



DATE: Thursday, February 20, 2025

TIME: 7:00 PM

PLACE: 400 South Vine Street, Urbana, IL 61801

AGENDA

A. Call to Order and Roll Call

B. Changes to the Agenda

C. Approval of Minutes

[Minutes](#) of the November 21, 2024 Regular Meeting

[Minutes](#) of the December 5, 2024 Regular Meeting

[Minutes](#) of the January 16, 2025 Regular Meeting

D. Communications

E. Continued Public Hearings

F. Old Business

G. New Public Hearings

H. New Business

I. Audience Participation

J. Staff Report

K. Study Session

[Imagine Urbana](#) Comprehensive Plan Draft

1. Updated place types and maps
2. Comprehensive updates to online draft document
3. Path to plan adoption

L. Adjournment

PUBLIC INPUT

The City of Urbana welcomes Public Input during open meetings of the City Council, the City Council's Committee of the Whole, City Boards and Commissions and other City-sponsored meetings. Our goal is to foster respect for the meeting process, and respect for all people participating as members of the public body, city staff, and general public. The City is required to conduct all business during public meetings. The presiding officer is responsible for conducting those meetings in an orderly and efficient manner.

Public Input will be taken in the following ways:

Email Input

In order to be incorporated into the record, emailed public comments must be received prior to 5:00 pm on the day preceding the meeting and sent to the following email address: Planning@urbanail.gov. The subject line of the email must include the words **"PLAN COMMISSION - PUBLIC INPUT"** and the meeting date. Emailed public comments labeled as such will be incorporated into the public meeting record, with personal identifying information redacted.

Written Input

Any member of the public may submit their comments addressed to the members of the public body in writing. If a person wishes their written comments to be included in the record of Public Input for the meeting, the writing should so state. Written comments must be received prior to the closing of the meeting record (at the time of adjournment unless otherwise noted).

Public Hearing

Any person desiring to appear at the public hearing and present testimony may speak during each public hearing at the time they appear on the agenda. This shall not count towards regular Public Input for the meeting. The Public Hearing is an opportunity for comments and questions to be addressed specific to each case. Board or Commission members are permitted to respond and engage during this time and/or the Chairperson may direct the applicant to respond during rebuttal. Comments unrelated to any of the public hearings listed on an agenda should be shared during the Public Input portion of the meeting where Verbal Input guidelines shall apply.

Verbal Input

Protocol for Public Input is one of respect for the process of addressing the business of the City. Obscene or profane language, or other conduct that threatens to impede the orderly progress of the business conducted at the meeting is unacceptable.

Public comment shall be limited to no more than five (5) minutes per person. The Public Input portion of the meeting shall total no more than one (1) hour, unless otherwise shortened or extended by majority vote of the public body members present. The presiding officer or the city clerk or their designee, shall monitor each speaker's use of time and shall notify the speaker when the allotted time has expired. A person may participate and provide Public Input once during a meeting and may not cede time to another person or split their time if Public Input is held at two (2) or more different times during a meeting.

The presiding officer or public body members shall not enter into a dialogue with citizens. Questions from the public body members shall be for clarification purposes only. Public Input shall not be used as a time for problem solving or reacting to comments made but, rather, for hearing citizens for informational purposes only.

In order to maintain the efficient and orderly conduct and progress of the public meeting, the presiding officer of the meeting shall have the authority to raise a point of order and provide a verbal warning to a speaker who engages in the conduct or behavior proscribed under “Verbal Input”. Any member of the public body participating in the meeting may also raise a point of order with the presiding officer and request that they provide a verbal warning to a speaker. If the speaker refuses to cease such conduct or behavior after being warned by the presiding officer, the presiding officer shall have the authority to mute the speaker’s microphone and/or video presence at the meeting. The presiding officer will inform the speaker that they may send the remainder of their remarks via e-mail to the public body for inclusion in the meeting record.

Accommodation

If an accommodation is needed to participate in a City meeting, please contact the City at least 48 hours in advance using one of the following methods:

Phone: **217.384.2440**

Email: **Planning@urbanail.gov**

Watching the Meeting via Streaming Services

All City meetings are broadcast on Urbana Public Television and live-streamed on the web. Details on how to watch are found on the UPTV webpage located at **<https://www.urbanail.gov/executive-department/page/urbana-public-television>**.

MINUTES OF A REGULAR MEETING

URBANA PLAN COMMISSION

DRAFT

DATE: November 21, 2024

TIME: 7:00 P.M.

PLACE: Council Chambers, City Hall, 400 South Vine Street, Urbana, Illinois

MEMBERS ATTENDING: Dustin Allred, Will Andresen, Lew Hopkins, Debarah McFarland, Bill Rose, Chenxi Yu

MEMBERS EXCUSED: Will Andresen, Karen Simms

STAFF PRESENT: Kevin Garcia, Principal Planner; Teri Andel, Administrative Assistant II; Andrea Ruedi, Senior Advisor for Integrated Strategy Development; Carol Mitten, City Administrator

OTHERS PRESENT: There were none.

A. CALL TO ORDER and ROLL CALL

Chair Allred called the meeting to order at 7:02 p.m. Roll call was taken, and there was a quorum of the members present.

B. CHANGES TO THE AGENDA

There were none.

C. APPROVAL OF MINUTES OF PREVIOUS MEETING

There were none.

D. COMMUNICATIONS

- Future Land Use Descriptions
- *Imagine Urbana* Updates to Big Ideas, Big Moves & Little Moves
- Development Opportunities Map
- 2024 Future Land Use Framework
- Draft Future Land Use Map

E. CONTINUED PUBLIC HEARINGS

There were none.

F. OLD BUSINESS

There was none.

G. NEW PUBLIC HEARINGS

There were none.

H. NEW BUSINESS

There was none.

I. AUDIENCE PARTICIPATION

There was none.

J. STAFF REPORT

Kevin Garcia, Principal Planner, reported on the following:

- Plan Case No. 2493-T-24 – The text amendment to eliminate Lot and Width Requirements for Two-Family Dwellings in the R-2 and R-3 Zoning Districts was reviewed and kept in Committee of the Whole. It will be reviewed by them again on December 5, 2024.

K. STUDY SESSION

***Imagine Urbana* Comprehensive Plan Draft – Future Land Use Descriptions**

Chair Allred opened this item on the agenda. Kevin Garcia, Principal Planner, and Andrea Ruedi, Senior Advisor for Integrated Strategy Development, presented the agenda for discussion topics on the Comprehensive Plan. They were as follows:

- I. **Recap 11/7 Study Session
Incremental Development, Infill, & Annexations
Walkability**

Mr. Garcia gave a brief run through of the discussion for the previous meeting.

- II. **Future Land Use Categories/Maps**

Mr. Garcia talked about the layout for the new Future Land Use Descriptions and noted the difference between the existing and the new. One of the differences is that City staff paired down the descriptions from 15 to 7*, which are 1) Residential Neighborhood, 2) Mixed-Residential Neighborhood, 3) Mixed Use (*core and secondary), 4) Commercial, 5) Institutional, 6) Industrial, and 7) Green Spaces and Recreation. He talked about the illustrated map that the students have begun creating for the descriptions. Each map outlines the concept that will be outlined in the Comprehensive Plan.

RESIDENTIAL NEIGHBORHOOD

Mr. Hopkins commented that there is a problem in that we are talking about land uses and in many of these descriptions, we are actually talking about development types that have multiple land uses. He recommended calling them something other than land types, maybe “development types”. Doing so would allow them to include a retail node in a diagram but still distinguish land uses that later may indicate zoning. Chair Allred stated that the Charlotte Comprehensive Plan calls these “Place types”. Mr. Hopkins felt that “Place types” is more neutral, but the key point is that we have to have some distinction between levels of aggregation of what we are talking about.

