

# NORTH MAIN STREET CORRIDOR PLAN

City of Urbana

February 27, 2024



# Agenda

- Project Scope and Timeline
- Engagement
- Plan Recommendations
- 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)

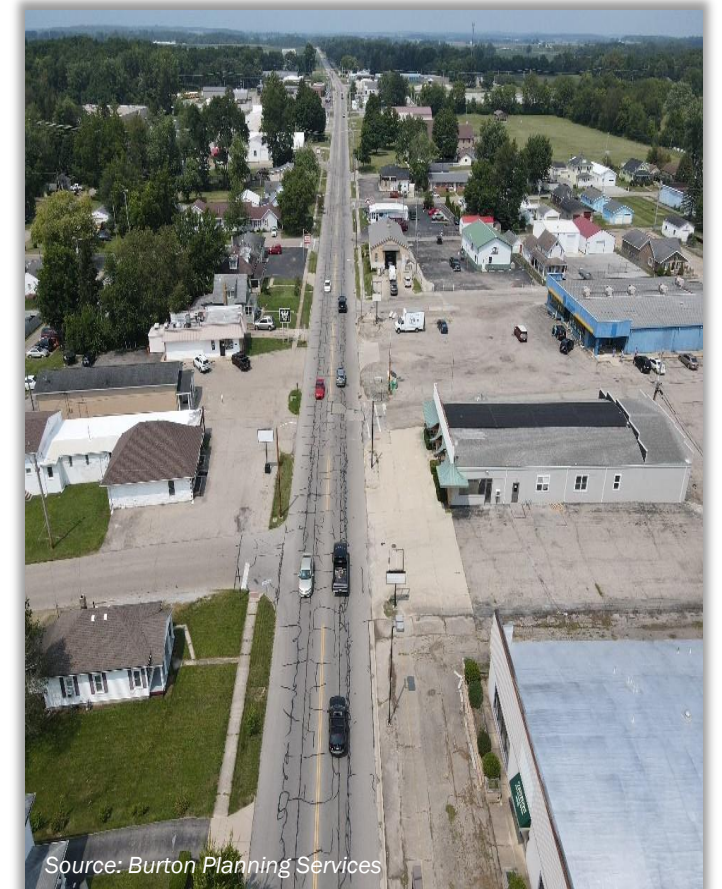


Source: Burton Planning Services



# Project Background

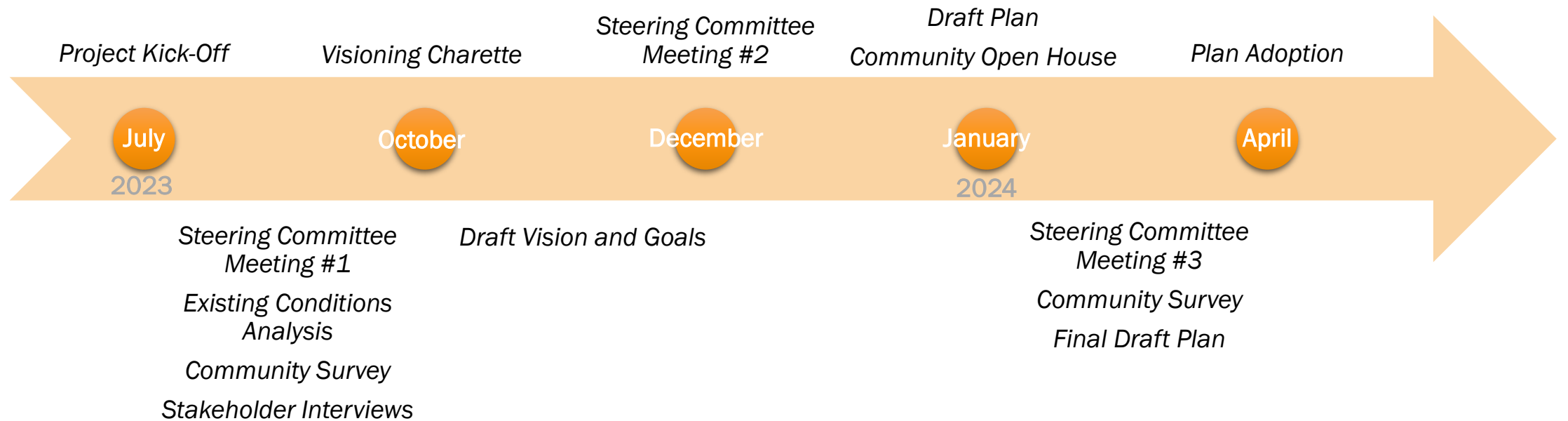
- North Main Street Corridor area
  - Major north-south corridor that serves as the northern gateway to Urbana
  - Priority development and redevelopment area
  - A mix of land uses (residential, commercial, industrial, small businesses, etc.)
  - Demand for housing with limited supply
  - Has experienced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



Source: Burton Planning Services



# Project Schedule





# Engagement





# Steering Committee 2 - Summary

- Visual preference survey
  - Modern-style architecture, new, clean finishes
  - Areas that feel inviting, “clean, happy” spaces
  - Historic look and feel like other parts of Urbana
  - Mixed-use retail/residential buildings
  - Ability to grow vertically, multi-story buildings
  - Residential uses with traditional form
  - Lots of windows
  - Additional housing
  - New retail
  - Gas station
  - Adequate, but not excessive parking



# Steering Committee 2 - Summary

## What we heard...

- All example action steps were selected at least twice
- Need for improvements (buildings, parking lots, curbs, sidewalks)
- Need for additional housing and new businesses (residents, employees, visitors, etc.)
- Support existing businesses by encouraging collaboration and marketing
- Incentivize businesses to operate for additional hours during the day or week
- Support and capitalize on economic benefits of the airport
- Invest in beautification for the area (code enforcement, street trees, signage, etc.)
- Opportunity for hotels or lodging in the area to support airport visitors
- Reuse underutilized parking lots



# Community Open House and 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
- 10 people at in-person meeting
- 94 surveys completed



Source: Burton Planning Services

# Vision Statement

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



# 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.*



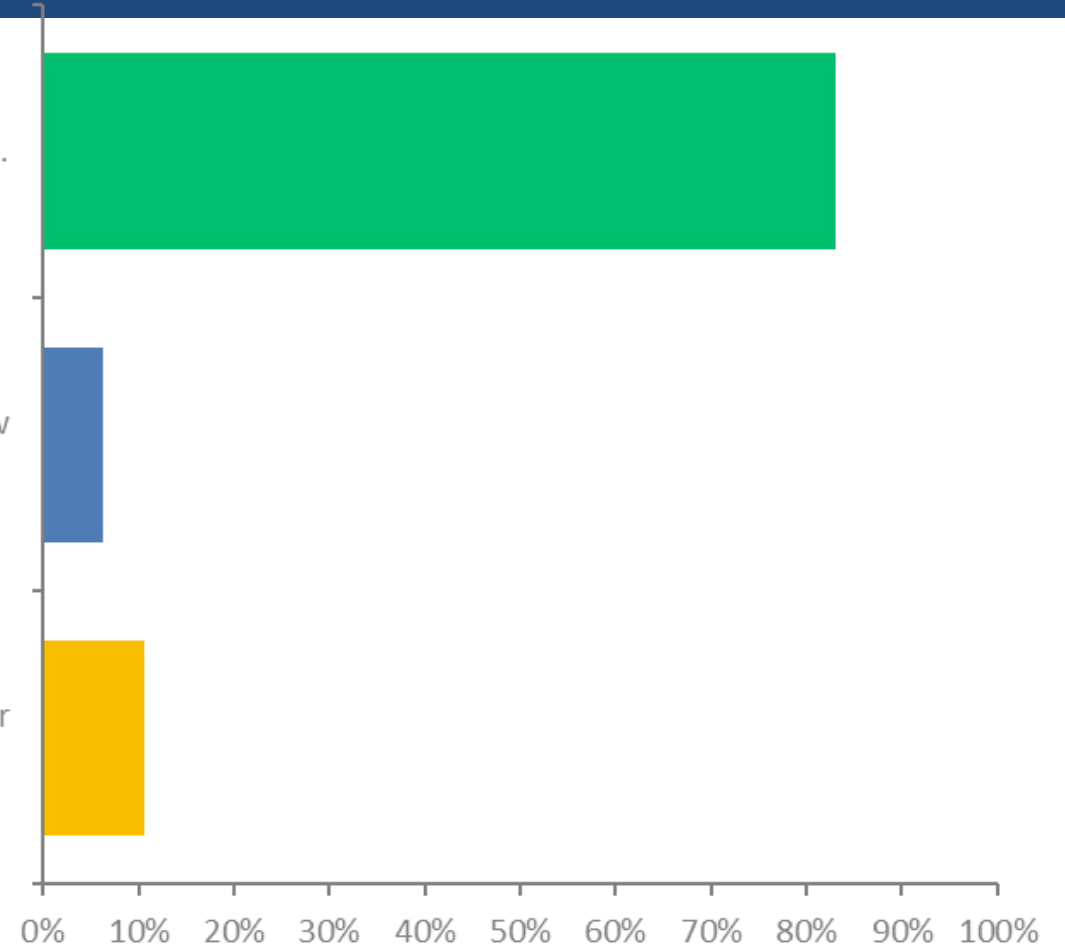
# Vision Statement

*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.*

I agree with the draft vision statement.

I agree with the draft vision statement, but I have a few suggestions (Add your suggestions in Question 2).

The draft vision statement is not appropriate for the corridor (Add your suggestions in Question 2).



