



North Main Street Corridor Plan

Draft for Review

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1 | Introduction

1A Project Background

Positioned centrally within Champaign County, Ohio, Urbana enjoys strategic proximity to major transportation thoroughfares, freight routes, employment hubs, and metropolitan centers. Urbana is within a 60-minute drive to larger urban metro areas, such as Dayton and Columbus and a short 20-minute drive to Springfield. The City of Urbana remains committed to revitalization and ongoing community investment, and with support from residents and stakeholders, the City aims to leverage its assets to establish itself as an attractive destination to work, live and play. The Urbana North Main Street Corridor Plan (Plan) is a tool the City of Urbana can use to guide future development, redevelopment, and investment in the northern segment of the city along US Route 68 (US-68).

Items that will be reviewed and addressed in the planning process include, but are not limited to:

- ▶ The mix of land uses along the corridor that range from agricultural to residential and commercial, as well as existing light industrial uses interspersed along the corridor;
- ▶ A significant demand for housing with limited supply has contributed to increasing housing values, and;
- ▶ A need for additional investment in the area.

The project kicked off in July of 2023, and a Stakeholder Steering Committee was formed to provide insight and guidance throughout the planning process. The initial process included an in-depth evaluation of the current conditions within the Plan area. The evaluation included reviewing existing plans and programs, and an analysis of existing land use, zoning districts, utilities, and the transportation network within the area. The results of the analysis are summarized in Chapter 2: Existing Conditions.

1B Project Study Area

The Plan area is focused on the North Main Street corridor and is generally bounded by Grimes Circle on the north, and Gwynne Street and Washington Avenue to the south. The western boundary line generally follows the Simon Kenton Trail, Fyffe Street, and the parcel line/alley west of North Main Street. The eastern boundary line generally follows Logan Street, Talbot Avenue, the Simon Kenton Trail, North Locust Street, and the parcel line east of the corridor (**Figure 1-1**).

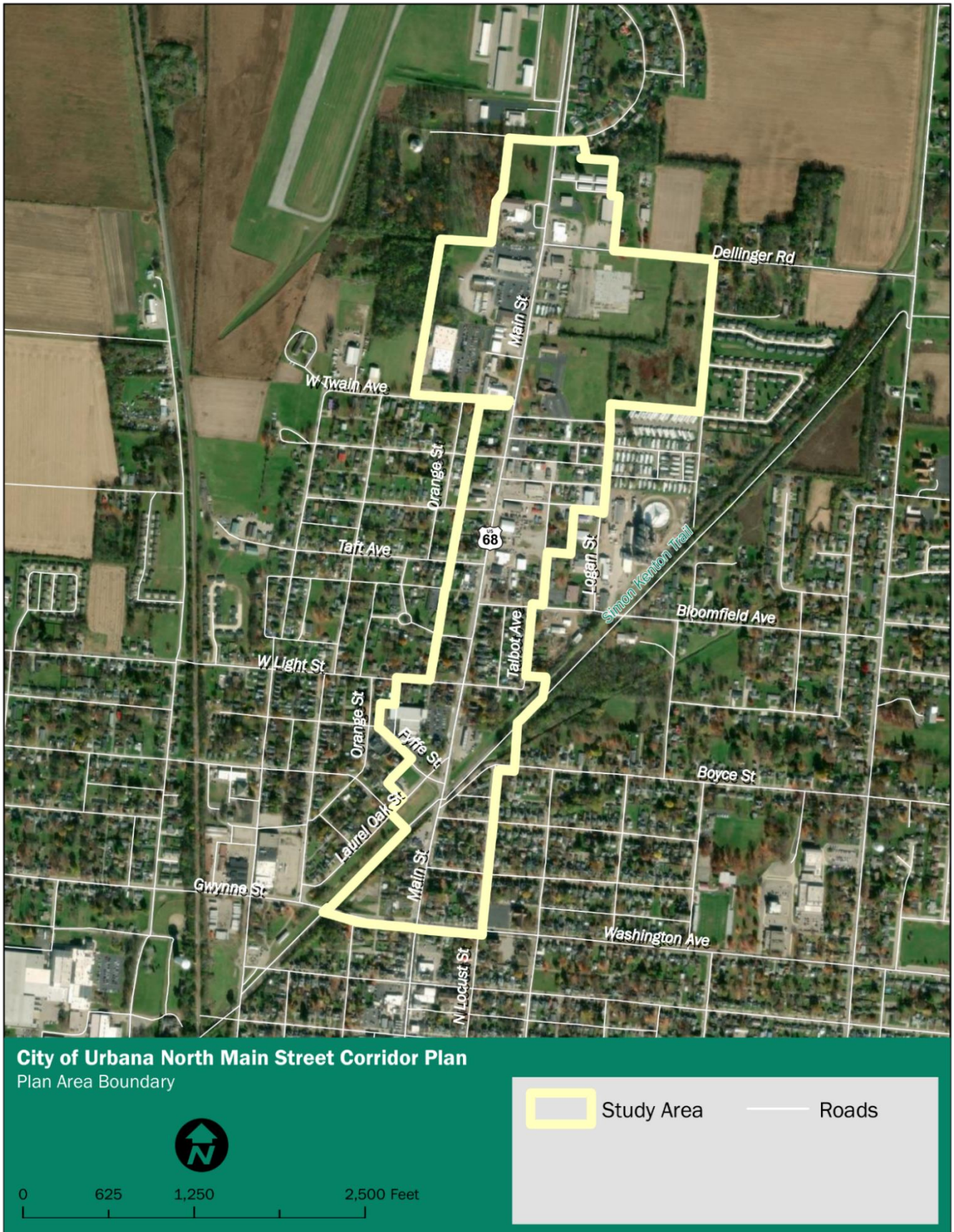


Figure 1-1. Plan Area Boundary

2 | Existing Conditions: Review and Analysis

2A Demographics

While the Plan area is a small subset of the City of Urbana, a look into the demographics of the entire community demonstrates the general characteristics of the people who live in the city.

Urbana is home to a population of approximately 11,294 residents with about 79% of the population being 18 years of age and older. The population is expected to remain steady with only a slight projected increase to 11,362 by 2028.

With regards to race and ethnicity, over 87% of the population is White Alone, with approximately 7% Two or More Races, 4% Black Alone, and 2.4% of Hispanic origin. This differs from the racial and ethnic profile of the population of the entire state of Ohio, which is made up of a 76.1% White Alone, 12.7% Black Alone, 6.1% Two or More races, and 4.8% Hispanic origin.

The educational attainment of Urbana's residents includes 90% of whom have achieved a high school diploma or GED/Alternative credential. Of those with a high school diploma or higher, 13% hold a bachelor's degree, and graduate or professional degrees have been earned by 4.5% of residents.¹ Whereas nearly 20% of Ohio's population have earned a bachelor's degree, and nearly 12% have earned a graduate or professional degree.

In 2023, the median household income stands at \$52,994, while, looking ahead to 2028, the median household income is projected to rise to \$55,678. Over 91% of households own vehicles. The 2023 median household income across Ohio is approximately \$64,000, however.¹



Source: Burton Planning Services

Julia Street, Urbana, Ohio

¹ ESRI Compiled from Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Table 2-1 Existing Plans and Policies

Plan/ Policy	Lead Agency	Completed	Key Takeaways
South Main Street Corridor Plan	City of Urbana	2020	<p>The Urbana South Main Street Corridor Plan envisions a vibrant transformation of the southern gateway of Urbana, Ohio, with a focus on fostering economic growth, enhancing community life, and promoting sustainable development.</p> <p>The recommendations cover a wide spectrum of measures to improve the community and infrastructure. It suggests updating regulations for US-68 and SR-55 Corridor Overlay District for smoother land use changes and safer transportation. The Plan proposes the adoption of appropriate residential design standards, strong code enforcement for quality rental housing, and encourages affordable housing, historic preservation, and business growth. Strategies include managing single-family rentals, collaborating with landlords, updating the zoning map based on a future land use map, road enhancements involve widening US-68, constructing offset backage roads, safety measures, maintaining public space, and proper access management.</p>
Champaign County Comprehensive Plan	Champaign County, OH	2020	<p>The Champaign County Comprehensive Plan Update embodies a vision for the county's future centered on preserving its rural character while driving economic growth. This entails safeguarding farmland and agriculture through education and agritourism, promoting economic vibrancy, and ensuring efficient housing policies that align with existing services. The Plan also underscores the importance of recreational well-being, safer transportation, and concentrated development in suitable areas to maintain the county's distinct charm.</p> <p>The Plan's recommendations encompass judicious land use strategies, including smart growth principles and mixed-use development, to curtail sprawl and enhance sustainability. It emphasizes the preservation of rural landscapes and coordinated infrastructure for responsible growth. In the realm of active transportation, the Plan promotes complete streets, safe routes to schools, and extensive pedestrian and cycling networks to encourage healthier lifestyles and better connectivity. By uniting these aspirations and strategies, the Plan charts a course toward a thriving, balanced, and interconnected Champaign County.</p>



Source: Burton Planning Services

Lincoln & Main on North Main Street, Urbana, Ohio

Plan/ Policy	Lead Agency	Completed	Key Takeaways
Comprehensive Housing Market Analysis	Champaign County, Ohio	2019	<p>The Comprehensive Housing Market Analysis for Champaign County, OH, outlines a strategic roadmap for addressing housing challenges. The proposed goals encompass a multi-pronged approach: forming a united stakeholder consortium, revitalizing historic downtowns, forging partnerships with developers using tools like CRA agreements, safeguarding the aging housing stock through enforcement and rehab programs, exploring innovative financing strategies, and maintaining affordability through the preservation of naturally occurring affordable housing (NOAH). These initiatives aim to align housing development with community visions, boost economic activity, attract investment, and ensure housing options cater to various income levels.</p> <p>The recommendations aim to support Champaign County and its focus areas by implementing effective residential housing policies. Key suggestions include establishing a multi-sector community consortium to address housing market issues and attract new development; prioritizing historic downtowns and main streets to stimulate economic growth and encourage housing investments; facilitating collaborative partnerships with local governments to mitigate development risks and attract nonlocal developers. Strategies to protect and maintain the existing housing stock, including addressing problem properties and promoting repair programs, are highlighted. Financing strategies are recommended to bring new housing projects to the market. Affordability is emphasized, particularly by preserving naturally occurring affordable housing (NOAH) to establish mixed-income communities and position the county as attractive and affordable.</p>

Table 2-2 Existing Programs

Program	Lead Agency	Completed	Key Takeaways
Opportunity Zone	City of Urbana		The Ohio Opportunity Zone Tax Credit Program encourages taxpayers to invest in distressed areas, known as "Ohio Opportunity Zones." They invest in the Ohio Qualified Opportunity Fund (Ohio QOF), leading to a non-refundable tax credit on their investment in these zones. This credit allows up to \$2 million in tax credits across multiple Ohio QOFs during 2022-2023. A \$50 million tax credit allocation is available for the biennium. There is one Opportunity Zone within the Plan area boundary. It is Census Tract 105, Champaign County, Ohio. The Opportunity Zone includes the most southern portion of the Plan area with the railroad tracks as the western boundary of the Opportunity Zone.
Community Reinvestment Area	City of Urbana	2022	The City's designated CRA covers the majority of the Plan area excluding only the portion of the Plan area that is east of North Main Street, north of Washington Avenue, and south of the railroad tracks and East Light Street. The CRA provides a 15-year tax abatement for remodeling or new construction of residential dwellings or commercial or industrial facilities. The CRA is authorized through Ordinance 4574-22 adopted on July 19, 2022.
Enterprise Zone	City of Urbana	1993 1994	Enterprise zones are designated areas of land in which businesses can receive tax incentives in the form of tax exemptions on eligible new investment. The Enterprise Zone Program can provide tax exemptions for a portion of the value of new real and personal property investment (when that personal property is still taxable) when the investment is made in conjunction with a project that includes job creation. Existing land values and existing building values are not eligible (except as noted within rare circumstances).

2C Housing

There are 5,546 housing units, overall, in the City of Urbana – an increase of approximately 60 units since 2010. Out of the total inventory of units, over 90% are occupied, and nearly 60% of the vacant units are in the transitional stage of being “for rent” or “for sale”. Compared to the City of Urbana’s vacancy rate of 9.8%, Ohio had a slightly lower vacancy rate of 8.2% in 2020. However, there were notable differences in tenure: Ohio had a higher percentage of owner-occupied units at 61.4% while Urbana’s owner occupancy rate stood at 52.2%. Urbana had a greater proportion of renter-occupied units at 38.1% compared to the State’s renter occupancy rate of 30.4%. These variations suggest differing housing dynamics, potentially influenced by Urbana’s unique demographics and housing market compared to the broader state.

Over 52% of homes in Urbana are owner-occupied, consistent since 2010. The age of owners of occupied units ranges from young adults to people 85 years and older; most fall within the 45- to 65-year-old age range. Over 94% of the owners of the owner-occupied units are White Alone, and 4% Black/African American Alone.

Property values for owner-occupied units within the City of Urbana range from below \$50,000 to \$1,999,999. A majority of the properties are worth between \$50,000 and \$199,999. The average value of owner-occupied housing in Urbana is \$168,726 with a projection to increase to \$199,259 in 2028. Rental housing is an integral part of Urbana’s housing market, allowing for flexibility and accessibility to residents of varying incomes.



Source: Burton Planning Services

North Main Street, Urbana, Ohio

Within the Plan area, the Champaign County Auditor has classified 201 parcels and 36.5 acres as a residential land use classification. Based on the County’s land use classification system about 32 percent of the Plan area is classified as residential. The majority of the residential areas (over 60%) are classified as single-family, while 17 parcels are classified as two- and 3-family dwellings. All remaining residentially classified parcels are vacant or have a structure on them associated with a residential use.²

On Zillow.com, October 2, 2023, there were 8 residential properties listed “for sale” in or within proximity of the Plan area. This includes the former estate of Warren Grimes, aviation lighting industrialist and founder of the Grimes Manufacturing Company. The estate includes 256 acres, two large houses, and a large barn. While the estate is not located within the Plan area, its historical significance to the City of Urbana and potential future development site is important to note. Approximately 3 dozen properties have sold within the past three years within the Plan area.³

In 2019, Champaign County released *Open for Business: Comprehensive Housing Market Analysis for Champaign County, Ohio*. The document included a market rate analysis for the City of Urbana, as well as Mechanicsburg, North Lewisburg, and St. Paris. The market rate analysis showed limited amounts of new residential construction from 2010 through 2019. The analysis also included an examination of market distress signals and determined there are no apparent concentrations of property distress which indicates Urbana’s housing market is steady.⁴

² Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

³ Data for houses on sale, Retrieved October 2, 2023 from [Zillow](https://www.zillow.com).

⁴ *Open for Business: Comprehensive Housing Market Analysis for Champaign County, Ohio* (p. 2-11 and 2-14), by Greater Ohio Policy Center, December 2019.

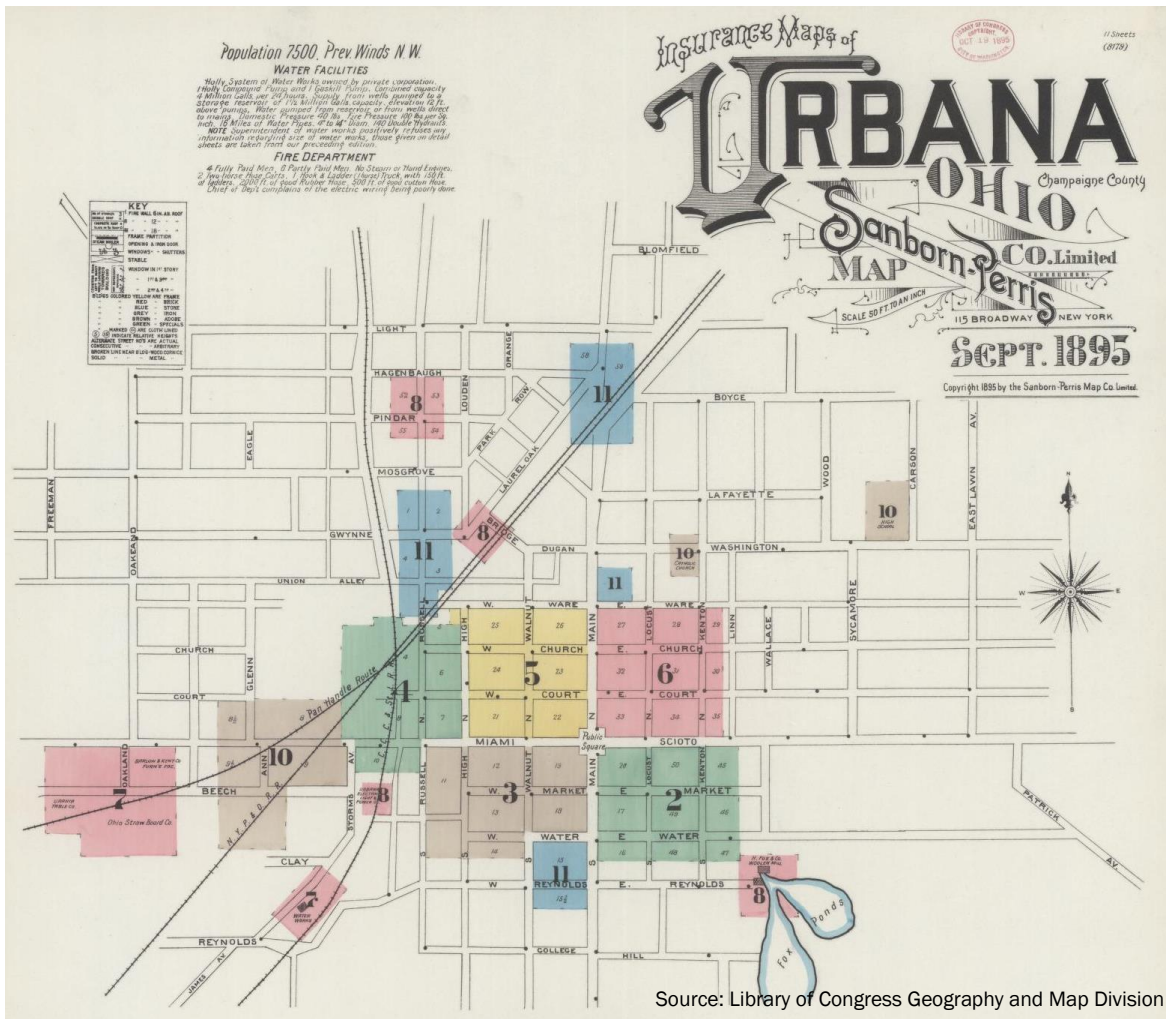
2D Land Use and Zoning

Introduction

The history of Urbana’s settlement and development are linked to the current land use and zoning of the Plan area. A geographically organized mix of land uses, discrepancies between land uses and the zoning code, and sites prime for redevelopment characterize the corridor.

Use, Form, and Pattern

The City of Urbana was founded in 1805, and, following a rural neighborhood type, a plat map from 1858 shows a regular organization of gridded streets and blocks arranged around the public square. At that time, the street grid reached almost the line occupied today by Gwynne Street and Washington Avenue, although these streets were not yet present. Additionally at that time, North Main Street was interrupted by a large parcel of land (property of Christopher Ryan) and one of the three railroad tracks that crossed the town. Gwynne Street and Washington Avenue (the southern boundary of the Plan area) first appear on an 1895 Sanborn map, and this map also shows Urbana’s expansion continued to follow the original street grid organization.



Source: Library of Congress Geography and Map Division

Figure 2-1. Sanborn Fire Insurance Map from Urbana, Champaign County, Ohio

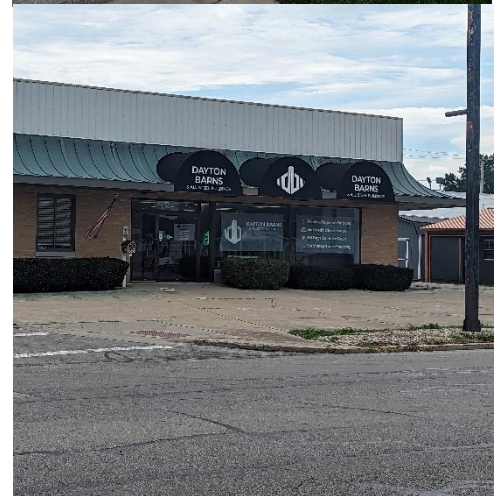
Today, the North Main Street Corridor includes residential, commercial, industrial, and manufacturing type uses (**Figure 2-3**). Generally, buildings within the Plan area are one or two stories in height and built mainly in wood frame and/or brick. The most varied and significant types of architectural styles are the single-family homes, including several revivalist styles such as the Italianate, Victorian, and Queen Ann, early modern houses with a Craftsman flair, and other eclectic designs which incorporate elements from the Gothic Revival, Shingle, and Neoclassical styles. Additionally, porches are a noteworthy architectural element in many of these homes.

The commercial and industrial development pattern in the area includes large setbacks between North Main Street and the primary structures and underutilization of properties in terms of lot coverage. The setbacks are typically used for parking often with no landscaping, screening, or street trees to enhance the appearance of the streetscape. There are limited curbs and no sidewalks north of Dellinger Road and sidewalk gaps in other areas of the Plan area (see Infrastructure). The area is also experiencing a pattern of vacant properties with 73 vacant parcels (41.3 acres).

Commercial pockets mixed with residential units are located on the west side of North Main Street at Gwynne Street, from Lafayette Avenue to Lincoln Place, and from Bloomfield Avenue to West Twain Avenue. On the east side, a mix of commercial and residential is located along the existing railroad to West Light Street, and commercial continues from Bloomfield Avenue to East Twain Avenue. A wide range of uses are located on both sides of North Main Street from East Twain Avenue to Grimes Circle including a daycare, lumber yard, vehicle sales, and a mobile home community.

The largest industrial and manufacturing areas include the former Siemens Energy & Automation site (south of Dellinger Road), Sarica Manufacturing (north of West Twain Avenue), and Ultra-met Carbide Technologies (west of North Main and near Fyffe Street, Laurel Oak Street). Sarica Manufacturing has served the commercial aerospace, Department of Defense, and medical markets with high quality manufacturing for more than 10 years.⁵ Ultra-met Carbide Technologies (Ultra-met) is a world-renowned maker of custom-molded tungsten carbide products.⁶ Ultra-met also recently expanded their site working with residents and the community to ensure the changes were provided a positive improvement to the streetscape.

The former Siemens Energy & Automation site has a historical background of manufacturing electrical equipment since its opening in 1951. The company was sold to Siemens-Allis in the 1980s, and in recent history the plant experienced closure announcements and ultimately ceased operations in 2009. The site has a history of environmental concerns, including VOC contamination, leading to cleanup efforts and a settlement. With its strategic location near US Route 68 and access to infrastructure, the 11-acre manufacturing-zoned property presents a potential opportunity for redevelopment and economic growth in the corridor.⁷



Source: Burton Planning Services

Figure 2-2. Assortment of Land Uses in Corridor

⁵ Sarica Manufacturing. Retrieved September 2023, from <https://saricamfg.com/about-us/>.

⁶ Ultra-met Carbide Technologies. Retrieved September 2023, from <https://www.ultra-met.com/index.html>.

⁷ See *Former Siemens Energy & Automation Site* PowerPoint presentation by City of Urbana and Champaign Economic Partnership.

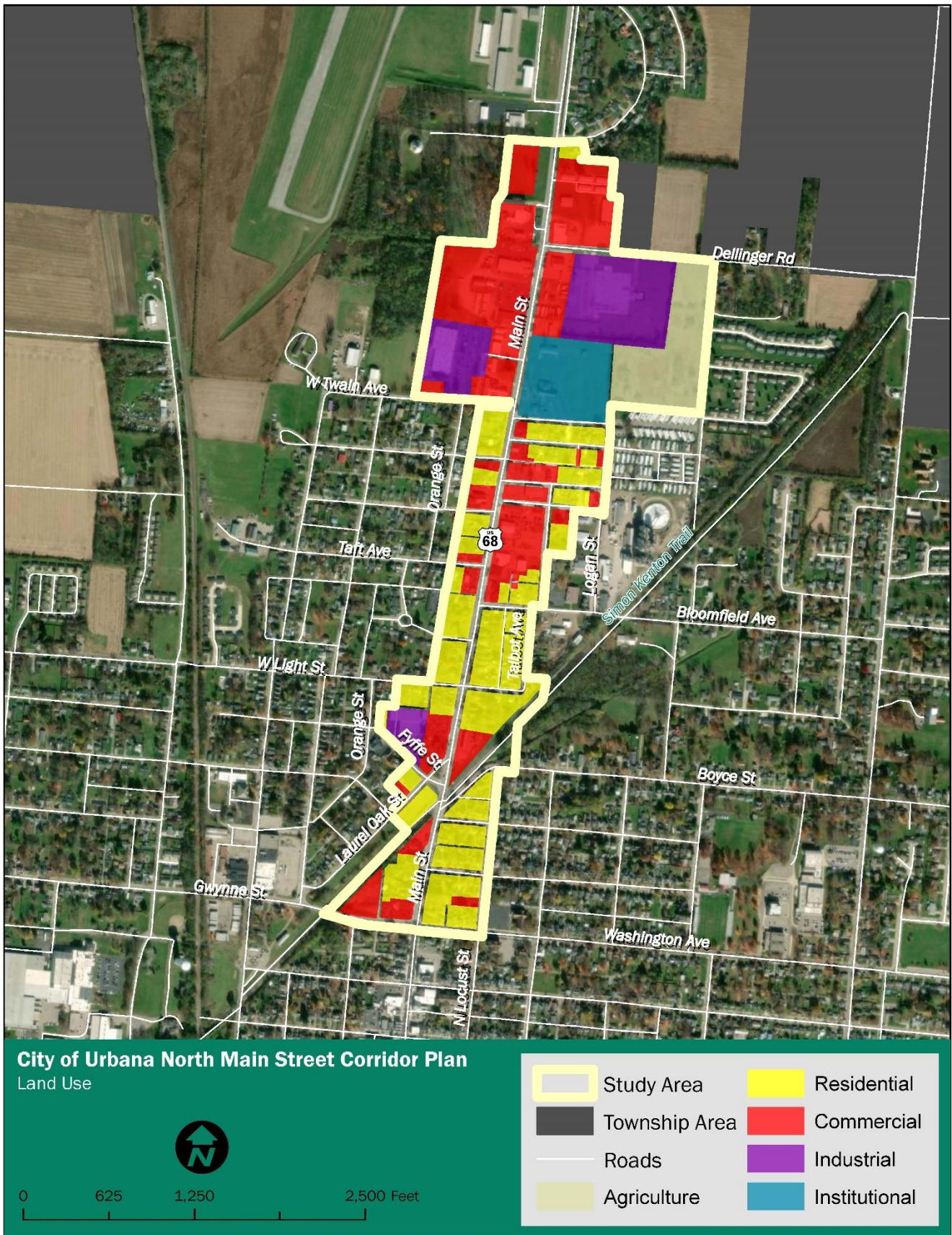


Figure 2-3. Existing Land Use Map

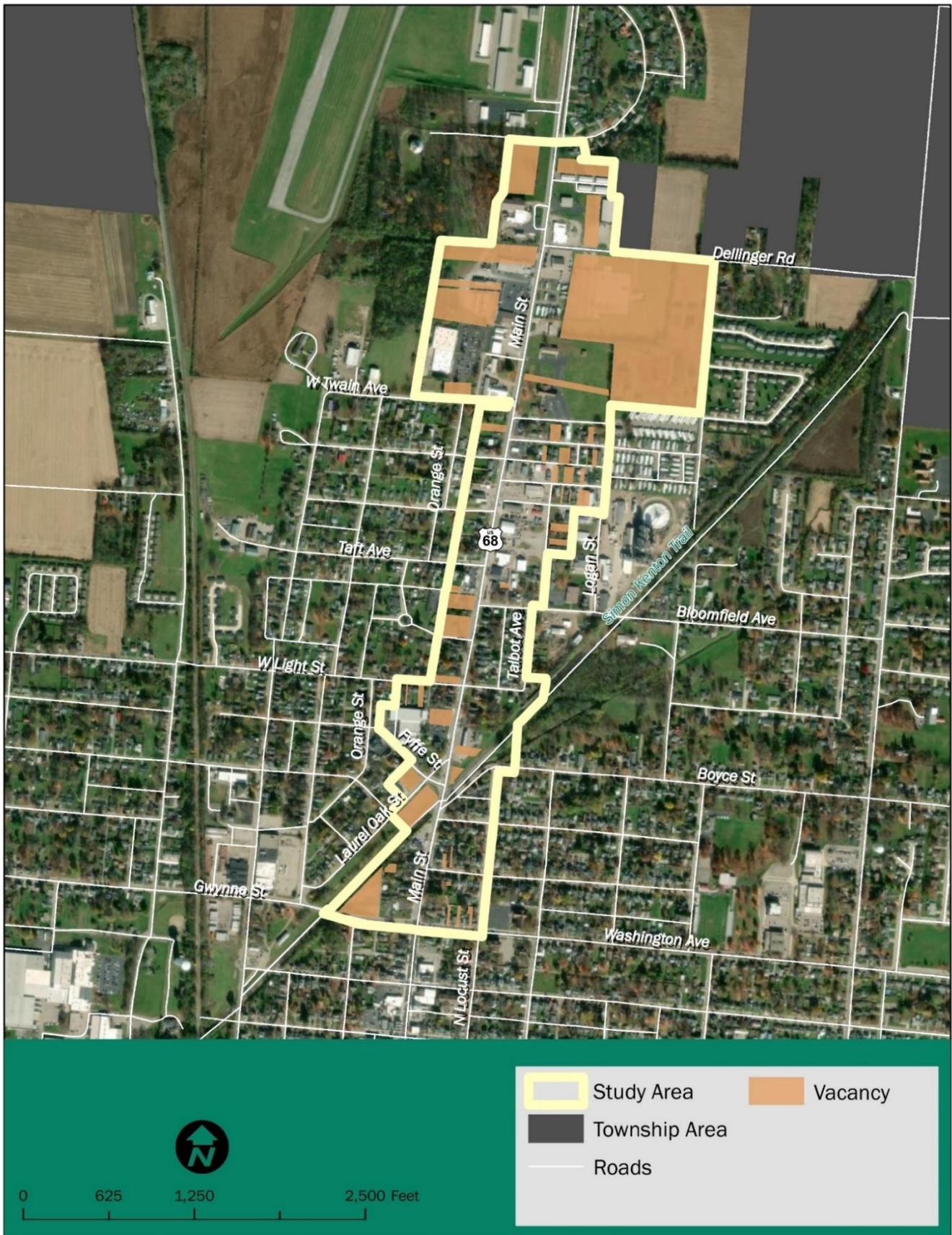


Figure 2-4. Vacant Property Map

Of additional note, two important industrial areas are located outside, but adjacent to, the Plan area: Grimes Field Municipal Airport and Heritage Cooperative. The Heritage Cooperative is an agricultural cooperative that is located near the railroad tracks between Julia Street and Logan Street and regularly utilizes the railroad tracks adjacent to their site.

Grimes Field Municipal Airport is a self-supporting general aviation airport offering various services such as fuel sales, hangar rentals, and a full-service restaurant. The airport features a 4,400-foot runway with a parallel taxiway, supported by GPS approach and AWOS III weather reporting systems. It is owned by the City of Urbana but does not receive funding from the City's General Operating Fund. The airport is home to several on-site businesses, including flight instruction, maintenance services, three museums, and the Airport Café. The airport draws hundreds of people to the area and acts as a community hub for many events including the Champaign County Hot Air Balloon Festival which is held in September and fireworks on the 4th of July. The airport's economic impact for the region is equivalent to 56 full-time jobs generating over \$3 million in output. Its regional impact and proximity to the Plan area are important considerations when planning for future use and development in the corridor.



Source: Burton Planning Services

Figure 2-5. Grimes Field Municipal Airport and Champaign Aviation Museum

Regulation

Although the sections of the City of Urbana Zoning Code (**Figure 2-6 City of Urbana Zoning Map**) have been revised, a complete rewrite has not been required since June 11, 1996. The zoning map is routinely updated based on errors noted by staff, due to zoning requests, or as dictated by recent annexations. The last zoning map revision is dated November 3, 2023. The Zoning Code encompasses zoning districts, regulations, and guidelines aimed at overseeing land use and development within the jurisdiction. The code includes three residential districts, three business districts, one industrial district, and one overlay district.

Additionally, it features provisions for off-street parking and loading zones, a sign code, and regulations to permit Planned Unit Developments.

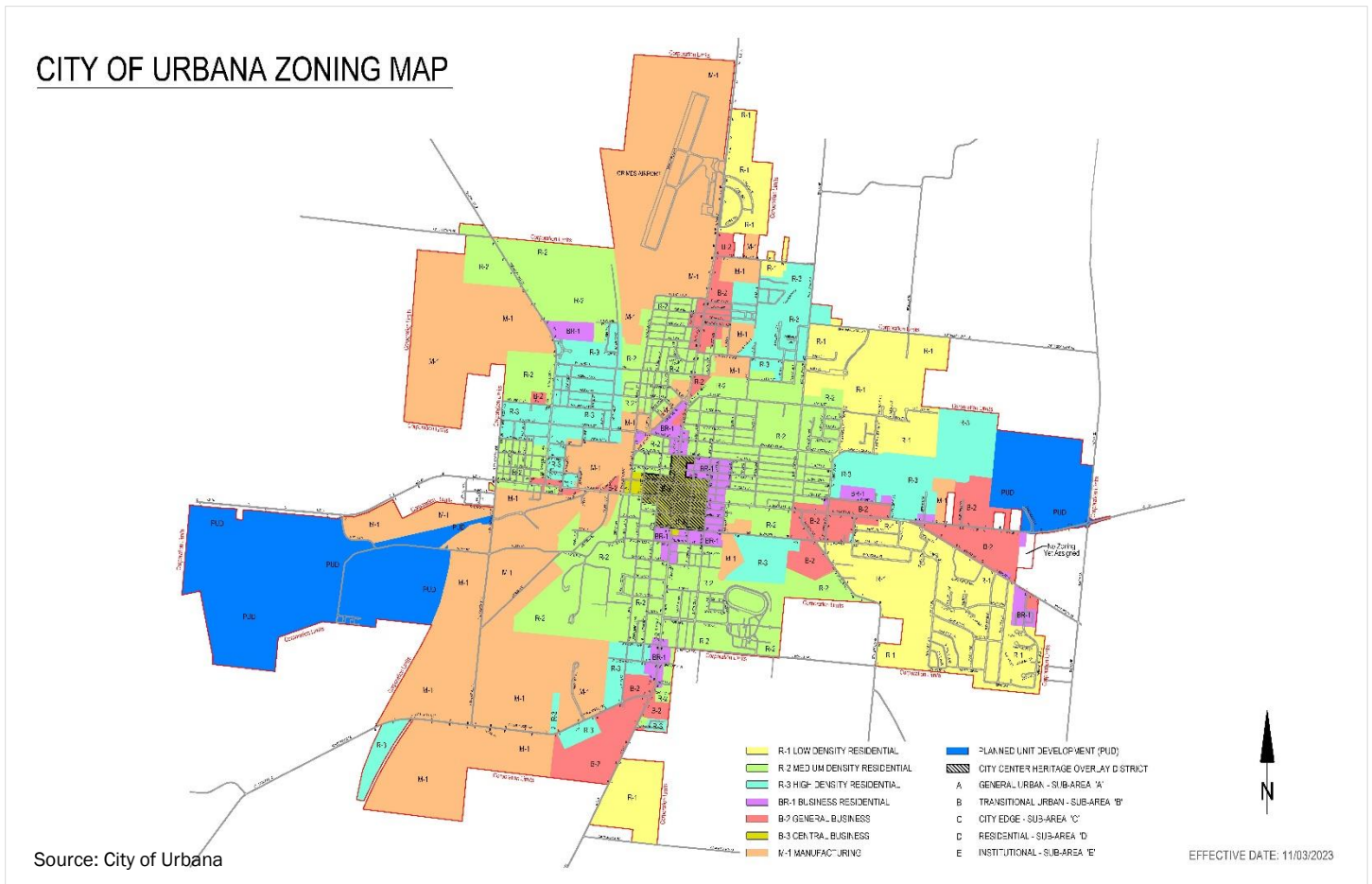


Figure 2-6. City of Urbana Zoning Map (effective date: November 2, 2023)

The Plan area includes properties zoned in six unique zoning districts, including:

R-1 Low Density Residential

The R-1 district permits the establishment of low-density single-family dwellings. Single-family detached dwellings are the only principally permitted use. The maximum density is 4 dwelling units per acre, and the maximum height of a principal structure is 35 feet. The maximum Floor Area Ratio (FAR) is 0.25.

Low Density Residential zoning is located at the northern point of the Plan area and includes the single-family housing development on Grimes Circle and Grimes Avenue.

R-2 Medium Density Residential

The R-2 district permits the establishment of medium-density single-family dwellings. Single-family detached dwellings are the only principally permitted use with multi-family units and the conversion of large, older houses to multi-family uses both permitted as a conditional use. The maximum density is 6 dwelling units per acre, and the maximum height of a principal structure is 35 feet. The maximum Floor Area Ratio (FAR) is 0.30.

Medium Density Residential zoning is located on both sides of North Main Street from Bloomfield Avenue to Light Street, on the west side of North Main Street between Light Street and the property owned by Ultra-met, and on the east side of North Main Street from the railroad tracks to Washington Avenue (excluding several parcels at the corner of Washington Avenue and North Main Street). All parcels in the Plan area designated as R-2 are currently classified as a residential use in the Champaign County parcel layer.⁸

R-3 High Density Residential

The R-3 district permits the establishment of high-density multi-family dwelling units. Single-family detached dwellings and multi-family dwellings are principally permitted uses. The maximum density is 12 dwelling units per acre, and the maximum height of a principal structure is 40 feet. The maximum Floor Area Ratio (FAR) is 0.30.

High Density Residential zoning is located along Julia Street south of the Dellinger Road intersection. The property is currently undeveloped and adjacent to the former Siemens Energy & Automation site and the Urbana Estates Mobile Home Community.

BR-1 Business Residential

The BR-1 district permits a mixture of residential and business uses within the same building or structure. Single-family detached dwellings, multi-family dwellings, office, and personal services are principally permitted uses. For residential uses, the maximum density is 12 dwelling units per acre, and the maximum height of a principal structure is 40 feet. For non-residential units, the maximum Floor Area Ratio (FAR) is 0.30.

Business Residential zoning is located on the west side of North Main Street between Lafayette Avenue and Gwynne Street and on the east side of North Main Street at the corner of Washington Avenue and Main Street. Current uses in areas zoned Business Residential include a vacant bank property, residential properties, and vacant land owned by the Dayton Power and Light Company.

⁸ Champaign County parcel data. Retrieved October 2, 2023, from [ArcGIS](#).

B-2 General Business

The B-2 district permits commercial recreation, retail business, office, drinking and eating establishments, personal services, automotive filling stations (gas stations), and hotel/motel uses. The maximum height of a principal structure is 40 feet, and the maximum Floor Area Ratio (FAR) is 0.40.

General Business zoning is located on the west side of North Main Street between West Twain Avenue and Bloomfield Avenue, the railroad tracks to Light Street, and from Lincoln Place to Lafayette Avenue. On the east side of North Main Street, the General Business zoning is located from just south of the residential units on Grimes Circle to Bloomfield Avenue. Current uses in areas zoned General Business include a church, restaurants, automotive repair, a gas station, and residential structures. The residential structures existed prior to parcels being zoned B-2 General Business.

M-1 Manufacturing

The M-1 district permits personal services, office, automotive repair, automotive filling stations (gas stations), manufacturing, wholesale warehousing, food processing, transport terminals, printing/publishing, and recycling center uses. The maximum height for any building or structure located within 200 feet of a residential district or use is 50 feet. The maximum Floor Area Ratio (FAR) is 0.50.

Manufacturing zoning is located on the west side of North Main Street from the northern boundary of the Plan area to West Twain Avenue and the area north and south of Fyffe Avenue, and on the east side of North Main Street south of Dellinger Road. Current uses in areas zoned Manufacturing include the Grimes Field Municipal Airport (located adjacent to northern boundary of the Plan area), the former Siemens Energy & Automation site, Ultra-met, Skelley Lumber, White's Ford dealership, and Sarica Manufacturing.

Urbana Corridor Overlay District

The Overlay district standards are applied in addition to the underlying zoning district for a property. The district is intended to facilitate improved site design and architecture along the primary corridors. Overlay standards include site development, buildings, parking, and signs.

Existing Land Use and Zoning Alignment Review

The existing conditions analysis included a detailed review of locations with inconsistency between the existing land use and zoning for the site. Land use is the actual current use of a site (i.e., a house, restaurant, gas station, etc.), and zoning provides regulatory permissions for a site. While zoning gives legal permission for how a site may be used including the use, height, and setbacks, it is sometimes inconsistent with the land use in operation at the location. This may occur for several reasons and is most common when a property is rezoned to allow for a different use, however, the prior use continues even after the rezoning occurs.

In the North Main Street Corridor, inconsistency between existing land use and zoning is almost completely due to previously existing residential housing being rezoned to the B-2 General Business zoning district. The properties were rezoned to allow for commercial uses, however, the existing residential housing continued to be used for residential purposes. Residential housing zoned B-2 General Business are located on North Main Street from the Speedway gas station to Light Street (mixed with houses that have been converted to businesses), along Light Street, along Bloomfield Avenue east of North Main Street, on the west side of North Main Street from Bloomfield Avenue to West Twain Avenue, on the east side of Talbot Avenue, and in the neighborhood east of North Main Street from East Twain Avenue to Rolling Stock Avenue.

2E Infrastructure

Introduction

Overall, utilities and transportation infrastructure are established in the Plan area. This section details the current state of these facilities, identifying their extent, needs for expansion, and related plans.

Utilities Existing Conditions and Planned Projects

Standard utilities (water, sanitary sewer, and natural gas) as well as basic and broadband internet service are available. There are opportunities to expand services for capacity and efficiency purposes as demand increases due to development and/or changing standards and expectations. Water pressure/flow in the Plan area is lower than in other areas of the city. The Aviation Museum has a 50,000-gallon water tank to assist with firefighting. Electric and natural gas are both available, and the gas company continues to work on improvements to its infrastructure, specifically replacing steel lines with plastic. The Internet is also widely available throughout the Plan area. Some sections have fiber/broadband, while the majority is cable-based.

Specific sites within the Plan area have their own utility considerations. The Siemens site has substantial infrastructure to support an industrial user, while the Grimes Subdivision (just outside the Plan area) will require additional sewer connections should other sections be developed.

The City of Urbana is currently planning Phase 3 of water line replacements in the area. Phase 3 will include replacing water lines on Grimes Circle, Grimes Avenue, and both sides of North Main Street (U.S. 68) north of Dellinger Road to the Grimes Field Municipal Airport. Improvements will also include adding loops to the system to improve the overall water flow in the area which is critical for use by firefighters.

Transportation Network

North Main Street is the key transportation corridor in the Plan area and experiences the highest levels of vehicle traffic. The Simon Kenton multi-use trail also travels across the Plan area and provides an important connection for pedestrians and bicyclists in Urbana and the broader region. The following sections review existing conditions and planned improvements for the transportation network, including current roadway infrastructure, crash history, and conditions for pedestrians and bicyclists.

Transportation Network Existing Conditions

The transportation network in the Plan area includes roads, pedestrian infrastructure, a trail, and a rail segment. The primary roadways are:

- ▶ North Main Street, a north-south road with one lane in each direction. Sidewalks are present on North Main Street between Washington Avenue/Gwynne Street and Bloomfield Avenue, but there are many sidewalk gaps on one or both sides of the road between Bloomfield Avenue and Twain Avenue, and sidewalks are almost entirely absent north of Twain Avenue. Parking is permitted along North Main Street in some areas, primarily south of Bloomfield Avenue. The speed limit for most of the length in the Plan area is 35 mph, changing to 25 mph approximately 250 feet north of Washington Avenue/Gwynne Street. Between Washington Avenue/Gwynne Street and Dellinger Road the average annual daily traffic (AADT) is between 10,000 and 11,000 vehicles per day,⁹ and north of Dellinger Road the AADT is approximately 7,200 vehicles per day.
- ▶ Washington Avenue/Gwynne Street, an east-west road with one lane in each direction. The road is named Washington Avenue east of North Main Street, and Gwynne Street west of North Main Street. Sidewalks are present on both sides of the street within the Plan area. Parking is permitted on both sides of Washington Avenue but not on Gwynne Street, and the speed limit for the road is 25 mph. The AADT is between 2,100 and 2,300 vehicles per day.

⁹ ODOT Transportation Information Mapping System (TIMS), Accessed September 2023.

- ▶ Bloomfield Avenue, an east-west road with one lane in each direction. There are some sidewalk sections on the road west of the railroad tracks/Simon Kenton Trail, and no sidewalks east of that point. Parking is not permitted on the road. The speed limit is 25 mph, and the AADT is approximately 2,300 vehicles per day.
- ▶ Light Street, an east-west road with one lane in each direction. There are limited sidewalks on the north side of the road, many portions of which do not include a curb to separate pedestrians from vehicular traffic. Parking is not permitted on the road. The speed limit is 25 mph, and the AADT is approximately 1,700 vehicles per day.

The other roads in the Plan area are generally residential streets with one lane in each direction and speed limits of 25 mph. Sidewalks are inconsistent on these streets, and many of them include on-street parking. None of the roads in the Plan area include designated spaces for bicycles.

Most of the intersections in the Plan area are side-street stop controlled, with three signalized intersections along North Main Street at Washington Avenue/Gwynne Street, Light Street, and Dellinger Road. The unsignalized intersections along North Main Street do not include marked crosswalks across North Main Street, while most of the side-street crosswalks are marked.

The Simon Kenton trail runs approximately northeast-southwest in the Plan area, adjacent to an active railway spur. It is a multi-use trail that passes through Urbana while connecting Springfield to Bellefontaine. The trail is paved between Springfield and Urbana, including within the Plan area, and paved with a double chip seal layer between Urbana and Bellefontaine. It crosses North Main Street between Boyce Street and Fyffe Street at a painted crosswalk with no additional traffic controls.

The railroad crossing for North Main Street is at the same location between Boyce Street and Fyffe Street and includes a flashing-light signal and one automatic gate arm in each direction. The spur is a freight-only line owned by the West Central Ohio Port Authority (WESTCO) with trains operated by the Indiana and Ohio Railway under a lease. The crossing is noted as having approximately one train per week as of June 2020. No crashes between trains and vehicles have been reported in the past 10 years.¹⁰

Level of Traffic Stress

In active transportation planning, an LTS analysis uses broadly available road characteristics to classify the experience of riding a bicycle on different streets. A common method was first described in 2012¹¹, and has been adopted and adjusted for local conditions across the country. An LTS analysis typically groups roads into one of four categories:

- ▶ LTS 1 – A low stress facility suitable for all ages and abilities. These facilities have strong separation from motor vehicle traffic or are well-established on low speed, low volume roads.
- ▶ LTS 2 – A facility suitable for people who are “interested but concerned” about riding a bicycle, which includes most adults and families. These facilities are separated from moderate speed and multilane roads or are shared lanes on lower speed, lower volume roads.
- ▶ LTS 3 – A facility suitable for people who are “enthused and confident” about riding a bicycle. These facilities are shared lanes on moderate speed or separated from multilane, medium to high volume, and higher speed roads.
- ▶ LTS 4 – A high stress facility is uncomfortable for most adults. These facilities are mixed flow on moderate speed or higher volume roads or in close proximity to high speed, high volume, or multilane roads.

¹⁰ Federal Railroad Administration (FRA) Safety Map, [GISFRA Safety](#). Accessed September 26, 2023. The most recent crash was reported in 1979.

¹¹ Mekuria, M. C., Furth, P. G., & Nixon, H. (2012). Low-stress bicycling and network connectivity. Retrieved from [Low Stress Bicycling and Network Connectivity](#).

On roads without bicycle facilities, the LTS can be determined based on the number of travel lanes, speed limit, AADT, and whether the street is one-way or bi-directional. BPS conducted a Level of Traffic Street (LTS) in the Plan area for streets where AADT was available. The results of this analysis are shown in **Table 2-3. Bicycle Level of Traffic Stress Results**. As shown in the table, most of the analyzed streets were considered LTS 3, which are generally appropriate for people who are “enthused and confident” about riding bicycles. Boyce Street is considered LTS 1, or suitable for all ages and abilities, due to its speed limit of 25 mph and low AADT of 400 vehicles per day.

Table 2-3. Bicycle Level of Traffic Stress Results

Road	# Travel Lanes	One-way or Two-Way	Speed Limit (mph)	AADT ¹	Bicycle LTS
North Main Street	2	Two-way	25-35	7,180-10,700	3 ²
Washington Avenue/Gwynne St	2	Two-way	25	2,100-2,300	3
Bloomfield Ave	2	Two-way	25	2,300	3
Light Street	2	Two-way	25	1,700	3
Boyce Street	2	Two-way	25	400	1

Notes:

1. ODOT TIMS, 2023.
2. The different characteristics of North Main Street in the Plan area result in the same LTS.

Crash History

In the most recent five-year period (2018 through 2022), 67 crashes have been reported in the Plan area. The crashes have resulted in one serious injury, five minor injuries, and six possible injuries. The remaining 55 crashes were reported as property damage only. All but six of the crashes were on North Main Street, and all the crashes that resulted in injuries took place on or at intersections along North Main Street.

The one serious injury crash took place on Washington Avenue/Gwynne Street at the intersection with North Main Street and involved two vehicles in a head-on collision. A westbound driver was noted as running a red light while an eastbound driver was signaling to make a left turn. There was one crash involving a pedestrian in the Plan area, reported as property damage only. The crash occurred at the intersection of North Main Street/East Twain Avenue when a southbound driver turning left failed to yield to a pedestrian crossing East Twain Avenue in the crosswalk during the daytime. No crashes involving people on bicycles were reported.

Studies and Capital Improvements

Several studies are completed or ongoing in the Plan area that are expected to result in changes to the transportation system. These plans and projects are noted in **Table 2-4. Safety, Traffic Impact, and Signal Studies**.

Table 2-4. Safety, Traffic Impact, and Signal Studies

Program	Lead Agency	Year Completed	Key Takeaways
North Main Street Safety Study	City of Urbana	2023	The study's objective was to conduct a safety analysis of North Main Street between Washington Avenue/Gwynne Street and Grimes Avenue in preparation for a 2025 ODOT resurfacing project. The City sought to incorporate striping modifications and additional signage into the paving plans to reduce accidents in the area. The study focused on curb-to-curb improvements, excluding non-signage recommendations for short-term solutions, with minimal environmental impact. The analysis also explored the viability of introducing a two-way left turn lane from Dellinger Road northward within Urbana Corporation limits.

Program	Lead Agency	Year Completed	Key Takeaways
<i>Dollar General, North Main Street & Dellinger Road Traffic Impact Study</i>	<i>City of Urbana</i>	<i>2022</i>	<i>The Traffic Impact Study (TIS) for the proposed Dollar General store in Urbana, Ohio, evaluated traffic effects and proposed solutions for seamless integration of the new store. Recommendations include constructing specific access lanes, optimizing signal timings and specific lane use, traffic control, and access improvements at the intersection of N. Main Street and Dellinger Road.</i>
<i>City of Urbana Traffic Signal Study</i>	<i>City of Urbana</i>	<i>Ongoing</i>	<i>The City of Urbana Traffic Signal Study aims to evaluate and enhance the traffic signal infrastructure in Urbana, Ohio. The project entails a thorough inventory and condition assessment of 21 traffic signals across the city. Key elements include conducting signal warrant analyses to support potential funding applications, assessing both the external physical infrastructure and electronic components of each signal, and categorizing recommendations for replacements into critical safety-focused upgrades and technological enhancements. The study also involves estimating costs for proposed improvements. The project aims to deliver a comprehensive report by the second quarter of 2024, outlining findings and recommendations to inform signal infrastructure maintenance and enhancement strategies.</i>

Transportation Network Planned Projects

Several projects are within or adjacent to the Plan area, some of which are related to studies noted in **Table 2-4. Safety, Traffic Impact, and Signal Studies**. The relevant planned transportation projects known at this time include the North Main Street/Simon Kenton Trail Crossing Safety Project, the North Main Street 2025 Resurfacing (ODOT)/Safety Study (Urbana), and the Dollar General improvements. The Simon Kenton Trail Off-Street Path Improvements on East Lawn and Children’s Home Road is a potential future project within the study area.