Mr. Hopkins went on to say that when you talk about small business and neighborhoods, there is an ambiguity of what that term means. The descriptions include home businesses, regulated within the current Zoning Ordinance. A home office would not appear in the diagram because they would not look any different from any other house; whereas a small home retail store would look different and has to meet different conditions. The Comprehensive Plan in the end is going to be the backing for any modifications to the Zoning Ordinance, so if we want to encourage home businesses, then we need to say that. So, it gets back to we have to decide whether we are talking about development patterns of a neighborhood of a given scope or land uses. Chair Allred added that there is more than one way to create complete neighborhoods, so it could be a finer grain distribution of different land uses/different zoning categories as well as allowing certain things within certain land uses or zoning categories. They need to figure out which approach and to what extent we would allow different things in residential uses as opposed to distributing commercial corridors of different intensities throughout the City so that we have complete neighborhoods.

Chair Allred stated that there was meant to be more to the graphic to show change over time. The idea is to have before and after panels. The before panel would be the two sides of an existing development with vacant land in the middle but showing where the stubbed streets are so that it suggests if someone going to develop the vacant land, then they need to think about how they make the connections between the existing development on either side of it. This is what the second panel is going to show. The students are trying to accomplish multiple things with the graphics by showing change over time and the need to think about connectivity but also patterns of development and development types.

MIXED-RESIDENTIAL NEIGHBORHOOD

Mr. Garcia continued with his staff presentation by talking about the Mixed Residential Neighborhood. Mr. Hopkins stated that he did not feel that they call them “neighborhood serving businesses” in the Mixed Residential Neighborhood because that is actually probably not what they are going to be. Many businesses would not survive if their market was only the neighborhood it is located in.

Mr. Rose stated that the photographs and the sketch shows two different things. One shows pictures of buildings and the other shows streetscape. He said that he would like to see what is aspirational in a drawing be within reach of what we show existing. Mr. Hopkins noted that the students have done work showing the mobility connections that includes street cross sections) that we do not have access to yet. These will provide the connection that Mr. Rose is talking about. Chair Allred added that the students did not actually draw the sketches and included them for the purpose of discussion. He said that the images to him are more of what he considers “development types”. He understands that Mr. Rose wants more “place types” and wants to be able to see what it looks like as if he was walking down the street. Mr. Rose replied that he would like to have images that someone could understand what we have but also where we are going. Linking the image to what we are trying to achieve is important.

Mr. Rose went on to talk about incremental infill or redevelopment at a smaller scale and said that he would like to see this portrayed as well. Mr. Garcia replied that many times we see one giant parcel where everything gets built all at once, but we have vacant sites that we could show getting filled in over time.

Mr. Hopkins stated that we need to be careful of our usage of the terms, “incremental”, “infill” and “development” because they are three different things. Ms. Ruedi stated that staff forgot to attach

the definition page so that is another piece that staff needs to provide to get that kind of feedback what that differentiation is.

MIXED USE

Mr. Garcia talked about the “Mixed Use” description. Ms. Ruedi asked if the Plan Commission members felt that they should only use photographs since the illustrations seem to be causing some confusion. Mr. Hopkins replied that given our resources to get drawn exactly what we want, he felt at the moment that the best solution would be to only use photos. Chair Allred agreed that it would be better to find images of existing places that are similar. Mr. Hopkins added if the photos are of places in Champaign and Urbana, then people could communicate more effectively because people will understand them. Mr. Garcia said that we have access to software that could give us photos of places in Urbana from an oblique angle and he knows that the Park District have staff licensed to operate a drone.

Mr. Hopkins stated that if staff did not see a problem with people recognizing the sketch as being the Pines, he felt it was a good example of infill. They could sharpen some of the word descriptions of what it is about and show what residential infill would look like at the Pines.

Mr. Rose asked about the ponds in the sketches. Mr. Garcia said the pond at the Pines exists already. Mr. Hopkins added that the pond on one of the other sketches was there because it represents the size of detention that would be required the scale of new development in that area.

COMMERCIAL

Mr. Garcia talked about the “Commercial” Future Land Use description. Mr. Hopkins said that they need to use a different label other than “Commercial”. He does not have a better term but just knows it needs to be changed. We also need to make clear that this is about higher development, and the use actually does not matter. Mr. Rose stated that he is comfortable with the use of “commercial” because it fits with architecture and construction to distinguish commercial from residential. Mr. Hopkins replied that he can see how that connotation works; however, they need to be much more explicit and talk about many other types of uses that could be located in a “Commercial” area.

Ms. Ruedi noted that when staff was first looking at these different types of descriptions, they talked about a continuum of intensity. Mr. Hopkins said that we do want discreet breaks, and in some cases the use actually matters.

Chair Allred said that some light industrial uses would make sense to be located in commercial areas. Mr. Hopkins agreed but noted some uses such as self-storage (unless it is located interior and designed for an urban content) and warehouses (because of truck traffic and nighttime activity) are not desirable in commercial areas. He explained that he applies five attributes to make a determination when establishing a category. They are 1) use (the activity that occurs there), 2) the physical form, 3) the interaction that affects the externalities on other places, 4) ownership, and 5) change over time.

Chair Allred suggested calling it an “Activity Center”, and it could be varied, like in the Charlotte Comprehensive Plan. For example, “Community Activity Center” would be something that would be more neighborhood focused. The hypothetical redevelopment of the Dart site is mostly residential but maybe has a node of retail and cafes. He went on to say that what we now call

“commercial” out on North Cunningham Avenue would be more of a “Regional Activity Center”. Mr. Hopkins stated that this would get to place types as opposed to uses. Much of the site diagrams that the students have done are about place types. When we get to the larger perspective maps, we are going to have to talk about places.

Mr. Garcia stated that when we get to the map, it shows changes between the existing Future Land Use and the draft form showing a fair number of areas that show change because he changed it from “Light Industrial/Office” to this “commercial”.

INSTITUTIONAL

Mr. Garcia stated that he considers “Institutional” as sort of a special circumstance. So, it includes big campus/universities, hospitals, government. Mr. Hopkins said that he has a problem with “institutional” as a category, but in the context of a plan as opposed to a zoning or regulatory context, he asked if we are planning for institutional spatial patterns. How are we going to use the notion of institutional in the Comprehensive Plan. If we are labelling existing institutional to keep track of where we are, then it does not matter. However, if we are trying to think about institutional as something we are planning for the future, then we have to be pretty specific about what we are up to. Mr. Garcia said that we are not planning for institutional in the future. It is basically showing the extent of the institutional land holdings today. Ms. Ruedi added that they may even go as far to say that they discourage more institutional because it means that they do not pay property taxes. Mr. Hopkins said that this may be a reason to highlight this category.

Chair Allred stated that this included churches as well. Mr. Garcia said that churches can also occur in residential areas as well, so they did not map all of the churches. The map shows mostly big campus type places.

Mr. Hopkins said that if we think of these descriptions as “place types” which incorporates descriptions of development types, then we might eliminate the “institutional” category because the only thing that distinguishes the institutional category from any of the other things we are talking about is the regulatory conditions and property tax conditions of institutional uses. Chair Allred agreed that it would be better to describe them in the other place types where it would be appropriate to have uses like churches and schools. Mr. Hopkins added that they should not list colleges, County court houses, federal court houses, nonprofit hospitals, etc. and these places should not be color coded the same because we do not want them to be institutional if they become vacated and redeveloped.

INDUSTRIAL

Mr. Garcia said that the current Comprehensive Plan has both Heavy Industrial and Light Industrial. IN the proposed Plan, staff went with a straight “Industrial” because that is what people think of as heavier industrial uses, such as big manufacturing and processing facilities, warehouse and distribution centers, and other uses that involve high traffic or uses that you do not want near where you live. So, there now would only be two areas labelled “industrial”, which would be North Lincoln Avenue (north of I-74) and North Cunningham Avenue (north of Farm & Fleet). Mr. Hopkins stated that if we are going to have “Industrial” only be for heavy industrial uses, then we need to explicitly identify the uses. He added that we should also keep in mind rail access. We do not want offices on North Lincoln because we would be giving up parcels that have access to the railway.

