



## EXHIBIT C

**ISSUE STATEMENT:** PUBLIC HEARING AND POSSIBLE VOTE CONCERNING THE ADOPTION OF A COMPREHENSIVE PLAN, "NIXA 2045: PLANNING OUR GROWTH", TO SERVE AS A GUIDING DOCUMENT FOR THE FUTURE DEVELOPMENT AND GROWTH OF THE CITY OF NIXA

**DATE:** AUGUST 5<sup>TH</sup>, 2024

**SUBMITTED BY:** CITY OF NIXA

**PRESENTED BY:** PLANNING AND DEVELOPMENT DEPARTMENT

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### **Background**

The City of Nixa, after a competitive selection process, contracted with Olsson Studio in June of 2023, to start the process to create a new comprehensive plan for the City. The current comprehensive plan for the city was adopted in 2003. Minor updates were made to sections during the past 20 years. Comprehensive plans should be created by and for the community to provide guidance for staff and elected officials in decisions concerning the future growth of the city. The plan should be evaluated on an annual basis by staff and the Planning and Zoning Commission to ensure that it stays up to date and properly reflects the community's vision for the city.

### **Analysis**

Nixa 2045: Planning our Growth, features 7 sections that cover topics such as, Vision and Values, Land Use and Development, Connectivity, and Economic Development Strategy. In addition to the sections, there are 4 appendixes which cover the existing conditions of Nixa, feedback received from public engagement events and a detailed economic and market analysis. The final plan is a result of approximately 12 months of discovery and engagement with city staff, elected and appointed officials, stakeholders and the community.

### **Recommendation**

The proposed comprehensive plan will serve as a guiding document for the future growth of the city. The plan was crafted based off community input and from selected committees of business owners, students, citizens, and city staff members. Staff recommends that the Planning and Zoning Commission adopt Nixa 2045: Planning our growth, as the new comprehensive plan for the City of Nixa.

1 **A RESOLUTION OF THE PLANNING AND ZONING COMMISSION OF THE CITY OF**  
2 **NIXA ADOPTING “NIXA 2045: PLANNING OUR GROWTH” PLAN AS THE CITY**  
3 **PLAN FOR THE CITY OF NIXA.**  
4

---

5  
6 **WHEREAS** section 89.340 RSMo., authorizes the Planning and Zoning  
7 Commission (“Commission”) to make and adopt a city plan for the physical development  
8 of the City; and  
9

10 **WHEREAS** pursuant to § 89.340 RSMo., said city plan, along with its  
11 accompanying maps, plats, charts, and other explanatory material, is to show the  
12 Commission’s recommendations for the physical development, uses of land, the location,  
13 character, and extent of streets and other public ways, grounds, places, and spaces, and  
14 public infrastructure within the City; and  
15

16 **WHEREAS** during the preparation of a city plan, the Commission is charged,  
17 pursuant to § 89.350 RSMo., to make careful and comprehensive surveys and studies of  
18 the existing and probable future growth of the City and the plan shall be made with the  
19 general purpose of guiding and accomplishing a coordinated development of the City,  
20 which will, in accordance with existing and future needs, best promote the general  
21 welfare, as well as efficiency and economy in the process of development; and  
22

23 **WHEREAS** in June of 2023, after completing a competitive procurement process,  
24 the City entered into a contract with Olsson Studio, to begin the process of creating a new  
25 city plan; and  
26

27 **WHEREAS** the result of this effort has produced the “Nixa 2024: Planning our  
28 Growth” plan; and  
29

30 **WHEREAS** a copy of the “Nixa 2024: Planning our Growth” plan is attached to this  
31 Resolution as “Resolution Exhibit A”; and  
32

33 **WHEREAS** it is the desire of the Commission to adopt the “Nixa 2024: Planning  
34 our Growth,” plan as the city plan for the City of Nixa, Missouri; and  
35

36 **WHEREAS** pursuant to § 89.360 RSMo., notice of the August 5<sup>th</sup>, 2024, public  
37 hearing before the Commission was provided at least 15 days in advance of said hearing  
38 in a newspaper having general circulation with the City of Nixa, Missouri; and  
39

40 **WHEREAS** the Commission, having reviewed the Plan and after holding a public  
41 hearing on the Plan, desires to adopt the Plan as the city plan for the City of Nixa,  
42 Missouri.  
43

44 **NOW, THEREFORE, BE IT RESOLVED BY THE PLANNING AND ZONING**  
45 **COMMISSION OF THE CITY OF NIXA, AS FOLLOWS, THAT:**  
46





**NIXA 2045**

PLANNING OUR GROWTH

**COMPREHENSIVE PLAN**

AUGUST 2024



# DEAR

# NIXA COMMUNITY,

It is with great excitement and pride that I welcome you to explore the Nixa 2045 Comprehensive Plan. This plan is a testament to our collective commitment to shaping a vibrant and thriving future for our beloved City. Over the next 20 years, the Nixa 2045 Comprehensive Plan will serve as a critical guide, addressing essential topics that will influence the continued development and growth of Nixa. The best part of the comprehensive plan is that it was created based on input from volunteers from our community, our businesses, planning partners, members of Nixa Public Schools, and our youth. I would like to take a moment to thank all the volunteers and staff members that helped drive the creation of the Nixa 2045 Comprehensive Plan.

Our journey of planning and development is built on a strong foundation laid by visionary leaders and dedicated community members. In 1977, former Mayor Jay Wasson collaborated with a group of forward-thinking individuals to create the Nixa Community Profile. This pioneering effort set the stage for our first comprehensive plan in 1991. Over a decade later, in 2003, a new comprehensive plan was crafted, guiding our progress up to the present day.

As we look ahead, the importance of sustainable growth and economic development cannot be overstated. These elements are crucial to ensuring that Nixa remains a dynamic and prosperous community. Equally important is our continued commitment to maintaining an exceptional quality of life for all Nixa residents. This comprehensive plan embodies our dedication to thoughtful future planning and decision-making that prioritizes the well-being of our community.

I hope you enjoy reviewing the framework for the development of Nixa for potentially the next 20 years. And I hope you realize the hard work and collaboration that our community volunteers put in to help make this possible. Thank you for your continued support and involvement in making Nixa a wonderful place to live, work, and thrive.



**SINCERELY,  
JARAD GIDDENS,  
MAYOR**

# ACKNOWLEDGMENTS

**Thank you to all participants in the planning process. Your time, technical expertise, and guidance were critical to the development of the Nixa 2045: Planning Our Growth (Plan). Your investment in this Plan is valued.**



## **MAYOR AND CITY COUNCIL**

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Shawn Lucas, Mayor Pro Tem, District 2 Council Member

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# 1

# INTRODUCTION

**Section 1** provides the foundation on which the comprehensive plan (Plan) is based. This section sets the scene for the Plan and answers why this planning process and the resulting document are necessary, how this document is used, and what the planning process entails.



# PLAN OVERVIEW

This Plan serves as a guide for the identification and implementation of **Nixa's unified vision** for its future. It builds upon the community's values and points Nixa in the direction of its **shared goals** using a variety of tactics.

## THE PLAN ADDRESSES CRITICAL TOPICS THAT WILL SHAPE THE WAY NIXA CONTINUES TO DEVELOP, INCLUDING:

- Future land use recommendations based on input from stakeholders, the public, Planning and Zoning Commission, City Council, and City staff members and the findings from the Economic and Market Analysis (see Appendix D).
- Future housing options and opportunities to balance and diversify the existing housing stock.
- Economic development strategies that encourage a vibrant, healthy mixture of revenue generation sources.
- Transportation and mobility opportunities that enhance connectivity and mobility for residents and visitors.
- Outdoor recreation and enhanced entertainment options designed to enhance residents' quality of life and work within existing environmental conditions.
- Climate hazard mitigation and adaptation strategies that build on experience and incorporate outside expertise from similar communities.
- Sustainability and resiliency opportunities are woven throughout all recommendations to balance community desires, financial feasibility, and environmental needs.
- Strategies for improving the health, equity, and vibrancy of the community at large, from individual physical and mental health to social support systems, resources, and gathering opportunities.

The planning process culminated in an integrated document (this Plan!) that reflects the needs and desires of the community and guides future decision-making related to the strategic and sustainable growth of Nixa. The Plan provides a framework for the development of future public policy pertaining to development, redevelopment, transportation and connectivity, and the provision of community services and amenities.

# PLANNING AREA

The planning area consists of the City of Nixa, as shown in **Figure 1.1 Nixa Planning Area**. Nixa is located within Christian County and the Springfield MSA, approximately 12 miles south of Springfield, Missouri.

The City of Nixa’s Planning Area is larger than the City of Nixa’s incorporated area consisting of the three-tier planning approach carried over from the 2003 Comprehensive Plan.

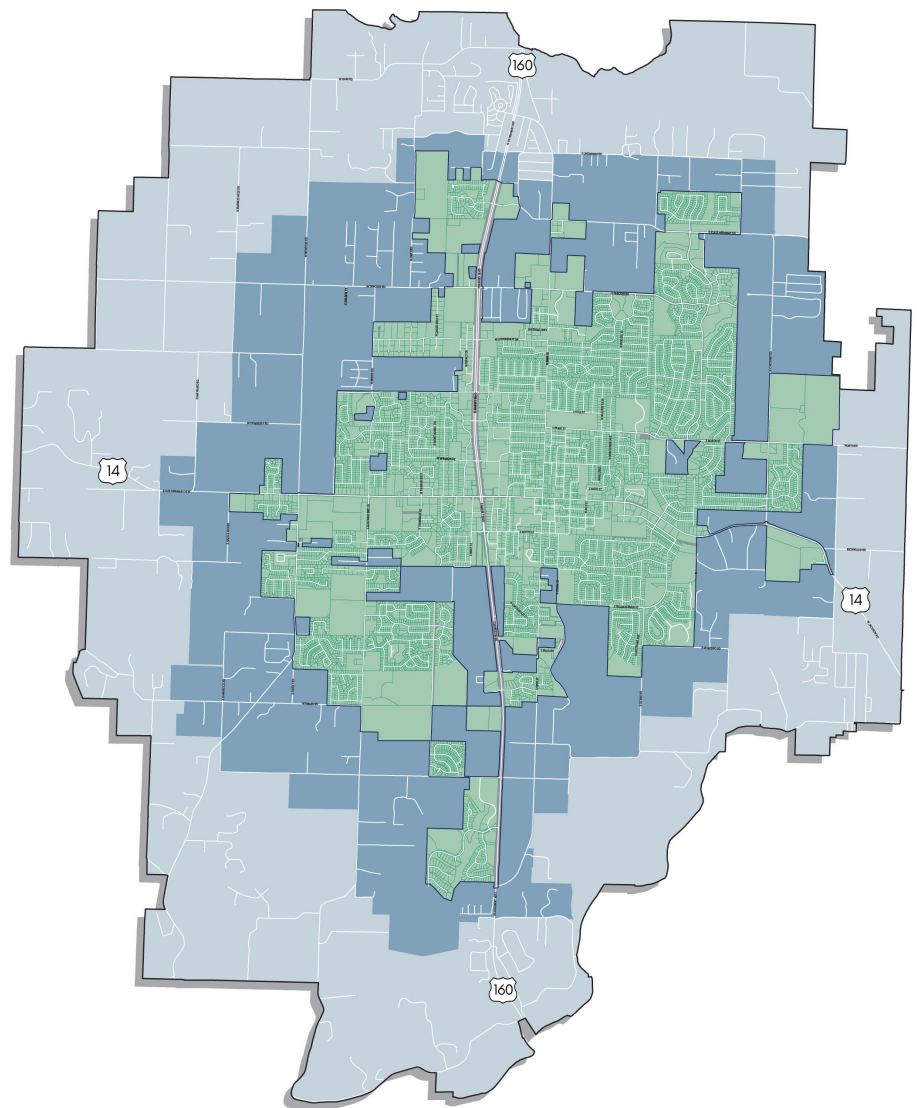
The three-tier boundary includes:

1. the Municipal Service Area (Tier One)
2. the Nixa Planning Area (Tier Two)
3. an area due to its geographical location is too far removed for incorporation yet influencing the City’s future growth (Tier Three).

**Tier One.** Is the area where the City of Nixa is providing or intends to annex and provide in the immediate future, urban level services. It is the area of the City considered most appropriate for urban growth and development.




**Tier Two.** Is outside and immediately adjacent to tier one and is referred to as the Nixa Planning Area (NPA). This area is intended for master-planned growth and development. This area should be used to advance transportation, land uses and economic development.

**Tier Three.** Is located immediately outside of the NPA and is influenced by Christian and Greene Counties. The City should monitor growth and development in this area to understand opportunities and constraints to Nixa as it grows.



**FIGURE 1.1 NIXA PLANNING AREA**

### LEGEND

-  City Limits
-  Tier 1 - Nixa Urbanized Area
-  Tier 2 - Nixa Planning Area

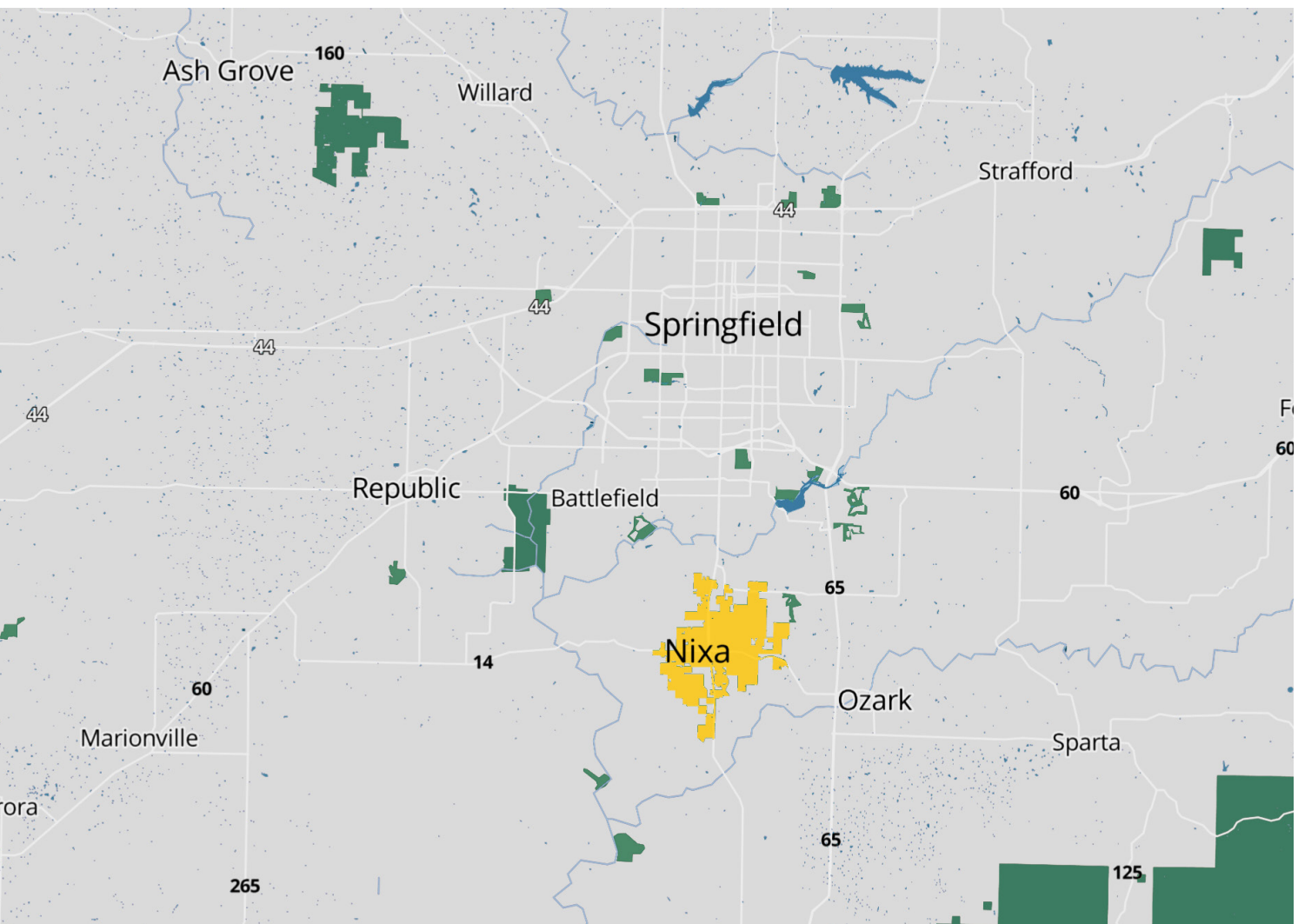
## What is a Comprehensive Plan?

A comprehensive plan – sometimes referred to as a general plan, master plan, or land use plan – is a vision for the future on a community scale. Comprehensive plans are created by and for the community to record shared goals and desires for themselves and their fellow community members. A comprehensive plan examines what a community is, and where it came from, and crafts a coordinated road map for the future. This road map guides the growth and development of the community for the next 10 to 20 years and is revisited often to ensure its relevance. Effective plans are grounded and provide measurable, achievable action items for reaching shared goals. Communities can also use comprehensive plans as a factual and objective basis to justify future decision-making.

## REGIONAL CONTEXT

Nixa is a progressive and fast-growing community known as a premier suburb of the Springfield Metro Area, home to over 24,000 people. Nixa is located among regional attractions and recreational opportunities between the Springfield and Branson areas. Nearby cities include Springfield, Ozark, Billings, Willard, Battlefield and Republic as shown in **Figure 1.2**.

**FIGURE 1.2 REGIONAL CONTEXT MAP**



## HISTORY

Nixa prides itself on the fact that it is a master planned community, where pro-active, adopted comprehensive and strategic planning policies and procedures help guide and facilitate the community's quality growth. Whether it is land-use, infrastructure delivery, transportation, recreational opportunities or public safety, the City takes a long-range perspective on what it aspires to achieve. Nixa is committed to providing the best place to live, work and play in the Ozarks.

So, whether you are looking for a place for your business or your family, you won't find a better community to call your hometown, than Nixa.

Welcome to the only Nixa in the world! Nixa is perfectly situated between regional attractions in both Springfield and Branson, but there's also plenty to do right here in town. Check out everything Nixa has to offer!

## WELCOME TO YOUR NEW HOMETOWN:

A progressive and fast-growing community known as the premier suburb of the Springfield Metro Area, Nixa is home to over 24,000 people.

Incorporated as a village in 1902, Nixa became a fourth class City under Missouri law in 1946 and became a Home Rule Charter city in 2010. Since the City's first census count in 1940, Nixa's population has grown rapidly and continues to outpace the growth of Christian County and the state. Our population doubled between 2000 and 2021. Lots of growth means lots of opportunity.

Named one of the "Best Places to Live in America" by Time Magazine and one of Money Magazine's "7 Best Places to Retire Right Now" in 2017, Nixa is perfectly situated among regional attractions and recreational opportunities in both the Springfield and Branson areas. It maintains a hometown feel with modern features and amenities. Nixa public schools are among the very best in the state, earning 2021's "Best High School in the Springfield Metro Area" according to U.S. News & World Report.

The City of Nixa prides itself on innovation and continual improvement. The Missouri Municipal League has recognized Nixa with its prestigious Innovation Award in the large city category 5 of the last 6 years. The City also maintains productive relationships with the Nixa Chamber of Commerce, Nixa Public Schools, the Nixa Fire Protection District, Show Me Christian County, and other government agencies in Christian County, and across the region.





## MUNICIPAL GOVERNMENT WITH VISION

The City of Nixa is a home-rule city and operates under a council-manager form of government. The City is led by a Mayor and six City Council representatives who are elected by the public and serve alternating three-year terms. A professional City Administrator manages the day-to-day operations. The City Administrator, Police Chief, City Clerk, and City Attorney are appointed by the council.

The City's departments include Administration, Planning and Development, Police, Parks & Recreation, Public Works, and Utilities. The City operates a public-owned utility made up of the electric, water, and wastewater departments. Public Works also includes the stormwater, street, and recycling departments, as well as an internal vehicle maintenance shop. The administrative departments encompass utility billing, building inspections, code enforcement, animal control, finance, legal, human resources, communications, and the office of the City Clerk. The Planning and Development Department also coordinates the City's Planning & Zoning Commission that consists of seven city residents appointed by the council.

## THE WHY

Nixa's previous comprehensive plan was adopted in 2003, with previous plans dating back to 1991 and a community profile previously in 1977. The 2003 plan was created to guide land use decisions and to not ignore the potential for future growth of its community.

As Nixa has grown over the last twenty-one years and is becoming a premier and desired community in the region, combined with market changes, demographics and much more it is important to update the City's Comprehensive Plan to ensure its relevance to the community, updated existing conditions, identify opportunities and needs of the community and create a defined community vision for the next fifteen to twenty years.

The intent of this Comprehensive Plan (Plan) is to create a community-wide vision that resonates with the public at large. The planning process answered the questions on the following page.

# WHERE IS NIXA TODAY?

This question defines what is loved about Nixa, what needs improvement, and the current realities of the City.

## Where does Nixa want to be?

The only sustainable path forward is one that has community buy-in. By asking the question of who Nixa wants to be, recommendations for the future were created.

## How do we get there?

This is ultimately what the Plan answers. This Plan offers a road map to the future, outlining goals and strategies that keep elected and appointed leaders and City staff members on track to make Nixa what the community needs and wants.

## PLANNING PROCESS AND TIMELINE

The Plan development process took approximately twelve months and consisted of five primary phases: Discover, Engage, Plan, Refine, and Implement. From Discover, where a baseline of Nixa was developed; to Engage where the community shared its voice; to Plan and Refine when the actual road map for the future of each of the Plan’s topics was recorded; to Implement when the Plan is put to work for the community. **Figure 1.3** demonstrates the planning process timeline.

**FIGURE 1.3 PLANNING TIMELINE**

### DISCOVER

Assessed existing physical, economic, demographic, regulatory, and operational conditions citywide. Reference **Appendix A**, **Appendix C**, and **Appendix D** for more information.

### PLAN

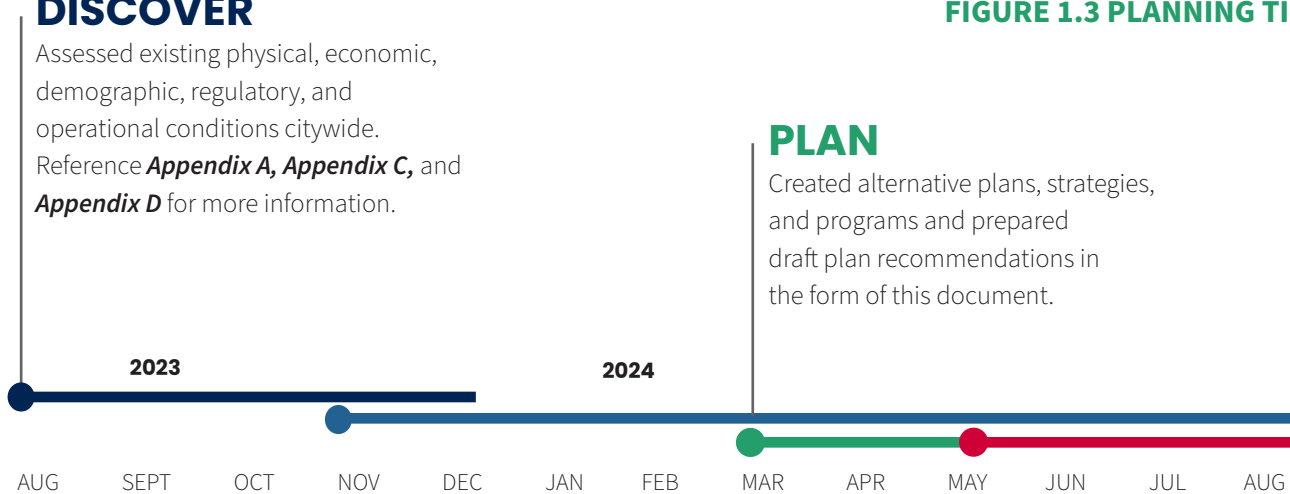
Created alternative plans, strategies, and programs and prepared draft plan recommendations in the form of this document.

### ENGAGE

Identified issues and opportunities facing Nixa and formulated a clear vision for the future. **Appendix B** provides a summary on public and stakeholder engagement throughout the planning process.

### REFINE AND IMPLEMENT

Presented the Plan to the public, stakeholders, and City leadership for revisions and consensus building. Developed specific strategies and tasks to ensure the Plan is achieved day-by-day and step-by-step.



## PLAN ORGANIZATION

This Plan is organized into seven sections and four appendices. The first two sections introduce the Plan and its structure.

**Section 1** explains how the Plan came to be, why it is necessary, and how it should be integrated into daily decisions. **Section 2** describes the vision and values that set the tone and theme for the goals, policies, and implementation strategies.

**Sections 3** through **6** provide the Plan’s recommendations as they relate to future land use; growth and development patterns; transportation and connectivity; parks, recreation, and open space; and social health and equity patterns on an individual and community-wide scale. These sections are where the recommendations exist to guide Nixa as the City works to make this Plan’s vision a reality.

**Section 7** outlines the City’s action plan when it comes to carrying out community goals. Action by action, it describes what the task at hand is and what plan framework it supports.

Lastly, the appendices cover detailed background information that was considered comprehensively to form the Plan. The four appendices include an inventory and analysis of existing conditions (**Appendix A**), a full recap of public engagement events and findings (**Appendix B**), summaries of existing plans and studies, and descriptions of how each relates to this Plan (**Appendix C**), and the complete Economic and Market Analysis report that was used to understand existing economic and market factors at play in and around Nixa (**Appendix D**).

### Keeping this Plan Fresh

This Plan should be reviewed and revised periodically to respond to shifts in economic and demographic conditions, new changes in state and federal law, the impacts of existing policies and past decisions, and new implementation tools or resources that would benefit outcomes. At least once a year, the Planning and Zoning Commission should review or reconsider the Plan or portions of the Plan and may propose amendments. Without regular evaluation and monitoring of the Plan’s progress, the Plan will lose its effectiveness in achieving and upholding a shared vision for Nixa.





## HOW TO USE THIS PLAN

### This Plan is intended to be a living document and reference point for the City.

As City staff members, elected leaders, and community members make decisions for Nixa, this Plan serves as the lens through which they consider the appropriateness of proposed changes. This Plan serves as the road map toward Nixa’s determined vision for the future through the development decisions, zoning changes, and community modifications that face the City. Part of the review process for such changes includes ensuring alignment with the comprehensive plan, which works to safeguard the City’s established long-term goals through short-term decisions.

While it was compiled as a reflection of current conditions using the public and stakeholders’ interests in the community at the time, the Plan establishes a broad policy foundation to guide future growth and reinvestment in Nixa for years to come.

## THIS PLAN IS USED TO:

- Establish a strategic vision for the future of Nixa.
- Provide policy guidance for elected and appointed officials when making decisions that affect the long-term needs of the community.
- Help guide City staff members’ day-to-day decision-making regarding the location, intensity, and design of future development.
- Inform residents, property and business owners, developers, and others interested in Nixa’s priorities and expectations for development.
- Maintain an implementation strategy (**Section 7**) that helps achieve the community’s vision for Nixa.

This Plan uses a variety of terms in its structure, including vision, guiding principle, goal, policy, and framework plan. Reference **Figure 1.4** to understand what these terms mean and how they work together.

**FIGURE 1.4 PLAN STRUCTURE**



# 2

## VISION AND VALUES

**Section 2** describes the consensus-built vision and core values of Nixa that are the backbone of the goals, strategies, and framework plans within this Plan. The vision and core values were developed based on the input gathered throughout the public engagement process on the issues, concerns, and opportunities facing the city, as detailed in Appendix B.



## NIXA'S VISION

The vision statement articulates the overarching aspirations of what Nixa seeks to become in the future. Identifying the vision and core values is imperative to the planning process, as they are the cornerstone of each recommendation (goal, strategy, framework plan, or action) that defines this Plan. Each recommendation in this Plan lays the foundation to achieve the vision and support the core values.

A vision statement reflects the community's collective desire and hope for an idealistic future. It answers important questions about what the community cares about, who they want to serve and what lasting impact they hope to have on its residents and visitors.

### VISION STATEMENT

*“Nixa is a welcoming community, embracing its unwavering commitment to high quality of life that creates a nurturing environment for its families and fosters a sense of belonging.*

*Through collaboration and forward-thinking initiatives, we aim to provide a mix of economic development opportunities, a variety of housing options and a safe City for all.”*

### CORE VALUES

Achieving this vision is a complex process that requires a layered approach. Multiple individual interests must be balanced and addressed, but establishing a common ground is one of the first steps to achieving the vision. To guide this process and establish common ground, the following core values were developed.

**Growing Opportunities + Economically Minded.** To continue to strengthen, diversify and grow Nixa's economy, a balance must be struck between residential and non-residential development. Nixa must actively pursue opportunities to revitalize underutilized commercial corridors and the downtown area. Growth efforts should focus on establishing new employment areas and attracting new businesses and encouraging private investment.

**Efficient Mobility + Connected Community.** Traversing Nixa should be safe and efficient not only for vehicular traffic, but also for pedestrians and bicyclists. Improving traffic flow, bicycle and pedestrian pathway connections and overall walkability are important factors to continue a high quality of life for the Nixa community.

**Vibrant Livability + Hometown Feel.** The Nixa community strives to bring all members together by providing a rich diversity of activities and places while maintaining its hometown feel. Nixa must increase activities that appeal to and engage all segments of the community, as residents who value the ability to live in a growing, vibrant community while also knowing their neighbors and local business owners. Nixa's recreational and social needs are of high priority, the City must prioritize the expansion of unique shopping, dining, entertainment, educational and recreational opportunities to appeal to the community, as well as visitors from around the region.

**Strong Neighborhoods + Attainable Housing.** As Nixa continues to grow, it is important to reinvest in existing neighborhoods while continuing to expand the supply of housing options that appeal to and are affordable to young families, single professionals and first-time home buyers seeking to put down roots in Nixa. It is crucial to attract a variety of housing options, including apartments, townhomes, patio homes and senior living options. These options provide alternatives to single-family homes and ensure long-time residents have a variety of housing options to choose from as they live and age in Nixa.

# 3

## LAND USE AND DEVELOPMENT

**Section 3** provides guidance regarding the location, type and character of future land uses in Nixa. It is a guide for staff members, city leaders and stakeholders, as well as a commitment to the community of what the future land of Nixa holds from a responsible growth perspective.



## FUTURE GROWTH AREAS

Nixa's infrastructure, topography, highway access and existing land use patterns, will allow urban expansion to favor the northeast, south and west quadrants of the City.

Development constraints hindering future development activity include high land values, the presence of sinkholes, the availability of infrastructure and legacy landowners not interested in selling or developing their landholdings.

Growth, in the context of this Plan, means thoughtful, measured progressive and meaningful development that achieves the community goals. Future development must focus on quality over quantity. **Figure 3.1 Future Growth Area Framework** identifies the realization of development, redevelopment, annexation and revitalization for Nixa.

### RESIDENTIAL DEVELOPMENT

Nixa's northeast quadrant of the City will remain the leading location for upscale single-family housing, although it is nearing being fully developed. As developable land becomes increasingly scarce, the southern and western portions of the City will experience development pressures to develop new homes. Continued new single-family housing development should be supported at the periphery of the City that is currently serviced with road utilities and where existing single-family subdivisions are present.

Multi-family development both owner-occupied and rental housing products is needed and suitable for accommodating a broad population and labor force. This can be achieved through a more diversified housing stock focusing on for-sale and rental infill housing, entry-level and move-up for-sale housing and market-rate rental housing.

Entry-level, for-sale housing and market-rate apartments are needed to support a workforce for such business sectors as manufacturing, logistics, retail and personal services. Upscale for-sale housing is needed to retain and attract upper management, entrepreneurs, physicians and other high-income households.

Multi-family development sites are best located along major arterial corridors, within employment and retail centers and as infill locations within mature neighborhoods. Potential multi-family development sites include the following locations:

- Intersection of Main Street and Tracker Road
- Southwest corner of Northview Road and Gregg Road

### OFFICE DEVELOPMENT

The north and northeast portions of Nixa support high-end single-family residential occupied by high-income households. Therefore, office development within the north and northeast portions of Nixa is appropriate. Connectivity at State Highway CC to Ozark as well as direct connection to U.S. Highway 65 and the southeast portion of Springfield proves favorable site characteristics to designate and develop a professional office corridor. Additional office development sites are appropriate at:

- Main Street in downtown, Nixa
- The northeast corner of Wasson Drive and McCroskey Streets
- Old Wilderness Road south of Northview Road

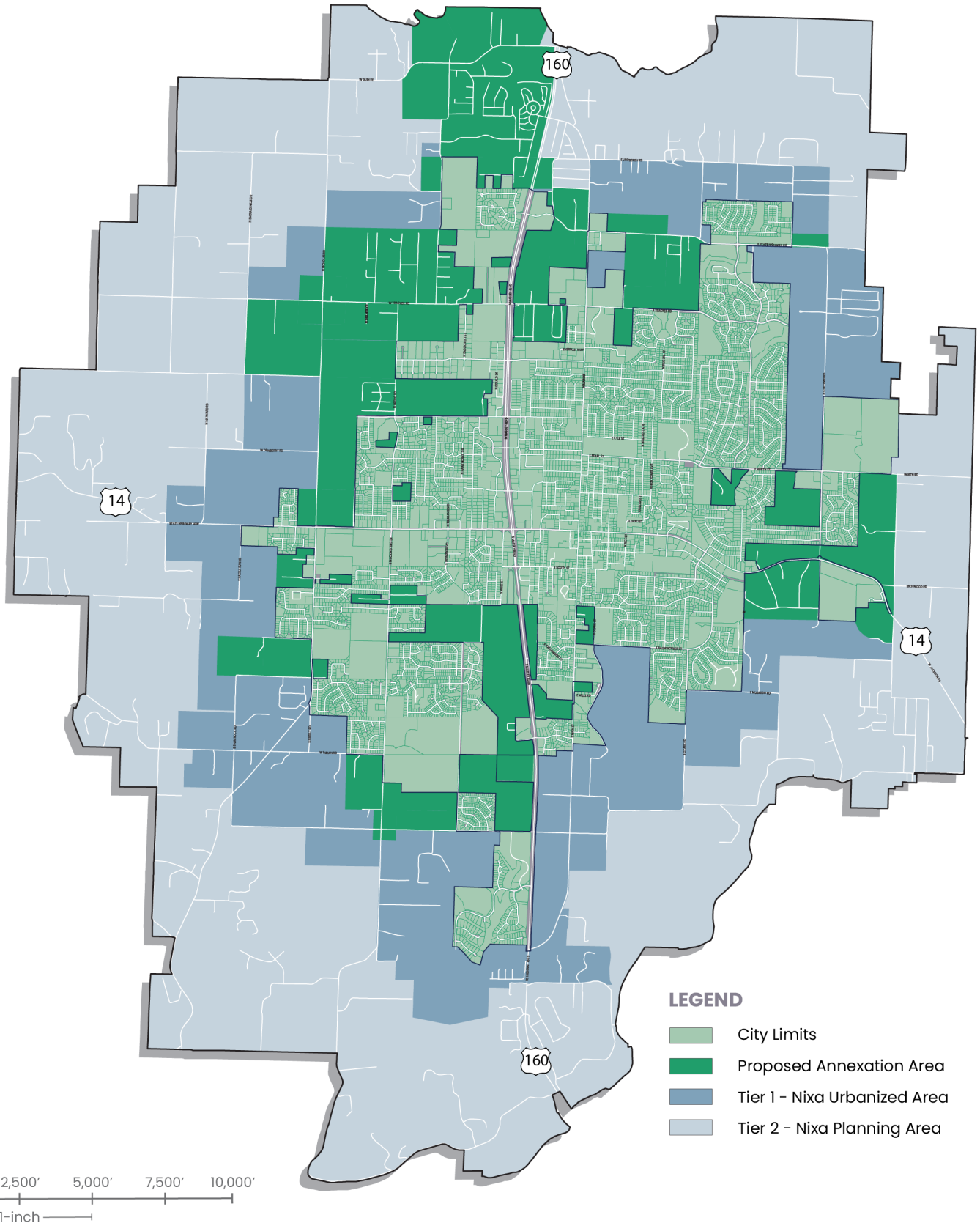
### INDUSTRIAL DEVELOPMENT

Generating employment opportunities and development should be a priority to support population growth and economic development. Two principal industrial locations include the industrial park along Kathryn Street west of U.S. Highway 160 as well as the northeast and southwest corners of U.S. Highway 160 and Tracker Road. The industrial park located along Kathryn Street west of U.S. Highway 160 has achieved build-out with no sites remaining for development. It is recommended that adjacent land be designated for future industrial park use.

### DOWNTOWN DEVELOPMENT

Nixa's downtown core lacks a critical mass of space, an identifiable market niche and identity and a catalyst project/business. The recent opening of 14 Mill Market has provided dining options and meeting space, additional infill development with a mix of land uses is needed to create a vibrant downtown core.

# FIGURE 3.1 FUTURE GROWTH AREAS



Data Sources: City of Nixa, UrbanFootprint, and Olsson Studio

## FUTURE LAND USE FRAMEWORK

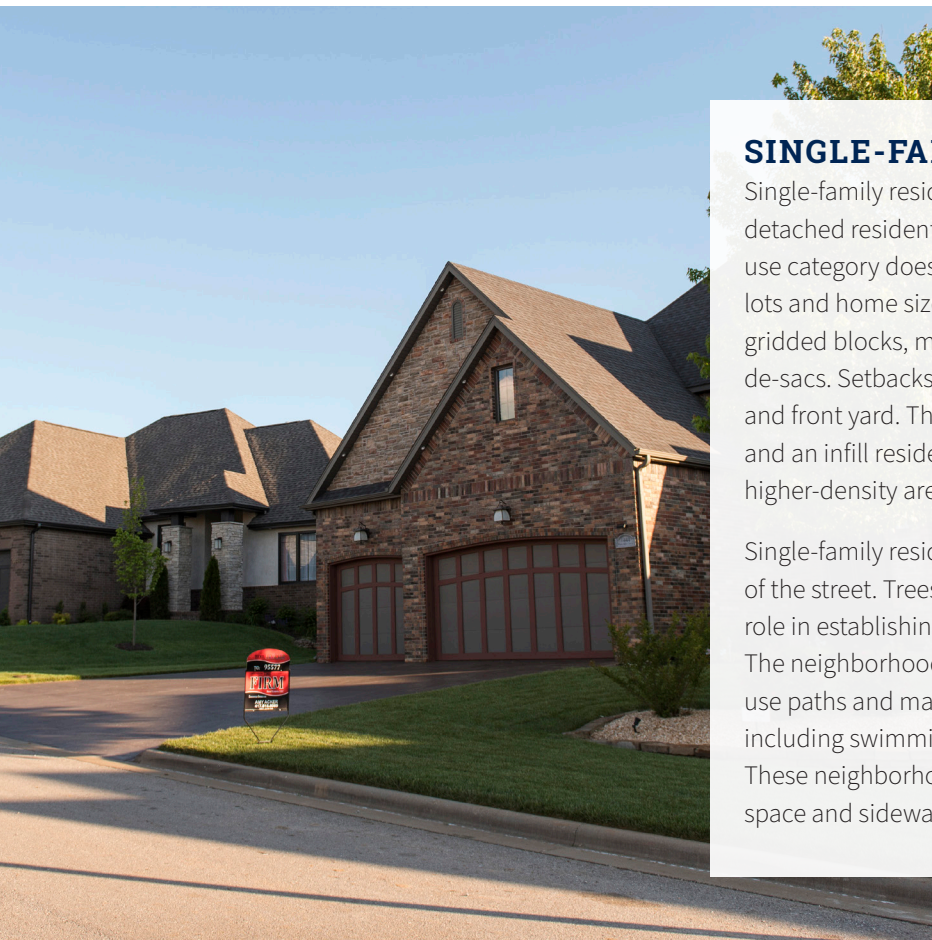
Future land use patterns for Nixa are based on community input, City staff member and leadership guidance, the economic and market analysis and planning best practices. Together these factors directed **Figure 3.2 Future Land Use Framework** and created the Future Land Use Framework. **Figure 3.2** will guide future land use decisions as development and redevelopment opportunities as they present themselves to the City and leadership.

It is important to note that future land uses and categories are not zoning classifications. Future land uses are a guide to ensure the City can achieve its long-term vision through short-term decisions, whereas zoning is regulatory.



### PARKS AND RECREATION

A mixture of public parks and recreation complexes, uses within this designation allow spaces where people can gather – formally or informally – to enjoy the scenery, recreate, or relax. Specific Park uses include athletic fields, playgrounds, sports courts, community gardens, farmers’ markets, or nature preserves open to the public.

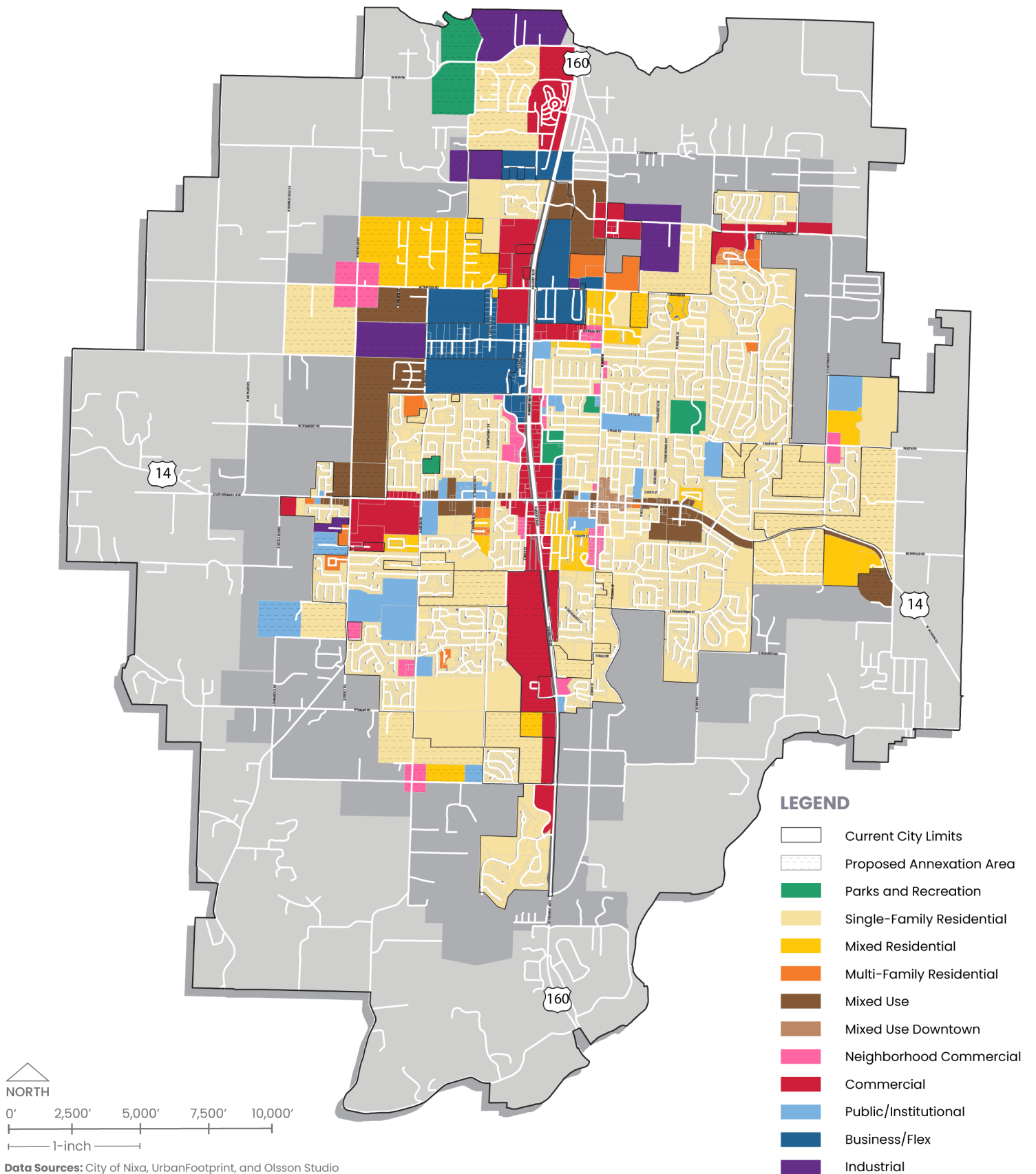


### SINGLE-FAMILY RESIDENTIAL

Single-family residential represents the traditional residential style, detached residential use on a lot, typically in a subdivision. This land use category does not include attached units. It includes a variety of lots and home sizes. Lots are arranged in a variety of layouts including gridded blocks, modified grids, curvilinear streets, lot clusters and cul-de-sacs. Setbacks vary, with front setbacks accommodating a driveway and front yard. This use is found in both a single-family neighborhood and an infill residential style that can be used to fill in gaps around higher-density areas of a community (such as the downtown).

Single-family residential should include sidewalks on one or both sides of the street. Trees – on the property or on-street – play an important role in establishing quality and character and are therefore required. The neighborhood should include mobility amenities, such as shared-use paths and may include amenities private to the development, including swimming pools, parks, playgrounds and general open space. These neighborhoods should be connected to the overall parks, open space and sidewalk system.

# FIGURE 3.2 FUTURE LAND USE FRAMEWORK





## MIXED RESIDENTIAL

The Mixed Residential is a residential neighborhood that allows for a mixture of single-family detached housing lots, as well as complementary, small-scale and low-density attached housing, including townhomes, row homes, duplexes and live-work units. It is a transitional neighborhood that provides a buffer between traditional subdivision-oriented single-family neighborhoods to more intense uses, such as multifamily residential, commercial corridors, or mixed uses. Additionally, it provides housing choices in a lower-density, mixed residential neighborhood. A specific percentage of housing format mixture is not provided due to variability; however, single-family uses would typically account for the largest percentage of residences in the use.

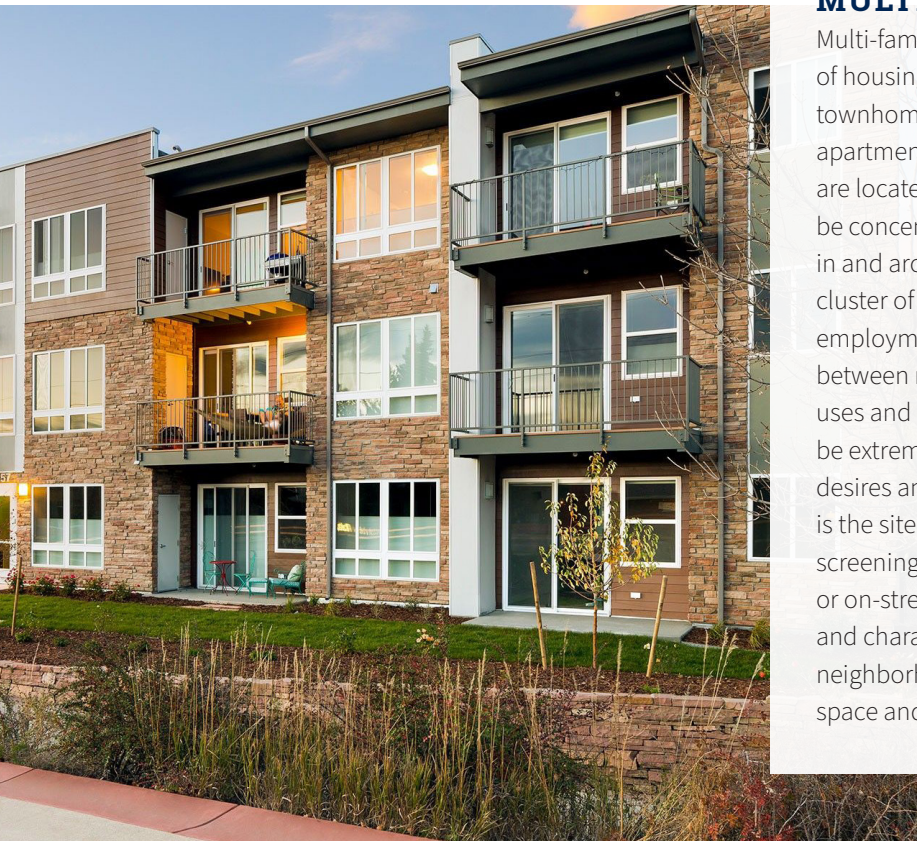
Like Single-Family Residential, Mixed Residential lots are arranged in a variety of layouts including gridded blocks, modified grids, curvilinear streets, lot clusters and cul-de-sacs. Setbacks vary, with front setbacks accommodating a driveway and front yard.

Mixed Residential neighborhoods should include sidewalks on one or both sides of the street. Trees – on the property or on-street – play an important role in establishing quality and character and are therefore required. Mixed Residential neighborhoods should be connected to the overall parks, open space and trail system in the City somehow.



## MULTI-FAMILY RESIDENTIAL

Multi-family Residential represents a neighborhood or style of housing that is made up of attached housing, including townhomes, row homes, duplexes, triplexes, quadplexes and apartments. In many cases, several multi-family buildings are located on a single site. Multi-family Residential should be concentrated along transportation corridors and nodes, in and around the downtown area and where there is a cluster of destinations, including retail, dining, entertainment, employment, recreation and parks. This use serves as a buffer between major transportation corridors, industry, commercial uses and less intense residential uses. Character and style can be extremely varied and should focus on longevity, community desires and area fit. Design at the street level is important, as is the site planning to handle parking, landscape, buffering, screening, amenities, retaining walls and stormwater control. or on-street – play an important role in establishing quality and character and are therefore required. Mixed Residential neighborhoods should be connected to the overall parks, open space and trail system in the City somehow.





## MIXED-USE

Mixed-Use contains a variety of land uses developed together in a coordinated manner. The mix can be horizontal, vertical or hybrid mixed-use, meaning: development sites are appropriate at:

- **Horizontal Mixed-Use.** This mixed-use style features side-by-side uses, such as a retail building next to multi-family living. Each use is on its respective site with shared parking, pedestrian connectivity and overall site design/aesthetic.
- **Vertical Mixed-Use.** This mixed-use style refers to stacked uses, such as ground-floor retail and second-floor offices and third and fourth-floor living units.
- **Hybrid Mixed-Use.** This represents a blend of both horizontal and vertical mixed-use.

Mixed-use allows for flexibility of uses that fit the area while unifying those elements and providing shared amenities. Mixed-use provides the opportunity to concentrate people, employment and service needs in a given location while sharing infrastructure, transportation, parking and a unique user experience. Mixed-use development patterns should be concentrated in the downtown area and along major transportation corridors and their intersections.

## MIXED-USE DOWNTOWN

This category – which makes up the downtown core – focuses on creating a vibrant cultural hub with dining, entertainment and public spaces. Uses in this district include cafés, bistros, restaurants, bars/speakeasies, event venues, public plazas, food truck parks, etc. Development of this district should be a part of a Downtown Master Plan. The use types while varying (horizontal, vertical, or hybrid) should complement one another in arrangement, design and function to develop a cohesive place of differing uses. Site design for Mixed-Use Downtown should include programmable public open spaces or parklets, streetscape enhancements, wayfinding and signage to establish a district or center feel. Mixed-Use Downtown allows complementary land use types including Multi-Family Residential, Community Commercial and Business/Flex, along with a mixture of development, redevelopment and infill.



## NEIGHBORHOOD COMMERCIAL

Neighborhood Commercial provides commercial, retail, service and office use to the immediate surrounding neighborhoods. Found at key neighborhood intersections, the use is often a single corner pad site or a modest in size and scale single strip center. It often includes service uses mixed with convenience uses and may include specialty, boutique, unique, one-of-a-kind, or small office uses.

The character of Neighborhood Commercial includes single-story buildings that are in a style and material mixture that are compatible with the surrounding residential neighborhoods. Sites should include landscape, buffered side and rear yards, sidewalks and connectivity to the sidewalk system. Any accompanying service requirements are screened and/or in an enclosure. Parking requirements are modest due to the scale and size of the use (when compared to Community uses).



## COMMERCIAL

These uses are commercial and business in nature, including retail, services, restaurants, offices and other non-industrial and commerce-based businesses. This land use category includes neighborhood retail centers, regional retail development, pad sites, standalone restaurants or retail, service providers, banks, lodging and office uses.

Development size depends on the current market needs or the specific needs of tenants, both of which change over time. The types of commercial entities offered should also consider the population served (e.g., neighborhood versus commercial). Critical considerations include access, visibility, topography, parking, infrastructure, proximity to customers and transportation. Commercial uses provide sales of goods and services to consumers, are important employment centers and provide for tax base diversification.

## **PUBLIC/INSTITUTIONAL**

Public and institutional uses consider public and semi-public uses that provide for the necessary functions of the community which include schools, faith organizations, cemeteries, public utilities, city or county buildings or facilities, public safety facilities, hospitals, etc. Size and site requirements depend entirely on use, as do access and parking requirements. Regardless of community facility type, appropriate buffers should be implemented between adjacent land uses and screening should be used for any exterior storage associated with the use.



## **INDUSTRIAL**

Industrial manufacturing, assembly, storage, warehousing, distribution, research and development, technology, service, transportation, raw materials handling and storage, outdoor storage and handling, repair and maintenance and waste management. This land use classification considers both light industrial and general medium- to heavy-industrial uses.

Lot size demands vary specifically by business and operation type, although most demand flat sites and accommodations for larger areas under roofs or large storage areas or yards and/or significant areas for access, movement and turning of trucks. Market demands, availability, access to transportation, access to workforce, access to utilities and infrastructure, site development needs and lot size are critical considerations.



## **BUSINESS/FLEX**

Business and Flex uses provide mixed-use urban places that include offices, business parks and limited retail and dining uses. Offices, studios, research facilities and restaurants/bars are examples of appropriate uses. Light manufacturing may be appropriate where high-quality planned developments integrate a mix of office and light industrial uses. Business and Flex uses can attract a significant number of employees and visitors from outside of the community. These uses are designated along key road corridors, seeking to leverage transportation infrastructure and economic development potential.



## GOALS AND STRATEGIES

### GOAL 3.1 PROMOTE A BALANCED AND EFFICIENT PATTERN OF GROWTH.

**3.1.1 Use the Future Land Use Framework.** Support the development patterns and zoning regulations that expand growth and opportunities for Nixa per *Figure 3.2 Future Land Use Framework*. Consider revisions to the Code of Ordinances to support uses set forth in *Figure 3.2*.

**3.1.2 Infill and redevelop.** Support the redevelopment of vacant/underutilized sites, surface parking lots and buildings. Locate higher density redevelopment and infill along major transportation corridors in proximity to retail centers, particularly, but not limited to MO-14, US Highway 160 and Main Street.

**3.1.3 Plan for annexation.** Where appropriate, explore opportunities for property annexation in line with *Figure 3.1 Future Growth Areas*. Controlled annexation can yield a more logical land use development pattern, permitting an additional variety of land uses and more efficient connectivity. Annexation should be mutually beneficial for both the property owner being annexed, as well as the city. Therefore, annexation should be based on landowner consent.

### GOAL 3.2 EXPAND HOUSING OPTIONS AND OPPORTUNITIES.

**3.2.1 Promote a mixture of housing types.** Support the development patterns and zoning regulations that expand growth and opportunities for Nixa per *Figure 3.2 Future Land Use Framework*. Consider revisions to the Code of Ordinances to support uses set forth in *Figure 3.2*.

**3.2.2 Encourage Age-in-Place opportunities.** Encourage development that enhances the ability for residents to transition to different housing options within the community as their needs and lifestyles change over time. Many members of the aging population will no longer desire retirement communities, but will choose walkable communities with amenities, recreational opportunities and residents of all ages. Consider mental and physical disabilities in the context of the built environment and the design of development of housing options for all ages and levels of ability.

**3.2.3 Support existing housing stock.** Support the retention of and rehabilitation of existing housing stock as a core component of the affordable and attainable housing supply in the region.

### GOAL 3.3 PURSUE STRATEGIC DEVELOPMENT OF DOWNTOWN NIXA TO CREATE AN ACTIVE AND VIBRANT COMMUNITY SPACE FOR ALL.

**3.3.1 Develop a downtown master plan.** As the historic heart of the city, the downtown area merits a dedicated planning study. A downtown master plan should outline ways to establish and promote the area as a district and regional draw that includes retail, housing, arts, entertainment and recreational uses. The downtown plan should guide public and private improvement, development, redevelopment, infill and revitalization projects.

**3.3.2 Establish a zoning overlay district.** Establish a downtown zoning overlay district that provides guidelines, regulations and standards needed to accommodate both development and redevelopment.

### **GOAL 3.4 PLAN FOR ENVIRONMENTAL PROTECTION AND RESILIENCY.**

**3.4.1 Encourage the protection of natural resources.** Conduct a natural resource assessment, identifying natural assets that should be maintained and protected. Evaluate and update current City policies relating to open space preservation, development regulations and park maintenance.

**3.4.2 Regulate stormwater challenges.** Require all development and redevelopment to regulate the rate and volume of stormwater and improve existing drainage systems when and if feasible.

**3.4.3 Cultivate partnerships/coordination with various environmental organizations.** Cooperate with neighboring jurisdictions, state-wide and federal efforts on issues and initiatives of mutual interest, especially where shared revenue and joint governance may be advantageous. Such initiatives may include open space preservation, recreational programs and conservation easements.

### **GOAL 3.5 ENHANCE OPPORTUNITIES FOR PARKS, OPEN SPACE AND OTHER RECREATIONAL AMENITIES.**

**3.5.1 Adjust development requirements.** Incorporate open space and natural resources access into future development, redevelopment and revitalization projects.

**3.5.2 Maintain the park system and identify funding mechanisms.** Protect the long-term health of parks, open spaces and trail systems through regular maintenance in established neighborhoods and monitoring issues over time to address changing community demands and needs. Identify and secure a range of funding sources that will enable the implementation of recommendations for new parks, trails and recreational programs as identified in the Nixa Parks and Recreation Master Plan, 2020.

# 4

## CONNECTIVITY

**Section 4** provides guidance on the future of transportation and mobility within Nixa. A balanced transportation network enhances economic development, quality of life and equity, while balancing ongoing costs and maintenance. To address this, it is important to understand the community's long-term vision, how to leverage available resources to improve existing roadways, and where to preserve right-of-way for potential future needs.



# CONNECTIVITY FRAMEWORK

**Figure 4.1 Connectivity Framework** shows recommendations for the future transportation network throughout Nixa, which includes both vehicular and active transportation infrastructure. Several recommendations have been included from previous plans and studies completed by the City of Nixa and regional planning organizations. Through discussions and further analysis throughout this planning process, supplemental recommendations were developed and included as part of these recommendations. These are further described in the following pages.

## PROPOSED ROADWAY CONNECTIONS

In 2021, the Ozark Transportation Organization (OTO) developed the Destination 2045: Long Range Transportation Plan. OTO serves as the metropolitan planning organization for the Springfield region. As shown in **Figure 4.1 Connectivity Framework**, several potential roadway connections within the Nixa planning area are recommended to better facilitate internal traffic flow and improve connectivity to the larger region. Each roadway recommendation within the Nixa planning area is conceptual and will require design prior to construction to determine the exact pathway. Recommendations include the following segments:

### Proposed Roadway Creations

- Create an east/west corridor along North Jerico Street curving northeast of High Pointe Elementary School campus and extending east.
- Create a north/south connection from MO-14 to Union Chapel Road.
- Create a diagonal connection from Union Chapel Road and Phillips Road to the southeast to West Dewberry Road
- Create an east/west connection from the intersection of Inman Road and Gregg Road to connect to US Highway 160/Massey Boulevard.
- Create an east/west connection south of Rosedale Road between South Nicholas Road and Gregg Road.

### Proposed Roadway Extentions

- Extend East State Highway CC from North Main Street to Emerald Hills Drive.
- Extend North Cheyenne Road to Westwind Drive.
- Extend Monet Road north to South National Avenue.
- Extend East Tracker Road to connect to North Cheyenne Road.
- Extend Kathryn Street west at North Gregg Road to connect to Union Chapel Road at its intersection with North Nicholas Road.
- Extend Northview Road west at North Gregg Road to connect to North Nicholas Road.
- Extend Emerald Hills Drive south to MO-14
- Extend Hazel Run Road to South Shamrock Road
- Extend West Dewberry Road to connect to North White Oak Lane to the west.
- Extend Phillips Road south to connect to North White Oak Lane.
- Extend South West Street to connect to West Citydel Road.
- Extend Butterfield Drive southeast to connect to West Citydel Road.
- Extend West Pembroke Avenue across US Highway 160/ South Massey Boulevard to connect to West Silver Oak Street.
- Extend Firefly Road south to connect to Rosedale Road.
- Extend West Itaska Road to curve northeast upwards to connect to Rosedale Road.
- Extend Cheyenne Road south to meet with an eastern extension of Muskego Road.
- Extend Rosedale Road to the east beyond the Nixa planning area.
- Extend Ozark Road to the south to meet the proposed extension of Rosedale Road.



## PROPOSED REGIONAL TRAIL CONNECTIONS

In 2017, OTO conducted a regional Bicycle and Pedestrian Trail Investment Study, leading to multimodal recommendations that expand and bolster the existing trail network. Several major off-road multimodal trail corridors in the Springfield region have been planned and/or proposed segments that connect to Nixa, including the Chadwick Flyer Trail, Wilson's Creek Greenway and James River Greenway. Each trail extension is shown in **Figure 4.1 Connectivity Framework**. These regional trail connections will allow off-road access from Nixa to the larger Ozark Greenway network.

## PROPOSED SIDEWALK CONNECTIONS

The existing sidewalk network was analyzed during the creation of the Transportation Master Plan for the City of Nixa in 2015. Recommendations for future sidewalk connections, where still relevant, are included in this Plan. These sidewalk recommendations were based on the degree to which each corridor would increase public mobility and improve access to schools, neighborhoods and commercial developments.

## ADDITIONAL PROPOSED SIDEWALK CONNECTIONS

Additional recommendations for sidewalk connectivity are included in this Plan to fill gaps in the existing sidewalk network. Collectively, future sidewalk recommendations aim to increase pedestrian access to destinations and resources throughout the city.



## PROPOSED INTERSECTION IMPROVEMENTS

The 2015 Transportation Master Plan identified several intersections as areas for improvement. Improving the crosswalks across US Highway 160 was the top prioritized pedestrian enhancement project, both from its ranking scores in connectivity and safety categories and from community feedback results during public engagement.

The following intersection improvements are recommended for the US Highway 160 corridor:

- Add protected left turn lanes in all directions at Tracker Road.
- Add bicycle and pedestrian crossing improvements at Aldersgate Drive.
- Add bicycle and pedestrian crossing improvements at Northview Road.
- Add bicycle and pedestrian crossing improvements at Wasson Drive.
- Add bicycle and pedestrian crossing improvements at West Mount Vernon Street.
- Add vehicular travel lanes and bicycle and pedestrian crossing improvements at West South Street.
- Add turn lanes and a signal at Rosedale Road.

Additionally, the following intersection improvements are proposed in the 2015 Transportation Master Plan and included in this Plan:

- Add turn lanes to the intersection of North Main Street and MO-CC.
- Add turn lanes to the intersection of Nicholas Road and MO-14.

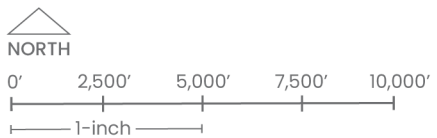
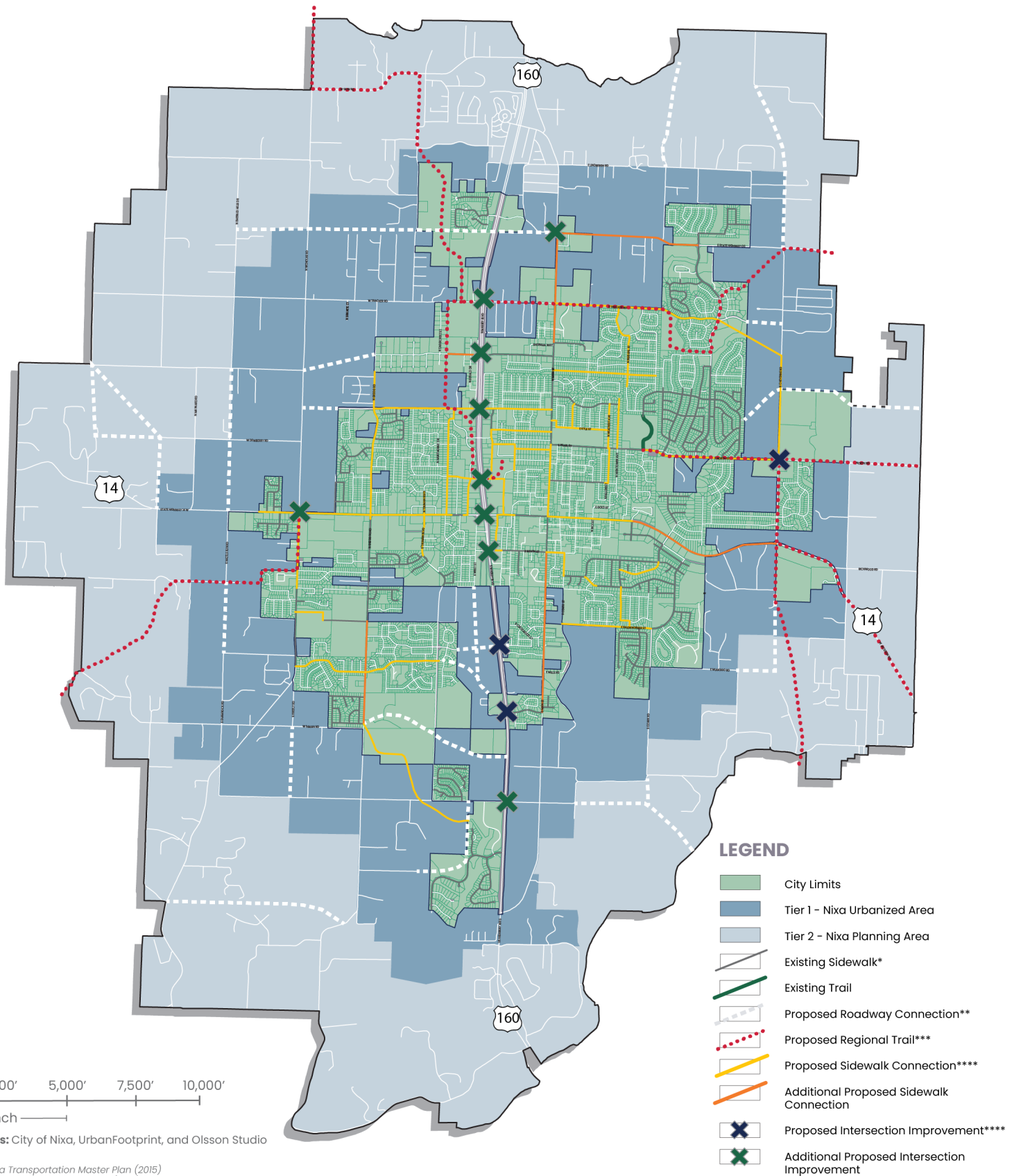
## ADDITIONAL PROPOSED INTERSECTION IMPROVEMENTS

Additional intersection improvements in this Plan identify areas to improve alongside vehicular and multimodal enhancements to ensure safe travel for all modes of transportation. The following intersections are recommended for improvement:

- US Highway 160 and the proposed extension of West Pembroke Avenue.
- US Highway 160 and Sunrise Drive.
- East North Street and North Cheyenne Road.



# FIGURE 4.1 CONNECTIVITY FRAMEWORK



Data Sources: City of Nixa, UrbanFootprint, and Olsson Studio

\*Data from Nixa Transportation Master Plan (2015)  
 \*\*OTO Long Range Transportation Plan (2021) Recommendation  
 \*\*\*OTO Bicycle and Pedestrian Trail Investment Study (2017) Recommendation  
 \*\*\*\*Nixa Transportation Master Plan (2015) Recommendation

## GOALS AND STRATEGIES

### GOAL 4.1 IMPROVE THE CITY'S ROADWAYS THROUGH THE IMPLEMENTATION OF BEST PRACTICES, SETTING EFFICIENT AND SAFE ROADWAY STANDARDS.

**4.1.1 Add roadway connections.** Construct new sections of roadway to connect to existing gaps, as shown in *Figure 4.1 Connectivity Framework*.

**4.1.2 Improve roadways.** Implement roadway improvements as shown in *Figure 4.1 Connectivity Framework*, including roadway maintenance, pavement installations, curb repair and additions and sidewalk repair and additions.

**4.1.3 Regional Coordination.** Continue to update, prioritize and align roadway projects with the Ozarks Transportation Organization Transportation Improvement Program (TIP) as well as the Statewide Transportation Improvement Program (STIP).

### GOAL 4.2 IMPROVE AND ENHANCE PEDESTRIAN AND BICYCLE CONNECTIVITY AND INFRASTRUCTURE THROUGHOUT THE COMMUNITY.

**4.2.1 Analyze pedestrian safety.** Conduct a pedestrian safety analysis to understand areas of need and potential safety and connectivity improvements.

**4.2.2 Infill sidewalks.** Create a sidewalk infill and maintenance prioritization program and funding stream, identifying all missing sidewalk connections and sidewalks in poor condition.

**4.2.3 Require sidewalks in new development.** Require consistent sidewalks in new neighborhood developments including connections to external sidewalk networks where appropriate.

**4.2.4 Connect trails citywide.** Off-road trails separated from vehicular traffic corridors can serve a dual purpose as recreational amenities and multimodal transportation routes. Trails should be developed to provide connections to City services and amenities, including existing parks and trails. Trailheads should be strategically placed for easy access to trail facilities.

# 5

## COMMUNITY AESTHETICS

**Section 5** provides high-level guidance on recommended programming and aesthetic enhancements for Nixa. Intentional visual identity, sense of community, high quality of life and placemaking are important as the community continues to grow in the region.



## AESTHETICS FRAMEWORK

The aesthetic of a City can have a lasting impact on how the public perceives the health, quality of life, character and desirability of a community. Design is an opportunity to showcase and celebrate the desired vision for the future, welcoming residents and visitors alike through carefully considered aesthetic enhancements.

**Figure 5.1. Community Aesthetics Framework** and the following section describe recommendations to improve the visual identity and physical brand of Nixa.

## GATEWAY OPPORTUNITIES

Gateways refer to physical marking points that indicate an entry point into the City. During public engagement activities, stakeholders and community members were asked to indicate where they felt entry points into Nixa were located. Their feedback was analyzed against the recommendations included in this Plan to develop recommended areas for gateway opportunities, described as follows.

A gateway can be a variety of things, including but not limited to signage, monumentation, public art, or any combination thereof. For this Plan, gateway opportunities are broken into two categories: primary and secondary gateways.

### PROPOSED PRIMARY GATEWAYS

A primary gateway is noticeable and iconic, signaling to travelers that they are entering the City and setting an aesthetic tone. Primary gateways should be located at well-traveled entryways and major hubs within the city, including the following points:

- US Highway 160 at the northern City limits;
- US Highway 160 at South Main Street;
- US Highway 160 at MO-14; and
- East Highway 14 and Combs Road.

### PROPOSED SECONDARY GATEWAYS

A secondary gateway should be smaller in scale than a primary gateway but similar in character and style, contributing to aesthetic cohesion throughout the city. Secondary gateways are best located at lesser-traveled entryways and nodes within the city, such as public plazas and gathering areas. Secondary gateways are recommended at the following points:

- MO-14 and North Nicholas Road;
- MO-14 near South Market Street;
- North Road and North Cheyenne Road; and
- MO-CC near North Cheyenne Road.

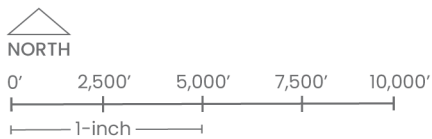
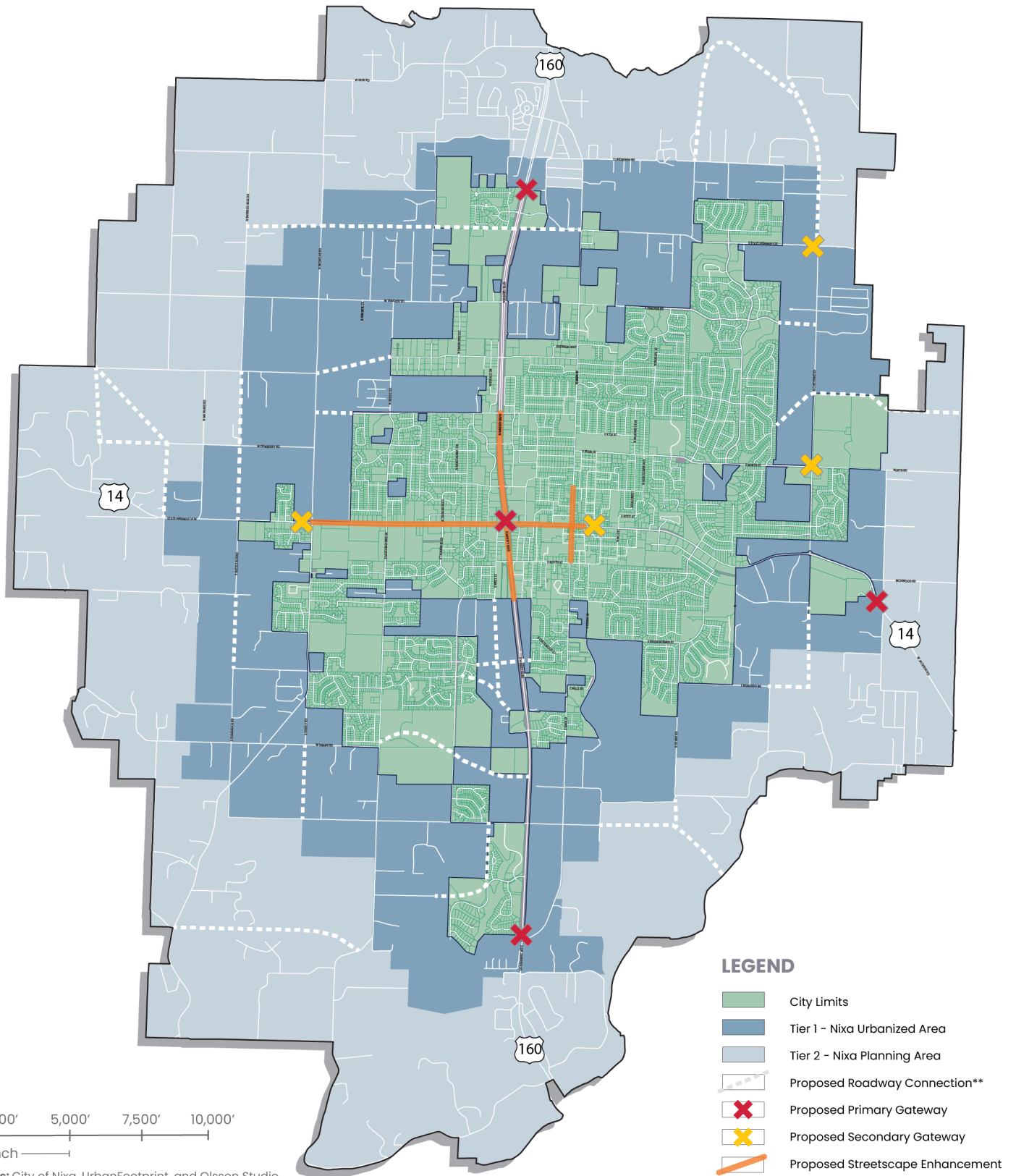
## PROPOSED STREETSCAPE ENHANCEMENTS

Streetscape enhancements aim to make a roadway a safer, more pleasant travel experience for both vehicular and pedestrian traffic. Streetscaping involves adding elements that serve both aesthetic and safety functions, including but not limited to street trees, lighting, benches, landscaped medians and buffer zones and stormwater solutions. Streetscape enhancements should be prioritized along the following roadways:

- MO-14 from North Nicholas Road to South Market Street;
- US Highway 160/N Massey Boulevard from Northview Road to South West Street; and
- North Main Street from East North Street to South Street.



# FIGURE 5.1 COMMUNITY AESTHETICS FRAMEWORK



Data Sources: City of Nixa, UrbanFootprint, and Olsson Studio

\*\*OTO Long Range Transportation Plan (2021) Recommendation

# GOALS AND STRATEGIES

## **GOAL 5.1 ENHANCE CORRIDOR BEAUTIFICATION THROUGH STREETSCAPE IMPROVEMENTS.**

**5.1.1 Develop a streetscape enhancement plan.** Develop a streetscape enhancement plan that identifies landscaping interventions, design elements and City-branded monumentation or public art.

**5.1.2 Enhance downtown wayfinding.** Create a welcoming and safe environment for non-motorized traffic in and around downtown by constructing wide sidewalks where feasible and installing additional landscaping, lighting, wayfinding signage and other design and aesthetic considerations.

**5.1.3 Identify funding and plan maintenance.** Partner with the Public Works and Parks and Recreation Departments to identify funding for future improvements and maintenance concerns.

## **GOAL 5.2 DEFINE GATEWAYS TO THE CITY THROUGH THE INSTALLATION OF PRIMARY AND SECONDARY GATEWAYS, LANDSCAPING AND AESTHETIC IMPROVEMENTS.**

**5.2.1 Envision, design and build.** Hire a design team to create concepts for the primary and secondary gateways. After approval, develop a timeframe for construction based on funding and labor expectations.

**5.2.2 Enhance landscaping.** Work to improve the appearance of landscaping at primary and secondary gateway locations. Identify funding sources for installation and the long-term maintenance of improvements.

## **GOAL 5.3 DEVELOP UNIQUE AESTHETIC FEATURES OR ART INSTALLATIONS WITHIN THE PUBLIC REALM TO FURTHER DEFINE NIXA'S AESTHETIC AND CHARACTER AND DISTINGUISH IT FROM OTHER COMMUNITIES.**

**5.3.1 Hold a design workshop.** Lead an internal charrette with members of City staff to define building materials and define aesthetic features that can be included in public buildings, facades, amenities, etc.

**5.3.2 Be art-focused.** Collaborate with local and regional artists to develop unique works of art that can be installed to add a unique amenity to the community (e.g., sculptures, murals, garden installations, small fountains, or signage).

## **GOAL 5.4 CONTINUE TO IMPROVE THE CITY'S CLEANLINESS AND GENERAL APPEARANCE THROUGH NEIGHBORHOOD AND STREETSCAPE MAINTENANCE.**

**5.4.1 Support private property maintenance.** Support and encourage landlords and home and business owners to provide routine property maintenance.

**5.4.2 Maintain public facilities.** Assess and provide regular maintenance to public facilities. Review and strategize on completing deferred maintenance projects.



# 6

## ECONOMIC DEVELOPMENT STRATEGY

**Section 6** focuses on realizing an economic vision for Nixa, providing recommendations for fiscal responsibility in the face of rapid growth. Effective economic development planning helps the community respond to potential economic challenges and seize new opportunities. Although these recommendations aid Nixa in a competitive market, this section's goals and strategies also seek to support collaboration and coordination with neighboring communities.



# THE STRATEGY

## THE NEED FOR ECONOMIC DEVELOPMENT

Based on the population projections provided in the Economic and Market Analysis in **Appendix D**, Nixa will continue to experience overall growth. The challenge is the type of and rate of growth that will be realized. Current trends suggest residential activity will continue to experience robust growth. However, although retail, office and industrial projections may be net positive, they may not be transformative enough to offset the fiscal demands of residential development and to fund strategic community initiatives. The community's aspirations and voter expectations will likely need to be funded by special purpose sales taxes, increased property taxes and other revenue-producing opportunities. Nixa needs to be aggressive and undertake strategic initiatives to ensure that growth trends are meaningful and aligned with the community's values and desires for the future.

Economic development is a term that is so commonly used that it tends to take on different meanings to different people. This term may conjure the image of a job, a role in public safety, housing programs, recreational opportunities, the number of entertainment options and venues and a community's overall cultural choices. To members of City leadership, it is often viewed as a term to describe the fiscal and economic impact of a set of terms or strategies that result in a net positive funding service. For economic and development strategies to produce a positive economic and fiscal outcome, they require the following four program goals:

- 1. Community Product Improvement**
- 2. Attract Higher Paying Industries**
- 3. Business Retention and Expansion**
- 4. Community Image Enhancement**

## WHAT IS AN ECONOMIC DEVELOPMENT STRATEGY?

The goal of an economic development strategy is to retain existing jobs and develop new jobs and investments to strengthen the labor pool. It also seeks to broaden, diversify and stabilize a community's tax base. The Economic Development Strategy should serve as a reference, a public/private tool that motivates economic activities that encourage and stimulate quality job growth and attract permanent investments. The ideal outcome is to generate new business opportunities and a diversified revenue base to fund City services. This results in an improved quality of life for all taxpayers and the community.

Nixa finds itself in a competitive market and at the edge of the Springfield Metropolitan Service Area (MSA). Due to this, Nixa must compete against neighboring cities within the greater region for opportunities. Now, more than ever, Nixa needs to think about economic development and how it sets itself apart from other communities. Growth and investments occur in communities that are experiencing growth and have a resolute, strategic, economic development program focused on progressive and net positive development.

As Nixa endeavors to attract new business and facilitate expansion of existing business, collaboration and partnership with fellow communities and organizations will be key to the promotion of Southwest Missouri as a growing, business-friendly region. Within the region, Nixa is an attractive home base for skilled, competitive talent and is strategically poised for long-term community investment.



# GOALS AND STRATEGIES

## GOAL 6.1 IMPROVE COMMUNITY PRODUCTS.

**6.1.1 Implement robust product development and site readiness initiatives.** Establish an inventory of available land, buildings and shovel-ready development sites to retain existing growing businesses and attract future businesses and developments.

**6.1.2 Develop and market a fast-track pre-approved site and building permit program.** Develop and market to investors a time-saving process for preapproving sites and buildings before development takes place.

**6.1.3 Initiate an economic development community leadership education program.** Maintain a dialogue with the community, City leadership and developers about the economic development process.

**6.1.4 Have a full-time economic development manager reporting directly to the City Administrator.** Continue to support the growth, marketing and collaboration to bring the community's economic development forward with a sole professional focused on the city's strategic vision and daily needs.

**6.1.5 Maintain an Economic Development Opportunity Fund.** Advance economic development projects through non-capital improvement program initiatives and funds to close gaps, attract jobs and balance the tax base.

**6.1.6 Continue general fund support for Show Me Christian County and the Chamber of Commerce for the betterment of the community.** Maintain public/private partnerships and the community's dialogue for strengthening the community's infrastructure and future ballot initiatives.

**6.1.7 Review performance expectations for all contractual partnerships.** Ensure community organizations, agencies and partnerships are engaged in complementing the economic development strategy efforts.

**6.1.8 Enhance City permitting, plan reviews and inspection processes.** Promote and educate the community, developers and business prospects of the planning process, opportunities and programs available.

**6.1.9 Consider acquiring a fiscal and/or an economic impact model.** Establish a tool to evaluate the community's fiscal health and assess incentive or zoning proposals.

**6.1.10 Improve North-South and East-West State Highway access.** Seek grant opportunities and partnerships to make major road and infrastructure improvements.

## **GOAL 6.2 RECRUIT BUSINESS.**

**6.2.1 Identify development-ready sites.** Identify and pursue potential sites for development readiness to make a competitive difference with surrounding markets.

**6.2.2 Pre-permit spec buildings.** Consider a pre-approved site and building plan (e.g., SIMPLE Spec Building Program, Virtual Buildings, etc.) to reduce the time for a business to occupy a building and commence business operations.

**6.2.3 Recruit and retain retail.** Use retail and trade area data to illustrate infographics and data to attract and retain retail development interest.

**6.2.4 Responsibly and aggressively use incentives.** Continue to leverage local, state and utility incentives as appropriate for development opportunities while promoting their use, benefits and value to the City of Nixa. Promote existing development successes by incentive type.

**6.2.5 Leverage infrastructure, cash flow and reserves to encourage development.** To assist targeted areas and unfunded general operation economic development expenses the City should consider a cost and revenue center to facilitate economic development projects.

## **GOAL 6.3 RETAIN AND EXPAND BUSINESSES.**

**6.3.1 Maintain a Business Retention Expansion Program (BRE).** Continue the partnership between City staff, City leadership, Nixa Chamber of Commerce and Show Me Christian County to maintain a business retention expansion program to focus efforts on increasing local jobs, preserving/increasing local tax revenues, maintaining or diversifying the local economy and maintaining or diversifying access to goods and services.

**6.3.2 Use existing business relationships and testimonials to attract new jobs and new investment.** Establish a strong business retention program to set real-life positive examples of a pro-business culture in Nixa.

## **GOAL 6.4 ENHANCE COMMUNITY IMAGE.**

**6.4.1 Develop an internal and external community branding and marketing campaign in conjunction with the Chamber of Commerce and Show Me Christian County.** Coordinate the city's existing strong brand with external partners to ensure branding and marketing efforts are distinct for setting Nixa apart from surrounding communities.

**6.4.2 Use tried and true public relations tools and techniques to generate and promote non-paid news articles and releases to target audiences: the community, developers and local and regional bipartisan.** Continue to promote, educate and entice developers and builders to invest in the Nixa community.

**6.4.3 Prove and promote economic development's return on taxpayer investment (R.O.I).** Using the economic impact model, testimonials, case studies and reinforcement of economic development on initiatives and tasks to show the growth and impacts within the community.

# 7

## IMPLEMENTATION ACTION PLAN

*Section 7 sets forth specific actions that various departments, bodies, and organizations should take to advance the Plan's recommendations. This section should be used as a decision-making tool as City staff members, vested organizations, and elected officials consider land-use development-, infrastructure- and technology-related opportunities and issues.*



## IMPLEMENTATION PROCESS

### COMPREHENSIVE PLAN MAINTENANCE AND MONITORING

The Plan's broad goals and strategies serve as a guide for the City's future. However, individual priorities of the City and community may change from year to year, based on elected officials, fiscal conditions or other external factors. With this in mind, the City Planning and Zoning Commission and City staff should monitor the implementation of the Comprehensive Plan and provide updates to the City Council. City staff should prepare an annual report regarding the Comprehensive Plan's implementation progress, as well as recommendations for minor or major amendments. The annual review is a critical feature to ensure that the Implementation Matrix and the vision and core values of the Comprehensive Plan are being effectively implemented.

### IMPLEMENTATION MATRIX

This implementation matrix, *Table 7.11 - Table 7.14*, includes goals that were listed in each of the Plan's sections. With each goal, there are accompanying strategies. By completing each of the strategies and subsequently the Plan's goals, each of the recommendations for the City are addressed. This matrix should be regularly visited to ensure that goals and strategies are consistently being completed and to make sure it remains in line with the City's most pressing needs.



# LAND USE AND DEVELOPMENT

This section includes the goals and strategies found in **Section 3 Land Use and Development**.

**Table 7.11 Land Use and Development - Goals and Strategies** outlines the section’s specific goals and strategies.

<b>Table 7.11 LAND USE AND DEVELOPMENT - GOALS AND STRATEGIES</b>		
<b>Goal and Strategy</b>		<b>Implementation Notes</b>
<b>3.1 Promote a balanced and efficient pattern of growth.</b>		
3.1.1	Use the Future Land Use Framework. Support the development patterns and zoning regulations that expand growth and opportunities for Nixa per <b>Figure 3.2 Future Land Use Framework</b> . Consider revisions to the Code of Ordinances to support uses set forth in <b>Figure 3.2</b> .	
3.1.2	Infill and redevelop. Support the redevelopment of vacant/underutilized sites, surface parking lots and buildings. Locate higher density redevelopment and infill along major transportation corridors in proximity to retail centers, particularly, but not limited to MO-14, US Highway 160 and Main Street.	<ol style="list-style-type: none"> <li>1. Determine highest and best use of land; issue a marketing strategy to advertise desired uses.</li> <li>2. Consider leveraging public/private partnerships to encourage future growth.</li> </ol>
3.1.3	Plan for Annexation. Where appropriate, explore opportunities for property annexation in line with <b>Figure 3.1 Future Growth Areas</b> . Controlled annexation can yield a more logical land use development pattern, permitting an additional variety of land uses and more efficient connectivity. Annexation should be mutually beneficial for both the property owner being annexed, as well as the city. Therefore, annexation should be based on landowner consent.	<ol style="list-style-type: none"> <li>1. As land areas are annexed into the City, determine the best land use, and zone that land appropriately.</li> </ol>
<b>Goal 3.2 Expand housing options and opportunities.</b>		
3.2.1	Promote a mixture of housing types. Support the development patterns and zoning regulations that expand growth and opportunities for Nixa per <b>Figure 3.2 Future Land Use Framework</b> . Consider revisions to the Code of Ordinances to support uses set forth in <b>Figure 3.2</b> .	<ol style="list-style-type: none"> <li>1. Target priority locations for higher-density housing. Encourage higher-density housing along major corridors and as part of mixed use activity centers.</li> </ol>
3.2.2	Encourage Age-in-Place opportunities. Encourage development that enhances the ability for residents to transition to different housing options within the community as their needs and lifestyles change over time. Many members of the aging population will no longer desire retirement communities, but will choose walkable communities with amenities, recreational opportunities and residents of all ages. Consider mental and physical disabilities in the context of the built environment and the design of development of housing options for all ages and levels of ability.	
3.2.3	Support existing housing stock. Support the retention of and rehabilitation of existing housing stock as a core component of the affordable and attainable housing supply in the region.	<ol style="list-style-type: none"> <li>1. Consider incentivizing property maintenance practices. Support residents through safe building codes promoting routine property maintenance and new construction renovation.</li> </ol>

Goal and Strategy		Implementation Notes
<b>Goal 3.3 Pursue strategic development of downtown Nixa to create an active and vibrant community space for all.</b>		
3.3.1	Develop a downtown master plan. As the historic heart of the city, the downtown area merits a dedicated planning study. A downtown master plan should outline ways to establish and promote the area as a district and regional draw that includes retail, housing, arts, entertainment and recreational uses. The downtown plan should guide public and private improvement, development, redevelopment, infill and revitalization projects.	<ol style="list-style-type: none"> <li>1. Consider issuing a request for proposals with the goal of hiring a consultant to lead the downtown master plan development process.</li> <li>2. Conduct a thorough stakeholder and public engagement process to identify a vision for downtown.</li> </ol>
3.3.2	Establish a zoning overlay district. Establish a downtown zoning overlay district that provides guidelines, regulations and standards needed to accommodate both development and redevelopment.	
<b>Goal 3.4 Plan for environmental protection and resiliency.</b>		
3.4.1	Encourage the protection of natural resources. Conduct a natural resource assessment, identifying natural assets that should be maintained and protected. Evaluate and update current City policies relating to open space preservation, development regulations and park maintenance.	<ol style="list-style-type: none"> <li>1. Incorporate natural wildlife habitats and corridors into developments.</li> </ol>
3.4.2	Regulate stormwater challenges. Require all development and redevelopment to regulate the rate and volume of stormwater and improve existing drainage systems when and if feasible.	<ol style="list-style-type: none"> <li>1. Consider leveraging public/private partnerships to alleviate infrastructure costs for development growth.</li> </ol>
3.4.3	Cultivate partnerships/coordination with various environmental organizations. Cooperate with neighboring jurisdictions, state-wide and federal efforts on issues and initiatives of mutual interest, especially where shared revenue and joint governance may be advantageous. Such initiatives may include open space preservation, recreational programs and conservation easements.	
<b>Goal 3.5 Enhance opportunities for parks, open space and other recreational amenities.</b>		
3.5.1	Adjust development requirements. Incorporate open space and natural resources access into future development, redevelopment and revitalization projects.	
3.5.2	Maintain the park system and identify funding mechanisms. Protect the long-term health of parks, open spaces and trail systems through regular maintenance in established neighborhoods and monitoring issues over time to address changing community demands and needs. Identify and secure a range of funding sources that will enable the implementation of recommendations for new parks, trails and recreational programs as identified in the Nixa Parks and Recreation Master Plan, 2020.	



# CONNECTIVITY

This section includes the goals and strategies found in **Section 4 Connectivity**.

**Table 7.12 Connectivity - Goals and Strategies** outlines the section’s specific goals and strategies.

<b>Table 7.12 CONNECTIVITY - GOALS AND STRATEGIES</b>		
<b>Goal and Strategy</b>		<b>Implementation Notes</b>
<b>Goal 4.1 Improve the city’s roadways through the implementation of best practices, setting efficient and safe roadway standards.</b>		
4.1.1	<b>Add roadway connections.</b> Construct new sections of roadway to connect to existing gaps, as shown in <b>Figure 4.1 Connectivity Framework</b> .	
4.1.2	<b>Improve roadways.</b> Implement roadway improvements shown in <b>Figure 4.1 Connectivity Framework</b> , including roadway maintenance, pavement installations, curb repair and additions and sidewalk repair and additions.	1. Connect residential neighborhoods to commercial centers and community amenities.
4.1.3	<b>Regional coordination.</b> Continue to update, prioritize and align roadway projects with the Ozarks Transportation Organization Transportation Improvement Program (TIP) as well as the Statewide Transportation Improvement Program (STIP).	1. Ensure annual coordination with Ozarks Transportation Organization.
<b>Goal 4.2 Improve and enhance pedestrian and bicycle connectivity and infrastructure throughout the community.</b>		
4.2.1	<b>Analyze pedestrian safety.</b> Conduct a pedestrian safety analysis to understand areas of need and potential safety and connectivity improvements.	
4.2.2	<b>Infill sidewalks.</b> Create a sidewalk infill and maintenance prioritization program and funding stream, identifying all missing sidewalk connections and sidewalks in poor condition.	1. Prioritize connecting destinations such as schools, parks, grocery stores and commercial centers.  2. Determine the responsible party for implementing the sidewalk improvements/connections (e.g., single development, City, etc.)
4.2.3	<b>Require sidewalks in new development.</b> Require consistent sidewalks in new neighborhood developments including connections to external sidewalk networks where appropriate.	
4.2.4	<b>Connect trails citywide.</b> Off-road trails separated from vehicular traffic corridors can serve a dual purpose as recreational amenities and multimodal transportation routes. Trails should be developed to provide connections to City services and amenities, including existing parks and trails. Trailheads should be strategically placed for easy access to trail facilities.	

# COMMUNITY AESTHETICS

This section includes the goals and strategies found in **Section 5 Community Aesthetics**.

**Table 7.13 Community Aesthetics - Goals and Strategies** outlines the section’s specific goals and strategies.

Table 7.13 COMMUNITY AESTHETICS - GOALS AND STRATEGIES		
Goal and Strategy		Implementation Notes
<b>Goal 5.1. Enhance corridor beautification through streetscape improvements.</b>		
5.1.1	<b>Develop a streetscape enhancement plan.</b> Develop a streetscape enhancement plan that identifies landscaping interventions, design elements and City-branded monumentation or public art.	
5.1.2	<b>Enhance downtown wayfinding.</b> Create a welcoming and safe environment for non-motorized traffic in and around downtown by constructing wide sidewalks where feasible and installing additional landscaping, lighting, wayfinding signage and other design and aesthetic considerations.	
5.1.3	<b>Identify funding and plan for maintenance.</b> Partner with the Public Works and Parks and Recreation Departments to identify funding for future improvements and maintenance concerns.	
<b>Goal 5.2 Define gateways to the City through the installation of primary and secondary gateways, landscaping, and aesthetic improvements.</b>		
5.2.1	<b>Envision, design and build.</b> Hire a design team to create concepts for the primary and secondary gateways. After approval, develop a timeframe for construction based on funding and labor expectations.	1. Facilitate development at gateways that welcome visitors, with the goal to extend time spent in the city by visitors.
5.2.2	<b>Enhance landscaping.</b> Work to improve the appearance of landscaping at primary and secondary gateway locations. Identify funding sources for installation and the long-term maintenance of improvements.	
<b>Goal 5.3. Develop unique aesthetic features or art installations within the public realm to further define Nixa’s aesthetic and character and distinguish it from other communities.</b>		
5.3.1	<b>Hold a design workshop.</b> Lead an internal charrette with members of City staff to define building materials and define aesthetic features that can be included in public buildings, facades, amenities, etc.	
5.3.2	<b>Be art-focused.</b> Collaborate with local and regional artists to develop unique works of art that can be installed to add a unique amenity to the community (e.g., sculptures, murals, garden installations, small fountains, or signage).	
<b>Goal 5.4. Continue to improve the city’s cleanliness and general appearance through neighborhood and streetscape maintenance.</b>		
5.4.1	<b>Support private property maintenance.</b> Support and encourage landlords and home and business owners to provide routine property maintenance.	
5.4.2	<b>Maintain public facilities.</b> Assess and provide regular maintenance to public facilities. Review and strategize on completing deferred maintenance projects	

# ECONOMIC DEVELOPMENT STRATEGY

This section includes the goals and strategies found in **Section 6 Economic Development Strategy**.

**Table 7.14 Economic Development - Goals and Strategies** outlines the section’s specific goals and strategies.

<b>Table 7.14 ECONOMIC DEVELOPMENT - GOALS AND STRATEGIES</b>		
<b>Goal and Strategy</b>		<b>Implementation Notes</b>
<b>Goal 6.1 Improve community products.</b>		
6.1.1	Implement robust product development and site readiness initiatives. Establish an inventory of available land, buildings and shovel-ready development sites to retain existing growing businesses and attract future businesses and developments.	
6.1.2	Develop and market a fast-track pre-approved site and building permit program. Develop and market to investors a time-saving process for preapproving sites and buildings before development takes place.	
6.1.3	Initiate an economic development community leadership education program. Maintain a dialogue with the community, City leadership and developers about the economic development process.	
6.1.4	Have a full-time economic development manager reporting directly to the City Administrator. Continue to support the growth, marketing and collaboration to bring the community’s economic development forward with a sole professional focused on the city’s strategic vision and daily needs.	
6.1.5	Maintain an Economic Development Opportunity Fund. Advance economic development projects through non-capital improvement program initiatives and funds to close gaps, attract jobs and balance the tax base.	
6.1.6	Continue general fund support for Show Me Christian County and the Chamber of Commerce for the betterment of the community. Maintain public/private partnerships and the community’s dialogue for strengthening the community’s infrastructure and future ballot initiatives.	
6.1.7	Review performance expectations for all contractual partnerships. Ensure community organizations, agencies and partnerships are engaged in complementing the economic development strategy efforts.	
6.1.8	Enhance City permitting, plan reviews and inspection processes. Promote and educate the community, developers and business prospects of the planning process, opportunities and programs available.	
6.1.9	Consider acquiring a fiscal and/or an economic impact model. Establish a tool to evaluate the community’s fiscal health and assess incentive or zoning proposals.	
6.1.10	Improve North-South and East-West State Highway access. Seek grant opportunities and partnership to make major road and infrastructure improvements.	

Goal and Strategy		Implementation Notes
<b>Goal 6.2 Recruit business.</b>		
6.2.1	Identify development ready sites. Identify and pursue potential sites for development readiness to make a competitive difference with surrounding markets.	
6.2.2	Pre-permit spec buildings. Consider a pre-approved site and building plan (e.g., SIMPLE Spec Building Program, Virtual Buildings, etc.) to reduce the time for a business to occupy a building and commence business operations.	
6.2.3	Recruit and retain retail. Use retail and trade area data to illustrate infographics and data to attract and retain retail development interest.	
6.2.4	Responsibly and aggressively use incentives. Continue to leverage local, state and utility incentives as appropriate for development opportunities while promoting their use, benefits and value to the City of Nixa. Promote existing development successes by incentive type.	
6.2.5	Leverage infrastructure, cash flow and reserves to encourage development. To assist targeted areas and unfunded general operation economic development expenses the City should consider a cost and revenue center to facilitate economic development projects.	
<b>Goal 6.3 Business Retention and Expansion</b>		
6.3.1	Maintain a Business Retention Expansion Program (BRE). Continue the partnership between City staff, City leadership, Nixa Chamber of Commerce and Show Me Christian County to maintain a business retention expansion program to focus efforts on increasing local jobs, preserving/increasing local tax revenues, maintaining or diversifying the local economy and maintaining or diversifying access to goods and services.	
6.3.2	Use existing business relationships and testimonials to attract new jobs and new investment. Establish a strong business retention program to set real-life positive examples of a pro-business culture in Nixa.	
<b>Goal 6.4 Community Image Enhancement</b>		
6.4.1	Develop an internal and external community branding and marketing campaign in conjunction with the Chamber of Commerce and Show ME Christian County. Coordinate the city's existing strong brand with external partners to ensure branding and marketing efforts are distinct for setting Nixa apart from surrounding communities.	
6.4.2	Use tried and true public relations tools and techniques to generate and promote non-paid news articles and releases to target audiences: the community, developers and local and regional bipartisan. Continue to promote, educate and entice developers and builders to invest in the Nixa community.	
6.4.3	Prove and promote economic development's return on taxpayer investment (R.O.I). Using the economic impact model, testimonials, case studies and reinforcement of economic development on initiatives and tasks to show the growth and impacts within the community.	

# APPENDIX A

## EXISTING CONDITIONS

**Long-range planning must be founded on an understanding of a community's past and present.**

*Appendix A* presents a summary of the analysis of the current state of the City of Nixa. This section acknowledges the importance of well-informed recommendations and strategies that properly respond to existing realities.

*Appendix A* provides an overview of Nixa's place and role within the region, natural and physical characteristics, and demographic and economic trends.

