

NORTH MAIN STREET CORRIDOR PLAN

City of Urbana
December 13, 2023



Agenda

- Project scope and timeline
- Engagement
- Existing Conditions Report
- Draft Vision
- Draft Goals
- Next Steps





Project Scope & Timeline



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)

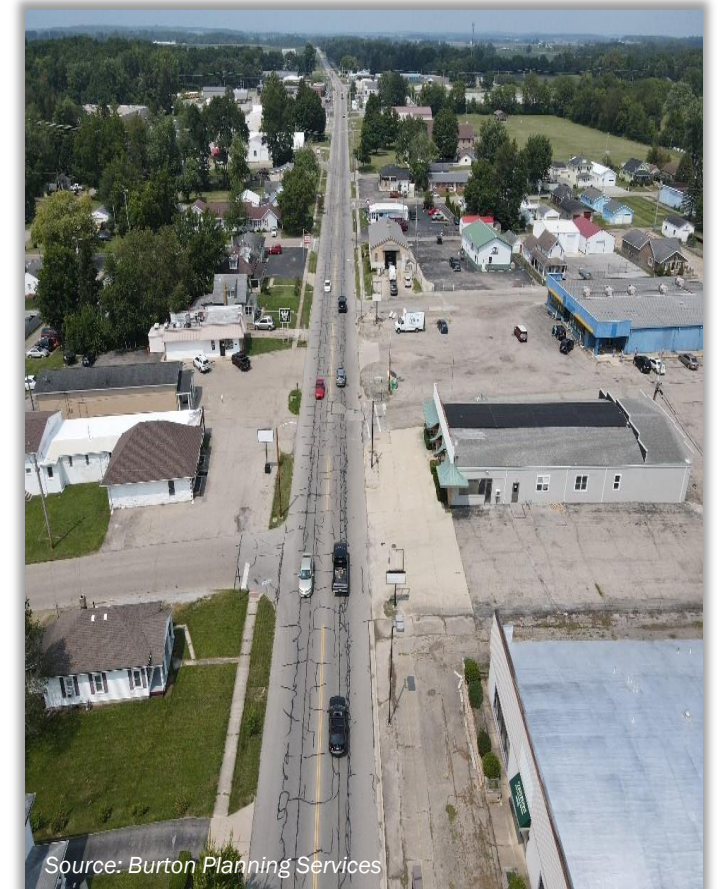


Source: Burton Planning Services



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





Engagement



Stakeholder Interviews

- 30-minute conversations
- Businesses, local leaders, residents
- Their experience, strengths, challenges, and vision



Source: Burton Planning Services



Stakeholder Interviews

What we heard...

- Need for improvements (buildings, parking lots, curbs, sidewalks)
- Need for additional housing and new businesses to draw new people to the area (residents, employees, visitors, etc.)
- Incentivize new businesses and new housing
- Support and capitalize on economic benefits of the airport
- Invest in beautification for the area (code enforcement, street trees, signage, etc.)
- Good visibility in the area for businesses
- Opportunity for additional manufacturing in the area