# 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



Source: Burton Planning Services

# Goal 1: Mix of Uses

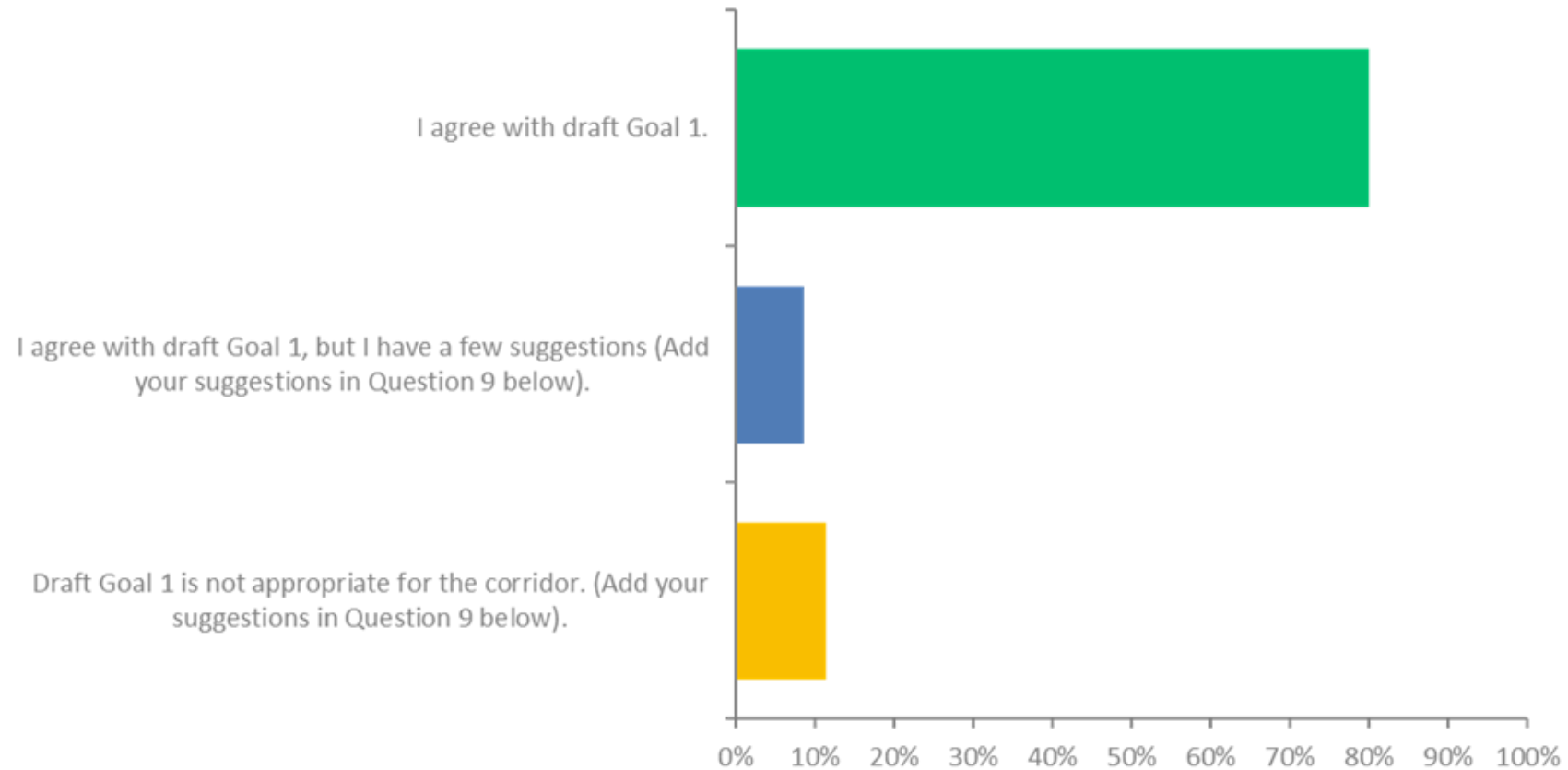
Establish a mix of uses appropriate for the area including retail shops, restaurants, professional services (medical offices, accountants, etc.), offices, manufacturing, and a variety of housing.

*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 1: Mix of Uses



N=70



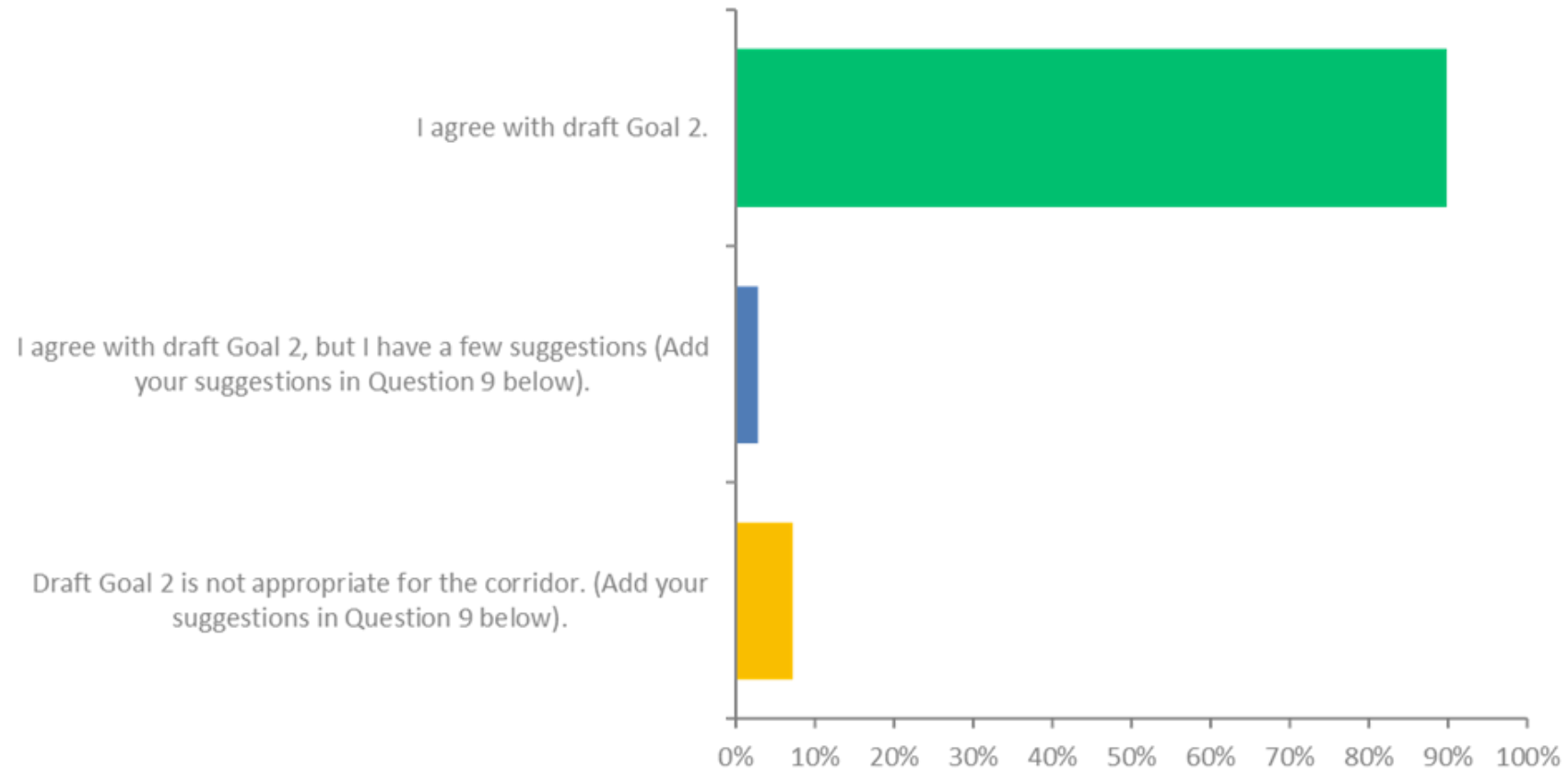
## Goal 2: Support and attract business

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 2: Support and attract business



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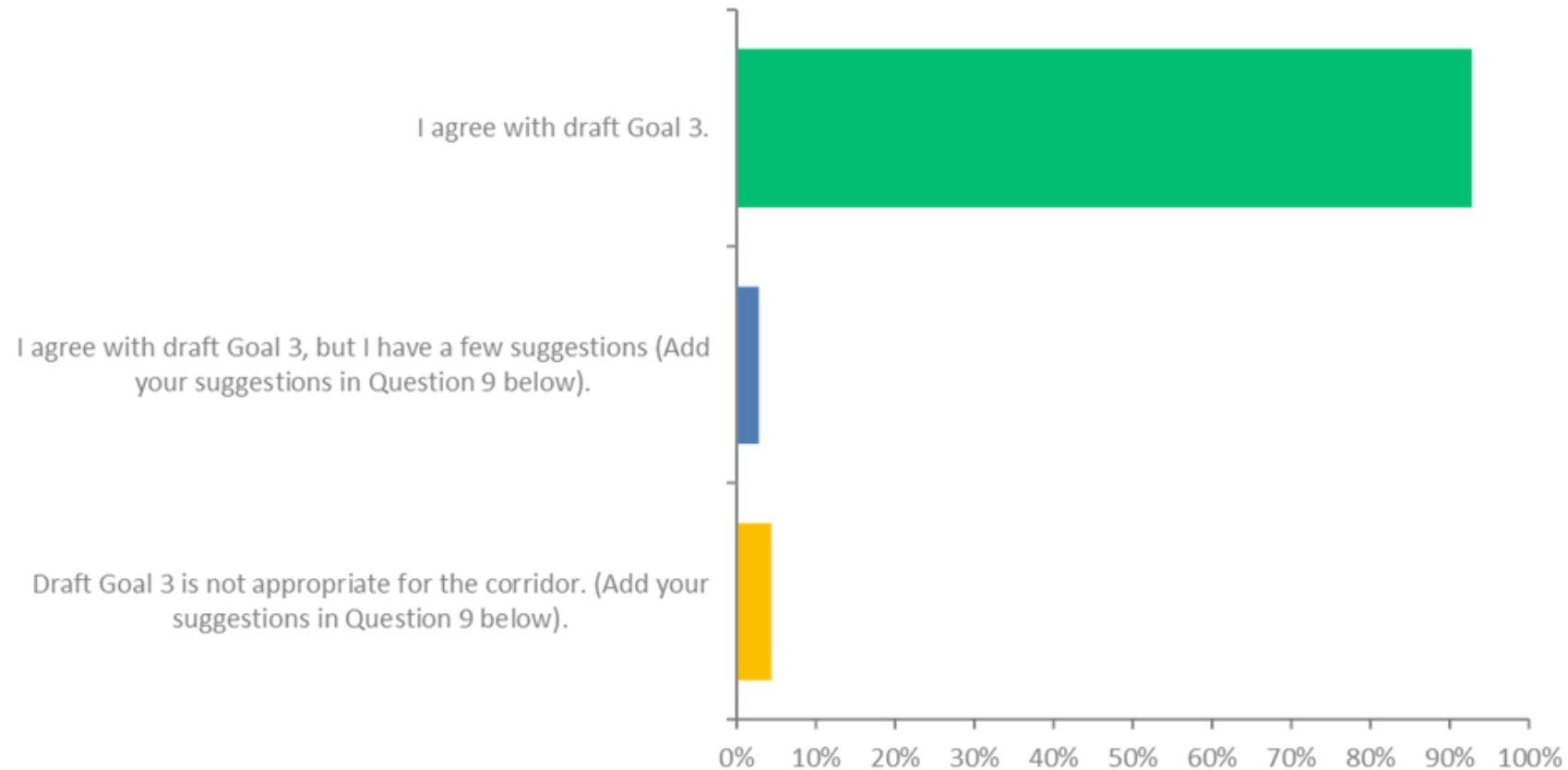
## Goal 3: Sense of place/community, beautification, character, new housing

