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**DATE:** Monday, July 21, 2025  
**TIME:** 7:00 p.m.  
**PLACE:** 400 S. Vine Street, Urbana, IL 61801

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The City Council Committee of the Whole of the City of Urbana, Illinois, met in regular session Monday, July 21, 2025, at 7:44p.m.

**ELECTED OFFICIALS PHYSICALLY PRESENT:** DeShawn Williams, Mayor; Darcy Sandefur, City Clerk, CM Maryalice Wu, CM Christopher Evans, CM Jaya Kolisetty, CM Chaundra Bishop, CM Grace Wilken

**ELECTED OFFICIALS ABSENT:** CM Shirese Hursey, CM James Quisenberry

**STAFF PRESENT:** Bourema Ouedraogo, Carmen Franks, Kevin Garcia, Olivia Jovine, Andrea Ruedi, Elizabeth Hannan, John Zeman, Matt Roeschley

**OTHERS PRESENT:** J.D. McClanahan, AICP – Planner II at Champaign County Regional Planning Commission; Kate Swinford, Professional Traffic Operations Engineer at Lochmueller Group

**Chair:** *Jaya Kolisetty, Ward 4*

### 1. Call to Order and Roll Call

With a quorum present, Chair Hursey called the meeting of the Urbana City Council to order at 7:44 PM.

### 2. Approval of Minutes of Previous Meeting

#### a. 06-16-2025 & 06-17-2025 Committee of the Whole Meeting Minutes

CM Wilken raised a correction to the adjournment section of the minutes.

Motion to approve, as corrected, by CM Wu, seconded by CM Bishop.

Voice Vote:

**AYE:** Wu, Evans, Kolisetty, Bishop, Wilken

**NAY:** None.

### 3. Additions to the Agenda

None.

### 4. Presentations and Public Input

#### a. Public Input

*Geoffrey Bant* disagreed with the Lincoln Avenue Corridor Study and offered alternate proposals to addressing safety on the avenue. Stated Automated License Plate Readers (ALPRs) should be approved if it can be shown to decrease criminal activity while also having a public

oversight system to protect against misuse. Voiced support for the changes to the Imagine Urbana Comprehensive Plan proposed by the West Urbana Neighborhood Association (WUNA). Warned against the dangers of incremental development, infill, and streamlining development processes as they are a slippery slope leading to the destruction of residential neighborhoods. Urged Council to delay the approval of the Imagine Urbana Comprehensive Plan until a significant portion of residents in Urbana can read the recommendations. Provided a copy of a personally authored "Citizen's Summary" of the Imagine Urbana Comprehensive Plan to the City Clerk. **Paul Hixson** stated the Imagine Urbana Comprehensive Plan is difficult to understand and fails to address issues of individual neighborhoods through input from neighborhood groups. Stated the plan targets WUNA more heavily than other neighborhoods and residents of WUNA were not able to read and provide input on the Imagine Urbana Comprehensive Plan. Shared proposals for changes to the Imagine Urbana Comprehensive Plan developed by WUNA. Stated Indiana Street should be considered for prohibiting left hand turns onto Lincoln Avenue. **Eric Sacks** voiced support for the five changes to the Imagine Urbana developed by Esther Patt and a group of people. Stated the changes are aligned with the plan and would be supported by many residents. Voiced opposition to the Corridor Neighborhood designation along the Lincoln-Busey corridor and the aggregation of lots for large apartment developments. Stated the City of Urbana has a minority of homeowners and a majority of renters, voicing opposition to developing West Urbana into a rental neighborhood for University of Illinois at Urbana-Champaign students. Stated there is a need for affordable housing, but it cannot be solved by building more housing. Stated making Lincoln Avenue safer for bicyclists is a mistake and bicyclists should be directed to side streets instead. Stated the changes to Lincoln Avenue will create a cascade of changes that will create more hazards for Busey Avenue. Stated the problem of Lincoln Avenue are the drivers that run red lights and voiced support for ALPRs instead of dangerous pedestrian signals. **Sarah McEvoy** voiced support for greater economic development to be focused on Philo Road. Stated the Special Use Permitting process is important for allowing local stakeholders to have input on proposed changes to zoning and uses. Endorsed the five changes proposed by Esther Patt alongside WUNA. **Tony Crispin** voiced support for the Imagine Urbana Comprehensive Plan as it will create more housing variety and more affordable housing throughout Urbana. Stated affordable housing can be achieved through subsidized housing, low-income housing tax credits, and housing vouchers. Stated Urbana can be a leader in incremental development and should approve the plan sooner rather than later, noting the plan can always be amended. Voiced support for the Lincoln Avenue Corridor Study as it has been in development for many years and can be modified in the future if required. Stated the study is step toward achieving pedestrian safety on Lincoln Avenue and ALPRs alone will not address the issue of speeding. Stated the design of Lincoln Avenue itself enables drivers to speed and adjusting the geometry of the road will tackle the root cause of speeding on the avenue. Expressed greater variety in transportation and housing will improve the lives of Urbana residents. Shared criticism for the title of the comprehensive plan as "Imagine Urbana" is too alike to the comprehensive plans of other municipalities. **David Huber** noted Urbana can provide zoning reforms as a form of a subsidy for developers. Stated the Cities of Champaign and Evanston are undergoing zoning reform, and former President Barack Obama is discussing zoning de-regulations to enable housing development. Stated keeping zoning regulations the same will move investments from Urbana to the City of Champaign and hinders future progress for the City. **Alex Huller** spoke in support of the Imagine Urbana Comprehensive Plan and the Lincoln Avenue Corridor Study. Stated it is impossible to have both low taxes and more amenities without compromising and allowing for the development of middle-occupancy housing such as duplexes, triplexes, and quadplexes. Stated the developments can be conducted in collaboration with small developers in the City while advocating for those homes to be owner-occupied rather than rented out. Stated the results of suburban focused development philosophies since World War Two are visible to see now in the decaying roads in downtown Urbana. Stated taxes can be raised to address road quality, but it would be more agreeable to create denser housing for more

residents to grow the population of Urbana.

*Written Public Input in support of the Imagine Urbana Comprehensive Plan and the Lincoln Avenue Corridor Study was received from the following individual and read by Chair Kolisetty: Adani Sanchez. Written Public Input requesting changes to the Imagine Urbana Comprehensive Plan were received from the following individuals and read by Chair Kolisetty: Liz Cardman. Written Public Input in support of Ordinance No. 2024-12-042 were received from the following individuals and read by CM Wilken: David Young. Written Public Input in support of the Imagine Urbana Comprehensive Plan was received from the following individual and read by Chair Kolisetty: Anna Hough. Written Public Input requesting changes to the Imagine Urbana Comprehensive Plan were received from the following individuals but were not read: C.K. Gunsalus & Michael W. Walker, John Marden, Sarah McEvoy & Huseyin Sehitoglu, Karen & Alain Fresco, Patricia Cardenas, Gary Gladding & Victoria Christensen. Written Public Input requesting changes to the Imagine Urbana Comprehensive Plan and the Lincoln Avenue Corridor Study were received from the following individuals but were not read: Becky Mead & Tim Stelzer. Written Public Input in support of Ordinance No. 2024-12-042 was received from the following individual but were not read: Sharon Irish.*

#### 4. Staff Report

None.

#### 5. New Business

- a. **Resolution No. 2025-07-062R:** A Resolution Approving an Increase in the Number of Class R&T-1 Liquor Licenses for Guadalupe Family Inc, d/b/a Sakura Japanese Cuisine, 132 West Main Street, Urbana, Ill. – Exec

Presented by Mayor Williams with City Attorney Roeschley and Elizabeth Hannan, Interim City Administrator / Human Resources & Finance Director / CFO available for questions. The Resolution increases the number of Class R&T-1 (Restaurant & Tavern – All Alcohol) liquor licenses in the City of Urbana for Guadalupe Family Inc, d/b/a Sakura Japanese Cuisine, 132 West Main Street, Urbana, Illinois. Mayor Williams stated the approval for a new liquor license is required due to a change in ownership of the restaurant. Questions and discussion followed.