## EXISTING LAND USE

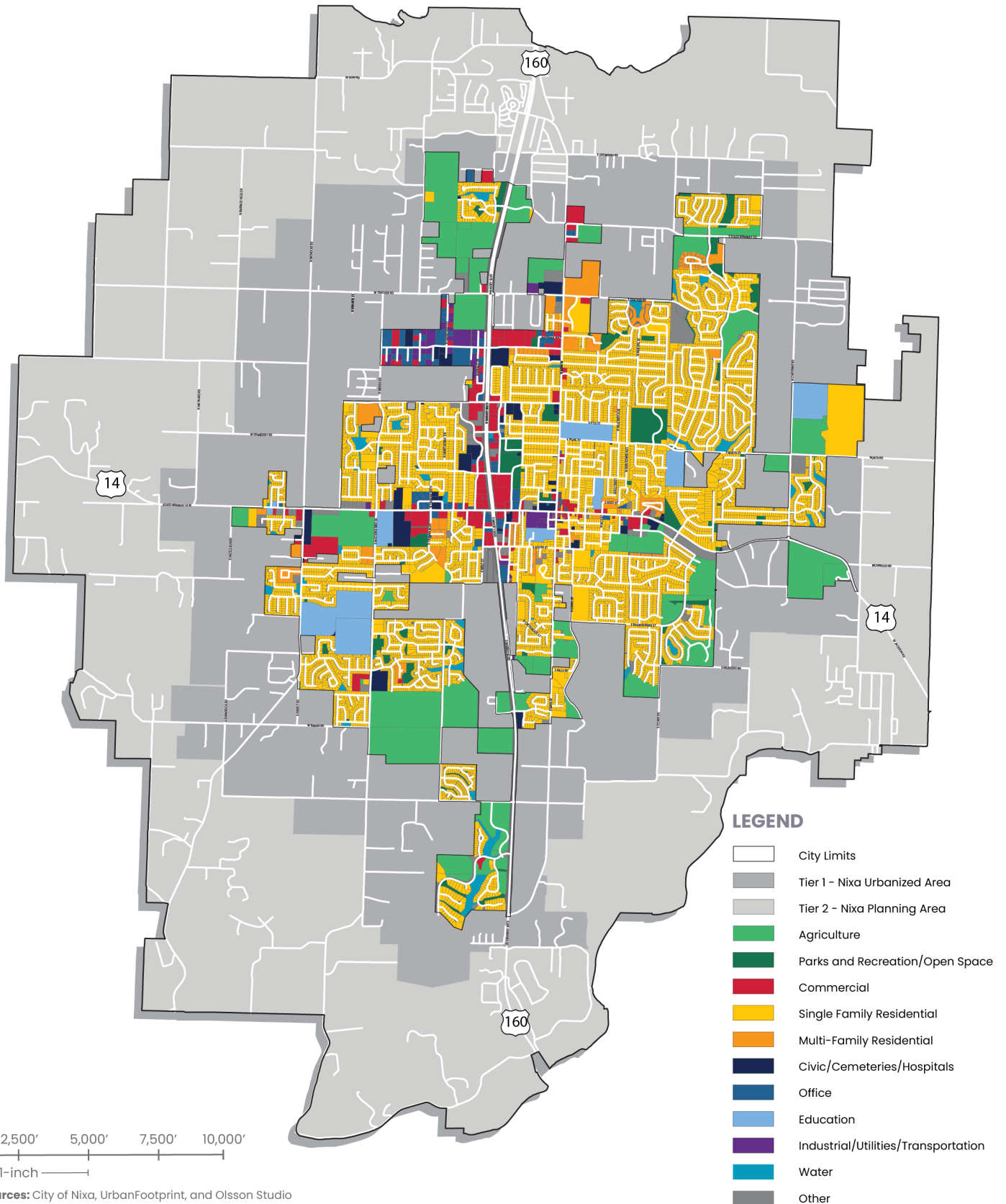
Nixa is located in Christian County, in southwestern Missouri. It is situated in the Ozarks region, which is famed for its varying topography and scenic surroundings. The City is just 12 miles south of Springfield, one of Missouri's larger urban areas, giving Nixa residents easy access to urban facilities while maintaining a more suburban or rural atmosphere. U.S. Route 65 (US-65) runs nine miles east of Nixa and links to Interstate 44 (I-44) in northeast Springfield, providing regional access. The City covers roughly 9.33 square miles (5,937.7 acres) of land at the confluence of US Highway 160 (North Massey Boulevard) and Missouri Route 14 (West Mt. Vernon Street).

Currently, Nixa supports a range of land uses, as illustrated in **A.1 Existing Land Use**. A variety of commercial, office, and industrial uses can be found in the City center, along US Highway 160 and Missouri Route 14. Although there are no hospitals in Nixa, there are many medical offices spotted on Missouri Route 14. Other notable uses are education, civic, cemeteries, hospital uses that are commonly spotted along these corridors. The industrial park along Kathryn Street, west of US Highway 160, has a concentration of manufacturing, industrial, commercial, office, and utilities/transportation. Single-family residential developments make up the majority of the City, with significant sections of agriculture uses scattered along the fringe of City limits. Nixa's downtown is located at the intersection of Missouri Route 14 and Main Street, which is divided into several uses: civic facilities, retail-commercial, vacant/other, industrial, and office space. The vacant/other parcels present an excellent opportunity for Nixa to capitalize on future downtown development. Parks and recreation facilities are spread throughout the City, including public parks, dog parks, an aquatic center, and recreation center.

### KEY TAKEAWAYS

Nixa has a blend of residential, commercial, industrial and nature spaces that contribute to a well-balanced community. Their existing land uses are heavily single-family residential with concentrated areas of industrial, office, commercial uses along US Highway 160 and Missouri Route 14. Scattered throughout the City there are important parcels that include hospital and education uses.

# FIGURE A.1 EXISTING LAND USE



## EXISTING ZONING

The City of Nixa has fifteen zoning districts, including one planned district. The zoning code sets regulations to guide the current and future development of the City.

**Figure A.2 Existing Zoning**, illustrates the zoning districts identified in the Code of Ordinances. Not all zoning districts appear on **Figure A.2** as they are not currently utilized, these districts are indicated with an asterisk (\*).

- AG – Agricultural District
- R-1 – Single-Family Detached Residential District
- R-3 – High Density Multi-Family Residential District
- R-4 – Single-Family Attached Residential District
- R-5 – Medium Density Multi-Family Residential District
- CC – City Center District
- GC – General Commercial District
- HC – Highway Commercial District
- NC – Neighborhood Commercial District
- O – Transitional Office District
- M-1 – Limited Manufacturing District
- PUD – Planned Unit Development
- M-2 - Heavy Industrial\*
- R-MHC - Residential Manufactured Home Community\*
- R-MHS - Residential Modular Home Subdivision\*

US Highway 160 and Missouri Route 14 serve as major corridors for Nixa. Most parcels zoned for GC (General Commercial District) and HC (Highway Commercial District) are located along those corridors. The Highway Commercial District is designated to accommodate commercial activities that draw businesses primarily from and provide services primarily to both of those main corridors. The General Commercial District is designed to accommodate for an extensive range of commercial activities.

Along Main Street in Nixa's downtown, are parcels that are zoned for the General Commercial District but adjacent to that are parcels zoned as NC (Neighborhood Commercial District). The Neighborhood Commercial District is designed to accommodate less intense developments through setback, height, and minimum lot requirements.

Just like near downtown, the NC district can also provide a transition to the surrounding residential neighborhoods, and to other GC district businesses as seen along Missouri Route 14. Frequently found along US Highway 160 and Missouri Route 14 are R-3 or R-4 residential districts that act as a buffer between HC or GC districts. This allows for a smooth transition into the less dense single-family neighborhoods that protect those who reside there from disruptive activities coming from nonresidential districts.

Surrounding the highly visited GC, HC, and NC-zoned parcels along US Highway 160 and Missouri Route 14 is the R-1 (Single-Family Detached Residential District). These parcels cover most of the area within City limits, and this district is designed to accommodate low-density single-family homes served by public water and sewer facilities. R-3 (High-Density Multi-Family Residential District) zoned parcels are scattered around City limits and include 2 to 3-story apartment building complexes. Several parcels included in residential districts are zoned as PUD (Planned Unit Development) which allows property owners/developers with more flexible means to develop land, that can potentially provide a more innovative and beneficial design for the community.

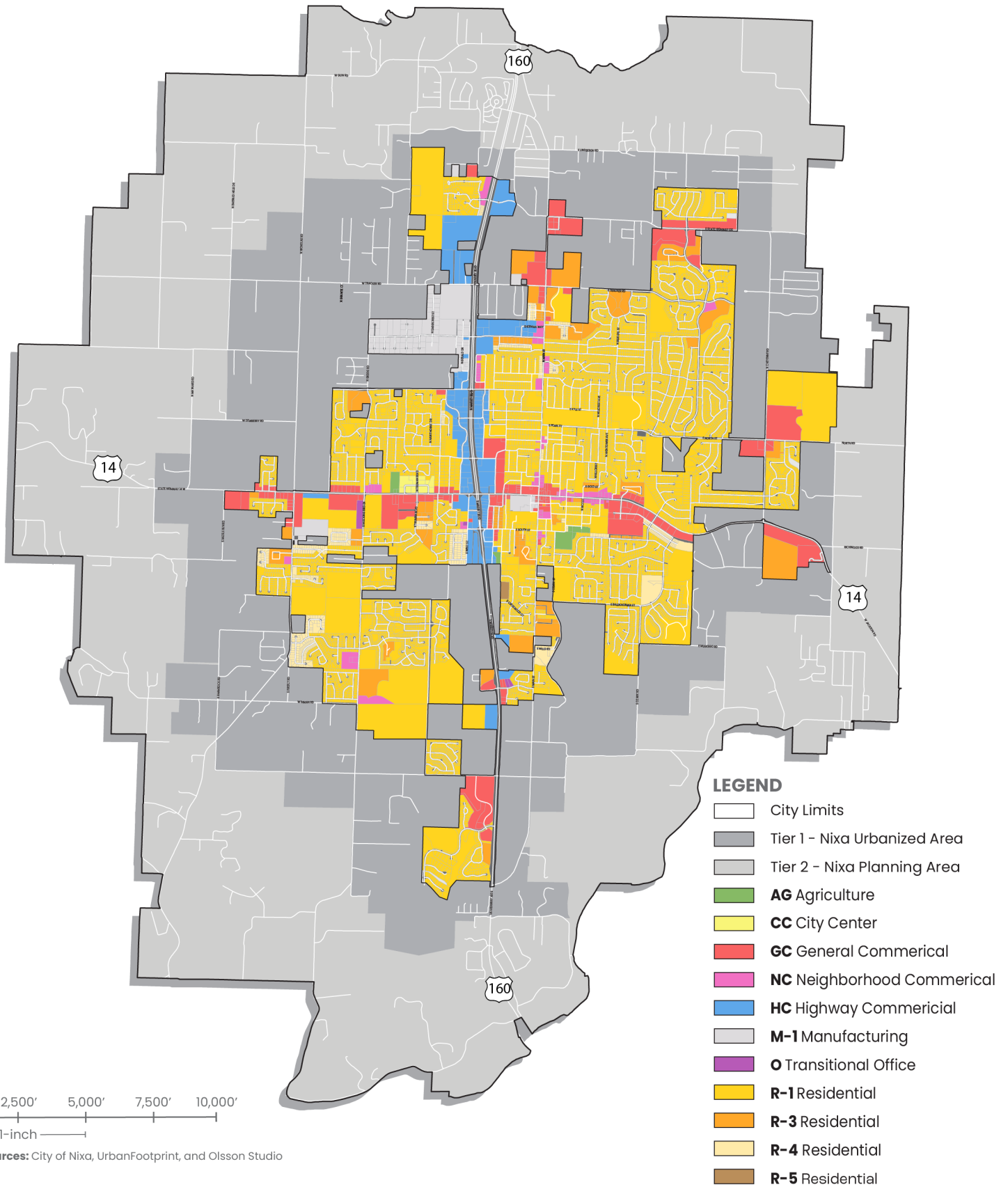
The highest concentration of M-1 (Limited Manufacturing District) is located just southeast of the intersection of West Tracker Road and North Massey Boulevard (US Highway 160). These corridors serve as a good buffer from other residential areas as M-1 is there to accommodate potentially loud enterprises in manufacturing, processing, creating, repairing, renovating, cleaning, or assembling goods, merchandise, or equipment.

### KEY TAKEAWAYS

Nixa provides a healthy mix of zoning with high concentrations of single-family residential located around commercial zoning districts. The major corridor zoning is focused on commercial zoning district designations specific to catering to high traffic volume areas and their needs.



# FIGURE A.2 EXISTING ZONING



## EXISTING PARKS, RECREATION, AND DESTINATIONS

Nixa has several recreational resources including three parks and a community center. These parks and open spaces contribute greatly to the quality of life in Nixa. Parks and recreation facilities include the following:

**McCauley Park:** This is the largest developed park offered by the department. It is a 40-acre park located off North Street and Taylor Way. It offers amenities including The X center, an outdoor pool, a playground, a pavilion, three soccer fields, an 18-hole disc golf course, and a paved outdoor walking path.

**Rotary Park:** As the second largest developed park, this 10-acre park is located east of Highway 160. It offers amenities including a pavilion, two playgrounds, two tennis/pickleball courts, three baseball fields, a sand volleyball court, a xeriscape garden, and restrooms.

**The Gardens at Woodfield:** This 6-acre botanical garden featuring a half-mile walking trail.

**The X Center:** Located within McCauley Park, this 30,000 square foot community center offers amenities including a fitness center with a group exercise room, multipurpose gymnasium, indoor walking trail, meeting rooms (including three classrooms and a community wing) locker rooms/restrooms, an outdoor aquatic center, and a café. Community wing rooms are available for rent, and the gymnasium offers open times throughout the week. Memberships are available for purchase.

**Nixa Dog Park:** Opened in November 2021, this space offers areas for large and small dogs available from 7 am to sunset. To gain access, residents must purchase a pass and provide proof of vaccinations. If you reside within city limits, you must show and purchase a dog license.

**Eoff Family Century Farm Park:** This 106-acre park (north 55 acres and south 51 acres parcel) is currently undeveloped. This park is defined by two separate and unique parcels, north and south of Highway AA.

The Parks Department also has an extensive Parks Master Plan of the current park properties and parks needs. Additionally, the department lists a program guide that offers sports throughout the seasons, classes, and camps during school breaks. Located at The X Center, the aquatic center houses a swim team, Aqua Exercises, and swim lessons at six levels. There are several community events throughout the year including a father daughter dance, movies in the park, indoor garage sale, an easter egg hunt, Halloween spooktacular, a Christmas parade, and others.

### KEY TAKEAWAYS

Nixa provides high quality recreational spaces and facilities for their residents. In addition to the 56 developed acres (and 106 undeveloped acres) of park space and miles of trails, the Parks Department works with organizations to provide other events throughout the year. Furthermore, the City allows visitors to reserve shelters, and youth sports, aquatics programming, fitness center and programming, and enrichment programming are now operated by the Parks Department.

## EXISTING TRANSPORTATION AND CONNECTIVITY

*Figure A.3 Existing Roadway Network* shows the existing roadway network within the planning area. Nixa is located just south of Springfield along the U.S. Highway 65 corridor, providing connectivity to the broader Ozark region and attractions around Branson.

### ROADWAY NETWORK

Nixa is bisected by two major thoroughfares: U.S. Highway 160 running north-south and MO-14 running east-west. Main Street runs parallel to U.S. Highway 160 and serves as another north-south corridor through the City. These three corridors are where most commercial development is located. The internal roadway network does not follow a set pattern but was intentionally built to connect residential development around the commercial areas while working with the existing geography. MO-14 serves as a direct connection to U.S. Highway 65 to the east, crossing into Ozark city limits near the highway overpass. Ozark and Nixa share amenities along this corridor as neighbors.

### ACTIVE TRANSPORTATION AND WALKABILITY

Nixa has limited multimodal infrastructure. Sidewalks are found along some major corridors, including Main Street between Tracker Road and South Street, MO-14/Mt Vernon Street between Cedar Heights Drive and Main Street, Nicholas Road between MO-14/Mt Vernon Street and Butterfield Drive and Gregg Road between MO-14/Mt Vernon Street and Scenic Hills Drive. Additionally, intersection improvements at MO-14 and U.S. Highway 160 included signalized pedestrian crossing points. Some newer residential subdivisions have sidewalks, but most neighborhoods do not.

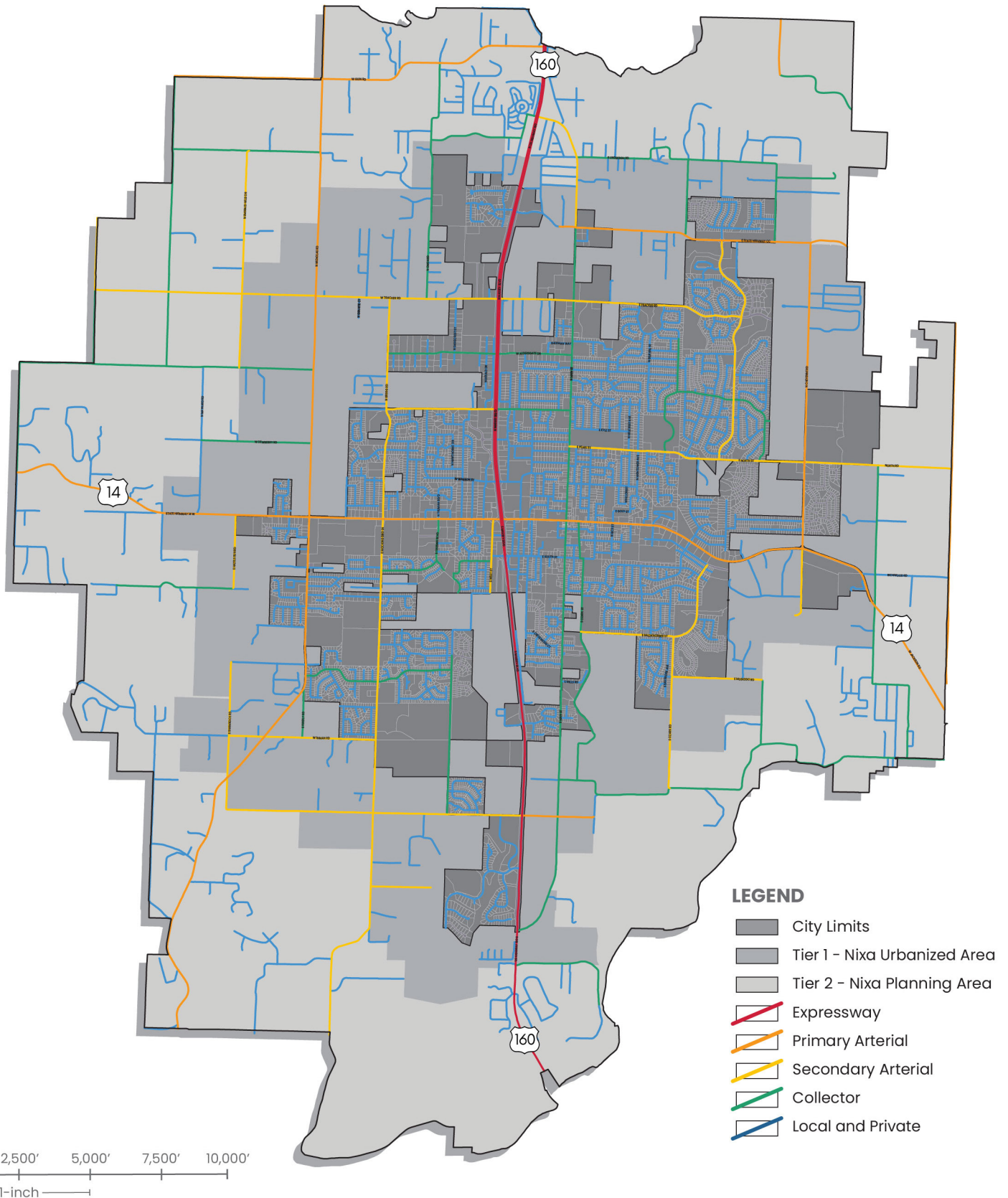
### ON-DEMAND TRANSIT

Currently, Nixa does not maintain transportation services. Christian County OATS is available for on-demand transit service between Springfield, Ozark, and Nixa.

### KEY TAKEAWAYS

The current transportation network in Nixa is primarily focused on vehicular connectivity. There is limited pedestrian infrastructure, but newer developments and roadway improvements have added amenities such as sidewalks and safe crossing points. Bicycle traffic must use roadways or sidewalks. Along with right-of-way limitations, geography is a significant barrier to building multimodal infrastructure that is safe and practical for daily use.

# FIGURE A.3 EXISTING ROADWAY NETWORK



Data Sources: City of Nixa, UrbanFootprint, and Olsson Studio

## EXISTING NATURAL FEATURES

The Ozarks region is home to many different types of natural places, from prairies to forests to caves. This diversity of natural places is the result of Missouri's location where the nation's great grasslands, rugged Ozarks, and the broad floodplain of the Mississippi River converge. The combination of these influences creates specialized niches and nooks that serve the needs of many different natural features and ecosystems.

## WATERBODIES AND WATERWAYS

The James River is a 130-mile-long river that flows through southern Missouri from northeast Webster County to Table Rock Lake (a reservoir on the White River). This river is part of the White River watershed and flows west to form Lake Springfield—which supplies drinking water for the City of Springfield (just north of Nixa). The James River and its floodplain flow west through the northern extraterritorial jurisdiction (ETJ) boundaries of Nixa, as seen in **Figure A.4 Existing Natural Features**.

One of the major tributaries of the James River is Finley Creek, which flows west-southwest into Christian County. Finley Creek flows along the southern and south-western extra-territorial jurisdiction (ETJ) boundaries of Nixa, feeding smaller waterways into the planning area.

## FLOODWAYS AND FLOODPLAINS

As seen in **Figure A.4**, both the James River and Finley Creek have associated special flood hazard areas that include FEMA's A and AE flood zones that are primarily within the ETJ planning area. However, flood zones do appear inside the city limit boundaries at the far northwest boundary and the far northeast boundary.

Nixa, like much of the southern half of Missouri (known as the Ozarks), is dotted by sinkhole pond wetlands (including pond marshes, pond swamps, and pond shrub swamps). Sinkhole ponds occur where the slow, dissolving action of mildly acidic groundwater has expanded a cave tunnel so far that the cave roof collapses, causing the land above to sink. These sinkholes can open directly into the cave system below or become clogged with surface materials (soil, brush, etc.), and form a pond. Sinkhole pond waters are typically stagnant with little oxygen and water movement. Sinkholes range from neutral to acidic and offer very limited nutrients to local flora and fauna, resulting in unique ecosystems that host a variety of species adapted to these special environments that cannot survive in other places.

## KEY TAKEAWAYS

Nixa's diverse natural features like floodplains, wetlands, creeks, and sink lakes are what make this area unique. The floodplain areas are characterized by their susceptibility to periodic flooding, influencing the local ecosystems and proving the fertile soil the area is so well known for. Wetlands also contribute to biodiversity, providing moist habitats for various plants and animal species. Finley Creeks and other channels of the James River traverse the area enhancing and supporting the natural elements. These features together contribute to Nixa's environmental richness and ecological balance.

## Benefits of Wetlands

### Ecological Services

**Wetlands serve as biological filters. They:**

- Improve water quality by cycling nutrients.
- Remove sediments and pollutants from surface waters.
- Store carbon.

**Wetlands help regulate water for nearby land, streams, and rivers. They:**

- Slow down and store runoff from rains.
- Reduce flood damage by slowing floodwater speeds and providing space to hold excess water.
- Slowly release excess water into nearby streams and groundwater aquifers.

### Habitat

**Wetlands are home to large numbers of plants and animals. They provide:**

- Critical habitat for a wide range of amphibians, reptiles, insects, birds, fish, and mammals.
- Primary habitat for more than 200 Missouri species of conservation concern.
- Important areas for fish-spawning and -rearing along streams and rivers.
- Important habitat for migratory birds and overwintering waterfowl.
- Critical year-round habitat for species that rely on wetlands for their entire life cycle.

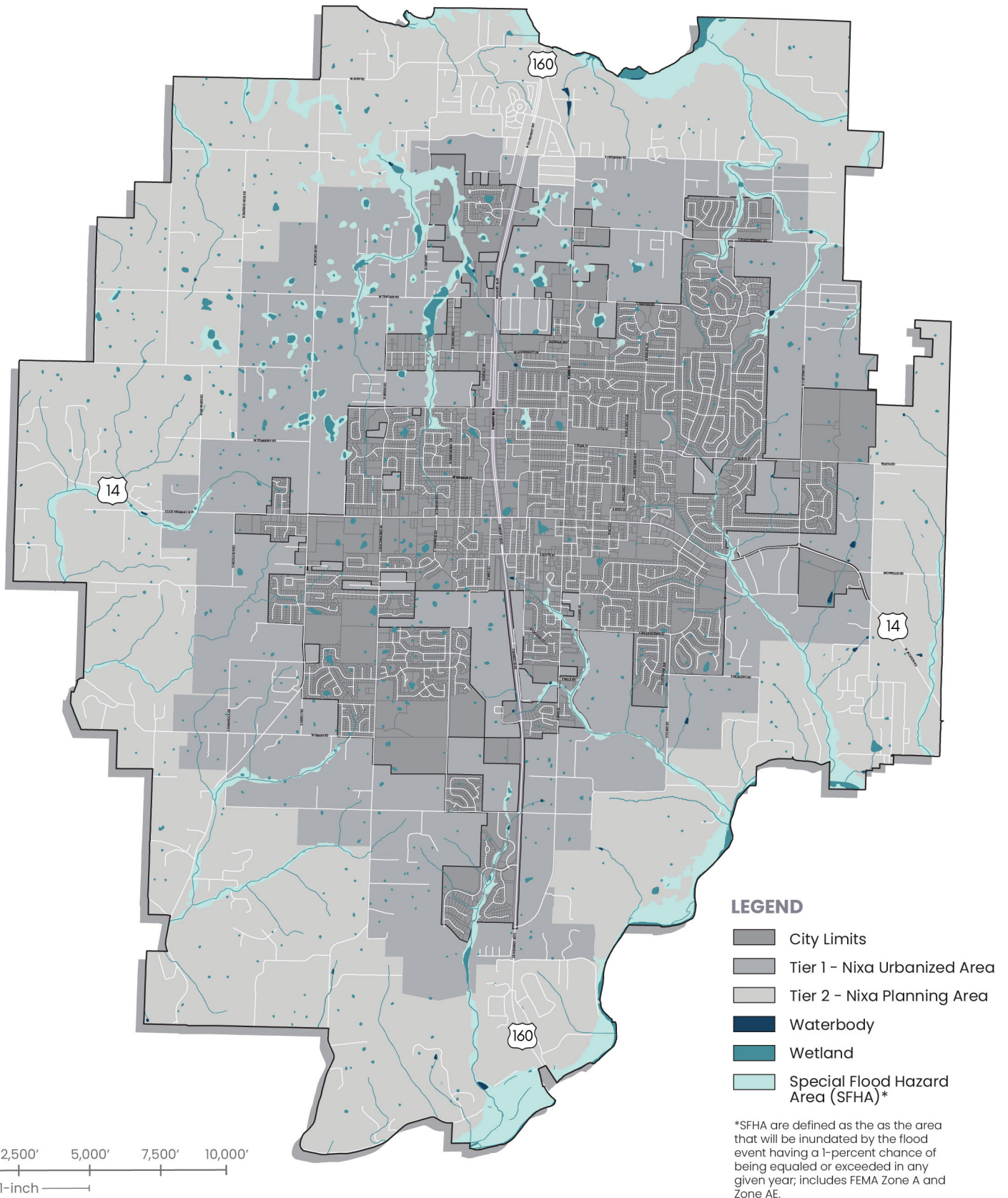
### Recreation

**Wetlands provide numerous recreational opportunities, including:**

- Fishing
- Frogging
- Birdwatching
- Nature viewing and photography
- Hunting
- Trapping
- Canoeing/kayaking

Source: *Why are Wetlands Important*, nps.gov

# FIGURE A.4 EXISTING NATURAL FEATURES



# EXISTING COMMUNITY HEALTH AND QUALITY OF LIFE

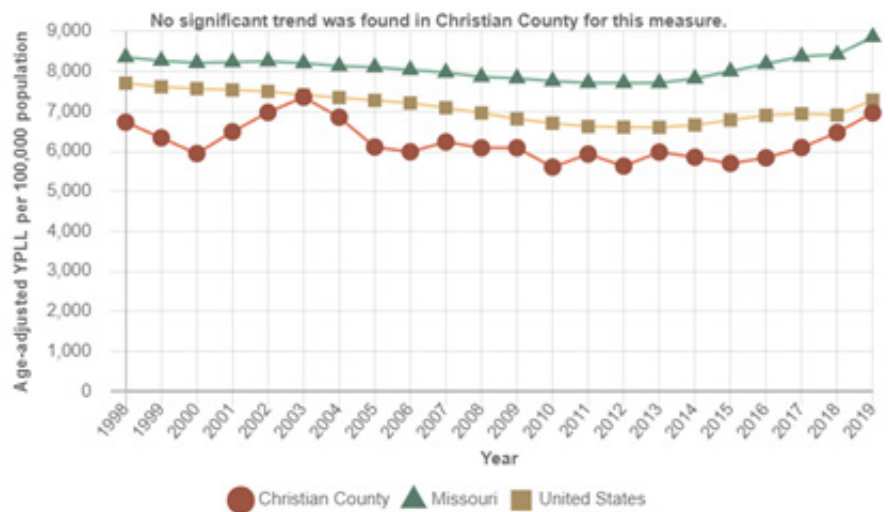
Health factors have a significant impact on the quality of life (e.g., how long and how well someone lives) experienced in a community. Nixa's health factors are broadly explored at the county level in this section through data and findings provided by County Health Rankings & Roadmaps (CHR&R).

## HEALTH OUTCOMES

Health outcomes are determined by both length of life and quality of life; representing how healthy a county is right now. Christian County is ranked among the healthiest counties in Missouri. Different datasets are used to determine length and quality of life, which are detailed as follows:

### LENGTH OF LIFE DATASETS

Premature Death Dataset refers to years of potential life lost before age 75 per 100,000 population (age-adjusted). In Christian County, 7,000 years of life were lost to deaths of people under age 75, per 100,000 people, compared to 8,900 years in Missouri and 7,300 years across the United States. Christian County is trending positively for this dataset. The leading causes of death in Christian County are malignant neoplasms (256), diseases of the heart (181), accidents (86), intentional self-harm (57), and chronic lower respiratory diseases (48).



Source: Christian County, Missouri | County Health Rankings & Roadmaps

### QUALITY OF LIFE DATASETS

- **Poor or Fair Health** refers to the percentage of adults reporting fair or poor health (age-adjusted). In Christian County, 13 percent of adults reported that they consider themselves in fair or poor health, compared to 15 percent in Missouri and 12 percent across the United States.
- **Poor Physical Health Days** refers to the average number of physically unhealthy days reported in the past 30 days (age-adjusted). In Christian County, adults reported that their physical health was not good on 3.3 days of the previous 30 days, compared to 3.4 days in Missouri and 3.0 days across the United States.
- **Poor Mental Health Days** refers to the average number of mentally unhealthy days reported in the past 30 days (age-adjusted). In Christian County, adults reported that their mental health was not good on 4.6 days of the previous 30 days, compared to 4.9 days in Missouri and 4.4 days across the United States.
- **Low Birthweight** refers to the percentage of live births with low birthweights. In Christian County, 6 percent of babies had low birthweights (under five pounds, eight ounces), compared to 9 percent in Missouri and 8 percent across the United States.

## HEALTH FACTORS

Health factors represent those things that can be modified to improve the length and quality of life for residents. Health factors include health behaviors, clinical care, social and economic factors, and the physical environment. Physical environment characteristics in a community can be affected most by comprehensive planning. Certain policy changes can be explored to better health behaviors, clinical care, and social and economic factors.

The following tables indicate how Christian County compares to both the State of Missouri and the United States regarding each of the health factors.

**Table A.1 Health Behaviors Comparison (Christian County vs. Missouri vs. United States)**

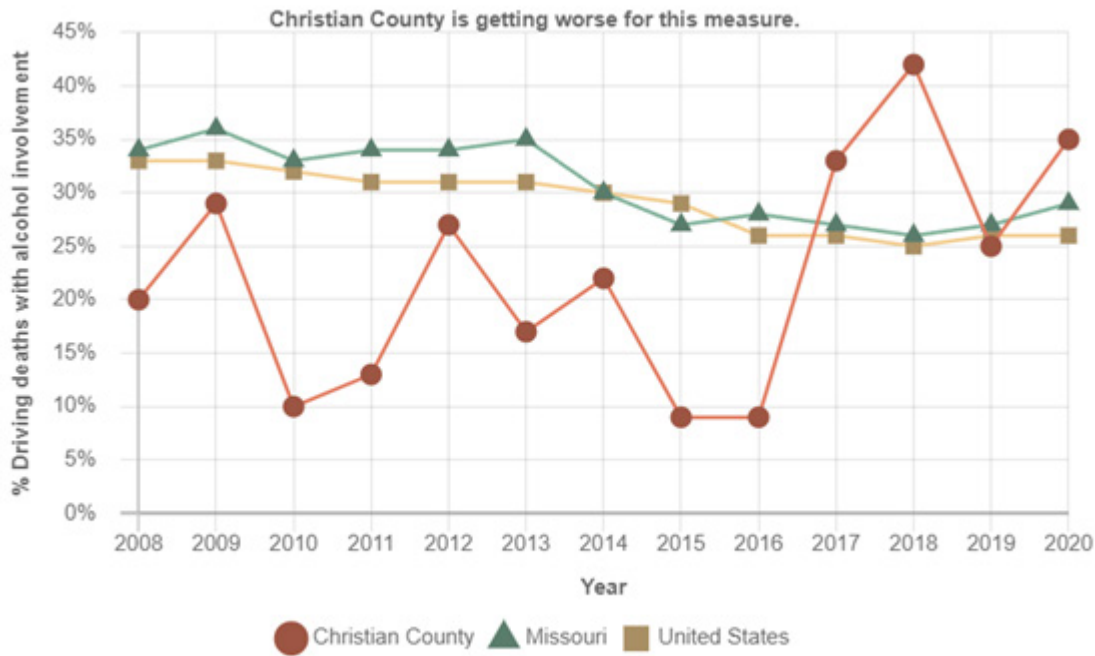
HEALTH BEHAVIORS	Christian County	Missouri	United States
Adult Smoking	18%	19%	16%
Adult Obesity	37%	34%	32%
Physical Inactivity	22%	25%	22%
Access to Exercise Opportunities	60%	76%	84%
Excessive Drinking	19%	20%	19%
Alcohol-Impaired Driving Deaths	30%	28%	27%

Source: Christian County, Missouri | County Health Rankings & Roadmaps



Based on estimates, the County Health Rankings indicate that Christian County experienced a dramatic rise in the number of alcohol-impaired driving deaths in 2017. The number of deaths increased from just under 10 percent in 2016 to under 35 percent in 2017. This estimate continued to increase to approximately 42 percent in 2018.

**Table A.2 Alcohol-Impaired Driving Deaths in Christian County (Christian County vs. Missouri vs. United States)**



Source: Christian County, Missouri | County Health Rankings & Roadmaps

Another health factor, Access to Exercise Opportunities, is determined based on the proximity that people live close to a park or to a recreational facility. Exercise opportunities are also often correlated with active and passive recreational opportunities. However, there are other physical characteristics that may influence a person’s desire to enjoy local recreational opportunities. These measurements are displayed in **Table A.3 Physical Environment Comparison (Christian County vs. Missouri vs. United States)**.

**Table A.3 Physical Environment Comparison (Christian County vs. Missouri vs. United States)**

PHYSICAL ENVIRONMENT	Christian County	Missouri	United States
Air Pollution – Particulate Matter	8.2 µg	7.6 µg	7.4 µg
Severe Housing Problems	10%	13%	17%
Driving Alone to Work	80%	79%	73%
Long Commute – Driving Alone	39%	32%	37%

In Christian County, an annual average of 8.2 micrograms of particulate matter was measured in the air. This metric is determined by the average daily density of fine particulate matter in micrograms per cubic meter. This is higher in comparison to Missouri and the United States. However, it is still lower than the standard set by the Environmental Protection Agency. The EPA has a primary annual average standard of 12.0 micrograms per cubic meter. Other metrics also indicate that those that live in Christian County are less likely to suffer from severe housing problems and are slightly more likely to drive alone to work compared to the state and national rates.

**Table A.4 Clinical Care Comparison (Christian County vs. Missouri vs. United States)**

<b>CLINICAL CARE</b>	<b>Christian County</b>	<b>Missouri</b>	<b>United States</b>
<b>Uninsured</b>	<b>13%</b>	<b>12%</b>	<b>10%</b>
<b>Primary Care Physicians</b>	<b>2,270:1</b>	<b>1,410:1</b>	<b>1,310:1</b>
<b>Dentists</b>	<b>3,520:1</b>	<b>1,620:1</b>	<b>1,380:1</b>
<b>Mental Health Providers</b>	<b>890:1</b>	<b>430:1</b>	<b>340:1</b>
<b>Preventable Hospital Stays</b>	<b>2,455</b>	<b>3,052</b>	<b>2,809</b>

In addition to these factors within the physical environment, other health factors can affect a person’s state of well-being. **Table A.4 Clinical Care Comparison (Christian County vs. Missouri vs. United States)** displays factors related to the clinical care available to a resident of Christian County. In comparison to the State of Missouri and the United States, the county has higher ratios of citizens to primary care physicians, dentists, and mental health providers. This indicates that compared to state and national ratios, there are less of these healthcare professionals to take care of the county’s residents.

Additionally, the rate of preventable hospital stays is lower than the state and national rates. Preventable hospital stays are determined by the rate of hospital stay for ambulatory-care sensitive conditions per 100,000 Medicare enrollees. In Christian County, Missouri, 2,455 hospital stays per 100,000 people enrolled in Medicare might have been prevented by outpatient treatment.

**KEY TAKEAWAYS**

Based on the health outcomes and health factors, Christian County is ranked among the healthiest counties in Missouri (75 percent – 100 percent). In fact, compared to the other 115 counties within Missouri, Christian County ranks as the third healthiest county in the state. Christian County largely scores comparably or better than Missouri in several factors. When compared to national rates, Christian County tends to score comparably or slightly worse than the United States. Christian County has a few factors that are worth noting. For example, Christian County has a higher rate of adult obesity than Missouri and the United States. Christian County also reports a lower access to exercise opportunities for its residents compared to state and national rates. Christian County also has a higher rate of alcohol-impaired driving deaths than both state and national rates.

## **EXISTING UTILITIES**

To ensure the proper infrastructure for future development, redevelopment, or maintenance as the population grows, it is necessary to review the existing utility infrastructure within the City.

The Nixa City Council is proud of and a key supporter of our excellent utility services. Every year funds are approved to keep a rotation of high-quality equipment and technology as well as funding for major upgrades and system expansions. All Utility departments regularly review and update five- and ten-year master plans to accommodate the future needs of the City and its citizens.

### **WATER**

The Water Quality Department is proud to provide high-quality, clean, and safe water to the citizens of Nixa and the surrounding area. The department maintains 13 production wells which provide drinking water to the City's water grid. Available water storage is provided by 11 elevated water towers and one ground storage tank providing 4.8 million gallons of storage while also maintaining water pressure across the system.

Water is produced from the Ozark Aquifer. Department staff is also participating with other local utilities to secure surface water rights for future supplies 60 years into the future. Water delivery is provided to approximately 11,000 customer meters by over 185 miles of main line ranging from 2" to 12" diameter. Incorporated within the distribution system are over 3,000 valves and 1,500 fire hydrants.

Highly trained personnel operating the system include a Water Quality Superintendent and Assistant Superintendent, and eight Missouri certified operators. Support for the department is led by the Director and Assistant Director of Nixa Utilities and Public Works.

### **SEWER**

Nixa Utilities Sewer Department (also known as the wastewater department) operates the wastewater collection system and the Nixa wastewater treatment facilities. The staff of this utility processes all of the City's wastewater ensuring that what our community returns to the Finley and James Rivers is water that is cleaner than it is upstream.

As with the Water Department, highly trained personnel operating the system include a Water Quality Superintendent and Assistant Superintendent, and eleven Missouri certified operators. Support for the department is led by the Director and Assistant Director of Nixa Utilities and Public Works.

The collection system includes over 131 miles of gravity and over 14 miles of force main pipes which transport raw sewage to one of two treatment plants. The two wastewater treatment plants include a state of the art, activated sludge treatment facility capable of treating four million gallons per day. The second facility is a smaller sand filtration plant capable of treating 120,000 gallons per day serving a small portion of Nixa's customers.

### **ELECTRIC**

The City of Nixa has owned and operated its electric utility since 1968. The Electric Department's current full-time employees include a superintendent and assistant superintendent, two journeyman foremen, several linemen, two substation technicians, three apprentice lineman, two equipment operators, and a certified arborist. The department is managed by the Director and Assistant Director of Nixa Utilities and Public Works

The Nixa Electric Department purchases wholesale power for delivery to its customers through several power purchase agreements. With the exception of solar power, wholesale energy is delivered to Nixa through a Southwest Power Pool (SPP) network transmission agreement. Solar energy is delivered at distribution voltage behind the meter at the Espy Substation buss.

Power purchase agreements include both capacity and energy components from a number of sources ranging from 5 to 20 years. Renewable energy supply includes 5.3 megawatts (MW) of hydro power from the Southwestern Power Administration, 10 MW of Wind capacity purchases from Nextera Energy Marketing and 8 MW of Solar Power from the Nixa Solar Farm which is owned and operated by the Missouri Electric Commission of the Missouri Public Utility Alliance. Conventional capacity supply includes 30 MW from Dogwood Energy, a natural gas plant in northern Missouri; 15 MW from the Grand River Dam Authority which is a coal fired plant in Oklahoma. Base load energy is supplied through a 15 MW agreement with Evergy as well as a combination of short-term fixed and variable rate contracts.

The Nixa Electric System is a 12470/7200 volt system with 110 miles of overhead line and 101 miles of underground line. On a daily basis, the Nixa electric department maintains and makes any necessary upgrades to the system for better reliability. This includes, but is not limited to, routine tree trimming, transformer and line maintenance and upgrades, street light installation and repairs and new services. Additionally, the Electric department maintains approximately 2,400 streetlights.

As with the Water Quality departments, the Electric department also works from a long-term master plan for system improvements and expansions to accommodate continual growth.

## **STREETS AND TRANSPORTATION**

The Nixa Street Department coordinates construction and maintenance of roadways, traffic signs and signals, sidewalks, right-of-way, stormwater system, and performs many other tasks to support all City departments. The department personnel include a Superintendent and Assistant Superintendent, two crew leaders, equipment operators, utility workers and a grounds maintenance crew. These sixteen multi-talented people are highly skilled at a multitude of construction and maintenance activities. So, in addition to caring for the streets and sidewalks, they also complete stormwater infrastructure maintenance, treat snow and ice on streets and City owned parking lots and other areas open to the public. This department also assists with many other miscellaneous projects and tasks for other City departments.

Street and stormwater infrastructure includes over 38 centerline miles of streets, bike lanes and sidewalks/ multi-use paths, over 2,800 stormwater inlets and junctions, 34 miles of stormwater piping and numerous detention structures and trickle channels.

In addition to a dedicated ½ cent transportation sales tax, federal funds are received through the Ozarks Transportation Organization (OTO). The funds received through these two sources fund operations and transportation projects throughout the City. As with the utilities, the Street Department projects are also identified in 5-to-10-year master plans as well as a 20-year ADA Transition Plan to add and update existing handicap facilities.

## **OTHER UTILITIES AND INFRASTRUCTURE**

Natural Gas distribution is owned and operated by Spire, an investor-owned natural gas company in Missouri and surrounding states. Numerous telecom companies are present in the City including AT&T, Optima, Total Highspeed and all the major cellular phone and internet companies.

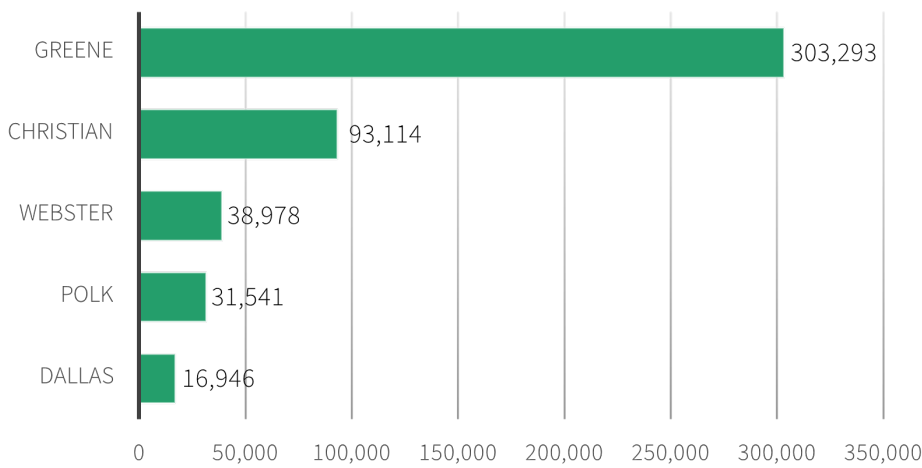
# EXISTING DEMOGRAPHICS

A city's population and anticipated growth can influence the number of goods and services as well as alter consumer behavior within the local economy. Population characteristics such as age, household composition, educational attainment, and income levels can help a city estimate the number of resources, utilities, and homes it needs to provide to the local population.

## POPULATION GROWTH

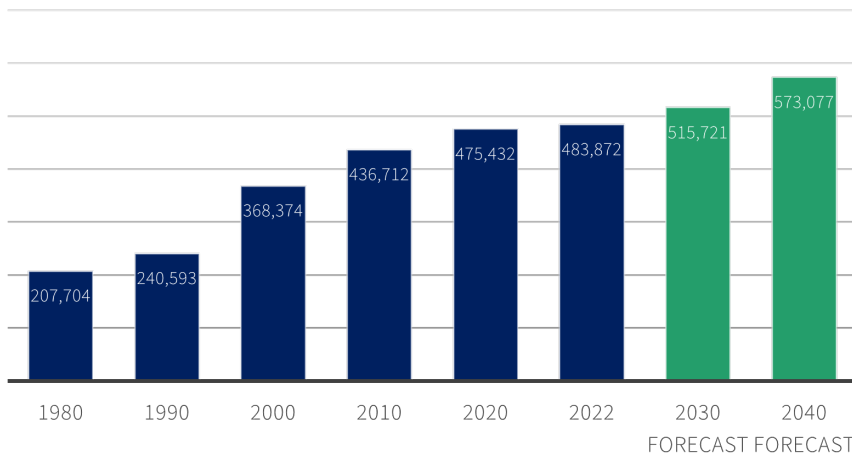
The City of Nixa is located within the Springfield Municipal Service Area (MSA), defined by the U.S. Census Bureau as the five counties in southwest Missouri. The Springfield MSA consists of Green, Christian, Webster, Polk, and Dallas Counties. By 2022, the Springfield MSA supported a total population of approximately 483,872 residents, making Springfield the third largest city in the State of Missouri.

Figure A.7 Springfield MSA Populations by County



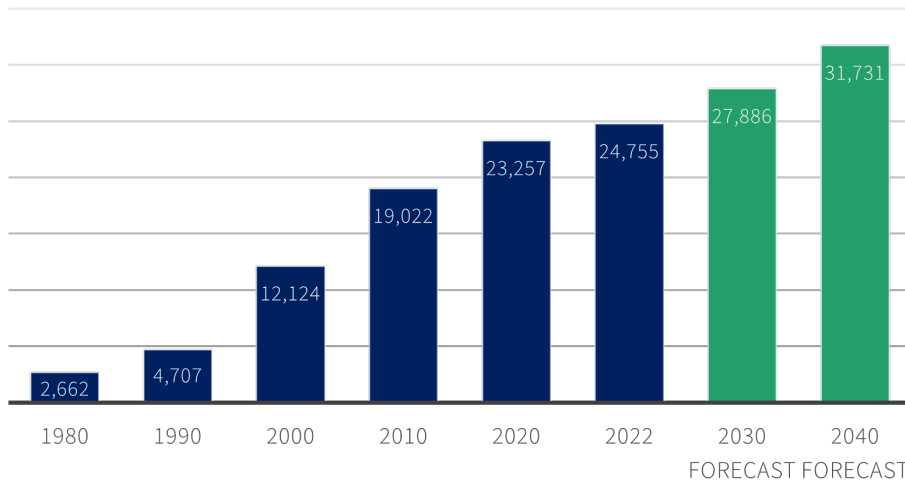
Out of the five counties, Green County supports nearly two-thirds of the Springfield MSA population. The second largest, Christian County, supports the growing suburban populations of the City of Nixa and the City of Ozark. By 2040, the Springfield MSA population is forecasted to increase between 69,108 to 89,205 residents.

Figure A.8 Springfield MSA Population Trends



Since 1990, Nixa’s population has seen a dramatic increase, adding an additional 20,048 residents over a thirty year period. By 2022, the City of Nixa’s estimated population was 24,755 residents. Forecasts indicate that the City of Nixa could have a total population of 31,731 residents by 2040, adding between 6,976 to 8,414 new residents. The anticipated population growth will drive further urban expansion and development opportunities within the City of Nixa.

**Figure A.9 Springfield MSA Population Trends**

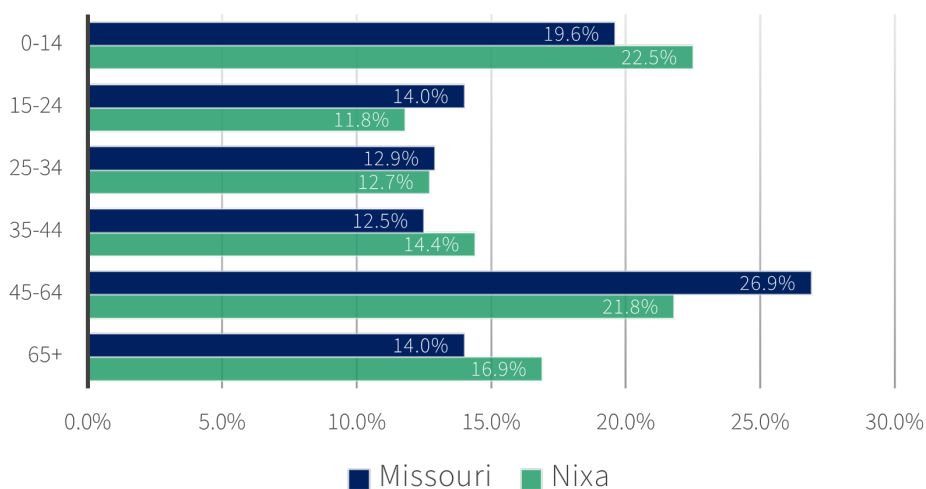


## POPULATION AGE

Age is an important indicator of consumer identity, community consumption patterns, housing needs and resident financial situations. **Figure A.10 Population by Age Comparison** provides a comparison of the Nixa population and the Missouri population by the six primary age groups:

- **Children** (0-14 years)
- **Adolescents** (15-24 years)
- **Young adults** (25-34 years)
- **Family /working adults** (35-44 years)
- **Empty nesters** (45-64 years)
- **Elderly** (65+ years)

**Figure A.10 Population by Age Comparison**



According to the Economic and Market Analysis, the two largest age ranges within the City are Children (0-14 years), with 22.5 percent, and Empty Nesters (45-64 years), with 21.8 percent. Compared to the rates at the state level, the City of Nixa has a higher rate of Children, Family/Working Adults, and Elderly as evidenced in **Figure A.10 Population by Age Comparison**. These findings may indicate a high potential for child-related goods and services such as toys, clothing and accessories, and daycare. Additionally, the higher rates of older resident may also indicate a growing market for healthcare goods and services, senior housing, and aging-in-place housing.

## HOUSEHOLD COMPOSITION

Household composition is important for understanding retail expenditures and housing needs seen within the community. According to the Economic and Market Analysis, there was an estimated 8,355 households in Nixa in 2022, with an average household size of 2.57 persons. Family households account for 74.9 percent of all households, with 31.1 percent households having children present, within the City of Nixa. When compared to the State of Missouri, Nixa possesses above average rates for family households; married couple households; and married couple households. Conversely, Nixa possesses below average rates of householder living alone, householder living alone 65+ years old, and households with one more people aged 65 and over.

**Table A.5 Nixa, Missouri Households by Type - 2022**

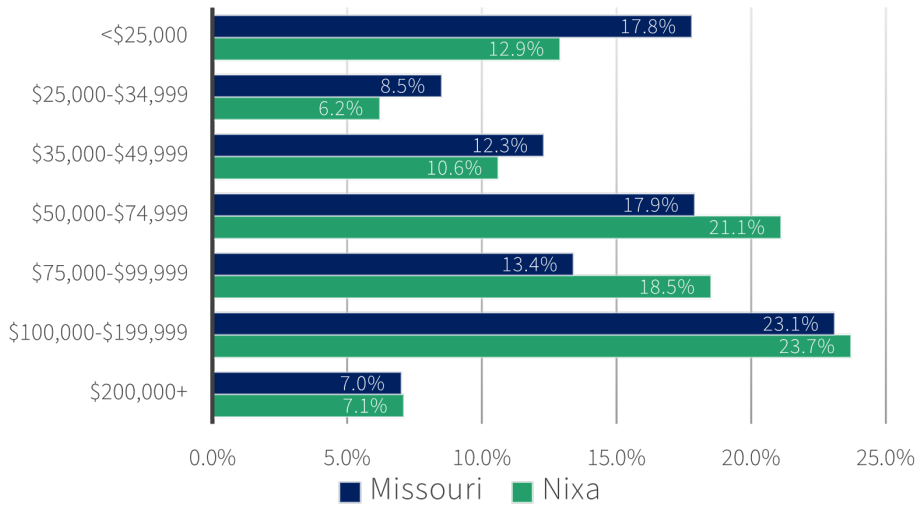
Household Type	City of Nixa	Christian County	United States
<b>Total Households</b>	<b>8,355</b>	<b>35,652</b>	<b>2,521,832</b>
<b>Family Households</b>	<b>74.9%</b>	<b>70.7%</b>	<b>62.2%</b>
<b>Married Couple Households</b>	<b>60.1%</b>	<b>54.9%</b>	<b>46.3%</b>
<b>With Related Children</b>	<b>30.1%</b>	<b>22.7%</b>	<b>16.8%</b>
<b>Householder Living Alone</b>	<b>13.3%</b>	<b>26.1%</b>	<b>30.9%</b>
<b>Householder Living Alone 65+ Years Old</b>	<b>7.5%</b>	<b>11.4%</b>	<b>12.4%</b>
<b>All Households with Children</b>	<b>40.8%</b>	<b>34.5%</b>	<b>28.0%</b>
<b>Households with one or more people 65+</b>	<b>26.5%</b>	<b>32.5%</b>	<b>31.4%</b>
<b>Average Household Size</b>	<b>2.57</b>	<b>2.59</b>	<b>2.38</b>
<b>Average Family Size</b>	<b>3.05</b>	<b>3.14</b>	<b>3.00</b>

Nixa’s household composition suggests a strong need for single-family housing and retail goods and services such as groceries, clothing and accessories, sport goods, consumer electronics, toys, home furnishings, furniture, hardware, daycare, financial services, dentists and general practitioners.

## HOUSEHOLD INCOME

Household income levels have a direct impact on retail expenditures, housing needs, for-sale housing values, and residential rents. A comparison of the household income distribution estimates for the City of Nixa and the State of Missouri is shown in **Figure A.11. Household Income Distribution Comparison.**

**Figure A.11 Household Income Distribution Comparison**



Nixa’s median household income of \$73, 745 is higher than the median household income of \$64,811 for the State of Missouri. The City of Nixa also experiences higher rates of households earning \$50,000-\$74,999; \$75,000 - \$99,999; and \$100,000 - \$199,999. Conversely, the rates of households earning less than \$25,000; \$25,000-\$34,999; and, \$35,000 - \$49,999 is lower than the rates experienced at the state level. Despite some higher income levels present within the community, there is still a need for additional market-rate and income-based rental housing. According to the Economic and Market Analysis, 19.1 percent of Nix households have an annual income of less than \$35,000. This create a strong need for market-rate and income based rental housing due to these individuals typically being chronic renters.

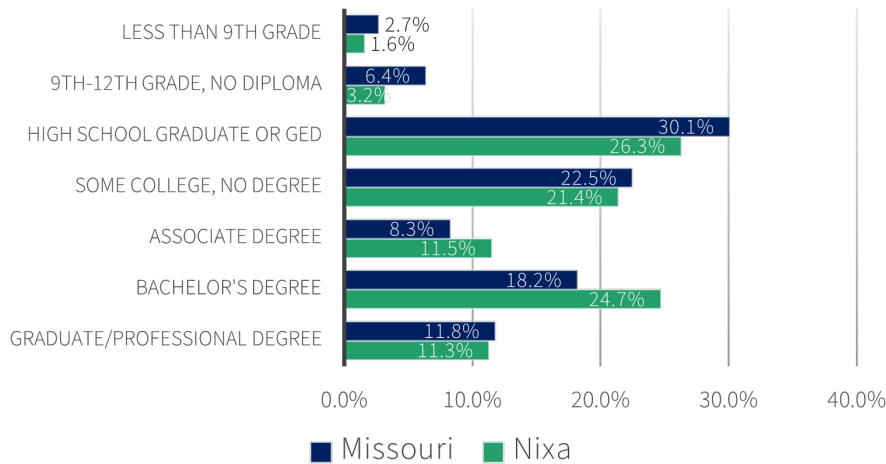
Overall, the above average household income levels provides the opportunity to capture above average retail sales and rents, housing values, and residential rents. On the contrary, the below average rates of lower household income levels may suggest a below average need for affordable and income-based housing.



## EDUCATIONAL ATTAINMENT

Educational attainment levels of a market area’s labor pool are important in attracting and retaining knowledge -based industries, which can support above average wages. Educational levels can also have a direct impact on achievable income levels, retail expenditure patterns, housing values, and the need for commercial space. Typically, these higher levels of retail sales will increase the demand for retail space. The type of retail space is also impacted as high-income households support an increased demand for higher valued goods and services. Furthermore, the demand for office space increases as the rate of higher educational attainment levels increase. Those with higher levels of education tend to be employed in professional services and medical professions.

**Figure A.12 Comparison of Educational Attainment Levels**



When compared to the statewide rates, Nixa’s population is much more educated with 47.5 percent of the population attaining a graduate/professional, bachelor’s, or associate degree. This is higher than the 38.3 percent statewide. Conversely, 31.1 percent of Nix’s residents attained a higher school or less. This is lower when compared to the 39.2 percent of the statewide population.

These above average educational attainment levels indicate a potential to support higher income levels, retail expenditures, and housing values and rents. These levels also indicate the ability additional professional positions and a need for additional commercial and office space.

### KEY TAKEAWAYS

The City of Nixa has seen a dramatic increase in their population since 1990. This pattern is likely to continue, with population forecasts indicating an additional 6,976 to 8,414 residents being added to the City’s population by 2040.

The City of Nixa also possesses above average rates in several categories. For example, for household compositions, Nixa has a higher rate of family households; married couple households; and married couple households. This suggests a strong need for single-family housing and retail goods and services such as groceries, clothing and accessories, sport goods, consumer electrics, toys, home furnishings, furniture, hardware, daycare, financial services, dentists, and general practitioners.

Additionally, the City of Nixa has a higher median household income of \$73,745, which is higher than the median household income of \$64,811 for the State of Missouri. Furthermore, when compared to the statewide rates, Nixa’s population is much more educated with 47.5 percent of the population attaining a graduate/professional, bachelor’s, or associate degree. This is higher than the 38.3 percent statewide.

# EXISTING EMPLOYMENT CONDITIONS

Employment conditions within a community are dependent on a variety of factors. A rise in employment can increase income levels, retail expenditures, and a community’s population. As a result, job growth tends to be a reliable indicator of general economic conditions of a community and helps determine the demand for housing as well as commercial and industrial space. When searching for employment, households will consider affordable housing values and the length of commute times. Households tend to prefer locating near their place of work for convenience and choose communities with a higher quality of life. All these items can influence employment trends.

The following sections provide a brief overview of the existing employment conditions in the City of Nixa and Christian County. For more information concerning employment conditions, please see the Economic and Market Analysis in **Appendix D**.

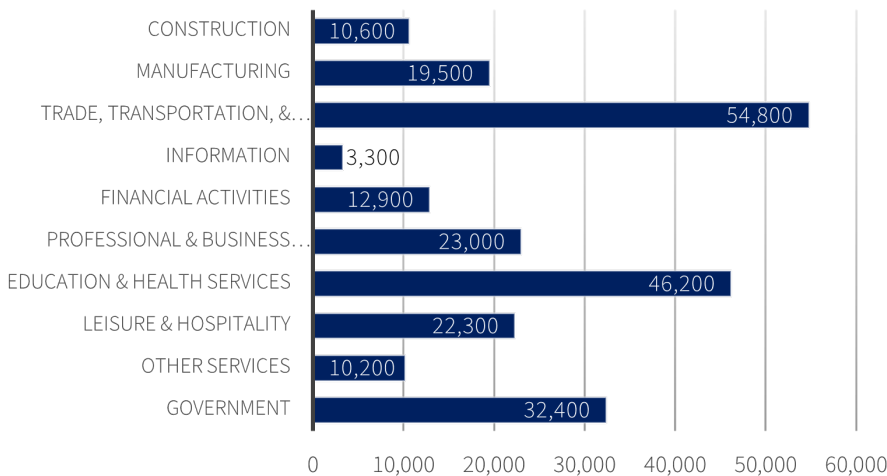
## MAJOR EMPLOYERS AND EMPLOYMENT TRENDS

According to the Economic and Market Analysis, the leading employment sectors in the Springfield MSA include the following:

1. Trade, Transportation, and Utilities
2. Education and Healthcare Services
3. Government
4. Leisure and Hospitality
5. Professional and Business Services

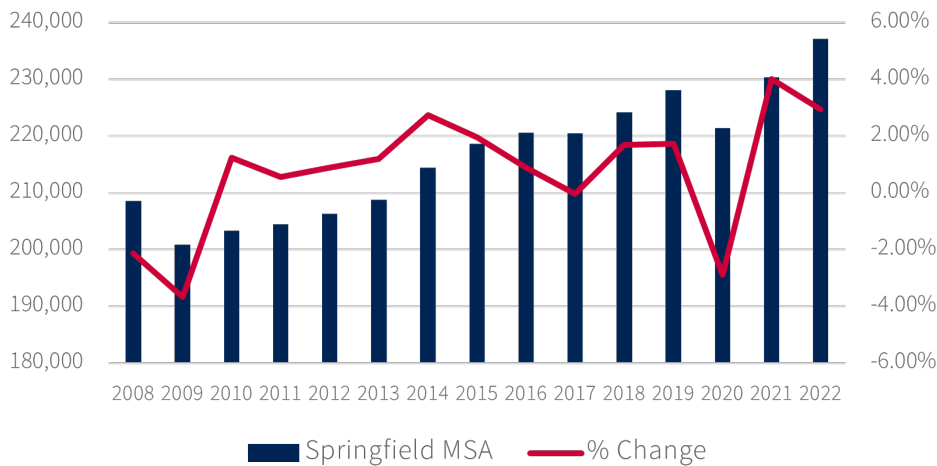
Compared to the State of Missouri, the Springfield MSA supports a higher rate of trade, transportation, and utility, and healthcare and education employment. Conversely, when compared to statewide rates, the Springfield MSA falls behind in manufacturing; professional and business services; and leisure and hospitality employment.

**Figure A.13 Springfield MSA Employment by Sector, October 2023**



From 2008 to 2019, the Springfield MSA added 19,513 new jobs, increasing the total number of jobs by 9.4 percent. The COVID-19 pandemic results in a loss of 24,046 jobs by April 2020, pushing the unemployment rate to 9.9 percent. By the end of 2020, 91.4 percent of the lost or jobs, or 26,536 jobs were recovered to the Springfield MSA economy. By May 2021, the total employment within the MSA exceed pre-pandemic levels. This growth continued the subsequent two years. By August 2023, employment reached 238,400 jobs, pushing unemployment rate to 2.3 percent. These trends are illustrated in **Figure A.14 Springfield MSA Employment Trends**.

**Figure A.14 Springfield MSA Employment Trends**



Christian County in particular totals approximately 24,199 jobs. The primary employment sectors include services (10,736 jobs); retail trade (6,476 jobs); manufacturing (1,544 jobs); and construction (1,431 jobs). The City of Nixa in particular supports a total employment of 6,267 jobs. Principal employment sectors in Nixa include services (2,406 jobs); retail trade (1,862 jobs); manufacturing (663 jobs); and finance, insurance, and real estate (346 jobs).

**Table A.6 Comparison of Employment by Sector, City of Nixa vs. Christian County**

Employment Sector	Christian County		City of Nixa	
	# of Jobs	%	# of Jobs	%
Agriculture and Mining	407	1.7%	89	1.4%
Construction	1,431	5.9%	273	4.4%
Manufacturing	1,544	6.4%	663	10.6%
Transportation	450	1.9%	156	2.5%
Communication	57	0.2%	18	0.3%
Utilities	173	0.7%	0	0.0%
Wholesale Trade	653	2.7%	139	2.2%
Retail Trade	6,476	26.8%	1,862	29.7%
Finance, Insurance & Real Estate	1,191	4.9%	346	5.5%
Services	10,736	44.4%	2,406	38.4%
Government	1,028	4.2%	304	4.9%
All Other	53	0.2%	11	0.2%
<b>Totals</b>	<b>24,199</b>	<b>100.0%</b>	<b>6,267</b>	<b>100.0%</b>

According to the Economic and Market Analysis, the City of Nixa is estimated to experience a job growth of 1,155 to 1,406 new jobs by 2040. The main employment sectors that are anticipated to support the strongest job growth through 2040 include services; retail trade; and finance, insurance, and real estate. The top 10 current employers in Nixa collectively generate 2,150 jobs and include the following:

- the Nixa School District (824 employees),
- Wal-Mart (439 employees),
- City of Nixa (152 employees),
- Diversified Plastic (150 employees),
- Total Highspeed (80 employees),
- Alps Pharmacy (80 employees),
- Nixa Hardware (78 employees),
- Castlewoods Senior Living (73 employees),
- Alliance Bus Company (70 employees),
- Nixa Nursing & Rehab (70 employees),
- Springfield Marine (68 employees),
- Cush Corporation (66 employees).

## ECONOMIC DEVELOPMENT CULTURE

### Springfield MSA

The composition of a community's business culture can influence the number of businesses, jobs, and level of development activity. The Springfield MSA possesses several advantages for attracting new businesses including (1) a diverse economy with a manufacturing and distribution/logistics base; (2) a talented and growing labor force; (3) the presence of several company headquarters; (4) convenient access to highway and railway access; (5) and economic incentives.

The Springfield Regional Economic Partnership identified several target industries where the Springfield MSA has a high concentration of existing companies within an industry. These include (1) Distribution and Logistics; (2) Advanced Manufacturing; (3) Call Centers and Back Office; (4) Technology and Innovation; (5) Corporate Office; (6) Data Centers. This concentration provides a district advantage in attracting similar industries to settle here.

### City of Nixa

The City of Nixa published an Economic Development Incentives Policy Manual that identifies official policies of the City of Nixa when development incentives are requested. The City evaluates each project on its own merits while referring to the General Policies as well as the specific policies of the particular incentive. The City of Nixa has four (4) incentive categories:

**Special Taxing District.** Pursuant to State law, the City may establish or approve the establishment of special districts that can impose special assessments and/or taxes to pay for public improvements or to eliminate blight. These districts require the cooperation of a majority of the property owners within the proposed district boundaries. Typical special taxing districts include Neighborhood Improvement Districts ("NID"), Community Improvement Districts ("CID"), and Transportation Development Districts ("TDD").

**Property Tax Abatement.** Tax abatement is offered through a variety of programs aimed at job creation, private investment, and redevelopment. Typically, the development continues to pay taxes on land and improvements based on their value prior to the new investment. All or a portion of the incremental increase in property taxes is abated for a set period of time. This incentive is sometimes referred to as Chapter 99 (Land Clearance for Redevelopment Authority), Chapter 100 (Industrial Development Bonds), or Chapter 353 (Urban Redevelopment Corporation).

**Tax Increment Financing.** Under this incentive program the development continues to pay all taxes owed and a portion or all of the incremental increase in taxes resulting from development are captured and redirected to pay redevelopment project costs. Taxing jurisdictions continue to receive the taxes based on the pre-development value.

**Brownfield Programs.** Assistance is available for environmental assessments and for environmental cleanup. These incentives may be used by the City of Nixa if a project demonstrates a significant public benefit based on several criteria. For more information, please see the Economic and Market Analysis in *Appendix D*.

**Key Takeaways**

The City of Nixa supports a total of employment of 6,267 jobs with the principal employment sectors in Nixa including services (2,406 jobs); retail trade (1,862 jobs); manufacturing (663 jobs); and finance, insurance, and real estate (346 jobs).

The Springfield MSA possesses several advantages for attracting new businesses including (1) a diverse economy with a manufacturing and distribution/logistics base; (2) a talented and growing labor force; (3) the presence of several company headquarters; (4) convenient access to highway and railway access; (5) and economic incentives. Considering this with its economic incentives, the City of Nixa is estimated to experience a job growth of 1,155 to 1,406 new jobs by 2040.

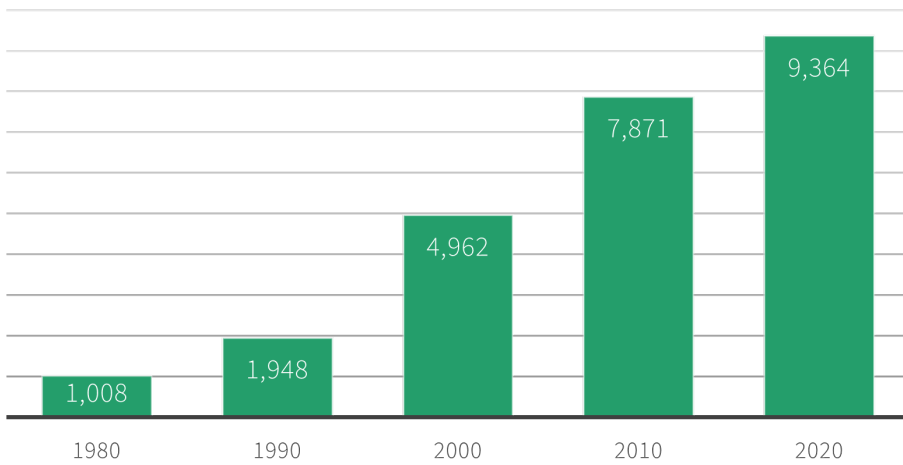
# RESIDENTIAL HOUSING MARKET

An evaluation of a residential housing market is important to identify current and future opportunities to support new housing stock. This section provides an overview of the housing market within Nixa, including housing types, housing values, and renter owner-occupied housing sales activity.

## HOUSING STOCK AND INVENTORY

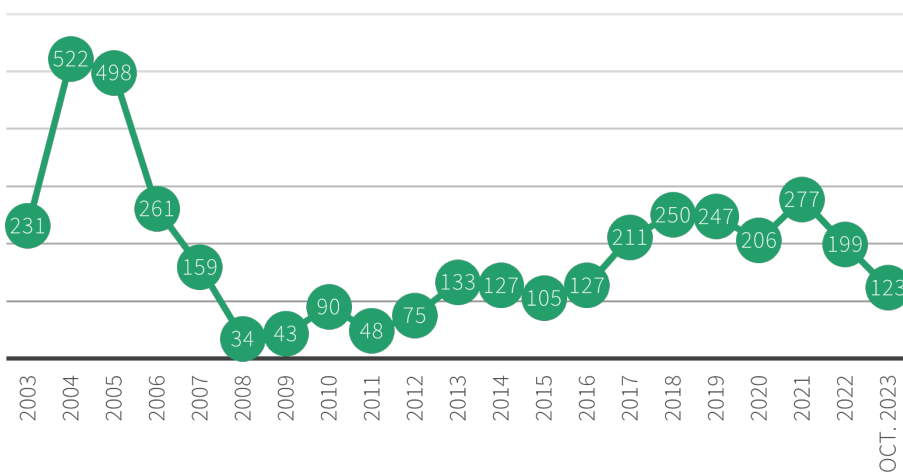
The housing stock has increased steadily over the past 40 years. In 1980, Nixa’s housing stock was 1,008 dwelling units. By the 2010, Nixa’s housing stock increased to 7,871 dwelling units. From 2010 through 2020, the City’s housing stock increased by 19.0 percent or 1,493 dwelling units. By 2020, Nixa’s housing stock totaled 9,364 dwelling units. These trends are illustrated in **Figure A.15. Nixa, Missouri Housing Stock Trends.**

**Figure A.15 Nixa, Missouri Housing Stock Trends**



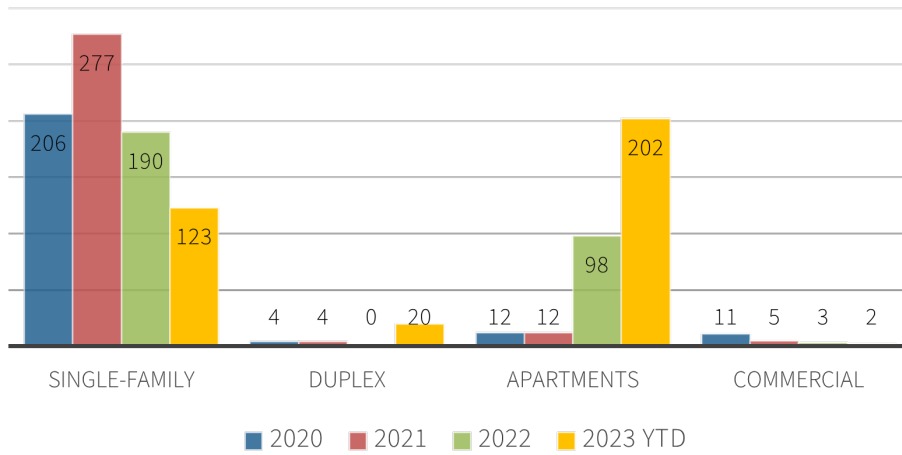
New single-family home permits started increasing in 2017. Sparked by low mortgage rates, new home construction in Nixa has rebounded reaching a high of 277 single-family housing permits in 2021. In 2022, a reported 199 single-family homes were permitted for construction. By October 2023, 123 permits were issued. **Figure A.16 Nixa, Missouri Single Family Permits** depicts single family permits issued by year from 2003.

**Figure A.16 Nixa, Missouri Single Family Permits**



From 2020 to 2023, a total of 796 single-family homes, 28 duplex units, and 324 apartment units were permitted for construction.

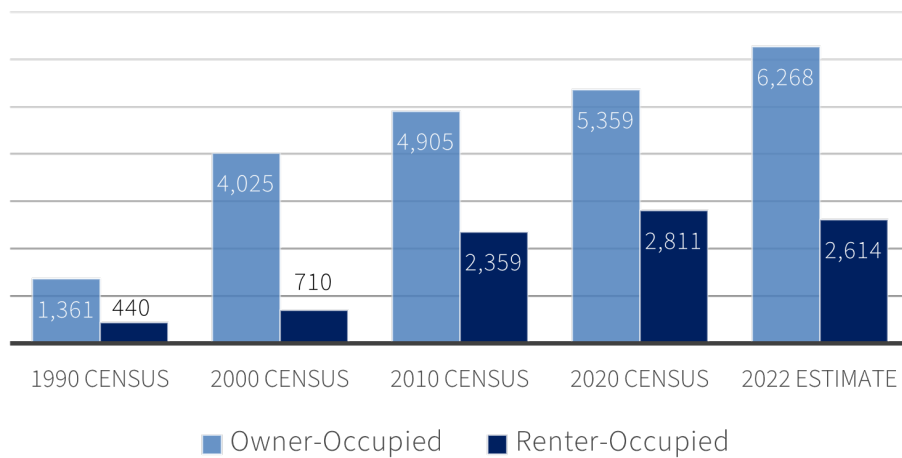
**Figure A.17 Nixa, Missouri Building Permits**



### HOUSING TENURE

In 1990, 1,801 housing units were occupied in Nixa, including 1,361 owner-occupied units and 440 renter-occupied units. From 1990 to 2000, the total share of owner-occupied units increased from 75.6 percent in 1990 to 85.0 percent by 2000, while renter-occupied housing declined from 24.4 percent in 1990 to 15.0 percent by 2000. By 2020, the share of the total occupied housing stock, owner-occupied housing declined to 65.6 percent by 2020 while renter-occupied housing increased to 34.4 percent.

**Figure A.18 Nixa, Missouri Housing Tenure Trends**



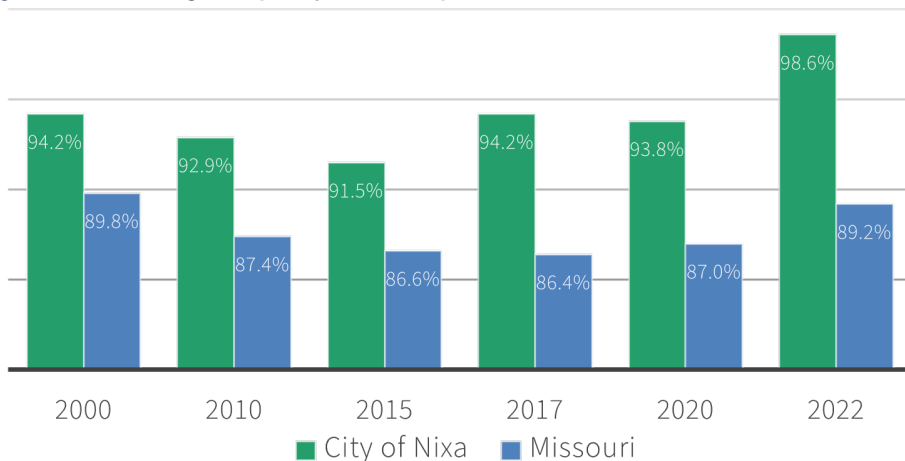
Homeowners in Nixa are most likely to detached single-family housing while renter generally occupy attached multi-family housing. During 2021, detached single-family homes accounted for 96.6 percent of all occupied owner-occupied housing units. Renters were much less like to occupy detach single-family homes accounted for 41.9 percent of all occupied rental units. Properties in Nixa with ten or more dwelling units are the most popular attached housing product for renters accounting for 16.1 percent of all renter-occupied units. These trends are indicated in **Table A.7** below.

**Table A.7 City of Nixa Occupied Housing Stock by Type - 2021, Owner-Occupied vs. Renter-Occupied Housing**

Housing Type	Total	Owner-Occupied	Renter-Occupied
<b>Occupied Housing Units</b>	<b>8,355</b>	<b>5,581</b>	<b>2,774</b>
<b>Units in Structure</b>			
<b>1-Unit, Detached</b>	<b>78.4%</b>	<b>96.6%</b>	<b>41.9%</b>
<b>1-Unit, Attached</b>	<b>6.4%</b>	<b>2.7%</b>	<b>13.8%</b>
<b>2 Units</b>	<b>3.7%</b>	<b>0.0%</b>	<b>11.0%</b>
<b>3 or 4 Units</b>	<b>3.0%</b>	<b>0.7%</b>	<b>7.8%</b>
<b>5 to 9 Units</b>	<b>2.9%</b>	<b>0.0%</b>	<b>8.7%</b>
<b>10 or More Units</b>	<b>5.3%</b>	<b>0.0%</b>	<b>16.1%</b>
<b>Mobile Home and other Types of Housing</b>	<b>0.2%</b>	<b>0.0%</b>	<b>0.6%</b>
<b>Totals</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

According to the Economic and Market Analysis, the overall occupancy rate housing in Nixa declined steadily from 94.2 percent in 2017 to 93.8 percent by 2020. Nixa’s housing occupancy rate has since rebounded to 98.6 percent in 2022. Overall, housing occupancy rates for Nixa significantly outpaced the statewide average from 2000 to 2022.

**Figure A.19 Housing Occupancy Rate Comparison**

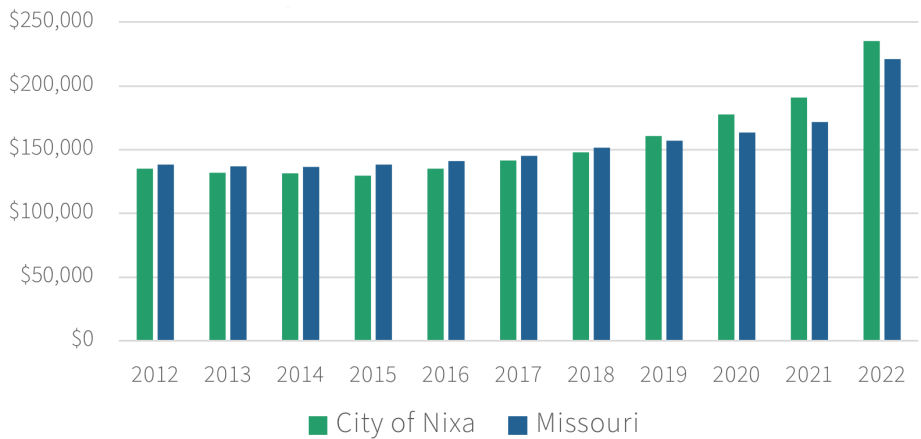




## HOUSING VALUES

During 2012, the median housing value in Nixa totaled \$135,200, lagging behind the statewide median of \$138,400. Due to the national housing crisis, the median housing value for both Nixa and the State of Missouri declined steadily from 2010 from 2014. By 2019, Nixa’s median housing value of \$160,600 exceeded the statewide value of \$157,200. This trend continued even into 2022, the median home value in Nixa increased by 23.1 percent to \$235,100, continuing to exceed the statewide value of \$221,200. The bar chart on the following page provides a comparison of median housing values between the City of Nixa and the State of Missouri from 2013 to 2022.

**Figure A.20 Median Housing Value Comparison of Nixa vs. State of Missouri**



During 2022, a reported 12.9 percent of the owner-occupied housing stock in Nixa was valued under \$100,000, compared to 17.1 percent statewide. Housing valued at \$100,000 to \$199,999 accounts for 45.9 percent of Nixa’s housing stock, compared to 27.7 percent statewide. This price range generally caters to first time homebuyers.

**Table A.8 Housing Value Comparisons; 2022 City of Nixa vs. State of Missouri**

Price Range	City of Nixa	State of Missouri
Less than \$50,000	1.5%	7.3%
\$50,000 - \$99,999	11.4%	9.8%
\$100,000 - \$149,999	26.9%	12.4%
\$150,000 - \$199,999	19.0%	15.3%
\$200,000 - \$299,999	30.8%	24.0%
\$300,000 - \$499,999	10.0%	21.6%
\$500,000+	0.5%	9.8%

Source: U.S. Census Bureau

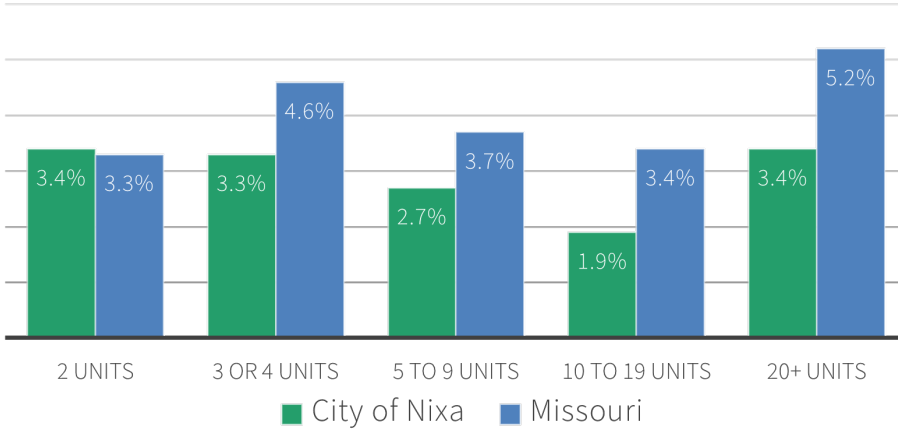
Move-up housing in Nixa valued at \$200,000 to \$299,999 accounts for 30.8 percent of the housing stock compared to 24.0 percent statewide. This price range represents Nixa’s largest market segment. Housing priced at \$300,000 or more accounts for 10.5 percent of Nixa’s housing stock, compared to 31.4 percent statewide.

According to the *Economic and Market Analysis*, it is difficult for the housing market in Nixa to support new entry level housing in Nixa due to the high cost of land, infrastructure, and vertical construction. It is typical for new single family housing to be priced over \$400,000.

## APARTMENT MARKET

According to the American Community Survey 2021, Nixa’s housing stock totaled 8,879 dwelling units, of which 14.7 percent, or 1,312 dwelling units were in multi-unit structures. By comparison, multi-family housing accounts for 20.2 percent of the statewide housing stock.

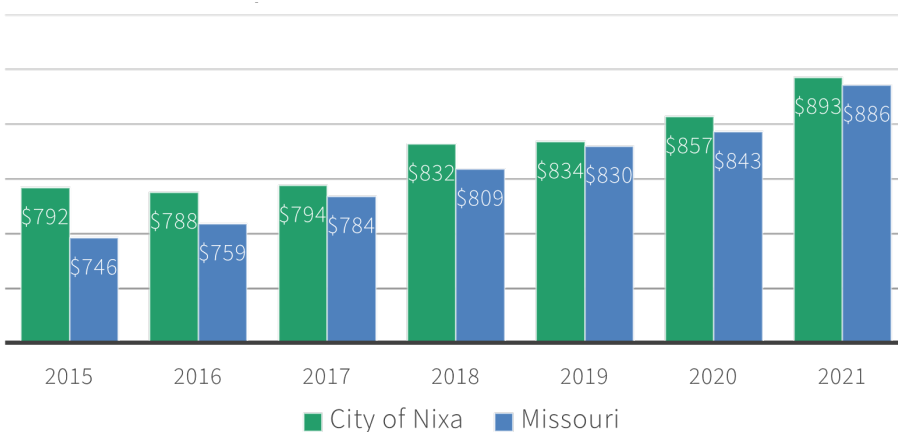
**Figure A.21 Comparison of Multi-Family Housing Stock, City of Nixa vs. State of Missouri, 2021**



Large-scale properties with 20 or more dwelling units account for just 3.4 percent of Nixa’s housing stock, compared to 5.2 percent statewide. Duplexes account for 3.4 percent of the Nixa housing stock compared to 3.3 percent statewide. Properties with 3 to 9 housing units account for 6.0 percent of Nixa’s housing stock, compared to 8.3 percent statewide. **Figure A.21 Comparison of Multi-Family Housing Stock, City of Nixa vs. State of Missouri, 2021** illustrates the comparison between statewide and local rates.

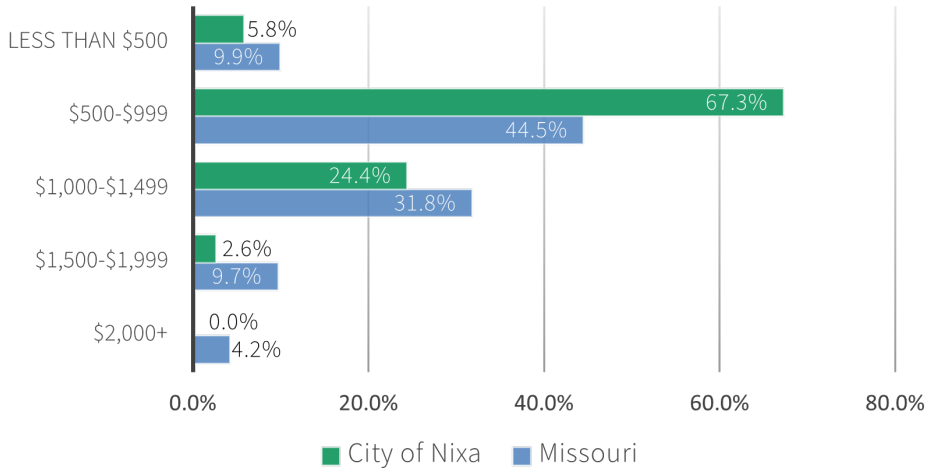
Nixa’s median monthly rent has exceeded the statewide median since 2015. From 2015 through 2021, Nixa’s median monthly housing rent increased 12.8 percent, reaching \$893 by 2021. Missouri’s median rent in 2021 of \$856 per month was 0.8 percent below the median for the City of Nixa.

**Figure A.22 Median Monthly Housing Rent Trends, City of Nixa vs. State of Missouri**



Of Nixa’s total occupied rental housing units, only 5.8 percent rented for less than \$500 per month compared to 9.9 percent statewide. According to the Economic and Market Analysis, this disparity in rents suggests Nixa may be able to support a larger inventory of affordable and income-based rental housing. The range of rents for the City of Nixa and the State of Missouri are indicated in **Figure A.23 Monthly Housing Rents Nixa vs. Missouri**.

**Figure A.23 Monthly Housing Rents, Nixa vs. State of Missouri**



**Key Takeaways**

The City of Nixa’s housing stock has increased over the past forty years, rising from 1,008 dwelling units in 1980 to 9,364 in 2020. The main housing preference for homeowners in Nixa are detached single-family homes while renters generally prefer to occupy attached multi-family housing units. In 2021, detached single-family homes accounted for 96.6 percent of all occupied owner-occupied housing units.

In 2019, the median housing value in Nixa was \$160,600, exceeding the statewide value of \$157,200. This trend continued even into 2022, with the median home value increased by 23.1 percent to \$235,100, exceeding the statewide value of \$221,200.

As of 2021, 14.7 percent, or 1,312 dwelling units were a part of multi-unit structures in the City of Nixa. This was lower than the 20.2 percent of multi-family housing for the State of Missouri. Additionally, Nixa’s median monthly rent exceeded that of the statewide median monthly rent in 2021, reaching \$893 compared to \$856 per month for the State of Missouri.

# RETAIL, OFFICE, AND INDUSTRIAL MARKETS

The following subsections provide an overview for the retail, office, and industrial submarkets within Nixa. For a more detailed analysis of these markets, including an overview of these markets in Christian County, please refer to the *Economic and Market Analysis* in *Appendix D*.

## RETAIL MARKET OVERVIEW

The two prominent retail and shopping centers in Nixa include Mount Vernon Street that runs east-west through the center of the City and U.S. Highway 160/Massey Boulevard that runs north-south. Main Street serves as Nixa’s original central business district.

**Table A.9 Nixa, Missouri Retail Market Trends; 2010 - 2023 Q3**

Year	# of Properties	Inventory Sq. Ft.	Vacant Space	Vacancy Rate	Net Absorption
2010	87	1,084,882	118,677	10.9%	-6,648
2011	87	1,104,982	137,094	12.4%	1,683
2012	87	1,104,982	103,313	9.3%	33,781
2013	88	1,104,982	72,883	6.6%	30,430
2014	88	1,114,810	78,192	7.0%	4,519
2015	88	1,114,810	58,342	5.2%	19,850
2016	88	1,114,810	45,447	4.1%	12,895
2017	88	1,114,810	37,920	3.4%	7,527
2018	88	1,114,810	43,899	3.9%	-5,979
2019	90	1,164,550	44,305	3.8%	49,334
2020	90	1,164,550	62,849	5.4%	-18,544
2021	90	1,164,550	46,865	4.0%	15,984
2022	90	1,164,550	25,116	2.2%	21,749
2023 Q3	91	1,172,675	25,879	2.2%	7,362

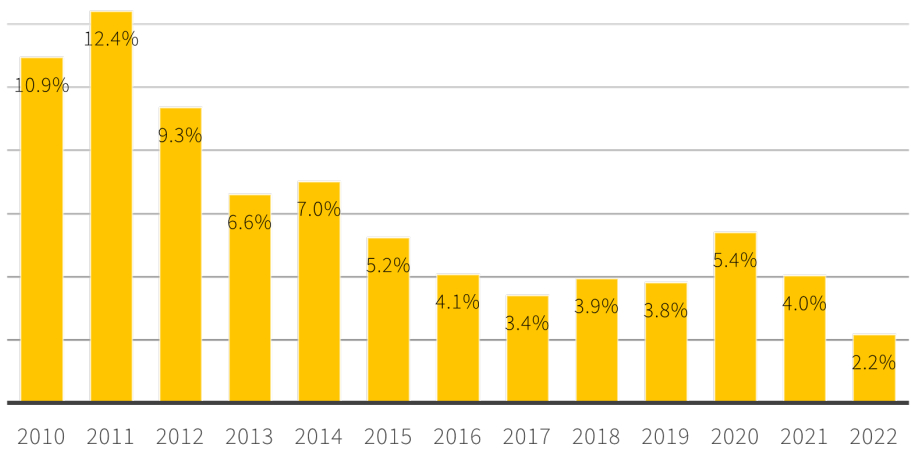
Source: CoStar

By the third quarter of 2023, the City of Nixa supported a total of 1,172,675 square feet of retail space. The major retail corridors include Mount Vernon Street, US Highway 160/Massey Boulevard Downtown serves as a specialty retail destination within Nixa. The total operating results for retail space in Nixa by year are depicted in the *Table A.9 Nixa, Missouri Retail Market Trends*.

Along the Mount Vernon Street retail corridor, there are a total of 16 retail properties that total 268,929 square feet of space. The major retailers operating along this corridor include Auto Zone, O’Reilly Auto Parts, Nixa Hardware, CVS Pharmacy, and Family Pharmacy. Freestanding retail businesses include Central Bank, Empire Bank, Guaranty Bank, Great Southern Bank, Simmons Bank, McDonalds, Pizza Hut, Scooters Coffee, Sonic, and Taco Bell

The Highway 160/Massey Boulevard retail corridor runs from Mount Vernon Street north to Tracker Road and has a total of 28 retail properties totaling 545,536 square feet of space. Principal concentrations of existing retail space along Massey Boulevard exist at the signalized intersections at Mount Vernon Street, Northview Road, and Aldersgate Road. Major retailers operating along Massey Boulevard include Walmart Supercenter, Meek’s Lumber, Walgreens, Tractor Supply, Sherwin-Williams Paints, Aldi, and Price Cutter. Freestanding retail businesses include Arvest Bank, Ozark Bank, Applebee’s, Arby’s, Braum’s, Long John Silver’s, Popeye’s, and Wendy’s.

**Figure A24 Nixa, Missouri Retail Vacancy Rate Trends**



From 2010 to 2012, the Nixa retail market operated at a vacancy rate well above market equilibrium. By the end of 2013, the overall vacancy rate improved to 6.6 percent. However, by the end of 2022, the market operated at a vacancy rate well below market equilibrium. By the third quarter of 2023, the overall vacancy rate stood at 2.2 percent with only 25,789 square feet of vacant space available for immediate occupancy. This modest inventory of vacant retail space places a constraint on the ability to accommodate the expansion of existing businesses or attracting new retail businesses that might be seeking a location in Nixa.

According to the Economic and Market Analysis, Nixa’s retail market lacks width and depth with only a modest number of national retailers despite operating at a healthy occupancy rate. Nixa residents must travel outside of the community to satisfy much of their shopping needs. However, as the City’s population continues to grow, a wider selection of retail businesses may be supported.

## **OFFICE MARKET OVERVIEW**

Office-related employment in the City of Nixa consists of 587 jobs in the management and administrative; legal services; information; and finance insurance, and real estate sectors. This accounts for 9.4 percent of the total employment. By comparison, office-related jobs account for 21.0 percent of employment in Missouri.

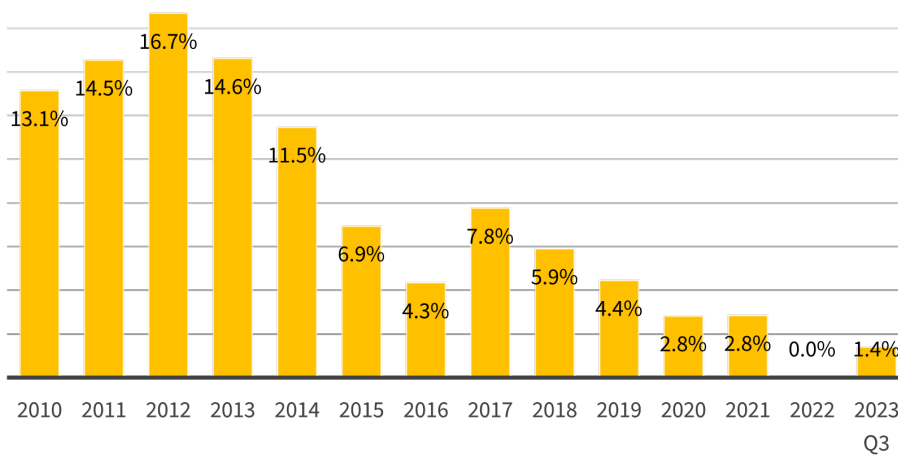
There are 33 office buildings totaling 210,890 square feet of space in Nixa, Missouri. These buildings comprise a modest inventory of professional and medical office space that consist of small Class B and Class C properties. The principal concentrations of office buildings in Nixa are located within the Mount Vernon Street, Main Street, and Massey Boulevard corridors. **Table A10 Nixa, Missouri Office Market Trends; 2010 – 2023 Q3** summarizes these trends from 2010 through the third quarter of 2023.

Table A.10 Nixa, Missouri Office Market Trends; 2010 - 2023 Q3

Year	# of Properties	Inventory Sq. Ft.	Vacant Space	Vacancy Rate	Net Absorption	Average Rent
2010	33	210,890	27,720	13.1%	-9,148	\$ 8.92
2011	33	210,890	30,669	14.5%	-2,949	\$8.95
2012	33	210,890	35,178	16.7%	-4,509	\$8.91
2013	33	210,890	30,822	14.6%	4,356	\$8.21
2014	33	210,890	24,195	11.5%	6,627	\$7.69
2015	33	210,890	14,645	6.9%	9,550	\$7.45
2016	33	210,890	9,149	4.3%	5,496	\$ 8.58
2017	33	210,890	16,357	7.8%	-7,208	\$9.33
2018	33	210,890	12,427	5.9%	3,930	\$8.48
2019	33	210,890	9,384	4.4%	3,043	\$9.70
2020	33	210,890	5,959	2.8%	3,425	\$8.51
2021	33	210,890	6,000	2.8%	-41	\$7.96
2022	33	210,890	0	0.0%	6,000	\$7.93
2023 Q3	33	210,890	2,920	1.4%	-2,920	\$11.47

Source: CoStar

Figure A.25 Nixa, Missouri Office Vacancy Rate Trends



Since 2010, there have been no new office buildings constructed in Nixa. The City’s overall office vacancy rate declined from 16.7 percent in 2012 to a low of 0.0 percent by 2022. Vacancies have remained well below market equilibrium since 2018. By the third quarter of 2023, the vacancy rate stood at 1.4 percent. These rates are illustrated in **Figure A.25 Nixa, Missouri Office Vacancy Rate Trends**.

## INDUSTRIAL MARKET OVERVIEW

Industrial-related employment in Nixa totals 925 jobs in the manufacturing, wholesale trade, transportation, and utilities sectors, accounting for 14.8 percent of total employment. There are 132 existing industrial buildings in Nixa totaling 1.6 million square feet of space.

Industrial buildings in Nixa are primarily located along the U.S. Highway 160/Massey Boulevard corridor with principal concentrations including (1) southwest of Massey Boulevard and State Highway CC; (2) Kathryn Street west of Massey Boulevard; and (3) Tracker Road east of Massey Boulevard. **The Table A.11 Nixa, Missouri Industrial Market Trends** summarizes industrial market trends in Nixa from 2010 through the third quarter 2023.

According to the **Economic and Market Analysis**, since 2010, three industrial buildings totaling 26,446 feet of space have been constructed. Recently, construction on an 18,000 square foot, multi-tenant warehouse on Hawks Perch in Nixa has begun.

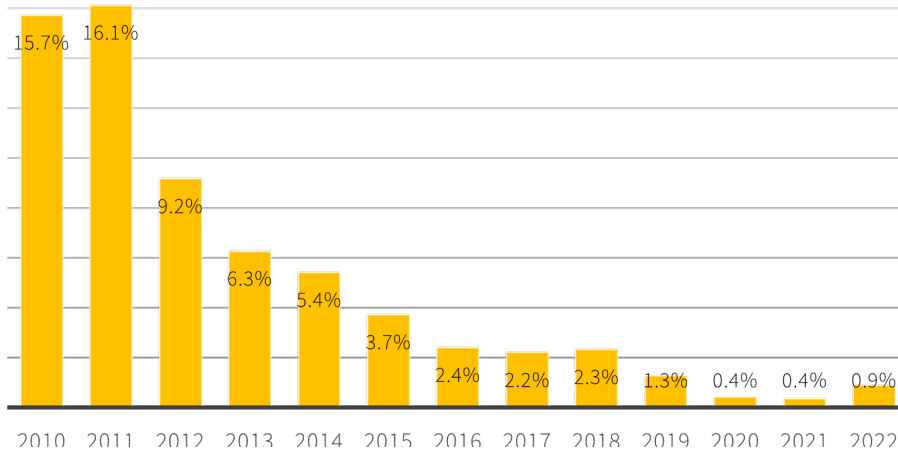
**Table A.11 Nixa, Missouri Industrial Market Trends; 2010 - 2023 Q3**

Year	# of Properties	Inventory Sq. Ft.	Vacant Space	Vacancy Rate	Net Absorption	Average Rent
2010	130	1,590,183	248,530	15.7%	-28,834	\$4.39
2011	130	1,590,183	254,873	16.1%	-6,343	\$4.27
2012	131	1,590,183	145,900	9.2%	118,973	\$3.86
2013	131	1,590,183	99,780	6.3%	46,120	\$4.05
2014	131	1,590,183	86,200	5.4%	13,580	\$4.16
2015	132	1,602,183	59,700	3.7%	38,500	\$4.38
2016	132	1,602,183	38,650	2.4%	21,050	\$4.46
2017	132	1,602,183	35,400	2.2%	3,250	\$4.38
2018	132	1,602,183	37,350	2.3%	-1,950	\$4.32
2019	132	1,602,183	20,625	1.3%	16,725	\$7.40
2020	132	1,602,183	6,752	0.4%	13,873	\$6.24
2021	132	1,602,183	5,616	0.4%	1,136	\$5.77
2022	132	1,602,183	14,600	0.9%	-8,984	\$8.48
2023 Q3	132	1,602,183	17,580	1.1%	-2,980	\$8.26

Source: CoStar

The overall industrial vacancy rate for the Nixa, Missouri market peaked at 16.1 percent in 2011 and gradually improved to a low of 0.4 percent in both 2020 and 2021. Since 2018, the Nixa industrial market has operated at vacancies well below market equilibrium. From 2013 through the third quarter 2023, the Nixa industrial market operated at a below market equilibrium vacancy rate. By the third quarter of 2023, Nixa supported a total of 1.6 million square feet of industrial space with an occupancy rate of 99.1 percent. Only 17,580 square feet of industrial space was vacant and available for immediate occupancy. This serves a barrier to accommodating the expansion of existing industrial businesses and attracting prospective new businesses to Nixa. The recent construction of a 18,000 square foot warehouse building may provide the additional space to the industrial market.

**Figure A.26 Nixa, Missouri Industrial Vacancy Rate Trends**



### Key Takeaways

The two prominent retail and shopping centers in Nixa are located along Mount Vernon Street, running along east-west through the center of the City, and U.S. Highway 160/ Massey Boulevard that runs north-south, with Main Street serving as Nixa’s original central business district.

By the third quarter of 2023, the overall vacancy rate stood at 2.2 percent with only 25,789 square feet of vacant space available for immediate occupancy. This modest inventory of vacant retail space places a constraint on the ability to accommodate the expansion of existing businesses or attracting new retail businesses that might be seeking a location in Nixa. Due to this, Nixa’s retail market supports a model number of national retailers despite operating at a healthy occupancy rate. Nixa’s residents must travel outside of the community satisfy much of their shopping needs.