- ▶ North Main Street/Simon Kenton Trail Crossing Safety Project – This project proposes improvements for the Simon Kenton Trail crossings at North Main Street and Laurel Oak Street, including: 1. Removing the Laurel Oak Street intersection at N Main Street, 2. Realigning the Fyffe Street intersection at N Main Street, and 3. Improving the bike trail crossing at Simon Kenton Trail/Railroad tracks with curb bump-outs, and Rectangular Rapid Flashing Beacons (RRFBs). Construction of this project is planned for 2025.
- ▶ North Main Street 2025 Resurfacing (ODOT)/Safety Study (Urbana) – As noted in **Table 2-4**, Urbana completed a safety study for North Main Street between Washington Avenue/Gwynne Street and Grimes Avenue in preparation for an ODOT resurfacing project in 2025. The intention for the safety study is that it will include short-term recommendations that could be easily implemented during the scheduled resurfacing. Construction of any proposed short-term recommendations would occur in 2025.
- ▶ Simon Kenton Trail Off-Street Path Improvements on East Lawn Avenue and Children’s Home Road – Today the Simon Kenton Trail includes segments on East Lawn Avenue and Children’s Home Road to connect to the Champaign County YMCA. The City completed a study to show how to take the trail off the road on these segments.
- ▶ Dollar General improvements - As noted in **Table 2-4**, a Dollar General store recently opened (2024) at the intersection of North Main Street and Dellinger Road. The Traffic Impact Study for the project recommended access management improvements for the property and new signal timing at the North Main Street and Dellinger Road intersection.

Environmental Considerations

The following environmental datapoints were considered for their potential impacts on the study area: FEMA designated floodplains, dams, land cover, wetlands, and slope. A FEMA designated floodplain can be found along the Simon Kenton Trail in the southern portion of the study area (**Figure 2-7**). This area is well preserved as open space. There are no high hazard potential dams (HHPDs) near the study area, however dam failures may impact entire watersheds. The study area is made up almost entirely of development and open space development, with a small patch of herbaceous land cover. No forests or waterbodies fall within the study area. The only wetland in the area runs along the Simon Kenton Trail and falls within the FEMA designated floodplain. In the study area north of Simon Kenton Trail, slope change is almost entirely between 0% and 2%. South of the Simon Kenton Trail, there are several small patches of slope changes between 2% and 5%.

Given these environmental conditions, there are no known issues that may limit future development outside of the Simon Kenton Trail area. As the planning process continues, recommendations to maintain the trail and its surrounding area as open space to limit development in floodplains and preserve wetlands should be considered.



Source: Burton Planning Services

North Main Street and Lafayette Avenue, Urbana, Ohio

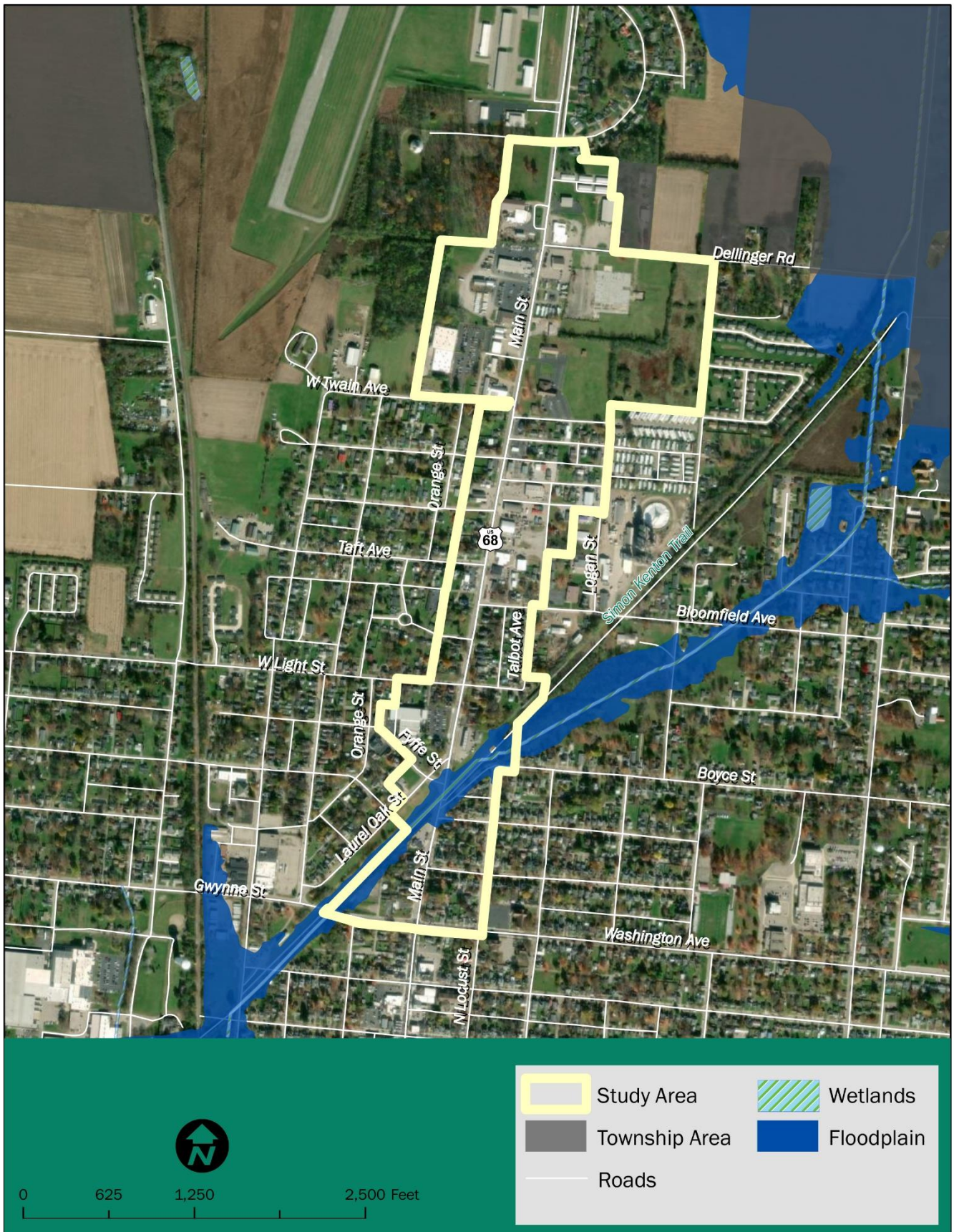


Figure 2-7. Wetlands and Floodplains

3 | Community Engagement

Introduction

Public involvement efforts related to the North Main Street Corridor Plan included a variety of activities to inform and guide the planning and adoption process, including:

- ▶ Steering Committee Meetings
- ▶ Community Survey
- ▶ Re-Imagine North Main Street: Community Visioning Meeting
- ▶ Community Open House & Survey
- ▶ Stakeholder Interviews
- ▶ Draft Plan Survey

Below is detailed information on the public involvement activities. Supported documentation for these activities is included in the **Appendix**.

Steering Committee Meetings

Steering Committee Meeting One

At the first Steering Committee meeting, participants were split into small groups and asked to identify positive aspects of the plan area, anything missing in the plan area (for example, sidewalks, housing, retail, etc.), and challenges and obstacles facing the plan area. The groups also discussed related issues facing the local community and workforce (i.e., cost of living, housing availability) as well as infrastructure updates that could bridge gaps in accessibility and functionality.

Participants were asked to share three words to describe how they envision the corridor 10 years from now. Each participant entered up to three words in a crowdsourcing application called Mentimeter.com, and they had the opportunity to emphasize a word by entering it more than once. Participants then spent time talking about if they agreed with the words in the word cloud, reasons for their selections, and if any words were missing from the word cloud.

The top ten words include:

- | | |
|-------------|-----------------------|
| ▶ Welcoming | ▶ Prosperous |
| ▶ Walkable | ▶ Sidewalks |
| ▶ Greener | ▶ Refreshed |
| ▶ Growth | ▶ New |
| ▶ Trees | ▶ Pedestrian-Friendly |

Participants were then asked where the catalyst redevelopment sites were located within the Plan area. Each participant was able to enter the names of locations into the live survey and spent time as a group discussing if they agreed or disagreed with the locations selected by the group. See associated materials and information from this meeting in **Appendix A – Steering Committee One**.

Steering Committee Meeting Two

The second Steering Committee meeting began with a summary of the engagement activities that took place since last meeting. Committee members reviewed responses from stakeholder interviews, the community survey, and feedback gained from the Re-imagine North Main Street: Community Visioning Meeting. The group then completed a character and style worksheet activity to understand how they would prefer the corridor to look in the future, using reference images of varying building typologies, materials, and layouts.

Next, the Steering Committee learned about the existing conditions of the North Main Street Area, including housing, land use, vacancy, zoning, bicycle and pedestrian mobility, and environmental considerations, and participated in an Action Step Worksheet.

The activity asked Steering Committee members to review draft goals and provide suggestions for potential action steps to achieve the goals. All action steps were selected at least twice by Steering Committee members, indicating a level of support for all the example action steps. Example action steps numbered 7 and 8 received the most support, but there was support for many of the other examples too. See associated materials and information from this meeting in **Appendix B – Steering Committee Two**.

After participants completed the action step worksheet, they broke into two small groups to share their ideas and discuss any additional ideas related to action steps.

Steering Committee Meeting Three

A presentation was given to committee members providing an overview of the project timeline and scope, the Community Open House and Survey results, and draft plan recommendations. The presentation included a description of each of the draft recommendations and an explanation that the land use recommendations are intended to support the community's vision and goals for the area. It was also noted that land use recommendations do not change existing zoning but may be used by the City and community to support requests to rezone property to other districts in the future. Committee members discussed, evaluated, and provided comments on the proposed draft land use and zoning recommendations for the plan area. See associated materials and information from this meeting in **Appendix C – Steering Committee Three**.



Source: Burton Planning Services

Steering Committee Meeting Two: participants fill out character and design survey

Community Survey

A community survey was designed to understand how residents and stakeholders interact with the study area. Respondents were asked eight questions about how often they interact with the North Main Street Area, their perceptions of area, which services they use, and which changes, if any, would improve the North Main Street Area. Results from the survey will be used to guide future land use, zoning code updates or revisions, and infrastructure improvements. Respondents were invited to participate in the survey 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 (see **Appendix D - Community Survey**). The community survey was available from September 12, 2023 through October 15, 2023, during which time approximately 155 responses were recorded.

Questions 1-4 captured the base conditions of the study area and how respondents interacted with the space. For example, respondents were asked how often they visit, the quality of their experience, which modes of transportation they used, while visiting, and their reasons for visiting the area. Approximately 23% of respondents reported visiting the study area at least once per week, while 63% of respondents reported visiting the study area daily. Most respondents (45%) reported having a “fair” experience in the study area, while 36% of respondents reported having a “good” experience. Approximately 82% of respondents preferred to drive to the study area. The three most common uses are living, shopping, or traveling through the area.



Fyffe Street in Urbana, Ohio looking north

Questions 5, 6, and 7 were short-answer questions to capture what respondents liked about the North Main Street Area, including which amenities or services are needed in the area, and what they would like to see in the area in the future. Respondents favored the quiet, small-town feel of the North Main Street Area, such as the minimal traffic density, historic charm, accessibility, and mix of homes and local businesses. Some respondents reported enjoying the tree-lined streets, using the bike path, and visiting their favorite businesses. Other respondents were optimistic about opportunities for improvement, said the study area “has potential”.

When asked about amenities or services that are needed in the North Main Street Area, respondents mostly requested sit-down restaurants, fast food restaurants, and a grocery store. Respondents also requested amenities to attract visitors and families, including a gas station, play areas or stores for children, and updated sidewalks. Respondents reinforced their desire to gather at restaurants, stores, and public recreation spaces when asked about what they would like to see in the future along the North Main Street Corridor Area. Furthermore, respondents indicated that they hope to see the North Main Street Area updated with new infrastructure, renovated buildings, greenspace, and clean streets that support a mix of pedestrian, vehicle, and bicycle use.

In Question 8, respondents were given a list of possible changes for the North Main Street Corridor asked to select their top three priority changes. Of the 17 options, respondents were most interested in the area having more places to meet and socialize, such as coffee shops and restaurants. Respondents were also interested in more retail along the North Main Street Area (clothing, groceries, specialty shops, etc.), sidewalk connectivity, and a clean, updated, and vibrant look.

Re-imagine North Main Street: Community Visioning Meeting

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 were 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, which took place on October 30, 2023. See survey results and associated materials from this meeting in **Appendix E – Community Open House**.



Source: Burton Planning Services

Community Visioning Presentation

Community Open House and Survey

Residents and community stakeholders were invited to attend a public open house on Wednesday, January 18, 2024, to learn about the draft vision statement, goals, and action steps of the North Main Street Corridor Plan. To provide an alternative way to participate, a companion online survey was also published and available from January 4, 2024, until February 5, 2024. The in-person event, which had ten attendees, and the online survey, which garnered 94 responses, asked residents and stakeholders the same series of questions related to the draft vision, goals, and action steps and gave the opportunity to share their thoughts on the draft materials and provide ideas for new goals and action steps. See survey results and associated materials from this meeting in **Appendix F – Community Open House**.



Source: Burton Planning Services

Community Open House participants discussing survey options

Stakeholder Interviews

From September 2023 through November 2023, the Consultant Team requested interviews with eleven people representing businesses in the North Main Street Corridor Plan. Of the eleven people invited to participate, six were interviewed. They represented both businesses, local leaders, and residents. The interview questions (see **Appendix G – Stakeholder Interviews**) aimed to gather information from the stakeholders on their experiences in the study area, the strengths and challenges of the area, and their vision for the area.

The key takeaways from the interviews can be summarized as follows:

- ▶ There is a need for improvements to buildings, parking lots, curbs, sidewalks, and other facilities and amenities.
- ▶ There is a need for additional housing and businesses to draw new residents, employees, and visitors to the area.
- ▶ Providing incentives for new development in the area may prove to be beneficial.
- ▶ Support and capitalize on the economic benefits of the airport.
- ▶ Invest in beautification of the area through code enforcement, installation of street trees, signage, etc.
- ▶ Infrastructure and facade improvements in the area could positively influence property owners to make improvements to their properties.
- ▶ There is good through-traffic and pedestrian visibility in the area for businesses.
- ▶ There is the opportunity for additional manufacturing in the area.

Draft Plan Review - Community Survey

A summary of the community survey will be included in Plan in May. The Draft Plan Review – Community Survey is currently open to the public and available until May 5, 2024. For more information, visit the North Main Street Corridor Plan website at <https://www.urbanaohio.com/north-main-street-corridor-plan.html>.

4 | Development Plan

Introduction

The Development Plan includes a vision statement, goals, and action steps for the North Main Street corridor. Each of these items is based on feedback and ideas received from community members and stakeholders in the public engagement process (see Chapter 3: Community Engagement). Additionally, each of the three elements build off each other and support each other in plan implementation (see Chapter 5: Plan Implementation). The action steps are designed to be stepping stones to reach the goals, and the goals provide a basis to realize the vision statement. As action steps are initiated and implemented, the community may decide that additional or new action steps may also be achieved to assist in reaching the goals and vision for the Plan area.

Vision

The vision statement is the “north star” of the Plan. It is intended to be clear, concise, inspiring, and focused on the success of the corridor. The Plan’s recommendations are designed to support the vision statement and allow it to be realized in the next 10 to 15 years. The Plan’s vision statement is:

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 vision statement was developed using community feedback gathered in the first phase of the plan process including Steering Committee meetings, stakeholder interviews, a community survey, and the Re-imagine North Main visioning meeting. At the first Steering Committee meeting, Committee members were able to use one word to describe how they want to see the corridor develop in the next 10-15 years. The results of the survey of Committee members are illustrated in a word cloud below (Figure 4-1).

The community provided a diverse array of ideas and comments surrounding their desires for the area. Overall, community members like the small town feel of the area, and they want a beautiful area that cultivates community and is a quieter part of town. Other input provided by the community that inspired the vision statement include:

- ▶ 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

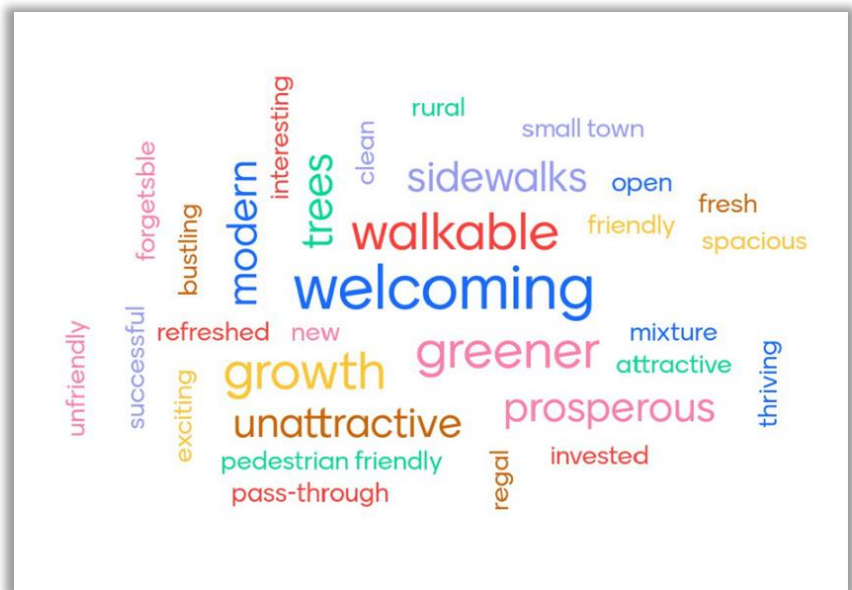


Figure 4-1. Word Cloud from the First Steering Committee

Additionally, the community expressed that the connection to the airport is important and should be capitalized for the future of the corridor, and that there is a desire to welcome people and draw people into the area. Community members also want to make additional connections to the bike trail, allow pedestrians to walk to more locations, and to support and encourage a mix of housing and businesses in the area.

Goals

Goals are designed to support the vision statement by explaining what needs to be accomplished to achieve the vision statement. Similar to the vision statement, the Plan's goals were developed using community feedback gathered in the first phase of the planning process. Each goal is to be realized through specific action steps as described in the Action Step section of Chapter Four.

- ▶ **Goal 1 - 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.**
- ▶ **Goal 2 - Attract and retain a variety of shops and services for residents and visitors.**
- ▶ **Goal 3 - Create an environment that is inviting and welcoming to residents and visitors.**
- ▶ **Goal 4 - Welcome visitors and residents by establishing the corridor as the northern "gateway" to the City of Urbana.**
- ▶ **Goal 5 - Encourage redevelopment or reuse of vacant parcels, buildings, and underutilized parking lots to attract new businesses and residents.**
- ▶ **Goal 6 - Create a walkable and bikeable community that is accessible and easy to navigate for all people and transportation modes including walking, biking, and driving.**

Action Steps

Action steps are designed to support successful implementation of the goals and the vision statement by providing clear, actionable steps for the community to take. Each action step supports one or more of the Plan's goals. This is illustrated in the Action Step Implementation Table (**Table 5-1**). The action steps are categorized by topic area, including:

- ▶ Commercial, Office, and Residential Growth
- ▶ Land Use Recommendations
- ▶ Zoning
- ▶ Area and Infrastructure Improvements

Commercial, Office, and Residential Growth

The City of Urbana is a vibrant small legacy city that is home to a significant concentration of jobs, residents, and anchor industries that positively impact the regional and state economy.¹² However, like other legacy cities, its population has remained steady for decades, but is increasingly older.¹³ Similarly, the local economy is stable but lacks vitality for further growth.¹⁴ Urbana is well positioned to revitalize and further solidify its economy by leveraging its downtown, city amenities, and quality city services to compete for new residents and businesses. According to a housing market analysis for Champaign County by the Ohio Policy Center (2019), 55% of the jobs in Champaign County

¹² Ohio + Columbus: A Tale of Two States. Greater Ohio Policy Center, November 2022. [Tale of Two States](#)

¹³ Community Profile, City of Urbana. Esri. August 8, 2023.

¹⁴ Market Profile, City of Urbana. Esri. August 8, 2023.

are held by people that live outside the county, and 65% of these jobs are located within the City of Urbana.¹⁵ Many of these out-of-county workers have familiarity with the city and could be attracted to relocate if attractive housing options were available. Furthermore, by being within a 60-minute commute from some larger metropolitan areas, including Dayton, Springfield, and Columbus, Urbana can attract residents looking for walkable communities with a beautiful downtown and great community services that are still surrounded by rural character.¹⁶

Attracting new residents requires having an adequate, affordable, and attractive housing stock that meets current needs and adapts to changing trends. While Ohio remains one of the few places in the US where it is generally cheaper to buy than rent, house prices have risen since 2020.¹⁷ In Urbana, house prices are expected to increase due to minimal new construction, and the cost of updating and maintaining the existing stock (39% was built before 1950, and 84% was built before 1990.) By 2019, Millennials (born between 1981 and 1998) were the largest generation in the City of Urbana, followed closely by Baby Boomers. This population composition presents new needs for housing products to encourage Millennial families to stay in town and for Baby Boomers wanting to downsize and age in place. In addition, the ratio of renters to homeowners has increased over the past 20 years in cities across the country, Urbana being no exception. The percentage of renters in the city has increased by 20% since 2000, with nearly 48% of all households in Urbana being renters in 2017. The increase in renters generally reflects changes in consumer preference for housing options and increased difficulty finding affordable housing stock.¹⁸ Ensuring lower housing prices requires maintaining the current housing stock in good condition and building new housing that meets the demand and needs of renters and potential owners. Diverse housing offerings at various prices points will be key to revitalization and attraction efforts.

New residents in the Plan area will provide opportunities for growth for existing local businesses, as well as demand for new ones, especially in the retail and service sectors. According to Forbes, demand for brick-and-mortar stores will hold steady or increase as consumer preferences have changed post-pandemic. While many consumers continue to use online shopping, the preference is for “hybrid” retailers that offer in-store and online shopping and allows them to buy online and return in-store and vice versa. Brick-and-mortar stores still account for approximately 70% of total retail sales, which should hold steady in a hybrid retail environment.¹⁹ A retail market analysis by Esri for the City of Urbana predicts growth potential for home furnishings, pet care supplies, apparel, sports and recreation equipment, personal health care and prescriptions, and food away from home (dine-in and take-out), all of which are amenable to a hybrid retail format. In terms of services, increased demand can be expected in health care/medical services, health clubs (gyms), and sports/recreation lessons, all of which are more amenable to a brick-and-mortar format.²⁰ The continued or increased demand for brick-and-mortar store fronts can ensure that the City of Urbana’s downtown retains its vibrancy and increased activity in other areas of the city.



Source: Burton Planning Services

Heritage Cooperative, Urbana, Ohio

¹⁵ Open for Business: Comprehensive Housing Market Analysis for Champaign County, Ohio. Greater Ohio Policy Center, December 2019. [Full Report](#)

¹⁶ Ohio + Columbus: A Tale of Two States. Greater Ohio Policy Center, November 2022. [Tale of Two States](#)

¹⁷ Ohio Housing Market Predictions for 2023 & 2024. Rich Fettke, July 20, 2023. [Ohio Housing Market Predictions](#)

¹⁸ Open for Business: Comprehensive Housing Market Analysis for Champaign County, Ohio. Greater Ohio Policy Center, December 2019. [Full Report](#)

¹⁹ The Future of Retail: What The Stats Say About Retailers In 2023. Rieva Lesonsky, April 17, 2023. [Forbes.com](#)

²⁰ Retail Market Potential, City of Urbana. Esri. August 8, 2023.

Action Step G1 (Growth) - Develop strategies to support a variety of food and drink establishments including sit-down restaurants, fast-food restaurants, coffee shops, etc.

Action Step G2 (Growth) - Support and encourage new and existing businesses to locate, expand, or invest in the area, including small businesses and local businesses.

Action Step G3 (Growth) - Capitalize on economic development opportunities from the traffic and visitors at Grimes Field Municipal Airport.

Action Step G4 (Growth) – Support a diversity of housing options in the Plan area in order to expand opportunities and affordability for all. Additional housing will serve existing residents by providing additional housing options, assist existing businesses in recruiting new employees and retaining existing employees, and help to alleviate a shortage of housing supply in the City of Urbana. Action Step LU1 (Land Use) outlines appropriate land uses for areas within the North Main Street corridor (see Page 33).

Action Step G5 (Growth) - Encourage the establishment of a business association to support physical improvements along the corridor and in the area such as landscaping, planting flowers, trash clean-up efforts, and promotional marketing materials to encourage patrons to visit the area.

Action Step G6 (Growth) - Support development and deployment of a survey to local businesses to inventory cost of rent and square footage, owners, tenancy, physical characteristics of tenant space, amenities, lease terms, history, photos, and floor plans for businesses in the area. The survey may be developed and conducted as a public/private partnership between the City of Urbana and a local business association or as a private partnership of local leaders. A survey of local businesses in the North Main Street corridor will provide a better understanding of the current availability of space in the corridor, current market rates for space, and types of spaces that aren't available in the area.

Action Step G7 (Growth) – After the establishment of a local business association, the association may research and consider the development of a special improvement district (SID) for the North Main Street corridor. SIDs provide funding for local improvements to the area in support of local businesses by property owners contributing to a special fund. To establish a SID, property owners must petition City Council with signatures from owners that represent at least 60% of the frontage along all public streets of the district or representing 75% of the land area. SIDs are authorized by Ohio Revised Code (ORC) Section 1710 Special Improvement Districts.

Action Step G8 (Growth) – Encourage creation of a county land bank to help stabilize the property tax base, assist in reducing vacancies, and support redevelopment of neighborhoods. County land banks are quasi-governmental organizations with the public purpose of reutilizing low-value property that is transferred to the land bank by lending institutions, the Department of Housing and Urban Development (HUD) and private individuals. Properties are typically in tax-foreclosure prior to being transferred to the land bank.²¹

Action Steps G1 – G3 can be accomplished through a variety of strategies and best practices, for example, micro-loan programs, a Special Improvement District, and code enforcement compliance programs (See Chapter 5 – Implementation). Additionally, Action Steps G4 – G7 may assist in supporting the success of the previous actions steps by creating a local, grassroots organization to lead marketing and improvements in the area and by assisting in stabilizing the property tax base. The City of Urbana may also consider developing an internal steering committee to develop additional strategies to apply to Action Steps G1 – G3.

²¹ County Land Banks: Frequently Asked Questions, [Erie County](#). Accessed March 19, 2024.

Land Use Recommendations

The North Main Street corridor currently includes a variety of land uses and development patterns (see Section 2D - Land Use and Zoning for more information on existing land use and development patterns). The Plan's land use recommendations are intended to align with the community's vision for the plan area and support investment and redevelopment of the corridor.

Action Step LU1 (Land Use) - Support and encourage redevelopment of the area based on the Plan's vision statement to support of a range of uses, including housing, commercial, light industrial, and manufacturing type uses that are in alignment with the vision of the plan. The following Land Use Classifications are intended to be used with the Recommended Future Land Use Map (**Figure 4-2**) and may be used to support rezoning applications that align with the land use recommendations. Additionally, the City of Urbana may initiate updates to the City's Zoning Map to align existing zoning with the Recommended Future Land Use Map as appropriate.

Land Use Classifications

- ▶ **Commercial and Light Industrial/Manufacturing** – The Commercial and Light Industrial/Manufacturing Land Use Classification supports a variety of uses that are classified as commercial, light industrial, or manufacturing in the existing City of Urbana Zoning Code. This classification is recommended in the northern portion of the Plan area (**Figure 4-2**) due to the existing development patterns, land uses, and zoning permissions in this part of the Plan area. The area is already predominantly commercial and light industrial and acts as the northern gateway to the city. Additional commercial use is appropriate to draw visitors from the airport and provide services to people just entering the city, while additional light industrial/manufacturing uses will support job growth. New developments and major redevelopments should be appropriately designed to reflect the vision of the Plan, and the corridor overlay standards should be appropriately applied to each site.
- ▶ **Light Industrial/Manufacturing** – The Light Industrial/Manufacturing Land Use Classification supports a variety of indoor uses that are classified as light industrial or manufacturing in the existing City of Urbana Zoning Code. This classification is recommended for the former Siemens Energy and Automation site within the Plan area (**Figure 4-2**). The site has access to robust existing utilities which makes it ideal for future light industrial and/or manufacturing type uses in the future. New developments on the site are recommended to be indoor uses that have minimal outdoor storage or industrial uses and to be appropriately designed to mitigate any negative impacts of the use on adjacent residential uses. Site design should include appropriate screening, buffering, and landscaping as per the overlay standards and the Plan's Design Guidelines (See Chapter 5: Implementation). This classification is also recommended for properties currently owned by Ultra-met Carbide Technologies (Ultra-met) (**Figure 4-2**) to provide consistency with the existing land use and support continued growth of the company. For sites owned by Ultra-met, future development or redevelopment on the sites should be designed appropriately to mitigate any impacts (e.g. light, noise, traffic, etc.) on existing residential uses.



Source: Burton Planning Services

Sarica Manufacturing Company, Urbana, Ohio

- ▶ **Residential** – The Residential Land Use Classification supports a variety of residential uses and densities as classified in the existing City of Urbana Zoning Code. This classification is recommended for the area between Light Street and Bloomfield Avenue, and also south of the railroad tracks east of North Main Street (**Figure 4-2**) These areas are established residential neighborhoods with limited or no existing commercial uses and with existing residential zoning permissions. In these areas, the land use recommendation supports single-, two-, and three-family dwellings. This classification is also recommended for the area in the northeast portion of the Plan area (**Figure 4-2**) that is currently a vacant site. On this site, single-, two-, three-, and four- or more family dwellings are appropriate, and landscaping, buffering, and/or screening is recommended between residential and light industrial/manufacturing uses on the adjacent site to mitigate the impacts of the industrial type uses on residential properties. While residential uses are recommended for this site, a larger development project that includes the former Siemens Energy and Automation site may warrant support for indoor light industrial/manufacturing uses on this site as an alternative land use with appropriate screening, buffering, and landscaping from adjacent light industrial/manufacturing uses.

- ▶ **Commercial and Residential** – The Commercial and Residential Land Use Classification supports a variety of uses that are classified as commercial and residential in the existing City of Urbana Zoning Code. Commercial and residential uses may be located within the same building, on the same parcel, or be developed as a single use on a parcel. Individual developments are not required to provide a mix of uses on one parcel or within a building, but instead, the recommendation supports a mix of uses within the larger area. This classification is recommended for the areas between Bloomfield Avenue and Twain Avenue, south of Light Street to the railroad tracks, and south of the railroad tracks on the west side of North Main Street (**Figure 4-2**). This area already includes a mix of residential and commercial uses, and support for a mix of commercial and residential uses provides opportunity for additional housing in the Plan area, and residential uses may provide additional economic opportunities for existing and new businesses. New developments and major redevelopments should be appropriately designed to reflect the vision of the Plan, and the corridor overlay standards should be appropriately applied to each site.

- ▶ **Institutional** – The Institutional Land Use Classification supports existing institutional uses as defined in the existing City of Urbana Zoning Code. This classification is recommended for the property currently developed and used as the United Church of Christ in Christian Union (**Figure 4-2**). The classification supports the existing institutional use, but in the future, if the property owner proposes new development or redevelopment that is not institutional in use, the Commercial and Residential Land Use Classification should apply.

Action Step LU2 (Land Use) - Continue to use and implement the Urbana Corridor Development Standards (corridor overlay) for new development or major redevelopment that occurs in the plan area. The Plan also includes a Design Guideline section in Chapter 5: Implementation that may be referenced to guide future development proposals.



Source: Burton Planning Services

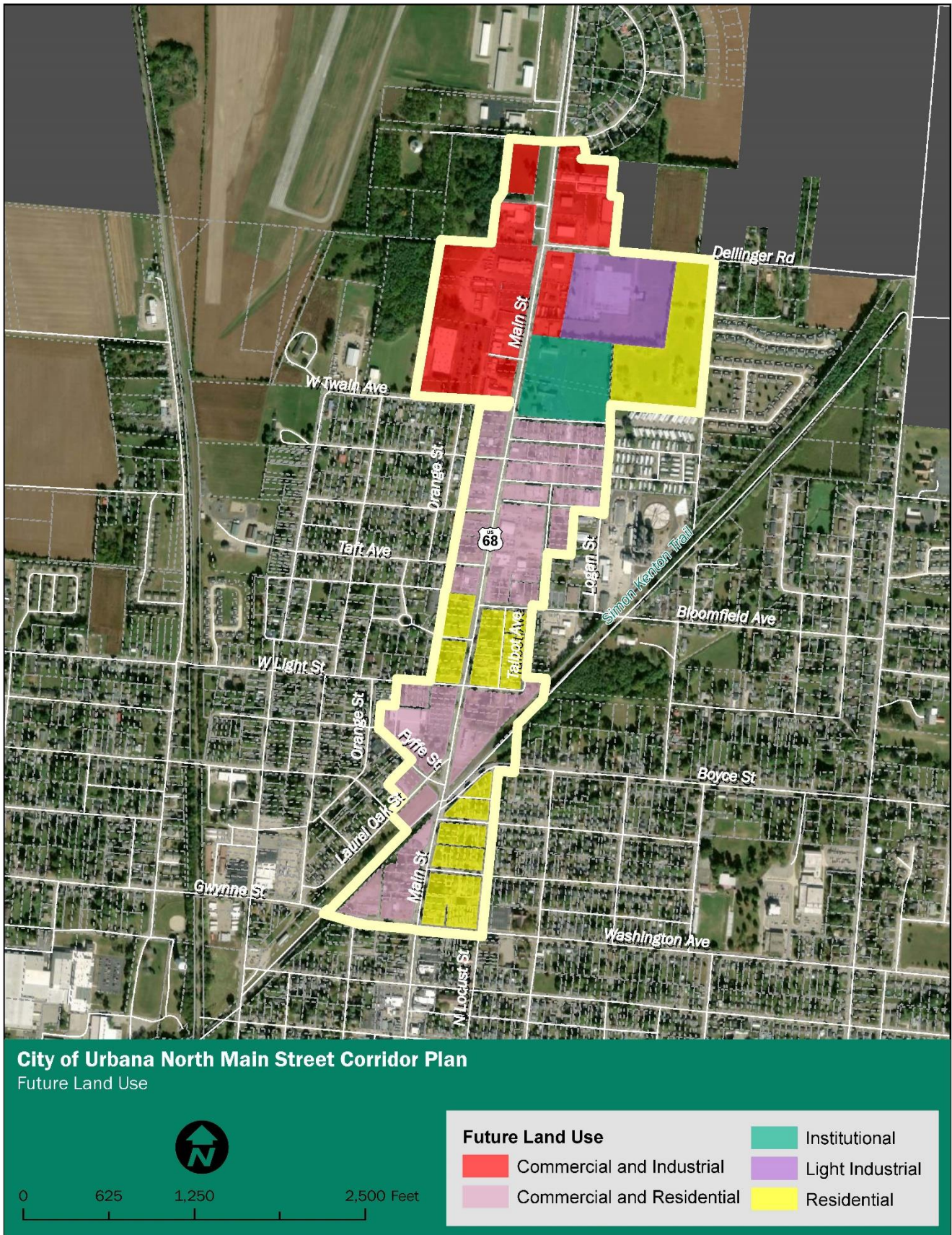


Figure 4-2. Recommended Future Land Use Map

Zoning

The North Main Street corridor currently includes a variety of zoning districts ranging from residential to industrial (see Section 2D - Land Use and Zoning for more information on existing zoning). The Plan's zoning recommendations are intended to align with the community's vision for the plan area and support investment and redevelopment of the corridor.

Action Step Z1 (Zoning) - Consider rezoning any properties within the Plan area where the existing land use is inconsistent with the existing zoning district. In the North Main Street Corridor Plan area, the predominant inconsistency between the existing land use and zoning district is due to existing residential properties being zoned B-2 General Business. Appropriate zoning districts for residential property in the Plan area include the R-1, R-2, R-3, and BR-1 zoning districts. (See Chapter 2: Existing Conditions for additional information.) The City of Urbana may decide to conduct a site-specific evaluation of each inconsistent property before making a final recommendation on an appropriate new zoning district. Any recommendations for rezonings may take into consideration the existing use, existing zoning district, the recommended land use (**Figure 4-2**), and adjacent uses and zoning districts. The change also supports allowing a mix of residential and commercial uses in the corridor as requested and supported with the community and reflected on the Land Use Map (**Figure 4-2**).

Action Step Z2 (Zoning) – The City of Urbana may consider support for requests for variances to parking requirements to facilitate appropriate redevelopment of the Plan area and encourage more compact development as envisioned by the community (See Chapter 3: Community Engagement). The Plan area currently includes underutilized parking lots that contribute to an unappealing visual environment and an abundance of vacant areas. Additionally, zoning code parking requirements may not align with the parking needs of businesses. Developments that are required to build more parking than needed for their use incur unnecessary development costs associated with the additional parking, which may lead to development proposals being unfeasible for certain businesses due to inflated development costs. By supporting parking variances that are appropriate based on the type of use, the City may make it easier for new and small businesses to develop or redevelop their sites. Additionally, parking reductions, when appropriate, may support best practices in design such as locating parking to the rear or side of the primary building.

Area and Infrastructure Improvements

The North Main Street corridor currently includes a connection to the Simon Kenton multi-use trail and a partial pedestrian network (see Section 2E - Infrastructure for more information on existing bicycle and pedestrian facilities). The Simon Kenton multi-use trail provides an important connection for pedestrians and bicyclists in Urbana and the broader region, and the existing sidewalk network provides critical connections for those who need to or choose to walk to destinations in the area. Additionally, community members and stakeholders indicated a desire to see improvements to area aesthetics in order to attract new visitors, businesses and residents to the area. The Plan's area and infrastructure recommendations are intended to align with the community's vision for the plan area and support investment and redevelopment of the corridor.

Action Step I1 (Improvements) – Explore using the existing Community Reinvestment Area (CRA) designation to encourage residential and commercial development and new investment within the area. The City of Urbana may actively advertise and promote the use of the CRA with property owners to encourage additional investment or improvements to their property. 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 which includes most of the Plan area.

Action Step I2 (Improvements) – The City of Urbana may consider establishing or developing a pilot program for a low-interest loan or grant program to support commercial and residential building facade improvements for existing buildings located within the Plan area. The program boundaries may be associated with the Plan area or with the existing CRA boundary. A facade improvement program may assist in improvement of the visual environment of the area and typically is supportive of small businesses and residents who wish to make small, but important, improvements to their properties. Examples of facade improvement programs in the State of Ohio are listed in Chapter 5: Implementation.

Action Step 13 (Improvements) – 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. Establishment of a local business association may encourage development of public/private partnerships with the City of Urbana and other local government or quasi-government organizations (Grimes Field Municipal Airport, etc.).

Action Step 14 (Improvements) – The City of Urbana may consider establishing a plan to focus on code enforcement and clean-up of areas and specific properties in the Plan area with multiple or longstanding zoning and building code violations.

Action Step 15 (Improvements) – Install landscaping and street trees to enhance the appearance of the area and/or require enhanced landscaping installations on private property where there is not sufficient right-of-way to accommodate street trees within the right-of-way. Landscape elements such as planter boxes or decorative fencing may also be appropriate when outdoor dining areas are located between the building frontage and the street. Recommend trees and landscaping on private property when redevelopment occurs in situations where sufficient ROW is not available or private utilities prevent tree planting.

Action Step 16 (Improvements) – The City of Urbana may consider applying for funding to assist in installation of pedestrian and bicycle facilities, relocate private lighting and signs in the right-of-way, and close unnecessary access points along the corridor. See Chapter 5: Implementation for additional information on funding mechanisms.

Action Step 17 (Improvements) – 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 in order to provide connections throughout the plan area.

Recommended pedestrian infrastructure improvements include:

- ▶ **Action Step 17.1** – Facilitate new sidewalk construction through implementation of existing zoning code requirements for new development and major redevelopment projects that require sidewalk installation. The City may carefully review each site to determine appropriate sidewalk locations within the existing right-of-way and/or on private property to provide important connections in the plan area. Sites that may result in “sidewalks to nowhere” can be reviewed for connections to any future or planned sidewalks.
- ▶ **Action Step 17.2** – Install sidewalks that are separated from existing parking lots on the east side of North Main Street between Bloomfield Avenue and Downs Avenue. In coordination with a new sidewalk project, reduce driveway widths to limit conflicts between pedestrians and vehicles in this area. This recommendation will provide pedestrian facilities for the primary gap in the plan area south of Twain Avenue.
- ▶ **Action Step 17.3** – Consider the addition of pedestrian crosswalks with bulb-outs/curb extensions and other crossing improvements such as Rectangular Rapid Flashing Beacons (RRFBs), Pedestrian Hybrid Beacons (PHBs), or traffic signals at regular intervals between Light Street and Twain Avenue. An engineering study may be necessary to determine appropriate crossing improvements and locations. Recommended study locations are the intersections of North Main Street and Bloomfield Avenue, Harmon Avenue, Poe Avenue, and Twain Avenue. Additional crossings north of Twain Avenue depend on planned uses but are generally recommended every 500 feet. FHWA guidance should be used for uncontrolled crossings to identify appropriate crossing infrastructure.



Source: Burton Planning Services
Example of a Pedestrian Hybrid Beacon

- ▶ **Action Step 17.4** – Install sidewalks on both sides of North Main Street between Twain Avenue and Dellinger Road.
- ▶ **Action Step 17.5** – Install sidewalks on both sides of North Main Street between Dellinger Road and Grimes Circle (northern limit of plan area).
- ▶ **Action Step 17.6** – Install sidewalks on all remaining streets without sidewalks in the plan area. An additional study may be beneficial to determine priority levels for all segments without sidewalks.



Source: Burton Planning Services

Example of a sidewalk bulb-out

Recommended bicycle infrastructure improvements include:

- ▶ **Action Step 17.7** – Install a multi-use path on the west side of North Main Street in the plan area or buffered bike lanes on both sides of the street (5-foot lanes with 2-foot buffer), connecting to the Simon Kenton Trail. An additional study may be appropriate to confirm the type and location of facilities for a bicycle facility on North Main Street.
- ▶ **Action Step 17.8** – Install bicycle lanes on Dellinger Road to connect the northern part of the plan area to the proposed Simon Kenton Trail Off-Street Path Improvements on East Lawn and Children’s Home Road.



Source: Burton Planning Services

Example of a buffered on-street bike lane

Action Step 18 (Improvements) – Consider strategic land acquisition of properties by the City of Urbana and public/private partnerships that may assist in attracting private investment and development in the corridor. Certain parcels, for instance properties in tax foreclosure or that require environmental remediation to redevelop, may create obstacles for private developers, and strategic acquisition and public/private partnerships can assist in reuse or redevelopment of vacant property and underutilized parking lots.

Action Step 19 (Improvements) – Study possible drainage issues in the area and develop recommendations to resolve them in order to facilitate future development and pedestrian and bicycle improvements.

Action Step 110 (Improvements) – New development and redevelopment within the area should be designed to meet the appropriate design guidelines of the Urbana Corridor Development Standards. In areas with existing residential development, infill development should be context-sensitive in terms of setbacks, height, and architectural style. Additional guidance in terms of design guideline best practices may be referenced in Chapter 5: Implementation.

Redevelopment Opportunity Areas

The Plan has identified three sites along North Main Street with the potential for redevelopment opportunity (Figure 4-3). Each of the sites includes parcels or properties that are either currently vacant, abandoned, or for sale. These circumstances, along with underutilized parking lots, create an opportunity for new uses to fill in the space. The following renderings are illustrative only and do not represent a specific plan for any parcel, property, or group of properties. Instead, the renderings illustrate ideas of the types of land uses and architecture that may be possible, taking into consideration existing conditions and the Plan’s vision and goals for the area.

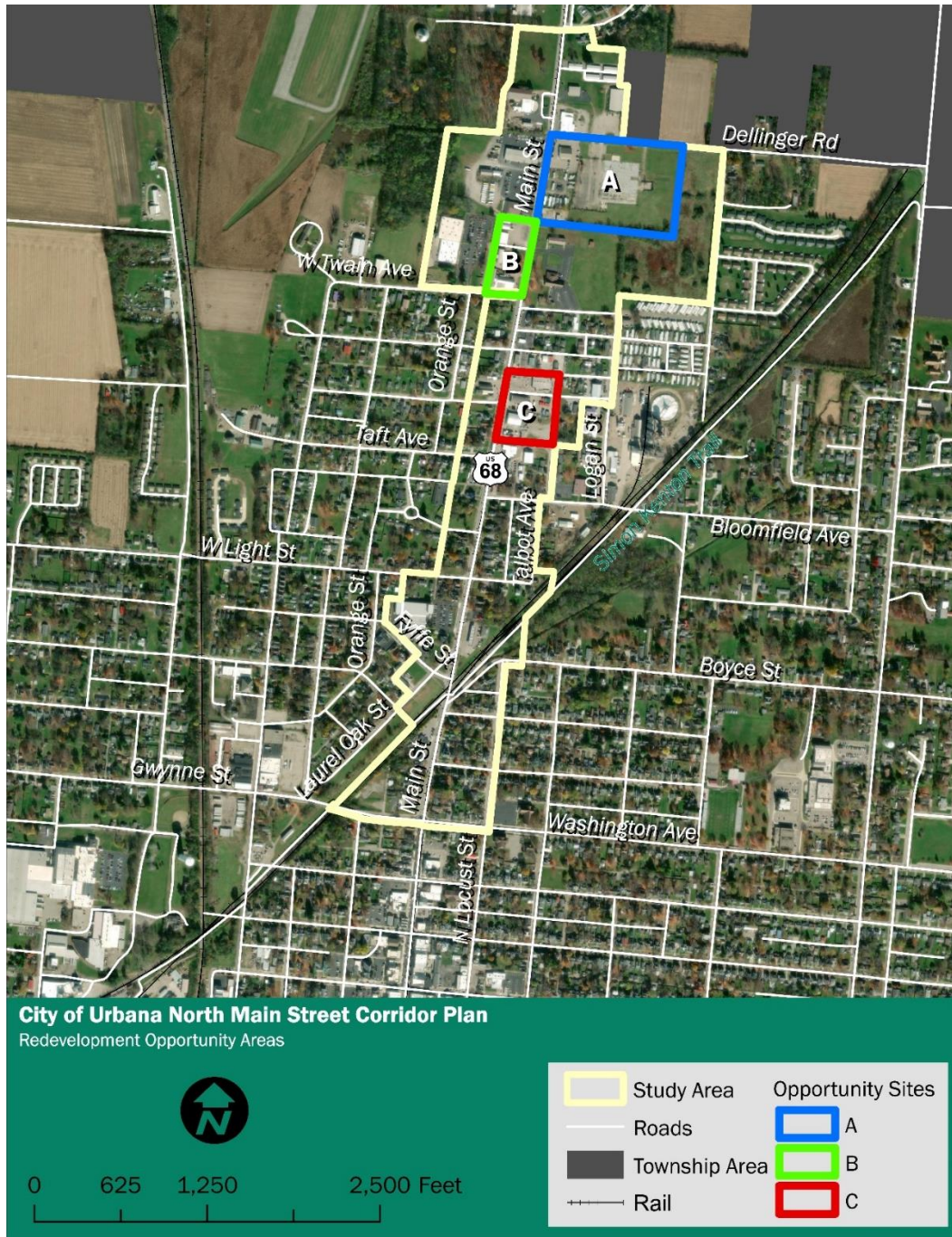


Figure 4-3. Redevelopment Opportunity Areas

Area A: North Main Street and Dellinger Road

Opportunity Area A is located at the southeast corner of the North Main Street and Dellinger Road intersection. The site includes the former Siemens Energy & Automation site and additional uses and parcels fronting North Main Street. The concept for the illustration is an industrial/warehouse park with offices for industrial/warehouse users fronting on North Main Street. The concept includes trees, landscaping, a drive aisle, and a single row of parking in the setback between the building and North Main Street, and trees and additional parking along the Dellinger Road frontage. Sidewalks are envisioned along both streets. The rendering is for illustrative purposes based on public preferences as indicated in the visual preference survey, but development may occur in different styles and patterns. Any future development in this area will be based on existing zoning, the corridor overlay standards, and the Plan's recommendations.



Illustrative rendering of Area A: North Main Street and Dellinger Road

Area B: North Main Street and Twain Avenue

Opportunity Area B is located at the northwest corner of the North Main Street and Twain Avenue intersection. The site includes the existing Delta Armory, Woodruff Feed and Fence, and commercial properties currently listed for sale. The concept for the illustration includes commercial development that appropriately addresses both streets with doors and windows to provide an environment that draws in both pedestrian and vehicle traffic. The concept includes trees and sidewalks along North Main Street, and parking being located to the rear or side of buildings. The rendering is for illustrative purposes based on public preferences as indicated in the visual preference survey, but development may occur in different styles and patterns. Any future development in this area will be based on existing zoning, the corridor overlay standards, and the Plan's recommendations.



Illustration by Burton Planning Services

Illustrative rendering of Area B: North Main Street and Twain Avenue

Area C: North Main Street and Rolling Stock Avenue

Opportunity Area C is located at the northeast and southeast corner of the North Main Street and Rolling Stock Avenue intersection. The site includes the existing Habitat for Humanity Restore, Dayton Barns and All-Steel Buildings, and commercial properties that are currently vacant. The concept for the illustration includes commercial and residential development that appropriately address both streets with doors and windows to provide an environment that draws in both pedestrian and vehicle traffic. The concept includes trees and sidewalks along North Main Street, and parking being located to the rear or side of buildings. The rendering is for illustrative purposes based on public preferences as indicated in the visual preference survey, but development may occur in different styles and patterns. Any future development in this area will be based on existing zoning, the corridor overlay standards, and the Plan's recommendations.



Illustration by Burton Planning Services

Illustrative rendering of Area C: North Main Street and Rolling Stock Avenue

5 | Implementation Plan

Introduction

The Implementation Plan provides a framework for taking the steps needed to achieve the community’s vision and goals for North Main Street. It includes an Action Step Implementation Table, a Lead and Support Entities Table, potential funding sources, and best practices in design guidelines and economic development tools and examples.

Action Step Table Organized by Goals, Timeframe, and Cost

Table 5-1 illustrates each of the Plan’s action steps by topic area, supported goals, timeframe, and cost estimate. Action steps are described in Chapter 4: Development Plan in additional detail. The table indicates the goals each action step supports and lists the timeframe as either near-term or long-term. It also provides a cost estimate range for each action step. Near-term action steps are anticipated to be initiated in the first five years after plan adoption, and long-term action steps are estimated to be initiated after year five. Additionally, cost estimates were completed in ranges from \$0 – \$50,000 (\$), \$50,001 - \$300,000 (\$\$), and greater than \$300,000 (\$\$\$). The cost estimates are for initial planning purposes only, and additional studies are required to develop final estimates.

The timeframe and cost estimates are intended to assist the City of Urbana and local residents in prioritizing and initiating action steps to realize the Plan’s vision statement.

Table 5-1. Action Step Implementation Table

Action Step	Supported Goals	Timeframe	Cost Estimate
Commercial, Office, and Residential Growth			
Action Step G1 <i>Support food and drink establishments</i>	Goals 1, 2, 3, 4, 5	Near-term	\$
Action Step G2 <i>Support new and existing businesses</i>	Goals 1, 2, 3, 4, 5	Near-term	\$
Action Step G3 <i>ED opportunities from airport visitors</i>	Goals 2, 3, 4, 5	Long-term	\$
Action Step G4 <i>Support a diversity of housing options</i>	Goals 1, 3, 5	Near-term	\$
Action Step G5 <i>Establishment of business association</i>	Goals 1, 2, 3, 5	Near-term	\$
Action Step G6 <i>Survey local businesses</i>	Goals 1, 2, 3	Near-term	\$
Action Step G7 <i>Research Special Improvement Districts</i>	Goals 3, 4, 5	Long-term	\$\$
Action Step G8 <i>Encourage/create a county land bank</i>	Goals 3, 5	Long-term	\$\$
Land Use Recommendations			
Action Step LU1 <i>Support/encourage a range of land uses</i>	Goals 1, 2, 3, 4, 5	Near-term	\$
Action Step LU2 <i>Continue Urbana Corridor Development Standards</i>	Goals 3, 4	Near-term	\$

Action Step	Supported Goals	Timeframe	Cost Estimate
Zoning			
Action Step Z1 <i>Rezone parcels with inconsistent land use/zoning</i>	Goals 1, 2	Near-term	\$
Action Step Z2 <i>Consider support for parking variance applications</i>	Goals 3, 5	Near-term	\$
Area and Infrastructure Improvements			
Action Step I1 <i>Use CRA to attract new investments</i>	Goals 1, 2, 3, 4, 5	Near-term	\$
Action Step I2 <i>Develop facade improvement pilot program</i>	Goals 3, 4	Near-term	\$\$
Action Step I3 <i>Create a sense of community through public/private partnerships</i>	Goals 3, 4	Near-term	\$
Action Step I4 <i>Plan to clean-up area with code enforcement</i>	Goals 3, 4, 5	Near-term	\$
Action Step I5 <i>Install landscaping and street trees</i>	Goals 3, 4, 6	Long-term	\$\$\$
Action Step I6 <i>Apply for funding for infrastructure improvements</i>	Goals 3, 4, 6	Near-term	\$
Action Step I7 <i>Provide facilities for pedestrians and bicyclists</i>	Goals 3, 6	Long-term	\$\$\$
Action Step I7.1 <i>New sidewalks through new development</i>	Goals 3, 6	Near-term	\$
Action Step I7.2 <i>Sidewalks between Bloomfield Avenue and Downs Avenue</i>	Goals 3, 6	Near-term	\$\$
Action Step I7.3 <i>Provide pedestrian crosswalks and other crossing improvements</i>	Goals 3, 6	Near-term	\$\$\$
Action Step I7.4 <i>Install sidewalks between Twain Avenue and Dellinger Road</i>	Goals 3, 6	Near-term	\$\$\$
Action Step I7.5 <i>Install sidewalks between Dellinger Road and Grimes Circle</i>	Goals 3, 6	Long-term	\$\$
Action Step I7.6 <i>Install sidewalks in additional areas</i>	Goals 3, 6	Long-term	\$\$\$
Action Step I7.7 <i>Install a multi-use path along N. Main Street</i>	Goals 3, 6	Long-term	\$\$ - \$\$\$
Action Step I7.8 <i>Install bicycle lanes on Dellinger Road</i>	Goals 3, 6	Long-term	\$\$
Action Step I8 <i>Consider strategic land acquisition</i>	Goals 1, 2, 5	Long-term	\$\$\$
Action Step I10 <i>Utilize design guidelines for new development and major redevelopment projects</i>	Goals 3, 4	Near-term	\$

Near-term projects are estimated to be completed in years 0-5. Long-term projects are estimated to be completed in years 5-15.
 \$ represents a cost estimate of \$0 - 50,000 and may include staff time. \$\$ represents a cost estimate of \$50,001 - \$300,000.
 \$\$\$ represents a cost estimate of \$300,001 or greater.