Mr. Hopkins stated that there is a way to treat heavy industrial as a positive opportunity rather than thinking of it as keeping it in a corner where nobody cares about it. Mr. Garcia replied that it has great access to highway and rail.

Mr. Hopkins did not recommend labelling North Cunningham Avenue as “Industrial” because he did not believe there are any noxious effects from the businesses located there. He wasn’t sure about Frasca Airport and thought it might be considered a different kind of area. He said that also he was not sure if the City wanted heavy industry along Route 45.

GREEN SPACES AND RECREATION

Mr. Garcia stated that this is essentially the same as in the existing Comprehensive Plan; except, he included cemeteries in this category. Cemeteries used to be classified as “institutional” which does not make sense to him. Mr. Hopkins stated that they need to explain what is in a Green Space.

Chair Allred asked if there were any plans for future Green Space. Several responded with answers such as Kickapoo Rail Trail, Delcomyn property, Boneyard Creekway, etc.

Chair Allred asked if this is consistent with the Urbana Park District’s plans and with the University of Illinois Forest District plans. Mr. Garcia said that he would double check. He said that City staff met with the Urbana Park District staff, and he believed they are all on the same page. They are focusing more on park infill rather than expanding outside of the Urbana City boundaries.

Mr. Garcia noted that he created a 200-foot buffer on the flood plane and center line of the Saline Branch. Mr. Hopkins stated that we need to work on the details of this to protect the Saline and to protect the right-of-way where Olympian Drive dead ends. Mr. Hopkins stated that he feels we still need a Rural Residential place type. This would be a good example of where it belongs.

Mr. Hopkins went on to say that we also need a distinction of development or place type for the northeast Urbana because it should not be sewerred. Rural Residential is defined in the 2005 Comprehensive Plan for the specific purpose of sewer expansion and for road network type. He recalled that they had argued that they did not want bridges across the Saline Branch between Perkins Road and Olympian Drive. Even though this area is in the Extra-Territorial Jurisdiction (ETJ), the City still needs to deal with the ETJ because when properties come into the City, these are the issues that matter. If we do not have specific backing, then we do not remember what to do.

DRAFT FUTURE LAND USE MAP – CITY OF URBANA

Mr. Garcia stated that after their discussion on adding a Rural Residential place type, he will change the northeast area back to Rural Residential.

III. Additional Maps

2024 FUTURE LAND USE FRAMEWORK MAP

Mr. Garcia noted some changes that he made to the map, which included:

1. South of Lincoln and Interstate 74 from Light Industrial/Office to Commercial.
2. Country Club from Institutional to Green Space.
3. County Fairgrounds switched to Green Space.

4. Campus Mixed-Use (CMU) Zoning District is now labelled as Campus Mixed Use on the map. Mr. Hopkins stated that because of the way the Zoning Ordinance was amended with regards to the CMU Zoning District, he felt that it should be distinct from previously labelled Campus Mixed-Use on the map. He suggested making Downtown Urbana and the CMU zoned properties be one place type, such as High Activity Corridor, different from South Lincoln Avenue. Gregory Place should be included in whatever the lower intensity placement is.
5. MTD on Lincoln Avenue from Light Industrial/Office to Business.
6. Dart area –
7. Brookens area - they need to figure out what they want to switch this area to. Chair Allred suggested Community Activity Center.
8. Undeveloped Menards site switched to Mixed Residential Use.
9. Delcomyn site switched to Green Space.
10. Illinois American Water site was changed to the lower intensity Mixed Use.

Mr. Garcia stated that schools will be annotated on the map because it helps people orient where they are looking.

Chair Allred inquired about the grocery store site in the north part of Urbana. He asked if they should say anything about it in the Draft Comprehensive Plan so that when it comes to the City for a rezoning, it would have the backing of the Plan. Mr. Garcia explained that the Future Land Use in the Draft Plan shows part of the site as Community Business and part as Mixed-Use Secondary. He believes that the existing Comprehensive Plan also backs the rezoning to allow a grocery store.

DEVELOPMENT OPPORTUNITIES MAP

Mr. Garcia stated that he is really impressed with the work that the students have done to help with the *Imagine Urbana* Comprehensive Plan. Mr. Garcia explained the Development Opportunities Map.

Mr. Hopkins stated that the orange blobs are now being called “Activity Centers”. He pointed out that the South Lincoln Activity Center is not on the map, and it should be. He felt that they should be consistent and distinguish Downtown Urbana and the CMU area from the others maybe with annotations. Chair Allred suggested having the orange blob on Gregory Place because the annotation of Lincoln Avenue Corridor covers the rest of it.

Discussion was held on the intention of the orange nodes on the map. Mr. Garcia thought they represented areas that had more redevelopment potential. Mr. Hopkins believed that they are intended to be the activity nodes that we want to sustain.

Mr. Garcia said that the map gives them areas to focus on, especially since staff has finite time and there is a finite staff. Mr. Hopkins noted that the shapes of the orange blobs are intentional, that is they are a bit rounded and fuzzy to acknowledge the pattern of development the City wants. Mr. Garcia commented that he likes the dashed lines because that implies some sort of permeability.

Mr. Garcia mentioned that the map also calls out the sewer areas too, because staff gets a lot of people that want to expand to the south of Windsor Road. Chair Allred suggested adding “sewer” into the annotation for the areas that are “unserviceable by gravity”.

Mr. Garcia showed maps of Greensboro, North Carolina. He said that he likes calling the land use designations “place types”. For clarification, he said that they will be using the Development Opportunities Map and the Future Land Use Map in the *Imagine Urbana* Comprehensive Plan.

IV. Updated Big Ideas/Big Moves/Little Moves

Mr. Garcia and Ms. Ruedi presented the “Updates to Big Ideas, Big Moves & Little Moves” to the Plan Commission. Mr. Hopkins stated the following substantive things about this section:

1. Big Move 3 | Little Move 3.3 – “Update or develop small area plans. Mr. Hopkins said that they need to figure out an example of what an area plan might do or might be about.
2. Big Move 4 “Strengthen Downtown Urbana’s Role as the Economic Driver” – Mr. Hopkins stated that he disagrees with the “the Downtown” as opposed to “an area”. The Development Opportunities Map makes clear that we have a focus for Economic Development staff as well as other people that includes things other than Downtown Urbana. He stated that secondary nodes, industrial development, and the CMU area is how the City is going to grow the City’s tax base. While the Downtown area is an important part of growing the tax base, it is not the only one.
3. Big Move 6 “Make Walkability a Top Priority” – Mr. Hopkins’s stated that this language is an improvement; however, he disagrees with the statement and finds it interesting that the first Little Move talks about “continuing to implement the 2020 Pedestrian Master Plan and 2016 Bicycle Master Plan”. There were some suggestions by different ones on how to improve the language; however, nothing was agreed upon.
4. Big Move 6 | Associated Metrics 6.3.2 “Has a Transportation Planner been hired...” – Mr. Hopkins said that if the City hires a Transportation Planner, he hoped that they would not only deal with walking.
5. Big Move 7 “Promote Incremental Development” – Mr. Hopkins stated that this move expresses confusion of incremental development and redevelopment. He explained that “infill” is putting something where there is nothing but within current development areas. “Redevelopment” is doing something where something has already been developed before. So, infill development and redevelopment are two potentially different things. He said that “incremental” can be at any size chunk and may have nothing to do with infill in the narrow sense or redevelopment.
6. Big Moves 8 (Invest in Infrastructure that makes Sense Financially and is Environmentally Resilient) and 9 (Increase Urbana’s Economic Vibrancy) – Mr. Hopkins said that there is sort of ambiguity about some things that should be put under the objectives or should be in both places because there is a subtle distinction between what is an objective and what is something to do. He identified some matches that they may play with. He felt they should identify “metrics” with the “objectives”, not just with the to-do-list because the to-do-list is now reorganized. The metrics are basically, “Have we done it”; and the objectives are what we are trying to accomplish. He said this will help narrow some of the metrics down so they may actually get done. Mr. Rose concurred with linking the metrics with the objectives. It implies that we are actually measuring important stuff. If we are going to use metrics, then it is kind of an investment in actually doing it rather than a checkbox of a Little Move accomplishment. Carol Mitten, City Administrator, added that they should include financial metrics. Discussion ensued about the importance of growing the City’s tax base.
7. Mobility/Transportation – Mr. Hopkins mentioned that this will come into the Plan. He said that the other pieces are there, and the redraft of the Plan gets close to imagining how we link two additional sections on the Land Use and the Mobility stuff.