Office-related employment accounts for 9.4 percent of the total employment. There are 33 office buildings totaling 210,890 square feet of space in Nixa, Missouri. These buildings comprise a modest inventory of professional and medical office space that consist of small Class B and Class C properties. The principal concentrations of office buildings in Nixa are located within the Mount Vernon Street, Main Street, and Massey Boulevard corridors. Vacancies have remained well below market equilibrium since 2018. By the third quarter of 2023, the vacancy rate stood at 1.4 percent

Industrial-related employment accounts for 14.8 percent of total employment. There are 132 existing industrial buildings in Nixa totaling 1.6 million square feet of space. Industrial buildings in Nixa are primarily located along the U.S. Highway 160/ Massey Boulevard corridor with principal concentrations including (1) southwest of Massey Boulevard and State Highway CC; (2) Kathryn Street west of Massey Boulevard; and (3) Tracker Road east of Massey Boulevard. Since 2010, three industrial buildings totaling 26,446 feet of space have been constructed. However, by 2023, only 17,580 square feet of industrial space was vacant and available for immediate occupancy. This serves a barrier to accommodating the expansion of existing industrial businesses and attracting prospective new businesses to Nixa. The recent construction of a 18,000 square foot warehouse building may provide the additional space to the industrial market.



# APPENDIX B

## PUBLIC ENGAGEMENT SUMMARY

*A good plan is developed with the community, not just for it.*

Through a series of online and in-person engagement opportunities, the planning team was able to collaborate with the community on the thoughts, ideas, and comments that became the recommendations put forth in this Plan. **Appendix B** summarizes both that process and its outcomes.

# ENGAGEMENT OVERVIEW

**Appendix B** summarizes the stakeholder and public engagement opportunities that were conducted to collect valuable input that helped guide this planning process. Stakeholder and public engagement is a critical component of any public planning process as it capitalizes on the knowledge and desires of those who know the community best. future growth and reinvestment in Nixa for years to come.

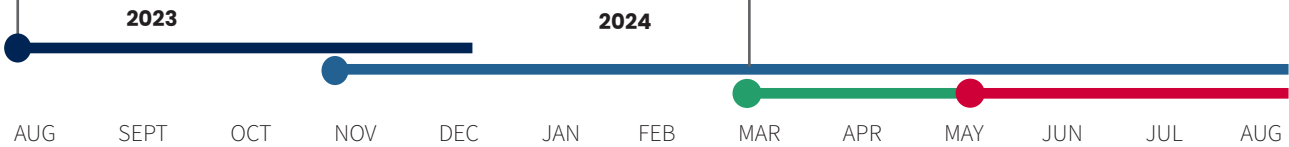
The planning team and the City worked together to involve stakeholders from different facets of the community, including local business leaders, City staff members, and the local youth. These stakeholder groups held their respective meetings and were invited to several public events. These stakeholders were asked to act as a sounding board, providing their insight and information to assist the planning team in the direction and recommendation of the Plan.

## DISCOVER

Assessed existing physical, economic, demographic, regulatory, and operational conditions citywide. Reference **Appendix A**, **Appendix C**, and **Appendix D** for more information.

## PLAN

Created alternative plans, strategies, and programs and prepared draft plan recommendations in the form of this document.



## ENGAGE

Identified issues and opportunities facing Nixa and formulated a clear vision for the future. **Appendix B** provides a summary on public and stakeholder engagement throughout the planning process.

## REFINE AND IMPLEMENT

Presented the Plan to the public, stakeholders, and City leadership for revisions and consensus building. Developed specific strategies and tasks to ensure the Plan is achieved day-by-day and step-by-step.

## **KEY PUBLIC PARTICIPATION FINDINGS**

### **Visioning Phase Key Findings**

The visioning phase of the engagement process provides valuable input from stakeholders, City staff members, and the public. The primary purpose of this phase is to ask members of the community what they see as their primary concerns for the City and to start dreaming about ‘what could be’. These responses and aspirations tend to occur organically as the planning team leads members of City leadership and stakeholders through various visioning exercises at leadership and stakeholder work sessions and the Visioning Workshop.

### **RETAIL AND ENTERTAINMENT DIVERSITY.**

Many stakeholders indicated their desire to see more retail and entertainment options available within the community. There were several comments indicating that residents had to travel to Springfield for different retail and entertainment options, leaving Nixa to do their shopping and spending their evenings and weekends at venues outside of the City.

### **SMALL BUSINESS.**

Stakeholders voiced their concern over the amount of lease signs that were present within the City. The amount of turnover, especially in downtown, was seen as a pressing issue. Residents also indicated they would prefer to see more local businesses such as coffee or tea shops and mom and pop restaurants available within the City.

### **MISINFORMATION.**

There was a persistent concern throughout several meetings that some stakeholders and members of the public misunderstand the role of the City and what specifically the City has control or influence over. Suggestions called for some form of civic education to help explain the City’s capabilities and how it operates.

### **GENERAL SENSE OF NEGATIVITY.**

Multiple comments indicated that there is a general sense of negativity and lack of support around change and future growth. A sense of ‘status -quo’.

### **HOTEL.**

There was a desire to see more hotel options, providing nicer places for visitors to stay in Nixa.

### **FUNDING.**

Stakeholders showed concern about the lack of funding or adequate tax revenues to keep pace with growth and potential changes within the City. This includes keeping up with infrastructure improvements and deferred maintenance.

### **SCHOOL DISTRICT.**

There was strong support for the school district. Stakeholders would like to continue to see the school district thrive.

### **SAFETY.**

One of the strongest themes that arose during the visioning phase was the sense of the safety within the community. This comment came from multiple stakeholder groups and meetings. Stakeholders felt safe and secure within the community, complementing the availability and presence of local law enforcement.

### **HOMETOWN FEEL.**

Stakeholders felt proud that the City of Nixa retains its ‘hometown feel’ and would like to continue to see it remain as a part of the community’s personality.

### **DOWNTOWN.**

The Downtown was a topic that was brought up by multiple stakeholders across meetings. Stakeholders expressed frustration that it still was not faring well and would like to see it thrive. Comments indicated that stakeholders want to see the Downtown become a destination.

### **CITY AESTHETICS.**

Stakeholders showed support for additional effort to improve the visual appeal of the City. There were also multiple calls for additional code enforcement measures, particularly cleaning up litter and trash when appropriate.

### **PUBLIC SPACE.**

There was large support for a sports complex and additional recreational opportunities. Some comments indicated there was a lack of public spaces that were available to everyone. Things like parks and trails were specifically called out.

## **KEY PUBLIC PARTICIPATION FINDINGS**

### **Planning Phase Key Findings**

Although the visioning phase of the engagement process primarily focuses on the big picture, the planning phase begins to navigate the specific focus areas that will be focused on within the Plan. The planning phase builds on the responses that were gathered from the visioning phase and asks specific questions regarding the issues and opportunities present within the City. This phase includes feedback gathered from stakeholder sessions, the Citywide Planning Charrette, and a virtual open house in which members of the public were able to provide direct feedback online.

### **LAND USE AND DEVELOPMENT.**

Stakeholders indicated they would like to see additional residential and housing options within the City. Suggestions included condominiums and townhomes. There was also a desire to see mixed-use as a land-use type. This could include additional housing variety as part of the overall composition of a mixed-use development, with apartments or residential units on the upper floors with retail, office, and commercial on the ground floor. Some stakeholders indicated that all primary corridors within the City (e.g., US 160, MO 14, Main Street) should be either commercial or mixed-use, providing flexibility for additional housing. Still, other comments indicated that senior-type communities are needed (i.e., patio homes or garden-style apartments). The downtown was called out in terms of infill development and potential loft space or apartment creation.

### **TRANSPORTATION AND CONNECTIVITY.**

Stakeholders overwhelmingly indicated their desire to see more sidewalks and trails throughout the City of Nixa. Some comments emphasized the need for these pathways to connect, ensuring that the bicycle and pedestrian system was complete, connecting park spaces and neighborhoods. Sidewalks or pathways that are existing were indicated as needing repair. The speed and level of traffic along US 160 were also called out and noted as a concern for citizens. Traffic improvements and safety measures for pedestrians were desired. One remedy that was suggested was the desire to have a pedestrian bridge or bikeway crossing for Highway 160, including one potential for Highway 14 as well.

### **PLACEMAKING AND AESTHETICS.**

Stakeholders were consistent in their calls for aesthetic improvements and placemaking elements. There were several calls for additional landscaping throughout the City, particularly at City entry points. Streetlights and other lighting elements could also be improved. Some comments indicated a desire to see a wayfinding signage system used throughout the City. Lastly, the downtown area was indicated as needing to be further defined and improved, with older buildings in disrepair at the intersection of Highway 14 and Main Street being rehabilitated or removed from the area.

### **GREEN SPACE AND COMMUNITY HEALTH.**

The stakeholder committee and the community indicated their desire to see trails and walkways connect to parks, with added improvements, particularly along the Chadwich Flyer Trail. Other comments were strongly supportive of additional community programs and events promoting healthy living within the community. Other ideas and suggestions included using areas with sinkholes present as natural spaces, creating water retention ponds, and protecting the City's natural resources.

### **VIBRANT ECONOMY.**

Comments called for additional mixed-use developments, desiring to see commercial development, flexible office space, and a greater variety of housing being offered within the community. Other comments included a desire to see a local sports complex, the expansion of industrial parks or the inclusion of light industrial land uses, a conference or meeting center, and more things to do. This last suggestion includes more festivals, public events, entertainment options for adults and kids, and entertainment for the evenings and weekends.

In addition to the different topic areas that are mentioned above, Downtown Nixa was a persistent theme throughout the planning phase of the engagement process. There was a strong desire to see it further develop. It was evident that stakeholders felt there needed to be a clearer vision and 'plan' to build Downtown Nixa into something special. Several comments noted that some of the buildings along the north side of MO 14 were either run-down looking or single-family residences that may no longer be appropriate for the future, especially when considering the desire to see commercial and mixed-use land uses along this corridor.

## PROJECT MARKETING

Throughout the engagement process, multiple media outlets were utilized to ensure Nixa's stakeholders and residents were aware of the opportunities to be involved in the planning process. Such communication channels included a dedicated project webpage hosted on the City's website, a postcard mailer, a flyer, the City's social media accounts, press releases, and email blasts.

## PROJECT WEBPAGE

A webpage (nixa2045.com) was created within the City's existing website to provide a landing page for anyone interested in learning about the planning process. The webpage provided information on a variety of topics related to the Plan, including:

- A project overview, which details the purpose of the Plan and the goals of the planning process;
- A project timeline that shows the phases of the project;
- A listing of the different ways to engage in the planning process as a member of the public (e.g., public survey, in-person open house, virtual open house, etc.);
- Project downloads that summarize findings at engagement events and the Plan drafts; and
- An opportunity to ask questions or provide comments to the City.

## PROJECT KICKOFF VIDEO

An interview-style, project kick-off video was developed in coordination with Mayor Jarad Giddens, to announce the kickoff of the comprehensive planning process, the purpose and need, why this process matters, and the importance of community involvement. This video was embedded on the project webpage and shared on the City's social media platforms and website.

## POSTCARD MAILER

A postcard mailer was mailed to all City households that encouraged residents to visit the project webpage, take the community survey, join the email list (to receive email blasts), and participate in the public open house.

## SOCIAL MEDIA

The City of Nixa's social media platforms promoted project information and informed residents of upcoming engagement efforts.

## PRESS RELEASES

Four press releases were distributed and used to formally announce milestones in the planning process. Each press release included basic project information and directed readers to the project website. The four press releases focused on the following topics:

- Press Release 1: project kick-off / public survey
- Press Release 2: public open house
- Press Release 3: virtual open house
- Press Release 4: final plan adoption

## EMAIL BLASTS

The project webpage provided the public with the option of joining the contact list to receive project communications. Various e-blasts were sent to those who opted into email notifications about the project to provide information on engagement opportunities.

# CITY LEADERSHIP WORK SESSION #1

The first City Leadership Work Session took place on Tuesday, December 12, 2023, from 5:30 p.m. to 8:00 p.m. at Nixa City Hall (715 W Mount Vernon St, Nixa, Missouri 65714). The planning team provided an overview to City leadership about the comprehensive planning process. The planning team also outlined the stakeholder engagement period, including several events that were scheduled for the subsequent months. A preliminary existing conditions analysis that included an analysis of existing zoning, housing market trends, and demographic conditions was provided. After the presentation, the planning team led City leadership through a visioning exercise to help members identify their Needs, Wants, Desires, Barriers, Obstacles, and Annoyances. These responses are provided in the Full Documentation of Responses. Once these items were identified, the planning team then asked City leadership to provide their priorities for each section. These prioritized responses are provided in **Table B.1 – B.3** below.

Table B.1

Group 1 Priorities
<p><b>Needs</b></p> <ul style="list-style-type: none"> <li>• Retail</li> <li>• Community involvement (educ.)</li> </ul> <p><b>Wants</b></p> <ul style="list-style-type: none"> <li>• Hotels</li> <li>• Sports complex</li> </ul> <p><b>Desires</b></p> <ul style="list-style-type: none"> <li>• Sports complex</li> <li>• Tourist destination</li> </ul>
<p><b>Barriers</b></p> <ul style="list-style-type: none"> <li>• Uninformed</li> <li>• Capacity of main roads</li> </ul> <p><b>Obstacles</b></p> <ul style="list-style-type: none"> <li>• Sinkholes</li> <li>• Uninformed/misinformed</li> </ul> <p><b>Annoyances</b></p> <ul style="list-style-type: none"> <li>• Uninformed/misinformed</li> <li>• Legacy landowners</li> </ul>

Table B.2

Group 2 Priorities
<p><b>Needs</b></p> <ul style="list-style-type: none"> <li>• Infrastructure</li> <li>• Affordable housing</li> </ul> <p><b>Wants</b></p> <ul style="list-style-type: none"> <li>• Hotels</li> <li>• Outdoor recreation</li> </ul> <p><b>Desires</b></p> <ul style="list-style-type: none"> <li>• Recreation opportunities</li> <li>• Large retail</li> </ul>
<p><b>Barriers</b></p> <ul style="list-style-type: none"> <li>• Sinkholes</li> <li>• Lack of transparent hub</li> </ul> <p><b>Obstacles</b></p> <ul style="list-style-type: none"> <li>• Cost to develop</li> <li>• Legacy landowners</li> </ul> <p><b>Annoyances</b></p> <ul style="list-style-type: none"> <li>• Uninformed/misinformed</li> <li>• Fear of change/growth</li> </ul>

Table B.3

Group 3 Priorities
<p><b>Needs</b></p> <ul style="list-style-type: none"> <li>• Infrastructure</li> <li>• Industrial development</li> </ul> <p><b>Wants</b></p> <ul style="list-style-type: none"> <li>• Recreational opportunities/parks</li> <li>• Entertainment/attractions</li> </ul> <p><b>Desires</b></p> <ul style="list-style-type: none"> <li>• Entertainment/rec opportunities</li> <li>• Indoor pool</li> </ul>
<p><b>Barriers</b></p> <ul style="list-style-type: none"> <li>• Lack of tax revenue</li> <li>• Uninformed/misinformed</li> </ul> <p><b>Obstacles</b></p> <ul style="list-style-type: none"> <li>• Price of land/cost to develop</li> <li>• Community support of growth</li> </ul> <p><b>Annoyances</b></p> <ul style="list-style-type: none"> <li>• Lack of funds</li> <li>• Fear of change/growth</li> </ul>

# BUSINESS AND DEVELOPMENT COMMUNITY MEETING

The Nixa Business and Development Community Meeting took place on Wednesday, January 17, 2024, from 1 p.m. to 2:30 p.m. at Nixa City Hall (715 W Mount Vernon St, Nixa, Missouri 65714). The Business and Development group was given an overview of the comprehensive planning process, the project timeline, and the project’s goals. This group was composed of community members who have a vested interest in the planning process, such as property/business owners, developers, members of the Chamber of Commerce, and others.

## Individual Exercise: Word Clouds

The first exercise asked participants the following questions:

**What are three things that make Nixa UNIQUE?**



**What are three CHALLENGES we face in or about Nixa?**



## Group Exercise: Defining Nixa’s Needs

Participants were asked to think about four different aspects pertaining to Nixa’s business culture and community identity. These four aspects were defined as:

- **Differentiators** – What might Nixa do to differentiate itself from other areas of the region? Think big and outside of the box!
- **Trends** – what trends are you seeing in the community for business and retail? How can the positive trends be capitalized on?
- **Diversity** – How can Nixa attract a better diversity of business and retail?
- **Needs** – What are the needs of small, local, and start- up businesses in the City? (e.g. incubator space, business skill training, and/or other resources.)

After spending some time with this exercise, the members of the business development group were separated into groups and asked to prioritize their top three choices for each category. These prioritizations are included below. For a full list of all responses and ideas for this exercise, please see the **Full Documentation of Responses**.

*Table B.4 Group 1 Priorities*

### Differentiators

- Continue school development
- Safety
- Be ourselves and stay true to our hometown feel

### Trends

- Small business turnover
- Increase in costs for businesses
- Collab with Chamber to promote small businesses

### Diversity

- TIF/CID money
- Downtown parking/infrastructure

### Needs

- Family facilities, indoor pool, parks
- Collab between city, chamber, and schools (alignment)
- Infrastructure, sewer, stormwater, gas, roads

*Table B.5 Group 2 Priorities*

### Differentiators

- Developer friendly
- Aetos Performing Arts
- Community safety

### Trends

- For lease signs downtown
- 14 Mill success
- Art downtown

### Diversity

- Mixed-use
- Downtown parks
- Zoning in certain areas

### Needs

- Big box retail
- Industrial park
- Entertainment options

# YOUTH COMMITTEE MEETING

The Nixa Youth Committee Meeting took place on Thursday, January 18, 2024, at Nixa High School (514 S Nicholas Rd, Nixa, MO 65714). The planning team met with a group of interested youth who had a vested interest in the project planning process. In the meeting, 22 youth community members learned what a comprehensive plan is, the project timeline, and the planning process for this planning effort. They also learned about the importance of visioning and defining a City's needs, goals, and ideas for the future. The planning team led the group through a series of exercises.

## Individual Exercise: Word Clouds

The first exercise asked participants the following questions:

**What are three things that make you PROUD of Nixa?**



## Group Exercise: Defining Nixa's Needs

Students were broken into groups and asked to identify different elements that are present in Nixa. These include the following:

- **Attraction**– What makes you leave Nixa? Be specific.
- **Wants**– “If we had the choice, we would choose to have this... in Nixa.” (Think about specific businesses, types of places, etc.)
- **Retention** – What would bring you back to live (or help you remain) in Nixa after you graduate high school? (Think about housing, schools, cost of living, etc.)
- **Uniqueness** – What are unique amenities that could be added to Nixa to distinguish itself in the region? Think big!

After working through their initial ideas, each group was then asked to prioritize their top two selections for each element. These prioritizations are included in **Tables B.6 - B.9**. For a full list of all responses and ideas for this exercise, please see the **Full Documentation of Responses**.



**What are three CHALLENGES we face in or about Nixa?**





## Group Priorities

Table B.6 Group 1

### Attraction

- Entertainment
- Food

### Wants

- Improve downtown
- Coffee/tea cafes

### Retention

- Safety
- School system

### Uniqueness

- Parks
- Community events

Table B.7 Group 2

### Attraction

- Food options (sweet treats)
- Shopping centers

### Wants

- Attention toward facility maintenance
- Adult/teen recreational and athletic participation sports
- Code enforcement

### Retention

- Good school system
- Safety

### Uniqueness

- Small businesses, valuing smaller, locally owned rather than big box retailers
- Visual aesthetics, well-maintained buildings, litter clean up

Table B.8 Group 3

### Attraction

- Shopping
- Recreation

### Wants

- Things to do
- Improved infrastructure

### Retention

- Raising a kid
- Cost = quality

### Uniqueness

- Local businesses
- School attractions

Table B.9 Group 4

### Attraction

- Less apartments, more quality houses
- Career based classes, internship

### Wants

- Trails
- Hotel, place to stay if out of town

### Retention

- Job career opportunity
- Lack of kid-friendly entertainment and daycare

### Uniqueness

- Interactive local business (pottery, painting)
- Local art/history of Nixa museum

# VISIONING WORKSHOP

## Why Visioning?

Public engagement serves as a critical milestone in any planning process. Not only is the visioning workshop the first in-person opportunity for community members, stakeholders, and City staff members to meet and work together, it is the time when the collective tone for the process to come was set. The goal of the workshop is to guide the development of the Plan, ensuring it is reflective of overarching community goals.

This visioning process is meant to uncover the needs, wants, and desires of the community without being clouded by constraints. While it is important to be realistic about what can be implemented, visioning is a time when participants are encouraged to ignore the price tag and timing concerns.

In addition to providing a dedicated time and space for community members to participate actively in the planning process, this time is also important for the planning team, allowing them the opportunity to listen intently to what the community hopes to achieve from the project. Although the facilitated dialogue and exercises provide rich input, the act of simply listening to conversations between neighbors, acquaintances, City staff members, and City leadership with their constituents is invaluable to shaping the Plan.

## VISIONING WORKSHOP OVERVIEW

Before a plan's vision and ultimate plan can be crafted, it is important to meet with stakeholders to (1) ensure a clear understanding of their desires for the future of the City; (2) to gather local knowledge related to the issues and opportunities facing the City; and (3) to build consensus around a multifaceted solution. As the first step in this planning process, a visioning and planning workshop was held by the planning team.

The stakeholder group is made up of community members with a vested interest in this planning process, such as property/business owners, neighborhood representatives, special interest advocates, developers, and more. The technical committee members are vested community members who possess technical expertise as City staff members.

The Nixa Visioning Workshop took place on Thursday, January 18, 2024, from 5:30 p.m. to 8:30 p.m. at Nixa City Hall (715 W Mt Vernon St, Nixa, MO 65714). As the first stakeholder meeting, the planning team introduced themselves and presented a project overview, detailing the comprehensive plan's purpose, the project timeline, key public participation events, and the role of the members of the Stakeholder Committee (SC) and Technical Committee (TC). The planning team also presented the initial findings from the existing conditions analysis and the economic and market analysis.



## Individual Exercise: Word Clouds

The first exercise asked participants the following questions:

**What are three things that make you PROUD of Nixa?**



**What are three CHALLENGES we face in or about Nixa?**



Attendees were able to provide their feedback via Mentimeter, a real-time audience participation platform software. The responses to the first two questions generated two digital word clouds. The larger the word size in a word cloud, the more times it was repeated as a response to the question. Word clouds are helpful in finding similar trains of thought between respondents.

The responses were varied by overall trends, but the groups' appreciation was primarily focused on schools, community safety, level of engagement, growth, and the City's friendliness. The groups' concerns for the City were focused on growth, transportation, taxes, infrastructure housing, entertainment choices, and the City being a bedroom community.

A third question "What is **ONE THING** that must happen for you to say this project is a success?" prompted participants to write in what they thought is the one thing that must happen for them to say this project is a success? These responses were collected and are recorded in the **Full Documentation of Responses**.

## Group Exercise: Needs, Wants, Desires, Barriers, Obstacles, and Annoyances

After the word cloud exercises, the planning team split the members into six groups. Each group was asked to provide their own input by recording their needs, wants, desires, barriers, obstacles, and annoyances for the City. These categories are defined as follows:

- **Needs** – We need to address this critical issue.
- **Wants** – If we had the choice, we would choose to have this...
- **Desires** – Wouldn't it be nice if..., but if we don't get it, that's okay.
- **Barriers** – Immovable objects or obstructions that we must go around. (We cannot simply eliminate them; we must define a path that minimizes or mitigates them.)
- **Obstacles** – Things that can be surmounted or changed (hopefully in our best interest); get in the way of what we want to accomplish (but not just a nuisance). (We can go over, through or around them, but we must engage directly with them.)
- **Annoyances** – Things we just do not like; tend to be nuisances and personal; do not prevent you from achieving your goals.

## Group Prioritizations

After the groups came up with their initial ideas, they were asked to review other groups' responses and evaluate their own, prioritizing their top three choices for each section. These prioritizations are listed in **Tables B.10 - B.15**. A full list of the groups' responses can be found in the **Full Documentation of Responses**. Following the prioritization exercise, each group elected a spokesperson to provide a verbal summary of their group's priorities to the SC and TC members.

Table B.10 Group 1 Priorities

Group 1 Priorities
<p><b>Needs</b></p> <ul style="list-style-type: none"> <li>• Economic development!</li> <li>• Infrastructure (utilities, transportation)</li> </ul> <p><b>Wants</b></p> <ul style="list-style-type: none"> <li>• Sports facility (indoor/outdoor)</li> <li>• Parks and trails (including amphitheater)</li> </ul> <p><b>Desires</b></p> <ul style="list-style-type: none"> <li>• Retail unique to Nixa (name brands)</li> <li>• Outdoor family entertainment/destination</li> </ul>
<p><b>Barriers</b></p> <ul style="list-style-type: none"> <li>• Competition w/ neighboring communities</li> <li>• Lack of high-capacity roads/highways</li> </ul> <p><b>Obstacles</b></p> <ul style="list-style-type: none"> <li>• Downtown revitalization/destination retail</li> <li>• Local funding to invest infrastructure</li> </ul> <p><b>Annoyances</b></p> <ul style="list-style-type: none"> <li>• Having to travel to SGF for everything</li> <li>• School car lines</li> </ul>

Table B.11 Group 2 Priorities

Group 2 Priorities
<p><b>Needs</b></p> <ul style="list-style-type: none"> <li>• Land and utilizes for economic expansion</li> </ul> <p><b>Wants</b></p> <ul style="list-style-type: none"> <li>• Sports and entertainment facilities</li> <li>• Mixed use concept - retail options</li> </ul> <p><b>Desires</b></p> <ul style="list-style-type: none"> <li>• City center / downtown</li> <li>• Improve + add park + trails + connections</li> </ul>
<p><b>Barriers</b></p> <ul style="list-style-type: none"> <li>• Land available for development</li> <li>• State + Federal Government</li> </ul> <p><b>Obstacles</b></p> <ul style="list-style-type: none"> <li>• Current highway &amp; additional hwy options</li> <li>• Funding</li> </ul> <p><b>Annoyances</b></p> <ul style="list-style-type: none"> <li>• Lack of cooperation</li> <li>• Traffic</li> </ul>

Table B.12 Group 3 Priorities

Group 3 Priorities
<p><b>Needs</b></p> <ul style="list-style-type: none"> <li>• Entertainment options</li> <li>• Maintain good schools</li> </ul> <p><b>Wants</b></p> <ul style="list-style-type: none"> <li>• Bike lanes + trails</li> <li>• Mixed use development commercial/retail</li> </ul> <p><b>Desires</b></p> <ul style="list-style-type: none"> <li>• Hotel</li> <li>• Trader Joe's</li> </ul>
<p><b>Barriers</b></p> <ul style="list-style-type: none"> <li>• Sinkholes</li> <li>• Landlocked + topography</li> </ul> <p><b>Obstacles</b></p> <ul style="list-style-type: none"> <li>• Zoning/ordinances (red tape)</li> <li>• Legacy landowners</li> </ul> <p><b>Annoyances</b></p> <ul style="list-style-type: none"> <li>• Broken pool</li> <li>• Going to Springfield for everything</li> </ul>

Table B.13 Group 4 Priorities

Group 4 Priorities
<p><b>Needs</b></p> <ul style="list-style-type: none"> <li>• Focal point of the community/heart</li> <li>• Mixed use development/housing diversity</li> </ul> <p><b>Wants</b></p> <ul style="list-style-type: none"> <li>• Parks/trails/outdoor recreation</li> <li>• More diverse dining and entertainment</li> </ul> <p><b>Desires</b></p> <ul style="list-style-type: none"> <li>• Connectivity, trails, transportation</li> <li>• More "bigbox" retail</li> </ul>
<p><b>Barriers</b></p> <ul style="list-style-type: none"> <li>• Transportation/infrastructure</li> <li>• Topography</li> </ul> <p><b>Obstacles</b></p> <ul style="list-style-type: none"> <li>• Legacy landowners/land prices</li> <li>• Funding/incentives</li> </ul> <p><b>Annoyances</b></p> <ul style="list-style-type: none"> <li>• Lack of development on west side of city</li> <li>• Reliable business internet</li> </ul>

Table B.14 Group 5 Priorities

Group 5 Priorities
<p><b>Needs</b></p> <ul style="list-style-type: none"> <li>• More jobs</li> <li>• Internet infrastructure</li> </ul> <p><b>Wants</b></p> <ul style="list-style-type: none"> <li>• More leisure activity opportunities</li> <li>• Identity/focal point (town square, etc.)</li> </ul> <p><b>Desires</b></p> <ul style="list-style-type: none"> <li>• Trails - sidewalks</li> <li>• More retail choices</li> </ul>
<p><b>Barriers</b></p> <ul style="list-style-type: none"> <li>• High volume access to Nixa</li> <li>• Competition with neighboring cities</li> </ul> <p><b>Obstacles</b></p> <ul style="list-style-type: none"> <li>• Annexing</li> <li>• Regulations</li> </ul> <p><b>Annoyances</b></p> <ul style="list-style-type: none"> <li>• Lack of variety in businesses</li> <li>• Lack of public use spaces (parks, trails, etc.)</li> </ul>

Table B.15 Group 6 Priorities

Group 6 Priorities
<p><b>Needs</b></p> <ul style="list-style-type: none"> <li>• Regional connectivity (roads)/Infrastructure</li> <li>• Targeted/intentional development</li> </ul> <p><b>Wants</b></p> <ul style="list-style-type: none"> <li>• Multipurpose arena</li> <li>• Big box stores</li> </ul> <p><b>Desires</b></p> <ul style="list-style-type: none"> <li>• Beautification</li> <li>• Entertainment + recreation options</li> </ul>
<p><b>Barriers</b></p> <ul style="list-style-type: none"> <li>• Proximity to Springfield</li> <li>• Natural economic fluctuations</li> </ul> <p><b>Obstacles</b></p> <ul style="list-style-type: none"> <li>• Funding</li> <li>• Regulations</li> </ul> <p><b>Annoyances</b></p> <ul style="list-style-type: none"> <li>• Have to go to Springfield for everything</li> <li>• Lack of vision and planning</li> </ul>

## PUBLIC SURVEY

As a part of the engagement efforts of this planning process, a public survey was developed and made available online to residents and stakeholders. Participants were able to indicate their preferences for the future of Nixa, providing further information to be considered by the planning team. The survey results were used to further identify areas of focus for the planning process as the project continued.

The public survey was available from December 1, 2023, to February 2, 2024, via the project website. The survey was completed by a total of 1,949 respondents. The results of the public survey are detailed in the following **Public Survey Findings**. The complete survey report, inclusive of all findings, is available on the following pages.

# OVERVIEW

**Nixa residents were surveyed about their priorities for the city and their positions on several key issues. The survey opened on December 5, 2023 and closed February 2, 2024. During this survey period, 1,949 respondents completed the survey.**

The survey was promoted through local media, the city website, and social media. Because it was an online opt-in survey with a printed version on request, rather than one distributed by mail or phone to a random sampling of every household in the city, its data provides general indications and trends in residents' options, but cannot be taken as a scientific sampling of households.

In this report, overall findings are provided for each question. Then, to get a richer understanding of the data, each question is queried against respondents' responses to four different demographic questions.

### BY TYPE OF RESIDENTIAL LOCATION

Respondents were subdivided for each question into three groups – respondents living within the city limits or outside the city limits and what district they live in.

### HOW LONG AND WHAT TYPE OF RESIDENCE THEY ARE LIVING IN

Respondents were asked the question how long they have lived in Nixa and what type of housing they reside in.

### BY AGE

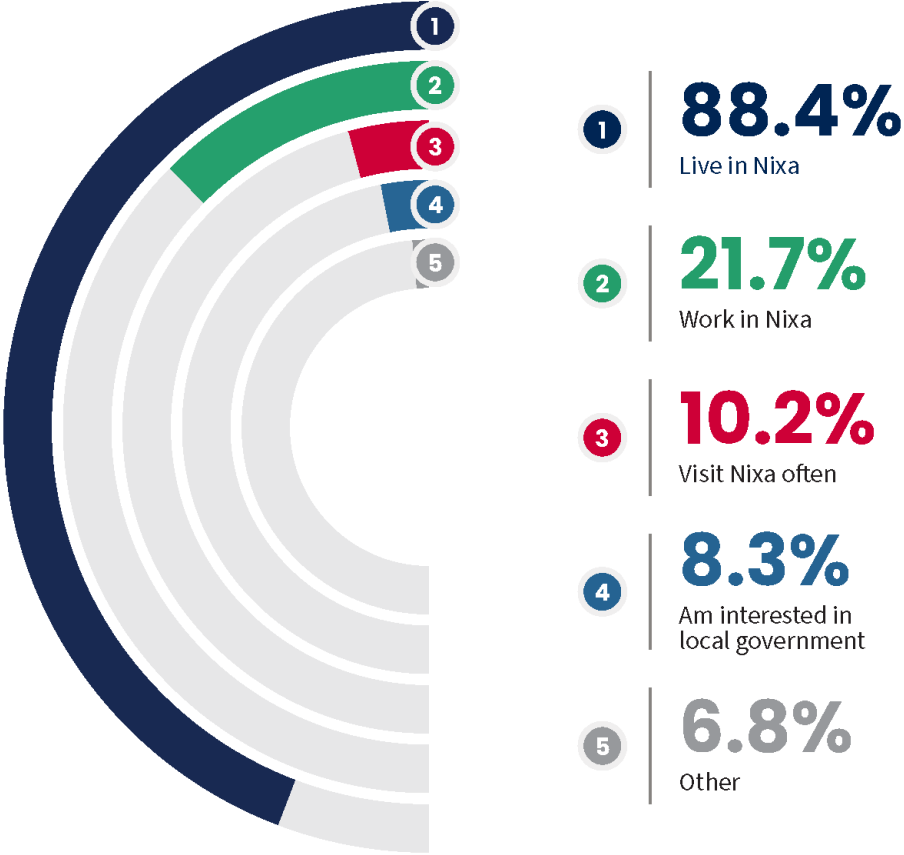
The 1,949 respondents who answered question 39 about their age allowed a breakdown of the total responses for each question by age group and look for insights about Nixa residents. This enabled some conclusions throughout this report as to how people of different age groups felt about each question.

### BY LENGTH OF RESIDENCE

Finally, it was desired to see whether people who were new to the Nixa area answered the questions differently from those who have lived in the county a longer period. For some questions, this was insightful information, and for others, length of residence seemed to have little impact on the results.

# Q1

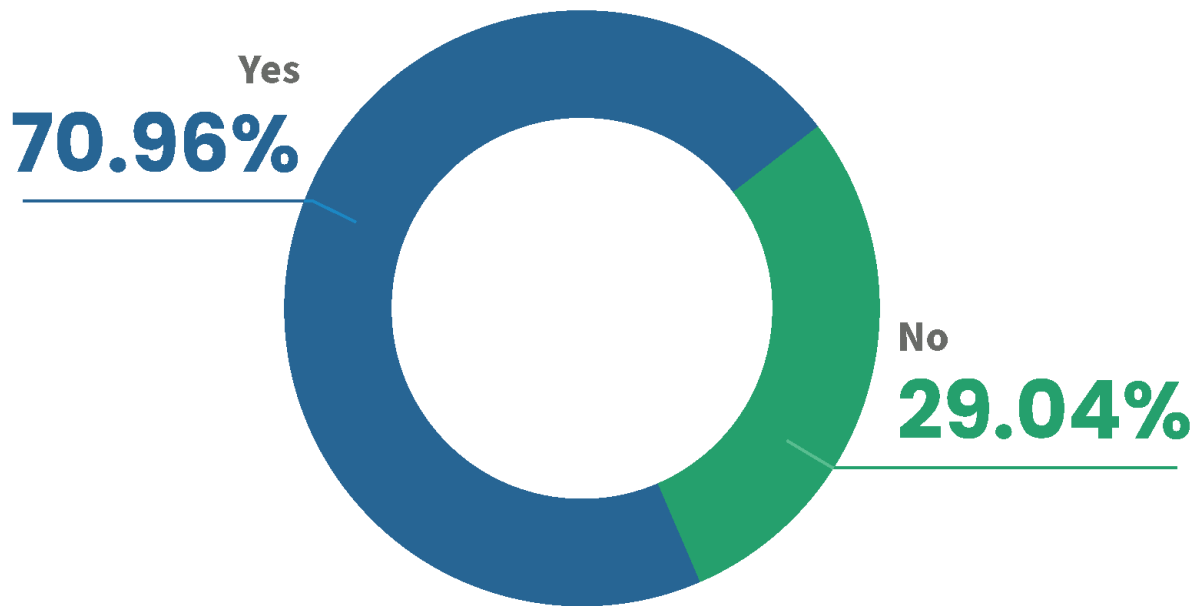
## I am interested in the City of Nixa because I...(select all that apply)



**OVERALL**  
The majority (88.3%) of the total respondents said they were interested in Nixa because *they live here*, with another 26.6% reporting that *they work in Nixa* and 8.36% say they are *interested in local government* and 6.16% *visit Nixa often*. All other options were minimal.

Q2

## Do you currently live in Nixa City Limits?

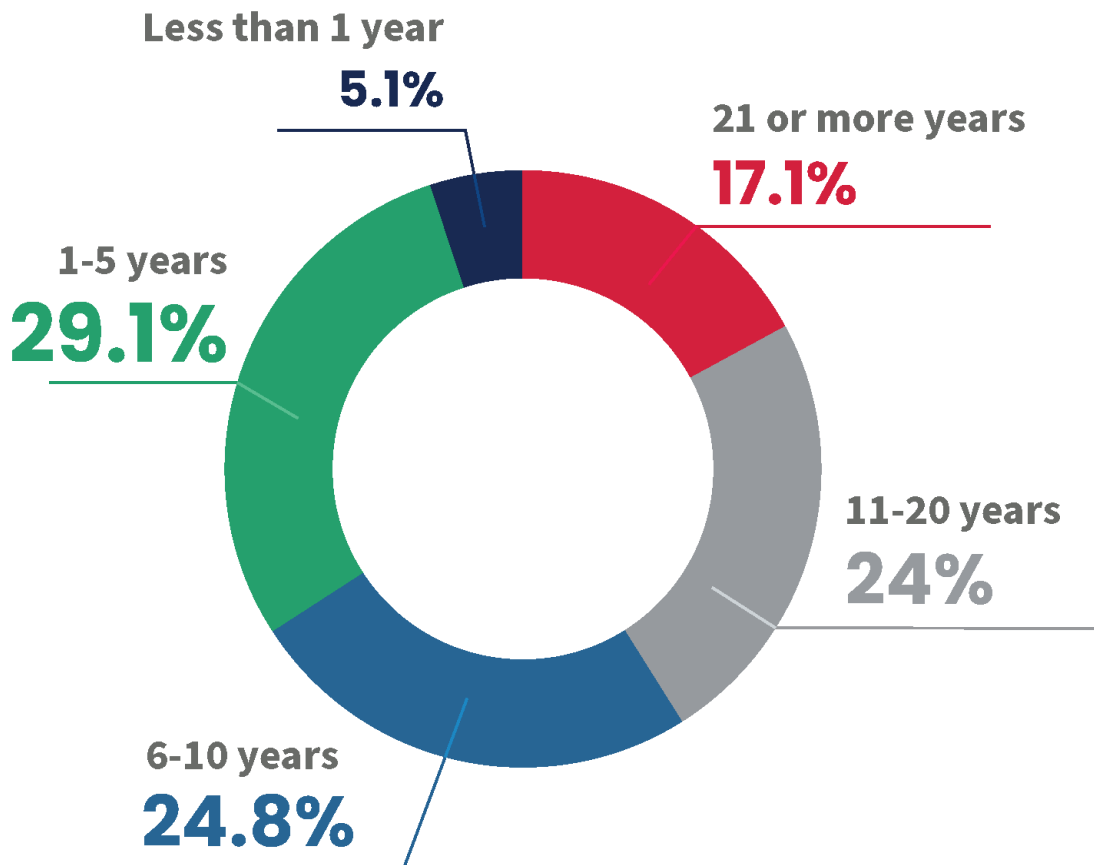


### OVERALL

The majority of respondents (70.9%) stated they *live in Nixa City Limits* while 29% stated they *live outside the city limits*.

# Q3

## How long have you lived in Nixa?



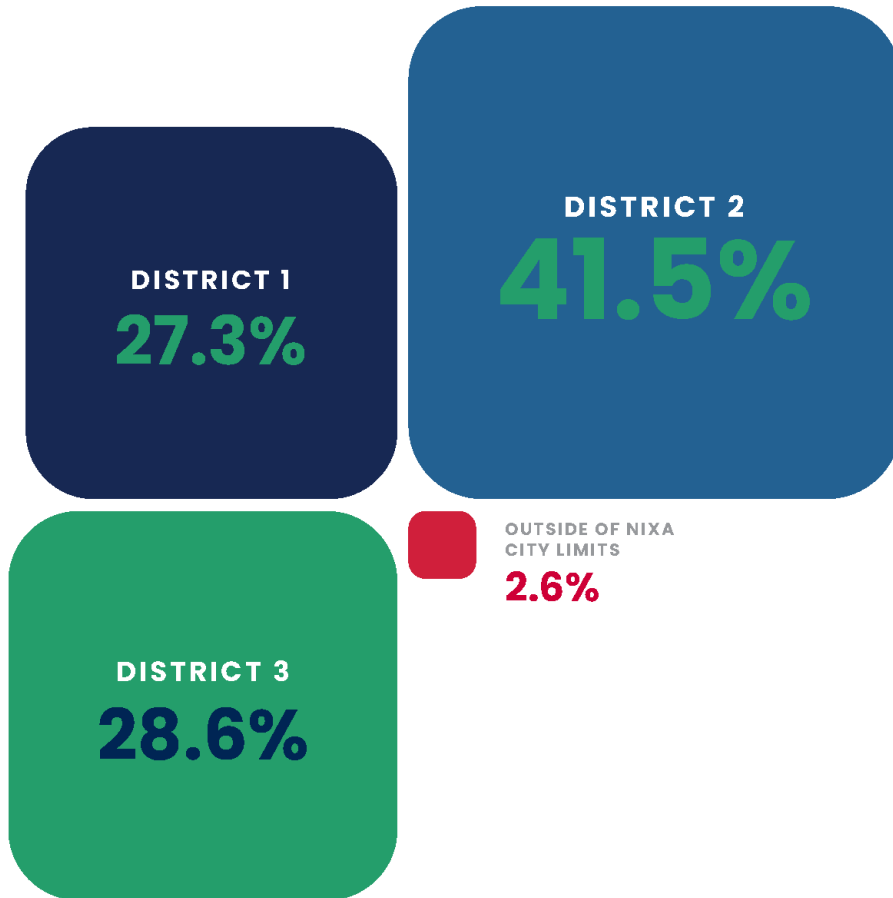
### OVERALL

The percentage of respondents who have lived in the city limits the longest at five years or fewer total 29% while those who have lived here for *six to 10 years* showed a percentage of 24.8%. Those living here *11 to 20 years* scores at 23.9% and those living in Nixa City Limits for *more than 21 years* came to 17.1%.



# Q4

## Which area of the city do you live in? (See area map)

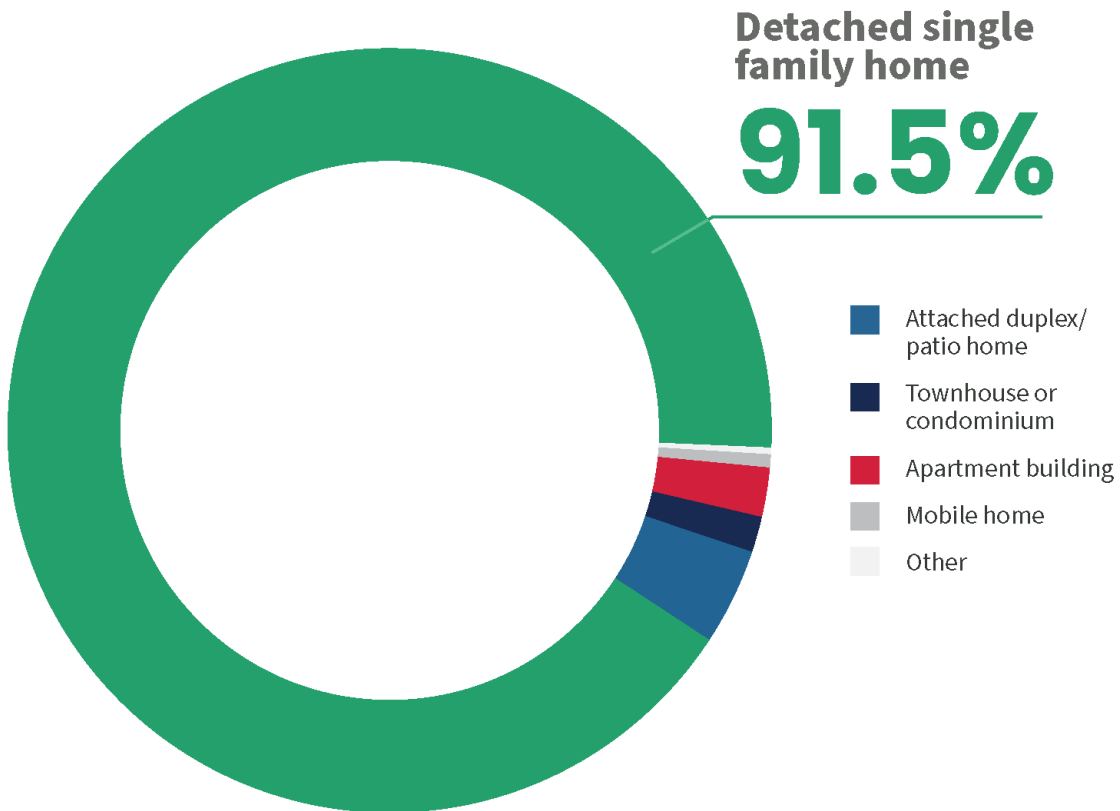


### OVERALL

The mix of respondents stated that 41.5% live in District 2, and District 3 at 28.5% and those living in District 1 at 27.3% is almost split, and a small percentage of 2.5% live outside of Nixa City Limits.

## Q5

# What type of home do you currently reside in?

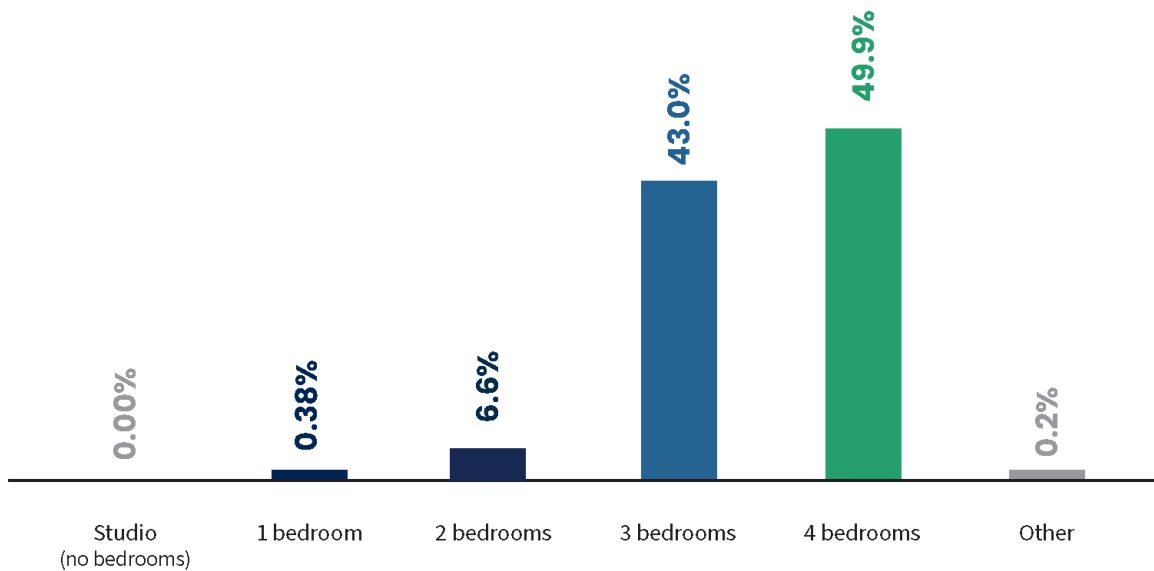


### OVERALL

An overwhelming majority of 91.4% reside in a *detached single-family home* and a very small percentage of those surveyed at 4% live in an *attached duplex or patio home*. Only 2.1% live in an *apartment* and all other categories were minimal.

## Q6

# How many bedrooms does your current home have?

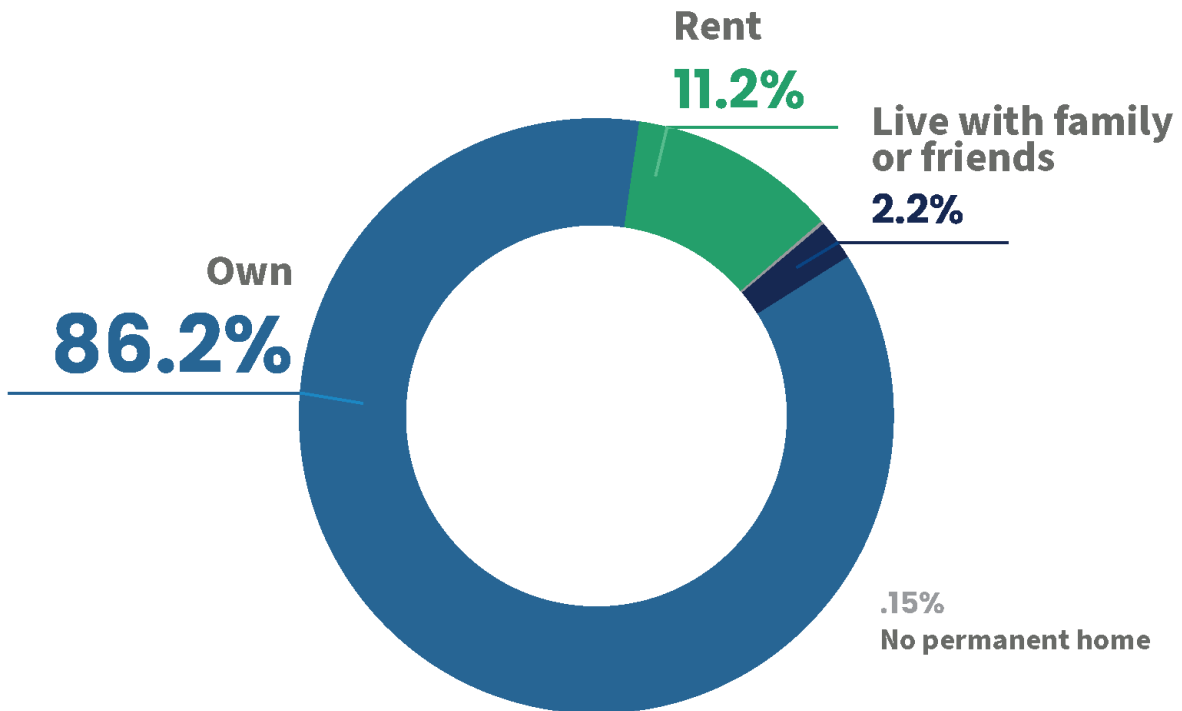


### OVERALL

Of the respondents who own a detached single-family residence, 49.8% state they have a **4+ bedroom home** while a close 42.9% reside in a **3-bedroom house**. **2-bedroom residences** are only at 6.6% while others are minimal.

## Q7

# Do you currently rent or own your own home in Nixa?

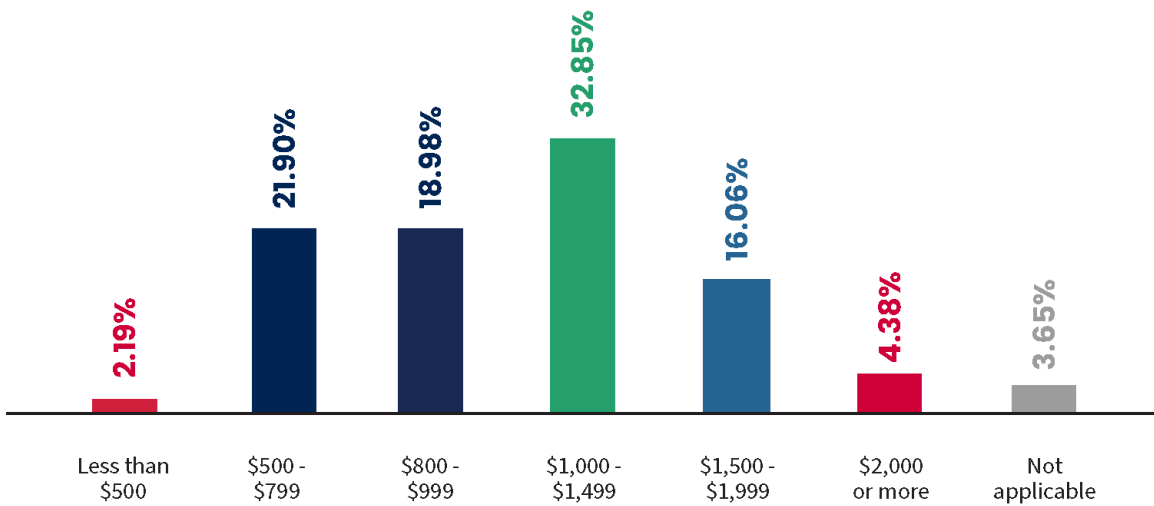


### OVERALL

Of those residing in Nixa a large majority of 86.2% *own their own home* and only 11.4% are *renting*.

## Q8

# If you currently rent a home, what is your monthly rent?

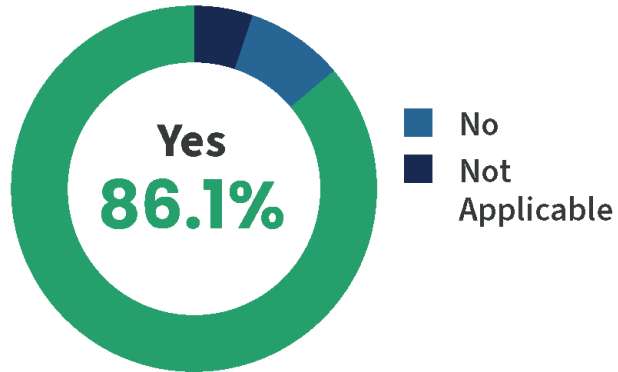


### OVERALL

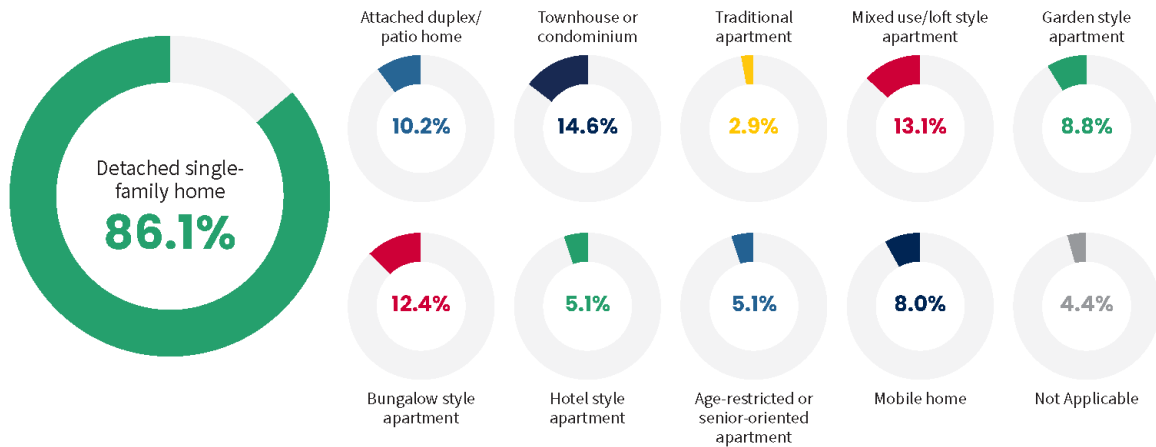
At 32.8% those who rent in the *\$1,000 to \$1,499* range clearly take the lead with 21.9% coming in at *\$500 to \$799* and then *\$800 to \$999* and *\$1,500 to \$1,999* at 18.9% and 16% consecutively. A very small percentage of 4.3% are renting at *\$2,000* and more. Under *\$500* is negligible at 2.1%.

# Q9 & Q10

**If you currently rent housing in Nixa, would you consider buying a home in Nixa if adequate housing were available?**



**If you currently rent housing in Nixa, and would consider buying a home if adequate housing were available, what types of housing would you consider purchasing? (see all that apply)**

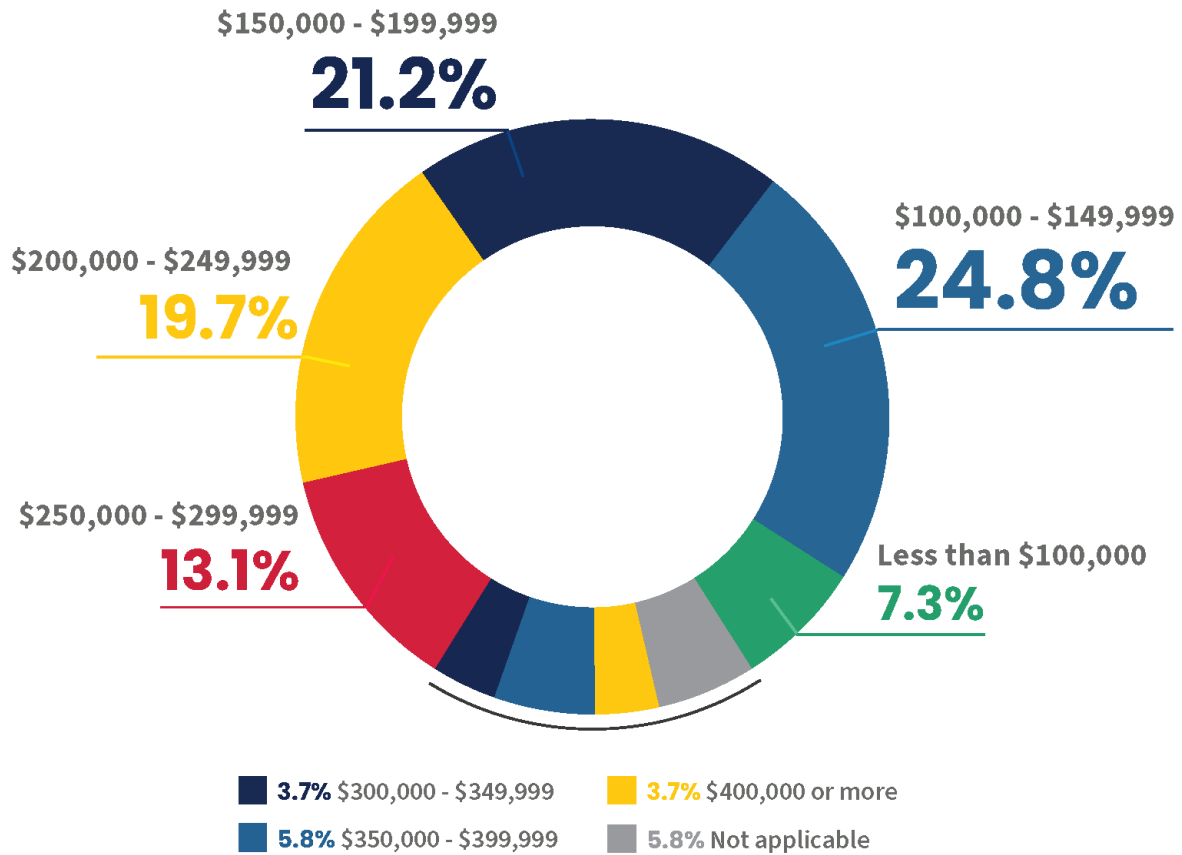


## OVERALL

Of those who are renting in Nixa an overwhelming majority of 86% stated they *would consider buying a home* if adequate housing were available. Only 8.7% state *they would not*. 86.1% would prefer a *detached single-family home* and then it drops considerably to respondents saying 14.6% would be interested in *townhomes or condominiums* and 13% interested in *mixed use/loft style apartments*. *Bungalow style apartments with single-story detached homes within a community owned and managed by a single property owner* came in at 12.4%. *Garden style apartments* and *mobile homes* both came in around 8%.

# Q11

If you currently rent housing in Nixa and would consider buying a home if adequate housing were available, what price range would you prefer?

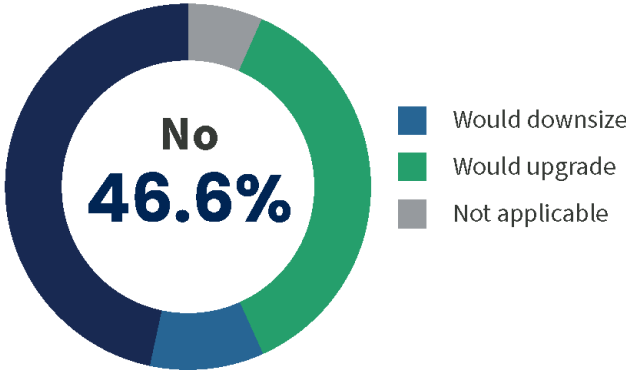


## OVERALL

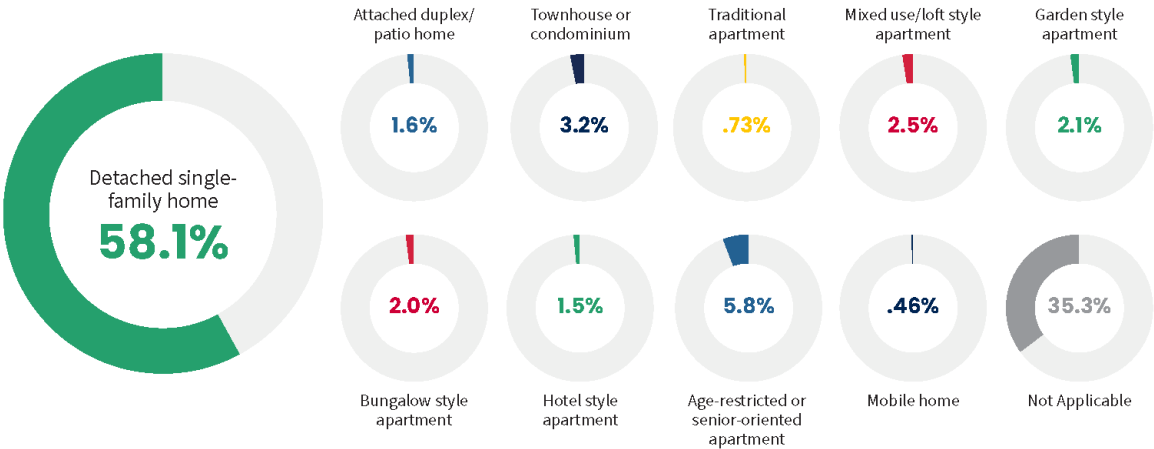
In relation to price, the top three categories came in very close together. 24.8% would consider buying a home if it was in the \$100,000 to \$149,999 price range, 21.1% would consider buying if at the \$150,000 to \$199,999 range and 19.7% at the \$200,000 to \$299,999 range. It drops down to 8% for those willing to consider a \$250,000 to \$299,999 home and then 7.3% would consider a much lower priced home at less than \$100,000. Only 5.8% would consider a \$350,000 to \$399,999 home and down to 3.6% for a \$400,000 priced home.

# Q12 & Q13

**If you currently own a home in Nixa, would you consider downsizing or upgrading if adequate housing were available?**



**If you would consider downsizing or upgrading your current home in Nixa, what type of housing would you select? (Select all that would apply)**

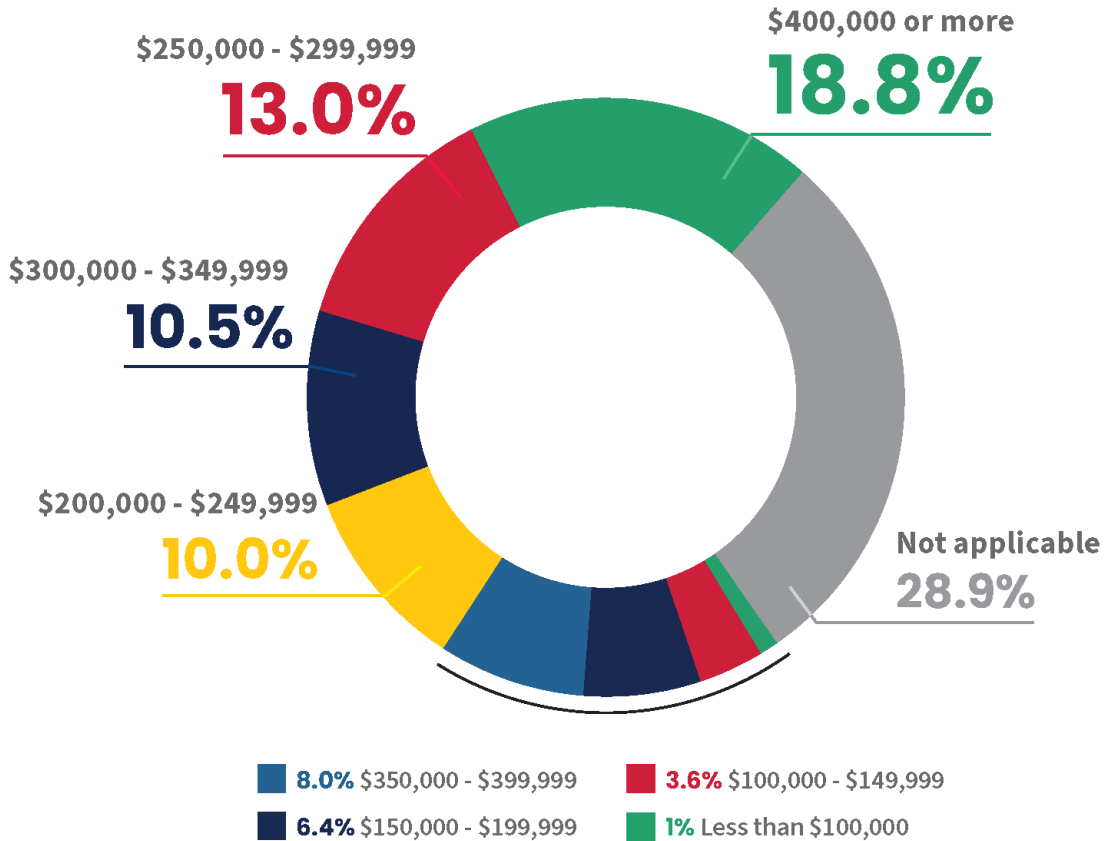


**OVERALL**  
 Of those who responded, 46.5% stated they *would not upgrade or downsize* and 36.5% stated they *would consider it*. A small percentage of 10% *would downsize*. Of the 36.5% who would consider it, 58% would *downsize or upgrade to a detached single-family home* and 35.3% stated this question was not applicable. 5.8% of respondents would move to an *age-restricted or senior-oriented apartment* and 3.2% would move to a *townhome or condominium*. In terms of price range, 28.8% stated this question was not applicable, while 18.8% are open to a price of *\$400,000 or more* and 12.9% would consider a range of *\$250,000 to \$299,999*. 10.5% are open to a range of *\$300,000 to \$349,000*. 9.9% stated they would consider a range of *\$200,000 to \$249,000*.



# Q14

If you would consider downsizing or upgrading your current home in Nixa, which price range would you consider purchasing in?



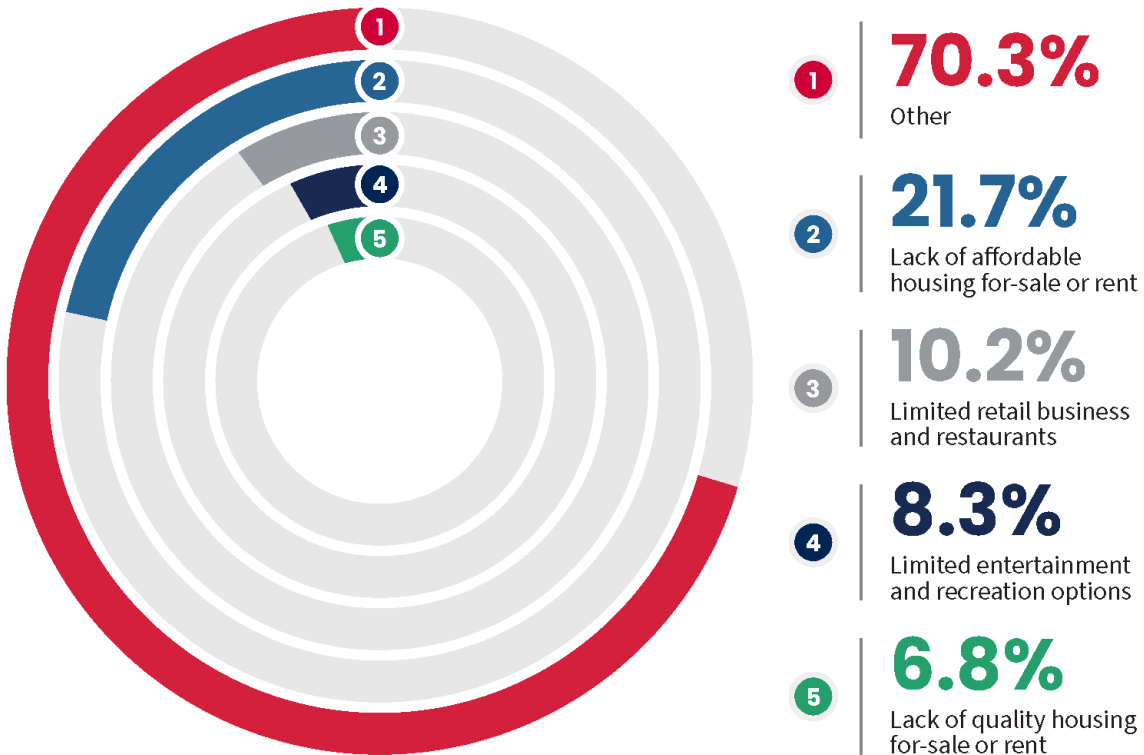
## OVERALL

In terms of price range, 28.8% stated this question was not applicable, while 18.8% are open to a price of \$400,000 or more and 12.9% would consider a range of \$250,000 to \$299,999. 10.5% are open to a range of \$300,000 to \$349,000. 9.9% stated they would consider a range of \$200,000 to \$249,000.

# Q15

## QUESTIONS FOR THOSE WHO DO NOT LIVE IN NIXA

What are the principal reasons why you do not currently live in Nixa? (Select all that apply)

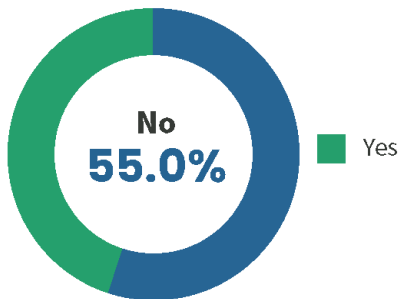


### OVERALL

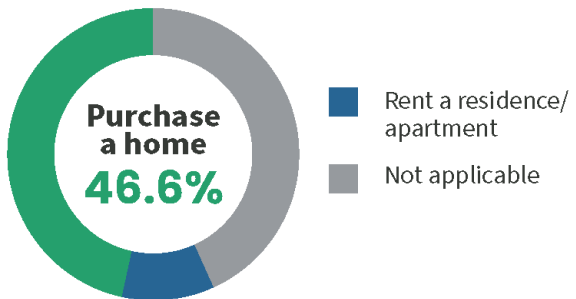
21.6% of respondents stated a *lack of affordable housing for-sale or rent* was the reason they do not currently live in Nixa. Another 10% said there were *limited retail business and restaurant options* and 8% stated there were *limited entertainment and recreation options*. 6.8% saw a *lack of quality housing for-sale or rent*. A large majority of 70% had *other reasons* they did not live in Nixa. Of those respondents a number who commented mentioned they prefer to live just outside Nixa City Limits for quieter more rural environment with more land and bigger lot size. Some stated they prefer the Ozarks, and some stated they live outside of the city limits due to better choice of homes, quality and affordability. A few people mentioned that city ordinances and property taxes were a concern for living in the city.

# Q16 – Q18

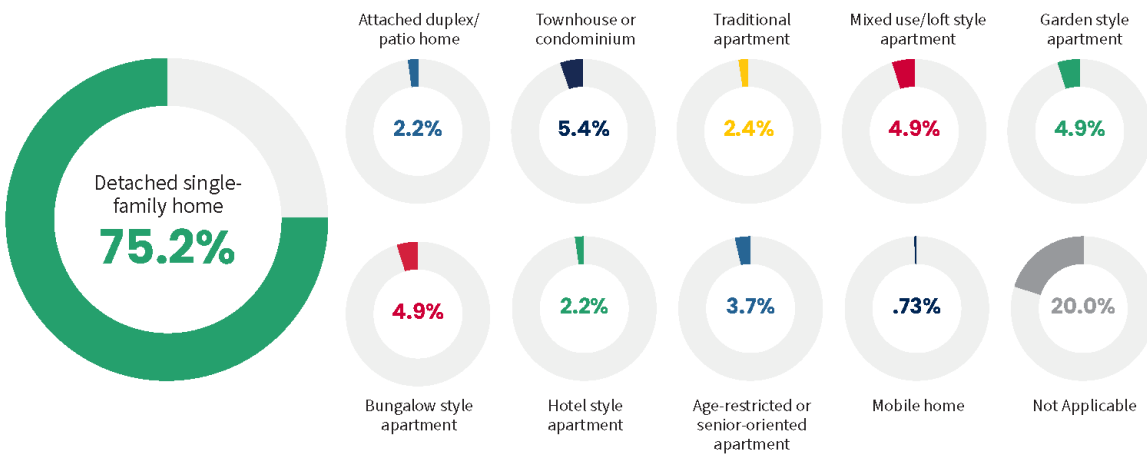
Would you consider living in Nixa if more quality, affordable housing was available?



If you would consider living in Nixa, would you prefer to:



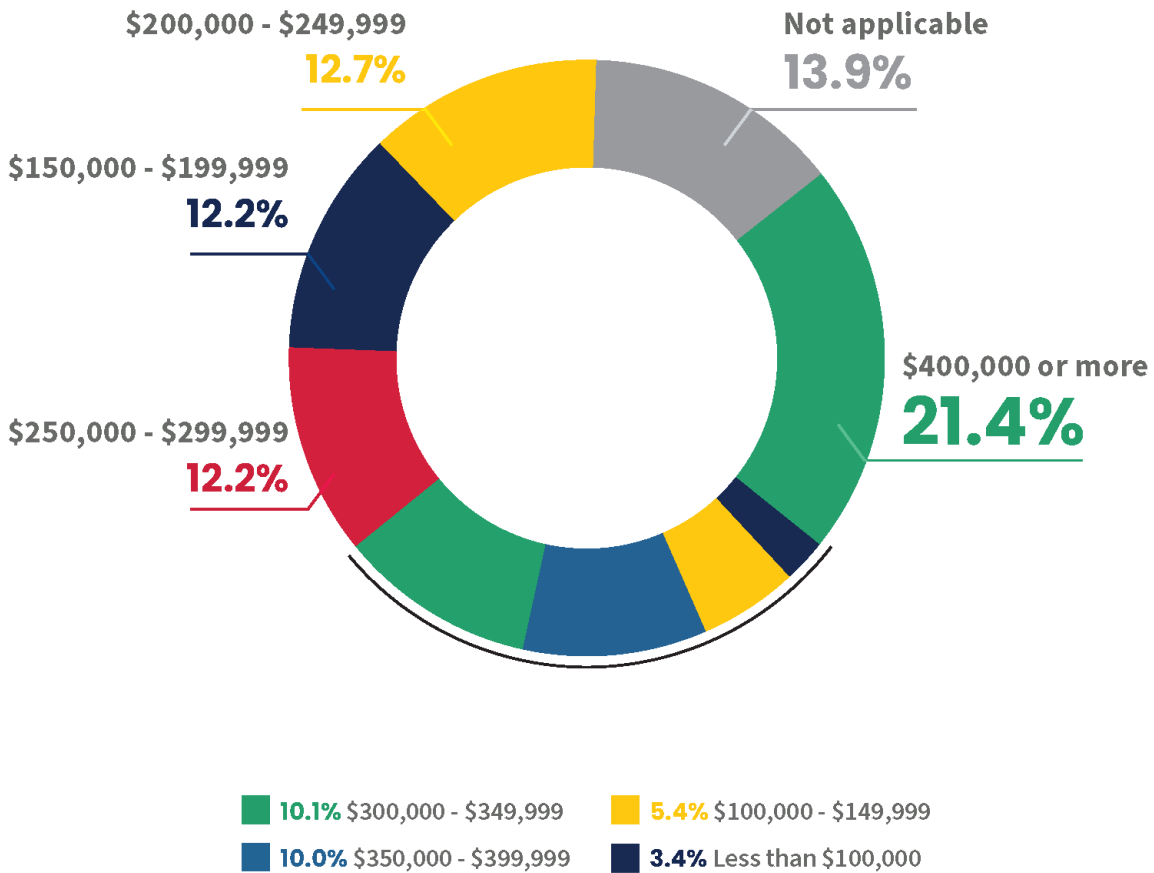
If you would consider purchasing a home in Nixa, what type of housing would you select? (Select all that apply)



## OVERALL

54.9% stated they *would not be interested to live in Nixa even if more quality, affordable housing was available* and 45% of respondents said they *would consider it*. Of those respondents who said they would consider it 73.8% responded *they would purchase a home*, and only 3% said *they would rent*. 23% were N/A. Of those respondents who would consider purchasing a home in Nixa 75% of stated they would prefer a *detached single-family home*. There was a much smaller percentage between 3% and 5% that would consider purchasing *townhomes or condominiums, mixed use/loft style apartments, garden style apartments, or age restricted or senior-oriented apartments*.

**If you would consider purchasing a home in Nixa, what price range would you most likely consider purchasing in?**



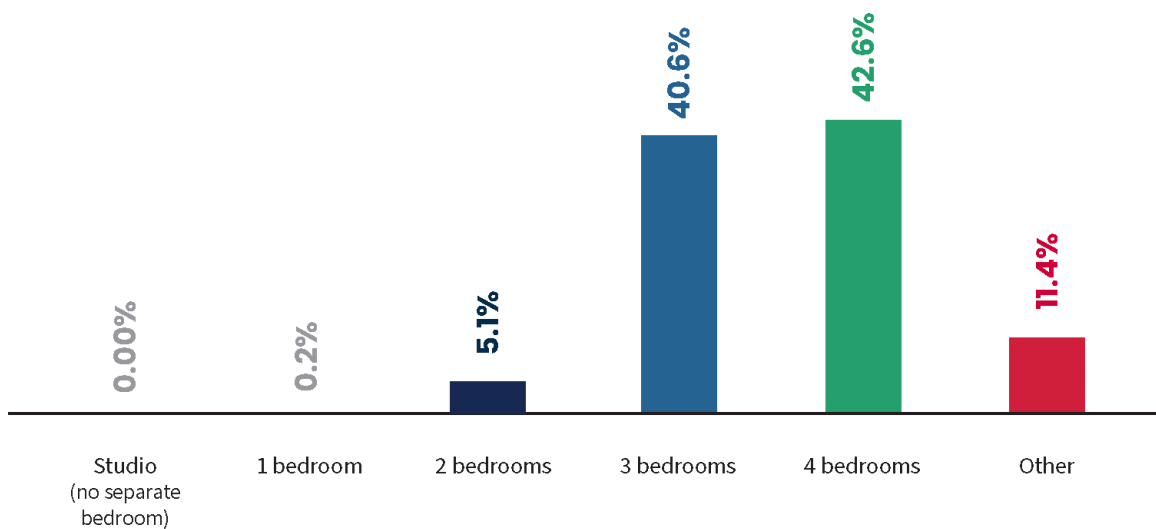
**OVERALL**

21% of respondents who would consider purchasing a home in Nixa would be interested in a home that is *\$400,000 or more*, and 12.5% would consider a home in the *\$200,000 to \$249,000* or *\$150,000 to \$199,999* range. A slightly smaller percentage at 11% would consider a home in the *\$250,000 to \$299,999* range and 9.9% would consider a home in the range of *\$350,000 to \$399,999*.

## Q20

### QUESTIONS FOR THOSE WHO DO NOT LIVE IN NIXA

If you would consider purchasing a home in Nixa, what size of home would you prefer to purchase?



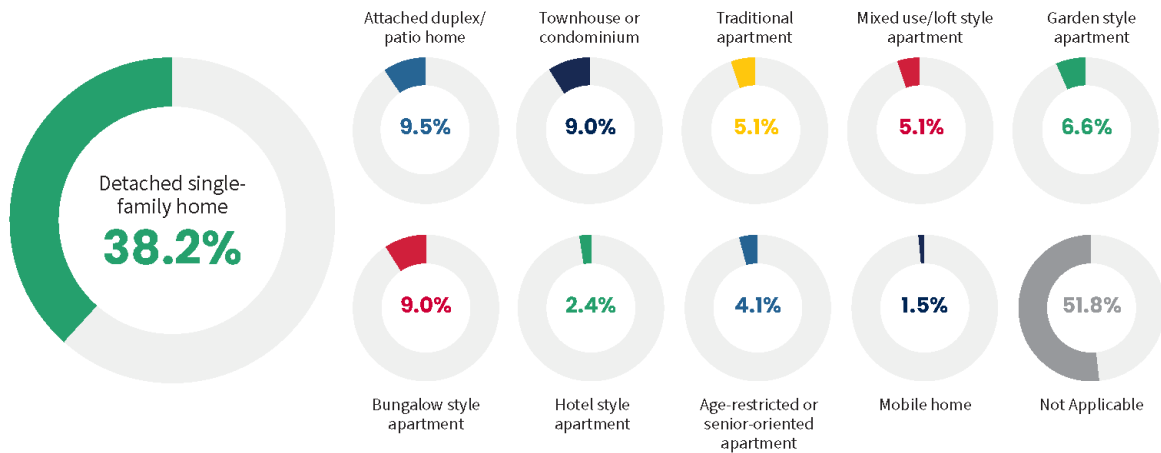
#### OVERALL

There was a split in respondent answers in terms of size of home they would purchase. 42.5% stated they would prefer a home with **4+ bedrooms** and 40.6% preferred a home with **3 bedrooms**. There was a major drop in interest at 5% for a **2-bedroom home** and other options were negligible.

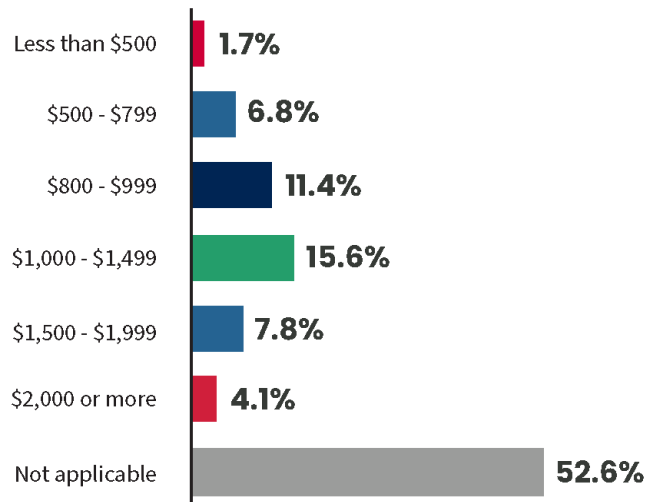
# Q21 & Q22

## QUESTIONS FOR THOSE WHO DO NOT LIVE IN NIXA

**If you would consider renting a home in Nixa, what type of housing would you select? (Select all that apply)**



**If you would consider renting a home in Nixa, what monthly rent would you consider?**



### OVERALL

Of those that responded, 38% chose *detached single-family home*. There was a significant drop in interest for *Bungalow style apartments*, *townhouse or condominium* and *attached duplex/patio* all at 9%. Only 5% would consider renting a *traditional apartment* or *mixed use/loft style apartment*.

52% stated this question was *not applicable*. Of those who responded in relation to rental price, 16% stated they would consider a rent between *\$1,000 and \$1,499* and 11% came in at *\$800 to \$999*. 8% would consider *\$1,500 to \$1,999*. Again 52% stated it was *not applicable*.

# Q23 & Q24

## HOW DO YOU SPEND YOUR TIME?

### On a typical WEEKDAY, do you generally...

Reside in/travel to Nixa

81.4%

18.6%

Remain outside of Nixa



### Which type of destination are you most likely to visit within Nixa? (Select all that apply)

1	<b>69.3%</b> Shopping	6	<b>36.0%</b> Employment
2	<b>59.8%</b> Dining/nightlife	7	<b>32.6%</b> Educational center
3	<b>51.2%</b> Friend/family place of residence	8	<b>30.2%</b> Recreation (indoor)
4	<b>41.6%</b> Services	9	<b>22.2%</b> Entertainment
5	<b>37.1%</b> Recreation (outdoor)	10	<b>6.3%</b> Other

#### OVERALL

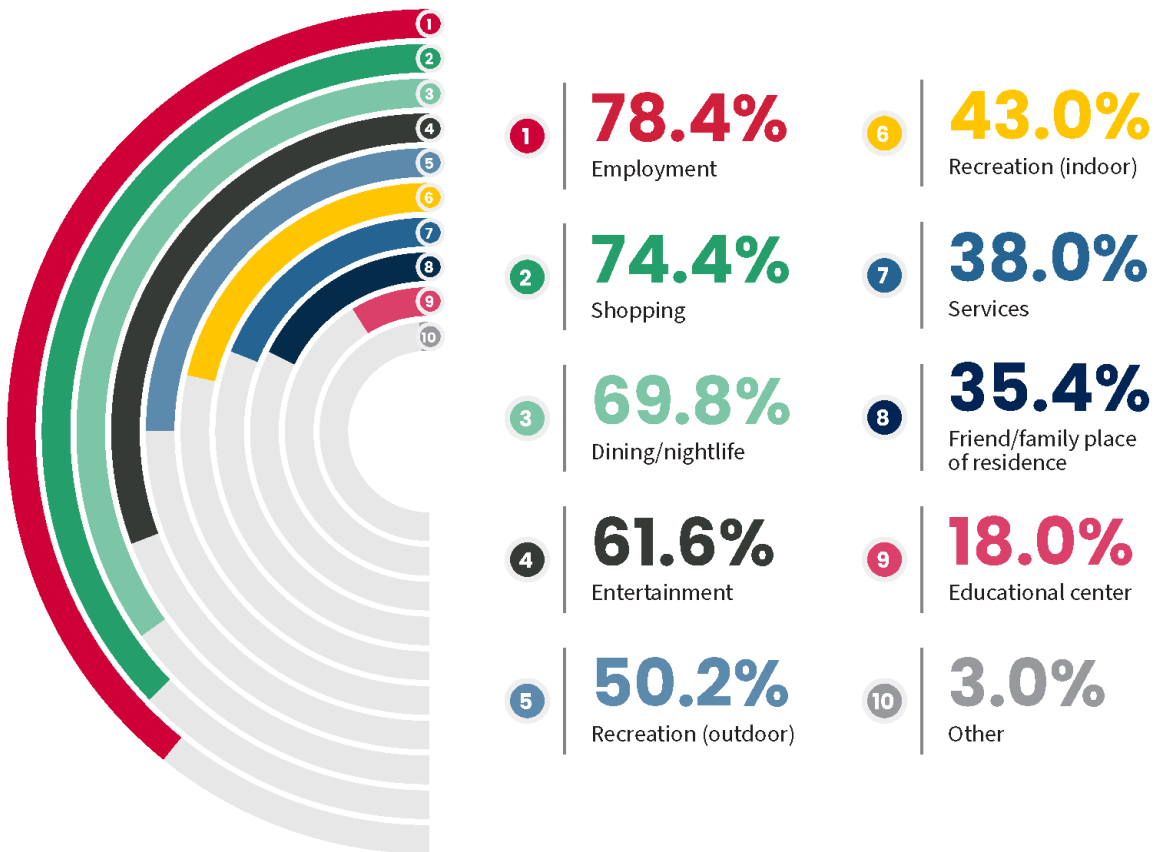
A majority of 81% stated they *reside in/travel in Nixa* and only 18.6% *remain outside of Nixa*.

Other high scoring categories were 69% for *shopping* and 60% for *dining/nightlife*. 51% are *visiting friends/family at their residence* and 42% are traveling to *services*. And those traveling to *employment* came in at 36%. Those traveling for *outdoor recreation*, *indoor recreation*, and *educational centers* were almost even at 37%, 30% and 33%.

# Q25

## HOW DO YOU SPEND YOUR TIME?

On a typical WEEKDAY, which types of destinations are you most likely to visit in other communities? (Select all that apply)



### OVERALL

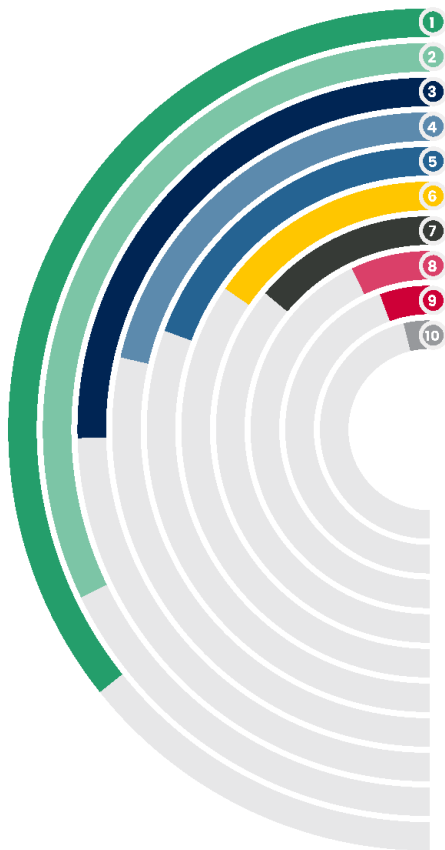
Scoring high on this list was *employment* at 78% as being the most frequented destination with *shopping* coming in second at 74%. Another high score was 70% for *dining/nightlife* and *entertainment* at 62%. *Recreation (outdoor)* came in at 50% and *recreation (indoor)* at 43%. Those traveling to *services* came in at 38%.



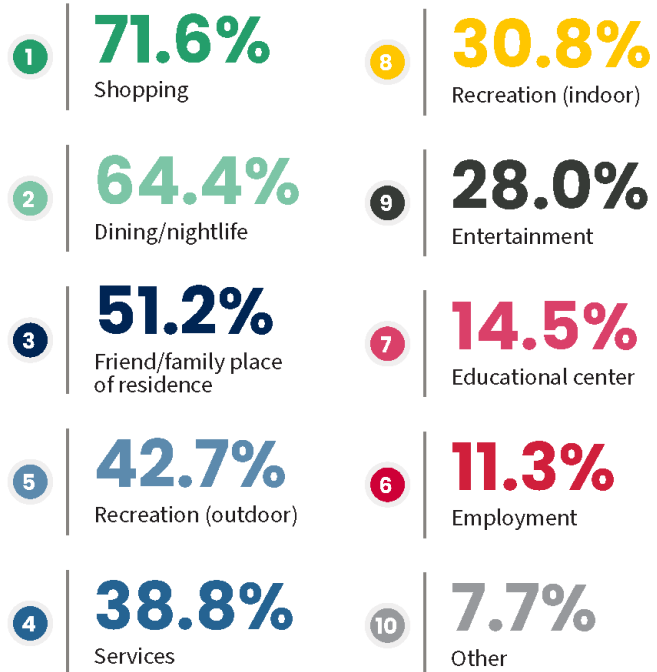
# Q26 & Q27

## HOW DO YOU SPEND YOUR TIME?

### On a typical WEEKEND, do you generally...



### Which type of destination are you most likely to visit within Nixa? (Select all that apply)



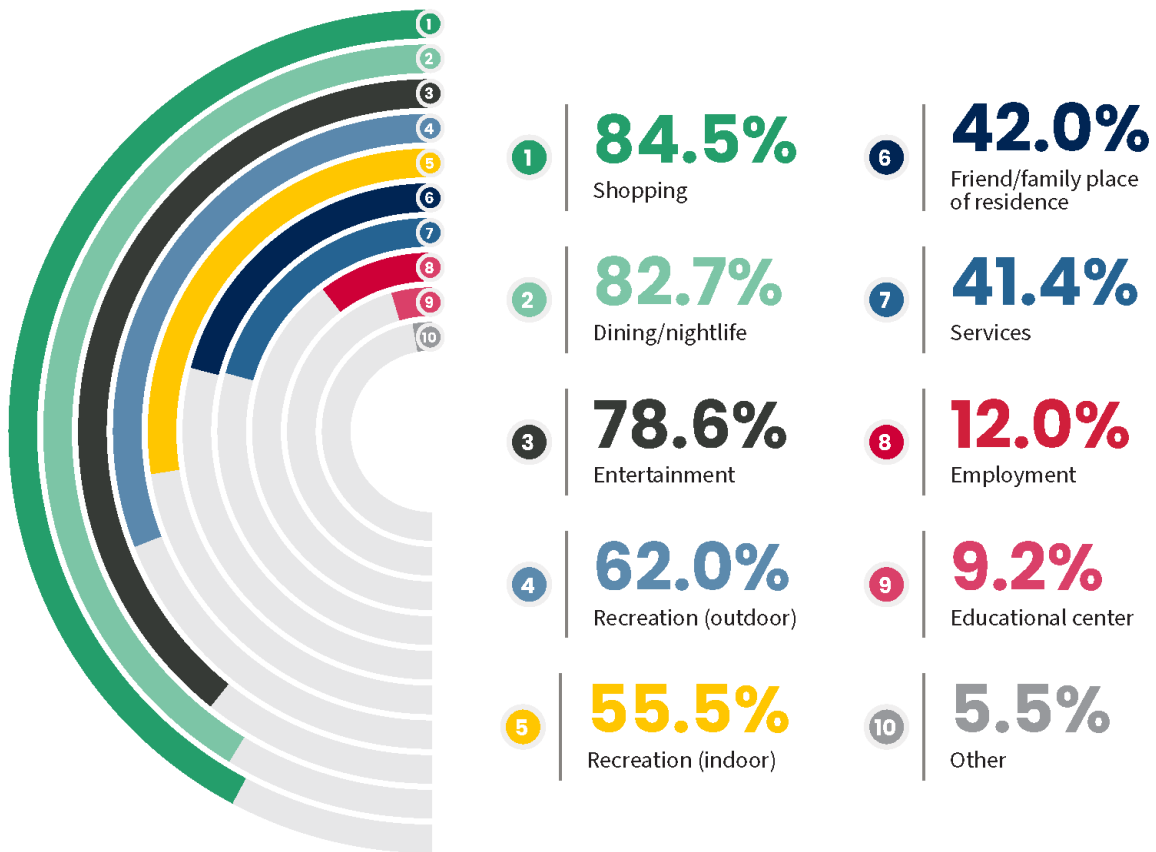
#### OVERALL

A large number of respondents *reside in/travel to Nixa* (70%) and 30% *remain outside of Nixa*. Weekend *shopping* (71%) and *dining/nightlife* (64%) came in strongest while *visiting family/friends* (60%) ran a close second with *services* at 39%. *Recreation outdoor* and *recreation indoor* (31%) and *entertainment* (28%) also are destinations on the weekend.

# Q28

## HOW DO YOU SPEND YOUR TIME?

On a typical WEEKEND, which types of destinations are you most likely to visit in other communities? (Select all that apply)



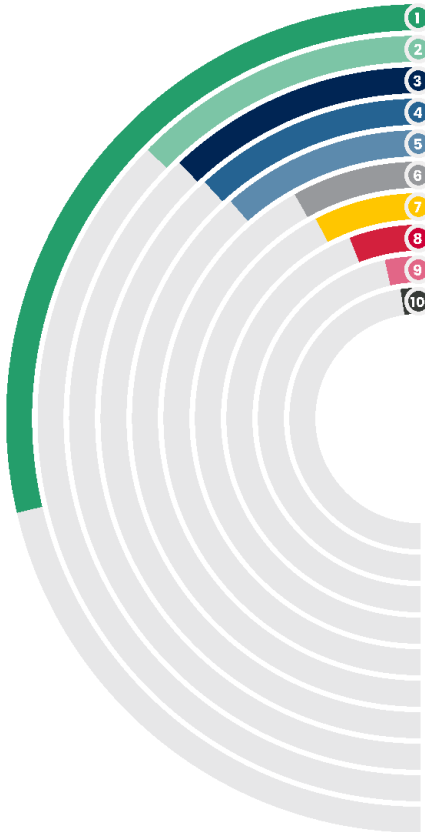
### OVERALL

*Shopping* (84%), *dining/nightlife* (83%) and *entertainment* (78%) were the highest scoring in this category, with *recreation outdoor* (62%) and *recreation indoor* (56%) scoring next highest. *Friends/family residence* (42%) and *services* (41%) are also important destinations.

# Q29

## WHAT DOES NIXA NEED?

What do you think could be improved in Nixa? In other words, what is the City of Nixa currently NOT doing well? (Select up to 3 responses)



1

### 57.4%

#### Culture

Nixa has a culture of family-friendliness, recreation and its hometown feel.

2

### 25.3%

#### Future growth

Nixa has the resources to support a growing town through reliable water and power, diversity of residential and commercial buildings, ability to protect open space, and being prepared for storm events.

3

### 24.2%

#### Outdoor recreation/environment

Nixa does a decent job protecting, maintaining and expanding its parks, green space, trails and athletic facilities.

4

### 23.7%

#### Housing options

Nixa has a diverse array of housing options, including type, size, cost and amenities.

6

### 23.0%

#### Design & appearance

Nixa provides a positive first impression and continues to support aesthetic improvements and new developments

7

### 15.5%

#### Economic development

Nixa is an attractive place for business to relocate and thrive. It is a business-friendly environment.

8

### 12.0%

#### Leveraging technology

Nixa provides user-friendly services and infrastructure (i.e., internet, cellular, online services, etc.)

9

### 7.0%

#### Entertainment & nightlife

Nixa hosts fun and engaging activities for all ages and encourages businesses that support nighttime activities (e.g., restaurants, bars, etc.)

10

### 5.0%

#### Destinations

Nixa has a variety of activities within certain areas of the town or along a particular corridor that incorporates shops, offices and other business types.

6

### 16.3%

#### Other

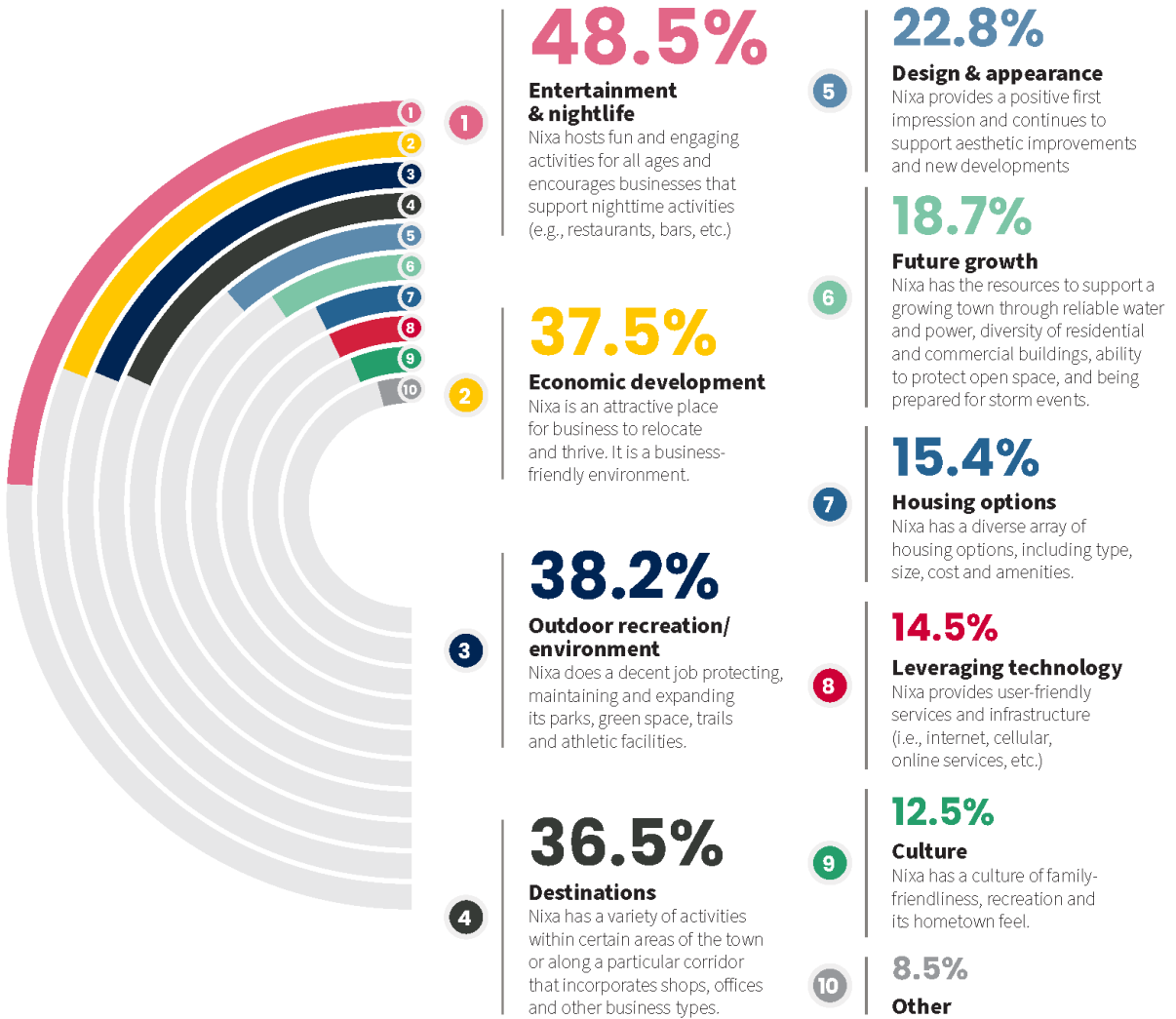
### OVERALL

The *culture of family friendliness, recreation and hometown feel* topped the responses at 57% while *future growth* (25%), *housing options* (24%), *design and appearance* (23%) and *outdoor recreation* (24%) all scored similarly. Of those who responded in the other (16%) category a vast majority mentioned the *great schools and education system* and a few comments were related to lack of shopping and restaurants and need for better internet services.

# Q30

## WHAT DOES NIXA NEED?

What do you think could be improved in Nixa? In other words, what is the City of Nixa currently NOT doing well? (Select up to 3 responses)



**48.5%**

### Entertainment & nightlife

Nixa hosts fun and engaging activities for all ages and encourages businesses that support nighttime activities (e.g., restaurants, bars, etc.)

**37.5%**

### Economic development

Nixa is an attractive place for business to relocate and thrive. It is a business-friendly environment.

**38.2%**

### Outdoor recreation/environment

Nixa does a decent job protecting, maintaining and expanding its parks, green space, trails and athletic facilities.