Lead and Support Entities

Table 5-2 illustrates lead and support entities for each action step and is organized by public and private sector entities. The list is not exhaustive and additional organizations and entities should be included to initiate and complete action steps as needed; however, the table provides insight on the lead and support roles to start the initial stages of an action step.

Table 5-2. Lead and Support Entities by Action Step

Entity	Lead	Support
Public Sector		
City of Urbana	Action Steps G1, G2, G3, G4, LU1, LU2, Z1, Z2, I1, I2, I4, I5, I6, I7, I8, I10	Action Steps G5, G6, G7, G8, I3
Champaign County	Action Step G8	-
Private Sector		
Existing Businesses & Employers	Action Steps G5, I3	Action Steps G1, G2, G3, G6, G7, LU1, LU2, I4
Residents in the Plan area	-	Action Steps G1, G2, G8, LU1, Z2, I4
Property Owners in the Plan area	-	Action Steps G6, G7, LU1, LU2, Z1, I1, I2, I4, I5, I7
Developers	-	Action Steps G3, G4, LU1, LU2, Z2, I5, I7, I8, I10
Future Small Business Association	Action Steps G6, G7	Action Steps G1, G2, G3, LU1, I1, I3, I4

Potential Funding Sources

Transportation Alternatives Program

The Transportation Alternatives Program (TAP) provides funding for projects defined as transportation alternatives, including on- and off-road pedestrian and bicycle facilities, infrastructure projects for improving non-driver access to public transportation and enhanced mobility, community improvement activities, and environmental mitigation; recreational trail program projects; and safe routes to school projects. TAP-funded activities must be accessible to the general public or targeted at a broad segment of the general public. For more information on TAP, visit [Transportation Alternatives Program \(TAP\) & Guidance](#).

Ohio Micro-Loan Program for Small Business

This loan program stimulates the growth of new and existing businesses by providing micro-loans at 0% interest. The minimum loan amount is \$10,000 to a maximum of \$45,000. Loans will be repaid within five years for permanent working capital and seven years for equipment. The business must have its principal place of business and its business operations located in Ohio. The program is intended to promote economic development, business expansion, and job creation and/or retention by providing an alternative source of financing to minority- and woman-owned small businesses that otherwise do not have ready access to traditional lending sources. For more information on the program, visit [Ohio Micro-Loan Program](#).

Ohio Department of Development

The Ohio Department of Development (DoD) works to support businesses in Ohio. Resources include the Small Business Development Centers, the Minority Business Development Centers, Small and Minority Business Financial Incentives Programs, Ohio Third Frontier, and International Trade Assistance Centers. The DoD programs can support both existing and new businesses, including large and small business. For more information on the Ohio DoD, visit [Ohio Department of Development - Business](#).

U.S. Small Business Administration

The U.S. Small Business Administration (SBA) provides assistance to small businesses including funding programs, counseling, federal contracting certifications, and disaster recovery. The SBA also can provide resources and connections to lenders, partner organizations, and community groups to help small businesses succeed. The Columbus District Office serves Central and Southern Ohio, including Champaign County. For more information on the SBA, [U.S. Small Business Administration](#).



Source: Burton Planning Services

Property for sale on Downs Avenue, Urbana, Ohio

Best Practices

Design Guidelines

The purpose of the design guidelines is to provide the City of Urbana, property owners, and developers with guidance on the look, feel, and character of development in order to support the Plan's vision for the North Main Street corridor. Design guidelines provide recommended standards for site design and architecture that may be applied as appropriate to both new development and redevelopment of property and buildings. The following design guidelines are illustrated as best practices that the City of Urbana may choose to use in development review as appropriate. The guidelines are intended to complement (not replace) the existing overlay corridor standards.

Single- and Semi-Detached Units (1-, 2-, and 3-unit dwellings)

1. Front doors should face the primary street and garages are recommended to be accessed from the rear yard and/or alley when appropriate.
2. Front porches are encouraged for new units and with a recommended usable space at least 7-feet in depth.
3. If a rear facing garage is not feasible, front facing attached garages should not exceed 40 percent of the home's width (including the garage) and be set back at least two feet from the front elevation.

Multi-Unit Dwellings (>3 units)

1. The primary facade on the ground level of multiunit buildings should include entrances, stoops, porches, balconies or other features to contribute to pedestrian activity. Generally, buildings fronting public streets should be one- or two-stories with three-story buildings setback from the public street.
2. Multiunit buildings should incorporate building articulation through the use of bays, balconies, cornice lines, and varying rooflines.
3. Multiunit development should incorporate plazas and courtyards which are open to and visible from the primary street.
4. Variation in building design is encouraged for multiunit developments with multiple buildings.
5. Building height transitions should be used to create a scale and massing that is appropriate based on the surrounding uses.
6. Multiunit development should face public streets and open space. Parking lots should be placed behind or, if necessary, next to buildings.

Parking

1. Parking lots should be hidden to the greatest extent possible by locating it to the rear or side of a building.

Connectivity

1. New development should connect to the public sidewalk, bikeway network, adjacent parks, and multi-use trail network. Within a given site, an interconnected series of streets, sidewalks, and paths should be provided.
2. Connectivity within and among developments to parks and open space should be a design priority.
3. Connectivity between developments via public streets is encouraged. In the case connectivity via public streets is not feasible, pedestrian connections should be considered.

Landscaping, Screening, and Buffering

1. Landscaping and buffering should be provided between residential and manufacturing or light industrial uses. Buffering may include existing and new vegetation, fencing, masonry walls, mounding, orientation of residential garages, and placement of site lighting such that it avoids spillage into adjacent residential sites. In the North Main Street corridor, particular attention should be given to landscaping and screening between the former Siemens Energy and Automation site and the vacant property to the east.

Commercial Design Guidelines

1. Buildings should be generally parallel to and facing the street, with an entrance door(s) connected to the public sidewalk.
2. A consistent level of detailing and finish should be provided for all sides of a building, allowing for service areas.
3. Building materials should be of high quality and durability, such as traditional masonry, stone, stucco, cedar, etc.
4. Buildings should be articulated by dividing facades into modules or bays, use of piers and columns, recessed and projecting bays, varying rooflines, and building setback above cornice line as appropriate.
5. Drive-through pickup windows and coverings should be located to the rear or side of the principal building.
6. For multistory buildings, ground floor uses should address and contribute to the street. This can be accomplished through such design elements as door entries, windows, and landscaping.
7. Street level facades adjacent to a public sidewalk should be as transparent as possible to create an interesting pedestrian environment, except for residential spaces on ground floors.

Economic Development

For the North Main Street corridor, being able to attract new and sustain existing businesses will be important to realizing the vision of the Plan. Economic development tools connect employers, businesses, and future business owners to resources and capital, help remove obstacles, and provide solutions so that businesses may invest in an area and provide services to residents and visitors. This section of the Plan includes a list of economic development tools and examples of best practices that the City of Urbana and local organizations can use as appropriate to assist economic growth for the North Main Street corridor.



Figure 5-1. Benefits of economic development²²

²² California Association for Local Economic Development website: [Why Communities Invest in Economic Development: 3/12/2024](#)

Economic Development Tools

The following economic development tools may be utilized by property owners, businesses, developers, and private investors to receive financial benefits and/or may be utilized by the City of Urbana to assist in attracting investment through establishment of businesses or property development. The City of Urbana may take steps to actively market appropriate tools to potential investors, and work to designate and implement tools that may be beneficial to the North Main Street corridor area. This list is intended to be a resource for residents, investors, and City staff, but it is not an exhaustive list and the City may research and implement additional economic development tools as needed in the future.

- ▶ **Tax Increment Financing** - Tax Increment Financing (TIF) is an economic development mechanism available to local governments in Ohio to finance public infrastructure improvements. Local jurisdictions seeking to establish a TIF project must enact legislation that (a) designates the parcel(s) to be exempted from taxation, (b) declares improvements to private property within the specified area as serving a public purpose, (c) delineates the public infrastructure improvements to be made that will directly benefit the parcel and (d) specifies the equivalent funds to be created for those redirected monies. Only those public infrastructure improvements directly serving the increased demand arising from the real property improvements to the parcel(s) or an Incentive District are eligible for TIF financing. Payments derived from the increased assessed value of any improvement to real property beyond that amount are directed towards a separate fund to finance the construction of public infrastructure defined within the TIF legislation.²³
- ▶ **HUBZones** - The HUBZone program is a federal program that fuels small business growth in historically underutilized business zones with a goal of awarding at least 3% of federal contract dollars to HUBZone-certified companies each year. Joining the HUBZone program makes a business eligible to compete for the program's set-aside contracts. HUBZone-certified businesses also get a 10% price evaluation preference in full and open contract competitions.²⁴
- ▶ **Enterprise Zones** - An Enterprise Zone is an economic development tool administered by municipal and county governments that provides real and personal property tax exemptions to businesses making investments in Ohio. Enterprise zones are designated areas of land in which businesses can receive tax incentives in the form of tax exemptions on eligible new investment. The Enterprise Zone Program can provide tax exemptions for a portion of the value of new real and personal property investment (when that personal property is still taxable) when the investment is made in conjunction with a project that includes job creation. Existing land values and existing building values are not eligible (except as noted within rare circumstances).²⁵ The City of Urbana has an Enterprise Zone in place for a small portion of the Plan area, and can use it to assist in marketing the North Main Street corridor area to future developers. See **Table 2-2** for additional information on the City of Urbana's Enterprise Zone.
- ▶ **Community Reinvestment Area** - A Community Reinvestment Area (CRA) is an economic development tool administered by municipal and county government that provides real property tax exemptions for property owners who renovate existing or construct new buildings. Community Reinvestment Areas are areas of land in which property owners can receive tax incentives for investing in real property improvements.²⁶ The City of Urbana has a CRA in place, and they can use it to assist in marketing the area to future developers. The CRA may also be tied to a facade grant program. See **Table 2-2** for additional information on the City of Urbana's Community Reinvestment Area.
- ▶ **Opportunity Zones** - The Ohio Opportunity Zone Tax Credit Program encourages taxpayers to invest in distressed areas, known as "Ohio Opportunity Zones." They invest in the Ohio Qualified Opportunity Fund (Ohio QOF), leading to a non-refundable tax credit on their investment in these zones. This credit allowed up to \$2 million in tax credits across multiple Ohio QOFs during 2022-2023. A \$50 million tax credit allocation is available for the biennium. There is one Opportunity Zone within the Plan area. It is Census Tract 105, Champaign County, Ohio. The Opportunity Zone includes the most southern portion of the Plan area with the railroad tracks as the western boundary of the Opportunity Zone. See **Table 2-2** for additional information on the City of Urbana's Opportunity Zone.

²³ Ohio Department of Development website: [Tax Increment Financing \(TIF\)](#); 3/18/2024

²⁴ U.S. Small Business Administration website: [HUBZone Program](#); 3/18/2024

²⁵ Ohio Department of Development website: [Ohio Enterprise Zone Program](#); 3/18/2024

²⁶ Ohio Department of Development website: [Ohio Community Reinvestment Area](#); 3/18/2024

- ▶ **Special Improvement District** – A Special Improvement District (SID) provides funding for local improvements to an area in support of local businesses by property owners contributing to a special fund. To establish a SID, property owners must petition City Council with signatures from owners that represent at least 60% of the frontage along all public streets of the district or representing 75% of the land area. SIDs are authorized by Ohio Revised Code (ORC) Section 1710 Special Improvement Districts. A board of trustees serves the nonprofit corporation and provide direction for the organization. A plan for public services and improvements that benefit the SID is developed and typically includes recommendations related to lighting, signage, parking lots, landscaping, holiday lighting, and snow removal²⁷. SIDs allow improvements to be made in an area in addition to investments made through private development and/or the local government body.
- ▶ **County Land Banks (Ohio)** - Land banks are a mechanism for acquiring, holding, and distributing property in service of community goals. A land bank can benefit communities as it facilitates neighborhood revitalization and home affordability by returning vacant, abandoned, and tax-delinquent properties to productive use. County commissions can elect to increase the county’s delinquent tax and assessment collection (DTAC) fund to provide a land bank with operating income. The County Treasurer, or Fiscal Officer, may make special advances of late payments of first-half taxes and/or newly delinquent taxes with the associated penalties and interest allocated to a land bank. The county can authorize the use of tax delinquency anticipation notes (DTANS) to fund a county land bank. Additionally, the county land bank can borrow money, receive money through the sale of land, and obtain funds as a state, federal, or other grant applicant or co-applicant.²⁸
- ▶ **Main Street America** – Main Street America is an organization dedicated to strengthening older and historic downtowns and neighborhood commercial districts nationwide. Municipalities and organizations may become a member of Main Street America to receive a wide array of benefits and opportunities to connect to peers. Additionally, areas may apply to be a “Main Street Community.” The Main Street Movement is an economic development tool that encourages reinvestment in businesses, job growth, and reuse of historic buildings.²⁹



Source: Burton Planning Services

504 North Main Street, Urbana, Ohio

²⁷ Ohioline – Ohio State University Extension website: [Special Improvement District: A Tool for Targeting Investment](#); 3/25/2024

²⁸ Ohio Land Bank Association website: [Ohio Land Banks](#); 3/18/2024

²⁹ Main Street America website: [Main Street America](#); 3/18/24

Economic Development Best Practice Examples

The following narratives represent examples of economic development best practices in cities in Ohio. The City of Urbana may choose to implement similar programs in an effort to achieve the North Main Street Corridor Plan’s action steps (see Chapter 4: Development Plan for a list of the Plan’s vision, goals, and action steps). Additional study and research may be needed to determine the most feasible and appropriate solutions to support the Plan’s action steps.

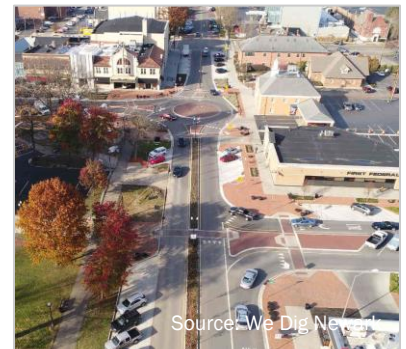
- ▶ **Facade Grant Program (Cortland, Ohio)** - The City of Cortland, Ohio, established the Cortland Business Facade Grant Program to improve the visual appearance of the facades of businesses located within the city and motivate development and revitalization. Residential rental properties located in certain areas of the community are also eligible for grant funding. Through the grant, the City offers a 25% match up to \$2,500. The grants are competitive, and in the case of tied scores for applications, the business providing the highest investment or largest demonstrated impact to the community will get priority. Applications require a form, and other documentation such as current photos of the property, evidence of receiving – or attempting to receive – three quotes for the proposed work, and a W-9 tax form. The application review process is conducted informally by the Marketing & Business Growth Committee, supplemented by the rubric attached to the application, and with the approval of the Service Director. For more information on the program, visit [Business Facade Grant Program](#)

- ▶ **Downtown Facade Enhancement Program (Tiffin, Ohio)** - The Tiffin-Seneca Economic Partnership (TSEP) and the City of Tiffin, Ohio, partnered to provide a grant program to revitalize the exterior or facades of downtown properties while preserving the historic character of the community. On a first come first serve basis, the grant matches up to \$10,000 and reimburses up to 50% of the amount of expenses directly related to qualifying improvements to the exterior of buildings within the downtown target area. Priority is given to first-time applicants, but property owners may apply and be awarded funds in multiple cycles. A staff person of the TSEP – the Downtown Main Street Manager – will consult with prospective applicants regarding the program. Applications require specific forms, including one for the Architectural Review Board, and other documentation such as a project description, current photos of the work area, a to-scale rendering/drawing of the proposed work including the color scheme, an itemized cost estimate qualified by a third party, and a W-9 tax form. The application review process includes TSEP Street Manager review of submitted materials and a site visit. Applications are processed within 30 days of receipt by the City Engineer’s Office. Written notification of approval or denial of the grant award is provided in the form of a certificate of appropriateness by the Architectural Review Board. Upon completion of projects receiving grant funding, the applicant must provide copies of paid invoices or cancelled checks, as well as photographs of completed work. A final site visit will also be conducted. For more information on the program, visit [Downtown Facade Enhancement Program](#)



Downtown corridor, Tiffin, Ohio

- ▶ **Special Improvement District (Newark, Ohio)** – The Newark Development Partners CIC is a partnership between the City of Newark, Ohio, and the Licking County Chamber of Commerce. It is a nonprofit Ohio corporation that seeks to “advance, encourage, and promote the industrial, economic, commercial and civic development of the City of Newark, Ohio.”³⁰ The SID awarded a contract to the Newark Development Partners to fulfill the services plan. The Newark, Ohio SID is designed to boost and reinforce downtown areas through services focused on local needs, and the SID concentrates on long-term development. The SID provides parking enforcement, a safe, clean, environment, increased occupancy rates, more customers, and a constant positive image of the downtown area of Newark, Ohio. For more information on the Special Improvement District, visit the [We Dig Newark](#) website.



Special Improvement District in Newark, Ohio

³⁰ We Dig Newark website: [We Dig Newark](#), 3/20/24

- ▶ **Hancock Street Community Garden (Sandusky, Ohio)** – The Hancock Street Community Garden, including 10 beds, is a partnership between with the OSU Extension Master Gardener Program which assists with community garden maintenance, programming, and advertisement. Additionally, the gardeners have partnered with the Erie County Board of Developmental Disabilities and Erie CORE to form the “Erie County Grow Getters” club, who participate in garden-based educational activities twice a month. This partnership, with its multifaceted health and social benefits, has strengthened community involvement in public health and fostered new opportunities to engage diverse populations. For more information on this public/private partnership, visit: [Creating Healthy Communities – Hancock Street Community Garden](#)



Source: Creating Healthy Communities

- ▶ **Code Enforcement Compliance Program (Wooster, Ohio)** – The City of Wooster, Ohio has implemented a specific structure and routine to code compliance for the zoning code. The Building Standards Division within the City of Wooster works alongside the Planning and Zoning Department, Fire Prevention, the Public Properties and Maintenance Division, and the Wooster Police Department to ensure properties adhere to the City property codes. Inspectors investigate every complaint that is received or observed and, when valid, will attempt to contact the owner and send notifying them of the code violation. The City will work with property owners to resolve violations; if issues are not resolved within the prescribed time, the case is referred for prosecution. The City of Wooster hires third-party private contractors to abate the issues who will then bill the owner of the property in violation (i.e., grass mowing, refuse hauling, etc.). If unpaid, the City will certify the costs to the auditor for additional assessment. For more information, visit [Property Code Enforcement](#)

Master Gardeners working with the Erie County Grow Getters



Source: City of Wooster, Ohio

Aerial view of Downtown Wooster, Ohio

- ▶ **Micro-Loan Program for Small Business (Springfield, Ohio)** – The Small Business Development Center (SBDC) – funded in parts through a cooperative agreement with the U.S. Small Business Administration, Ohio Department of Development, and the City of Springfield, Ohio – established the Micro-Loan Program to provide direct loans of \$500 to \$10,000 to for-profit, start-up businesses younger than 5 years of age, and having less than 10 employees, and within the city limits of Springfield. Any eligible businesses may apply, but preference is given to businesses that have received previous training or technical assistance from SBDC, businesses that show grown potential, and minority- and female-owned businesses. It is a revolving loan program. Micro-Loan funds may be used for any sound legitimate business purposed except those noted as ineligible (for more information, visit [Small Business Development Center - Business Loans](#)). Funds may be used in conjunction with other loan programs where eligible. See **Appendix I – Micro Enterprise Loan Program** for more information.



Source: Visit Springfield, Ohio

Small businesses in downtown Springfield, Ohio



Appendices

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Appendix B – Steering Committee Meeting Two
Appendix C – Steering Committee Meeting Three
Appendix D – Community Survey

Appendix E – Re-Imagine North Main Street
Appendix F – Community Open House & Survey
Appendix G – Stakeholder Interviews
Appendix H – Micro-Enterprise Loan Program

Appendix A

Steering Committee Meeting One

1. Steering Committee One Presentation

2. Steering Committee One Summary

NORTH MAIN STREET CORRIDOR PLAN

City of Urbana

August 30, 2023



Welcome and Introductions

- Project Team
 - Douglas Crabill, City of Urbana
 - Jackie Yeoman, Burton Planning Services

- Steering Committee Members
 - Introductions
 - Name
 - Are you a resident? Organization?
 - What is your profession?
 - Reason for serving on Committee



Agenda



Welcome & introductions



Project scope & timeline



Roles & responsibilities



Existing conditions discussion



Vision and Goals



Next steps & Wrap up



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

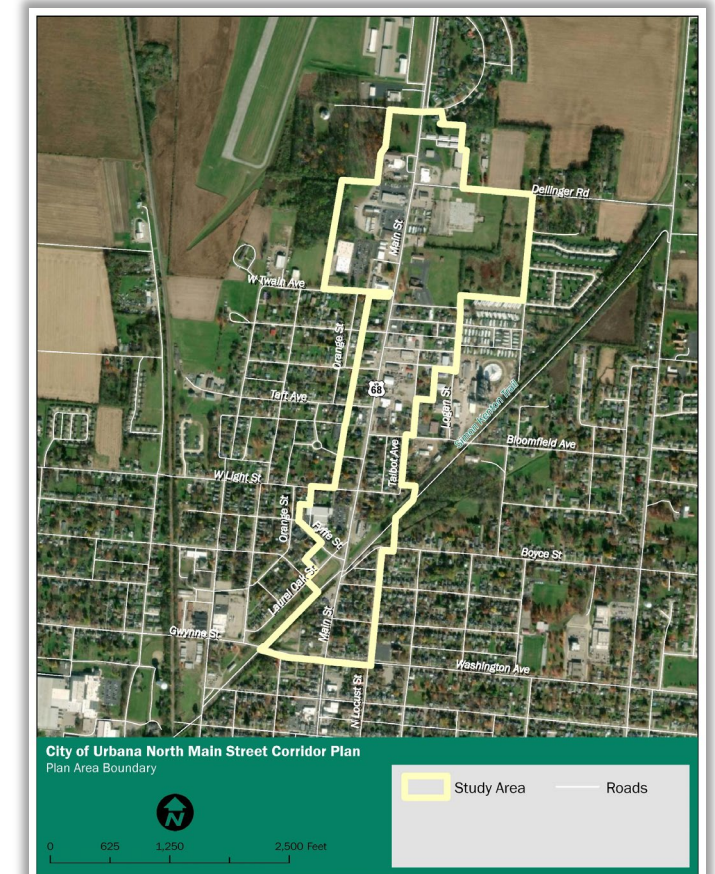


Source: Burton Planning Services



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



Key Elements of the Plan

- Existing Conditions
- Vision and Goals
- Recommendations
- Implementation



Source: Burton Planning Services

Roles and Responsibilities

- Project Team
 - Existing conditions analysis
 - Engage and gather input from residents and stakeholders
 - Plan development
- Committee Members
 - Attend committee meetings (3)
 - Provide guidance on plan direction
 - Promote engagement activities to your networks



Source: Burton Planning Services



Existing Conditions



Demographic Data

- 2020 Population: 11,115
- Median Household Income: \$52,994
- Median Home Value: \$133,423
- Educational Attainment
 - High School Diploma/GED and/or some College: 64%
 - Associate Degree: 8%
 - Bachelor's Degree: 13%
 - Professional Degree: 5%
- Households
 - Households with 1 person: 32%
 - Households with 2+ people: 68%

Source: ESRI forecasts for 2023. Census Bureau decennial Census data converted by Esri into 2020 geography.



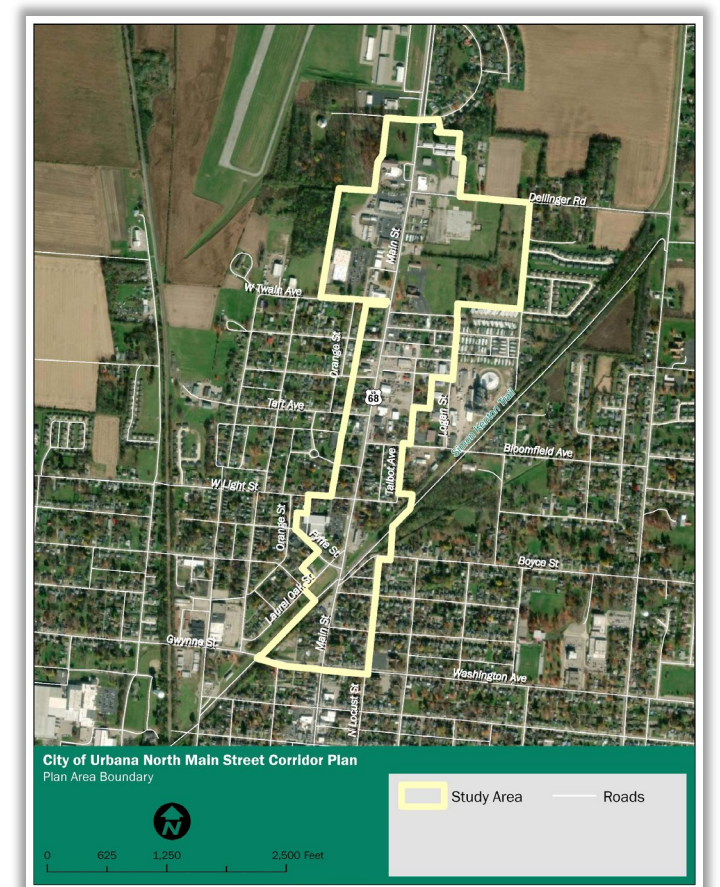
Plans and Studies in the Area

- Plans
 - South Main Street Corridor Plan
 - Focus on fostering economic growth, sustainable development
 - Champaign County Comprehensive Plan
 - Vision for the county's future centered on preserving its rural character and driving economic growth
 - Comprehensive Housing Market Analysis (Champaign County)
 - Strategic roadmap for addressing housing challenges in the county
- Studies
 - North Main Street Safety Study
 - Safety analysis in preparation for 2025 ODOT paving project
 - Striping modifications & additional signage to reduce accidents in the area
 - Dollar General Traffic Impact Study
 - Mitigate impacts of the new store on road network
 - City of Urbana Traffic Signal Study
 - Evaluate and enhance traffic signals across the city



Map Exercise & Group Discussion

- **Green sticker:**
 - What are positive aspects of the plan area?
 - What is working well?
 - Is there momentum in the area the city and community can build off of?
- **Red sticker:**
 - What are the biggest challenges in the plan area?
 - What obstacles exist to redevelopment and meeting housing needs in the area?
- **Yellow sticker:**
 - What is missing in the area in terms of business, housing, utility, parking, connectivity and/or other infrastructure needs?





Vision & Goals



Vision Statement

- Acts as the “North Star”, guiding goals and actions of the Plan
- Think 5 – 10 years into the future
- Focusing on the corridor
- Vision and goals are closely related, but not the same
- Aligned with values of the City of Urbana residents



Source: Burton Planning Services

A Vision Statement Should be...

- Inspiring
- Focused on success
- Clear
- Concise
- Present tense



Source: Burton Planning Services

Visioning Activity

- Input for vision statement
- Prompts
- Menti.com
- Word cloud
- Discussion

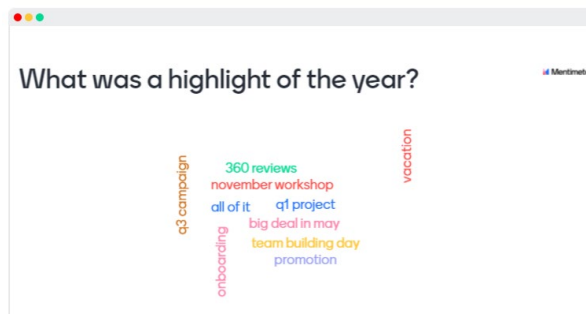


Mentimeter

What was a highlight of the year?

Enter a word	25
Enter another word	25
Enter another word	25

Submit



Visioning Activity

Imagine yourself on North Main Street 10 years from now...

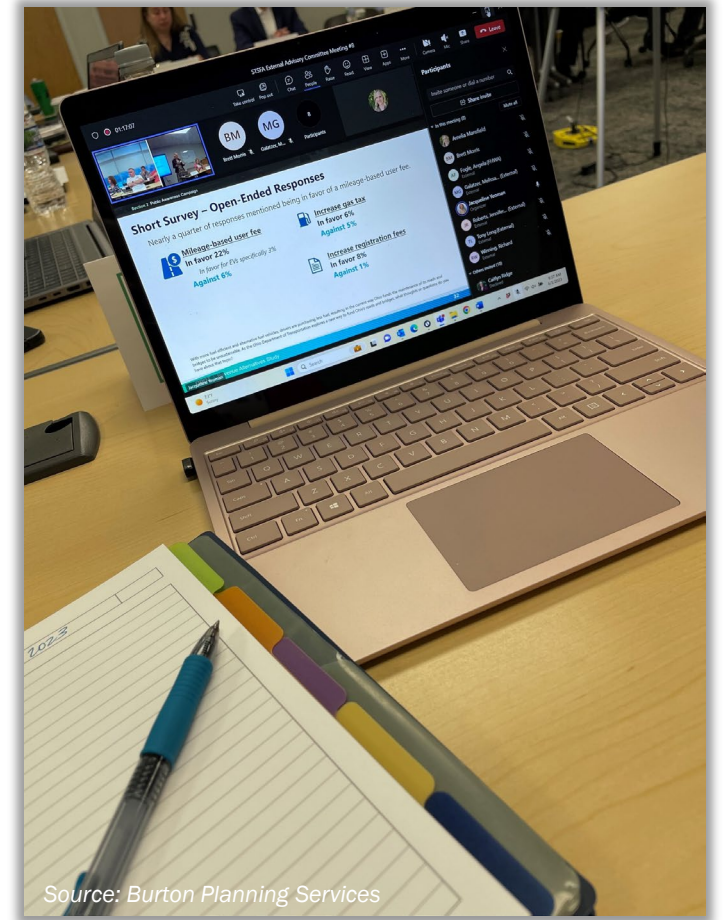
1. What does the corridor look and feel like?
2. Where are the catalyst redevelopment sites?



Source: Burton Planning Services

How To Use Menti.com

- www.menti.com
- Use the code: **3882 7814**
- First Question
 - Each person to provide 3 responses
 - Limit your response to a single word
 - Each response may be unique or duplicated
 - Emphasize a word by using it for 2 or 3 responses
- Second Question
 - Open ended – can enter any name or location



Next Steps

- Existing Conditions Analysis
- Community Survey
- Stakeholder Interviews
- Visioning Charette

- Next Steering Committee Meeting
 - Winter 2023



THANK YOU!

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<https://burtonplanning.com>

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

NORTH MAIN STREET CORRIDOR PLAN
City of Urbana
August 30, 2023





Steering Committee Meeting 1 – Meeting Summary

August 30, 2023

Existing Conditions - Small Group Discussion

At the first Steering Committee meeting, participants were asked to identify positive aspects of the plan area, anything missing in the plan area (for example, sidewalks, housing, retail, etc.), and challenges in the area. Each participant was given green, yellow, and red dots to represent the different aspects of the area, respectively. For each question, participants were asked to place a dot on the map to correspond with the location of their comment. Comments were recorded by a group facilitator and each dot was assigned a numerical value to correspond with comments.

Positive aspects identified in the plan area:

- Group 1
 - Grimes Field Municipal Airport
 - Customer traffic/patrons of businesses in the area
 - Simon Kenton Trail

- Group 2
 - Airport events and free museums spur outside interest in the community
 - West Liberty & Salem pickup point on Dellinger Road, drives traffic in the area. West Liberty-Salem is the local school district just north of Urbana. Many students from the Urbana City School District open enroll at West Liberty-Salem, and there is a school bus pickup location on Dellinger Road that is just east of the new Dollar General.
 - Bike trail connectivity to the neighborhoods located at Boyce Street, Lincoln Place, and Lafayette Avenue
 - Ultra-Met did a good job gaining feedback from the community in preparation for site improvements on their property.
 - Car show brings people north of Skelley Lumber and attracts people to the area

- Group 3
 - Grimes Field Municipal Airport
 - Skelley Lumber
 - White's Ford
 - The Sarica Manufacturing company is a major employer in the area
 - Lincoln + Main is a good redevelopment example in the area
 - The vacant bank property at the corner of Gwynne Street and North Main Street is planned for redevelopment
 - Ultra-Met expansion improved the site and area
 - Champaign Salon and Spa
 - United Church of Christ
 - Spotted Cow Coffeehouse
 - Simon Kenton Trail – connects to the Grimes Field Municipal Airport and Pointe North Park



Challenges and obstacles identified in the plan area:

- Group 1
 - The former Siemens manufacturing site
 - Event traffic caused by events at Grimes Field Municipal Airport and general congestion on North Main Street
 - Truck traffic is elevated on North Main Street
 - Traffic Speeds are too fast on North Main Street
 - Vacant buildings and property in the area
 - Mix of land uses and zoning designations (east of North Main Street, south of East Twain Avenue, and north of Bloomfield Avenue)
 - Lack of pedestrian connectivity
 - Lack of housing availability for employees of major employers in the community
 - Parking maximums and minimums may be facilitating empty lots
 - Private parking lots in the corridor are in poor condition and underutilized
 - Julia Street connectivity (street does not connect from Bloomfield Avenue to Dellinger Road)

- Group 2
 - Deep lots on the east side of North Main Street may be underutilized
 - Mobile home community is in a challenging location for corridor redevelopment
 - Potential issues with people moving in and out of residential area west of North Main Street
 - Potential issues at the 19 Motel on North Main Street
 - Lack of sidewalks on the west side of North Main Street and side streets
 - Former Dayton Power and Light company site
 - The former Siemens manufacturing site

- Group 3
 - A portion of the property owned by Grimes Field Municipal Airport was previously used as a plastic manufacturer site
 - There may be challenges redeveloping the former Siemens manufacturing site as the owner may be opposed to selling the land
 - The Habitat for Humanity Restore parking lot needs improvement and repaved
 - There may be environmental concerns to redevelop the laundry mat site
 - Opportunity to redevelop the Woodruff Feed site
 - Potential issues at the 19 Motel on North Main Street



Things that are missing in the area:

- Group 1
 - Redevelopment opportunities on the former Siemens manufacturing site & the McKeever properties
- Group 2
 - Julia Street has limited road connectivity, but there is potential for additional housing in the area
 - Older or missing water lines in areas near Taft Avenue, Poe Avenue, Harman Avenue, and West Twain Avenue
 - Health services and sit-down restaurants
- Group 3
 - Potential need for more infrastructure improvements to mitigate new traffic from recent development
 - Additional housing
 - Sidewalks to connect neighborhoods to new Dollar General store and other retail locations

Additional topics that were discussed in the small groups included:

- Cost of living in the community is reasonable compared to large metro areas and suburban areas
- A major issue in the area is housing availability to meet local workforce needs
- HUBZone program is an opportunity and includes part of the planning area
- There may be an opportunity to develop charging stations for electric vehicle adoption in the area
- Overall, there is a desire for the area to be more pedestrian friendly and walkable
- The existing CRA program is a potential incentive to encourage redevelopment, and it may be beneficial for the City to develop or apply for grant programs dedicated to improving facades and signage
- There is a desire for new lighting and additional sidewalks in the area
- There is a lot of bicycle activity along North Main Street with the Simon Kenton trail nearby



Opportunity sites

Participants were then asked where the catalyst redevelopment sites are located within the Plan Area. Each participant was able to enter the names of locations into the live survey and spent time as a group discussing if they agreed or disagreed with the locations selected by the group.

Participants entered the following sites:

1. Former Siemens manufacturing site (x9)
2. Vacant buildings and lots (x5)
3. Habitat for Humanity Restore (x3)
4. Woodruff's Feed Drive-Thru (x3)
5. Grimes Field Municipal Airport (x2)
6. Motel 19 (x3)
7. Church of Christ vacant land
8. Dunham property
9. McKeever property at Dellinger Road and Julia Street
10. Mexican Restaurant (vacant building)
11. Quonset Hut
12. Existing playgrounds attached to closed schools
13. North Main Street and Light Street intersection
14. Older car dealership
15. Residential neighborhoods

Appendix B

Steering Committee Meeting Two

1. Steering Committee Two Presentation

2. Action Step Worksheet

3. Steering Committee Two Summary

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)
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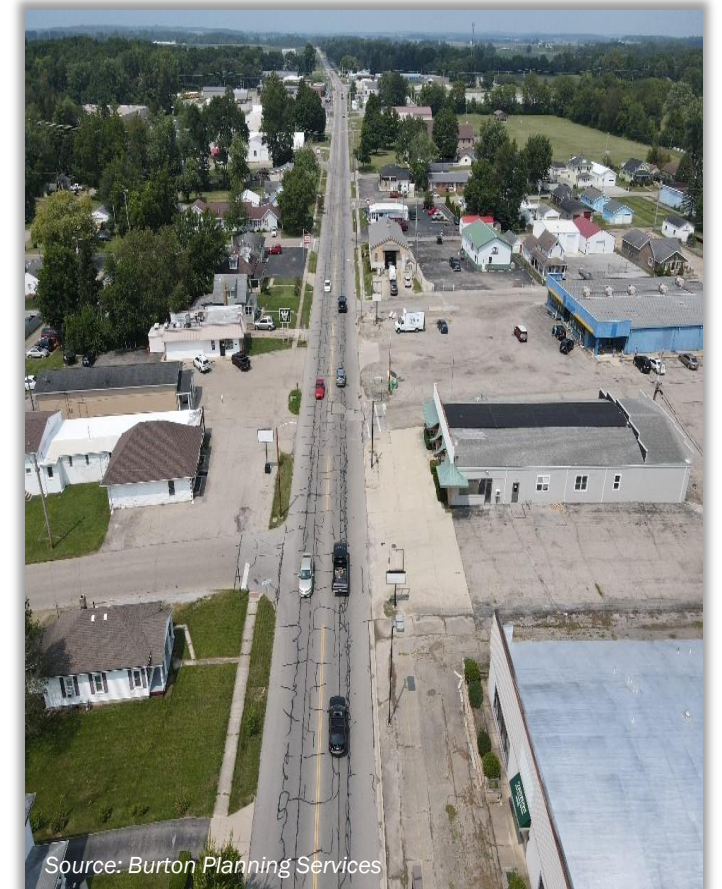


Source: Burton Planning Services



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

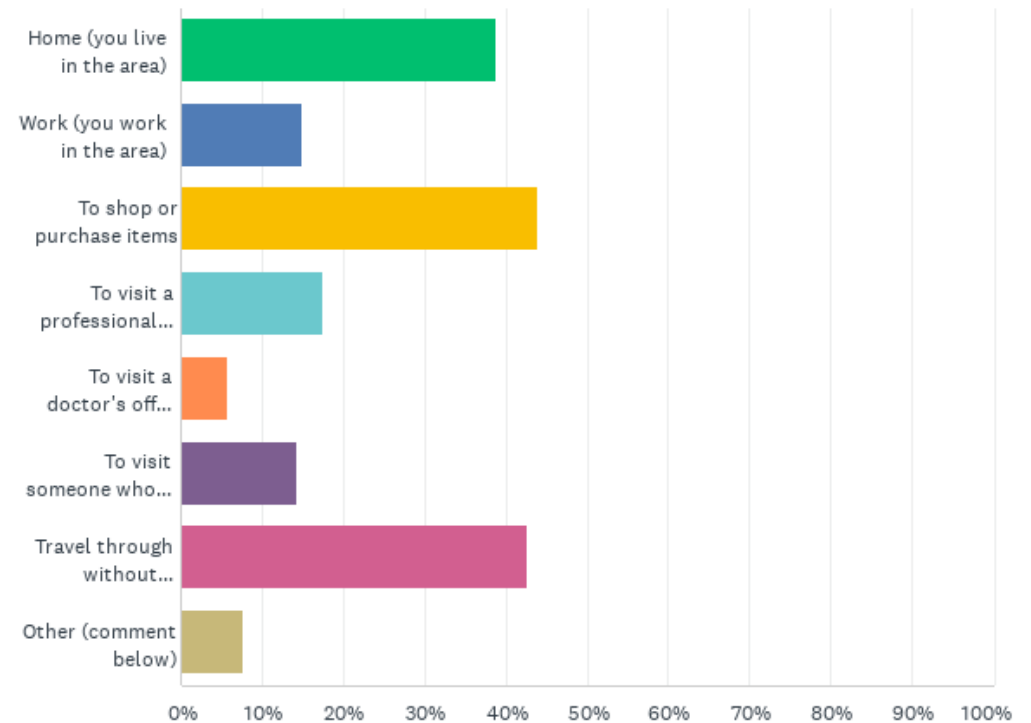
- Post cards mailed to businesses and residents in the area
- Social media announcements
- Champaign County Chamber of Commerce and Visitors Bureau newsletter
- Urbana Daily Citizen
- 155 surveys completed



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



Source: Burton Planning Services

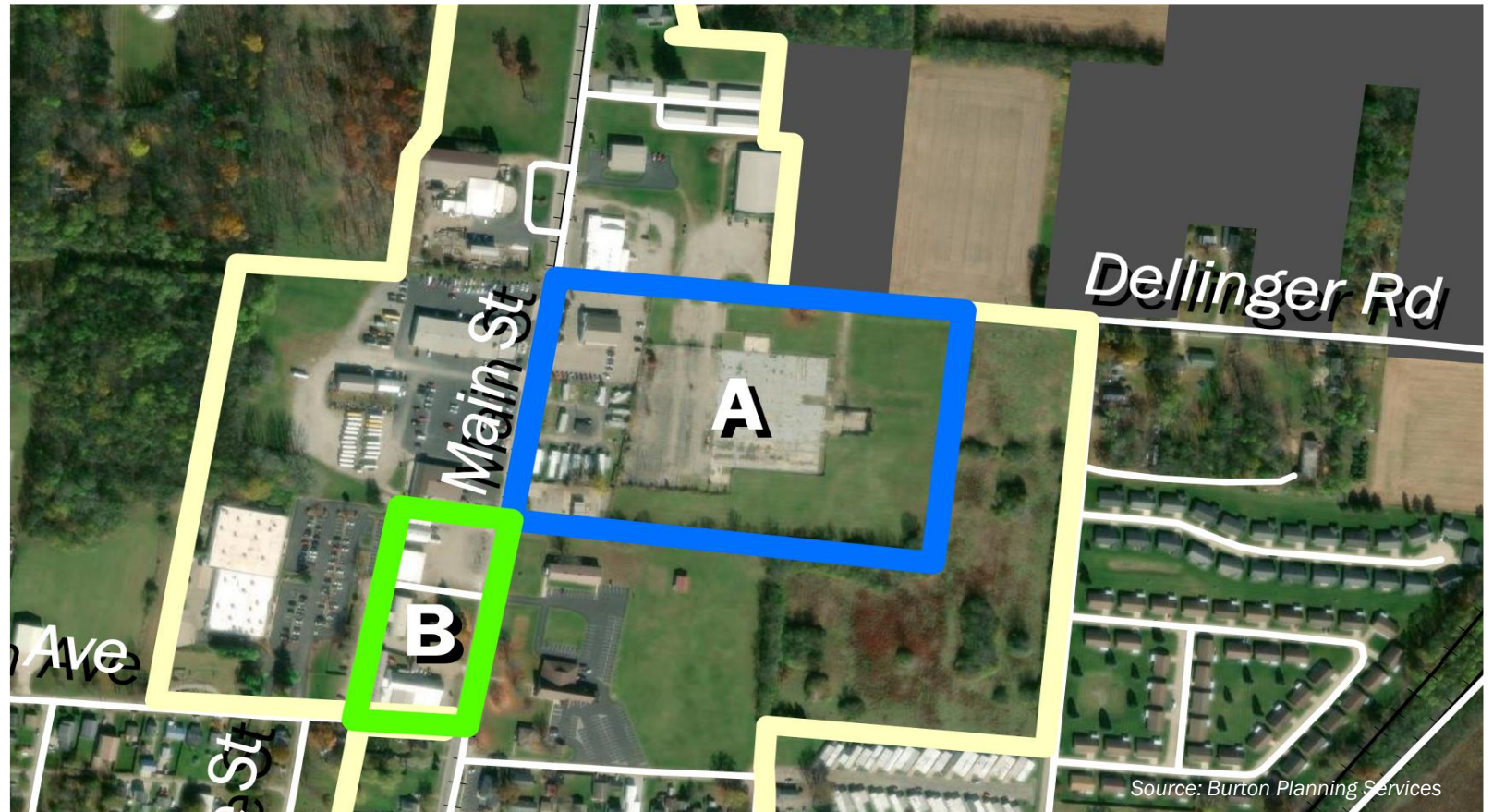
How do you want to get around?

- 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:

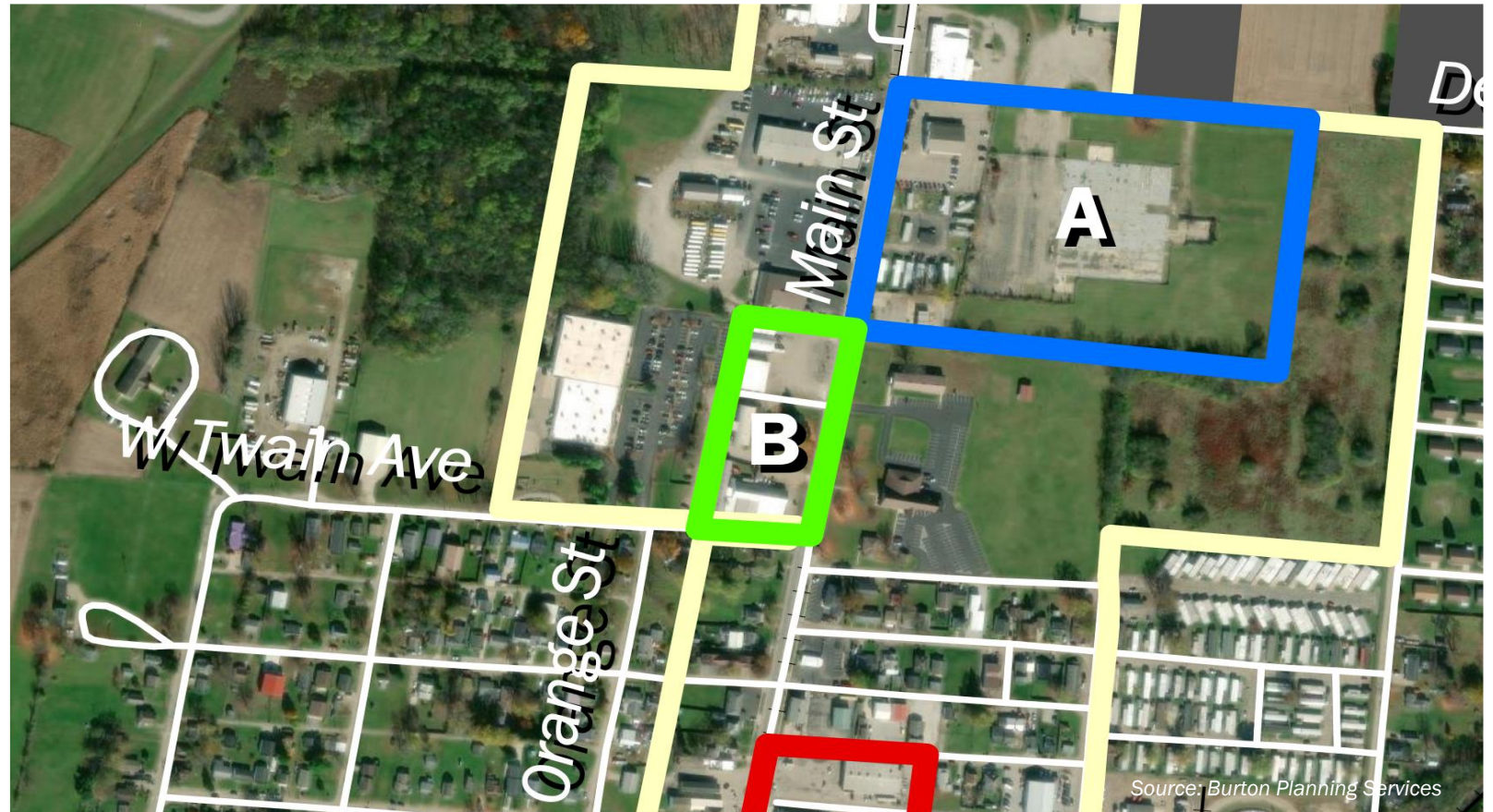
- Reduce trees
- Suited for commercial or business park
- Not ideal for residential or restaurants



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



URBANA N. MAIN SITE 2
Source: Burton Planning Services

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.



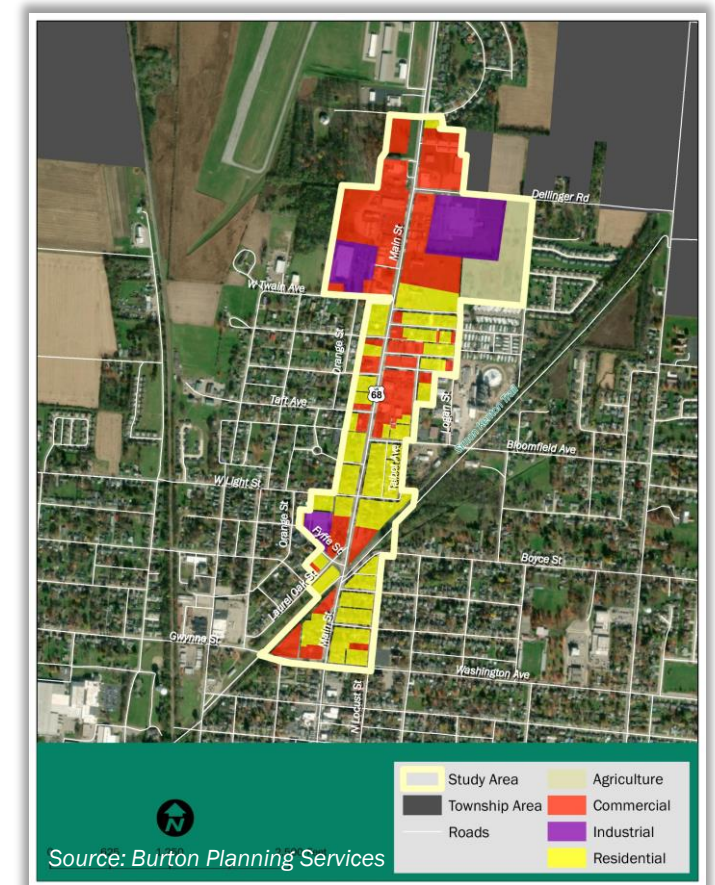
Housing – Plan Area

- 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



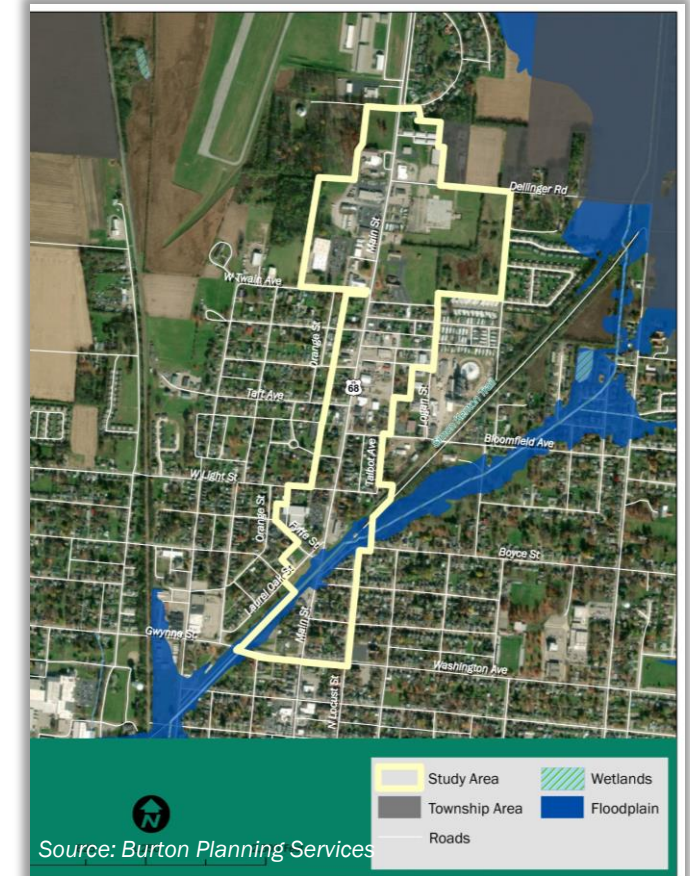
Sidewalks and Bicycle Paths

- 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



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!