Chair Allred stated that as he read the Big Ideas, Big Moves, and Little Moves, he thought about how the Plan Commission and Planning staff would use this to demonstrate the rational basis for making decisions on future rezoning or special use permit cases, etc. He said that it is much improved from the way it was originally written. He asked if in some cases, are we just citing the objectives in the Big Ideas. Sometimes there are things in the Little Moves that seem maybe they should be objectives underneath a Little Move. He used Big Move 1 | Little Move 1.8, which states “Allow a variety of housing types in every neighborhood at scales appropriate to each neighborhood” as an example of what should be an objective or policy rather than a Little Move. This particular Little Move would have been useful for the Plan Commission and Planning staff to have in the case of the Duplex Text Amendment to the Zoning Ordinance. Mr. Hopkins agreed and added that we need to be careful that it does not contradict our place types.

Chair Allred suggested that staff add a “B” to the Big Move items and “L” to the Little Move items, so that it reads “B.1.1” and “L.1.1.” to prevent confusion between the two when referencing.

Ms. Ruedi stated that once the Big Ideas, Big Moves, and Little Moves document is finalized, Planning staff will be able to print off and use it as a quick reference guide for supporting cases. Mr. Hopkins stated that it is also the complete reference guide because they do not have anything else at the moment. Ms. Ruedi said that the goal is to have everything the Plan Commission needs in this one section.

Chair Allred stated that there are too many metrics in some of the Moves. Some of them are not clear why they are in a particular section and what they are measuring. Ms. Ruedi explained this came from the original table format where the Move was right next to it, so it made sense but after they moved it into this format, it lost its meaning. So, staff needs to expound on them.

Chair Allred said that he believes some thought needs to be put into the feasibility of the metrics being able to be updated and to be assessed on a regular basis. It would be better to have a smaller set of metrics that staff can update and keep track of than it is to have a really exhaustive list that is updated once a year. Ms. Ruedi agreed and stated that the value is in the implementation of the metrics. Chair Allred added that we also need to think about what we are going to do with it, how does this get shared, and how does this become part of the decision-making process for the whole City.

Mr. Hopkins said that he would check the reference book for doing metrics for plans. He recalled that it says along the order of 10 metrics, not 100. Chair Allred pointed out that there are 4 Big Ideas, so that would be a couple of metrics for each big idea.

Mr. Rose asked what the impact of this comprehensive plan would be on the Zoning Ordinance. Do we expect to have piecemeal changes to the Zoning Ordinance? Mr. Garcia replied that it is written in the proposed *Imagine* Urbana Comprehensive Plan that the long-term plan is to rewrite the Zoning Ordinance, but it also is written that staff will be making incremental changes between now and then because a rewrite of the Zoning Ordinance might take a few years. Chair Allred mentioned that there are grants available for zoning reform.

V. Next Steps

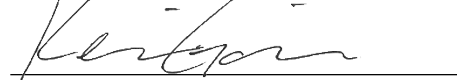
Mr. Garcia stated that the next steps are for staff to go back and make changes to the Big Ideas, Big Moves, and Little Moves section based on the Plan Commission's comments. Staff will continue to work with the Plan Commission and the University of Illinois students to refine things. Chair Allred said that the Plan Commission would like to see how some of these other things start to fit into the plan and what other content is needed to frame this information. Ms. Ruedi asked the Plan Commission members to email staff any future thoughts and ideas.

Mr. Hopkins asked if the Plan Commission should expect another Study Session on Mobility. Mr. Garcia explained that staff is using guides from the National Association of City Transportation Officials (NACTO) for street design and bike ways. He will make changes while the students are away for the holidays and share them when the students return.

L. ADJOURNMENT OF MEETING

The meeting was adjourned at 9:24 p.m.

Respectfully submitted,



Kevin Garcia, Secretary
Urbana Plan Commission

MINUTES OF A REGULAR MEETING

URBANA PLAN COMMISSION

DRAFT

DATE: December 5, 2024

TIME: 7:00 P.M.

PLACE: Council Chambers, City Hall, 400 South Vine Street, Urbana, Illinois

MEMBERS ATTENDING: Dustin Allred, Lew Hopkins, Debarah McFarland, Bill Rose, Karen Simms, Chenxi Yu

MEMBERS EXCUSED: Will Andresen, Andrew Fell

STAFF PRESENT: Kevin Garcia, Principal Planner; Teri Andel, Administrative Assistant II; Andrea Ruedi, Senior Advisor for Integrated Strategy Development

OTHERS PRESENT: There were none.

A. CALL TO ORDER and ROLL CALL

Chair Allred called the meeting to order at 7:08 p.m. Roll call was taken, and there was a quorum of the members present.

B. CHANGES TO THE AGENDA

There were none.

C. APPROVAL OF MINUTES OF PREVIOUS MEETING

Minutes of the November 7, 2024 Regular Meeting

The minutes of the November 7, 2024 regular meeting was presented for approval. Mr. Rose moved that the Plan Commission approve the minutes as written. Mr. Hopkins seconded the motion. The minutes were approved by unanimous voice vote.

D. COMMUNICATIONS

- *Imagine Urbana* Vision & Values – December 5, 2024
- Big Idea 4: Urbana Embraces its Cultural Vibrancy and Character
- National Association of City Transportation Officials (NACTO) – Urban Street Design Guide (Excerpt)
- Map Indicating the Type of Streets in the City of Urbana

E. CONTINUED PUBLIC HEARINGS

There were none.

F. OLD BUSINESS

There was none.

G. NEW PUBLIC HEARINGS

There were none.

H. NEW BUSINESS

There was none.

I. AUDIENCE PARTICIPATION

There was none.

J. STAFF REPORT

Kevin Garcia, Principal Planner, reported on the following:

- Plan Case No. 2493-T-24 – Committee of the Whole denied forwarding the text amendment to City Council.

K. STUDY SESSION

***Imagine Urbana* Comprehensive Plan Draft – Future Land Use Descriptions**

Chair Allred opened this item on the agenda. Kevin Garcia, Principal Planner and Zoning Administrator, and Andrea Ruedi, Senior Advisor for Integrated Strategy Development, presented the agenda for discussion topics on the Comprehensive Plan. They were as follows:

**I. Recap 11/21 Study Session
Place Types**

Mr. Garcia gave a brief run through of the discussion from the previous meeting. He noted that the Plan Commission had decided to add a “Rural Residential” place type and get rid of the “Institutional” place type and assign the existing properties as one of the other place types.

II. Street Types

Mr. Garcia mentioned that he met with the University of Illinois student group working on the street types to propose in the Comprehensive Plan. He asked them to simplify the number of street types as Urbana is pretty small and does not really have many different types of streets. He referred to the handout “National Association of City Transportation Officials (NACTO) – Urbana Street Design Guide. He mentioned that this guide is used by larger cities, and it hosts different types of streets, many of which do not pertain to the City of Urbana. However, staff did find three types to use in the *Imagine Urbana* Comprehensive Plan. They are the “downtown thoroughfare” (which he thought they may want to relabel), “neighborhood main street”, and “neighborhood street”. There are some other types in the guide that the City may want to use, but most of Urbana is made up of neighborhoods. He referred to the map handout that indicates the types of streets that Urbana currently has. He mentioned that Urbana has mostly neighborhood streets.

