



**Re-imagine North Main:
A Collaborative Community Event**
NORTH MAIN STREET CORRIDOR PLAN

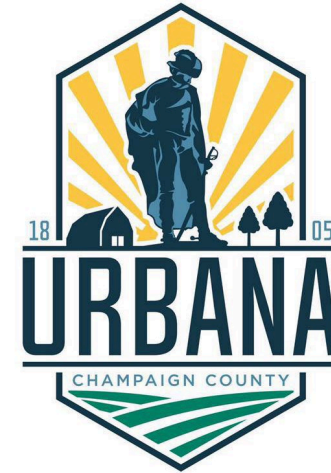
City of Urbana
October 30, 2023



Welcome and Introductions

- Project Team

- Douglas Crabill, City of Urbana
- Amelia Mansfield, Burton Planning Services
- Jared Godwin, Burton Planning Services



Agenda



Welcome & introductions



Project Overview



Status Update



Why We Are Here



Next steps & Involvement Opportunities



Project Overview



What is the purpose of the North Main Street Corridor Plan?

- Developed with community and stakeholder input
- Intended to guide future zoning designations and land uses, zoning code updates, infrastructure improvements, and to provide strategies to ensure the continued economic success and growth of this corridor, including the preservation of the existing residential neighborhoods along and adjacent to this corridor
- The Plan will be presented to Urbana City Council for adoption

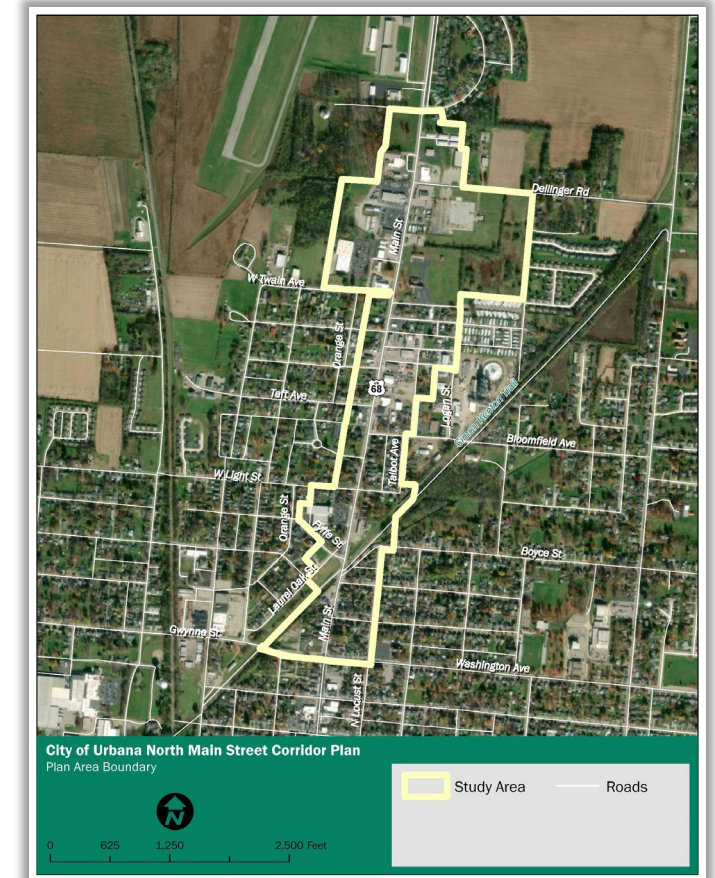


Source: Burton Planning Services



Project Study Area

- North Main Street corridor, generally bounded by:
 - Grimes Circle (north)
 - Gwynne Street/Washington Avenue (south)
 - Simon Kenton Trail, Fyffe Street, parcel line/alley west of N Main Street (west)
 - Logan Street, Talbot Avenue, Simon Kenton Trail, N Locust Street, parcel line (east)



