

# Urbana North Main Street Corridor Plan

## Draft Plan Review - Community Survey



### *Draft Plan Review - Survey Summary*

#### Overview

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.

#### Vision Statement, Goals, and Action Steps

On a scale from zero (0) - 100, survey respondents provided an average rating of 74 for the Plan’s vision statement, an average rating of 61 for the Plan’s goals, and an average rating of 49 for the Plan’s action steps. The rating of 74 and 61 for the Plan’s vision statement and goals, respectively, indicates support that ranged between neutral and agree. The rating of 49 for the Plan’s action steps indicates respondents were on average neutral in terms of the action steps overall.

Survey respondents provided a variety of comments related to the recommendations of the draft Plan including a desire to clean up parking lots and buildings in the area, excitement about improvements and development in the area, a need to address high traffic volumes, including truck traffic, in the area, questions about the project prioritization and the cost to implement recommendations of the draft Plan, a desire to have the area become more residential (as opposed to business development), a desire to ensure that home and rental prices should remain affordable for existing residents, a desire to address homelessness as a top priority in the area, recommendations to improve residential and commercial properties throughout the area, and support for reuse of the former Siemen’s manufacturing site.

#### Overall Comments to Sections One to Five

Survey respondents also provided a variety of comments related to each of the draft Plan’s five Sections (Introduction, Existing Conditions, Community Engagement, Development Plan, and Implementation Plan). Some participants chose not to provide comments on one or more of the Plan’s Sections. Of the six (6) people who took the survey, three (3) provided comments on Section 1: Introduction, Section 2: Existing Conditions, Section 3: Community Engagement, and Section 5: Implementation Plan. Four (4) respondents provided comments on Section 4:

Development Plan. Comments included concerns about traffic in the area and the Level of Traffic Stress for bicyclists, a desire to compare demographics between the Plan area and the City of Urbana, questions related to the planning process, a request for more specific action steps along with a request to plan for facilities in other areas in the City of Urbana, a request for all residents in the City of Urbana to be notified of the planning effort by mail (only residents and businesses in the Plan area were notified by mail), a request for additional people to be able to participate in the planning process, support for change in the area if it includes housing that is affordable for existing residents, and support for redevelopment in the areas beside North Main Street.

### About the Survey Respondents

In order to understand how those who took part in the survey interact with the North Main Street corridor area, the survey asked respondents how frequently they visit the area and if they live or work in the area. Five (5) respondents visit the area daily while one (1) visits the area once per month (Figure 1). Additionally, one (1) respondent lives in the area, one (1) works in the area, and one (1) either lives and/or works near the area while three (3) respondents neither live or work in or near the area (Figure 2).