**36.5%**

### Destinations

Nixa has a variety of activities within certain areas of the town or along a particular corridor that incorporates shops, offices and other business types.

**22.8%**

### Design & appearance

Nixa provides a positive first impression and continues to support aesthetic improvements and new developments

**18.7%**

### Future growth

Nixa has the resources to support a growing town through reliable water and power, diversity of residential and commercial buildings, ability to protect open space, and being prepared for storm events.

**15.4%**

### Housing options

Nixa has a diverse array of housing options, including type, size, cost and amenities.

**14.5%**

### Leveraging technology

Nixa provides user-friendly services and infrastructure (i.e., internet, cellular, online services, etc.)

**12.5%**

### Culture

Nixa has a culture of family-friendliness, recreation and its hometown feel.

**8.5%**

### Other

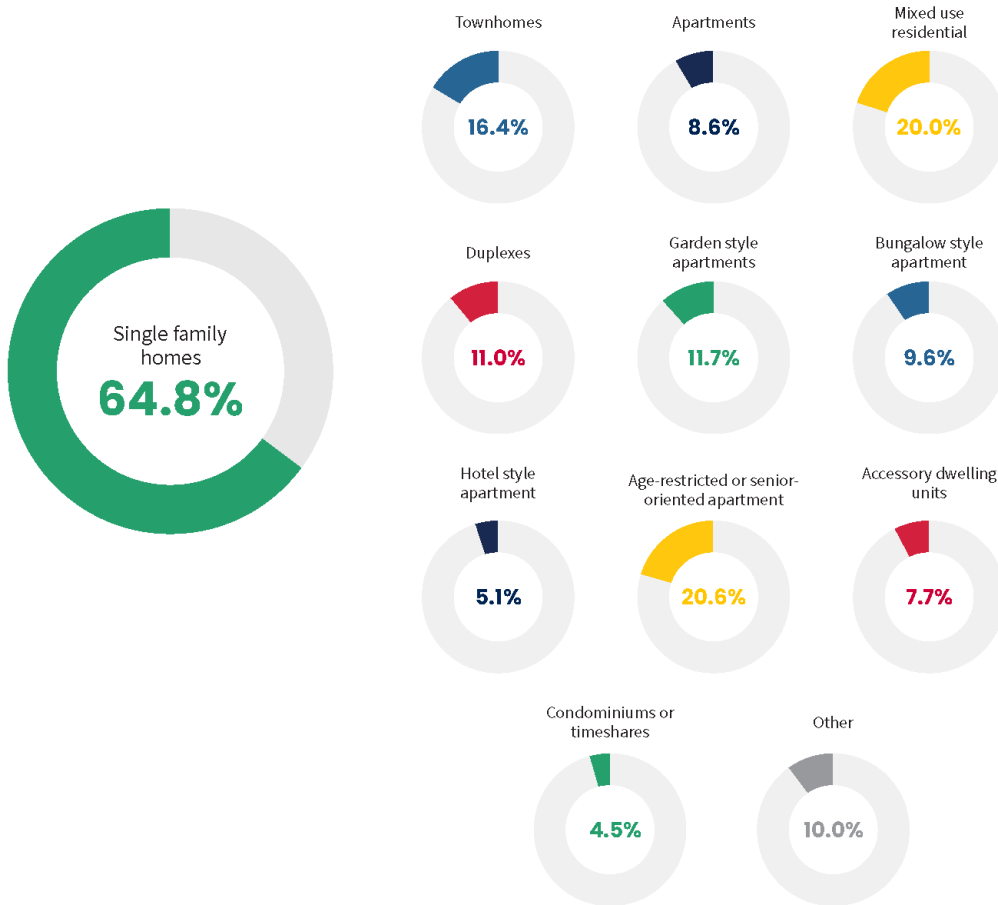
### OVERALL

Almost 50% believe Nixa needs *better entertainment and nightlife* as well as *outdoor recreation* (38%), *economic development to attract businesses* (37%) and *destinations to add variety to activities* (36%). There was some interest to focus on *design and appearance to provide a better first impression* (23%), *future growth to support a growing town* (19%), *better housing options* (15%), and *leveraging technology* (14%).

# Q31

## WHAT DOES NIXA NEED?

### Which housing types are most needed and appropriate in Nixa? (Select up to 3 responses)



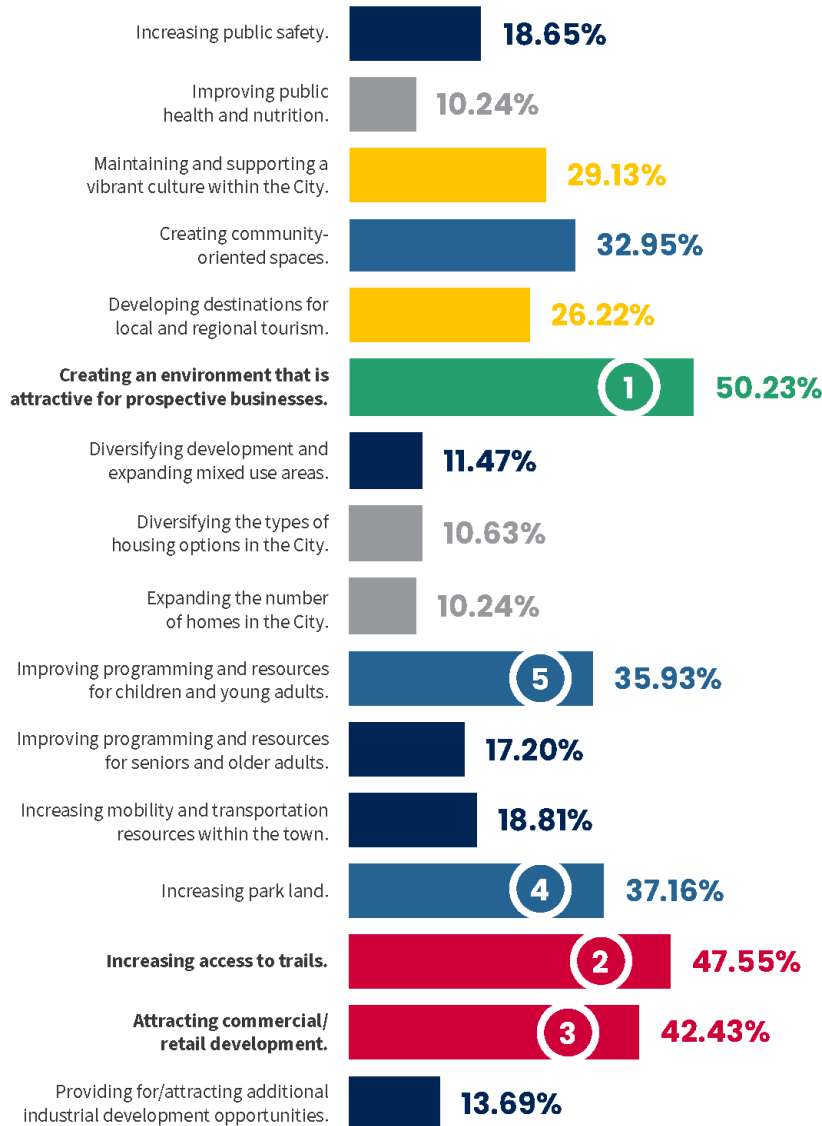
#### OVERALL

The highest scoring category was clearly *single-family homes* (65%). *Age-restricted or senior-oriented communities* (20%) and *mixed use residential* (20%) tied for secondary interest. *Townhomes* also were of interest at (16%) and *duplexes* and *garden style apartments* coming in at 11%. A number of respondents stated they would like to see no more housing developed in Nixa while a number felt quality affordable housing should be considered.

# Q32

## WHAT DOES NIXA NEED?

Of the following choices, what are the top five opportunities/priorities that you think Nixa should pursue? (Select up to 5 responses)



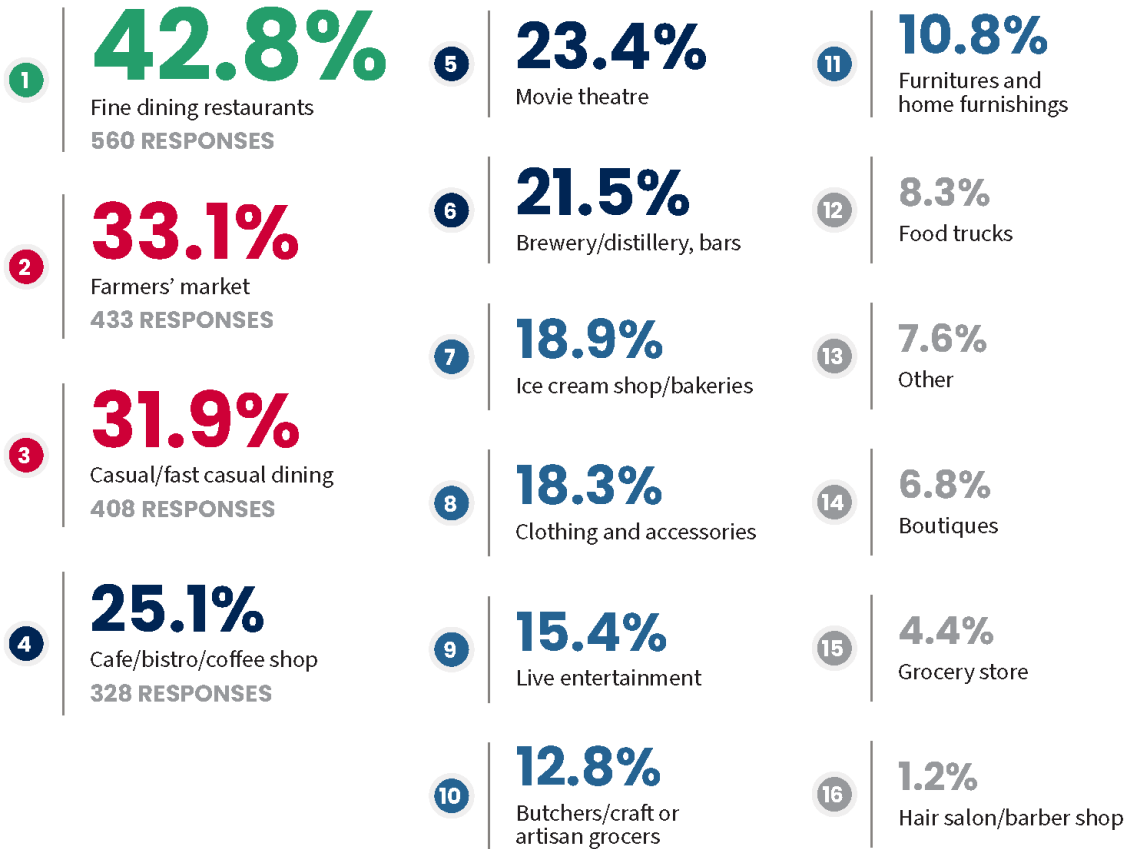
### OVERALL

Creating an environment that is attractive for prospective businesses garnered a score of 50% while increasing access to trails (47%) and attracting commercial/retail development (42%) came next in line. A number of respondents would like to see increased park land (37%), increasing programming and resources for children and young adults scored at 36%. And creating community-oriented spaces (33%) and maintaining a vibrant culture (29%) was important to some. On the lower scoring end but still of interest was increasing mobility and transportation resources and public safety (19%).

# Q33

## WHAT DOES NIXA NEED?

### What types of retail businesses do you think Nixa needs? (Select up to 3 responses)



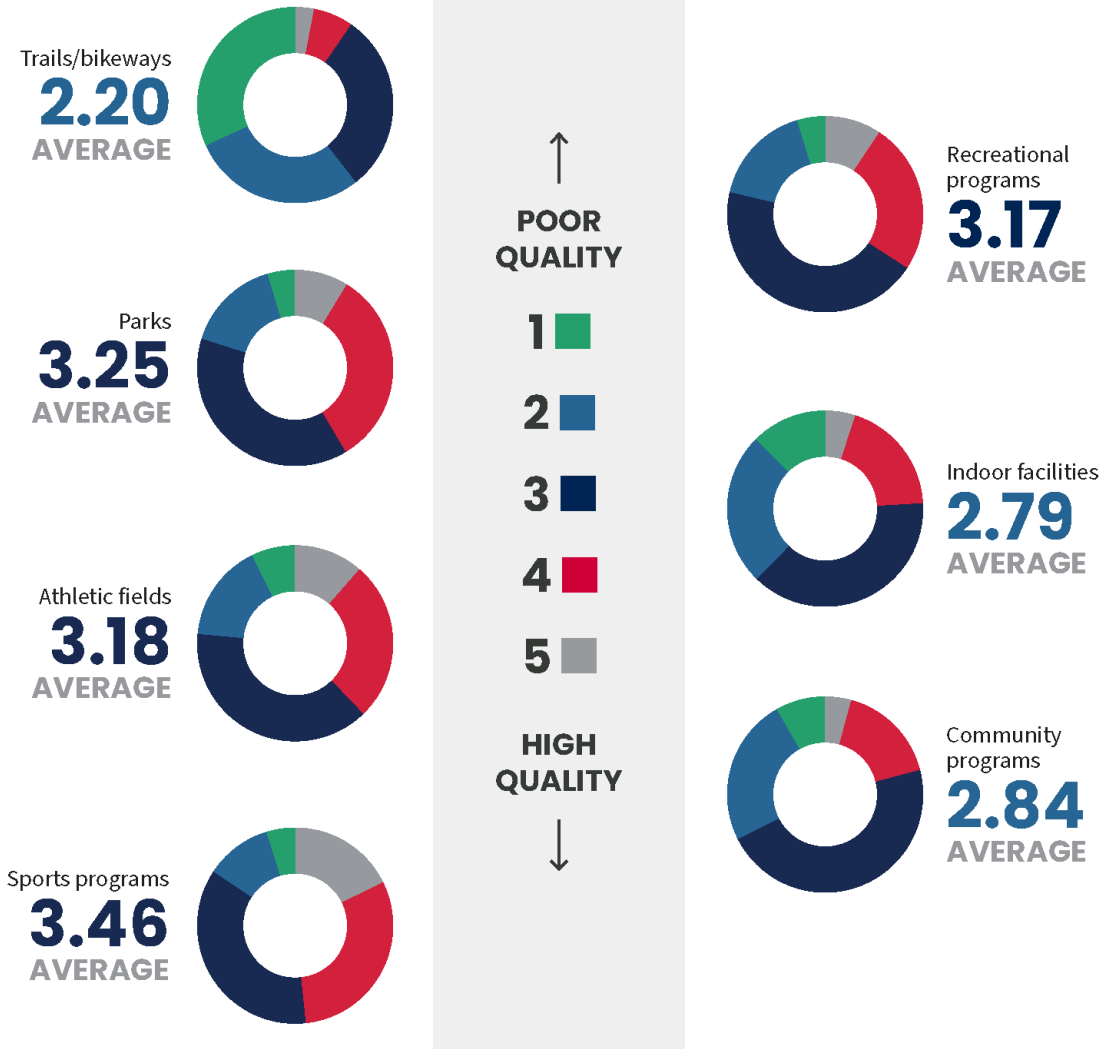
#### OVERALL

*Fine dining* topped this category with 43% responding with interest for *healthier options* and *family friendly restaurants*. *Farmer's market* (33%), *casual/fast food* (31%) and *café/bistro/coffee shops* (25%) are also of great interest with an emphasis on *breakfast food and coffee*. *Brewery/distillery/bars* also came in at 21%. Some respondents made a point to single out *ice cream shop/bakeries* (19%), *furniture and home furnishings* (11%), as well as *live entertainment* at 15%. Many commented on a need for Lowe's type home improvement options.

# Q34

## WHAT DOES NIXA NEED?

How would you rate the quality of the recreational opportunities in Nixa? (1= poor quality; 5 = high quality)



### OVERALL

*Trails/bikeways* definitely rose to the top ranking highest in quality in the 1 (32%), 2 (29%) and 3 (30%) rankings. *Parks* came in with 2 (15%), 3 (38%) and 4 (33%) quality ratings with some room for improvement. *Community programs* came in second highest with a 2 (24%) and 3 (47%) quality rating. *Recreational programs* rated 3 (44%) and 4 (25%), *indoor facilities* at 2 - (25%) 3 (38%) and 4 (19%) and *sports programs* at 3 - (36%) and 4(30%) all faring in the middle with room for improvement.



### When considering Nixa’s future over the next 20 years, what are critical issues facing the city?

Most respondents comments focused on infrastructure planning as it relates to transportation, sidewalk improvement, downtown improvements, school expansion, parks and trail expansion as well as focus on safety, economic development planning to attract more businesses and jobs while looking at ways to keep property taxes low. Other comments focused on developing an affordable housing plan, and managing growth while keeping the small-town feel are the main themes of the responses. Here are the details.

<div style="background-color: #003366; color: white; padding: 10px; text-align: center; font-size: 2em; font-weight: bold;">1</div> <div style="padding: 10px;"> <p><b>Transportation Planning/ Traffic Congestion/ Road Improvements.</b></p> <p>Many comments focused on roads needing to be improved and expanded and to consider looking at developing an overall transportation plan to manage congestion. Multimodal emphasis was expressed for walking, biking and auto access.</p> </div>	<div style="background-color: #008080; color: white; padding: 10px; text-align: center; font-size: 2em; font-weight: bold;">4</div> <div style="padding: 10px;"> <p><b>Managing growth and overpopulation.</b></p> <p>There was a general concern that the city needs to have a plan on how to manage the growth and overpopulation and what this means to city services and to all of the top categories within this question. There is fear that if there isn't a plan the city will lose its small-town feel.</p> </div>
<div style="background-color: #cc0000; color: white; padding: 10px; text-align: center; font-size: 2em; font-weight: bold;">2</div> <div style="padding: 10px;"> <p><b>School expansion to handle population growth.</b></p> <p>Due to high population growth many respondents are concerned that there needs to be access to more schools. Many mentioned that smaller classroom size would be ideal to maintain quality education and a few expressed the need for emphasis on more "life" training the curriculum, not just test scores.</p> </div>	<div style="background-color: #666666; color: white; padding: 10px; text-align: center; font-size: 2em; font-weight: bold;">5</div> <div style="padding: 10px;"> <p><b>Safety and better-quality policing.</b></p> <p>Due to population growth many respondents are concerned with safety. A number of comments focused on police conduct being too overbearing and need for better conduct and diversity training.</p> </div>
<div style="background-color: #003366; color: white; padding: 10px; text-align: center; font-size: 2em; font-weight: bold;">3</div> <div style="padding: 10px;"> <p><b>Economic development planning to attract businesses.</b></p> <p>A large number of respondents see the need for Nixa to attract more business and access to jobs, to help the tax base and provide for more amenities and conveniences. There is interest to attract younger professionals and families especially to offer professional career options.</p> </div>	<div style="background-color: #ffcc00; color: white; padding: 10px; text-align: center; font-size: 2em; font-weight: bold;">6</div> <div style="padding: 10px;"> <p><b>Keeping a small-town feel.</b></p> <p>Of great importance to many survey participants was the need to maintain Nixa's small town feel and still focus on improving quality amenities. There was a tone of concern that there wasn't a plan to manage this given the explosive growth in the area. Many suggested focusing on a comprehensive plan just to address this issue.</p> </div>

### What have we missed? What do you want to see for the future of Nixa? What should we be thinking about as we plan for the future of our community?

Themes coming out of the responses to this question focus on better infrastructure planning, school expansion planning, adding or repairing indoor and outdoor pools, downtown beautification, developing a tourist destination, creating more programming for teenagers, fostering a culture and diversity program for city staff and police department and training police force to be less heavy handed, creating economic development opportunities, creating affordable housing options and keeping the small-town feel. Here are the details.

<p><b>1</b></p> <p><b>Infrastructure Planning</b></p> <p>Develop an infrastructure plan that addresses new transportation plan for roads going into town and throughout downtown, address sidewalks that either aren't there or need to have better connections, create biking and walking paths throughout the city, additional parks and trails and focus on disability access throughout city.</p>	<p><b>Police Culture</b></p> <p>Look at ways for police department to develop a more humane culture and be less heavy handed.</p> <p><b>4</b></p>
<p><b>2</b></p> <p><b>School expansion.</b></p> <p>Look at school expansion in relation to population growth both at the elementary, middle and high school level. Look at classroom size in relation to student to teacher ratio.</p>	<p><b>Downtown Beautification.</b></p> <p>Make the downtown more attractive and walkable and develop a plan to repurpose vacant buildings and homes.</p> <p><b>5</b></p>
<p><b>3</b></p> <p><b>Culture and diversity training.</b></p> <p>Seriously look at developing a culture and diversity training program for the entire city staff including police department. Create community culture that accepts more diverse populations.</p>	<p><b>Tourist Destination.</b></p> <p>Create a plan to make Nixa a tourist destination by attracting more restaurants, shops, unique retail shops and entertainment venues.</p> <p><b>6</b></p>

# Q36

## WHAT DOES NIXA NEED?

### What have we missed? What do you want to see for the future of Nixa? What should we be thinking about as we plan for the future of our community?

Themes coming out of the responses to this question focus on better infrastructure planning, school expansion planning, adding or repairing indoor and outdoor pools, downtown beautification, developing a tourist destination, creating more programming for teenagers, fostering a culture and diversity program for city staff and police department and training police force to be less heavy handed, creating economic development opportunities, creating affordable housing options and keeping the small-town feel. Here are the details.

7

#### Programs for Teenagers.

Create more activities for teens after school and consider expanding the community center.

#### Small Town Feel.

Manage growth by making sure we do not lose the small-town feel that will make Nixa a tourist destination.

9

8

#### Economic Development.

Create a more inviting place for small businesses to thrive and attract more jobs.

#### Affordable Housing.

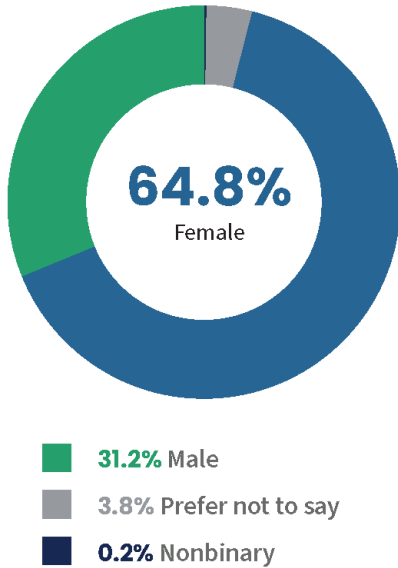
Create housing options that appeal to first time home buyers, young professionals, seniors and retail workers.

10

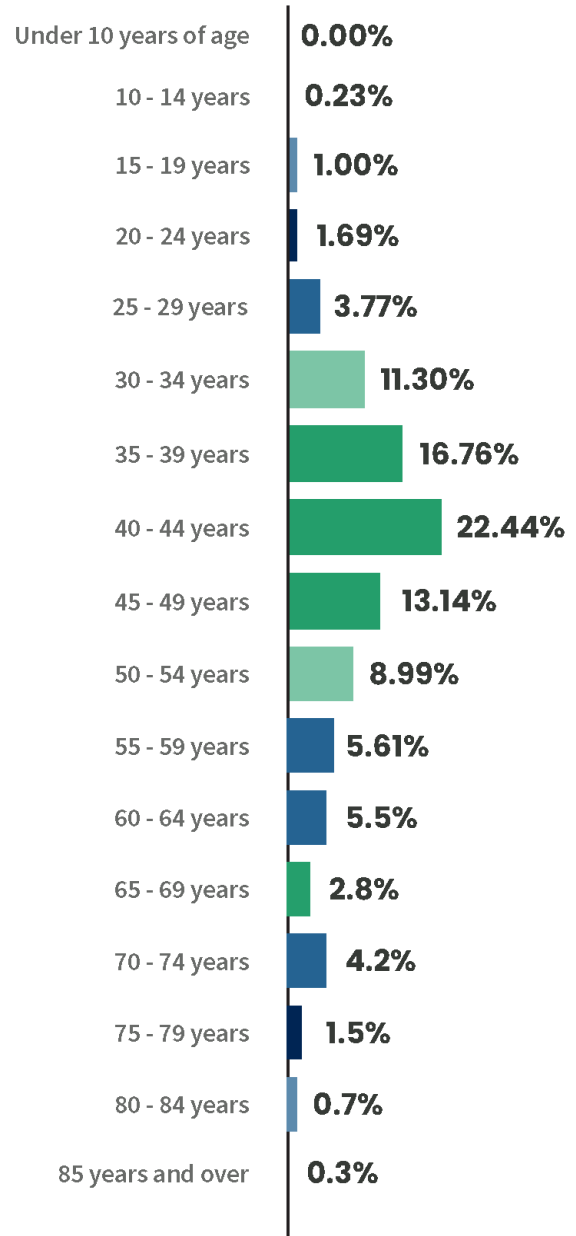
# Q37 – Q39

## WHO RESPONDED?

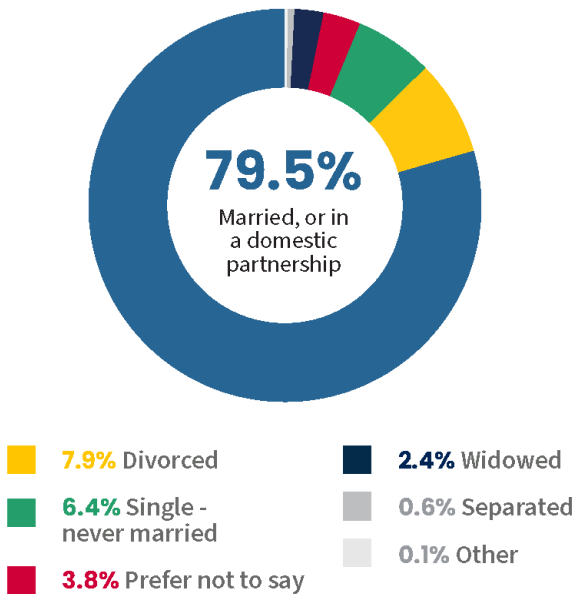
### What is your gender?



### What is your age?



### What is your marital status?



# CITYWIDE CHARRETTE

The Citywide Planning and Design Charrette occurred from Tuesday, March 5 to Wednesday, March 6, 2024. It was held at the Nixa Community Center (701 North Taylor Way, Nixa, Missouri, 65714).

## DAY ONE

During the first day of the Citywide Planning and Design Charrette, members of the Comprehensive Planning Stakeholder Committee (CPSC) and the Technical Committee (TC) met with the planning team to review existing conditions, demographic profile, economic and market conditions, and the findings from the public survey. The planning team also quickly reviewed the public participation findings from various engagement events throughout the planning process thus far. After this, the planning team asked participants to work through questions at different topic stations, providing their feedback on different ideas and concerns. These topic stations included the following:

- **Land Use and Development.** Determination of preferred and appropriate land uses and development and redevelopment areas throughout the City.
- **Transportation and Connectivity.** Examination of transportation routes and types, alternative transportation modes, and the need for additional or different connectivity between land uses/destinations.
- **Placemaking and Aesthetics.** Evaluation of existing community spaces throughout the City and a determination of needed amenities or branding and aesthetic updates.
- **Green Spaces and Community Health.** Analysis of existing green and open spaces, as well as local active and passive recreational opportunities that contribute to community health.
- **Vibrant Economy.** Analysis of the present economic state of the City and how to strengthen the local economy (business attraction, retention, etc.).

## Group Prioritizations

After working through each of the stations as a group, the planning team then asked participants to work together to provide the most important ‘suggestions’ provided from the first round. Each group was then responsible for coming up with 2-3 priorities for each topic area, narrowing down specific areas of interest for the planning team to focus on. The prioritizations for each group are listed below in **Tables B.16 - B.20**. A full list of the groups’ responses can be found in the **Full Documentation of Responses**.

Following the presentation and participation activities, the planning team then met in a closed studio to draft initial design concepts and ideas for the Plan based on participant feedback.



Table B.16 Group 1 Priorities

Group 1 Priorities
<p><b>Land Use</b></p> <ul style="list-style-type: none"> <li>• High density residential</li> <li>• Mixed use and industrial development</li> </ul>
<p><b>Transportation and Connectivity</b></p> <ul style="list-style-type: none"> <li>• Sidewalk expansion - Kansas to Nicolas</li> </ul>
<p><b>Placemaking &amp; Aesthetics</b></p> <ul style="list-style-type: none"> <li>• Landscaping (streets/roundabouts)</li> <li>• Signage/gateways</li> </ul>
<p><b>Green Space and Community Health</b></p> <ul style="list-style-type: none"> <li>• Sinkhole pools</li> <li>• Outdoor activity / Chadwich Flyover</li> </ul>
<p><b>Vibrant Economy</b></p> <ul style="list-style-type: none"> <li>• More commercial/industrial</li> <li>• Festival/public events</li> </ul>

Table B.17 Group 2 Priorities

Group 2 Priorities
<p><b>Land Use</b></p> <ul style="list-style-type: none"> <li>• Main corridors - mixed use/commercial</li> <li>• Diverse housing needed</li> </ul>
<p><b>Transportation and Connectivity</b></p> <ul style="list-style-type: none"> <li>• Trails - walking and biking</li> <li>• Bus growth</li> </ul>
<p><b>Placemaking &amp; Aesthetics</b></p> <ul style="list-style-type: none"> <li>• Community gathering spaces</li> </ul>
<p><b>Green Space and Community Health</b></p> <ul style="list-style-type: none"> <li>• More parks and trails</li> <li>• Water protection</li> </ul>
<p><b>Vibrant Economy</b></p> <ul style="list-style-type: none"> <li>• Entertainment for all</li> <li>• Co-working space/office/industrial</li> </ul>

Table B.18 Group 3 Priorities

Group 3 Priorities
<p><b>Land Use</b></p> <ul style="list-style-type: none"> <li>• Mixed use</li> <li>• Commercial, office and industrial</li> </ul>
<p><b>Transportation and Connectivity</b></p> <ul style="list-style-type: none"> <li>• Connect parks / sidewalks</li> <li>• Rotary Park and downtown - walkable</li> </ul>
<p><b>Placemaking &amp; Aesthetics</b></p> <ul style="list-style-type: none"> <li>• Art / wayfinding / signage / lighting</li> <li>• Landscaping</li> </ul>
<p><b>Green Space and Community Health</b></p> <ul style="list-style-type: none"> <li>• Connect to other green spaces</li> <li>• Areas for activity - engaged activity</li> </ul>
<p><b>Vibrant Economy</b></p> <ul style="list-style-type: none"> <li>• Mixed use / entertainment / destinations</li> <li>• Arts / performing / sports</li> </ul>

Table B.19 Group 4 Priorities

Group 4 Priorities
<p><b>Land Use</b></p> <ul style="list-style-type: none"> <li>• Preserve undeveloped areas/parks/trails</li> <li>• City expansion required 55+ communities</li> </ul>
<p><b>Transportation and Connectivity</b></p> <ul style="list-style-type: none"> <li>• More sidewalk/trails</li> <li>• Bridge over 160 + partnership with MoDOT</li> </ul>
<p><b>Placemaking &amp; Aesthetics</b></p> <ul style="list-style-type: none"> <li>• Downtown area defined and improved</li> <li>• Landscaping at city entry</li> </ul>
<p><b>Green Space and Community Health</b></p> <ul style="list-style-type: none"> <li>• Additional community programs/events</li> <li>• Parks/trail connections</li> </ul>
<p><b>Vibrant Economy</b></p> <ul style="list-style-type: none"> <li>• Big box retail/commercial &amp; industrial dev.</li> <li>• Sports complex</li> </ul>

Table B.20 Group 5 Priorities

Group 5 Priorities
<p><b>Land Use</b></p> <ul style="list-style-type: none"> <li>• Mixed use</li> </ul>
<p><b>Transportation and Connectivity</b></p> <ul style="list-style-type: none"> <li>• Trails and sidewalks that connect</li> </ul>
<p><b>Placemaking &amp; Aesthetics</b></p> <ul style="list-style-type: none"> <li>• Lighting</li> <li>• Old homes/business around 160/14</li> </ul>
<p><b>Green Space and Community Health</b></p> <ul style="list-style-type: none"> <li>• Connectivity Chadwich Flyer Trail</li> <li>• Make use of sinkholes on nature space</li> </ul>
<p><b>Vibrant Economy</b></p> <ul style="list-style-type: none"> <li>• Ability for local families to stay in Nixa</li> <li>• Mixed use development</li> </ul>

## DAY TWO

The planning team continued to work on their ideas in an open studio during the following day. This Open Studio provided a chance for members of the public and members of the SC and TC the chance to interact with the planning team as they worked on design and policy concepts for the Plan. Later that day, members of the SC and TC returned to attend a review session with the planning team. During this review session, members of the SC and TC were able to review the initial design and policy concepts and provide their specific feedback. This serves as a crucial piece of the planning process, allowing the planning team to engage in conversations with various stakeholders. All comments from the first and the second day of the Planning and Design Charrette are available in the *Full Documentation of Responses*.



## FINAL STAKEHOLDER MEETING

The final CPSC and TC meeting was held virtually on Tuesday, March 14, 2024, from 6:00 p.m. to 8:00 p.m. via Zoom. The planning team presented participants with a draft version of the Plan’s vision statement and core values, as well as spatial recommendations including the Future Land Use Framework, Future Growth Framework, Connectivity Framework, and Aesthetic Framework. Participants were able to voice their thoughts and concerns in breakout groups, providing feedback to the planning team by making virtual comments on Konveio, an online public engagement tool. All comments received during the virtual meeting were documented and included within the **Full Documentation of Responses**.

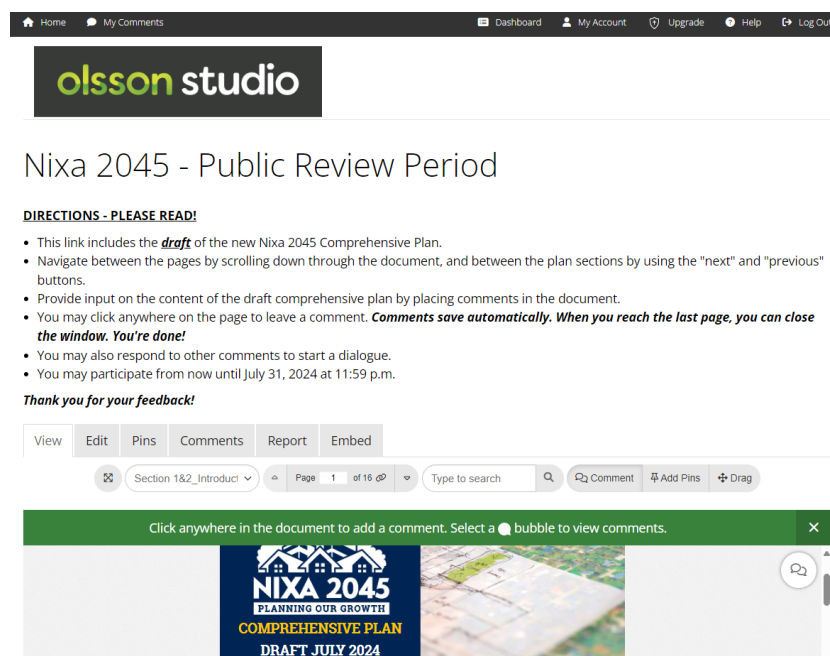
## CITY LEADERSHIP WORK SESSION #2

The City Leadership Work Session #2 took place on Wednesday, March 15, 2024, from 5:00 p.m. to 7:00 p.m. at Nixa City Hall (715 West Mount Vernon Street, Nixa, MO 65714). The planning team, City staff members, City Council, and the Planning and Zoning Commission were in attendance. The planning team provided a review of the public engagement process, including all public events and processes (i.e., public survey, virtual public open house); relevant survey and engagement findings; and components of the draft Plan. This included the Plan’s vision statement and core values, which included the Future Land Use Framework, Future Growth Framework, Connectivity Framework, and Aesthetic Framework. Members of the City Council, Planning and Zoning Commission, and City staff members were able to ask questions to the planning team, furthering their understanding of the draft Plan in its current state. Following the presentation, the planning team asked a member of the City Council and Planning and Zoning Commission to provide their feedback on the vision statement, core values, and framework plans. A full list of the event’s responses is included in the **Full Documentation of Responses**.

## ONLINE DRAFT PLAN REVIEW

An initial draft of the Plan was uploaded online to Konveio for stakeholders to review. Konveio is an online engagement platform that allows participants to comment directly on documents, while also making it simple to organize, understand, and compile the input that was received.

The online draft Plan was available for stakeholders to review from July 24, 2024 to July 31, 2024. Participants were asked to review each section of the draft Plan and provide their thoughts and comments directly on the Plan. After the review period ended, the comments were downloaded and recorded verbatim. All comments from this review period are in the **Full Documentation of Responses**.



This image above shows the Konveio home page for the online draft Plan review period.



# FULL DOCUMENTATION OF RESPONSES

## CITY LEADERSHIP WORK SESSION #1

### Needs, Wants, Desires, Barriers, Obstacles, Annoyances

#### NEEDS

- Infrastructure
- Tax revenue generating Biz
- Retail
- Affordable housing – service level jobs
- Shovel ready property
- Roads water
- Sewer sidewalks
- A way to keep resident in town
- Nature trails
- Walkability (sidewalks)
- Bike park
- Bike lanes
- Affordable housing
- Stormwater control
- Community involvement
- Lower land cost
- Industrial park expansion
- More recreational sports

#### WANTS

- Community support of parks
- Infrastructure
- Retail District (food and shopping)
- Nice downtown
- Mixed use development
- Sports complex
- Outdoor recreation (batting cages...)
- Movie theater
- Hotels
- Parking and mobility downtown
- Baseball/softball fields
- Soccer fields
- Entertainment/Attractions – 21-35 yr. old
- Skate Park
- Pickleball Court
- Distillery
- Additional recreational space
- Indoor pool
- Johnny Morris' involvement

- More parking available
- Hotel/motel (Additional)
- Parkland development
- Evening activities

#### DESIRES

- Indoor pool
- More trails
- Large retail
- Recreation opportunities
- Fine dining restaurants
- More parks
- Entertainment
- Menards
- Concert venue (indoor/outdoor)
- Sports complex
- Top golf
- Country club
- Tourist Destination
- Pot Belly
- Nothing Bundt Cake
- Race car track (circle or Drag)
- Large office area (High Rise)
- Parking garage downtown
- Professional sports team
- Hospital
- Free Internet (fiber)

#### BARRIERS

- Sinkholes
- Legacy property owners
- Negativity (NIMBY)
- Uninformed or misinformed
- Fear of growth
- Fear of crime
- Support of parks and rec
- Lack of major highway, lack of railroad – transportation hub
- Accessibility to airport (whipping)
- Topography of land
- Downtown Square
- Natural attraction (cave, water, river)
- Tax revenue
- Public support/community apathy
- Satisfaction with the status quo – complacency

# FULL DOCUMENTATION OF RESPONSES

## OBSTACLES

- Price of land
- Cost of building
- Lack of infrastructure
- Lack of commercial land
- Lack of community support
- Social media negativity
- Legacy landowners
- City and school not aligned
- Sinkholes
- Cost to develop
- Stormwater
- Community support of growth
- “Lose the small town feel”
- Social media
- Uninformed/misinformed
- Availability of affordable land
- Tax revenue
- Job availability
- Community involvement
- Neighborhood connectivity

## ANNOYANCES

- People who don't vote
- Legacy landowners
- MoDOT
- Lack of funding
- Inability to pass tax issues
- Local job opportunities/job development
- Stigma of multi-family
- Fear of change/growth
- Uninformed/misinformed
- Political agendas
- No support of sales tax
- Social media

## VISIONING WORKSHOP

### Needs, Wants, Desires, Barriers, Obstacles, Annoyances

## NEEDS

- City and school collaboration
- County and city collaboration
- Widening 160 north and south
- Traffic congestion
- Need more sidewalks

- Good schools
- Road conditions
- Bury utilities
- Better traffic lights, less congested
- Adopt trails plan
- Diversity of housing
- Redevelopment strategies
- Springfield – Nixa connectivity (roads)
- Hotel
- Accessibility – reliance on cars
- Downtown Parking
- Utility infrastructure
- Downtown parking
- Widen CC
- Indoor pool for competition + public use concession stand, pay to use income based
- 160 to be more like expressway feel
- Entertainment venues
- Skate park
- Multifamily housing
- Nixa parks recreation programs too full add capacity
- Accessibility
- Murals + sculptures
- Quicker road projects
- More density downtown, downtown Master Plan
- More businesses (hotel) (home improvement store)
- Triggers within long-term planning for growth
- Stormwater utility
- 55+ communities
- New entertainment District, dining, entertainment, mixed use
- Regional collaboration (e.g., NW Arkansas)
- Learn from other progressive communities (site visits, etc.) including social media usage to attract business of tourism
- Economic development
- Internet infrastructure
- Downtown square w/ parking
- Focal point of the community
- Remove min parking requirements for builders
- Identity
- Planning growth w/ schools + five district eras
- Industrial site
- Place for community gathering
- Mixed use development
- West side development commercial
- Walkability
- Having places for small business development

# FULL DOCUMENTATION OF RESPONSES

- Early easement purchase for development
- Better HWY 14 development to get to 65
- Kansas Expy expansion
- Inform + coordinate with Nixa school District about residential expansion
- Cohesive walk and bike pa to connect Town
- Downtown Parking Structure
- Supercharger Tesla/EVS (Not EA)
- Walkable and bikeable trails
- Career jobs
- Less red tape. Streamline processes

## WANTS

- Fine dining
- More private meeting spaces
- Parking space for public events
- Racetrack
- Bring back Nixa test/ celebrate Nixa
- Sports tourism
- Welcome to Nixa sign
- Parks and greenspace connect w/ trails and sidewalks
- Hotel
- Health + wellness focus, Blue Zone
- More community events
- More community involvement in government
- Trail to Ozark, trail to Springfield, trail to the new entertainment district, trail to new EOFF Family Farm
- Less complacency
- Eoff Family Farm (sports center) (trails walk) (trail, etc.)
- Nature Center (park trail)
- Amphitheater or multipurpose area (Lebanon)
- Diversity of housing townhomes low income/apartments
- Events centers
- Areas to gather
- Convention center
- Shovel -ready sites for development
- Entertainment options
- Diversity of park/options, aquatic center areas to gather
- Retail/shopping district
- Indoor Pool
- Pool
- Bus or train
- Define the identity of the city
- More entertainment or options for youth and children
- Brig down Kansas Expy
- Better communication between city and citizens

- Crumbl cookie, chic -fil -a
- Multi-use development
- Parks west side/ west die center
- Sports facility + complex
- Open park spaces
- Trails
- Better trash and recycling
- Dedicated bike lanes (not painted lines)
- Affordable housing
- Roadway – transportation improvements
- Entertainment
- Basketball court, indoor pool, bike park, late night transportation
- Sidewalks with space between roads
- Late night transportation
- Connect trails to Nixa
- All year community center with swimming pool
- 100% renewable energy
- Clothing boutiques
- Renewable energy (more) + improved internet
- Steak house high end
- More community events
- New liquid manufacturing
- Jobs and industry M1 (Amazon, convey of hope)
- Safe cross walks

## DESIRES

- Municipal cemetery
- Farmer's market pavilion!
- Planning a 4-lane besides 160 + cc
- Road beautification
- Public art (beautification) (morals, sculptures, etc.)
- Hotel
- More hotels
- Natural food store
- Adventure park
- High-end roller skating rink
- Wine walk downtown
- Golf course
- Sports complex
- Cheddars
- Andy's
- Drive in theater
- Trader Joes!
- Amphitheater and/or drive-in theatre
- Hy Vee

# FULL DOCUMENTATION OF RESPONSES

- Target
- Public River access
- More retail choices
- Housing Assistance Program for low and mid-income families
- Outdoor 4-wheeler course
- Community theater/arts
- Johnny moms
- Maintain that small town feel
- Mixed use “downtown type area” commercial 1st level, opts above
- Mixed use zoning
- Downtown art district
- Easier Airbnb development
- Start downtown from scratch
- Co-op space
- Collaborate/partner with Springfield Ozark and Republic
- Attract unique and corporate/retail “draw”
- Golf car community
- Manage growth and keep friendly feel
- Airport
- Public transportation
- Higher capacity preschool/daycare!
- Agree
- Remove parking requirements from businesses or more public parking
- Utilize rivers for tourism
- Trails, water trail; natural surface for biking/mtn biking; paved for transportation & exercise!
- Connect Springfield, Nixa, Ozark w/ transportation
- 1st Saturday art walk
- Foot bridge across 160
- Free 7 – 2 am transportation
- Streetcar network
- Utilize rivers for tourism

## **BARRIERS**

- Tax base
- Rivers cause land lock for building
- Sinkholes x3
- Walkability
- Missing trails x2
- Loud minority
- Funding for ideas and infrastructure
- State of Missouri/County
- Sewer capacity

- Lack of infrastructure
- Bedroom community
- Loud minority
- Lack of city center
- Perception of community
- MoDOT
- Roadway classification
- Diversified plastic and vinegar factory
- Lack of big vision
- Lack of high capacity roads/highways IE US 65
- Highway 14 and 160
- Access to Nixa
- Narrow roadways
- Competition with neighboring cities
- Legacy landowners
- Land prices
- Land prices (unrealistic)
- Resistance to change
- Need designated trails w/ new development
- Cost of materials and natural economic fluctuations
- Proximity to Springfield
- Springfield/Ozark
- Lack of transportation options for major industry
- Lack of teamwork between schools, city and chamber and county
- Lack of major transportation
- To not give it to pressure more local governmental assistance programs. Facilitates crime and homelessness

## **OBSTACLES**

- Funding
- Legacy landowners
- Land prices
- Infrastructure
- Sinkholes
- Historically city space, downtown, square, gathering place
- County/state/city alignment collaboration
- Not in my backyard
- Transportation connectivity
- Topography
- Minimum parking requirements
- Bad zoning
- Educating the public on plans
- Mix used residential are not allowed
- This is not factual
- Lack of roundabouts for congested intersection

# FULL DOCUMENTATION OF RESPONSES

- Senior housing
- State regulations
- Lack of private and public partnerships
- Home, condo, townhouse ownership
- Stricter building codes
- Annexing
- Passing a parks tax
- Trust I city
- Misinformation on social media!
- Resistance to change
- Childcare options
- Lack of new business incentives
- Downtown revitalizations
- Stormwater
- Legislative priorities
- Traffic
- Red tape (city)
- Inspection requirements
- Teacher pay
- Identity focused around schools
- Federal regulations
- Can't use state and fed dollars for Nixa growth
- Lack of ethnic diversity
- Connecting community areas
- Options for events other than churches
- Picking an identity and leaning into it
- Narrow funding for city
- Lack of knowledge about how planning and development works
- Overcrowding in schools
- Walk/bike accessibility

## ANNOYANCES

- Funding
- Legacy landowners
- Land prices
- Infrastructure
- Sinkholes
- Historically city space, downtown, square, gathering place
- County/state/city alignment collaboration
- Not in my backyard
- Transportation connectivity
- Topography
- Minimum parking requirements
- Bad zoning
- Educating the public on plans
- Mix used residential are not allowed

- This is not factual
- Lack of roundabouts for congested intersection
- Senior housing
- State regulations
- Lack of private and public partnerships
- Home, condo, townhouse ownership
- Stricter building codes
- Annexing
- Passing a parks tax
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## QUESTION #3

**What is the ONE THING that must happen for you to say this project is a success?**

- A plan the city is excited about
- The people need to trust the city
- Having a defined goal and executing to maximize tax dollars spent
- Plan responsible growth without burdening the citizens with excess taxes and debt commitment.
- Engage the youth!
- The City creates a tangible action plan for the climate crisis
- Attract business to Nixa
- Actual formation of an implementation group

# FULL DOCUMENTATION OF RESPONSES

- Have a comprehensive plan that leads Nixa to success in the next 20+ years
- Be proactive and not reactive to growth
- Unity in future plans and commitments
- Develop a plan that protects citizens rights, values, and worthwhile allowing the process of evolutionary development to occur.
- Ease of congestion on future roadways
- Community wide acceptance of plan
- Citizen engagement and support, at least a majority of voters. Would like people to feel proud and confident in the city government.
- I would love to see ideas of the future have a strong foundation to be built on like an art district downtown.
- Recognition of the need to make Nixa more business friendly.
- Create a big picture plan and follow through on ideas
- Plan in place to enhance options for children of the community, sports, parks, etc.
- Keep the small town community feel. Not overcrowding our schools
- Vision must be coupled with a plan to execute and attain. This will take collaboration with public and private stakeholders
- We repurposed unused land for walking and bike trails that connected the whole city. We removed mandatory parking requirements We allow mixed use residential properties like downtowns are.
- For us to all come together to support the vision for our future. If Nixa grows in the next 20 years like the last 20 years, we need to have some definite plans for that growth.
- Specific action steps and then implementation of the steps.
- Diversify the modes of transportation in Nixa, to move away from a car centered city to instead be a city that invites its citizens to walk, bike, bus to work/school/activity. Increase QOL of Nixa.
- WE must find a way to make Nixa not be a bedroom community. Make it the destination.
- Define future land use and infrastructure needed to support it.
- Clear stated goals, and a realistic path to achieve them.
- Citizen involvement
- That in the end, all of the community and stakeholders get behind it and support it.
- This plan needs to provide for the future growth of Nixa with a consideration for its limitations such as lack of a commercial tax base and daytime population.
- Getting to a point where we plan to f8nd ways to compliment Springfield/Ozark/Republic rather than direction competition.
- Create a community where residents live and works and play in the same city.
- Timely implementation of the most pressing recommendations of the plan.
- This plan is followed ad updated to allow for continued focused growth.
- One thing that would indicate success for this project is a plan that considers everyone – children, families, seniors, races, ethnic groups, religions, singles, all socio-economic levels, etc.
- Projects must be identified that are attainable.
- Community agrees on a focus on creating resources or spaces for all members of the community.
- Develop more planned communities or single family homes with more than a 25 acre of land.
- Teamwork and community involvement.
- A comprehensive plan, with community support for economic development.
- Improved coordination of development between City of Nixa and Nixa Public Schools. Share planning and forecasting info to be more efficient and effective for all.
- A clear path forward for growth of City. Leaving minimal room for interpretation of biased individuals.
- A chic fil a would nice...Lol. I would say a detailed plan for the expansion of the city limits and what that looks like over the next 20 years.
- That marginalized and under-represented parts of our community included, welcomed, and respected. The project will be a success if we include everyone, not just people from the same group(s).
- A clear direction for our community to move forward, attract businesses, and develop our community in a smart ad forward-thinking way
- This project should encourages a rich sense of community. If its lack luster at providing spaces for All types of people, it will be a failure, including secular events.
- Transparent implementation.
- Creating a vibrant environment and community for the future
- Council must follow the recommendations when asked to vote on approval for compliant projects.
- Affordable living in quality environment

# FULL DOCUMENTATION OF RESPONSES

- Unified strategy for downtown, attracting commerce, and place-making in neighborhoods.
- True plan for growth that benefits residents, schools, and businesses.
- The community must engage to provide as much feedback as possible. This will give the most information possible and help strengthen our community and this plan for the future.
- Open mindedness of the panel, community leaders, and citizens.
- The city uses the advice and suggestions from the citizens to grow the community in the right direction.
- Accessibility. Nixa must grow to be safely accessible for the young and old, disabled and abled, without needing to drive everywhere.
- Denser Zoning to allow enough housing for people for people to afford.
- Consensus to a undies plan toward economic growth.
- Teamwork
- Develop a plan to address most if not all issues that negatively impact Nixa.
- Inspired Citizens

## BUSINESS AND DEVELOPMENT MEETING

### Differentiators, Trends, Diversity, Needs

#### DIFFERENTIATORS

- Continue welcoming, friendly, helpful
- Continue school performance, opportunity
- Continue Small town feel, hometown spirit
- Be ourselves? Do we need to try and be anyone else? Not Spfd or Republic
- Safety and police presence/optics/visibility
- Involve youth voices
- Developer-builder friendly
- Aetos Performing Arts
- Community Survey

#### TRENDS

- Entrepreneurship is high but being expensive
- Close rate also high
- Turnover
- Retail sq ft. affordability ^
- Becoming difficult to exist as small biz
- Mix of franchise/prioritize owners
- Vacancy rate?

- Collab w/ chamber to promote small biz
- 14 mill
- For lease signs downtown -loss of land due to Hwy Improvement
- Art - downtown

#### DIVERSITY

- Within purview tif/cid mechanism
- “affordable house”
- Transportation O.T.O. / walkability
- Downtown parking paid/ot free
- Downtown master plan
- Mixed-use

#### NEEDS

- Infrastructure – sewer poo & wastewater
- Roads/stormwater
- Elect, gas, (do not own), water
- SB loans to small biz’s
- Fiber
- Collab with stakeholder
- 5, county, city chamber, school, edoc sixicc
- Family facilities – parks – pool, indoor pool
- Monthly accountable
- Trail spur to Nixa
- Big box retail
- Mixed-use retail (walkability)
- Large gathering areas (pavilion)
- Industrial park
- Increase walkability – biking
- Utilities/power needs
- Entertainment

## YOUTH COMMITTEE MEETING

### Attraction, Wants, Retention, Uniqueness

#### ATTRACTION

- Food options
- Shopping centers
- Medical care
- Sweet treats
- Food
- Shopping
- Recreation
- Outdoors
- Job/career opportunity (Front desk at center)
- Lack of kid-friendly entertainment

# FULL DOCUMENTATION OF RESPONSES

- Small library/lack of study place – mill doesn't cater to students
- Day care
- Shopping
- Entertainment
- Food
- Coffee (7 brew)
- Sit down eating
- Competitive younger sports
- Fast food options
- Trails
- Parks
- Work (age)
- UPS drop off

## WANTS

- Farmers markets
- Attention to main gym roof/more attention toward facility maintenance
- Code enforcement (litter)
- Barber shops
- Esthetics (eyebrows, facial)
- Litter program with incentives
- Adult/teen targeted recreational activities
- Facilities for competitive athletics (indoor pool, court fields, club team opportunities)
- Better catering toward elderly
- Make Nixa more visually appealing
- Upgrade libraries (wide selection of books)
- Skate park
- Indoor pool
- Food (food trucks, sit down)
- Activities (museum, communal sports/club sports)
- Sidewalks
- Public transportation (bus)
- Recreation (outdoors)
- Skate rink/park
- Movie theater/drive-in theater
- Trails/nature parks
- 7 brew, Andy's, Drive thru coffee
- Hotel-good quality
- Add bookstore
- Workout/affordable health facilities
- Downtown!
- Tea/coffee rooms
- Cafe

## RETENTION

- Good school system
- Diversity
- Better coffee shops (closer to center of Nixa)
- Raising a kid
- Retirement
- Cost = quality
- Less apartments, better quality housing (not cookie-cutter)
- Webpage with compiled internship/local jobs, market to high schoolers
- Career based school – career specified classes
- Good place to raise a family
- Safety
- Community/familiarity
- School system

## UNIQUENESS

- Small businesses
- Better senior centers
- Better daycares
- Soda bar
- Visually appealing
- The Mill
- Local business
- Nixa Stadium
- AETOS
- Interactive local businesses (pottery, candle making, painting)
- Original small businesses
- Dog park
- Local art/Nixa history museum, interactive elements
- Parks
- Community events
- Ozark square <3

## CITYWIDE CHARRETTE

### LAND USE AND DEVELOPMENT

**Where is growth (generally speaking) appropriate?**

**Use the GREEN dots to indicate where you think growth is appropriate and the RED dots to indicate where you think growth is not appropriate.**

- Green dots (91)
- Red dots (5)

**Indicate on the map where new land uses are appropriate.**



# FULL DOCUMENTATION OF RESPONSES

**Show us by placing dots on the map, following the legend below. Tell us more with sticky notes if desired.**

- Commercial (31)
- Public/Government (4)
- Industrial/Light Manufacturing (13)
- Single family Residential (28)
- Multi-family Residential (12)
- Mixed-Use (45)
- Parks and Recreation/Open Space (18)

**What areas should be focused on for redevelopment and infill? What types of development would be acceptable? Use the RED dots to show us where and your sticky notes to tell us why.**

- Red Dots (14)
- Unique character
- Downtown/main street
- Mixed use walkable biz & rez zoning
- Revitalize & attractive redevelopment of main & 14 area
- Expand “downtown” to NE corner of Main & 14

**What areas should be targeted for development? Use the GREEN dots to show us where and your sticky notes to tell us why.**

- Green Dots (48)
- More industrial/commercial
- Development along Nathan 160 to catch people going to Springfield
- CC between Cheyenne & Main St
- Main St & Hwy 14 crossroads & create a unique character for downtown
- Mixed use biz & residential walkable
- Retail Dev @ Nicholas to Tracker

**Are there existing land uses that are misplaced?**

**Use the PURPLE dots to show us where and your sticky notes to tell us why.**

- Purple Dots (23)
- Free up land along Nathan 160 for commercial
- Industrial & aging properties in existing downtown Nixa a challenge for retail development

**If downtown were to move where would it be most appropriate to relocate? Use the BLUE dots to show us where and your sticky notes to tell us why.**

- Blue Dots (20)
- Main & CC area would have room for new development – not congested
- It doesn’t need moved, just revitalization
- Tracker & Nicholas has room for small square & the open road around it leaves the small town feel
- Highway access & walkability. Central location. Amenity near by but lack of congestion due to highway

**Should new housing be developed? If so, what kinds? Please tell us with your sticky note!**

- 55+ homes/neighborhoods
- Starter homes
- Condos
- Mixed small biz on bottom residential on top
- Single family 1200-1300 sq feet
- Single family 2000-21000 sq feet
- Mixed use
- Townhomes
- Multi-family
- Townhomes
- Higher-end smaller homes (1500-2200 sq.ft)
- Mixed use higher end 55+ or professional
- Loft, urban – style condos for modern preferences
- Affordable starter homes
- Higher end 55+
- Higher end 4&5 bedroom
- LEED homes

## TRANSPORTATION & CONNECTIVITY

**Where do you notice transportation safety issues within the City (i.e., traffic, speed, etc.)? Show us where by placing a YELLOW dot on the map and use your sticky notes to describe the issue.**

- Yellow dots (89)
- North st/taylor way/Grey Rd/Nicholas Rd
- Schools – Traffic back ups – student walkers
- Blind Hill on Old Castle & North
- US 160 – Biking, walking crossings – high traffic counts – turning issues
- All 160 – need additional ways in and out of Nixa – FF: Kansas Expressway North
- S. Hayel’s Rum Rd – Turning left on Highway 14 from Nixa – Turning right on to 14 on the side of a hill
- Hwy AA & Owen St. Hill Issue
- AA & Owen intersection – accidents monthly

# FULL DOCUMENTATION OF RESPONSES

- Blind intersections
- Leaving neighborhoods onto Busy Streets
- Areas of quick development
- Walking areas on 160
- AA & 160 Narrow high speed road with limited alternate routes
- Nicholas & 14
- Tracker/160
- Common theme seems to be blinking yellow
- Owen Rd to Guin is a blind turn
- Jr High
- Connect bus services to Springfield
- AA – no shoulder cars run off road
- Owen – no shoulder
- Anywhere that MODOT desired/controls
- Visibility of high traffic areas
- 160/Rosedale

**Where is it difficult to walk in Nixa? What are your missing connections? Use the GREEN dots to show us where and your sticky notes to tell us why.**

- Green dots (102)
- Most secondary roads
- Northview Rd between 160 and Main St has many walkers
- Take Road space & give to sidewalk & biking. 100% of Nixa should be walkable
- No sidewalks
- Main street bike lanes Tracker
- No shoulders
- Gregg Rd N. of 14 needs sidewalks
- Older neighborhoods – no sidewalks – sidewalks where not required at time of development
- Walking bridge over 160 & CC or 160 & Tracker
- Connect to Greenways Trails 56F
- Long-term plan for sidewalks building so many feet/miles a year
- Hwy 14 stretching for downtown going west
- Sidewalks down Tracker E. of Main N. of Tracker

**Where would you like to ride your bike in Nixa? What type of infrastructure would you like to have available for biking (i.e., off-road trails, road shoulders, painted bike lanes, etc.)? Show us where by placing a YELLOW dot on the map and use your sticky notes if desired!**

- Yellow dots (54)
- Connect to Chadwick Flyover

- Bikes lanes
- Any & All means to connect the Town Goal 100% bikeable
- Plan connection to Highlandville & Two Rivers Trail
- Connect OTC with Chadwick Flyover Trail
- Mountain Bike Park – develop the land that has sinkholes turn into bike park
- E off family farm land off Hwy AA
- Bike & walking trails
- Trails that mix w/walking, bikers, nature, signs, etc.

**What would make walking or biking around the City more enjoyable? Please use your sticky notes to tell us why.**

- Any sidewalk
- Bike Lanes or pathways across major roads 160, hwy 14, Tracker. Etc
- Designated bike paths other area – Springfield, Clever, Ozark, etc
- Connect the ‘things to do’ areas with each other & neighborhoods
- Bike lanes down Main St & Gregg
- Established Trails
- Connection to Chadwick Flyer
- Separate Bike lanes
- Trails that connect the nodes (think NW AR) connect Ozark, Springfield, Chadwick Flyer
- Add sidewalks!
- Connect everywhere with Trails. Connect to Ozark, Spfd with Chadwick Flyer
- Access to businesses & greenspaces
- Trails connecting all areas
- Walking bridge over HWY 160
- More visible crosswalks w/ lighting
- Multi-use path
- Street lights
- Possible bridge for walking & biking traffic – especially off Massey & MT. Vernon
- Sidewalks

## PLACEMAKING & AESTHETICS

**What are local traditions and/or events that Nixa must retain to keep the City’s local hometown feel that everyone loves? Please use your sticky notes to tell us why.**

- Creepin’ at the Crossroads
- Mayors Tree lighting

# FULL DOCUMENTATION OF RESPONSES

- Friday night football
- Cultural event
- NIXPO
- Holiday Decorations on Streets
- Block parties
- Sky High
- Front Porch Fridays
- Sporting events
- Parades

## **What additional aesthetic enhancements would you like to see in Nixa that do not currently exist?**

### **Please use your sticky notes to tell us why.**

- Public Art
- More murals more destination outdoor spaces
- Landscaping @ roundabouts
- Bid utility poles need to go
- Street lighting & lamps
- Improved street lights
- Better space for sucker days
- Force update zoning to include sidewalks & walkable/connected
- Landscaping along 160
- Landscaping \* Main Corridor
- Welcome signs @ entry entrances
- Town signage
- Wayfinding signage
- Requirement for proper business signage (not banners) for new businesses
- Groups to clean up trash along roads
- Buried utility lines in construction
- Stricter building design

## **What sort of revitalization efforts should be focused on downtown Nixa? Please use your sticky notes to tell us why. Be specific.**

- Upgraded facade
- Art --> make people come down
- Parking
- Facelift of buildings not yet done
- Eliminate minimum parking requirements (killing walkability)
- Implement downtown district aesthetic guidelines & regulations. – might have to after lgr marketing grant program & deadline
- Move downtown

- Incentives to relocate industrial use
- Dedicated square
- City center feel
- Town center development
- Parking
- Walkable! To all businesses & things
- Mixed use = more jobs more entertainment more nightlife less going to Springfield
- Food --> destination spots
- Entertainment
- Development or takeover from the city of a specific downtown Nixa social media strategy
- Less offices more destinations \*mixed use
- City of Nixa's participation with the Downtown Revitalization Group
- Lighting poles sidewalk improvement
- Move Vinegar Plant

## **What is Nixa's identity? Describe what you'd like to see in Nixa's identity be. Please use your sticky notes to tell us why.**

- Safety (x2)
- Welcoming
- Athletic opportunities
- Come up with design guidelines for downtown area & drive future building
- Foody destination (needs to be come)
- Strong, safe community with convenient access to food options and basic necessities
- Performing arts
- Innovative, creative, entrepreneurial
- Welcoming growth ( unlike Ozark)
- Good schools
- Wholesome families
- Welcoming strong values
- Safe
- Have moved here for these reasons & don't want it to change
- The clean, friendly, progressive suburb of Springfield
- Clean (beautification, street art, landscape, etc)
- Updated slogan/motto
- Fall Harvest festival
- Snobby/ Lean in to it with High end retail and amenities
- Bedroom community
- Small town feel
- Not crowded small areas of businesses,

# FULL DOCUMENTATION OF RESPONSES

- lots of open landscape
- Good schools
- Great schools
- Family oriented
- Family friendly/safe community

**In what areas should the City focus on code enforcement and/or maintenance concerns? Please use your sticky notes to tell us why. Use Pink dots to show us where.**

- Pink Dots (17)
- Implement a downtown district & aesthetic standard for businesses
- Basical standards for the aesthetics or beautification of exterior properties & buildings
- Build then maintain Bike and Trails
- Older businesses that haven't been expected to maintain proper professional standards
- Roads by park – no sidewalks
- Older duplexes
- Areas around score
- Better street lighting
- McCauley Farm
- Tracker Rd flooding
- Use sinkholes for greenspace
- Downtown houses & facilities
- Blighted buildings downtown
- Houses by 14 mill
- Vacant houses by 14 mill
- Cars by Horten House
- Houses along 14 new 14 Mill

**What areas of the City most need aesthetic improvements? Use your BLUE dots to show us where and your sticky notes to tell us why.**

- Blue Dots (24)
- Welcome sign
- Directional signage
- Rundown house on Main streets 14/Main/160
- Landscaping on Main Roads
- Make use of all Non buildable sinkholes as green space w/ connected trails to mixed use businesses & housing zones
- Plastics diversified aesthetics improved
- Areas by summers by the river
- Downtown buildings
- Design continuity for some business
- Area by recycling center

- Bass Pro Fab. Buildings
- Industrial areas
- Industrial factories along Main roads
- Continuity in architecture
- Vacant downtown buildings

## GREEN SPACE AND COMMUNITY HEALTH

**Where should green/open space be preserved within the City? Use your PINK dots to show us where and your sticky notes to tell us why.**

- All existing parks should be preserved
- Some farmland into parks
- Use & encourage use of sinkholes as greenspace w/ connected trails to useful stuff (neighborhoods, mixed use, entertainment)
- Area across from Century Lanes
- Downtown Sinkholes
- Northwest part of Nixa (AA/ Owen / E off Family Farm
- Waterway corridors
- Ruting park
- OTC trails & connections
- Connecting city parks
- Access to river
- Locate water that can be preserved but also contain bike path & park all in one

**How should your environmental resources (such as parks, conservation areas, streamways, etc.) be protected?**

**What measures should be put in place in terms of policy? Please use your sticky notes to tell us why.**

- Long term zoning policies to protect land
- Budgeting to purchase parks trails
- Requiring sidewalks w/housing
- Comprehensive maintenance plan
- Increase coordination with awareness of JRBPT James River Basin
- Goal of 100% walkable/bikeable Nixa would connect to use all culturally & health wise
- Having access to limited resources
- More pretreatment of water
- Policies on stormwater & flooding
- Parks tax
- Move thought in what goes into waterways

# FULL DOCUMENTATION OF RESPONSES

**What should the City do to encourage environmentally sustainable development practices? Please use your sticky notes to tell us why.**

- Water reclamation incentives
- Incentivize builders
- Tax & utility incentives
- Charging stations
- Eliminate parking minimums. Let the businesses decide
- Clearer building guidelines
- Storm water, rain gardens, HO incentives
- Permeable pavement
- Educating public
- Certification (similar to LEED)
- Increased solar buy back rates
- Forced connection to keep walking & biking

**What does healthy living or a healthy lifestyle look like to you in Nixa? What additional amenities and/or programs should be incorporated to improve healthy lifestyles? Please use your sticky notes to tell us why.**

- Sidewalks trails recreation programs bike lanes
- Organized group activities
- Youth, adult & senior citizens
- Activity options
- Cleanse offered by community groups
- Nutrition business
- Could coordinate with existing resources with NPS – see Dr. Kopp
- Community garden
- More outdoor parks programs
- Community gardens, farmers market – utilize sinkholes for green spaces
- Destination food w/ community garden
- Farmers market
- Grants for landscaping & beautifications projects to older areas
- Bigger farmers market
- Outdoor activities geared toward all age groups

## Group 1 Prioritization

### Land Use and Development

- High density residential
- Mixed use
- Condos/townhomes
- Industrial

### Transportation and Connectivity

- Sidewalks ex. Kansas into Nicolas

### Placemaking and Aesthetics

- Landscaping
- Signage/gateway
- Roundabout decorations

### Open Space and Community Health

- Sinkhole pools
- Outdoor activity all open (trails/paths, etc)
- Chadwich
- Community health ext (Christian County\_)

### Vibrant Economy

- More commercial/industrial
- Festival/public events

## Group 2 Prioritization

### Land Use and Development

- Main corridors should be mixed use and commercial.

### Transportation and Connectivity

- Trails – walking, biking need

### Placemaking and Aesthetics

- Community Gathering spaces

### Open Space and Community Health

- More parks and trails
- Water protection

### Vibrant Economy

- Entertainment options for: Adults and for: kids
- Bus growth
- Co-working space
- Industrial needed
- Office space
- Diverse housing needed

## Group 3 Prioritization

### Land Use and Development

- Mixed use
- Commercial and retail
- Office space
- Industrial park

# FULL DOCUMENTATION OF RESPONSES

## Transportation and Connectivity

- Connect parks
- Sidewalks
- 14+65 widening
- Rotary Park and Downtown -- walkable & parking

## Placemaking and Aesthetics

- Art
- Landscaping
- Wayfinding signage
- Lighting & streetlights

## Open Space and Community Health

- Connect to other green spaces
- Medical offices --> mental health and physical health
- Areas for activities
- Group & community --> engaged activities

## Vibrant Economy

- Mixed use
- Art --> performance
- Sports
- Visual & performing arts
- Higher end dining
- Light industrial
- Conference + meeting center
- Nighttime option
- Know demographics & make time for things to fit that
- Flexible office space

## Group 4 Prioritization

### Land Use and Development

- Preservation of some undeveloped areas/parks/pedestrian trails
- City expansion required 55+ communities

### Transportation and Connectivity

- More sidewalks/trails
- Bridge over 160
- Partnership with MODOT

### Placemaking and Aesthetics

- Downtown area defined and improved
- Landscaping at city entry

### Open Space and Community Health

- Additional community programs and events
- Parks/trail connections

### Vibrant Economy

- Big box stores
- Commercial development
- Sports complex

- Industrial park expansion

## Group 5 Prioritization

### Land Use and Development

- Mixed use

### Transportation and Connectivity

- Trails and sidewalks that connect

### Placemaking and Aesthetics

- Old homes and businesses around 160. Hwy 14 & downtown get rid of
- Lighting

### Open Space and Community Health

- Connectivity Chadwich Flyer Trail
- Make use of sinkholes on nature spaces
- Water retention ponds as natural areas

### Vibrant Economy

- Ability for local families to stay and play in Nixa
- Mixed use development
- The more you walk rather than drive, the likelihood of spending money increases

## PUBLIC SURVEY

### OPEN ENDED QUESTIONS

#### When considering Nixa's future over the next 20 years, what are critical issues facing the City?

- Maintaining strong standards in the public school system. I've seen schools get too big too fast and drop their standards on behavior and academics and never be able to recover from it.
- Maintaining a sense of safety, keeping affordable and appropriate housing. Supporting our community workers such as first responders and teachers. As a teacher, it is highly unlikely that I will ever be able to afford to own a home here and the day may come where I won't even be able to afford rent. Personally, I think that is a little sad for both our schools and community
- More accessibility to growing population.
- There are too many apartments and lower income housing. Nixa is wanting to attract families and be able to sustain nicer facilities and shops and restaurants. The issue of not being able to support the nicer things Nixa is wanting will be coming up. There is also no room in our schools for that many more kids coming in, so the more apartments we build, the more kids are being squished into the schools
- traffic - getting around and out of Nixa efficiently

# FULL DOCUMENTATION OF RESPONSES

- Keeping the city safe & clean; continuing the feel of a close-knit, family-oriented community; maintaining pride in all the above. Don't let ideas of "diversification" create blinders that cause erosion of what makes Nixa a great place to live. In other words, if people who are "diverse" want to move to Nixa to enjoy AND maintain/add to the existing safe, cohesive community - that's great. However, if they move here to escape the problems of where they currently reside, we need to keep a backbone and make sure they know that's not welcome in Nixa...don't make their problems our problem. Take it elsewhere. We cannot be afraid to take a stand and not let bad influences take root in Nixa.
- Disabled and seniors needing activities and access
- Traffic,
- Space in schools given the growth
- Roads/traffic/access/infrastructure
- land locked
- Corrupt government, lack of businesses
- Our roads are out of date. Schools need to improve. Sports are important however they are not the only thing. The high school theatre was a good idea but poorly executed and I do not believe for a second it was built for the kids.
- Taxes out of control
- Restraining the size of government and increased taxes.
- Too many apartments and power grid not big enough for all new housing and apartments.
- Population Growth
- Balancing remaining a bedroom community and providing desired amenities 2. Welcoming and SUPPORTING diverse communities including those who are less affluent
- Water! Indoor pool. Division of classes. Too many apartments. If you want the kind of people that can pay taxes, we need to stop building only apartment buildings.
- Jobs
- Lack of parks; the aesthetic of the city; lack of green space and trees; lack of recreational options within the city; sidewalks (ideally off-set from the street, not right on the curb)
- Over crowding, traffic congestion, liberal mind set, loss of mid-western values, rising crime, lack of community, low wages/exorbitant costs, and loss of respect and programs for the elderly.
- Not enough public spaces or parks for the expanded population. Not enough businesses to help generate revenue for taxes for needs with growing population
- Easing the congestion on the commute to Springfield. Lack of casual/fine dining options.
- Making sure the community keeps schools, roads, and parks a priority. Supporting and promoting diversity. Keeping Nixa safe and with a hometown feel
- Crowded schools, not enough affordable housing, keeping sales in Nixa, need safe bike trails, more rec centers and parks.
- How to handle growth
- There's too much housing and population increase for the schools to handle which will lead to decline in academic performance and over-worked educational staff. Build an additional junior high school and an additional high school to support growth. Turn the downtown area into loft apartments above retail shops, coffee shops, and entertainment. Group dining and entertainment areas together for convenience. Build more trail and outdoor recreation areas with varying difficulty levels; involve the community in building these areas. Don't charge residents as much in taxes; more revenue should come from businesses.
- Widening, growing, expanding the tax base. The corridors of Nixa (14 and 160) as well as the "downtown" area are eyesores and are in need of an aggressive plan to make a positive impression. Nixa is known for an excellent school system but really doesn't have anything else that would entice someone to move to Nixa. Clean up and dress up the corridors as mentioned above and develop a park system that is the best in SW Missouri for families.
- Too much housing before we have things to do in the community. You are outsourcing all entertainment and recreation to other cities and missing out on revenue. If you build more houses, that will require more room in schools, you will not be prepared for the growth and schools will begin to fallback. Increase business revenue which does not result in an increase of students to the district. Don't be boring with what you add. Don't make individual businesses that are all over the place, develop a large area to attract people to one single area like, the square etc...
- There is nothing to do and Nixa caters to senior citizens or special needs. The average family has to go elsewhere to get the goods and services they need
- Nixa doesn't have activities and places to integrate older residents with younger ones
- With the influx of people into our area to flee the issues of more metropolitan areas, we have to be careful that the problems do not follow them here. A well-trained

# FULL DOCUMENTATION OF RESPONSES

police presence that have members residing within the city will go a long ways towards fostering a sense of safe community. In addition, the current focus on the schools and their endeavoring to consistently produce well-educated young people that want to come back and be productive citizens provides us with a much-needed and sought after positive feedback loop for succession

- Limiting multi unit development
- Lack of sidewalks, more sidewalks should be installed so people don't have to walk in the street. Second High School, Nixa is growing, to support the growing community Improve secondary roads- more people means more traffic Infrastructure to maintain the current population but prepare for continuing growth
- need to attract businesses that will improve the tax base for the city
- Housing
- Keeping up with the population growth. Lots of traffic.
- would love to continue the small town vibe that holds true to our values. But, I would like to expand on businesses that would grow revenue for our community. We have outgrown our parks and there is not enough space or things to do for our youth
- We are allowing so many housing and multi-family housing permits that the schools cannot keep up. They are all bursting at the seams and the city keeps allowing more building
- We really have to start giving and creating access to trails. Are we blind to the success of Bentonville? Are we going to settle for third to Ozark and Republic?
- Out of control spending; especially schools
- Land cost is high, sink holes are many and sewer expansion in needed. Increasing access points in and out of the city are vital to address and plan for future growth
- Let's continue to grow without using debt.
- Need walking trails, esthetics
- They need more schools, there's not enough room for schools. We have to go into Springfield and ozark for everything. Food , clothes you name it
- Business development, city infrastructure, anti-tax community
- More family oriented places
- Creating a downtown area that attracts business and people, Mill St. is a decent start, but we need so much more.
- Zoning needs major improvement. Stores/businesses pop up in the most random places in this town.

Location is important, which is why you see so many empty buildings. Nixa needs to attract businesses that will help the tax base and provide conveniences.

Right now, we are a bedroom community

- Lack of recreational sports, indoor and outdoor athletic facilities, over crowded junior high and high school, lack of programs and resources for special needs young adults
- Strategic planning on ensuring parks and outdoor activities are plentiful. Many of those relocating here are young professionals and families, and people will move to areas where these needs are met.
- Maintaining/building business/commercial tax revenue
- Roads/transportation Second high school Beautification
- Outgrowing schools are park facilities with the fast growing population
- Sidewalks. Safer areas for bus pick ups for the little kids. Safer ways to cross busy main streets. The way the utilities people rob you blind.
- traffic and expansion. We don't need apartments here.
- Lack of tax revenue other than property taxes
- More things to do and adding housing for single families
- Way to many apartments being built. Traffic
- We need something better than Hwy. 160 to access Springfield. Bus service to Springfield and Ozark would be great.
- Expanding career opportunities for our students - when you compare Nixa to that of Ozark, our career center is WAY behind. Our career center is tiny compared to theirs. We need more career based jobs in the work force today
- You're trying to grow so much that we're going to lose the small-town feel and become a big city, which I've NEVER wanted to live in. All your focus is on growing and making Nixa bigger
- Expansion of Springfield will most likely cause an increase of crime in nixa.
- We have to have a group of people that are strategically looking at the 20 year plan so we can put in the right infrastructure to support the growth. Become a place where Nixa families can get everything they need in Nixa without going into Springfield.
- Lack of usable sidewalks and trails. Also, the roadways into Springfield currently do not support a growing community. I think there needs to be a better way to manage the traffic coming in and out of Nixa during work commutes
- Public safety is #1 - having safe place to live should be the priority



# FULL DOCUMENTATION OF RESPONSES

- Managing growth
- Overpopulation
- Population overgrowth. Pwr Grid and poor infrastructure needs upgraded. Clean water. Nixa schools already busting at the seams. No large enough indoor sports/community facility to support the growth of this area. Example: <https://www.cityofallen.org/1969/Stephen-G-Terrell-Recreation-Center>
- Safety, trails
- Need more jobs and activities entertainment for kids and adults. Skating, movies, arcade, activities for people who can't or restricted ability to Go-to a surrounding town. Also restrants like A&W, something not common that makes others from surrounding towns come to eat at and bring them into nixa
- Need for more school buildings. Need for running/ hiking/biking trails. More sidewalks
- Maintaining residents
- Proper infrastructure for the rapid growth - specifically schools and roadways
- Traffic is ridiculous and your main city services are not kind people, as I mentioned CCAD is awful, driver's license highway patrol staff is awful. DMV is nice but busy. Your police department is very rude, they make no effort to connect with the community positively, especially teens. The school board members are unresponsive when you try to reach out, many concerns there. The school bus staff are incredibly rude on the road. Don't lose Piccolos, Marcos, the Pet Store, Aldis, Harter House, Nixa Hardware,
- More Economic Growth
- Downtown
- Needing bigger stores
- More choices here to dine and shop so we don't have to travel to Springfield
- Having somewhere for teens to go hangout safely
- Sidewalks and other public transportation options. There are major roads that weave by schools or neighborhoods that do not have sidewalks
- Population growth
- Maintaining a sense of smaller rural community. The ability to continue and maintain Nixa's standards of excellence in education. Maintaining our commitment of quality Community Safety by ensuring continuous support of the needs of our law enforcement as well as fire and medical. Not over whelming our schools population by community housing growth
- Businesses do not last in Nixa
- Handling the population growth
- I believe a critical issue is the space for housing and school growth. Nixa is quickly growing and running out of space for housing and the ability to accommodate more students in the schools.
- Growing population and having to develop homes/ apartments.
- There needs to be more businesses and something for seniors and something for the children to do.
- Being surpassed in activities for families by Ozark and Republic
- lack of diversity within the business sector. Nixa is currently a bedroom community which makes the food/ dining options lack luster for our town. We find ourselves going into Springfield more and more when we eat out
- Business development and more shopping and restaurants. More trails for safe biking and walking
- We need bike lanes.
- traffic/roads, lack of restaurant and shopping choices
- The larger we get, the more crime and transient population
- Housing and school size.
- Not sure
- Affordable housing is a real problem
- Sustaining growth with good infastructure. Also, for being such a high-performing community, it's not very visually appealing. Make it look as good as it is
- Growth and infrastructure
- People may be moving in faster than the city can expand
- Bullying in school
- I think the dire "need to expand" will ruin the city if we are not careful. In my opinion, there is already too much of the space taken up by close-together houses and businesses we don't need more of. I think everyone gets too excited about having the "best city" and are over-doing it.
- Traffic
- Too many apartment complexes, not enough dining and entertainment -as well as clothing options. Need better internet services as well
- Family friendly restaurants and business that help a town keep moving forward and thriving without going into the bigger city
- I don't know. I know I don't like it here anymore. The people, the town, it's not what it used to be. Good luck. I won't be staying any longer than I have to.
- The housing is so expensive, and most of the homes

# FULL DOCUMENTATION OF RESPONSES

- are cookie-cutter, low quality houses that are packed into neighborhoods so tightly that they don't have any yard. I would like to see more quality built homes with bigger yards at an affordable price.
- There are several buildings around town that contain rentable business space that is vacant. These should be filled before allowing a builder to build more without fulfilling what we already have available.
  - Losing small town feel
  - I'm 50 years old and have lived in Nixa all my life. Nixa is basically an embarrassment to itself in the way it is ran anymore. I used to be so proud to be from Nixa and now it's an embarrassment. We can't get a real commercial type business to open in Nixa for anything.
  - Take a look at the surrounding small communities like Republic, Ozark, Willard, Rogersville, etc and it appears they are all doing far better than Nixa in growing and bringing additional businesses to their towns.
  - Commercial Growth
  - Small business struggling and closing. Empty and boring downtown area. Schools are way too big and focused on test scores as opposed to prepping kids for life. Keep DEI, BLM, LGBTQ crap out of our town!!!
  - Spaces for families and children. The softball/baseball fields haven't been updated in over 20 years. The Rotary Park has been falling apart for years. The X-Center isn't big enough to accommodate basketball games on weekends, we all know the pool is a mess. The city has not been welcoming to outside businesses.
  - Economic Growth- Everyone around us is growing. Our roads have POOR access to current businesses and it seems like excuse after excuse to not have new business/ industry come to Nixa
  - Growth and diversity.
  - Public Safety
  - Too many UNAFFORDABLE housing options popping up that are low quality in appearance
  - Developing more 14 Mill Market spaces, where entertainment, dining, treats, coffee are all available in one communal area. Maintaining a low crime rate and a safe-feeling city.
  - Expanding the park system or creating bikeable/runnable trails throughout the city, or connecting to other area cities.
  - Green space. Sports Complex
  - Let me start with we love this community. I think the biggest struggle will be to maintain Nixa being a community and having that feel as it continues to grow. I think it's important to remember that increased city sizes typically have increased crime and the quality and the safety of schools goes down. I think Nixa needs to focus hard on expanding outdoor space and community events to help keep the hometown feel that so many people love about this town. We don't want to live in the hustle and bustle or we would live in Springfield.
  - Not enough single family housing to sustain growth and makes housing unaffordable to locals. This also encourages outside buyers who invest in properties to flip and changes the neighborhood dynamic. There are already too many senior homes and apartment complexes, preventing potential families from relocating here and driving locals to other more affordable places like Ozark and Springfield.
  - Job opportunities are critical. The cost of electricity will be a major issue if thousands of people are charging their electric vehicles every night
  - getting community to support tax increases for parks
  - You can't seem to fix the pool. Too many dollar general stores and not enough good places to eat.
  - Needs to be more retail shopping. Most major shopping is done in Springfield.
  - Maintaining quality of education as we continue to grow while ensuring all kids and teachers have what they need in such a large setting; keeping youth out of trouble by giving them a place to hang out; cleaning up downtown by moving plastics and vinegar plants
  - I feel like Nixa is building too many expensive homes that regular working class people cannot afford.
  - Growing and bringing more businesses to the area
  - Making ALL people feel welcome!!! Public schools are meant for the public! Meaning all students from every background!
  - Springfield taking over Nixa and Nixa expanding too fast to keep up with schools and roads.
  - Indoor recreation/swimming pools for kids; restaurants beside Mexican food; family restaurants not in bar setting; activities for teens.
  - Growth & getting more businesses to come here
  - Not enough places to eat, things to do, shopping. Nixa Walmart is getting way too small for
  - how big the town is. Republic and Ozark seem to have way more businesses than Nixa does and way more food options/shopping.
  - Outgrowing the schools and the lack of places for

# FULL DOCUMENTATION OF RESPONSES

- employment that keep people who live in Nixa staying here on weekdays to spend their money
- Growth; Allowing more businesses (retail/ restaurants); Safety (sidewalks)
  - schools are becoming overcrowded
  - Lack of the ability to get around on bikes or walking. Lack of housing density to support businesses that actually want to stay open. Because businesses don't want to stay open, there are no other style businesses that keep employment actually here. Everybody works in springfield but lives here in nixa. We can change this but it's going to require a government that's not anti-business.
  - Limited restaurants and the rising cost of rent
  - Local business within the city, I often have to travel to Springfield other than the usual groceries and car services.
  - Economic growth
  - Not having businesses in town and losing tax revenue. Needing better cell phone towers and wifi speed.
  - We need more retail and restaurants so we can stay in Nixa and not have to drive To Springfield. Republic and ozark have outpaced us
  - Attracting businesses, school's crowded
  - We need more sidewalks in small neighborhoods
  - The roads and need expanded.
  - QUALITY Dining options OTHER than fast food
  - Affordable housing
  - Taxes are high for businesses that want to come to Nixa.
  - Racism
  - Increasing population. Nixa is going so much and I feel the city is having issues keeping up. Bullying in schools needs to be addressed so more kids have opportunity to learn
  - Population
  - Over development
  - How can you create more activities outside for families?
  - Increased access to appropriate housing for young families who may not be able to afford a house at \$250,000+
  - Creating an identity beyond merely attempting to manage growth with as little change as possible
  - Ensuring resources and services meet the needs of growing population - especially infrastructure
  - Maintaining visual appeal
  - Overloading our power system/grid, schools, roadways
  - Need: additional housing, additional roadway options for peak times, to expand city limits, more professional career industries located inside city limits, more parking at community center.
  - Nixa needs more business growth for the revenue instead of all the revenue for schools coming from housing. No more apartment building which attract families with kids which makes our schools overcrowded with no new tax dollars
  - Traffic
  - Schools are overpopulated and need to be expanded to receive the growth.
  - The city needs to be more walkable
  - Keeping tax dollars in Nixa. Most people go to Springfield to spend their money
  - We need more entertainment (i.e. fine dining, bars, adult entertainment and what I mean by that for example is ax throwing, things/places that kids would not be allowed or kids have limited hours they are allowed, not contexed by sexual innuendo.) We need nightlife for adults so we don't have to drive to Springfield
  - Ability to fund our public schools with a reliable tax base. We must have quality education in order to provide skilled workers to live and work in our community. Attracting some industry or other commercial tax base would help ensure that happens without putting more on the shoulders of homeowners. Need to ensure that infrastructure is kept up to date - water, electrical grid, internet, etc
  - Space
  - Space
  - Bring in business to keep our young kids here in town for their first jobs and brings single family homes
  - We need a new pool. We need more bus routes for children to get to school via bus
  - Preventing other city's crime to migrate into Nixa. Also, the need for expansion. I would love to do the majority of my business and service needs through Nixa. But in order to do so we need to expand. I'm from out of town and would love to have a hotel or place for out of town family to stay when visiting. I would love to be able to take my three kids to a theater in Nixa or some kind of kid friendly entertainment here in Nixa, for family fun or Birthday parties. I would love to have gym facility that is more convenient for my side of town close to the High School. My family and I love Nixa and would love for this to be our forever home. By doing some developmental things such as these, I could see us living a long happy life here!!
  - Overcrowded, loss of farm land
  - Nixa is filled with extremely racist and homophobic people. This behavior has been allowed within the schools and spreads into the towns. Many teenagers are ruining

# FULL DOCUMENTATION OF RESPONSES

- parks for families and running off people who should be able to utilize different areas of the town. Nixa is not welcoming to diverse individuals. They can say they are, but the actual people in the community are not
- Cultural diversity and acceptance
  - Make the city more attractive for businesses. Everyone around us is already doing this and we are way behind. And we have enough apartments go a different direction. Attractive new home developments with the land that we still have and not the straight up and down houses that are already an eyesore. An attractive 55+ community would be a possibility as well.
  - Expansion; traffic to Springfield
  - We pay thousands of dollars for our kids to play club sports everywhere except Nixa! We need a place to house and train club teams
  - Being able to handle the growth of the city
  - ROADS and school district alignment
  - Space/overcrowding. Building up apartments and subdivisions but we're not expanding schools or community centers, or adding new parks/playgrounds. Our community center was already way too small for community events/sports.
  - Too much traffic
  - Growing lifestyle choice (parks, recreation, shopping, dining) and improving schools
  - Expansion for student population in schools.
  - Infrastructure and economic growth
  - Economic development
  - would like to see more dining options
  - A whole new outlook on this city is run. It's pathetic, more apartments and cookie cutter homes going up. Nothing to do. An INCREDIBLY high teen suicide/depression rate. The whole city needs fixed
  - Expanding beyond what it can handle. Keeping the small town feel while expanding to meet its growing needs.
  - More space and housing for people moving to Nixa, maintaining greenways and creating more green space, and having enough space to do all this
  - Nixa has nothing to draw people in. It's a nice, clean, and safe city which is why people want to live there. But there's no much in the way of things to do
  - Ensuring the community is safe, providing work opportunities in Nixa so people don't have to leave to go to work, not losing commercial opportunities to other cities and being more business friendly than in the past
  - We need to stop becoming a bedroom community
  - Foster community, developing infrastructure in our growing community
  - Too much growth and expansion within city limits. Doesn't have that small town charm anymore
  - How hard it is to build in Nixa. I'm talking about commercial buildings. They need to make it easier, not as difficult
  - Development of roads and ways to get across town
  - We need good internet service for all areas of Nixa, more variety in restaurants and a movie theatre
  - Keeping our schools top notch, I think that is a huge driver of Nixa's growth. We should also make sure there is a good environment for business growth allowing for employment opportunities in Nixa that aren't just retail but in manufacturing and skilled labor. Making sure our industrial parks have access to high speed internet and other utility infrastructure would be something to focus on.
  - Putting more into elementary schools VS putting new ball fields. Fix what is actually broken school roofs etc. actually expand elementary schools VS adding gyms or trailers. The high school literally gets everything why not focus on fixing elementary and middle school before adding more and more to the high school.
  - We're over building homes and cheap food options. There's nothing to do in Nixa—need more outdoor options. Seems like we're hyper focused on cramming everyone from California in & growing sheer population, not focusing on creating a community that fosters the small town feel people move here for
  - Corruption of City officials is our main concern. We are paying close attention to how our city officials operate. In the last five years we have learn many things. Unfortunately we are not happy with many conflicts of interest and unsavory decisions. Also we are concerned with the increase of sexual predators in our town. Especially near our schools. If Nixa is to increase population we would like the homes to be detached single family homes. We would not like to increase any apartments, mobile homes, or low-income housing. If this town wants to become like Springfield, we will gladly sell our properties and move our businesses to Republic, Clever or Joplin. The schools are not as good as we were promised for us to stay and deal with unwanted changes.
  - Traffic, maintaining culture
  - Need different restaurants, more shopping centers to buy clothes, need a working city pool, lower taxes & stop

# FULL DOCUMENTATION OF RESPONSES

- building/bringing in the same retail stores over & over again
- Identifying the types of businesses we can attract that will employ significant numbers of people here. Maintaining infrastructure
- Needs more space for single family housing. More options for businesses to thrive. Fine and casual dining. Options for entertainment
- With the influx of people moving here, housing is harder to find & more places to eat or hang out should be added
- Stop building homes. Focus on places for those who live here to go as a community. Quite making us drive to Springfield for things to do. Also, be affordable!! Things are so pricy. We all want to live the best life
- Growth: increased demand for all resources. More housing, shopping, entertainment needs. Public transportation options
- Expense
- Schools
- Crime/safety, facilities and programs for those with special needs
- Planning and city design Traffic flow for future growth
- More homes.... Better traffic flow.... More sports locations and coffee shops
- Small businesses continue to open and close like a revolving door in Nixa. Maintaining adequate businesses is a struggle
- Getting to big. Already losing the small town safe feeling. Too much land is already getting built on. Turning into another Springfield which is what people are trying to get away from. Too much growth overall instead of improving what we have and keeping Nixa unique
- Too many to list
- Enticing businesses to the area. Other suburbs of Springfield seem to get new restaurants and other stores before Nixa
- We need a safe place for our kids to go be kids.
- Infrastructure, housing and retail development that will support growth.
- Space for new homes
- Not maintaining small town feel. Continuing to be come more progressive and liberal as people from larger cities relocate to Nixa
- Over crowded schools
- More retail stores and green spaces
- Potential unaffordable housing
- Economic development Sustainable growth Keeping culture of fun and safety Keeping Nixa family friendly
- High taxes, traffic, doesn't seem as safe as it used to be, not enough quality single family homes for sale
- Encouraging businesses to open in Nixa. Better roads to help with traffic flow.
- Small town feel and safety
- Rejuvenate downtown. Add brewery, dining, etc
- Preventing home invasions and business
- We need more commercial growth. Andy's, Chick-fil-A, Panera. Trendy alternatives to what we have now. Also, a bike trail/walking trail that is safe and connected to the Greenway Trail
- Economic downturn, need to strengthen local businesses
- Traffic
- Continuing to be the standard for education and raising a family
- I think how fast the city is growing and if the city keep up. I see a lot of people on Facebook groups wanting certain restaurants, but the new buildings that go up are usually only banks or gas stations...
- Housing
- Need more businesses
- Adding more schools, expanding parks, addressing the thoroughfares between Nixa and Springfield and Nixa and Ozark
- Too many rental properties . I'm concerned the town is going downhill because we can't use the word "no" when it comes to expanding this type of construction. Our schools and town will suffer as we try to make this great town an American Dream for a range of pocketbooks
- We need more space for youth and Rec sports. More space!
- Economic globalization and development
- We are not prepared for growth. The city does not offer enough to the local economy, much less, a growing economy to sustain expected growth.
- Outgrowing the infrastructure
- Infrastructure/ Transportation/ reason to stay in Nixa/ good fine dining or casual type restaurants (no fast food). I don't think the type of building we are seeing (apartments etc) is what Nixa needs
- Roads.
- Infrastructure. Building TOO MANY HOUSES and not enough roads to deal with it all. Nixa is a small town. Stop trying to make it bigger
- Traffic
- Major bullying in schools, high housing cost, crime
- Local businesses don't pay enough to

# FULL DOCUMENTATION OF RESPONSES

- support the cost of living in Nixa
- More industrial to bring more money and jobs to the town
- Way too many apartment buildings being built for our schools. Over population in this man we is not helpful and is overwhelming our community
- safety.
- Resistance to change and culture and “outsiders.” Nixa engages the world as a small town but the population is constantly growing. There is not much, after business hours, to keep people spending money in Nixa
- Need to attract businesses and development
- Affordable housing. Bigger schools
- Affordable housing - particularly for the immediate families of low income students. A higher living wage for the majority of the district’s teachers.
- Traffic, space/overgrowth
- The city of Nixa is not attractive. There are no areas that are community friendly with cute shops and places to walk and/or sit. There are very few parks with trails
- Keeping the money in Nixa. Nowhere to purchase clothing, sporting goods, variety of grocery stores, lack of restaurants, etc
- More businesses
- Downtown needs a lot of attention. The old houses on 14 need torn down by 14 Mill
- Racial tension
- Safety, too many apartments more business to shop local
- Schools are too crowded
- Sidewalks, trails, quality of new structures, continuing high quality education, expanding the school district, extreme growth and poor structures being built. We need to keep high standards and restrictions on our new structures (apartments, buildings, churches, schools, etc.)
- To many houses not enough businesses or incentives for businesses to want to come to Nixa. Not enough updated recreational facilities
- A lack of any distinguishing sense of identity 2) A fear that change/development will bring in “outsiders” (which causes Nixans to resist positive change
- As a bedroom city, Nixa has a housing crisis and a transportation issue, if Nixa can figure out a way to keep people in the city, I think it could achieve great things
- Bringing in productive businesses to boost the economy
- Bringing employment to Nixa.
- School building size as surrounding population grows; whether to split Junior High into two schools
- to support the growth. More outdoor space and trails/ greenways that connect to other communities
- Need for more schools with population growth
- Over populated schools
- Providing the same level or more of academic and extracurricular opportunity to keep up with the growth. Also maintaining the excellent public safety to keep up with the growth. Keeping enough land/country area even with growth.
- Property owners who pay taxes. Low income housing is a drain on our schools. Attract commercial development. We are falling behind neighboring communities.
- Increasing the size of the Jr High and high school. More low to middle income housing
- A lack of retail businesses and activities for young people and families. Also a robust trail system to encourage outdoor recreation and pedestrian traffic
- Sense of community promoting and encouraging ALL peoples to come together for a common good.
- Growing Subdivisions. Over crowded schools. If the school district continues to succeed, families will want to live here. Most people move out of Nixa after their children graduate because there is nothing here past raising a family.
- Space in the schools for the continuing growth in population
- It’s small
- New business
- The elementary schools are not able to keep up with the growth of students moving in. Plus the buildings all need repairs.
- School building quality
- Good growth without losing small town feel, putting more side walks an absolute must to be able to access downtown Nixa and other areas especially from Cobblecreek subdivision.
- Infrastructure
- Indoor activities during winter, such as an indoor pool or entertainment.
- Need more sidewalks around the schools where the neighborhoods are considered walking. Not safe for students and leaves limited options for parents!
- Traffic and safety!
- The growth is happening too fast and the educational system or city space cannot keep up. We need to slow the population I crease Nd focus more on improving what we already have to make sure nixa doesn’t become the next

# FULL DOCUMENTATION OF RESPONSES

Springfield. We want to keep the small hometown feeling but the continued growth is going to impede on that.

- Daycare
- Expanding, safety, entertainment
- I see the most critical issues will be the increase in crime that will certainly come with an increase in population. Farmland will probably be bought up and rows of apartment buildings will be built in every open space, leading to traffic problems, overpopulation, rising crime, and a degraded school system. Because of that, I expect that in 20 years, Nixa will no longer have the rural, small-town feel that I have now. I lived through this in another town that was just like Nixa, and it was incredibly sad to see. A massive increase in population due to the construction of thousands of apartments in a short period of time destroyed that town. If Nixa wants to grow while maintaining its safe feeling and hometown charm, it needs to promote single family home communities.
- More restaurants and family friendly activities.
- Utilities are way too high, fitness and pool facilities are severely lacking
- Better community center and a pool that is open and accessible in summer. More restaurants.
- School safety and good pay and support for schools and teachers, police and firefighters. Need more bike trails and safe passage for bikes and community resources and more affordable gym membership for family recreation and fitness. Revamping downtown to make it more of a destination with safe parking. Put more money into our library to make it more of a family and community destination.
- Overpopulation and schools not being big enough to fit the growth
- More people and traffic
- There's not a lot to do in Nixa when it comes to entertainment
- The "downtown" area has many vacant and dilapidated buildings. Unfortunately the plant that we know and love is also smack dab next to downtown. Unfortunately this combination leaves an awful aesthetic. A downtown should be a place that buzzed and thrives where gatherings and festivals can be hosted. There needs to be a hub area in Nixa in order to attract visitors here. Additionally, we are not far from Branson. Ozark has this downtown feel, and we are going to lose people to here with that and the movie theatre. The layout there

is more enticing, but I know that schools, athletics, and many other wonderful things are in Nixa.

- Your lack of concern of increasing development will do to the current infrastructure and no plans to upgrade. Council is so headstrong on development but they kick the can down the road for someone else to worry about the infrastructure. Even council member admitted in a public meeting that he didn't care what development did to the school district enrollment. It wasn't his problem. When our kids graduate we have plans to move out of Nixa quick, fast and in a hurry.
- The city has outgrown the X Center. There are dilapidated houses along main corridors. Downtown is slowly getting better but needs to expand its footprint and renovate or tear down old buildings that are an eyesore. Our streets and public spaces lack landscaping. There is a shortage of public outdoor spaces.
- Affordable housing, walkable areas for shopping and dining, entertainment, traffic management, winter weather road maintenance, ultra right wing individuals destroying the quality of education, lack of diversity, lack of adult recreational sports leagues
- Population growth. We need a 2nd high-school and Jr high at this point probably and more affordable housing. We need more diversity
- Less Residential building more commercial to bring in revenue. No more "cookie cutter" house builders aka Trendsetter Homes that house are not quality and fall apart after a year old.
- Housing Roads
- too many homes being built
- Economic development; housing
- Traffic congestion, and the number of schools keeping up with the population of children
- Policing, overcrowding schools
- Growth
- Building too many homes and not enough businesses
- Infrastructure. The city isn't keeping up with the number of new houses being built. The power outages are ridiculous. More parks. NOT sports fields. There are a lot of residents that don't care about watching kids play sports. The city needs walking trails, green spaces. Something like Nathaniel Greene in Springfield would be nice. Indoor pool that can be utilized year round.
- Transplants from liberal areas
- Too much police presence. They harass the

# FULL DOCUMENTATION OF RESPONSES

community in my opinion. We don't need 4 cops to show up to every traffic stop.. very unnecessary!

