

**URBANA CITY COUNCIL
REGULAR SESSION MEETING**

July 2, 2024

(To be held in the Training Room on the 3rd Floor of the Municipal Building)

Urbana City Council meetings are streamed via Facebook Live. These live streams can be found by visiting the City Council of Urbana, Ohio Facebook page via clicking on the link on the City Council's website: <https://www.urbanaohio.com/city-council.html>

All comments must be made in person. Due to this, the ability to comment on City Council Facebook streams will be disabled.

- **Call to Order**
- **Roll Call**
- **Pledge of Allegiance**
- **Approval of Minutes:** None (Minutes from the June 18, 2024 meeting will be presented at the July 16, 2024 meeting)
- **Communications:**
 1. Affordable Gas + Electric's June 24, 2024 Press Release: New Electric Aggregation Rates to Begin in December (see attached)
- **Board of Control:**
 1. The Board of Control recommends Council increase blanket purchase order number 2024-00359 to Cherokee Run Landfill in the amount of \$10,000.00 for sludge disposal. The blanket purchase order was approved for \$50,000.00 by Board of Control earlier this year. This expense will be charged to the Sewer Fund and is in the 2024 budget.
VOTE: 3-0

Citizen Comments: (In Person Only; Must Sign-in)

Ordinances and Resolutions

Old Business:

Third Reading:

Ordinance 4429-24: An ordinance adopting the tax budget of the City of Urbana, Ohio, for the fiscal year beginning January 1, 2025; submitting the same to the County Auditor. (Three readings required, public hearing required)

Second Reading: None

New Business:

Second Reading: None

First Reading:

Ordinance 4608-24: An ordinance to vacate unimproved Richmond Street (20' wide)(containing 0.180 acres, of which 0.046 acres being in Section 24, and 0.134 acres being in Section 30, more or less) beginning at its intersection with Railroad Street (40' wide) and legally described within the description and detailed within the plat submitted to supplement the original petition filed by Bryan S. Hunt, legal counsel and authorized representative for the petitioner, Urbana Ohio Investors Group 2, LLC. (Three (3) readings and public hearing required. Public Hearing Advertisement Date: Friday, July 5, 2024)

Ordinance 4609-24: An ordinance to approve and adopt the Urbana North Main Street Corridor Plan as an official planning guide of the City of Urbana, Ohio. (Three (3) readings and public hearing required. Public Hearing Advertisement Date: Friday, July 5, 2024)

****Note:** To view the full plan document with appendices (325 pages) follow the link below:

https://www.urbanaohio.com/uploads/1/2/4/6/124631710/urbana_northmain_corridor_plan_2024_0520_finaldraft.pdf

- **Department Liaison Reports:**

- **Miscellaneous Business:**
 1. Council
 2. Administration
 3. Council Clerk

- **Next Meeting:** Tuesday, July 16, 2024

- **Adjourn**

Press Release

Date: June 24, 2024

From: Jeff Haarmann, Managing Partner (AGE)



For Immediate Release

New Electric Aggregation Rates to Begin in December

<June 24, 2024> The City of Urbana has entered into a new electric aggregation contract with Dynegy Energy Services to begin with the December 2024 meter readings for eligible participants who do not opt-out of the program.

The new opt-out electric aggregation rate will be fixed at \$0.0718/kWh for a 12-month term.

The current electric aggregation contract with Energy Harbor will continue through the December 2024 meter readings at the fixed rate of \$0.0499/kWh.

The City of Urbana is a part of a group of 21 communities that negotiate rates collectively through our energy consultant, *AGE Powered by Priority Power*.

The new aggregation rate from Dynegy beginning in December will be a 16.5% savings compared to AES Ohio's current price-to-compare of \$0.0858/kWh. The current contract has a savings rate of 42% for the duration of the term.

Ohio law requires that residents and eligible mercantile accounts be made aware of the contract rate change and a new round of Opt-Out notices will be sent to all eligible households and businesses currently participating in the aggregation program and those eligible who are currently on AES Ohio's electric supply service. This will include those who have previously opted out of the program during previous contracts. The notices are expected to be mailed out in mid-October.

Notices will not be sent to residents and mercantile accounts who currently receive their electric supply service as the result of exercising their ability to contract their own supplier/rate outside the aggregation program. Individuals on utility assistance programs also may not be allowed retail electric supplier participation and would not receive an Opt-Out notice under the aggregation program.

Residents wishing to remain in their community's aggregation program may simply ignore the mailing and will automatically be enrolled under the new rate.

Those residents wishing to shop for their own rate or opt of the city's program to remain an electric supply customer with AES Ohio should follow the instructions on the Opt-Out notice for how to opt-out of the program.

Those individuals not receiving a notice but interested in additional details about the city's aggregation program can contact our energy consultant, *AGE Powered by Priority Power*, at 618-203-8328 and speak with Jordan Haarmann about the program and how to enroll if they are not already enrolled.

ORDINANCE NO. 4608-24

AN ORDINANCE TO VACATE UNIMPROVED RICHMOND STREET (20' WIDE) (CONTAINING 0.180 ACRES, OF WHICH 0.046 ACRES BEING IN SECTION 24, AND 0.134 ACRES BEING IN SECTION 30, MORE OR LESS) BEGINNING AT ITS INTERSECTION WITH RAILROAD STREET (40' WIDE) AND LEGALLY DESCRIBED WITHIN THE DESCRIPTION AND DETAILED WITHIN THE PLAT SUBMITTED TO SUPPLEMENT THE ORIGINAL PETITION FILED BY BRYAN S. HUNT, LEGAL COUNSEL AND AUTHORIZED REPRESENTATIVE FOR THE PETITIONER, URBANA OHIO INVESTORS GROUP 2 LLC. (Three (3) readings and public hearing required. Public Hearing Advertisement Date: Friday, July 5, 2024)

Department Requesting: Community Development Sponsor: Councilman Pat Thackery

WHEREAS, on April 13, 2023, Bryan S. Hunt, Legal Counsel and Authorized Representative for the Petitioner, Urbana Ohio Investors Group 2 LLC, submitted a petition to vacate a portion of unimproved Richmond Street (20' wide); and

WHEREAS, on May 22, 2023, the City of Urbana Planning Commission reviewed the petition and recommended by a 6-0 vote that all of unimproved Richmond Street be vacated as part of the process versus just the portions bordering the petitioner's property; and

WHEREAS, on May 7, 2024, Bryan S. Hunt, Legal Counsel and Authorized Representative for the Petitioner, submitted an updated legal description and plat to supplement the original petition in response to the recommendation of the City of Urbana Planning Commission; and

WHEREAS, on May 10, 2024, the map room at the Champaign County Engineer's Office pre-approved the final updated legal description and plat for this street vacation; and

WHEREAS, on May 28, 2024, the City of Urbana Planning Commission recommended by a 6-0 vote that Urbana City Council approve this street vacation request for unimproved Richmond Street; and

WHEREAS, Council held a public hearing pursuant to Chapter 1113.09 of the Codified Ordinances of the City of Urbana on Tuesday, July 16, 2024.

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Urbana, County of Champaign and State of Ohio:

SECTION ONE:

The original street vacation petition submitted in April 2023 with a preliminary drawing of the originally proposed vacation is attached and labeled as "Exhibit A."

SECTION TWO:

The final street vacation legal description, dated/revised May 10, 2024, as prepared by Scott D. Grundei, P.S., Ohio Registered Surveyor No. 8047, of Landmark Survey Group, Incorporated, is attached and labeled as “Exhibit B.”

SECTION THREE:

The final street vacation plat, dated/revised May 10, 2024, as prepared by Scott D. Grundei, P.S., Ohio Registered Surveyor No. 8047, of Landmark Survey Group, Incorporated, is attached and labeled as “Exhibit C.”

SECTION FOUR:

That Urbana City Council finds that there is good cause for such vacation as requested and such vacation will not be detrimental to the general interests of the citizens of the City of Urbana.

SECTION FIVE:

The 20’ wide unimproved section of Richmond Street as described and shown on the plat included as exhibits to this ordinance is hereby vacated subject to easement preservation terms as outlined in Ohio Revised Code Section 723.041.

SECTION SIX:

All actions of City Council and the Planning Commission related to this legislation were conducted in open meetings pursuant to Urbana Codified Ordinance 107.01 and Ohio Revised Code 121.22.

SECTION SEVEN:

The Clerk of Urbana City Council is instructed to endorse upon such plat the action of this Council in vacating such portion of Richmond Street and cause the said plat, description, and a copy of this ordinance to be recorded in the Office of the Recorder of Champaign County, Ohio.