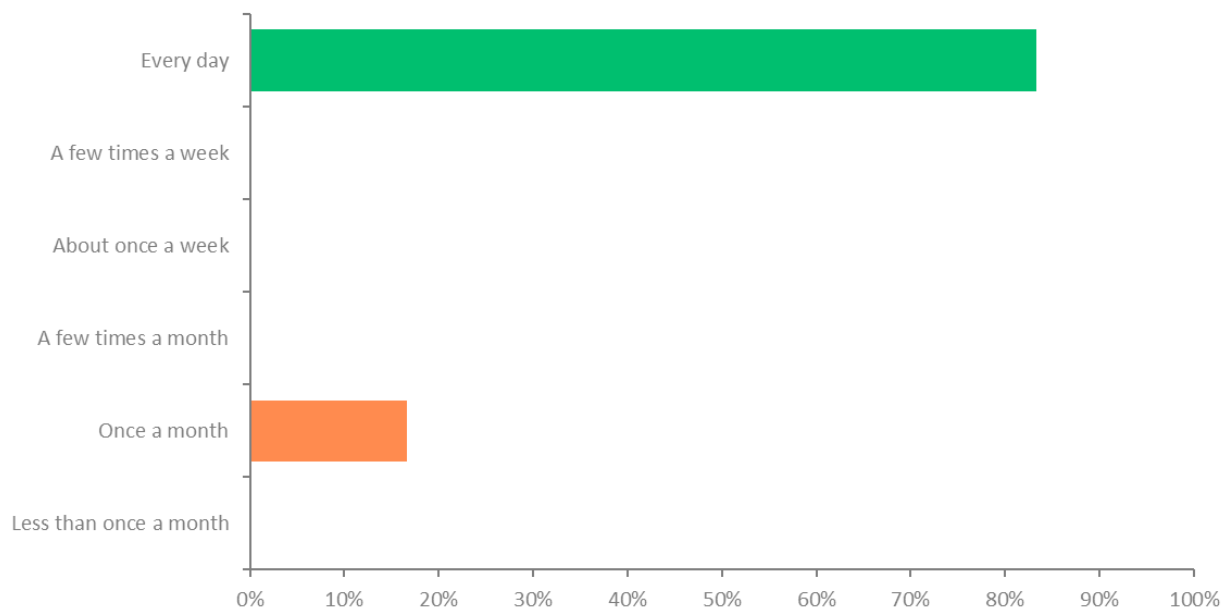


Figure 1 – Question: “How frequently do you visit the North Main Street Area?” n=6

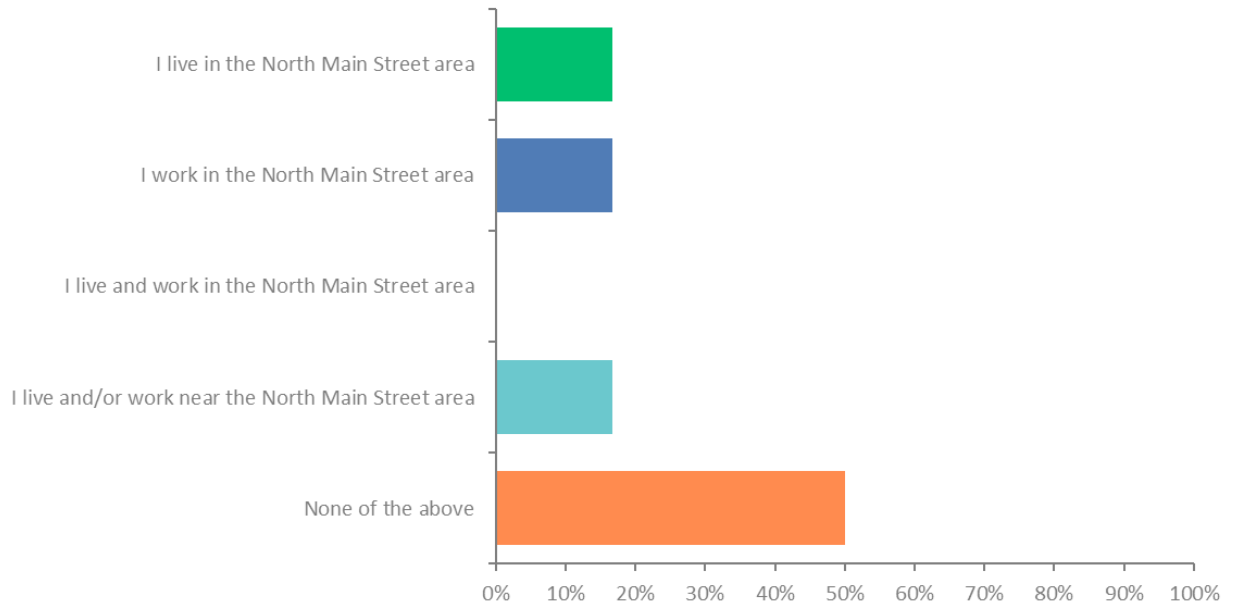


Figure 2 – Question: “Do you live or work in the North Main Street Area?” n=6

The survey also asked about other events or surveys that the respondents participated in during the plan process. Three (3) of the participants said they participated in the online survey in summer/fall of 2023, one (1) participated in the community open house/survey in January 2024, three (3) read materials on the website, and two (2) selected that it is their first time participating. The two survey respondents that indicated it was their first time participating noted that they did not see any information advertising the plan process prior to this survey. Additionally, for the two (2) participants that said it was their first time participating, both live outside the Plan area, but one lives in close proximity to the Plan area.