. **Conceptual Design:** Develop and review preliminary design scenarios based on the site conditions and developer feedback to explore viable development options.
4. **Financial Feasibility:** Analyze the financial feasibility of each design option by estimating costs and projecting potential revenues.
5. **Economic Impact Analysis:** Conduct an economic impact analysis to evaluate the potential job creation, tax revenue, and broader economic benefits of the development.
6. **Final Site Concept:** Finalize the preferred site concept by integrating feedback, financial analysis, and economic impact results into a cohesive development plan.

FEASIBILITY STUDIES & SAMPLE ARCHITECTURE

Historic Context

The first step is to understand the historic context in which the site or building exists, especially in terms of how it served the community and its needs from its inception to now. Moreover, it should be noted how the loss of the site's/building's use impacted the community.



Current Context

The next step is to assess the site's condition, its physical and relational constraints and opportunities, and how it relates to buildings surrounding it, such as average building height. Additionally, it is important to understand the zoning code for what uses and building types are allowed.



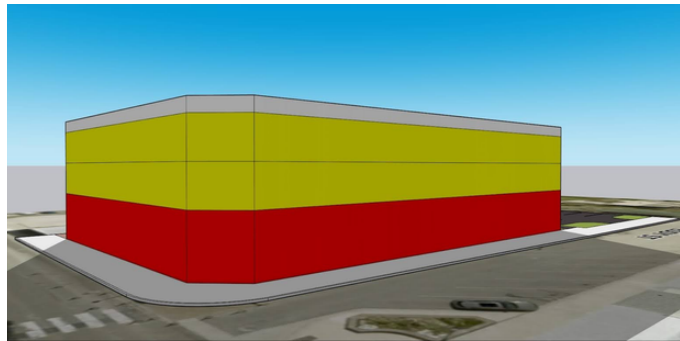
Market Conditions

Understanding the conditions is essential for determining feasible uses that align with current demand. This involves researching market trends to identify viable uses, assessing typologies that fit those uses, and estimating construction costs. By evaluating demand and feasibility, this helps shape a project that is economically sustainable.

NAICS Sector	5-Min. Drive Time	10-Min. Drive Time	15-Min. Drive Time
Shoe Store (NAICS 4482)	\$617,669	\$1,824,728	\$2,897,000
Specialty Foods (NAICS 7223)	\$1,098,617	\$3,580,131	\$5,942,806
Furniture stores (NAICS 4421)	\$847,014	\$3,789,168	\$6,668,733
Limited Service Restaurants (NAICS 722513)	\$-662,608	\$8,686,740	\$17,227,513
Pharmacies and Drug Store (NAICS 44611)	\$2,648,863	\$11,390,290	\$20,112,190
Bookstores (NAICS 451211)	\$255,720	\$717,864	\$1,155,553

Draft Concepts

In this step, conceptual design work begins with building forms, massing, and preliminary layout. These draft concepts explore how the structure could be shaped and scaled within its site context, considering height, floor area, and potential uses. The goal is to create adaptable design options that respond to site constraints while maximizing functionality.



Final Concept

The final concept phase refines the chosen design into detailed architectural plans, incorporating specific design elements, materials, and architectural features. This stage includes creating detailed renderings and plans that showcase the design in a realistic, visually engaging manner, providing a clear vision of the completed project.



COMMUNITY CAPACITY

Purpose of Community Capacity

Springfield is made up of talented individuals, all of whom have a unique skill set and the common goal of downtown revitalization. Everyone has a certain capacity and part to play in the overall process of downtown revitalization. By understanding the roles and responsibilities of the various groups, Downtown Springfield be prepared to create a comprehensive volunteer base for its projects and other efforts.

Benefits of Community Capacity

Through identifying the unique capabilities of each individual or group, the downtown will be able to:

- Better leverage volunteer efforts
- Capitalize on available resources and expertise within the community
- Allow locals to build a deeper connection and sense of ownership with the community
- Increase civic pride
- Provide a more cost-effective option to consultant-led projects



Outlined below are the recommendations for the Community Capacity section. All recommendations provided are formulated to create catalysts for change within the community or to meet/exceed resident and stakeholder requirements.

1 Establish a long-term funding source for Main Street.

2 Develop a leadership training program for volunteers.

3 Build a volunteer database for downtown efforts.

4 Create a downtown merchants committee.

5 Create and regularly update a strategic plan for the Main Street.

COMMUNITY CAPACITY

Establish a long-term funding source for Main Street.