Motion to approve to the regular agenda by CM Bishop, seconded by CM Wu.

Voice Vote:

**AYE:** Wu, Evans, Kolisetty, Bishop, Wilken

**NAY:** None.

- b. Resolution No. 2025-07-063R:** A Resolution Approving an Increase in the Number of Liquor Licenses in the Class R&T-1 Designation for Four Way Foods LLC, d/b/a Lazy Daisy Diner and Cafe, 300 South Broadway Avenue, Suite 140, Urbana, Ill. – Exec

Presented by Elizabeth Hannan, Interim City Administrator / Human Resources & Finance Director / CFO. The Resolution increases the number of Class R&T-1 liquor licenses in the City of Urbana for Four Way Foods LLC, d/b/a Lazy Daisy Diner and Cafe, 300 South Broadway Avenue, Suite 140, Urbana, Illinois. Elizabeth Hannan noted the restaurant is located at the south end of Lincoln Square Mall. Questions and discussion followed.

Motion to approve to the regular agenda by CM Wu, seconded by CM Bishop.

Voice Vote:

**AYE:** Wu, Evans, Kolisetty, Bishop, Wilken

**NAY:** None.

- c. Resolution No. 2025-07-064R:** A Resolution Approving an Increase in the Number of Liquor Licenses in the Class R&T-1 Designation for CRS Silvercreek Urbana LLC, d/b/a Silvercreek, 402 North Race Street, Urbana, Ill. – Exec

Presented by Mayor Williams. The Resolution increases the number of Class R&T-1 liquor licenses in the City of Urbana for CRS Silvercreek Urbana LLC, d/b/a Silvercreek, 402 North Race Street, Urbana, Illinois. Mayor Williams stated the need for a new liquor license is due to a change in ownership.

Motion to approve to the regular agenda by CM Wu, seconded by CM Wilken.

Voice Vote:

**AYE:** Wu, Evans, Kolisetty, Bishop, Wilken

**NAY:** None.

## 6. Old Business

- a. Ordinance No. 2025-04-013:** An Ordinance Approving a Comprehensive Plan (Imagine Urbana / Plan Case No. 2502-CP-25) – CD

Presented by Kevin Garcia, Principal Planner and Andrea Ruedi, Senior Advisor for Integrated Strategy Development. The Ordinance approves the Imagine Urbana Comprehensive Plan. Andrea Ruedi spoke on the timeline of Imagine Urbana within Committee of the Whole and the outreach process since the first draft of the plan was released in August 2024. Shared actions taken since the previous presentation of the Imagine Urbana Comprehensive Plan to Council on May 5, 2025. Shared the “Responses to Feedback” handout was added to the packet to display staff responses to feedback received. Noted people will still have input on the types of development in their neighborhood after Imagine Urbana is adopted and it can also continue to be amended after its adoption. Spoke on the Imagine Urbana Open House held on May 28, 2025 and thanked CMs Wu, Evans, Hursey, Wilken, and Wu for attending. Stated physical copies of Imagine Urbana were shared during the open house, maps were presented that detailed aspects of Imagine Urbana, comment cards were made available for submission, and “Responses to Feedback” handouts were distributed during the Open House as well. Stated the nine written comments received from the comment cards as well as questions shared during the Open House were compiled and included in the Committee of the Whole packet for the June 2, 2025 meeting.

Kevin Garcia stated changes to the Imagine Urbana Comprehensive Plan can be viewed online with the changes appearing in dark blue. Spoke on the changes made from feedback received from the public and Council. Stated prioritizing Philo Road through developing a small area plan was added as a Little Move under Big Move 3 due to recent input received calling for supporting the Philo Road Business District area. Stated direction provided by CM Wilken led to the addition of Little Move 7.6 that will study the feasibility of establishing incentive programs to encourage infill development. Stated Little Move 7.7 was added in response to public feedback received to limit and disincentivize the aggregation of parcels for larger-scale development in certain areas. Spoke on the changes made to the Neighborhood 1 Place Type (N1) in response to public feedback received. Stated totally eliminating the possibility for small businesses and institutions in N1 areas are too restrictive as there can be many differences between areas within the N1 designation. Stated the descriptions do not dictate what is meant to exist in neighborhoods, but it is for providing direction for when the zoning ordinance is update. Shared a map displaying Place Types across Urbana, noting the majority of space across Urbana considered N1. Questions and discussion followed.

Motion to approve to the regular agenda by CM Wilken, seconded by CM Bishop.

Roll Call Vote:

**AYE:** Kolisetty, Bishop, Wilken

**NAY:** Wu, Evans

- i. ~~Motion to amend to include the following items by CM Wu, seconded by CM Evans. Questions and discussion followed:~~
  1. ~~Amend the definition of N1 to include the intent to preserve existing single family or duplex zoning wherever it currently exists.~~
  2. ~~Amend the definition of N1 to: These neighborhoods consist primarily of single houses with some duplexes.~~
  3. ~~Amend the description of N1 under “Place Type” to: Residential, primarily single houses; duplexes and some accessory dwelling units (e.g. garage apartments, backyard cottages) are interspersed. Home-based businesses can be anywhere.~~
  4. ~~Amend to remove the Corridor Neighborhood designation.~~
- ii. Motion to amend was amended to be the following items by CM Wu, seconded by CM Evans. Questions and discussion followed.
  1. Amend “Land Uses” under Place Type: Neighborhood 1 to accept staff updates and add intent to preserve existing single-family housing or duplex zoning wherever it currently exists.
  2. Amend to remove the Corridor Neighborhood designation for Lincoln Avenue.

Roll Call Vote:

**AYE:** Wu, Evans

**NAY:** Kolisetty, Bishop, Wilken

*Motion to amend failed*

- b. **Resolution No. 2025-07-058R:** A Resolution to Endorse the Champaign Urbana Urban Area Transportation Study (CUUATS) Lincoln Avenue Corridor Study – PW

Presented by Carmen Franks, Assistant City Engineer; J.D. McClanahan, AICP – Planner II at Champaign County Regional Planning Commission (CCRPC); and Kate Swinford,

Professional Traffic Operations Engineer at Lochmueller Group at Lochmueller Group. The Resolution endorses the CUUATS Lincoln Avenue Corridor Study, which can be found online here: <https://ccrpc.gitlab.io/lincoln-ave/>. Carmen Franks stated the study is intended to produce a report and recommendations to increase transportation safety, improve mobility, and enhance multimodal connectivity along the entirety of the Lincoln Avenue corridor. Stated the report will be used to pursue grants and guide the implementation of recommendations during the design phase of the project.

Shared the recommendations discussed during the previous presentation of the Resolution. Pointed out the recommendation includes retaining full access to Green Street, Illinois Street, California Avenue, Ohio Street, Michigan Avenue, Pennsylvania Avenue, and Florida Avenue.

Kate Swinford spoke on the effects of the access changes to traffic routing, impacting approximately 100 vehicles per peak hour, distributed across intersections and movements throughout the corridor. Noted the current average daily traffic on Busey Avenue is around 275, the planning capacity of a livable, local street is around 1,000, and the Illinois Department of Transportation (IDOT) allows for 5,000. Carmen Franks added the average daily traffic for Lincoln Avenue is between 10,000 to 13,000. Stated Green Street has an average daily traffic of around 2,000 eastbound and 3,900 westbound.

Kate Swinford shared estimated traffic impacts to the Ohio Street intersection compared to the current traffic and worst-case traffic scenario. Noted the levels of service, expected waiting time, and length of vehicles in queue are well within the desired range and do not come close to meeting thresholds for concern.

Stated the study began due to the intersection of Ohio Street and Lincoln Avenue being designated as a critical safety tier segment by IDOT due to the number of crashes on Lincoln Avenue between Iowa Street, Ohio Street, and Indiana Avenue. Stated the recommendation to relocate the northbound bus stop to the north of Iowa Street and establish a pull off segment for the southbound bus stop to reduce potential for crashes due to bus activity. Spoke on the recommendation for implementation of pedestrian signals along this segment. Stated the improvements are concentrated where the highest number of crashes occurred and where the most severe crashes occurred to reduce conflict points. Stated the recommendations and safety benefits are based off of real-world examples from other areas that were academically reviewed for viability before being published onto a national database for professionals to consider their use. Shared anticipated crash reduction rates for lane reductions (47%), bike lane installation (32%), installing mid-block crossings with pedestrian signals (18%), and limiting access at unsignalized side-streets (43%).