SECTION EIGHT:

The Clerk of Urbana City Council is directed to notify the Auditor of Champaign County, Ohio of this unimproved street vacation by sending the Auditor a copy of this Ordinance.

SECTION NINE:

That this ordinance shall take effect and be in force at the earliest time provided by law.

President, City of Urbana Council

PASSED: _____

ATTEST: _____
Clerk of Council

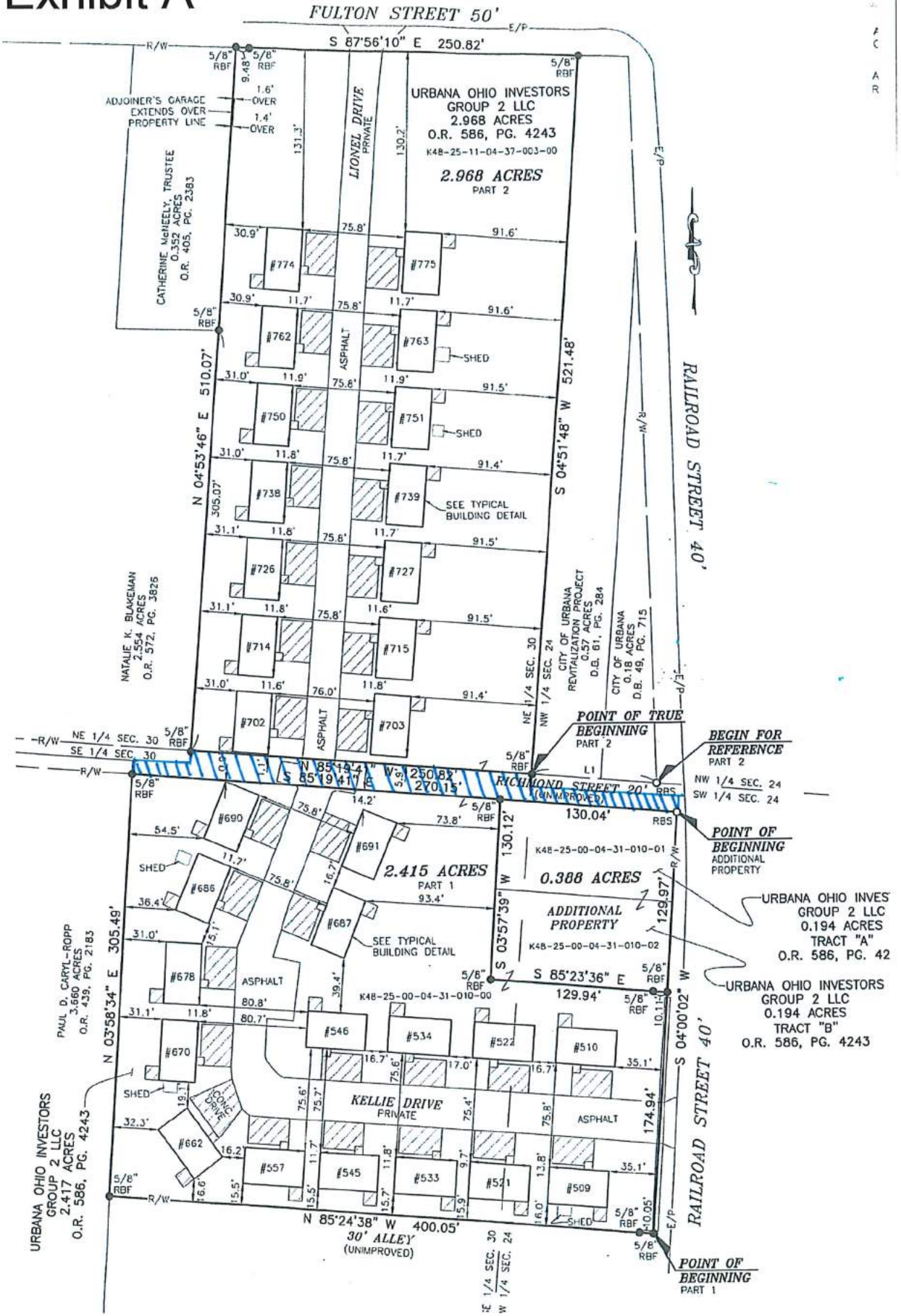
This Ordinance approved by me this _____ day of _____, 2024.

Mayor, City of Urbana

REVIEWED:  6/27/24
Director of Law Date

Jumper:	_____ Yay	_____ Nay	_____ N/A
Scott:	_____ Yay	_____ Nay	_____ N/A
Davis:	_____ Yay	_____ Nay	_____ N/A
Truelove	_____ Yay	_____ Nay	_____ N/A
Thackery:	_____ Yay	_____ Nay	_____ N/A
Collier:	_____ Yay	_____ Nay	_____ N/A
Bean:	_____ Yay	_____ Nay	_____ N/A

Exhibit A



F
C
A
R

Exhibit B

DESCRIPTION OF 0.180 ACRES OF RIGHT-OF-WAY LYING SOUTH OF FULTON STREET AND WEST OF RAILROAD STREET

Situated in the State of Ohio, County of Champaign, City of Urbana, being in Southwest Quarter Section 24 and Southeast Quarter Section 30, Township 5, Range 11, Between the Miami River survey, and being the remaining portion of Richmond Street (20 feet wide, unimproved) as shown and dedicated on the plat of Wood's Addition, of record in Plat Cabinet 1, Slide 242, Recorder's Office, Champaign County, Ohio and being bounded and more particularly described as follows:

Beginning, at a rebar set, at the southwesterly intersection of Railroad Street (40 feet wide) and Richmond Street (20 feet wide, unimproved), and the northeasterly corner of a 0.194 acre tract (Tract "A") conveyed to Urbana Ohio Investors Group 2 LLC, by deed of record in Official Record 586, Page 4243;

Thence North $85^{\circ}19'41''$ West, a distance of 400.18 feet, passing a $5/8$ inch rebar found at a distance of 130.04 feet, along the line common to said 0.194 acre tract and said Richmond Street, and along the northerly line of a 2.417 acre tract conveyed to Urbana Ohio Investors Group 2 LLC, by deed of record in Official Record 586, Page 4243, to a $5/8$ inch rebar found, at the northwesterly corner of said 2.417 acre tract, the southwesterly corner of the westerly dedicated terminus of said Richmond Street, and on the easterly line of a 3.523 acre tract conveyed to Cojack, LLC, by deed of record in Official Record 594, Page 4870;

Thence North $03^{\circ}58'34''$ East, a distance of 20.00 feet, along the westerly dedicated terminus of said Richmond Street, and the easterly line of said 3.523 acre tract, to a rebar set, at the northeasterly corner of the westerly terminus of said Richmond Street;

Thence South $85^{\circ}19'41''$ East, a distance of 384.34 feet, passing a $5/8$ inch rebar found at a distance of 41.49 feet, and 292.59 feet, along the northerly line of said Richmond Street, the southerly line of a 2.968 acre tract conveyed to Urbana Ohio Investors Group 2 LLC, by deed of record in Official Record 586, Page 4243, the southerly line of a 0.57 acre tract conveyed to the City of Urbana Revitalization Project, by deed of record in Deed Book 61, Page 284, and the southerly line of a 0.18 acre tract conveyed to the City of Urbana, by deed of record in Deed Book 49, Page 715, to a rebar set, at the southeasterly corner of said 0.18 acre tract, and the northwesterly intersection of said Richmond Street and said Railroad Street;

Thence South $34^{\circ}08'10''$ East, a distance of 25.67 feet, along the line common to said Richmond Street and said Railroad Street, to the **Point of Beginning**, containing 0.180 acres, of which 0.046 acres being in Section 24, and 0.134 acres being in Section 30, more or less, and being subject to all easements, restrictions and rights-of-way of record.

The bearings are based on the Ohio State Plane Coordinate System, South Zone, NAD83 (CORS). Said bearings originated from a field traverse which was referenced to said Coordinate System by GPS observations and observations of selected stations in the Ohio Department of Transportation Real-Time-Network (ODOT RTN). The portion of the westerly line of Railroad Street, having a bearing of South $04^{\circ}00'02''$ West and monumented as shown hereon, is designated the "basis of bearing" for this description.

The above description is based on an actual field survey performed in November of 2022 and January of 2024.



LANDMARK SURVEY GROUP, INC.