- Only offering one internet provider within city limits.
- The capacity of nixa schools to accommodate the growth of the population Recreational facilities Traffic and road infrastructure
- The schools in Nixa are some of the best in the state, but we need to keep that going. If we start to stagnate our city with finish significantly because the school are a large portion of what drives citizens to live here. Our children should have greater opportunities for learning and exploring educational interests. Traffic is also a huge problem in Nixa as Massey has so many lights on it.
- Too much growth not enough housing or things to do
- Economic Dev Outdoor parks, bike trails
- Low income
- Not enough growth and allowing business in the city- republic has many new restaurants and activities Nixa doesn't have
- Fast growth and ability for the city to accommodate the growth with the school district. Also to offer more family type activities to keep more revenue coming into Nixa.
- Generating more sales tax revenue to fund the parks, police and roads in a mostly residential town.
- the terrible pay for nixa public schools staff
- Sidewalks, attracting industrial company's, better traffic flow. The city actually doing snow removal on roadways.
- We are being careless with our planning and development. We are building too many apartments and have too many rentals. This will result in a complete demographic shift and Nixa will no longer be recognizable and will no longer be a safe place where families want to reside.
- Rec center needs to have indoor pool, sidewalks are needed
- The homeless coming from Springfield and illegal immigration.
- Sustaining entertainment and viable economy for such a large growth in population. So much if the city is residential, where are people supposed to go to enjoy time with their families?
- Growing with the population and not falling behind. It's important to keep business' in Nixa instead of them closing or leaving.
- Multiculturalism and diversity
- Development of adequate water drainage, sweet, and roads due to the massive amount of housing being developed.
- I worry about the housing situation in this country.

Citizens of Nixa need the opportunity to own without having to shell out 200k+ on a home. Condos, mixed residential along Main St would be my suggestion.

- Expansion
- Adequate # schools
- Attracting tourism and outside revenue. Surrounding cities attract outside tourism and revenue. Nixa is only drawing revenue from its citizens.
- Single family housing. A second high school.
- Growth for businesses.
- Organized people So people recreating the wheel
- Traffic flow /schools teacher to child ratio / taxes/ housing
- The devaluation of traditional families. Even in your survey you labeled marriage and domestic partnerships as one and the same. This is a huge problem. Our city needs strong families based on solid marriages, start supporting families
- Safety in schools
- Complete and total lack of business development in sustaining manner. Surrounding communities have surpassed Nixa, two and three fold offering substantial options for dining and entertainment. Beyond fast food restaurant the only business that attracts individuals beyond the city limits is Piccolo's Italian restaurant. Beyond that more people leave town to find something to eat then Those coming to Neysa bringing business
- Affordability
- Attracting a variety of businesses, so we don't have to rely as much on Springfield.
- Growing too fast
- Schools. We need another high school or building it up We need another junior High or a larger one Schools should do uniforms due to self worth of every child Have charter schools Movie theatre Target Clean up and restore old homes on the 14 past main street. Turn them in to boutiques or kids places for fun More places like frozen yogurt, panda express, burger king, steak house, mama jeans, chillis, olive garden, red lobster. Something like these restaurants. We need a place to shop beside Walmart We need a place for teens to go and have safe fun. We need to get control of young children vaping. Stricter laws and better systems in place in the school. Especially restrooms. Hall monitors in the schools to walk around and be known to be there for the children.
- Affordable housing for families. Many cannot endure the \$1,000+ rent for an APARTMENT, let alone the costs for a house.



# FULL DOCUMENTATION OF RESPONSES

- City needs to attract families and businesses from various race, religions and backgrounds.
- Lack of cultural diversity. The conservative bias that is evident from so many people.
- Increasing the population
- Affordable living, and more sidewalks
- Transportation services other than Uber or Lyft would be really great for Nixa.
- Community Center expansion & development of park land Continue expansion of utilities & be creative on future growth of housing & providing utilities to existing homes not currently in city limits & attracting new businesses & maintaining existing businesses
- The pool!!! I think you need to upgrade the pool area and make it bigger. With Republic making there pool all nice and adding on, Nixa might be losing business with that. I will for sure take my kiddos over there more often then our own.
- We need more options. Restaurants etc.
- The traffic is increasing and becoming more dangerous. In town, people are driving 60 mph in a 45 mph zone. We need to crack down on speeding and red light running. We would really like to see outdoor recreational areas for teens and young adults. Skate parks, fitness parks, bike trails, all ideas of things our youth could use. Nixa does a fantastic job providing activities for small children but after age 12, there aren't many options for those who don't make the school teams. Expanded age youth programs through the Nixa Center would be a great addition. Rec sports for teens could help a lot of kids build confidence and stay out of trouble. Thank you for reading.
- Schools being over crowded and not enough businesses to support the people living in the community
- Culture
- We need a downtown space that brings community together.
- Safety, recreational and outdoor activities, parks and trails, pedestrian walkways.
- Roadway traffic and lane expansion, police safety, and available and diverse businesses
- Bike/pedestrian traffic, attracting businesses retail/commercial/industry
- Overcrowding in elementary buildings. Bigger buildings may not be the answer. An additional building or buildings may be a better option.
- Too many developments going in; need for additional space in schools or new schools
- Technology infrastructure
- We need tax dollars from business growth to fund our growing community. There also needs to be better governing of mass subdivisions going up that appear poor quality and will not maintain value.
- We need more to bring in more.
- Keeping up with growth
- Keep expanding, and adding more businesses.
- Improve business diversity, create a nightlife sector, give people a reason to spend their money here.
- Infrastructure. Building 100's of single family homes, apartments and duplexes in a short amount of time but not having the water electrical and gas to supply those homes needs which also causes homes already built for years to go without when those services are disrupted due to over use. Also this will cause increased traffic that the roads are not built for therefore causing traffic congestion in high traffic areas which in turn leads to road rage and risk of increased accidents. Hwy 160 sees a lot of daily traffic as it is now due to the amount of residents who travel into Greene county everyday for work, shopping doctors etc. and we are still dealing with traffic congestion I can't imagine how much worse it's going to get if the city continues to grow and do nothing to elevate this. The possibility of another high school and jr high might be something to look into before all the inside city limit land is sold off to developers for homes/apartments. High school is already too small. So why not build another on east side of town and split the town down the middle using 160 as a marker.
- Growth is too much and making it less enjoyable to live here
- Traffic
- Road and highway congestion
- Access to shopping. Nixa Wal-Mart too small, crowded, and frequently runs out of products. Overcrowded schools. The mega-school concept for elementary schools creates a lot of challenges.
- Nixa needs to draw people into the area for our community. We don't have that. Ozark has the people from our area going to Ozark for fine dining and recreational things. We are a have a pass-through community. To actually have a nice hotel, like a Holiday Inn express or anything better than what we have would be very beneficial to community
- Housing/Agriculture. PLEASE STOP builders from coming in and building where there are farmlands. Those "new" homes are being built cheaply and created overbearing traffic. Those new builds are also

# FULL DOCUMENTATION OF RESPONSES

- overcrowding the neighborhoods! Keep Nixa in high demand by keeping it exclusive with that nice small town feel. That's why we moved to Nixa, so that it has a small town feel. Willard is great at doing this!
- Zac rantz running the city.
  - I think if you can draw the right kinds of business you can keep crime down
  - Space
  - Traffic flow, shopping, quality restaurants, connected trails for walking, running, biking, entertainment,
  - I believe parks should be a big priority. Existing parks and park facilities are nice and well-kept, we just need to expand in my opinion. I think Nixa has been excelling in school sports long enough we should lean into that and create a destination for travel teams for different sports.
  - Lodging should be expanded to accommodate tournaments etc.
  - New businesses...sports facilities that attract out of town teams...improve downtown area
  - Developing a diverse economy and adding additional mid-range (150,000-260,000) housing options (or rental equivalents). This in addition to adding more quality youth/adult recreation opportunities.
  - Traffic is a huge issue. Too many apartments.
  - Attracting jobs
  - Business growth
  - It's not as family friendly. Nixa doesn't appear to value the quaint family feel the town used to have. It's all about politics, money, and who you know
  - It's going to be difficult to keep the small town, SAFE, feeling of Nixa forever, but that's what people cherish most about it.
  - To much growth to to quickly, maybe focus on being able to have reliable power/enough water for the citizens that already live here instead of adding to the amount of people that live here
  - More affordable detached single family homes.
  - Apartments, condos, townhomes, etc. being built next to high end residential neighborhoods. A lot of residents are concerned and talking about moving.
  - Fix up the area around downtown.
  - Clean up the town and prevent smoking in public areas. Fix roads before making another roundabout. Encourage businesses to power wash exteriors. Springfield area in short looks dated compared to similar sized cities example Rogers, Arkansas.
  - Influx of people and traffic
  - Lack of businesses, the appearance of the city
  - Vehicle traffic, roads, school zoning,
  - There's a lot of demand on city infrastructure but tax dollars are fixed with heavy reliance on property tax. Adding commercial businesses would blend sales tax dollars to offset the fixed property tax income.
  - Diversity Recreation spaces Trails
  - Need a better first impression
  - School space
  - Supporting quick growth of population with schools
  - There needs to be some walking trails and places for family gatherings
  - Not enough schools
  - Revitalizing downtown. The infrastructure of how the city is laid out is so awkward- farm land and fields with a sprinkle of commercial development here and there. It gives it such a choppy appearance and makes it hard to cultivate that hometown culture or charm the survey is asking about. Traffic flow / congestion coming in and out of town. Nixa is isolated from the major highways which will limit many businesses coming here.
  - Teachers, their pay, and the overworking of them that is causing them to leave the district in droves. Teachers from other districts actually actively discouraging others from coming to Nixa to work.
  - Overcrowding with new growth
  - Lack of growth compared to Ozark & Republic
  - Planning for appropriate school growth. Build new building already. The longer you wait the higher the dollar.
  - Becoming land locked.
  - We need to adjust to the population growth... everyone goes to Springfield to do their business and dining. 2) Better use of tax money within the schools. We're paying a ton of school tax and all I see is improvement in sports related stuff. The Aetos was the only good thing I see with our school tax dollars. The elementary/immediate schools need a lot of help.
  - Growing too fast. Cost of living is becoming unmanageable.
  - Diversity. Affordable housing.
  - Not a lot of tourist options (festival and such) to bring in revenue
  - Restaurants close due to lack of business
  - Taxes
  - Attracting younger, healthier people.
  - Infrastructure
  - Too many banks where we could use better

# FULL DOCUMENTATION OF RESPONSES

- restaurants and shopping other than Walmart
- Development
- More trails for walking/biking and getting to schools and around town.
- We moved here for a more peaceful area with land. It's starting to feel more congested and busy. We might not live here in 20 years. If we do, I would like it not to grow too big. We like the small town feel.
- Growth management and infrastructure.
- Authoritarianism
- Infrastructure development
- Road ways, sidewalks, crosswalks, allowing new businesses to come here, over crowded schools
- Entertainment. Nixa has become a large city and there is nothing to do here.
- Public safety
- Accessibility for residents
- Growth and how that will impact the entire city
- Power outage issues, putting weird businesses in instead of things that people actually want.
- Overcrowding of schools
- Overcrowding of the schools...especially High School. Lack of things to do for adults and families.
- How to maintain a small home town feeling with all the construction and expansion.
- Old people not allowing the city to build a culture that attracts young successful families.
- Law enforcement.
- Being kind and finding city government that actually listens to the people they serve
- Housing and grocery shopping
- Indoor pool and updated fitness center
- Parents not being able to be involved inside the school of their children
- Water and food for everyone, traffic on the roads as population increases.
- Corporate greed
- Keeping up with the growth of people moving to nixa
- Not enough rec areas
- Keeping up with growth and attracting businesses
- Schools are all out of space and Nixa has not kept up with the growth. We are building apartments everywhere with no room for more classrooms. Emphasis has been put on sports and not on making sure we have the infrastructure for the growth that is happening.
- Sidewalks on Missouri Street
- Population is outgrowing the schools. Nixa was known for having smaller class sizes and now that's not the case
- Growth
- Parks and recreation are very far behind surrounding areas.
- Affordable utilities
- Keeping tax dollars here instead of Ozark or Springfield
- Growth and schools
- Overgrown
- Housing prices are too high And more housing
- Not enough upgrades
- Not enough places to hangout with my friends
- I believe that Nixa should invest in an indoor swimming pool for the Nixa High School swim team.
- We need a hotel but first a sports complex to bring the people to Nixa! Oh and a Trader Joe's.
- The city isn't open to the perception that people have. Doing business is difficult. Parks aren't progressive. Until the city realizes that this is how it is perceived, nothing can be done and people will vote things down because trust isn't there. Also, the city needs to plan for the future growth and put resources in place for that growth. Businesses can't come here because the city isn't ready for them.
- Planning & zoning needs to have more of an open mind and willingness to help. Ways to keep crime at bay, keeping the culture and legacy of a small town as Nixa grows. Improve traffic flow in and out of Nixa. Find ways to improve technology within community in all areas and stay relevant among other growing cities.
- Stop Apartments
- The continued tax increases are going to eat away at people's wallets and cause them to leave.
- Working on continued growth of both residential and commercial areas while simultaneously working to ensure that utility infrastructure and services are hardened for residences and businesses alike (i.e., an ability to provide power from a source other than the main grid in times of emergency, securing sources of water, looking into laying internet fiber for the whole city as an alternative option to 3rd party ISPs).
- Business and entertainment growth so people don't have to go to Ozark or Springfield to spend their money
- We need more restaurants. Other towns around are getting better places to eat than Nixa.
- We are fairly new to the Nixa so it's hard to determine what Nixa is missing vs. what we are aware of at this time.
- nixa is physically ugly. wasting tax dollars on bad

# FULL DOCUMENTATION OF RESPONSES

- sculpture & garish murals isn't helping. Permitting decayed properties to remain is a real issue. Attractive nuisance & vermin attracting properties are problems in Nixa.
- Rapid growth
  - The fact that Nixa is now known as a regressive and oppressive community of book-banners.
  - Lack of diversity - Need for additional recreation space for kids
  - Cost of living
  - Please don't fill the town up with strip malls. We are also becoming too crowded in the schools. The high school is too big, we need to split it up. I know, very unpopular opinion.
  - Infrastructure, culture/diversity, programs for youth and adults outside of just sports.
  - Create a centralized space for community to gather and create a hometown feel
  - Traffic congestion
  - Consider all populations. The aging, disabled (children, adults, seniors,) single parent households. The city and majority of citizens hate low income families. It is very divisive. Transportation around Nixa, and maybe a single bus line from Nixa to connect with the closest one in Springfield. Most people work outside of Nixa.
  - I would like to see Nixa maintain its small town atmosphere. Do not want it to just become a bedroom community for people commuting to Springfield.
  - Retaining businesses
  - Not to expand too quickly. We should bring in some fine dining and more indoor entertainment options, like a pool. But I prefer smaller businesses to support the local community over larger business that would grow us into a larger city and then end up becoming south Springfield
  - Infrastructure, industrial development, housing outgrowing the school system
  - Bringing businesses to town so people don't have to go to Springfield. Keeping up with infrastructure as the city's population grows.
  - Lack of diversity, infrastructure for young families
  - Maintaining what we currently have in place. Not "growing" or "expanding" too much to where we cannot keep things up to date.
  - Over-population. Over-priced housing.
  - More dining and retail establishments to create tax income for the city would be most beneficial. We have to go out of town for any decent selection for dining and retail.
  - Land owners wanting too much money for land in prime locations.
  - Walkability. Nixa is not convenient for walking, cycling, etc. The new residential areas have small sidewalks, but sidewalks within the city there's not many sidewalks making it hard for walkers or bikers.
  - Growth
  - Storm water maintenance and infrastructure. Reinforcing or fixing old infrastructure and neighborhoods. Planning for proper drainage of new developments.
  - We have to eliminate the extreme right from controlling the dialogue and banning books, etc. This should be a community where all beliefs are respected and not becoming an "us vs. them" community.
  - Growth/infrastructure - roads, bike lanes, etc
  - Traffic lights and additional roads for increased population
  - Bring down residential property taxes by attracting businesses to share the burden of school taxes-- which are very high relative to property values.
  - More room in the jr high and high school. More parks, paths and outdoor recreational spaces for kids and families.
  - Don't try to be like everyone else by creating a ton of apartments. Nixa is already a place people want to live and raise a family, no need to make changes that alienate families. Walking trails and business growth would be great!
  - Growth over opportunities
  - Infrastructure to keep up with the city's growth
  - There isn't much to do for entertainment. There needs to be more trails/outdoor stuff to do for adults. Not just parks for kids.
  - Keeping up with Republic and Ozark. Develop the farm donated on AA and utilize the river front and views, Any waterfront is a huge asset. Park, farmers market, outdoor yoga, something for adults and women in particular. Biggest critical issue is losing tax revenue to surrounding cities. I.e. movie theater, Finley Farms, the workshop with baking classes, and Republic has Andy's, Flat Creek, Arris Pizza, Whataburger, etc. I've lived in Nixa 19 years and not much has changed when it comes to dining, family activities, parks and exercise classes, especially for women.
  - Need more affordable housing
  - Affordable Housing
  - Maintaining high standards in education, economic development to provide good paying jobs in town rather than driving to Springfield or Ozark. More dining options.
  - Need to build an infrastructure of retail business to

# FULL DOCUMENTATION OF RESPONSES

- increase spending within our city versus going to Springfield
- The current roadways do NOT support all of the new construction of apartments in Nixa. The more residents you have the more traffic it will cause.
- We need more parks and and trails
- I addressed this on Question 15.
- How to keep up services such as educational facilities, police fire and medical to meet population growth needs. And attracting businesses to generate tax revenue to support this instead of just raising taxes on individuals.
- Too many houses/apartments, especially low end. Stop building!! Leave Nixa alone. People move here for the peace not development! Work on crime prevention.
- Trying to keep an attractive small town feel
- More retail tax revenue
- Supporting the school district. Nixa schools attracts a lot of new families to the city but I worry it will struggle to keep up with the growth without a partnership with the city. If the schools start to slack in success and excellence the draw and luster for Nixa will dim.
- Housing need.
- No place for kids to play and compete in sports - rec is good, but developing the Eoff Farms would be better.
- Infrastructure - roads
- Downtown area needs to be expanded/updated
- Technology Infrastructure. If you live even 1 mile outside of city limits on the wrong side of the road, there are no opportunities for internet! This needs to be addressed
- Infrastructure and mental health in the schools.
- I think the services and the resources of the city are restricted.
- Allowing these massive cookie cutter subdivisions without first providing better roadways is going to greatly impact us. Our downtown area is poorly set up and doesn't allow for any sort of community events. Our XCenter is entirely too small for our city.
- Businesses are going to Ozark or Republic. Nixa needs to incentivize more businesses for tax revenue
- Keeping up with population growth and maintaining schools
- housing market shifting negatively due to influx of apartments; lack of restaurants to support city capacity; continued support of Nixa Public Schools
- regulations/codes effecting businesses from coming into Nixa
- The vacant and older buildings on 14 being an eyesore
- We need big industry companies coming in to bring in tax dollars. How do we get big organizations here?
- Clean up the main corridor, can't just rest on great schools. Support new businesses.
- Growth, demand for more business along with homes. Developing more entertainment business would be positive as well.
- Growing population which will stress the road infrastructure and district school facilities.
- Too many property crimes
- NIXA schools does a great job with sports , but we need to get the kids ready to compete at the national level when it comes to academics. May be more ACT and SAT prep help at schools and teams for science and math Olympiads .
- Need to attract more businesses. Keep taxes low, expand community and neighborhood events.
- Resources to support growth
- Growth. Needing to help Hwy 160 into Springfield remain quick and easy for commute traffic to Springfield.
- People that live here can't seem to afford to rent a place to live here, or even find a place to live.
- No public input
- Improving teacher pay to keep our schools strong!
- I don't know critical issues but it seems that we have trouble keeping attractions for people outside of the community such as restaurants, recreation, etc.
- Expanding schools and keeping ahead of growth
- increase parks
- Rampant HOA's. Too many rental properties going in/up when people are looking to become first time homeowners. Electrical infrastructure is middling. Fiber optic internet options are few and far between. Whoever is running the City's IT is incompetent, they caused a giant email disaster a few years ago, the new utility payment portal was a huge disaster, we heard from an officer about them causing a bunch of problems at the police department now too. We need get more local restaurants, we only go to those. The chain restaurants are very mediocre. I know you all can't do much about it but a few people need to be banned from public comment at city meetings, they make us look bad as a city.
- How are schools going to support the growth of population as it families continue to move to Nixa?
- Growth
- Business growth for economic reasons. Not gas stations, banks, Chinese or Mexican places.

# FULL DOCUMENTATION OF RESPONSES

- Lack of affordable housing, aging pool and community center, lack of thriving businesses, lack of willingness among population to pay taxes to have nice things, lack of cultural/ethnic diversity
- Commercial development
- Parks and recreation
- Nixa's infrastructure has not kept up with the amount of housing that continues to be approved.
- Schools, public safety, roads and other areas cannot keep up with the growth in population. Our schools are already suffering numbers wise and with the increase of many multiple family construction sites, the quality of Nixa schools will decrease.
- Businesses moving away from Nixa in favor of Springfield
- Safe and clean environment
- Growth, infrastructure, community
- Let's increase the quality of businesses we are attracting. Diversify the involvement in city council, chamber, etc in order to branch out opportunities and abilities... this town is known to be clicky and doesn't provide a warm welcome to expanding on both of those fronts which could potentially provide great ideas, support, etc. and would help with economic development and overall blended family style community.
- we need more walking trails and more park areas like green space areas that people can just go to play any sport or even to just sit.
- Too many high income people moving into nixa but keeping dollars in other cities. They live here for the safety, and the schools. We have to bring small businesses, to nixa. More jobs somehow.
- Don't change to accommodate a liberal agenda. Keep Nixa's hometown feel - if people don't like it, they can move somewhere else.
- Growth and infrastructure; school growth
- Taxes being too high
- Lack of technology, being grossly behind, or taking too long to implement current technology(i.e. fiber); Bullying/Lack of acceptance in schools and public places (see Nixa town Facebook groups for examples); lack of sidewalks; lack of public transportation;
- I am concerned with the fast pace growth and multiple neighborhoods constantly being added. This will put an even larger strain on our schools, as well as parks.
- Cultural diversity/ lack of
- Not having Accessibility via trails throughout the entire city.
- The population growth and the eventual need for 2 high schools.
- Overcrowding of schools- redistricting vs building an additional elementary building; bringing in more commercial revenue streams; more single family home- less apartments
- No businesses to support the growth. Everyone has to travel to republic or Springfield to spend their money.
- Protecting our residents from predators. If we continue to allow such people to be deeply involved in city committees and events, we put all residents at risk. Our mayor and city council had a responsibility to this community to protect our from predation in all forms. The public knows, which is clear as we watch downtown die. Fixing it will make our city safe and desirable, ignoring it will spoil the future. No predator should be permitted to sit on or participate (directly or indirectly) in any committee, council or other city project. It's disgraceful. Action must be taken by someone - if the city does nothing to correct it, the people will.
- Homes versus apartment living. Target or another avenue of shopping besides walmart
- Bullying specifically at the middle school
- Not enough schools to sustain population growth of young families.
- Conservative restrictions on diversification, be it religious, cultural, or aesthetic.
- No new businesses, restaurants, high taxes, utilities high.
- Building a tax base that is more than just small retail stops. I'd like to see nixa incentivize larger businesses with higher paying jobs to put branches in our area. Its a shame I have to telecommute to be afford the homes here. I would love for my kids to see a future that includes viable long term careers in this area if they do not want to be self employed or in the medical field.
- Keeping the area safe for all races and cultures and encouraging diversity.
- Room for growth with land
- Recreation
- When looking at ourselves aging and watching the struggles of our aging neighbors now, we believe some sort of public transit is needed. Sidewalks for safety and convenience is a must.
- There is not enough activities or housing for young adults.
- Expanding diversity
- Overgrowth — too much traffic and too many people for the area

# FULL DOCUMENTATION OF RESPONSES

- Not semi-truck friendly.
- First, stop allowing apartments where homes were approved. Do you know what the police call apartments? Job Security! Second, pick an industry, retail, business district and make it happen. Having a plastics plant next to old downtown. And another industrial site here, there, or anywhere does not help with a community identity. Third, plant some landscaping. Driving in from the east we see an electrical sun station and parking lots. Really? 'What's wrong with a shrub?' (pun intended) Fourth, stop tying success to how many fast food joints we have. Look at how beautiful Republic has become. It looks like a strip mall. Small, quaint, quiet are not bad words. I believe Nixa's best identity is its small town vibe with great schools. It's working. Maybe something for the parents to do while the kids are at school. Nothing too major to complete. Thx for your work!
- Infrastructure unable to support the growth
- Better ratio in commercial to residential tax revenues
- Schools
- Government overreach as seen during COVID
- Lack of business development. People sleep in Nixa, spend their money elsewhere.
- Need more opportunities for indoor and outdoor recreation. A facility with an indoor pool and indoor fields
- Cost and city leaders personal agendas
- Keeping illegal immigrants out!
- Taxes
- Community growth
- Improve ordinances, pride of ownership of homes in middle lower income housing areas, decrease amount of in street parking, improve Main Street and downtown appearance. Traffic control, intersections especially in school areas.
- That the junior high and high school will become overcrowded since there's only one of each in the city
- Attractive downtown. Revenue from business
- Business development for taxes. Breaking the homeowners with taxes. No reason to stay in Nixa for entertainment purposes. Lack of vision or ability to make things happen at the local
- In order to fund out growth we need to attract the appropriate businesses (not Dollar Tree) to expand the tax base.
- Attracting business to keep more funds within the city.
- Walkable and bikeable, identity and amenities that attract outside business and patrons, and a unique identity that sets us apart as a great community to be part of.
- An aging population that doesn't prioritize education and appealing to a younger generation so that they become productive citizens in a community, a complete lack of parks and public spaces in an area with amazing nature opportunities, lack of businesses
- Providing infrastructure
- Running out of space in the schools
- economic development
- People shopping in Springfield instead of here.
- Funding as tax cut discussions continue to be discussed in Jefferson City. Overwhelming the city and even our schools introducing too many "affordable" multi-housing type units.
- transportation infrastructure housing to meet demand public safety
- Business development. Becoming more independent as a community and less dependent on Springfield for employment of residents.
- Positioning the community for economic growth by facilitating launch / growth of small businesses as well as attracting large (regional / national) businesses. This provides Nixans with increased access to a broader variety of goods and services, stimulates the local job market, drives up local tax revenue for current and future services, and facilitates growth of local wealth. 2. Increasing access to resources such as transportation for seniors and people with disabilities. As our population ages we must increase our capacity to serve those who require more assistance and who have possibly been long invested taxpayers. 3. Continued investments in infrastructure, education, and community safety (police and fire). Increased revenue from an increase in the number of business and subsequent sales would support the simultaneous growth in these areas. 4. Adequate access to clean water, electricity, and internet. Exploring what it would take to increase the amount of solar generated electricity for the city; significantly increase the number of Nixans that are able to access solar powered electricity at home. 5. Immigration will impact the community in a number of ways. We must work proactively by providing critical services to those most in need, seek to facilitate prospective integration through community engagement, promote local culture through positive values, and work with faith based and not for profit organizations that can support opportunities and processes for cultural exchange.
- It is definitely over-policed and feels like an unnecessary

# FULL DOCUMENTATION OF RESPONSES

- amount of patrolling for such a “safe” place. Its culture is policing...Why are we spending all this money on police...Its ridiculous...You’d think all the Nixa population is criminals and need to be given traffic violations on every minor infraction. I’ve never seen anything like it...
- The rising cost of living in Nixa and the frivolous spending of our tax dollars on facilities that are wants not needs. Example amphitheater.
  - Business growth, development and expansion. Nixa appears to be overlooked when businesses are looking to move to Springfield, Republic, or often Ozark. Could benefit from an EXPERIENCED Community Development Director.
  - creating an attractive city center(or center of gravity) to promote a sense of “this is my town.” Creating a downtown. Promoting an atmosphere that is conducive to small businesses, taxes are also an issue
  - The right type of housing
  - large retail, roads in and out of the city, entertainment, outdoor recreation
  - Overpopulation, overburdened schools
  - Too many apartment buildings not enough businesses.
  - How to help local businesses thrive. Creating an extension of Springfield. Where people from Springfield will travel into Nixa and vice versa.
  - A better “downtown”.
  - might be the criminal things but I know our police officers are the best that Nixa has.. so maybe this won’t happened to much in our city like Springfield is having lately... that’s why I stay close to home... it’s safer here in Nixa
  - Avoiding overpopulation
  - Growth compared to neighboring cities
  - Nixa does not have a firm identify or image, when thinking about place. I imagine the school as the identify as it is known for but thinking about a place, there isn’t a location that is preserved or enhanced to create a symbol for the city to be remembered by. No focus on creating mixed use, neighborhood, niche locations such as a downtown or similar areas to Cherry Street in Springfield for example.
  - Water. Business Development.
  - Public Service, Retail business ,employment opportunities
  - Build more parks and trails and attract more restaurants. Make Nixa a fun and relaxing place for families to live.
  - The city is boring, there’s not much that brings people to Nixa for entertainment. The downtown area is really bad. The church, vinegar plant, and Chinese restaurant take up too much space to make a viable area out of it.
  - More businesses and entertainment spots need to be brought to the city.
  - Growth outpacing resources
  - Increase police presence and keep Nixa Safe and crime free.Make sure whatever happened doesn’t ever happen again by the pool being closed all summer.Increase kids programs and sports.
  - Public safety, increasing crime..not enough business, you have to travel to other cities to buy what you need because we lack good stores. Main Street can not keep business and only attracting small businesses that seem to fail has not worked.
  - don’t let housing costs get insane. stop hoas taking over everywhere
  - Safety, infrastructure and cost. Go big or go home right. Why?? why do we keep growing why not focus on getting what we have now right and stop annexing. why did the city but a water system that is old and antiquated?
  - I think our schools have gotten significantly worse since Kleinsmith left and the pandemic hit. As someone that deals with several local high school graduates, I can say that they aren’t learning basic history or math.
  - Need more industry and retail for tax support.
  - Being able to handle the increase in population within the school system. Also the infrastructure of the city to be able to handle the increase on power and water.
  - infrastructure, keeping up with growth
  - Need home-cooked Breakfast restaurants
  - I can’t wait for my kids to graduate so I can move away from this Karennville. Catering to idiots is Nixas specialty. How about paying your employees more. The ones who don’t have badges.
  - Affordable housing. Employment opportunities
  - Infrastructure
  - Beautifying the city to Kermit a nice place to live. Some of the older areas of town, both residential and commercial, are already starting to fall into disrepair. Invest in keeping those areas from becoming a “bad side of town.” New commercial buildings should be built with parking in mind, but put parking behind the building to keep up curb appeal. As infrastructure repair needs to be done like power lines, use the opportunity to bury them instead of buying more eyesore poles like those installed on 14. Add sidewalks and landscaping along medium- traffic routes in town to make them more walkable and beautiful.
  - Bury the power lines, expand sidewalk access between



# FULL DOCUMENTATION OF RESPONSES

- all neighborhoods and their assigned elementary schools, realize that Nixa is a bedroom community and should view development in that light: bike lanes, sidewalks, trails, places to casually shop and eat in a pretty atmosphere (NOT strip malls).
- Economic growth
  - Valuable growth in businesses that members can frequent.
  - Over population
  - Keeping up with school population
  - Controlled intersections. Adding extensions from neighborhoods for walk and bike trails. (walk bridges over busy highways) Keeping utilities in a comfortable cost range for consumers. Use an all-purpose tax to support growth.
  - Finding space for commercial development
  - Let tax paying community members use high school track for free instead of locking gates.
  - Reviving downtown, providing more opportunities for kids and young families
  - Walmart, McDonalds, general lack of decorum.
  - Traffic flow, need more hiking biking trails & better restaurants
  - Affordable living. Public safety
  - Traffic flow especially on CC, activities for older people, traffic issues around Jr High
  - handling traffic coming into and through the city keeping neighborhoods in better condition
  - Protection
  - Local leaders should not pander to the Government like they did in 2020. No lockdowns, mask mandates, vaccine mandates.
  - Growing for the SAKE of growing, wiping out the small town feeling, friendliness, morality, and what this town and schools were built on.
  - Traffic patterns and the overall look of the downtown area... it's a tired looking city...
  - Infrastructure
  - Pay your police force a livable wage. 2. Animal control as well as enforcing noise ordinances for dogs kept outdoors. 3. Keep the city from becoming a "little Springfield". Most of us that left Springfield don't want to live in another one.
  - Access to good internet, With more growth we'll need to see road improvements, many of the main roads in my district are through homes, making unsafe for kids to play. I'd like to see more main stream traffic Around neighborhoods, not through them.
  - keeping up with technology infrastructure
- e.g. internet speeds and access
- Attracting businesses that would have longevity and serve the needs of a bedroom community. Since Nixa is not on a main thoroughfare, it serves better for casual/fast dining, local markets, and diverse retail of goods, specialty clothing, consumable goods that are artisan in nature.
  - Nixa needs to beautify its core of "downtown". One of the prettiest towns I have seen is Broken Arrow, OK.
  - Being able to strike the balance between creating a vibrant economic atmosphere, and at same time, casual, pleasant living.
  - High taxes and growth
  - Traffic
  - Attracting non-retail business. More cultural events and centers, keeping Nixa a safe place
  - Maintaining businesses and growing other tax opportunities
  - Safety. Indoor pool - year around. City transit. New grocery.
  - Police and Fire services. City council that doesn't listen to the planning commission. Over-dependence on 14 & 160 as major arteries. Need another E-W and N-S highway. No defined downtown area.
  - Infrastructure, keeping businesses
  - police officers are jerks
  - Housing. Also the sidewalks are very dangerously placed immediately adjacent to high traffic roads
  - Infrastructure.
  - To keep our outstanding schools.
  - I hope I'm unaware of critical issues. I would like to to critical issues and safety for granted. I simply work and recreate in the city and I think Nixa is a great place to live and work. Safety on Hwy 14 is important. It seems to be the most travelled, along with 160. I appreciate the opportunity to comment and am grateful for the folks who put together the survey.
  - Need an indoor pool
  - Downtown is too crowded and congested. Further growth could be on the edges of town in malls with all sorts of stores and eateries, etc and lost of parking space.
  - The cost of housing makes it hard for long time residents to upgrade. Preservation of city history, including housing and business structures. Cutting down too many large trees that will take 30+ years to replace
  - Attracting businesses to come to Nixa. It seems to be pretty stagnant here compared to Republic, where they've had a HUGE boom of new commercial spaces like fast food, sit down restaurants and shopping.

# FULL DOCUMENTATION OF RESPONSES

- Having a place for teens to “hangout” and be productive. Provide an environment that fosters the teens and young adults -- make them want to participate in the community and giveback. If we don’t work to fill, improve, and maintain vacant buildings, they will become an eyesore.
- Downtown could be a charming destination with the right businesses. If we keep putting up apartments and low-income communities, there will be more people with fewer places to visit/shop/eat/play. If residents can barely afford to pay for housing, they won’t be spending money in the community. Nixa should be and could be a town where you can eat, play, & stay.
- Lack of infrastructure to adequately support growth, gaps in public safety, inadequate schools due to unmanaged growth
- We won’t be here that long 20 years.
- Improve libraries and facilitate transportation.
- Roads
- Better managing the flow of commuter traffic as the city and surrounding communities continue to grow.
- Growth is ok to have, but a variety is a must. Variety in housing, retail, entertainment, etc. However it’s sad to see agricultural or wildlife property be bought/sold for commercial use. It’s sort of a no-win situation. Also get rid of the “downtown” area. S Main Street is awful to have
- a business at. No parking, too cramped, old dumpy and empty buildings not aesthetic at all.
- Just stop. It’s good for festival space but that’s about it.
- We have the best school district in the area and one of the best in the state. If the city grows
- too quickly without giving the schools time to adjust, we will see the decline in student performance simply due to class sizes. Additionally, students not familiar with Nixa schools’ rigor are coming into the schools behind. Our incredible school system is one of the reasons people want to come to Nixa. If the city does not work with the schools to manage growth, we will see a decline in our schools and student performance.
- We keep building yet we already have issues with water and electric. We also build too small for the future- high school and rec center to name a few are both too small and have been for a long time. I know the HS is a school board issue and not city but think bigger from the start.
- Speaking of thinking bigger, for the love, don’t add another roundabout until you know what size to construct! The one on Gregg was not only unnecessary to begin with, but is costing us more to fix! Measure twice, cut once. You are wasting time, money, and resources not to mention trying our patience! Nixa is an expensive place to live- don’t make it worse or people will leave. We also need events like Sucker Days to bring the community together and support our local businesses. Don’t get rid of it!
- Tax base is limited to sales tax. Public won’t accept higher sales taxes. Other sources of taxation are needed. Case in point sales tax for police and parks failed but smaller tax for police passed. Where will parks get more funding?
- The city needs to make it easier for new business to start and or build and easier for existing businesses to build/ expand operations. You need to curb the red tape and rethink/rework to find ways to make it easier for businesses to come to Nixa and to grow. Stop hindering growth.
- Stop over building apartments and duplexes concentrate on business commercial creating jobs.
- Inflation and taxes rising faster than growth, and public safety. If the cost of living goes up but quality of living goes down, you’ve got a problem fast.
- Maintaining small town culture, maintaining a “safe feeling” when in the city.
- Growth
- Need more shopping like Target
- Lack of economic growth. Militarized police force for no good reason. Turning into a mini Springfield or being absorbed.
- Affordable housing Infrastructure Police growth Dining Entertainment Trader Joe’s
- Infrastructure to support growth
- Needs more businesses, restaurants. Need people to spend their money here
- Develop more community/gathering spaces.
- We want people to shop in Nixa, but then currently not providing a Lowes, fine dining, Hy-Vee, Cheddars, Bath-n-Body, etc.
- Employment and outside activities like bike trails.
- New development of mid to upper income single family homes. We have way too many New development apartments and cheaper homes. 2- we have way too high of a tax base for both individuals and industry. We need to do something to attract small businesses and medium size businesses to the area. 3- I know this is an area problem I just Nixa. However, there is a huge need for more major roads going north and south into Springfield. Cheyenne and/or National should be opened up all the way to Nixa. 4-

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- I know the school systems are some of the top in the state. And I applaud them for that. However, they get way too much of our tax base. I did the math, 76% of my taxes go to the schools. And then they constantly want more. Enough!!
- To continue to have the quality of Nixa with the schools places to eat in homes keep moving forward so people will want to come here and live
  - Power grid and water supply
  - Social and economic opportunities
  - Room in schools
  - Poor planning and development of roads, especially areas that go between city and county
  - Clean and plentiful water supply, traffic issues, attracting businesses to keep money in the community.
  - Roads and police force
  - The City has next to nothing for people in their 20's/30's without children. I understand that the vibe of the town is that it is family friendly, but it can be family friendly and young adult friendly. There are no arcades, theaters, popular shopping venues. It just feels very catered to families and seniors. There is a whole new generation of people who are advancing in their careers, and will be focusing on places like Nixa in the years to come. Also, the children of these families will eventually reach that age as well, and likely move away from Nixa for entertainment/opportunity reasons. We want young people to want to stay in Nixa, and potentially raise their own families here someday. If they leave in their 20's/30's, where is the future of Nixa headed? I say this as a 31 year old single homeowner living in Nixa. There seems to be little to no focus on my age group, even in this survey. Do we want to cater to youth, seniors, or families? There is an entire generational gap in these questions, and I know many people in my age group in Nixa with money to spend, and we are forced to go to Springfield, Branson, St. Louis for entertainment.
  - Affordable single family homes. Growth in big business.
  - Roads . Cc highway. Traffic light needed at cc and old castle Improvement needed at channel and north st. More school bus friendly right hand turns
  - Uncontrolled growth. Preserving natural landscapes
  - I have been visiting family here since 2001 and Nixa has definitely grown but not beyond being a bedroom community. Since living here in May, I've noticed we are often leaving Nixa to eat, shop, entertainment, etc.
  - Middle class being priced out.
  - economic development - how to compete with Republic
  - Infrastructure to keep pace with building and development (roads, waste water capacity, utilities), lack of affordable housing, aging demographic.
  - I would like to see a plan that fosters mixed use areas where businesses are within walking distance of residents. I would also like to see an emphasis in transportation for more chances to bike or walk to destinations. The layout and presence of high-traffic highways limits the ability to do that, but I think it can be fostered with the plan.
  - Transportation Infrastructure (more residential sidewalks; maintaining roads)
  - Infrastructure development (roads, electric, water, storm water); continued growth of the school systems beyond current capacity; aging population and lack of support for schools/parks; housing demands; population inflow
  - Sidewalks. Road shoulders. Appropriate ingress and egress to shopping.
  - Housing senior citizens, providing health care and nutritional education for a growing population
  - Economic development, especially small businesses and restaurants; welcoming immigrants to schools and with housing opportunities.
  - Senior population is increasing. Need more opportunities for seniors. The Nixa Senior Center is outdated and needs to be replaced.
  - homes that working adults can afford, more commercial spaces for mom and pop businesses.
  - influx of illegal immigration, woke politicians and companies, downgrading of educational system, etc.
  - Not having the roads and infrastructure to keep up with it, seems to be playing catch up and losing!
  - Keeping up with the growth-infrastructure, schools, and businesses
  - ROADS! The roads in and thru Nixa is overloaded and very unsafe. 160 Hwy needs a lot of improvements and soon will limit the growth and future development.
  - Lack of infrastructure for rapid growth. This will result in people moving to other cities and Nixa falling by the wayside. Adding all of the apartments we're seeing is only going to expedite these issues as we will see a massive influx of residents. The school systems are good, but beyond that there isn't much to keep people in Nixa. Ozark and Republic will quickly become more attractive places to live as they have better public attractions and amenities. Adding 14 Mill market is great for Nixa, I like the idea of Aetos center being used for both the school and

# FULL DOCUMENTATION OF RESPONSES

- public events. This is all headed in the right direction IMO.
- growing too big and not keeping the small town feel.
  - Better and faster internet and infrastructure.
  - People spend a lot of money outside the city, so we are losing that tax revenue which puts an increased burden for other sources. With better activities, we could encourage people to visit Nixa and benefit from their tax revenue.
  - Overcrowding of schools and residential areas. Lack of good businesses that STAY here.
  - Infrastructure demands from increased population.
  - Nixa is falling behind in it's Parks Dept. If you look at surrounding communities like Ozark & Republic, the types of facilities available to the community and programs in growing and changing with the times. Nixa is running out of space for some of the types of programs that is becoming popular in today's society.
  - Not enough family friendly activities to bring kids. Too many fast food restaurants and banks. Small road ways.
  - Round a about driving around nixa is a nightmare. Finish the 14 upgrades
  - Nixa needs more businesses so residents don't need to go to Ozark or Springfield or Republic. We also need to have better traffic flow for busy areas of town.
  - Can't continue to expand without adequate infrastructure. You can't ask residents to restrict water usage and continue to approve more housing, especially multi-occupant. Schools need revenue from those, which they aren't receiving. Private property owners shouldn't have to foot the bill for those landlords.
  - Tax money
  - Educational support as a mom I am concerned about all I hear in regards to the high school not being large enough. I worry about traffic as well.
  - Losing the history of the town. With focusing on tourism and non-local businesses, the history to which it was founded will disappear
  - Not enough space for the projected apartment complexes and the people you are drawing in. The roads are better for where we are at right now, not for thousands coming in by putting them on top of each other. Very sad.
  - growth
  - Keep the people inside Nixa borders during the weekend or holidays times
  - Sewer for all citizens and INFRASTRUCTURE and Planning.
  - While growth in retail and entertainment are important, it is equally as important not to over stimulate residential growth. One of the top characteristics about Nixa is the small town charm.
  - Our main employer is the school district and we continue to build poorly designed quick-build neighborhoods. We are not currently an attractive place for new businesses. People live in Nixa and send their kids to school here but work in Springfield or other surrounding communities.
  - Lack of business such as shopping, restaurants
  - Traffic, need to provide streets to accommodate the growing population
  - Nixa needs to attract industry which would hire a few hundred people, keeping young families here.
  - Business growth in surrounding communities instead of Nixa. Lack of trails within Nixa and connecting to surrounding communities.
  - Need sidewalks, need larger rec center and baseball and soccer fields. Need indoor pool. Roads not large enough to accommodate increased traffic and increasing population.
  - A cohesive plan for improvements to overall aesthetics & flow. Infrastructure planning (streets, sidewalks, water, sewer, utilities, internet. (stop the roundabouts) Public safety (many people are moving out of Springfield to surrounding areas because of this but now it is getting bad in Nixa). Adequate affordable housing. Drawing boutique businesses that support a bedroom community & that the community will support in return. Attracting big box stores (larger Walmart, Target, Trader Joes). Attracting industrial business but having an area planned where it will not have a harsh impact in natural resources & traffic flow.
  - The city is growing. Need more dining options. Breakfast, and dinner. Would like more activities for children. Do NOT need apartments. Need more single family homes with 4 bedrooms or more.
  - The increase in residents and the lack of space in the schools and lack of fiber internet.
  - It's going to be too big of a city, it's losing its small-town feel and every bit of land is being build on. I've lived in Nixa since 1977 and I miss the small town feel.
  - overall safety of the community, traffic control needs to be addressed before it really gets out of hand. Young people see others speeding, not stopping for stop signs, not a good image for the city.
  - Need for a vibrant downtown street. Visual appeal and diverse businesses
  - Traffic congestion and partnering with the schools to

# FULL DOCUMENTATION OF RESPONSES

- provide opportunities outside of school athletics
- Too many apartments and not updated water ways or electricity leading to more power outages.
- NIXA IS GROWING TOO FAST AND NOT KEEPING UP. Becoming the “Big Little Town. DONT FORGET ABOUT WHO AND THE GENERATION THAT GOT US HERE
- Nixa needs to be careful to not over develop the town. One of the reasons we moved to Nixa is because it felt like a small town. Drastically increasing housing and building more commercial spaces will alter the culture of the town. The city must plan responsibly.
- Costs of living. Taxes on seniors
- The city needs an additional industrial park and try to attract big box stores.
- Meeting needs of seniors who have a desire to go somewhere but can't get there
- Growth
- development of sports and recreation culture
- Growth
- Roads, traffic at certain times during the day is terrible. New housing developments are strangling the roads.
- We need more businesses or opportunities from the city to make opening a business in Nixa appealing. We do not need more apartments or cramming as many individuals as we can into what little space we have left. We need to expand parks/recreation, and I'm not sure how to do that because our taxes are already ridiculous.
- Nightlife, fine dining, and family activities to keep people in Nixa and the surrounding area.
- The way teenagers are taking over the parks with drinking, smoking, doing drugs, cussing, etc. The way they are hanging out at local businesses and driving away families because of their behavior. Not a lot of activities for people to do in the area.
- Traffic intersections and road mapping improvements needed, as well as expanding local businesses to support larger community growth to keep Nixa Resident's revenue in Nixa.
- Attracting businesses to the city
- School choice (meaning expand programs like JTSD) and opportunities for our youth in the community.
- Nixa's population has more than doubled since the year 2000 which has left us with an infrastructure struggling to keep pace. The downtown area is too small and cramped for development so Nixa needs to focus elsewhere. To fund infrastructure Nixa will need to focus on economic development. We have had some success, but the city needs to continue to focus on economic development to ensure that it remains competitive in the region. Especially when competing with Ozark which has a natural advantage lying right along Hwy 65.
- Resources, infrastructure, and culture built around raising children in happy, healthy, well adjusted homes.
- TRAFFIC!!!! Creating too many apartment complexes, which generate large amounts of local traffic!
- Infrastructure, lack of affordable housing, and lack of entertainment/sports complex
- Too many small housing. We have too many apartment complexes being built, attracting a very low income/ Low class demographic that doesn't care about how the town looks. They're leaving trash everywhere they go, not cleaning/ picking up after themselves. I'm afraid it will bring in more crime if we keep allowing low income living. We need more high end retail and more high end housing. We need to leave rural areas as is and not allow developers to come in and put five houses on an acre of land. Fewer subdivisions. Nixa is beautiful and rural Nixa is even more beautiful. Deer are being hit everywhere by cars because we have way too many people living in a small amount of boundaries. We need road improvements. Especially on 160. Getting to the high school from High Pointe side of town is a disaster. Can take 30 minutes on any given day. Or just 7 minutes on a non busy night.
- Lower taxes. school's. Fire Department, Police Department. Create better leadership in Public Works. Public Works director/ Assistant Village Manager is incompetent, to much authority and responsibility for him.
- Not sure
- Walkability. Be a destination. There is no town around Springfield that is a local destination (like Fredericksburg in TX, Leavenworth in WA, Washington/Hermann near St. Louis, etc.).
- Traffic and culture
- it is a really clique-y town. Needs to be a bit more receptive to those from the outside. parking, signage, traffic are a challenge
- It is no longer a “small town” feel. It was once beautiful with growth in trees and land. It is looking more and more like Springfield each year. Looking at the future for the schools, the frozen property tax Christian County has put into place for seniors, will have a snowball affect on the money Nixa Schools need to thrive.

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- Building upkeep, road maintenance/management, public safety services.
- Traffic is a major concern. Improvements have been made, but more needs to happen.
- focused expansion that maintains community values, strong infrastructure (utilities), fair/inclusive and forward thinking leadership
- Overgrowth in school system, housing
- Bringing in bigger businesses
- Traffic
- Losing the small town feeling. Growing too big for the sake of tax revenue, and increasing crime and undesirable people and activities in the process.
- City planning for attractive business areas. I.e a vinegar factory downtown and plastics manufacturer downtown. Very unattractive.
- Too many apartments
- Need more businesses in town to attract out of town guests to shop Nixa.
- There is very little for teenagers to do outside of school activities. Our parks dept is underfunded and we do not have a big enough facility for our town size.
- Nixa should focus on becoming the city that people live and work in. Not just work in and commute to Springfield for work. Professionals in specialized fields should be the towns focus. Bringing in business that would allow these professionals to live and work in Nixa. Medical and health professionals, IT and computer professionals those sort of skilled workers.
- Creating a culture beyond a bedroom community. Develop the downtown or crossroads area into a vibrant destination. Attracting more restaurants and businesses.
- There is too much residential growth. Nixa needs more businesses and fewer residential developments.
- Building less apartments, keeping up with road improvements, getting more businesses to keep shoppers/dining in town
- High quality parks, stores, library system, schools
- Schools aren't large enough to support the influx of people with new apartment complexes being built
- Lack of reliable internet, lack of business development. Staying stuck too far in the past mindset of growth.
- I think the city is rushing to grow too fast. It is attracting cheap development & cheaply built neighborhoods that will turnover in 20 years.
- Transportation redundancy. Lack of businesses.
- Lack of housing options, and people not wanting high price homes. Getting overlooked for more interesting, unique, and affordable communities.
- Upgrading and improving the older part of Nixa. The downtown and older residential areas.
- definitely needs an update by adding more commercial for people to want to visit instead of driving out of town.
- Traffic control, continued push for divisive DEI, student population at schools.
- Appearance! It looks like an old small town but not in a good way. The new power lines SHOULD'VE BEEN BURIED!!!! They are so unattractive. Business centers like strip centers need standardized signage ( similar font, size, color) Study and follow the model used in Overland Park, KS development @ planning and still maintain a traditional Ozarks appeal.
- Affordable housing.
- Road infrastructure
- Finding its "place" in the region.
- illegals & lack of any culture or history
- Infrastructure! Sidewalks for safety, such as accommodating the flood of students walking from Jr. High toward JTSD. All schools need safer access. Finish Main from the Jr. High to 14 for many reasons. It could encourage a better business climate as it becomes safer and more attractive. Connectivity! Eg. take Northview to Nicholas and kudos on the sidewalks and turn lane to Old Wilderness St. Let's continue that effort to Gregg. Roundabouts are good for many reasons also. Keep adding green spaces. I appreciate the emphasis on flood control.
- Fear of growth in the community. Community support for the parks. Most of the population leaves Nixa during the day.
- Making sure that housing does not outpace infrastructure (like in Ozark). Making sure that housing is built for both affordable renters (college students and young adults) and single unit homes (families). Having only one of each is a bad deal.
- Nixa is a bedroom community. I would love to see much more done to the "downtown" area to have a real downtown. A place to walk around, shop, eat, see a movie, etc.
- Growth, education, better park/trails/ bike access, dining options
- Having too many people in a place not structured to accommodate that many people.
- The roads need major widening.

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- Infrastructure keeping up with the population growth, as well as the school system keeping up also.
- Commuting outside of Nixa
- Bringing new businesses to town and focusing on business retention issues
- Commercial Growth
- Population growth, infrastructure, reasons to stay in Nixa
- Too many people, without properly planned infrastructure. Water, electricity bills and taxes will be so high, folks will leave the city for county
- population density that cannot be sustained with existing roadways and services
- Nixa needs to become a self sustaining community rather than a bedroom community. There are no bike trails or paths. Traffic is terrible for a pedestrian. Plant trees instead of bulldozing them all down. Squeeze some commercial properties for local businesses into the endless sprawling neighborhoods. Bentonville is loaded with trails throughout the city. Nixa has plenty of elevation change to make things interesting. Nixa has some great floating opportunities on the local rivers. the city could make it more accessible.
- Infrastructure and expansion. Not every business can locate along 160.
- Beautification, public safety
- Improved zoning: Setbacks and sidewalk requirements of developers. Keeping woke ideology and politics from assuming control of every facet of life, from schools to city hall.
- Need bigger businesses for more employment opportunities
- Getting too big. Nixa has always thrived on its small, tight knit community. Bringing in large outside businesses and trying to increase daytime traffic is a threat to our community values and history.
- I think attracting business is important, but valuing who is ALREADY here is also important. Being good stewards of the funds the city is blessed to work with. In general, just making this an attractive place for families to be able and want to work, live and play.
- over growth with minimal employment opportunities.
- Widen most roadways, a priority. Attract employers.
- Traffic
- Infrastructure
- Identity crisis. A lot of citizen conflict on what the City should be/have.
- Strong leadership managing the growth of Nixa. Maintaining good budgets over infrastructure/utilities and over tax dollars.
- parking and transportation are huge. every time you offer a survey I say we need more parking, whether that is multiple parking garages (like at the center) or community lots with shuttles. the school parking lots are not big enough and many times my elderly in-laws crossed busy roads in order to get to school programs
- Even though Springfield is so close, we still want the same amenities in Nixa. Surrounding communities have done a better job in attracting large companies that have the ability to support 100s of jobs.
- Lack of property for good and proper expansion.
- The rising cost of personal property taxes. The taxes are already the highest when comparing to other nearby cities and when growing the area if they were to continue increasing many families may have to relocate due to the increase in cost of living.
- Maintaining a clean, safe feeling community that provides a great place to live and send children to school. I think the main things to focus on are roadways and sidewalks to support travel to Springfield for work and safe walking to schools for students.
- Spending too much time and money on police funding and apartment buildings. Focus more on small businesses within our community.
- Lack of sidewalks, even on newly updated roadways - Lack of interconnecting trails that link our community to others - We're being left behind in our community vision and development and need vision that is progressive and vibrant in steps forward so we have something that new businesses, families, events, etc WANT to be a part of our community. - the teenagers of today will be the families, entrepreneurs, and professionals of 2045. What will we have to entice them to stay? How will they want to spend money and build community? Think about the excitement that the Chadwick Flyer trail is creating. Let's connect to the resources, breweries, venues, etc, that the communities around us have in place and build on that. Find the gaps that aren't being filled in the metro area and be the community that fills it. - more industrial area isn't the answer to lift the community image up. - current parks and facilities need to be expanded to fit the community needs now, including green spaces that aren't structured for sports specifically: nature preserve type spaces or parks with trails to simply walk and enjoy in an overly-digital world.

# FULL DOCUMENTATION OF RESPONSES

- Housing is not adequate for the way that Nixa can grow most easily into a attractive location for young graduates.
- Quality growth. Good job and better options for shopping, restaurants and entertainment.
- Careful planning to avoid too much unused retail space and houses next to busy streets
- High school will be too large. Not enough activities for teenagers. Need more depth in sports teams at the high school.
- The cost of housing is outrageous. 2. Why aren't we attracting more businesses? 3. Many people have expressed concerns over the Utilities and billing system. Why's it not been addressed in detail?
- TOO MUCH GROWTH!!!! The city "planners" seem to be intent on the vicious cycle, add more people, oops, we need to build more schools, oops, we need to have constant highway construction, and oh, btw, we need more police/fire/ambulances, etc. JUST STOP!!!! Why can't we be a nice quiet little town?
- Infrastructure to support influx of residents, looking to increase sales/tax revenue from retail/commercial businesses, expansion of indoor and outdoor recreational and entertainment opportunities to enhance appeal of Nixa's culture, and maintaining a cohesive community's "small town feel" with embracing growth and change.
- We need to improve our infrastructure; utilities, transportation, and technology. Exploring ways to incorporate the City of Springfield bus system. A parks department that is accessible by all; not only one demographic. Updating the aquatic center, exploring funding.
- Nixa has to have more than good schools for commuter families in order to survive as more than just a nameless suburb with no identity. If Nixa doesn't support businesses that allow Nixa people to not have to travel to Springfield for, then Nixa will go on being "nothing" as the name suggests. UPS store, larger library, sit down coffee shops, book store, large parks for walking, pickle ball courts, a farmers market that takes debit cards and has more than 2 stalls, chick fil a, bring back morning day cafe, event centers that don't look like a strip mall and encourage community in Nixa, high quality retail shops (not chintzy boutiques, maybe a bridal shop or quality furniture store). Caring about the aesthetics of a community by making Nixa more than a collection of hastily thrown up builder grade neighborhoods would be a step in the right direction.

Creating a city center that doesn't smell like vinegar would be helpful. Having a community center that is comparable to neighboring small towns (ozark and republic) would help keep people in the city, as opposed to driving to ozark to play basketball or swim. Nixa has to decide if it wants to be a destination or remain a drive-through-farmers-depot-turned- commuter-suburb. I think there are ways to honor our history as a town while looking to the future by creating an attractive town that welcomes newcomers. We need to uphold values of outstanding morality by supporting businesses that encourage healthy choices and encourages Nixa community members to support one another. Ugly strip malls with gigantic parking lots in front are not attractive. Trashy smoke shops surrounded by trailer parks are not attractive. Apartment complexes that look like prisons with no personality are not attractive, especially on our "main" street. Building codes need to be made that encourage a unique and attractive appearance in Nixa that encourages walking and cycling... more sidewalks and trees, less 4 lane "street/roads" that people just drive on through. A city planner that cares about developing community through the buildings and roads is necessary. LESS STRIP MALLS AND STOP LIGHTS. Think more European village... less 1950s suburbia. Think more front porch sitting waving to neighbors... less road rage and accidents.

- The city is growing so fast. Are our resources and utilities keeping up? Can we maintain a "hometown" feel with that amount of fast growth?
- Infrastructure
- Overcrowding in the Jr High and High School. Enticing business or industrial growth.
- Older people staying in their home.
- Keeping the city family friendly and family oriented. No apartments and smaller housing please!
- Mixes public works roads and infrastructure to be properly developed, expanded and managed and maintained. Also, the expansion of nixes police force and fire departments to properly handle and to protect the public need and growth of residence and visitors. Lastly, improving the infrastructure promoting and strengthening, senior life, and our elders in the community, making their lives and sense of community affordable, and culturally, diverse using blue zone, solutions and techniques, proven to help the wellness of our growing town.
- The high school is expanding . More jobs and activities for teenagers. Besides football Bigger



# FULL DOCUMENTATION OF RESPONSES

- park trials and outdoor activities Family values
- Apartments, the more apartments is usually followed with more crime. I live in this city because of the low crime. I see where Springfield has gone anything like that I do not support.
  - budget
  - Roads and providing sidewalks for easy pedestrian movement and safety, Public safety and enforcing laws to keep the public safe, beautification of Massey and Mt Vernon roads like trees/ landscaping and art sculptures/interesting formations.
  - Number one- Nixa Public Schools must split the Junior High and High School into 2 schools each. There are way too many kids in each school for them to feel a sense of community at school. The teachers and staff cannot effectively manage bullying and monitor safety/mental health issues with so many kids in one building. There are too many kids in the schools for enough kids to have the opportunity to participate in the more competitive school sports such as basketball, volleyball, cheerleading and baseball. Schools should be big enough to be competitive, but small enough that kids have multiple classes with friends, know most of their classmates, and don't have to be an elite-level college-bound athlete just to make a Junior high or high school school sports team.
  - Taxes, traffic control,
  - Over crowding of community, school, the mind set that Nixa is a small town, political opinions
  - Sustainable services to the community without over taxing the growing senior population.
  - While it is important to support our schools, we have a growing population of seniors living on a fixed income who cannot afford the added taxation. Focus on bring in more businesses, less property taxing. I know of several childless couples who are paying a lot to live in a community with wonderful schools, but cannot continue to afford to pay the increasing taxes on a limited income. Nationally our population is aging, this has to be considered in the future growth of Nixa!
  - Transportation infrastructure - Hwy 160 is over crowded, Hwy 14 just outside the city limits is a joke, and the Nickolas Road corridor is over capacity and the M Highway needs major safety improvements. Hwy 14 between Nixa and Ozark should have been a 4 lane road years ago.
  - Potential commercial development would increase with improved roadways.
  - We are building multifamily housing at an alarming rate, the schools are full as-is. We don't need a higher population to make the city better.
  - We need community spaces and parks where people are drawn to interact and be a community.
  - Growth, with supporting infrastructure and transportation corridor to SGF.
  - Dealing with growth in population
  - Rapid Growth and not enough space for new families particularly in the schools. I also believe Nixa, while is an incredible place to live, is not diverse in the economic statuses of its population. We need more affordable places for newcomers to live, or for single parent families to be able to stay in Nixa.
  - Too congested, too cookie cutter, not attractive - there's really no charm or cute features, especially when you're driving into Nixa from any direction. The gigantic powerline poles on 14 look terrible. Housing/property taxes are really high for what you get in a house with a tiny yard, and the land is extremely expensive. There's really no cohesion or any commonalities to join the community together or make it feel like a welcoming place. They didn't plan head for growth well; roads can't handle the traffic (Tracker and Gregg roads are awful) and sidewalks are either nonexistent or terribly unsafe right next to the curb with no buffer space. Very shortsighted planning, which I hope changes in the future. Yet we stay because of the schools.
  - Nixa doesn't seem to have a plan to follow. There are apartments that sit less than 10 feet off of main street. The people living in the apartments are putting a bunch of kids in the schools but at the same time don't pay property taxes to support the schools. Other communities are getting popular restaurants while we are not. We have no centralized entertainment/shopping/dining districts for people to gather and meet people in. We have very little entertainment options. We have no greenway trails. When we put in more housing it needs to be single family homes and we need more for people to do after they move here. It seems to me that nixa is a place for people to sleep at and then leave for work or to go entertain themselves.
  - Allowing Woke and Godless influences to overrun our community Over-spending
  - Sustaining hometown feel while experiencing growth
  - Increasing professional job opportunities within the city, not just having to commute to Springfield
  - Adequately planning for future growth. It is clear to see

# FULL DOCUMENTATION OF RESPONSES

- that Republic and Ozark have/are experiencing growing pains from a traffic and property usage standpoint. Nixa still has the opportunity to avoid this, but needs to act quickly before short-sighted development makes infrastructure investment significantly more expensive.
- Due to high housing prices it could be a hindrance to getting new young families to move to and establish in Nixa.
  - Infrastructure
  - Safety.
  - Losing farm land, roads from Springfield, schools.
  - Transportation methods and ways to navigate to/from the city as well as a variety of housing that remains affordable.
  - The downtown area is too small
  - Crowding
  - Being able to handle growth while maintaining the small-town feel.
  - Current roadways are not growing at the same pace of the development. Strategic expansion of secondary routes is a necessary priority.
  - Keeping the small town feel.
  - Business growth
  - Transportation corridors to surrounding communities. There needs to be a plan to connect to the Kansas Expressway extension. Also, I believe there will eventually be a need for a loop around the Springfield metro that passes through or by Nixa going east/west.
  - Affordable housing
  - too many houses being built and closing country roads.
  - Traffic patterns from the new housing developments to the main roads such as 14 and 160. Some traffic patterns do not seem to be considered. E.G.: 14 and Main northbound during evening rush hour. No consideration is given to the people wishing to turn left (west) onto 14. This causes a backup as the southbound traffic on Main crossing 14 south continues to proceed and the left turner cannot accomplish the turn, sometimes sitting through 2 or 3 signals. If nothing more, a turn arrow should be placed there stopping traffic southbound for a short time. If this mentality continues for 20 years there will be nothing but backups.
  - Attracting businesses and restaurants
  - Homeless coming from Springfield. We want clean streets, and police.
  - Need to find a way to not be a drive-through community
  - The lack of commercial (retail & industrial) development growth that drives a healthy tax base, which ultimately contributes to supplemental growth of infrastructure, recreational, and residential needs. Otherwise, Nixa will and is on a path of becoming a bedroom community with a relatively stagnant tax base.
  - Taxes
  - Addressed this a while back on Facebook page and go residential ridicule. I retired from U of U cardiology...so though I may not be the brightest spot on the Domino...I taught Docs A
  - smaller city in a metro area of a larger community should network with other like cities on all sides preparing for a light rail system in time this will become a key transport for work and recreation....I'm SLC area, many never owned a car so no need for license either not to
  - mention that being a huge aid to lowest income... selling monthly passes. Second commerce
  - is not good. Too small resident/ commerce ratio. A yr before Casto came to Springfield I suggest getting Nixa ready to wine and dine them...to be balked at.. Do we truly want to grow or be like Sparta or Highlandville A positive mind set and a think tank needs put in
  - place....not third party....but residence write these other smaller cities surrounding
  - Springfield....no man is an island....
  - Crime Drugs Electricity Water Sewer & keeping our Health & wellbeing safe. Just the vinegar plant has an effect on us. Last keeping it a family friendly city keeping undesirables away.
  - Would like to see more outdoor recreational areas (paved trails, parks, ect.) and entertainment- type activity places (movie theater, bars, ect.).
  - Adopting a complete streets program to make the city easily accessible for walking, biking, and exercise.
  - Stop building housing and bring in more business
  - Rising cost to live in Nixa
  - Housing
  - Stop building apartments!!
  - I'd love to see sidewalks on N Main going into the downtown region. With the new roads, add bike lanes to encourage the large biking community to use in town, safely, without being in traffic. Something I could see being a long term idea is connecting the Frisco Highline trail into nixa. Focus on parking lots in the downtown region with the new 14 Mill Market. This would relieve strain on parking or adding better walking/bike paths to lessen the difficulty on parking for events. The empty buildings/lot by

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the church/insurance building could easily be updated/transformed into a dedicated seasonal farmers market/outdoor shopping market for locals to come together and encourage local/small business to come in without the strain of leasing or renting a building. Encourage a safer environment for people in town to walk and bike within the town. Population is growing considerably. Consider a local transportation route for struggling families that need to get around if not willing to create better walking and biking spaces. Use empty spaces to plant trees to create better appeal to certain areas. This is very regional and scattered in nixa. One area can be above and beyond clean and well kept. While others are bare, empty, and less appealing.

- Need more industry for tax base - have had the economic development conversation for year with little to no progress.
- Affordable Housing. Nixa is a booming city with wonderful academic opportunities. But unless you make 6 figures a year, good luck getting into housing.
- Too many rushed neighborhoods being shoved in, houses have problems very quickly because of quick builds and low quality, and schools don't have space or resources for all the kids
- Saying yes to every freaking planning and zoning request that comes through the council without considering the domino effect of these choices. They are very serious and will have extremely impactful consequences.
- Seems Ozark is attracting more businesses.
- It seems that there is not a cohesive plan for development. There are so many apartments filling our city. Our little town is not feeling so family friendly anymore. Road improvements around the schools. It is almost impossible to get out of our neighborhood during drop off and pick up of students.
- Our downtown area is not welcoming or appealing. Too many old, ugly buildings!!
- Make sure the money is actually spent on the community, and not lining people's pockets. Nixa needs to compete with Ozark and Republic. A good school district alone will not keep Nixa going.
- Too much growth too quickly.
- Sustaining a healthy demographic balance of all classes of people.
- Climate change - programs need to be put in place to help Nixa residents cover the costs of moving to renewable energy sources. The City should also move to 100% renewable energy immediately. Power lines need to be

buried. Last year's derecho showed us how vulnerable the power grid is because of the amount of trees and overhead power lines. Housing needs to be vastly expanded, and the City should provide programs and benefits to those wishing to purchase a home in the city. Multifamily housing and low income housing should be given priority over single family housing. Local business - too many buildings are left open because out-of-town investors buy them up and leave them vacant. Morning Day Cafe is currently a scar on our downtown because the owner has a stranglehold on the use of it. Some sort of code should be adopted to prevent owners from letting their buildings sit vacant for years. This is what kills small towns. City-wide resiliency and sustainability efforts should be sought after. Clean ups, farmers markets, classes on growing food, programs to help residents build gardens, etc. The City should also adopt programs to help residents install rainwater catchment systems to reduce the amount of water wasted on lawn care and other non-essential uses. The climate crisis will be hard on us, and working together to make the community resilient is of the utmost importance to our survival. Short-term rentals should be prohibited in any capacity other than hotels and motels. The STR industry has eviscerated the housing supply and is one of the biggest reasons for the housing crisis. Short-term rentals should not be permitted in the City if we want a healthy and equitable housing market.

- Transporty
- Taxes are way too high and the city isn't very attractive for potential businesses partly due to this.
- Growth...
- Maintaining a family-oriented, peaceful, independent and patriotic community when we are increasingly surrounded and influenced by crime, immorality and division.
- Lack of parks and trails. And a welcoming city center or downtown. A lot of old houses on 14 need to be removed and improved as when entering town.
- Too many people, not enough room. Houses being thrown up quickly, that do not seem to be quality built for the price. Apartments being built everywhere that are also super expensive for the size/quality. The cost of living here is a lot & we have a great, beautiful town, but we're drug through the mud in taxes, but are always being asked for more from the schools so it seems like the schools aren't receiving enough of the tax dollars taken from the residents.
- Infrastructure.
- When we moved here I loved the small town feel. Now

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it seems like there are houses and apartments goin up all over, and we are losing that small town feeling. We don't have the water supply or power grid for all these new homes. We are going through water crises every summer and having power outages due to overuse. We don't need more homes. Please stop building homes and focus on bringing business to help out with these taxes. I'm 33, so I'm not an older person that hates change. I just don't want our town losing what makes it special.

- getting more retail sales to help support our tax base
- Water and Industry
- Professional spaces, Transportation, productive job opportunities.
- Correcting water/flooding in older subdivisions and accommodating water runoff in new construction, lack of sidewalks. Need indoor pool, skatepark and more walking trails
- Attracting businesses for our young people. Enough classroom space for education.
- Ability to enter and leave during peak times
- Right now development seems slow since we moved in 14 has been in a state of disarray and also on north 160. Also good fiber Internet would be something to consider I was sad losing that when moving from Springfield
- Technology infrastructure Obtaining certain Businesses to provide services or offerings to citizens as opposed to traveling out of area to obtain
- There needs to be more restaurants and things to do. I often leave Nixa for those things in favor of Springfield, Ozark, and Branson
- Roads, housing, entertainment
- The city is largely seen as a bedroom community. Residents must travel into Springfield for most dining and entertainment.
- Maximizing traffic flow without creating a super highway through town.
- Attracting out of town visitors that spend money.
- Growth outpacing ability to maintain or improve infrastructure.
- Conservation of our natural habitats, affordable housing
- Make Nixa more attractive for new businesses
- Growth of the school systems, amount of cars on the streets (needs expansions), run down businesses (needs the businesses that are bypassing Nixa and going to Ozark/Republic) and crime rate will increase as population increases.

- Crime, managing the budget
- Too many apartments, losing hometown feel, too liberal, losing moral and Christian base, too many liberal self serving running the city.
- Cleaning up or modernizing older buildings. Ex: Main St & Mt Vernon & Mt Vernon east of Main St.
- Need to draw in businesses like other communities do.
- We have to many people not enough road space the schools are to small for the amount of people coming in not enough outdoor activities or family friendly places want to keep the hometown feel getting to big
- Growth management over all. The hwy 14 east project was about 15 years late
- Destruction of land; overcrowding; electrical grid issues
- Infrastructure. Nixa is rapidly expanding and the city's infrastructure is struggling to keep up. Expanding roads, improving pipelines, electricity etc. are all things that need to grow and improve in order to keep up with the amount of people that are moving into Nixa each year.
- We need to bring businesses into the area. Ozark has done a better job over the past five years.
- Sidewalks, school growth, indoor & outdoor recreational spaces, keeping the small town feel while bringing in more revenue generating businesses & simultaneously keeping down crime
- Traffic is a huge issue, specially with the buidling currently in development. You essentially have one lane roads leaving town, aside from Mosey. I know its not likely/possible but Nixa needs a robust artery to the 65. Possibly N RD/LongView
- Space for school children
- Stop building apartments
- Safety and keeping our hometown feeling even if we grow.
- I don't know
- Growing too fast, and needs more options for our kids
- poor planning, failure to consider environmental impact, low water table, urban sprawl with wooden fences, over policing - speed traps, high taxes - too much spent on athletics, sports stadiums etc
- Better internet through older parts of City. Improvements to the Center...replace carpet upstairs & replace worn out exercise equipment.
- Infrastructure. Business-friendly.
- Upgrading downtown. With the Mill moving in, it shows that the community wants an opportunity to get out more with friends and family in a more casual less restaurant way.

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- How about a new attitude in the Police Department and Animal Control that is NOT based on a “good ol’ boy network” of whom someone might be friends with that decides whether they get help or not?
- loss of residency to surrounding areas due to lack of new/vibrant/accessible resources within Nixa. Growing conservatism within the community that portrays a sense of close mindedness and unwillingness to support growth/change.
- Getting nice businesses here that will last.
- Willingness to collaborate with other cities and use others’ good ideas. An idea or a person doesn’t have to come from Nixa to be taken seriously. Nixa residents and leaders assume that Nixa is superior to other communities in our area, when in reality we have way fewer things to do and reasons to spend time here. We need to seek out new ideas and look at what other cities do to create a sense of community. We can’t just rely on residents having high income as the thing that sets Nixa apart and gives us an identity.
- Pushing out people who want to own because there are apartments everywhere.
- dismal downtown area does not attract new businesses, mix use developments needed, 14 expansion affected the downtown area greatly.
- I believe that continuing to expand our roads is a big thing we need to keep working on! I would also love to see a larger nixa community center. Upgrading our water system is a must as well!
- Ensuring that there are sufficient green spaces to balance the rampant construction
- Park Land and sidewalk/trail accessibility throughout town. Ability to traverse Nixa to Springfield via trail system. Nixa is becoming land locked, need to secure land for these important community benefits before its too late.
- Too many homes being built, not enough infrastructure. Traffic is getting bad.
- Lack of trails, parks spaces, recreational opportunities. Availability of diverse housing. Higher paying jobs within the city area.
- Need to increase sales tax revenue by attracting more business. Property taxes cannot sustain our city.
- Don’t turn us into a dumpy extension of Springfield. Keep it the upscale town that has attracted the growth in the first place.
- keep crime out of the city, infrastructure- maintenance and growth, code enforcement to ensure quality neighborhoods are maintained, traffic capacity and connectivity, sustainable revenue sources.
- All development costs \$\$\$\$. Rising taxes are an issue for many of Nixa’s seniors and first time homebuyers.
- Over regulation and control by the city and high property taxes.
- Affordable housing
- We are growing at a rapid rate, and I’m concerned the safety will decline. The city is well known for being a great place to live, but there’s not much keeping residents in the area as far as entertainment, local restaurants and shopping. Most people will travel to places like Ozark where there are more options. The small businesses in Nixa have not been supported, and I think that is another issue the city is facing right now.
- I believe that the most critical issues facing Nixa in the next 20 years will be 1) encouraging responsible development of housing (i.e. not cheap housing that will fall apart) 2) working to create mixed used spaces that will encourage less dependence on cars and 3) promoting the health and well-being of residents.
- Recruiting businesses. Republic and Ozark seem to be getting all the new business.
- Residents entitlement and better than you attitude. Other communities see it and it makes Nixa a less desirable place to move.
- Nixa needs large retail stores like ozark has . Rou te 14 needs to be four lanes from 160 to 65 immediately. We waited far to long for 14 to be widened.
- road construction, business infrastructure, entertainment, retail/clothing stores (not boutiques but real stores). there are no shoe stores or big box stores here like Lowes or Home Depot.
- The additions of duplexes, apartments, multi family housing are detracting from Nixa’s curb appeal
- Utility expansion, road expansion and good WiFi for business growth
- affordable housing
- City’s infrastructure, commercial development, green space such as parks, trails and sidewalks. Roads that will carry the upcoming development moving into our city. Housing vs apartment complexes whose residents don’t pay real estate taxes that support our schools and infrastructure. We need diversification. We need to grow instead of stagnating.
- Maintaining a strong vision for diversified

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development that includes affordable housing. Assist developers in creating mixed-use neighborhoods that feature walkability and micro-economies.

- Managing growth and supporting infrastructure
- Generations of family wanting to leave. The town bullies/ cliques running the town. Running poor people out of town. Forgetting what made Nixa a great community.
- more schools (elementary - high school)
- Over population and safety.
- Roadways and traffic. The flow of traffic and ease of driving is awful.
- Traffic
- Upgrade the city, fix current problems. Sidewalks, streetlights, Stormwater, traffic, stop adding roundabouts, fix the outdated buildings. Find someone who can actually steer the ship and run the city.
- cost to live in this area
- housing and lack of restaurants/social things for people to do without leaving city limits.
- Get a handle on utilities, water, and traffic before expanding. no more rental!!!
- This is a town with a lot of families with kids and teenagers. The community center is too small to accommodate the growth of our town. It's already too small for what we currently do.
- Bringing in more local businesses. Tax breaks. No reasons someone's personal property taxes should go up \$1000 a year.
- traffic, lack of UPS store, high taxes, schools over crowding
- Rapid population growth in the school system. Necessary larger school facilities to accommodate that growth and the jobs it will make.
- Too many apartments are being built. These will change the aesthetics of the city to a more transient population. Allowing these to be built so close to our Main Street is a VERY bad idea. My HOUSE was required to be further off the street in a residential area!! Shame on you!!
- Nixa may need more schools and teachers if future development plans include apartment style builds.
- Critical thoroughfares (more lanes) Need more tourist destinations
- Attracting business that lasts longer than 1 yr. before they can't make it.
- Expanding at a steady pace as not to take over all the land, keep the parks and trails and personal land intact. Revitalize the downtown area to a fully

functioning shopping center with events and vendors. Allowing small business to come to main Street and 14 to create a great shopping and dining space.

- Quality of access to Springfield. Cleanliness and attractiveness of roadways (on and off) within the city. Internet speed availability throughout the city. Continuing to maintain excellent law enforcement and public safety programs. More QUALITY dining options.
- Education and culture. There is an atmosphere of mistrust between the city and its residents that desperately needs addressed.
- Planning for green space/parks in the community. So far Nixa is doing a terrible job in this area. This is truly what makes a place attractive. Not having housing just jammed up next to each other. For example, the apartment building going in at Northview and Gregg, that should have been a park when it was proposed a few years ago.
- Land/space
- Replacing natural attractive scenery near higher end subdivisions and putting in apartments. People will start moving.
- Lack of green space and trails - walkable places. Expansion but hardly any affordable housing for young people and families.
- Traffic
- The mosquito problem. Nixa needs to spray for mosquitos the proper way by using more spray & slowing down the truck so that the spray can reach the yards. Nixa needs a recycle center where you can pull up and dump from a trailer or truck and not have to shove the leaves, grass, etc. thru a small chute, try it sometime, it doesn't work!
- Not becoming Springfield! Family oriented with traditional values and expectations.
- I would like to see more upscale restaurant chains like Panera, Chipotle, Jersey Mikes, Olive Garden, Texas Roadhouse, etc. in Nixa. Also, there needs to be better road access to Springfield. increase the number of main arteries going north out of Nixa.
- We need two different high schools! That's the only reason I took the survey, so I could say this.
- Making the city attractive to developers.
- Over growth and structure management. Lack of diverse food options. Local jobs.
- keeping taxes down, improving the parks and trails
- Indoor pool Improved city-wide trails Better internet/technology solutions

# FULL DOCUMENTATION OF RESPONSES

- Attracting commercial development and keeping up with the residential growth.
- Growth and providing necessary utilities
- Public safety and affordable housing
- Lack of shopping and dining. Nixa has fallen way behind Republic and Ozark in the parks department
- Ensuring our transportation infrastructure keeps up with population growth, attracting new businesses that will meet increased demand, and expanding parks and public spaces, including expansion or development of a second community center or sports facility.
- Managing finances so we have reserves. Pay off debt. Nixa needs to balance being cutting edge with current revenues.
- Affordable utilities and fighting high taxes.
- We moved to Nixa to get away from Springfield and crime and now you are inviting here with the housing and apartments. When our kids were in school it was good parks but as we age we haven't been to the park since. We were asked to vote for a bigger school and stadium which we could use but that has remained locked because of vandalism. The city is asking for crime by adding the apartments let Ozark have them we don't want them and our police only care about stopping the high school kids and soccer moms so they don't have to write a report and get there 5 stops a day in. Our tires were slashed and guess what video cameras tracked them to the apartments but nothing was done and I was out \$1500 for new tires. Thank you city of Nixa. The city got a truck to clean the roads but they hav never came down my street. The city got a truck to spray for mosquitoes but it hauls ass down and turns around and doesn't spray on the way back. That is if I can track them down to remind them to come down our street. Someone in this city needs to take pride in it because right now they just want us to look like Kansas City. Did anyone ask before we got the stupid round about? I have taken the grass there twice because the high school kids do not know how to use it. Go back to old values and make Nixa better again. That is why people moved here. We had good schools and businesses and traditions with the Sucker Parade and day. I believe we need to get rid of the forward thinkers are the council. I don't see apartments going up in there neighborhoods. This reminds me of when the good ole boys talked the city into chip and seal on all the city streets. We never saw it in front of Wesson or Pritchards house. Get it together Nixa there is a reason people like small town.
- No incentives for new businesses. Misuse of taxes by government employees.
- We are consistently seeing our neighboring cities overtake us in opportunities and options for multiple things (ozark, republic, etc) with offerings of multiple restuarants, several shopping centers that entice businesses, entertainment options, etc. It seems almost that we have fallen to being reactive rather than proactive in multiple areas. Our infrastructure is currently improving with the widening of hwy 14, the intersection of CC/160, and the building of some new large facilities (cox urgent care, banks, car wash) but we need to plan our roads, shopping centers and other areas to accommodate for future growth - not to just alleviate paint points that exist today. For example, we have a lot of new neighborhoods and developments being placed/built with new roads and sidewalks however if you drive through Nixa there aren't many street lights. There are numerous busy streets that have zero street lights and that's not like other cities today. My largest concern though is that with ever increasing taxes and a majority of those going to the school system, we may actually push our older community out of the area
- The city police dept is completely out of control as you can see from the tax not passing till you tired to something else. They are overbearing and it's a common convo that they obviously have too much money. 3 Yukons show off for going 5 over. I'm leaving as soon as interest rates lower due to this. There is no public safety concern, they are over the top overbearing typical low budget cops. I have zero respect for any of them.
- The expansion of the X center and programs for kids.
- Nixa is a commuter city where those living here are accustomed to going elsewhere for work, shopping, entertainment, etc. Nixa must focus on being a more complete city.
- Growth - the infrastructure is not there (threat of rolling brown outs this summer, etc).
- Lack of parks facilities and not enough investment into making them stand out. Lack of multi- use development. Housing is too expensive in Nixa. Not enough employers, good jobs, and retail/service businesses. Nimby-ism even among council members hurts the growth and development of the community, gives us a bad reputation among developers.
- lack of diversity
- Understanding that as Nixa grows over the next 20

# FULL DOCUMENTATION OF RESPONSES

years, so will the population and visitors. We need to be welcoming to residents and guests of ALL backgrounds, religions, etc. The diversity of Nixa is changing and there are some who don't want to see that. But, as with all things, with growth comes change.

- As our city grows it will get overrun with cars. We can build more lanes, but that is only so effective. Providing people other options besides driving will be crucial.
- space, so many people moving here, schools are out of room
- Population increase as people migrate to the Nixa area has led to the city being behind in expanding public safety services, critical infrastructure, and housing availability. While the city eventually did pass tax increases that expanded the police department and built new fire department/EMS buildings, this was after the city was stretched thin. Additionally, every summer we deal with low water pressure in certain parts of the city due to irrigation being done at peak hours. Expanding the city's water delivery capabilities or requiring new homes and developments to come equipped with programmable irrigation systems to avoid these scenarios would alleviate future issues. I mentioned housing because it has been a hot button issue in the community. I believe there should be multi-family housing available as well as more single family dwellings. The only concern I have is traffic not being able to be accommodated. I know that a traffic analysis is required as part of the process to build new developments, but I believe the criteria should be reviewed because I live in a new neighborhood (<5 years old) and it added 175 single family homes, but didn't even add a stop light to get out on CC from Old Castle. So 175 new families, most with at least 2 vehicles, and no change of traffic coordination in that area to accommodate the increase in traffic. So just a more thorough review process and maybe stricter criteria for traffic management planning prior to authorizing the projects.
- More sidewalks, trails for better outdoor living/ experience, and better community center
- Keeping people in Nixa for commerce instead of them traveling for better options/ better prices to Ozark or Springfield.
- Expanding services to match growing population - need more space for the Nixa Parks sports/ activities (including parking for such activities).
- Growing too quickly - Loss of conservative values

- The housing development out pacing the infrastructure development. Traffic.
- Not sure about critical— but Nixa needs a splash pad!

## What have we missed? What do you want to see for the future of Nixa? What should we be thinking about as we plan for the future of our community?

- Sidewalks
- I would love to see Nixa streamline aesthetics of signage and building appearances. We also need to think about the schools and figure out how to better contain all the kids that are coming into Nixa.
- Maintaining our small town feel, while using our commercial space wisely.
- Be cautious of inviting growth just for the sake of growing. Make sure our community remains the strong, safe, "place to be" for good, hard working people who want to carry on and continue building upon the great place Nixa has become.
- Expand AA and Nicolas rd.
- Better sidewalks and infrastructure connecting neighborhoods and schools (e.g. Century, Summit, High Pointe). Better capacity planning for new houses in regards to water supply/pressure.
- More safe bike trails for young children, more affordable housing options,
- Another elementary
- Nixa will always be a suburb of SGF, even with more business growth. So plan infrastructure accordingly
- Public Works should exist to serve the Public's best interest. The Director should not disregard Public input regarding safety.
- 
- Our town looks old and run down.
- Better funding for the schools and police officers.
- Over crowded
- Don't try to grow too big
- Stop building apartments
- Lowering our taxes
- INCLUSIVITY
- Normal priced dwellings. If you want people to progress out of apartment living, there needs to be homes less than 500k.
- Housing and jobs and school need more space and some redone/updated
- more single family dwellings and less apartments. So many large apartments ruining the beauty of our city.



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- Na
- The school needs strings for orchestra
- Focus on the things that unite us rather than focusing on segmenting by demographic. The
- should focus on providing core services (utilities, roads, parks, public safety) and refrain from pushing political/social causes of staff.
- Much better communication to the citizens, of the plans for our community, before decisions are made, and including Nixa residents living outside the city limits. Affordable Internet service to all of Nixa, not just the city.
- Two high schools seems necessary in the future.
- Self reflect and figure out why all the surrounding towns of similar size in the area can attract new businesses and restaurants exponentially better.
- It would be great to have an indoor pool facility like Ozark, and an home improvement store.
- Indoor swimming pool
- Indoor pool, more parks and trails
- Think about more family friendly businesses, indoor and outdoor. Group entertainment, dining, and retail areas together. Remodel out-of-business areas into residential above businesses. We need wider roads, but not more roads.
- Take action immediately to improve the appearance of Nixa. Talking and planning for the future is good and necessary but take care of the present needs first.
- Better outdoor pool, more family friendly amenities, more dining options, more opportunities to bike or walk to places, better child care facilities.
- More sidewalks, more pedestrian crosswalks, and brighter streets.
- Every decision for the future should ultimately be weighed against its effect on our public education system. The main draw of people to this area is the excellent education system that is on par, or exceeds, many private school systems. We cannot allow fringe elements outside of the school attempt to subvert the efforts made by our proven educators.
- Revitalize a Main Street area. There is no where to hang out
- Holding politicians accountable to avoid corruption in our town
- Remember that government is not the solution of everything but should facilitate the advancement of private enterprise and improvement
- Young adults programs More restaurants
- I would like to see more biking and walking trails. I would like to see more eat in restaurants and a few that stay open later.
- I think you did a great job! Thank you for doing this for our community.
- We should get to choose our own trash service since our current one has been so unreliable.
- Na
- Public transportation. Traffic patterns. What if we had to evacuate the city?
- Multimodal plans should be done to connect the community and to connect to the other communities within the region.
- Need more schools , a jr high and high school
- It seems like there are a lot of citizens that do not want to see Nixa grow. Nixa is going to grow and we need to make sure that our infrastructure and city amenities keep up with it.
- Create an attracting downtown. Create a walking downtown with eatery, coffee shops, movie theater, entertainment. - I would love to see a decent bike trail. Roads are not safe for bikes. - DO NOT GO CRAZY RAISING TAXES!!!!
- outdoor trails and activities for all ages not just little kids. We should have activity centers for older kids like skate parks and pool similar to Republic.
- I would like to see the aesthetics of Nixa improve. Right now, I would not consider Nixa a
- pretty place. It's just "meh".
- Pickleball courts, autism friendly programs
- Maintain an environment Open to diverse peoples and cultures Avoid this becoming a "Segregated" Community and the stigma that comes with that
- Chick-fil-A
- Indoor pool More rec facilities
- A bus to be able to get around town especially over to where the mercy or cox health centers are. Sidewalks. Utilities people not charging you out the ass
- As an educator, and not being from /living in Nixa, I just hear all the kids talking about going to Branson or Springfield. I assume that is because there isn't much here for them to do? I don't live here because I have land/house in another area that even if I sold, I couldn't replace here, land values are higher.
- hiking trail maybe. Build up main street and make it more attractive as a place to come and shop.
- More health focused places
- More classroom spaces in schools. Another high school

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- added. Quit building apartments/townhomes in Nixa.
- Parks, Indoor pool, Movie theater,
  - Be like the old Nixa - find our roots again. Revitalizing Sucker Days was a good start...
  - More places to do activities including tourist things
  - I would like to see more trails, more outdoor space for baseball / softball, attract more people to stay and play in Nixa. We need better options for fine dining and entertainment in Nixa. We need better community involvement.
  - The other critical issues are affordable housing and making sure infrastructure can support the new housing without residents paying way too much in taxes. Building multi family housing is great, how do you plan on upgrading roads and infrastructure? What's the budget for that? How much more do we need to pay in taxes? Are you giving subsidies to builders but charging taxpayers more for streets, utilities, etc. Be transparent with the citizens who pay taxes!
  - Trails for bikers, farmers market
  - Large indoor recreation center where there is something for everyone to enjoy year around. Example: <https://www.cityofallen.org/1969/Stephen-G-Terrell-Recreation-Center>
  - I would like to see Nixa donate the land for a BMX race track. Nixa could benefit from the amount of people that it would bring to the community for the larger races. Nixa would also benefit from a skate park.
  - Not apartments or duplexes
  - Less cops harassing nixa drivers, there is a cop on every corner and some are not so nice especially to young adults not all need to be treated as criminals
  - More opportunities for businesses and family adventures within the city
  - Keeping the hometown feel. I know that Nixa is trying to keep up with Ozark but let them be the ones to grow exponentially. Our family chose Nixa as a suburb of Spfd and we like the small town feel. Ozark has 3 exits off 65. It's a major thoroughfare. Great. Let them have all the big name restaurants and stores! We don't have to "keep up" with them! I know Nixa has to keep a certain status for sports purposes but not every wants Nixa to be huge and flashy.
  - To thrive, we need to design the community to facilitate CONNECTION between those who live, work, and visit here.
  - Cheesecake Factory, Ross or something of the sort. Trader Joes. Implement training within the city's services to connect with the community and

- use kindness, while I realize they are their
- own entities, they definitely represent the City of Nixa as a whole. The X Center used to offer the seniors entrance of like 1.00 to walk. That is no more and should be reinstated and they should offer more programs for the seniors. The X Center also charges members for the pool. I am now a member of Ozark Center, which includes the indoor pool and the outdoor pool, trails, and an area to hang hammocks and read, at a cheaper membership rate. Your community is taxed out, I have lived here long enough that I recall when the use tax was passed and what tactics were used to get it passed. I also know that the use tax far surpassed anything the Nixa representatives thought that it would, especially during Covid. I personally would like to know that number and what those funds are allocated to. From the messages I read, no one wants apartments or tiny homes. Perhaps a development with starter homes, while I know the City as a whole does not benefit much from the real estate taxes, they may shop or work within the community. People who live in apartments aren't paying the school tax, CCAD, Fire Safety, or real estate taxes so honestly the homeowners end up footing the bill for increased taxes across the board, and all the while homeowners have to deal with increased traffic and crowded classrooms. In that regard, I agree with the no more apartments. However, I do believe affordable housing is an issue BUT the new apartments are not affordable. \$1,000 a month for a 1 and if you're lucky a 2 bedroom is not what I would consider affordable housing. I believe that there is a lot that you could do for your current citizens to encourage them to stay within the community and appreciate them as they work, spend their hard-earned limited dollars, and raise their families, that would go a long way. Families are looking for a way to save money or get the most for their money. That is why I have a family membership at the OC in Ozark, I get way more benefits with them for the money I put out and it's only 5 minutes away. I forgot to mention the bowling alley is a great asset to the community!
  - Higher pay for teachers
  - Different fast foods
  - We already are a tight knit community, you can feel it but everyone travels outside of Nixa for lots of things. Attract the places we go to to keep us here and our dollars here. Look at Republic
  - Expanding community services for teenagers.
  - Building another elementary so that you don't

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- have students in cafeteria closets or trailers.
- Developing more diverse community year round entertainment for our young teens as well as our young adults.
- More local business, a bigger and more inviting downtown and more restaurants and shopping.
- Handling population growth
- I would love to see the community come together as a whole.
- Planting future buildings in areas that if needed have the ability to expand. High school was not build in an area where it can expand easily
- More sidewalks for walkers and people who ride there bikes . Something for the seniors and something for the children
- Present the expansion of the parks again with a stronger pull of family activities such as better hiking and biking trails, a larger, updated community pool, etc.
- More sidewalks to make it safer for students who walk to and from school. The biggest concern we currently have is the lack of sidewalks heading east on North Street. They don't continue along the extremely busy road where lots of kids travel each day
- Trails for biking and walking. Indoor sports facility for club sports.
- More places to eat
- Schools sizes.
- Affordable housing, more hangout spots for teens
- Thank you!
- Sidewalks and trails
- More entertainment opportunities
- Stop focusing so much on housing. We don't need to bring in thousands more residents when we don't even have the space in schools or other businesses for that many people. We don't need to pretend to be a big city. We aren't and don't want to be.
- Definitely traffic.
- If you consider building government funded housing, just remember it will attract lower income families that could potentially cause the crime rate to increase and the schools' ratings to lower for testing/drop out.
- Nixa is basically known as the Speed Trap of the Ozarks now. Not the Nixa I grew up in. Nixa used to be welcoming, friendly, fun, Christian oriented, etc. Now you can't just drive through Nixa without seeing at least one vehicle pulled over, or pass three different patrol cars in a three miles stretch. Nixa thinks with having younger mayors, younger city council, bigger police force it is doing the right thing. Actually they have it all backwards. We have more police now than ever and is Nixa safer for that? NO, it is not!!!!
- We need more options for after school kids that isn't through the school or if it is through the school, it is more than just extended play time. Other surrounding areas have so many more options for after school like karate, the YMCA, wrestling, etc. Our after school program is also pretty expensive and not managable for a lot of single parent households, putting them in a position of "do I work and get paid to pay for this after school program or do I just cut my hours and pick up my kids from school?" It is counterproductive.
- How to make Nixa more attractive to Commerical Business.
- Think about the kids. 3k+ school is horrible for kids to get involved. A regular student can't compete or even join programs that they might be interested in because of the sheer numbers. Grow the outdoor enjoyment opportunities - get folks outside, exercising, and interacting with neighbors. The town is the people, not the facilities - they are there to serve the people. The X center is lame - both the indoor pool @ Ozark and the outdoor pool in Republic are way better (and cheaper). Bring in outdoor activities for families like gun range, archery range, fishing holes, etc.
- The city itself is ugly. There is no appeal whatsoever. Look at what Ozark has done. They revitalized their downtown and 3rd Street. The gave homes and businesses facelifts to keep up with the times. I know the Anderson's tried in Nixa's "downtown" but no one will do business with them now. We need a welcoming place to live. The taxes we pay in Christian County should be covering beautification of our city. People move here because of the schools, not because it's pretty. Hire more competent contractors when doing road improvements. Have a clear cut ending date and make them stick to it. The road work on 14 Highway has been drug out and milked. It should have been done months ago. Don't run off businesses. There are business owners speaking negatively about how Nixa isn't new business friendly and makes people jump through hoops. They opened in another city and their business is thriving.
- Something has to change. Why are we lacking restaurants and business that can help our schools and our revenue base? The simple design and layout of 160 does not even invite people to stop and shop... getting to business on that road is a hassle and in inviting. Figure out what Republic and Ozark are doing and attempt to bring in

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more so we can grow in a healthy way. Our people are going to other towns to spend their money... I would love to see great restaurants and shops that want to come here and a place for them to come (a storefront) that does not look run down and mismatched. Sports and schools bring incredible families and we have SO many missed opportunities with Lake traffic moving through our town as the LAST stop for food and supplies we are missing these opportunities to capitalize on! We need to expand in these areas to accommodate our community.

- Community events, family oriented gathering facilities.
- Community outdoor activities.
- Less multifamily homes, more single family homes.
- Retain sense of community by supporting small business and not bringing in box stores. Nixa is family oriented but so many families travel outside for recreational opportunities.
- Fewer banks. More community space.
- indoor swimming pool!!
- The cost of living needs to be addressed. Home values are inflated. Gas prices are higher than smaller communities nearby. Utilities are on the rise. No end in sight for tax increases.
- fix the pool
- More lodging in the city so that when people come into town they can eat, shop and stay overnight. To stay overnight Springfield lodging is much more desirable along with more eating establishments to choose from.
- not sure other than what I have already mentioned
- More entertainment besides eating out. A larger fitness facility with better classes, indoor pool.
- Growth in businesses
- More parks and restaurants
- Breakfast places to eat!!!!!! We have 7-8 mexican restaurants, we have 7-8 fast food places, we have 2-4 dine in restaurants. 1-2 breakfast places. One is super busy and too small- it is great food, the other puts avocado on everything.
- Places to eat. Things to do. Shopping. Turning old buildings that are wasting space into something.
- The size of schools with the ever growing number of houses being built.
- Increased parks/trails; Safe walking options
- we can't keep up with the growth when it comes to the schools.
- Mixed use residential communities everywhere with walking and bike trails criss-crossing all of nixa, so people have the option of choosing to

drive or be healthy and get outside and walk.

- This is also a massive opportunity for them to stop in and support local businesses. Is proven that when people are on bike or on foot they spend more money at small mom and pop shops, city gets to collect more sales taxes, the walkers/bikers get fun things to do and businesses that aren't constantly closing, businesses that don't close can afford to hire employees keeping more money inside of nixa increasing the velocity of money stays inside of nixa.it's a win-win- win-win-win for everybody
- NO MORE DOLLAR GENERAL STORES!!!!!!!!!!!!!!
- Main Street/downtown needs to be cleaned up and opened up for a variety of businesses.
- Parks, would love to have more young adult-oriented trails and spaces to be able to walk.
- Activities that keep the reside at from visiting Springfield instead.
- Family is the heart of Nixa. The X center has sufficed as the sole aquatic center, but Nixa is missing out not having a water park! Lazy river, slides, wave pool, etc would bring in so many people to Nixa. This stream of people would then eat and shop here. It would also employee students, returning young adults, and adults to the area.
- More businesses
- Recreation areas like pickleball courts, golf course, etc. spread out around town.
- Bringing in more cultures and having more diversity.
- Things that Nixa residents do not have to leave Nixa for. Coffee shops, quality dining that is not fast food.
- Safe options that teens would want to hang out at, and not always go to Springfield for
- anything.
- Quit being racist and homophobic. Not everyone is white and cis and that's fine. There is room for everyone. Act like it. Also quit trying to restrict books. If you don't want your kid to read something then don't. Not everyone has the same values. This is also fine. People are leaving because of blatant bigotry. Nixa literally made national news for this. It is disgusting and embarrassing.
- Health of the residents, decreasing traffic and increasing ability to commute within the city without motor vehicles
- Space in the schools
- I love having my family in Nixa. Wish we had more activities to do outside in the area, but we are typically leaving Nixa on the weekends to get these activities in.
- Several roads/streets literally have no sidewalks.

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Thinking about a thriving, friendly and vibrant future community could include thoughts about further developing a safe, green, outdoor friendly and beckoning infrastructure that encourages “walk to” community spaces and places of business. Thinking about a thriving, vibrant, safe and healthy future community could begin with infrastructure design and services that beckons and encourages such behavior.