To ensure sustained funding for downtown revitalization efforts, Springfield should establish a Business Improvement District (BID). These structures provide a reliable revenue stream through property assessments or other funding mechanisms, supporting ongoing improvements, marketing, and maintenance efforts for downtown. A BID would require local businesses to directly invest in and benefit from downtown development.

Develop a leadership training program for volunteers.

A leadership training program for downtown volunteers will strengthen the capacity of Springfield's community to drive revitalization efforts. This program would equip volunteers with the skills needed to lead initiatives, organize events, and manage projects, fostering a dedicated group of community leaders who can ensure the sustainability of downtown improvements.

Build a volunteer database for downtown efforts.

Creating a comprehensive volunteer database will streamline the organization of community efforts. This database will catalog skills, interests, and availability of volunteers, allowing Springfield's Main Street program to efficiently match people with relevant projects and events. The database will enhance coordination and ensure that every initiative has adequate support.

Create a downtown merchants committee.

Forming a merchants committee will give downtown business owners a formal platform to collaborate on initiatives that support economic development, events, and marketing efforts. This committee can be housed within the Main Street program as a fifth working group, ensuring alignment of efforts, sharing resources, and ensuring that the needs of downtown businesses are being addressed in revitalization strategies.

Create and regularly update a strategic plan for the Main Street program.

A strategic plan for the Main Street program will help guide growth and ensure that all initiatives align with Springfield's long-term vision for downtown. Also, a strategic plan is a cornerstone for any Main Street program, setting actionable goals and strategies in motion, while creating action plans or work plans for every committee. This plan should be regularly updated to reflect evolving needs, new opportunities, and progress made on previous goals. The strategic plan will serve as a roadmap for prioritizing projects, funding opportunities, and community partnerships that strengthen downtown Springfield over time.

STREETSCAPE ENHANCEMENTS

Purpose of Streetscapes

The purpose of a streetscape is to provide a safe and attractive environment for pedestrians and to encourage alternative transportation methods to make full use of the downtown. A successful downtown revitalization requires a successful streetscape. Each streetscape must be uniquely situated to cater for the needs of the residents and the climate of the region.

Benefits of a Strong Streetscape

Through constructing and maintaining an accessible and well-landscaped streetscape, the downtown will be able to:

- Better connect downtown destinations
- Foster a strong public life and business environment.
- Invite residents and visitors to stay, recreate, shop, dine, go to church, etc. in downtown.
- Create a comfortable atmosphere for people of all abilities and ages.



\$7.45
Average ROI for
downtown
revitalization
projects after 5 years



Outlined below are the recommendations for the Streetscape section. All recommendations provided are formulated to create catalysts for change within the community or to meet/exceed resident and stakeholder requirements.

- 1** Improve the alleys to improve safety, vibrancy, and accessibility.
- 2** Install additional crosswalks and crossing lights for pedestrian safety.
- 3** Mark the Greenway with directional arrows and interpretive signage.
- 4** Enhance Downtown street lighting for safety and aesthetic appeal.
- 5** Continue to engage TDOT for safety improvements on 5th Avenue.

STREETSCAPE ENHANCEMENTS

Install additional crosswalks and crossing lights for pedestrian safety.

Improving pedestrian safety is crucial to making downtown more walkable. By installing additional crosswalks at key intersections or dangerous crossings; ensuring the use of push-button-activated crossing lights, Springfield can enhance the safety and convenience of walking downtown. These improvements will encourage more foot traffic, benefiting local businesses and creating a more vibrant downtown experience.

Mark the Greenway with directional arrows and interpretive signage.

Springfield should install directional arrows and interpretive signage along the Greenway path to better integrate the Greenway with downtown. These visual cues will guide pedestrians and cyclists, making navigation easier. Installation of these materials can be simply created through painted materials or more expensively through heat-installed thermoplastic films. Interpretive signage can also highlight historical or cultural landmarks along the route, creating a more engaging experience and encouraging greater use of the Greenway.

Enhance Downtown street lighting for safety and aesthetic appeal.

Upgrading downtown's street lighting will enhance both safety and aesthetics. Energy-efficient LED lights should be installed along key streets, pedestrian areas, and the Greenway to ensure adequate visibility at night. To maintain a cohesive atmosphere, warm lighting can be used throughout downtown, complementing the gas lights. Additionally, decorative lighting can enhance the ambiance, making downtown more inviting for evening events, dining, and shopping. Ensuring proper vehicular luminescence will improve safety for drivers as well.

