



CITY OF URBANA NORTH MAIN STREET CORRIDOR PLAN

Community Visioning Event Summary October 30, 2023

The City of Urbana, in partnership with residents, local businesses, and community partners, is developing a Plan for a portion of the North Main Street corridor. A goal of the Plan is to guide future development and redevelopment opportunities in the area. The North Main Street Corridor Plan includes the area along North Main Street from Gwynne Street/Washington Avenue to Grimes Circle.

The community visioning event was designed to understand how residents and stakeholders will interact with the study area in the future. Participants were invited to listen to a project update presentation led by Burton Planning Services and participated in four stations to share their ideas about services, modes of transportation, redevelopment opportunities, and architectural styles they wish were present in the corridor. Results from the event will be used to guide future land use, zoning code updates or revisions, and infrastructure improvements.

Residents were invited to participate in the event via post cards that were mailed to all addresses in the plan area, social media announcements, advertisements in the Champaign County Chamber of Commerce and Visitors Bureau weekly newsletter, and an article published in the Urbana Daily Citizen. Approximately 18 people attended the in-person event.

Activity A

Activity A asked participants, “In the future, how do you want the corridor to look?” The station included a series of images, and attendees were asked to place a sticker dot in the corresponding box under images they preferred. The results showcased that the attendees wish to see traditional historic downtown styles (Figure 1 below, 13 votes), modern contemporary materials (Figure 2 below, 16 votes) and traditional-modern brick and siding combinations (Figure 3 below, 12 votes). Specifically, attendees tended to favor modern brick buildings and smooth stone facades.

Respondents Favored:



Figure 1



Figure 2



Figure 3

Activity B

Activity B asked participants, “In the future, how would you like to spend time in the corridor?” The station included a list of different land uses including living, shopping, learning, working, dining out and fast food, worshiping, exercising, seeking medical care, self-care, or auto care, and socializing. Attendees were asked to use five sticker dots to indicate the uses they prefer to see in the area, and were allowed to place more than one dot in a specific land use if it was of higher personal/household value. Attendees are interested in dine-in restaurants, medical services, self-care spots (salons, barber shops, etc.), and commercial retail.



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Activity C

Activity C asked participants, “In the future, how do you plan to get around the corridor?” Participants were asked to vote on two preferred methods of transportation out of walking, biking, transit, and personal vehicle for themselves or their household in the area. Respondents were given the option to cast two votes for the same method of transportation if it was of higher personal/household value. Most participants selected personal vehicles as their preferred transportation option in the corridor, and walking was selected as the second most preferred choice.

Activity D

Activity D asked participants, “In the future, how do you want the corridor to look?” For each site, a visionary rendering was developed to illustrate what the area could look like if redeveloped (Figure 4 below). The illustrations are schematic and not intended to represent actual development. Participants provided feedback on the three opportunity sites and illustrations.