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NORTH MAIN STREET CORRIDOR PLAN
City of Urbana

December 13, 2023



Urbana North Main Street Corridor Plan

Steering Committee Meeting #2

12/13/2023



Action Step Worksheet

Circle action steps from the examples below that resonate with you.

1. **Mix of Uses** – Consider new zoning district to allow mixed use development and reduced minimum setbacks, increased maximum FAR, reduced parking, on properties on North Main Street.
2. **Mix of Uses** – Develop strategies to support a variety of food and drink establishments, for instance sit-down restaurants, coffee shops, bakeries, donut stores, and fast-food restaurants.
3. **Support Businesses** - Support and encourage new and existing businesses to locate, expand, or invest in the area, including small businesses and local businesses.
4. **Support Businesses** - Capitalize on economic development opportunities from the traffic and visitors at Grimes Field Municipal Airport.
5. **Housing** – Add housing at a variety of price points to attract and retain residents in the area.
6. **Housing** – Work with Champaign County to create a county land bank in order to help stabilize the property tax base, assist in reducing vacancies, and support redevelopment of neighborhoods.
7. **Gateway to the City of Urbana** – Install landscaping and street trees to enhance the appearance of the area.
8. **Character and Community** – 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.)
9. **Character and Community** – Implementing the Urbana Corridor Development Standards (corridor overlay) for new development or major redevelopment that occurs in the plan area, for instance, placing parking behind buildings, requiring windows to face the street, and smaller setbacks between the building and street.
10. **Character and Community** – 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.
11. **Character and Community** – Recommend the City of Urbana consider strategic land acquisition to assist in catalyst reuse or redevelopment of vacant property and underutilized parking lots.
12. **Walkable & Bikeable Community** – 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.
13. **Walkable & Bikeable Community** - Recommend the City of Urbana apply for funding (ex: Transportation Alternatives Program funding) to add pedestrian facilities, relocate private lighting and signs in the right-of-way, and close unnecessary access points along the corridor.



Character & Style Survey Response Summary

Question 1

The first question asked Steering Committee members to envision how they wish the corridor to look in the future, using reference images of varying building typologies, materials, and layouts. Respondents circled the images that best described their vision for the corridor. The following images were circled with the number of selections listed below the image:



x8



x6



x5



x5



x5



x5



x4



x4



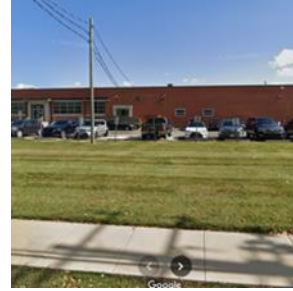
x3



X3



x2



X1



X1

Question 2

The second question asked which aspects the respondent liked about images they circled. The following responses were recorded:

- I like the buildings with modern-style architecture.
- I like structures that are closer to the streets.
- I like buildings and spaces open to anyone.
- I like areas that feel inviting.
- I like the historic look and similarity to the rest of Urbana.
- I like walkable areas with sidewalks, as well as plenty of parking options.
- I like a more updated, modern feel.
- I like newly designed buildings, with modern, clean finishes.
- I like clean, happy, and attractive spaces. These distinct spaces are eye-catching.
- I like the buildings that blend in with the rest of the city.
- I like building layouts suitable for business, such as grocery or retail.
- I like housing options that look less institutional.
- I like quick service restaurants with a modern and fresh design. This brings visitors to the area and filled a need in the community.
- I like mixed-use retail/residential buildings with brick design. These structures would allow the city to grow vertically while also addressing the need for more multi-family housing. Also looks inviting to travelers.
- I like residential land uses that are oriented toward the street and take on a more traditional form.
- I like vertical mixed-use retail/residential buildings.
- I like more traditional building materials, such as standard brick and vinyl siding.
- I like buildings with a lot of windows, constructed of primarily brick, and a minimum of two stories.
- I like buildings with a new and modern look, especially in sit-down dining.

- I would like to see a gas station on that side of town.
- I would like to see more housing to accommodate more residents in Urbana.
- I would like to see new retail for shopping.
- I like fresh, modern mixed-use designs.
- I like screening from traffic.
- I like that there is some allowance for multi-family residential (i.e. apartments).
- I like grass, sidewalks, nice curbing, landscaping rather than all asphalt or concrete.
- I like parking that's adequate and not excessive.
- I like buildings with brick or brick-accented construction.
- I like that the buildings are built up to the street and there is no parking lots in front of the buildings.
- I like a mix of uses and multi-story buildings.

Question 3

The third question asked respondents if they have other ideas related to the look and feel of North Main Street. The following responses were recorded:

- The main road sees a lot of traffic, especially truck traffic.
- Residential doesn't feel right.
- The area should look like it was developed over time and not like it was all at once. I don't want to see everything match too closely.
- The corridor should not feel like, or replicate, a "downtown" environment.
- It should make the best use of what is currently established and make improvements in those areas.
- I recommend that business and residential structures should complement each other for a more streamlined look through the corridor.
- The survey is missing imagery for commercial/business park, I would like to see further feedback on that concept.
- I would like to see more imagery of the interplay of existing uses (auto sales, car repair, etc.).
- There should be increased visibility of street signs, as well as the addition of ornamental vegetation such as trees and shrubs.
- I would like to see substantive tree lawns, where feasible and practical, to allow for proper planting of street trees. There should be a focus on the trees being planted outside the right of way.
- There should be a limited number of curb cuts/drive approaches. However, they should be oversized where they do occur to allow ease of ingress/egress.
- Slow traffic by reducing the speed limit and adding traffic calming measures.
- Add parallel parking on the street.
- Increase the density of uses in the area.
- Avoid parking lots in front of buildings.

Action Step Worksheet Response Summary

Overview

The first question of the action step worksheet asked Steering Committee members to review draft goals and provide suggestions for potential action steps to achieve the goals. The worksheet also provided a list of example action steps and descriptions as a potential starting point for brainstorming. Participants were able to circle action steps from the list they agreed with. Below is a summary of the feedback received for draft action steps.

Draft Goals provided to participants to review:

1. 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.
2. Attract and retain a variety of shops and services for residents and visitors.
3. Create an environment that is inviting and welcoming to residents and visitors.
4. Welcome both visitors and residents by establishing the corridor as the northern “gateway” to the City of Urbana.
5. Encourage redevelopment or reuse of vacant parcels, buildings, and underutilized parking lots to attract new businesses and residents.
6. Create a walkable and bikeable community that is accessible and easy to navigate for all people and transportation modes including, walking, biking, and driving.

Community Feedback

Ideas for Action Steps:

- Goal one can be achieved by moving forward with current planning strategies and with an increase in development.
- Goal two can be achieved by attracting more people to the community.
- Goal three can be achieved by making the city look like a good place to visit.
- Goal four can be achieved by making the area more attractive to visitors.
- Combine Action Steps 12 and 13 (Walkable and Bikeable Community Action Steps).
- Expand upon variety of housing types beyond single-family and apartments. Duplexes and Triplexes could add additional dwelling units.
- The City should consider the creation of a façade grant program to facilitate property owner reinvestment and beautification.
- Showcase how major anchor employers (manufacturers, etc.) can further catalyze businesses in the area. For example, the former Siemens employed over 100 people when operational.
- Right now, the north end does not feel or look like the rest of the town.
- Business & residential buy-in could help achieve goals.
- Explore funding sources for general city improvements.
- Goals can be achieved if a few land/business owners were to start the process.
- Goals can be achieved if the airport visitors had activities, restaurants, and attractions that are pedestrian friendly, and connected to the bike path.
- Plan should emphasize code enforcement and clean-up of existing properties.
- The City should reassess zoning to match land-use.

- Develop a list of grants to be realized and hire a grant writer to assist with funds acquisition.
- Grants and/or tax incentives to businesses that want visual improvements.
- Install sidewalks and/or shared use paths along all of North Main Street.
- Encourage the use of vacant lots including consideration of parks.
- Address drainage issues along West Twain Street.
- Add new decorative lighting as seen on Scioto Street.
- Clean-up/repair curbs and move parking back from the street.
- New use for the trailer park.

All action steps were selected at least twice by Steering Committee members, indicating a level of support for all the example action steps. Example action steps numbered 7 and 8 received the most support, but there was support for many of the other examples too. Below is a summary of the number of selections by example action step number and topic.

- #1: Mix of Uses **x2**
- #2: Mix of Uses **x4**
- #3: Support Businesses **x5**
- #4: Support Businesses **x5**
- #5: Housing **x2**
- #6: Housing **x4**
- #7: Gateway to the City of Urbana **x9**
- #8: Character and Community **x8**
- #9: Character and Community **x3**
- #10: Character and Community **x5**
- #11: Character and Community **x5**
- #12: Walkable & Bikeable Community **x5**
- #13: Walkable & Bikeable Community **x5**

The following example action steps were provided to participants. The number of participants that selected an individual action step is shown in green beside the action step:

1. Mix of Uses – Consider new zoning district to allow mixed use development and reduced minimum setbacks, increased maximum FAR, reduced parking, on properties on North Main Street. **x2**
2. Mix of Uses – Develop strategies to support a variety of food and drink establishments, for instance sit-down restaurants, coffee shops, bakeries, donut stores, and fast-food restaurants. **x4**
3. Support Businesses – Support and encourage new and existing businesses to locate, expand, or invest in the area, including small businesses and local businesses. **x5**
4. Support Businesses – Capitalize on economic development opportunities from the traffic and visitors at Grimes Field Municipal Airport. **x5**
5. Housing – Add housing at a variety of price points to attract and retain residents in the area. **x2**
6. Housing – Work with Champaign County to create a county land bank in order to help stabilize the property tax base, assist in reducing vacancies, and support redevelopment of neighborhoods. **x4**

7. Gateway to the City of Urbana – Install landscaping and street trees to enhance the appearance of the area. **x9**
8. Character and Community – 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 benefitting 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.) **x8**
9. Character and Community – Implementing the Urbana Corridor Development Standards (corridor overlay) for new development or major redevelopment that occurs in the plan area, for instance, placing parking behind buildings, requiring windows to face the street, and smaller setbacks between the building and street. **x3**
10. Character and Community – 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. **x5**
11. Character and Community – Recommend the City of Urbana consider strategic land acquisition to assist in catalyst reuse or redevelopment of vacant property and underutilized parking lots. **x5**
12. Walkable & Bikeable Community – 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. **x5**
13. Walkable & Bikeable Community – Recommend the City of Urbana apply for funding (ex: Transportation Alternatives Program funding) to add pedestrian facilities, relocate private lighting and signs in the right-of-way, and close unnecessary points along the corridor. **x5**

Small Group Summary

Overview

After participants completed the action step worksheet, they broke into two small groups to share their ideas and discuss any additional ideas related to action steps.

Small Group One:

1. General preference for the more traditional built form and style with brick as a preferred material. However, the built form should not mimic a traditional downtown area.
1. Prefer a variety of businesses, including fresh groceries. One participant mentioned Gruntz IGA that occupied the Restore building at one time.
2. Support existing businesses by encouraging more collaboration and marketing among existing businesses in the corridor (similar to a business association). Many successful businesses are present in the corridor today.
3. A facade grant program was mentioned to encourage private owner reinvestment.
4. Walkability from Grimes Field was also noted as pilots or visitors may patronize businesses in the area if the area is more walkable/more accessible from the airport.
5. Redevelopment can focus on a catalyst project that spurs other redevelopment along the corridor. The redevelopment of the Q3 JMC property on Miami Street by the city and private developers or the planned redevelopment of the Willman property in the

200 Block of North Main Street were mentioned as local examples of similar projects.

6. A market analysis may be necessary to determine the types of businesses that are needed in the community. As an aside, a market analysis was included as part of the South Main Street Corridor Plan.
7. Major employers in the area or growth of employment in the area can benefit employers in the area. For example, the former Siemens plant employed 174 people at the time of its closure in 2009.
8. Housing variety of all types and price points was highlighted. Only 60 new housing units were built in the entire city from 2010-2020. Possibly focus on medium density such as duplexes, triplexes, and quadplexes.
9. Lodging in the area in support of the airport was mentioned. If another hotel was developed over time to meet local lodging demand, consider the airport area as a potential site. Another idea was to renovate Motel 19 as a modern lodging option in the area.
10. Beautification, improving the city's northern gateway, and providing a welcoming atmosphere were highlighted by the group.
11. Redevelopment requires for the economics of a real estate deal to work with willing existing property owners and developers who have an interest in pursuing redevelopment projects.
12. A general reduction of impervious areas was highlighted, including broken and underutilized parking areas and the concept of reducing parking minimums.
13. Requiring sidewalks to be constructed was highlighted as an example of an existing city policy that was seen favorably. As a recent example, the new Dollar General was required to build new public sidewalks on North Main Street and Dellinger Road as part of their redevelopment.
14. Sidewalk gaps in the corridor were noted with the city's successful TAP project on US Route 36 East between Berwick Avenue and Lippencott Lane being cited as an example project.

Small Group Two:

1. There is a desire to see a variety of architectural styles instead of one style or large buildings without any relief in architectural styles. The idea is to have the corridor look like it was developed over time, and not all at once.
2. The group supported the concept of adding additional trees in the area, especially street trees; encouraging new and existing businesses to locate in the area; establishing a land bank; enhancing the idea of the corridor being a gateway to the city; and aligning existing zoning with existing uses.
3. Design standards should be updated to reflect the vision and goals of the plan.
4. Ensure that codified standards are enforceable and use code enforcement to assist in property upkeep.
5. Noise from the airport may impact new residential in the area if it's within the flight path. A noise contour map could assist with determining locations for new residential development.
6. Street signs should be designed for better visibility.

7. The plan should be capitalized on and used to market the area to developers. Additionally, the City should consider providing incentives to property owners to assist in redevelopment of their properties.
8. The community may need additional education in the future as to the City's ability to limit very specific types of uses. For example, if commercial uses are recommended or permitted by the existing zoning district, the City is unable to prevent a coffee shop even if the community doesn't want a new coffee shop.
9. A market analysis may be necessary to inventory all uses in the City of Urbana and look at overall need and demand.
10. Look for ways to incentivize businesses to operate/open for more hours during the day or week as many small businesses are open for very limited hours.

Appendix C

Steering Committee Meeting Three

- 1. Steering Committee Three Presentation**
- 2. Steering Committee Three Summary**

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)

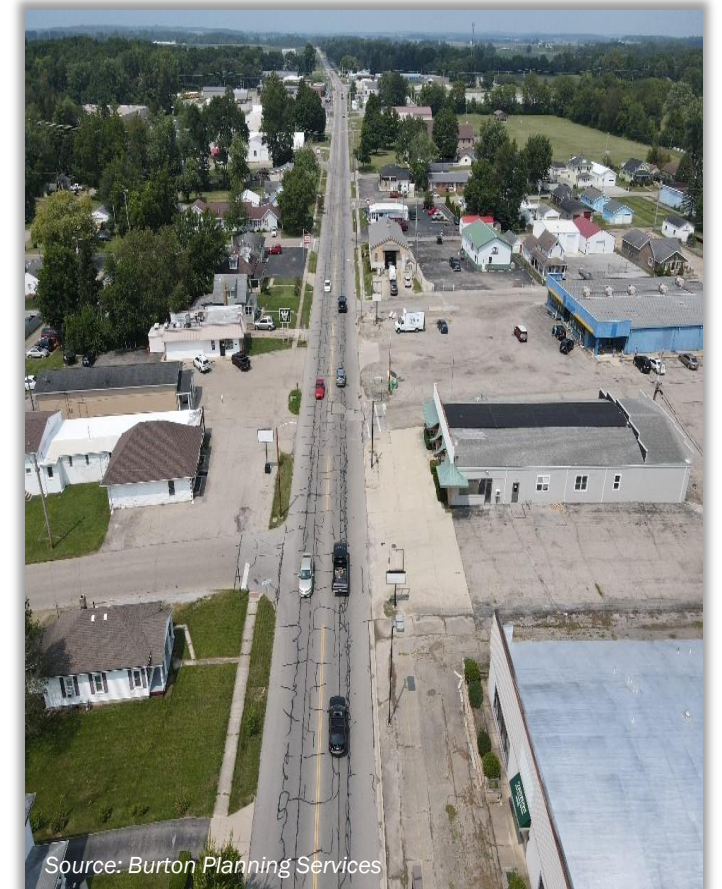


Source: Burton Planning Services



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



Source: Burton Planning Services

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.



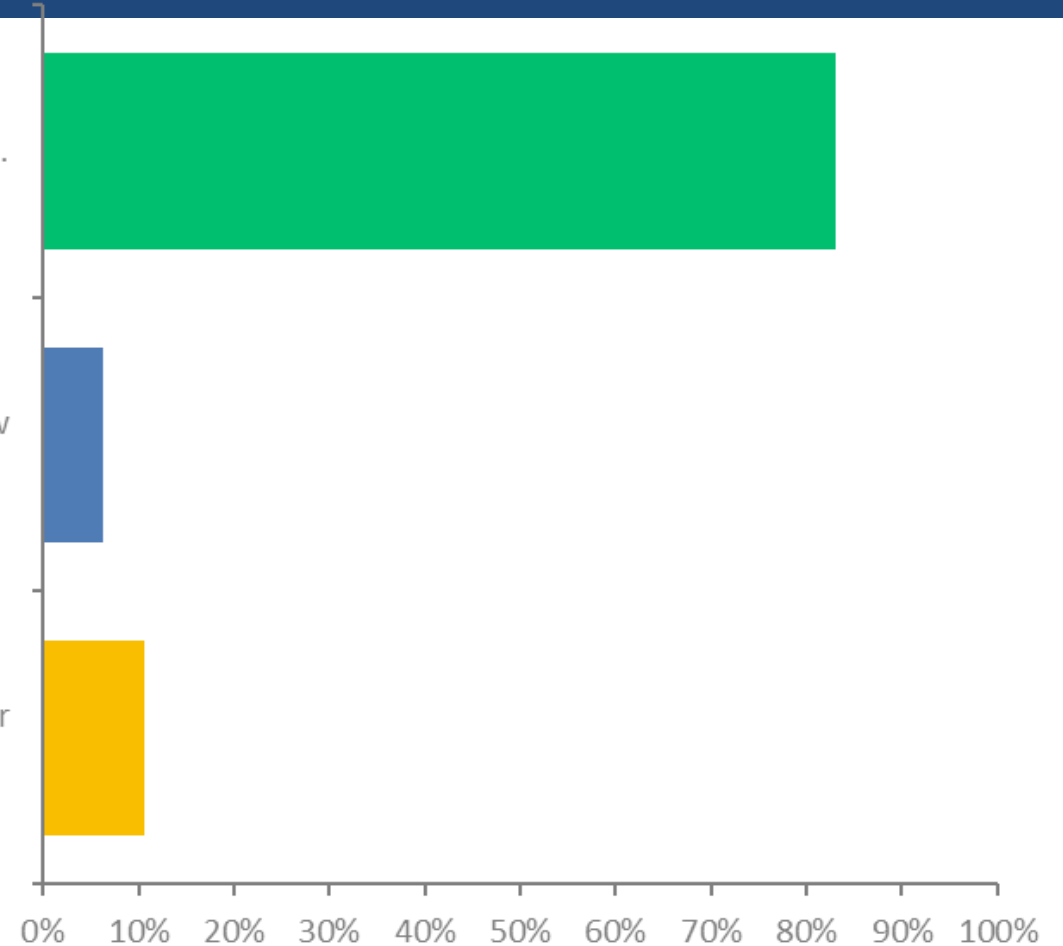
Vision Statement

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

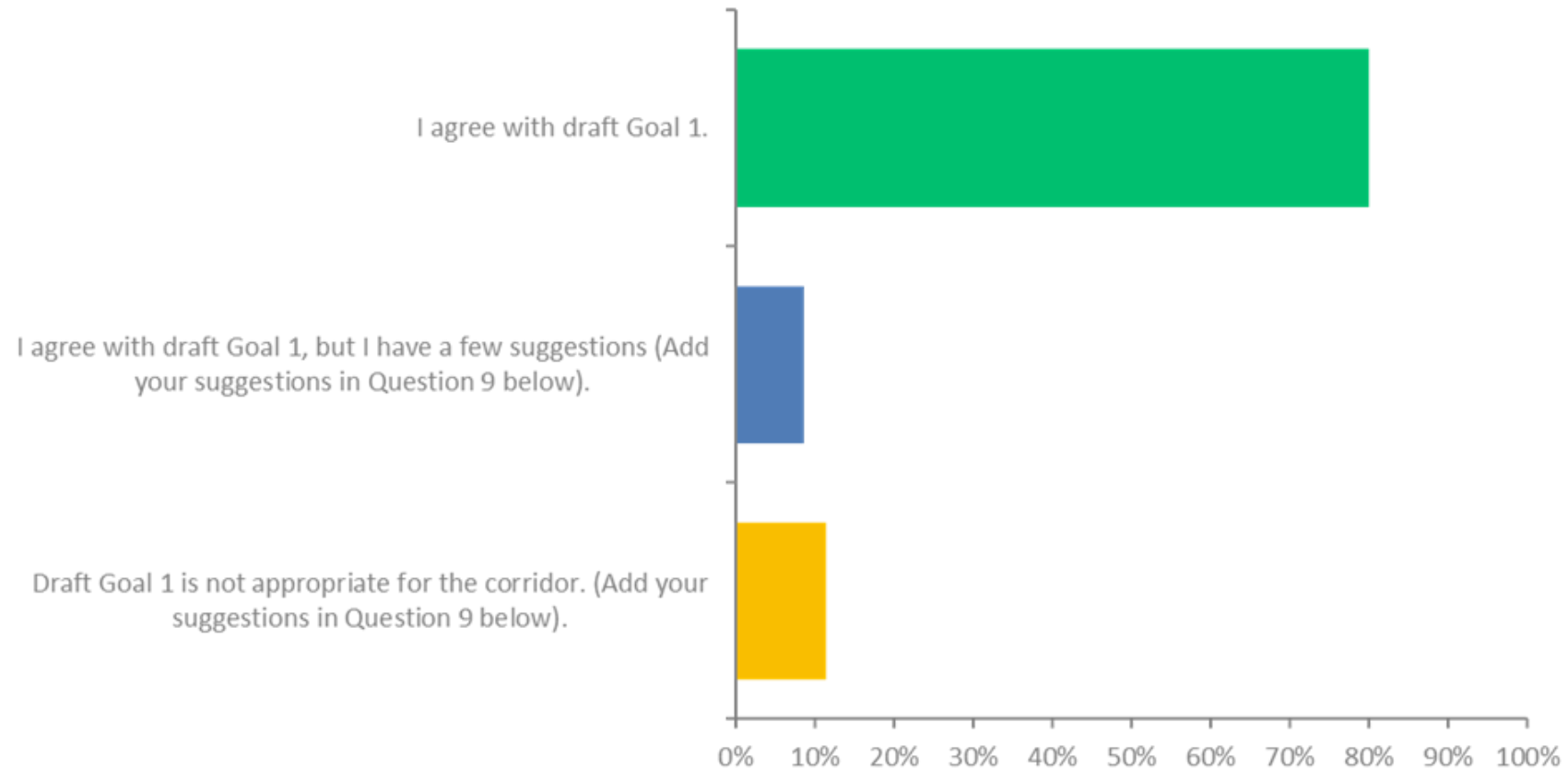
Goal 1: Mix of Uses

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



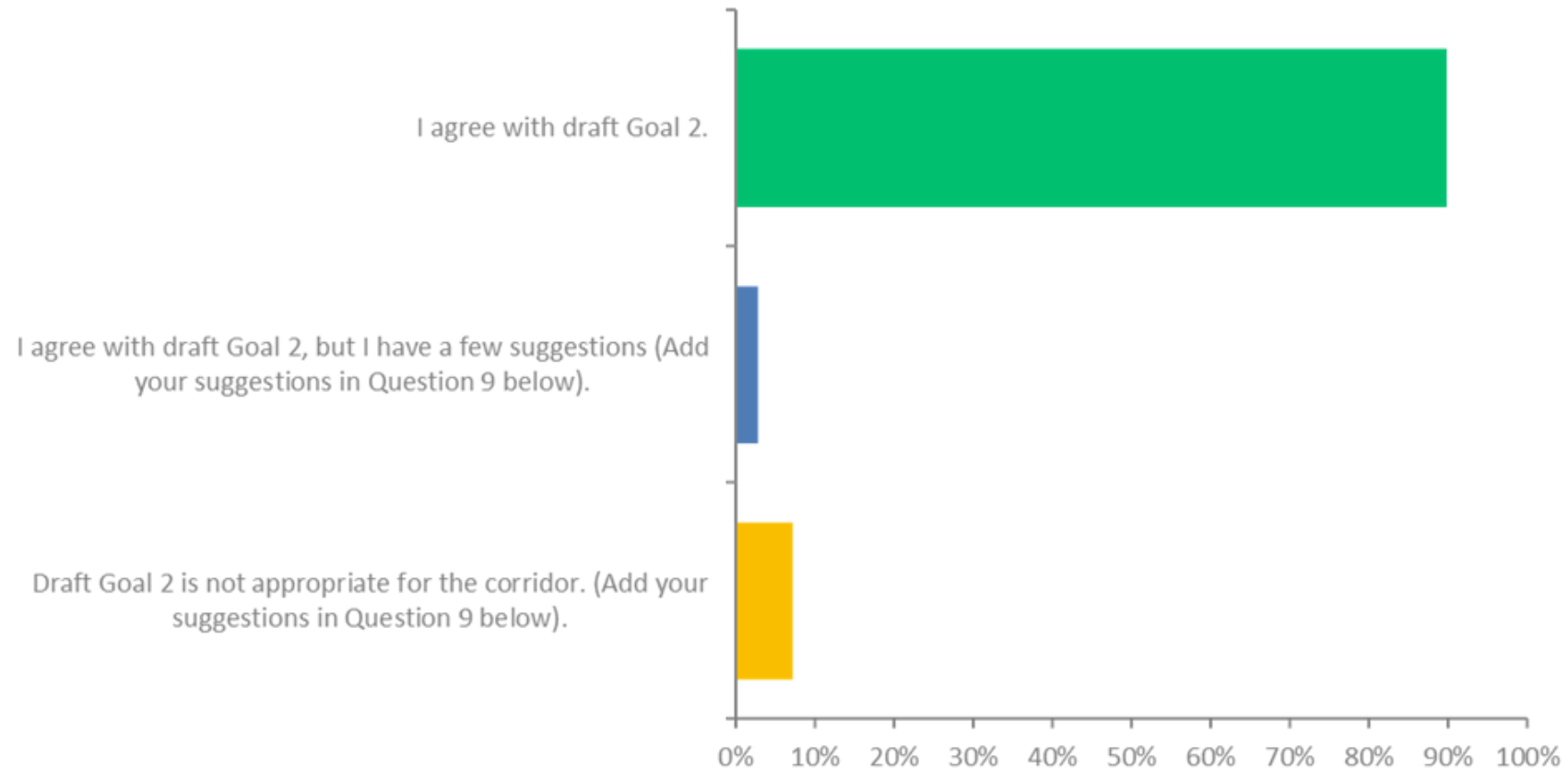
Goal 2: Support and attract business

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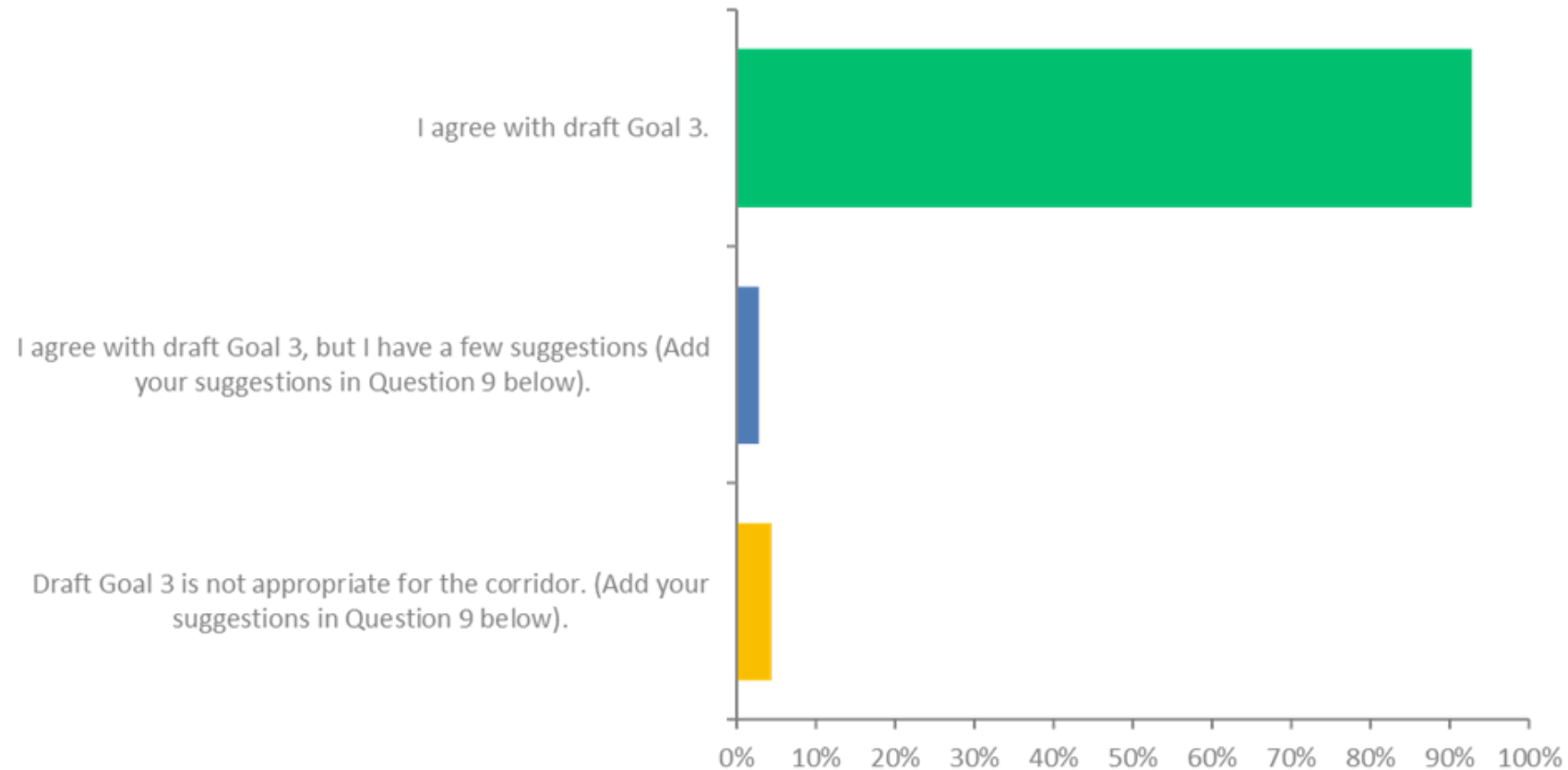
Goal 3: Sense of place/community, beautification, character, new housing

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



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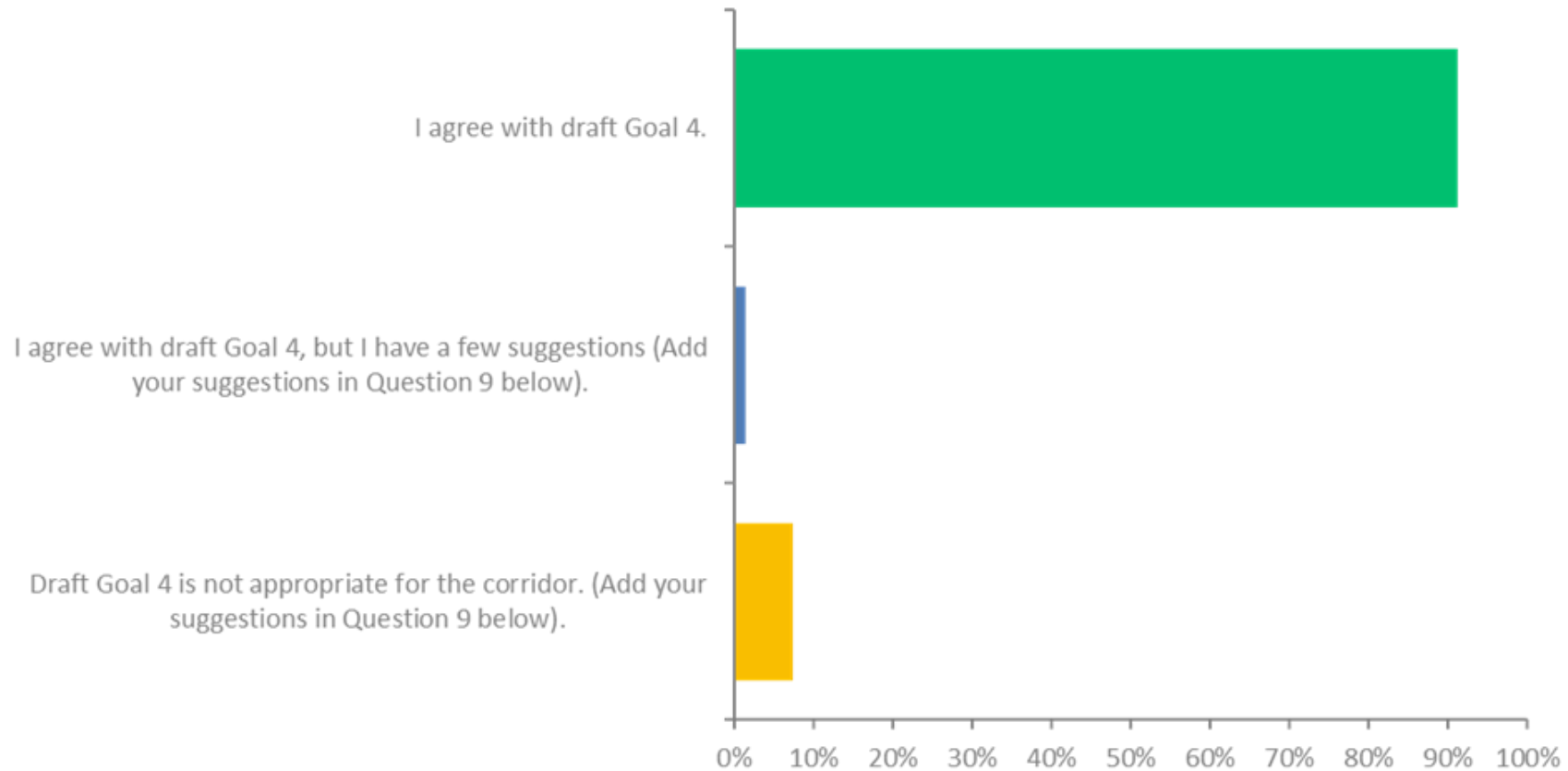
Goal 4: Gateway to the city

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



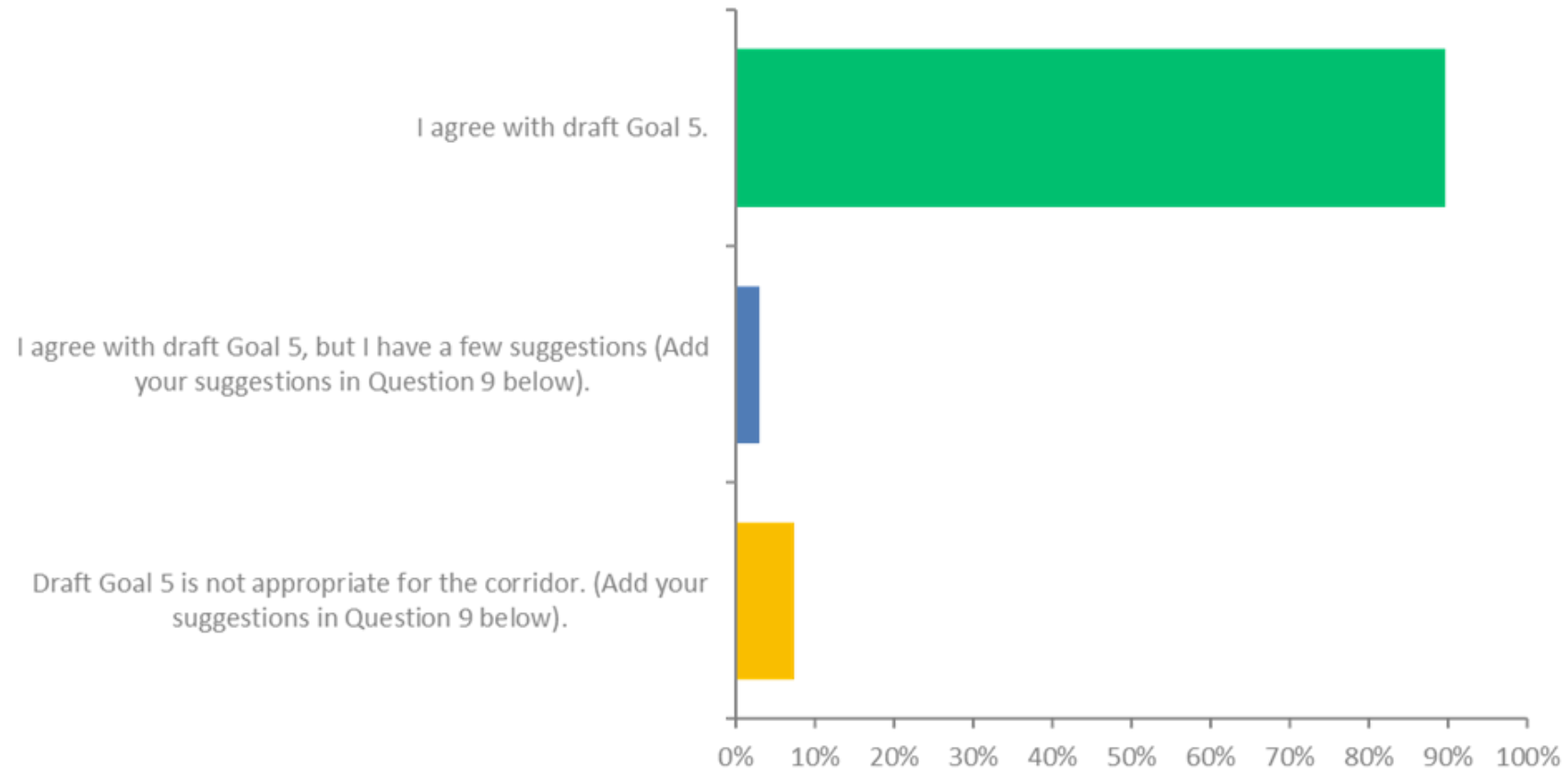
Goal 5: Utilize vacant property

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



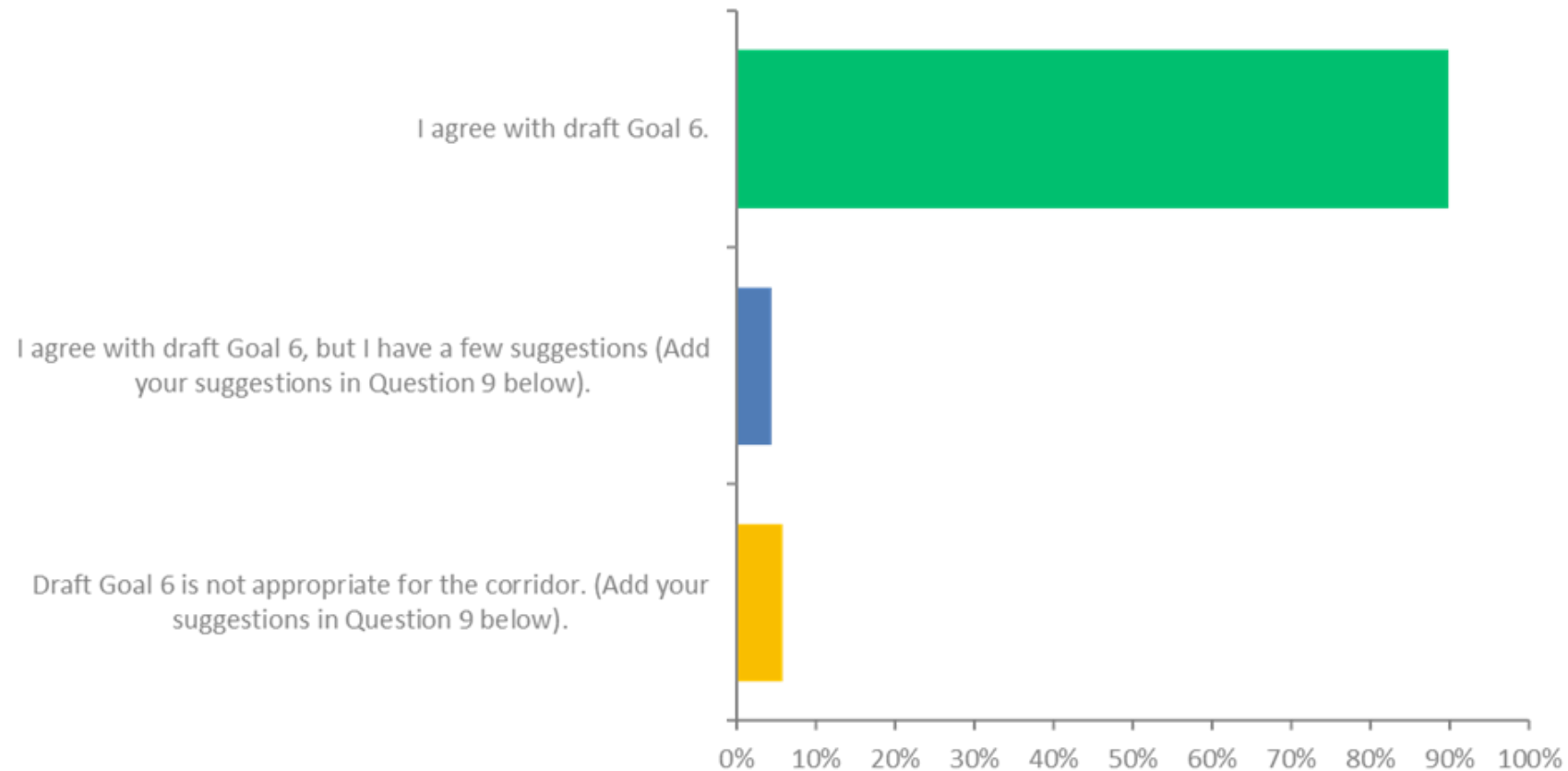
Goal 6: Accessible and easy to walk, bike, and drive

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





Plan Recommendations



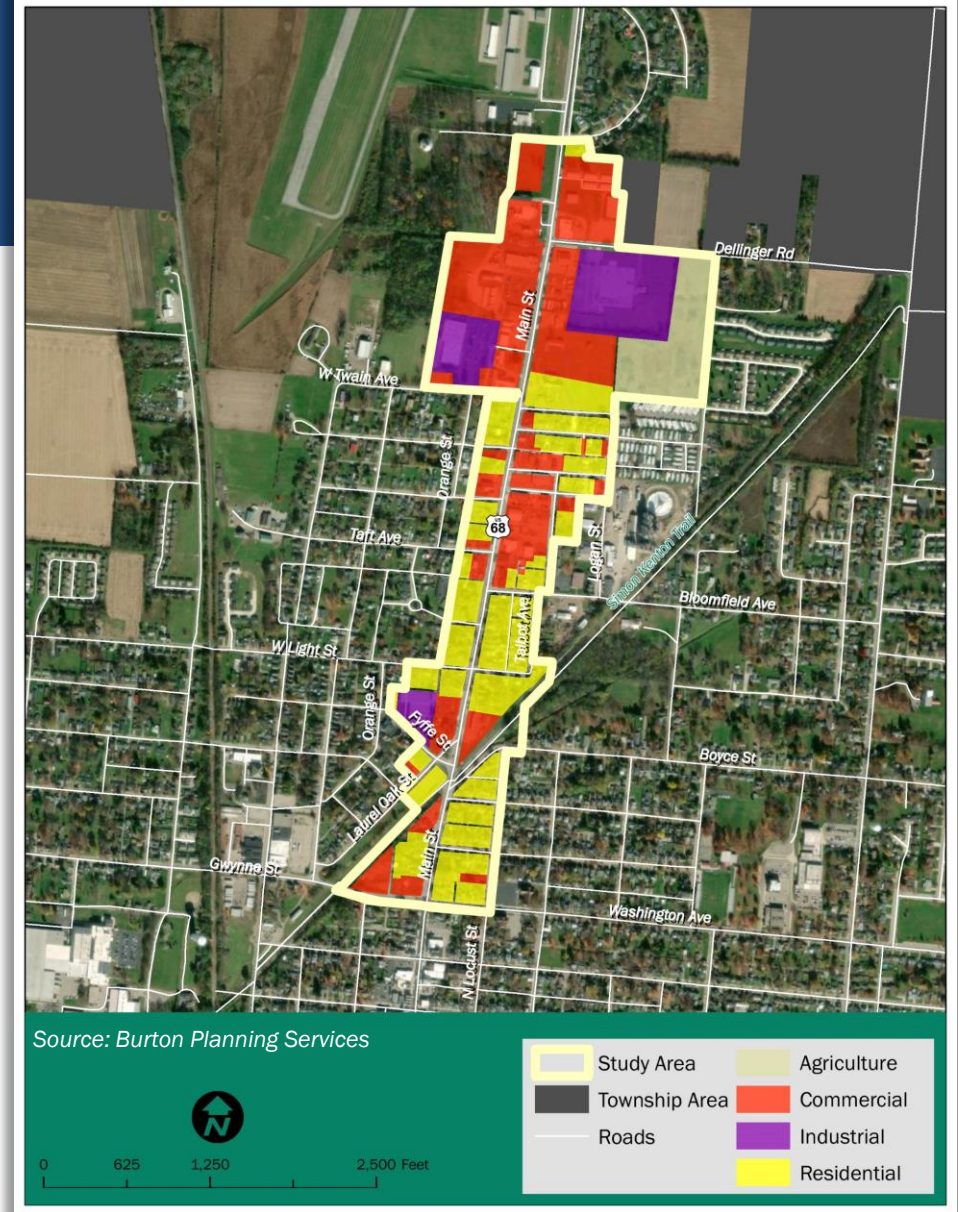


Land Use and Zoning



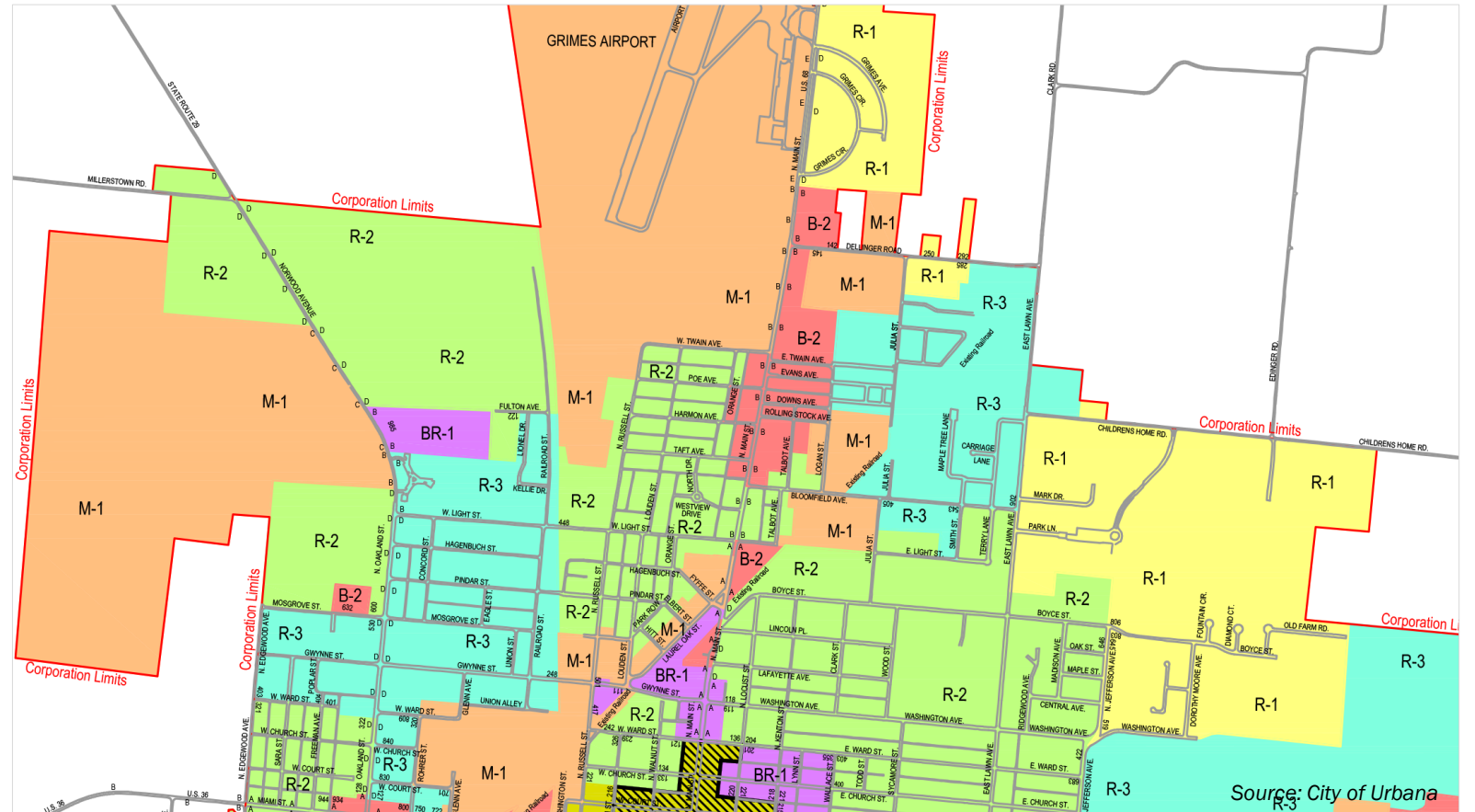
Existing Land Use

- 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

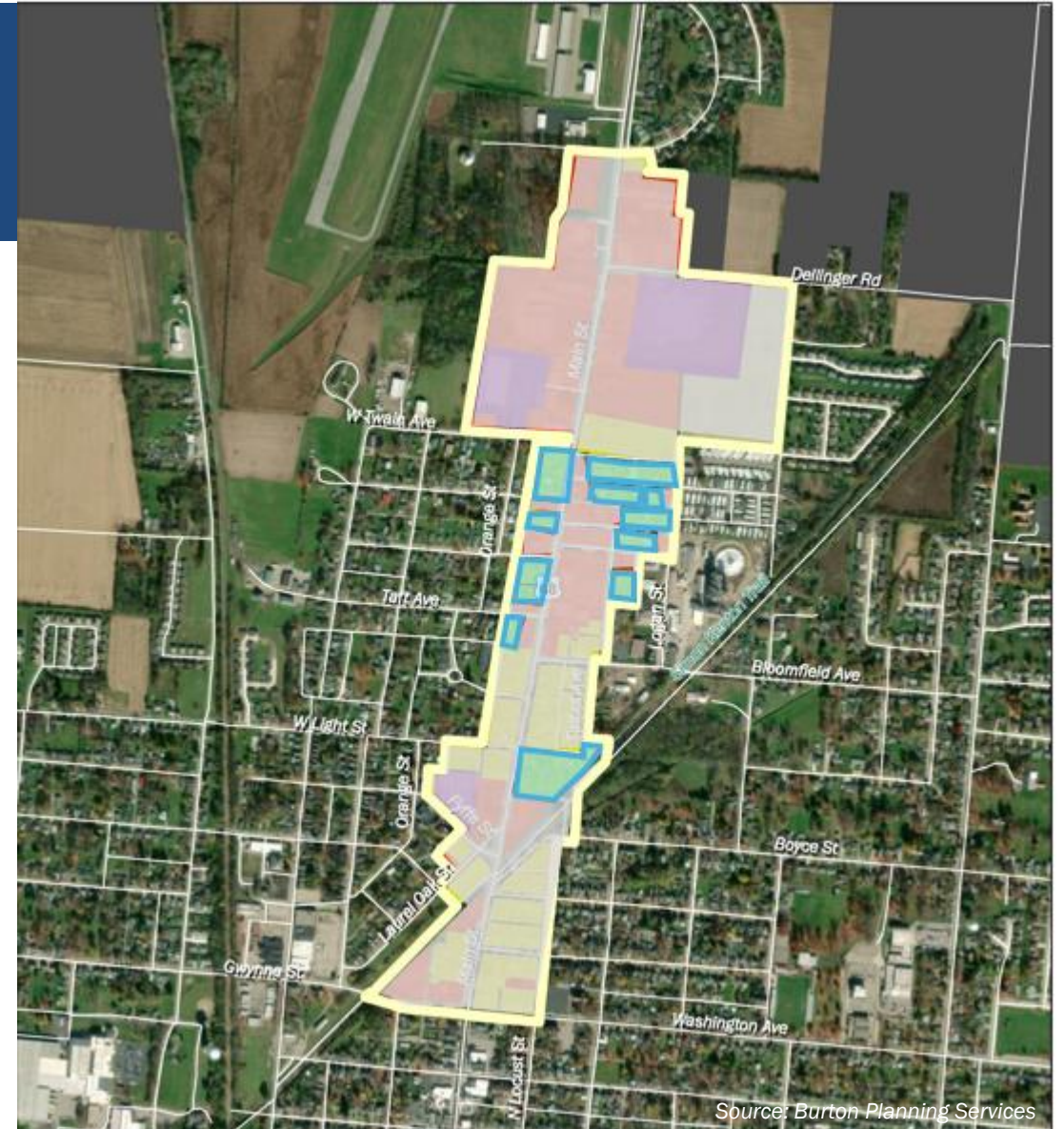


Source: City of Urbana








Inconsistent uses

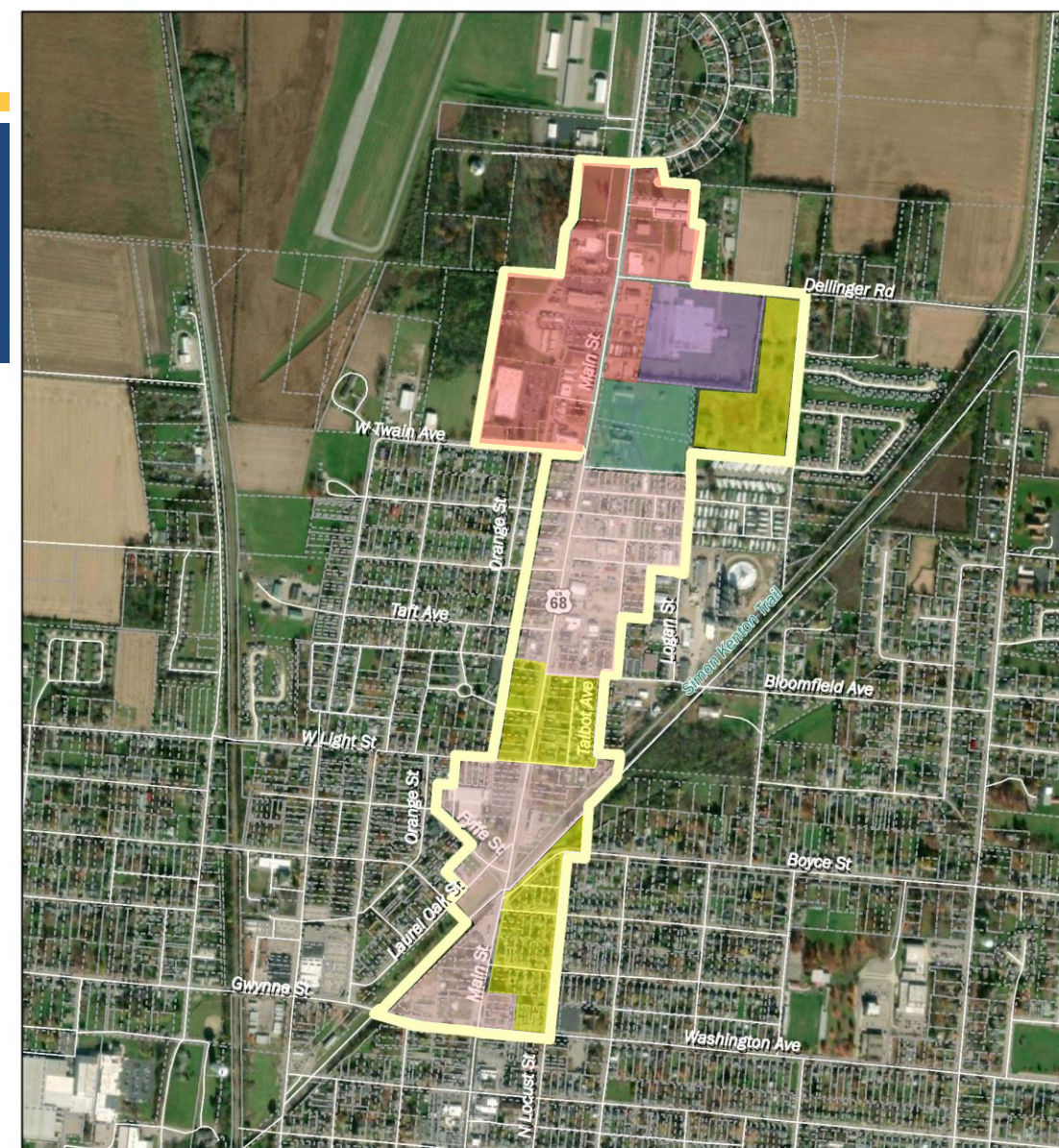
- Residential uses
- B-2 zoning (commercial)