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



N=69



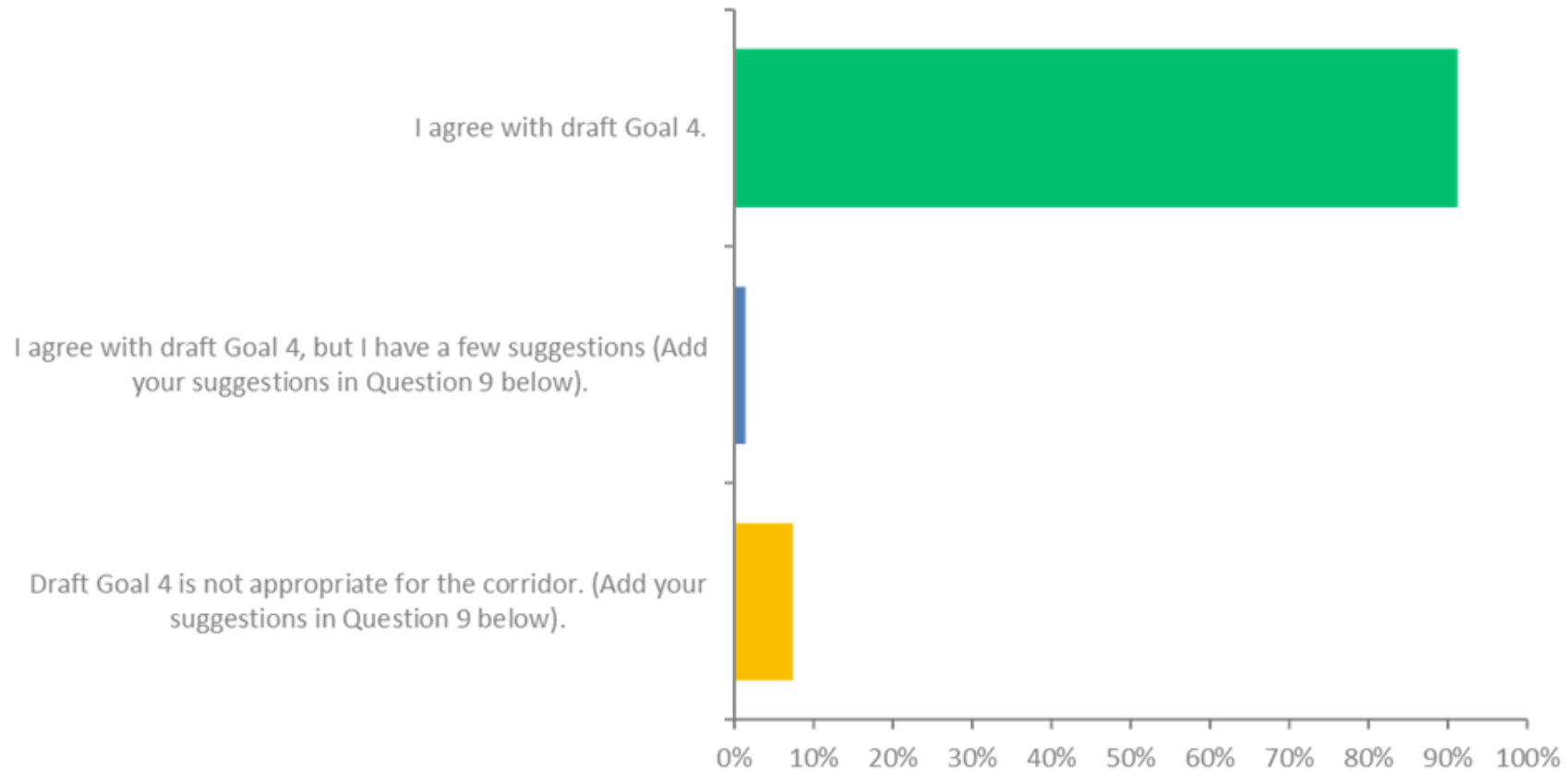
## Goal 4: Gateway to the city

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 4: Gateway to the city



N=68



## Goal 5: Utilize vacant property

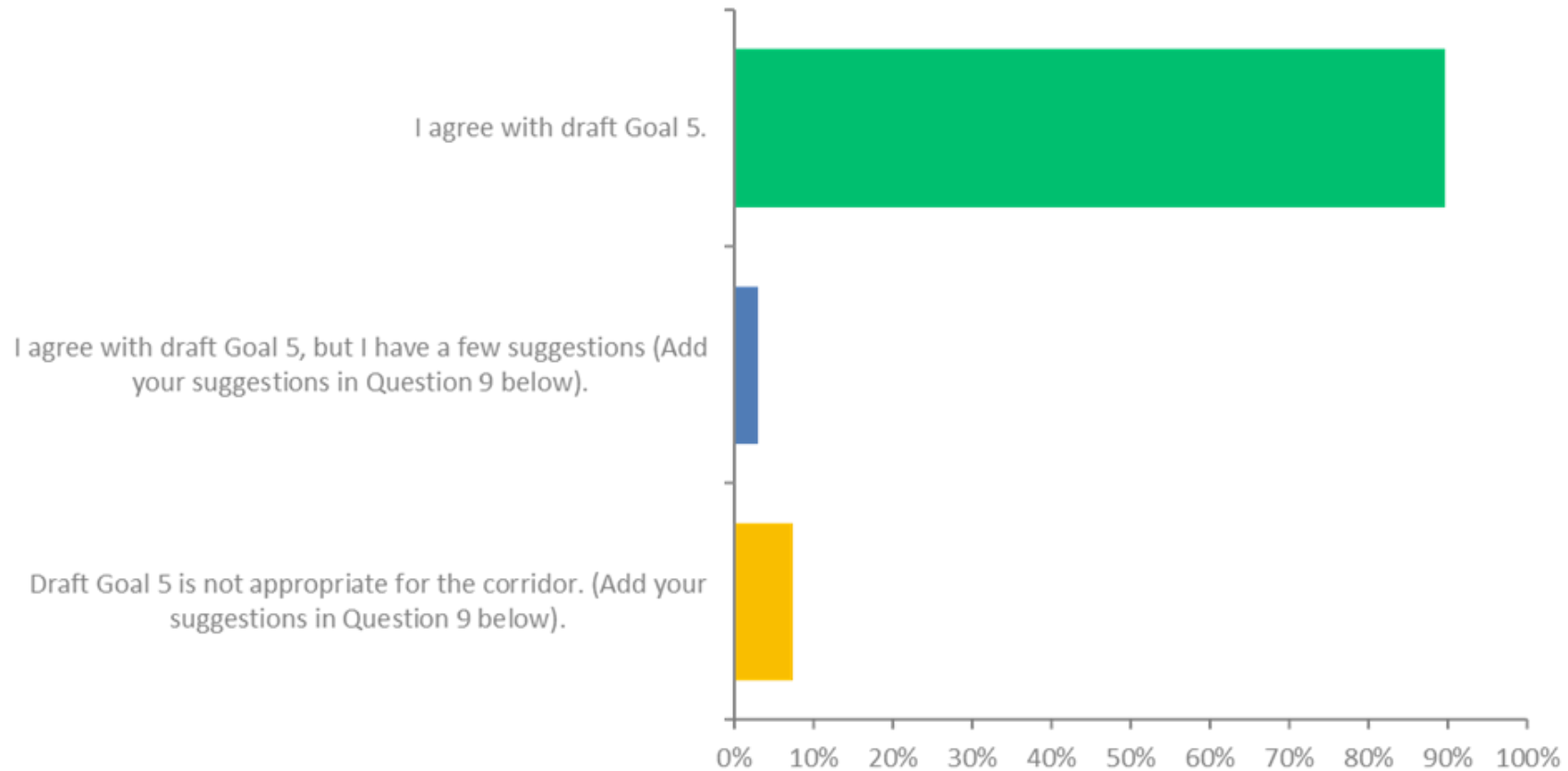
Encourage redevelopment or reuse of vacant parcels, buildings, and underutilized parking lots to attract new businesses and residents.

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 5: Utilize vacant property



N=68



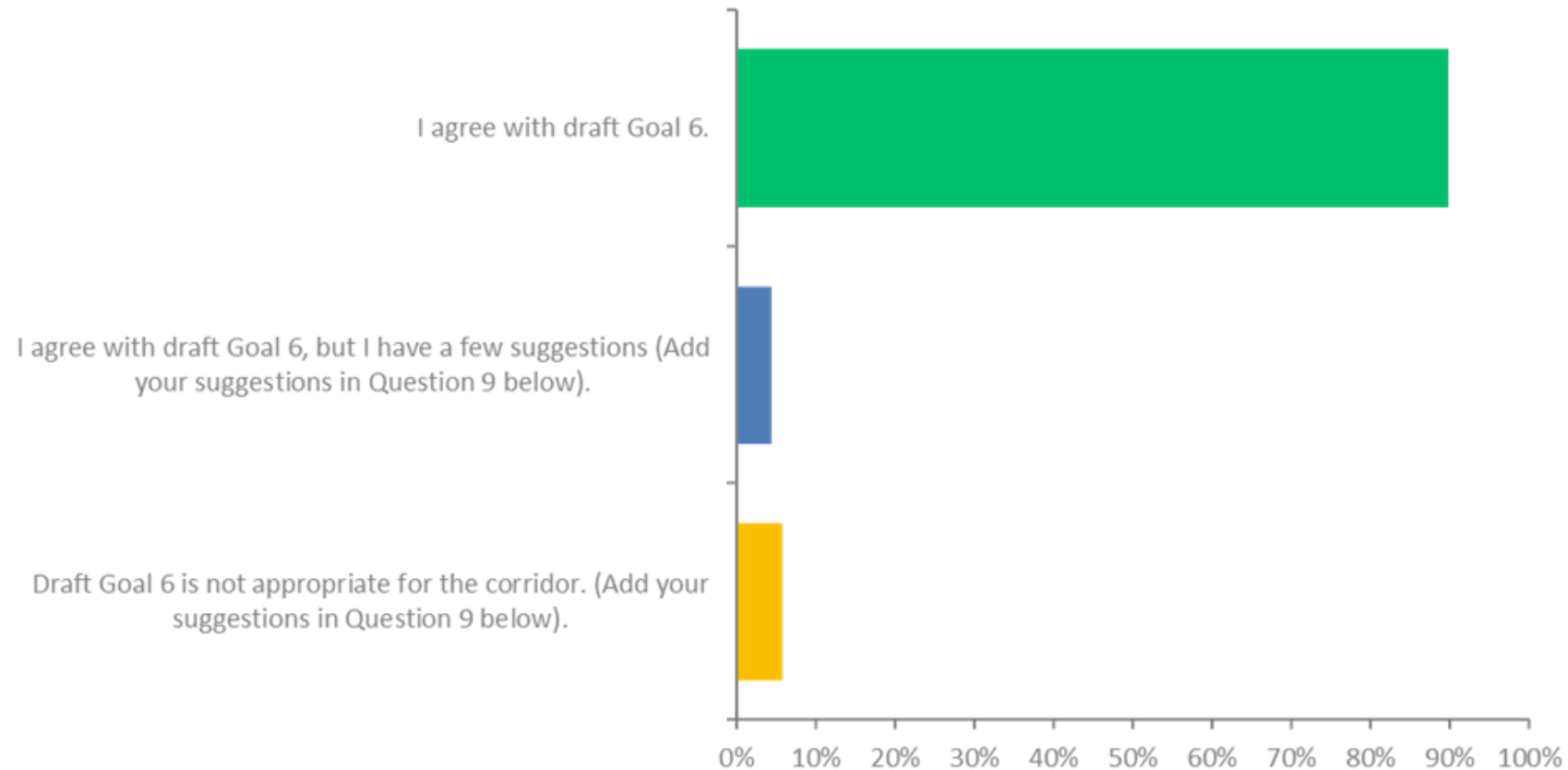
## Goal 6: Accessible and easy to walk, bike, and drive