- If continuing to expand and adding in multiple homes, is our current power system going to be able to support it? What about overloading our schools? Several are already crowded. Will class sizes go from 20 something per class to 40? Can our roadways handle an increase of major traffic?
- Plan for large right of ways as city grows, build a convention center, expand highway CC, focus on the areas that are doing well and take advantage of that growth.
- Business growth not just retail
- Culture
- More outdoor spaces to get out and be active.
- Trails and parks need to be improved and expanded. A nature center or park with miles of trails would be wonderful
- If you want this City to thrive quit putting in multi family housing as that brings the crime. Also, move away from some of the antiquated policies that drive new businesses away from Nixa.
- If there is a way to foster a welcoming environment for all - that would be amazing. Balancing economic growth and keeping the feel of the town today is difficult but I think it is a goal worth striving for.
- Single family homes. Jobs for our younger kinds in high school and college. A movie theater or sports complex. Make the nixa rec affordable
- I don't think that we need more apartments and dollar general type stores. A trader joes or whole foods would be amazing.
- Protect, Protect, Protect! Keep our city safe! Nixa does a Great Job in this area. I would hate to see the development take some of that away. As much as I would also love to see the city grow, I would sacrifice that next big box store or a miner shopping convince over providing what our cops and first responders need to maintain and keep this city safe and protected!
- Bigger community center and more indoor recreation for kids like where the wild things play, imaginasium, jungle gym
- Nixa schools allows bullying, racism, homophobia, etc. to

continue to go on. There are no real consequences when these things occur. Nixa can say they are welcoming to diverse individuals, but this is simply not true. People who are diverse do not feel welcome or wanted by most individuals in this town. Nixa tries to act like they are a big city with diverse communities, but ultimately there is still the small town country feel that is full of racist, homophobic individuals. Many of the teenagers in this town are ruining things that should be fun, easy things for families to do. You can barely go to Rotary Park without smelling drugs, seeing alcohol, hearing curse words, etc. They are at walmart playing around, stealing, cussing, etc. and nothing is ever done. We are allowing some of these teenagers to ruin our town and we are not giving any consequences. They scream and shout racial slurs, homophobic comments, etc. It is absolutely ridiculous what this town has allowed some of these young individuals to get away with. We have considered moving to a bigger city to get away from some of the hate that lives in Nixa

- Cultural diversity and acceptance
- Economic Growth is the biggest thing
- Doing well for most part
- Indoor water park would be well utilized. We need more restaurants like morning day. That was crucial to the downtown area
- Look at other towns and what don't we have? Andy's, movies, sports complexes, Lowe's. We utilize Springfield, Ozark, and republic a lot versus Nixa.
- Noting in the survey about enhancing schools and curriculum.
- Ensuring green spaces as more land is developed
- Chain restaurants
- Indoor pool. ..racquet ball and pickleball courts
- Not applicable
- You've missed a lot.
- With as many families wanting to move to Nixa, specifically for the schools, consider building a new school.
- Be thinking about how to maintain some green spaces amid new housing/building developments to keep the town kind of a small-town feel with still a little rural feel.
- Recreational activities. Bars and attractions
- It will important to keep our Nixa charm--we should never loose who we are as we grow our businesses community. We should always strive to be family oriented because that is the heart and soul of a town.
- Not apartments and duplexes that will bring in even

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- more lower income students into the schools.
- Nixa is a great community, with lots of booming housing development we need more commercial development
- Build tax base to fund all of it
- Serve who is in front of you. It seems that the Nixa government is always focused on growth and the future which is an awesome thing to focus on but we need to be sure we aren't missing the mark with who is here now. I already touched on the parks expansion but using the open land already seemingly owned by the parks to get more soccer fields (leveling off and maintaining the areas we use now would be great too) and building onto the X center to have one or two more basketball courts would be something that there is already a need for and not need the funds the last expansion proposal called for.
- BETTER THE ELEMENTARY SCHOOLS!  
Better the traffic flow in some way
- Your community does not want leftist ideals in the schools. Not now, not in 2045
- We would like to see an increase of agriculture activities and agriculture based businesses Promote more family farms. We would not like the city to be more industrialized, commercialized, and no more apartments.
- Need a functional city pool, would like more variety of restaurants, movie theater would be nice. Breakfast place would be nice.
- In 1972 when the population was 1200, the City built the 2 small ball fields at Rotary Park. That's the last time the City has built a new baseball field. The population is approaching 20x what it was 52 years ago. Although the school program has taken the best youth athletes, there is still a need to expand the Parks' rec athletics. The City can't get a tax passed, but the School can. Why? The citizens have more confidence the school will use the money how they say they'll use it than the city. Also, the school proposes & passes bonds/taxes than have a sunset/ending, while the city asks for a permanent increase to fund a short term need. The citizens are then leery of what will happen with their money after the immediate need is accomplished.
- You got it all covered.
- Try to still keep the Nixa charm.
- FIX THE OUTDOOR POOL!! It would be nice to cater to those who have lived here awhile. Stop trying to "grow" when we need to focus on those who are already here.
- Significant need for affordable housing for all, including seniors. Senior services for aging population.
- Amp theater
- Ball parks or outdoor sports parks for our kids
- Make it more attractive. Make all of downtown updated and look consistent.
- Being thoughtful in how the town is organized It would be nice to see a "planned" area with nice bike trails and homes with businesses that are near
- More homes... athletic spaces... coffee shops
- Again--not getting so big we lose the unique feel of our town
- Make the roads wider
- Nixa City Golf Course. Movie theatre.  
More economic development.
- A new and updated community center, safer cross walks around the schools, more security around schools
- Services provided for families who have children with disabilities or special needs.
- Just moved here. Great little town! Thanks for putting this survey out.
- Need another indoor gym or a designated sports center. Pay well and retain teachers for the growing number of students
- Please add more parks, walking trails in surrounding nature, bakeries, ice cream shops, cafes, nice outdoor seating attached to restaurants.
- Focus more on elementary schools, not just the high school.
- Build more schools so we aren't overflowing our current ones. Less apartments.
- More stores, restaurants, access to every day things
- More downtown businesses
- I want to see less conflict in our community and less wasting of time and money on things like the school board hearings over book bans. It just feels sometimes like nonexistent issues are constantly being brought up.
- Let's not be stingy in what businesses are welcome in Nixa. Having a Kohl's/target etc. would
- be amazing
- Revamp and expansion of our rec center & pool Fine dining or good quality restaurants Brewery, family friendly More entertainment options to do in Nixa such as brewery, putt putt or golf sim, kids indoor play business, museum etc
- I just don't want to see the town "cheapen", it's an attractive town and growing for a reason. More restaurants!
- Housing for everyone as well as entertainment within area for children
- Businesses
- Increased infrastructure to support growth.
- Be thinking of zoning and not just saying yes and cramming

# FULL DOCUMENTATION OF RESPONSES

- all these new spaces in, but remember the beauty of this town what has made it successful in years past.
- We need another high school. We need infrastructure (wider highways, drainage, utilities, etc) and we need to promote community involvement.
  - We would love to see more local fine dining restaurants. We don't need anymore fast food or chains. Consider walking and biking trails. Ensure roads can handle the growing population. Possibility of new schools as they are overpopulated.
  - More parks, more trails, better fine dining, nicer homes and communities. You want to attract families with income to spend which in turn attracts businesses.
  - Focusing on what's already here and stop trying to add more businesses and homes.
  - Nixa don't have well designed sidewalks plan. Very disappointed
  - More stuff for kids to do.
  - Opportunities for abilities people and mostly kids. Nixa is great with intramural sports for typical children but nothing for special needs kids. Check the statistics, our SPEDS kids are increasing, they need sports too.
  - We need a walkable center of town space. Somewhere where things are happening in the evenings... bars, music, restaurants, lights, outdoor spaces to mingle. There isn't a reason to hang out and keep spending money in Nixa.
  - Indoor pool, water park. More walking trails
  - More community engagement. Family oriented entertainment spots.
  - The width of the Cherry Street connecting JTSD to Main. Lack of bike lanes. It's difficult to commute to and from work and other local destinations without lanes and additional "share the road" signage.
  - Consider traffic, maintain/expand parks spaces and trails
  - Create a place that people want to visit. Upgrade buildings and have a people friendly downtown with large sidewalks and cute shops and eateries.
  - No more dollar generals, gas stations, banks. Give us something else besides Walmart.
  - Youth sports
  - The septic smell in cobble creek. Internet goes out frequently, revamp downtown with shops and enhanced parking. More fitness centers with childcare. We should use the broken pool as an opportunity to build a water park like republic.
  - Safety and local businesses to shop at yet keeping the small town friendly atmosphere
  - Build more schools.
  - High standards and quality in our buildings. This was definitely missed with the building of the new apartments on main as well as the new church on main and tracker. It looks like we want to make Nixa into a warehouse city, not a city that values education and culture. We also need SIDEWALKS and trails.
  - Updated recreational facilities, better business availability and stores
  - A walkable center of town with a variety of commercial, retail, and dining options. And there needs to be better pedestrian access to this space (like better sidewalks and more local commercial development along Main St.)
  - I would like to see a greater focus on condensing the city through the use of mix use building and zoning as well as better transport options such as Protected Bike lanes, Busses, Train
  - and safe sidewalks with space between the sidewalk and the road.
  - Expansion of good businesses in town, some big name businesses added to economy, and a bigger hotel
  - The correct amount of growth. Want to keep the small town feel.
  - Adding sidewalks on some side roads that are often traveled
  - Proposed outline for school growth and change More trails and greenway connections
  - Quality places for youth and teens to be active and safe
  - Growth in the recreation and parks.
  - Fix the pool.
  - Don't underestimate how many kiddos there are! Also, try to keep the Midwestern small town feel, no matter how large we get.
  - Continue expanding the arts in the city, an orchestra program in the schools and or a community orchestra, also increased business opportunities on a long Nicholas road North of hwy 14.
  - Roadways are confusing and sometimes difficult to navigate.
  - Love the family vibe and safe community, but there is nothing to do for adults besides the same 4-5 places in town.
  - Love having outdoor spaces for kids to play/explore. We have beautiful parks, but they are always jam packed with kids. I would love to see another park where the equipment is more spread out. A splash pad would be fun

# FULL DOCUMENTATION OF RESPONSES

in the summer. More well lit and maintained bike/walking trails inside the city limits would also be a plus in my book. I really enjoyed the benefits to having a Parents As Teacher person to answer my questions about parenting and child development. When my children were younger this program was through the schools. I am wondering if something similar might be available through the city?

- Chick fila, thrift stores
- Need less fast food bc everyone's getting fat and it's useless. Add more fun things
- Money invested into Parks & Rec!!
- Put more funding into the parks and schools.
- Sidewalks, sidewalks also more robust community center more similar to a YMCA. Or
- convince the YMCA to come here
- Cheese Cake Factory
- We need more retail shopping. Also the x center is prohibitively expensive and the pool access should be included.
- Nixa needs more variety for things to do without having to drive to Springfield or Branson. Very limited options for entertainment in Nixa.
- Hotels, restaurants, and entertainment venues need to be in the plans
- You continue to allow increased population but you have not brought in the commercial business
- that help keep a community thriving. Also...people come here because they want to be a part of the school system. If the population continues to grow... the quality of the schools will start to decline...what's more important...keeping the top schools in the ozarks or getting as many people S possible...you need to keep that in mind when doing this future planning
- We need more affordable daycare options
- Entertainment, dinning
- Fix the pool
- The new park is amazing!! Thank you my kiddo loves it!! We need to support more small Businesses and attract less chains.
- More schools to fit the growth of the population - more activities in nixa
- I want to see voters support Parks and Recreation as well as police.
- You haven't missed anything
- Maximizing space/upkeep of buildings to support an area that large events can be held such as

festivals, etc. that is a downtown hub feel.

- I would like to see a cease on apartments. Having worked in emergency services you will see an increase in crimes and a downfall of the city. Apartments are designed for young/single adults, but you are seeking apartments as a long term residential solution.
- Developing more park and sports programming facilities
- See previous response
- You want to include more houses but before we bring in more people we need bigger schools to accommodate growing families. Have you seen the junior high lately? OVERCROWDED
- Things for kids to do.
- Bigger parks department and new bigger pool/water park.
- Transportation
- Better schools
- More family friendly restaurants, community buildings
- Restaurants, need outdoor living.
- More dining, shopping, and better programs for the kids to be involved in
- Nixa isn't the prettiest of town's. It would be nice to beautify it a bit. Plant perennial plants or flowers at intersections, in the middle of roundabouts, etc. Nixa is starting to look dated.
- Ozark has done a lot and Nixa is falling behind.
- Keep the school system's high standards!
- Better stores to shop and healthy fast food options!!!
- I want to see Nixa thrive and grow. The surrounding smaller towns (Ozark, Republic and Rogersville) are passing the great town of Nixa.
- Downtown nixa needs improvement
- I feel like nixa is a wonderful place. There is always room for improvement but we are so close to Springfield that everything is close. However I think nixa can do with a few more nicer restaurants, maybe some more activities for kids.
- More restaurants and entertainment
- I believe all areas were addressed with previous questions
- Better pool and outdoor parks and recreation. Trails and outdoor recreation is very important to enjoy life.
- higher pay for nixa public schools staff
- More active approach with city maintenance in snow removal for the citizens. Giving tax breaks to industries for bring their business to Nixa.
- I want to see Nixa officials to go and visit planned communities throughout the US and to network and find out innovative methods for growing our city rather than



# FULL DOCUMENTATION OF RESPONSES

- relying on limited knowledge of economic development.
- Sidewalks are missing
  - Nice looking downtown and streets. Beautify the streets. Crack down on the homeless.
  - Making more business that people can use in Nixa. Walmart is the main place people can buy present and clothes.
  - Nixa is becoming too crowded. Limit the houses being built and businesses. Have more outdoor options.
  - Community Center should be updated, improved, expanded and better management.
  - How to encourage multicultural and diverse populations to visit, reside, and become a part of our community.
  - Diversified housing in an urban environment that encourages public transit, bikes, walking. The downtown area is ripe for this. Also please consider helping break the strangle hold ISPs have on communities, including Nixa. My options are slow AT&T DSL (no fiber) and Optimum and they both lower their price enough to get you in the door then jack their prices up. 5G broadband was not fast enough when I tried it in 2022.
  - Single family homes and not apartments/duplexes. Apartments and duplexes attract temporary residences that fail to buy into the community and grow it. They often bring a higher crime rate and more dangerous city with them.
  - Growth for businesses.
  - Public transportation
  - Sidewalk access / lighting / power structure water quality
  - Affordable, safe housing for young families. Support for early childhood classrooms for the community at little to no cost. Behavior support in schools or smaller class sizes.
  - Substantial increase in restaurant and entertainment, as well as significant upgrade to the outdoor recreation facilities, specifically baseball/softball/T-ball fields, which represent a Dusty dried desert with minimal shade, making it unappealing for the children to participate in sports throughout the summer.
  - Town center like Ozark/ large, inviting, activities like tree lighting, restaurants around the square- very inviting
  - Business development, Traffic/intersection improvements, More housing
  - Sports complex for multi sports
  - Everything I said above
  - Ensuring our schools have a capacity to host students. We do not want large class sizes, so more teachers and additional classroom spaces will be needed. It is not acceptable to have more than 22 elementary aged children in 1 classroom. I understand that some schools have way smaller class sizes than others, so maybe a redistricting is needed to ensure evenness in classrooms across all zones.
  - I can't think of anything else
  - Creating and supporting eating establishments that are artisan and quality over typical and fast.
  - Expanding housing opportunities and employment
  - Bigger/better community pool. Another recreational center like the x center but bigger. More sports programs for kids. More parks/ trails.
  - Something that would make us more than just a pass-through city
  - Having more options for dining and entertainment.
  - Nixa is doing Fantastic! Keep up the good work!
  - Nothing at this time.
  - I would like to see Boys and Girls club or other after school programs for at risk teens in our town. Recreational programs through the x center for children over age 12 could also benefit our youth.
  - Indoor heated pool, farm park
  - Museums, movie theaters, more diverse entertainment options we have to go elsewhere for.
  - We are so far behind our neighboring towns from a parks standpoint.
  - Roadway construction and expansion to handle traffic was city expands as well as potential of a new middle school and high school
  - Closely monitor and regulate housing development.
  - Focus on the families that live there, not the businesses that you want to attract.
  - How to fund social programs to help increasing number of lower income families moving into apartments
  - Keep the schools great
  - We need a target store and more restaurants that are not Mexican, bbq or pizza.
  - Definitely trails and more family friendly activities.
  - Expanding youth athletic programs and facilities
  - Adding more businesses while adding more employment. Increasing housing.
  - Plan for a more diverse community as the city grows. It's no longer the small town Nixa, it once was, and that's ok. However, city planning needs to recognize and nurture this growth, rather trying to stay the way it always has been.
  - More affordable housing. The city has several homes and apartments that are very expensive making it difficult to live in the City.

# FULL DOCUMENTATION OF RESPONSES

- Keep the small town feel.
- Better baseball stadium for the high school. Our football stadium is awesome. Basketball gym is great. Baseball at the junior high is embarrassing.
- More parks, bike paths, walking trails, and indoor entertainment.
- A nice hotel.
- Bring in more private business for entertainment purposes, but PLEASE STOP building new cheaply built homes!
- To not let Zac rantz run things
- Whatever you do it's all about the next generation and pouring into them to teach them how yo sustain and build what they grow up in.
- Keeping people in the city for shopping and entertainment. Nixa does not have 1st choice shopping. Springfield and Ozark have for more options for dining and shopping. We are a bedroom community.
- Safe activities and places for our Highschool and young adults to gather. As well as thing for young families and the elder community.
- While Nixa is a great place to live there isn't much to do here outside of the house besides grocery shop or go to the park. Almost everything outside of that is a trip to Springfield.
- Parks trails family oriented entertainment
- Traffic on CC is terrible. We could also use some new restaurants. Maybe a bike park for the kids. Oh, a functional pool would be cool too.
- Community events
- Bikes and trails and connect with the cities surrounding us
- Families,
- Chick-Fil-A please :-)
- Road improvements in older neighborhoods, like stop paving over the existing roads to the point that the curbs disappear
- Encourage drivers to actually drive the speed limit instead of 10 miles per hour under.
- We don't have many options at all for fine dining and the commercial space that is available is too small or has condemned homes on them. Something has to be done about the legacy properties. Nixa makes them too comfortable to remain in that condition
- Affordable homes to bring in more of a middle class versus people who buy them from California, China, etc and then rent them.
- Need another high school and junior high because expanding will not fix traffic congestion.
- Better availability to recreationa
- Roads and sidewalks, as well as other infrastructure that can support growth
- Need more affordable housing for single income homes, single parents or young adults. Also each school district needs a low income housing option
- Develop a downtown development that encourages community engagement and participation aided by easy access throughout town via walkable paths.
- Downtown and pedestrian areas/options
- We just need more to do! Nixa is so boring compared to other cities nearby. More restaurants and entertainment would be nice. We also need to just clean up the city in general. Nixa does not give a good first impression, particularly Main Street.
- Another high school
- Additional Junior High and High School as they seem over crowded already
- There needs to grocery and clothing stores. Name brand. Not mom and pop. There needs to be more restaurants.
- Adding schools and green spaces
- Don't know. This survey seemed intensely focused on housing.
- Safety as we grow. Revitalizing Main Street as a destination with easy access.
- Schools and their teachers.
- Improving roads
- I would love to have more sidewalks available. More walking trails close by would be awesome as well (I don't like having to drive over 20 minutes to a place)
- Addressing the needs of the food insecure population, homelessness. This is not just a Springfield problem anymore. It is in all our communities.
- More restaurants and single family homes
- Diversity
- Businesses struggle in Nixa. I know we do more shopping in Springfield and Ozark than Nixa. The OC is a better community center. Republic's aquatic center puts Nixa and Ozark to shame. There are little to no trails in town. This town is not friendly to cyclists or pedestrians.
- More family activity venues More sit down/ casual restaurants Expanding downtown to be more attractive and inviting
- More schools
- Not enough areas to have better restaurants/ shopping lack of businesses that I want to frequent

# FULL DOCUMENTATION OF RESPONSES

- expansion and bigger schools
- Affordable senior housing with green space for home ownership.
- Greenway trails and natural park environments are an area we are lacking.
- The constitution
- Having the right people in positions that enable change and improvement. There are too many ideas and opportunities that are shot down by those in charge. Republic and Ozark continue to get numerous businesses to come in when Nixa has ridiculous “requirements “ that are not at all consistent across the board. I realize a tax increase may be needed, but the number of jobs and revenue it would bring us would be life changing for our community.
- Entertainment and night life.
- Better recreational facilities
- Nixa is a destination for housing. Schools, top notch. People live here, but travel for amenities. Shopping, dining, etc.
- I want better food options.
- Supporting schools/teachers
- Retirement facilities
- Attracting young successful families.
- Skate/BMX park.
- No more stupid traffic circles
- Indoor fitness center and indoor pool for families
- More restaurants and support of local businesses... more fairs and get together for the community.
- Low income housing.
- We need things like skate parks and coffee lounges for kids to hang out. We need more things to do.
- More hotels...we only have 1. Also more casual dining options, we are very limited with options
- Traffic flow
- More schools. Not mega schools.
- An indoor pool would be a great addition.
- Walking trails
- Safety
- Multi purpose turf fields, back/walking trails.
- Lower taxes
- More sports and recreation opportunities
- I would just like more places to be able to hangout casually, and a safer park, and maybe more than one public pool
- I believe that Nica should invest in an indoor swimming pool for the Nixa High School swim team.
- Move the factories out of downtown. Make that space a shopper friendly dinning out door courtyard experience.
- Bring nature and trails and Johnny Morris will follow...
- The city needs to be open to changing staff if that is what is in the way of growth. If people don't trust staff, then those people need to go on a major community engagement campaign or they need to be replaced with someone who can.
- More parks less Springfield Ideas
- We have enough fast food options in Nixa; would like to see more casual/fast casual options and fine dining options instead.
- More businesses for entertainment but also employment so people don't have to commute to Springfield for decent job pay.
- Attracting new business.
- a real town, not this worthless empty sea of crap houses. even the “new” houses are poorly built. The proliferation of apartments and rental houses just make things worse. Renters dont give a s#!t about property.
- Nixa is paling in comparison to Republic when it comes to economic development.
- nice restaurants
- Need something for Teens to hang out at where they won't be getting in trouble
- As more homes are built, we will desperately need more schools. K-12
- The NPD needs body cameras. No town this size should have several of the same stores (especially within a 5 mile radius). More opportunity for business outside of banks, dollar generals, churches. The community is growing but the business growth especially for recreation is severely limited. It's boring basically. We travel to Springfield to do anything entertaining.
- Traffic is already horrible, it has already not kept up with the growth of the area. Increasing the size of Nixa will just make it even worse.
- Support vital careers. Truck drivers from Nixa have no place to leave their trucks to go home for a break. No shopping options for late evening or overnight for those with multiple jobs.
- Traffic along 160 is getting congested and dangerous.
- Digital expansion. I believe the latest road constructions should support future growth for awhile but we still lack high speed internet choices throughout the city. We also desperately need a second high school and junior high school on opposite ends of town, near their current counterparts.

# FULL DOCUMENTATION OF RESPONSES

- Need to decide if you want to be a housing community or a community that has industry to keep more dollars in the community.
- Maintaining a safe, family-friendly community with diverse amenities and opportunities.
- I'd like to see downtown Nixa upgraded. Maybe more shops along main street square area. Cafes. Outdoor Patios. I also think it would be really helpful and fun to have an event center with different classes taught there. Dancing, bingo, etc.
- Businesses that can generate more tax income. We eat out and shop in Springfield often due to limited options in Nixa, and thus fund Greene County when paying tax at established businesses there.
- Would like to see a sizable sports complex that could host sports tournaments. Also would like to see hotels in town.
- While I live about 1/4 mile outside of the city limits, these questions were sort of difficult to answer as they imply that I chose not to live within the city limits. Also, you didn't ask about EV infrastructure, you didn't ask about advancing bicycle/pedestrian routes to Springfield.
- There are a number of areas culturally and politically that, I think, are putting Nixa on a negative path for future growth and development. Creating a community that is prepared for the future as far as energy costs, community resources, etc. is critical. We have to do more to dismiss the 'bedroom community' image.
- I'd like to see the downtown area vibrant with small businesses and a few restaurants or coffee shops. It could be a place where people go to connect and enjoy meeting friends and the historicness of the area.
- This survey was poorly planned. It's difficult to find on your website, it sometimes has a button to press to move to the next question and other times requires respondent to scroll down, and it requires respondent to choose a rating on various items where respondent may not have an opinion.
- More food options like surrounding cities have
- There should be a balance between housing growth and maintaining of parks and trails
- Build less apartments. The town needs to work on holding onto its history too. I feel like too many historical houses/buildings are now gone.
- Have a reason for us to shop, dine and recreate in Nixa. 14 Mill Market and is the best thing in Nixa! We love it!!
- More restaurants and activities for teenagers. Affordable housing
- Affordable Housing
- No more high rise apartments that increase population density without increasing tax revenue.
- A shopping center with food options similar to Maple Grove, MN and Scottsdale, AZ. Outdoor center versus a mall concept
- For me the main issues is Parks and Recreation development. We need a bigger facility than the X Center. That space was overgrown when we moved here 5 years ago. I hate that we have to drive to Ozark or Springfield to go to a nice trail, or use an indoor pool, or even just play basketball with my kids because our only gym has something booked all day, every day. Outside of that, what makes me want to move out of Nixa, is the fact that if I need to run errands for a day, 90% of the stuff you have to do is outside of Nixa. Its not that way in Ozark or Republic which are the main towns we compare ourselves too.
- Let us keep more green space, stop overdeveloping! Land space can make us unique and create a higher quality of life and higher home values in and out of the city limits. You will run off wealthy taxpayers by overdeveloping areas that are on the outskirts of the city but still considered Nixa schools And Christian county.
- Home depot, target
- Housing and education
- Grow the rec center and associated facilities for kids/adults. Everybody goes to Springfield or Ozark and we have the need here in Nixa.
- Plan for massive growth
- Bike trails, hiking trails, connecting sidewalks
- A lot of these questions are based on the "looks" of Nixa. Not about the feel of Nixa. New comers do not feel welcome. This town is full of vein people. It says "Nixa strong" but it's not. New students get bullied to no end in JR high and HS. Social media shows it's the adults in this community that teach bullying. Nixa has social gatherings, not community gatherings.
- There is nothing for teens to do together. They are not able to build friendships by sitting at home. There needs to be places teens can go other than roatry park. Children are our future but we are not giving them what they need to learn how to thrive as a community.
- Indoor pool, more natural trails or natural areas, better restaurants.
- More reasons to stay in town and not have to travel outside it for daily life.

# FULL DOCUMENTATION OF RESPONSES

- Business incentives to revitalize Main Street and consider a parking garage. Tax breaks to attract new business.
- Infrastructure needs to be priority number one, we cannot support the homes we have but have plans to build more and more apartments
- more Commercial development including shopping, dining, & hotel industry
- I think Nixa needs a splash on the west side of town
- A downtown area. Something that “brands” Nixa
- Golf course. Activities for seniors
- As with the growth, the roads in and out of Nixa, even with improvements will need to be widened and ready for more traffic.
- More sidewalks down Tracker Road between Main Street and Old Castle
- Safety of our kids in schools. Public health and wellness. Academic excellence in education.
- More and better sports programs. Ozark has a substantially better sports options. We have the Nixa baseball clubs for boys but no equivalent for softball.
- Support the Nixa HS swim program by building an indoor pool facility.
- Sidewalks! Trails! I want to see kids riding their bikes, and scooters, and skateboards all through town safely. Get them away from screens and encourage them to get out and enjoy nature and be social. Hammock posts set up in open area of the park so kids can set up hammocks and just hang out outside, listen to birds, breathe fresh air.
- Community input
- Teacher pay, homes in a variety price ranges
- The schools bring in and sustain people coming to the community, but it would be good to have supporting community activities and businesses that make people want to stay or come as well.
- get someone to get up and running Morning Day Cafe
- As much as I'd like to have a Lowe's, there are 3 nearby. Instead of trying to get business like nearby towns have let's try getting some the other towns don't have, that'll bring more traffic. And solid infrastructure is a must.
- -Planning for school growth to keep the quality of education that Nixa has demonstrated to value. -Outdoor walking trails
- Indoor pool, inclusive festivals, diverse activities. A chamber that cares about the community as a whole, not just making money .
- A splash pad! A field house. More restaurants. More art/sculpture/landscaping. Attracting a more diverse population.
- More activities for adults. Nightlife, entertainment
- Parks, trail and recreation
- Nixa has a reputation for being difficult to work with on bringing in new business.
- Improvements in schools that truly need the work. A decrease in new housing developments. Maintaining what we have for a while before adding more. Attracting new BIG businesses and helping some of the smaller places survive.
- Business friendly practices—feels like all business/employers are moving away from Nixa to move to Springfield (cooks/davis/snyder). Need Nixa to still be a city with real employment options not just novice/entry level jobs & not just a suburb to Springfield as a commuting option to a real employer.
- Make the sidewalks and trails more accessible. They're garbage in town
- More street front branding, visible signs and and welcoming artistic vibe as people enter our town. Mixed business/residential like Farmers Park would be a huge hit for families in our community to come together and to expend the development of our town.
- 14 mill market is an excellent idea of what we need more of. places for families to gather and have fun and dinner and live music.
- Bring in more businesses. Less churches, less gas stations, less banks. Bring in more diversity and bring down the \$\$ amount to live here so we make nixa more inclusive to live in
- We are a bedroom community, and are stagnant in growth. Small business incentives, or medium sized corporations to nixa
- Continue putting money into our schools ensuring our students are getting the bests
- education possible as they are our future!
- We must develop more recreational space for kids and young adults
- Lower taxes
- Less housing, more businesses; additional help for schools with the housing boom; expedited technology like fiber to older neighborhoods; school district discipline plan for those who bully, are threatening, and/or constantly disruptive
- I would love to see more park expansion west of 160. I know this requires a ballot issue to pass but please keep trying.
- Trails connecting the whole city and its recreational areas

# FULL DOCUMENTATION OF RESPONSES

- Revitalizing Main Street/downtown. Almost all of the businesses that were successful are now gone.
- Don't need apartment communities on every corner. This decreases curb appeal and safety of the community. Also, do not have infrastructure to support all of these families and children in the community and schools.
- Restaurants
- I love Nixa. I want it to be safe, which means keeping crime low... unfortunately, evidence shows that crime surges in low income housing areas. Instead of building low income housing, build things that improve the quality of our neighborhoods and neighbors. Raise expectations rather than lower them. Bring in more fine dining and less dollar generals. Set the bar higher than simply offering the cheapest things. Bring the people safety through quality services and provisions, not cheap garbage. We can do better, Nixa.
- Homes not apartments Entertainment for kids Shopping besides wal mart. Target
- I would like to see unique and affordable, locally owned business that can compete with industry giants.
- Better power resources, lower utilities.
- Increasing the tax base. Bring in businesses and employers that are not just small businesses that will provide a long term future employment to our kids. Build housing at a price point that young families starting out can afford to live here and start a life here. There are almost no townhouses or condos available for purchase outside of the branson area in all of southwest missouri. Can we please build some? Not everyone wants or is able to maintain a big yard and a freestanding home. Families who face divorce shouldnt have to move put of the area for affordable housing. Also, Please tighten building codes. They protect consumers. It would be nice to know that there are high safety standards builders and craftsmen have to follow when we hire them to do work on our homes.
- Creating more starter family homes
- NFL @ NBA teams
- Would love it if we had an indoor pool. We have to go to neighboring communities for water fitness and pool parties. It's sad that our swim team has to go elsewhere for practices with all of the extravagant things we have (performing art center- and no orchestra!).
- I would like to see more recreational opportunities for young adults such as shopping areas, clubs, and an addition of more affordable apartments.
- Large companies getting tax cuts to move to Nixa
- X # approved new residential housing vs X # classroom seating.
- More community based programs. Recreational facilities and activities
- Keeping government out of peoples' lives.
- Businesses are leaving. We feel as though we need to go to Springfield to eat or shop.
- No growth
- Business... with no business the taxes based falls on the citizens
- Nixa could really use more green space and trail systems. I'd love to see more community events and indoor venues that my family could visit versus having to travel out of town for these things.
- Lifting economic draw to Nixa, not becoming a bedroom community from too many apartments, traffic flow from just two lane main roads. Speed control on 160/Campbell.
- Well with the community growing as it is Nixa should consider another high school and Junior high so that the others don't get overcrowded
- Accessibility & sidewalks
- See above response.
- Indoor pool
- Diverse housing options. Boomers are beginning to age out of homes and moving to senior "villages". Stop the big investors from scooping up housing and making it harder for the younger generations from becoming home owners.
- We need to be a unique community in this area that offers opportunities, experiences, and residency that other communities do not or cannot.
- Trails
- Safe things for kids to do
- expand the newer downtown area.
- More retail shops like Hobby Lobby, TJ Maxx, GOODWILL, People are more bargain conscious.
- Planned gated communities that are self-contained mini-cities that prioritize convenience and luxury for their residents.
- venue for large gatherings such as a multiplex, amphitheater, fair grounds.
- Would love to see Nixa target future growth industries like IT, software development, etc.
- More small and medium size businesses. Offset rising property taxes. Continue infrastructure improvements. Invest in services for seniors and disabled, including

# FULL DOCUMENTATION OF RESPONSES

- daily access to inexpensive or subsidized in town / edge of town transportation. Thanks for asking us!
- The commute to and from and around Nixa is very inconvenient. Spend some money on roads that make getting around easier.
  - Spending our tax dollars on needs not wants.
  - Decide if Nixa wants to be a sleeper suburb of Springfield where people LIVE but work in Springfield OR if Nixa wants to be a business suburb that DRAWS more people to Nixa.
  - I'd like to see a centralized city center that gives the town a sense of self. Right now, it is completely scattered around
  - Indoor pool at the rec center.
  - Menards, walking trails by the James river.
  - Continue improving the roads. Nixa does a good job of this.
  - Limit apartment buildings. Encourage commerce activities. Encourage recreational activities.
  - Most Nixa residents have gotten in the routine, if you want something interesting to eat or do that it's in Springfield or another town. How can Nixa help to promote local businesses get noticed?
  - Just make sure you take care of our city and the children and elderly...Nixa is really a great place to live in...it's organized and clean and always protected by police officers and firemen...very proud
  - Rec center with Indoor pool and childcare
  - Business friendly development strategies
  - Government should use the opportunity to be innovative and lead the way to create more of an urban setting with landscaping, green spaces, and utilize all portions of land to the maximum extent possible to create a desirable and community friendly environment that can allow for walking and cycling, reducing paved areas and strip malls along the highways (unoriginal and unsightly). The current Nixa environment is to get in and out as soon as possible. - uninviting.
  - no comment
  - Partner with City Utilities to bring utility cost down for residents. The city needs to invest in large box stores, not Walmart, to bring people in. The city will need to subsidize them for a while but you have to start somewhere. There's not even a credible fireworks show any longer. Nothing to do here which drives everyone elsewhere for entertainment.
  - Fewer apartment buildings.
  - Bringing in more good stores & restaurants. Ozark, Republic, & Springfield can get good business
- to build there, what are city leaders doing that are discouraging them from building here?
- Nope good luck
  - Keep our demographics with more educated, higher income families
  - More industry to keep residents in Nixa. Trail systems to connect to other communities.
  - I want to see homes affordable again. But I'm moving away from this dictatorship of a town. Good Ole boy system at its finest.
  - For Nixa to continue attracting people by police/fire safety, affordable housing, employment opportunities.
  - Less Public School Taxes!!!!!!
  - I would like more places to eat that are not chains (14 Mill is a good start, but full menus and a more intimate dining atmosphere would be nice as well). We love the local places to eat like El Monarcha and Piccolo's, but want more variety without getting franchises/chains like Applebees, Fridays, Red Lobster, etc. I would love a Target in town to get staples at a decent price without always going to Walmart. I would also like a smaller, nicer grocery store like Trader Joe's or Sprouts.
  - Bury the power lines. They're unsightly, exposed lines pose a risk to grid reliability during extreme weather, and downed lines are a risk to health and safety,
  - Restaurants and entertainment
  - Use of golf carts as transportation.
  - Handicap sideways and ramps to business
  - Indoor swimming pool
  - 1. Residents should not be mandated to pay a \$1.50 for recycling. It should be an option. I don't have room for another recycling container and if we did, we don't have enough to recycle. 2. Law enforcement should ticket any vehicle that is not covered when hauling any type of material. Our roadsides are full of trash. It's just ugly.
  - We should be using all possible resources in supporting small business.
  - New food options. We never get anything new or popular. Too many Casey gas stations. Dessert places
  - Skatepark, public transit, connect to Greenway/walking trails/bike access, not being a drive-by, highway town
  - Lowe's or Home Depot
  - Indoor pool. Larger gymnasium options for public use. Like the OC in Ozark or the "y" facilities
  - some type of transportation within the city
  - Protection

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- Keep crime low and keep adequate number of police officers employed.
- Just be careful about how you grow this town. Families moved here for what Nixa was....losing that will destroy the town. Rushing in and just slapping stuff down in this town will change the face of our town. All these apartments will be ugly an unkept monstrosity in a short time. You must not have done your homework when approving the apartments to be built on Gregg/ Northview. The reviews of those to manage those apartments are not good. Those poor homeowners that bought expensive homes in that subdivision will lose their investment. Those apartments will devalue their homes. I bet Christian County doesn't lower their property tax when they go down in price. The County gets by with legal robbery. We pay a high price to live here and we deserve to get the town we pay a high price to live in.
- Traffic, traffic and traffic. ....do something for the historical downtown area .... It's tacky. and all the old falling down houses. ... We have great potential to not just be a bedroom community to Springfield.
- Bike paths and trails. Pickle ball facility
- Push for better payment for those who work our public schools here, our teachers are fabulous and with our growth, they'll be exhausted, with bigger classrooms some kids are easily left behind, my son needs good teachers, Nixa needs to keep our good teachers (no i'm not one)
- maintaining roadways and the appearance of the roadways
- Be cautious of approving large single home developments without traffic flow and impact of infrastructure. I know there has been talk of a second community center which is desperately needed plus more pocket parks.
- I would love for there to be less reason to leave Nixa. That means more local restaurants, more lounging/coffee/cafes, more shopping/retail, less stuff I need to go to Springfield for.
- I think this has been quite extensive
- Infrastructure - better planning of roads and traffic
- Growth
- Nixa and Ozark corridor. The two towns could create a cultural zone that distinguishes itself as a "small town central" culture as opposed to Springfield
- Indoor Pool. We go to Ozarks indoor pool a lot.
- Christian county office within city limits. Alternate energy services.
- clean up the trash along the roads
- Growth, and family
- Homes that are reasonable.
- In regards to taxes ~ it is astonishing the amount of tax money that goes to our schools. That said, I sure am proud of our Nixa Eagles Program. I think you left out the schools. I settled here in 1999 because Nixa had a great quality of life and good school systems. I raised two children in Nixa. They've both done so well in life. I'm so thankful for our current administrators, but so so thankful for those school administrators that came before them. I think we're also missing the discussion of our new arts center - wow, now that's a destination where the press needs to take more notice! I think this marketing is going well with various billboards and such. It is getting better. In regards to parks and recreation ~ sadly, we seem to be split. We definitely need to spend a little more on our parks and trail systems. We do an amazing job with the programs, but the facilities are in poor shape. Just look at what happened with the Aquatic center last season. We can do better. The OC in Ozark should be an example. Republic is also doing an outstanding job with their aquatics and rec center. Our parks and recreation ought to reflect our standards of living the same as our high school does. I also believe we should have just one high school. Over the years Nixa has seen a lot of internal controversy... Not everyone can agree. But mostly, it has been a tremendous blessing to live in Nixa. My neighbors are great! We have hard working people who live and work here. It's thriving! I'm happy to say I'm from Nixa. :-)
- We need a hospital rather than having to depend on Springfield's already crowded facilities. And Doctors.
- More semi-fine dining options. With the average income increasing in the area many people are leaving Nixa for a 'night out' type dining. Piccolo is a great example of the type of restaurant we need more of. You can never get a table there.
- We are anxiously awaiting the large outdoor farm park that was announced. Hoping for lots of outdoor recreational space and trails!
- A walkable downtown that's more than just block. Design a downtown that expands out to include 14 Mill Market and provide more space to hangout with family and friends, dine along the sidewalk in some local restaurants, shop in a few local boutiques and have it all accessible on foot or bikes with parking around the outer perimeter to keep vehicle vs. pedestrian interaction at



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- a minimum. If there's a way to provide a covered facility that allows space for pick-up basketball or arena-type soccer games for the teens and young adults (even adults) -- that would be a positive, fitness-forward mindset.
- Family activities.
  - Improve the libraries (they need more books!) and provide adequate resources and planning for top quality roads and highways.
  - A tax to improve roads
  - I would LOVE to see the fiber internet that we as a community paid for to cease being a monopoly. Disallowing other companies, like AT&T or any other providers, from utilizing the sale of that community-funded service prevents the cost from being impacted by fair-market competition and prevents other companies that might offer similar services from moving here.
  - Even though a lot of people want another big box retailer in Nixa (Target, for example), the traffic it would bring would be a nightmare. Nixa is a city people drive through in between Branson/Highlandville/Springfield, and that is busy enough. There are too many accidents on 160 perhaps a survey by MODOT would be in order to reconfigure some traffic lights.
  - Think bigger when you build and I don't mean more apartments and dollar stores. An indoor pool at the rec center was a missed opportunity. We also need trails. People want to get out and enjoy nature but we have 2 parks and no trails. Also, give the kids a place to skate! That's one thing other communities don't have and we are missing out on bringing people in and keeping the ones we have.
  - Figure out a way to fund the community center that was voted down a year ago when it was paired with the police station funding. Nixa needs that park/facility.
  - Stop building apartments and duplexes
  - Schools
  - More infrastructure
  - Hang on to what makes Nixa a great community. People are fleeing here in droves to get away from the Springfield cesspool. So, in short, don't be like Springfield.
  - Affordable housing. Kids growing up in Nixa will not be able to afford buying a house or renting in Nixa. Infrastructure to meet the demands the growth of Nixa. A second high school Parks
  - More senior housing like Castlewood.
  - Family orientated recreation.
  - More green spaces, affordable housing and less apartments
  - See survey # 21. These are the items missed. In addition for the Thanksgiving, Christmas season, bring back the lighted snowflakes on the light posts, more festive decorations. Ozark, and Republic always decorates for these seasons. Nixa needs to follow.
  - Older people one level homes 2500 sq feet Our children keep up the good work providing a great school district for them with a great education and wonderful programs.
  - Car Washes
  - Attracting large commercial and industrial companies tha wil lead to Nixa employment growth, and all the retail, and residential growth that will follow
  - More options mainly restaurants .  
14 Mill is a great addition!!
  - Better partnerships with the school district, such as joint school city parks, etc
  - As our population grows, hoping our police force has enough staff to protect and serve. We need a variety of businesses to bring \$\$ here.
  - Give some attention to the 20's/30's age group, so they will stay here and spend money here. Also, attract more people from this age group to Nixa for growth. Additionally, show that Nixa is working to be an LGBT+ friendly town, because this generation is full of them and their allies. Acknowledging pride month is great, but where are the resources and community for LGBT+ residents of Nixa? In Springfield, in another county. I think Nixa should have their own Pride celebration, as that is the ultimate way to let people know that LGBT+ individuals are welcome here, and that is how you generate more revenue for Nixa.
  - A better budget. Taxes way to high for seniors to continue to live in their forever hones. School taxes outrageous. When you don't have kids in school.
  - Affordable utilities
  - If there are parks, trails, outdoor entertainment, etc... I haven't heard anyone talk about them since we moved here in May
  - Increased public knowledge of community projects.
  - Modernize and update Main and 14; current disappointment
  - Need to focus on the growing work-from-home sector, lack of major shopping centers and transportation constraints into and out of Springfield.
  - How to handle/help homeless.
  - More green space, parks, sports fields
  - We were among the first wave of new residents, having

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built a house in Raintree Estates 40 years ago. So we love the Nixa community and see its promise. This community survey is an example of forward thinking on the part of City staff. We're glad you included in the planning people like us who live outside the city limits.

- Transportation system to allow those who don't drive a way to get around in the city. The Nixa Senior Center does it's best to provide transportation to medical appointments, shopping, etc.
- It is limited to persons 60 and older. We often get calls from under 60 looking for transportation that we can't fulfill
- quit spending money on the police department, most people in this community are over 65 or have tons of money they aren't committing crimes.
- Be wise as you are planning for growth. My answer is in this survey.
- Build wider roads, better connections to main roads. Traffic flow is horrible! Need better wider routes into Springfield. Nixa is a bedroom community. Most people work in Springfield, need much better access to and from Springfield!
- Protecting and increasing access to the natural resources of the area (river/farmland/hunting). Specifically start planning how to attract remote workers who live and feel part of the community, but bring in wages from industries outside the state.
- Sidewalks and biking lanes on the roads, possible an indoor pool
- If you make the place accessible then it will bring in tax dollars and grow. 160 Hwy from the south is a crowded mess. Limit access and limit growth.
- More walking trails in residential areas. Plan/require it in the development process.
- Schools are full and more housing developments are only going to overextend our teachers until a new school is built. It's past time for this to be in the works.
- Traveling through Kansas this past summer my family stopped at community parks for every meal. I was sad to think of the lack of nice parks here locally in Nixa.
- Another Park's Center, better Aquatics Center/Pool, more businesses & restaurants.
- Affordable housing, job development and activities for families.
- Stop building apartments in single family areas. Did anyone plan when approving the apartments that close to the street
- I'd love it to stay family friendly

- Why those huge ugly power poles the length of Mt Vernon? Such a bad look for people coming into the city for the first time. It looks like a back alley. Couldn't they have been buried? The ground was open for months. Bad planning.
- Nothing more restraints adding more apartments
- Stated above
- More parks and a splash pad
- Focus on the community
- Improve what we have! Improve biking to schools for kids. Inman can only be accessed by car or bus. Look at the people who already make up your community rather than the \$\$ of the number of people you can get in. We can't even get a decent Community Center. We go to Republic or Ozark for access to community center activities.
- everything
- An outdoor area to walk, shop, meet people, take a coffee, see shops, see food trucks, see people selling any kind of stuff, a place to enjoy just been there (alone or jointly).
- Infrastructure and long term planning.
- I feel that Nixa can become more of a "destination" for tourism. I think we should continue to explore ways that we can pull some of the tourists that head down to Branson. A regular live show or some type of mixed commercial area could be a huge draw.
- Beyond attracting new businesses and employers to Nixa, I'd love it if we improved our "curb appeal". This town as we know it lacks a lot of character because most history that it may have had has unfortunately not been well preserved. The tendency of Nixa seems to be that we just bulldoze to build new (but not always quality). The result feels kind of sterile. Somehow we need to bring some warmth into the design of our city.
- Attract some bigger business.
- Possibly public transportation
- Our roads in Nixa -some have been updated and are good, but our road engineers need to be sure they are planning for Nixa in 40+ years.
- We have to move away from a car centric community and focus on developing connections from homes to commercial and entertainment
- Roads. Rec center. Trails. Sidewalks. More dining options that are not fast food
- Indoor waterpark is definitely needed. Look at Ozark & Republic as examples. Do your homework on that when it comes to construction that has the least failure rate. You need to draw from graduate student talent at local

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secondary education institutions for ‘free of charge’ planning ideas that would serve as credit projects for them. Utilize seniors that have a lot of experience and knowledge that are retired. You should solicit more community input for everything, and solicit heavily.

- A few more parks with outdoor activities
- Why is the focus on becoming so much bigger? Why not focus on better instead? Quality over quantity.
- maybe a Keep Nixa Beautiful committee that would work with other groups in keeping Nixa clean and nice looking for locals and people visiting the area. More landscaping in highly visible areas would add to the attractiveness of the area. Which helps make people feel good about working and living here. Just saying.
- Sidewalks and crosswalks-need more
- Cohesive vision for Nixa - too many shopping centers that don't look the same
- An updated or new outdoor pool because the current one is too small. Also an indoor pool and water park so nixa residents don't have to go elsewhere.
- More car shows and stop allowing parking in the streets!
- Nixa needs sidewalks and more green spaces. Nixa must also stop building apartment buildings and townhouses. It is clear you are trying to cram as many people into one spot.
- Housing values
- Nixa needs to determine the direction going forward. Right now, Nixa is a bedroom community. Nixa needs to accept this and then prioritize things that would make it an exceptional bedroom community- such as parks, sidewalks, etc. OR Nixa needs to make the commitment on not being a bedroom community, and be prepared to make the financial investment required to make Nixa stand out - such as increased economic development, city developed industrial park, etc.
- More for growing families to do in Nixa
- How to maintain Nixa culture while dealing with growth
- I believe that Nixa is a family city with excellent schools, education and teachers, and that the city needs to develop recreational, educational and sports facilities for children. these can be bicycle paths, parks and playgrounds, sports and creative clubs or sections. modern sports complexes with swimming pool and sauna for families
- More retail and dining
- Clean up 14 as it enters Nixa from the East.
- I think an area like chesterfield village would be cool in

our downtown area...that's a big change, but I like seeing higher end amenities where families can walk around and do things. Office space, cool lofts/condos, a music store, arcade, dining, etc. Anything with “experiences” for families. I love the idea of expanding outdoors/trails/athletic spaces.

- Unpopular opinion—our schools get way too much money now, so I don't know how to do that without raising taxes and our taxes are already high here. I really don't think we need more apartments, or at least low end ones. I would rather see businesses.
- Mama Jeans or a similar natural foods market is one of the main reasons we spend money outside of Nixa. Family activities like Discovery Center, Andy B's, or even an arcade of some kind would be amazing.
- Take care of the teenagers ruining the parks for families and add more activities for families to do. More entertainment options.
- Why are Nixa residents funding Springfield? In other words, why do Nixa residents have to spend their money in Springfield, or surrounding areas, instead of Nixa? We leave Nixa for more fine dining options, a more exciting night life, to shop at Mama Jeans for a much greater selection of organic foods and health products, and for more entertainment options. If these options were more accessible here, we personally would not need to leave.
- Improving the availability of being able to stay in Nixa for most things that you want or need without having to travel to other cities. It seems as if our neighboring cities are getting all the big name attractions of food places. For example Republic and Ozark both received a whataburger within the last year and there has been nothing like that to come to Nixa
- Ways to attract new business in the area.
- Nixa has a lot of strengths that can be leveraged to plan for its future. One of the most significant strengths is the “community involvement”. By providing a comprehensive plan that is created by and for the community to record shared goals and desires that determine what our city will look like and how it will function in the future. This plan will examine what a community is, where it came from, and help craft a coordinated road map for the next 10 to 20 years. The plan helps us focus on topics like land use, transportation, parks and recreation, economic development, and more. Getting the community involved in the planning process ensures that the plan is relevant and reflects the community's vision for the future. Another strength of Nixa

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- is its “strategic location”. Nixa is located in the heart of the Ozarks, which is one of the fastest-growing regions in the country. The city is situated at the intersection of two major highways, US-160 and MO-14, which provides easy access to other parts of the state. The city’s location makes it an ideal place for businesses and industries to set up shop.
- Finally, Nixa has a “strong economy”. The city has been working to attract new businesses and industries to the area, and it has been successful in recent years. The city has a strategic plan in place that focuses on developing a sustainable economy by helping local businesses continue to thrive and expand while developing an atmosphere of entrepreneurship<sup>2</sup>. The city’s strong economy provides a solid foundation for future growth and development.
  - People move to Nixa for the schools. The type of people who move here, do so for their kids. Anything that helps families raise children would help. Particularly the big events that bring families out together, like the sucker days, or Halloween at the park. Events that get Churches and businesses involved for things like this that make Nixa a great place to raise a family.
  - TRAFFIC!!!! Creating too many apartment complexes which generate large amounts of local traffic!
  - Entertainment/sports complex, hotels
  - FEWER APARTMENTS, FEWER LOW INCOME PROPERTIES! Fix roads. South and west
  - Nixa looks nothing like north and west Nixa. Need major road improvements. The community center pool could use an update and upgrade. In the summer there’s just no room for our community, let alone the dozens per day from other towns.
  - Slow the growth. Control traffic patterns. Have More Code Enforcement Officers. Hire Community Service Officers to help Law Enforcement and Code Enforcement . Raise the sale tax on merchandise, Internet purchase. This way outside non residents would be paying for the services they use and it would be taking some burden off of the residents.
  - More community activities, not just Christmas or the Sucker Days. Something could be planned every two months.
  - The city’s center of gravity is a highway (or two). It needs a core. I realize that might be hard to recreate since it’s downtown is very limited, but Main Street needs to be pedestrian friendly from the School Admin building to the Junior High, at least. Ozark is beating Nixa as a destination with the Ozark Mill, downtown, and parks.
  - Increased communication and transparency from the government.
  - nice restaurants with nature that are accessible prices. Finley Farms is beautiful but too expensive, Nixa can do something similar but more reasonably priced. Ask yourself ‘why would someone with no children want to live or work in Nixa?’ it is wonderful to have such a thriving school, but for those without an interest in the schools - why should we live there? why not live in Spfd with close hospitals and more opportunities? that is the real question to tackle
  - We want a town to of course thrive. There has to be a way to keep the small town feel without turning into Springfield.
  - Access to senior living options. Awareness of aging buildings and homes as seniors move on and new families are able to move in without being overrun by landlord or rental options only.
  - Consider more joint projects with the school district and the county.
  - Slow down on residential building, bring in more businesses.
  - diversity
  - Massey Blvd to the Greene County line looks like trash with all the signage and run down buildings and apartments .
  - People still have to go to Springfield for some food needs. Restaurants and more selection for grocery stores.
  - More restaurant options
  - More single-home housing, not apartments.
  - We have to be forward thinking without making Nixa a small Springfield. Keeping it upscale to keep out crime etc. Large low income apartments being in crime statistically. We have a lot of families but only one bike park and two city parks. Our Xcenter is extremely small for a city our size.
  - Restaurants and shops that people love but are not found here or not close by. In n Out, MOD pizza, Lazy Dog, Crumbl Cookie.
  - Stop building apartments and residential developments. The schools will begin to suffer because they cannot support the population growth.
  - Roads with growing population
  - Eoff Family Farm Park! Hopefully fixing the pool, improving space/parking at recreational sports venues (e.g. kids soccer and baseball fields)
  - Attracting better, more reliable internet. Investing in infrastructure. Less focus on police more focus on community infrastructure that actually aides the citizens
  - I would love the city to cleanup the businesses along main street, install nice street lights & planters. Make it attractive

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- for quality businesses. Lately it has felt like we are in a rush to grow the city that we aren't willing to wait for quality.
- Incentive tools, collaboration, willingness to take risks.
  - More businesses for the older downtown area.
  - needs way more restaurants and shops and single family homes.
  - Attractiveness of the city. BURY THE NEW ELECTRICAL HIGH LINES running along the N side of Mt. Vernon /14. Update and fill the older buildings in downtown. It was on a good path and then it flopped. It is not uncommon at all in town to see a nice building / home right next to a very messy unkept business or home. FIX THE APPEARANCE OF THE CITY.
  - I'd love to see a bigger live music scene or place for artist to perform.
  - Regionalism.
  - some way to bring more sophisticated culture to the area. Everything here is mediocre.
  - I also appreciate having this voice. Thank you. I don't know enough to add other thoughts.
  - Prioritize future growth (industrial park, commercial businesses, mixed use property) over the parks. If those are built up the revenue will help with park expansion.
  - A public transport system with basic bus routes would be very valuable. Expanding protected bicycle routes near the downtown area.
  - Around election time all I hear is raising taxes to pay for police and recreation areas. I do not believe this when I see all brand new police cars. when I see 2 police cars involved in what appears to be a routine traffic stop. The additional revenue from additional homes/ population should be enough to fund growth programs. In addition, we could increase revenue by making Nixa attractive to business development, not raising already high property and sales tax. (especially for seniors!)
  - We need a massive trail system that crisscrosses all over Nixa.
  - Nixa needs more dining and retail shopping
  - I feel like Nixa doesn't have the 'culture' SGF or Ozark has. As an architect I think a true masterplan is something that needs to happen ASAP
  - How to make Nixa a destination place to visit and then stay here. Not letting population growth deteriorate the city.
  - Increase real job opportunities, not fast food, etc. If our schools are awesome, but kids leave for the city and don't come back, that's a lot of wasted taxes for schools.
  - listen to the community- provide for who is already here rather than looking to bring in more.
  - The city needs Paved and Unpaved, fun bike trails. there should be sections of trail that make visitors and locals say "that was fun, I am going to go ride that again". This digital world needs more analogue experiences.
  - We go to Springfield for just about everything. It would be nice to have a nicer grocery store, bakery and clothing stores here in town.
  - Better zoning. But things are going fairly well from City Hall from what I can tell - The communication is well done and people have little excuse to not be informed or involved to the extent they wish to be.
  - More parks with an indoor swimming pool
  - Think about the people who want to live in a small town that their family is from, not a place where you don't know your neighbor and everything is owned by a corporation. Don't price out longtime residents for a profit.
  - Attracting families and businesses, and planning infrastructure accordingly.
  - maintaining a small town feel while offering better opportunities for small businesses to grow.
  - Stoplights and traffic
  - We need to establish who we are and who we want to be in the future. We cannot plan for everyone so we must choose if we are to be a small town or a budding metropolis.
  - How should Nixa partner with surrounding cities to plan growth? Springfield, Ozark, Battlefield, etc.
  - I want to stay in Nixa and see my grandkids here, but there is not enough for them to do. There is not enough parking or activity options
  - Need to develop the rest of Nixa, not just the Highway 13 corridor. Highway 14 is as busy as ever. There's nothing on the west side of town. I would also imagine the high school is already too small.
  - Taxes are extremely high for our area. Relook at better use of current tax dollars to reallocate or lower for more affordable living.
  - I love to see the growth of nixa but do not want to see the all of the beautiful land turned into apartments or subdivisions as I think the rural area is what makes nixa feel like home compared to Springfield.
  - Keep the small town feel. We don't need to be a tourist town.
  - Public transportation options for people to get to Springfield could be beneficial and help relieve traffic

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issues. What's happening with the Eoff Farm? This is an invaluable recreational, natural, and cultural resource for Nixa that we're all craving. Deciding where the central, public- gathering, true-destination point for Nixa is in order for the development of community-base and public image. Right now it feels spread across several different parts of the city with little to no cohesion, which confuses our identity. Funding: we seem to be waiting on business/industry to find us and fund us. Unless we spend the money on creating attractive resources for their workforce, they don't have much of a reason to choose Nixa over other communities who have put these community resources in place already.

- Making Nixa an attractive and affordable place to live.
- The lack of quality restaurants has been a long term problem.
- Plan for citizens with special needs and/or low incomes
- Bike trail that hooks on to Springfield trails. Indoor swimming pool. Larger rec center.
- A bigger, better community center would be excellent. An indoor pool would be nice. More dining/activity options are needed.
- You can't "create" a vacation destination here; and quit trying to mastermind and create something and quit trying to stack people on top of people. This is quickly becoming a community where I no longer want to live. All you can see is \$\$\$\$ how can we get more tax \$\$\$\$ and spend more \$\$\$\$ and get more \$\$\$\$ and spend more \$\$\$\$ . STOP THEY CYCLE!!!!
- Live entertainment venues. More diverse retail options. Good dining options. Solid infrastructure to support housing influx
- The local police force is too heavy. We recently passed a law enforcement tax. But why do we need 2-3 police cars at a single call? I think the publicity regarding the law enforcement tax was misguided and did not provide full disclosure. We have an aquatic center that is 20 years old. How can we maintain it? As Republic is expanding its program and citizens are utilizing its facilities, those dollars are not staying local. The chairs in the aquatic center have never been replaced in 20 years!!! The new billing system for the Utilities Department needs a complete audit. Why are citizens who have solar panels being charged twice? The mayor is not fully accessible to citizens. We need to eliminate the status quo!
- We have to not only keep up with other local small towns, but we need to have an identity. Right now ozark is the hip/

quaint town with mill market, republic has Amazon and lots of businesses, Nixa has a vinegar and plastics factory in the middle of downtown. We need an anchor business that draws in employees that will support business in Nixa. If it's going to be the vinegar or plastic company Nixa needs to consider relocating downtown or relocating the businesses.

- It would be nice to see more off-street bike trails. People should be able to walk or ride bikes to go almost anywhere in the city without having to be on the roads at risk from cars.
- Keeping the hometown feel in our hometown
- Same as above.
- Transportation for older people - help for older people that live alone - and has no one.
- More parks for families and keep out the college student population and apartments out of the city.
- I believe we can learn from older established communities like Kirkwood, Missouri, and others that have a sense of closeness, a sense of identity, a sense of tradition, to give people who live here and desire to live here today and in the future, a sense of pride.
- Perhaps a "least of these" or goodwill to help with poorer families
- The current people, we have grown because of the current people, not the potential people. I know the need for revenue, but people with ethics and jobs move here. Keep that going
- I believe it is important for Nixa to not be like every other growing city. To include in the goal to
- Nixa a unique and quality place that can be diverse without caving to the pressures of quota's
- No more multi-family residence builds or single family home neighborhood builds until: NPS splits the Junior High & High School into 2 schools each, Nixa Parks can build a second indoor facility with courts/indoor pool/ fields in West Nixa, and Nixa road infrastructure is further expanded to support such growth. NPS is currently the main reason anyone has moved to Nixa over the past 20 years. Many NPS parents are extremely unhappy with how the schools and their tax money for schools are being managed by the schools. If NPS doesn't take proactive steps, many families will leave Nixa and it will hinder new families from moving here. Expanded Parks & Rec, along with more well-developed community events/spaces, restaurants, and revitalized dilapidated areas could bring more people to Nixa instead of relying

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- solely on a school system that is near implosion.
- Keep a family atmosphere
  - More business. All the businesses seem to go to Ozark or Republic. Why? What is not allowing Nixa to attract the business growth here? It is something that can be corrected? Is it something that the City is doing?
  - Get beyond being a bedroom community for Greene and Tandy Counties.
  - Build beautiful and quality homes, leave green spaces. No more developers buying land in the middle of town and putting up apartments and cheap cookie-cutter projects. More locally sourced food options, better advertising and more vendors at the farmers market
  - Ability for all members of the community no matter there background or means to have an equal chance to succeed.
  - Coordinating growth with Nixa School District
  - More community activities
  - I know the pool situation last summer was an unplanned inconvenience. Planning for a comparable recreation center like Ozark has is going to keep patrons in Nixa, versus traveling to Springfield or Nixa for the gym and youth sports programs. I also know it always comes down to taxes - we want more, we pay more. But when 75% of my taxes go to things I never wanted to begin with or facilities that are not serving anyone in my family, it's frustrating.
  - Grants to assist in building things the next generation wants and needs. The youth are the future of Nixa's 2045, not those of us deliberating now. What will keep our kids here after they graduate?
  - See #21. Make it cute and charming. Look at what small aesthetic touches other towns have done - nice lampposts, updated (or at least not ugly) buildings when you come into town, signage that looks like a graphic designer knew what they were doing.
  - Retaining people in the city for more than just a place to sleep. We needs greenways, places to gather, parks, entertainment, food options, asthetics on mainstreet and in the downtown area. Nixa needs to be more than just random strip malls, cheap/quickly built homes, a wal- mart and a downtown area that has nothing in it. The city feels hollow and needs a soul and a vibe. Ozark has a vibe, republic has a vibe, we need one also.
  - The future of our society and economy is at risk due to developments in our government and nation. We should avoid grandiose plans that increase taxes or create deficits.
  - More trails and outdoor activity opportunities
  - Improve and increase the amount of walkable spaces and road conditions for both pedestrians and cars.
  - Getting more primary jobs into Nixa would be ideal. Restaurants and retail are great, but are not nearly as beneficial to a community as heavy commercial or industrial jobs. Consider an investment in an industrial park with ready to build sites, maybe even a joint investment with an adjacent community if there are good location outside Nixa city limits. The cities in Northwest Arkansas have generally stopped competing with one another and moved to more of a collaborative approach. Perhaps Nixa, Ozark, and Republic should consider the same approach.
  - Not enough restaurants and shopping because people can just drive to Springfield for those items
  - Retail, restaurants, entertainment, fewer apartments
  - I think the X Center needs to have an indoor pool open all year to draw more families in.
  - Maintain the hometown, small city feel with small businesses/boutiques, community programs or activities while increasing the roads/access to and from the city as well as ample various housing.
  - Safety
  - Overall, Nixa is a great place to live. I am concerned about the fact that there may be pressure to "grow" the city, which is somewhat landlocked. The only avenue for real growth is south, but north-south major roads are limited. Traffic will become an issue as the town continues it's southward migration.
  - The downtown area looks very transitional and could benefit from some revitalization- I.e. the ugly pink closed Asian restaurant and vacant dog grooming building... all looks unkept and outdated. The investment on Main Street would be great to expand beyond the one block.
  - What incentives exist for investors to make such investments with tax benefits?
  - Keep the small town feel.
  - I recently moved to outside the city limits. But I do know there is a need for sidewalks along Gregg Rd. North of 14. I think sidewalks are important for people to be able to safely walk around their neighborhoods.
  - Diversity
  - more sidewalks; less new houses built
  - I have always enjoyed the flags, banners, and Christmas lights on Main street from South street to the Junior high. It was a big disappointment when the Christmas lights were moved to Hwy 14 through Nixa. Main street always

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seemed to show Nixa as the home town we desire it to be. Moving the Christmas lights, in my opinion, away from main street took that home town feeling away. Moving them to 14 just made them lost in the business lights.

- New baseball fields. More businesses and restaurants
- If we could get Andy's frozen custard in, along with Chick-Fil-A, we could bring a lot more business in. Downtown needs a lot of work done. 14 highway should be the focus of development for downtown over Main Street. Main Street doesn't have the frontage like 14 hwy. a lot of those run down businesses/homes need to come out.
- Attracting commercial/business development, by incentivized financing strategies and tax-deferred opportunities, to seek and acquire land ownership along the Hwy 14 (Mt Vernon St) corridor specifically West of Gregg Rd.
- I just posted that....employment and transportation growth...
- Having seniors needs in mind whether it is walkways indoor activities making the senior center larger & inviting. More sidewalks a safety bridge to help kids cross 14 when walking home from school. Keep roads repaired have a street cleaner to pick up all the trash I've had 2 flat tires in a year due to road work. Hire or organize people to regularly keep roads clear. Fine people that throw their trash out their windows & or don't keep their surroundings clean so homes can home their value!
- Making sure to include the input of future generations when planning for the future. Many families with children love Nixa because of its values, school district and safety. Let's keep it that way for our future generations.
- Think about activities that keep residents in the city and spending their money in Nixa. Stop begging for more tax money if you can't figure out how to efficiently use what you have. Find ways to help businesses in Nixa thrive.
- More affordable
- A small town not a metropolis!!!!
- Encourage better walking/biking routes throughout the town. Population is growing immensely, so be strategic on parking lots to create less crowding of vehicles in the downtown area.
- Downtown is where the suckered day parade. Apple butter making days, and local farmer market lots are all held seasonally. With the 14 mill market too, there's room for other business to form in that area. Morning day Cafe was a big hit for so long, parking was always tough tho. Separate

- the parking from the business and encourage safer and better alternatives. Something I noticed with the Nixa PD is the giant SUV's they drive. Not necessary for what the PD does in this town. Considering the "economical" or "financial" ideology that nixa has. I'm sure the gas, tax, insurance, and maintenance is not to that standard. I get Nixa is considered and aims to be a classy and wealthy town from their residence. But after living here for 11 years, its clear how overly segregated this town is. Try to encourage better diversity among the town as a whole. Residential, Business, Parks, Add some bike and walking trails, advertise community events that the town could use like a farmers/business market. Spread it out is all I'm saying
- Major changes in housing will have an unknown impact on culture, community and potentially safety - I encourage the city to be careful and ensure we are drawing the citizens that will be good members of the community.
  - I'd love to see more affordable housing for families to grow up in. I think the restaurants have started getting better but more diversity would be great!
  - Businesses don't stay, and main street is sad again
  - Think it ALL the way through. Think. Think. Think some more.
  - Foster conservative values. Do not become like Springfield which is quickly becoming a liberal haven for crime.
  - I want it to not lose its small town feel. I understand that growth is the inevitable but we are losing the beauty of our town. The large silver power poles from one end of 14 to the other, with black signals and light poles in the center of town. It feels as if there isn't a plan or cohesion with what is occurring. We need to brand our city in all areas, not just the logo changes.
  - Access to a walking or biking trail would draw more young people to the community.
  - Community events, nature walking trails, more businesses, more entertainment.
  - Over the next 20 years, Nixa should focus on the community as a whole. As a young family, my children are being raised here, and parents are retired here. We are raising our future in this community as well as caring for the community that raised us. I'd like to see Nixa, keep the hometown feel, cleanliness, and sense of unity.
  - The only real answer to this is the climate crisis. We need to be addressing this issue immediately, because the longer we wait, the less prepared we'll be. We can't keep relying on traditional methods to solve this, so



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we need to be proactive in designing a comprehensive plan that has tangible goals and objectives, rather than vague language and empty promises.

- Roads
- Lower taxes, less apartments, more single family homes. More incentives for potential businesses and again, much lower taxes. More trails and recreation.
- Consider focusing on wasteful and inefficient expenses. Every expense should be an investment with a positive return.
- Improved grocery store! Or price cutter is awful and so is harter house.
- I want to see growth, don't right. Not as cheaply & hastily as possible so we don't have to redo everything in five years. I don't want to see our community lose its small town feel or be destroyed. I'd like to see diversity in our community, I want our town to be a place that everyone feels safe & accepted moving into,
- I believe that Nixa needs to focus on the community that is currently here instead of focusing on growth. Wanting to grow just to grow will bring in people that will destroy the safe culture we have here and my family would rather have a quality community than a quantity community. Nixa is full of its own rich culture that people are wanting to forget it seems. Why not focus on people here and let the growth come naturally?
- I want to see some bigger businesses come to town so we don't have to go to Springfield for shopping. It would also help with all the taxes that the citizens are currently bearing the burden for. I want to see parks and business where they are buying up land to build houses. We don't need that many people in nixa. It's going to become too many people. Traffic will only get worse and the outages with power and the water issues we face during the summer will become the norm all year round. With more people comes more crime too. Please stop trying to grow the city with more people; instead growth with businesses would be better. Business that aren't available in the other nearby towns would be even better to attract shoppers from those other towns. I know it's hard since we aren't right off the freeway like a lot of these other towns, but it would be nice. If we can't have those businesses, then maybe just stop trying to grow. Concentrate on making what we already have better. Improve the roads that are damaged, give us an indoor pool at the rec center, make life here better for those of us that live here and just let us enjoy our smaller town. I feel

like the smaller, safer town and our schools are why people want to come here. If we don't have that, people will start leaving and others won't want to move in to replace them.

- We don't need more housing. Without industrial/commercial production jobs and professional spaces (lawyers, doctors, accountants) we will become a bedroom community where everyone works in Springfield, and commercial/retail suffers.
- Skatepark, upgrade pool and build an indoor pool. Develop donated park land
- I personally believe Nixa is a very good quality city but we do need more clothing and shoe stores.
- More entertainment and shopping opportunities as well as affordable housing
- I have missed good fiber Internet. Also the only other thing I have to make trips to Springfield for is Sam's club so a good wholesale store would be nice
- My area of town has no sidewalks. We live off of CC, and I would love to be able to go on walks, but there is no shoulder or sidewalks to use.
- Government, utilities
- I don't know if the city has thought about this, but careful planning to ensure we have an adequate supply of drinking water needs to happen.
- You're doing a great job. Thanks
- We need to incentivize companies to bring manufacturing and/or other production jobs into the area. More jobs = more money in our local economy. We also need to make sure our budgets are lean and not spent on unnecessary things. We should not have to increase tax rates if there are more people living here and shopping here and prices are going up. That math ain't mathing.
- More outdoor activities, more sidewalks, more trails and indoor pool
- Keep plenty of green spaces - don't cut down too many trees. Offer more natural, organic, and clean businesses
- Expanding the school systems and not just continuing to add wings onto buildings- the schools are becoming more and more dangerous. Continuing to increase the numbers in the schools is making it unsafe environments for our children. We need new schools and need to start planning for an additional HS. Our kids attend High Pointe and I substitute teach. It has become unsafe in the classrooms and admin isn't able to keep up with the demand of increasing behavior issues. The kids are suffering across the board due to overpopulation in the schools and not

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- enough staff. It's now dangerous in the classrooms for the students, staff and Teachers. Continuing to add wings and have less staff isn't good for anyone involved.
- Find a way for a bike and trail path like Trenton Michigan has.
  - maintenance of older residential streets
  - City utilities is awesome always fixes the problem but should there be problems to fix? Update the electric stop filling beautiful land with apartment complexes that we as a city cannot support create family friendly atmosphere more outdoor scenic activities. More kid fun places like a skatepark teenagers in nixa need something to do!
  - A 2nd high school. Micro communities (villages) based around neighborhoods
  - More opportunities for outdoor recreation (e.g. trails, pickleball courts, etc)
  - Need more shopping and dining.
  - Nixa will of course grow, but it shouldn't lose the smaller-town feel.
  - Indoor pool, community use rooms(that are cheaper than the center) , sidewalks, community work share spaces (for those that want another option than working at home or renting an office), community gardens for growing veggies
  - Spreading out low income housing. It tends to be focused entirely on the south west side of town. Needs to be spread out to defer one side of town becoming the poor side of town.
  - An indoor aquatic facility A splash pad
  - Stop building apartments
  - Need more retail shopping and dining establishments. Have to go to Springfield to shop for some things.
  - Bring fun to Nixa. Big merchant retailers, boutiques, night life entertainment and more food choices
  - Families and our safety
  - Nixa is not an attractive city, within the city limits.. it is a giant strip mall. It lacks a sense of community.
  - Less roundabouts. Enforcement of running red lights on Hwy 160 & speeding problems
  - More fine dining. More nature center things
  - more recreational spaces - I travel to ozark everyday to use their trails.
  - Big sports facility would be great and more outdoor parks.
  - I would love to see Nixa focus more on entertainment options for residents and visitors. Places to eat, activities to do both indoors and outdoors, nice park amenities, family entertainment.
  - Be thinking about how Nixa has been a small community with nice homes. great schools and a great place to raise kids. By bringing in multi family dwellings you are only bringing in increased traffic and people without a community of business to support the people. fast food, gas stations and banks are all Nixa has.
  - I think preparing for growth by improving roads, water system, growing our school system
  - Communities with vibrant parks and trails attract business and families that will strengthen our community and keep people involved. If we continue to simply focus on what comes to us, then we will continue to be more disconnected. Nixa will have to make bold moves to create an environment that attracts people with all the necessary resources for recreation and health (trails) to keep our town growing and keeping us connected.
  - If there were more businesses in Nixa, then there would be less traffic, less commuting to Springfield.
  - Amenities that would bring people to town or keep people in town.
  - Increase sales taxes and decrease property taxes
  - More restaurants and shopping.
  - There should be a plan that looks at land outside the city and how it could be developed and prioritized. This would be proactive and not reactive. Are there opportunities to annex land that could benefit the city like Republic taking in Brookline.
  - While apartments provide low cost housing for many, they also potentially attract undesirables. Rental units including single family residences need to have a stricter inspection process to deter slumlords AND undesirables.
  - Your options don't ask for what they city could STOP doing to make it a better place, only what it could be doing more of. Maybe there's too much regulation, control, and taxation.
  - Affordable housing
  - Parks similar to those in Johnson County and larger metropolitan areas are really attractive to our city. The new equipment at McCauley Park has been very well received and I think would be a great use of resources to add another on the other side of town. I also think a multi-sport recreational field would be a great addition for hosting sport events in our community. The Nixa school district has seen some great recognition as far as sports and I think this would only help highlight this. As far as other items I think would be great to add would be more local/ small business support. I think 14 mill has done a great job

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- and it's a shame that places on main street haven't been supported as much to keep them open. I would love to see the downtown area become more alive with businesses and create an environment people want to go to. I also noticed on the majority of the intown residential areas there's no sidewalks. The walkability of the city is not easy, and I think hinders some from exploring all the city has to offer. I'm excited to see Nixa's growth and how we utilize our land. My hope is that we maintain the high quality of safety, education and culture as we continue to grow.
- Nixa is a city that is very dependent on cars to get around. Research into longevity and health shows the benefits of creating mixed use areas; homes, restaurants, shops, walking trails etc. that promote walking to and from places rather than using a car. These spaces also promote a sense of community and a feeling of belonging. As more employees seek hybrid working environments, Nixa could be poised to really invest in it's citizens and attract new residents with a new look at what type of developments are brought into the city. As a resident who moved here for the schools, there isn't much holding me to Nixa now that my children have graduated. Nixa has a lot to offer families, maybe it's time to look at what it can offer singles and couples.
  - A lumberyard/ hardware store. Such as lowes or home depot. Meeks doesn't have much and not open all the time.
  - Critical are all eaccess roads to Nixa 160 south of 14 and 14 to Ozark 4 lanes.
  - update our population sign. Nobody cares about Jason Boure.
  - Parks, sports facilities, outdoor aesthetics
  - A city beautification committee and standards created for existing businesses for upkeep and outward appearance, more incentives to attract developers, TIFF programs
  - downtown improvement
  - If you want our city to grow, you have to give the people who live here a reason to stay here and right now we don't have that
  - Thanks for the chance to provide input!
  - Inclusion for all. All new city goverment, leaders in the community who are not bullies.
  - Need to plan more for the future due to rapid population growth!
  - As the city continues to grow and develop, traffic will increase and the population will increase. I just want the city to continue to be a nice community and safe.
  - Nixa needs more businesses and dining.
  - We need more teenager activities, more clothes shopping, more bars and nightlife
  - Need more places to eat.
  - I just generally think Nixa needs a lot of updating. As someone who is entering a career and looking to plant roots for the first time, I want to do so somewhere that has maintained development more so than Nixa has. I've lived here almost my whole life (I'm 25 now), and things look almost the exact same as I remember them as a child. I'm just looking for something different at this point.
  - We must fix the core before we just keep adding building that don't bring revenue. The whole staff should read the book good to great and then follow through with some of the applications. Nixa has a lot of the wrong people on the bus of the future. We need to first fix the current problems and find ways to bring money into the city that do not require tax increases. City hall is over staffed.
  - It has to be more than just about popping up more overpriced apartments and \$400k houses. There aren't enough fast food and sit down restaurant options, there are not enough options for shopping.
  - The area around downtown Nixa has improved over the past few years but could use continued revitalization. 14 Mill Market has been a great addition but certainly needs work done around it. I realize most of that is privatized needs but wondered if the city has much say in how things are done around there.
  - Diversity. Helping keep local businesses open.
  - better school busing. The pick up lines are ridiculous at a lot of schools due to lack of busing and having many kids walking as far as they do is unsafe.
  - Growth!
  - Keep this community a quiet residential community for raising our children!
  - Fixing the pool.
  - Type of residences offered in city limits and update older rundown buildings. EXPAND and develop a Real downtown!
  - Better road improvements I.E. the traffic circle on Gregg Rd. and Northview. It would have been cheaper to put 4 stop signs than spend the money making it somewhat bigger. Cars still don't stop for the right of way. It's like a race track at times.
  - Plan for young families to come and live, shop, dine, and have family time all in Nixa.

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- Family friendly dining would be nice.
- Widen the corridors to/from Springfield. Highway 160 is often at capacity. Nicklaus Road and beyond is dreadfully narrow for the amount of traffic it carries.
  - Creating a better environment within the schools
  - Better visual planning...right now, things seem very sporadic. Nixa is a great place to live but the building and planning needs to get a lot better...so when people drive into Nixa, they think...wow, this is really beautiful!
  - I want to see Nixa continue its legacy and keep aiming for world-class. Keep more jobs and tax dollars in the city to help fortify Nixa's financial health. Keep the school district and its employees at a top-notch level. Develop available spaces within the city to their fullest potential to make use of limited space.
  - I would love to see Nixa focus on affordable housing, as in single-family homes. I would also like to see more mom-and-pop cafes and coffee shops, as well as retail boutiques.
  - Need more establishments
  - A recycle center that works like Springfield where you pull up (Multiple Vehicles at a time) and dump your leaves, grass, limbs, etc. that takes 5 minutes, not 20 minutes or more, especially if you have to wait on people. Also the recycle center needs to be open during hours that working people can use it, not just Saturday.
  - Long distance transportation options. I think an airport could be a major economic boost to Nixa. Not only would it create jobs at the airport, but it also would create a transportation portal for national companies that could be looking to locate a part of their business in Nixa. It would need to be an airport with at least a 5,000 ft. runway that is capable of supporting most corporate jets. The Springfield airport is a 40 minute drive from Nixa, and it would be a major selling point for potential new businesses to have airport access within 10 minutes where their factory or offices are located.
  - Messaging to the community that Nixa can grow while maintaining a conservative set of values. Lean into being a very conservative area that still has great amenities that the private sector can provide.
  - More school spirit celebrated among businesses. Nixa excels in everything we do! Arts, sports, speech/debate... it would be nice to see some Red and gray and Eagles painted around town.
  - I think the future holds a lot of possibilities for Nixa, but we should make sure we are supporting balanced growth and attainable housing
  - Do whatever you have to do to attract business to Nixa. It seems most business are locating in Ozark and Republic instead of Nixa
  - Indoor pool, more outside recreation, more ball fields with additional parking
  - More employment opportunities in Nixa would be good. Current infrastructure improvements and development are looking good, keep up the good work! Growth of this city only seems to increase and as someone born and raised in Nixa, I hope it doesn't ever lose its hometown feel. Though I am happy to see my city thrive.
  - Nixa needs more walking, hiking and biking trails.
  - Making utilities and taxes affordable. Bringing in larger employers. If folks have better bills and income, the rest will come later.
  - New council members. Take care of stuff like our city offices and especially the recycling. Is there not one person that is nice and friendly that could run that office?
  - The X Center and recreation dept needs to be separate from the general fund in the city budget. It's been bundled with other things in the past to try and get it through voting but failed. Separate it out so it has it's own budget, does not come from the general fund, and can function as a money maker for the city while providing services to the community. We have multiple shopping centers with empty spaces. Why is that? What can be done to bring in more tenants for businesses which in turn brings residents for shopping, dining, housing, etc. What can we do to entice more commercial opportunities to this city like Republic and Ozark have done recently? We also need to plan for a second high school - we are currently outgrowing our educational facilities every year and keeping one large high school is not going to be feasible in the future. Lastly, as we build new roadways and housing developments - let's bring some lights in and provide safe environments for walking on the sidewalks.
  - e\Enforcing the law.
  - Get the police dept under control. Stop using the bottom of the barrel contractors that leave garbage everyone and can't finish a job on time. Public works is just as corrupt. Maybe something to eat aside from fast food and two options past 10 pm.
  - Planning for kids as a #1 priority is the most important.
  - Nixa could expand the parks program, a public golf course would be a great addition.
  - More than 1 indoor sports facility (the center). More

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times for pickleball available. Cheaper membership to the center and/or cheaper daily fee.

- We need to expand parks and pass tax to fund parks & rec. We need diverse, affordable housing options. We need to add sidewalks, develop multi-use areas, and add destinations/attractions to draw employers, retailers, and back-office space.
- greater opportunities for social connections for all people
- We love Nixa. We moved here for the schools and are so happy. But we also hate having to leave Nixa to grab dinner because we've had Big Whiskeys multiple times already and there really aren't any other family friendly restaurants (we love Piccolo's, it is just hard to stop in without a reservation) anymore. Let's find out why everything is closing...we need more restaurants that aren't all over Ozark or Springfield to drive people into Nixa. And the 160 Corridor needs to be cleaned up and more welcoming. There is so much potential for Nixa to be as beautiful as we know it is. When people come in for shows at AETOS, we want them to grab dinner or drinks in Nixa before, not S Springfield or Ozark. But we as a community need to be willing to support them.
- I know we work with the communities around us, but I think that will become even more important. We have to remember that we are a whole region.
- More Dining choices
- expanding the community center/pool and walking trails
- I would like to see the Nixa pool open back up. I would like for it to have a lazy river. I would be willing to pay even more in taxes if the community pool had a lazy river and a swim up tiki bar. I'm a simple man with simple needs. Please make my community lazy river/swim up tiki bar dream a reality.
- More sidewalks, trails for better outdoor living/ experience, and better community center
- 14 Mill Market is a great step but more places like that would better benefit the community. A similar construct but with small booths for a mall like feel but where small business could actually thrive instead of paying ridiculous rents in buildings. You've got to bring people back, including myself, if you ever want to succeed. I am not willing to pay more money on several items just to support local businesses in Nixa. You charge me way too much in taxes so I'm being forced to be more thrifty and that means shop outside of Nixa. My families well being is more important than the growth of small business. You, as the city leaders, have the responsibility of helping small

businesses succeed so much so that they don't need to overprice everything they sell to try to make a profit.

- Bolster existing infrastructure instead of expanding
- More restaurants. Safe Late night opportunities for students after dances.
- Splash pad for kids!

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## VIRTUAL PUBLIC OPEN HOUSE

### LAND USE AND DEVELOPMENT

**What areas should be targeted for development? Place a comment where you think this is appropriate and explain what kind of land uses you'd like to see in your comment.**

- the MO 14 corridor from US 160 to Ridgecrest. There are a number of older/smaller homes that do not work on a five lane traffic corridor. This should be commercial.
- South St from us 160 to main Street. this corridor should be listed for redevelopment. mix use or commercial.
- We need more local businesses to infill and further develop downtown Nixa. Increase density and allow multifamily dwellings like lofts and apartments. This should be a mixed-use area.
- main st to south st. should be re-developed into commercial or mixed use.
  - Agreed! The page you've commented on is actually the current zoning. If you look at page 13 I think you'll find that the proposed changes are closer to your suggestion
- Dev: I believe the development focus should be on the eastern side of town. The closer development can get to the freeway, the easier access we can provide to commercial and residential lots.
  - Understandable! The main issue that comes to mind is space. In the east we run almost immediately into Ozark and Fremont Hills so development opportunities are fewer.

### TRANSPORTATION & CONNECTIVITY

**Where do you notice transportation safety issues within the City (i.e., traffic, speed, etc.)? Show us where by placing a yellow dot on the map and use your sticky notes to describe the issue.**

- There are so many stop lights along 160 from Mt. Vernon to the James River. Using overpasses or side roads would help access the businesses along 160 while reducing the number of stop lights.
- It doesn't make sense to have a stop sign at this intersection. I believe a roundabout here would improve traffic flow while also maintaining safety near the school.
- CC and Main really needs to be revised for traffic. I've seen ideas for a roundabout, which I think makes a lot of sense.
- Traffic is so fast on Missouri. The stop sign at

Cherry helps a little but not enough.

- It can be very difficult to get onto CC from Old Castle many times of the day. Additionally, with hills coming from both directions on CC adds to the complexity.

**Where would you like to ride your bike in Nixa?**

**What type of infrastructure would you like to have available for biking (e.g., off-road trails, road shoulders, painted bike lanes, etc.)? Show us where by placing a comment on the map below and use the comment text to share your thoughts.**

- think it's difficult to walk in a majority of the city. Take some time to drive through the city and you'll notice we are lacking sidewalks or pedestrian lanes in nearly every space unless it's a newer subdivision.
  - And I would like to add that where there are sidewalks, they are very outdated and needed to be upgraded to accommodate disability mobility with better and wider egress ramps and walk ways.
- The North side of 14 between Westminster and Nicholas could use a sidewalk. I've seen several people cross 14 to get to the other side with the sidewalk.
- It would be great if a plan could be developed to connect a Nixa trail system into Springfield. Utilizing the future Eoff Park as a trailhead that ties into the Ozarks Greenways trail at Ward Branch would be an amazing opportunity for the community.
- It would be nice to have a pedestrian bridge/bikeway crossing highway 14. This would provide safe access to the parks and schools south of 14 for those living north of 14. Another bridge crossing 160 would be ideal in order to make Nixa truly walkable
  - Agreed the walkability of Nixa is not great. Sidewalks are lacking in most places unless it's a new subdivision. While I think a pedestrian bridge would be an extensive cost I do think the walkability and bike ability could be significantly improved.
- There is a huge need for a bike/pedestrian crossing under highway 160. Ideally crossing could be done in a couple different locations to connect the eastern and western parts of the city.
- Sidewalk needed on Northview Road.
- All connections to Springfield must be improved! Traffic ranges from moderate at times to unbelievable at others with massive lines of automobiles. It's

# FULL DOCUMENTATION OF RESPONSES

only going to get worse. We will probably need to work closely with MoDot. Better get moving.

- I think painted bike lanes from the east and west of Massey along my Vernon would make for better connection to businesses.
- There's a lot of foot traffic AND a lot of vehicle traffic on Missouri to the Junior High and JTS. I would like to see a lot more sidewalks. Traffic flies down Missouri so fast. Let's find a safe way for kids to get to school. Thanks!
- Kudos to the city for the beautiful sidewalks on the redeveloped section of Hwy 14. I think the city should focus on sidewalks. I spend a lot of time in Springfield and rarely see bike riders. I know there are riders but suspect sidewalks is a better effort than bike paths.
- Tracker has sections with bike lanes, but not overall connectivity. In general, we need major east-west and north-south continuous bike routes to begin connecting parts of the city.
- I could go on for a while on the lack of progress when it comes to the walkability and bike-ability of our community. Surrounding communities like Springfield, Ozark, Republic, and Willard are investing in this type of infrastructure while Nixa appears to be sitting by idly. I fear that in a few years we'll be so far behind it will start impacting the desire for people to move here or stay here.
- In general, we need to invest heavily in bike lanes and sidewalks, especially around schools. Protected/separate bike lanes would be ideal, but road markings would be a start.
  - Yes!! Significant improvements to commuters other than vehicle traffic would go a long way. There's so many times I have seen people walking in ditches or on the road because of our lack of sidewalks and bike lanes.
- Old Castle from Tracker to North Street is already wide enough for painted bike lanes. This would be a simple addition to improve bikability.
- Ozark has plans with the Chadwick flyer to connect their downtown to the Springfield trail system. Nixa needs a corresponding plan to connect to the Chadwick flyer to provide Nixa residents a safe way to bike into Ozark and Springfield.
- Connecting to the Ozark trail system along Highway 14 is a great opportunity to expand our own trail system.

## PLACEMAKING & AESTHETICS

**What areas of the City act as "gateways" or entry points into the City? Show us where by placing a comment on the map below. Indicate GATEWAY in the comment.**

- Roadside litter is an eyesore everywhere, including here in Nixa. It is a crying shame. How about developing a good campaign to encourage citizens to help out. They could combine trash pickup with daily walks, for example. The City could have a name for the campaign and provide special tee shirts for participants. Pull some interested folks together to flesh out the details of a campaign to clean up the trash.
- I can't locate them on the map, but what about capping the roundabouts at North Gregg and South Truman with concrete instead of grass. The Truman roundabout is wonderful, but is already filled with a scraggly mishmash of weeds. The contractors tried to seed and water it but it was during the hottest time of the year and the effort pretty much failed. The City now has to mow what is left and that seems to be on a random hit and miss basis. I know concrete is expensive, but compared to the upkeep on the grass and in consideration of the tremendous waste of money from building the little one on North Gregg, it might be good to bite the bullet and pour the concrete. As it is, we have something nice, but the capstone of it all is pretty much a mess that will blossom or fade with whims of weather.
- Downtown revitalization and beautification with sidewalks, streetscapes, etc. would go a long way.
- Downtown revitalization has to extend beyond just the intersection of main and 14. Between the factories and the dilapidated buildings near this intersection there has to be a holistic approach to aesthetics in this area if there is any hope for a true revitalization.
- Main street has the potential to serve as a true community corridor but it will require effort along the entirety of the road. There are many homes and businesses that provide a very quaint aesthetic, but there are just as many that were clearly designed with no focus on architecture which takes away from the experience. Main street should also be focused more on bike

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- and pedestrian traffic and less on vehicle traffic.
- I would like to see a restoration of the Historic days of downtown Nixa with the upgrade of all building fronts have similar design features.
  - “The vinegar factory is a huge deterrent to the downtown experience. The plastics company is also unfortunately positioned. If these businesses were held to higher building code standards it could help reduce the visual disturbance. I’m not sure if there is anything that can be done for the vinegar factory other than moving to a different location. A farmers market pavilion, similar to Farmer’s Park in Springfield, could provide multiple functions throughout the year, in addition to revitalizing interest in local Nixa farms and businesses.”
  - “There was discussion during the planning charette about a better eastern entrance in Nixa. There is a small section of land north of Highway 14 and south of a wet weather creek that is not maintained and doesn’t look great. It wouldn’t take much to trim/remove some trees here and maintain a grassy space, it would also be a great place for a welcome sign.
  - This land is owned by residents of 14 Park Place subdivision, but it is not something any of them maintain, and it seems like giving it to the City to maintain/beautify could be in everyone’s best interest.”
  - All city limits. The traffic on the south side is the gateway to Kimberling city and commuters to table rock while the the north is you have the commuters to Springfield. East and west aren’t as bad since Clever and Ozark are smaller but it’s still a gateway.

## GREEN SPACE & COMMUNITY HEALTH

**What can the City do to build a stronger sense of community? Tell us by placing a comment anywhere in this box.**

- Community gardens, bike lanes, trees planted along major roads that help reduce speed of traffic and create visual barrier between pedestrians and vehicles. More access to gymnasium space for people who are not affiliated with school sports. Many times the community center gymnasium is occupied with various club sport activities and unavailable to regular citizens. It would be good to have more than one public pool, perhaps several smaller pools to help reduce crowds when the X center pool is back in action.
  - Agreed creating more green space where people had access to trails or could do outside yoga

classes would be great. Would also be nice to have a multi sport field/court option where you could do soccer, tennis, pickleball, etc.

- “FARMERS MARKET
- DOWNTOWN EVENTS”
  - Love this idea
- I think mental health would be a great start. In my time in Nixa it seems I’ve seen a handful of runaway teens and situations like that. Obviously I don’t know the situation but I do believe everyone can benefit from mental health awareness and support.
- Has any member of the city staff gone to any other cities to learn what they offer and what the costs are. I wouldn’t mind an indoor swim center. Does it cost too much to build and maintain? probably. But that might be a great starting point. is. basketball courts, Trails, additional fields for sports placed around the cardinal points of the city.
  - “I think that is why the city hired the planning consultant. I believe they have given them ideas. But yes, agreed having options for courts and trails would be great!”
- By all means, obesity
- “Nutrition! Community cooking classes would be cool, or international foods classes (based on one of the coolest classes at the high school). Learning how to prepare food is essential. The importance of a balanced diet/adequate sleep/learning the types of exercise etc all contribute to a healthy lifestyle, which helps lower your risk of obesity and improves mental health
- I think revitalizing downtown would be a great start. With the addition of 14 mill people have started to make it a destination and having more in that area with areas to walk, eat, shop, etc would be nice for the people that live here and make it a weekend destination for non residents.

## VIBRANT ECONOMY

**What parts of the City are not currently being used in the best way possible when you consider the local economy? Show us where by placing a comment on the map below. Use the comment to tell us why and how it might be improved.**

- With the easy accessibility of Nixa via Hwy 14 & 160, there could or should be some mid-size shipping centers in the community which will create high wage jobs
- More cultural holiday community events, ie; St. Patrick’s Day, Cinco De Mayo, Juneteenth
- More clothing stores, shoe store, craft /art supply store, upscale household goods store, sewing /



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- alterations service. Basically more retail in general. I realize with the Internet this is difficult. What about developing a cool “popup store” space? A variety of retailers could then be booked for a day/weekend.
- Pickle ball tournament. . . would require pickle ball facility.
  - Any chance of buying this plastic plant out? Maybe a trade to a piece of land more remote than the location in the center of town?
  - The old trailer park acreage is such a beautiful piece of land. I'd love to see something like a park or natural event space go in here.
  - any chance of getting rid of the billboards on the way into town? I understand zoning, but we can change the laws!
  - Any chance of getting rid of the 'overkill' Mc Donalds sign? Perhaps explaining to the owner that it screams truck stop all over Nixa could help?
  - This location seems to be an excellent place to design a large city gathering space for events. There would be room for a large park, pavilion, green space, and still plenty of room for added parking. Plus overflow parking at Price Cutter and the shopping center. Could be a nice compliment to the proposed changes to Rotary Park.
  - how about a few tall evergreens to hide the electrical substation from the view of everyone that enters the town from the east?
  - More Mid-priced menu restaurants.
  - Main Street, from just north of hwy 14 to South Street isn't being used to its fullest potential. Nixa should prioritize filling all downtown business spaces so we have a thriving downtown again. Perhaps encouraging more mixed use spaces or developing a co-working space. The city needs to make the owners of dilapidated buildings make repairs or purchase them so they can be redeveloped.
  - Target, UPS store, Thai restaurant, craft store (Joanns/Michael's/hobby lobby)
  - Tea room/coffee shop downtown. Something like spring creek in ozark that would help support antique stores in south Nixa.
  - There are a couple of historical houses on Main Street; either of these would make cool B&Bs if they were restored.

## GROWTH AND REDEVELOPMENT

**Initial ideas for growth and redevelopment areas are shown on the map below. What do you think? Are there missing opportunities? Place a comment on the map to show us where and tell us why.**

- “The places for potential commercial space seem to align with my thoughts as well.
- There's not as much mixed use as I'd expect on the map. “
- I agree that more mixed use would be good. They seem to somewhat aiming for that with increased Neighborhood commercial.
- “Reference the future commercial and business development. Can the P and Z be ammende to require landscape planting and maintenance to be required for the addition of any development? Just sticking buildings up is just building an industrial park. Not a welcoming city!
- Great idea! There's so many spaces that are built and look great then aren't kept up with.
- I would hope a green space would be used as a buffer between the existing neighborhood and the development of the northwest corner of Nicholas and 14.

### Draft Future Land Use Categories - Initial Ideas

- We definitely have a shortage of dedicated park space for a town our size. More emphasis on dedicated public spaces.
- Adopting the 3 proposed types of residential land uses as official city zones would simplify where housing can be built, while adding gentile density and housing options to nixa. Big fan.
- I really like the idea of neighborhood commercial. Would promote non-vehicle transportation, reducing traffic constraints throughout the city.
- It would be great to have the mixed use downtown area

### Future Land Framework - Initial Ideas

**Initial thoughts for future land uses are shown on the map below. What do you think? Are there land uses that seem misplaced? What is missing? Place a comment on the map to show us where and tell us why.**

- No comments

### Connectivity Framework - Initial Ideas

**Initial thoughts for connectivity and mobility are shown on the map below. What do you think? Are there missing opportunities? Let us know by placing a comment on the map or anywhere on the page.**

- It looks like significant thought went into this. I can't wait to see the connectivity improvements!
- I hope the proposed improvement here is a roundabout with pedestrians in mind.
- You seem to missing a connection through

# FULL DOCUMENTATION OF RESPONSES

the core of the city east-west that incorporates downtown. I think this is a missed opportunity, especially if downtown revitalization is a priority.

- This proposed trail through Wicklow makes no sense.

## Downtown District- Initial Ideas

**What do you think? Are there missing opportunities? Let us know by placing a comment on the map or anywhere on the page.**

- Everything about this idea would be attractive to residents and visitors. This would bring a lot to the city.
- I like the overall concept, but it's lacking bike and pedestrian considerations. If you provide dedicated options for residents to get to downtown with a vehicle you'll require less space for parking. There also needs to be a plan for pedestrian crossing across Hwy 14, ideally in multiple locations.
- Great landscaping for downtown. What about the most traveled part of Nixa? 160? 160 median? Alongside 14 - coming and leaving Nixa? Thanks

## Northview Road Business Park - Initial Ideas

**What do you think? Are there missing opportunities? Let us know by placing a comment on the map or anywhere on the page.**

- No comments

## Rotary Park - Initial Ideas

**What do you think? Are there missing opportunities? Let us know by placing a comment on the map or anywhere on the page.**

- Yes pickleball!!!!
- Looks great! There wasn't many field options before and adding turf areas and courts is great

## What Did We Miss? Thank You For Your Feedback

**Did we miss anything? Is there something we need to address? Let us know by placing a comment in the box.**

- "This plan is coming along well I appreciate the opportunity for the public to participate. I would place another item very high on the list--public utilities. Electrical, water, sewer, natural gas, and waste removal seems to be in pretty good shape, but we reach points (e.g., the hottest part of summer) where the City advises residents to ration utilities. What about building our utilities structure to PEAK USAGE instead of normal usage with the

ration option. As the years roll by, usage is only going to increase. We need to start now. A couple of good points:

- The solar farm was a very good move. I hope the owner or City will spray those Leyland Cypress trees out these instead of letting the decline further with bagworms. It's starting to get pretty unsightly already.
- Republic Trash Services: It is evident to me that somebody told Republic Services they had better clean up their act or risk losing the contract. Communication and service has improved substantially over the poor showing of previous years. Hooray and a gold medal for whoever got this done!"
- Agreed this is coming along great. Also agree as our city continues to grow options for utilities including fiber would be advantageous to consider now.

## Final Stakeholder Meeting

### DRAFT VISION STATEMENT

**How accurately does the Vision Statement capture the collective needs, wants and desires of the community? Would you make any changes; if so what? Tell us by placing a comment in the box.**

- I like it generally. I like that it mentions education and quality of life. It probably could be shortened.
- "...where we can work, shop, play in the community in which we live..."
- sustainability of the community/belonging - aspire sounds like it is not currently happening, how can we say long-term
- provide - committed? participatory? consider word choice.
- provide vs support vs foster vs aim to vs promote vs cultivate
- to provide a community in which the kids and students that we raise within our schools are eager to return to to live, work and raise their own families
- "Work on the second paragraph to make the language more specific to the city role.
- What is "'forward thinking'"?
- Nothing was mentioned about businesses.
- What does high quality of life mean? Could be defined?
- Replace 'aspire' with 'will'.
- clarify economic and development opportunities
- The Vision Statement seems too long. 'High Quality of Life' already wrapped in with housing option, safety for ALL?
- capitalizing ALL is a strong statement - not necessarily not on board with it but consider it with the current climate

# FULL DOCUMENTATION OF RESPONSES

- make sure this does not conflict with existing plans and statements
- maintain e+G8:G16 educational excellence
  - consider changing language

## DRAFT CORE VALUES

**Do you feel the Core Values can be used to reinforce the Vision Statement? Is there anything missing? Tell us with a comment.**

- maintain instead of create
- how does this make Nixa stand out from surrounding communities?
- “This core value is a little light. One concern is getting people to/from Springfield. This is not addressed in this core value.
- Consider traffic movements between the two cities, establishing the ‘flow’ for commuters.”
- First comment is good!
- comma
- include green space--park space--gathering spaces
- We like.
- education system? is that the school district or referring to community programming? clarify
- First pp “Nixa must \*\*continue\*\* to actively pursue opportunities...” As we are already doing that.
- What level would the City play a role in the education/lifelong education?
- for tourism aspect - why not lean into the Route 66 element.
- value in green space and parks - should this be included in the vision or in the values?
- lack of mention connectivity to destination
  - more focused on safety.