Continue to engage TDOT for safety improvements on 5th Avenue.

To improve pedestrian and cyclist safety on 5th Avenue, Springfield should continue engaging with the Tennessee Department of Transportation (TDOT) to implement safety enhancements. These could include improved crosswalks, dedicated bike lanes, and enhanced sidewalks to ensure safe and accessible travel for all users. TDOT has shown an interest in developing multimodal transportation improvements, making it a potential partner for implementing the changes desired. Several TDOT resources indicate the state's focus on enhancing rights-of-way for vulnerable road users:

- TDOT Multimodal Project Scoping Manual (2018)
- Vulnerable Road User Safety Assessment (2018-2022)
- TDOT Multimodal Access Policy (2015)
- TDOT Roadway Design Guidelines – Chapter 3 Multimodal Design (2023)
- TN Long Range Transportation Plan – Bike and Pedestrian Element (2005)

These documents have been given a cursory review and demonstrate an overall desire for such improvements at a state level. Further review would be needed for specific applicability for Springfield streetscapes.



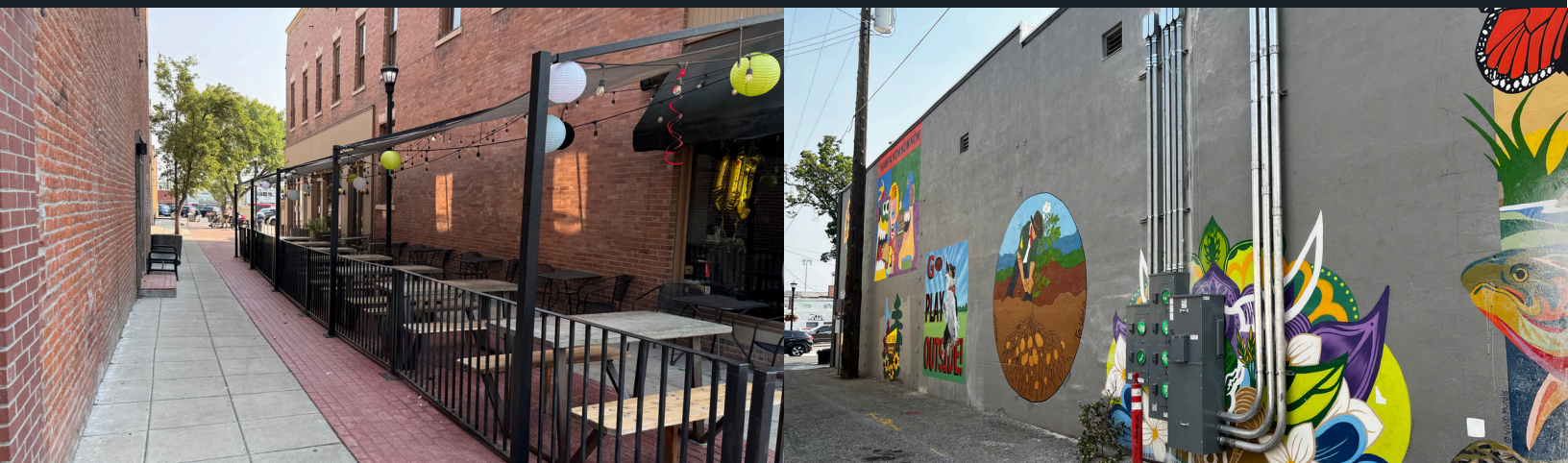
BIG IDEA #3

ALLEYWAY IMPROVEMENTS

ALLEYWAY BEST PRACTICES



COMMERCIAL ALLEYWAY | SOURCE: NATIONAL ASSOCIATION OF CITY TRANSPORTATION OFFICIALS



OUTDOOR SEATING

NAMPA, ID

PUBLIC ART



CONCEALED UTILITES & TRASH
NORTHWEST FENCE & IRON

SHARED SPACE
REGENT STREET, SLC | GSBS ARCHITECTS

STREETSCAPE ENHANCEMENTS

Improve the alleys to improve safety, vibrancy, and accessibility.