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.*



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



N=69



# What we heard...

- In support of the proposed draft goals:
  - Additional housing for employees
  - New sidewalks
  - Reuse of vacant buildings
  - Green space
- Not in support:
  - People already use the area this way
  - Desire to have the area stay the same
  - Lack of support for planning efforts



# Action Steps

- Implementable steps
- Purpose is to achieve the vision statement and goals



# Action Steps

- **Draft Action Step One:** “Consider a new zoning district to allow mixed-use development, reduced minimum building setbacks, increased max floor area ratio, and reduced parking requirements.” – 58% Agree / 23% Disagree
- **Draft Action Step Two:** “Develop strategies to support a variety of food and drink establishments including sit-down restaurants, fast-food restaurants, coffee shops, etc.” – 87% Agree / 9% Disagree
- **Draft Action Step Three:** “Support and encourage new and existing businesses to locate, expand, or invest in the area, including small businesses and local businesses.” – 88% Agree / 5% Disagree



# Action Steps

- **Draft Action Step Four:** “Capitalize on economic development opportunities from the traffic and visitors at Grimes Field Municipal Airport.” – 77% Agree / 12% Disagree
- **Draft Action Step Five:** “Add housing at a variety of price points.” – 51% Agree / 33% Disagree
- **Draft Action Step Six:** “Create a county land bank to help stabilize the property tax base, assist in reducing vacancies, and support redevelopment of neighborhoods.” – 65% Agree / 15% Disagree
- **Draft Action Step Seven:** “Install landscaping and street trees to enhance the appearance of the area.” – 79% Agree / 14% Disagree



# Action Steps

- **Draft Action Step Eight:** “Explore using the existing Community Reinvestment Area (CRA) designation to encourage residential and commercial development and new investment within the area. (A CRA is a tax exemption program benefiting property owners who renovate existing or construct new buildings. The City of Urbana previously established a CRA and it includes a majority of this plan area.)” – **80% Agree / 10% Disagree**
- **Draft Action Step Nine:** “Implement the Urbana Corridor Development Standards (corridor overlay) for new development or major redevelopment that occurs in the plan area.” - **64% Agree / 10% Disagree**





# Action Steps

- **Draft Action Step Ten:** “Create a sense of community in the area by developing public/private partnerships to support activities like community gardens, community events, and campaigns to support local businesses.” - 78% Agree / 12% Disagree
- **Draft Action Step Eleven:** “Recommend the City of Urbana consider strategic land acquisition to assist in reuse or redevelopment of vacant property and underutilized parking lots.” - 64% Agree / 16% Disagree



# Action Steps

- **Draft Action Step Twelve:** “Provide facilities for pedestrians and people riding bicycles to travel from the Simon-Kenton Trail connection on North Main Street to the Grimes Field Municipal Airport.” - 71% Agree / 12% Disagree
- **Draft Action Step Thirteen:** “Recommend the City of Urbana apply for funding to add pedestrian facilities, relocate private lighting and signs in the right-of-way, and close unnecessary access points along the corridor.” - 75% Agree / 13% Disagree



# What we heard...

- In support of the proposed draft goals:
  - Land bank
  - New sidewalks
  - Reuse of vacant buildings
  - Green space
- Not in support:
  - Desire for investment in the downtown area instead of plan area
  - Desire to have the area stay the same
  - Lack of support for planning efforts