**Do you feel the Core Values can be used to reinforce the Vision Statement? Is there anything missing? Tell us with a comment.**

- be creative in economic development
  - how do you make it happen
- could include regional connectivity
- Regarding strong neighborhoods, would like to include more responsibility on behalf of those living in neighborhoods - create identity on their own rather than full reliance on city to create betterment to their zones
- provide vs allow - city does not provide housing
- focus - city has no control here. word choice - prioritize?
- We like this but we recognize that the city needs

- to be flexible and willing to change the city code appropriately to fulfill this value.
- Also this will require creativity on the part of the city to find ways to change city codes to allow a diversity of housing.
- safety as a priority considering the variety of housing styles
- workforce housing? instead of affordable housing
- solid statement
- would the tourism and route 66 piece fit here?
- like the statement about reinvesting in existing neighborhoods

## DRAFT FUTURE LAND USE FRAMEWORK

**Are there land uses that seem misplaced? Tell us where by placing a comment on the map and why by placing a comment in the box.**

- identity and sense of pride should be driven by the neighborhoods and not the city.
- consider adding promoting neighborhood identities
  - encouraging this to happen in Nixa with existing neighborhoods and future developments
- More mixed use development North and South of center of Nixa, as well as further green space off AA hwy and Owen
- Please add the dog park in the southwest corner of Nixa. Park and Recreation category.
- not sure about this brown area near the high school traffic
- Can we find green for this region?
- not sure how successful this ping neighborhood commercial area would be. seems like it needs better traffic flow to be worth commercial investment
- Would be nice to have the Summers at the River Sports Complex annexed. Might be a longer process.
- more mixed use
- more green

## DRAFT FUTURE GROWTH FRAMEWORK

**Do the proposed growth areas seem reasonable? Why or why not? Tell us by placing a comment in the box.**

- identify a bit more land use opportunities in the county tier 2 area at the north and northwest
- need for mixed use and parks and recreation.
- 100 acres of parkland - add to map (not annexed)

# FULL DOCUMENTATION OF RESPONSES

## DRAFT CONNECTIVITY FRAMEWORK

**Are there misplaced recommendations? Are there any opportunities that are missing on the map? Show us where and tell us why.**

- Add in RDE Tuscany Hills Subdv - update map (Tier 1) up to AA HWY // include CC from Main St over to Wicklow (Tier 1) [previous map or this]
- If Nixa did annex over into the Two Tier-Planning Area, would it remain as a part of Ozark School District? Item to consider.
- consider connecting to the Highlandville Two Rivers bike park....could it connect to a mixed use dev/commercial dev?
- extend regional trail along 14 east from cheyenne - discussions with MODOT to extend trail
- move closer
- proposed neighborhood commercial @ Inman Intermediate - Tracker Nicholas - intersection improvements need to be made
- MODOT just upgraded green Xs - what else?
- A positive comment was made about crossing Main Street and Highway 14! Keep up the good work. Please consider pedestrians/foot traffic as well as vehicle traffic throughout the downtown area as it continue to develop.
- Improve the connectivity between the two trails to the west and east of this point
- No sidewalk connection on the south side of E. North Street to Century Elementary School. City is currently aware, but please stay vigilant and keeping safe access to schools.
- may need to reconsider this connection, ownership may limit access

## DRAFT AESTHETICS FRAMEWORK

**Are there misplaced recommendations? Tell us by placing a comment on the map and why.**

- Intersection improvement should occur here
- priority of sidewalks to schools - make sure the connections are there
- Provide additional sidewalks to access schools.
- need a better gateway/traffic option for Republic
- Should this be primary?

## CITY LEADERSHIP WORK SESSION #2

### DRAFT VISION STATEMENT

**How accurately does the Vision Statement capture the collective needs, wants and desires of the community? Would you make any changes; if so what? Tell us by placing a comment in the box.**

- Remove: encourages educational excellence and fosters a sense of belonging
- Reword: Nixa is welcoming... high quality of life while aspiring to create a environment that nurtures families
- Remove "encourages educational excellence"

### DRAFT CORE VALUES

**Do you feel the Core Values can be used to reinforce the Vision Statement? Is there anything missing? Tell us with a comment.**

- Variety of housing options including apartments, townhomes... How are we going to do this based off the future land use map?

### DRAFT FUTURE LAND USE FRAMEWORK

**Are there land uses that seem misplaced? Tell us where by placing a comment on the map and why by placing a comment in the box.**

- No neighborhood commercial
- No residential along highways
- Mixed use

### DRAFT FUTURE GROWTH FRAMEWORK

**Do the proposed growth areas seem reasonable? Why or why not? Tell us by placing a comment in the box.**

- Yes especially the dark green areas since they are within city limits

### DRAFT CONNECTIVITY FRAMEWORK

**Are there misplaced recommendations? Are there any opportunities that are missing on the map? Show us where and tell us why.**

- A sidewalk on Missouri St for Hwy 12 to North St is missing. That should #1. Kids walk along there to school, road is narrow and this walk in the ditches

# FULL DOCUMENTATION OF RESPONSES

- What needs improvement at all the intersections on 160?

## DRAFT AESTHETICS FRAMEWORK

**Are there misplaced recommendations? Tell us by placing a comment on the map and why.**

- What's the point of having a primary gateway or even a gateway in the middle of town? 14 & 160
- Secondary gateway on S. 16- should be a primary

## FINAL COMPREHENSIVE PLAN PUBLIC REVIEW PERIOD

### INTRODUCTION

- in other areas "City" is capitalized, this spot and page 11 has it lower case. Should just be consistent.
- this is a little clunky, maybe it should say "As Nixa has grown over the last twenty-one years and is becoming a premier and desired community in the region"

### DRAFT VISION STATEMENT

- no comments

### DRAFT CORE VALUES

- no comments

### DRAFT FUTURE LAND USE AND GROWTH FRAMEWORK

- The downtown area is congested and dysfunctional due to a lack of long range vision by developers over the past 50 years. A much better approach to commercial - downtown type development would be to decentralize the efforts of a downtown to encourage more accommodating areas of the city to develop into areas of interest for dining, office and commercial space in outlying areas. One example from Springfield is the "Pickwick" area that has grown into multi-family / office / dining hub where people are congregating and those downtown developments are growing outside of the downtown. Another example is the Commercial or C-street area that brings a decentralized downtown area that can develop independently. To focus on a downtown revitalization would be a futile attempt at redeveloping that mismanaged area.
- Offer specific incentives in the downtown area to get the types of development desired by the community.
- Consider reimagining a planned and expanded

"downtown" from Rotary Park, a public/private partnership to acquire the land currently owned by Cox Health, to the Library, down the State Street and 14 corridor, to the traditional cross roads.

- When there is a regional stormwater challenge, there needs to be a partnership with the new development and the city to address the bigger issue. Encourage a private/public partnership to fix the issues as it shouldn't fall to just the developer to fix everyone's issue in an area.
- We need to have a plan to get rid of slum and blight to provide better development opportunities along the downtown/Hwy 14 corridor
  - I believe we can leverage public/private partnerships to accomplish some of this and am happy to lend my expertise in that realm.
- Involving the schools in housing development discussions would be tremendously helpful for them plan for physical capacity and staff capacity needs.
- Again, I think there could be opportunity here to leverage public/private partnerships for beautification projects, facade improvements, etc. We again, will need the city's help in addressing slum and blight.

### DRAFT CONNECTIVITY FRAMEWORK

- The connectivity framework includes proposed roadway connections and intersection improvements, in addition to the bike/ped improvements, but there does not seem to be information relating to corridor and roadway improvements beyond new construction. OTO has received input from Nixa leaders for roadway improvements throughout the community. I will share this list with Scott Godbey for consideration in this section. We want to be sure these types of projects are not missed in this planning process.

### DRAFT AESTHETICS FRAMEWORK

- no comments

### DRAFT ECONOMIC DEVELOPMENT STRATEGY

- Is this typical to have this in a comp plan? It seems like it should be in an internal document like a strategic plan.
- There needs to be more clarity on this program. Is it a revolving loan fund? It states non-capital improvement program, but then it states to close funding gaps. This is unclear on what an economic development

# FULL DOCUMENTATION OF RESPONSES

- opportunity fund is and the purpose of it.
- Instead of downtown efforts, can it be a more general statement of community betterment?
- Does this mean the city will partner with a developer (via incentives/money) and/or Nixa Utilities to help with creating shovel-ready sites?
- Private sector businesses will be reluctant to share information with the city because of the Sunshine law. Wouldn't Show Me Christian County or the Nixa Chamber already have software like this?
- "Existing Strong Brand"? Not sure what is being referred to here...

## **DRAFT IMPLEMENTATION**

- no comments

## **DRAFT APPENDIX A**

- no comments

## **DRAFT APPENDIX B**

- no comments

## **DRAFT APPENDIX C**

- no comments

## **DRAFT APPENDIX D**

- no comments

# APPENDIX C

## SUMMARY OF RELEVANT PLANS AND STUDIES

*A critical component of any planning process is examining what has already been done.*

By reviewing the recommendations of recent plans, the work of this Plan is more focused and tailored to the specific needs that have yet to be addressed. The evaluation of other plans also allows for continuity on a broader scale instead of multiple plans for the same general area that have an individualistic approach. Recent planning efforts, documents, and recommendations thus serve as an integral starting point for this Plan. A summary of related plans is provided.

## **RELEVANT PLANS AND STUDIES**

### **2003 COMPREHENSIVE PLAN**

Since the previous comprehensive plan update in 1996, the City of Nixa had significant growth which became a priority within this update. Within two years, the population in Nixa saw a 15.4 percent increase which predictably is due to availability in urban services. The plan suggests that the planning boundaries be illustrated by the Municipal Service Area, the Nixa Planning Area, and an area due to its geographical location is too far removed for incorporation yet can and may have influences on the City's future growth. By establishing these tiers, the City can monitor the amount of growth in land areas while also focusing on a more urbanized core. The implementation of the model provides public services to accommodate growth and development.

The plan is divided into sections such as land use, transportation, parks and recreation, economic development, and growth management. The strategies issues surrounding each topic were identified and ranked by focuses groups and City staff. Goals, objectives, and activities were developed by City staff based on the listed strategic strategies.

### **NIXA POLICE DEPARTMENT ANNUAL REPORT 2021**

Members of the public were asked to provide input to identify the role of police in community safety. The Strategic Vision provided five action plans:

- Build community trust of the Police Department through improved transparency and communication.
- Expand police department facilities to address the growth of the department and the need for additional workspace.
- Offer more trainings and education opportunities to the public regarding policing and safety-related issues.
- Foster partnerships to enhance long-term crisis intervention programs.
- Prioritize funding for facilities, equipment, and technology necessary to ensure the City is prepared for all-hazards incidents.

The report provides a robust summary of departments and services offered by the police department as well as data related to violations, crashes, tickets, and incidents of use of force. Several officers received awards in 2021 for lifesaving, merit, and outstanding performance.

### **NIXA STRATEGIC PLAN 2021-2025**

As the planning process of Imagine Nixa began, a website was launched to attract the entire community to provide feedback on the strategic vision set by Nixa City Council for 2020-2025. The Strategic Planning Advisory Committee consisted of fifteen community members that reviewed input and consulted with subject matter experts. After the committee constructed a thorough review of the City's desires, City Council adopted the strategic vision comprised of six priorities which served as the foundation for Imagine Nixa. Each strategic priority is broken down into a series of "Action Plans" which are considered essential to fulfilling the vision set by council. The six priorities set forth include:

- High Performance Government
- Community Safety
- Reliable Infrastructure
- Sustainable Economy
- Fun and Unique Places
- Hometown Spirit

These Strategic Priorities and Action Plans which will not change over the next 5 years. The Action Steps are considered the "living" elements of the plan which will evolve over time.

### **ECONOMIC DEVELOPMENT INCENTIVES POLICY MANUAL**

As Nixa continues to grow, the City is committed to supporting existing and welcomes new businesses through incentive financing. Economic development incentives are designed to promote new business activity or to encourage business or job retention. The City of Nixa has four incentive categories including special taxing districts, property tax abatements, redirection of incremental increases in taxes, and brownfield programs. These incentives can be further defined as discretionary and non-discretionary. Before utilizing these incentives, the City provides a list of general polices prior to application.



## **TUSCANY HILLS WATER REPORT**

This report intends to provide the City with important information about the drinking water and efforts made to provide safe drinking water. The Department of Natural Resources conducted an assessment to determine the potential contaminants of Nixa's water source. Findings of the report noted contaminants such as microbial contaminants, inorganic contaminants, pesticides and herbicides, organic chemical contaminants, and radioactive contaminants may be present in drinking water which does not necessarily indicate a health risk. This report provides ways for citizens to get involved and a list of terms.

## **TRANSPORTATION MASTER PLAN**

The City of Nixa evaluated the improvements that are most important to its citizens it continues to grow. These improvements are deemed necessary to accommodate existing traffic and to provide the capacity needed for potential growth. City Officials and the consultant team members met with the Nixa Transportation Action Team to discuss potential transportation projects and transportation needs in the community. To determine which projects should take precedence, several technical merits were taken into consideration including congestion relief, economic competitiveness, safety, and the current condition of the road system.

The two roadway projects that were given the highest priority were State Highway 14 and US Highway 160 which both received multiple written responses noting safety concerns by citizens. US highway 160 additionally received the highest priority for improved crosswalks in the connectivity and safety categories which was also noted by citizen input.

## **SIDEWALK EVALUATION AND PLAN**

In 2018, the City of Nixa commissioned Bartlett & West to evaluate the existing sidewalks throughout the City. Approximately forty-three miles of sidewalk and over 600 curb ramps were inspected and cataloged into a Geographic Information System (GIS) for Nixa. Additionally, sidewalks were evaluated for deficiencies and ADA compliances. The sidewalks and ramps were established to be compliant or non-compliant based on the data collected. With forty-three miles of sidewalk, there was a noncompliance rate of 71 percent. Of the total linear defects, 24,665 linear feet have grass overgrowth, which reduces the width of the sidewalk to be non-compliant, there was a total of 108,859 linear feet of sidewalk that had a cross slope

exceeding the maximum slope of 2 percent allowed by ADA standards. This report offers funding allocations to alleviate ADA compliances within a 15-year period.

## **OTO BICYCLE & PEDESTRIAN TRAIL STUDY**

After previous comprehensive planning efforts, the City has recognized the importance of and need for trails, sidewalks, and bicycle facilities to increase community connectivity, expand recreational opportunities, and support active transportation and recreation. The City of Nixa initiated this study to identify trail opportunities connecting the City of Nixa to the regional trail network. While the City does have several opportunities to incorporate trails within the existing transportation network, certain challenges remain such as existing sidewalk and bicycle systems, the existing development pattern, and presence of natural features.

The study analyzed alignment for three corridors in Nixa, and the alignment with the highest score was chosen to be integrated in the trail network. Evaluation of alignment considered several factors including connections to destinations, environmentally sensitive areas, directness, property ownership, and uniqueness. Throughout the City of Nixa, this report recommends that regional, local, side paths, and on street connections be added. Supporting infrastructure such as trailheads, bicycle parking, bicycle repair stations, and wayfinding materials to be added to enhance the experience of the trail network. The City should establish programs and policies that assist in the development of the proposed trail network such as complete streets, bicycle parking ordinances, safe routes to school, and education for youth and adults. The implementation of the proposed network has five steps to follow – Adopt the trail study, identify and implement a low-cost project, integrate proposed trail network recommendations into Capital Improvement Plan, organize and host community bicycle ride, and adopt a complete streets policy.

## **2020 ELECTRIC SYSTEM STUDY**

This study analyzed past and projected performance of the electrical system in Nixa for expansion of the electrical system during the 2020-2030 period. It was recommended that Nixa receive an additional transformer for both the Downtown Substation and Espy Substation, and Nixa should review the construction of a new substation in the south part of the City. The study also recommended that the distribution center be upgraded to address capacity needs.

## **PARKS AND RECREATION MASTER PLAN 2020**

This plan is an update to the first master plan in 2006, which was set forth to define the role of parks and recreation within Nixa. The plan established five goals to focus on defining a vision for improvements to existing parks, existing facilities, development of future infrastructure, programs, and a road map for implementation. Recommendations for the master plan are organized into six focus areas:

- Parkland Amenities
- Trails and Connectivity
- Existing Parks and Undeveloped Property
- Programs and Events
- Facilities
- Operations

The acquisition of new parkland will provide equitable access throughout the City which meets the needs and desires of the City. By establishing new design standards for parks and internal trails will reinforce the identity of Nixa within the parks. Existing parks within the network should follow concept master plans for a basis on improvements for parks, programs, and facilities such as the X center. Operations should continue to identify staffing needs, partnerships, and expand on marking communication. The plan further recommends early actions items for each of the six categories that the City can use to define further recommendations.

## **2020-2026 NIXA SEWER RATE STUDY**

The City of Nixa currently provides wastewater collection and treatment facilities to approximately 8,396 users within the City. Between 2014 and 2019, the total number of wastewater users has increased at an average rate of approximately 1.70 percent annually. The purpose of this report was to determine the required increase to the City of Nixa's current wastewater user charge rate structure which would provide adequate funding for desired capital improvements and equipment purchases for the City's wastewater facilities over the next seven years.

## **STORMWATER MANAGEMENT PLAN**

This document is intended for the City of Nixa to use as use as it enters the 2021–2026 permit term of the Phase II MS4s Program. The City's approach to meeting the six minimum control measures is clearly outlined with the final chapter devoted to setting the framework for record keeping. To fully comply with the terms of the permit, it is the intention of the City to adjust and update the existing Phase II MS4 Program to meet the ever-changing permit requirements and identify areas where additional programs or resources will be needed.

## **WWTP ENERGY STUDY**

The Missouri Industrial Assessment Center performed an industrial assessment at Nixa's wastewater treatment facility. After analyzing the data gathered, the team made six formal Assessment Recommendations (ARs) that could result in significant cost savings for the plant. The recommendations are outline below: Parkland Amenities

1. Replace Fluorescents with LED Lights
2. Install Photo Sensors on Outdoor lighting
3. Install Centrifuge to Reduce Moisture in the Sludge
4. Recycle Water during the Wash-Down Process
5. Replace Drive Belts on Motors with Energy Efficient Cog Belts

The total annual savings for the recommendations made in this report are \$76,053 of the estimated total annual utilities bills of \$356,942, or about 21 percent in savings.

## **2017 WATER RATE STUDY**

Between 2017 and 2022, an engineering consultant conducted a study to establish periodic increases to the City of Nixa's water rate structure. It was recommended that the City of Nixa increase the base water rate for residential and commercial users. To fulfill this increase, the plan identifies when capital improvements can be undertaken within the incremental years. The recommendations contained in the Study are based on the evaluation of known and anticipated water supply, storage and distribution requirements which are foreseen.

# APPENDIX D

## Economic and Market Analysis

*This appendix outlines market strategies and opportunities for the future of Nixa, providing an objective review of market conditions within the City and recommendations for improvements and future uses.*

Please note this report does not represent the recommendations of the Nixa 2045 Comprehensive Plan, but was used in the formulation of the final Plan recommendations as it provides objective, market-based information.

## SUMMARY OF MAJOR FINDINGS

Olsson has been retained to prepare a Comprehensive Plan for the City of Nixa, Missouri. As a sub-consultant to Olsson, Canyon Research Southwest has prepared an *Economic and Market Analysis* that evaluates demographic, economic, and real estate market trends impacting land use and development patterns in Nixa, Missouri. The study findings and recommendations are summarized in the text to follow.

### **Economic and Demographic Trends**

The City of Nixa supports total employment of 6,267 jobs, but the economy lacks diversity with the services and retail trade sectors accounting for over 68 percent of all jobs. The top 10 employers in Nixa include the Nixa School District (824 employees), Wal-Mart (439 employees), City of Nixa (152 employees), and Diversified Plastic (150 employees).

Since 1990, Nixa's population has exploded, adding 20,048 residents, and reaching a population of 24,755 by 2022. Population growth was the strongest during the decades of the 2000's and 2010's.

Nixa's population and job growth has generated accelerated residential and commercial construction activity. Over the past decade, the City of Nixa has issued 1,889 residential building permits valued at \$430 million and 94 new commercial building permits valued at \$129 million. The peak years for both residential and commercial construction were from 2018 through 2022.

When compared to that of the State of Missouri and Christian County, Nixa's household composition possesses **above average** rates for families, married couples, and married couples with children and **below average** householders living alone, senior households ages 65 years and over, and senior households living alone.

Nixa's household composition suggests a strong need for single-family housing and such retail goods and services as groceries, clothing and accessories, sporting goods, consumer electronics, toys, home furnishings, furniture, hardware, daycare, financial services, dentists, and general practitioners.

Children ages 0 to 14 years and empty nesters 45 to 64 years comprise the largest age groups in Nixa with 22.5 percent and 21.8 percent of the total population, respectively. Nixa possesses above average rates of children (0-14 years), family/working adults ages 35 to 44 years (14.7%), and elderly ages 65+ years (16.9%). Nixa's adolescents ages 15 to 24 years (11.8%), young adults ages 25 to 34 years (12.7%), and empty nester population ages 45 to 64 years all lag the statewide rates.

When compared to statewide averages, the City of Nixa population is much more educated with 47.5 percent of the population attaining a graduate/professional, bachelor's, or associate degree compared to 38.3 percent statewide. Conversely, 31.1 percent of Nixa residents attained a high school diploma or less compared to 39.2 percent of the statewide population.

Nixa's above average educational attainment levels suggests the potential to support higher income levels, retail expenditures, housing values and rents, and the need for commercial space. The higher education levels also support professional positions and the need for office space.

Nixa's median household income of \$73,745 compares to \$64,811 for Missouri, supporting a below average rate of households earning less than \$25,000 and above average rate of high-income households earning \$100,000 or more.

Nixa's household income levels provide the opportunity to capture above average retail sales and rents, housing values, and residential rents.

By 2045, the City of Nixa is forecast to add 1,155 to 1,409 jobs and 9,093 to 11,066 new residents. The job and population growth will generate the need for new housing, retail goods and services, eating and drinking establishments, and commercial and industrial space.

## **Real Estate Market Trends**

The study evaluated Nixa's retail, office, industrial, and housing markets. The text to follow summarizes the major study findings.

### **Retail Market Overview**

Nixa supports a total inventory of 1,172,675 square feet of retail space. Nixa's principal retail corridors include Mount Vernon Street and U.S. Highway 160/Massey Boulevard. Downtown serves as a specialty retail destination.

A constraint in attracting retailers to Nixa is the small daytime population due to the city's status as a bedroom community whereby roughly 80 percent of residents commute outside of the city for work. Another constraint is the absence of a major highway corridor capable of attracting big-box retailers. Nixa must compete with the neighboring city of Ozark which benefits from the presence of U.S. Highway 65 and convenient access to Springfield.

Since 2010, 87,793 square feet of retail space has been constructed in Nixa, with net space absorption totaling 173,943 square feet of building area. Since 2013, the Nixa retail market has operated at vacancies well above market equilibrium. By the fourth quarter 2023, the overall vacancy rate stood at 2.2 percent with just 25,879 square feet of vacant space available for immediate occupancy. The modest inventory of vacant retail space places a constraint on the ability to attract and accommodate businesses seeking a location.

Sixteen retail properties totaling 268,929 square feet of space are located within Mount Vernon Street corridor operating at 98.5 percent occupancy. Major retailers operating along Mount Vernon Street include Auto Zone, O'Reilly Auto Parts, Nixa Hardware, CVS Pharmacy, and Family Pharmacy.

Twenty-eight retail properties totaling 545,536 square feet of space are located within the Highway 160/Massey Boulevard corridor operating at an occupancy rate of 97.7 percent. Principal concentrations of existing retail space along Massey Boulevard exist at the signalized intersections at Mount Vernon Street, Northview Road, and Aldersgate Road. Major retailers operating along Massey Boulevard include Walmart Supercenter, Meek's Lumber, Walgreens, Tractor Supply, Sherwin-Williams Paints, Aldi, and Price Cutter

Nixa's pull factor of 0.87 indicates the City is experiencing retail leakage capturing retail sales at a rate 87 percent of the statewide average.

Through 2045, the City of Nixa is estimated to support the need for 569,000 to 675,000 square feet of new retail space, absorbing an estimated 57 to 65 acres of commercial land under the conservative scenario and 67 acres to 78 acres under the optimistic scenario.

## **Office Market Overview**

Office-related employment in the management and administrative, legal services, information, and finance, insurance, and real estate sectors account for 9.4 percent of Nixa's total employment, compared to 21.4 percent of employment in Missouri.

Nixa maintains a total inventory of 210,890 square feet of space professional and medical office space. The principal concentrations of office buildings in Nixa are located within the Mount Vernon Street, Main Street, and Massey Boulevard corridors.

Since 2010, no office buildings have been constructed in Nixa with net absorption totaling 15,652 square feet. Office space absorption peaked from 2013 to 2016 with the occupancy of 26,029 square feet of space. Since the start of the COVID-19 pandemic in 2020, positive office space absorption of 6,464 square feet of office space was reported.

Office vacancies in Nixa have remained well below market equilibrium since 2018 and by the fourth quarter 2023 stood at 1.4 percent with just 2,920 square feet of vacant space. The modest inventory of vacant office space available for immediate occupancy serves as a barrier to accommodating the expansion of existing tenants or attracting new businesses to Nixa.

From 2024 through 2045, the City of Nixa is estimated to support the need for approximately 142,000 to 185,000 square feet of professional and medical office space, absorbing an estimated 10.8 to 13.0 acres of commercial land under the conservative scenario and 14.1 acres to 16.9 acres under the optimistic scenario.

## **Industrial Market Overview**

Industrial-related employment in the City of Nixa totals 925 jobs in the manufacturing, wholesale trade, transportation and warehousing, and utilities sectors, or 14.8 percent of total employment. By comparison, industrial-related jobs account for 29.0 percent of employment in Missouri.

Costar identified 132 existing industrial buildings in Nixa totaling 1.6 million square feet of space concentrated in the U.S. Highway 160/Massey Boulevard corridor with principal concentrations including: 1) southwest of Massey Boulevard and State Highway CC, 2) Kathryn Street west of Massey Boulevard, and 3) Tracker Road east of Massey Boulevard.

Since 2010, three industrial buildings totaling 26,446 square feet of space have been constructed in Nixa and net space absorption totaled 217,836 square feet. Industrial space absorption peaked in 2011 and 2012 with 165,093 square feet of net occupied space. Since 2017 just 14,790 square feet of industrial space has been absorbed in Nixa.

The overall industrial vacancy rate for the Nixa, Missouri market peaked at 16.1 percent in 2011 and gradually improved to a low of 0.4 percent in both 2020 and 2021. Since 2018, the Nixa industrial market has operated at vacancies well below market equilibrium. From 2013 through 2023, the Nixa industrial market operated at a below market equilibrium vacancy rate.

By the fourth quarter 2023, the Nixa industrial inventory was operating at a vacancy rate of 1.5 percent. With just 23,860 square feet of vacant industrial space available for immediate occupancy is a barrier to accommodating expansion of existing industrial businesses and attracting prospective new businesses to Nixa. The market has reacted to the lack of available industrial space with an 18,000 square foot warehouse building now under construction.

From 2024 through 2045, industrial job growth in Nixa is projected to support the need for 306,000 to 460,000 square feet of industrial space, resulting in the absorption of an estimated 17.5 acres to 20.1 acres of industrial land under the conservative scenario and 26.4 acres to 30.1 acres under the optimistic scenario.

## **Residential Housing Market Overview**

Over the past 40 years Nixa's housing stock has increased steadily. The 1980 Census reported the Nixa housing stock at 1,008 dwelling units. By the 2010 Census, Nixa's housing stock increased to 7,871 dwelling units. Housing stock increased by 3,014 dwelling units during the 1990's and 2,909 dwelling units during the 2000's. From 2010 through 2020, the city's housing stock increased by 19.0 percent, or 1,493 dwelling units. By 2020, Nixa's housing stock totaled 9,364 dwelling units.

From 2003 through October 2023, the City of Nixa issued building permits for the construction of 3,966 new single-family housing units.

Nixa's housing stock mix is influenced by its suburban character whereby the demand for single-family housing exceeds that for attached rental housing. Detached single-family housing accounts for 71.2 percent of the housing stock in Nixa compared to the statewide rate of 70.5 percent.

Multi-family housing accounts for 14.7 percent of Nixa's housing stock compared to 20.2 percent for Missouri. Large-scale properties in Nixa with 20 or more dwelling units account for just 3.4 percent of the housing stock, compared to 5.2 percent statewide. Duplexes account for 3.4 percent of the Nixa housing stock which mirrors the statewide rate. Properties with 3 to 9 housing units account for 6.0 percent of Nixa's housing stock, compared to 8.3 percent statewide.

During 2022, owner-occupied housing accounted for 70.6 percent of the entire occupied housing stock with renter-occupied accounting for 29.4 percent. By comparison, during 2022 the Missouri housing stock was reported at 67.6 percent for owner-occupied housing units and 32.4 percent with renter-occupied housing units.

Detached single-family homes accounted for 96.6 percent of all occupied owner-occupied housing units. Renters are much less likely to occupy detached single-family homes accounting for 41.9 percent of all occupied rental units.

From 2000 to 2022, housing occupancy rates for Nixa significantly outpaced the statewide average. During 2000, Nixa's housing occupancy rate of 94.2 percent compared favorably against that of 89.8 percent for Missouri. By 2022, Nixa's housing occupancy rate of 98.6 percent exceeded the statewide average of 89.2 percent.

During 2012 the median housing value in Nixa of \$135,200 lagged the statewide median of \$138,400. Stemming from the national housing bust, the median housing value for both Nixa and the State of Missouri declined steadily from 2010 through 2014. From 2015 to 2021, the median housing value in Nixa rose 47.4 percent while Missouri housing reported value appreciation of 24.1 percent. By 2019, Nixa's median housing value of \$160,600 exceeded the statewide value of \$157,200. During 2022, the median home value in Nixa increased by 23.1 percent to \$235,100, exceeding the statewide value of \$221,200.

For 2022, a reported 12.9 percent of the owner-occupied housing stock in Nixa was valued under \$100,000, compared to 17.1 percent statewide. Housing valued at \$100,000 to \$199,999 accounts for 45.9 percent of Nixa's housing stock, compared to 27.7 percent statewide. This price range caters to first time homebuyers.

Move-up housing in Nixa valued at \$200,000 to \$299,999 accounts for 30.8 percent of the housing stock compared to 24.0 percent statewide. This price range represents Nixa's largest market segment. Housing priced at \$300,000 or more accounts for 10.5 percent of Nixa's housing stock, compared to 31.4 percent statewide.

Multi-family structures account for 14.7 percent of Nixa's housing stock, or 1,312 dwelling units were in multi-unit structures. By comparison, multi-family housing accounts for 20.2 percent of the statewide housing stock.

Large-scale properties with 20 or more dwelling units account for just 3.4 percent of Nixa's housing stock, compared to 5.2 percent statewide. Duplexes account for 3.4 percent of the Nixa housing stock compared to 3.3 percent statewide. Properties with 3 to 9 housing units account for 6.0 percent of Nixa's housing stock, compared to 8.3 percent statewide.

From 2016 through 2019, the Nixa rental housing market operated at a vacancy rate well above market equilibrium and the statewide average, with annualized rates peaking at 11.4 percent in 2018 before gradually improving to 1.9 percent by 2021, compared to 5.5 percent statewide. By 2022, Nixa's rental housing vacancy rate rose to 5.1 percent compared to 5.2 percent for Missouri.

Since 2015, Nixa's median monthly housing rent has exceeded the statewide median. From 2015 through 2021, Nixa's median monthly housing rent increased 12.8 percent, reaching \$893 by 2021. Missouri's median rent in 2021 of \$886 per month was 0.8 percent below the median for Nixa.

Nineteen large-scale apartment properties in Nixa total 1,361 dwelling units. Fourteen apartment properties totaling 993 dwelling units are market-rate and five income-based properties totaling 368 dwelling units, including 264 family units and 104 senior housing units.

From 2018 to 2023, the apartment properties operated at a health vacancy rate well below market equilibrium. By year-end 2023, just 15 vacant apartments were available for lease yielding a vacancy rate of 1.2 percent. During 2023, 96 apartment units came online with net absorption of 51 dwelling units, pushing the overall vacancy rate to 5.2 percent. This spike in the vacancy rate is temporary and will improve as the new property achieves lease-up.

Since 2010, the average rent for large-scale apartment properties in Nixa increased by 32.3 percent, reaching \$1,037 per month by the fourth quarter 2023.

From 2024 through 2045, the City of Nixa's forecast population growth and latent housing need is anticipated to create the need for an estimated 4,026 to 4,830 new housing units. By housing type, Nixa's forecast housing need equates to 2,818 to 3,381 single-family detached and attached housing units, 402 to 483 housing units in 2- to 9-unit structures, and 805 to 966 housing units in structures with ten or more dwelling units.



## **Study Conclusions and Recommendations**

The *Economic and Market Analysis* evaluated the ability of the Nixa Planning Area (“Planning Area”) to accommodate development of a variety of retail, office, industrial, and residential uses. Study conclusions and recommendations include the following:

1. Quantify supportable long-term demand for new commercial and industrial space as well as residential housing units.
2. Identify feasible land use mix, location, and development formats.

## **Forecast Real Estate Demand**

From 2024 through 2045 the City of Nixa is estimated to support the need for 569,000 to 675,000 square feet of new retail space, 142,000 to 185,000 square feet of professional and medical office space, and 306,000 to 460,000 square feet of industrial space.

Through 2045, Nixa’s new housing need is forecast at 2,818 to 3,381 single-family detached and attached housing units, 402 to 483 housing units in 2- to 9-unit structures, and 805 to 966 housing units in structures with ten or more dwelling units.

The forecast real estate needs through 2045 for Nixa would require an estimated 857 to 983 acres of land under the conservative scenario and 1,035 to 1,188 acres of land under the optimistic scenario.

### **Forecast Real Estate Need Nixa, Missouri, 2024 – 2045**

Land Use	Forecast Demand		Land Acres	
	Low	High	Low	High
Retail	569,000 SF	675,000 SF	57 - 65	67 - 78
Office	142,000 SF	185,000 SF	11 - 13	14 - 17
Industrial	306,000 SF	460,000 SF	18 - 20	26 - 30
Residential	4,026 DUs	4,830 DUs	771 - 885	928 – 1,063
<b>Totals</b>			<b>857 - 983</b>	<b>1,035 – 1,188</b>

## **Land Use Patterns and Development Opportunities**

Based on the study findings and future demand projections, future development opportunities in Nixa, Missouri for retail, office, industrial, and housing have been identified.

Given the City of Nixa’s infrastructure, topography, highway access, and existing land use patterns, over the next twenty years urban expansion will favor the northeast, south and west quadrants of the city. U.S. Highway 160/Massey Boulevard will remain as Nixa’s dominant corridor for commercial and industrial activity. The City’s

northeast quadrant will remain the leading location for upscale housing given the favorable topography, availability of land and infrastructure, and convenient access to employment centers in Springfield. Development constraints hindering future development activity include high land values, presence of sink holes, availability of infrastructure, and legacy landowners not interested in selling or developing their landholdings.

U.S. Highway 160/Massey Boulevard will continue to serve as Nixa's dominant retail growth corridor. Infill sites remain available within the corridor. Potential future retail development sites in Nixa include:

1. Northeast and southeast corner of Main Street and State Highway CC
2. North side of State Highway CC between Monet Road and Carnegie Road
3. Southeast and southwest corners of Old Castle Road and State Highway CC
4. Approximately 40 acres at southwest corner of U.S. Highway 160 and Tracker Road (has sink holes)
5. Old Wilderness Road south of Northview Road
6. Vacant land at the southwest corner of Mount Vernon Street and Gregg Road
7. East side of Nicholas Road south of Mount Vernon Street
8. Southeast corner of Mount Vernon Road and Hazel Run Road
9. Vacant land along U.S. Highway 160 south of Norton Road
10. Mount Vernon Road at Ridgecrest Avenue
11. Redevelopment sites along Mount Vernon
12. Main Street in downtown Nixa
13. Nichols Road and Mount Vernon Street
14. Nichols Road and Tracker Road
15. Northwest corner of U.S. Highway 160 and Tracker Road
16. Intersection of Gregg Road and Rosedale Road

Mount Vernon Street serves as Nixa's secondary retail location with the intersection at U.S. Highway 160/Massey Boulevard representing the city's "Main-and-Main" location. Street improvements have recently been completed to the east end of Mount Vernon Street which provides the opportunity for redevelopment within the corridor. Land at the intersection of Mount Vernon Street and Ridgecrest Avenue possesses the necessary infrastructure to accommodate commercial development.

Nixa's downtown core lacks critical mass of space, an identifiable market niche and identity, and a catalyst project/business. While the recent opening of 14 Mill Market has provided dining options and meeting space, additional infill development with a mix of uses is needed to create a vibrant urban core. Like many downtowns, adequate and convenient parking is an issue. What is needed to simulate redevelopment of downtown is a mixed-use project that would require property assemblage. Potential locations for such a development include the northwest, northeast, and southeast corners of Mount Vernon and Main Streets.

To promote revitalization of downtown Nixa the planning boundaries should be expanded to include Park Street to the north, South Street to the south, Market Street to the east, and Delaware Street to the west. A zoning overlay district should also be created that provides the guidelines, regulations, and standards needed to accommodate both development and redevelopment. A mix of single-family and multi-family housing is needed at the periphery of the downtown planning area to promote a vibrant urban environment and provide a potential market for downtown businesses. Potential housing formats include upper floor apartments as part of mixed-use development and infill single-family and small-scale multi-family housing on vacant land and under-utilized properties. Public funding in the form of Tax Increment Financing ("TIF"), Community Improvement District ("CID"), or Transportation Development District ("TDD") should be made available to assist downtown property owners to invest in their properties.

Generating employment opportunities should be a priority of the Nixa Comprehensive Plan as jobs support population growth and economic development. The two principal industrial locations include the industrial park along Kathryn Street west of U.S. Highway 160 as well as the northeast and southeast corners of U.S. Highway 160 and Tracker Road. The approximately 40 acres at the southwest corner of U.S. Highway 160 and Tracker Road is also a potential industrial park development site, though sink holes are present on the property.

The industrial park located along Kathryn Street west of U.S. Highway 160 has achieved build-out with no sites remaining for development. Therefore, it is recommended that adjacent land be designated for future industrial park use. The two most viable properties include: 1) the approximately 80 acres on the north side of Northview Road between Gregg Road and Foxwood Drive and 2) the approximately 80 acres immediately west of the existing industrial park between Gregg Road and Nicholas Road.

Very little industrial land remains available for development at the northeast and southeast corners of U.S. Highway 160 and Tracker Road. Potential expansion sites include the land at the southeast corner of Cedar Street and U.S. Highway 160 and north of the northwest corner of U.S. Highway 160 and Tracker Road.

Continued population growth will fuel the need for additional professional office space in Nixa. The north and northeast portions of Nixa support high-end single-family housing occupied by high-income households. Therefore, office development within the north and northeast portions of Nixa is appropriate. State Highway CC connects Nixa with the neighboring city of Ozark as well as provides a direct connection to U.S. Highway 65 and the southeast portion of Springfield. These market dynamics and favorable site characteristics create the opportunity to designate the State Highway CC as professional office corridor. Additional potential office development sites include: 1) Main Street in downtown Nixa, 2) the northeast corner of Wasson Drive and McCroskey Street, and 3) Old Wilderness Road south of Northview Road.

Given Nixa's smalltown character, high quality of life, top-rated school system, and convenient access to jobs in Springfield, Nixa is expected to continue to attract families generating the demand for for-sale, single-family housing. Also, the COVID-19 pandemic accelerated the trend for working remotely. Nixa is ideally suited to capitalize on this trend by providing a desirable quality of life for a growing workforce that can now decide where to live separately from where the job originates.

Nixa's northeast quadrant will remain the leading location for upscale single-family housing. As developable land becomes increasingly scarce the southern and western portions of the city will experience mounting development pressures for new home construction. Continued new single-family housing construction should be supported at the periphery of the city that is currently serviced with roads utilities and where existing single-family subdivisions are present.

To foster future economic development and population growth in Nixa a wider mix of both owner-occupied and rental housing products is needed suitable for accommodating a broad population and labor force. This could be accomplished through renovation of the existing older housing stock, new small-scale infill housing, and development of greenfield parcels at the periphery of the city with street access and utility services at or near the property. A more diversified housing stock can be achieved by focusing on providing for-sale and rental infill housing, entry-level and move-up for-sale housing, and market-rate rental housing.

Entry-level, for-sale housing and market-rate apartments are needed to support a workforce for such business sectors as manufacturing, logistics, retail, and personal services. Upscale for-sale housing is needed to retain and attract upper management, entrepreneurs, physicians, and other high-income households.

Challenges of providing affordable for-sale housing in Nixa include the high cost of land, infrastructure, and vertical construction. These factors make it difficult for builders to provide entry-level housing priced under \$300,000. Infill housing offers the opportunity to create affordable for-sale housing in Nixa. Potential infill housing types include detached single-family homes, attached twin homes, townhomes, and small multi-family properties. A variety of economic incentives could be offered to support new infill housing. Examples include tax abatement, public financing such as tax increment financing, waiving permit and utility connection fees, city-sponsored land banking, and public-private partnerships to assist in infrastructure improvements.

According to the U.S. Census, 19.1 percent of Nixa households have annual income of less than \$35,000, generating a strong need for both market-rate and income-based rental housing as these households are generally chronic renters. Increased emphasis is needed to provide additional market-rate and income-based rental housing. Doing so will support a labor force needed to facilitate economic development.

Multi-family residential development sites are best located along major arterial corridors, within employment and retail hubs, and infill locations within mature neighborhoods. Prospective multi-family residential development sites in Nixa include:

1. Intersection of Main Street and Tracker Road
2. Southwest corner of Northview Road and Gregg Road
3. Small-scale multi-family development is best suited on infill sites in the older, mature neighborhoods surrounding downtown Nixa and along north Main Street.

**ECONOMIC AND MARKET ANALYSIS  
CITY OF NIXA COMPREHENSIVE PLAN  
NIXA, MISSOURI**

March 2024

# INTRODUCTION

As a sub-consultant, Olsson has retained Canyon Research Southwest, Inc. to assist in the preparation of the City of Nixa, Missouri Comprehensive Plan (“Planning Area”). The sub-consultant agreement calls for the following scope or work.

1. An economic and market analysis that evaluates the potential for the City of Nixa to support future development of a variety of land uses and housing types.
2. Identify and analyze Nixa’s existing residential, commercial, office, and industrial market conditions.
3. Forecast Nixa’s future need for housing units and commercial/industrial space.
4. Land use recommendations resulting from the findings of economic and market analysis, stakeholder interviews, and visioning and planning workshop.

## **Study Objective and Scope of Work**

The *Economic and Market Analysis* evaluates the historic, current, and future economic, demographic, and real estate market forces that influence the future urban growth patterns for the City of Nixa (“Planning Area”). In doing to the report consists of two sections, including: 1) Demographic and Economic Analysis and 2) Market Analysis.

The *Economic and Demographic Analysis* section of the study identifies the economic trends and demographic characteristics that impact the Planning Area’s future need for commercial and industrial space as well as residential housing units. Economic forces and demographic characteristics evaluated include employment growth and composition, population growth, household composition, age distribution, household income, and educational attainment. Opportunities and constraints in the City’s ability to attract continued economic and population growth are identified.

The *Market Analysis* portion of the study evaluates competitive retail, employment, and residential market trends impacting the Planning Area. The market trends for each prospective land use were evaluated by quantifying such market forces as the inventory of housing units and commercial/industrial space, historical construction activity, and recent development patterns. Potential development sites within the Planning Area were evaluated to identify future locations for the development retail, office, industrial, and residential land uses.

Commercial corridors and districts were evaluated for the ability to compete in the future with emerging business locations and potential to adapt and support redevelopment and repositioning to remain viable and relevant. Newer greenfield development locations were evaluated to determine the ability to support the needs of emerging economy and define market positioning.

The Planning Area’s housing market was researched for affordability, attainability, how to appropriately blend multiple formats, and how to balance new development with existing housing stock. The study’s housing component takes a long-term and sustainable approach to understand and identify marketplace gaps and where existing stock satisfies need.

Based on the study findings, the Planning Area’s long-term demand projections were prepared quantifying the need for additional commercial and industrial space as well as residential housing units and land absorption estimates. Based on the results of the long-term need projections future land use patterns and development opportunities are identified.

## **Planning Area Defined**

The City of Nixa (the “Planning Area”) is in southwest Missouri within Christian County and the Springfield MSA. The City of Nixa map on page 3 depicts the Planning Area boundaries. City of Nixa, Christian County, and State of Missouri demographic characteristics as provided by Esri Business Analyst are summarized in the table on page 4.

As of the 2020 Census, Nixa’s population was 23,257 residents and was the second largest city in the Springfield metropolitan statistical area.

The area was first settled by farmers who located their farms along the wooded streams near present-day Nixa. The area became a crossroads, as it was a half-day ride with a team of horses from Springfield. The Teamsters found it a convenient stopover site when hauling freight between Springfield and Arkansas. In 1873, the pioneer Albert Stiffler built the first residence in the unnamed village. In 1878 a post office was established in the Faught Store. Henry W. Stewart was appointed as the first postmaster of the Post Office which was called Faught after the store.

In 1881, citizens decided to come up with a name for their growing village and its post office. They named it Nixa after the elderly blacksmith in the community, Nicholas A. Inman. “Nick’s” was spelled “NIX” and his middle initial “A” was added to create NIXA. The post office also adopted the name Nixa. It is the only city in the world with this unique name.

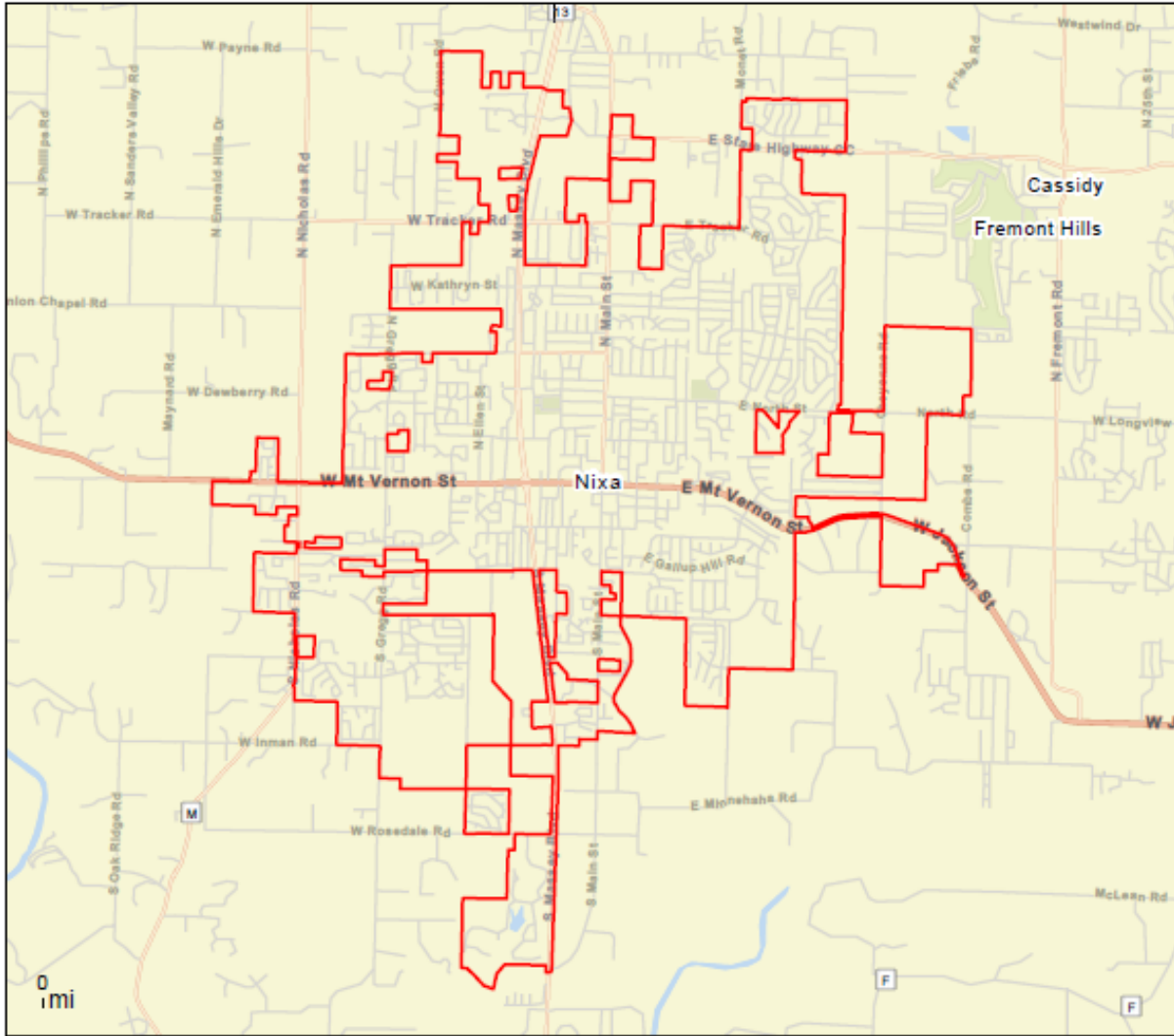
The village incorporated on June 10, 1902. Nixa was organized as a village with a board of trustees and with James Bolton Rice as its first president of the board.

In 1889, Mr. & Mrs. Henry Stewart, Mr. & Mrs. Albert Stiffler, and Mr. & Mrs. John Aven filed a surveyed plat for NIXA centered on the crossroads of the Mt. Vernon Road which ran east and west (and from Ozark to Mt. Vernon) and a Main Street that ran north and south.

By 1910, the U.S. Census revealed Nixa’s population at 276 residents. By 1920, the city’s population grew to 370 residents. The Census reported Nixa’s population at 1,636 residents in 1970 and 2,662 residents by 1980. Nixa’s population increased to 23,257 residents in the 2020 Census.

In 1968, the new Highway 160 is completed and bypasses downtown Nixa, replacing Main Street as the primary north-south road through Nixa.

## City of Nixa, Missouri Boundaries





## City of Nixa, Christian County, and Missouri Demographic Trends

Demographic Characteristic	City of Nixa	Christian County	State of Missouri
<b>Population</b>			
2000 Census	12,124	54,285	5,595,211
2010 Census	19,022	77,422	5,988,927
2020 Census	23,257	88,842	6,154,913
2028 Forecast	24,682	96,899	6,407,412
<b>Households by Type (2022)</b>			
Total Households	8,355	35,652	2,521,832
Family Households	74.9%	70.7%	62.2%
Married Couple Family	60.1%	54.9%	46.2%
With Own Children	30.1%	22.7%	16.8%
Households with One or More People 65+ Years	26.5%	32.5%	31.4%
Householder Living Alone	13.3%	13.4%	16.9%
All Households with Children	40.8%	34.5%	28.0%
<b>Distribution of Population by Age (2023)</b>	<b>24,074</b>	<b>93,043</b>	<b>6,177,957</b>
0-14 Years	22.5%	21.7%	19.6%
15-24 Years	11.8%	11.9%	14.0%
25-34 Years	12.7%	11.9%	12.9%
35-44 Years	14.4%	13.5%	12.5%
45-64 Years	21.8%	24.6%	26.9%
65+ Years	16.9%	16.5%	14.0%
<b>Distribution in Household Income (2023)</b>	<b>9,317</b>	<b>35,098</b>	<b>2,521,832</b>
Less than \$15,000	6.8%	6.3%	10.1%
\$15,000 - \$24,999	6.1%	5.2%	7.7%
\$25,000 - \$34,999	6.2%	6.7%	8.5%
\$35,000 - \$49,999	10.6%	11.2%	12.3%
\$50,000 - \$74,999	21.1%	20.1%	17.9%
\$75,000 - \$99,999	18.5%	19.7%	13.4%
\$100,000 - \$149,999	15.9%	17.3%	16.2%
\$150,000 - \$199,999	7.8%	10.0%	6.9%
\$200,000+	7.1%	8.7%	7.0%
Median Household Income	\$73,745	\$74,872	\$64,811
<b>Educational Attainment for Residents 25+ Years (2023)</b>			
Total Population 25+	16,053	63,084	4,329,896
Less than 9th Grade	1.6%	1.3%	2.7%
9th - 12th Grade, No Diploma	3.2%	5.1%	6.4%
High School Graduate	23.5%	25.7%	25.6%

GED/Alternative Credential	2.8%	4.2%	4.5%
Some College, No Degree	21.4%	20.1%	22.5%
Associate Degree	11.5%	10.2%	8.3%
Bachelor's Degree	24.7%	21.0%	18.2%
Graduate/Professional Degree	11.3%	12.4%	11.8%

Source: Esri Business Analyst and U.S. Census.

# ECONOMIC AND MARKET ANALYSIS

This section of the report examines the economic and demographic factors impacting real estate development in and surrounding the Nixa, Missouri Planning Area. Quantifying market area economic trends and demographic characteristics will assist in forecasting the future demand/need for commercial and industrial space, and housing units in the Planning Area. Historical and 5-year forecast demographic trends were provided by Esri Business Analyst, a leading international demographic research firm.

## Employment Trends

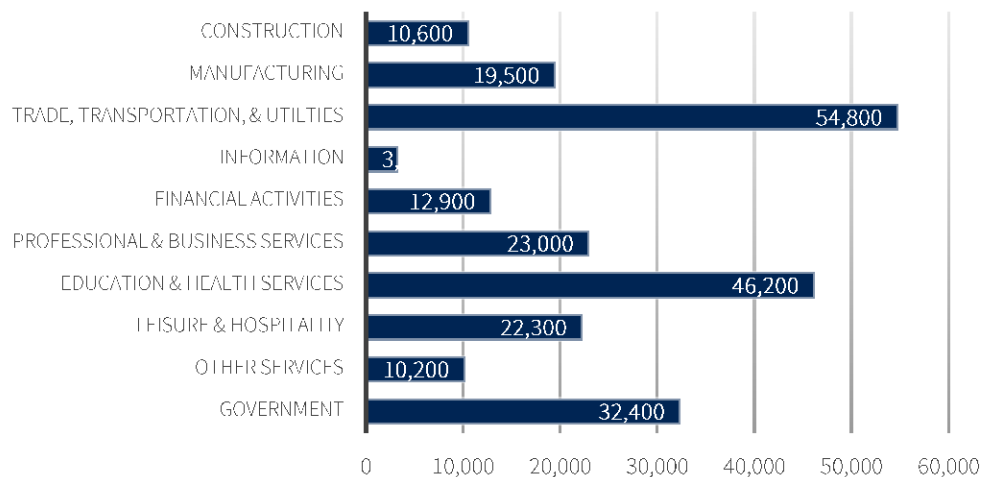
Since gains in employment fuel the growth in population, income, and retail expenditures, job growth is a reliable indicator of general economic conditions and need for housing and commercial and industrial space. Households typically prefer to live near work for convenience. Affordable housing costs, reduced commute times, and higher quality of life can motivate employees to relocate to the community where their job exists.

As of October 2023, leading employment sectors in the Springfield MSA included:

1. Trade, Transportation & Utilities
2. Education & Healthcare Services
3. Government
4. Leisure & Hospitality
5. Professional & Business Services

Compared to statewide averages, according to the U.S. Bureau of Labor Statistics, the Springfield MSA supports a higher rate of trade, transportation & utilities, and healthcare & education employment. Lagging employment sectors include manufacturing, professional and business services, and leisure & hospitality.

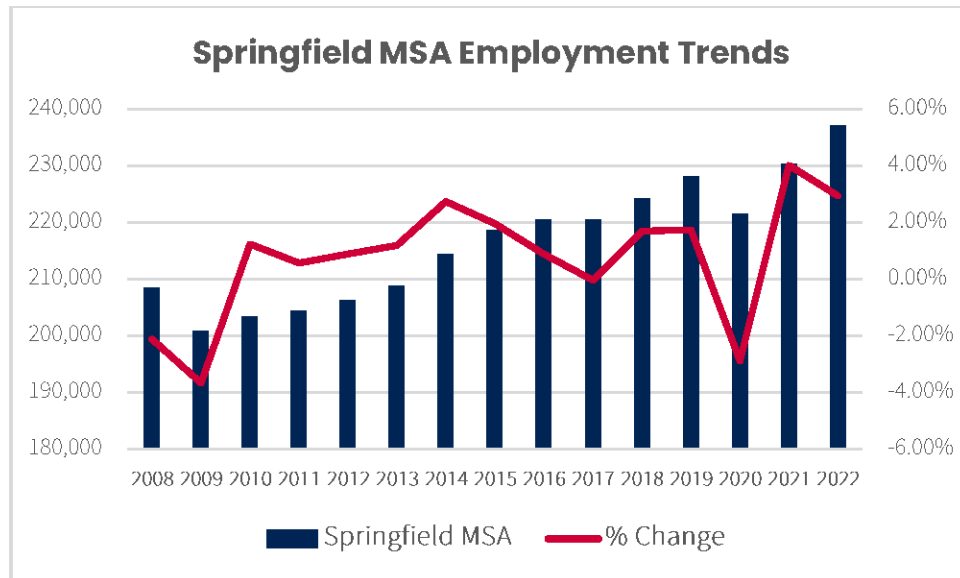
### Springfield MSA Employment by Sector, October 2023



The U.S. Bureau of Labor Statistics reported from 2008 to 2019 the Springfield MSA added 19,513 new jobs, an increase of 9.4 percent. By 2019, total employment reached 228,042 jobs and an unemployment rate of 3.2 percent.

By February 2020, employment in the Springfield MSA totaled 230,109 jobs and an unemployment rate of 3.0 percent. The COVID-19 pandemic resulted in the loss of 29,046 jobs by April 2020, pushing the unemployment rate to 9.9 percent. By year-end 2020, 91.4 percent of the lost jobs, or 26,536 jobs, were returned to the Springfield MSA economy.

By May 2021, total employment in the Springfield MSA exceeded pre-pandemic levels and the unemployment rate recovered to 3.5 percent. Employment growth has continued, adding 8,886 jobs in 2021 and 6,769 jobs in 2022. By August 2023, employment in the Springfield MSA reached 238,400 jobs with an unemployment rate of just 2.3 percent. Annualized employment levels for the Springfield MSA from 2010 through 2022 are depicted in the bar chart below.



The Springfield MSA possesses ample advantages for attracting businesses, jobs, and development activity. The principal economic development benefit assets include a diverse economy with a solid manufacturing and distribution/logistics base; talented and growing labor force; presence of several company headquarters; convenient highway and rail access; availability of shovel-ready building sites and economic incentives; presence of Missouri State University; and low unionization rate. Quality of life advantages include affordable housing costs, quality healthcare system, good schools, ample recreational amenities, and average commute time of 22 minutes.

The Springfield Regional Economic Partnership has identified several target industries where the Springfield area provides a distinct advantage toward or has a high concentration of existing companies within a particular industry. The targeted industries include:

- Distribution and Logistics
- Advanced Manufacturing
- Call Centers and Back Office
- Technology and Innovation
- Corporate Office
- Data Centers

The City of Nixa is in Christian County. According to Esri Business Analyst, employment in the Christian County totals 24,199 jobs. Principal employment sectors in Christian County include services (10,736 jobs); retail trade (6,476 jobs); manufacturing (1,544 jobs); and construction (1,431 jobs).

According to Esri Business Analyst, the City of Nixa supports total employment of 6,267 jobs. Principal employment sectors in Nixa include services (2,406 jobs); retail trade (1,862 jobs); manufacturing (663 jobs); and finance, insurance, and real estate (346 jobs).

### Comparison of Employment by Sector City of Nixa vs. Christian County

Employment Sector	Christian # of Jobs	County % of Total	City of # of Jobs	Nixa % of Total
Agriculture and Mining	407	1.7%	89	1.4%
Construction	1,431	5.9%	273	4.4%
Manufacturing	1,544	6.4%	663	10.6%
Transportation	450	1.9%	156	2.5%
Communication	57	0.2%	18	0.3%
Utilities	173	0.7%	0	0.0%
Wholesale Trade	653	2.7%	139	2.2%
Retail Trade	6,476	26.8%	1,862	29.7%
Finance, Insurance & Real Estate	1,191	4.9%	346	5.5%
Services	10,736	44.4%	2,406	38.4%
Government	1,028	4.2%	304	4.9%
All Other	53	0.2%	11	0.2%
<b>Totals</b>	<b>24,199</b>	<b>100.0%</b>	<b>6,267</b>	<b>100.0%</b>

Source: Esri Business Analyst.

Through 2045, the City of Nixa is estimated to realize job growth at an average annual rate of 1.0 percent to 1.2 percent, yielding a total of 1,534 to 1,881 new jobs. Principal employment sectors anticipated to support the strongest job growth through 2045 include services, retail trade, and finance, insurance, and real estate. Future job growth will generate increased population and the need for additional housing, commercial space, and industrial space.

The top 10 employers in Nixa include the Nixa School District (824 employees), Wal-Mart (439 employees), City of Nixa (152 employees), Diversified Plastic (150 employees), Total Highspeed (80 employees), Alps Pharmacy (80 employees), Nixa Hardware (78 employees), Castlewoods Senior Living (73 employees), Alliance Bus Company (70 employees), Nixa Nursing & Rehab (70 employees), Springfield Marine (68 employees), and Cush Corporation (66 employees). Collectively, Nixa's Top 10 employers generate 2,150 jobs.

## **Nixa Economic Incentive Policy**

The City of Nixa is a community that supports its existing businesses and welcomes new business investment. The business community either through the provision of goods and services or the accommodation of place of employment that contribute towards Nixa's economic stability. Therefore, Nixa recognizes that development incentives can advance these same opportunities while strengthening its quality of life.

The City of Nixa published an Economic Development Incentives Policy Manual that identifies official policies of the City of Nixa when development incentives are requested. The City evaluates each project on its own merits while referring to the General Policies as well as the specific policies of the particular incentive. The City of Nixa has four (4) incentive categories:

**Special Taxing District:** pursuant to State law, the City may establish or approve the establishment of special districts that can impose special assessments and/or taxes to pay for public improvements or to eliminate blight. These districts require the cooperation of most of the property owners within the proposed district boundaries. Typical special taxing districts include Neighborhood Improvement Districts ("NID"), Community Improvement Districts ("CID"), and Transportation Development Districts ("TDD").

**Property Tax Abatement:** Tax abatement is offered through a variety of programs aimed at job creation, private investment, and redevelopment. Typically, the development continues to pay taxes on land and improvements based on their value prior to the new investment. All or a portion of the incremental increase in property taxes is abated for a set period of time. This incentive is sometimes referred to as Chapter 99 (Land Clearance for Redevelopment Authority), Chapter 100 (Industrial Development Bonds), or Chapter 353 (Urban Redevelopment Corporation).

**Tax Increment Financing:** Under this incentive program the development continues to pay all taxes owed and a portion or all the incremental increase in taxes resulting from development are captured and redirected to pay redevelopment project costs. Taxing jurisdictions continue to receive the taxes based on the pre-development value.

**Brownfield Programs:** Assistance is available for environmental assessments and for environmental cleanup.

It is the policy of the City of Nixa to consider the careful use of incentives for projects that demonstrate a substantial and significant public benefit consisting of but not limited to constructing public improvements in support of development that creates new jobs, retains existing employment, eliminates blight, increases property values and tax revenues, contributes towards reducing poverty, stabilizes the economy, upgrades older neighborhoods, and conforms to the City's Comprehensive Plan and Economic Strategic Plan.

## Construction Trends

Historical residential and commercial building permit trends provided by the City of Nixa Building Inspection Department are depicted in the table below. Estimated property values upon completion of construction were estimated by the Christian County Assessor.

In terms of permit volumes, residential construction in Nixa over the past decade peaked from 2017 through 2021 with 1,207 total permits issued valued at over \$283 million. The highest permit activity occurred in 2021 when 277 residential building permits valued at over \$77.5 million were issued by the City. Through October 2023, the City issued building permits for 123 single-family homes, 20 duplex units, and 202 apartment units. The recent upward trend in new residential construction has accommodated accelerated population growth.

New commercial construction activity has responded to Nixa’s continued population growth fueling the increased need for retail and office space. Commercial building permit activity over the past decade peaked from 2018 through 2020 with 42 permits issued valued at over \$40.1 million. During 2022, seven commercial building permits valued at \$19.3 million were issued by the City. Through October 2023, the City issued building permits for ten new commercial buildings.

### City of Nixa Building Permit Trends

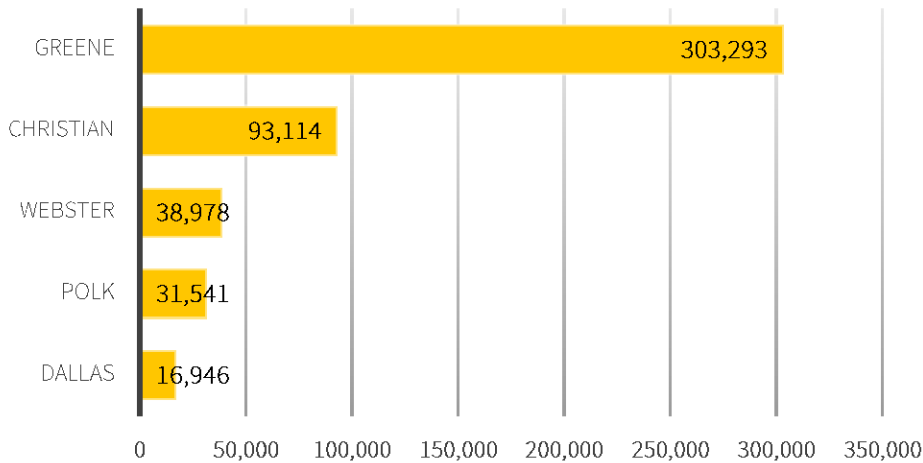
Year	Estimated Actual Value	Residential Permits	Cost of Construction	Commercial Permits	Cost of Construction
2013	\$1,005,724,869	133	\$20,256,716	5	\$4,024,600
2014	\$1,022,235,661	127	\$22,014,389	17	\$12,113,000
2015	\$1,060,833,682	105	\$17,935,210	5	\$4,892,000
2016	\$1,094,552,462	127	\$25,509,400	8	\$47,148,000
2017	\$1,148,131,996	211	\$45,563,615	6	\$465,000
2018	\$1,211,638,469	250	\$60,126,558	18	\$7,185,201
2019	\$1,296,378,210	247	\$50,832,184	10	\$16,035,000
2020	\$1,376,279,679	222	\$49,107,913	14	\$16,881,000
2021	\$1,597,718,162	277	\$77,537,435	4	\$1,190,000
2022	\$1,670,836,332	190	\$60,968,121	7	\$19,300,000

Source: Christian County Assessor and City of Nixa.

## Population Growth Trends

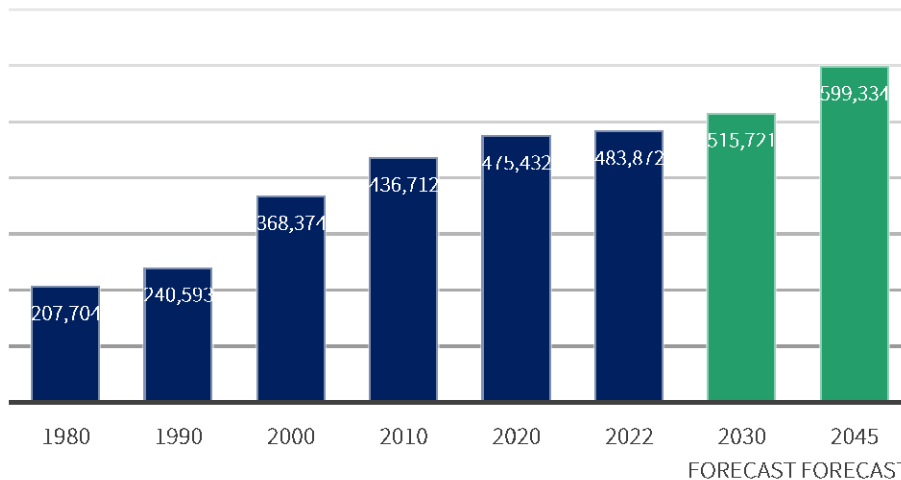
Population growth has a direct impact on the demand for housing and retail space. The City of Nixa is located within the Springfield MSA, defined by the U.S. Census Bureau as the five counties in southwest Missouri consisting of Greene, Christian, Webster, Polk, and Dallas Counties. By 2022, the Springfield MSA supported a total population of 483,872 residents, anchored by the City of Springfield, the state’s third largest city. Greene County supports two-thirds of the Springfield MSA population. Christian County with the growing suburbs of Nixa and Ozark supports the second largest population with 93,114 residents.

### Springfield MSA Population by County



The Springfield MSA has added over 276,000 residents since 1980. By 2022, the population totaled 483,872 residents. Through 2045, the Springfield MSA population is forecast to increase at an average annual rate of 0.8 to 1.0 percent. By 2045, the Springfield MSA population is forecast to increase by 88,735 to 115,462 residents, creating the need for additional housing units and commercial and industrial space.

### Springfield MSA Population Trends

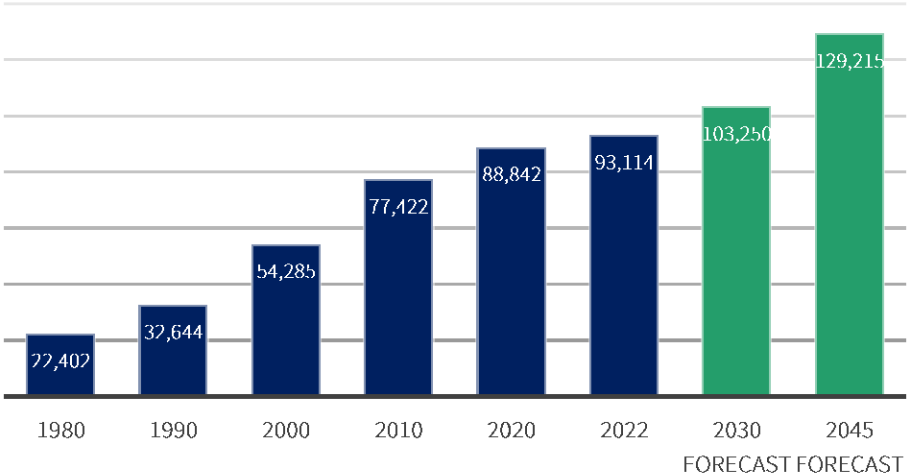




The City of Nixa is located within Christian County. From 1980 to 2022, Christian County added 70,712 residents and now supports a population of 93,114 residents. Population growth was the strongest during the decades of the 2000's and 2010's. By 2045, the Christian County population is forecast to add 30,366 to 36,101 residents.

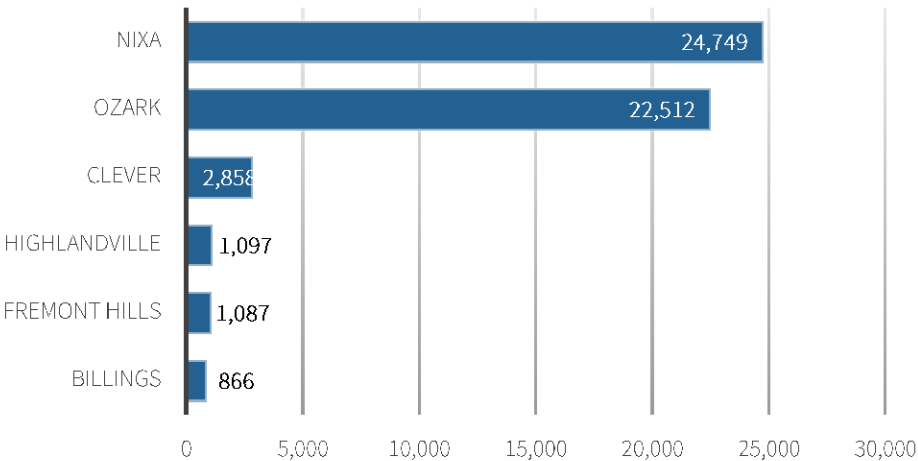
By 2045, the Christian County population is forecast to reach 123,480 to 129,515 residents. Christian County's current population provides the opportunity to support a diverse retail market and continued population growth will generate the need for retail goods and services, commercial space, and new residential housing units.

### Christian County Population Trends



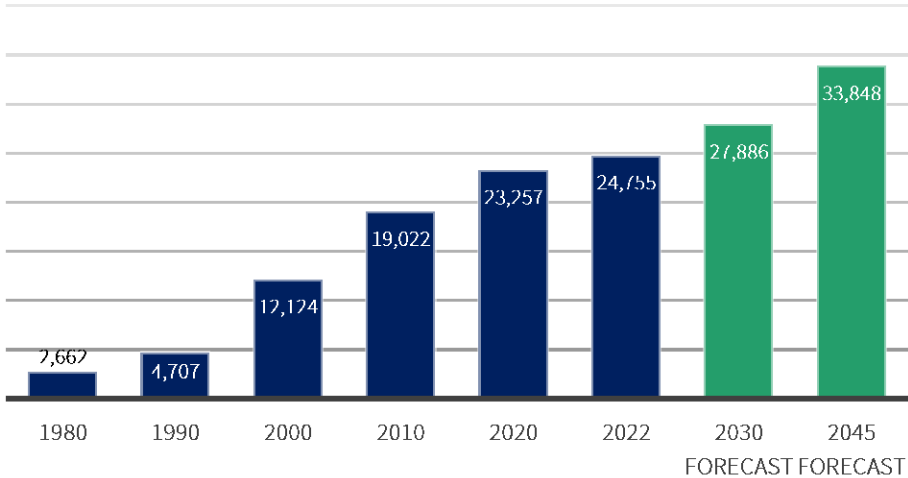
Nixa and Ozark are the largest incorporated cities in Christian County and collectively totaled 47,261 residents in 2022, or over half of the county population.

### Christian County Population by City



Since 1990, Nixa's population has exploded, adding 20,048 residents, and reaching a population of 24,755 by 2022. Population growth was the strongest during the decades of the 2000's and 2010's. By 2045, the City of Nixa is forecast to add 9,093 to 11,066 residents, accounting for 31 percent to 32 percent of the Christian County population growth.

### Nixa, Missouri Population Trends



Over the past several decades continued population growth within the Springfield MSA, Christian County, and the City of Nixa has fueled steady urban growth and the development of housing, commercial, and industrial land uses. Continued population growth over the coming two decades in Nixa will drive further urban expansion and development opportunities.

### Household Composition

Household formation and the mix of household types have a direct impact on the composition of retail sales and housing demand. The table below summarizes households by type for Missouri, Christian County, and City of Nixa.

Nixa’s household composition characteristics support a demographic heavily populated by married couples with children, creating a need for single-family housing and family-related retail expenditures. An estimated 8,355 households reside in Nixa with an average household size of 2.57 persons. Family households accounted for three-quarters of all households with 40.8 percent of all households having children present. Married couple families accounted for 60.1 percent of all households, of which 30.1 percent had related children.

When compared to that of the State of Missouri and Christian County, Nixa’s household composition possesses above average rates for families, married couples, and married couples with children and below average householders living alone, senior households ages 65 years and over, and senior households living alone.

## Nixa, Missouri Households by Type – 2022

Household Type		City of Nixa	Christian County	State of Missouri
Total Households		8,355	35,652	2,521,832
Family Households		74.9%	70.7%	62.2%
Married Couple Households		60.1%	54.9%	46.3%
With Related Children		30.1%	22.7%	16.8%
Householder Living Alone		13.3%	26.1%	30.9%
Householder Living Alone 65+ Years Old		7.5%	11.4%	12.4%
All Households with Children		40.8%	34.5%	28.0%
Households with one or more people 65+		26.5%	32.5%	31.4%
Average Household Size		2.57	2.59	2.38
Average Family Size		3.05	3.14	3.00

Source: U.S. Census Bureau.

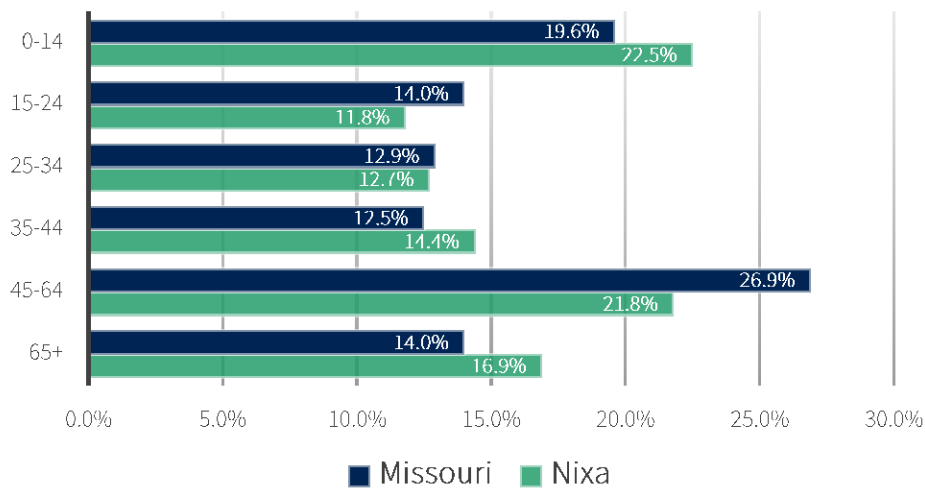
Nixa’s household composition suggests a strong need for single-family housing and such retail goods and services as groceries, clothing and accessories, sporting goods, consumer electronics, toys, home furnishings, furniture, hardware, daycare, financial services, dentists, and general practitioners.

## Population Age Distribution

Demographic characteristics are one of the most key factors influencing the behavior of the consumer towards the acquisition of products, whether in terms of the impact of sex on the purchasing decision or the age of the consumer, the level of education and occupation, or consumer income. Age is a key factor in consumer identity and behavior, since consumption patterns, housing needs, and financial situation change significantly throughout an individual’s lifetime.

The bar chart below provides a comparison of the Nixa and Missouri population by six primary age groups, including children (0-14 years), adolescent (15-24 years), young adults (25 to 34 years), family/working adults (35-44 years); empty nesters (45-64 years) and elderly (65+ years). Each age group possesses distinctively different consumption and housing needs.

## Population by Age Comparison



Children ages 0 to 14 years are not consumers per say, but their presence within a household generates retail expenditures on apparel, accessories, and groceries. Children ages 0 to 14 years comprise Nixa’s largest age group with 22.5 percent of the total population, exceeding the statewide norm of 19.6 percent. Nixa’s large population of children suggests the potential for above average per capita sales on child-related goods and services such as groceries, clothing and accessories, toys, and daycare.

Adolescents ages 15 to 24 support the sales of apparel and accessories, groceries, sporting goods, music, consumer electronics, eating and drinking places, and general merchandise. Adolescents account for 11.8 percent of the Nixa population and 14.0 percent of the Missouri population.

Young adults aged 25 to 34 years are new to the workforce. These tech savvy young adults are heavy consumers of electronics, apparel and accessories, entertainment, and rental housing. Young adults account for 12.7 percent of the Nixa population and will have a growing impact on the local workforce, retail goods and services, and housing market. Young adults account for 12.9 percent of the Missouri population.

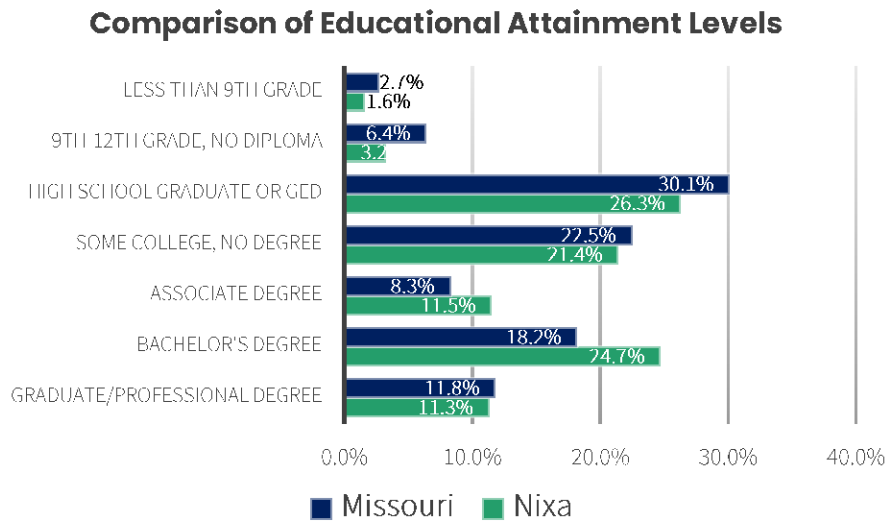
Family/working adults ages 35 to 44 years account for 14.4 percent of the Nixa population, compared to 12.5 percent of the statewide population. These adults are in their child raising and principal consumer years, with expenditures favoring hardware, furniture and home furnishings, consumer electronics, department stores, and eating and drinking places. Nixa’s above average share of family/working adults will have a positive impact on retail sales and the local labor force.

Nixa’s empty nester population ages 45 to 64 years account for 21.8 percent of the total population, which significantly lags the statewide rate of 26.9 percent. The empty nester age group in a suburban city like Nixa are aging in place after raising their family and now provide opportunities for home downsizing, restaurants, entertainment, and travel and will also produce a growing need for healthcare services and continuum care housing facilities.

Residents 65+ years of age account for 16.9 percent of the Nixa population, which is well above the statewide rate of 14.0 percent. Nixa’s senior population poses a growing market for healthcare goods and services, senior housing, and downsized housing. The senior population will over time have an impact on the future availability of housing in Nixa.

## Educational Attainment

Educational attainment levels of a market area’s labor pool are becoming increasingly important in the ability to attract and retain knowledge-based industries as well as the ability to support above average wages. The bar chart below provides a comparison of educational attainment levels between the City of Nixa and State of Missouri as provided by Esri Business Analyst.



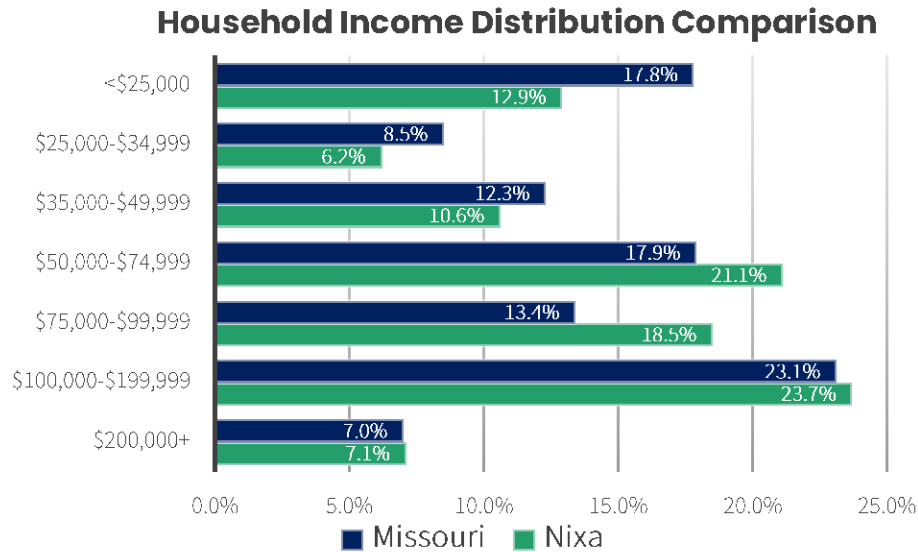
Educational levels have a direct impact on achievable income levels, retail expenditure patterns, housing values, and the need for commercial space. The demand for retail space increases as income and retail sales levels rise. The type of retail space is also impacted as high-income households support increased demand for higher valued goods and services. The need for office space improves at higher educational attainment levels as a larger percentage of residents are more likely to be employed in professional service and medical professions.

When compared to statewide averages, the City of Nixa population is much more educated with 47.5 percent of the population attaining a graduate/professional, bachelor’s, or associate degree compared to 38.3 percent statewide. Conversely, 31.1 percent of Nixa residents attained a high school diploma or less compared to 39.2 percent of the statewide population.

Nixa’s above average educational attainment levels suggests the potential to support higher income levels, retail expenditures, housing values and rents, and the need for commercial space. The higher education levels also support professional positions and the need for office space.

## Household Income Distribution

Household income levels have a direct impact on retail sales volumes, housing needs, for-sale housing values, and residential rents. A comparison of household income distribution for the City of Nixa and State of Missouri is outlined in the bar chart below.



Nixa’s median household income of \$73,745 compares to \$64,811 for Missouri. Nixa’s above average household income levels provides the opportunity to capture above average retail sales and rents, housing values, and residential rents.

A reported 12.9 percent of Nixa households earn less than \$25,000 annually, compared to 17.8 percent statewide, suggesting a below average need for affordable and income-based housing.

An estimated 6.2 percent of Nixa households earn \$25,000 to \$34,999 annually compared to 8.5 percent statewide. These households tend to be perpetual renters with the lowest income households potentially qualifying for some form of housing assistance. The median rent of \$880 per month in Nixa of \$1,247 per month as reported by the U.S. Census requires annual household incomes within the high-end of the \$25,000 to \$34,999 income range. According to Esri Business Analyst, housing valued between \$50,000 and \$99,999 accounts for just 3.2 percent of the total housing stock. Based on standard lending practices, households earning \$25,000 to \$34,999 can qualify for the entry-level, for-sale housing.

The median homeowner cost in Nixa of \$1,247 per month as reported by the U.S. Census requires annual household incomes from \$35,000 to \$49,999. Housing valued between \$100,000 and \$199,999 accounts for 30.4 percent of the Nixa housing stock. Households earning \$35,000 to \$49,999 can qualify for housing priced from \$100,000 to \$199,999. An estimated 10.6 percent of Nixa households earn \$35,000 to \$49,999, compared to 12.3 percent statewide.

Housing valued between \$200,000 and \$399,999 accounts for 52.8 percent of the Nixa housing stock. Households earning \$50,000 to \$99,999 can qualify for-sale housing priced from \$200,000 to \$399,999. An estimated 39.6 percent of Nixa households earn \$50,000 to \$99,999, compared to 31.3 percent statewide.

High-income households with annual incomes of \$100,000 or more account for 39.8 percent of Nixa households compared to 39.1 percent for Missouri. These households represent potential demand for housing priced at more than \$400,000, luxury automobiles, retail goods and services, travel, and entertainment.

## MARKET ANALYSIS

The *Market Analysis* portion of the study evaluated directly competitive retail, office, industrial, and housing market trends impacting Nixa, Missouri. The market trends for each land use were evaluated and the long-term need for additional commercial space, industrial space, and housing units was forecasted to quantify the level of future real estate development in Nixa.

### Retail Market Analysis

The *Retail Market Analysis* portion of the report evaluates directly competitive retail market trends impacting the Planning Area, with the intent of quantifying future demand for commercial space and identifying possible development opportunities.

### West Christian County Retail Market Trends

The Planning Areas in the West Christian County submarket whose boundaries are depicted below.



By the third quarter 2023 the inventory of retail space within the West Christian County submarket totaled 2.07 million square feet. General retail and strip centers maintain an inventory of 1.65 million square feet and 775,287

square feet, respectively. Nixa supports the largest concentration of retail space within West Christian County. There is currently no retail space under construction in West Christian County.

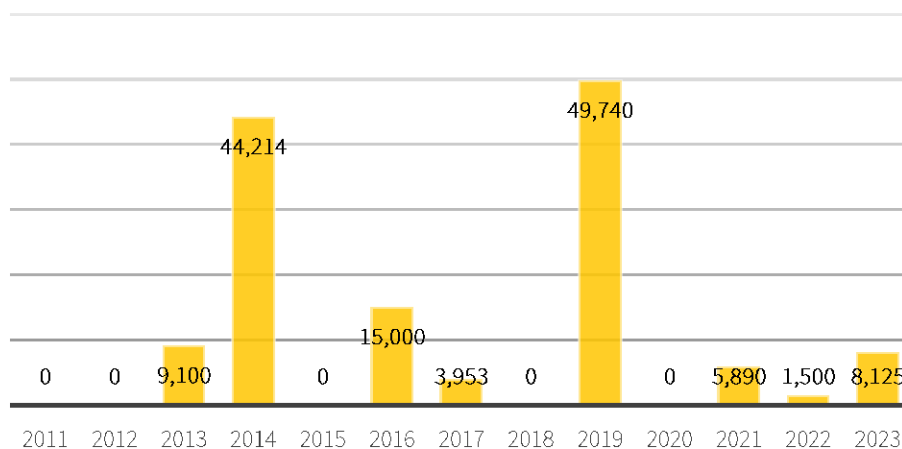
### West Christian County Submarket Retail Market Conditions; 2023 Q4

Product Type	Building Sq. Ft.	Vacancy Rate	Effective Rent	Absorption YTD 2023	Space U/C
Neighborhood Center	144,077	2.5%	\$6.38	0	0
Strip Center	276,282	3.2%	\$11.20	106	0
General Retail	1,649,318	1.0%	\$10.01	16,149	0
<b>Totals</b>	<b>2,069,677</b>	<b>1.4%</b>	<b>\$9.92</b>	<b>16,255</b>	<b>0</b>

Source: CoStar.

Since 2011, a total of 137,522 square feet of retail space has been constructed in the West Christian County submarket. Retail construction peaked in 2014 with a total of 44,214 square feet of new space and again in 2019 when 49,740 square feet was built. During the COVID-19 pandemic in 2020 and 2021 just 5,890 square feet of new retail space was built. One retail project totaling 1,500 square feet was constructed during 2022 with 8,125 square feet of new space built in 2023.

### West Christian County Submarket Trends in New Retail Inventory (Sq. Ft.)

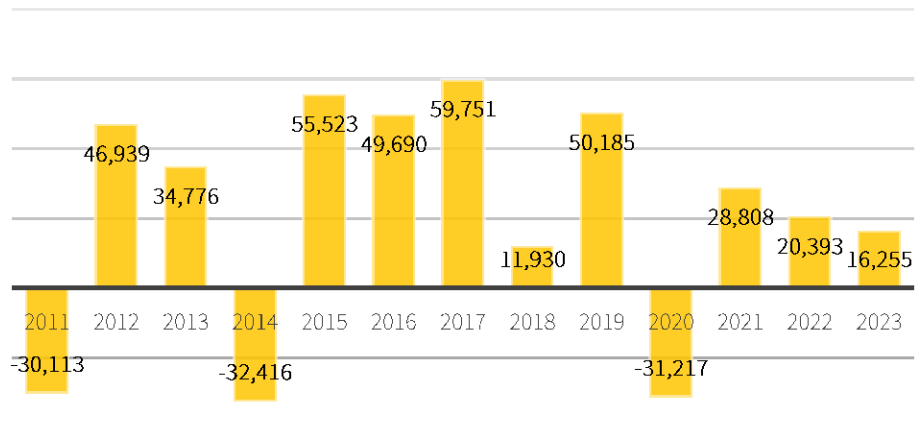


The average rent as of the fourth quarter 2023 was \$9.92 per square foot, which is a 2.3 percent increase from a year ago. Strip centers support the highest average rent of \$11.20 per square foot, followed by general retail space at \$10.01 per square foot. In the past three years, rents have increased a cumulative 8.2 percent.

Since 2011, Costar reported 280,504 square feet of retail space was absorbed in the West Christian County submarket. Retail space absorption peaked from 2015 to 2019 with net occupancy of 227,079 square feet of space. From 2020 to 2023 the West Christian County submarket supported just 34,239 square feet of net absorption.

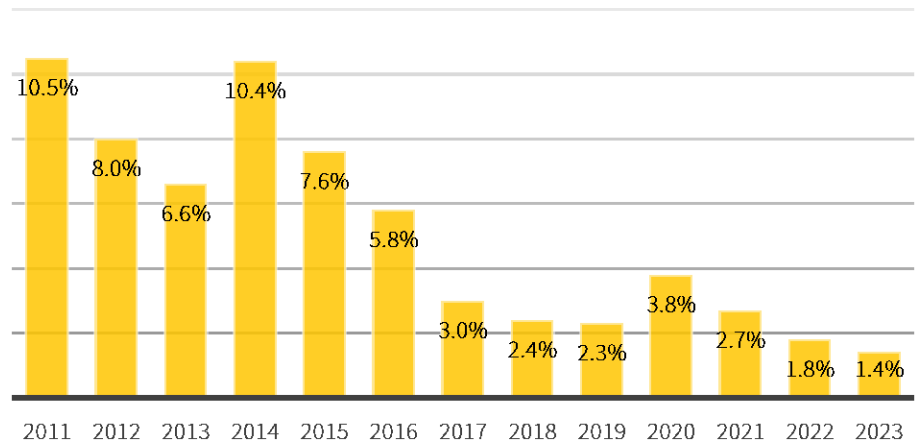


### West Christian County Submarket Trends in Retail Space Absorption (Sq. Ft.)



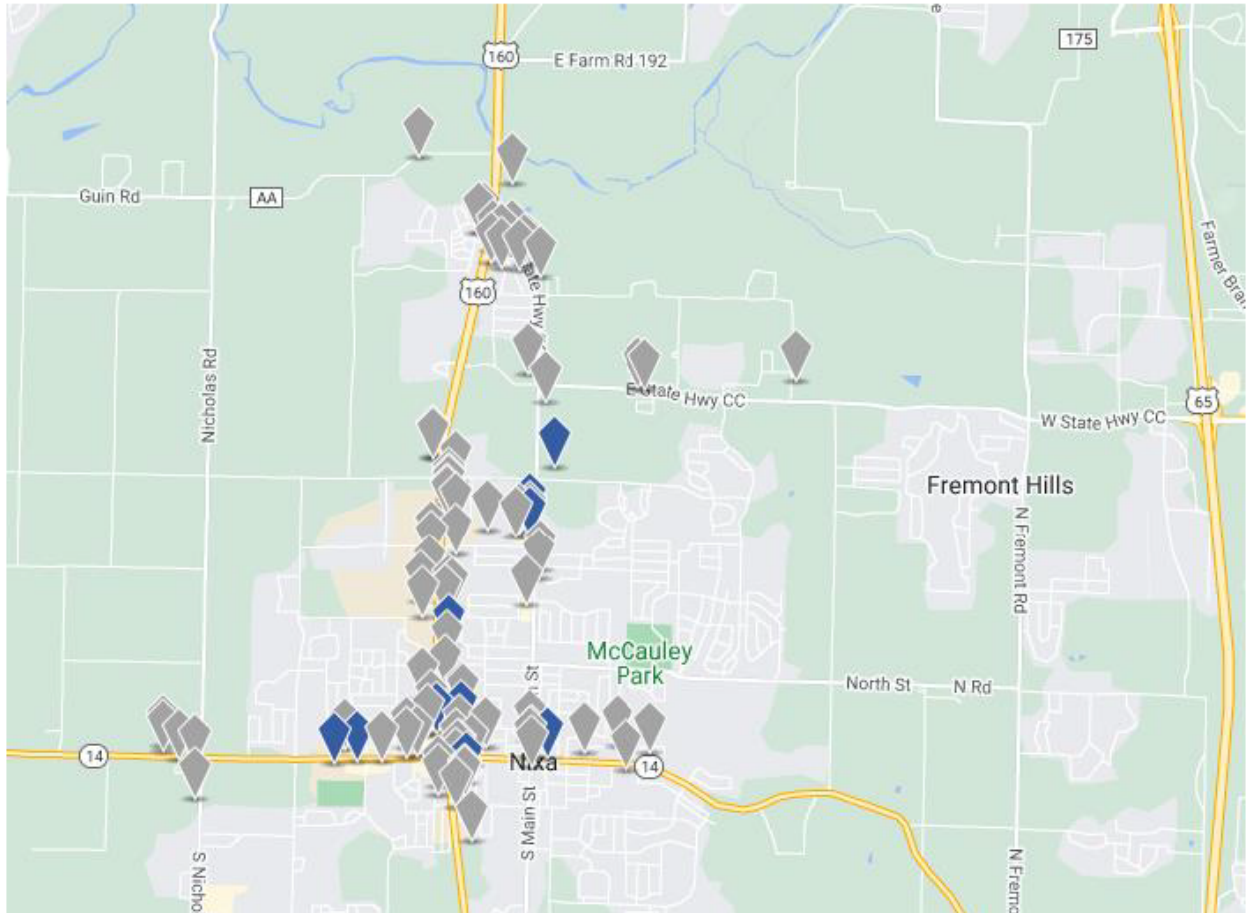
Since 2016, the overall retail vacancy rate for the West Christian County submarket operated well below market equilibrium with year-end vacancies ranging from a low of 1.4 percent in 2023 to a high of 5.8 percent in 2016. Since 2021, the West Christian County retail submarket has operated at vacancies at or below 2.7 percent. With just 28,605 square feet of vacant space available for occupancy at year-end 2023 places constraints on the ability to attract retailers interested in opening a location in the West Christian County submarket.

### West Christian County Submarket Trends in Retail Vacancy Rate



## **Nixa Retail Market Overview**

To provide a more macro perspective of the competitive retail market the Costar database was searched for existing shopping centers and retail buildings that are in or adjacent to the development potential of the Planning Area. The competitive retail market was defined as the City of Nixa. Bank branches, convenience stores, automotive sales and repair, day care, and fast food and sit-down restaurants were not included in the retail survey. The map below depicts the location of each surveyed shopping center and retail building in Nixa.



As the map illustrates, the two prominent retail and shopping corridors in Nixa include Young Vernon Street that runs east-west through the center of the city and U.S. Highway 160/Massey Boulevard that runs north-south and provides direct access to Springfield to the north. Main Street serves as Nixa's original central business district.

Major retailers operating stores in Nixa include Walmart Supercenter, Meijer's, CVS, Wegmans, Aldi, Tractor Supply Co., Dollar General, Auto Zone, Sherwin Williams Paints, and Price Cutter.

Chain restaurants operating in Nixa include Applebee's, Arby's, Braum's, Long John Silver's, McDonald's, Pizza Hut, Sonic, Popeye's, Taco Bell, and Wendy's.

Operating results for retail space in Nixa is depicted in the table on the following page from 2010 through the fourth quarter 2023.

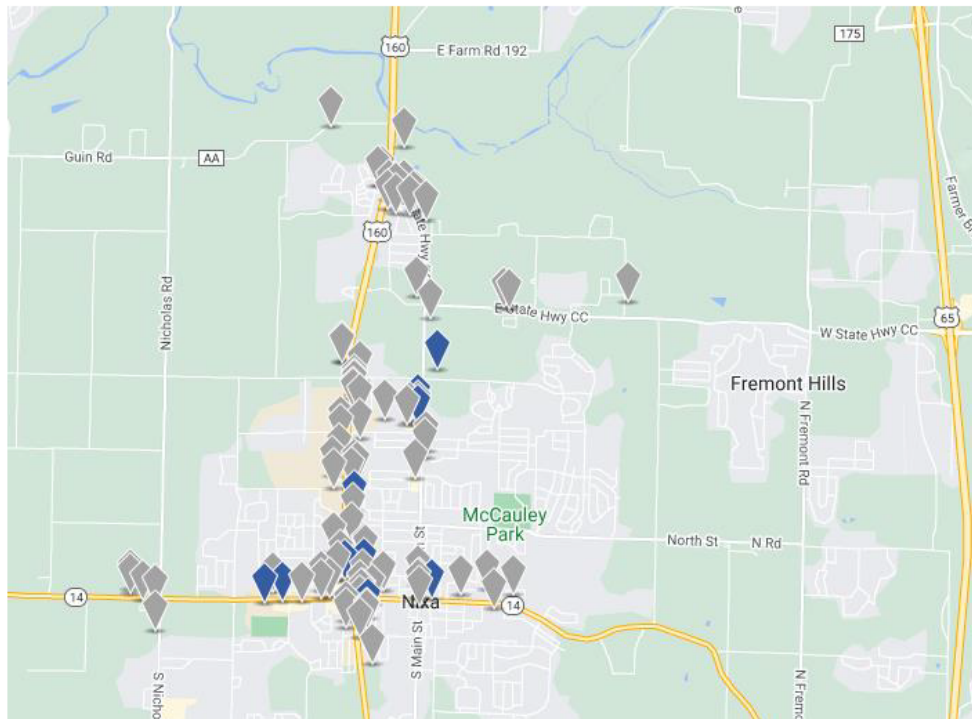
## Nixa, Missouri Retail Market Trends

Year	# of Properties	Inventory Sq. FL.	Vacant Space	Vacancy Rate	Net Absorption
2010	87	1,084,882	118,677	10.9%	-6,648
2011	87	1,104,982	137,094	12.4%	1,683
2012	87	1,104,982	103,313	9.3%	33,781
2013	88	1,104,982	72,883	6.6%	30,430
2014	88	1,114,810	78,192	7.0%	4,519
2015	88	1,114,810	58,342	5.2%	19,850
2016	88	1,114,810	45,717	4.1%	12,895
2017	88	1,114,810	37,920	3.4%	7,527
2018	88	1,114,810	43,899	3.9%	-5,979
2019	90	1,164,550	44,305	3.8%	49,334
2020	90	1,164,550	62,849	5.4%	18,544
2021	90	1,164,550	46,865	4.0%	15,984
2022	90	1,164,550	25,116	2.2%	21,719
2023	91	1,172,675	25,879	2.2%	7,362

Source: CoStar.

By the fourth quarter 2023, the City of Nixa supported 1,172,675 square feet of retail space. As depicted in the map below, Nixa's principal retail corridors include Mount Vernon Street and U.S. Highway 160/Massey Boulevard. Downtown serves as a specialty retail destination.

### Nixa, Missouri Retail Property Map



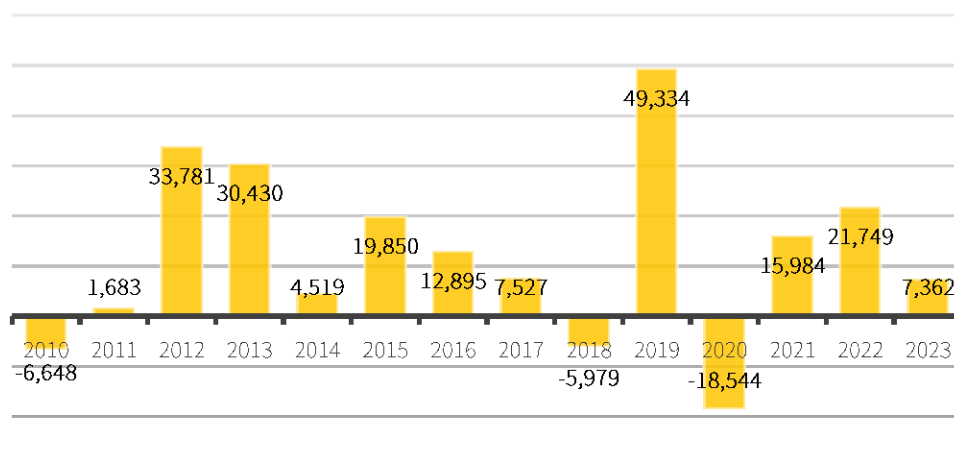
The Mount Vernon Street retail corridor runs from Ridgecrest Avenue west to Greg Road. Sixteen retail properties totaling 268,929 square feet of space are located within this corridor currently operating at 98.5 percent occupancy. Major retailers operating along Mount Vernon Street include Auto Zone, O'Reilly Auto Parts, Nixa Hardware, CVS Pharmacy, and Family Pharmacy. Freestanding retail businesses include Central Bank, Empire Bank, Guaranty Bank, Great Southern Bank, Simmons Bank, McDonalds, Pizza Hut, Scooters Coffee, Sonic, and Taco Bell.

The Highway 160/Massey Boulevard retail corridor runs from Mount Vernon Street north to Tracker Road. Highway 160/Massey Boulevard is governed by a 45 mile-per-hour speed limit and improved with four asphalt paved lanes of traffic and a landscaped median. Twenty-eight retail properties totaling 545,536 square feet of space are located within this retail corridor currently operating at an occupancy rate of 97.7 percent. Principal concentrations of existing retail space along Massey Boulevard exist at the signalized intersections at Mount Vernon Street, Northview Road, and Aldersgate Road. Major retailers operating along Massey Boulevard include Walmart Supercenter, Meek's Lumber, Walgreens, Tractor Supply, Sherwin-Williams Paints, Aldi, and Price Cutter. Freestanding retail businesses include Arvest Bank, Ozark Bank, Applebee's, Arby's, Braum's, Long John Silver's, Popeye's, and Wendy's.