Scott D. Grunde 5/10/24
Scott D. Grunde, P.S. Date
Registered Surveyor No. 8047

FULTON STREET 50'

Exhibit C

LINE TABLE:

LINE BEARING	DISTANCE
N 02°58'34" E 220.00'	
S 34°08'10" E 233.87'	

BASIS OF BEARINGS:

THE BEARINGS ARE BASED ON THE OHIO STATE PLATE COORDINATE SYSTEM, SOUTH ZONE, NAD83 (GONS), SAID BEARINGS ORIGINATED FROM A FIELD TRAVERSE WHICH WAS REFERENCED TO SAID COORDINATE SYSTEM BY GPS MEASUREMENTS IN THE FIELD. THE BEARINGS ARE BASED ON THE OHIO DEPARTMENT OF TRANSPORTATION VIRTUAL REFERENCE STATION NETWORK, THE PORTION OF THE WESTERLY LINE OF RAILROAD STREET, HAVING A BEARING OF S 0°40'02" W AND MONUMENTED AS SHOWN HEREON, IS DESIGNATED THE "BASIS OF BEARING" FOR THIS PLAN.

NOTE:

THIS SURVEY DOES NOT REPRESENT ANY ASSURANCE THAT ANY AFFECT THIS TRACT AND DOES NOT REPRESENT ANY UNDERGROUND UTILITIES THAT MAY AFFECT THIS TRACT. ALL REBAR SET ARE 5/8" DIA. 30" LONG, W/ RED PLASTIC CAP STAMPED "LANDMARK SURVEY"

FLOOD NOTE:

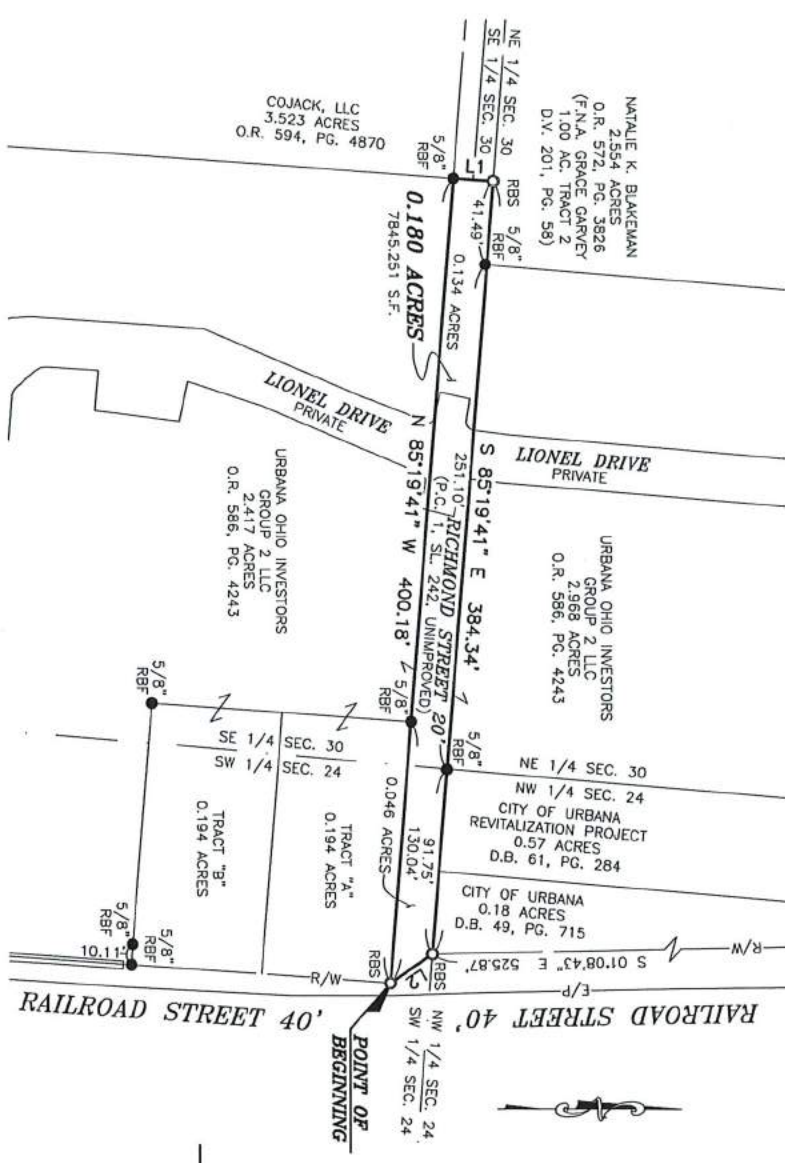
THE SUBJECT PROPERTY LIES IN ZONE X (AREA DETERMINED TO BE OUTSIDE THE 500 YEAR FLOOD PLAIN), AS DETERMINED BY GRAPHIC INTERPOLATION FROM THE FLOOD INSURANCE RATE MAP NUMBER 17010C0101A, DATED 08/11/11, AND PUBLISHED BY THE FEDERAL EMERGENCY MANAGEMENT AGENCY.

REFERENCE STATEMENT:

REFERENCE WAS FOUND IN DEED VOLUME 201, PAGE 58 THAT EXCEPTS 20 FEET OFF OF THE ENTIRE SOUTH END OF TRACT 2 FOR THE PURPOSE OF A STREET OR ROAD. IT APPEARS THIS EXCEPTION WAS NOT CARRIED FORWARD TO THE PRESENT DAY DEED. THE 1234 ACRES TRACT IN OFFICIAL RECORD NO. 572, PAGE 3826.

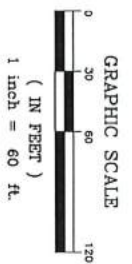
LEGEND

- IRON PIN FOUND
- REBAR FOUND
- REBAR SET



I HEREBY CERTIFY THAT THIS SURVEY WAS PREPARED FROM AN ORIGINAL FIELD BOOK AND THAT THE INFORMATION CONTAINED HEREIN WAS MADE UNDER MY SUPERVISION AND THAT IT AND THE INFORMATION OF COURSES AND DISTANCES AS SHOWN ARE CORRECT TO THE BEST OF MY KNOWLEDGE.

Scott D. Grunde
 SCOTT D. GRUNDE, P.S.
 REGISTERED SURVEYOR, NO. 8047
 DATE: 5/10/24



REV: 5/10/24
 REV: 2/13/24

LS LANDMARK SURVEY GROUP, INCORPORATED
 690 LAKEVIEW PLAZA BLVD, SUITE A, WORTHINGTON OH 43085
 PHONE: (614) 485-9000 WWW.LANDMARKSURVEY.COM
 DATE: 2/1/24 FILE NO. KDCI-10801-MISC

**SURVEY OF
 RICHMOND STREET**
 Lying in
 SECTION 30, TOWNSHIP 5, RANGE 11
 BETWEEN THE MIAMI RIVER SURVEY
 SECTION 24, TOWNSHIP 5, RANGE 11
 BETWEEN THE MIAMI RIVER SURVEY
 CITY OF URBANA, COUNTY OF CHAMPAIGN
 STATE OF OHIO

ORDINANCE NO. 4609-24

AN ORDINANCE TO APPROVE AND ADOPT THE URBANA NORTH MAIN STREET CORRIDOR PLAN AS AN OFFICIAL PLANNING GUIDE OF THE CITY OF URBANA, OHIO. (Three (3) readings and public hearing required. Public Hearing Advertisement Date: Friday, July 5, 2024)

Department Requesting: Community Development Sponsor: Councilman Pat Thackery

WHEREAS, North Main Street (United States Route 68) is a major north-south transportation corridor for the community, region, state, and nation with approximately 10,000-15,000 vehicles passing through the area on a daily basis; and

WHEREAS, North Main Street is a priority development and redevelopment area for the city as it serves as the northern gateway to the community with a mix of land uses along the corridor ranging from agricultural, residential, and commercial with some industrial land uses interspersed; and

WHEREAS, Urbana City Council approved a contract with Burton Planning Services to develop the North Main Street Corridor Plan in December of 2022 and the planning process for this plan started in earnest in June of 2023; and

WHEREAS, the defined planning area for the North Main Street Corridor Plan focused on North Main Street from Grimes Circle on the north; Gwynne Street and Washington Avenue on the south; the Simon Kenton Trail, Fyffe Street, and the parcel line/alley west of North Main Street as the western boundary; and an eastern boundary line that generally followed Logan Street, Talbot Avenue, the Simon Kenton Trail, North Locust Street, and parcel lines to the east; and

WHEREAS, the North Main Street Corridor Plan is intended to serve as a tool and official planning document that can be utilized to guide development, redevelopment, and investment in this part of the city; and

WHEREAS, as part of the planning process, among other items, the consultant reviewed existing land use and development patterns in the planning area; examined housing demand and market trends; and assessed historic disinvestment and the need for additional investment in the planning area; and

WHEREAS, extensive public involvement was conducted as part of the planning process with the formation of a steering committee that met three times; community surveys; a community visioning meeting; a community open house coupled with a survey; stakeholder interviews; and a final survey regarding the draft plan; and

WHEREAS, the City of Urbana Planning Commission reviewed the North Main Street Corridor Plan at both their April 22, 2024 and May 28, 2024 meetings and recommended by a 6-0 vote at their May meeting that Urbana City Council formally adopt this plan as an official planning guide for the City of Urbana; and

WHEREAS, prior to final adoption of the North Main Street Corridor Plan at the May meeting of the City of Urbana Planning Commission, updates were made to the draft plan based on public feedback received; and

WHEREAS, Council held a public hearing pursuant to Chapter 1113.09 of the Codified Ordinances of the City of Urbana on Tuesday, July 16, 2024.