Source: Burton Planning Services



# Plan Recommendations



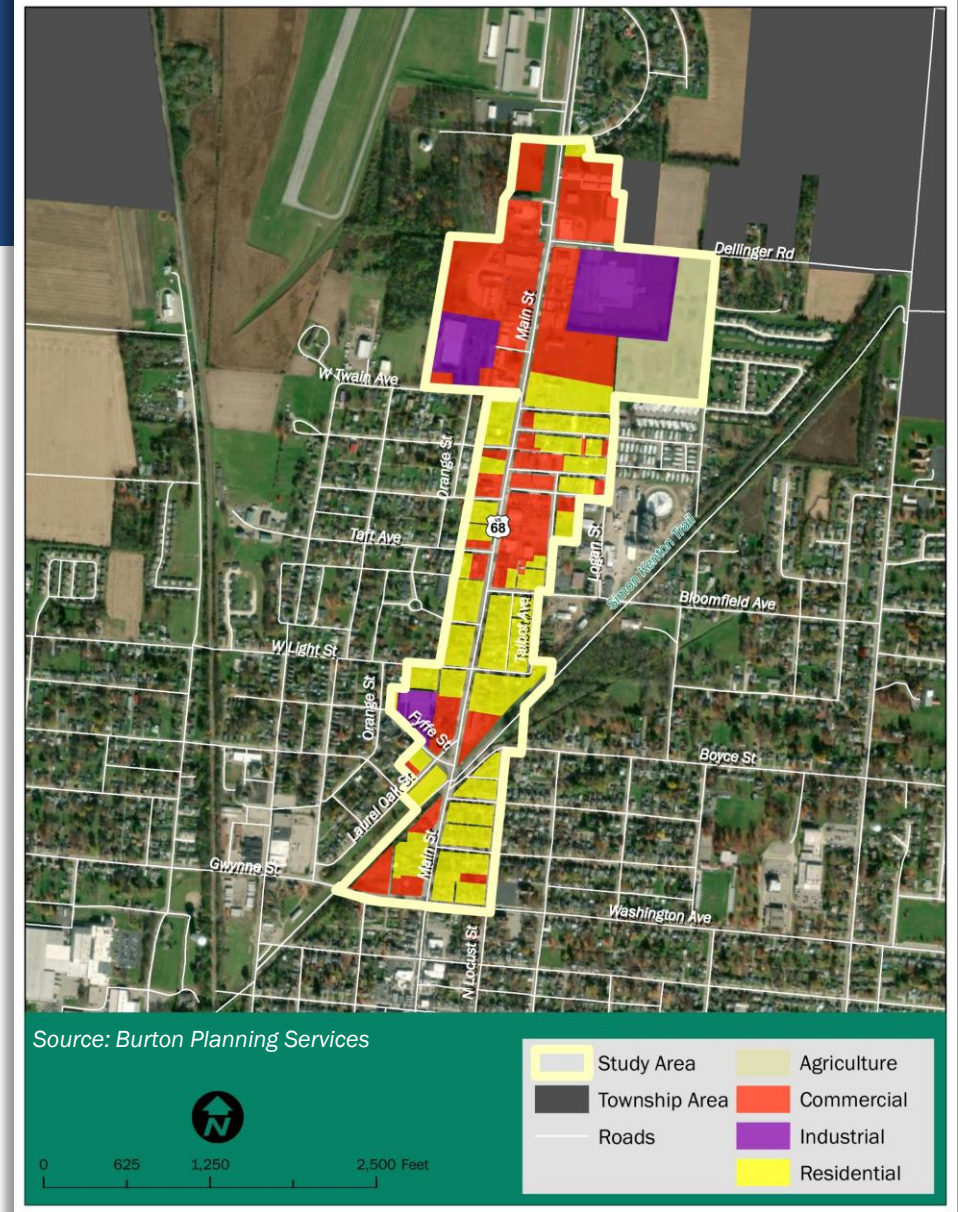


# Land Use and Zoning



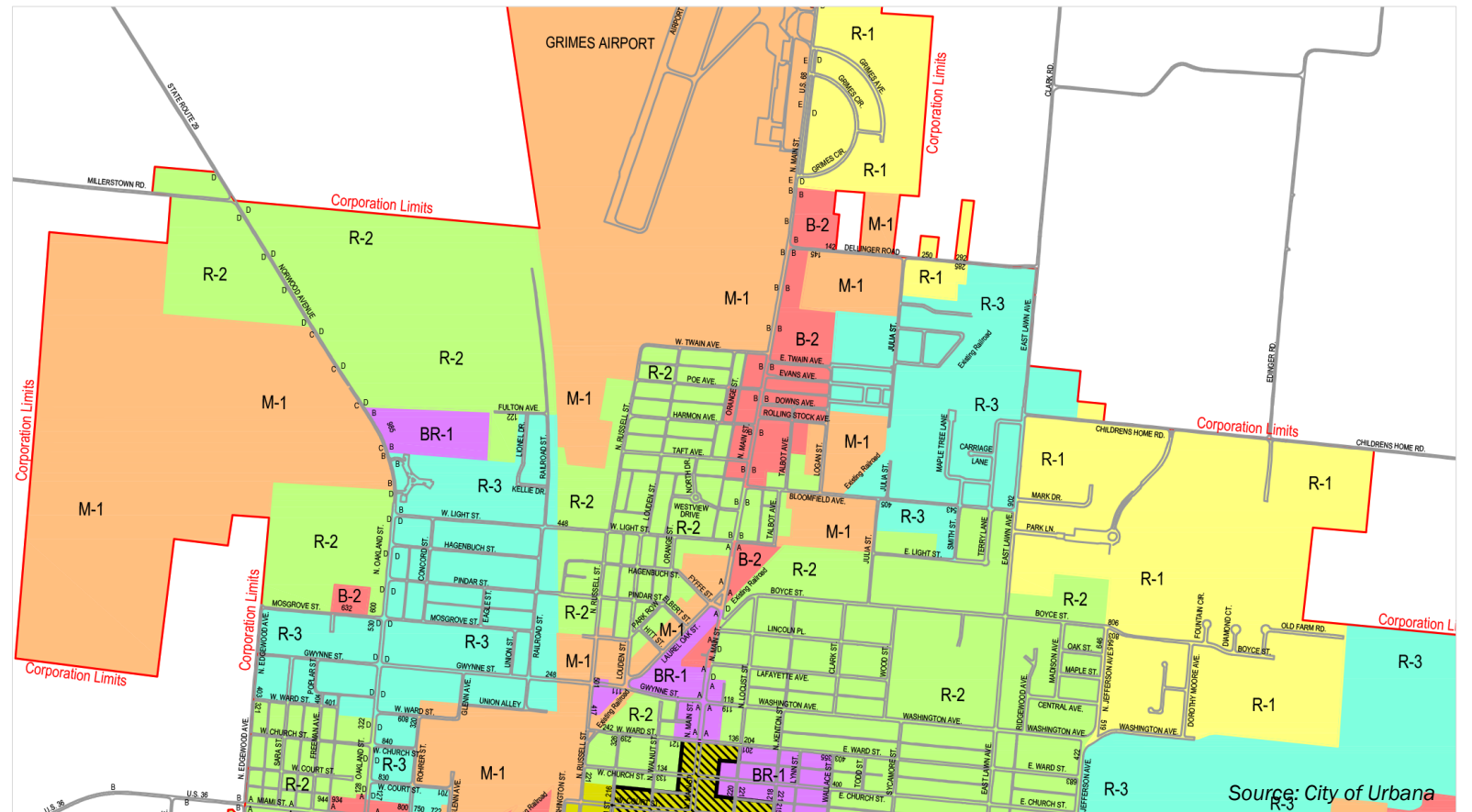
# Existing Land Use

- County land use data
  - Residential (yellow)
  - Commercial (red)
  - Industrial/Manufacturing (purple)
  - Agriculture (light yellow)



# Zoning

- R-1, R-2, and R-3
- BR-1 and B-2
- M-1



# Zoning

- Overlay district



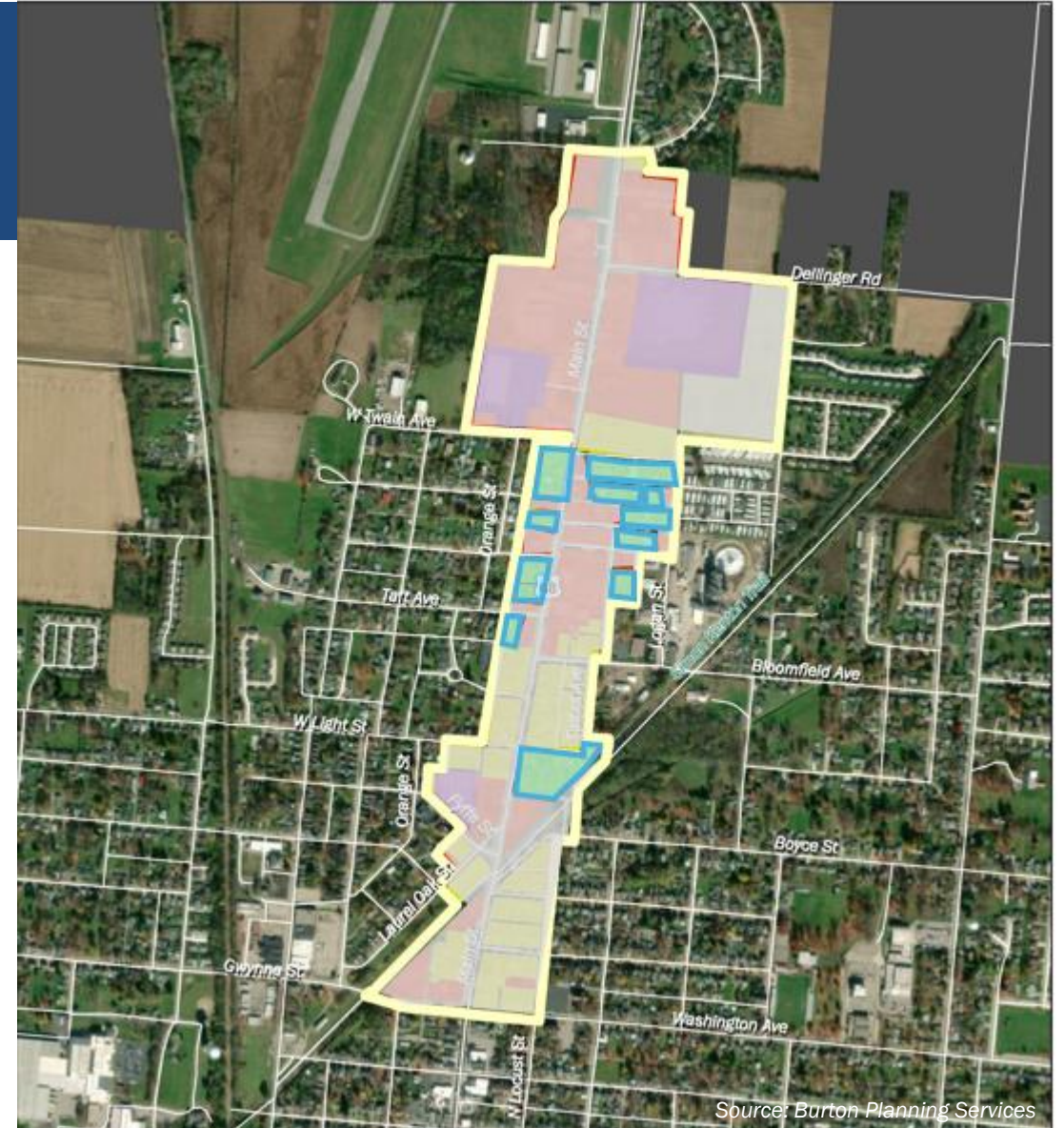
Source: City of Urbana










# Inconsistent uses

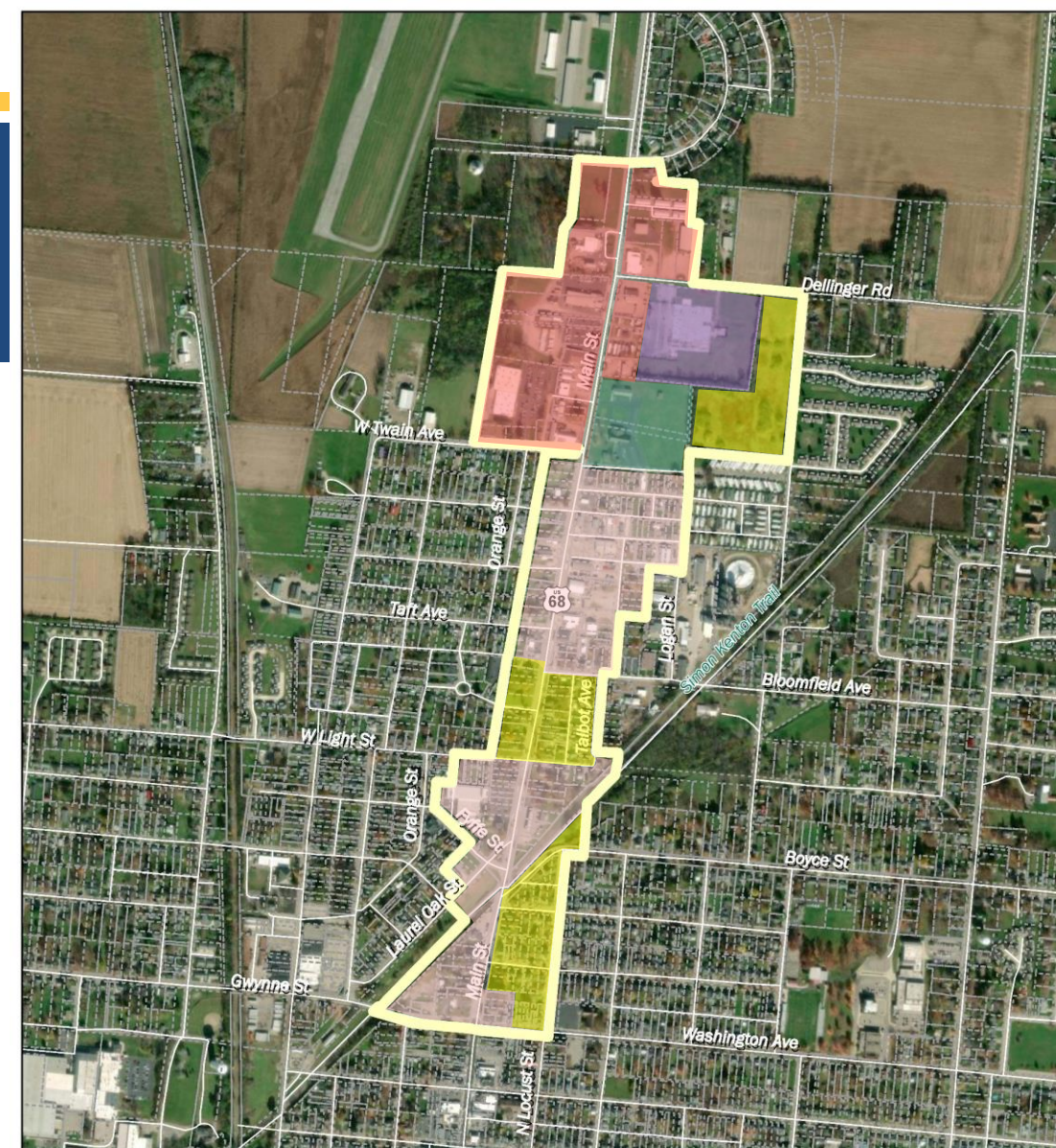
- Residential uses
- B-2 zoning (commercial)