J.D. McClanahan shared the public feedback received from the fourth round of outreach with 24 comments in support of the study, 18 suggestions received for the study, 17 comments in concern of the study, 8 comments in opposition to the study, and 4 general feedback comments. Stated the study has received strong support from the community and they are currently working toward further addressing suggestions and concerns received.

Carmen Franks stated significant crash reductions are anticipated, levels of service will be maintained, safer conditions for vulnerable road users will be created, and new infrastructure for bicyclists will be developed through the study. Added the study recommends the evaluation of the traffic impacts to Busey Avenue and can implement improvements to side streets or Busey Avenue if necessary. Noted public input will continue to be collected and sought after during the design phase. Stated the IDOT grant application relies on the endorsement of the study from Council and the endorsement can continue to be used in

future grant funding applications. Stated the changes to access on side-streets are unable to change without an Ordinance approved through City Council. Questions and discussion ensued.

Motion to extend meeting time to 11:00p.m. by CM Wu, seconded by CM Bishop.

Voice Vote:

**AYE:** Wu, Evans, Kolisetty, Bishop, Wilken

**NAY:** None.

Motion to approve to the regular agenda by CM Bishop, seconded by CM Wilken.

Roll Call Vote:

**AYE:** Kolisetty, Bishop, Wilken

**NAY:** Wu, Evans

- c. Ordinance No. 2024-12-042:** An Ordinance Establishing Approval, Policy, and Reporting Requirements for Policing Surveillance Technology and Databases – CM’s Wilken and Kolisetty

Presented by CM Wilken. The Ordinance requires and clarifies the process for procurement and use of policing technology and databases that can be used to monitor, track, and identify specific individuals or groups. The Ordinance codifies the public approval process for specific surveillance technologies or databases; it does not dictate the use of any given technology (that would be voted on by Council). CM Wilken recommended keeping the item in Committee of the Whole, returning August 18, in consideration of the current time due to the number of updates there are to speak on. Questions and discussion followed.

Motion to keep in Committee of the Whole, returning August 18, 2025, by CM Wilken, seconded by CM Evans.

Voice Vote:

**AYE:** Wu, Evans, Kolisetty, Bishop, Wilken

**NAY:** None.

## 7. Discussion

- a. Council Rules and Meeting Procedures – CM’s Wilken and Quisenberry**

CM Evans recommended postponing the discussion due to the absences of CM’s Hursey and Quisenberry. Council discussed the postponing of the item and gave direction to staff to reintroduce the discussion at the August 11, 2025 City Council meeting.

Council discussed prioritizing changing the voting procedures to be rotating rather than a fixed order. Chair Kolisetty recommended Council send discussion items and suggestions to Clerk Sandefur.

## 8. Council Input and Communications

None.

## 9. Adjournment

With no further business before the committee of the whole Chair Kolisetty adjourned the meeting at 10:30 p.m.

Seok Hyun Cho

Deputy City Clerk

This meeting was video recorded and is viewable [on-demand HERE](#). **Minutes approved: 8/18/25**

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**CORRECTED FORMATTING: Ordinance No. 2025-04-013: July 21 2025: To Be Read Into the Record**

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From E R Cardman [REDACTED]  
Date Sat 7/19/2025 3:22 PM  
To City Council <CityCouncil@Urbanall.gov>

**\*\*\* Email From An External Source \*\*\***

Use caution when clicking on links or opening attachments.

Subject: Ordinance No. 2025-04-013: It's All About the Money

Dear Council Members and Mayor Williams:

Who can argue with the vitality that diverse housing stock, diverse populations, diverse age groups can bring to a town? That's something we all can support.

However, having lived in West Urbana for over 40 years, I can say that planning does not drive development. Dollars do. Development is all about the MONEY.

Consider:

**For sale: \$1.2 million**

This is the recent asking price for 6 adjoining lots on Lincoln, between California and Oregon. Note sales description: *Situated in a designated Federal Opportunity Zone, these properties hold significant redevelopment potential, making them an ideal investment for future growth.* Note that development would require: \$1,200,000, plus the cost of demolition, plus the cost of construction.

**Sold for \$1: Yes, One Dollar.**

200 S Vine: an entire city block. The lot was already cleared. The developer only had to pay for the cost of construction. Even at that, the developer had to get approval from City Council to scale back his original plans.

Do you think you'll get affordable housing, housing for young professionals or seniors anywhere near campus? It's not going to happen. Dollars drive development, not planning.

West Urbana is not alone when it comes to the pressure to develop profitable student housing. Consider Northwest Urbana -- the area between Lincoln and Wright, from Springfield to University. I surveyed this neighborhood and only 5 -- yes, only five -- of the long-standing, original houses remain. The University does own properties near Wright, but all in all, large bulk housing has taken over the neighborhood.

I ask that you modify the Comprehensive Plan as follows:

1. Specify that the definition of N1 should include the intent to **preserve existing single family or duplex zoning wherever it currently exists.**
2. The definition of N1 should be changed as follows: These neighborhoods consist primarily of single houses, with some duplexes ~~and townhouses, and may include low-intensity,~~

~~small businesses and institutional uses.~~

3. The description of N1 under "Place Type" should be changed as follows: ~~Mostly Residential,~~ primarily single houses; duplexes, ~~smaller apartments and townhomes,~~ and some accessory dwelling units (e.g. garage apartments, backyard cottages) are interspersed. Home-based businesses can be anywhere. ~~Small businesses, like cafes and professional offices, are appropriate on corners or along the edges of neighborhoods.~~

4. Remove CN – Corridor Neighborhood designation along the Lincoln-Busey corridor. It should apply to Green Street only.

5. Limit aggregation of lots.

As Mayor Williams has said: *“From the start I’ve made it a priority to ensure that the Plan reflects your voices – your ideas, feedback and hopes for the future. This is what we can achieve when we plan with purpose and make space for every resident to be heard.”*

Please listen to us.

Thank you for your consideration,

Liz Cardman, Urbana

Apologies for the duplication. Critical formatting was lost in my first submission.

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**City Council Public Input July 21 meeting: comprehensive plan Ordinance No: 2025-04-013**

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**From** C. K. Gunsalus [REDACTED]  
**Date** Sun 7/20/2025 5:23 AM  
**To** City Council <CityCouncil@Urbanall.gov>  
**Cc** WUNA-Main [REDACTED]

**\*\*\* Email From An External Source \*\*\***

Use caution when clicking on links or opening attachments.

Dear Members of the City Council:

We endorse the requests presented by our neighbors and seek the following changes to the Comprehensive Plan before it advances to final form:

1. Specify that the definition of N1 should include the intent to **preserve existing single family or duplex zoning wherever it currently exists.**
2. The definition of N1 should be changed as follows: These neighborhoods consist primarily of single houses; with some duplexes and townhouses, and may include low-intensity, small businesses and institutional uses.
3. The description of N1 under "Place Type" should be changed as follows:  
**Mostly Residential**, primarily single houses; duplexes, smaller apartments and townhomes, and some accessory dwelling units (e.g. garage apartments, backyard cottages) are interspersed. Home-based businesses can be anywhere. Small businesses, like cafes and professional offices, are appropriate on corners or along the edges of neighborhoods.
4. Remove CN – Corridor Neighborhood designation along the Lincoln-Busey corridor. It should apply to Green Street only.
5. Limit aggregation of lots.

We also ask that you heed the comments of our neighbors on changes to the Lincoln Avenue corridor study affecting nearby residents.

Thank you for your service and for considering these requests developed by and endorsed by many of us who live in affected areas.

C. K. Gunsalus and Michael W. Walker

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**PUBLIC INPUT: July 21 City Council Meeting**

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From John Marden [REDACTED]  
Date Sun 7/20/2025 10:15 AM  
To City Council <CityCouncil@Urbanall.gov>

**\*\*\* Email From An External Source \*\*\***

Use caution when clicking on links or opening attachments.