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Urbana, County of Champaign and State of Ohio:

SECTION ONE:

That the final version of the North Main Street Corridor Plan (May 2024) as prepared by Burton Planning Services is hereby approved and adopted as an official planning guide for the City of Urbana until superseded by a subsequent legally adopted plan.

SECTION TWO:

All actions of City Council and the Planning Commission related to this legislation were conducted in open meetings pursuant to Urbana Codified Ordinance 107.01 and Ohio Revised Code 121.22. City Council held a public hearing pursuant to Urbana Codified Ordinance 1113.09, with notice by publication pursuant to Urbana City Charter Section 2.16, on Friday, July 5, 2024.

SECTION THREE:

That this ordinance shall take effect and be in force at the earliest time provided by law.

President, City of Urbana Council

PASSED: _____

ATTEST: _____
Clerk of Council

This Ordinance approved by me this _____ day of _____, 2024.

Mayor, City of Urbana

REVIEWED:  6/26/24
Director of Law Date

Jumper:	_____ Yay	_____ Nay	_____ N/A
Scott:	_____ Yay	_____ Nay	_____ N/A
Davis:	_____ Yay	_____ Nay	_____ N/A
Truelove	_____ Yay	_____ Nay	_____ N/A
Thackery:	_____ Yay	_____ Nay	_____ N/A
Collier:	_____ Yay	_____ Nay	_____ N/A
Bean:	_____ Yay	_____ Nay	_____ N/A



North Main Street Corridor Plan

Final Draft

May 2024

PREPARED BY:
Burton Planning Services
252 Electric Avenue
Westerville, Ohio 43081
www.burtonplanning.com



PREPARED FOR:
City of Urbana
205 S Main St
Urbana, Ohio 43078



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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).

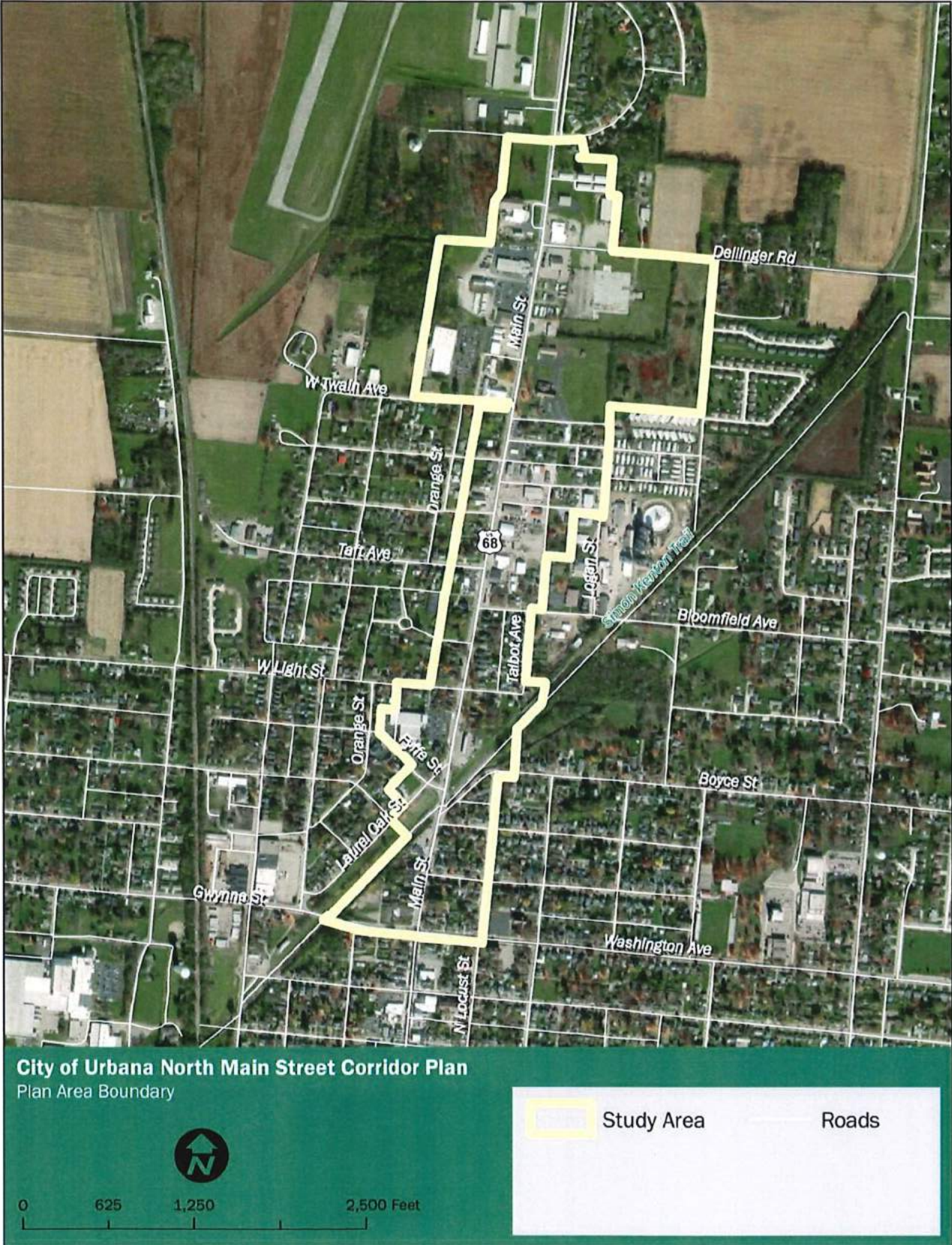


Figure 1-1. Plan Area Boundary

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.