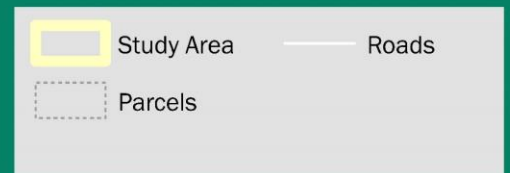
Source: Burton Planning Services

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








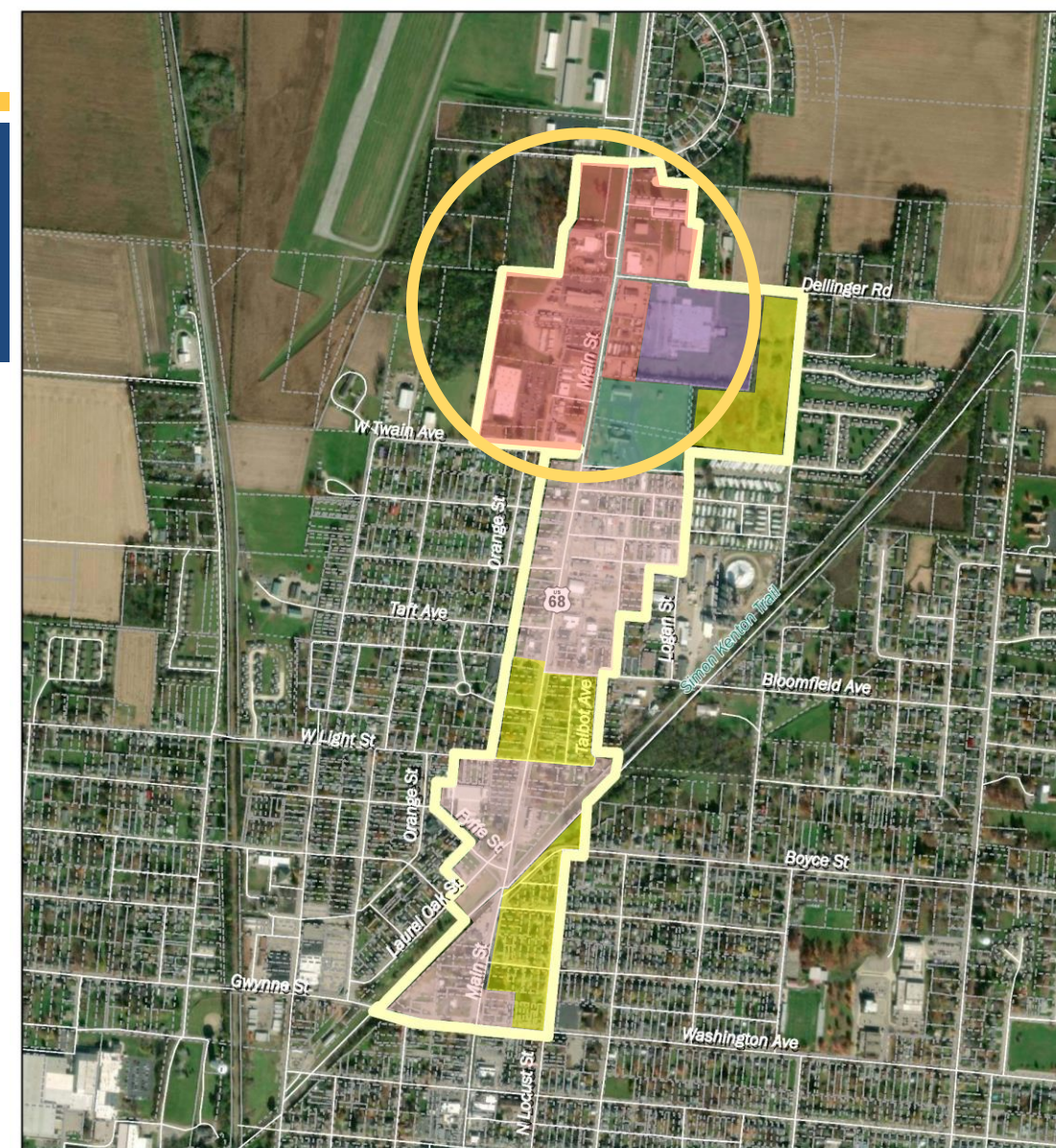
Small Group Discussion – Land Use

- 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



DRAFT Future Land Use

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

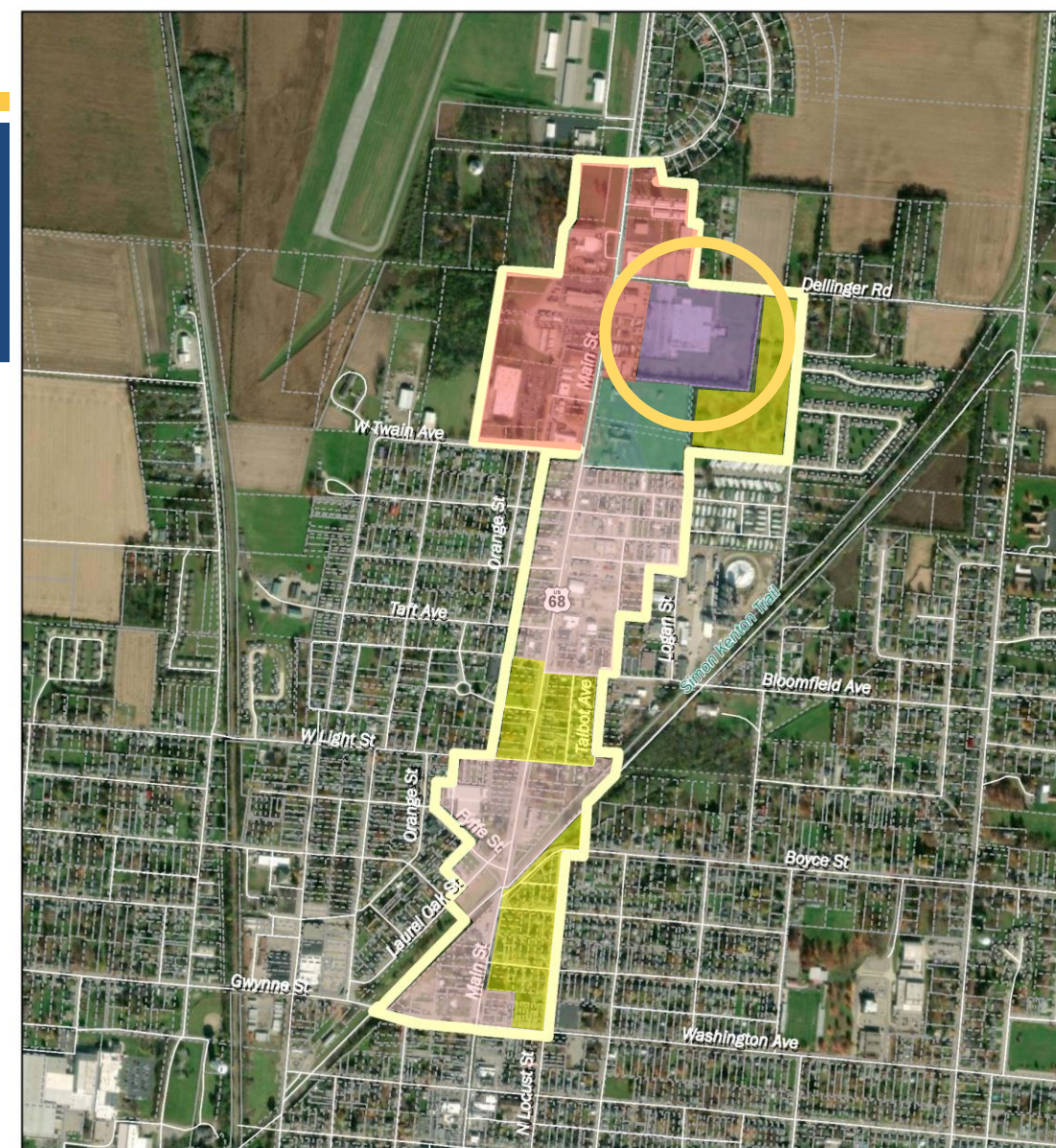


City of Urbana North Main Street Corridor Plan
Plan Area Boundary



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



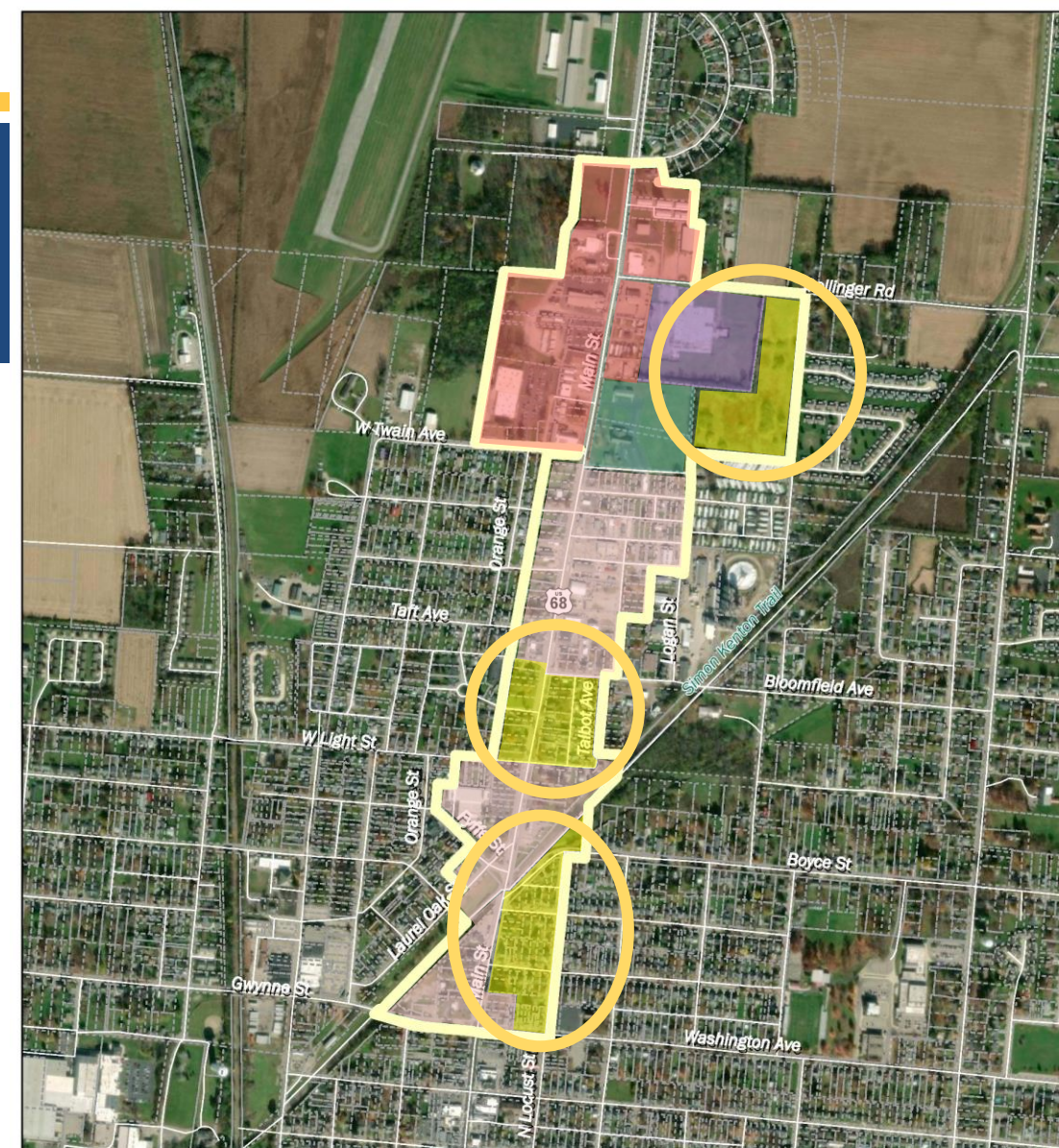
Legend:

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




DRAFT Future Land Use

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City of Urbana North Main Street Corridor Plan
Plan Area Boundary








 Study Area

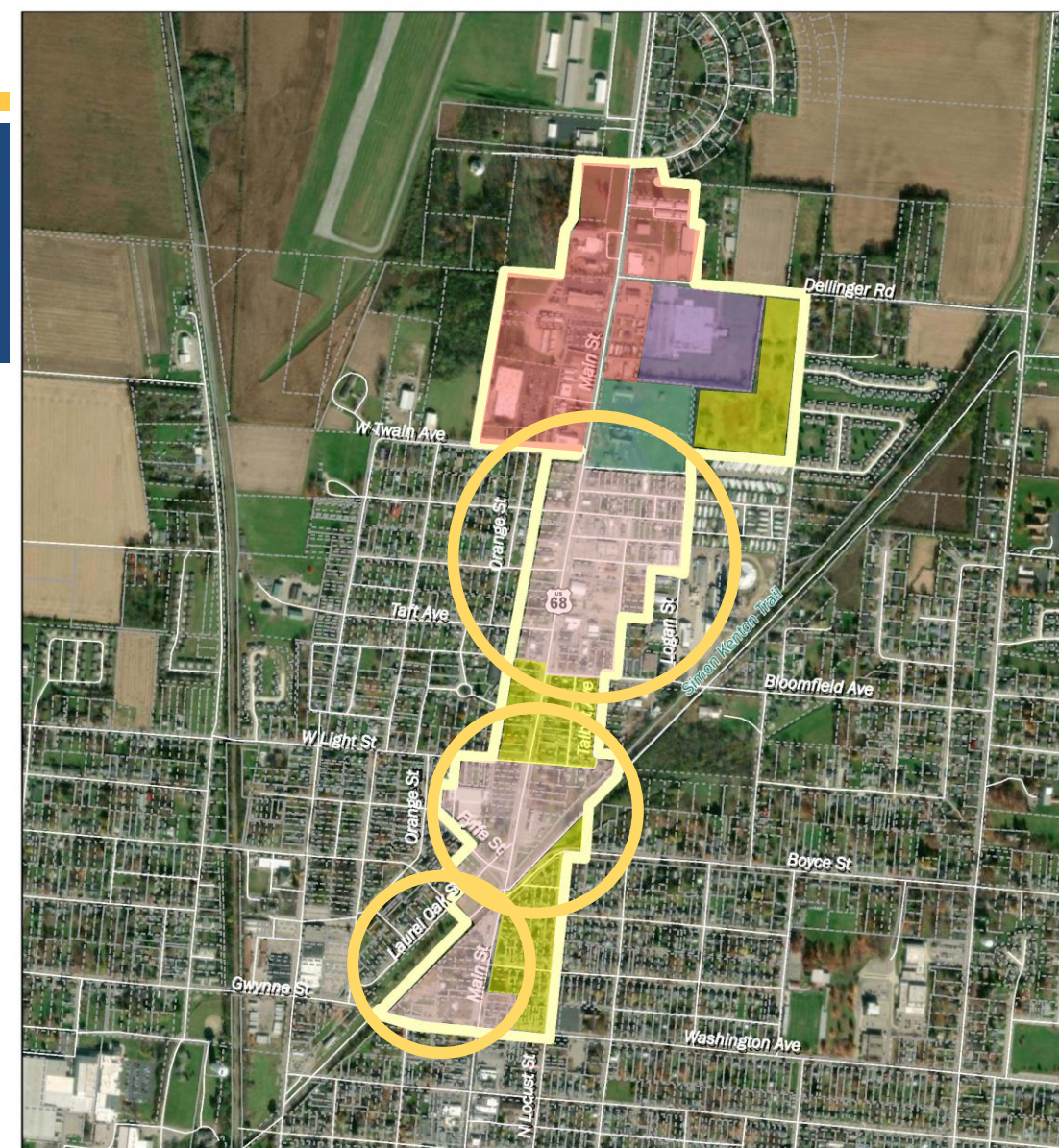
 Parcels

 Roads




DRAFT Future Land Use


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



City of Urbana North Main Street Corridor Plan
Plan Area Boundary






 Study Area

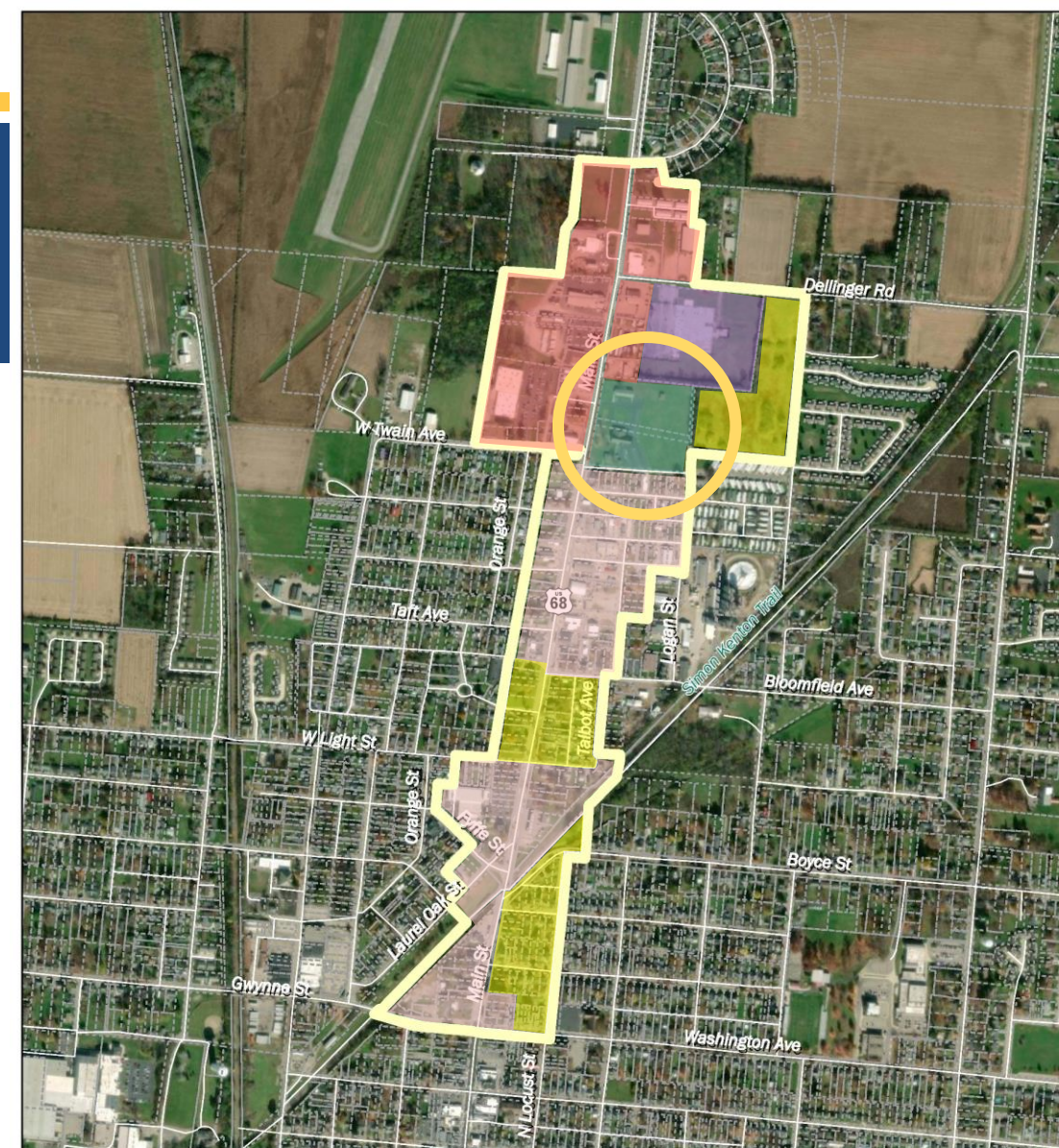
 Parcels

 Roads




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



 Study Area

 Parcels

 Roads



Small Group Discussion – Zoning

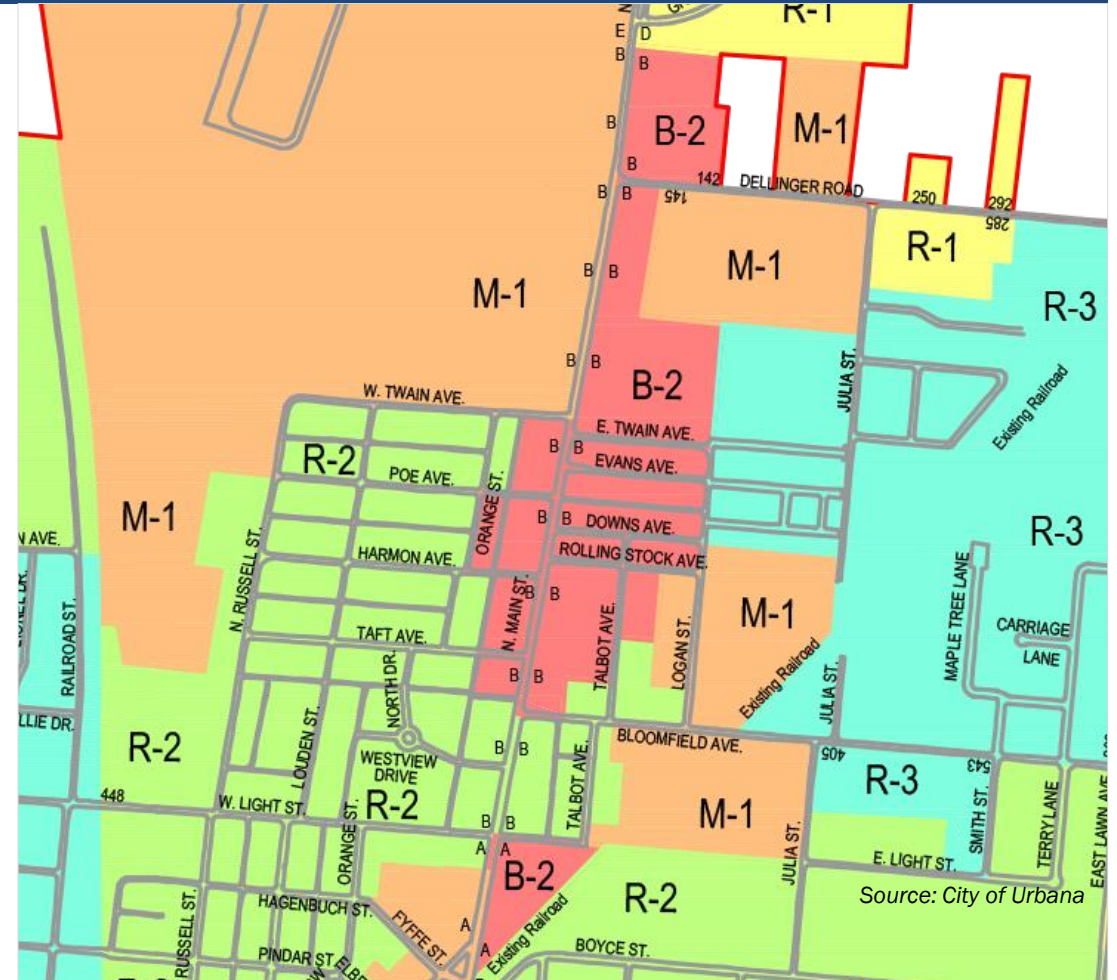
- Talk about zoning recommendations in small groups
- Share if you agree, disagree or have ideas for other scenarios

- 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)



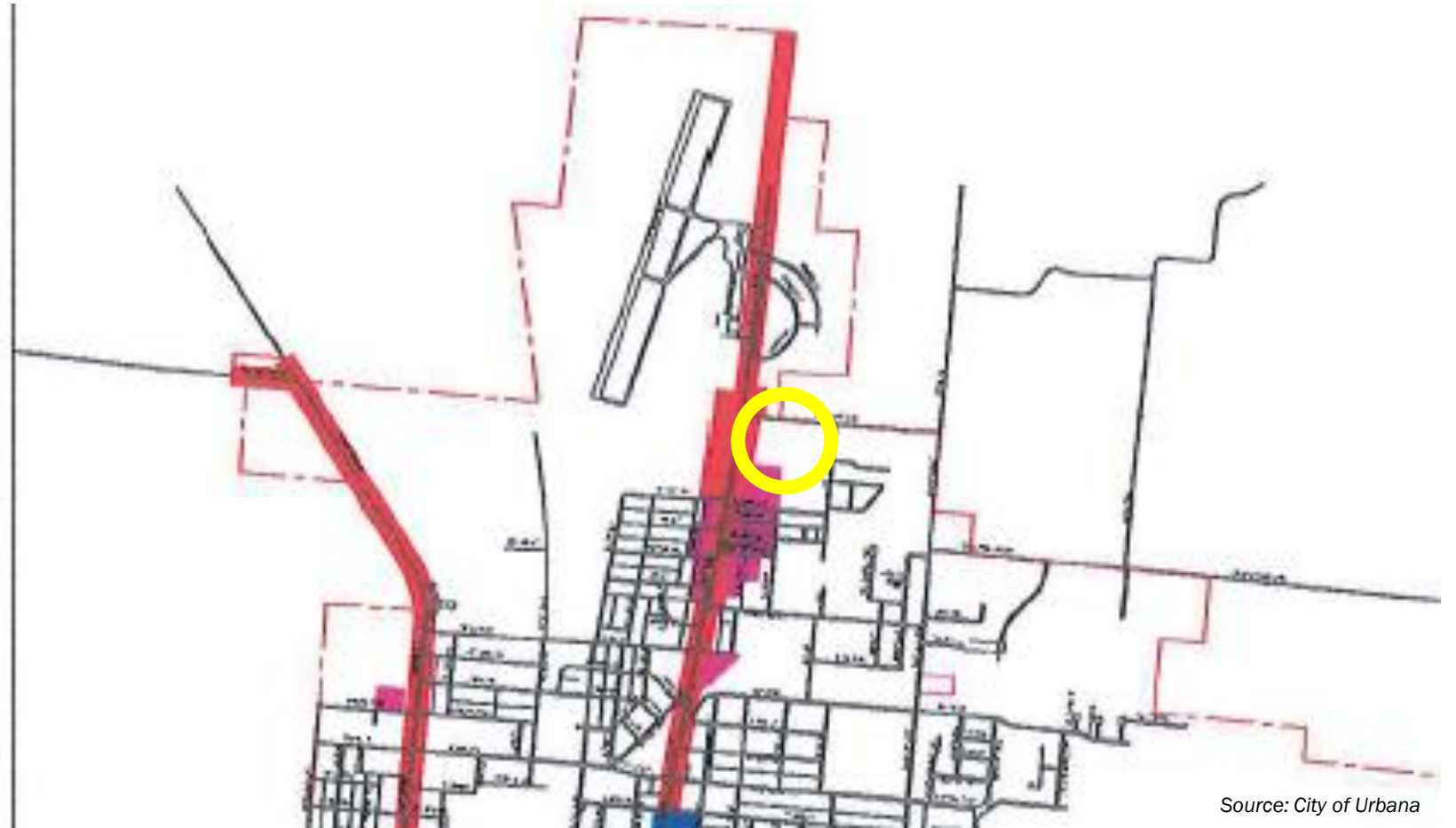
DRAFT Zoning Recommendations

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



Source: Burton Planning Services

DRAFT Recommendations

Crossing improvements

- Light to Twain (2nd 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!

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<https://burtonplanning.com>

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doug.crabill@ci.urbana.oh.us
(937) 652-4305

NORTH MAIN STREET CORRIDOR PLAN

City of Urbana

February 27, 2024



Urbana North Main Street Corridor Plan
Steering Committee Meeting #3
2/27/2024



Meeting Summary

Overview

A presentation was given to committee members providing an overview of the project timeline and scope, the Community Open House and Survey results, and plan recommendations based on community input. Committee members had a discussion related to proposed draft land use and zoning recommendations for the plan area.

The first category of recommendations discussed by the committee were draft future land use policy recommendations (**Figure 1**). The presentation included a description of each of the draft recommendations and an explanation that the land use recommendations are intended to support the community’s vision and goals for the area. It was also noted that land use recommendations do not change existing zoning but may be used by the city and community to support requests to rezone property to other districts in the future.

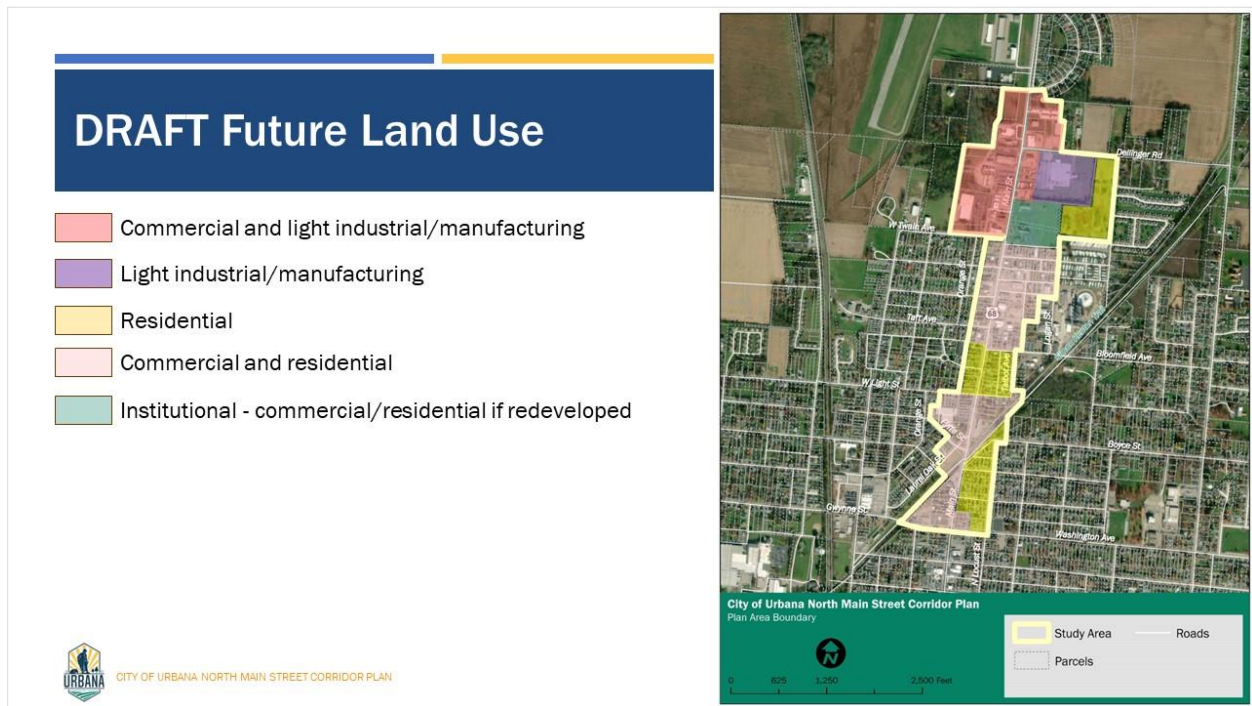


Figure 1 - Draft Future Land Use Map

Commercial and Light Industrial/Manufacturing Land Use Recommendation

The presentation described the commercial and light industrial/manufacturing land use recommendation and explained it supports a variety of uses that are classified as commercial, light industrial, or manufacturing in the City of Urbana Zoning code. It is recommended for areas in the northern portion of the plan area due to the existing development patterns, land uses, and existing zoning permissions in this area. The area is already predominantly commercial and light industrial and as the northern gateway to the city, adding appropriately designed commercial uses is appropriate to draw visitors from the airport and provide services to people just entering the city. Use of the existing corridor overlay standards is important to improve the overall look of the area.

Steering committee members supported this recommendation and provided the following comments about this draft land use:

1. It does not seem controversial as commercial and light industrial uses already exist in the area.
2. There are concerns about the aesthetics of the area if developed this way.
3. There is a desire for additional light manufacturing in an industrial park type setting.
4. It makes sense to avoid residential in this area due to the airport's proximity.

Light Industrial/Manufacturing Land Use Recommendation

The light industrial/manufacturing land use recommendation was described as intended for the former Siemens Energy and Automation site. The recommendation includes support for indoor industrial or manufacturing uses, with appropriate screening and landscaping between these uses and adjacent residential uses to mitigate any impacts of the site on residential properties.

Steering committee members supported this recommendation and noted that the site is equipped with robust utilities which make it a good site for future industrial uses if an appropriate use is identified for the site.

Residential Land Use Recommendation

The presenter explained the residential land use recommendation is proposed between Light Street and Bloomfield Avenue and south of the railroad tracks east of North Main Street. These areas are established residential neighborhoods with limited or no commercial uses present and existing residential zoning. In these areas, the land use recommendation supports single-, two-, and three-family dwellings. Additionally, residential uses are recommended on the vacant land in the northeast plan area with support for single-, two-, three-, and four or greater family dwellings. Appropriate landscaping and screening is recommended between residential and light industrial/manufacturing uses to mitigate the impacts of the industrial type uses on residential properties.

Steering committee members supported this recommendation and asked if it would be appropriate to expand the commercial/residential mixed use land use recommendation to the

residential land use areas and if it is appropriate to expand the industrial/manufacturing land use recommendation to the vacant northeast parcel recommended for residential. After discussion with the group, it was decided to not expand the commercial recommendation into the established neighborhood areas as there is already a sufficient area recommended for retail in the plan area. The group did decide it is appropriate to add language to the land use recommendation for the northeast vacant property to support additional uses, including light industrial/manufacturing if it is to assist in development of the former Siemens Energy and Automation site.

Commercial and Residential Land Use Recommendation

The commercial and residential land use recommendation was described as areas that may support a variety of commercial and/or residential uses on the same or separate parcels. It was explained that a mixed-use recommendation for commercial and residential does not require a developer or property owner to include both commercial and residential uses within a single development, but instead, the recommendation supports a range of uses within the designated area. This recommendation was proposed for the areas between Bloomfield Avenue and Twain Avenue, south of Light Street to the railroad tracks, south of the railroad tracks on the west side of North Main Street, and the northeast corner of North Main Street and Washington Avenue.

Steering committee members supported this recommendation and provided the following comments about this draft land use:

1. The mix of residential and commercial uses may provide additional foot traffic in the area which helps support local businesses.
2. New commercial development should have a careful review of the entrances and exits from the parking lots to ensure traffic issues are not impacting residential areas. City staff noted the existing overlay corridor standards require new auto-oriented development proposals (e.g. car washes, ATMs, drive throughs, gas stations, etc.) to demonstrate adequate stacking requirements. Additionally, the corridor overlay includes access management standards, including distance between curb cuts and the number of curb cuts permitted for a site or within an area.
3. It was requested that the northeast corner of North Main Street and Washington Avenue be recommended for residential uses to maintain consistency with the existing neighborhood. (The existing zoning permits personal services, and therefore, some commercial uses may still occur at this location.)
4. It was requested that any properties owned by Ultra-met be recommended for light industrial/manufacturing to be consistent with the existing land use, however, the plan should recommend that future development in these areas be designed appropriately to mitigate any impacts (e.g. light, noise, traffic, etc.) on adjacent residential uses.

Institutional Land Use Recommendation

The presenter described the institutional land use recommendation as being located on the site of the existing United Church of Christ in Christian Union. This recommendation supports

the existing institutional use and includes support for future development of the site if proposed by the property owner. If development is proposed, the commercial and residential land use recommendation applies to the site.

The steering committee members supported this recommendation.

Zoning Recommendation: Remedy Zoning and Land Use Inconsistencies

The presenter explained three options to remedy the existing inconsistencies between some residential uses in the plan area that are zoned for commercial type uses (B-2 General Business District). The steering committee discussed the three options and there was general support for the concept of rezoning residential properties that are zoned B-2 General Business to the BR-1 zoning district to remedy the inconsistency between use and zoning. It was also noted in the presentation the residential properties can alternatively be rezoned to a residential zoning district to remedy the inconsistency between use and zoning.

Zoning Recommendation: Expand the Overlay District Boundaries

The presentation included a recommendation to include the former Siemens Energy and Automation site in the existing overlay district in order to apply appropriate design standards to the site in alignment with the Plan's vision. Examples of overlay standards that may be appropriate to apply to an industrial or warehouse type use include landscaping, parking lot screening, and appropriate lighting. There was general agreement with this recommendation.

Zoning Recommendation: Support for Parking Variances

A recommendation was presented to the committee to have the plan include language to support requests for parking variances when requested in the development review process. Support should be based on an application's alignment with the plan's land use recommendations and design standards. Additionally, each development should include documentation their demand for parking to illustrate the variance is appropriate for the site and use. Appropriate amounts of parking (or "right-sized" parking) encourages compact development patterns, supports parking to the rear or side of the building, reduces the number of underutilized or vacant parking lots in the plan area, and encourages redevelopment of sites by lowering development costs. The steering committee members agreed with this recommendation.

Appendix D

Community Survey

- 1. Community Survey Social Media Ad**
- 2. Community Survey Summary**
- 3. Community Survey Data**

Urbana North Main Street Corridor Plan

— COMMUNITY INPUT REQUESTED —

SHARE YOUR **VISION**

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.

The 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.





CITY OF URBANA NORTH MAIN STREET CORRIDOR PLAN

Community Survey Summary

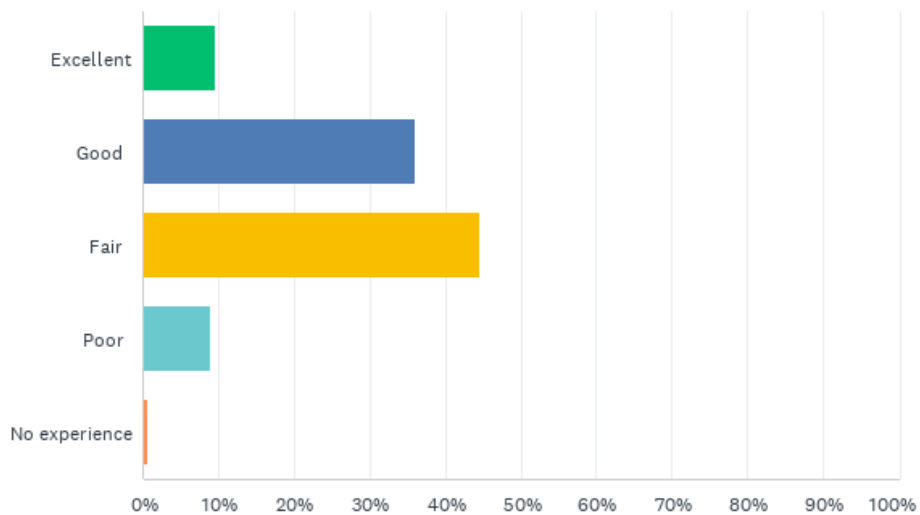
October 27, 2023

The community survey was designed to understand how residents and stakeholders interact with the study area. Respondents were asked eight questions about how often they interact with the North Main Street Area, their perceptions of area, which services they use, and which changes, if any, would improve the North Main Street Area. Results from the survey will be used to guide future land use, zoning code updates or revisions, and infrastructure improvements.

Respondents were invited to participate in the survey 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 155 responses were recorded.

Questions 1-4 captured the base conditions of the study area and how respondents interacted with the space. For example, respondents were asked how often they visit, the quality of their experience, which modes of transportation they used, while visiting, and their reasons for visiting the area. Approximately 23% of respondents reported visiting the study area at least once per week, while 63% of respondents reported visiting the study area daily. Figure 1.1 shows how respondents rate their experience with the North Main Street Area. Most respondents (45%) reported having a “fair” experience in the study area, while 36% of respondents reported having a “good” experience.

Figure 1.1. Respondent perception of the North Main Street Area.

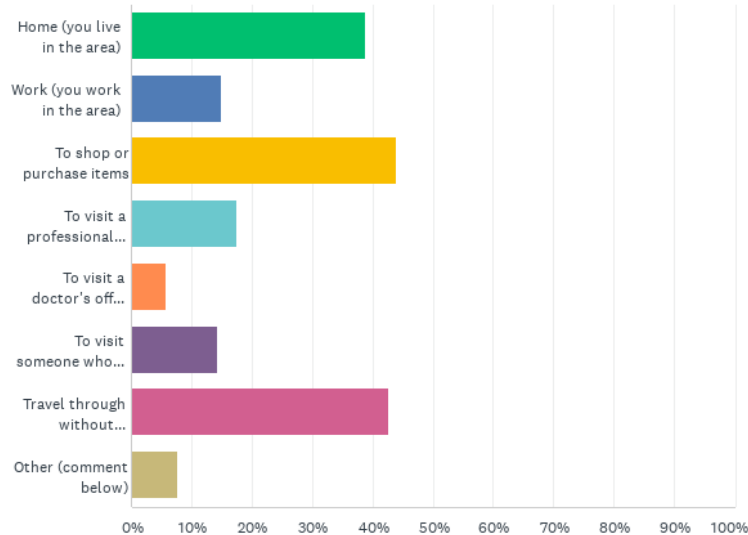




CITY OF URBANA NORTH MAIN STREET CORRIDOR PLAN

Approximately 82% of respondents preferred to drive to the study area. Figure 1.2. shows the variety of purposes respondents visit the North Main Street Area. The three most common uses are living, shopping, or traveling through the area.

Figure 1.2. Typical reasons for visiting the North Main Street Area.



Questions 5, 6, and 7 were short-answer questions to capture what respondents liked about the North Main Street Area. Respondents were also asked about which amenities or services are needed in the area, and what they would like to see in the area in the future.

When asked about what they liked about the area, respondents noted the quiet, small-town feel of the North Main Street Area, such as the minimal traffic density, historic charm, accessibility, and mix of homes and local businesses. Some respondents reported enjoying the tree-lined streets, using the bike path, and visiting their favorite businesses. Other respondents were optimistic about opportunities for improvement, said the study area “has potential”.

When asked about amenities or services that are needed in the North Main Street Area, respondents mostly requested sit-down restaurants, fast food restaurants, and a grocery store. Respondents also requested amenities to attract visitors and families, including a gas station, play areas or stores for children, and updated sidewalks.

Respondents reinforced their desire to gather at restaurants, stores, and public recreation spaces when asked about what they would like to see in the future along the North Main Street Corridor Area. Furthermore, respondents hoped to see the North Main Street Area updated with new infrastructure, renovated buildings, greenspace, and clean streets that supported a mix of pedestrian, vehicle, and bicycle use.



CITY OF URBANA NORTH MAIN STREET CORRIDOR PLAN

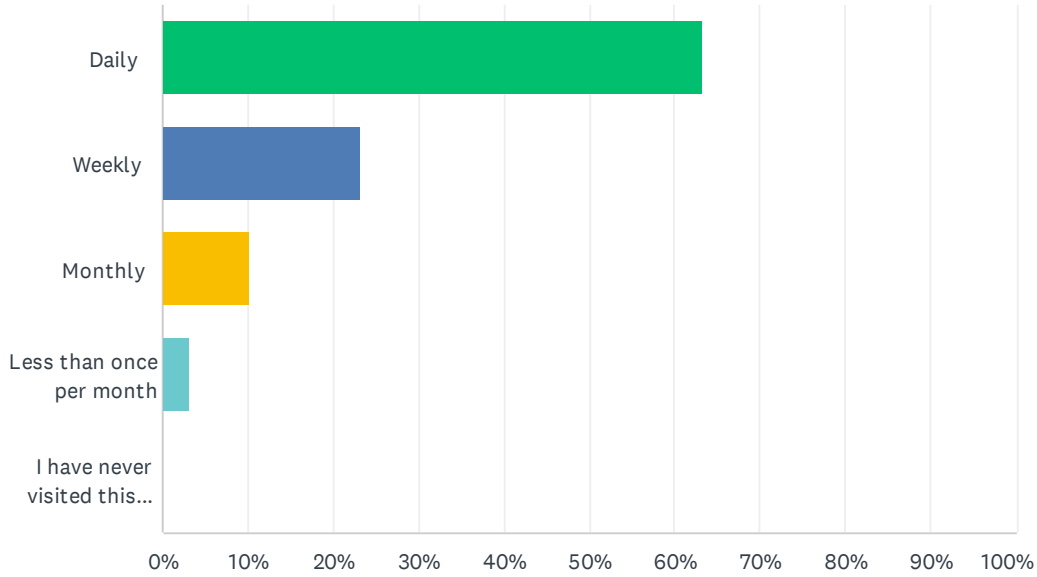
In Question 8, respondents were given a list of possible changes for the North Main Street Corridor asked to select their top three priority changes. Table 1.1. shows the choices available and the number of respondents who selected the choice as one of their three priorities. Of the 17 options, respondents were most interested in more places to meet and socialize, such as coffee shops and restaurants. Respondents were also interested in more retail along the North Main Street Area (clothing, groceries, specialty shops, etc.), sidewalk connectivity, and a clean, updated, and vibrant look.

Table 1.1. Desired changes to the North Main Street Area by rank.