Since 2010, four new retail properties totaling 87,793 square feet have been constructed in Nixa. Since 2010, net space absorption in Nixa has totaled 173,943 square feet of building area. Annual space absorption activity peaked from 2012 through 2015 totaling 88,580 square feet of space. Negative space absorption of -18,544 square feet during 2020 due to the negative impact of the COVID-19 pandemic. The market rebounded with 45,095 square feet of net absorption since 2021.

A constraint in attracting retailers to Nixa is the small daytime population due to the city's status as a bedroom community whereby roughly 80 percent of residents commute outside of the city for work. Another constraint is the absence of a major highway corridor capable of attracting big-box retailers. Nixa must compete with the neighboring city of Ozark which benefits from the presence of U.S. Highway 65 and convenient access to Springfield.

### Nixa Retail Space Net Absorption Trends

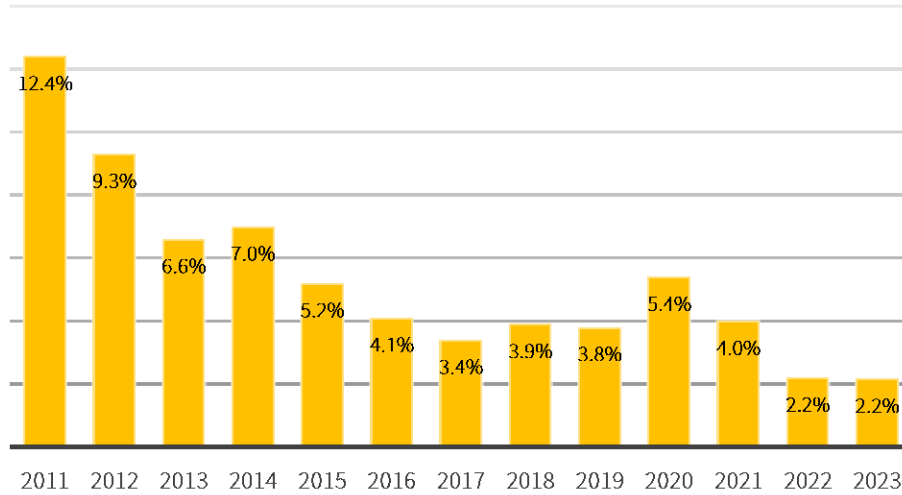


During 2011 and 2012, the Nixa retail market operated at vacancies well above market equilibrium. By year-end 2013 the overall vacancy rate improved to 6.6 percent and by the fourth quarter 2023 the overall vacancy rate stood at 2.2 percent with just 25,789 square feet of vacant space. The modest inventory of vacant retail space places a constraint

on the ability to accommodate the expansion of existing businesses or attracting new retail businesses seeking a location in Nixa.

While operating at a healthy occupancy rate, Nixa’s retail market lacks width and depth with only a modest number of national retailers. Nixa residents must travel outside of the community to satisfy much of their shopping needs. However, as the city’s population continues to grow a wider selection of retail businesses will be supportable.

### Nixa, Missouri Retail Vacancy Rate Trends



The boundaries for Nixa’s downtown are roughly Park Street to the north, South Street to the south, Market Street to the east, and Fort Street to the west. The downtown core runs along Main Street from Mt. Vernon Street south to Elm Street which consists of historic buildings. The recent closing of the Morning Day Café and widening of Mt. Vernon Street by MoDOT prompted the closing of several downtown businesses. Several buildings on the west side of Main Street are now vacant and the loss of the Morning Day Café resulted in a noticeable decline in foot traffic within the downtown core.

Survey of the downtown core identified thirteen (13) businesses including two hair salons, two florists, day care, art gallery, events space, and architecture, engineering, and accounting firms. The downtown core lacks an identifiable market niche and identity. The Main Mercantile is currently being converted into an art studio for local artisans. The City of Nixa operates two municipal parking lots in the downtown core. Fleishmann’s Vinegar is a major downtown core business, but its size serves as a barrier for expansion of downtown to the west.

A recent development in downtown Nixa is 14 Mill Street, a food court concept with a full bar and event space located at Mt. Vernon Street and Missouri Road. This development offers several food vendors and provides a destination for downtown.

## **Trade Area Capture**

Information about a community's retail trade area can help assess the ability of local merchants to attract and capture the retail business of residents. The trade area capture ("TAC") is an estimate of the number of people who shop in the local area during a certain period. TAC assumes that residents will buy goods at the same rate as the state average, and that the only force that causes a variation in spending patterns is income. The formula for calculating TAC is:

$$\text{TAC} = \frac{\text{Community's Actual Retail Sales}}{\text{State Per Capita Sales} \times \text{Community's Per Capita Income} / \text{State Per Capita Income}}$$

If the TAC estimate is larger than the community's population, it suggests: 1) the community is attracting customers outside its boundaries or 2) residents of the community are spending more than the state average. If the estimate is smaller than the community's population: 1) the community is losing its customers to other regions for retail purchases or 2) residents of the community are spending less than the state average.

Esri Business Analyst estimated the City of Nixa population as of 2023 at 24,074 residents and per capita income of \$37,384. According to the Missouri Department of Revenue, sales tax collections for CY 2022 equate to taxable sales in Nixa of \$366,345,000.

Esri Business Analyst estimated the population for Missouri at 6,268,203 residents and per capita income of \$30,929. Based on FY 2022 state sales tax collections reported by the Missouri Department of Revenue, the state's per capita retail sales amount to \$14,495.

$$\text{Trade Area Capture} = \frac{\$366,345,000}{\$14,495 \times (\$37,384 / \$30,929)} = 20,910 \text{ Residents}$$

Nixa's population of 24,074 residents and estimated TAC of 20,910 people illustrates that Nixa residents shop outside of the city.

## **Retail Pull Factor**

Pull factors ("PF") measure a community's ability to attract shoppers, residents, and non-residents alike, to make retail purchases within the community. A pull factor is a measure of the strength of a community's retail trade, based on a comparison of local spending in relation to that of a wider geographic area (e.g., the state), with a measure of 1.0 representing a perfect balance. A pull factor greater than 1.0 indicates that the community is pulling in retail sales from beyond its boundaries and the balance of trade is favorable. Alternatively, a pull factor less than 1.0 indicates that the community is not capturing local shoppers and is experiencing retail sales leakage. Pull factors are calculated by dividing the TAC by the community's population.

Dividing the trade area capture of 20,910 residents by Nixa's 2023 population of 24,074 yields a pull factor of 0.87, indicating the City is experiencing retail leakage capturing retail sales at a rate 87 percent of the statewide average.

## **Forecast Retail Space Need**

This section of the study provides conservative and optimistic retail space need estimates from 2024 to 2045 for the City of Nixa. As of year-end 2023, Nixa’s inventory of 1.47 million square feet of retail space (includes all outparcel retail space) was operating at an overall vacancy rate of 1.9 percent with just 28,605 square feet of vacant space reported. Market equilibrium is generally considered to be at a vacancy rate of 7.0 percent.

Supportable retail sales are a function of consumer population and income levels. A trade area’s total income is calculated by multiplying the trade area population by the per capita personal income. Purchasing power is then quantified by applying average retail expenditures as a percentage of total income.

Nixa’s 2022 population of 24,749 residents with the per capita income of \$37,384, yields total personal income of approximately \$925 million. Based on the *U.S. Census Bureau Annual Retail Trade Survey* and Nixa’s per capita income and retail sales levels, retail goods and services sales equate to a spending rate equivalent to 39.6 percent of total personal income. During 2022, e-commerce accounted for 14.9 percent of total retail sales in the United States. Accounting for e-commerce sales, retail sales in Nixa were reduced to 34 percent of total personal income.

Nixa’s CY 2022 taxable retail sales of \$366,345,000 and occupied retail space of 1,441,815 (includes all outparcel retail space) equates to average sales of \$254 per square foot.

Nixa’s current retail pull factor is 0.87. This analysis utilized a market equilibrium pull factor of 1.0. By 2045, Nixa’s population is forecast to increase by 9,093 to 11,066 new residents. For this analysis, per capita income and average retail sales per square foot remained constant.

Under the conservative scenario, by 2045, Nixa is forecast to capture new retail and services sales of \$115.6 million, supporting an estimated 455,150 square feet of occupied retail space.

The optimistic scenario assumes stronger population growth. By 2045, Nixa is forecast to capture new retail goods and services sales of \$140.7 million and 553,760 square feet of occupied retail space.

### **Forecast Retail Space Need from Population Growth Nixa, Missouri; 2024 – 2045**

Retail Sales Formula	Conservative Scenario	Optimistic Scenario
Residential Population Growth (2023-2040)	9,093	11,066
Per Capita Income	\$37,384	\$37,384
Total Gross Personal Income	\$340,023,642	\$413,691,344
% Income Spent on Retail Goods and Services	0.34	0.34
Supportable Goods and Services by City Residents	\$115,608,038	\$140,655,057
Retail Pull Factor	1.00	1.00
Total Supportable Retail Goods & Services Sales	\$115,608,038	\$143,655,057
Average Retail Sales Per Sq. Ft.	\$254	\$254
<b>Retail Space Need 2024-2045 (Sq. Ft.)</b>	<b>455,150</b>	<b>553,760</b>

Source: Canyon Research Southwest, Inc.; March 2024.

At year-end 2023, the City of Nixa supported a total inventory of 1,470,420 square feet of retail space (includes all outparcel retail space). Accounting for the year-end 2023 inventory of vacant commercial space in Nixa and a market equilibrium vacancy rate of 7.0 percent, through 2045 the city is estimated to support the need for approximately 569,000 to 675,000 square feet of new retail space. Based on an average floor-area-ratio of 20 percent to 23 percent, the forecast retail space need through 2045 would absorb an estimated 58 to 65 acres of commercial land under the conservative scenario and 67 acres to 78 acres under the optimistic scenario.

### **Supportable Retail Space New Estimates Nixa, Missouri; 2024 – 2045**

	Conservative Scenario	Optimistic Scenario
<b>Supportable New Retail Space Need</b>		
Nixa Inventory of Occupied Retail Space 2023 Q4	1,441,815	1,441,815
Forecast Retail Space Need 2024-2045	455,150	553,760
Total Occupied Retail Space Inventory 2045	1,896,965	1,995,575
Market Equilibrium Retail Space Need (7% Vacancy Rate)	2,039,747	2,145,780
Less: Existing Inventory of Retail Space 2023 Q4	1,470,420	1,470,420
Supportable New Retail Space 2024-2045	569,327	675,360
<b>Supportable Development Acres</b>		
20% FAR	65.3	77.5
23% FAR	57.8	67.4

Source: Canyon Research Southwest, Inc.; March 2024.



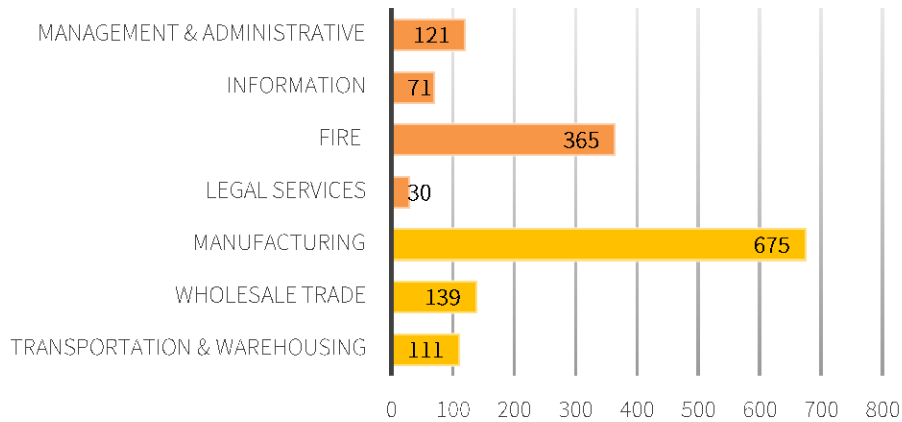
# Employment Market Analysis

This section of the study evaluates directly competitive employment-related market conditions impacting Nixa, Missouri by identifying office and industrial market trends and forecasting long-term office and industrial space needs.

## Employment-Related Business Mix

Current office- and industrial-related employment in Nixa, Missouri as published by Esri Business Analyst is depicted in the bar chart below. Industrial-related employment is defined as the manufacturing, wholesale trade, transportation and warehousing, and utilities sectors while office-related employment includes the management and administrative, legal services, information, and finance, insurance, and real estate (FIRE) sector. In the bar chart below industrial-related sectors are outlined in “yellow” with office-related sectors in “red.”

**Nixa, Missouri Office and Industrial Jobs**



According to Esri Business Analyst, office-related employment in the City of Nixa consists of 587 jobs in the management and administrative, legal services, information, and finance, insurance, and real estate sectors, accounting for 9.4 percent of total employment. By comparison, office-related jobs account for 21.0 percent of employment in Missouri. At an average space requirement of 200 to 225 square feet per employee, current employment levels in Nixa can support 117,400 to 132,075 square feet of occupied professional office space.

Industrial-related employment in the City of Nixa totals 925 jobs in the manufacturing, wholesale trade, transportation and warehousing, and utilities sectors, or 14.8 percent of total employment. By comparison, industrial-related jobs account for 29.0 percent of employment in Missouri. At an average space requirement of 900 to 1,000 square feet per employee, current employment levels in Nixa can support 832,500 to 925,000 square feet of occupied industrial space.

Continued job growth in the City of Nixa will generate the need for additional professional office space and industrial space.

## **West Christian County Office Market Overview**

Nixa is located within the Springfield MSA. According to CoStar, by the fourth quarter 2023 the Springfield MSA supported 15.6 million square feet of professional office space operating at an overall occupancy rate of 96.3 percent. The Springfield office market consists of twelve submarkets with Nixa located within the West Christian County submarket. The text to follow provides an overview of the West Christian County office market.

### **West Christian County Submarket Office Market Conditions; 2023 Q4**

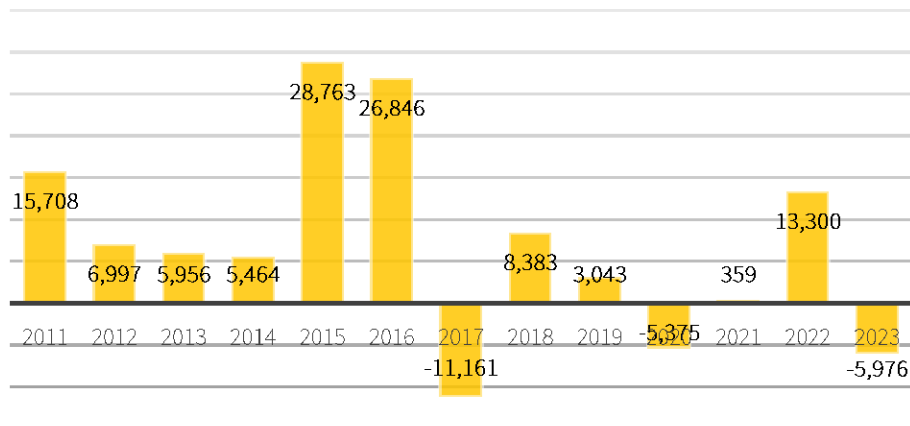
Product Type	Building Sq. Ft.	Vacancy Rate	Effective Rent	Absorption YTD 2023	Space U/C
Class A	0			0	0
Class B	134,785	0.0%	\$17.01	0	0
Class C	277,928	2.5%	\$16.92	-5,976	0
<b>Totals</b>	<b>412,713</b>	<b>1.7%</b>	<b>\$16.95</b>	<b>-5,976</b>	<b>0</b>

Source: CoStar.

By the fourth quarter 2023 the inventory of office space within the West Christian County submarket totaled just 412,713 square feet, including 134,785 square feet of Class B space and 277,928 square feet of Class C space. No Class A office space operates within the West Christian County submarket. Since 2011, just 14,000 square feet of office space has been constructed in the West Christian County submarket. There is currently no office space under construction.

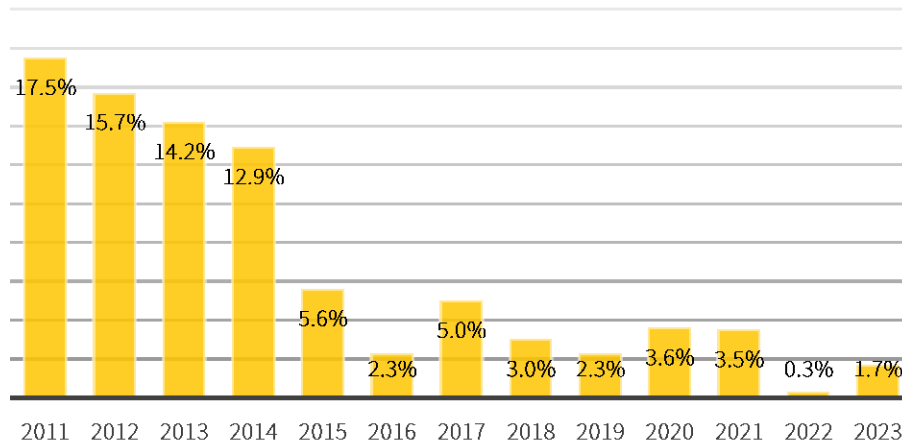
Since 2011, Costar reported 92,307 square feet of office space was absorbed in the West Christian County submarket. Office space absorption peaked in 2015 and 2016 with net occupancy of 55,609 square feet of space and with just 2,308 square feet of net absorption since 2020.

### **West Christian County Submarket Trends in Office Space Absorption (Sq. Ft.)**



During 2011, the West Christian County office submarket operated at a vacancy rate of 17.5 percent. By year-end 2016 the market improved significantly to a vacancy rate of just 2.3 percent and since that point has operated at a vacancy rate well below market equilibrium. By the fourth quarter 2023, the West Christian County office submarket was operating at a vacancy rate of just 1.7 percent. With just 7,076 square feet of vacant space available for occupancy places constraints on the ability accommodate the expansion of existing businesses or attract businesses interested in opening an office in the West Christian County submarket.

### **West Christian County Submarket Trends in Office Vacancy Rate**



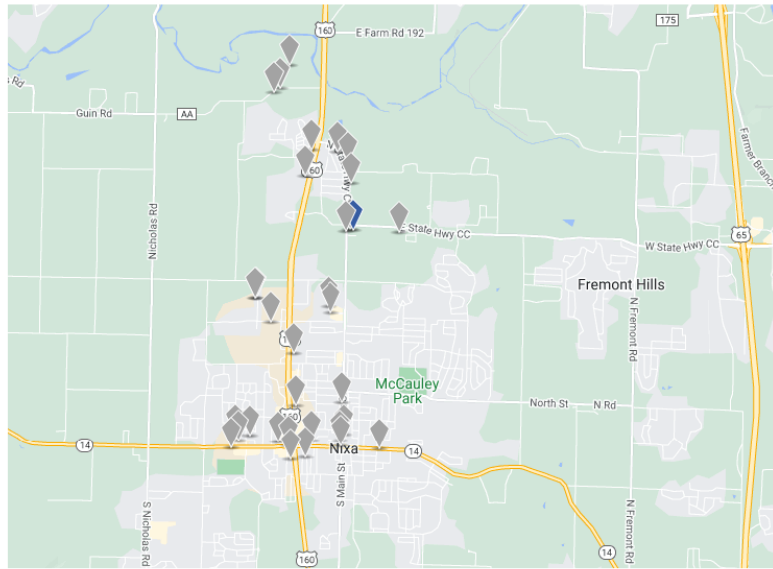
The average rent as of the fourth quarter 2023 is \$16.95 per square foot, which is a 3.0 percent increase from year-end 2022. Class B office buildings support an average rent of \$17.01 per square foot, with Class C space at \$16.92 per square foot. Due to the limited availability of vacant office space, over the past three years rents have increased a cumulative 9.8 percent.

### **Nixa Office Market Trends**

According to the Esri Business Analyst, office-related employment in Nixa totals 587 jobs in the information; management and administration; legal services; and finance, insurance, and real estate sectors, accounting for 9.4 percent of total employment.

As of the fourth quarter 2023, according to CoStar 33 office buildings totaling 210,890 square feet of space are in Nixa, Missouri. As illustrated by the map below, the principal concentrations of office buildings in Nixa are located within the Mount Vernon Street, Main Street, and Massey Boulevard corridors.

## Nixa, Missouri Office Property Locational Map



To provide a historical perspective of the Nixa office market, operating results since 2010 are summarized in the table below, including annual trends in space inventory, vacancies, net absorption, and rents.

Existing office buildings in Nixa are classified as Class B and C properties ranging in size from 770 square feet to 23,660 square feet of space. Medical office space accounts for five properties totaling 25,680 square feet of space. Office tenants consist primarily of personal and professional service firms such as insurance, financial, tax advisors, real estate, contractors, legal, accountants, counseling, healthcare, dental, and physicians.

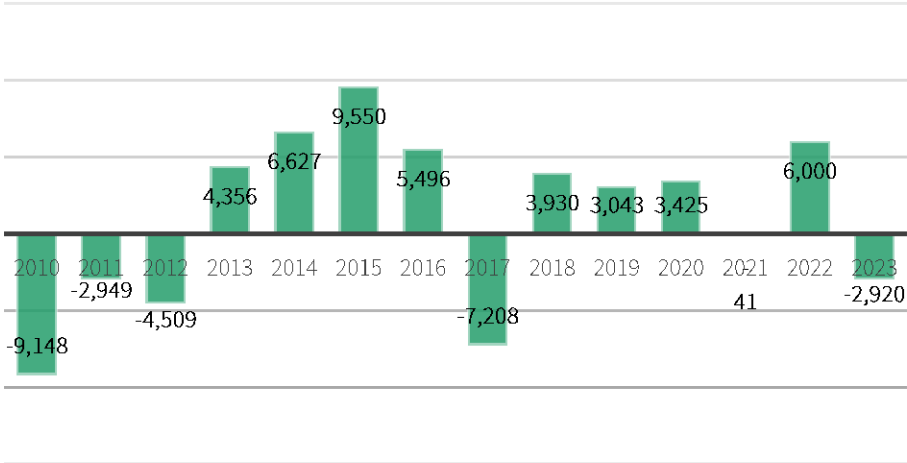
### Nixa, Missouri Office Market Trends; 2010 – 2023

Year	# of Properties	Inventory Sq. Ft.	Vacant Space	Vacancy Rate	Net Absorption	Average Rent
2010	33	210,890	27,720	13.1%	-9,148	\$8.92
2011	33	210,890	30,669	14.5%	-2,949	\$8.95
2012	33	210,890	35,178	16.7%	-4,509	\$8.91
2013	33	210,890	30,822	14.6%	4,356	\$8.21
2014	33	210,890	24,195	11.5%	6,627	\$7.69
2015	33	210,890	14,645	6.9%	9,550	\$7.45
2016	33	210,890	9,149	4.3%	5,496	\$8.58
2017	33	210,890	16,357	7.8%	-7,208	\$9.33
2018	33	210,890	12,427	5.9%	3,930	\$8.48
2019	33	210,890	9,384	4.4%	3,043	\$9.70
2020	33	210,890	5,959	2.8%	3,425	\$8.51
2021	33	210,890	6,000	2.8%	-41	\$7.96
2022	33	210,890	0	0.0%	6,000	\$7.93
2023	33	210,890	2,920	1.4%	-2,920	\$11.47

Source: CoStar.

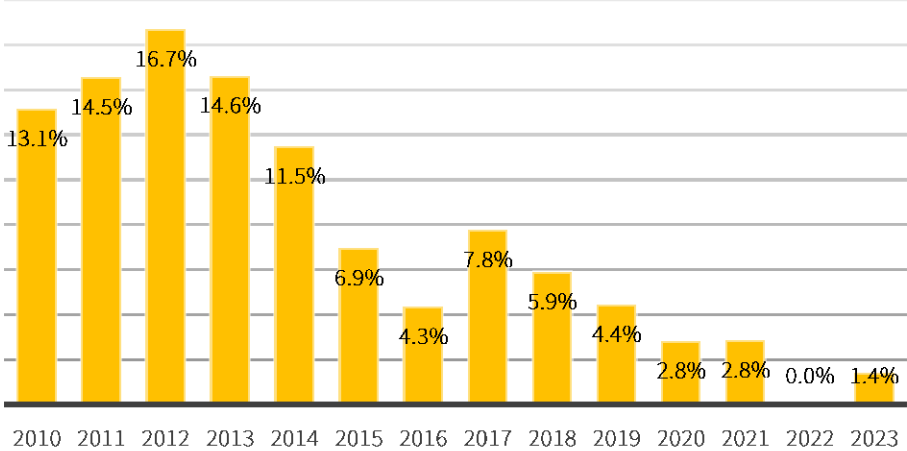
Since 2010, no office buildings have been constructed in Nixa with net absorption amounting to 15,652 square feet. Office space absorption peaked from 2013 to 2016 with the occupancy of 26,029 square feet of space. Since the start of the COVID-19 pandemic in 2020, positive office space absorption of 6,464 square feet of office space was reported.

**Nixa, Missouri Office Space Absorption Trends**



In response to strong net space absorption Nixa’s overall office vacancy rate declined from 16.7 percent in 2012 to a low of 0.0 percent by 2022. Vacancies have remained well below market equilibrium since 2018 and by the fourth quarter 2023 stood at just 1.4 percent.

**Nixa, Missouri Office Vacancy Rate Trends**



To conclude, Nixa supports a modest inventory of professional and medical office space consisting of small Class B and C properties housing personal and professional service companies. Since 2010 no new office buildings have been constructed with steady space absorption keeping the overall vacancy rate below market equilibrium since 2018. While the COVID-19 pandemic had a slight adverse impact on Nixa’s office market, by the fourth quarter 2023 the vacancy rate stood at 1.4 percent with just 2,920 square feet of vacant space.

## **West Christian County Industrial Market Overview**

Nixa is located within the Springfield MSA. According to CoStar, by the fourth quarter 2023 the Springfield MSA supported 46.1 million square feet of industrial space operating at an overall occupancy rate of 97.0 percent. The Springfield office market consists of twelve submarkets with Nixa located within the West Christian County submarket. The text to follow provides an overview of the West Christian County industrial market.

### **West Christian County Submarket Industrial Market Conditions; 2023 Q4**

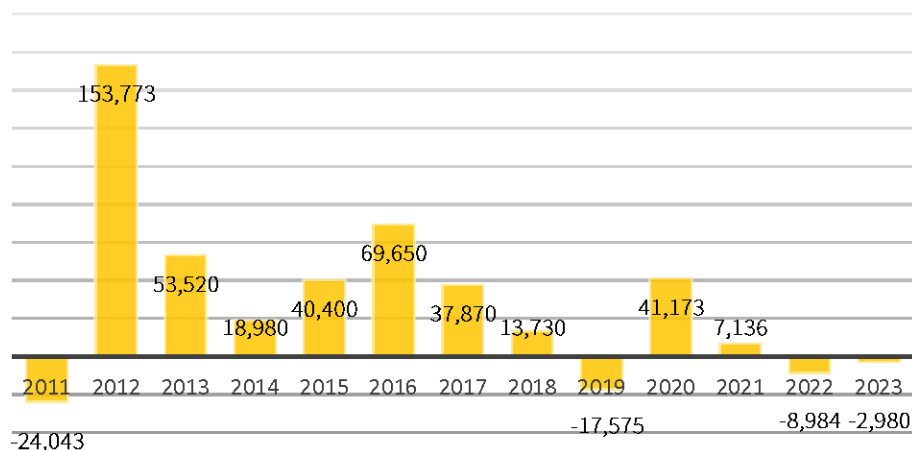
Product Type	Building Sq. Ft.	Vacancy Rate	Effective Rent	Absorption YTD 2023	Space U/C
Logistics	1,663,163	0.9%	\$6.74	600	18,000
Specialized Industrial	207,401	0.8%	\$6.77	-1,580	0
Flex	264,502	3.1%	\$8.57	-8,280	0
<b>Totals</b>	<b>2,135,066</b>	<b>1.1%</b>	<b>\$6.97</b>	<b>-9,260</b>	<b>18,000</b>

Source: CoStar.

By the fourth quarter 2023 the inventory of industrial space within the West Christian County submarket totaled 2.14 million square feet, led by logistics space at 1.66 million square feet. Since 2011, just 70,000 square feet of industrial space has been constructed in the West Christian County submarket. There is currently 18,000 square feet of industrial space under construction.

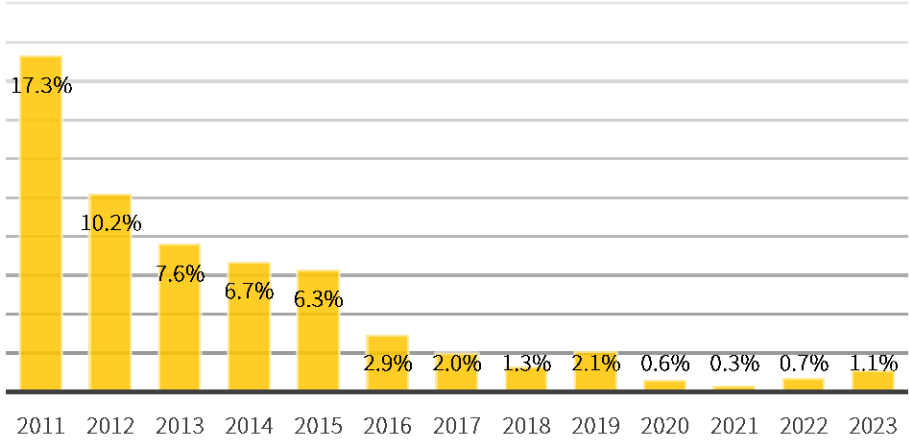
Since 2011, Costar reported 376,370 square feet of industrial space was absorbed in the West Christian County submarket. Space absorption peaked in 2012 to 2017 with net occupancy of 374,193 square feet of space and with just 30,065 square feet of net absorption since 2020.

### **West Christian County Submarket Trends in Industrial Space Absorption (Sq. Ft.)**



During 2011, the West Christian County industrial submarket operated at a vacancy rate of 17.3 percent. By year-end 2018, the market improved significantly to a vacancy rate of just 1.3 percent and since that point has operated at a vacancy rate well below market equilibrium. By the fourth quarter 2023, the West Christian County industrial submarket was operating at a vacancy rate of 1.1 percent. With just 23,860 square feet of vacant space available for occupancy places constraints on the ability accommodate the expansion of existing businesses or attract new businesses interested in opening a facility in the West Christian County submarket.

### **West Christian County Submarket Trends in Industrial Vacancy Rate**



The average rent as of the fourth quarter 2023 is \$6.97 per square foot, which is a 4.2 percent increase from year-end 2022. Logistics buildings support an average rent of \$6.74 per square foot, with flex space garnering \$8.57 per square foot. Due to the limited availability of vacant industrial space since year-end 2018 the overall average rent has increased 27.0 percent.

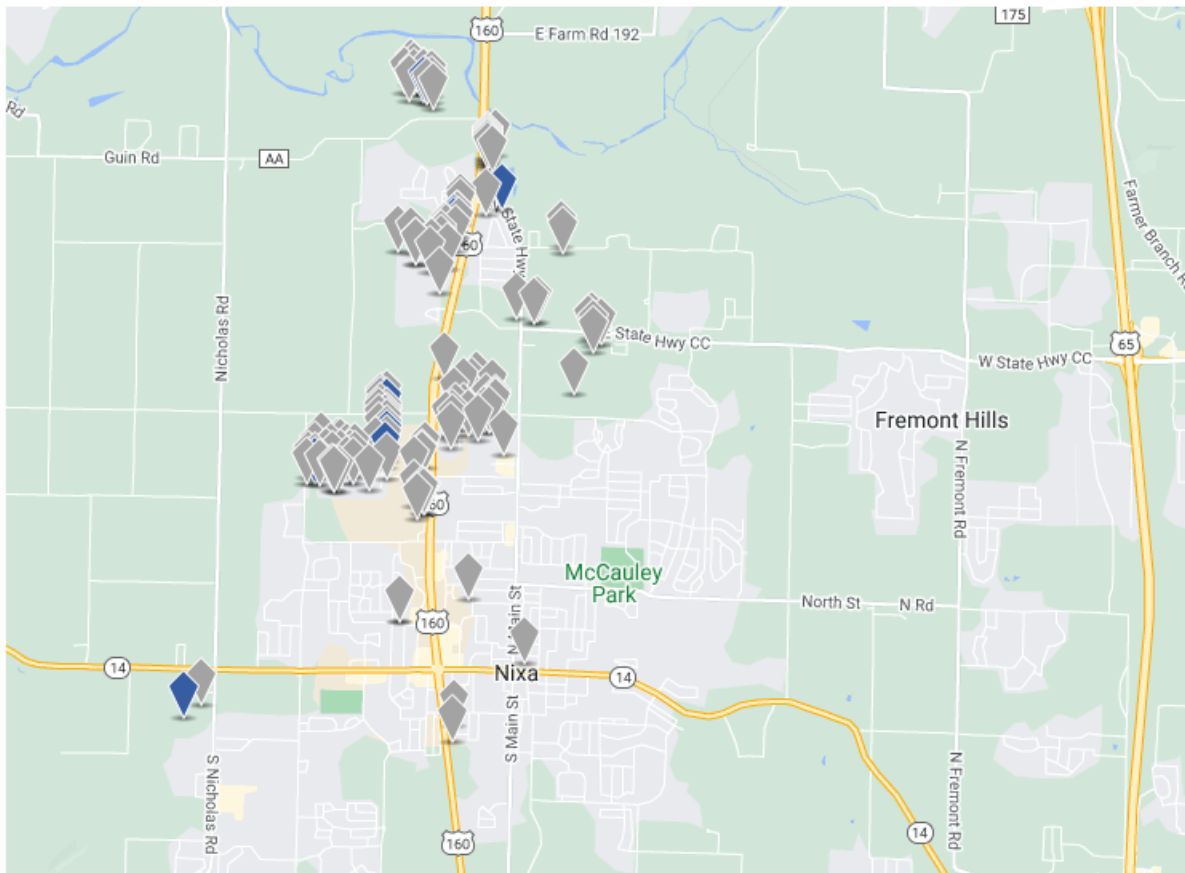
### **Nixa Industrial Market Trends**

According to Esti Business Analyst, industrial-related employment in Nixa totals 925 jobs in the manufacturing, wholesale trade, transportation, and utilities sectors, accounting for 14.8 percent of total employment.

CoStar provided historical and current industrial market trends in Nixa, Missouri. The Costar database identified 132 existing industrial buildings in Nixa totaling 1.6 million square feet of space. The map below depicts the location of the surveyed industrial buildings in Nixa, Missouri.

Industrial buildings in Nixa are primarily located along the U.S. Highway 160/Massey Boulevard corridor with principal concentrations including: 1) southwest of Massey Boulevard and State Highway CC, 2) Kathryn Street west of Massey Boulevard, and 3) Tracker Road east of Massey Boulevard. The table on the following page summarizes industrial market trends in Nixa from 2010 through 2023.

## Nixa, Missouri Industrial Property Location Map



## Nixa, Missouri Industrial Market Trends

Year	# of Properties	Inventory Sq. Ft.	Vacant Space	Vacancy Rate	Net Absorption	Average Rent
2010	130	1,580,183	245,530	15.7%	-25,831	\$4.39
2011	130	1,580,183	254,873	16.1%	6,343	\$4.27
2012	131	1,590,183	145,900	9.2%	118,973	\$3.86
2013	131	1,590,183	99,760	6.3%	45,120	\$4.05
2014	131	1,590,183	85,200	5.4%	13,580	\$4.16
2015	132	1,602,183	59,700	3.7%	38,500	\$4.38
2016	132	1,602,183	38,650	2.4%	21,050	\$4.46
2017	132	1,602,183	35,700	2.2%	3,250	\$4.38
2018	132	1,602,183	37,350	2.3%	-7,950	\$4.32
2019	132	1,602,183	20,025	1.3%	16,725	\$7.40
2020	132	1,602,183	5,752	0.4%	13,873	\$6.24
2021	132	1,602,183	5,616	0.4%	1,136	\$5.77
2022	132	1,602,183	14,600	0.9%	8,984	\$3.48
2023	132	1,602,183	23,860	1.5%	9,260	\$8.26

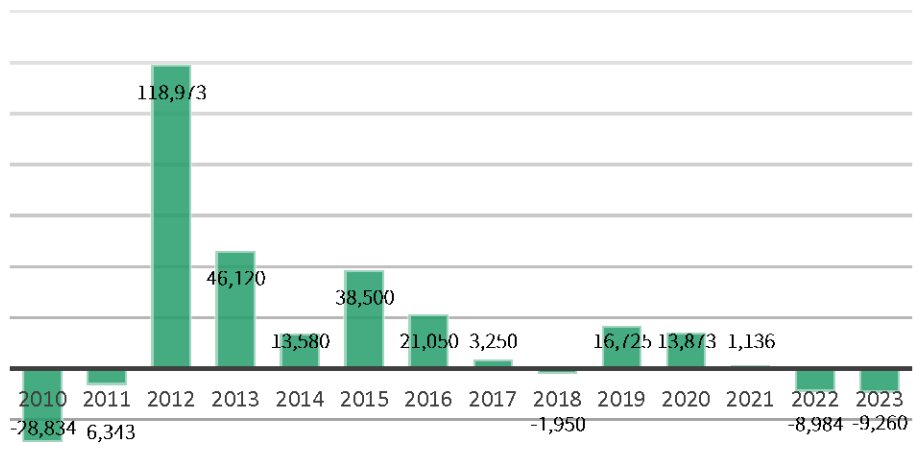
Source: CoStar.



Construction has started on an 18,000 square foot, multi-tenant warehouse on Hawks Perch in Nixa. The building will be divisible down to a 2,000 square foot bay. The space is being marketed at \$8.50 per square foot modified gross.

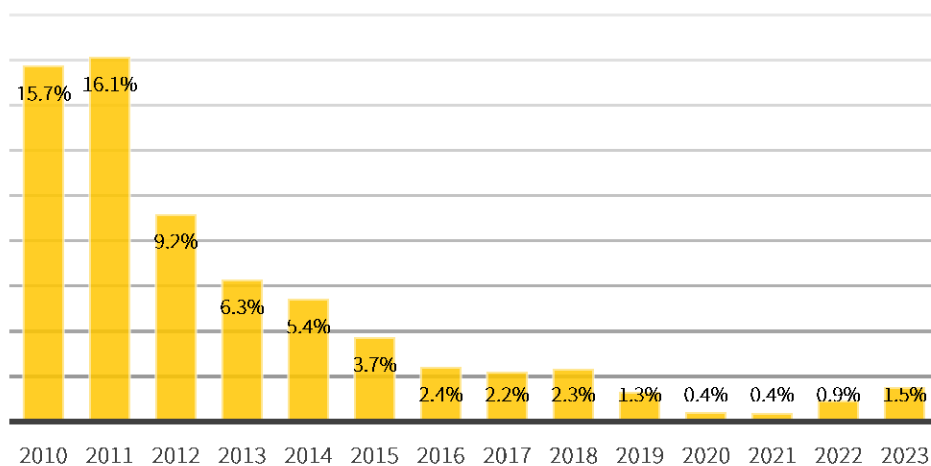
According to Costar, since 2010, three industrial buildings totaling 26,446 square feet of space have been constructed in Nixa and net space absorption totaled 217,836 square feet. Industrial space absorption peaked in 2011 and 2012 with 165,093 square feet of net occupied space. Since 2017 just 14,790 square feet of industrial space has been absorbed in Nixa.

### Nixa, Missouri Industrial Space Absorption



The overall industrial vacancy rate for the Nixa, Missouri market peaked at 16.1 percent in 2011 and gradually improved to a low of 0.4 percent in both 2020 and 2021. Since 2018, the Nixa industrial market has operated at vacancies well below market equilibrium. From 2013 through the fourth quarter 2023, the Nixa industrial market operated at a below market equilibrium vacancy rate.

### Nixa, Missouri Industrial Vacancy Rate Trends



By the fourth quarter 2023, Nixa supported 1.6 million square feet of industrial space operating at an overall occupancy rate of 98.5 percent. The inventory of just 23,860 square feet of vacant industrial space available for

immediate occupancy poses a barrier to accommodating expansion of existing industrial businesses and attracting prospective new businesses to Nixa. The market has reacted to the lack of vacant industrial space with an 18,000 square foot warehouse building now under construction.

### **Forecast Space Need**

Professional and medical office and industrial space need projections for the City of Nixa through the year 2045 provide an understanding of future market conditions directly impacting the feasibility of supporting new employment-related development.

### **Professional Office Space**

According to Costar, by year-end 2023, Nixa supported 210,890 square feet of office space, operating at 1.4 percent vacancy rate with 2,920 square feet of unoccupied space. The future need for professional office space was forecast utilizing an occupational employment-driven model. This model was designed using the variables of increased employment in categories of economic activity typically associated with demand for office space and average space requirements per employee. A share of regional demand is assigned to the submarket (and specific project) based on location, competition, access, and project scale.

According to the Esri Business Analyst, the City of Nixa supports 6,267 total jobs. Office-related employment in Nixa totals 587 jobs in the information; management and administration; legal services; and finance, insurance, and real estate sectors, accounting for 9.4 percent of total employment. By comparison, office-related jobs account for 21.0 percent of employment in Missouri. It's common for outlying suburban communities to support a modest inventory of office-related jobs and professional office space.

From 2024 through 2045, the City of Nixa is estimated to realize job growth at an average annual rate of 1.0 percent to 1.2 percent, yielding 1,534 to 1,881 new jobs. Office-related employment in Nixa is forecast to account for 12 percent to 14 percent of total job growth, yielding 184 to 263 new jobs.

Office space need created by future office-related job growth was forecast by applying standard job creation ratios published by NAIOP of 1.0 job per 200 to 225 square feet of office space. Through 2045, office-related job growth in Nixa is projected to support the need for 36,800 square feet to 59,175 square feet of occupied office space.

### **Forecast Professional Office Space Need Nixa, Missouri; 2024 to 2045**

	Conservative Scenario	Optimistic Scenario
Nixa, Missouri		
Office-Related Employment Growth	184	263
Net Office Space Demand (Sq. Ft.)	36,800	59,175
Average Annual Office Space Demand (Sq. Ft.)	1,673	2,690

As outlined in the table below, accounting for the current inventory of vacant office space in Nixa and a market equilibrium vacancy rate of 7.0 percent, through 2045 the City of Nixa is estimated to support the need for 52,239 square feet to 76,298 square feet of new office space.

Based on an average floor-area-ratio of 25 percent to 30 percent, the forecast office space need through 2045 would absorb an estimated 4.0 to 4.8 acres of commercial land under the conservative scenario and 5.8 acres to 7.0 acres under the optimistic scenario.

### **Supportable New Office Space Estimates Nixa, Missouri; 2024 – 2045**

	Conservative Scenario	Optimistic Scenario
<b>Supportable New Office Space Need</b>		
Nixa Inventory of Occupied Office Space 2023 Q4	207,910	207,910
Forecast Office Space Demand 2024-2045	36,800	59,175
Total Occupied Office Space Inventory 2045	244,710	267,085
Market Equilibrium Office Space Need	263,129	287,188
Less: Existing Inventory of Office Space 2023 Q4	210,890	210,890
Supportable New Office Space 2024-2045	52,239	76,298
<b>Supportable Development Acres</b>		
25% FAR	4.8	7.0
30% FAR	4.0	5.8

Source: Canyon Research Southwest, Inc.; March 2021.

### **Medical Office Space**

Medical office space need is a function of expansion in medical practices and associated needs, which is related to growth in population. While population growth trends are associated with economic trends, the fluctuations are less pronounced and demand for this market segment is less cyclical. The need for medical office space is typically highly specific geographically, with healthcare services gravitating to locations at or near hospitals.

The need for medical office space is forecast via a methodology that includes a determination of medical employment per capita for the trade area which is then multiplied by the average square footage required per medical employee to derive a total medical office square footage per capita coefficient. This local area coefficient is applied to current (future) estimates of area population to generate an estimate of current (future) medical space need, excluding demand related to acute care hospitals and other more specialized surgical centers.

According to physician census data compiled by the Federation of State Medical Boards (FSMB) in 2022, the number of licensed physicians in the United States totaled 1,073,616. The United State population of 329.7 million, equating to 307 licensed physicians per 100,000 population. The 11,966 licensed physicians in Missouri amounts to an average of 513 physicians per 100,000 population.

From 2024 to 2045, the City of Nixa population is forecast to increase by 9,093 to 11,066 residents. The statewide average for physician density and forecast population growth produces the need by 2045 for 47 to 57 additional physicians. The Medical Group Management Association (“MGMA”) reported that for family practices, the median medical office space need is approximately 1,900 square feet per full-time equivalent physician. Based on these factors, from 2024 through 2045, population growth within the City of Nixa is estimated to support the need for 89,300 to 108,300 square feet of medical office space.

### **Forecast Medical Office Space Need Nixa, Missouri; 2024 to 2045**

	Moderate Scenario	Optimistic Scenario
<b>Nixa, Missouri</b>		
Forecast Population Growth	6,976	8,414
Need in New Physicians	47	57
Net Medical Office Space Demand (Sq. Ft.)	89,300	108,300
Average Annual Space Demand (Sq. Ft.)	4,059	4,923

Based on an average floor-area-ratio of 25 percent to 30 percent, the forecast medical office space need through 2045 would absorb an estimated 6.8 to 8.2 acres of commercial land under the conservative scenario and 8.3 acres to 9.9 acres under the optimistic scenario.

### **Industrial Space**

By year-end 2023, Nixa supported 1,602,183 square feet of industrial space, operating at 98.5 percent occupancy with just 23,860 square feet of vacant space.

The need for industrial space is a function of employment, investment, and technology. The U.S. Department of Labor defines industrial employment as jobs in the manufacturing, wholesale trade, and transportation and warehousing industries. According to Esti Business Analyst, industrial-related employment in Nixa totals 925 jobs in the manufacturing, wholesale trade, transportation, and utilities sectors, or 14.8 percent of total employment. By comparison, industrial-related jobs account for 29.0 percent of employment in Missouri.

Through 2045, the City of Nixa is forecast to add 1,534 to 1,881 jobs. Industrial employment is forecast to account for 16 to 18 percent of total job growth, adding an estimated 245 to 339 jobs.

Space needs created by the future growth in industrial employment was forecast by applying standard job creation ratios of 1.0 job per 800 to 1,000 square feet of light manufacturing, warehouse, and flex industrial space.

## Forecast Industrial Space Need Nixa, Missouri; 2024 to 2045

	Conservative Scenario	Optimistic Scenario
<b>Nixa, Missouri</b>		
Industrial-Based Employment Growth	245	339
Industrial Space Demand (Sq. Ft.)	196,000	339,000
Average Annual Industrial Space Demand (Sq. Ft.)	8,909	15,409

Source: Canyon Research Southwest, Inc.; March 2024.

From 2024 through 2045, industrial job growth in Nixa, Missouri is projected to support the need for 196,000 to 339,000 square feet of industrial space.

Accounting for the inventory of vacant industrial space in Nixa as of year-end 2023 and a market equilibrium vacancy rate of 7.0 percent, through 2045 the city is estimated to support the development of approximately 306,000 to 460,000 square feet of new industrial space.

Based on an average floor-area-ratio of 35 percent to 40 percent, the forecast industrial space need through 2045 would absorb an estimated 17.5 acres to 20.1 acres of industrial land under the conservative scenario and 26.4 acres to 30.1 acres under the optimistic scenario.

## Supportable New Industrial Space Estimates Nixa, Missouri; 2024 – 2045

	Conservative Scenario	Optimistic Scenario
<b>Supportable New Industrial Space Need</b>		
Nixa Inventory of Occupied Industrial Space 2023 Q4	1,578,323	1,578,323
Forecast Industrial Space Demand 2024-2045	196,000	339,000
Total Occupied Industrial Space Inventory 2045	1,774,323	1,917,323
Market Equilibrium Industrial Space Need (7% Vacancy)	1,907,874	2,061,637
Less: Existing Inventory of Industrial Space 2023 Q4	1,602,183	1,602,183
Supportable New Industrial Space 2024-2045	305,691	459,455
<b>Supportable Development Acres</b>		
35% FAR	20.1	30.1
40% FAR	17.5	26.4

Source: Canyon Research Southwest, Inc.; March 2024.

# **Residential Housing Market Analysis**

This section of the report evaluates the City of Nixa residential housing market with the goal to identify current and future opportunities to support new housing stock within the Planning Area.

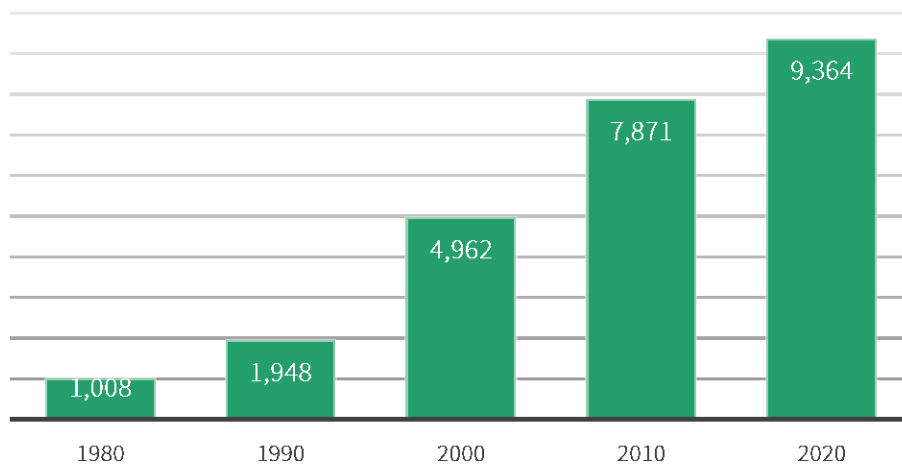
## **Housing Stock Characteristics**

To identify the City of Nixa’s existing housing stock characteristics this section of the study addresses the total inventory of dwelling units, occupancies, age, mix of housing types, housing values, new housing construction trends, and recent owner-occupied housing sales activity.

## **Housing Inventory Trends**

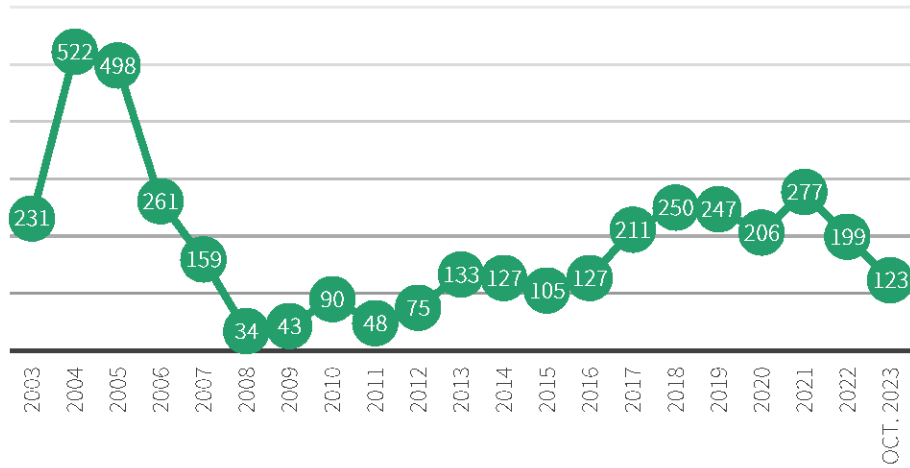
Over the past 40 years Nixa’s housing stock has increased steadily. The 1980 Census reported the Nixa housing stock at 1,008 dwelling units. By the 2010 Census, Nixa’s housing stock increased to 7,871 dwelling units. Housing stock increased by 3,014 dwelling units during the 1990’s and 2,909 dwelling units during the 2000’s. From 2010 through 2020, the city’s housing stock increased by 19.0 percent, or 1,493 dwelling units. By 2020, Nixa’s housing stock totaled 9,364 dwelling units.

**Nixa, Missouri Housing Stock Trends**



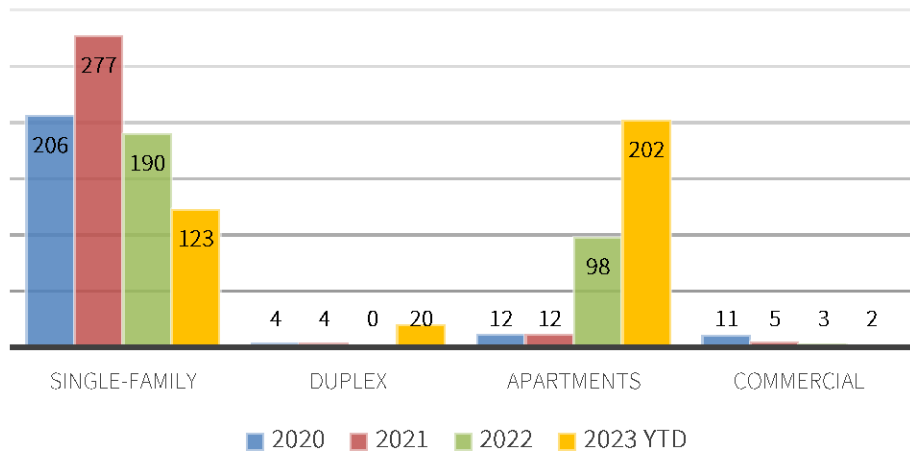
From 2003 through October 2023, the City of Nixa issued building permits for the construction of 3,966 new single-family housing units. New residential construction peaked from 2003 through 2017, with building permits issued for 1,671 housing units, reaching a high of 522 permitted housing units in 2004. Leading into the national housing bust, annual permitting volumes reached a low of just 34 single-family units in 2008 and 45 single-family units in 2009. New single-family home construction remained down through 2016 when 127 single-family homes were permitted. Sparked by low mortgage rates, new home construction in Nixa has rebounded reaching a high of 277 single-family housing permits in 2021. A reported 199 single-family homes were permitted for construction during 2022 with 123 units permitted through October 2023. The bar chart on the following page outlines annual single-family building permits issued by the City of Nixa from 2003 through October 2023 as report by the City of Nixa.

### Nixa, Missouri Single Family Permits



The table below depicts residential and commercial permitting permit data from 2020 through October 2023 as reported by the City of Nixa.

### City of Nixa Building Permits

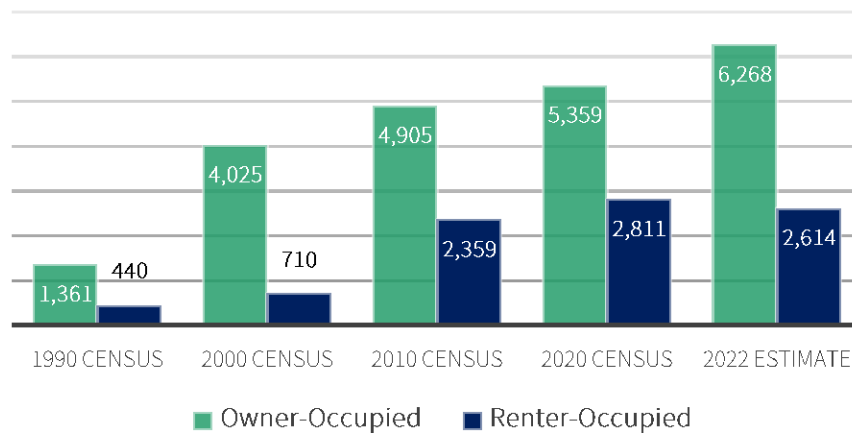


The residential permitting is illustrated in dwelling units with commercial by the number of permits issued. Since 2020, a total of 796 single-family homes have been permitted for construction, peaking in 2021 at 277 housing units permitted. During that time, a total of 28 duplex units and 324 apartment units were permitted for construction. Commercial building permits were issued for the construction of 21 new buildings, peaking at eleven building permits in 2020.

## **Housing Tenure Trends**

The 1990 Census reported that 1,801 housing units were occupied in Nixa, including 1,361 owner-occupied units and 440 renter-occupied units. From 1990 to 2000, the number of owner-occupied housing units in Nixa increased 196 percent to 4,025 units while the inventory of renter-occupied housing units increased by 61.4 percent to 710 housing units. As a share of the total occupied housing stock, owner-occupied housing increased from 75.6 percent in 1990 to 85.0 percent by 2000 while renter-occupied housing declined from 24.4 percent in 1990 to 15.0 percent by 2000.

### **Nixa, Missouri Housing Tenure Trends**



From 2000 through 2010, owner-occupied housing lost market share while renter-occupied housing gained. This trend was impacted by the housing crisis of the late 2000's. As a share of the total occupied housing stock, the housing tenure for Nixa's owner-occupied housing decreased from 85.0 percent in 2000 to 67.5 percent by 2010 while renter-occupied housing increased from 15.0 percent in 2000 to 32.5 percent by 2010.

From 2010 through 2020, owner-occupied housing continued to lose market share while renter-occupied housing gained. The share of the total occupied housing stock, owner-occupied housing declined to 65.6 percent by 2020 while renter-occupied housing increased to 34.4 percent by 2020.

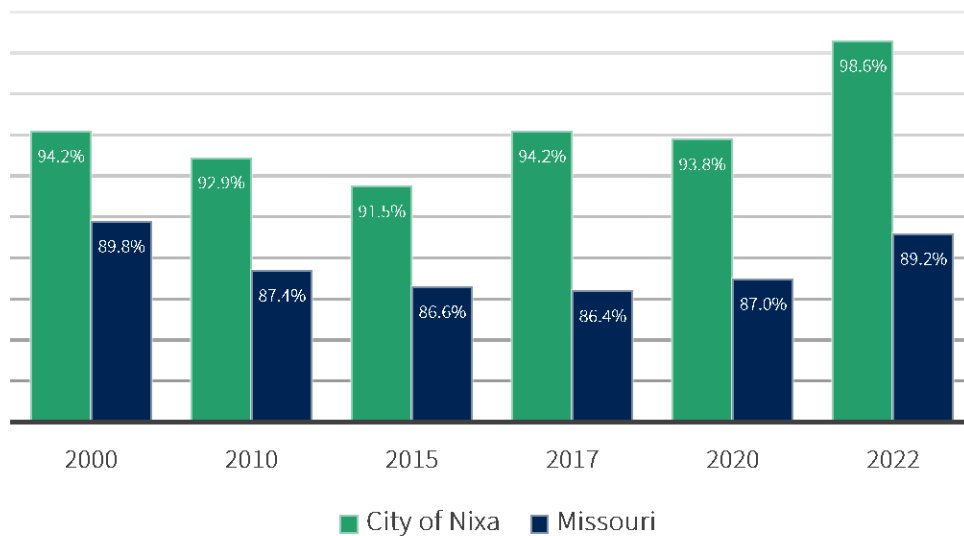
This trend revised through 2022 with owner-occupied housing increasing to 70.6 percent and renter-occupied decreasing to 29.4 percent. By comparison, during 2022 the Missouri housing stock was reported at 67.6 percent for owner-occupied housing units and 32.4 percent with renter-occupied housing units.



## **Housing Occupancy Trends**

The U.S. Census reported the overall occupancy rate for housing in Nixa declined steadily from 94.2 percent in 2017 to 93.8 percent by 2020. During this time Missouri experienced a slight upward trend in occupancies. Nixa’s housing occupancy rate has since rebounded, reported at 98.6 percent in 2022.

### **Housing Occupancy Rate Comparison**



From 2000 to 2022, housing occupancy rates for Nixa significantly outpaced the statewide average. During 2000, Nixa’s housing occupancy rate of 94.2 percent compared favorably against that of 89.8 percent for Missouri. By 2022, Nixa’s housing occupancy rate of 98.6 percent exceeded the statewide average of 89.2 percent.

## **Housing Stock Mix**

Nixa’s housing stock mix is influenced by its suburb character whereby the demand for single-family housing exceeds that for attached rental housing. Detached single-family housing accounts for 79.0 percent of Nixa’s housing stock which exceeds the statewide rate of 70.5 percent.

Multi-family housing accounts for 14.7 percent of Nixa’s housing stock compared to 20.2 percent for Missouri. Large-scale properties in Nixa with 20 or more dwelling units account for just 3.4 percent of the housing stock, compared to 5.2 percent statewide. Duplexes account for 3.4 percent of the Nixa housing stock which mirrors the statewide rate. Properties with 3 to 9 housing units account for 6.0 percent of Nixa’s housing stock, compared to 8.3 percent statewide.

The table below provides a comparison of Nixa’s housing stock with that on statewide norms.

## Nixa, Missouri Housing Stock by Type, 2021

Units in Structure	# of Units	% of Total	Missouri %
1-Unit, Detached	7,014	79.0%	70.5%
1-Unit, Attached	536	6.0%	3.6%
2 Units	306	3.4%	3.3%
3 or 4 Units	292	3.3%	4.6%
5 to 9 Units	242	2.7%	3.7%
10 to 19 Units	173	1.9%	3.4%
20+ Units	299	3.4%	5.2%
Mobile Home	17	0.2%	5.7%
Boat, RV, Van, etc.	0	0.0%	0.1%
<b>Total Housing Units</b>	<b>8,879</b>	<b>100.0%</b>	<b>100.0%</b>

Source: U.S. Census Bureau.

### **Occupancy by Housing Type**

Homeowners in Nixa are more likely to occupy detached single-family housing while renters generally occupy attached multi-family housing. According to the U.S. Census Bureau, during 2021 owner-occupied housing in Nixa accounted for 66.8 percent of the entire occupied housing stock with renter-occupied accounting for 33.2 percent. By comparison, owner-occupied housing accounts for 68.8 percent of Missouri' total occupied housing stock with renter-occupied accounting for 31.2 percent.

For 2021, according to the U.S. Census Bureau, of Nixa's housing stock an estimated 8,355 dwelling units were occupied, including 5,581 owner-occupied housing units and 2,774 renter-occupied housing units. Detached single-family homes accounted for 96.6 percent of all occupied owner-occupied housing units. Meanwhile, renters were much less likely to occupy detached single-family homes accounting for 41.9 percent of all occupied rental units.

Properties in Nixa with ten or more dwelling units are the most popular attached housing product for renters accounting for 16.1 percent of all renter-occupied units. Duplexes account for 11.0 percent of all renter-occupied units, while structures with 5 to 9 dwelling units account for 8.7 percent of all renter-occupied units. Structures with 3 or 4 dwelling units account for 7.8 percent of all renter-occupied housing units in Nixa.

## City of Nixa Occupied Housing Stock by Type – 2021 Owner-Occupied vs. Renter-Occupied Housing

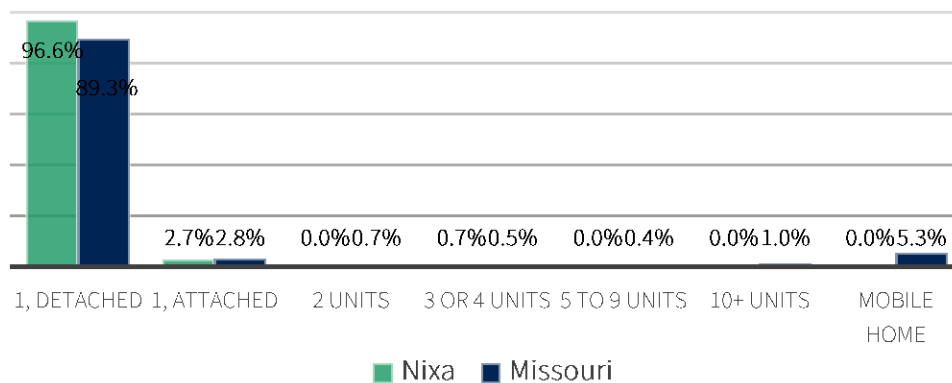
Housing Type	Total	Owner-Occupied	Renter-Occupied
Occupied Housing Units	8,355	5,581	2,774
Units in Structure			
1-Unit, Detached	78.4%	96.6%	41.9%
1-Unit, Attached	6.4%	2.7%	13.8%
2 Units	3.7%	0.0%	11.0%
3 or 4 Units	3.0%	0.7%	7.8%
5 to 9 Units	2.9%	0.0%	8.7%
10 or More Units	5.3%	0.0%	16.1%
Mobile Home and other Types of Housing	0.2%	0.0%	0.6%
Totals	100.0%	100.0%	100.0%

Source: U.S. Census Bureau.

### For-Sale Housing Market

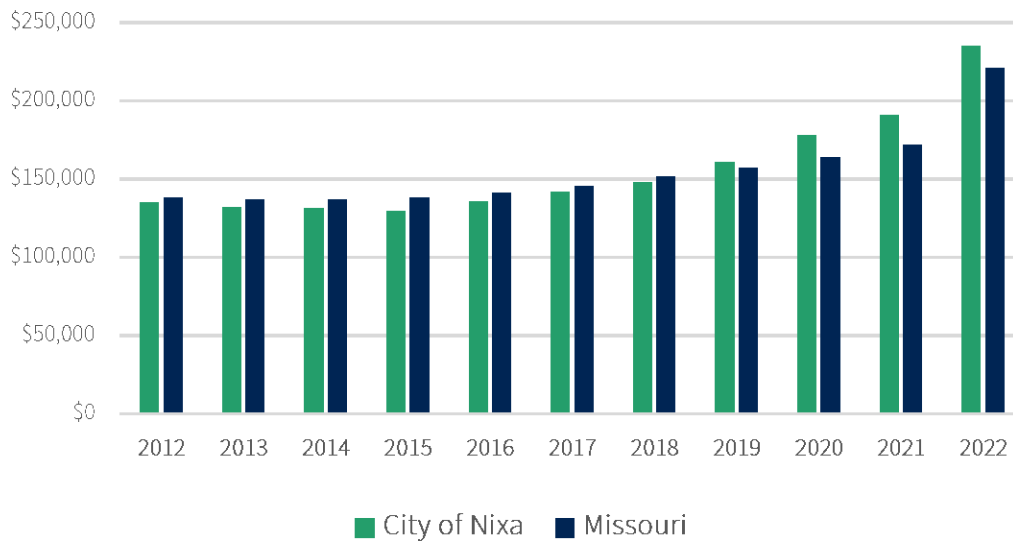
According to the *American Community Survey 2021*, owner-occupied housing in Nixa accounted for 66.8 percent of the entire occupied housing stock, compared to 68.8 percent of Missouri' total occupied housing stock. Detached single-family homes account for 96.6 percent of Nixa's owner-occupied housing stock, compared to 89.3 percent for the State of Missouri. The predominance of owner-occupied detached single-family housing is common within suburban communities. One-unit attached housing accounts for 2.7 percent of Nixa's owner-occupied housing and multi-family units with mobile homes accounting for 0.9 percent.

### Owner-Occupied Housing by Product Type City of Nixa vs. State of Missouri, 2021



According to the *American Community Survey*, during 2012 the median housing value in Nixa of \$135,200 lagged the statewide median of \$138,400. Stemming from the national housing bust, the median housing value for both Nixa and Missouri declined steadily from 2010 through 2014. From 2015 to 2021, the median housing value in Nixa rose 47.4 percent while Missouri housing reported value appreciation of 24.1 percent. By 2019, Nixa’s median housing value of \$160,600 exceeded the statewide value of \$157,200. During 2022, the median home value in Nixa increased by 23.1 percent to \$235,100, exceeding the statewide value of \$221,200. The bar chart on the following page provides a comparison of median housing values between the City of Nixa and the State of Missouri from 2013 to 2022.

### Median Housing Value Comparison City of Nixa vs. State of Missouri



For 2022, a reported 12.9 percent of the owner-occupied housing stock in Nixa was valued under \$100,000, compared to 17.1 percent statewide. Housing valued at \$100,000 to \$199,999 accounts for 45.9 percent of Nixa’s housing stock, compared to 27.7 percent statewide. This price range generally caters to first time homebuyers.

Move-up housing in Nixa valued at \$200,000 to \$299,999 accounts for 30.8 percent of the housing stock compared to 24.0 percent statewide. This price range represents Nixa’s largest market segment.

Housing priced at \$300,000 or more accounts for 10.5 percent of Nixa’s housing stock, compared to 31.4 percent statewide.

## Housing Value Comparison; 2022 City of Nixa vs. State of Missouri

Price Range	City of Nixa	State of Missouri
Less than \$50,000	1.5%	7.3%
\$50,000 - \$99,999	11.4%	9.8%
\$100,000 - \$149,999	26.9%	12.4%
\$150,000 - \$199,999	19.0%	15.3%
\$200,000 - \$299,999	30.8%	24.0%
\$300,000 - \$499,999	10.0%	21.6%
\$500,000+	0.5%	9.8%

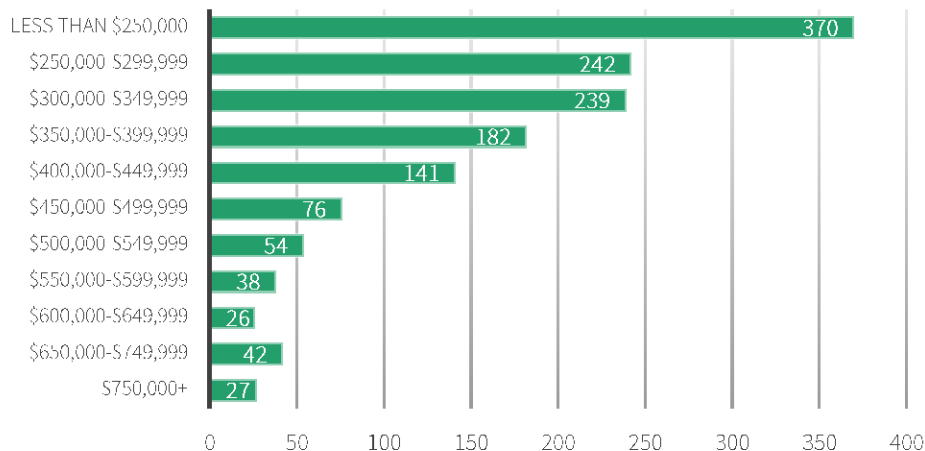
Source: U.S. Census Bureau.

The Multiple Listing Service (“MLS”) provided home sales data since January 1, 2022, in the City of Nixa to gain and understanding of sales velocity and sales pricing. Since January 1, 2022, a total of 1,437 single-family homes have sold in Nixa. Sales prices ranged from \$125,000 to \$1.55 million, averaging \$351,469. Homes sold since January 1, 2022, range in size from 1,000 to 9,094 square feet of livable area.

The north and northeast areas of Nixa have been the most popular location for new home construction and housing sales given the availability of land and infrastructure, favorable topography, and shorter commutes into Springfield.

As the bar chart below illustrates, homes priced under \$250,000 accounted for just over one-quarter of all home sales in Nixa over the past two years, totaling 370 sales. Homes priced from \$250,000 to \$299,999 accounted for 16.8 percent of all sales, totaling 242 sales while homes priced from \$300,000 to \$349,999 amounted to 16.6 percent of all sales, totaling 239 sales. Collectively, homes priced under \$350,000 accounted for 59.2 percent of all homes sales in Nixa since January 2022. Homes priced at \$500,000 or more accounted for just a 13.0 percent market share, totaling 187 sales. Four homes sold for over \$1.0 million.

### Nixa Housing Sales Since 1/1/2022



Supporting new entry-level housing in Nixa priced under \$300,000 is difficult given the high cost of land, infrastructure, and vertical construction. Most new single-family housing in Nixa is priced over \$400,000.

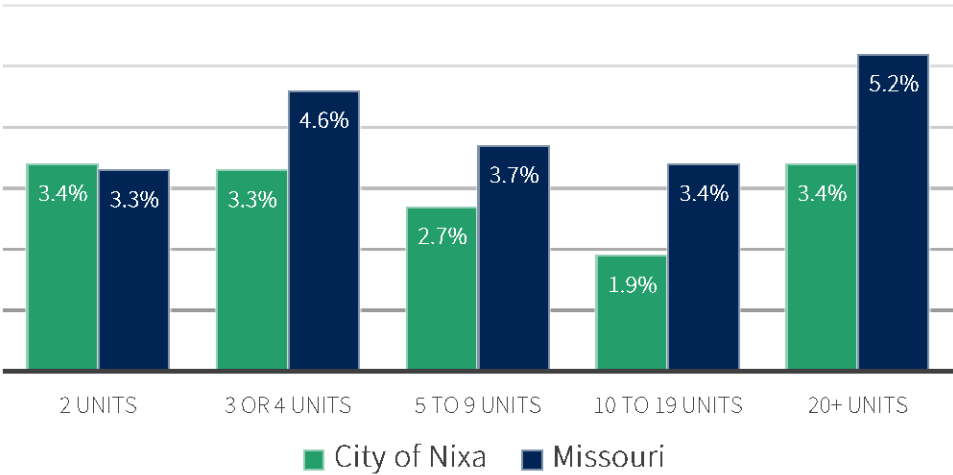
The principal reasons people move to Nixa and purchase homes is the community’s high quality of life that includes the top-rated school district, family-friendly, low crime rate, sense of community, and good parks and recreation amenities. Constraints for households moving to Nixa include the high price of housing, lack of entry-level new housing priced under \$300,000, and high property taxes.

### **Rental Housing Market**

According to the *American Community Survey 2021*, Nixa’s housing stock totaled 8,879 dwelling units, of which 14.7 percent, or 1,312 dwelling units were in multi-unit structures. By comparison, multi-family housing accounts for 20.2 percent of the statewide housing stock.

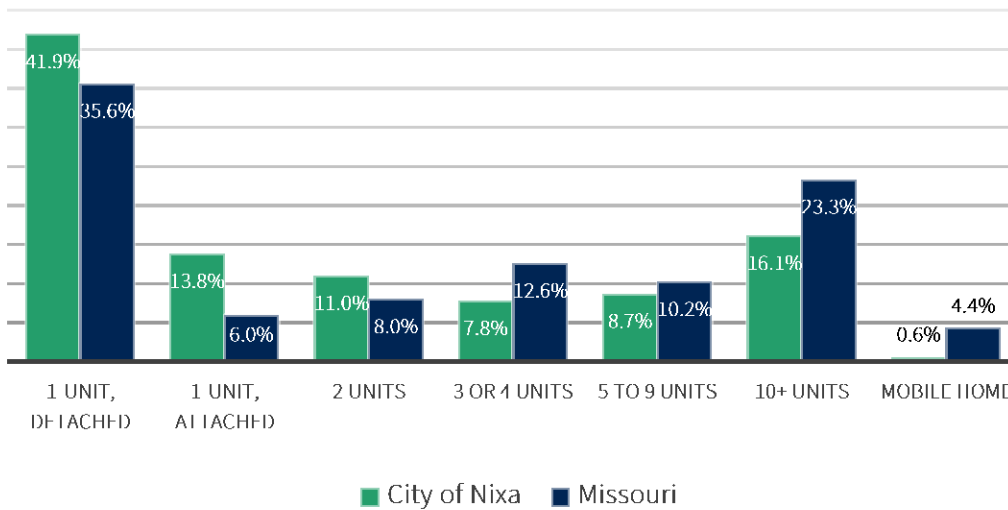
Large-scale properties with 20 or more dwelling units account for just 3.4 percent of Nixa’s housing stock, compared to 5.2 percent statewide. Duplexes account for 3.4 percent of the Nixa housing stock compared to 3.3 percent statewide. Properties with 3 to 9 housing units account for 6.0 percent of Nixa’s housing stock, compared to 8.3 percent statewide.

**Comparison of Multi-Family Housing Stock  
City of Nixa vs. State of Missouri, 2021**



According to the U.S. Census Bureau, as of 2021, Nixa’s inventory of occupied rental housing totaled 2,774 dwelling units, or 33.2 percent of the city’s occupied housing stock. By comparison, rental housing accounts for 31.2 percent of Missouri’s occupied housing stock.

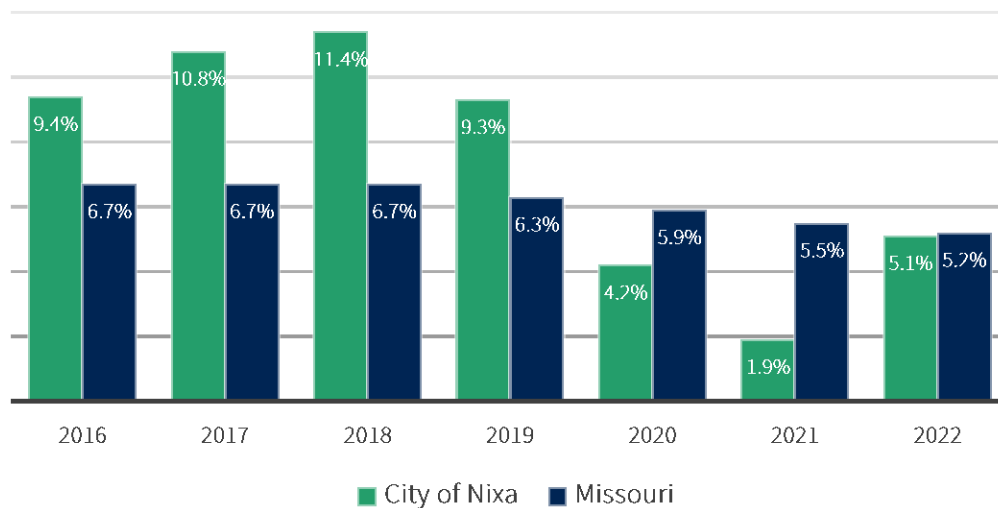
### Comparison of Renter-Occupied Housing City of Nixa vs. State of Missouri, 2021



Large-scale apartment properties with 10 or more units account for 16.1 percent of Nixa’s occupied housing stock, compared to 23.3 percent statewide. Duplexes and properties with 3 to 4 dwelling units together account for 18.8 percent of Nixa’s occupied housing stock, compared to 20.6 percent statewide.

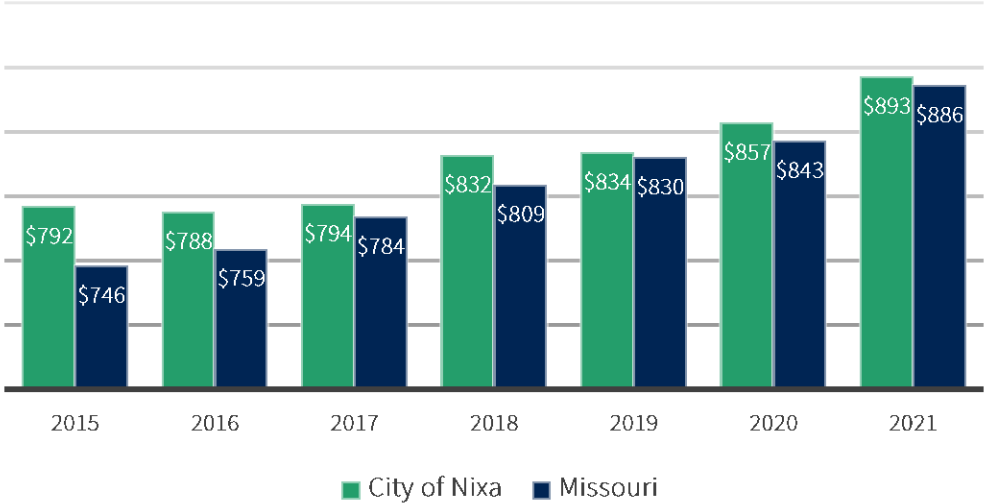
According to the *American Community Survey*, from 2016 through 2019, the Nixa rental housing market operated at a vacancy rate well above market equilibrium and the statewide average, with annualized rates peaking at 11.4 percent in 2018 before gradually improving to 1.9 percent by 2021, compared to 5.5 percent statewide. By 2022, Nixa’s rental housing vacancy rate rose to 5.1 percent compared to 5.2 percent for Missouri.

### Comparison of Rental Housing Vacancy Trends City of Nixa vs. State of Missouri



Since 2015, Nixa’s median monthly housing rent has exceeded the statewide median. From 2015 through 2021, Nixa’s median monthly housing rent increased 12.8 percent, reaching \$893 by 2021. Missouri’s median rent in 2021 of \$886 per month was 0.8 percent below the median for Nixa.

### Median Monthly Housing Rent Trends City of Nixa vs. State of Missouri



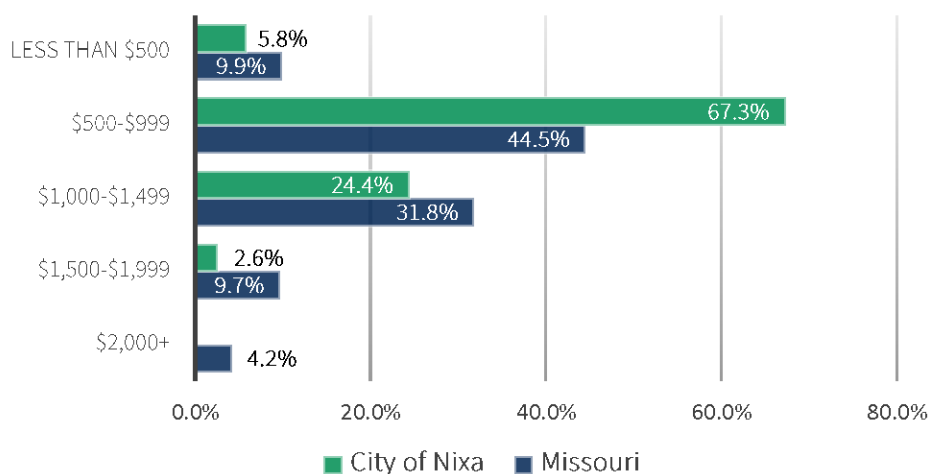
Of Nixa’s occupied rental housing units, just 5.8 percent rented for less than \$500 per month compared to 9.9 percent statewide. This disparity in rents suggests Nixa may be able to support a larger inventory of affordable and income-based rental housing.

An estimated 67.3 percent of the Nixa rental housing stock garner rents of \$500 to \$999 per month, compared to 44.5 percent statewide. Housing units renting for \$1,000 to \$1,499 per month account for 24.4 percent of the Nixa rental market compared to 31.8 percent statewide.

Luxury rental units renting for \$1,500 per month and above account for just 2.6 percent of Nixa’s housing stock compared to 13.9 percent statewide. Nixa’s modest supply of luxury rental housing stems from a limited inventory of large-scale apartment properties that support unit features and community amenities that garner above market rents.



## Monthly Housing Rents Nixa vs. Missouri



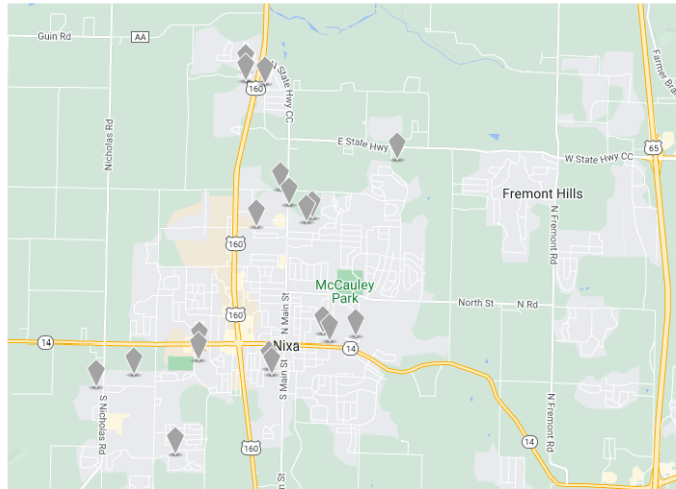
In summary, of Nixa’s housing stock, 14.7 percent, or 1,312 dwelling units are in multi-unit structures. Large-scale properties with 20 or more dwelling units account for just 3.4 percent of Nixa’s housing stock, while properties with 3 to 9 housing units account for 6.0 percent. Despite the lack of large-scale apartment properties, median monthly rents in Nixa are comparable to the statewide median. Luxury rental units renting for \$1,500 per month and above account for just 2.6 percent of Nixa’s housing stock compared to 13.9 percent statewide.

As Nixa continues to grow, its rental housing stock will mature, marked by the construction of large-scale apartment communities featuring luxury unit features and community amenities that warrant above market rents.

### **Large-Scale Apartment Properties**

Current rental housing market conditions in Nixa, Missouri were identified by conducting a search on Costar for large-scale apartment properties of 25 or more dwelling units. Nineteen large-scale apartment properties in Nixa total 1,361 dwelling units. Fourteen apartment properties totaling 993 dwelling units are market-rate and five income-based properties totaling 368 dwelling units, including 264 family units and 104 senior housing units.

## Nixa, Missouri Large Apartment Properties



The table below summarizes operating trends for large-scale apartment properties in Nixa. Since 2020, three large-scale apartment properties were built in Nixa, totaling 229 rental units. The 96-unit Walker Heights was the latest property built, completed in 2023.

From 2018 to 2023, the apartment properties operated at a health vacancy rate well below market equilibrium. By year-end 2023, just 15 vacant apartments were available for lease yielding a vacancy rate of 1.2 percent. During 2023, 96 apartment units came online with net absorption of 51 dwelling units, pushing the overall vacancy rate to 5.2 percent. This spike in the vacancy rate is temporary and will improve as the new property achieves lease-up.

Since 2010, the average rent for large-scale apartment properties in Nixa increased by 32.3 percent, reaching \$1,037 per month by the fourth quarter 2023.

### Nixa, Missouri Apartment Market Trends

Year	# of Properties	Inventory # of Units	Net Absorption	Vacant Units	Vacancy Rate	Average Rent/Mo.
2010	16	1,132	-11	80	7.1%	\$784
2011	16	1,132	5	75	6.6%	\$792
2012	16	1,132	8	67	5.9%	\$797
2013	16	1,132	7	60	5.3%	\$807
2014	16	1,132	4	56	4.9%	\$823
2015	16	1,132	-1	57	5.0%	\$825
2016	16	1,132	5	52	4.6%	\$838
2017	17	1,236	64	92	7.4%	\$833
2018	18	1,265	41	80	6.3%	\$864
2019	18	1,265	8	72	5.7%	\$889
2020	18	1,265	24	48	3.8%	\$931
2021	18	1,265	19	29	2.3%	\$978
2022	18	1,265	4	25	2.0%	\$1,009
2023	19	1,361	51	70	5.2%	\$1,037

Source: CoStar.

As the City of Nixa continues to grow, the construction of large-scale apartment communities is anticipated to continue. The introduction of additional market-rate apartment properties will be important in supporting continued economic development of the city by providing a housing product suitable for young professionals, young couples without children, and empty nesters.

Bryan Properties has started construction on The Northview, a 186-unit apartment community at the southwest corner of Northview Road and Gregg Road in the western portion of Nixa. The unit mix will include 48, 1-bedroom units, 96, 2-bedroom units, and 42, 3-bedroom units. The property will target young professionals.

The City of Nixa has approved development plans for the 96-unit Orchards apartment community on 6.68 acres at Truman Boulevard and Heather Glenn Road.

The City of Nixa has approved development plans for a 336-unit apartment community at the northeast and northwest corners of Main Street and Tracker Road featuring fourteen, three-story buildings and a community swimming pool.

## **Forecast Housing Need**

Residential housing need estimates for the City of Nixa through the year 2040 were forecast based on anticipated demographic and economic trends for the community. Key input to the model includes historical patterns in annual residential building permit activity and projected population and household growth, average household formation rates, households by income levels, and population by age.

Demographic characteristics and historic population growth trends for Nixa were provided by the U.S. Census Bureau and an employment data was provided by Esri Business Analyst. Housing characteristics for Nixa were provided by the *American Community Survey*. Canyon Research Southwest generated population growth projections for Nixa based on historic growth patterns, forecast employment growth, availability of developable land, and economic development factors.

The U.S. Census Bureau estimated Nixa's 2022 residential housing stock at 9,004 dwelling units, operating at an overall occupancy rate of 98.6 percent. The occupied housing stock included 6,268 owner-occupied units (70.6%) and 2,614 renter-occupied units (29.4%). A total of 122 vacant housing units were reported. Nixa's current average household size is 2.57 persons.

The U.S. Census Bureau estimated Nixa's 2022 population at 24,755 residents. From 2024 to 2045, Nixa's population is forecast to increase by 9,093 to 11,066 residents, generating the need for additional housing units.

Supportable residential housing absorption through 2045 will be a function of resident population growth and latent demand while income levels and age composition will dictate the type and mix of housing product.

## **Housing Need from Population Growth**

Net population and household growth are the largest single drivers of the need for new housing units. From 2024 through 2045, the City of Nixa population is forecast to increase by 9,093 to 11,066 new residents. The City of Nixa's average household size is 2.57 persons. Nixa's forecast population growth through 2045 is estimated to yield an estimated 3,538 to 4,306 new households and occupied housing units.

## **Latent Housing Need**

Another housing needs component considers the number of units a market requires to offer balanced market conditions. Vacant housing units are necessary to accommodate the turnover of the housing stock as people move for family, work-related, or financial reasons. Latent demand occurs when the inventory of available housing is severely constrained.

A housing market operating at equilibrium generally supports a 92 percent to 95 percent occupancy rate. Healthy markets require approximately 5 percent to 8 percent of the housing stock to be available to allow for inner-market mobility and encourage competitive housing prices and rental rates. Markets with vacancy rates below a healthy rate often suffer from escalating home values and rents, minimal tenant turnover, residents being forced into housing situations that do not meet their housing needs, and the inability of nonresidents to enter the market. During 2022, 122 residential housing units were vacant in Nixa, equating to an overall occupancy rate of 98.6 percent.

Nixa's 2022 residential housing stock totaled 9,004 dwelling units, of which 8,882 dwelling units are occupied. Through 2040, population growth is anticipated to result in the need for 2,717 to 3,274 additional housing units, bringing the total inventory to 11,599 to 12,278 total housing units.

At market equilibrium occupancy rate of 95 percent, by 2040 Nixa's housing stock would total 12,209 to 12,924 dwelling units, of which 610 to 646 dwelling units would be vacant and available for sale or rent. Given the 2022 inventory of 122 vacant housing units in Nixa, latent housing need is estimated at 488 to 524 dwelling units.

## **Total Housing Need**

From 2024 through 2045, the City of Nixa's forecast population growth and latent housing need is anticipated to create the need for an estimated 4,026 to 4,830 new housing units. Nixa's current mix of occupied housing units is 70.6 percent owner-occupied and 29.4 percent renter occupied. Given the city's population age composition, household income levels, and existing housing stock, from 2024 through 2045 the housing need is estimated to be segmented 65 percent owner-occupied and 35 percent renter occupied. Therefore, by 2045 the mix of new housing inventory is estimated at 2,617 to 3,140 homeownership units and 1,409 to 1,690 rental units.

The City of Nixa's mix of future housing needs is best determined by evaluating the city's population demographics with that of the various housing life-cycle stages. Emphasis is placed on age, education, and income.

Entry-level householders are generally single or couples without children in their early 20's and often prefer to rent basic, inexpensive apartments. Residents 15 to 24 years of age account for 11.8 percent of the Nixa population with those 25 to 34 years of age accounting for 12.7 percent. Individuals with high school degrees or less are more likely to be renters than homeowners. An estimated 31.1 percent of Nixa residents are high school graduates or less. Nixa's population demographics provide a market for entry-level for-sale and rental housing.

An estimated 19.1 percent of Nixa households earn less than \$35,000 annually with 12.9 percent of households earning less than \$25,000. These households tend to be perpetual renters with the lowest income households potentially qualifying for some form of housing assistance. Nixa's resident profile suggests an additional need for rental housing with an emphasis on affordable and income-based housing. A sizable market exists for housing priced under \$150,000.

First-time homebuyers and move-up renters are usually married or cohabitating couples in their mid-20's or 30's, some with children, but most are without children. These individuals prefer to purchase modest-priced single-family homes or rent more upscale apartments. An estimated 12.7 percent of Nixa residents are 25 to 34 years of age with 11.5 percent of residents attaining an associate degree and 24.7 percent of residents possess a bachelor's degree. An estimated 10.6 percent of households earn \$35,000 to \$49,999 annually and 21.1 percent of households earn \$50,000 to \$74,999 annually. Nixa possesses a sizable market for homes priced from \$150,000 to \$300,000 and move-up renters.

Move-up homebuyers are typically in their late 30's to 40's, married with children. There is a total of 40.8 percent of households in Nixa with children. An estimated 14.4 percent of Nixa residents are 35 to 44 years of age with 24.7 percent of residents attaining a bachelor's degree and 11.3 percent of residents possessing a graduate or professional degree. An estimated 18.5 percent of households earn \$75,000 to \$99,999 annually and 30.8 percent of households earn \$100,000 or more annually. Nixa possesses a large market for housing priced at \$300,000 or more.

The table on the following page summarizes the forecast housing mix by owner-occupied and renter-occupied units and by product type.

Through 2045, the market share for new single-family housing in Nixa is expected to decrease slightly relative to the trends over the past twenty years. The market share of 2- to 9-unit multi-family structures is anticipated to decline with large-scale apartment development becoming more prevalent.

Through 2045, new housing need in Nixa is forecast at 2,818 to 3,381 single-family detached and attached housing units, 402 to 483 housing units in 2- to 9-unit structures, and 805 to 966 housing units in structures with ten or more dwelling units.

At an average density of 3.5 to 4.0 dwelling units per acre for single-family homes and 15 to 18 dwelling units per acre for multi-family housing, the forecast housing need through 2045 for Nixa would require an estimated 771 to 885 acres of land under the conservative scenario and 928 to 1,063 acres of land under the optimistic scenario.

## Forecast Housing Need by Product Type Nixa, Missouri; 2024-2045

	2023 Estimate		2045 Forecast	
	# of Units	# of Total	# of Units	# of Total
Total Housing Units (2022)	9,004		4,026 – 4,830	
Occupied Housing Units	8,882			
Home Ownership Units	6,268	70.6%	2,617 – 3,140	65.0%
Rental Units	2,614	29.4%	1,409 – 1,690	35.0%
Vacant Housing Units	122			
2022 Housing Inventory				
Single Family	6,716	76.7%	2,818 – 3,381	70.0%
2 to 4 Units	1,073	12.2%	322 – 386	8.0%
5 to 9 Units	373	4.3%	80 – 97	2.0%
10 or More Units	368	4.2%	805 – 966	20.0%

Source: U.S. Census and Canyon Research Southwest, Inc.

## STUDY CONCLUSIONS

The *Economic and Market Analysis* evaluated the ability of the Nixa Planning Area (“Planning Area”) to accommodate development of a variety of retail, office, industrial, and residential uses. Study conclusions and recommendations include the following:

- 1 Quantify supportable long-term demand for new commercial and industrial space as well as residential housing units.
- 2 Identify feasible land use mix, location, and development formats.

### **Forecast Real Estate Need**

From 2024 through 2045 the City of Nixa is estimated to support the need for 569,000 to 675,000 square feet of new retail space, 142,000 to 185,000 square feet of professional and medical office space, and 306,000 to 460,000 square feet of industrial space.

Through 2045, Nixa’s new housing need is forecast at 2,818 to 3,381 single-family detached and attached housing units, 402 to 483 housing units in 2- to 9-unit structures, and 805 to 966 housing units in structures with ten or more dwelling units.

### **Forecast Real Estate Need Nixa, Missouri, 2024 – 2045**

Land Use	Forecast Demand		Land Acres	
	Low	High	Low	High
Retail	569,000 SF	675,000 SF	57 - 65	67 - 78
Office	142,000 SF	185,000 SF	11 - 13	14 - 17
Industrial	306,000 SF	460,000 SF	18 - 20	26 - 30
Residential	4,026 DUs	4,830 DUs	771 - 885	928 - 1,063
<b>Totals</b>			<b>857 - 983</b>	<b>1,035 - 1,188</b>

The forecast real estate needs through 2045 for Nixa would require an estimated 857 to 983 acres of land under the conservative scenario and 1,035 to 1,188 acres of land under the optimistic scenario.

## **Land Use Patterns and Development Opportunities**

Based on the study findings and future demand projections, future development opportunities in Nixa, Missouri for retail, office, industrial, and housing have been identified.

Given the City of Nixa's infrastructure, topography, highway access, and existing land use patterns, over the next twenty years urban expansion will favor the northeast, south and west quadrants of the city. U.S. Highway 160/Massey Boulevard will remain as Nixa's dominant corridor for commercial and industrial activity. The City's northeast quadrant will remain the leading location for upscale housing given the favorable topography, availability of land and infrastructure, and convenient access to employment centers in Springfield. Development constraints hindering future development activity include high land values, presence of sink holes, availability of infrastructure, and legacy landowners not interested in selling or developing their landholdings.

U.S. Highway 160/Massey Boulevard will continue to serve as Nixa's dominant retail growth corridor. Infill sites remain available within the corridor. Potential future retail development sites in Nixa include:

17. Northeast and southeast corner of Main Street and State Highway CC
18. North side of State Highway CC between Monet Road and Carnegie Road
19. Southeast and southwest corners of Old Castle Road and State Highway CC
20. Approximately 40 acres at southwest corner of U.S. Highway 160 and Tracker Road (has sink holes)
21. Old Wilderness Road south of Northview Road
22. Vacant land at the southwest corner of Mount Vernon Street and Gregg Road
23. East side of Nicholas Road south of Mount Vernon Street
24. Southeast corner of Mount Vernon Road and Hazel Run Road
25. Vacant land along U.S. Highway 160 south of Norton Road
26. Mount Vernon Road at Ridgecrest Avenue
27. Redevelopment sites along Mount Vernon
28. Main Street in downtown Nixa
29. Nichols Road and Mount Vernon Street
30. Nichols Road and Tracker Road
31. Northwest corner of U.S. Highway 160 and Tracker Road
32. Intersection of Gregg Road and Rosedale Road

Mount Vernon Street serves as Nixa's secondary retail location with the intersection at U.S. Highway 160/Massey Boulevard representing the city's "Main-and-Main" location. Street improvements have recently been completed to the east end of Mount Vernon Street which provides the opportunity for redevelopment within the corridor. Land at the intersection of Mount Vernon Street and Ridgecrest Avenue possesses the necessary infrastructure to accommodate commercial development.

Nixa's downtown core lacks critical mass of space, an identifiable market niche and identity, and a catalyst project/business. While the recent opening of 14 Mill Market has provided dining options and meeting space, additional infill development with a mix of uses is needed to create a vibrant urban core. Like many downtowns, adequate and convenient parking is an issue. What is needed to simulate redevelopment of downtown is a mixed-use project that would require property assemblage. Potential locations for such a development include the northwest, northeast, and southeast corners of Mount Vernon and Main Streets.

To promote revitalization of downtown Nixa the planning boundaries should be expanded to include Park Street to the north, South Street to the south, Market Street to the east, and Delaware Street to the west. A zoning overlay



district should also be created that provides the guidelines, regulations, and standards needed to accommodate both development and redevelopment. A mix of single-family and multi-family housing is needed at the periphery of the downtown planning area to promote a vibrant urban environment and provide a potential market for downtown businesses. Potential housing formats include upper floor apartments as part of mixed-use development and infill single-family and small-scale multi-family housing on vacant land and under-utilized properties. Public funding in the form of Tax Increment Financing (“TIF”), Community Improvement District (“CID”), or Transportation Development District (“TDD”) should be made available to assist downtown property owners to invest in their properties.

Generating employment opportunities should be a priority of the Nixa Comprehensive Plan as jobs support population growth and economic development. Existing industrial locations in Nixa include the industrial park along Kathryn Street west of U.S. Highway 160 as well as the northeast and southeast corners of U.S. Highway 160 and Tracker Road.

The industrial park located along Kathryn Street west of U.S. Highway 160 has achieved build-out with no sites remaining for development. Therefore, it is recommended that adjacent land be designated for future industrial park use. The two most viable properties include: 1) the approximately 80 acres on the north side of Northview Road between Gregg Road and Foxwood Drive and 2) the approximately 60 acres immediately north of the existing industrial park at the southeast corner of Tracker Road and Gregg Road.

Very little industrial land remains available for development at the northeast and southeast corners of U.S. Highway 160 and Tracker Road. A potential expansion site includes the land at the southeast corner of Cedar Street and U.S. Highway 160.

Continued population growth will fuel the need for additional professional office space in Nixa. The north and northeast portions of Nixa support high-end single-family housing occupied by high-income households. Therefore, office development within the north and northeast portions of Nixa is appropriate. State Highway CC connects Nixa with the neighboring city of Ozark as well as provides a direct connection to U.S. Highway 65 and the southeast portion of Springfield. These market dynamics and favorable site characteristics create the opportunity to designate the State Highway CC as professional office corridor. Additional potential office development sites include: 1) Main Street in downtown Nixa, 2) the northeast corner of Wasson Drive and McCroskey Street, and 3) Old Wilderness Road south of Northview Road.

Given Nixa’s smalltown character, high quality of life, top-rated school system, and convenient access to jobs in Springfield, Nixa is expected to continue to attract families generating the demand for for-sale, single-family housing. Also, the COVID-19 pandemic accelerated the trend for working remotely. Nixa is ideally suited to capitalize on this trend by providing a desirable quality of life for a growing workforce that can now decide where to live separately from where the job originates.

Nixa’s northeast quadrant will remain the leading location for upscale single-family housing. As developable land becomes increasingly scarce the southern and western portions of the city will experience mounting development pressures for new home construction. Continued new single-family housing construction should be supported at the periphery of the city that is currently serviced with roads utilities and where existing single-family subdivisions are present.

To foster future economic development and population growth in Nixa a wider mix of both owner-occupied and rental housing products is needed suitable for accommodating a broad population and labor force. This could be

accomplished through renovation of the existing older housing stock, new small-scale infill housing, and development of greenfield parcels at the periphery of the city with street access and utility services at or near the property. A more diversified housing stock can be achieved by focusing on providing for-sale and rental infill housing, entry-level and move-up for-sale housing, and market-rate rental housing.

Entry-level, for-sale housing and market-rate apartments are needed to support a workforce for such business sectors as manufacturing, logistics, retail, and personal services. Upscale for-sale housing is needed to retain and attract upper management, entrepreneurs, physicians, and other high-income households.

Challenges of providing affordable for-sale housing in Nixa include the high cost of land, infrastructure, and vertical construction. These factors make it difficult for builders to provide entry-level housing priced under \$300,000. Infill housing offers the opportunity to create affordable for-sale housing in Nixa. Potential infill housing types include detached single-family homes, attached twin homes, townhomes, and small multi-family properties. A variety of economic incentives could be offered to support new infill housing. Possible examples include tax abatement, public financing such as tax increment financing, waiving permit and utility connection fees, city-sponsored land banking, and public-private partnerships to assist in infrastructure improvements.

According to the U.S. Census, 19.1 percent of Nixa households have annual income of less than \$35,000, generating a strong need for both market-rate and income-based rental housing as these households are generally chronic renters. Increased emphasis is needed to provide additional market-rate and income-based rental housing. Doing so will support a labor force needed to facilitate economic development.

Multi-family residential development sites are best located along major arterial corridors, within employment and retail hubs, and infill locations within mature neighborhoods. Prospective multi-family residential development sites in Nixa include:

1. Intersection of Main Street and Tracker Road
2. Southwest corner of Northview Road and Gregg Road
3. Small-scale multi-family development is best suited on infill sites in the older, mature neighborhoods surrounding downtown Nixa and along north Main Street.