Dear Council,

I support the modifications to the Comprehensive Plan that some West Urbana neighbors have proposed concerning N1 and CN designations. They allow for reasonable increase in housing density with duplexes and ADUs.

Also, on Big Move #4 concerning downtown development, in addition to the Market at the Square study, I suggest studying how to tie together the various new developments along the tracks downtown (Parcadia, H-Mart, Yard at Broadway, Cloud Mountain, Baldarottas) with the established ones.

Thank you,  
John Marden  
[REDACTED]

Here are the suggested modifications:

1. Specify that the definition of N1 should include the intent to **preserve existing single family or duplex zoning wherever it currently exists.**
2. The definition of N1 should be changed as follows: These neighborhoods consist primarily of single houses; with some duplexes ~~and townhouses, and may include low-intensity, small businesses and institutional uses.~~
3. The description of N1 under "Place Type" should be changed as follows:  
~~Mostly residential, primarily single houses; duplexes, smaller apartments and townhomes, and some accessory dwelling units (e.g. garage apartments, backyard cottages) are interspersed. Home-based businesses can be anywhere. Small businesses, like cafes and professional offices, are appropriate on corners or along the edges of neighborhoods.~~  
Mostly residential, primarily single houses; duplexes, smaller apartments and townhomes, and some accessory dwelling units (e.g. garage apartments, backyard cottages) are interspersed. Home-based businesses can be anywhere. Small businesses, like cafes and professional offices, are appropriate on corners or along the edges of neighborhoods.
4. Remove CN – Corridor Neighborhood designation along the Lincoln-Busey corridor. It should apply to Green Street only.
5. Limit aggregation of lots.

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## Public Input for 7/21 mtg: Comp. Plan Ordinance

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**From** Sarah McEvoy [REDACTED]  
**Date** Sun 7/20/2025 10:46 AM  
**To** City Council <CityCouncil@Urbanall.gov>; City Council <CityCouncil@Urbanall.gov>; WUNA-Main [REDACTED]  
[REDACTED]

\*\*\* Email From An External Source \*\*\*

Use caution when clicking on links or opening attachments.

Dear Members of the City Council,

We endorse the requests presented by our neighbors and seek the following changes to the Comprehensive Plan before it advances to final form:

Specify that the definition of N1 should include the intent to PRESERVE EXISTING SINGLE FAMILY OR DUPLEX ZONING WHEREVER IT CURRENTLY EXISTS.

The definition of N1 should be changed as follows: These neighborhoods consist primarily of single houses, with some duplexes.

The description of N1 under "Place Type" should be changed as follows: Residential, primarily single houses, duplexes, and some accessory dwelling units (e.g. garage apartments, backyard cottages) are interspersed. Home-based businesses can be anywhere.

Remove CN – Corridor Neighborhood designation along the Lincoln-Busey corridor. It should apply to Green Street only.

Limit aggregation of lots.

We also ask that you heed our early comments and feedback of our neighbors on changes to the Lincoln Avenue corridor study affecting nearby residents. We noticed that the report states receiving diminishing comments over time. That may be because we did not feel the need to repeat our feedback multiple times. Our original comments should not be viewed as faded or absent without repetition.

Thank you for your service and for considering these requests developed by and endorsed by many of us who live in affected areas.

Sarah McEvoy and Huseyin Sehitoglu

## Comprehensive Plan vote Monday: public input for 7/21

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**From** Fresco, Karen L [REDACTED]  
**Date** Sun 7/20/2025 12:31 PM  
**To** City Council <CityCouncil@Urbanall.gov>  
**Cc** Fresco, Alain D [REDACTED]

\*\*\* Email From An External Source \*\*\*

Use caution when clicking on links or opening attachments.

We endorse the requests presented by our neighbors and seek the following changes to the Comprehensive Plan before it advances to final form:

Specify that the definition of N1 should include the intent to PRESERVE EXISTING SINGLE FAMILY OR DUPLEX ZONING WHEREVER IT CURRENTLY EXISTS.

The definition of N1 should be changed as follows: These neighborhoods consist primarily of single houses, with some duplexes.

The description of N1 under "Place Type" should be changed as follows: Residential, primarily single houses, duplexes, and some accessory dwelling units (e.g. garage apartments, backyard cottages) are interspersed. Home-based businesses can be anywhere.

Remove CN – Corridor Neighborhood designation along the Lincoln-Busey corridor. It should apply to Green Street only.

Limit aggregation of lots.

We also ask that you heed our early comments and feedback of our neighbors on changes to the Lincoln Avenue corridor study affecting nearby residents. We noticed that the report states receiving diminishing comments over time. That may be because we did not feel the need to repeat our feedback multiple times. Our original comments should not be viewed as faded or absent without repetition.

Karen and Alain Fresco  
[REDACTED]

Sent from my iPhone

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## 7/21 Public input; Comprehensive Plan

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**From** Cardenas, Patricia A [REDACTED]  
**Date** Sun 7/20/2025 7:53 PM  
**To** City Council <CityCouncil@Urbanall.gov>  
**Cc** City Council <CityCouncil@Urbanall.gov>

**\*\*\* Email From An External Source \*\*\***

Use caution when clicking on links or opening attachments.

Dear Members of the City Council,

As a WUNA resident since 1988, I endorse the requests presented by WUNA neighbors and seek the following changes to the Comprehensive Plan before it advances to final form:

Specify that the definition of N1 should include the intent to PRESERVE EXISTING SINGLE FAMILY OR DUPLEX ZONING WHEREVER IT CURRENTLY EXISTS.

The definition of N1 should be changed as follows: These neighborhoods consist primarily of single houses, with some duplexes.

The description of N1 under "Place Type" should be changed as follows: Residential, primarily single houses, duplexes, and some accessory dwelling units (e.g. garage apartments, backyard cottages) are interspersed. Home-based businesses can be anywhere.

Remove CN – Corridor Neighborhood designation along the Lincoln-Busey corridor. It should apply to Green Street only.

Thank you.  
Patricia Cardenas  
[REDACTED]

Public input for 7/21 meeting: Comprehensive Plan Ordinance

From victoria christensen [REDACTED]

Date Sun 7/20/2025 11:20 AM

To City Council <CityCouncil@UrbanalL.gov>

Cc gary gladding [REDACTED]; victoria christensen [REDACTED]

**\*\*\* Email From An External Source \*\*\***  
Use caution when clicking on links or opening attachments.

Having lived in the N1 neighborhood for over 30 years, we are invested in commenting again on the changes put forward. We have enjoyed the diversity of the Lincoln Busey corridor and noted traffic patterns that have changed, particularly when there is an event at UI or congestion on Lincoln, resulting in Busey being used as an arterial street. It is a narrow street and we and our neighbors have to traverse all types of traffic to leave our driveways.

We endorse the changes identified below as put forth by our neighbors to the Comprehensive Plan **before it advances to final form**:

- |  |  |  |   |                                      |
|--|--|--|---|--------------------------------------|
| <p>1. Specify that the definition of N1 should include the intent to <b>preserve existing single family or duplex zoning wherever it currently exists.</b></p> | <p>2. The definition of N1 should be changed as follows: These neighborhoods consist primarily of single houses; with some duplexes <del>and townhouses, and may include low-intensity, small businesses and institutional uses.</del></p> | <p>3. The description of N1 under "Place Type" should be changed as follows: <del>Mostly Residential,</del> primarily single houses; duplexes, <del>smaller apartments and townhomes,</del> and some accessory dwelling units (e.g. garage apartments, backyard cottages) are interspersed. Home-based businesses can be anywhere. <del>Small businesses, like cafes and professional offices, are appropriate on corners or along the edges of neighborhoods.</del></p> | <p>4. Remove CN – Corridor Neighborhood designation along the Lincoln-Busey corridor. It should apply to Green Street only.</p> | <p>5. Limit aggregation of lots.</p> |
|--|--|--|---|--------------------------------------|

We also ask that you heed the comments of our neighbors on changes to the Lincoln Avenue corridor study affected nearby residents.