Community Survey

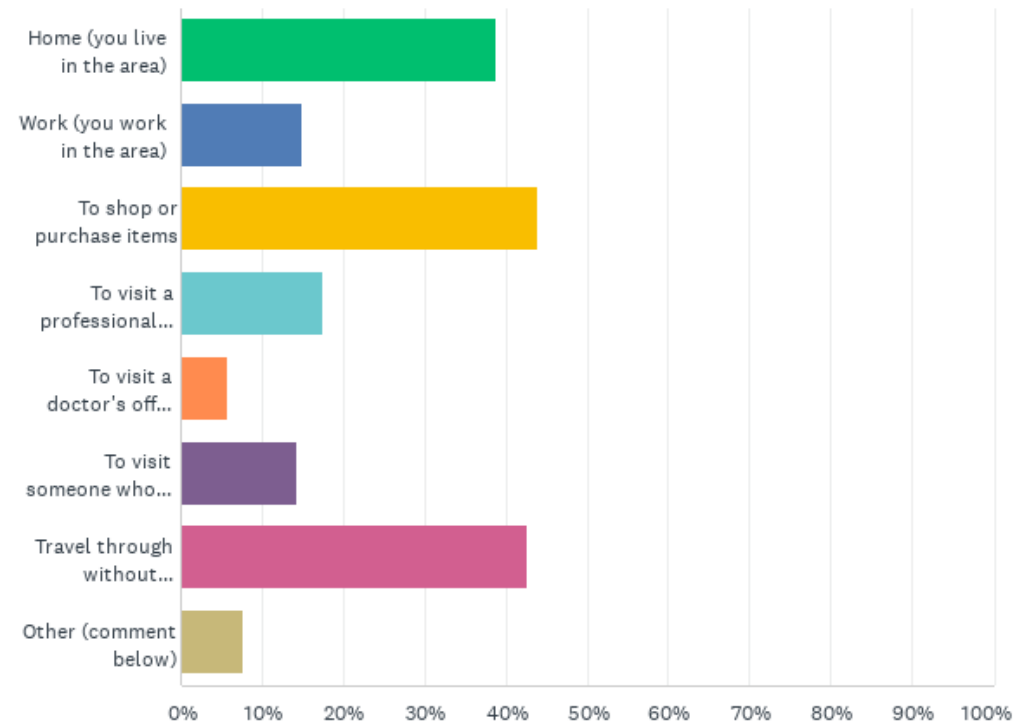
- Post cards mailed to businesses and residents in the area
- Social media announcements
- Champaign County Chamber of Commerce and Visitors Bureau newsletter
- Urbana Daily Citizen
- 155 surveys completed



Source: Burton Planning Services

Community Survey

- 45% reported a “fair” experience
- 36% reported a “good” experience
- Most visit the area to go home (live in the area), shop, or to travel through



Typical reasons for visiting the North Main Street Area.

Community Survey

Things they liked about the area...

- Quiet, small-town feel
- Historic charm
- Accessibility
- Mix of homes and businesses
- Bike path
- Visiting favorite businesses
- Optimistic about opportunities for improvement



Source: Burton Planning Services



Community Survey

Amenities needed in the area...

- Sit-down restaurants
- Fast food restaurants
- Grocery store
- Gas station(s)
- Play areas, playgrounds, and/or parks
- Sidewalks



Source: Burton Planning Services



Community Survey

Vision for the area...

- New infrastructure
- Renovated buildings
- Green space or open space
- Improved streets for vehicles, pedestrians, and bicycle use
- Places to meet with people (coffee shops, restaurants, etc.)
- Places to shop (clothing, groceries, specialty shops, etc.)
- Sidewalks



Re-imagine North Main: A Collaborative Community Effort

- Post cards mailed to businesses and residents in the area
- Social media announcements
- Champaign County Chamber of Commerce and Visitors Bureau newsletter
- Meeting attendance: ~ 20 people



How do you want the corridor to look?

- Visual preference survey
- Attendees wish to see:
- Traditional downtown architecture
- Modern, contemporary materials
- Brick and siding combinations
- Ground floor store fronts
- Traditional setbacks
- Parking behind buildings



How do you want the corridor to look?



How would you like to spend time in the corridor?

- Dine-in restaurants
- Medical services and offices
- Self-care spots (salons, etc.)
- Commercial retail stores