Improving the alleys in downtown Springfield will unlock their potential as vibrant public spaces that enhance connectivity, safety, and aesthetic appeal. Alleys often serve as underutilized spaces that can either detract from or contribute to the urban environment. By transforming these spaces, Springfield can turn alleys into attractive, functional pedestrian corridors that offer a safer and more enjoyable experience for both locals and visitors. Improvements could include better lighting, the installation of public art, landscaping, and seating, all of which would enhance safety and activate the alleys as social and economic spaces.

In addition to improving safety and aesthetics, revitalized alleys can serve as venues for small events, pop-up shops, or even art exhibitions, further contributing to downtown vibrancy. These alleys can also provide additional pedestrian routes, reducing foot traffic congestion on main streets while improving access to businesses. By enhancing alleyways, Springfield will create a more interconnected downtown environment that maximizes all available spaces for economic, social, and artistic activities.

Steps for Implementation:

1. **Assess Current Conditions:** Conduct a thorough assessment of downtown alleys to identify safety issues, lighting deficiencies, and underutilized areas.
2. **Develop a Design Plan:** Work with urban designers and local artists to create a design plan that incorporates public art, improved lighting, landscaping, and functional elements such as seating or bike racks.
3. **Secure Funding:** Pursue public-private partnerships, sponsorships, and grants to fund alley improvement projects, leveraging local business involvement and community support.
4. **Implement Incremental Upgrades:** Begin by installing improved lighting and addressing safety concerns. Follow up with beautification efforts, such as murals, sculptures, and decorative elements.
5. **Activate the Space:** Organize pop-up markets, small-scale events, or art installations in the improved alleyways to draw visitors and encourage more foot traffic through these revitalized spaces.

ROLES & RESPONSIBILITIES MATRIX

CREATING ACCOUNTABILITY TO ENSURE IMPLEMENTATION

The chart below will help outline a framework for the prioritized recommendations out of the Revitalization Roadmap process.

Priority No.	Recommendation	Category	Main Street Program	City of Springfield	Robertson Co. Chamber	Investor Community	Residents	Milestone / Completion Date	Anticipated Cost
	Implement incremental pedestrianization of 6th Avenue from Locust to W Court.	Built Environment							\$50,000 - \$750,000
	Improve downtown design guidelines.	Built Environment							\$25,000
	Improve access to the business directory and map.	Built Environment							\$5,000
	Identify and enhance the primary gateways to downtown.	Built Environment							\$50,000
	Explore a form-based code for the downtown district.	Built Environment							\$50,000
	Create distinct identities for the Historic Square and South Main areas.	Community Character							\$25,000
	Create a Main Street calendar for local events.	Community Character							Staff time
	Connect Main Street events to a broad audience.	Community Character							Staff time
	Pursue PPP's and sponsorships for initiatives and projects.	Community Character							Staff time
	Develop a public art program that emphasizes Springfield's identity.	Community Character							\$10,000
	Identify potential sites for a small format grocery store.	Real Estate Development							\$25,000
	Conduct feasibility studies for catalyst development sites.	Real Estate Development							\$35,000 Each
	Facilitate a revolving loan program for building rehabilitation.	Real Estate Development							Staff time
	Pursue designation as a Certified Local Government (CLG).	Real Estate Development							Staff time
	Establish a long-term funding source for Main Street.	Community Capacity							Staff time
	Develop a leadership training program for volunteers.	Community Capacity							Staff time
	Build a volunteer database for downtown efforts.	Community Capacity							Staff time
	Create a downtown merchants committee.	Community Capacity							Staff time
	Create and regularly update a strategic plan for the Main Street.	Community Capacity							Staff time or \$10,000
	Improve the alleys to improve safety, vibrancy, and accessibility.	Streetscape							\$20 per square foot
	Continue to engage TDOT for safety improvements on 5th Avenue.	Streetscape							Staff time
	Enhance Downtown street lighting for safety and aesthetic appeal.	Streetscape							\$7,500 per street light
	Mark the Greenway with directional arrows and interpretive signage.	Streetscape							\$10,000
	Install additional crosswalks and crossing lights for pedestrian safety.	Streetscape							\$3,000 per crosswalk; \$10,000 per walk sign



Revitalization Roadmap

Setting the Course
to a strong community



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**REVITALIZING
COMMUNITIES,
EMPOWERING
PEOPLE**

REVITALIZATION ROADMAP PROCESS

The Revitalization Roadmap was crafted to identify assets in a community and strategies to personify them, capitalizing on catalyst efforts with limited upfront costs