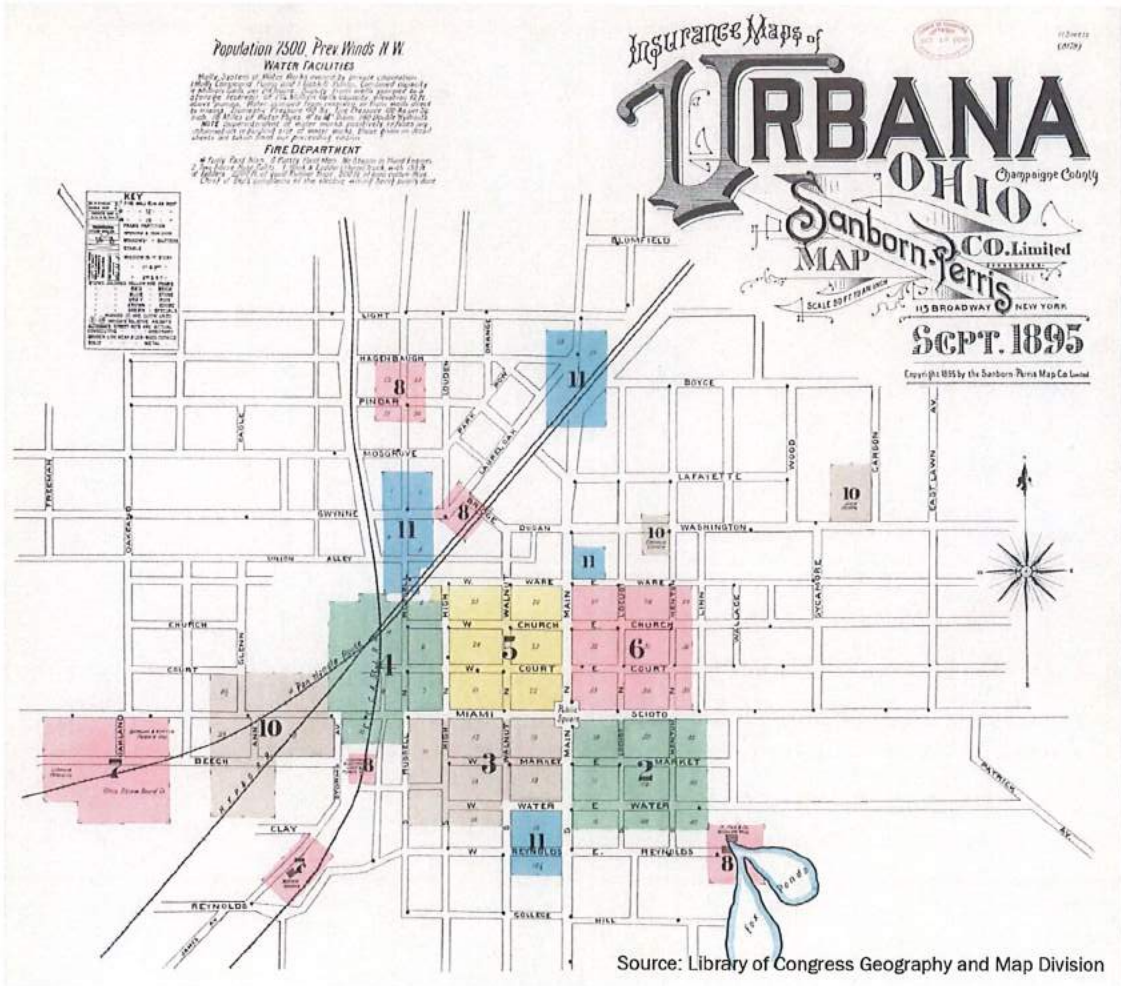


Figure 2-1. Sanborn Fire Insurance Map from Urbana, Champaign County, Ohio

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

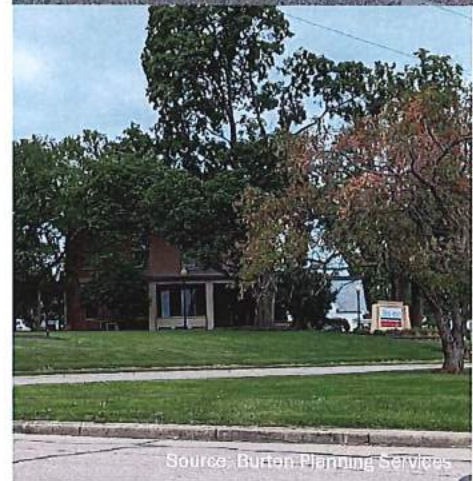


Figure 2-2. Assortment of Land Uses in Corridor

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.