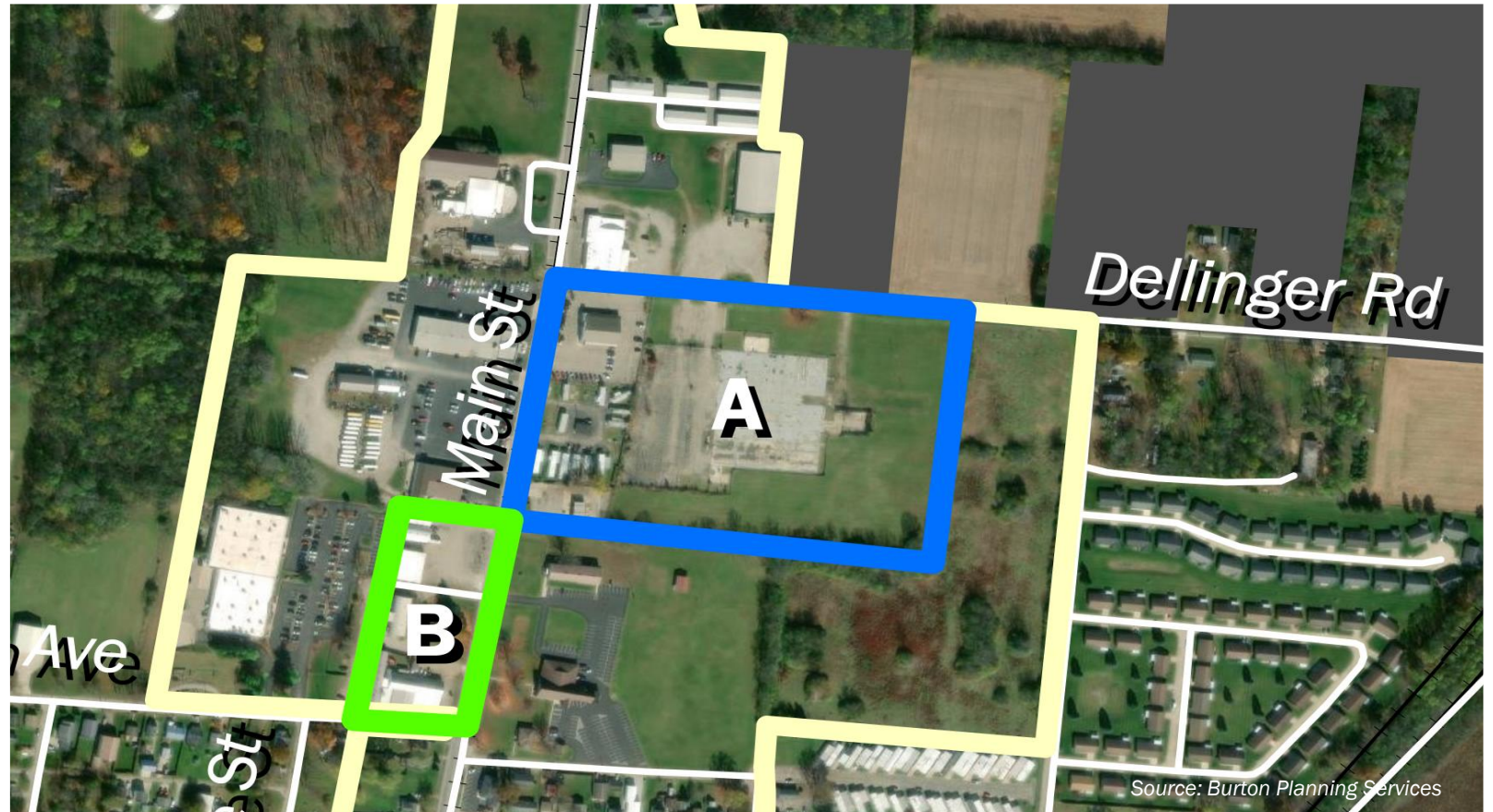
How do you want to get around?

- Personal vehicles – 1st choice
- Walking – 2nd choice



Opportunity Site A

- Former Siemens Energy & Automation
- Southeast corner of Main & Dellinger



Site A

Illustrated vision:

- Manufacturing
- Office
- Warehouse

Community notes:

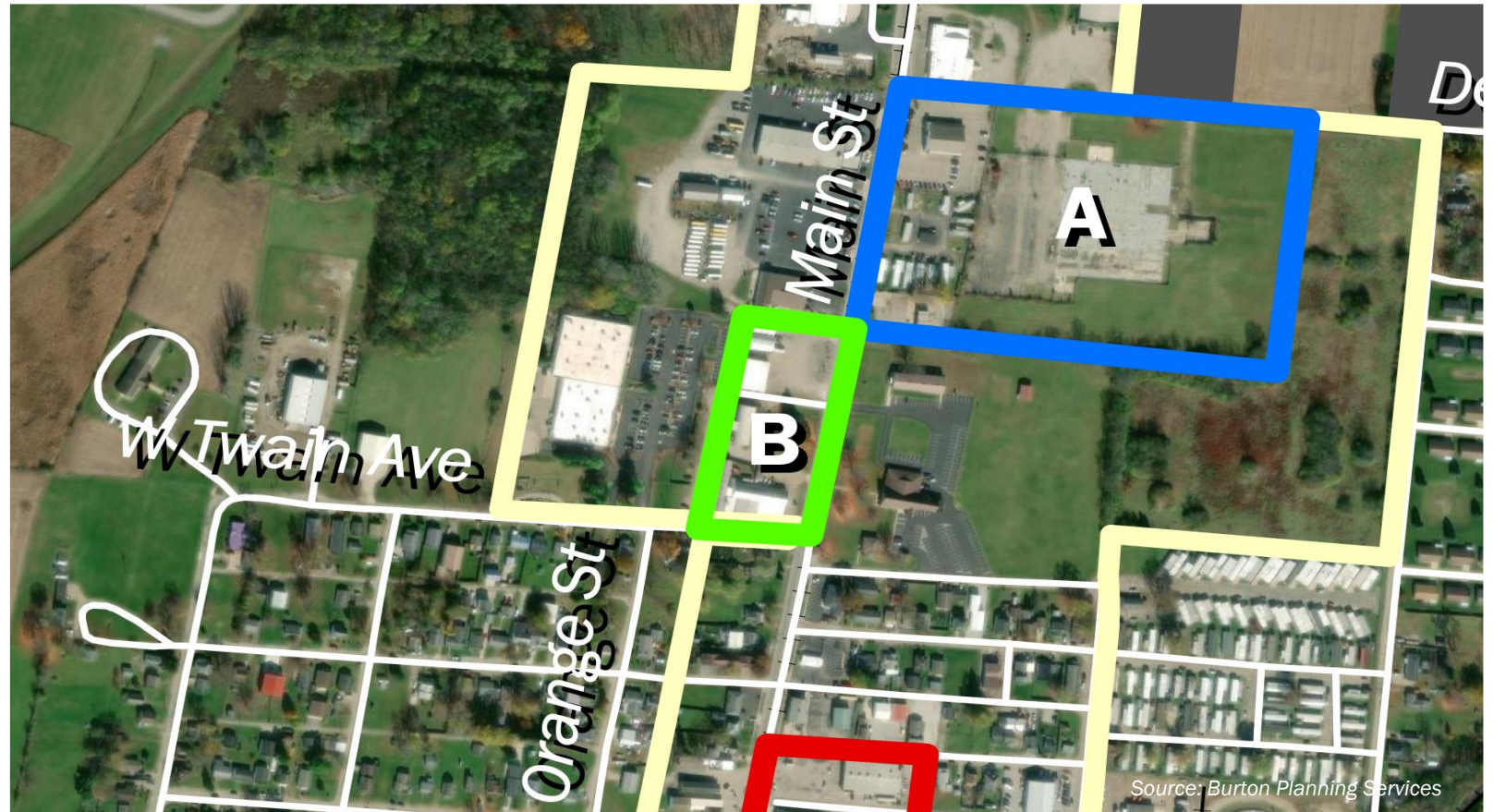
- Reduce trees
- Suited for commercial or business park
- Not ideal for residential or restaurants



Source: Burton Planning Services

Opportunity Site B

- Delta Armory
- Woodruff Feed
- Vacant buildings
- North of W Twain Ave.



Site B

Illustrated vision:

- Commercial/retail
- Restaurants
- Specialty stores

Community Notes:

- Like proximity of buildings to streets
- Like sidewalks and trees
- Opportunity for housing



Opportunity Site C

- Restore
- Dayton Barns
- Vacant buildings
- From Taft to Poe Ave.