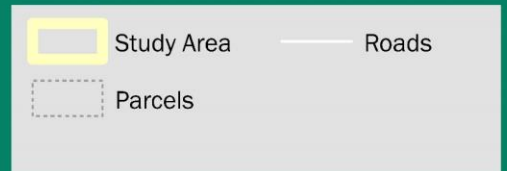
Source: Burton Planning Services

# DRAFT Future Land Use

-  Commercial and light industrial/manufacturing
-  Light industrial/manufacturing
-  Residential
-  Commercial and residential
-  Institutional - commercial/residential if redeveloped



City of Urbana North Main Street Corridor Plan  
Plan Area Boundary



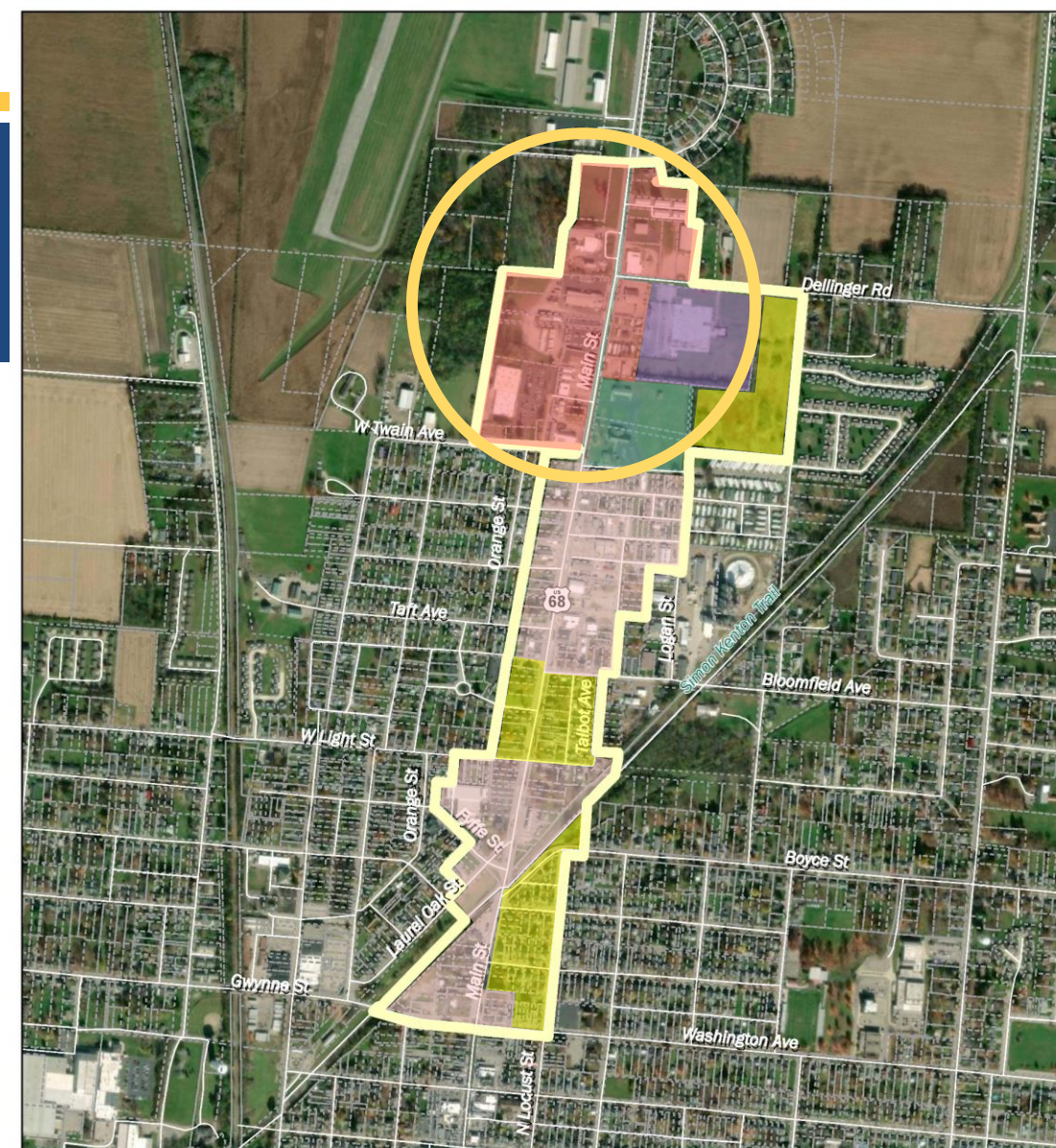
# Small Group Discussion – Land Use

- Talk about each recommended land use together in small groups
- Share if you agree, disagree or have ideas for other scenarios
  
- Reminder: land use recommendations...
  - Do not immediately change existing zoning districts (legal permissions)
  - Do not cause development to occur
  - May be used by the City /community to support or not support property owner applications for development/redevelopment based on alignment with the recommendations
  - May be used by City staff to recommend zoning map updates to Planning Commission & City Council to correct inconsistencies between land use and zoning



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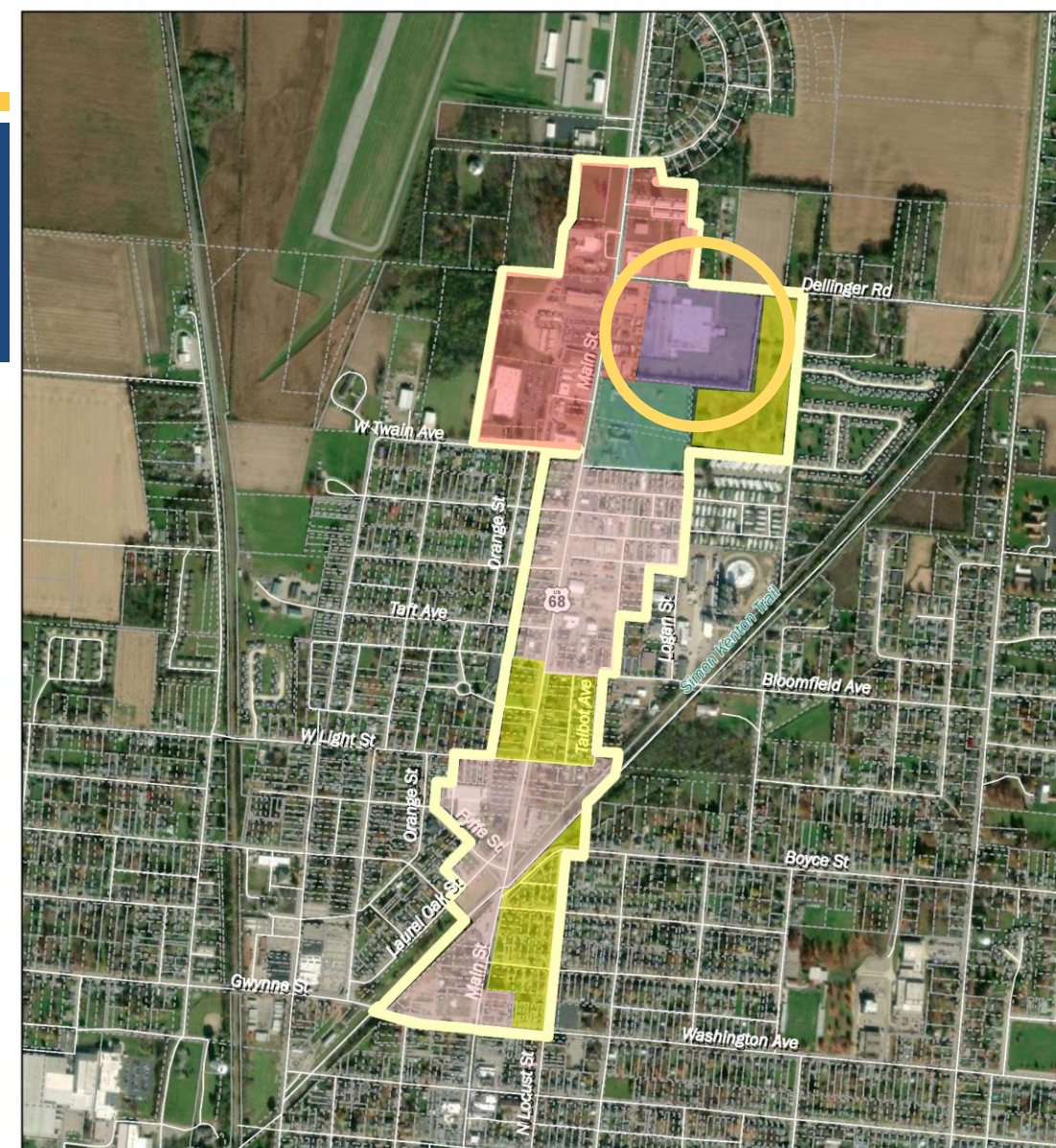


City of Urbana North Main Street Corridor Plan  
Plan Area Boundary



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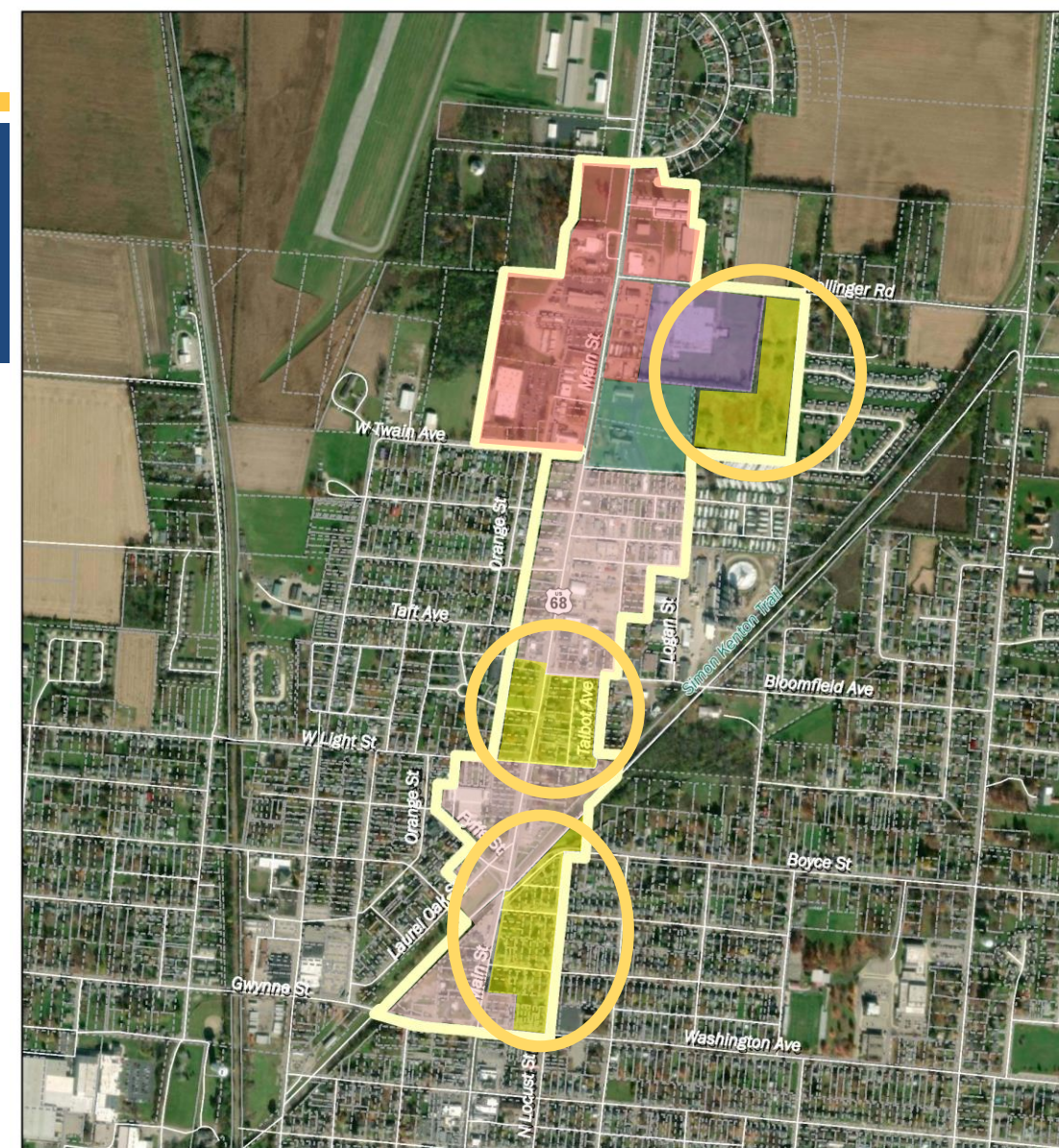
Legend:

- Study Area (Yellow outline)
- Roads (White line)
- Parcels (Dashed line)




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 Study Area

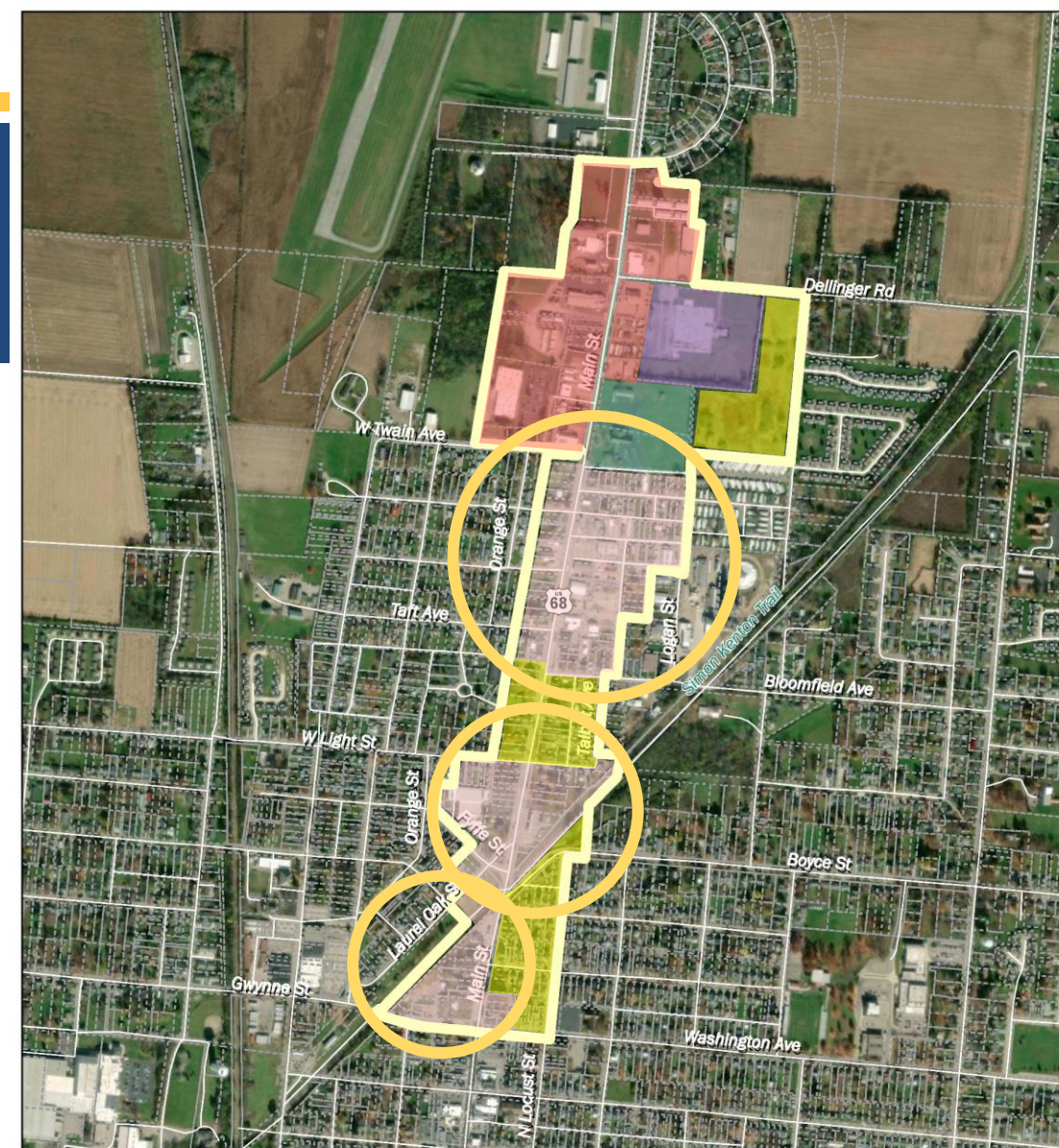
 Parcels

 Roads





# DRAFT Future Land Use


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City of Urbana North Main Street Corridor Plan  
Plan Area Boundary





 Study Area

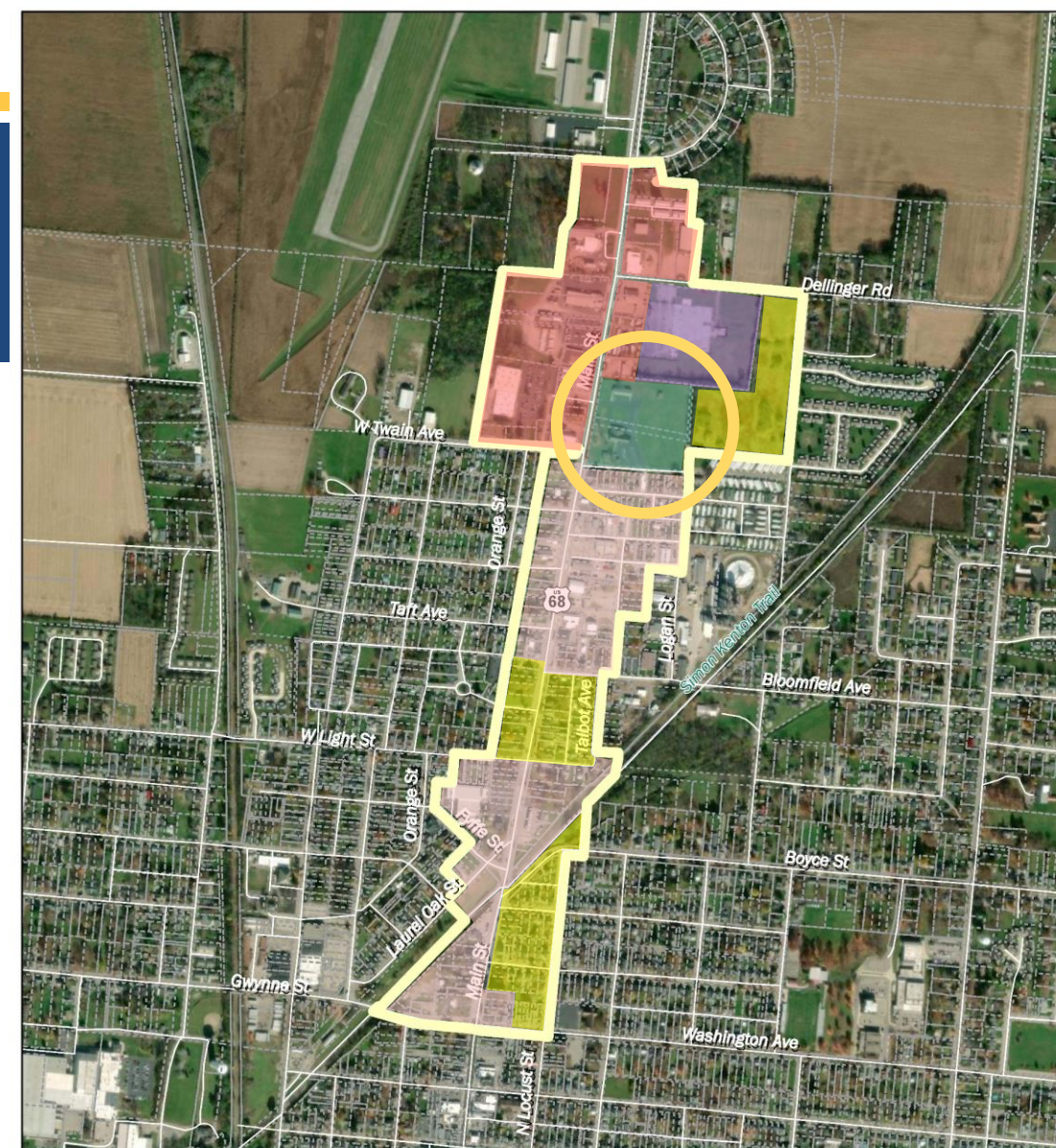
 Parcels

 Roads




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City of Urbana North Main Street Corridor Plan  
Plan Area Boundary