Item 4 is particularly important in that Green Street is the only cross street between Busey and Lincoln that has the University stoplights that actually forces through traffic to yield to pedestrians that wish to cross the street.

We thank you for your service.

Best,  
Gary Gladding and Victoria Christensen

[REDACTED]  
Urbana, IL 61801

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## Please Support Imagine Urbana and Lincoln Ave Recommendations

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From Adani Sanchez [REDACTED]  
Date Mon 7/21/2025 2:09 PM  
To City Council <CityCouncil@Urbanall.gov>

**\*\*\* Email From An External Source \*\*\***

Use caution when clicking on links or opening attachments.

Please read into the public record:

Dear Urbana Council Members,

My name is Adani Sanchez, I am a CUrbanism Club lead and I am writing in support of both Imagine Urbana and the Lincoln Ave recommendations.

They both offer an opportunity for the city to choose equity by supporting people who do not own cars and allowing housing and services to be built along transit lines and business centers.

Imagine Urbana encourages building more options for housing close to economic centers. If someone who previously had to ask for a ride to pay their property taxes is able to avoid a penalty by walking or rolling their wheelchair to the office, that is a significant improvement in their life and health.

Similarly, if cars slowing down slightly on Lincoln Ave prevents potentially fatal collisions with pedestrians or bicyclists -- that's the win! The Lincoln Ave project, while not perfect, is trying to prioritize all users on the road, not just the steel ones.

At some point, we have to accept that the trade off of a more sustainable community is one that makes cars less important than people. If we do not start revising our priorities, all of our towns will look like North Prospect in Champaign.

Thank you for your consideration!  
Adani

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public input for July 21, 2025 to be included in the public record: Police Surveillance Technology Oversight Ordinance

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From Sharon Irish [REDACTED]  
Date Mon 7/21/2025 2:58 PM  
To City Council <CityCouncil@Urbanall.gov>

**\*\*\* Email From An External Source \*\*\***

Use caution when clicking on links or opening attachments.

Dear Council members and Mayor Williams,

I support codifying the approval of and reporting about the use of police surveillance technologies.

The American Civil Liberties Union, of which I am a member, has excellent and robust resources related to surveillance technologies on their website, including their campaign for community oversight of these technologies.

<https://www.aclu.org/community-control-over-police-surveillance>

One point that I want to stress today is that every dollar spent on surveillance technologies is a dollar not spent on addressing critical social needs such as safe and affordable housing, access to healthy food, and economic development for underserved populations. So in addition to asking the questions below, our community must be able to decide **if the tech expense should be prioritized over urgent issues** that, if addressed, would help us be safer.

More questions that our community has a right to consider prior to any decision, which is why we need this ordinance:

1. does the technology under consideration work—determined by independent evaluation,
2. how effective is it supposed to be in addressing the problem,
3. is the trade-off in terms of cost and privacy worth the gains in security,
4. what are the negative side effects of the technology being deployed? One negative side effect is the unregulated gathering and storage of data by third party contractors.

I appreciate your consideration and your service to the city.

Sharon Irish  
[REDACTED]

Urbana, IL

## Public Input for 7/21 meeting - Comprehensive Plan

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From Becky Mead [REDACTED]

Date Mon 7/21/2025 5:02 PM

To City Council <CityCouncil@Urbanail.gov>; citycouncil@urbanail.gov <citycouncil@urbanail.gov>

\*\*\* Email From An External Source \*\*\*

Use caution when clicking on links or opening attachments.

Dear Members of the City Council,

We endorse the requests presented by our neighbors and seek the following changes to the Comprehensive Plan before it advances to final form:

Specify that the definition of N1 should include the intent to PRESERVE EXISTING SINGLE FAMILY OR DUPLEX ZONING WHEREVER IT CURRENTLY EXISTS.

The definition of N1 should be changed as follows: These neighborhoods consist primarily of single houses, with some duplexes.

The description of N1 under "Place Type" should be changed as follows: Residential, primarily single houses, duplexes, and some accessory dwelling units (e.g. garage apartments, backyard cottages) are interspersed. Home-based businesses can be anywhere.

Remove CN – Corridor Neighborhood designation along the Lincoln-Busey corridor. It should apply to Green Street only.

Limit aggregation of lots.

We also ask that you heed our early comments and feedback of our neighbors on changes to the Lincoln Avenue corridor study affecting nearby residents. We noticed that the report states receiving diminishing comments over time. That may be because we did not feel the need to repeat our feedback multiple times. Our original comments should not be viewed as faded or absent without repetition.

Thank you for your service and for considering these requests developed by and endorsed by many of us who live in affected areas.

Becky Mead & Tim Stelzer



**PUBLIC INPUT: 21 Jul 2025 council meeting**

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**From** David Young [REDACTED]  
**Date** Mon 7/21/2025 6:58 PM  
**To** City Council <CityCouncil@Urbanall.gov>

\*\*\* Email From An External Source \*\*\*

Use caution when clicking on links or opening attachments.

Please read my remarks into the record.

I am writing to urge you to pass the police surveillance oversight ordinance.

Back in 2021 the police department asked for a budget to pay for Flock Safety automatic license plate readers (ALPRs).

Since then, citizens have brought up a concerns about Flock collecting excessive data about law-abiding motorists and inadequately protecting its data. Citizens have forwarded news stories about Flock improperly trying to influence a California mayor, bringing a frivolous lawsuit against a critic, illegally deploying its devices in Texas, Illinois, and other states, and allegedly threatening public servants.

City Council still has not approved Flock ALPRs. Considering the continual emergence of new bad news about Flock, I believe that the city has avoided embarrassment and lawsuits by not using Flock.

Expenditures on surveillance technology deserve this level of scrutiny. Please pass the oversight ordinance.

David

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David Young  
[REDACTED]

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## Public input

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From Anna Hough [REDACTED]  
Date Mon 7/21/2025 7:14 PM  
To City Council <CityCouncil@Urbanall.gov>

\*\*\* Email From An External Source \*\*\*

Use caution when clicking on links or opening attachments.

Please read into the public record:

Dead Urbana City Council Members and Mayor Williams,

My name is Anna Hough and I live in Ward 2. I'm emailing in support of Imagine Urbana again. The last time I was at council there was a lot of talk about homelessness and racial inequality, and I want to address how the comprehensive plan can be a part of addressing those issues.

I'll start with homelessness. It is important for everyone in this room to understand that homelessness is a housing problem. We often talk about the homelessness crisis and the housing crisis as if they're two separate issues, but they're not. They are the same issue and therefore have the same primary cause: the housing shortage.

We know from consistent research that the best predictor of a city's rate of homelessness is its housing affordability and that affordability is driven by housing supply. If a city has a high rate of homelessness, that means it has low housing affordability and low housing stock. Conversely, if a city has high affordability, it very likely has a low rate of homelessness. That's controlling for factors like mental illness, poverty, physical disability, and domestic violence. Individual factors like those I just listed do not play the role in causing homelessness that we traditionally thought they did.

Imagine Urbana recommends aligning the zoning code in a way that would support expanding housing supply in a financially and environmentally responsible way. Cities that have passed up zoning measures similar to those in Imagine Urbana have made it easier to build, increased housing options, reduced rent increases, and even reduced homelessness.

If we want Urbana to be a place for everyone, we need to make sure that everyone has a place to live.

As for racial equity, it is important to know that zoning was largely implemented to create and entrench racial and economic segregation. When it became illegal to block people from neighborhoods by race, communities instituted apartment bans in the form of single-family zoning, knowing that most Black households could not afford to purchase a home and those that could would not be issued a federally backed mortgage. While many will still argue that such zoning exists for safety reasons, like keeping factories away from residential areas, most of the zoning code is exclusionary by design, existing not for any health or safety reasons, but instead as historically government sponsored segregation. Our lack of housing today is a legacy of these practices and pushes Black and Brown households onto the street and

into shelters at disproportionate rates.

If we want our community to be more diverse and vibrant, and that's what I want for Urbana, we must legalize a wider range of housing options across the community.

Thank you for your time,  
Anna Hough

I have an opinion on all three of the items on your agenda tonight.