Site C

Illustrated vision:

- Residential
- Commercial/retail

Community Notes:

- Like mix of architectural styles
- Like blending of uses (residential and commercial)
- Like sidewalks and trees



Source: Burton Planning Services



Character and Style Activity

- Worksheet activity
- Circle the images that best represent your vision for the corridor
- Answer questions





Existing Conditions



Housing – City of Urbana

- Owner occupancy is 52%
- Renter-occupied 38%
- Vacancy rate is 10%
- 5,546 units in city
- 60 units built since 2010

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Source: Burton Planning Services



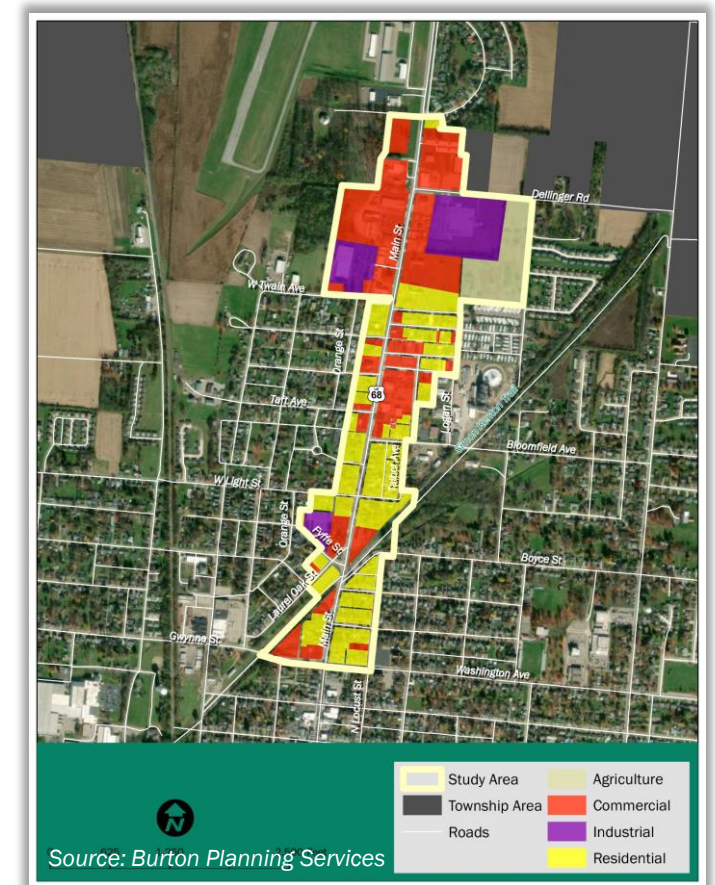
Housing – Plan Area

- 32% is classified residential
- Majority is single-family (60%)
- Other primary types:
 - Two-family
 - Three-family



Land Use

- Residential (Yellow)
- Commercial (Red)
- Industrial/Manufacturing (Purple)
- Agriculture (Light yellow)