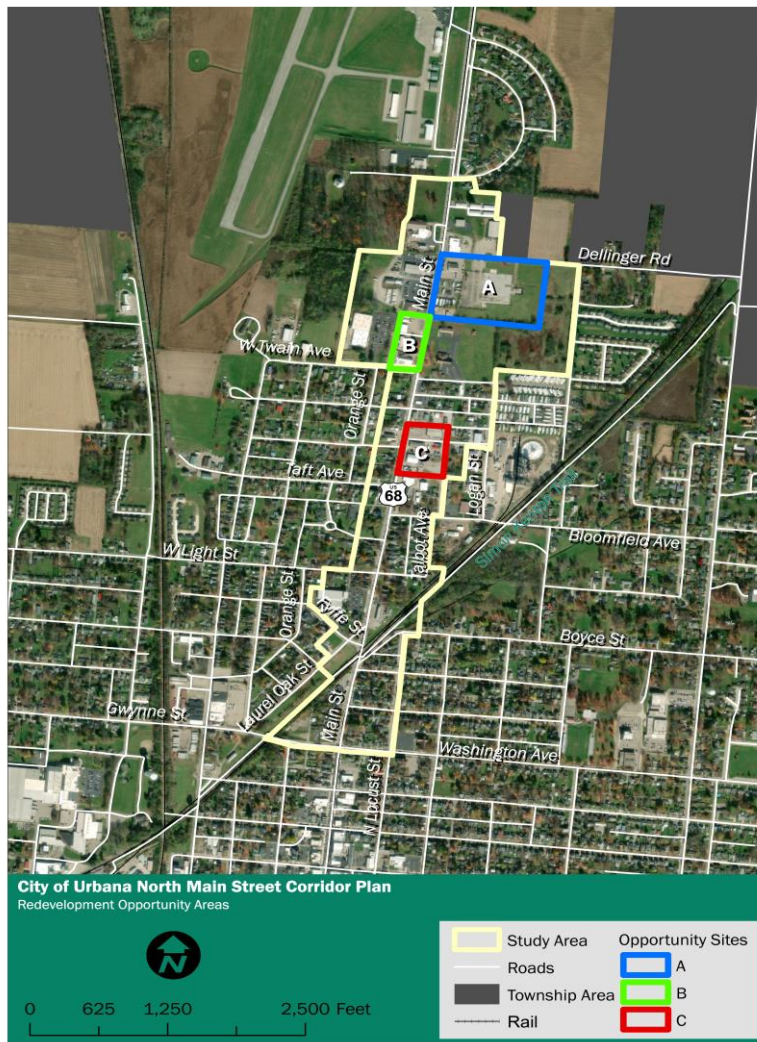


Figure 4: Activity D Study Area Map



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For the first site (Site A), located at the southeast corner of Main Street and Dellinger Road, stakeholders and residents felt the visionary redevelopment (Figure 5 below) possessed too many trees on the site, and felt that the maintenance of it may provide challenges down the road. Participants also felt that the site is a bit far away from the main parts of the town, and do not believe the area would be well suited for multifamily residential or restaurants. Further feedback suggested the participants believe the site would be great for commercial or as a business park.

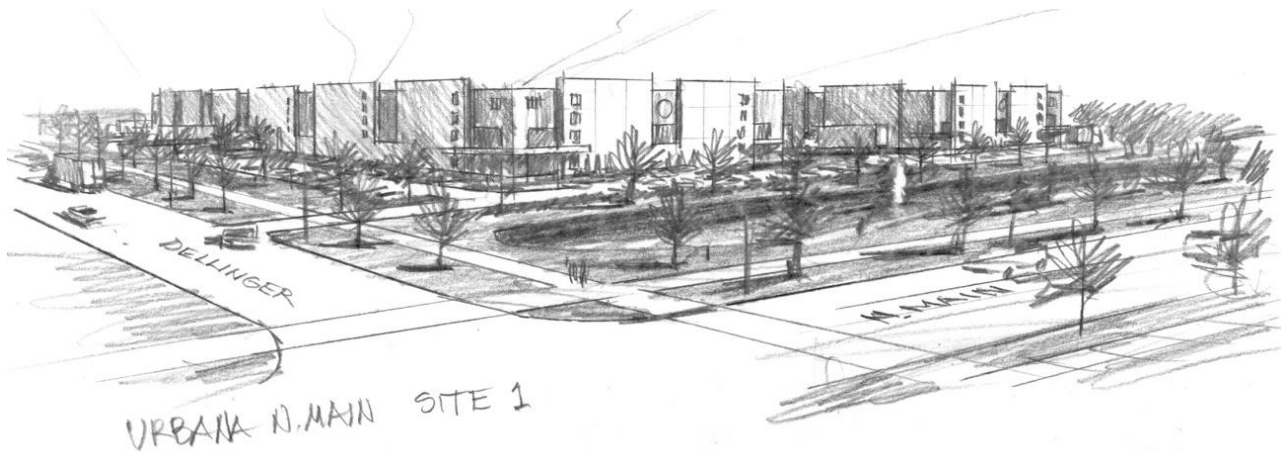


Figure 5: Site A Visionary Rendering

For the second site (Site B), located at the northwest corner of Main Street and W Twain Avenue, stakeholders and residents felt generally positive about the visionary rendering (Figure 6 below), with some comments stating that it is preferred the most out of the three. Further comments address the opportunity of the site, and prefer the building's closer proximity to the street, as well as the landscaping and sidewalk implementation. They also felt that this site was the best for multifamily dwellings such as townhouses or row housing, or as a mixed-use development.



Figure 6: Site B Visionary Rendering



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For the third site (Site C), located along the eastern side of Main Street between Taft and Poe Avenues, stakeholders and residents felt that the visionary rendering (Figure 7 below) provided a good mix of architectural styles that fit the age and character of the town. They viewed the redevelopment as a nice idea for how to improve the building frontage along the corridor and appreciated the blending of land use types (residences with commercial). Comments also praised the sites landscaping, sidewalks, and general character.



Figure 7: Site C Visionary Rendering