What type of change would you like to see in the North Main Street Area?	Number of respondents who selected the choice.
I'd like more places to meet or be with people like coffee shops, restaurants, etc.	100
I'd like more retail in the area (clothing, groceries, specialty shops, etc.).	82
I'd like more sidewalk connections in the area.	60
I'd like the corridor to look differently.	44
I'd like more housing in the area.	32
I'd like less industrial or warehouse facilities in the area.	28
I'd like more businesses or professional offices in the area.	26
I'd like more parking in the area.	19
I'd like more industrial or warehouse facilities in the area.	17
I'd like more bicycle facilities in the area.	17
I prefer no change in the corridor.	15
I'd like less housing in the area.	8
I'd like less retail in the area (clothing, groceries, specialty shops, etc.).	8
I'd like less places to meet or be with people like coffee shops, restaurants, etc.	5
I'd like less businesses or professional offices in the area.	4
I'd like less parking in the area.	0

Q1 How often do you visit the North Main Street area (see map of area below)? (Select one)

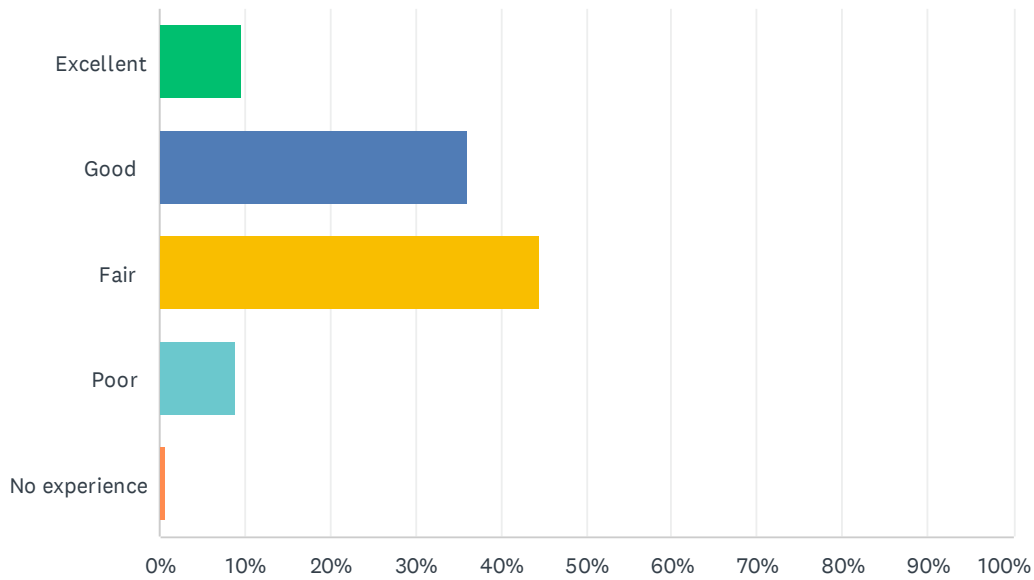
Answered: 155 Skipped: 0



ANSWER CHOICES	RESPONSES	
Daily	63.23%	98
Weekly	23.23%	36
Monthly	10.32%	16
Less than once per month	3.23%	5
I have never visited this area	0.00%	0
TOTAL		155

Q2 What is your experience visiting the area? (select one)

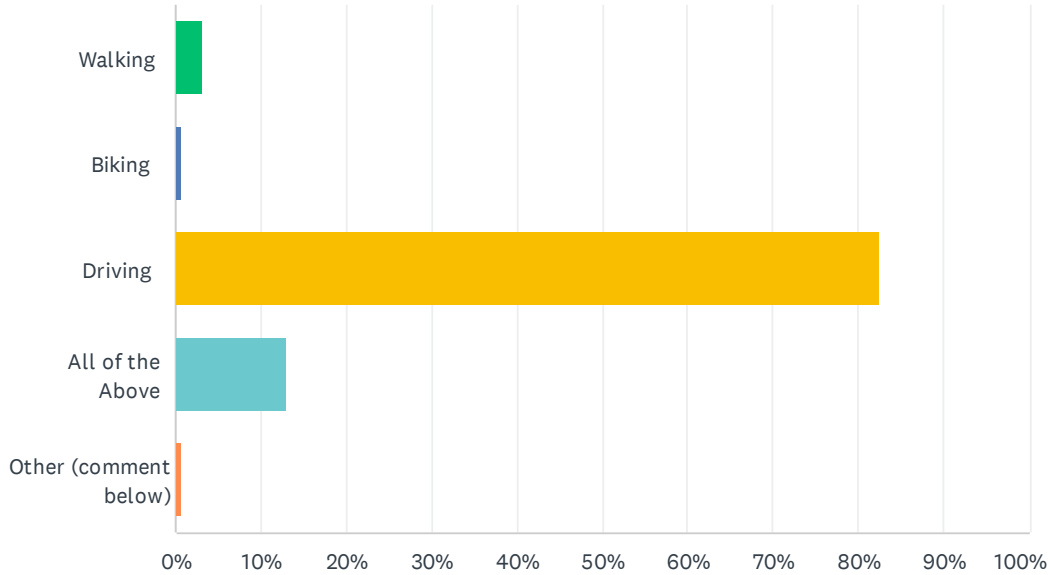
Answered: 155 Skipped: 0



ANSWER CHOICES	RESPONSES	
Excellent	9.68%	15
Good	36.13%	56
Fair	44.52%	69
Poor	9.03%	14
No experience	0.65%	1
TOTAL		155

Q3 When you visit the area, how do you typically get around in the area? (Select one)

Answered: 155 Skipped: 0

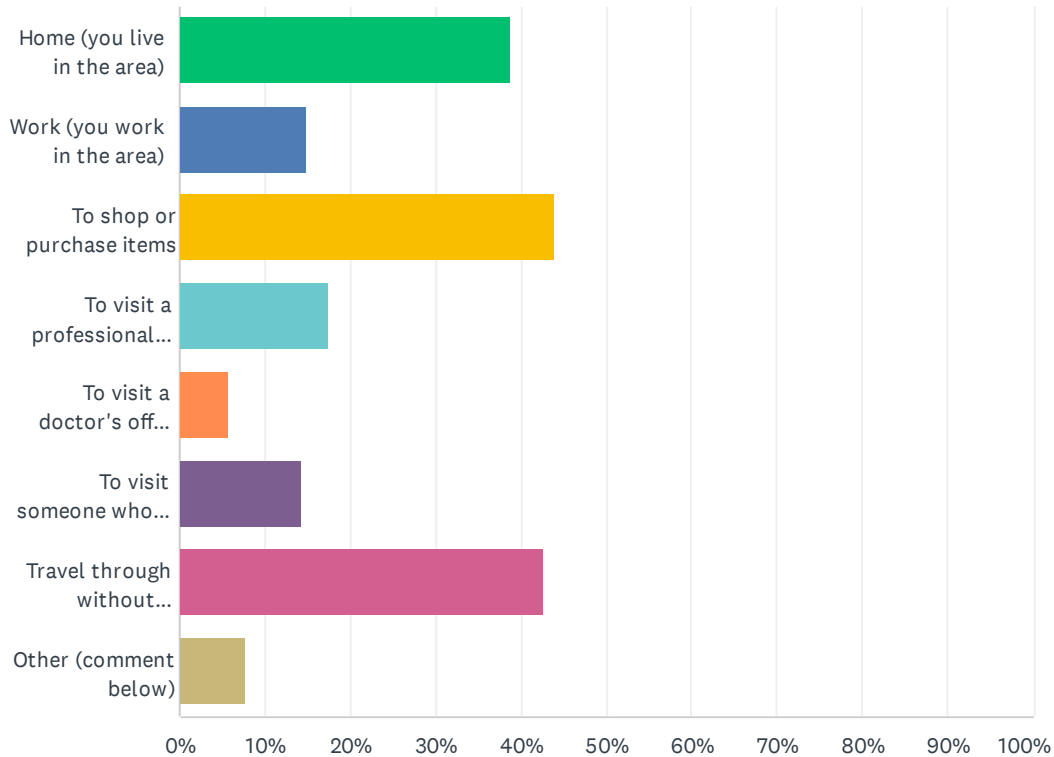


ANSWER CHOICES	RESPONSES
Walking	3.23% 5
Biking	0.65% 1
Driving	82.58% 128
All of the Above	12.90% 20
Other (comment below)	0.65% 1
TOTAL	155

#	OTHER (COMMENT BELOW)	DATE
1	walking or driving	9/25/2023 6:08 PM

Q4 When you visit the area, what is the typical purpose of the visit? (select all that apply)

Answered: 155 Skipped: 0



ANSWER CHOICES	RESPONSES
Home (you live in the area)	38.71% 60
Work (you work in the area)	14.84% 23
To shop or purchase items	43.87% 68
To visit a professional business or office	17.42% 27
To visit a doctor's office or medical professional's office	5.81% 9
To visit someone who lives in the area	14.19% 22
Travel through without stopping	42.58% 66
Other (comment below)	7.74% 12
Total Respondents: 155	

#	OTHER (COMMENT BELOW)	DATE
1	Restaurants	10/12/2023 8:34 PM
2	Home, but just out of N. corridor	10/11/2023 10:28 PM
3	Going to eat in Bellefontaine	10/11/2023 10:16 PM

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4	I live in Lafayette Ave As result not far from this area of north main	10/11/2023 7:12 PM
5	Veterinarian, gas at Speedway, food at DQ	10/11/2023 7:06 PM
6	Visit the storage units, Skelleys, Woodruffs or the Print shop	10/6/2023 2:25 PM
7	Eat	10/3/2023 1:43 PM
8	Access the airport, airport cafe and CAM	9/30/2023 9:23 AM
9	Used to live in this sector, and moved due to lack of infrastructure and heavy traffic flow with no amenities.	9/27/2023 4:42 PM
10	Dinning	9/26/2023 11:34 AM
11	deliveries	9/26/2023 10:58 AM
12	Use the drive-thru	9/26/2023 7:01 AM

Q5 Tell us things you like about the area (comment below)

Answered: 155 Skipped: 0

#	RESPONSES	DATE
1	The businesses, except the new dollar store going up.	10/14/2023 4:38 PM
2	Beautiful area	10/13/2023 9:31 PM
3	Never much traffic	10/13/2023 5:51 PM
4	Its a nice place to live .	10/13/2023 9:57 AM
5	speedway, spotted cow, habitat for humanity	10/13/2023 8:05 AM
6	It's pretty simple with easy traffic.	10/12/2023 10:26 PM
7	Not much of anything. Nothing draws me that direction	10/12/2023 8:49 PM
8	There are some good restaurants currently. It would be nice to see some additional eating and shopping venues.	10/12/2023 8:34 PM
9	Small town feel Lots of potential	10/12/2023 8:27 PM
10	It's a big enough area.	10/12/2023 6:58 PM
11	It is open for improvement	10/12/2023 3:09 PM
12	Small businesses	10/12/2023 3:06 PM
13	Minimal traffic lights	10/12/2023 3:03 PM
14	It is run down. It need life brought back to it. There is multiple eye sores of buildings.	10/12/2023 8:17 AM
15	The people	10/12/2023 7:38 AM
16	NA	10/12/2023 7:16 AM
17	Excellent thrifting and antiquing. We are obsessed with the plantains at Abuela's Kitchen.	10/12/2023 7:15 AM
18	Urbana is perfect the way it is, always was, it's a small town and should remain that way! But now with all the llc's wanting to take it over, Urbana's future doesn't look so good, please leave it alone.	10/11/2023 10:28 PM
19	Restaurants	10/11/2023 10:16 PM
20	W Productions, BJ's Drive Thru, Woodruff's Feed, Skelly's, ReStore, Dairy Queen, Garage Sales	10/11/2023 9:48 PM
21	Community feel. Nice neighborhood. Generally pretty quiet.	10/11/2023 9:34 PM
22	The stop light at delinger and main doesn't take forever to change	10/11/2023 9:31 PM
23	Dairy Queen, Spotted Cow	10/11/2023 9:19 PM
24	The historic charm makes for enjoyable walks with kids or dog. I believe our historic charm is what gives our town an identity compared to surrounding towns of similar population. Further North, I believe the Airport is a great feature of the community.	10/11/2023 8:33 PM
25	Seems well maintained.	10/11/2023 8:19 PM
26	Car wash	10/11/2023 7:50 PM
27	Nice	10/11/2023 7:43 PM
28	My office is there	10/11/2023 7:28 PM
29	Most areas along this area are a mix of residence and commercial buildings	10/11/2023 7:12 PM

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30	It isn't terribly congested with traffic.	10/11/2023 7:06 PM
31	Away from Scioto Street.	10/11/2023 6:42 PM
32	Safe area	10/11/2023 4:18 PM
33	Easy to navigate by car	10/11/2023 3:56 PM
34	Dairy queen	10/11/2023 3:05 PM
35	There are several buildings that look run down, but several are trying to update their place!	10/11/2023 2:18 PM
36	Close to airport and all its activity.	10/11/2023 11:31 AM
37	Traffic flows smoothly but that's probably because there really is not much there in terms of shopping.	10/11/2023 8:20 AM
38	Not much at all	10/10/2023 8:08 AM
39	The Dairy Queen, Lincoln and Main, Our Hero	10/6/2023 4:37 PM
40	I like the storage units, Grime Circle neighborhood. Skelly's, Woodruffs, the Print Shop	10/6/2023 2:25 PM
41	Sidewalks available Some restaurants	10/5/2023 9:28 PM
42	It looks pretty run down.	10/5/2023 10:04 AM
43	don't have any real emotion when travelling through the area except that I do contrast it with Scioto street's vibrancy. I do like the airport area.	10/5/2023 2:05 AM
44	Small town feel	10/4/2023 11:11 PM
45	Not much.	10/4/2023 9:59 PM
46	few traffic lights, flow good	10/4/2023 2:00 PM
47	I am a huge fan of this area in its existing condition. Easy access to a major biking trail. A bar, gas station, multiple restaurants, utility services like laundry or ammo. Lively work force in the area with relatively little to no recurring crime.	10/4/2023 12:28 PM
48	space, clean and easy travel	10/4/2023 10:39 AM
49	Wide roadway	10/4/2023 9:00 AM
50	The south end of the study area, south of the railroad, is a nice residential area with investment by Lincoln & Main restaurant. It has walkability and more landscaping/grass. It feels welcoming.	10/3/2023 1:45 PM
51	New Dollar General going in, Dairy Queen, Our Hero, armory.	10/3/2023 1:43 PM
52	It's local	10/3/2023 12:23 PM
53	Restaurant and coffee choices.	10/2/2023 9:21 PM
54	DQ, pet clinic look nice.	10/1/2023 7:20 PM
55	Ease of getting through the area	9/30/2023 10:13 AM
56	Bike path.	9/30/2023 9:40 AM
57	Open area for growth, residential and commercial. It is an important first impression for visitors from the north	9/30/2023 9:23 AM
58	Independent businesses	9/30/2023 8:39 AM
59	Grimes Field	9/30/2023 5:03 AM
60	It's quiet . Good mix of business and homes on Main Street	9/29/2023 5:10 PM
61	The development on the square the last few years has been wonderful.	9/29/2023 4:17 PM
62	Safe area	9/29/2023 1:37 PM
63	Simple, just stripes down the middle.	9/29/2023 6:59 AM

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64	It has a mix of homes and businesses.	9/28/2023 4:43 PM
65	It has some fine neighborhoods up to the railroad tracks, but goes downhill after that. Lincoln and Main was pretty good for awhile.	9/28/2023 9:36 AM
66	Restaraunts in that area	9/28/2023 5:19 AM
67	I really don't like the area at all. It looks old and run down. I would have to say the large houses are nice and lincoln and main has improved the area	9/28/2023 3:26 AM
68	Businesses	9/27/2023 9:28 PM
69	It's quiet	9/27/2023 7:36 PM
70	It's pretty quiet.	9/27/2023 7:25 PM
71	Mostly clean	9/27/2023 6:10 PM
72	Na	9/27/2023 5:09 PM
73	Not a lot of traffic	9/27/2023 4:48 PM
74	There's literally nothing to like about this area. The sidewalks are small and difficult to navigate, if they are even there at all. Traffic is too close to the road and moving too fast. It is very hard to feel safe with young children here.	9/27/2023 4:42 PM
75	I like the businesses in the area.	9/27/2023 4:18 PM
76	I really like the Dairy Queen.	9/27/2023 2:46 PM
77	The bike path, businesses that're being highly utilized	9/27/2023 2:41 PM
78	Few traffic lights	9/27/2023 2:39 PM
79	Some business such as The Pet Clinic	9/27/2023 2:38 PM
80	The trees lining it.	9/27/2023 2:08 PM
81	Its ran down the companies are letting there business fronts deteriorate. The sidewalks are dangerous.	9/27/2023 1:34 PM
82	Not a busy area typically	9/27/2023 1:21 PM
83	Nothing special	9/27/2023 1:04 PM
84	Restore Store, Our Hero,	9/27/2023 12:16 PM
85	Run Down. Empty buildings. Very little amenities.	9/27/2023 12:13 PM
86	Easily accessible to everything.	9/27/2023 12:12 PM
87	It is perfect as is. Stop meddling.	9/27/2023 12:06 PM
88	Easy traffic area	9/27/2023 12:03 PM
89	bike path	9/27/2023 12:00 PM
90	Available parking	9/27/2023 11:46 AM
91	Airport and Airport Cafe. Our Hero. Speedway. Ultra-Met	9/27/2023 10:41 AM
92	Attempts to revitalize and renew the buildings has been amazing.	9/27/2023 10:40 AM
93	Quite, not crowded. No housing complexes.	9/27/2023 10:00 AM
94	Some longtime, locally owned businesses like Skelly Lumber, Nancy Anderson Dance Studio (now Taylor Tolley), the airport	9/27/2023 9:58 AM
95	Spacious	9/27/2023 8:45 AM
96	really good neighborhood residential before train tracks, couple food options, and conveniences.	9/27/2023 7:36 AM
97	NA	9/27/2023 4:06 AM

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98	Not as crowded	9/26/2023 9:34 PM
99	The dairy queen	9/26/2023 4:59 PM
100	Not much	9/26/2023 4:36 PM
101	Wide street	9/26/2023 2:50 PM
102	Roads aren't terrible	9/26/2023 1:53 PM
103	Historical homes from Washington to Boyce	9/26/2023 11:52 AM
104	Room for new business with ample parking.	9/26/2023 11:34 AM
105	The flow and the Parking	9/26/2023 11:15 AM
106	Fairly uncongested	9/26/2023 10:58 AM
107	Lots of possibilities on North Main	9/26/2023 10:28 AM
108	Love Habitat for humanity and Dairy Queen.	9/26/2023 10:22 AM
109	A lot of potential. Businesses through the area need cleaned up.	9/26/2023 8:40 AM
110	Main transit rout through town. Small town feel with local businesses. Habitat Resale store!	9/26/2023 7:20 AM
111	It takes you to the airport	9/26/2023 7:01 AM
112	Nothing? Mostly residential, and a few rundown businesses that are hardly open	9/26/2023 3:03 AM
113	I love my Lafayette neighborhood. I like to see the traffic coming down N Main	9/25/2023 11:35 PM
114	N/a	9/25/2023 10:17 PM
115	I like being able to catch the bike trail to walk or ride bikes.	9/25/2023 10:09 PM
116	Lincoln and main, coffee shop, there's good affordable commercial space in this area that's a good spot for start up businesses to get started	9/25/2023 10:05 PM
117	Not much.	9/25/2023 10:03 PM
118	Dairy Queen	9/25/2023 9:57 PM
119	No answer	9/25/2023 9:32 PM
120	The Dairy Queen and vets office are easily accessible.	9/25/2023 8:51 PM
121	Dairy Queen Spotted Cow	9/25/2023 8:46 PM
122	Some good business, but the area seems run down	9/25/2023 7:50 PM
123	Many businesses seem to be thriving and keeping up storefronts/lots.	9/25/2023 7:35 PM
124	Before you go pass light st it's a very nice looking area, well kept houses	9/25/2023 7:19 PM
125	Nothing	9/25/2023 7:02 PM
126	Airport cafe and most functions that go on at the airport!	9/25/2023 6:46 PM
127	I like that the area is still kind of rural and not super crowded with business or homes. Things are a little spaced out so traffic isn't terrible and you can look around with a small town feel in the area.	9/25/2023 6:37 PM
128	It's where I grew up and close to my aging father.	9/25/2023 6:08 PM
129	Accessible	9/25/2023 6:00 PM
130	It's NOT congested	9/25/2023 5:51 PM
131	Convenient	9/25/2023 5:37 PM
132	-	9/25/2023 5:03 PM
133	Some of the businesses are nice and memorable	9/25/2023 4:59 PM
134	The people	9/25/2023 4:48 PM

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135	The homes	9/25/2023 4:38 PM
136	I think Urbana can help do a lot with the area. It's just slightly run down because that area is one of the oldest in town. I think sidewalks are in necessity nice sidewalks throughout that north side section.	9/25/2023 4:37 PM
137	Typically quiet area	9/25/2023 4:06 PM
138	I like that I can walk to anything I might need.	9/25/2023 3:35 PM
139	Mrs Taylor dance studio the airport	9/25/2023 3:34 PM
140	Has potential	9/25/2023 3:13 PM
141	For the most part the area is lovely.	9/25/2023 2:53 PM
142	Places to eat and drink. Also wife likes the stores around area	9/25/2023 2:46 PM
143	Quiet.	9/25/2023 2:36 PM
144	Nothing	9/25/2023 2:17 PM
145	The businesses, parking lots, cubs and sidewalks on the east side of north Main Street need improved. Some of the businesses are vacant and run down. The parking lots are full of debris and rocks.	9/25/2023 2:02 PM
146	Some of the older homes and buildings are interesting.	9/25/2023 2:00 PM
147	Quick access going North.	9/25/2023 1:46 PM
148	Main Street is in good shape. Road is not too wide which I think helps with speeding in most parts	9/25/2023 1:38 PM
149	Peaceful and quiet	9/25/2023 1:20 PM
150	I like the mom & pop shops/restaurants.	9/25/2023 1:04 PM
151	Lafayette Ave is a nice street to live on.	9/25/2023 12:59 PM
152	Convenient to home	9/25/2023 12:52 PM
153	everything	9/18/2023 10:36 PM
154	Has potential	9/15/2023 1:32 PM
155	I like being able to get my coffee just down the street from work	9/12/2023 2:14 PM

Q6 What amenities or services are needed in the area? (comment below)

Answered: 155 Skipped: 0

#	RESPONSES	DATE
1	Restaurant, a place to eat for lunch.	10/14/2023 4:38 PM
2	Another speedway would be excellent in this area.	10/13/2023 9:31 PM
3	Sit down restaurant with ample parking.	10/13/2023 5:51 PM
4	Pave Grimes Circle and Avenue take the dead or dying trees and cut back the bushes on Main St. so drivers can see down the road . Fix the drainage system so the water does pond on Grimes Ave. which eats away the road and makes potholes .	10/13/2023 9:57 AM
5	grocery store, restaurant	10/13/2023 8:05 AM
6	More attractions, food places & stores to bring more people to this side of town.	10/12/2023 10:26 PM
7	I don't see a need for anything	10/12/2023 8:49 PM
8	Restaurants, shopping and groceries	10/12/2023 8:34 PM
9	Grocery store Restaurants Park areas	10/12/2023 8:27 PM
10	None	10/12/2023 6:58 PM
11	Sidewalks	10/12/2023 3:09 PM
12	New sidewalks. More food, if possible a family style sit down restaurant	10/12/2023 3:06 PM
13	More resturants	10/12/2023 3:03 PM
14	Maybe another option for restaurants (pizza place) gas, sidewalks, making it more appealing and not so depressing looking.	10/12/2023 8:17 AM
15	Maybe a small local bakery/specialty food shop	10/12/2023 7:38 AM
16	Food	10/12/2023 7:16 AM
17	An educational gift and toy shop would be really nice, or an indoor play area. There's not much for the kids even though this is a big family town.	10/12/2023 7:15 AM
18	None	10/11/2023 10:28 PM
19	No dollar general	10/11/2023 10:16 PM
20	Turn only lanes for side streets, more co-hesive flow of businesses where businesses are gathered. (Always feels like some of the business buildings are empty)	10/11/2023 9:48 PM
21	Turn lane onto side streets off of Main Street.	10/11/2023 9:34 PM
22	Fast food	10/11/2023 9:31 PM
23	More food options	10/11/2023 9:19 PM
24	Most of the major amenities and services are already in place. Incentives to current businesses and property owners could be an effective way to encourage them to reinvest in their properties. I would hate to see the city encourage outside competitors especially national corporations to put local businesses out.	10/11/2023 8:33 PM
25	Fast food, Small park	10/11/2023 8:19 PM
26	Thrift store, community donation site!	10/11/2023 7:50 PM
27	Some fast food restaurants. Doctor and dental offices. Stand alone oil change.	10/11/2023 7:43 PM
28	Clean up the dump behind and in front of the Restore store	10/11/2023 7:28 PM

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29	Small business. Parks. Recreational areas. Residence.	10/11/2023 7:12 PM
30	Food with drive thru service Casual sit down family friendly restaurants	10/11/2023 7:06 PM
31	Restaurants	10/11/2023 6:42 PM
32	Sit down Restaurants besides coffee shops and Mexican restaurants	10/11/2023 4:18 PM
33	Grocery Restaurants	10/11/2023 3:56 PM
34	Apartments More lanes in road for travel	10/11/2023 3:05 PM
35	Restaurants including breakfast	10/11/2023 2:18 PM
36	Restaurants	10/11/2023 11:31 AM
37	Gas station options. Good sit down restaurants.	10/11/2023 8:20 AM
38	Restaurants, grocery stores modern car wash, sidewalks Enhance airport image , signage Promote Urbana	10/10/2023 8:08 AM
39	More restaurant choices, fill empty spaces	10/6/2023 4:37 PM
40	A car wash, thrift store (I really miss our Goodwill store) , fabric/quilt shop with longarm services.	10/6/2023 2:25 PM
41	More restaurants	10/5/2023 9:28 PM
42	Food services to bring people to the area.	10/5/2023 10:04 AM
43	Can't think of any that aren't offered elsewhere in the city.	10/5/2023 2:05 AM
44	Should be more pedestrian and bicycle-friendly	10/4/2023 11:11 PM
45	There isn't much that would draw people to the area. There are no professionals.	10/4/2023 9:59 PM
46	there is nothing in the area...	10/4/2023 2:00 PM
47	Whenever I am in a pedestrian setting or biking. It would be nice to have an easier time crossing the street at the railroad tracks. Constantly see not only myself but children or families trying to cross the street at the designated cross walk and almost have their life ended just from an inattentive driver.	10/4/2023 12:28 PM
48	child care, housing	10/4/2023 10:39 AM
49	Parking lots, side walks, and other public parking areas need updated.	10/4/2023 9:00 AM
50	More defined pedestrian paths are needed north of Bloomfield Avenue. Even though some small businesses have made strides to elevate their properties and their presence in the corridor, I believe it needs an anchor business to further investment in the middle section of this study area.	10/3/2023 1:45 PM
51	More food and professional businesses.	10/3/2023 1:43 PM
52	Shops	10/3/2023 12:23 PM
53	Nothing in particular	10/2/2023 9:21 PM
54	Nicer car wash. Building that was going to be a Mexican restaurant needs fixed up or town down. Feed store and other buildings near it need fixed up.	10/1/2023 7:20 PM
55	None	9/30/2023 10:13 AM
56	More professional offices	9/30/2023 9:40 AM
57	Public bathrooms for community events. Venue to showcase restaurants, shops and visitor information.	9/30/2023 9:23 AM
58	Hotel near airport	9/30/2023 8:39 AM
59	I'm all for small businesses. But good lord..how and why has the city not approved a fast food restaurant on the busiest road in town?	9/30/2023 5:03 AM
60	Fast food restaurant	9/29/2023 5:10 PM

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61	Parking could improve.	9/29/2023 4:17 PM
62	Sit down family restaurant	9/29/2023 1:37 PM
63	The old car lot beside W Productions needs re-developed. The old detail shop beside the daycare needs redeveloped. More houses needs added to the Grimes Ave and Circle.	9/29/2023 6:59 AM
64	We don't need more fast food in Urbana but a nice family style restaurant would be a great addition anywhere in town.	9/28/2023 4:43 PM
65	Multiuse zoning. If all mainstream had the ability to build business on ground floor, with housing above that'd be great. Or have corner stores allowed in the middle of residential blocks.	9/28/2023 9:36 AM
66	Anything that attracts people to Urbana.	9/28/2023 5:19 AM
67	gas station buildings rehabbed parking lots repaired area needs a lot of updating and repair	9/28/2023 3:26 AM
68	Quick food options	9/27/2023 9:28 PM
69	Grocery store	9/27/2023 7:36 PM
70	Maybe a gas station other than speedway.	9/27/2023 7:25 PM
71	Additional food	9/27/2023 6:10 PM
72	Na	9/27/2023 5:09 PM
73	Food	9/27/2023 4:48 PM
74	Communal areas for families to use, and good quality food options. No fast food, maybe a food truck lot and small park.	9/27/2023 4:42 PM
75	Some type of grocery store, drug store.	9/27/2023 4:18 PM
76	A face lift.	9/27/2023 2:46 PM
77	Unsure. Would like to see many of the abandoned/unused facilities be put to use	9/27/2023 2:41 PM
78	more restaurants	9/27/2023 2:39 PM
79	Properties need maintenance. A new park.	9/27/2023 2:38 PM
80	Nothing new except making it look better by roads/ sidewalks/ bike routes	9/27/2023 2:08 PM
81	??	9/27/2023 1:34 PM
82	Roads/sidewalks could use some improvements	9/27/2023 1:21 PM
83	Grocery, gas	9/27/2023 1:04 PM
84	Shopping, Restaurants, entertainment	9/27/2023 12:16 PM
85	Restaurants, Service Stations	9/27/2023 12:13 PM
86	Street parking, or no parking options. To many people park in front of houses.	9/27/2023 12:12 PM
87	The same as already exists.	9/27/2023 12:06 PM
88	Nicer walking areas, reasons to visit.	9/27/2023 12:03 PM
89	a sidewalk to the airport would be nice. the sidewalks are hit or miss the further north you go	9/27/2023 12:00 PM
90	Services and small businesses	9/27/2023 11:46 AM
91	More food options. More business in general of varying type.	9/27/2023 10:41 AM
92	Additional food choices	9/27/2023 10:40 AM
93	None	9/27/2023 10:00 AM
94	Beautification, sit down restaurant, recreation as in mini gulf, trampoline park, go carts, something entertaining etc.	9/27/2023 9:58 AM
95	Grocery, dining	9/27/2023 8:45 AM

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96	Health services, another restaurant, entertainment, kid friendly activity, sidewalks, trees, less concrete.	9/27/2023 7:36 AM
97	More business	9/27/2023 4:06 AM
98	Restrooms	9/26/2023 9:34 PM
99	Clean up the run down houses and buildings.	9/26/2023 4:59 PM
100	Grocery store	9/26/2023 4:36 PM
101	Unknown	9/26/2023 2:50 PM
102	Food	9/26/2023 1:53 PM
103	Market, outdoor space, family activities	9/26/2023 11:52 AM
104	More places to eat in.	9/26/2023 11:34 AM
105	Shopping for groceries, restaurants and other services	9/26/2023 11:15 AM
106	Wider Roads / Sidewalks - either non existing or in poor shape. More trees/flowers/	9/26/2023 10:58 AM
107	Fast foods, restaurants	9/26/2023 10:28 AM
108	A good breakfast/ brunch place like the Syndicate in Bellefontaine. A bakery would also be a nice addition. I've seen other people online wanting a Book store.	9/26/2023 10:22 AM
109	Restaurants	9/26/2023 8:40 AM
110	Wider street, wide bike lane, roundabout at Bloomfield intersection.	9/26/2023 7:20 AM
111	Something for kids to enjoy, ie skating rink	9/26/2023 7:01 AM
112	Businesses that are appealing and open	9/26/2023 3:03 AM
113	I'm not sure at this point.	9/25/2023 11:35 PM
114	N/a	9/25/2023 10:17 PM
115	I would like more restaurant/food/grocery options.	9/25/2023 10:09 PM
116	More thriving businesses in under utilized spaces.	9/25/2023 10:05 PM
117	Grocery store and some restaurants.	9/25/2023 10:03 PM
118	Businesses that aren't run down or empty buildings.	9/25/2023 9:57 PM
119	No answer	9/25/2023 9:32 PM
120	Groceries.	9/25/2023 8:51 PM
121	Grocery store	9/25/2023 8:46 PM
122	Business and shopping	9/25/2023 7:50 PM
123	Holistic health care.	9/25/2023 7:35 PM
124	Urbana needs more food and shopping in all areas. And not ANTIQUE SHOPS	9/25/2023 7:19 PM
125	Retail	9/25/2023 7:02 PM
126	More restaurants, revamping north point for July 4th festivities making it a public camp ground with a stage to have bands play outdoor concerts	9/25/2023 6:46 PM
127	Has station	9/25/2023 6:37 PM
128	non-seasonal restaurant, grocery option that is accessible for seniors, a true butcher shop, a non-Speedway gas station, health care option/urgent care	9/25/2023 6:08 PM
129	More restaurants. Another gas station further north than speedway.	9/25/2023 6:00 PM
130	Coffee shop, fast food restaurant	9/25/2023 5:51 PM
131	Food and better policing of the traffic that flies up and down the street	9/25/2023 5:37 PM

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132	-	9/25/2023 5:03 PM
133	Maybe a decent local attraction or activities center	9/25/2023 4:59 PM
134	Mores places to eat and gather.	9/25/2023 4:48 PM
135	Restaurants	9/25/2023 4:38 PM
136	Shopping, restaurants	9/25/2023 4:37 PM
137	Restaurants, shopping.	9/25/2023 4:06 PM
138	None.	9/25/2023 3:35 PM
139	More food options	9/25/2023 3:34 PM
140	Groceries clothing sit down restaurant	9/25/2023 3:13 PM
141	Restaurants/coffee shops	9/25/2023 2:53 PM
142	More places to eat	9/25/2023 2:46 PM
143	Places to meet people. Kids park or play areas.	9/25/2023 2:36 PM
144	Maybe more restaurants and things to do.	9/25/2023 2:17 PM
145	N/a	9/25/2023 2:02 PM
146	A small medical clinic would be convenient at this end of town. Maybe a hardware store.	9/25/2023 2:00 PM
147	Large scale Gas station and convenience store. Easier access and signage for local businesses. Fast casual restaurants and mid-ter type retail. (Thrift shops, re-store, up-cycle, hardware etc.) Less stop lights and more roundabouts.	9/25/2023 1:46 PM
148	Commercial development, rehabbing of the historic residential properties.	9/25/2023 1:38 PM
149	More food is always good	9/25/2023 1:20 PM
150	More restaurant options, small grocery	9/25/2023 1:04 PM
151	Places to eat- breakfast/brunch, sit down restaurants.	9/25/2023 12:59 PM
152	More things for kids or shops	9/25/2023 12:52 PM
153	more known restaurants like starbucks , would be nice to see men's clothing store , bookstore etc .	9/18/2023 10:36 PM
154	Landscaping - especially tree canopy in the areas north of Light St.	9/15/2023 1:32 PM
155	Fast Food, less empty/trashy buildings	9/12/2023 2:14 PM

Q7 What would you like to see in the area in the future?

Answered: 155 Skipped: 0

#	RESPONSES	DATE
1	Nicer curbs and sidewalks. Maybe plant trees along road.	10/14/2023 4:38 PM
2	Either a Waffle House or Spedway.	10/13/2023 9:31 PM
3	Family type restaurant	10/13/2023 5:51 PM
4	I guess more business and maybe restaurants or breweries .	10/13/2023 9:57 AM
5	grocery store, restaurant	10/13/2023 8:05 AM
6	I think Urbana needs a parking garage since parking in the square isn't as convenient for the businesses there, and the money paid to park there could be used towards the city.	10/12/2023 10:26 PM
7	If I lived in that area I may want a restaurant	10/12/2023 8:49 PM
8	Definitely new sit down restaurants, grocery stores and entertainment venues (Axe Throwing for example)	10/12/2023 8:34 PM
9	A nice sit down family restaurant that (not pizza or Mexican food)	10/12/2023 8:27 PM
10	More restaurants in the area.	10/12/2023 6:58 PM
11	Kid friendly areas	10/12/2023 3:09 PM
12	Trees, new street lighting. Address abandoned buildings.	10/12/2023 3:06 PM
13	Shared turn lanes similar to scioto.	10/12/2023 3:03 PM
14	above	10/12/2023 8:17 AM
15	Small little gathering places	10/12/2023 7:38 AM
16	Not sure but built up to look nice	10/12/2023 7:16 AM
17	Something for the kids! An indoor play area, toy store or even an outdoor splash pad. They're in other towns and they're delightful and well used.	10/12/2023 7:15 AM
18	Nothing	10/11/2023 10:28 PM
19	BP station.	10/11/2023 10:16 PM
20	A garden or nursery center or park of some type. Something with some green space, seems like a lot of open cement / pavement and buildings out that way.	10/11/2023 9:48 PM
21	See question 6.	10/11/2023 9:34 PM
22	Cleaner appearance	10/11/2023 9:31 PM
23	A place for a larger group to gather for meetings.	10/11/2023 9:19 PM
24	Better maintained properties and more trees. Every town has industrial and automotive districts, but they look clean and maintained. Being that there is already trailer parks further up N. Main, it could be an opportunity to invest in entry level and multi unit housing. All our manufacturers are hurting for entry level laborers, but there is no truly affordable housing.	10/11/2023 8:33 PM
25	Places that hire teenagers. Park.	10/11/2023 8:19 PM
26	Thrift store or donation spot	10/11/2023 7:50 PM
27	Some fast food restaurants. Doctor and dental offices. A stand alone oil change. Multi-level apartment complex with green space and a pool. Greener including hundreds of trees.	10/11/2023 7:43 PM
28	Clean up junk	10/11/2023 7:28 PM

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29	Friendly environment with small business and residence that are maintained and nice to see also would be nice to have a park and recreation area in the north end of town. However any business coming in must be considerate of the homes in the area and operate accordingly.	10/11/2023 7:12 PM
30	See above. There needs to be a crosswalk or better walking access to Speedway. Semis should not be allowed to park on the side of the road there. I would welcome somewhere to eat with a drive thru other than Dairy Queen.	10/11/2023 7:06 PM
31	A roundabout around n main/w light or at least a left turn signal... traffic is awful by speedway	10/11/2023 6:42 PM
32	Sit down restaurants	10/11/2023 4:18 PM
33	Properties better maintained	10/11/2023 3:56 PM
34	Apartments More travel lanes	10/11/2023 3:05 PM
35	Restaurants that are open for breakfast, lunch and dinner. Clothing and shoe store	10/11/2023 2:18 PM
36	Expanded airport cafe!! Outdoor concert area at airport!	10/11/2023 11:31 AM
37	Planet Fitness, Meijer Grocery, Goodwill, NEW Kroger, Kohls, Menards.	10/11/2023 8:20 AM
38	Restaurants, grocery stores modern car wash, sidewalks Enhance airport image , signage Promote Urbana	10/10/2023 8:08 AM
39	Less trailer parks, cleaner storefronts, decorative street lights, sidewalks, curbs	10/6/2023 4:37 PM
40	More construction that ties in downtown. The old timey, rural community. We have some ugly buildings there and they need revamped or replaced. another GOOD restaurant like Fusion, Paradisio or Lincoln & Main. Our other restaurants are more family diner types or bar types. more affordable housing. A bike repair shop near the path	10/6/2023 2:25 PM
41	Sit down restaurant with a bar	10/5/2023 9:28 PM
42	More appealing and business to bring people to the area	10/5/2023 10:04 AM
43	Locally owned restaurants - i.e., no chain restaurants.	10/5/2023 2:05 AM
44	Bicycle lane. Sidewalks where there are none. Traffic light at Bloomfield and Main.	10/4/2023 11:11 PM
45	Some nice shops and restaurants.	10/4/2023 9:59 PM
46	great potential in this area	10/4/2023 2:00 PM
47	Having access to a park or library on that side of town would be nice.	10/4/2023 12:28 PM
48	see above, plus infrastucture improvements, buildings, roads, eateries,	10/4/2023 10:39 AM
49	Side walks going to grimes neighborhood. Turn lane going north from the square onto W Light street. Turn lane going south from Bellefontaine onto Delinger.	10/4/2023 9:00 AM
50	Less of the concrete/asphalt jungle vibe and an anchor business that will spur investment in the surrounding properties.	10/3/2023 1:45 PM
51	More business.	10/3/2023 1:43 PM
52	Business	10/3/2023 12:23 PM
53	Left turn lane.	10/2/2023 9:21 PM
54	Buildings refurbished with more curb appeal. New restaurants.	10/1/2023 7:20 PM
55	Not ne	9/30/2023 10:13 AM
56	Please include the airport in the planning process. It has an impact on the North Main area. I support improving the North Main area with a longer runway and improved facilities at the airport.	9/30/2023 9:40 AM
57	Airport development. Greater attention to our aviation heritage. Public use areas, parks, visitor attractions.	9/30/2023 9:23 AM
58	Hotel near airport	9/30/2023 8:39 AM

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59	Fast food (Cane's, Sonic, etc.) NOT McDonald's or a duplicate of an existing Urbana restaurant	9/30/2023 5:03 AM
60	Wider safer sidewalks and more lighting . More convenience on the north end .. such as a fast food option .	9/29/2023 5:10 PM
61	More attraction type businesses. Arcades, escape rooms, or other things that bring people in to town on the weekends.	9/29/2023 4:17 PM
62	Sit down family restaurant	9/29/2023 1:37 PM
63	Restaurants. Casey General Store. No more damn dollar stores!	9/29/2023 6:59 AM
64	Trees, nice roadways, and sidewalks.	9/28/2023 4:43 PM
65	To have main street be a lively place, with decent residential blocks behind it rather than parking lots.	9/28/2023 9:36 AM
66	Trolley or public transportation between the Town Square and Grimes	9/28/2023 5:19 AM
67	shopping, gas station, restaurants businesses needs modernization and beautification. it needs to welcome people to our city	9/28/2023 3:26 AM
68	Better sidewalks	9/27/2023 9:28 PM
69	I would like to see the semis slow down	9/27/2023 7:36 PM
70	It needs cleaned up. A lot of the buildings are old and run down. There is a building with a sign for a coming soon Mexican restaurant for years even though nothing is being built there and the building is deteriorating	9/27/2023 7:25 PM
71	Sit down restaurant	9/27/2023 6:10 PM
72	Na	9/27/2023 5:09 PM
73	More options for eating out	9/27/2023 4:48 PM
74	Community gardens, and free services for the community. There is nothing here for families to do together without spending money.	9/27/2023 4:42 PM
75	I would like the area to look more updated. Currently, the area looks run down. I live on Lincoln Pl. so I see that area often.	9/27/2023 4:18 PM
76	All of the ugly buildings torn down. New architecturally appropriate buildings.	9/27/2023 2:46 PM
77	Housing, restaurants, businesses, parks	9/27/2023 2:41 PM
78	sidewalks and curbs updated	9/27/2023 2:39 PM
79	A park, restaurant and better maintenance.	9/27/2023 2:38 PM
80	Good roads	9/27/2023 2:08 PM
81	anything maintained	9/27/2023 1:34 PM
82	I am excited for the dollar general.	9/27/2023 1:21 PM
83	Gricery	9/27/2023 1:04 PM
84	A sit down family restaurant open past 3p.m. Retail, Hardware/Lumber yard open past noon on Saturday and opened on Sundays	9/27/2023 12:16 PM
85	more shopping, housing	9/27/2023 12:13 PM
86	Roads redone	9/27/2023 12:12 PM
87	Keep it the same. No changes needed.	9/27/2023 12:06 PM
88	Entertainment, food, alcohol, shopping. Would be great to integrate the feel of the square into more downtown areas.	9/27/2023 12:03 PM
89	more trees like s main st	9/27/2023 12:00 PM
90	A "cleaner" fixed up (empty buildings/torn off awnings, etc.) of all in that area	9/27/2023 11:46 AM

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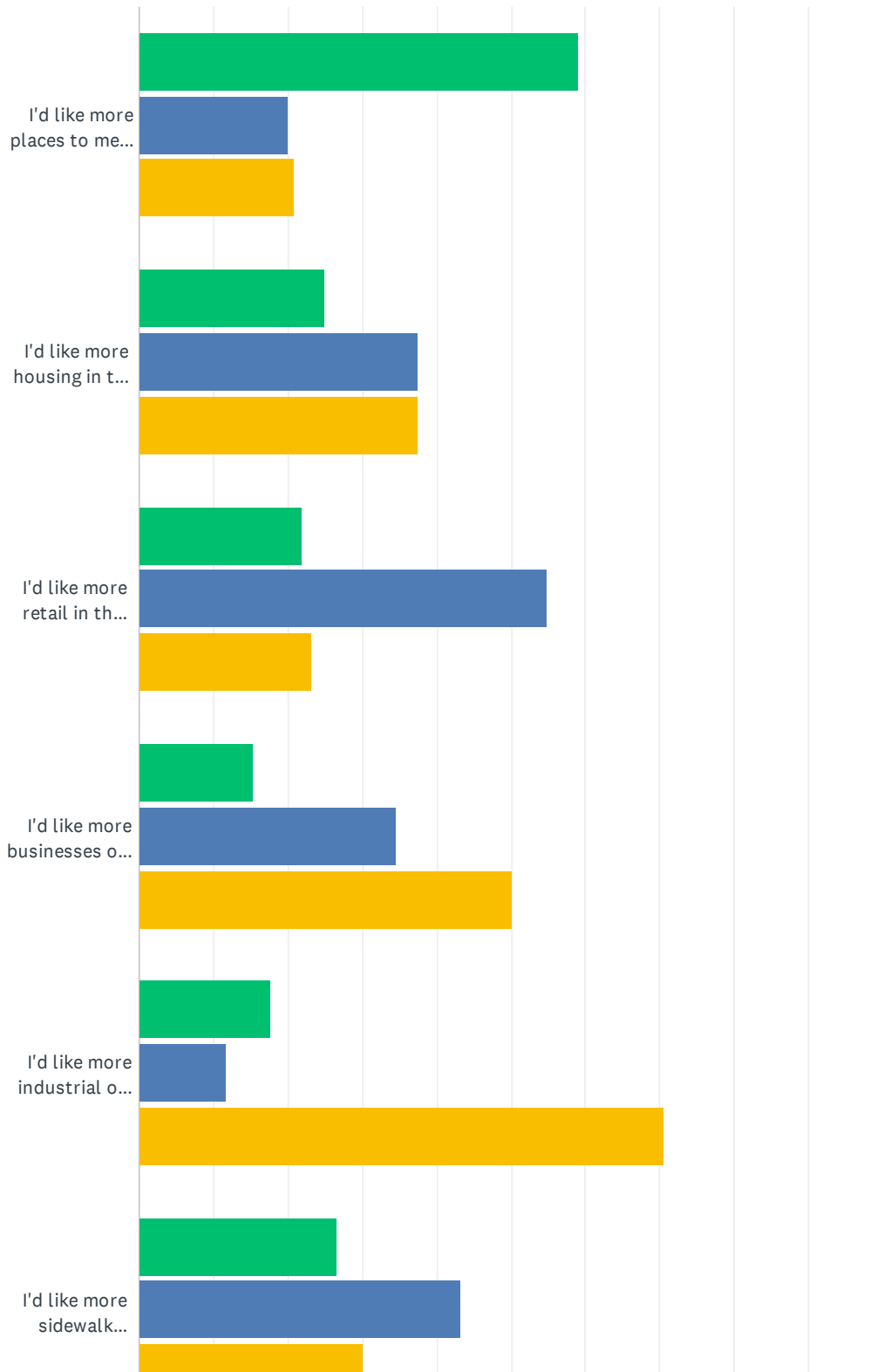
91	Nice looking street and green areas, trees, many more trees, a more comprehensive zoning plan to encourage development and growth. Less concrete/asphalt Sidewalks all the way to Grimes Circle and the airport	9/27/2023 10:41 AM
92	Growth and parking	9/27/2023 10:40 AM
93	Fishing at North Lakes	9/27/2023 10:00 AM
94	More green- trees, grass	9/27/2023 9:58 AM
95	Small businesses	9/27/2023 8:45 AM
96	less of a concrete run down industrial/commercial builds and more residential housing or businesses that attract different customers and businesses. Investment into area is needed.	9/27/2023 7:36 AM
97	A small grocery market or convenience market. Not a dollar store!	9/27/2023 4:06 AM
98	Better signs for businesses, parking lots repaired	9/26/2023 9:34 PM
99	More green areas	9/26/2023 4:59 PM
100	East side of street clean up lots of business needs to reblacktop their parking lot	9/26/2023 4:36 PM
101	Northbound left turn lane at Light St.	9/26/2023 2:50 PM
102	Comfortable roads	9/26/2023 1:53 PM
103	Less vacant buildings	9/26/2023 11:52 AM
104	A sit down dining place.	9/26/2023 11:34 AM
105	Groceries	9/26/2023 11:15 AM
106	Better side roads with better parking	9/26/2023 10:58 AM
107	Clean up properties on North Main	9/26/2023 10:28 AM
108	I'd love if it was more walkable from the town center.	9/26/2023 10:22 AM
109	More restaurants and residences. Housing developments	9/26/2023 8:40 AM
110	Better curb appeal of local businesses. Sidewalk from Bloomfield north.	9/26/2023 7:20 AM
111	Steak house, target or kohls, sports lounge, video/gaming for younger generation, home depot/Lowes, cracker barrel	9/26/2023 7:01 AM
112	Restaurants(not chain) shops(not antique)	9/26/2023 3:03 AM
113	I'd like to have the light at Washington & N Main be a little more sensitive. I ride a motorcycle & if I'm the first at the light I usually have to turn right on red because it doesn't trip.	9/25/2023 11:35 PM
114	N/a	9/25/2023 10:17 PM
115	I would like to see improved sidewalks on N. Main St. to safely walk all the way down to Dairy Queen coming from the south.	9/25/2023 10:09 PM
116	Largely the aesthetics need improved greatly. It feels pretty junky in that area of town. Hopefully some investing will take place to increase the quality of businesses and residences in that area. The poor maintenance of the buildings makes the town look bad with it being on a main road.	9/25/2023 10:05 PM
117	Cleaner and more vibrant	9/25/2023 10:03 PM
118	Family-friendly restaurants	9/25/2023 9:57 PM
119	No answer	9/25/2023 9:32 PM
120	A grocery.	9/25/2023 8:51 PM
121	Better sidewalks	9/25/2023 8:46 PM
122	Business	9/25/2023 7:50 PM
123	Maybe a cafe with healthy food options, REAL fresh smoothies or juice bar. Gluten free/vegan	9/25/2023 7:35 PM

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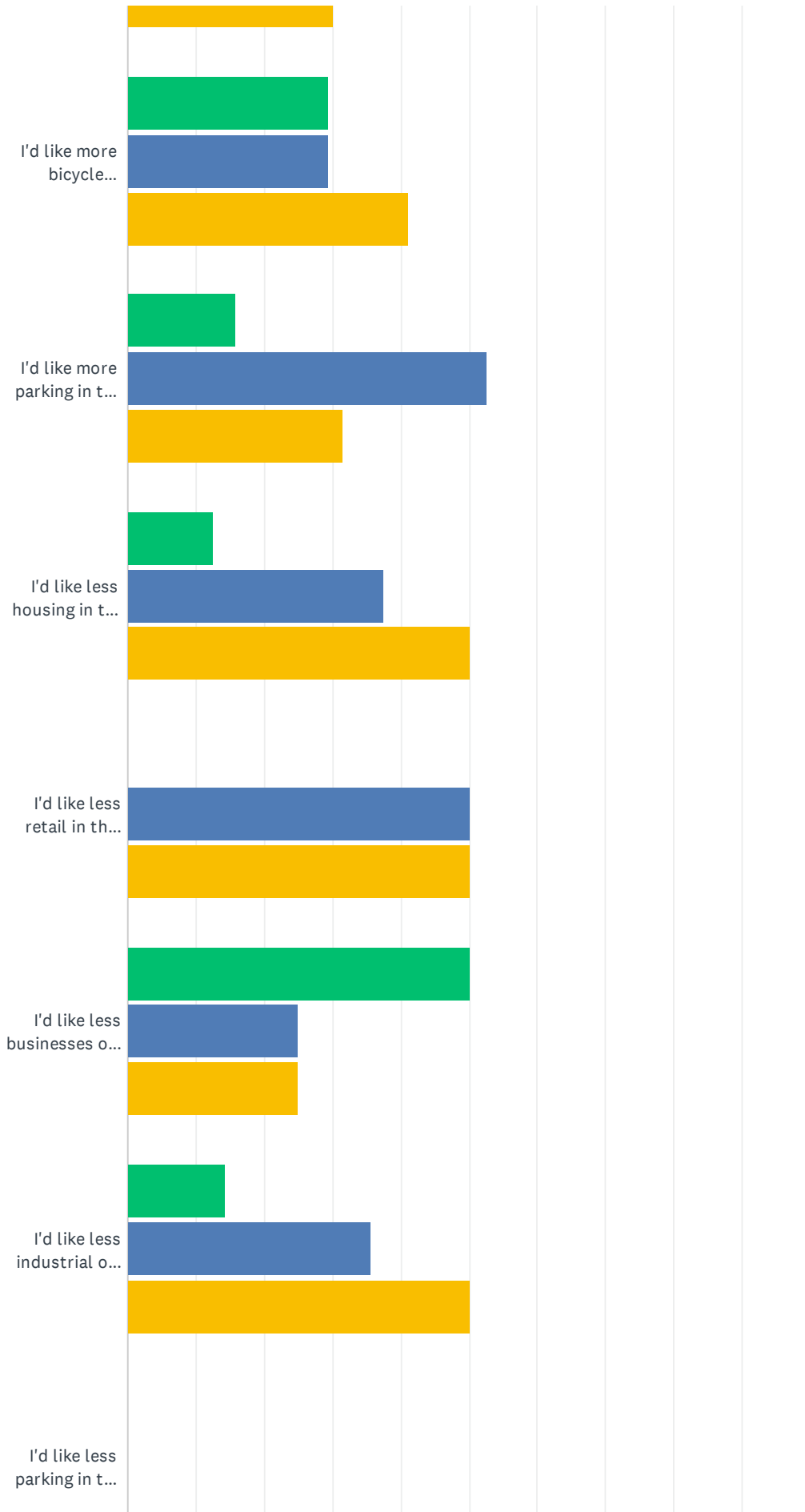
124	Clean up and care taken to the homes/business after light street up to whites.	9/25/2023 7:19 PM
125	Clean it up	9/25/2023 7:02 PM
126	A stage (outdoor) or at airport to offer concerts that could bring in money for the city!! July concert series like they have country concerts in small towns!!	9/25/2023 6:46 PM
127	I think a small gas station would be beneficial since the last one on the way north is Speedway and it is not very clean or nice.	9/25/2023 6:37 PM
128	an urgent care, restaurant/bar/brewery/wine bar since parking shouldn't be an issue.	9/25/2023 6:08 PM
129	Retail businesses	9/25/2023 6:00 PM
130	Independent Coffee shop	9/25/2023 5:51 PM
131	Restaurants	9/25/2023 5:37 PM
132	-	9/25/2023 5:03 PM
133	General improvement of the general look of this area	9/25/2023 4:59 PM
134	Area for walking and biking	9/25/2023 4:48 PM
135	Better lighted area.	9/25/2023 4:38 PM
136	Sit down restaurants. Shopping would be nice.	9/25/2023 4:37 PM
137	Shopping options, eating options	9/25/2023 4:06 PM
138	I like it now	9/25/2023 3:35 PM
139	Things for families	9/25/2023 3:34 PM
140	Sidewalks, street lamps	9/25/2023 3:13 PM
141	Better paved roadways	9/25/2023 2:53 PM
142	Parks and more eating places	9/25/2023 2:46 PM
143	The parking lots redone. The sidewalks usable without grass growing into them. Not look like trash	9/25/2023 2:36 PM
144	Maybe more restaurants and things to do.	9/25/2023 2:17 PM
145	Updated curbs and sidewalks. Trees in the easement areas to improve the curb appeal.	9/25/2023 2:02 PM
146	Nice restaurants, craft shop, paint store.	9/25/2023 2:00 PM
147	Less Stop lights and more Roundabouts. Live, play & work style development Better public amenities, like bike trails, parks and play grounds. More businesses and homes (mixed income living areas)	9/25/2023 1:46 PM
148	Commercial property. That old auto shop should be re-zoned and developed. Getting that totally demolished and the likely environmental issues remediated would help move development along, most likely.	9/25/2023 1:38 PM
149	Yes	9/25/2023 1:20 PM
150	sidewalks extended to the north to Dellinger Rd. Removal of unnecessary curb cuts. Clean up of old car lot on east side. More tree lawns on east side.	9/25/2023 1:04 PM
151	See above. NO more coffee shops or salons, please.	9/25/2023 12:59 PM
152	Better streets (less holes) and more kid friendly	9/25/2023 12:52 PM
153	i would like to see a indoor gun range there is none in urbana , i have to travel to springfield to find one .	9/18/2023 10:36 PM
154	PUBLIC INVESTMENT.	9/15/2023 1:32 PM
155	I would like to see the houses shine to their true potential. Somewhere to shop would be nice, like a strip mall where all the what seem to be abandon buildings are now. This end of town definitely needs spruced up in all aspects.	9/12/2023 2:14 PM

Q8 What type of change would you like to see in the North Main Street area? Please select up to three choices, with "Priority 1" being the highest priority.