Chair Allred asked why staff was using the NACTO guide. Mr. Garcia replied that he has been using this guide for years because it gives good guidance for how to envision streets as more than

just something to move traffic, to make it better for everybody who uses a street. He showed an example of an illustration that looks similar Urbana's downtown area.

Chair Allred asked if it would be used to update the standards in the Manual of Practice. Would there be a Little Move in *Imagine Urbana* Comprehensive Plan that would address this, if there is not already? Mr. Garcia said this would be up for discussion. He mentioned that these are the street types that they would use in the regulatory framework. It makes sense that if we had these street types in the Comprehensive Plan that we would be able to update the City's Land Development Code and Manual of Practice.

Mr. Hopkins stated that he believes they need to think about both the traditional/conventional classification of street types, such as arterials, minor arterials, collectors, and minor collectors and what Mr. Garcia is talking about. When looking at neighborhood streets, some of them are collectors and some are really only access streets. From a street layout point of view, this makes a big difference because it is not just the cross section that should be different in that case, it is the way the streets achieve continuity. Collector streets ought to achieve continuity. Access streets may, by design, not allow or enable connectivity. This is one way of controlling speeds and traffic flow.

He stated that he believes there is an advantage in terms of linking the street types to the Land Development Code, which explicitly refers to a street classification that relates to the conventional classification. He said that most of the examples in the NACTO guide are not helpful.

Chair Allred and Mr. Hopkins talked with staff about how to proceed with the street types and the map. Mr. Garcia said that the Land Development Code does refer to the streets as conventional types, so we need to have those tie into the Comprehensive Plan. Mr. Hopkins stated that we also have the opportunity and ability to add the cross-section notions, the notion that a minor collector can have a variety of cross sections. He suggested using annotations on the map to identify street types. Mr. Garcia pointed out that most of the street types are not going to change; however, the City does have plans to change streets like Illinois Street and Vine Street in the coming years. So, we can use annotations or just say that we have a handful of high priority areas that we want to focus on coming soon. Mr. Hopkins agreed that we should identify these changes as specific projects. Mr. Garcia said that these could be identified on the updated Mobility Map.

Mr. Rose asked how the Moves in *Imagine Urbana* can be reinforced by this discussion on street profiles and definitions. We have Moves that are between broad and specific, and it seems that we could formulate our Moves here about what a street looks like that could directly feed into one of the Moves, such as Walkability or in the neighborhood place type. Mr. Hopkins said that some of the cross-section diagrams could be aspirational, which would be one way to link what Mr. Rose talked about. There is Illinois Street, Vine Street, two studies on Lincoln Avenue, MCORE project, reconfiguration of Main Street, and Florida Avenue from Lincoln Avenue to Vine Street. Chair Allred asked if in addition to having these aspirational sections, would it make sense to articulate a set of policy recommendations somewhere in the plan on what they are trying to achieve when given the opportunity to transform these segments of the network to give more guidance.

Mr. Rose stated that he feels now is the time to also address the killer street, University Avenue. He believed that their definitions of streets and what the street profiles will be should provide guidance for this. The Plan Commission members and staff noted the following intersections where fatal accidents have occurred: University and Broadway Avenues, University Avenue and

Race Street, and Vine and Main Streets. Mr. Garcia said that University Avenue is a State of Illinois-controlled street; however, we can still put things in the Comprehensive Plan about State routes, even knowing that we do not directly control how they get built in the future. Mr. Hopkins replied that one of the roles that we can use the Comprehensive Plan for is to send a message signaling to the State and future funders that this is an aspirational something the City believes needs to be worked on.

Mr. Hopkins pointed out that the map has a connotation of a belt that was explicitly eliminated from the existing Comprehensive Plan documents as an apparent beltway because it was controversial then [in 2005]. He does not know if it is still, but this diagram/map sends some messages that we want to be careful about. Mr. Garcia pointed out that those sorts of roads are on the edge of town and are of higher speed. Mr. Hopkins noted that other than Curtis Road, they are State highways. He said that there are going to be maps with a couple of pages explaining the maps. We can use the text pages to link to the Big Move structure without trying to make the Big Move format cover everything.

Mr. Rose stated that if the State has ultimate say so over these thoroughfares, it seems that the City should at least have considerable say over intersections because those are our streets for safety reasons. Mr. Garcia replied that if the intersections are State intersections, then we do not have a whole lot of say. He said that intersections are the most important parts of streets because they are the least safe parts; yet, they are the most neglected when streets get designed. It is easy to do bike-friendly and pedestrian-friendly design along a segment of street, but when you get to the intersection it seems like people just throw their hands up and do not give it as much thought.

Mr. Hopkins mentioned that there is a good chance that the rail will be abandoned within the next 20 to 50 years, and this will change one of the major intersections on University Avenue. It would also change the potential pedestrian traffic and bike traffic maybe even more crucially for some routes, so we ought to be explicit about that being an intent. It may not be a project that is funded or assigned, but it is something that we ought to be saying we are going to do.

Chair Allred asked if staff had a sense of what they could put together and bring back. Mr. Garcia said he could put together something based on the Plan Commission's comments and bring something back at the next meeting.

Chair Allred asked if the 2005 Comprehensive Plan had a strong relationship between what is in the Plan and what is in the Long-Range Transportation Plan (LRTP). The Plan Commission is talking about things that are not necessarily in the LRTP. They are just City priorities. Mr. Garcia replied that Mr. Hopkins could speak more about the 2005 Comprehensive Plan. He stated that in the updated Mobility Map, that the students put together, dovetails with the LRTP. He stated that the LRTP is a regional plan, and the things that the Plan Commission was talking about would not necessarily rise to the level of "regional significance". Mr. Hopkins commented that the Mobility Map was an explicit contradiction to the ongoing LRTP at the time the existing Comprehensive Plan was created in 2005, which is why we have uncertainty about things like where an interchange might be or if there should be one and whether Olympian Drive should be extended east of Route 45.

He went on to say that in the discussion of the new LRTP by the Plan Commission, he brought up examples like the bike path to Curtis Road and the upgrading of Curtis Road. He argued that it should be made less salient and things they are discussing now should be made more salient. While

Mr. Garcia says that University Avenue is not of regional significance, he argued that it is because it would involve federal funding because they are State routes. The LRTP is specifically required to move the federal funding process forward on projects, so even though it is not in the LRTP, it should be in the Comprehensive Plan. Part of this should be the basis for getting it into the LRTP in the future. The Comprehensive Plan is the City of Urbana's plan. The LRTP is an organization of three cities and a County. We do not have to agree on everything in the LRTP. The City's priorities can be different.

III. Updated Metrics

Mr. Garcia stated that staff made an effort to coming up with broader or bigger metrics that would tie back to the Big Ideas and the objectives underneath them. He referred to the Vision & Values handout.

Ms. Ruedi talked about the two different types of metrics that they came up with. The first one is a staff check off, almost like a to-do-list, that could be assigned to someone's goals. The second type of metric would determine if we successfully reached our goals, the Big Ideas. She noted that they did not make any changes to the Big Moves and Little Moves. She explained that *Barometers of Success* have been defined for each Big Idea and *Metrics* have been assigned to each Little Move. She talked about the format used and stated that staff is looking for guidance from the Plan Commission before they talk with our management analysts.