First, I think that the Lincoln Avenue project is misguided. Lincoln should be made to move traffic quickly and safely south and north and the pedestrian crossings should be matched to the kind that actually work on Green Street where traffic is much heavier. Bike riders should be directed to secondary streets like Busey, and not be encouraged to ride down Lincoln. Street closings and intersection adaptation shouldn't be constructed. And residents of the neighborhoods adjoining Lincoln should be fully engaged to assess the secondary effects of any proposed dramatic changes. Public input should be more than a perfunctory box checked by consultants.

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Second, the license plate readers should be approved if it can be shown that they will help to decrease criminal activity rather than just aid in prosecution of criminals. There is a difference.

There also needs to be a very well-engineered oversight system, with public engagement, to ensure there is no misuse, unnecessary surveillance, compromise of privacy or commodification of the collected data.

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Three, I support the changes to specific parts of Imagine Urbana which members of the WUNA community have brought to your attention. In addition, I am particularly concerned about the encouragement of what is termed "incremental development" and "infill" and the proposed exclusion of public debate in making approvals for developments more "streamlined". These slippery terms are working their way into current discussions of the need for more affordable housing when they have been responsible for the destruction of residential neighborhood across the country. They are the wolves of overdevelopment in cheap clothing. More density does not necessarily equal more affordable housing. More often it means more expensive rentals, more trash, more cars parked on the street and more renters with no skin in the neighborhood. These developments are only more affordable for builders, developers and landlords not potential buyers and renters.

But, most importantly, I wish to draw to your attention to one matter in particular concerning the Imagine Urbana plan you are being asked to approve.

Imagine Urbana is not easily readable, accessible or understandable. And as a result, I would maintain, most citizens have not read or understood the report that the council is being asked to approve. This seems very similar to some of the talk recently about big federal legislative bills that are so big that nobody has had time to read and understand them. Representatives are told that the details will be taken care of after the bill is approved.

Imagine Urbana is well over 200 equivalent pages, if the truth be known. Also, it is not a document. It is a collection of electronic files that change frequently and are cumbersome and hard to navigate and presumes a citizen has a computer, an Internet connection and knowledge of navigation and on-line troubleshooting. Even skilled computer users are having trouble reading and following Imagine Urbana and all its associated files and appendixes.

There is no printed version of Imagine Urbana that can be acquired, purchased or borrowed from the library. The Imagine Urbana copies that are sometimes provided at meetings are feeble attempts at a printed document. They are mispaginated and miss-titled, are difficult to read and are inconsistent and incomplete. They are not documents but print outs of several, but not all, Imagine Urbana computer files. There are still references in the printed text to "click here for more information".

The Citizens of Urbana have not been able to read and understand this report and yet we are told it is based on a wealth of public input. But after repeated requests we have been unable to see the actual public input from on-line surveys, supposed meetings with the public and door to door conversations conducted by students from U of I. Public input in the report is summarized in curt or cute phrases and inspirational statements and videos from "community partner" groups and associates.

I believe in public discussion and dialogue, especially when you are considering such an important policy statement. Five minutes of "public input" from a few people is not enough to engage with the public.

So, I think you should postpone approval of Imagine Urbana until a significant portion of citizens of Urbana have had an opportunity to read its recommendations. We are under no deadline imposed by law or statute. Let's do it right and listen to what the people think. A more informed and listened to citizenry would help improve all the projects you are asked to consider tonight.

And, an informed citizenry who support a project will aid in its ultimate success. The effort to reinvigorate Philo Road, for instance, should focus heavily on engaging the people in the neighborhoods to the east and west of Philo in the solution. This was not done on the earlier Philo Road project and this lack contributed greatly to the failure of the project.

To this end, I have compiled not an executive summary but a "citizen's summary" of Imagine Urbana. I have only used language directly from the Imagine Urbana files with no opinions and very few explanatory notes. The clerk has copies for you.

My summary is 21 pages with a single and consistent set of page numbers. I think that if one took this, or a similar document, and had it checked and corrected by the originators of Imagine Urbana it could be provided to the public in printed form for free or loaned through the library. My summary requires no computer or internet connection to read, jus: eyes and a brain.

Respectfully submitted by  
Geoffrey Bant

[REDACTED]

Urbana, IL 61801

[REDACTED]

[REDACTED]

## **Citizen's Executive Restatement/Simplification of "*Imagine Urbana*" Comprehensive Plan. (DRAFT)**

Why is it necessary to restate or simplify the proposed new comprehensive plan for the city of Urbana?

There are a number of problems with the document as it exists, which make it difficult to understand.

One - It is not really a document, but computer files.

Two - It is not printable. Currently, printed versions of this document still reference computer files saying, "click here" to access more information.

Three - The report is not readily available at the City Hall, the library, or for purchase.

Four – There is not one consistent set of page numbers.

Five – There is no version number of the document. It is hard to determine which document is being discussed as different versions of the document emerged as information changed throughout the approval process.

Six – It is fully accessible only with a computer. It discriminates against poorer, marginalized and older populations who may not have access to a good enough computer.

Seven – There is too much "extraneous" material. This material is referenced at the end of this document under "Notes."

Eight – The actual results of the public engagement are generalized, summarized and minimized.

Nine – The most problematic aspect of this report is that it is very frustrating to people who attempt to understand or read it because of its complexity and its disorganization. People get frustrated, but more importantly, because they can't get a grasp of what it's saying, they feel embarrassed and think they are ignorant, stupid, or lazy. They feel guilty because they can't understand it.

A text from a neighbor, who is highly educated, holds a Master's Degree from the U of I, worked for the university for over 20 years; is very involved in the community, in local government and university activities, and has lived in this community her entire life, expressed this sentiment about the plan. We believe her comments reflect what many people in the city are thinking or feeling.

*"I went into the actual plan and it's like a book. It's confusing. Most people aren't going to take the time to try to read through that mess. And in my opinion, I understand needing an all-encompassing plan but they've got so much there that then it becomes diluted and nothing is really addressed in a serious, professional, beneficial way. I feel like the city needs to target five or six key things and work on accomplishing those before targeting 35 different things. It's hard to know where to begin to write what you want to say because there's so much there to deal with. I honestly don't think most people are going to read all of that, much less try to figure out their response. I do watch the local news consistently, but they are not giving specific details or information. It's just opening that link and seeing the pages and pages and pages of material is so overwhelming."*

City government officials and planning staff should realize that lack of public input does not mean a lack of interest on the part of residents in the Urbana comprehensive plan, but a lack of accessibility.

Ten - It is too long. It is too bureaucratic. It is overly obscure in its language and phrases. It's too complicated. This plan is meant to appeal to planners and staff, not to citizens.

So, to make *Imagine Urbana* more accessible and hopefully understandable, we have:

Simplified, eliminated and summarized, but we've always used the original words. We have shortened it from 144 pages to 21 pages.

We have made it printable. This makes it available to purchase, to check out at the library or to be given away at City Hall or some other public venue.

We have put a date and a version number on this document so that in our discussions, we are all on the same page (so to speak). We have put page numbers to facilitate reading, discussion and referencing.

The following is a simplification of the *Imagine Urbana* Comprehensive Plan.

This simplification contains four areas:

First, the mission or what was the mission in creating this plan?

Second, what are the visions for the city of Urbana?

Third, what are the big ideas that resulted from this planning process?

Fourth, what are the actions that are recommended in order to accomplish the big ideas mentioned in the plan?

The sections below are taken from the *Imagine Urbana* online document and no words have been changed and no criticisms of the ideas or the action plans are made in this document.

Other material that was in the online version are referenced at the end in "Notes."

**Section One: Mission: what was the mission? Why create this plan?**

*Imagine Urbana* was a five-year process to create a comprehensive long-range plan for Urbana. *Imagine Urbana* is now the name of the city's new comprehensive plan which attempts to embody our community's vision for what our city will look like in the next 20 years. It articulates goals, objectives and strategies to make this vision a reality.

*Imagine Urbana* also serves as the city's primary long-range planning document, guiding the future of the community. It gives direction for decisions related to community-wide land use, economic development, transportation systems, social dynamics, the environment, arts and culture, and overall quality of life.