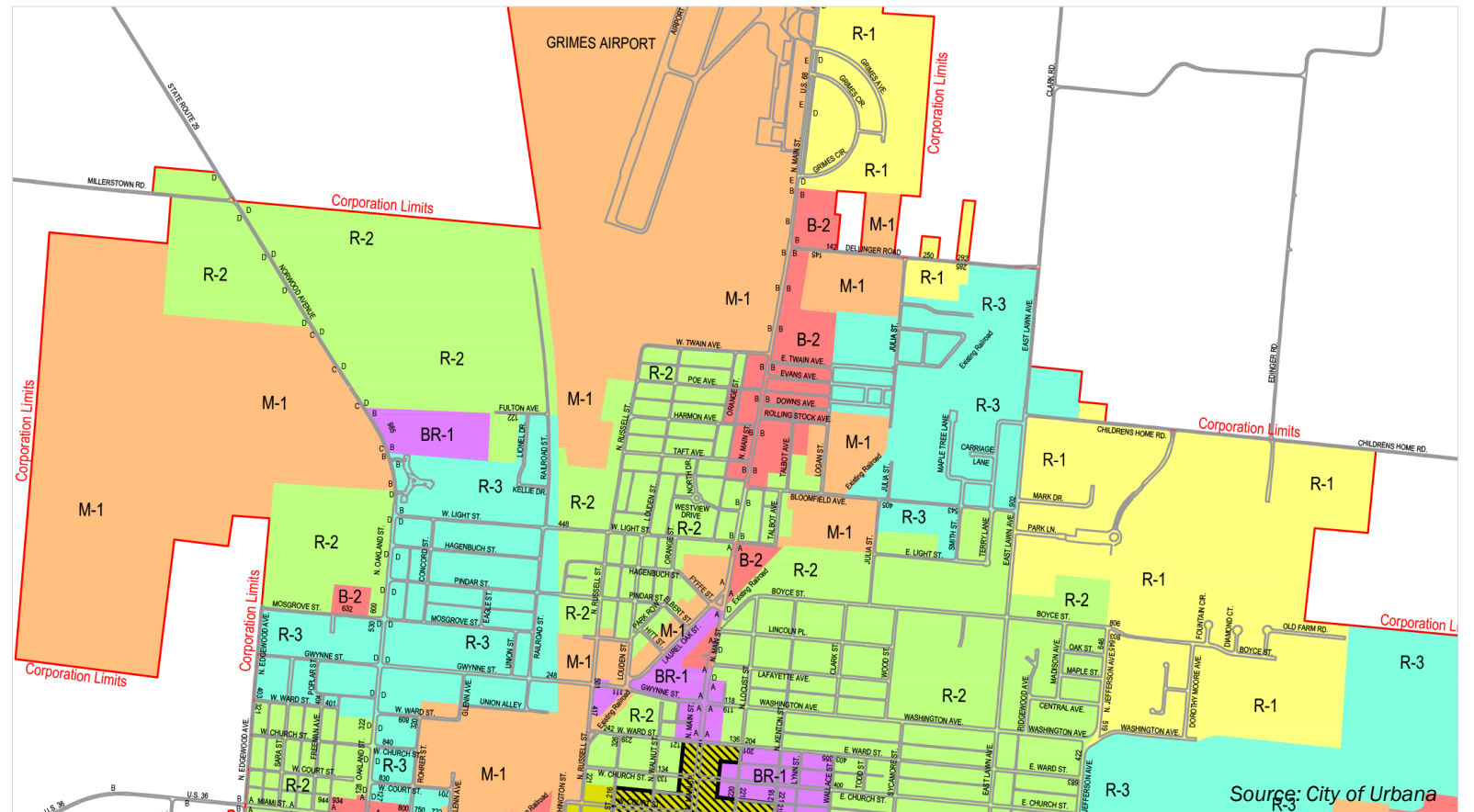
Vacancy

- About 36% (41 acres) of parcels are vacant
- Primary sites:
 - Former Siemens Energy & Automation site
 - Vacant land east of Siemens site
 - Vacant property owned by Ultra-met
 - Former Dayton Power and Light company site



Zoning

- R-1, R-2, and R-3
- BR-1 and B-2
- M-1
- Overlay district
- Land Use and Zoning
- Residential zoned B-2
- Institutional/Commercial use zoned R-2