BIG IDEA 1: *Urbana is a Place for Everyone*

Chair Allred stated that since they just received the handout, he has not had a chance to look through them. However, looking over Big Idea 1 and the Barometers of Success for it, he does not see a clear connection between the goal or the objectives and what is being measured. Mr. Garcia explained that he conceived these to be big picture things that are really easy to grasp right away, like on a dashboard. They are meant to be something that is easily updated and can be reported on every year or every quarter. He said that it is hard to think of something that is easy to measure and can capture the notion that "Urbana is a place for everyone". Ms. Ruedi added that because it is more subjective, it is hard to have some specific metrics. Chair Allred replied that the Comprehensive Plan does not talk about growth in Urbana, so there needs to be more thought into Big Idea 1 about what that might be but not population.

Ms. Ruedi stated that staff had differentiated between community metrics and the plan metrics. So, they went back though some of those to see if they could be extracted for the larger goals. She explained that the community metrics were not supposed to be metrics that the Comprehensive Plan impacts. It was just more trends to watch, so they were not really specific to the goals either. Chair Allred stated that there are clearly things that could be measured for the objectives, but then he said that he also has a hard time understanding the relationship between some of the objectives and the overall goal.

Ms. Simms said that if we are sure that we are going to have equity initiatives that there would be metrics for it because there are areas where people are underrepresented. She mentioned that there is nothing regarding equity initiatives in the resilient business development like strategies that one would anticipate that you would want to change. She pointed out that there are some data points about what an inclusive community looks like. The same goes for what does a resilient community look like. She said that she noticed some missing elements around climate resilience. Ms. Ruedi

said that she liked this approach because so many of the Big Moves relate back to Big Idea 1 because they all have a play or have a part in making Urbana a welcoming community.

Chair Allred stated that they may not want to take the dashboard approach. The way to go is to think of it more in terms of areas where the city has a particular deficit or a particular challenge that we really want to have a good sense of movement on or pay more attention to. He said that maybe tracking entrepreneurial activity related to different groups is the most important thing related to know if Urbana is a place for everyone. Ms. Ruedi stated that they do address entrepreneurial partly in one of the other Big Ideas. She suggested they look at the other Big Ideas and then come back to Big Idea 1.

BIG IDEA 2: *Urbana is both Financially and Environmentally Resilient*

Chair Allred asked for clarification on “*City population vs. size of road network*” in Big Idea 2 Barometers of Success. Mr. Garcia explained that staff threw this one in there because they had reported that in Examine Urbana and it relates our infrastructure burden to our population. He put this here for discussion purposes; however, he said that he would love if they could have a metric that somehow relates to our infrastructure burden on a per capita basis. He stated that cities get into fiscal trouble by overextending their infrastructure without the tax base to match.

Ms. Ruedi stated that in a previous meeting staff went over Big Move 4 with the Plan Commission and shared some trends. Staff can see having those trends and diagrams helping alongside the Plan. Chair Allred suggested something like ratio of Revenues to infrastructure cost.

Mr. Hopkins felt this is getting closer to the issue because it is total revenues that matter. He stated that if we do per capita, then we are not taking account of industrial land or employment entities or non-taxable land. He suggested it say Total Revenue vs. Total Infrastructure Cost. He said that if there were an accounting asset framework in Public Works, it would be one half of the measures of having total revenue versus assets. An Asset Management Plan ought to be taking into account value of capital and future liability.

Chair Allred asked for clarification on the second Barometer of Success, “*Property tax dollars per acre*”. Ms. Ruedi said that one of the diagrams staff shared for Big Move 4 at a previous meeting showed the buildings in 3D. Chair Allred said that providing this diagram for the entire City would be one way. Mr. Hopkins stated that he believes revenue over asset is a much better measure. Mr. Garcia agreed. If we do this, then they can strike “*Property tax dollars per acre*”. Mr. Hopkins pointed out that they could not use “property tax dollars per acre” anyways because it does not take into account any of the other revenue sources or the anomalies of this community. Mr. Garcia noted that he always wants to be part of the conversation that the reality is that over 30% of our land is not taxed.

Chair Allred said that we need to stay focused on knowing how revenues compare to costs. We are not just trying to increase revenues for the sake of increasing revenues. We also want to reduce costs. If costs increase, then we want to increase revenue. Ms. Ruedi stated that it is about resilience in the long term.

Mr. Rose said that he appreciates this discussion. He considers metrics to have a core importance in the *Imagine Urbana* Comprehensive Plan, and he thinks it is critically important to step from the checklist of the small items to finding the larger items. This is very difficult to do especially if we have not been doing it in the past. This discussion points to the possibility, the feasibility, and the

importance of financial resilience. He likes that there is a lot of effort being put into getting the right metric for this Big Move because it is much more quantifiable than the other Big Moves.

He went on to say that it is much more difficult to quantify the effort that needs to be made with regard to the other Big Moves, and he does not feel they may be completed in the timetable that we have for *Imagine Urbana*. He said that if we are going to sell Urbana to newcomers and to investors, the more we are able to say here's the metric, "Urbana is a place for everyone" is going to be more convincing than it appearing as a bullet point in a document.

Mr. Rose talked about metrics that he believes may be difficult to achieve. He feels the financial metrics should really be achieved for the updated Comprehensive Plan, as well as assigning other metrics to other Big Moves.

Mr. Hopkins said there is a flipside to what Mr. Rose is saying, and that is because we know how to do financial stuff and with a little luck, we can get a pretty good measure. We will study to the test, and if we do not have a test for equity that is equal to our test for financial, we will not achieve any equity. He feels that they need to work now, not later. He is positive about the potential of getting revenue over assets with a footnote that within that we can get at all kinds of things and look at why it happens. We need something at least as good for equity.

Mr. Hopkins talked about Objective 1.3 – *Broaden the economic base and housing options in ways that reflect the City's diversity*. He stated that if we know what the wealth slash income capacities of the mix of people in this community are, what is the match of that to the mix of available housing. We can mix capital and rental, so we can talk about those as both being options. We can mix wealth and income in ways we know to be options. He said the irony of this may be that it is also a financial measure, but it is also a financial measure of equity. Ms. Simms added it is also a financial measure of health. She did not feel that there is enough in the Plan around Urbana being a healthy community. If you have 20% or 23% of your residents having housing insecurity consistently, then the City is paying for it. It is costing in social services, law enforcement, and education. If the community is healthier, not just aesthetically pleasing, it will be more economically viable, and people will want to be here.

Ms. Simms went on to say that even the cultural section misses why we want culture. Art and music help you be healthier, it is not just this stand-alone abstract idea. It helps people be better and mentally well and less stressed in a community. There is a why, not just a what.

Ms. Ruedi said that one of the community metrics had been on rent burden and how it is a percentage of a person's monthly income. The same is in the Plan about homeowners' costs being a percentage of their income as well. Chair Allred recommended making this a key metric for Big Idea 1. We need to define what we mean by equity and what we are trying to achieve, but this sounds like a decent metric for "Urbana is a place for everyone". Ms. Ruedi stated that is what she meant earlier by saying that if they went through these community metrics, we could pull out some that are relevant to address these goals. Mr. Hopkins stated that the average rent burden of the community does not get at equity, but rather it is the distribution of rent burden by income wealth category. Ms. Ruedi added that it needs to be parsed out. Ms. Simms noted that equity is where people have been historically under-represented and served however that is. We need to reduce the access and availability barriers so that everyone can meaningfully be at the table. We might do this by gender or by immigration status. There are going to be different equity variables; however, right now we have an over representation of women and children who are experiencing

homelessness. In 10 years, if children had consistent homes, one would anticipate that they would not have so much adversity, and it would save us a lot of money as a community and makes us a welcoming community.

Mr. Hopkins stated that he is hearing a service question. While he does not know what that might be, we need a measure of that which is different that will be measurable and visible and on the first page of the dashboard, not in a footnote on the appendix.