Source: Burton Planning Services



Project Background

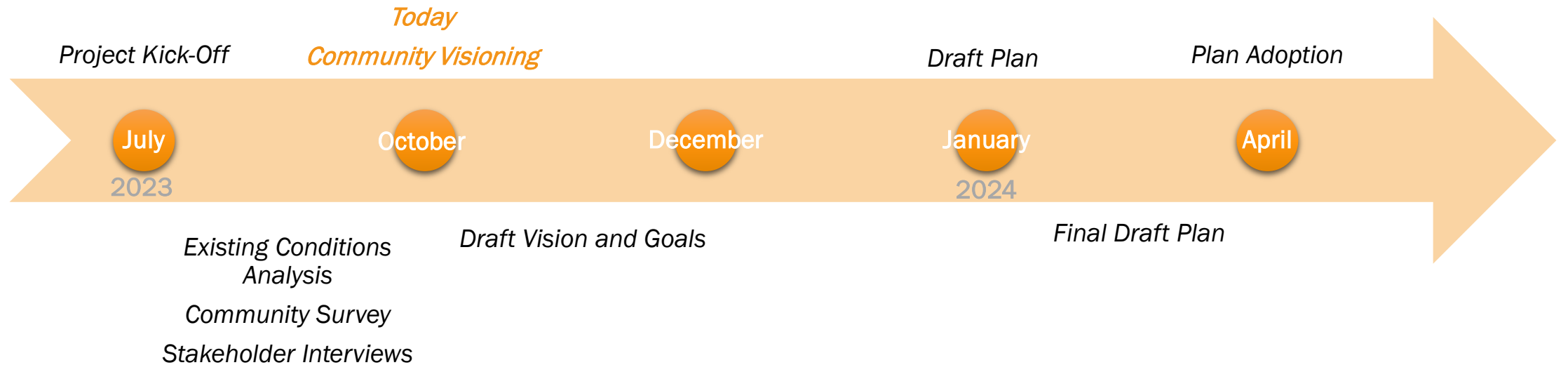
- North Main Street Corridor area
 - Major north-south corridor that serves as the northern gateway to Urbana
 - Priority development and redevelopment area
 - A mix of land uses (residential, commercial, industrial, small businesses, etc.)
 - Demand for housing with limited supply
 - Has experienced some disinvestment in the past



Source: Burton Planning Services



Project Schedule



Key Elements of the Plan

- Existing Conditions
- Vision and Goals
- Recommendations
- Implementation



Roles and Responsibilities

- Project Team
 - Existing conditions analysis
 - Engage and gather input from residents and stakeholders
 - Plan development
- Community Members
 - Participate in Community Survey
 - Participate in community meetings
 - Talk with your neighbors!



Source: Burton Planning Services



Status Update



Progress

- Site Visit
- Steering Committee
- Existing Conditions Summary
- Community Survey



Community Survey

- September 12 – October 15, 2023
- 155 respondents

Results Overview

- More than 60% of respondents visit North Main Street daily
- 46% say their experience visiting the area is “Excellent” or “Good”; 44% say their experience visiting the area is “Fair”; 9% say it is “Poor”
- 82% get around the area by driving; 12% drive, walk, and bike around the area
- 42% travel through the area without stopping; most others come here to shop or purchase items (44%) and/or live in the area (38%)





Why We Are Here



Re-Imagining North Main Street

North Main Street Corridor Plan
STATION A

Look and Feel
In the future, how do you want the corridor to look?
In this activity, you will assess a series of images and place a dot in the box under the image that best captures your vision for the feel of North Main Street.

North Main Street Corridor Plan
STATION B

Uses & Activities
In the future, how do you want to spend time in the corridor?
Distribute 5 sticker dots among the boxes below that best match your preferred future activities in the corridor. You may place more than one of your five stickers in a box if it is of higher personal preference.

LIVE	SHOP
LEARN	WORK
DINE IN / SIT DOWN	FAST FOOD / CARRY-OUT
WORSHIP	EXERCISE
MEDICAL CARE	SOCIALIZE
AUTO SERVICES (GAS, REPAIRS)	SELF CARE (SALONS, ORDER SHOPS, ETC.)

North Main Street Corridor Plan
STATION C

Getting Around
In the future, how would you like to get around the corridor?
Cast your vote on how you would like to get around by placing up to two icons in the ballot box. You may select two of the same icons to signify higher personal preference.

In the future, how would you like to get around the corridor?

Personal Vehicle (Car, truck, SUV, etc.) Bus / Other Public Transit Walking Bicycle

North Main Street Corridor Plan
STATION D

Opportunity Areas
In the future, how do you want the corridor to look?
Below are conceptual designs for potential redevelopment of the three opportunity areas shown on the map on the previous board. Please leave comments on a post-it and place in the corresponding box.

Site 1

Site 2

Site 3



Next Steps

- Vision and goals
- Draft Plan
- Look for more ways to be involved!



THANK YOU!

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