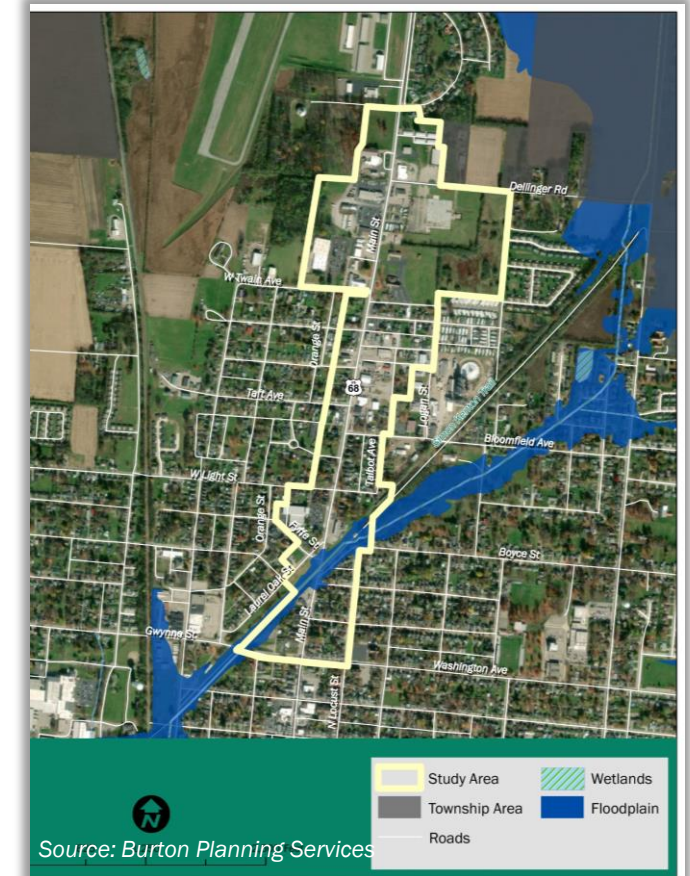
Sidewalks and Bicycle Paths

- Along North Main Street:
 - Intermittent sidewalk gaps between Gwynne Street/Washington Ave and Twain Ave
 - Sidewalks absent north of Twain Avenue
- Limited sidewalks: Bloomfield Avenue and Light Street
- Simon Kenton Trail – connects Springfield to Bellefontaine



Environmental Considerations

- FEMA designated floodplain along the Simon Kenton Trail (currently open space)
- Wetland falls within the FEMA designated floodplain
- No high hazard potential dams
- No known issues that may limit future development in the area
- Floodplain and wetland preservation should be considered





Vision & Goals



Vision Statement

- Acts as the “North Star”
 - Inspiring
 - Focused on success
 - Clear
 - Concise



Source: Burton Planning Services

What we heard...

- Small town “feel”
- Beautiful area
- Community
- Quiet
- Connection to the airport
- Draw people into the corridor (welcoming)
- Connection to the bike trail
- Mix of homes and businesses
- Trees
- Walkable



Vision Statement

North Main Street will be a beautiful, vibrant, and walkable community with a mix of businesses and housing that invite visitors and residents to the area.

The goal of the North Main Street Corridor Plan is to realize the vision statement in the next 10 to 15 years.



Goals

- Goals are easy-to-remember statements of what needs to be accomplished to move towards the Vision
 - Support the vision
 - Explain what needs to be achieved



Goal 1: Mix of Uses

Establish a mix of uses appropriate for the area including retail shops, restaurants, professional services (medical offices, accountants, etc.), offices, manufacturing, and a variety of housing.

Proposed Vision Statement: North Main Street is a beautiful, vibrant, and walkable community with a mix of businesses and housing that invite visitors and residents to the area.



Goal 2: Support and attract business

Attract and retain a variety of shops and services for residents and visitors.

Proposed Vision Statement: *North Main Street is a beautiful, vibrant, and walkable community with a mix of businesses and housing that invite visitors and residents to the area.*



Goal 3: Sense of place/community, beautification, character, new housing

Create an environment that is inviting and welcoming to residents and visitors.

Proposed Vision Statement: *North Main Street is a beautiful, vibrant, and walkable community with a mix of businesses and housing that invite visitors and residents to the area.*



Goal 4: Gateway to the city

Welcome visitors and residents by establishing the corridor as the northern “gateway” to the City of Urbana.

Proposed Vision Statement: *North Main Street is a beautiful, vibrant, and walkable community with a mix of businesses and housing that invite visitors and residents to the area.*



Goal 5: Utilize vacant property

Encourage redevelopment or reuse of vacant parcels, buildings, and underutilized parking lots to attract new businesses and residents.

Proposed Vision Statement: *North Main Street is a beautiful, vibrant, and walkable community with a mix of businesses and housing that invite visitors and residents to the area.*



Goal 6: Accessible and easy to walk, bike, and drive

Create a walkable and bikeable community that is accessible and easy to navigate for all people and transportation modes including, walking, biking, and driving.

*Proposed Vision Statement: North Main Street is a beautiful, vibrant, and **walkable community** with a mix of businesses and housing that invite visitors and residents to the area.*



Action Steps Activity

- Action steps support achieving vision and goals
- Write down ideas for action steps
- Circle example action steps that you agree with, or think are appropriate
- Small group activity – share your ideas as a small group



Next Steps

- Community Open House
 - Vision, Goals, Action Steps
 - Save the date: 1/18/24 at 6:00 PM
- Next Steering Committee Meeting
 - February 2024



THANK YOU!

Contact information:

Jackie Yeoman, BPS
jyeoman@burtonplanning.com
(614) 392-2284
<https://burtonplanning.com>

Doug Crabill , City of Urbana
doug.crabill@ci.urbana.oh.us
(937) 652-4305

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