Ms. Ruedi stated that this is good input. Staff can go back and really redirect our efforts and try to pin down some of these more specific metrics. Knowing this particular goal has to do with environmental resiliency too, staff added the tree canopy. Going forward in the community metrics there are things like landfill waste generation, recycling rates, median air quality index, and greenhouse gas emissions. These are all metrics that relate to the environment, but does it relate to resiliency. Chair Allred said that there is a whole literature about this, but he does not know it off the top of his head. He did not feel that tree canopy added to resiliency. Mr. Hopkins suggested asking Scott Tess, Sustainability and Resilience Officer. He stated that one form of resiliency is the ability to bounce back, and the disaster recovery literature identifies the paradox that ideally you do not want to bounce back to where you were before. A measure of resilience is the availability of nursery trees after the storm, not how many trees we have. It is also about the geographic distribution of the trees because some neighborhoods have more tree canopy than others. Ms. Simms mentioned the nature of green space coverage and sustainability infrastructure like flood protection systems and green roofs.

Ms. Simms stated that when looking at neighborhood resilience, we look at how connected neighbors are to each other as a resilience measure. One of the things that people are doing organizational work on is when a crisis happens, neighborhoods that are connected are more likely to bounce back than when neighbors do not know each other. Communities that are disconnected when climate change happens, seniors die, people do not talk to each other, and you cannot get to what you need to do. Chair Allred asked if we know what our environmental risks are. Mr. Hopkins pointed out that we have a Climate Action Plan, which we need to review to decide whether or not to include it in the Plan.

BIG IDEA 3: Urbana is a City of Connected Neighborhoods

Ms. Ruedi presented this idea. Chair Allred cited Mr. Garcia saying that most of our streets are unlikely to change. With this in mind, why would we expect big increases in the change in the walk score? Mr. Garcia clarified that the right-of-way that the street occupies is probably not going to change very much. We might have reason to change some streets over time. He said that walk score looks at the proximity to things you need to get to on a daily basis. Mr. Hopkins stated that when he looked at it before, it did not look to him like a very good score for keeping track of what is going on. Because it is a weighted index of a bunch of things, even if we expected some of the things to change, they would be so small of a portion of the walkability score as computed by the standard mechanism, that they barely show up. So, it goes back to what are we trying to accomplish. He said one measure would be pedestrian traffic, fatalities, injuries, crashes, etc. This is something to measure but it is not likely to really tell us whether we are doing things. Instead, we should say what we think we might actually do to accomplish that. This might be where specific projects of a particular kind, such as street cross section redesigns and sidewalks in areas where there are not sidewalks are mentioned in the plan. Ms. Ruedi said that this ties in with equity.

Ms. Ruedi stated that in 2022, our walkability score was 52. There was a member of the community that brought in some research he had done and showed walkability in neighborhoods. It is more drastic to see a really high walkability score in some of the neighborhoods in Urbana, and then other neighborhoods, it is extremely low. She thinks we need to look at walkability in subgroups rather than at the community at large.

Ms. Ruedi reviewed other community metrics including walkability, length of bicycle network, number of residents within a 10-minute walk to a park, and residential parcels within ¼ mile of a transit stop. Mr. Hopkins stated that one thing could be for the City to create our own walking and biking score where it would include the equity question somehow by distribution. It would have miles of improved cross sections by neighborhood or by percent of complete streets. Mr. Garcia felt this might be encompassed in the Plan. He talked about the level of traffic stress. He mentioned that Champaign County Regional Planning Commission (CCRPC) has measured traffic stress for the region, so City staff would be able to get access to the data. Mr. Hopkins said that they could do this by area and provide the results on a map. Mr. Garcia pointed out that traffic stress maps are typically influenced by the traditional hierarchy of street types where you will have a very low stress rating in your residential streets and higher levels when you come to an arterial road with fast moving traffic. Mr. Hopkins said that we could create a map that can show by our own mechanism assessment whether we lowered stress, which he added would include stress for pedestrians, bicyclists, auto drivers, transit riders, freight, and delivery people. Mr. Garcia stated that studies have shown that when cities take measures to make it better for pedestrians and cyclists, it also makes it safer for automobile drivers and lowers their stress level as well.

Ms. Simms talked about neighborhood connectivity. She mentioned that there is research that shows people usually do not venture out far and stay within five or six blocks of their home. To her, in a healthy community, people go beyond their six blocks. So, is their reasoning because of how roads are designed or how boundaries are created? She said that she imagined if Urbana was a series of connected neighborhoods, more people would move here. She would love to think about the variables that would increase access.

BIG IDEA 4: *Urbana Embraces its Cultural Vibrancy and Character*

Ms. Ruedi and Mr. Garcia stated that they spoke with the City's Arts and Culture Coordinator to get some ideas for this section.

Mr. Rose commented that someone who loves music told him that Urbana has captured the music scene from the City of Champaign. He believes it is in large part due to the bars in Urbana. Ms. Ruedi said that this came about during Covid when the Rose Bowl wanted to have outdoor entertainment because people could not be inside. The City allowed one of our parking lots next to the Rose Bowl to be leased, and the Rose Bowl took it to a whole different level.

Mr. Rose stated that businesses did the art scene in Urbana, and he does not see a role for businesses in the Barometers of Success for Big Idea 4. Ms. Ruedi said that this is a good point.

Mr. Hopkins said that there has to be a better overall way to measure this idea. However, it is not clear to him how to measure it. It could maybe be an equity element in the Plan. Ms. Ruedi replied that staff heard from the community that there is a vibe that Urbana has, and it is something that everyone is proud of and wants to retain.

Ms. Ruedi talked about equity issues and mentioned that the lack of ADA accessibility for people with mobility issues, which has prevented them from attending venues in the past, has helped the City to become aware and focus on making improvements to increase accessibility by making sidewalks more accessible, by planning efforts to increase connectivity with the neighborhoods, and by selecting a diversity of artists, not just in those that are funded.

Mr. Hopkins thought that Big Idea 4 seems to be mostly about the public sector actions with the way it is worded. He said that Urbana's "weirdness" is mostly privately generated, and the City is enabling it. Mr. Garcia pointed out that our Arts and Culture program does a lot to help that along, and the whole section in *Examine Urbana* covers this really well. He said that the whole idea behind Big Idea 4 is to retain and enhance the vibe that Urbana has going on. Without this Big Idea, we could do whatever else we are talking about in the Plan, and it would be a great plan, and Urbana could be pretty awesome going forward. However, Urbana has a uniqueness here that we are trying to embrace.

Ms. Ruedi stated that one Little Move is to streamline the permitting process. A private sector group or community group can get caught up in bureaucracy and give up because there is too much red tape to go through. This is one thing that the City can control. Mr. Hopkins stated that the Barometer of Success should be measuring the outcome of having improved the permit process. He stated that we now need to come up with an outcome measurement.

Ms. Simms reminded staff that art and music are only one tool for culture. If staff really wants to be inclusive, this section needs to be a broad cultural lens. They could expand this by having more opportunities for both the public and private sector, not only what comes through grants but through the Urbana Park District and Urbana businesses. It could also include public donations from the philanthropic community.

Ms. Simms stated that shopping in Urbana is unique because we have smaller stores that provide a diversity you do not see everywhere else, such as the new African restaurant and the Mexican ice cream shop. She noticed that this is not mentioned in the Plan. Other similar types of niche boutique fields might be attracted to Urbana. There is no variable that we have talked about here that does not help create the kind of culture that we want for Urbana. Art is just one manifestation of it, but the connection, the financial, the resilience, and the climate are all what feeds into the narrative.

Ms. Ruedi gave an example of a business that wants to revitalize a former bar. She said that the City of Urbana has tools and incentives to help investors revitalize vacant buildings or buildings that have been under-utilized.

Mr. Hopkins stated that he agrees with Ms. Simms that art and music is only part of culture. The Farmer's Market and the unusual stores are part of Downtown Urbana's culture. Ms. Simms added that this diversity goes beyond Downtown Urbana.