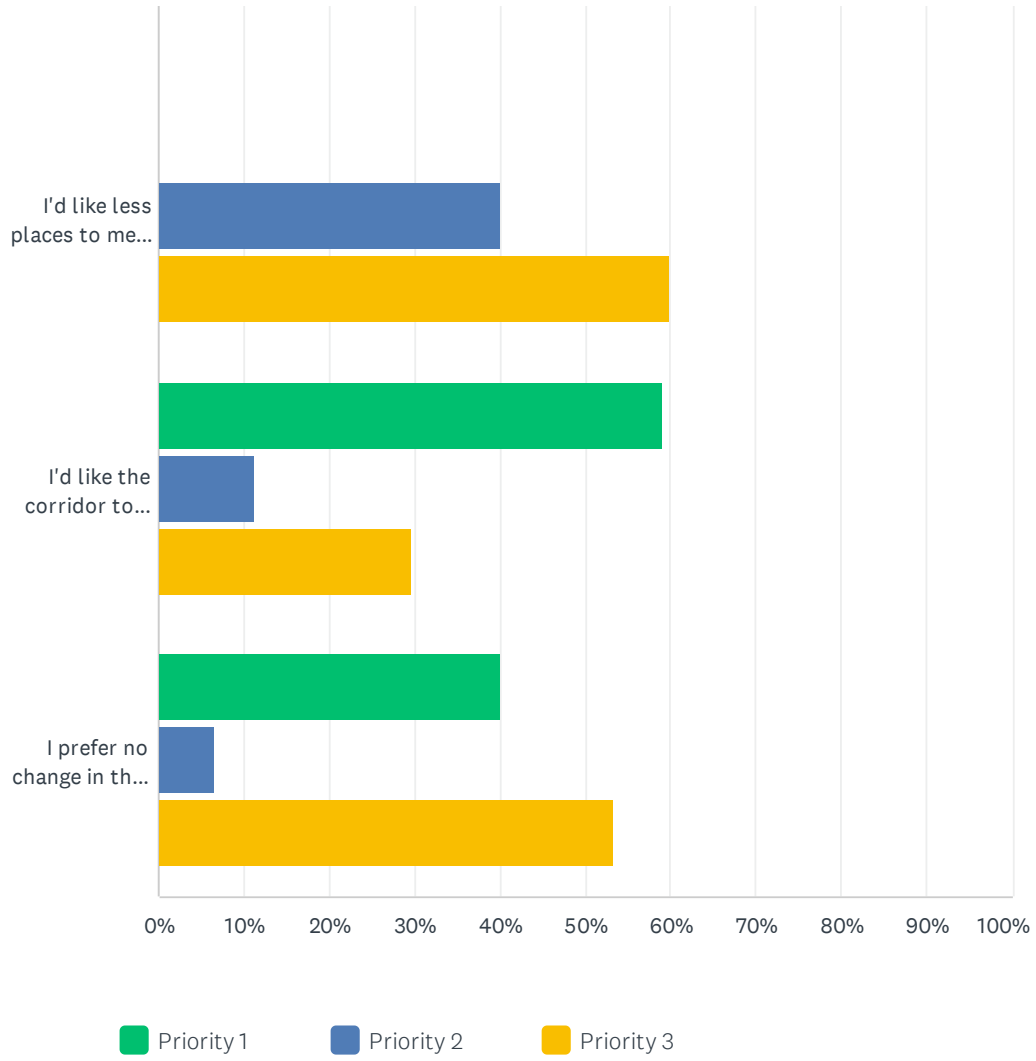
Answered: 155 Skipped: 0



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	PRIORITY 1	PRIORITY 2	PRIORITY 3	TOTAL	WEIGHTED AVERAGE
I'd like more places to meet or be with people like coffee shops, restaurants, etc.	59.00% 59	20.00% 20	21.00% 21	100	1.62
I'd like more housing in the area.	25.00% 8	37.50% 12	37.50% 12	32	2.13
I'd like more retail in the area (clothing, groceries, specialty shops, etc.).	21.95% 18	54.88% 45	23.17% 19	82	2.01
I'd like more businesses or professional offices in the area.	15.38% 4	34.62% 9	50.00% 13	26	2.35
I'd like more industrial or warehouse facilities in the area.	17.65% 3	11.76% 2	70.59% 12	17	2.53
I'd like more sidewalk connections in the area.	26.67% 16	43.33% 26	30.00% 18	60	2.03
I'd like more bicycle facilities in the area.	29.41% 5	29.41% 5	41.18% 7	17	2.12
I'd like more parking in the area.	15.79% 3	52.63% 10	31.58% 6	19	2.16
I'd like less housing in the area.	12.50% 1	37.50% 3	50.00% 4	8	2.38
I'd like less retail in the area (clothing, groceries, specialty shops, etc.).	0.00% 0	50.00% 4	50.00% 4	8	2.50
I'd like less businesses or professional offices in the area.	50.00% 2	25.00% 1	25.00% 1	4	1.75
I'd like less industrial or warehouse facilities in the area.	14.29% 4	35.71% 10	50.00% 14	28	2.36
I'd like less parking in the area.	0.00% 0	0.00% 0	0.00% 0	0	0.00
I'd like less places to meet or be with people like coffee shops, restaurants, etc.	0.00% 0	40.00% 2	60.00% 3	5	2.60
I'd like the corridor to look differently. (please describe below)	59.09% 26	11.36% 5	29.55% 13	44	1.70
I prefer no change in the corridor.	40.00% 6	6.67% 1	53.33% 8	15	2.13

#	OTHER/ FURTHER EXPLANATION	DATE
1	Better, more inviting sidewalks.	10/14/2023 4:38 PM
2	Cleaner, more pride in the parking, store fronts	10/12/2023 7:38 AM
3	More for the kids please, a splash pad, indoor or outdoor play area and toy store	10/12/2023 7:15 AM
4	I feel more green space is needed like a park, nursery or even an outdoor pavilion for community movie nights etc. to make it look more inviting overall and be more attractive for our local community and people passing through.	10/11/2023 9:48 PM
5	I like old car dealerships and independent businesses, my only complaints really are that the properties are not maintained and there is a place accumulating tires. More trees in that area would be a nice addition to offer some green in the blocks of parking lots.	10/11/2023 8:33 PM
6	Clean up junk	10/11/2023 7:28 PM
7	No more coffee shops, grocery stores, hair salons, and boutiques. Those 4 stores alone make up 80% of the stores in the city	10/11/2023 4:18 PM

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8	The area needs cleaned up. Much of it looks very run down.	10/11/2023 3:56 PM
9	We do not need another coffee shop	10/11/2023 2:18 PM
10	Much of the corridor looks old and shabby. Improved landscaping such as hanging plants in summer, flower gardens, maybe a small pond with fountain and nice landscaping where outdoor summer concerts could take place free to the community.	10/11/2023 8:20 AM
11	Whole strip needs a refresh. Clean up storefronts, fill empty spaces, street lights, sidewalks	10/6/2023 4:37 PM
12	The area is a hodgepodge of building types. I would like it to look more like an extension of downtown, with old timey buildings and sidewalks.	10/6/2023 2:25 PM
13	more vibrant, a destination for alternative food choices	10/5/2023 2:05 AM
14	Places of businesses aren't very attractive.	10/4/2023 9:59 PM
15	depressed, needs major facelift	10/4/2023 2:00 PM
16	Some building abandoned and needing facelift	10/4/2023 10:39 AM
17	There are quite a lot of junk vehicles in the corridor. These need to be cleaned up.	10/3/2023 1:43 PM
18	Get rid of the trash. Tear down the dilapidated buildings, auto shops, homes, etc. and put something that will improve the look of the town and bring in money	9/30/2023 5:03 AM
19	I don't like the way City council passed ordinances having the homeowners pay for what the city taxes should have been paid without the homeowners input.	9/29/2023 1:37 PM
20	Being a main thoroughfare I would prefer to see sidewalks, trees, well kept homes, and a few businesses. I the addition of a Dollar General cheapens the look of our small town charm.	9/28/2023 4:43 PM
21	Improve care/maintenance of properties (beautification). Improve access (parking/public transportation)	9/28/2023 5:19 AM
22	more modern and clean matching our theme downtown	9/28/2023 3:26 AM
23	It looks very industrial and forgotten about compared to the rest of town	9/27/2023 7:36 PM
24	Clean up the rundown buildings	9/27/2023 7:25 PM
25	There are too many unused buildings/facilities throughout this corridor	9/27/2023 2:41 PM
26	I drive through Urbana four times a day. The North Main corridor seems rundown- with many buildings either poorly maintained or basically vacant. The parking lots are in disrepair. Weeds are allowed to grow, trash piles up, etc. Overall it seems like an entire disconnect from the bustling and beautiful center. I would love to see the charm of downtown spread, or at the least, properties be maintained better.	9/27/2023 2:38 PM
27	Pretty shabby. Run down houses, buildings	9/27/2023 1:04 PM
28	Vacant buildings being utilized or torn down	9/27/2023 12:13 PM
29	there is a serious lack of trees the further north you go from Speedway. the car dealers and warehouses look absolutely atrocious.	9/27/2023 12:00 PM
30	Changes: Buildings without tenants should maintain the outside/inside windows especially and parking areas..need a clean, attractive entrance from the north to the central's downtown. Buildings with services: laundry/car repair/used store/drive-through food...all good in that area.	9/27/2023 11:46 AM
31	I'd like to see the corridor to match the other entryways into Urbana with street scaling, trees, well defined green space and sidewalks and lighting. Less concrete/asphalt and more soft surfaces. More businesses that compliment existing businesses and also more pedestrian friendly establishments.	9/27/2023 10:41 AM
32	Should be more aesthetically pleasing given that it's one of the main entrances to our community. Give a good first impression before they get to downtown.	9/27/2023 9:58 AM
33	more modern landscaping, sidewalks, and more eco friendly look. more investment in housing in this area could spur more economic growth.	9/27/2023 7:36 AM
34	Cleaner more cohesive look to the north corridor	9/26/2023 2:50 PM

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35	Older and handicapped new dinning places with ample easy parking like the air port has.	9/26/2023 11:34 AM
36	Some type of areas that offer beautification...ie flowers, trees, art work type things	9/26/2023 10:58 AM
37	Support the airport expansion	9/26/2023 10:28 AM
38	Tear down and clean up old buildings and trashy places	9/26/2023 7:01 AM
39	The aesthetics of the buildings need improved. Some need demo'd with a new concept going in. Many just need actual thriving businesses going into underutilized ones. Hopefully a cascade of revitalization happens as the value of the corridor improves.	9/25/2023 10:05 PM
40	There are so many run-down businesses and empty buildings/lots on that side of town. It isn't a very welcoming sight coming into Urbana on either the north or south sides of town.	9/25/2023 9:57 PM
41	Clean it up	9/25/2023 7:02 PM
42	I feel north point would be a great place to offer outdoor recreation and camping for people! Buy the Grimes estate and run it like Young's Jersey Dairy!! Have pony rides, petting zoo with steakhouse restaurant and bed and breakfast!! Expand the airport cafe!!	9/25/2023 6:46 PM
43	Business enhancement initiatives	9/25/2023 4:59 PM
44	We need better lighting lamps. We need nicer sidewalks to accent the northside of our city	9/25/2023 4:37 PM
45	Cleaned up. Some Property is looking warn down. Mainly the business properties	9/25/2023 4:06 PM
46	Water run off on side streets need fixed like Taft and north drive floods when it rains. Roads HORRIBLE condition grass growing into roads. Parking lots by the resell store look like trash. Need all redome. This side looks run down	9/25/2023 2:36 PM
47	Need investment in the dilapidated structures. Incentivize through grants, low or no interest loans, city acquisition/rehab - buy a house for a buck and here's some grant/loan money to rehab programs; don't be afraid to condemn and demo substandard buildings. Minimum maintenance standards for commercial properties and ENFORCE those regulations. Gateway looks like a dump and disinvestment is prominent. If housing is taken care of and public realm is cleaned up, businesses will be more willing to invest. If empty/dilapidated structures are demolished, makes an easier sell to new investment. Require parking lot landscaping and pedestrian connections along the public realm to provide pedestrian friendly atmosphere. The improvements should include complete streets concepts that compliment the travel into downtown and add street calming for traffic. Right now, the aesthetic is very dirty and gives perception that the area is unsafe and unwelcoming. Corridor plan should include to end of north side of the airport and extend down all side streets at least one block into the neighborhoods.	9/15/2023 1:32 PM

Appendix E

Re-Imagine North Main Street: Community Visioning Meeting

- 1. Meeting Mailer**
- 2. Meeting Flyer**
- 3. Urbana Citizen Media Coverage**
- 4. Social Media Ad**
- 5. Sign-In Sheet**
- 6. Re-Imagine North Main Street Presentation**

North Main Street Corridor Plan



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.

**You're invited to share your vision for the area.
Join us on October 30 at 6 PM!**

Details

What: Re-Imagine North Main: Open House

When: Monday, October 30th, 2023

Time: 6:00PM - 8:00 PM

Where: City of Urbana Municipal Building | Training Room
Enter from East Market Street entrance | 205 S. Main Street



Learn More Here!

Re-imagine North Main: A Collaborative Community Event

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.

All are welcome to attend this in-person event. You are encouraged to provide your opinion on the look & feel of North Main Street, what you can do there, and how you move about in the area.

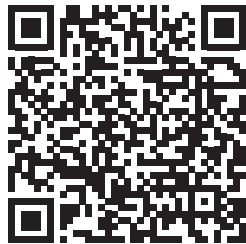
Come and go as you please; formal presentation at 6:45 PM.

Details

When: Monday, October 30th, 2023

Time: 6:00 PM - 8:00 PM

Where: City of Urbana Municipal Building
205 South Main Street, Urbana, OH 43078
(enter from the East Market Street entrance)



Learn more about
the project here!





Photo courtesy of Burton Planning Services

This aerial photo shows the North Main Street corridor looking in the northeast direction.

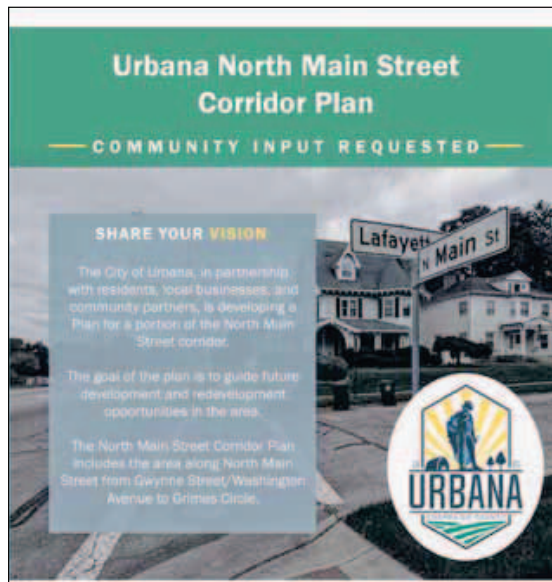
Plan for N. Main St. underway

City seeks community input

By **Katie Milligan**
Contributing writer

The City of Urbana is seeking input from local stakeholders on the North Main Street Corridor Plan, a land use planning effort in conjunction with prime consultant Burton Planning Services of Westerville, Ohio.

This project will focus on the major north-south corridor of U.S. Route 68, along North Main Street from Gwynne Street/Washington Avenue to Grimes Circle, which includes both portions of Urbana and Salem Township. The plan will address the housing demand, access management issues and historic disinvestment in the area, as well as



Submitted graphic

agricultural, industrial, residential, and commercial land uses.

“The goal of the plan is to guide future development and redevelopment opportunities,” said Jacqueline Yeoman,

Planning Manager for Burton Planning Services. “The plan process will result in recommendations for future land use, zoning code updates or revisions, and infrastructure improvements to support

investment in the area.”

Back in 2019-2020, Urbana underwent a similar project – the South Main Street Corridor land use plan to guide private development and redevelopment – with Burton Planning Services (BPS) that was adopted by the City of Urbana Planning Commission and the Urbana City Council. Following the planning development process and public input in 2019, the plan was finalized in 2020. The success of this collaborative project on South Main catalyzed the same efforts on North Main, as community leaders saw additional development possibilities there.

“Council saw value in what we accomplished with the South Main

See MAIN | 3A

Main

From page 1A

Street Corridor Plan and what that effort accomplished," said Doug Crabill, Community Development Manager for the City of Urbana, who emphasized that council championed the plan before the proposal was even written. "That document is still providing direction as development proposals come along for the south end of town."

Based on the opportunities for similar development and success on North Main, Crabill presented the proposed project scope to Urbana City Council at their meeting on Dec. 20, 2022, and the proposal and the planning scope was approved on this date.

In response to the council's enthusiastic support, the city and BPS hosted a kickoff meeting on Aug. 1, 2023 with BPS and internal city staff to finalize the project's scope of work, lay out a schedule of milestones and deliverables, and nail down a communication management plan (including a project website and outreach to stakeholders).

Directly following the kickoff meeting, BPS is beginning to gather data about the corridor. The first is conducting relevant quantitative studies, such as the existing conditions study that is currently ongoing. BPS will also analyze three focus areas to understand the current trends of the corridor: 1) zoning and land use, 2) utilities (including water, sewer, natural gas, electric, and broadband), and 3) transportation network (including

vehicular, pedestrian, bicycle, and rail).

As Crabill explained, the intent of the land use planning project (which has a total approved budget of \$36,650) is to guide future private development and redevelopment in the area, meaning that it will aim to strengthen the core residential neighborhoods, major employers, and existing businesses that already anchor the corridor. Additionally, the corridor currently possesses much under-utilized asphalt space and deteriorating parking lots that could be revitalized to benefit the city.

Moreover, BPS would like to gather qualitative data from Urbana stakeholders as well. The BPS team will conduct up to ten interviews with local stakeholders (most of whom will not be a part of the Steering Committee) to widen their sample of visions, goals, and needs for the corridor.

Additionally, a community survey was recently launched to collect opinions and information from any and all Urbana stakeholders in the area – residents, business owners, employees who work in the area, etc. This survey is available online at this link: <https://www.surveymonkey.com/r/WFHBSC3>.

Postcards featuring a QR code to scan and take the survey were recently mailed out to those within the affected area, and the survey will also be advertised on social media. The survey will close on Oct. 15.

"We're excited to launch our survey for the North Main Street Corridor Plan. The Community Survey is designed to learn more

about people's experience in the area, including strengths and challenges of the area," said Yeoman. "The survey is also one way the project team is able to understand the community's vision for the area in the future. The goal is for as many City of Urbana residents and stakeholders to participate in the survey."

Next, Urbana and BPS held the first Steering Committee meeting on Aug. 30, 2023. This committee is comprised of about 15 local stakeholders – residents, business owners, property owners, community partners, and city, county, and Chamber of Commerce representatives who will help shape the project and voice the community's vision.

This first gathering served to allow the committee to become acquainted with each other, the project, and their role in it. The group conducted several brainstorming exercises to get stakeholders thinking about where they would like to take the project: color-coded plotting on a map of the corridor, word clouds, listing strengths and weaknesses, etc. The presentation materials from this first meeting are available on the project site here: <https://www.urbaohio.com/north-main-street-corridor-plan.html>.

html.

Going forward, BPS and Urbana will hold two additional Steering Committee meetings to bring the stakeholders together and discuss action items. Additionally, the project team at BPS will provide regular status updates to the City in the form of bi-weekly written summaries and periodic meetings.

Upcoming, on Oct. 30, the city will be holding a community vision charette, entitled "Re-Imagine North Main: A Collaborative Community Effort."

This meeting, open to the public, will be held in the Training Room at the Urbana Municipal Building (located at 205 South Main Street) from 6-8 p.m. All are welcome to attend this session and bring creative ideas for the development of the North Main corridor.

Crabill emphasizes that at this early stage in the North Main Street Corridor project, the city and BPS would like to hear from the community about their vision for the space.

"Ultimately, we want to receive feedback from stakeholders within the area," he said. "We want them to engage now; that's how you get the best benefit out of the planning process is having people most involved in the process. Long-term, this plan

becomes a guide for future development and redevelopment."

For more information on the North Main Street Corridor Plan, please visit the project site at <https://www.urbaohio.com/north-main-street-corridor-plan.html>. To take the community engagement survey before it closes on October 15, please visit <https://www.surveymonkey.com/r/WFHBSC3>.

THE LAVENDER HOUSE
 SEWING & ALTERATIONS
 415 S. Main St. Urbana, OH 43078
 937-653-3900 mylavenderhouse.com
 OPEN: Thurs -Sat 11am-4pm or by appt.

Public Auction
 St. Paris Auction House
 9790 W. U.S. Rt 36 (East edge of town)
 St. Paris, Ohio 43072
Saturday October 7, 2023 10:00 A.M.

Auctioneers Note: Guns will not be available for preview until day of auction. All guns will be delivered to St. Paris Auction House by the owner, name being withheld for security purposes.

Guns: Knight 50 Cal. Black Powder Wolverine 209 (2), Makarov Model 9x16 w/2Clips/Holster, Plum Crazy Firearms Gem 2 Multi Cal., 22 Pistol Model 999 Short (1-Italy & 2 German), Sig Sauer P224 40 S&W w/Case, Maverick 28" ACCU-Choke Model 88 12 Ga., Western Field Model 172B 12 Ga., 30.06 German Rifle, Mauser Argentine 1909 Model 30.06, Several German Rifles, Remington Model 514 22 L&S, Smith & Wesson MP45 Shield w/2 Clips/Holster, Mauser Modelo 1891 Model Deerfield w/Scope/Sling, J.C. Higgins 12 Ga. AC-KRO-GRUV Model 640T 22 Mag w/Scope, 1937 German Rifle 7.35 Cal., Carl Gustaf 1918 German Gun, Rossi 44 Mag (Brazil), 7MM German Rifle, SKS7.62 Cal German Rifle, Marlin 22 S&L W/Barska Scope/Sling, Hawken 50 Cal Rifle, Vanguard 30-06 w/Tasko Scope, Browning Arms 2000 12 Ga., Mossberg 12 Ga. 24" 500A w/Bullet Rack, Marlin Sling Master Model 512 12 Ga. w/Weaver Scope, Rossi 50 Cal., Mossberg 20 Ga. w/Center Point Scope, Thompson Grey Hawk 50 Cal., Flint Lock 50 Cal., Stag Arms Model 15 5.56mm w/Tactical Scope, Bereta 1941-XX 6.5 Cal w/Bayonet, Valley Arms Staghorn 50 Cal., Winchester Model 37 12 Ga. Meridian Fire Arms Co. Aubrey 50 Cal., New England Firearms The Survivor Model SB1 20 Ga., H&R 20 Ga., M-66 Super Single 12 Ga. Ithaca, H&R Model 058 30-30, Jameson & Sons Double Barrel Shotgun, Carl Gustafs 1900 Model, Crossman BB Gun, Daisy BB Gun, Starter Pistols, **Several more not listed.**

Ammo: Winchester, Remington, Federal, American Eagle, Blazer, CCl, Sierra, Hornady, **Knives:** Hunting Knives, Pocket Knives, Leatherman, Buck, Remington, Craftsman, Kobalt, Smith & Wesson, **Binoculars:** Tasco 10x20 w/Case, Focal 7x10 15x35 W/Case, Buckridge 8x21 w/Case, Survivor 8x22 w/Case, Pentax 10x24 w/Case, Bushnell 10x50 w/Case, Misc: Extra Clips, Intruder Cross Bow, Gun Parts, Hunting Hats, Hard Gun Cases, Soft Gun Cases, Holsters, 3 Sets of Deer Horns, Wood Gun Stocks, Bayonets, Holsters, Cast Iron Skillet, Old Meat Grinders,

Mick Lile - Auctioneer
Logan Auction - (937) 599-6131
Thomas J. Dalton- Auctioneer - Kyle Bowman- Auctioneer
Joe Sampson - Auctioneer

Sale Terms: Cash, Credit Cards (3% surcharge), Checks (no out of state checks)
 ALL ITEMS SELL AS IS

Visit us on the web for pictures @ www.auctionzip.com or www.lileauction.com for upcoming events.
 Not responsible for accidents.
 Anything said sale day takes precedence over any written matter.

All men have been created to carry forward an ever-advancing civilization.
 --The Baha'i Writings
 For further information call Johnie or Debbie at 937-418-8199 or email papajohnie19@gmail.com

Urbana North Main Street Corridor Plan

— COMMUNITY INPUT REQUESTED —

SHARE YOUR **VISION**

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.

The 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.



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

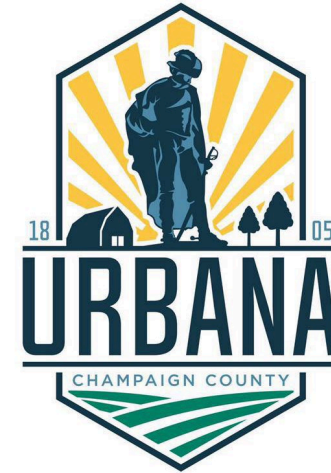
City of Urbana
October 30, 2023



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

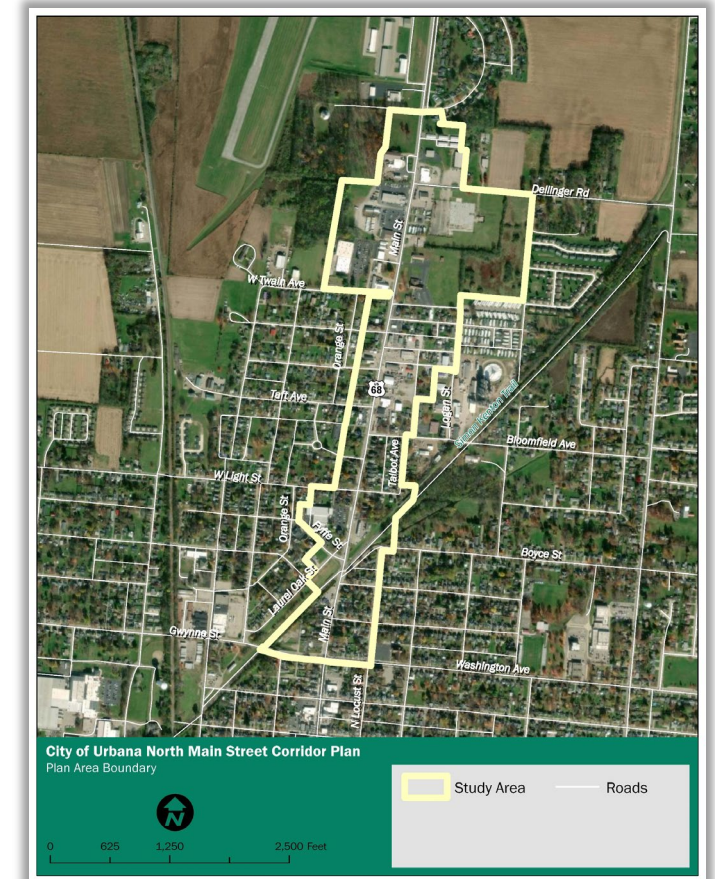


Source: Burton Planning Services



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

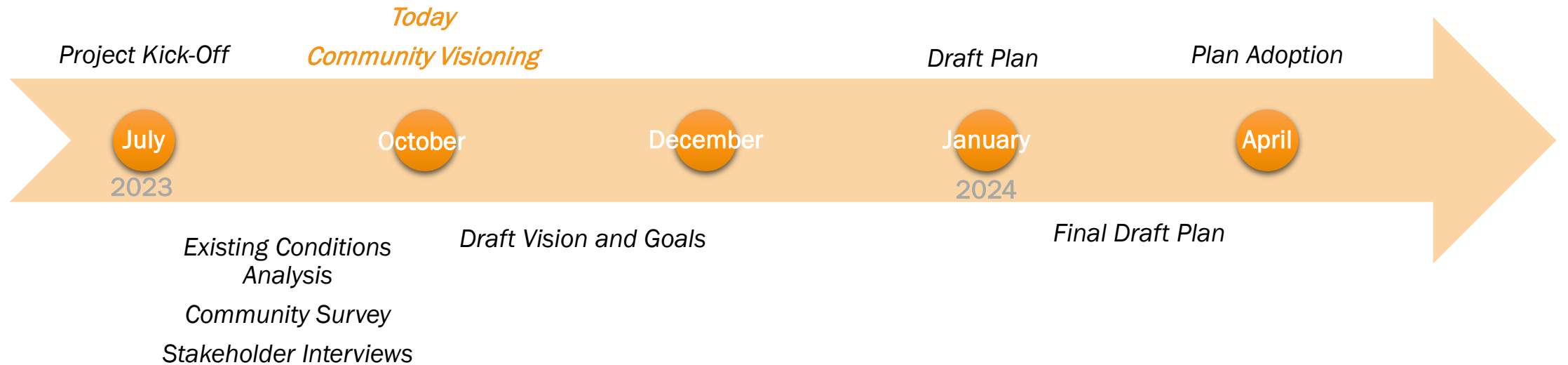
- North Main Street Corridor area
 - Major north-south corridor that serves as the northern gateway to Urbana
 - Priority development and redevelopment area
 - A mix of land uses (residential, commercial, industrial, small businesses, etc.)
 - Demand for housing with limited supply
 - Has experienced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

Contact information:

Amelia Mansfield, BPS
amansfield@burtonplanning.com
(614) 392-2284 ext. 2
<https://burtonplanning.com>

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

**Re-imagine North Main:
A Collaborative Community Event**

NORTH MAIN STREET CORRIDOR PLAN
City of Urbana
October 30, 2023



Appendix F

Community Open House

- 1. Community Open House Mailer**
- 2. Social Media Ad**
- 3. Community Open House Summary**
- 4. Community Open House Survey Data**



North Main Street Corridor Plan

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.

Share your thoughts on the plan's draft vision, goals, and action steps in-person or online!

Take the survey today or attend in-person!

www.surveymonkey.com/r/UrbanaNMainSurvey

Now is the time to make your voice heard!

In the event of inclement weather, visit urbanaohio.com/north-main-street-corridor-plan or facebook.com/CityofUrbanaOhio/ for additional information

When: Thursday, January 18, 2024

Time: 6:00 PM

Where: City of Urbana Municipal Building
205 South Main Street, Urbana, OH 43078
(Enter from the East Market Street entrance)

Urbana North Main Street Corridor Plan

COMMUNITY INPUT REQUESTED

NOW IS THE TIME TO SHARE YOUR THOUGHTS!

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.

The 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.



Urbana North Main Street Corridor Plan

Community Open House and Survey



Community Open House and Survey Summary

Overview

Residents and stakeholders were invited to attend a community open house event on January 18, 2024, to learn about the draft vision statement, goals, and action steps of the North Main Street Corridor Plan. To provide an alternative way to participate, a companion online survey was also published and available January 4 – February 5, 2024. The in-person event and online survey asked residents and stakeholders the same series of questions related to the draft vision, goals, and action steps.

Meeting attendees and online participants were given the opportunity to share their thoughts on the draft materials and provide ideas for new goals and action steps. Ten people attended the in-person event while 94 people responded to the online survey.

Vision Statement

The purpose of the plan vision statement is to act as a "north star" for the North Main Street Corridor. A vision statement should be clear, concise, inspiring, and focused on the success of the corridor. A draft vision statement was developed based on community feedback collected at two Steering Committee meetings, a community survey and a public meeting in the fall of 2023, and stakeholder interviews.

Participants were asked if they agreed or disagreed with the following draft vision statement for the corridor: "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."

Most stakeholders agreed with the draft vision statement. At the in-person event, six community members indicated they agreed with the draft vision statement, and four chose to not respond. No meeting attendees disagreed with the draft vision statement. For the online survey all 94 participants responded to the question (Question One). Approximately 83% of respondents agreed with the draft vision statement, 6% agreed but had suggestions, and 11% disagreed with the draft vision statement (**Figure 1**).

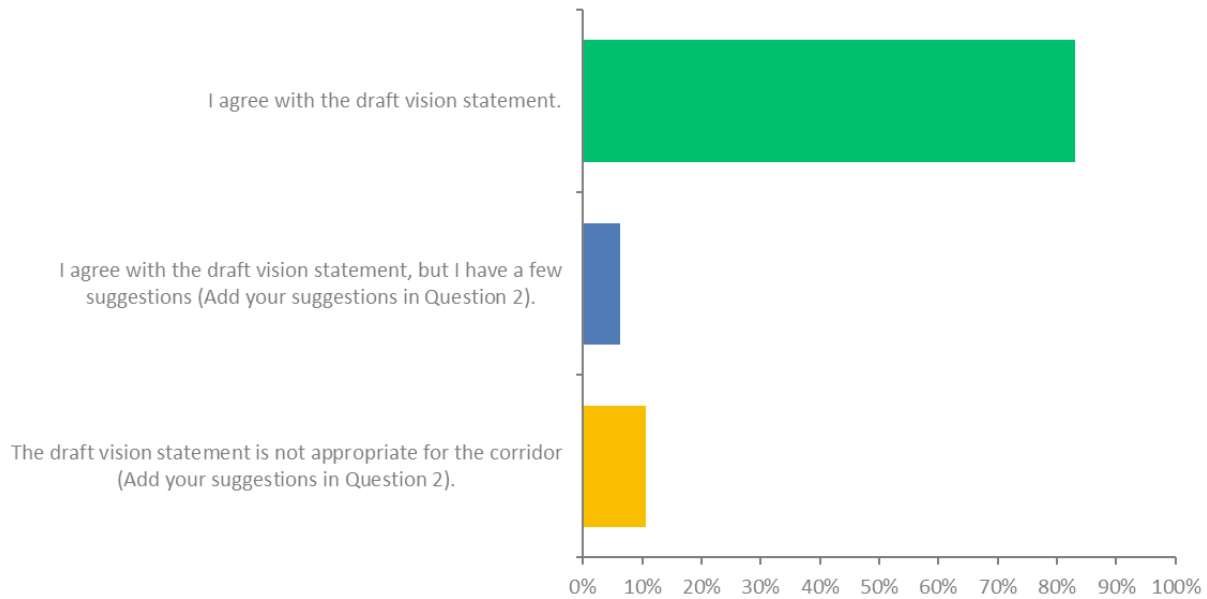


Figure 1 – Percentage of online survey respondents by selection in response to Question 1

Community members provided ideas or suggestions on how to improve the draft vision statement at both the in-person event and via the online survey, including:

- Support for improving the appearance of the northern boundary of the plan area.
- Filling in sidewalk gaps and adding new sidewalks.
- Addressing traffic safety issues in the area.
- Addressing/redirecting large volumes of truck traffic in the area.
- Adding housing and places to shop (i.e. Target)
- Improving the visual appearance of older and vacant/unused buildings.

Online survey respondents that were not in support of the draft vision statement provided the following comments:

- A desire for the area to remain the same with no change.
- A lack of support for additional housing in the area.
- The feeling that the area already meets the vision statement and it is not a vision to work towards as it's already in-place.

Goals

The goal statements for the North Main Street Corridor Plan were designed to support the vision statement by explaining what needs to be accomplished to achieve the vision for the corridor.

Participants were asked if they agreed or disagreed with the six provided draft goals in support of the vision statement and given the opportunity to provide additional comments or provide ideas for additional goals. The majority of stakeholders at the in-person meeting and respondents of the online survey agreed with all six of the draft goals.

The draft goals presented at the community meeting and via the online survey included:

- *Draft Goal One: “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.”*
- *Draft Goal Two: “Attract and retain a variety of shops and services for residents and visitors.”*
- *Draft Goal Three: Create an environment that is inviting and welcoming to residents and visitors.*
- *Draft Goal Four: Welcome visitors and residents by establishing the corridor as the northern “gateway” to the City of Urbana.*
- *Draft Goal Five: “Encourage redevelopment or reuse of vacant parcels, buildings, and underutilized parking lots to attract new businesses and residents.*
- *Draft Goal Six: Create a walkable and bikeable community that is accessible and easy to navigate for all people and transportation modes including walking, biking, and driving.*

At the in-person event, all the draft goals received between four to eight votes for “agree” and zero votes for “disagree.” Draft goal six received the most votes for “agree” by community members with a total of eight votes. Goals one, two, three, and five all received either five or six votes for “agree,” and four community members selected “agree” for draft goal four.

Similarly, the majority of people who responded online also agreed with the six draft goals. Between 68 – 70 people responded to questions three – eight in the survey with a range of support between 80-93%. For draft goal one, approximately 80% of online survey respondents agreed with the goal, 9% agreed but had suggestions, and 11 % disagreed with the first draft goal (**Figure 2**).

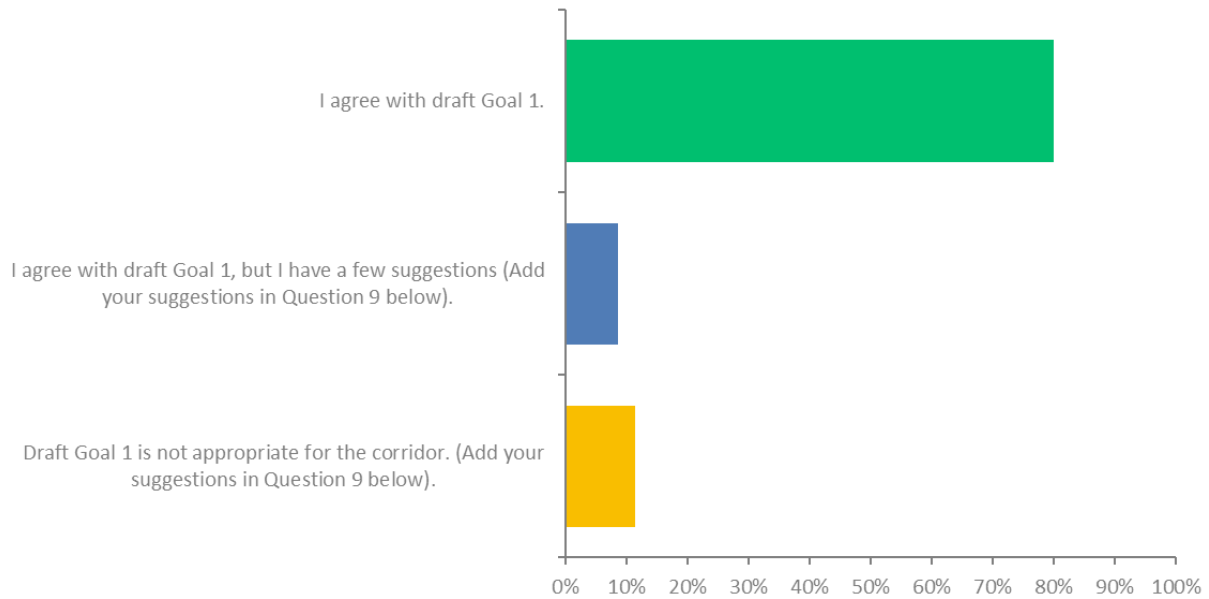


Figure 2 - Percentage of online survey respondents by selection in response to Question 3

For draft goal two, approximately 90% of online survey respondents agreed with the goal, 3% agreed but had suggestions, and 7% disagreed with the second draft goal (Figure 3).

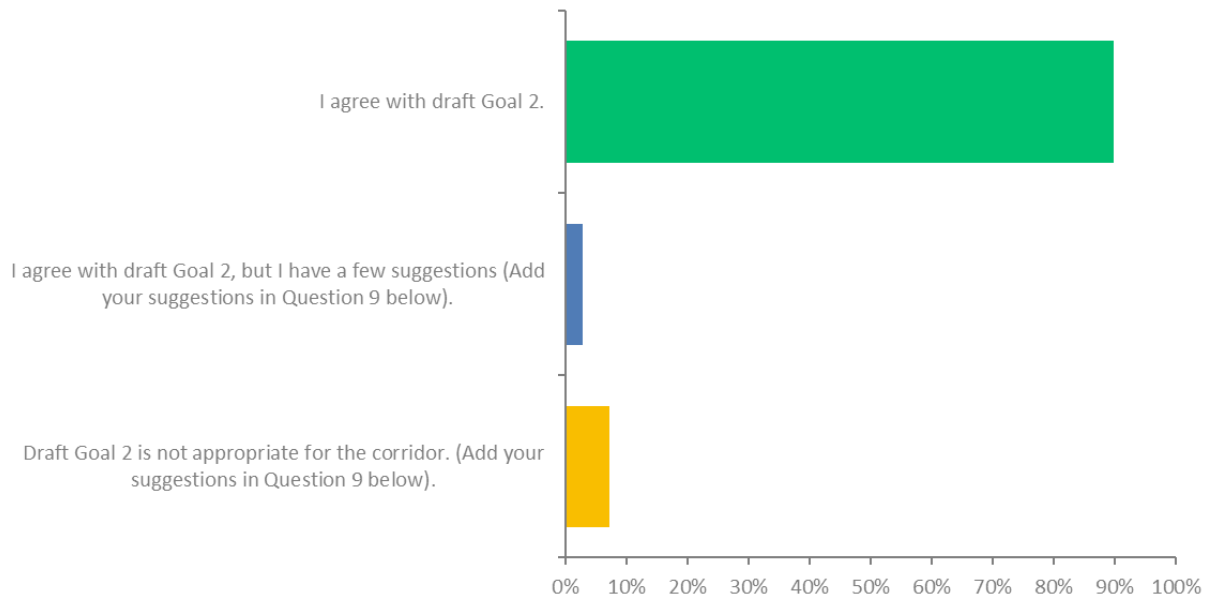


Figure 3 - Percentage of online survey respondents by selection in response to Question 4

For draft goal three, approximately 93% of online survey respondents agreed with the goal, 3% agreed but had suggestions, and 4% disagreed with the third draft goal (Figure 4). This goal received the highest overall support in the online survey.

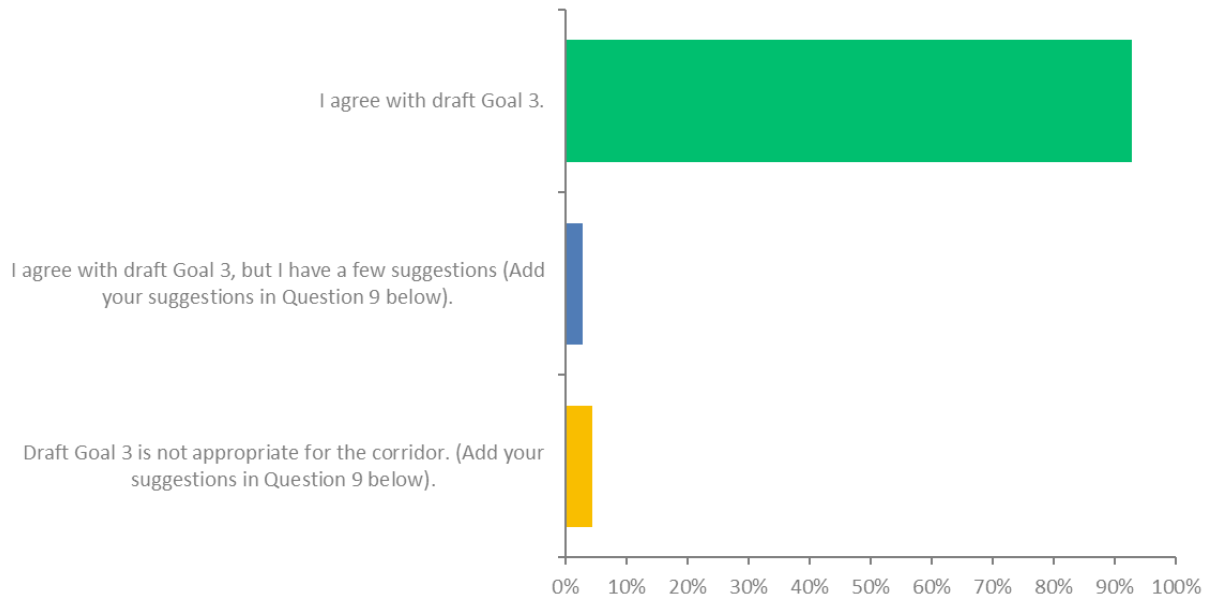


Figure 4 - Percentage of online survey respondents by selection in response to Question 5

For draft goal four, approximately 91% of online survey respondents agreed with the goal, 2% agreed but had suggestions, and 7% disagreed with the fourth draft goal (Figure 5).

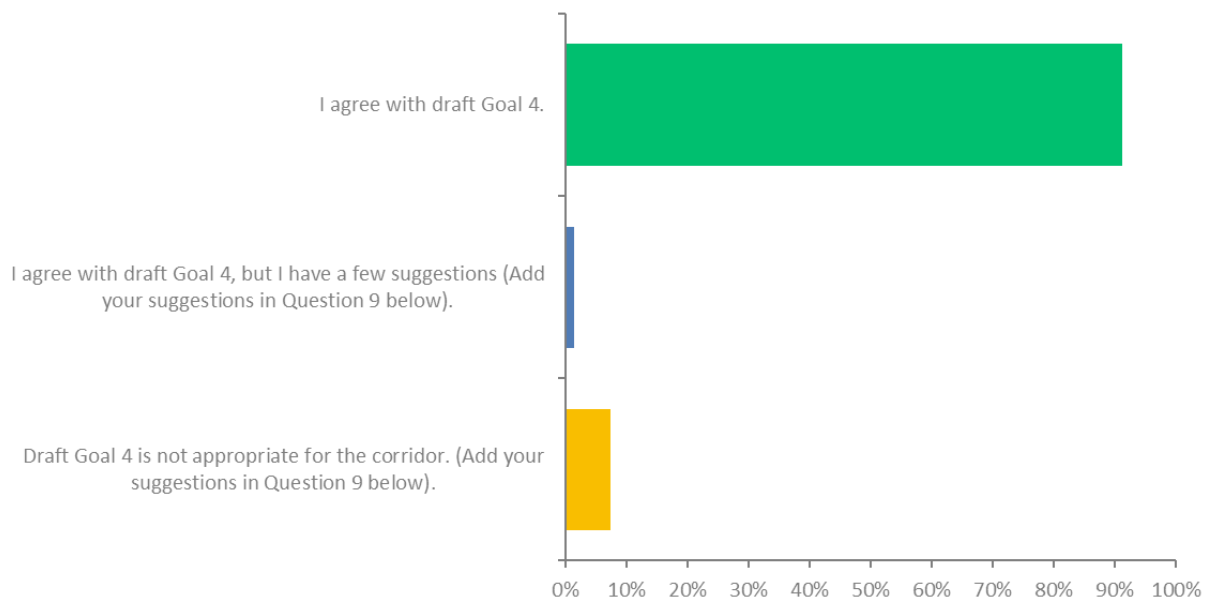


Figure 5 - Percentage of online survey respondents by selection in response to Question 6

For draft goal five, approximately 90% of online survey respondents agreed with the goal, 3% agreed but had suggestions, and 7% disagreed with the fifth draft goal (Figure 6).

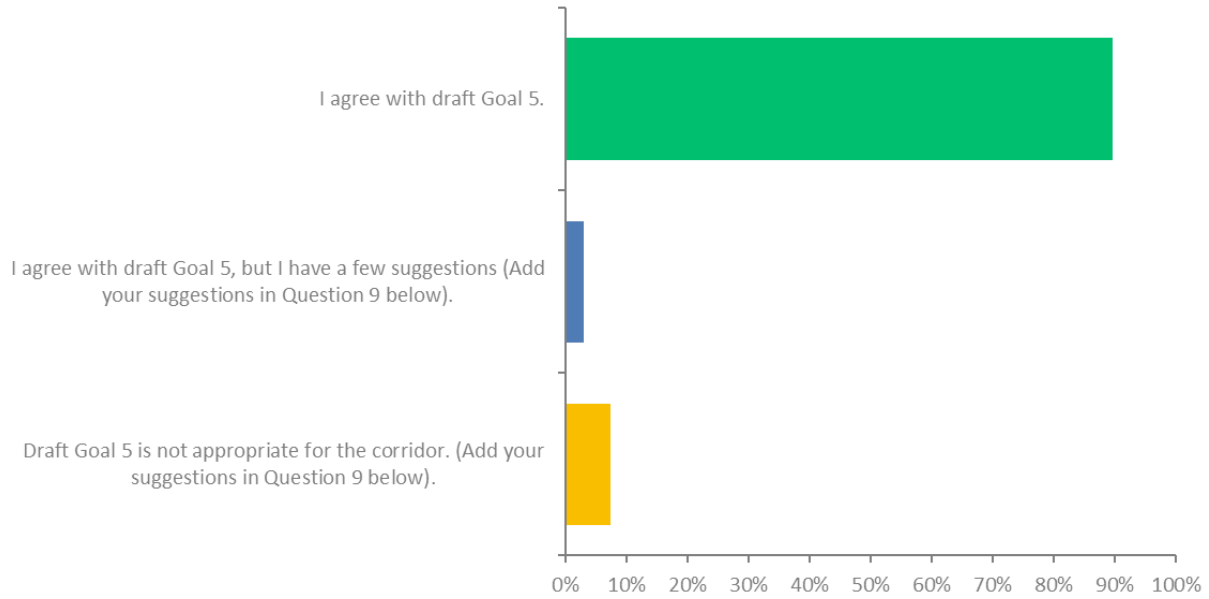


Figure 6 - Percentage of online survey respondents by selection in response to Question 7

For draft goal six, approximately 90% of online survey respondents agreed with the goal, 4% agreed but had suggestions, and 6% disagreed with the second draft goal (Figure 7).

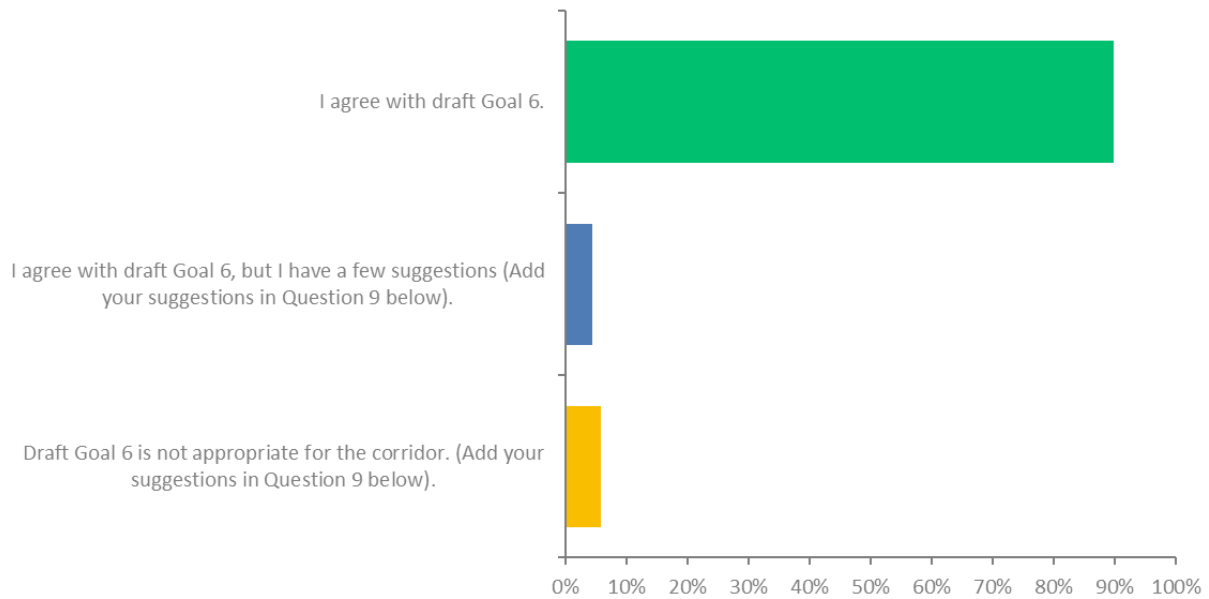


Figure 7 - Percentage of online survey respondents by selection in response to Question 8

Comments in support of the proposed draft goals received in the online survey include:

- Support for quality multi-unit residential development with affordable housing as the highest priority to draw more people to the area and provide a stronger employment base for businesses.
- Filling in sidewalk gaps and adding new sidewalks.
- Repurposing/reusing vacant buildings.
- Support for additional green space.