Every 20 years the city of Urbana creates a comprehensive plan for the coming 20 years. The *Imagine Urbana* comprehensive plan will replace the last comprehensive plan that was created in 2005.

*Imagine Urbana* will be used by city planners, by city staff, by elected officials and commissions, by developers, by architects and by contractors and by the owners of new and existing residence and businesses.

## **Section Two: Visions (goals):**

What are the visions or goals for the future of Urbana for the next 20 years? The report calls them "big ideas."

The overarching vision or goal for Urbana is:

The city should be a welcoming community for everyone.

### **Section Three: Big Ideas (Goals)**

What are the big ideas (goals) for the next 20 years? What are the problems issues and concerns of Urbana? What do we need to fix?

#### **Big idea/goal 1. Urbana is a place for everyone.**

Urbana has a diverse population and a rich history of defending human rights acceptance, and inclusion and welcoming immigrants. Big idea one focuses on making Urbana even more inclusive and welcoming to all people.

Objectives: (goals)

Design the city for people of all ages and abilities.

Strengthen community outreach and engagement to prioritize, inclusivity and responsiveness.

Broaden the economic base and housing options in ways that reflect the city's diversity.

Transform downtown into a vibrant inclusive gathering space.

#### **Big idea/goal 2. Urbana should be both financially and environmentally resilient.**

This big idea or goal will ensure Urbana can navigate economic downturn, maintain financial stability and support the long-term health of its public infrastructure and services, natural environment, and the well-being of its residents.

Objectives: (goals)

Ensure the city's government, economy and infrastructure can withstand and thrive in the face of challenges and disruptions.

Focus on incremental development and innovation; piloting new ideas in small ways to see what works.

Use the city's annexation policy to strategically control development.

Make it easy to open new businesses, invest in development and be innovative.

Streamline permit review using technology and processes that are intuitive, transparent, and Expedient.

Use asset management plans and substantial and sustainable funding strategies to maintain infrastructure, while balancing public expectations of condition, performance and resources.

Emphasize development in areas with existing city infrastructure, natural resources, and amenities.

Capitalize on the city's strengths and assets, including the university student and daytime working populations.

Support local businesses to ensure they thrive and create quality jobs for Urbana residents.

Welcome and invest in affordable housing development and make policies that attract developers of affordable housing.

### **Big idea/goal 3. Urbana is a city of connected neighborhoods.**

Big idea 3 is all about convenience, where everything an Urbana resident needs is in their neighborhood, or can be traveled to safely and easily. People should be able to get around their neighborhoods, and get to other neighborhoods, quickly and comfortably.

Objectives: (goals)

Capitalize on the strength and assets of individual neighborhoods.

Expand trails and sidewalks to connect neighborhoods to each other, to downtown and to regional destinations, like the university and medical facilities.

Encourage small neighborhood businesses.

Focus on making it safe, comfortable, convenient and useful for people to walk and bike in their neighborhood.

**Big Idea/goal 4. Urbana embraces its cultural vibrancy and character.**

This Big idea involves building upon one of Urbana's biggest strengths - its unique and eclectic character, and using it as a cornerstone for continued progress and success.

Objectives: (goals)

The city is a destination for music and the arts.

Community partners and local groups host festivals, and events throughout the year.

Residents and visitors gravitate to our Urbana's unique shops and eclectic vibe.

Murals and sculptures are located throughout the city.

## **Section Four: Big Moves (actions)**

### **Big move 1 or action 1: Address Urbana's diverse housing needs.**

Throughout the *Imagine Urbana* process people said that Urbana needs more housing of all types and all price points. Housing security and equity were also identified as concerns. To meet the housing needs of the community, the city must first understand the housing market, and then develop strategies to address housing needs. A variety of housing types will be allowed in every neighborhood at scales appropriate to each neighborhood.

#### **Little moves or actions to bring about big move 1:**

1. Conduct a comprehensive study of the housing market, including an affordable housing assessment, analyzing the existing housing supply, workforce trends, future demand, affordability levels, and land use.
2. Develop targeted solutions to housing study initiatives, maximizing limited resources.
3. Continue to work with local affordable housing providers and developers to expand the city's stock of permanently affordable units.
4. Use *Imagine Urbana* to inform the completion of the 2025 to 2029 HOME Consortium Consolidated Plan.
5. Complete an assessment of fair housing needs and issues in Urbana and develop targeted solutions to address them.
6. Use public-private partnerships to create housing options to meet community needs.
7. Promote tools to rehabilitate housing and Community Development Target Areas.
8. Invest federal dollars in community-based organizations that provide needed public services to low-income residents.

## **Big move 2 or big action 2: Align the zoning ordinance with *Imagine Urbana*.**

One of the main lessons learned from assessing the 2005 Comprehensive Plan's effectiveness is that several of the desired outcomes were not achieved because the zoning ordinance was not changed to successfully implement its objectives. Following the adoption of *Imagine Urbana*, the city will address inconsistencies between the Big Moves/Actions and the existing ordinance. To bring the transformative vision of *Imagine Urbana* to life, revising the city's development regulations—particularly the Zoning Ordinance is essential.

### **Little moves or actions or bring about big move 2:**

1. Dedicate resources to rewrite the city's Zoning Ordinance to support *Imagine Urbana*.
2. Implement incremental steps to address immediate concerns, prior to the approval of a new Zoning Ordinance.
3. Review Zoning Ordinance to determine what does not align with *Imagine Urbana* and update the Zoning Ordinance.

## **Big move 3 or big action 3: Address the needs of individual areas.**

*Imagine Urbana* is a community-wide plan, and therefore, cannot provide the level of detail necessary to address the needs of individual areas and neighborhoods. Small area plans can. These plans can also be incorporated into *Imagine Urbana* as they are adopted so that each small area plan becomes part of the larger community-wide plan.

### **Little moves or actions to bring about big move 3:**

1. Develop a standard framework and implementation plan for creating small area neighborhood plans.
2. Determine which city regulations support or compromise the execution of small area plans.
3. Update or develop small area plans.

#### **Big move 4 or big action 4: Make downtown the economic driver of the city.**

Downtown Urbana serves as the heart of the community, offering spaces for social, cultural, and economic activities. To enhance its role as the economic center of the city, it is essential to promote diverse housing options, improve infrastructure connectivity and capitalize on existing assets like Market at the Square. These efforts will drive commerce, attract residents and enhance the quality of life in Urbana, strengthening downtown as an economic hub.

#### **Little moves or actions to bring about big move 4:**

1. Refine the guiding principles for the Downtown Tax Increment Financing District (TIF) applications.
2. Implement and test recommendations from the 2023 Downtown Public Realm Study.
3. Develop a strategic Market at the Square study and implement strategies to maximize the economic and social potential of Market at the Square.
4. Explore the feasibility of constructing a long-term structure for large community events.
5. Encourage multi-family housing options in downtown at various income levels.
6. Connect the City's pedestrian and bicycle infrastructure with downtown.
7. Repurpose City-owned downtown lots into community assets, such as tax-paying properties or public spaces.

#### **Big move 5 or big action 5: Expand Urbana's arts and culture program.**

Urbana is known for its thriving arts and music scene and its excellent eclectic vibe. These are character-defining features of the city which appeal to both residents and visitors. The Urbana Arts and Culture Program has been very successful in fostering creative expression and cultural engagement, despite having limited resources. Increasing investment in the Arts and Culture Program will support more artists, musicians, and cultural events and will build on Urbana's reputation as the region's arts and culture hub. Not only will additional funding bring more art and music to the city, it will have a positive impact on economic development.

### **Little moves or actions to bring about big move 5:**

1. Increase funding for art grants and for public art installation and maintenance.
2. Host one large signature event annually.
3. Streamline event permitting, street and parking lot closure processes, and fire and alcohol permitting.
4. Evaluate the merits of establishing a Downtown Tourism and Entertainment District, and if feasible, develop an implementation plan.
5. Encourage and support small community-driven events year-round throughout the city.