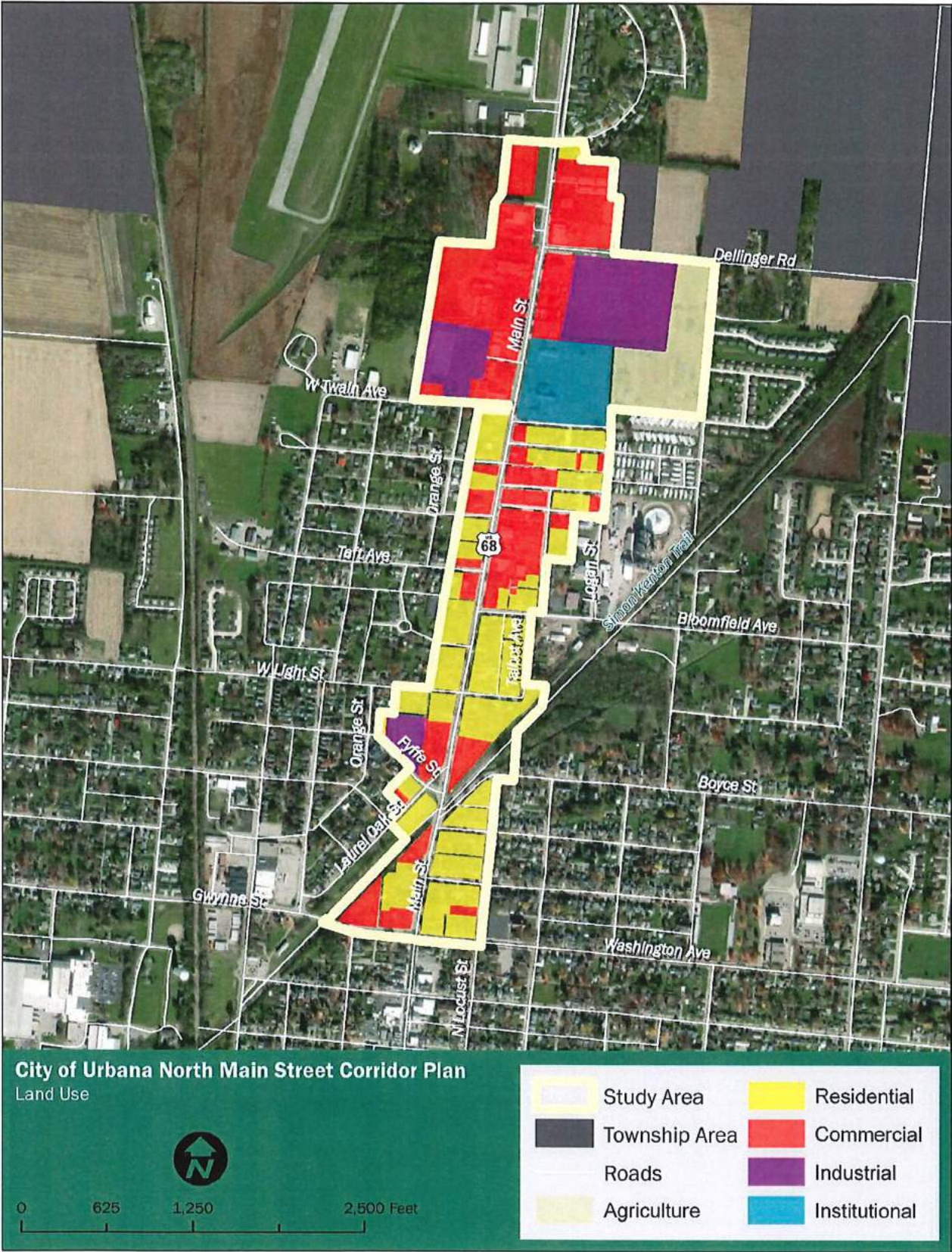


Figure 2-3. Existing Land Use Map

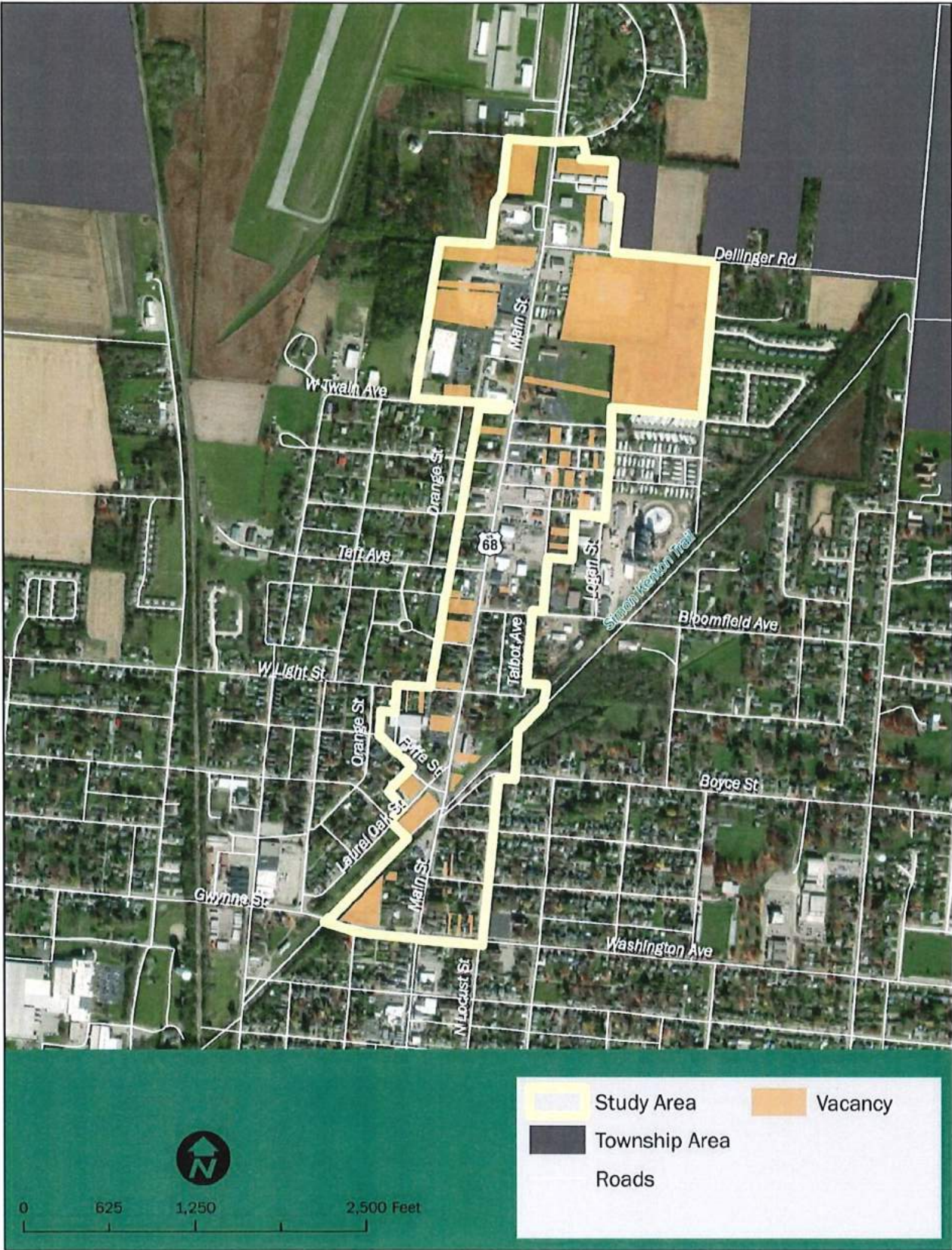


Figure 2-4. Vacant Property Map

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.

CITY OF URBANA ZONING MAP

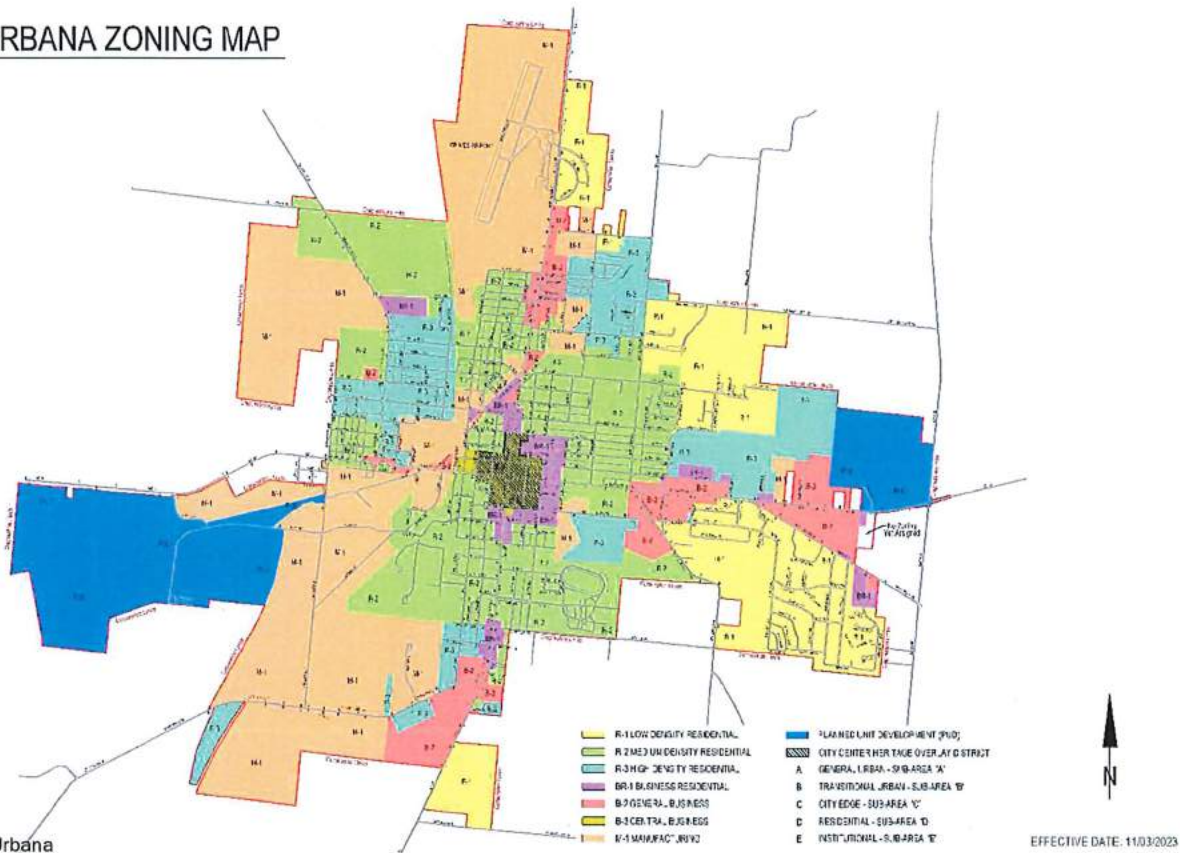


Figure 2-6. City of Urbana Zoning Map (effective date: November 3, 2023)

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
<i>North Main Street Safety Study</i>	City of Urbana	2023	<i>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.</i>