 Study Area

 Parcels

 Roads





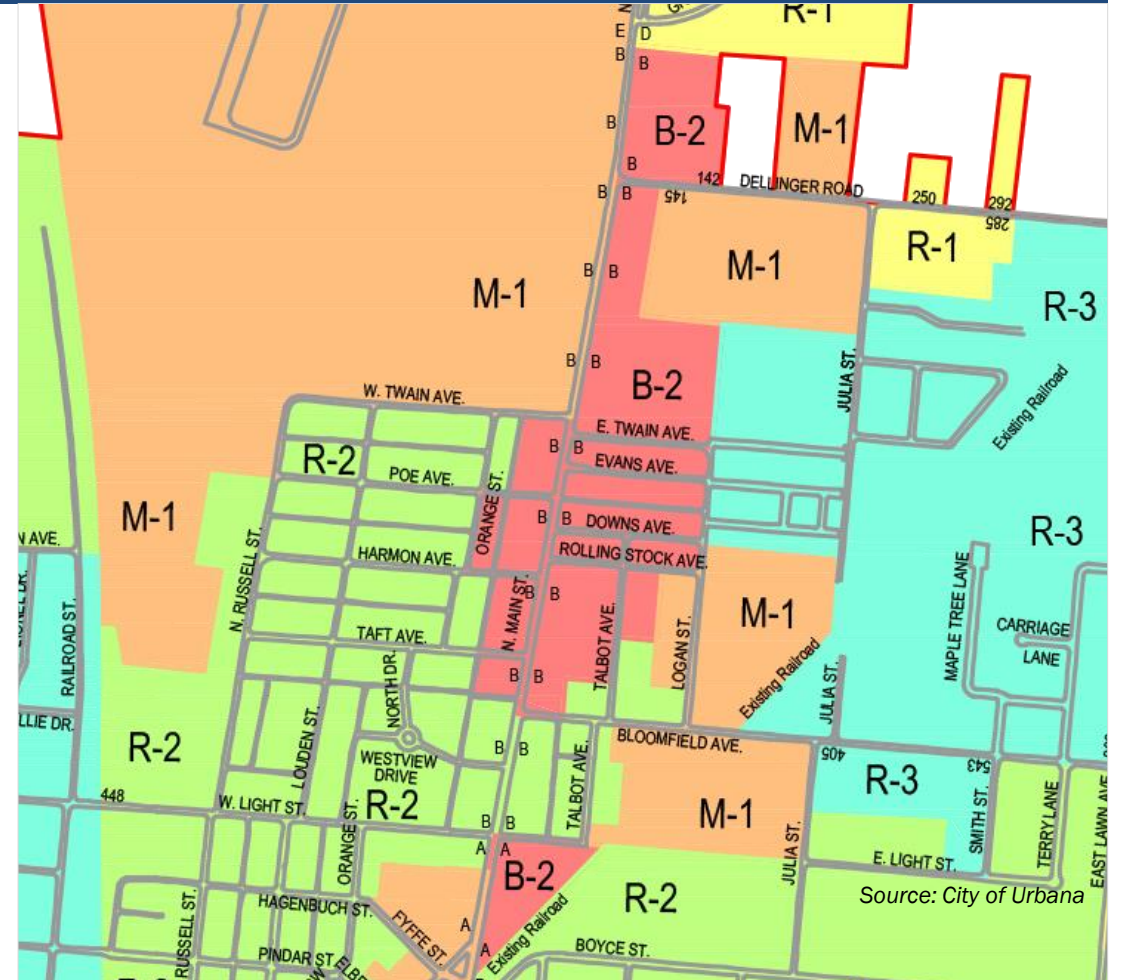
# Small Group Discussion – Zoning

- Talk about zoning recommendations in small groups
- Share if you agree, disagree or have ideas for other scenarios
  
- Reminder: zoning districts...
  - Provide legal permissions for use and development standards to property owners
  - Are assigned to each parcel in the City of Urbana (Zoning Map)



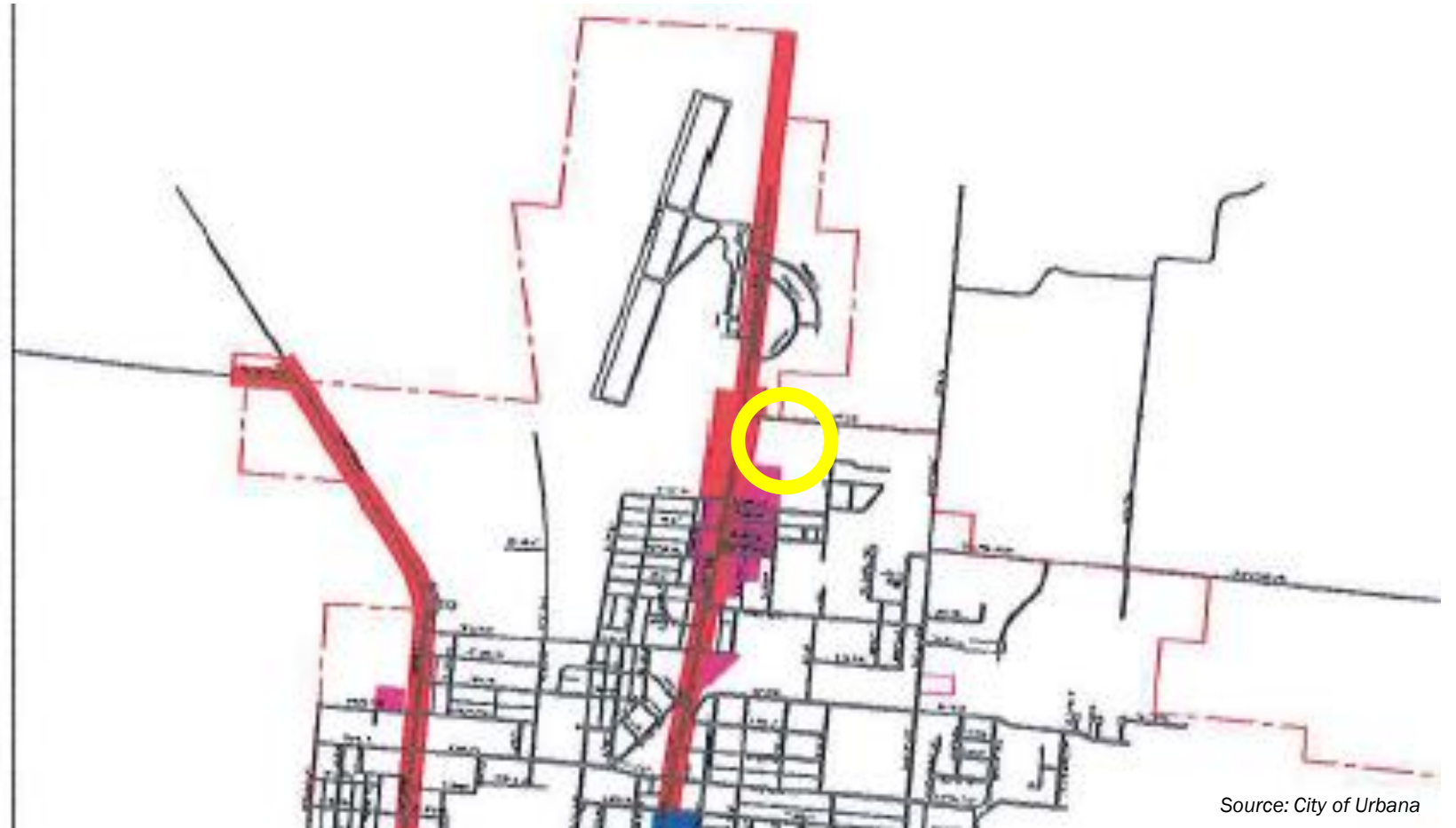
# DRAFT Zoning Recommendations

- Consider updating the zoning code to support the recommended land use map & create alignment for inconsistent uses.
- Possible options include:
  - Consider allowing residential uses in commercial districts,
  - Consider developing a new mixed use zoning district (B-2, R-1, R-2, and R-3 uses permitted as principal or conditional uses), and/or
  - Rezone inconsistent properties to BR-1 with support for rezoning to B-2 in the future



# DRAFT Zoning Recommendations

- Update overlay district boundary to include Siemens Energy & Automation site



Source: City of Urbana



# DRAFT Zoning Recommendations

- Support for parking variances as appropriate
- Reduce underutilized parking lots
- Assist redevelopment by lowering costs (less parking to develop)



Source: Burton Planning Services



# Growth and Redevelopment



# DRAFT Action steps



Develop strategies to support a variety of food & drink establishments



Support & encourage new and existing businesses to locate, expand, or invest in the area



Capitalize on economic development opportunities from airport visitors



Support additional housing in the area, including a variety of housing types



Create a county land bank to assist in reducing vacancies and support appropriate development



Source: Burton Planning Services

# DRAFT Recommendations

- Encourage the establishment of a local business association
  - Assist in supporting area improvements (planting flowers or trees on private property, trash clean-up days, etc.)
  - Market the area to new businesses
  - Understand local market needs
  - Research Special Improvement District (SID) and determine if appropriate
  - Research market readiness for a hotel or lodging to support the airport



Source: Burton Planning Services



# Area and Infrastructure Improvements





# DRAFT Action steps



Landscaping, street trees, and/or trees on private property



Utilize the existing CRA to encourage new investment in the area



Implement the Urbana Corridor Development Standards



Develop public/private partnerships to support local events and businesses



Strategic land acquisition to assist in redevelopment of underutilized parking lots or vacant lots



Bicycle and pedestrian facilities (sidewalks, etc.)



Apply for funding for infrastructure improvements



Source: Burton Planning Services

# DRAFT Recommendations

## Sidewalk improvements

- Bloomfield to Downs (1<sup>st</sup> priority)
  - East side of N Main
  - Separate from parking lots
  - Reduce driveway widths
- Twain to Dellinger (3<sup>rd</sup> priority)
- Dellinger to Grimes Circle (4<sup>th</sup> priority)
- Add sidewalks on all side streets



# DRAFT Recommendations

## Crossing improvements

- Light to Twain (2<sup>nd</sup> priority)
  - Add pedestrian crosswalks with crossing improvements
    - Bulb-outs
    - Rectangular Rapid Flashing Beacons
    - Pedestrian Hybrid Beacons
    - Traffic signals
- Realignment of N Twain Ave
  - Addition of pedestrian crossings



Example of bulb-out/curb extension. Source: Burton Planning Services

# DRAFT Recommendations

## Bicycle improvements

- North Main Street
  - Multi-use path (one side) or
  - Buffered bike lanes (both sides)
  - Connecting to the Simon Kenton Trail
- Dellinger Road
  - Bicycle lanes
  - Connect to the proposed off-street path improvements on East Lawn and Children's Home Road
  - Recommended to occur after additional development occurs in the plan area



# Additional Recommendations

Steering Committee comments:

- Any other recommendations to consider?



# Next Steps

- Draft Plan
  - Late March/early April
  - Online survey for public comment
- Final Draft Plan
  - April



**THANK YOU!**

**Contact information:**

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City of Urbana

February 27, 2024