### **Big move 6 or big action 6: Make walkability a priority.**

Walking is the most equitable form of transportation. Designing an equitable city and putting people first means that walking must be at the forefront of how things are built. Urbana's development regulations must be written so that walking is given top priority. Over time, this will ensure that our neighborhoods are better connected, and people can safely walk to their destination. Getting around Urbana should feel safe and convenient, no matter the mode of travel.

### **Little moves or actions to bring about big move 6:**

1. Continue to implement the 2020 Pedestrian Master Plan and 2016 Bicycle Master Plan.
2. Amend development regulations to support walkability, using Walkable City Rules as a guide.
3. Address safety concerns that deter people from walking.
4. Prioritize staff time to focus on making streets and parking lots safer for people walking and biking.
5. Extend the Kickapoo Rail Trail through Downtown Urbana.
6. Develop policies for traffic calming.

7. Expand the investment of federal funding for public infrastructure in targeted low-income neighborhoods.

8. Update the brick sidewalk ordinance to prioritize, safety and function of the city's sidewalks.

9. Evaluate the elimination of minimum parking requirements.

**Big move 7 or big action 7: Promote incremental development.**

Incremental development contributes to community growth and sustainability by allowing for gradual, adaptive improvements that meet the needs and preferences of residents. Currently, city regulations often make it easier, or even a requirement, to develop land in ways that run counter to building a strong community. For example, infill and redevelopment are more complicated than building on undeveloped land on the city's perimeter. The city should work to make incremental development easier.

**Little moves or actions to bring about big move 7:**

1. Identify and resolve to incremental and infill development.

2. Provide incentives for entrepreneurs to start and grow their businesses in Urbana and make it easier to have a home-based business.

3. Amend development regulations to allow small-scale businesses and housing in the same neighborhood.

4. Simplify the permitting process for residents to invest in their properties.

5. Develop a fiscally responsible annexation policy.

**Big move 8 or big action 8: Invest in financially and environmentally resilient infrastructure.**

To ensure Urbana’s future viability, it is crucial that development decisions assess the long-term costs of infrastructure relative to the benefits they bring to the community. Investments in new infrastructure must prioritize environmental resilience wherever feasible, ensuring that Urbana remains sustainable for generations to come. By aligning financial considerations with environmental priorities, Urbana can create a more resilient, efficient and connected city that effectively serves its residents.

**Little moves or actions to bring about big move 8:**

1. Tie infrastructure maintenance and new project resources to metrics to make more informed decisions.
2. Revise development regulations to ensure developments financially contribute to the city’s long-term viability.
3. Prioritize development in areas already served by services and infrastructure.
4. Develop metrics and policies to promote development that sufficiently funds ongoing operations and maintenance.
5. Practice proactive maintenance.
6. Encourage the use of native plants and trees and all developments and infrastructure projects.
7. Align city policies to address utility and stormwater vulnerabilities.

**Big move 9 or big action 9: Embrace Urbana's economic vibrancy.**

For Urbana to thrive in the future, its revenue must sustainably surpass its current level of expenditures, to not only maintain existing essential services, but allow new development. Creating an environment where businesses thrive and prosper will provide additional sales tax and food and beverage tax revenue to the city.

**Little moves or actions to bring about big move 9:**

1. Make local businesses aware of federal, state and local business resources.
2. Identify support resources for non-traditional Urbana businesses (home-based, on-line, food truck, etc.)
3. Prioritize market rate housing in downtown.
4. Increase the city's tax base through small business startups, local business expansion, and targeted business attraction.
5. Leverage demand generated by the Rantoul Family Sports Complex to attract businesses that serve the needs of the players, families and fans.
6. Recruit a grocery store and essential services to Northwest Urbana.
7. Identify developable land within the city's boundaries, and continuously update, for business attraction efforts.
8. Collaborate with local commercial real estate brokers to understand local market conditions, create awareness of Urbana's resources and provide support for Urbana business attraction efforts.
9. Promote Urbana businesses to attract new visitors to the community.
10. Explore the creation of a program to increase employment at Urbana's retail and hospitality businesses.

**Big move 10 or big action 10: Support community health, safety, and well-being.**

A healthy community prioritizes the holistic wellness of its residents, fosters a sense of belonging and connection, and provides for the basic needs of all residents.

**Little moves or actions to bring about big move 10:**

1. Ensure resources are made available to support a community that feels safe.
2. Determine the adequacy of public safety resources using industry-specific standards.
3. Provide opportunities for social interaction, support networks and community engagement.
4. Prioritize equitable access to essential resources such as education, employment opportunities, housing, health care, transportation and recreation facilities for all residents.
5. Develop a plan to address food deserts.
6. Encourage Crime Prevention Through Environmental Design (CPTED) principles for private development.

**Big move 11 or big action 11: Advance a healthy, clean, and green community.**

Reducing the city's environmental impact is vital to support the global initiatives to address climate change, and to be a more sustainable city, and to foster healthier lifestyles among its residents.

**Little moves or actions to bring about big move 11:**

1. Complete a full rewrite of the city's Climate Action Plan in conjunction with other community partners that have adopted Climate Action Plans.
2. Prioritize energy efficiency and renewable energy in city capital projects.
3. Promote biking and walking.

4. Coordinate with Urbana Park District to provide increased access to parks, greenways, and recreational areas, and support their Strategic Plan and CARES Plan.
5. Establish an asset management plan to complete sidewalk network.
6. Encourage waste reduction.
7. Plant trees in all vacant city tree sites.
8. Support installation of renewable energy generation systems.
9. Competitively select one licensed waste management hauler for curbside collection in each designated residential area.
10. Support net-zero new housing in city housing programs.
11. Increase residential and commercial solar and geothermal installations.
12. Electrify city-owned vehicles.
13. Support environmental stewardship legislation.

## NOTES:

*Note: (Additional information) Planning Documents*

*Imagine Urbana* is a general plan for the city. It overlaps with other plans. Some of these plans are from our "community partner" organizations like the Urbana School District 116 and the Urbana Park District. These organizations are completely independent and have independent taxing authority but their plans affect the planning of the city.

*Imagine Urbana* also overlaps with other city planning documents that target specific areas within the city. *Imagine Urbana* also includes existing small area plans for unique goals for specific areas of the city. These plans may be adopted as supplements to the *Imagine Urbana* comprehensive plan.

*Note: (Additional information) Values*

The city's underlying values play a crucial role in supporting this vision by providing guiding principles and a framework to help achieve the vision. The underlying values also influence the decision-making process. When faced with a complex decision, city council and staff can refer to the city's values to ensure decisions are aligned with the vision and goals of the city and its underlying principles.

Urbanas values are:

The city ensures equity and inclusion in all city services.

The city is a welcoming, livable and a healthy community.

The city has a thriving resilient economy and environment.

The city celebrates and enriches its cultural vitality.

The city promotes growth within the city borders.

*Note: (Additional Information) Trends*

There are certain trends affecting local government.

These trends are:

Energy and the environment.

Aging infrastructure.

Loss of trust in government institutions.

Workforce shortage.

Declining population.

Pandemic recovery.

Cybersecurity threats.

A need to deliver better digital services.

Public safety.

Housing and poverty.

Retail Shopping

Aging population.

*Note: (Additional information) Public engagement*

The problems and needs of Urbana have been identified by an extensive community outreach to identify the goals and aspirations of the public and community partners for the future development of the city.

Discussion of the community engagement process.

Feedback from the initial community engagement phase.

Diversity of people leads to a diversity of ideas

Diversity of input by type of outreach

Community engagement to prioritize city spending exercise.

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What we have NOT included in this simplified version:  
(See online version for more detail on each topic)

- Credits and participants
- Events since 2005
- Background and Trends
  - Evolving economic environment
  - Existing Plans
  - Examine Urbana*
  - Trends affecting local government
- Process – how the report was researched, compiled, etc.,
- Maps
  - Place Types
  - Building Types (map & chart)
  - Connecting city (map)
  - Development opportunities (map)
- Tracking progress
  - Community Metrics
- Evaluation & Reporting
- Appendix

\*\* The online version says there is a "summary" you can click on to view, but that page is no longer available; when you click on the link for "*Imagine Urbana*," it takes you to the Urbana home page.