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

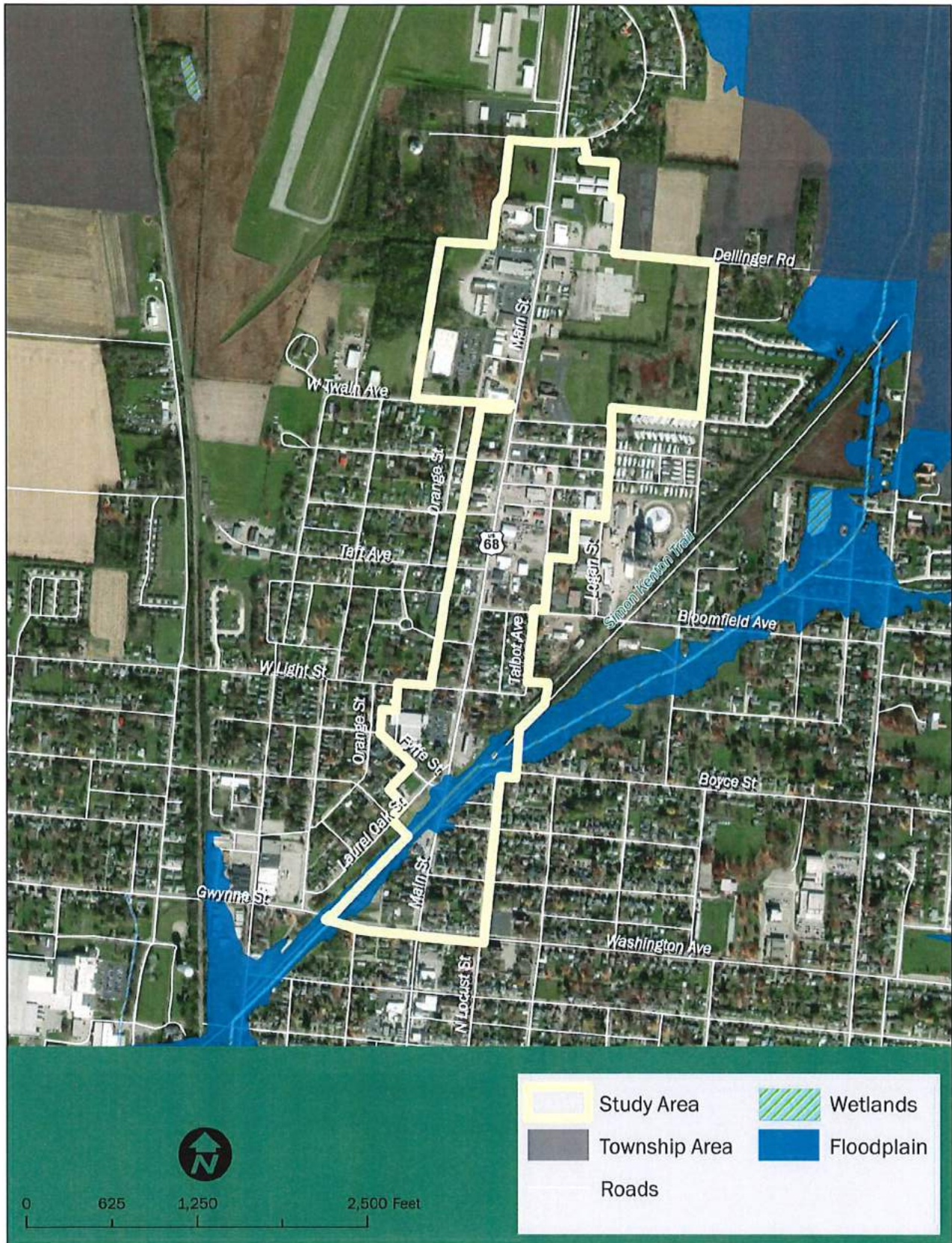


Figure 2-7. Wetlands and Floodplains

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 Review: Community Survey

For each of the community meetings and surveys, a post card was mailed to each address in the plan area to advertise the engagement opportunity. Additionally, for each of the community meetings and surveys, information was posted on the City's social media sites and provided in the Champaign County Chamber of Commerce and Visitors Bureau newsletter. Articles about the plan process and engagement opportunities were published in the Urbana Daily Citizen in October 2023 and January 2024. Below is detailed information on the public involvement activities. Supported documentation for these activities is included in the **Appendices**.

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



Source: Burton Planning Services

Community Visioning Presentation

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**.

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

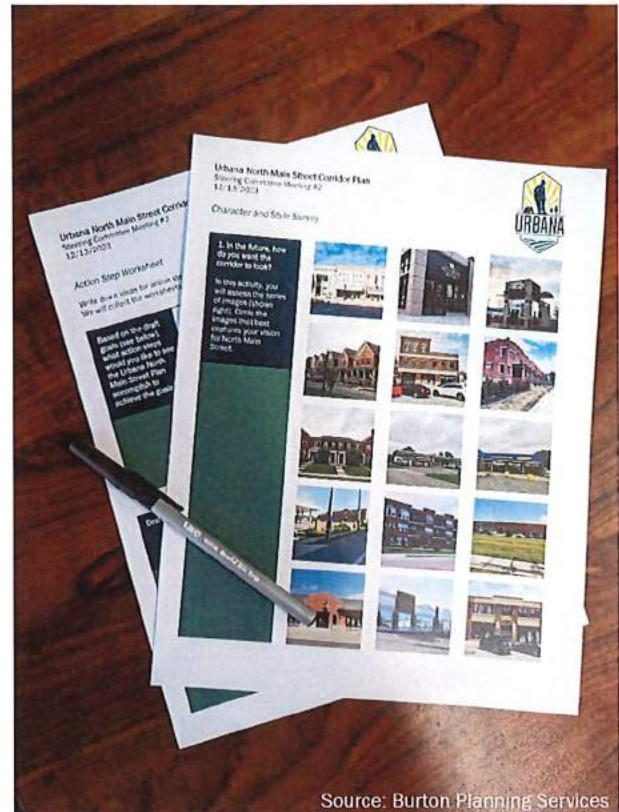
Community Open House participants discussing survey options

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.



Source: Burton Planning Services

Activity sheet from Steering Committee Meeting Two

Draft Plan Review: Community Survey

Residents and stakeholders were invited to read the draft Urbana North Main Street Corridor Plan and provide comments on the Plan through an online survey or by contacting the City of Urbana to provide comments. To advertise the draft Plan being available for review post cards were mailed to all addresses within the plan area, the City of Urbana posted social media announcements, and an email announcement was sent to stakeholders who previously provided an email address in the plan process. The online survey was published and available April 22 – May 5, 2024.

Survey respondents were asked to share comments on each Section of the draft Plan and also asked to rate on a scale from 0 – 100, with zero (0) representing disagree, 50 representing neutral, and 100 representing agree, their support for the Plan’s vision statement, goals, and action steps. Six (6) people responded to the survey and three (3) people contacted the City of Urbana to ask additional questions and discuss the draft Plan with City staff. See survey results and associated materials from this survey in **Appendix H – Draft Plan Review: Community Survey**.

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.



Grimes Field at the Urbana Municipal Airport, Urbana, Ohio

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

It is important to note that while the Plan sets a vision for the corridor and provides action steps to assist in achieving the vision and goals, the Plan can not initiate new development on its own. New development, redevelopment, and rehabilitation of existing properties are primarily in response to market demand and initiated by property owners. The Plan encourages the type of development desired by the community by setting a vision and goals for the area. The action steps provide tangible steps for the City, community, and stakeholders to additionally encourage private investment in the area.

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 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



The Ultra-met Company, Urbana, Ohio

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

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.

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](#)

to buy than rent, house prices have risen in Ohio, and nationwide, since 2020.¹⁷ In Urbana, housing 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 price 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

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 35).

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) – Organize a countywide housing committee to develop strategies, policies, and action steps to address local housing issues, including affordability, the condition of housing stock, and adequate supply. The Comprehensive Housing Market Analysis for Champaign County, Ohio²¹ recommends establishing a dedicated committee to include leaders from all sectors and disciplines to focus on housing market issues. A committee was initially formed after completion of the 2019 Market Analysis, but is no longer active. The City of Urbana may take steps to reorganize and establish a new committee to continue to implement the recommendations of the Market Analysis.

Action Step G9 (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.²²

²¹ Open for Business: Comprehensive Housing Market Analysis for Champaign County, Ohio. Greater Ohio Policy Center, December 2019. [Full Report](#)

²² County Land Banks: Frequently Asked Questions, [Erie County](#). Accessed March 19, 2024.

Action Step G10 (Growth) – Create a pro-active housing vision for the City of Urbana that clearly outlines the type of housing products desired to fulfill the vision. The Comprehensive Housing Market Analysis for Champaign County, Ohio²³ recommends each of the four municipalities in Champaign County create visions to understand what housing products are most desired and needed by putting the housing “in context.” A vision for the City of Urbana may support and encourage the vision for housing in the North Main Street area as outlined in this Plan document.

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 action 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.



Residential housing at the intersection of Poe Avenue and North Main Street, Urbana, Ohio

²³ Open for Business: Comprehensive Housing Market Analysis for Champaign County, Ohio. Greater Ohio Policy Center, December 2019. [Full Report](#)