Community members provided ideas or suggestions on how to improve the draft goals through the online survey, including:

- A preference to not include manufacturing as a supported use in the area.
- To ensure there is consideration for how businesses and manufacturing development impacts residential development in terms of light, noise, and air pollution.
- A preference to not include insurance, “antique” stores, or “smoke shops”.
- To make the plan area like the east side of Urbana.
- To keep rents lower than cities like Columbus, Ohio.
- Addressing traffic safety issues in the area, including truck traffic.
- A recommendation to make the goals more specific.
- A desire to make the city more desirable for youth to encourage students to stay in the City of Urbana as adults.
- Use the City of Bellefontaine as an example of how to develop in the City of Urbana.

Online survey respondents that were not in support of the elements of the draft goals provided the following comments:

- The feeling that people already use the area in these ways.
- A desire for the area to remain the same with no change, especially in the areas around the airport and north of the airport.
- A lack of support to plan for the area.

Action Steps

The action steps were developed to be implementable steps to help achieve the vision statement and goals of the plan.

Community members were asked if they agreed or disagreed with each of 13 action steps and given the opportunity to provide additional comments or provide ideas for additional goals. Each action step received a higher percentage of votes for “agree” than “disagree” or “undecided,” however, the range of percent of support varied more greatly than with the draft goals (**Table 1**).

The draft goals presented at the community meeting and via the online survey included:

- *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.”
- *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.”
- *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.”
- *Draft Action Step Four:* “Capitalize on economic development opportunities from the traffic and visitors at Grimes Field Municipal Airport.”
- *Draft Action Step Five:* “Add housing at a variety of price points.”
- *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.”
- *Draft Action Step Seven:* “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.”
- *Draft Action Step Eight:* “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.”
- *Draft Action Step Nine:* “Install landscaping and street trees to enhance the appearance of the area.”
- *Draft Action Step Ten:* “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.)”
- *Draft Action Step Eleven:* “Implement the Urbana Corridor Development Standards (corridor overlay) for new development or major redevelopment that occurs in the plan area.”
- *Draft Action Step Twelve:* “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.”
- *Draft Action Step Thirteen:* “Recommend the City of Urbana consider strategic land acquisition to assist in reuse or redevelopment of vacant property and underutilized parking lots.”

At the in-person event, less people voted on the action steps than the goals, however, each action step still received more votes for “agree” than “disagree” with each one receiving between two to four votes each for “agree” and zero votes for “disagree.” Draft action steps three, and six to eleven received the most “agree” votes at the in-person meeting, each receiving four votes of support.

For the online survey, draft action step three received the highest percentage of support with approximately 88% of respondents stating that they agreed with the action step. Action steps two, four, seven, ten, and thirteen also had 75% or more of respondents select “agree.” Action step five suggested adding housing at a variety of price points and was supported by just over half of those who responded but was also not supported by about 33% of people. Similarly, action step one recommended considering a new zoning district to allow updated zoning standards for mixed use development and was supported by approximately 58% of respondents while about 23% disagreed with the action step (Table 1).

Table 1 - Percentage of online survey respondents by selection in response to Question 10

	AGREE	DISAGREE	UNDECIDED OR UNSURE	TOTAL
1. Consider a new zoning district to allow mixed use development, reduced minimum building setbacks, and reduced parking requirements to support design that is welcoming and more easily accessible.	58.33% 28	22.92% 11	18.75% 9	48
2. Develop strategies to support a variety of food and drink establishments including sit-down restaurants, fast-food restaurants, coffee shops, etc.	86.96% 40	8.70% 4	4.35% 2	46
3. Support and encourage new and existing businesses to locate, expand, or invest in the area, including small businesses and local businesses.	88.10% 37	4.76% 2	7.14% 3	42
4. Capitalize on economic development opportunities from the traffic and visitors at Grimes Field Municipal Airport.	76.74% 33	11.63% 5	11.63% 5	43
5. Add housing at a variety of price points.	51.11% 23	33.33% 15	15.56% 7	45
6. Create a county land bank to help stabilize the property tax base, assist in reducing vacancies, and support redevelopment of neighborhoods	65.00% 26	15.00% 6	20.00% 8	40
7. Install landscaping and street trees to enhance the appearance of the area.	79.07% 34	13.95% 6	6.98% 3	43
8. 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.)	80.49% 33	9.76% 4	9.76% 4	41
9. Implement the Urbana Corridor Development Standards (corridor overlay) for new development or major redevelopment that occurs in the plan area	64.29% 27	9.52% 4	26.19% 11	42
10. 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.	78.05% 32	12.20% 5	9.76% 4	41
11. Recommend the City of Urbana consider strategic land acquisition to assist in reuse or redevelopment of vacant property and underutilized parking lots.	64.44% 29	15.56% 7	20.00% 9	45
12. 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.	71.43% 30	11.90% 5	16.67% 7	42
13. 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.	75.00% 39	13.46% 7	11.54% 6	52

Comments in support of the proposed draft action steps received and the in-person event and via the online survey include:

- Support for the reuse of existing structures.
- Support for a land bank.
- Support for sidewalk and path installation.
- Support for additional green space.

Community members provided ideas or suggestions on how to improve the draft goals through the in-person meeting and online survey, including:

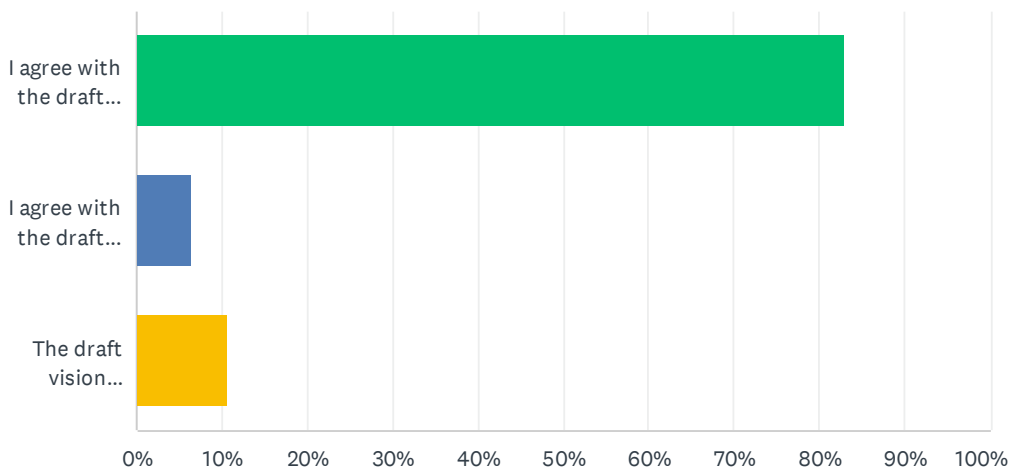
- A desire to not see an over abundance of fast-food type restaurants or “big-box” stores.
- Provide connections to Pointe North and repair the lakes.
- Addressing traffic safety issues in the area, including truck traffic, and consider a track bypass to the west of North Main Street.
- Expand light poles and Christmas decorations to this area of Urbana.
- Create incentives for homeowners to improve their properties in addition to business owners.

Online survey respondents that were not in support of the elements of the draft goals provided the following comments:

- A desire for the area to remain the same with no change, especially in the areas around the airport and north of the airport.
- A lack of support to plan for the area.
- A desire for investment to be focused in the downtown area instead of the North Main Street corridor area.

Q1 Draft 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. Do you agree with the draft vision statement for the corridor? (Select one)

Answered: 94 Skipped: 0



ANSWER CHOICES	RESPONSES	
I agree with the draft vision statement.	82.98%	78
I agree with the draft vision statement, but I have a few suggestions (Add your suggestions in Question 2).	6.38%	6
The draft vision statement is not appropriate for the corridor (Add your suggestions in Question 2).	10.64%	10
TOTAL		94

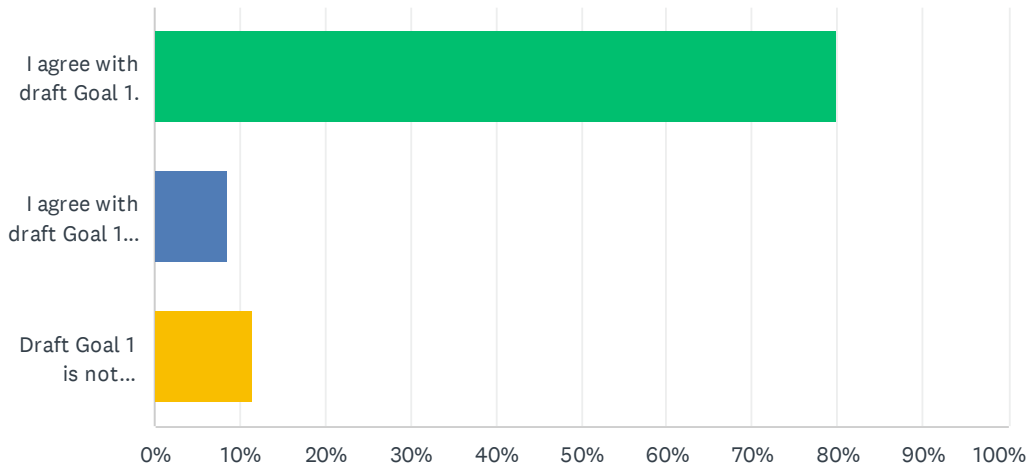
Q2 Do you have suggestions on how to change or improve the vision statement? (Comment Below)

Answered: 17 Skipped: 77

#	RESPONSES	DATE
1	No	2/4/2024 9:33 AM
2	Police dangerous drivers. This town is terrible for reckless driving.	1/29/2024 8:59 PM
3	Do not agree with more housing. We have an approved housing development behind Walmart. I feel Urbana can not handle more people/cars.	1/18/2024 3:35 PM
4	It's not Dublin, it never will be. Heavy handed government won't help.	1/17/2024 9:36 AM
5	The North Main Street is already a beautiful vibrant walkable community. Voted number one for trees. Sidewalks on both sides. One of the largest bike/walking paths in the state. With an existing community of businesses and houses. Myself included. A waste of money and more examples of why a recall is an absolute need for this community if anything.	1/17/2024 3:27 AM
6	I live on Poe. Please put sidewalks that go to the new Dollar General. Also include a small sub library	1/15/2024 12:14 PM
7	Improvements and/or extensions of W. Twain Ave., or Dillinger Road to accommodate a bypass for trucks out of the downtown area. The north corridor is mainly a major concentration of independent businesses in Urbana, unlike the eastern part with heavy franchise operations. Existing wide streets with virtually no car parking utilized from the railroad tracks north, could allow development of commuter, bicycle or golf cart traffic lanes on either side of the street. Thereby allowing more convenient access to these businesses from city residents. This could work in the other direction as well, especially if a new hotel would be constructed near the airport.	1/14/2024 5:02 PM
8	Leave Dillinger Road and N. Main Street alone. Also, N. Main St. has always been an enjoyable respite from downtown. Your plans will ruin the area; you're trying to turn Urbana into its own metropolis. This will destroy what Urbana's always been—a nice small town.	1/13/2024 3:44 PM
9	Clearly isn't a thought out idea. I've lived my entire life in this "North main corridor"	1/13/2024 2:03 PM
10	Goodwill, Target, affordable 1-2 bedroom housing to purchase or rent	1/13/2024 7:45 AM
11	Get rid of old, unsightly, unused buildings	1/12/2024 8:15 PM
12	hahshshsh	1/12/2024 6:11 PM
13	Stop meddling and allow the free market and citizens to determine its fate. Are we socialists?	1/12/2024 7:51 AM
14	leave things alone and quit spending the tax payers on stupid stuff as you always do do something that will benefit the people the GOVERNMENT	1/12/2024 7:13 AM
15	In order for that to come to fruition, it would take years.	1/11/2024 4:48 PM
16	It shouldn't include housing	1/11/2024 1:22 PM
17	No	1/11/2024 11:12 AM

Q3 Draft Goal 1: 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. Do you agree with Goal 1? (Select one)

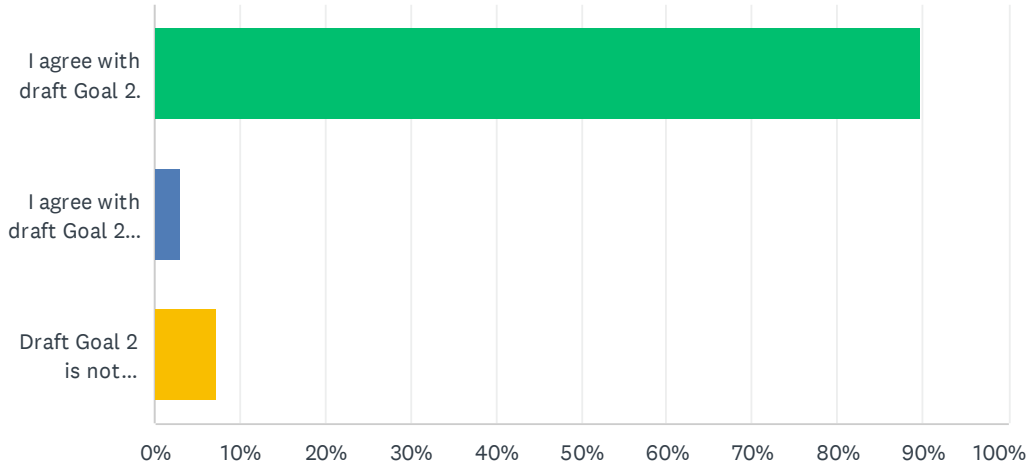
Answered: 70 Skipped: 24



ANSWER CHOICES	RESPONSES	
I agree with draft Goal 1.	80.00%	56
I agree with draft Goal 1, but I have a few suggestions (Add your suggestions in Question 9 below).	8.57%	6
Draft Goal 1 is not appropriate for the corridor. (Add your suggestions in Question 9 below).	11.43%	8
TOTAL		70

Q4 Draft Goal 2: Attract and retain a variety of shops and services for residents and workers. Do you agree with Goal 2? (Select one)

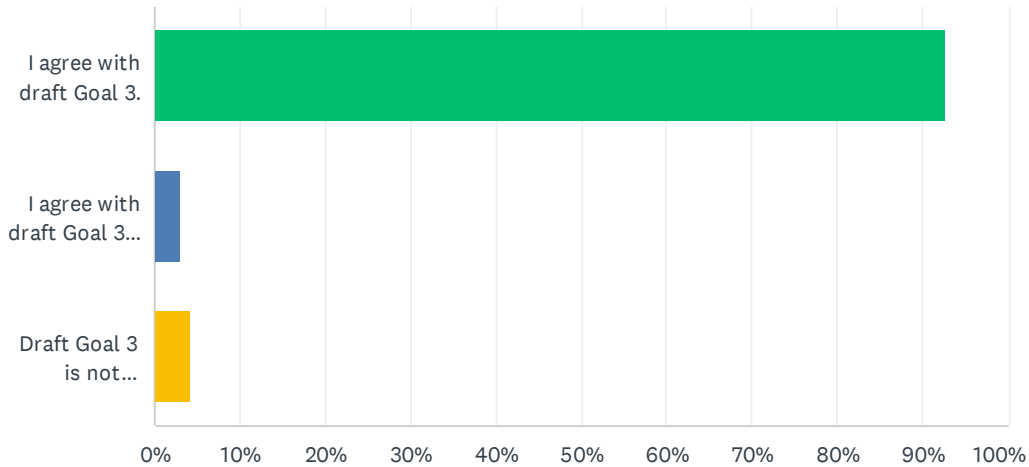
Answered: 69 Skipped: 25



ANSWER CHOICES	RESPONSES	
I agree with draft Goal 2.	89.86%	62
I agree with draft Goal 2, but I have a few suggestions (Add your suggestions in Question 9 below).	2.90%	2
Draft Goal 2 is not appropriate for the corridor. (Add your suggestions in Question 9 below).	7.25%	5
TOTAL		69

Q5 Draft Goal 3: Create an environment that is inviting and welcoming to residents and visitors. Do you agree with Goal 3? (Select one)

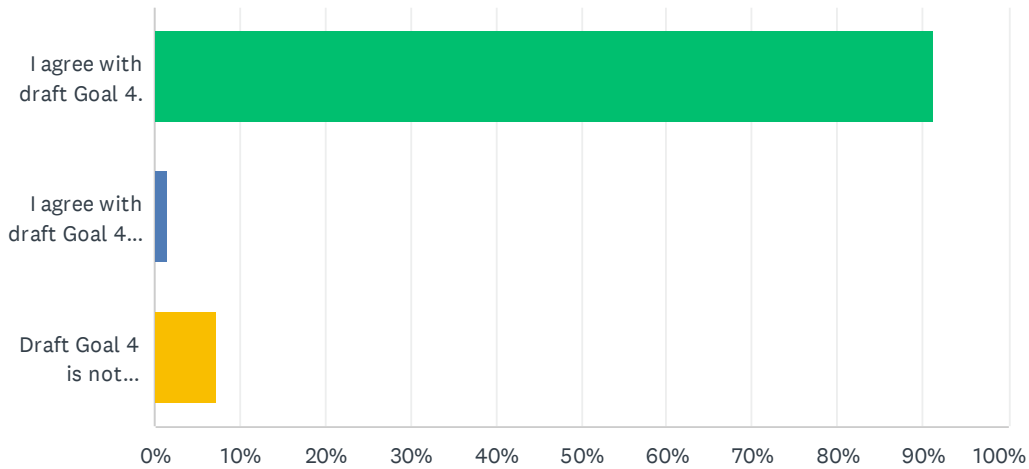
Answered: 69 Skipped: 25



ANSWER CHOICES	RESPONSES	
I agree with draft Goal 3.	92.75%	64
I agree with draft Goal 3, but I have a few suggestions (Add your suggestions in Question 9 below).	2.90%	2
Draft Goal 3 is not appropriate for the corridor. (Add your suggestions in Question 9 below).	4.35%	3
TOTAL		69

Q6 Draft Goal 4: Welcome visitors and residents by establishing the corridor as the northern "gateway" to the City of Urbana. Do you agree with Goal 4? (Select one)

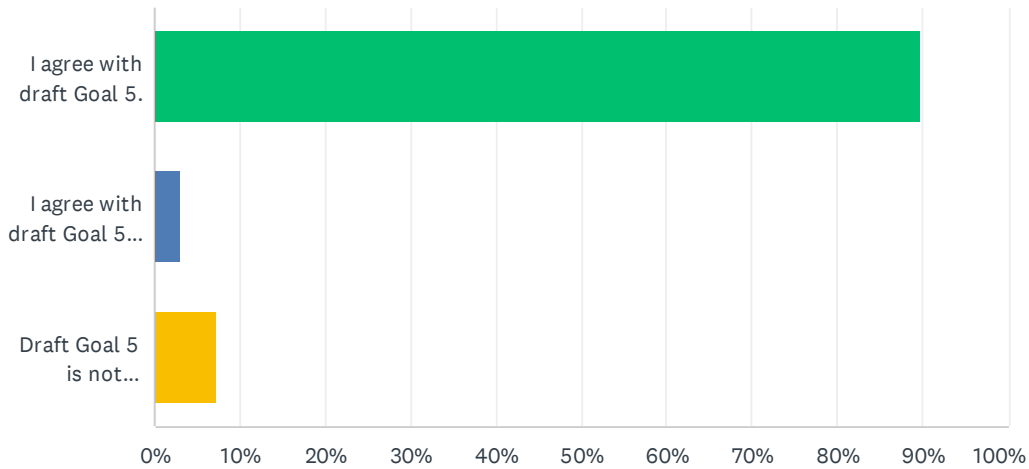
Answered: 68 Skipped: 26



ANSWER CHOICES	RESPONSES	
I agree with draft Goal 4.	91.18%	62
I agree with draft Goal 4, but I have a few suggestions (Add your suggestions in Question 9 below).	1.47%	1
Draft Goal 4 is not appropriate for the corridor. (Add your suggestions in Question 9 below).	7.35%	5
TOTAL		68

Q7 Draft Goal 5: Encourage redevelopment or reuse of vacant parcels, buildings, and underutilized parking lots to attract new businesses and residents. Do you agree with Goal 5? (Select one)

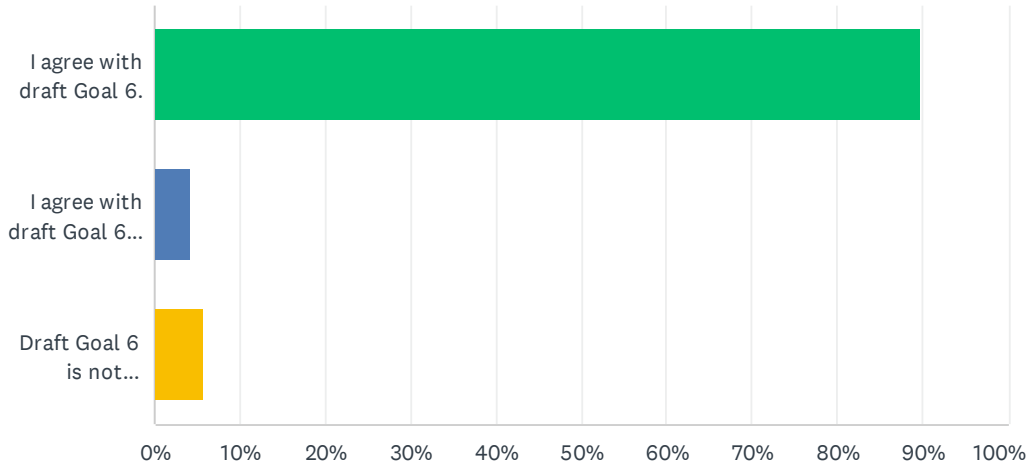
Answered: 68 Skipped: 26



ANSWER CHOICES	RESPONSES	
I agree with draft Goal 5.	89.71%	61
I agree with draft Goal 5, but I have a few suggestions (Add your suggestions in Question 9 below).	2.94%	2
Draft Goal 5 is not appropriate for the corridor. (Add your suggestions in Question 9 below).	7.35%	5
TOTAL		68

Q8 Draft Goal 6: Create a walkable and bikeable community that is accessible and easy to navigate for all people and transportation modes including, walking, biking, and driving. Do you agree with Goal 6? (Select one)

Answered: 69 Skipped: 25



ANSWER CHOICES	RESPONSES	
I agree with draft Goal 6.	89.86%	62
I agree with draft Goal 6, but I have a few suggestions (Add your suggestions in Question 9 below).	4.35%	3
Draft Goal 6 is not appropriate for the corridor. (Add your suggestions in Question 9 below).	5.80%	4
TOTAL		69

Q9 Do you have suggestions on how to change or improve any of the draft goals? (Comment Below)

Answered: 20 Skipped: 74

#	RESPONSES	DATE
1	A locally crafted metal topiary on either side of the thoroughfare that can be planted/decorated seasonally would create community involvement in creation and care of these elevating visuals and elegantly welcome visitors.	2/3/2024 6:04 PM
2	We need enforcement of traffic regulations. If police focus is on drug crimes, consider reckless drivers are likely on drugs.	1/29/2024 9:01 PM
3	No more insurance or "antique" stores please.	1/20/2024 8:29 AM
4	Equally agree with goal 5 & 6 I believe we need we need a focus on quality multi unit residential development. Affordable housing options is the highest priority right now. Businesses need employees to grow	1/19/2024 11:02 AM
5	People already use this area in this way	1/18/2024 3:37 PM
6	Make the north end like we have now on the east side....	1/18/2024 11:50 AM
7	Please dont make the rent sky high like Columbus based rent. Also the trailer park on N. Main street is an eye sore	1/15/2024 12:16 PM
8	Limit truck traffic in this area and downtown to Twain Ave and Dellinger Road.	1/14/2024 5:30 PM
9	Again the width of N. Main St., in the corridor would allow safer biking and golf cart lanes on either side of the street.	1/14/2024 5:06 PM
10	Everything that's proposed will turn N. Main St. and the surrounding area into an overdeveloped piece of the city that's just like every other small town that used to be pretty. Putting in a sidewalk may be feasible, and making use of existing vacant buildings could be viable. But the idea of filling N. Main St. with businesses and residences will destroy the area. North Main St. offers a beautiful entrance to the green space and countryside heading towards and past the airport. Your plans will devastate the area, and that can never, ever be recovered.	1/13/2024 3:53 PM
11	Remove manufacturing from draft goal one. While manufacturing is important, a large factory plant would not be appealing to the eyes of the residents.	1/13/2024 8:44 AM
12	Limit the amount of "smoke shops".	1/12/2024 9:05 PM
13	Do your job of fixing potholes, policing and providing emergency services. Nothing else is required of city government. How do these pie in the sky notions affect tax rates for residents and businesses? Who is paying for this?	1/12/2024 7:53 AM
14	get rid of the idiots running the City - it is a constant charge to the people. They come with these stupid ideas and it is always the people of the City of Urbana who foots the bill - get rid of the City Council	1/12/2024 7:16 AM
15	Shouldn't these be the goals for all of Urbana not just this corridor? They're very vague. Goggle SMART goals...	1/11/2024 10:09 PM
16	Make sure any business or manufacturing development is not obstructing or bothering the residents in the area. Biggest concern is noise, light, air pollution affecting residents in the area and surrounding areas. Want to see more green spaces.	1/11/2024 6:01 PM
17	When entering a city most people/visitors want inviting shops, businesses. Shouldn't include housing as everyones tastes are different. You should really take a close look at Bellefontaine and how they are doing there downtown area, that should be used as an example because currently Urbana really has nothing to offer and that is why so many people shop out of town. You say shop local but we don't have many options. We have 1 department store, Walmart. Most of the shops in the square area are too expensive. There is nothing for the youth of the	1/11/2024 1:28 PM

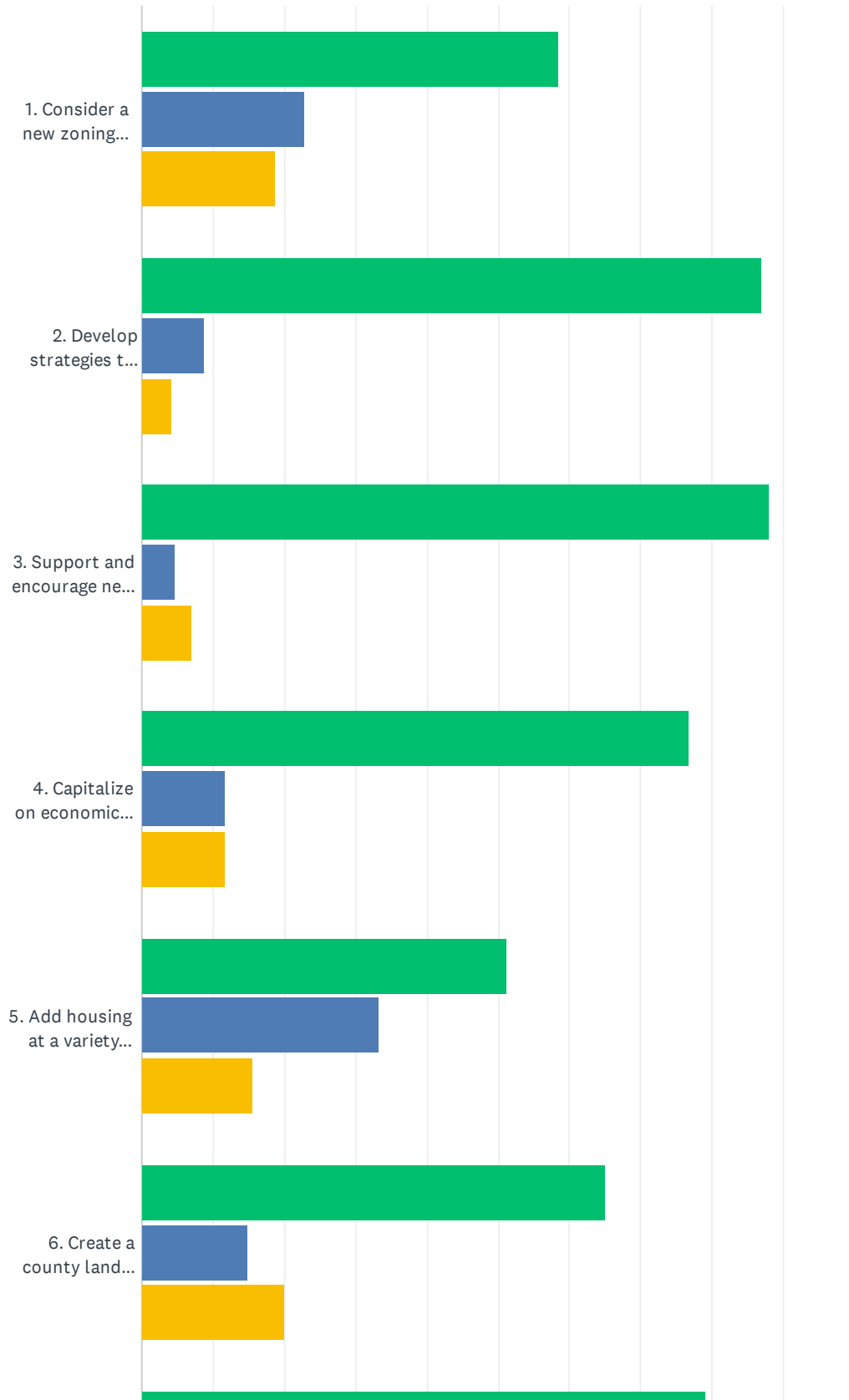
North Main Street Corridor Plan - Community Open House Survey

community to do in this town. The youth is the future and so many of them can't wait to leave this town because there is absolutely nothing for them to do.

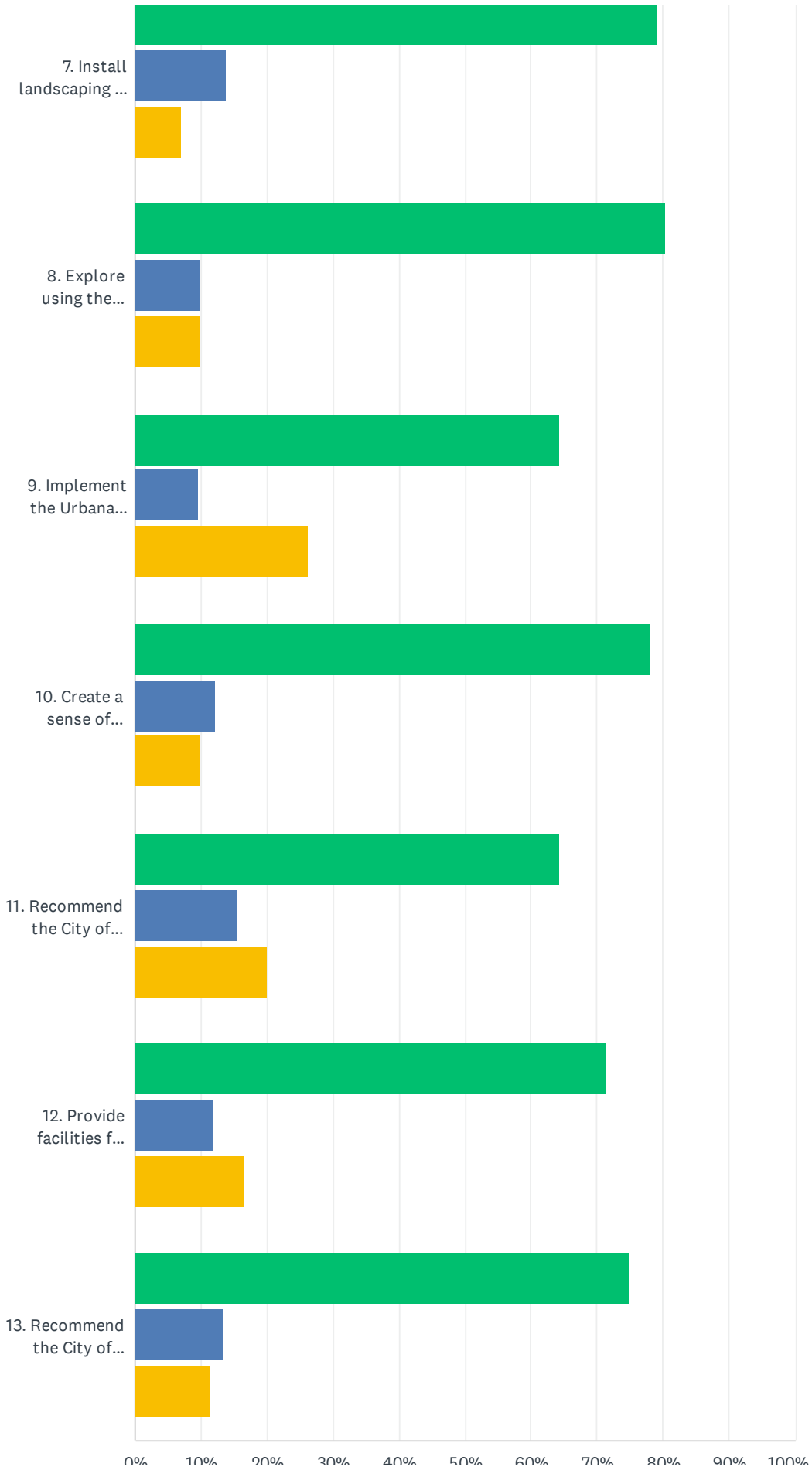
18	68 bypass is crucial. For downtown as well as proposed changes to N. Main	1/11/2024 12:36 PM
19	No	1/11/2024 11:13 AM
20	I believe Urbana needs more residential places. Especially rentals. It is difficult to find affordable apartments and other housing here. I also welcome more walking and biking paths for people who can not drive to use to be able to get back and forth to work especially to the factories here in Urbana particularly those out off 55.	1/7/2024 11:27 AM

Q10 Do you agree with each of the draft action steps below?

Answered: 63 Skipped: 31



North Main Street Corridor Plan - Community Open House Survey



North Main Street Corridor Plan - Community Open House Survey



	AGREE	DISAGREE	UNDECIDED OR UNSURE	TOTAL
1. Consider a new zoning district to allow mixed use development, reduced minimum building setbacks, and reduced parking requirements to support design that is welcoming and more easily accessible.	58.33% 28	22.92% 11	18.75% 9	48
2. Develop strategies to support a variety of food and drink establishments including sit-down restaurants, fast-food restaurants, coffee shops, etc.	86.96% 40	8.70% 4	4.35% 2	46
3. Support and encourage new and existing businesses to locate, expand, or invest in the area, including small businesses and local businesses.	88.10% 37	4.76% 2	7.14% 3	42
4. Capitalize on economic development opportunities from the traffic and visitors at Grimes Field Municipal Airport.	76.74% 33	11.63% 5	11.63% 5	43
5. Add housing at a variety of price points.	51.11% 23	33.33% 15	15.56% 7	45
6. Create a county land bank to help stabilize the property tax base, assist in reducing vacancies, and support redevelopment of neighborhoods	65.00% 26	15.00% 6	20.00% 8	40
7. Install landscaping and street trees to enhance the appearance of the area.	79.07% 34	13.95% 6	6.98% 3	43
8. 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.)	80.49% 33	9.76% 4	9.76% 4	41
9. Implement the Urbana Corridor Development Standards (corridor overlay) for new development or major redevelopment that occurs in the plan area	64.29% 27	9.52% 4	26.19% 11	42
10. 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.	78.05% 32	12.20% 5	9.76% 4	41
11. Recommend the City of Urbana consider strategic land acquisition to assist in reuse or redevelopment of vacant property and underutilized parking lots.	64.44% 29	15.56% 7	20.00% 9	45
12. 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.	71.43% 30	11.90% 5	16.67% 7	42
13. 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.	75.00% 39	13.46% 7	11.54% 6	52

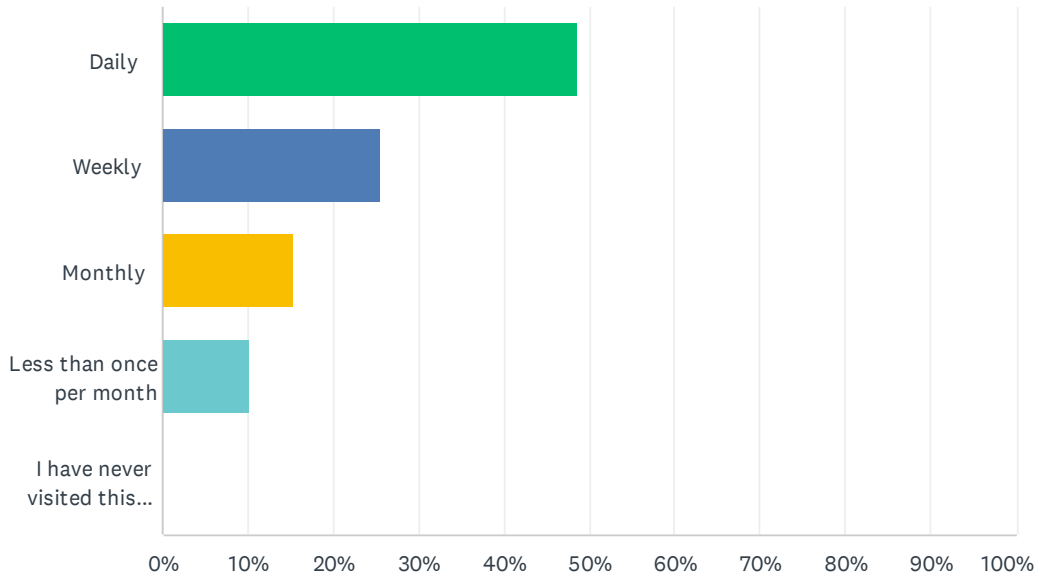
Q11 Do you have any ideas for additional action steps? If so, please add them to the comment box.

Answered: 18 Skipped: 76

#	RESPONSES	DATE
1	Don't know if this applies here but the North Point lakes need to be fixed so they can be used by the citizens of Urbana and public!!!	1/30/2024 5:00 PM
2	Info included in the survey is quite vague. I was unable to attend the meeting on 1/18 but details provided in survey appear to be lacking detail.	1/30/2024 4:11 PM
3	Stop, cite, and prosecute dangerous and reckless drivers. No one stops at stop signs. No right turn on red. Pedestrians need protection.	1/29/2024 9:04 PM
4	Existing residents should not be required to do anything or change anything to accomplish this.	1/18/2024 3:42 PM
5	Let the area be as is, outside of small changes like communal programs or necessary fixes/improvements. This community has thrived for 200+ years. Our charm comes from our quaintness. Not from new and exciting features.	1/17/2024 3:46 AM
6	Install sidewalks	1/16/2024 10:56 AM
7	Again Please do not have rents that are high like Columbus. We cant afford that here in Urbana.	1/15/2024 12:20 PM
8	Good to limit downtown area to local retail businesses pushing medical, lawyers, and accountants further north and south of the downtown as long as accessible to all modes of transportation including cars, bikes, golf carts and pedestrians. Slowing traffic to 25mph will make it safer. Provide a truck bypass. Do not totally bypass the city as it will cause the downtown to die. Expand light poles and Christmas decorations to include this area instead of being limited to the one block of the Square.	1/14/2024 5:57 PM
9	Conserve, extending the bike and LSV lane connections beyond the airport to the entrance at Pointe North. Thereby, allowing that community asset to be better utilized.	1/14/2024 5:17 PM
10	Focus instead on improving green spaces. Stop trying to make Urbana a little "big city." People come to Urbana to visit the shops downtown. Urbana's greatest asset is the green space that's left; visitors love this. Focus on downtown and making Urbana more beautiful by investing in green spaces and lush gardens with flowering areas. This, plus the shops and restaurants downtown, is what visitors love about small towns, not the making of a once beautiful community into just another sprawling area that's been devastated by development.	1/13/2024 4:02 PM
11	More sidewalks in the northern section	1/12/2024 8:19 PM
12	Urbana doesn't need more fast food restaurants	1/12/2024 2:00 PM
13	Question 10 has not been programmed properly. It only allows one response per choice, per attribute. It should allow one response of any choice, per attribute.	1/12/2024 7:55 AM
14	CITY ALWAYS FINDS FUNDING ELSE WHERE - WHERE ARE OUR TAX MONIES GOING TO? THE CITY EMPLOYEES AS USUAL	1/12/2024 7:19 AM
15	NO	1/11/2024 9:54 PM
16	Green spaces and to make sure all new business do not obstruct the residents in the area would like clean inviting walk ways and new paths from bike path to north main area	1/11/2024 6:09 PM
17	Create Incentive for homeowners to improve properties as well.	1/11/2024 12:48 PM
18	No	1/11/2024 11:15 AM

Q12 How often do you visit the North Main Street Area?

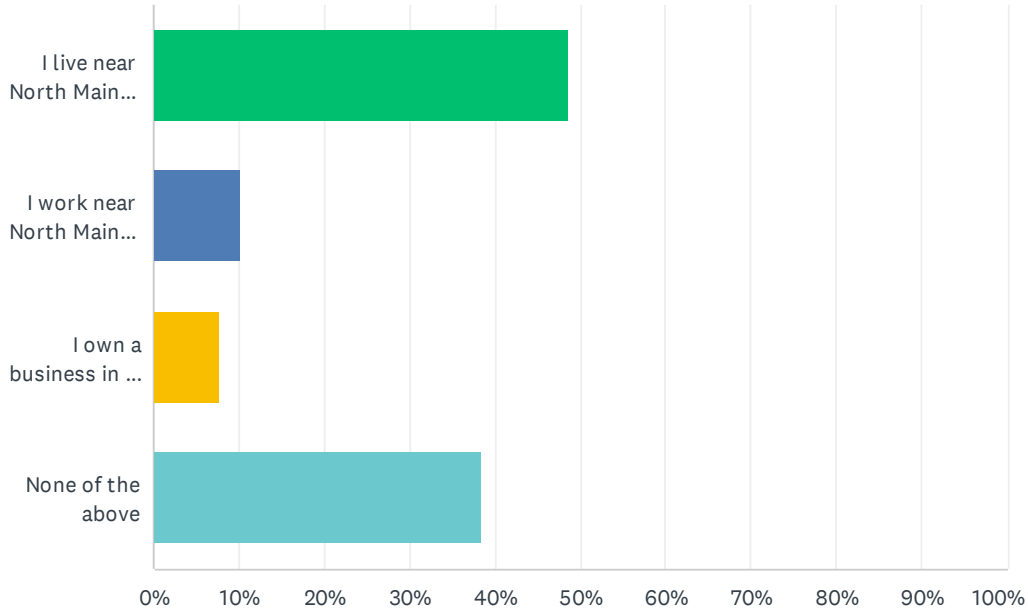
Answered: 39 Skipped: 55



ANSWER CHOICES	RESPONSES	
Daily	48.72%	19
Weekly	25.64%	10
Monthly	15.38%	6
Less than once per month	10.26%	4
I have never visited this area	0.00%	0
TOTAL		39

Q13 Do you live, work, or own a business along North Main Street? (Select all that apply)

Answered: 39 Skipped: 55



ANSWER CHOICES	RESPONSES	
I live near North Main Street	48.72%	19
I work near North Main Street	10.26%	4
I own a business in the area	7.69%	3
None of the above	38.46%	15
Total Respondents: 39		

Appendix G

Stakeholder Interviews

- 1. Stakeholder Interview Table**
- 2. Stakeholder Interview Summary**
- 3. Stakeholder Interview Questions**

Interview Table

Contact	Initial Contact Date/Method	Interview Date	Preferred Interview Format
Dr. Erin Williamson	8/30/23 via email	10/5/2023	Phone call
Elton Cultice	8/30/23 via email	10/4/2023	Phone call
Jim White	8/30/23 via email	10/3/2023	Phone call
Neil Cordonnier	8/30/23 via email	9/14/2023	Phone call
Kirk Farrelly	8/30/23 via email	n/a	
James Smith	8/30/23 via phone	n/a	
Debby Davis Goddard	8/30/23 via email	n/a	
Chris Holt	8/30/23 via email	n/a	
Bob Glessner	8/30/23 via email	9/6/2023	In-person
Scott Mallory	9/26/2023	n/a	
Randy Loebig	9/26/2023	11/17/23	Phone call

Stakeholder Interviews Summary

From September 2023 through November 2023, the Consultant Team requested interviews with eleven people representing businesses in the North Main Street Corridor Plan study area (see Invitation List attached). Of the eleven people invited to participate, 6 were interviewed. They represented both businesses, local leaders, and residents.

The interview questions (see Stakeholder Interviews Survey attached) aimed to gather information from the stakeholders on their experiences in the study area, the strengths and challenges of the area, and their vision for the area.

The key takeaways from the interviews can be summarized as follows:

- There is a need for improvements to buildings, parking lots, curbs, sidewalks, and other facilities and amenities.
- There is a need for additional housing and businesses to draw new residents, employees, and visitors to the area.
- Provide incentives for new businesses and new housing in the area may prove to be beneficial.
- Support and capitalize on the economic benefits of the airport.
- Invest in beautification of the area through code enforcement, installation of street trees, installation of signage, etc.
- Infrastructure and facade improvements in the area could positively influence property owners to make improvements to their properties.
- There is good through-traffic and pedestrian visibility in the area for businesses.
- There is the opportunity for additional manufacturing in the area.



CITY OF URBANA NORTH MAIN STREET CORRIDOR PLAN

Stakeholder Interviews Survey

Draft: August 11, 2023

Interview Date and Time:

Interview Name and Title:

BPS Staff:

Start with introductions:

- Jackie Yeoman, Planning Manager with Burton Planning Services
- BPS is a multi-disciplinary staff of 25 professionals, including planners, engineers, and environmental specialists. Our mission is to provide our clients with sustainable planning and environmental solutions.
- We are working in partnership with the City of Urbana to plan for the North Main Street Corridor.
- Ask others to introduce themselves: Name, connection to the City of Urbana, interest in the plan

Introduction to the plan:

- 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. The goal of the plan is to guide future development and redevelopment opportunities. The planning process will result in recommendations for future land use, zoning code updates or revisions, and infrastructure improvements to support investment in the area.
- The North Main Street Corridor Plan will include the area along North Main Street from Gwyne Street/Washington Avenue to Grimes Circle. The Plan will be based on input from residents, local businesses, and other community stakeholders.

Introduction to the interview:

- We are meeting with stakeholders to learn about your thoughts, insight, and vision for the area.
- I am taking notes on the call, and your feedback will be shared with the City of Urbana and it will impact the development of the plan and plan recommendations.
- We are scheduled for (30 or 60 minutes), and I'll let you know when we have about 10 minutes left in our conversation.



CITY OF URBANA NORTH MAIN STREET CORRIDOR PLAN

Interview Questions:

Question #1

How often do you visit the North Main Street area and what is your experience in the area?

Question #2

What types of businesses or services do you visit in the area and/or are you a home or business owner?

Question #3

When you visit the area do you drive, walk, or bike?

Question #4

Tell us things you like about the area. What are the strengths?

Question #5

What are the major needs or challenges of the area?

Question #8

Imagine yourself in the area 10 years from now, what does it look like? What are the things you'd like to see change or be the same in 10 years?

Additional Comments:

Anything else you'd like to share?

Appendix H

Micro-Enterprise Loan Program

1. Micro-Enterprise Loan Program Information

AMENDED

MICROLOAN PROGRAM DESCRIPTION

Studies have shown that one of the primary causes of business failure is under capitalization. This is especially true for new businesses which need working capital to meet operating expenses until their business becomes established. It is the purpose of the loan program to provide start up and newly formed small businesses known as micro-enterprises with financial assistance to supplement their working capital in order that they may succeed.

It is required that all loan recipients receive counseling from SBDC, Inc. as a prerequisite to funding. In the majority of cases, a counseling session with SBDC, Inc. will result in a recommendation for further coach and training. This coaching will help develop and enhance the entrepreneurial skills of the business. SBDC, Inc. counselors will consider each business' training and coaching needs on a case-by-case basis.

After the loans are made, SBDC, Inc. will continue to assist the recipient to better the success of their business.

MICRO-ENTERPRISE LOAN PROGRAM

A pool of \$125,000 will be used to further fund this Revolving Loan Program.

Loan Guidelines

Amount	-Direct Loans of \$500 to \$10,000.
Term	- Up to 48 months
Rate	- No less than 1.5%. No more than 4% over prime at time of loan closing. To be fixed for term.
Fee	- \$50 non-refundable applications fee.
Late Charge	- 5% of loan payment amount not received within eight days of due date.

Repayment Terms

Terms of repayment will be reviewed and tailored to the borrower's ability. Most loans will have conventional fixed monthly principal and interest payments. However, certain circumstances will require more lenient and flexible terms to match the borrower's cash flow more nearly. It is the intent in these situations to establish a repayment plan which the borrower can realistically achieve while at the same time does not jeopardize the lender's position. Examples of non-conventional repayment plans are:

- Moratorium of payments of interest and/or principal in the early stages of the loan.
- Step-up payments over the term of the loan
- Minimum payments versus a percentage of sales

- Repayment based upon seasonality of business

Eligibility and Qualifications

In Order to be eligible and qualify for the loan program, individuals and businesses must:

- Be located within City limits or on property owned by the City.
- Be a for profit business
- Be a start-up or in business less than 5 years
- Not have more than 10 employees including the owner at the time of the loan (i.e., be a micro-enterprise)
- Present a business plan demonstrating:
 - Sound business purpose and eligible business activity
 - Feasibility of business
 - Repayment ability
- Show skills and capabilities of management of the business.
- Have satisfactory business and personal credit experience
- Demonstrate access to such resources (financial and other) as may be required to carry out the business plan. It is pointed out that the purpose of the loan program is to provide financial assistance to supplement the resources which a business has for it to succeed.

Preference

Whereas any eligible business may apply for loans, preference will be given to:

- Businesses that have received training and/or technical assistance from SBDC in setting up their business.
- Businesses that show growth potential and ability to add additional employees in the future.
- Minority- and female-owned businesses. The goal during any program year is to provide the majority of all loans to minority- and female-owned businesses.

Eligible Activities (use of funds)

Any sound legitimate business purpose except those activities deemed to be ineligible. May be used in conjunction with other loan programs where eligible.

Ineligible Activities (Uses of Funds)

- Speculative purposes such as land banking
- Borrower's contribution of project cost, i.e., down payment or equity requirement in other federal, state, local or conventional loans.
- Personal loans
- Debt consolidation or refinance of debt of any nature
- Purpose of construction or rehabilitation of property for resale or lease
- Political or lobbying activities
- Activity or project that those benefits are deemed to be more of personal nature than a business purpose

- Loans to SBDC officers, directors and staff or City of Springfield staff and employees or other such conflicts of interest situations.
- Pyramid sales businesses
- Franchises that do not meet SBA approval standards

Security/ Collateral

- Adequate security for the loan is expected because of the inherent risk in lending to start-up and newly formed businesses. Liens on business assets (inventory, receivable, fixed assets, cash, and cash equivalents) will be pledged as collateral in the normal course of these loans. Other collateral owned by the borrower or pledged by third parties will also be considered. Occasionally, collateral will be pledged not so much for its intrinsic value, but for its emotional value, to assure a borrower's commitment to the loans.

In all Cases, personal signatures of the borrower/owner will be required. Co-signers may be requested in certain circumstances where an individual's credit and/or collateral is deemed to be inadequate.

Applicable Regulation

- No loans can be made that will adversely affect the environment, air and water quality, food plains, wetlands or projects listed on EPA's list of violating facilities. Compliance is required for historical properties, civil rights, American Disabilities Act, relocation regulations for jobs or persons.
- All activities using loan funds and administrative service fees shall be conducted in accordance with applicable federal, state, and local laws and regulations.

Administrative Guidelines

The Program will be administered by Springfield Financial Group (SFG), a division of SBDC, Inc.

- This will be a revolving loan program. As loans are repaid, the principal will be placed back into the fund to be re-loaned.
- Because of the inherent risk involved with this type of lending, it is anticipated that the loss rate and administrative expenses will be greater than that of the current loan programs (RLF and TIL) administer by SFG.
- SBDC, Inc. will have full authority and responsibility for the administration of the loan program in accordance with the established guidelines. Approval of all loan and their administration shall rest with the SBDC Board of Trustees. However, the Board shall have the right to delegate such authority and responsibilities to its Loan Program Manager on such conditions as it deems appropriate, It is expected that all completed loan application will be processed in a timely manner and that barring unforeseen problems should be processed within fifteen (15) working days.
- For its compensation for administering the fund, SBDC shall be entitled to all fees, late charges, and interest earned on any loans made.

- In the event of default on any loan, SBDC will exercise such efforts and remedies available, including legal actions, to collect on loans. Any amount recovered shall be applied to reimbursement collections efforts and any balance shall be returned to the fund.
- SBDC shall provide the City of Springfield with periodic reports like those currently being provided under the City's RLF and TIL programs.