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

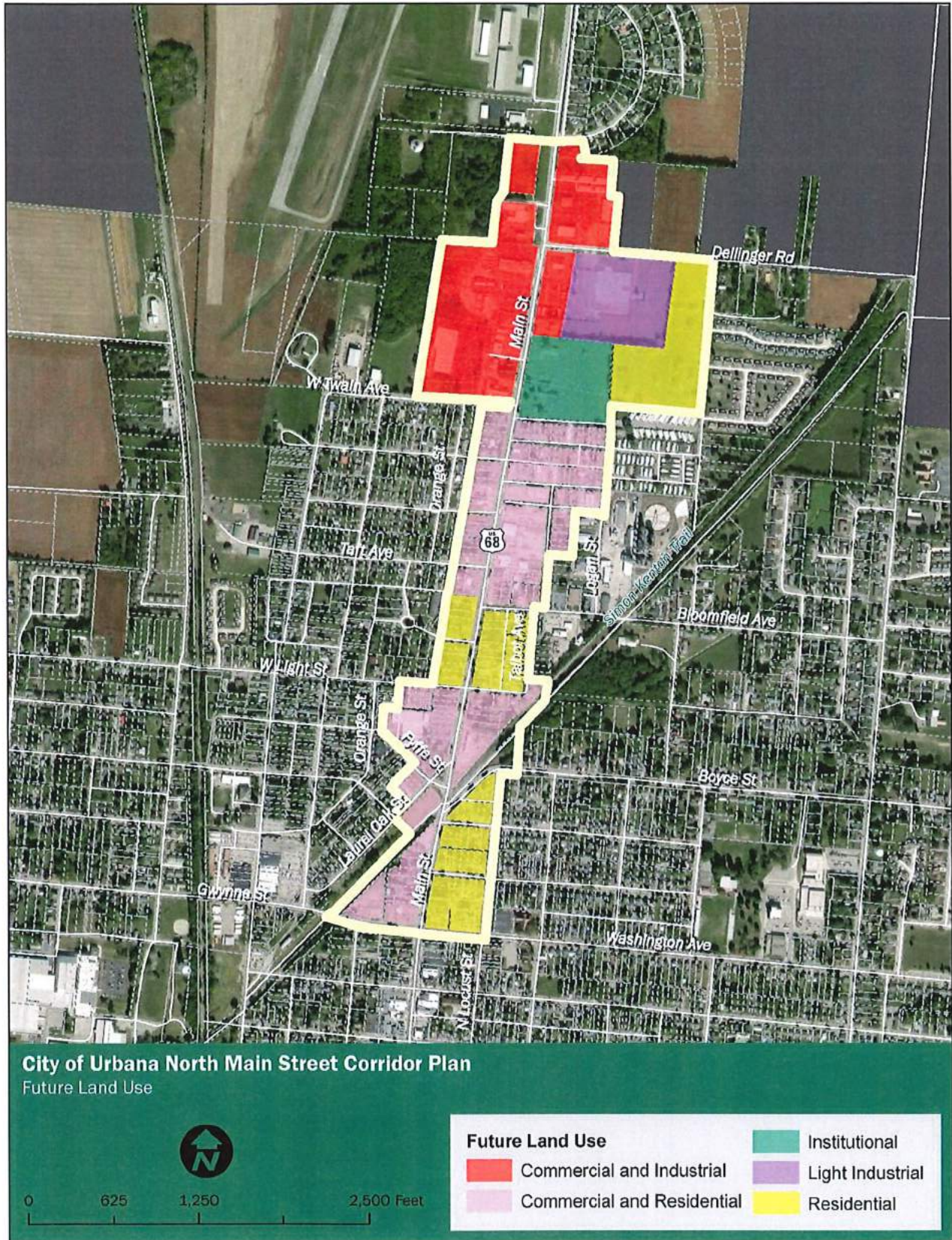


Figure 4-2. Recommended Future Land Use Map

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.



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.



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.

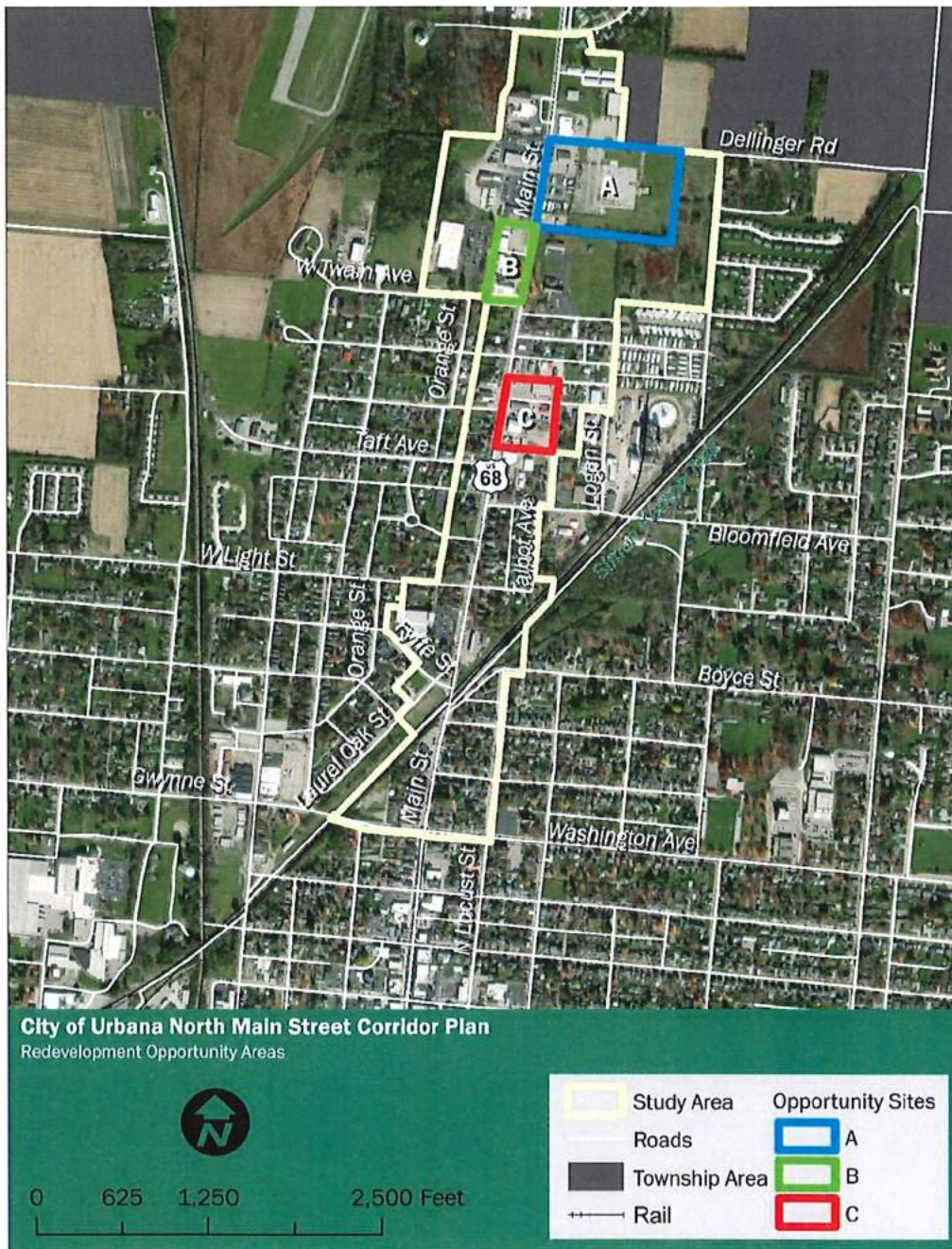


Figure 4-3. Redevelopment Opportunity Areas

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.



Illustration by Burton Planning Services

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 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 countywide housing committee</i>	Goals 3, 5	Near-term	\$
Action Step G9 <i>Encourage/create a county land bank</i>	Goals 3, 5	Long-term	\$\$
Action Step G10 <i>Create a vision for housing in Urbana</i>	Goals 3, 5	Near-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, G8, G10, LU1, LU2, Z1, Z2, I1, I2, I4, I5, I6, I7, I8, I10	Action Steps G5, G6, G7, G9, I3
Champaign County	Action Step G9	Action Step G8
Private Sector		
Existing Businesses & Employers	Action Steps G5, I3	Action Steps G1, G2, G3, G6, G7, G8, G10, LU1, LU2, I4
Residents in the Plan area	-	Action Steps G1, G2, G8, G9, G10, LU1, Z2, I4
Property Owners in the Plan area	-	Action Steps G6, G7, G10, LU1, LU2, Z1, I1, I2, I4, I5, I7
Developers	-	Action Steps G3, G4, G8, G10, 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](#).



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 development²⁴

²⁴ 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.²⁵
- ▶ ***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.²⁶
- ▶ ***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).²⁷ 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.²⁸ 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.

²⁵ Ohio Department of Development website: [Tax Increment Financing \(TIF\)](#); 3/18/2024

²⁶ U.S. Small Business Administration website: [HUBZone Program](#); 3/18/2024

²⁷ Ohio Department of Development website: [Ohio Enterprise Zone Program](#); 3/18/2024

²⁸ 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 removal²⁹. 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.³⁰
- ▶ **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.³¹



Source: Burton Planning Services

504 North Main Street, Urbana, Ohio

²⁹ Ohioline – Ohio State University Extension website: [Special Improvement District: A Tool for Targeting Investment](#); 3/25/2024

³⁰ Ohio Land Bank Association website: [Ohio Land Banks](#); 3/18/2024

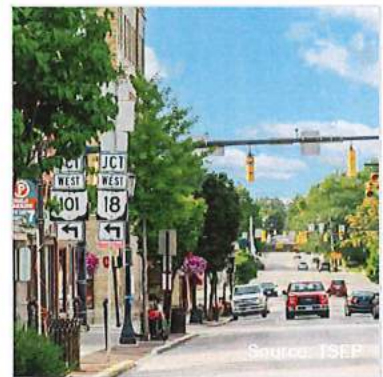
³¹ Main Street America website: [Main Street America](#); 3/18/24

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.”³² 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

³² 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
Master Gardeners working with the Erie County Grow Getters

- ▶ **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](#)



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: VisitSpringfield, Ohio
Small businesses in downtown Springfield, Ohio



Source: Burton Planning Services

Appendices

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