Ms. Ruedi read Big Move 5, which explains more about what they are talking about with the arts and culture program. Mr. Hopkins stated that this talks about art and music. He recommended leaving Big Idea 4 worded as it is and adding to the objectives to acknowledge that culture is more than arts and music. Mr. Garcia replied that they can add more sentences under Big Idea 4 and provide some objectives that tie into the larger cultural vibe.

Ms. Ruedi stated that this is the guidance staff was looking for. Her understanding is that they need to fine tune the Barometers of Success and focus more on the outcomes.

IV. Next Steps

Mr. Garcia said that staff will work on making changes based on the input they have received from the Plan Commission so far.

Ms. Yu recalled in a previous meeting we stated that we do not want to focus on Downtown Urbana as the economic growth engine for Urbana. However, the discussion tonight at this meeting makes it clear that Downtown Urbana is an engine, maybe not directly generating tax revenue, but generating the sense of identity. She suggested expanding Big Move 4 because it will be easy for people to buy into building a vibrant downtown in the Plan, and if Downtown Urbana can be an economic driver, then that is even better.

Chair Allred stated that for those in City Administration, it would be great if they could find Planning more staff to help work on this Plan. It is clear there is a lot of potential to do really great things, but it is going to take labor to do it. The Plan Commission understands that the Planning Division is understaffed and would advocate for that to be remedied in the short term. He noted that this is not a pitch to hire students as interns. Mr. Hopkins added that it is important to understand that there has been a student workshop generating a lot of the background material for the Plan and that is now over, so the ability to continue generating progress needs staffing.

Ms. Ruedi thanked the students who have worked on creating the materials. They have been amazing.

L. ADJOURNMENT OF MEETING

The meeting was adjourned at 9:01 p.m.

Respectfully submitted,



Kevin Garcia, Secretary
Urbana Plan Commission

MINUTES OF A REGULAR MEETING

URBANA PLAN COMMISSION

DRAFT

DATE: January 16, 2025

TIME: 7:00 P.M.

PLACE: Council Chambers, City Hall, 400 South Vine Street, Urbana, Illinois

MEMBERS ATTENDING: Dustin Allred, Will Andresen, Lew Hopkins, Bill Rose, Chenxi Yu

MEMBERS ABSENT: Karen Simms

MEMBERS EXCUSED: Andrew Fell, Debarah McFarland

STAFF PRESENT: Kevin Garcia, Principal Planner; Teri Andel, Administrative Assistant II

OTHERS PRESENT: Jonathan Thompson

A. CALL TO ORDER and ROLL CALL

Chair Allred called the meeting to order at 7:04 p.m. Roll call was taken, and there was a quorum of the members present.

B. CHANGES TO THE AGENDA

There were none.

C. APPROVAL OF MINUTES OF PREVIOUS MEETING

There were none.

D. COMMUNICATIONS

- Email from Pierre Moulin regarding Plan Case No. 2496-SU-24

E. CONTINUED PUBLIC HEARINGS

There were none.

F. OLD BUSINESS

There was none.

G. NEW PUBLIC HEARINGS

Plan Case No. 2496-SU-24 – A request by Jonathan Thompson, on behalf of RSCC, LLC, for a Special Use Permit to allow a drive-through for a proposed restaurant at 809 West Green Street in the B-1 (Neighborhood Business) Zoning District.

Chair Allred opened Plan Case No. 2496-SU-24. Kevin Garcia, Principal Planner and Zoning Administrator, presented the staff report to the Plan Commission. He began by noting the reason for the special use permit request, which is to allow a drive-through for a proposed restaurant. He gave a brief description noting the land use and location of the proposed site as well as the neighboring properties. He talked about zoning of the property and the surrounding area. He showed photos of the property and of the view from the property in all directions. Using Exhibit E, site plan, he talked about the layout of the proposed development indicating where the walk-up window (north side) and the drive-through window (south side) would be located. He stated that the site plan prioritized pedestrian walk-up service over drive-through service. He explained how the proposed use relates to the 2005 Comprehensive Plan. He talked about access and how the site plan relates to the recently completed Lincoln Avenue Study.

Mr. Garcia explained that the Lincoln Avenue Study calls for the following changes to be made to Lincoln Avenue between Green Street and Florida Avenue:

- Four travel lanes plus a center turn lane reduced to two travel lanes plus a center turn lane
- Raised bike lane in each direction
- Parkway between the bike lane and the sidewalk

As a result, he said that the access drives from the proposed site onto Lincoln Avenue would be closed off, which is what the applicant has shown on the site plan. He then talked about the layout of the drive-through and parking.

Mr. Garcia reviewed the requirements for a special use permit from Section VII-4.A of the Urbana Zoning Ordinance. He stated the conditions that the Zoning Board of Appeals placed on approval of a conditional use permit to allow a fast-food restaurant in the B-1 (Neighborhood Business) Zoning District on the site. He presented staff's recommendation for the Plan Commission's recommendation to City Council including the condition that "all the conditions approved by the Zoning Board of Appeals for approval of the conditional use permit be met". He added that if the Plan Commission wanted to add any conditions, they may do so.

He said that he could take questions and mentioned that the applicant was available to answer questions as well.

Chair Allred asked the Plan Commission members if they had questions for City staff.

Chair Allred asked for clarification regarding the condition to strongly encourage the applicant to provide outdoor seating and a public restroom, which was recommended by staff and approved by the Zoning Board of Appeals, as to whether the City Council would be voting on this since the Zoning Board of Appeals has final decision for a conditional use permit. Mr. Garcia replied that even though the focus of the City Council is tied to the drive-through as an accessory use, he believed that they could still include this condition.

Mr. Hopkins stated that there is no way this condition could be enforced. Mr. Garcia explained that the Zoning Board of Appeals did not want to make a binary condition that the applicant have to provide outdoor seating and a public restroom because it was kind of up in the air at this point.

Chair Allred stated that it was good that the applicant plans to vacate the access driveways along Lincoln Avenue and removing those points of interaction between cars and pedestrians/bicyclists. He asked if there are any spacing requirements in the City's Manual of Practice that address how far away an access drive should be signaled intersections. Mr. Garcia stated that staff uses the Champaign Urban Area Transportation Study (CUUATS) Access Management Guidelines to determine how far away an access drive should be. The general rule is the furthest away from a stop light is best.

Chair Allred asked if the requirements for stacking lanes in a drive-through are met in the proposed plans. Mr. Garcia said yes they would. Essentially, they are designed for 90 feet, which equals the length of 5 cars. This is established for drive-throughs that have kiosks. In the future, the City may want to refine this to allow for restaurant staff coming out to the vehicles to take orders.

Chair Allred stated that one of the criteria the Plan Commission considers when reviewing a rezoning request is the length of time that a property has been vacant. He asked if this is something that the Plan Commission can consider for the proposed special use permit request. Mr. Garcia replied saying that they may be able to tie it to one of the criteria for a special use permit, such as whether it is conducive to the public convenience to have a property sitting vacant for a really long time.

Mr. Rose asked if the company would also be taking online orders. Mr. Garcia said yes. They have proposed designated parking spaces for people who order online. Mr. Rose felt that this could contribute to additional congestion at the entrance because people who have ordered ahead would not be inclined to drive away if there is already traffic congestion on the lot.

Mr. Hopkins stated that he is having a problem with the level of questions they are asking before the applicant has not yet spoken. Chair Allred stated that he has questions for staff to clarify and then they can ask the applicant to come forward.

Chair Allred asked if it would be possible to restrict the exit onto Green Street to "right turn only". Mr. Garcia stated that City staff had discussed this many months ago. If someone comes off Lincoln Avenue and needs to continue on Lincoln Avenue after getting their order, they would have to turn right onto Green Street and do a u-turn or turn right onto Green Street and go through the neighborhood. If the City forced people to turn right when exiting, then it would create more issues than just allowing them to turn left onto Green Street.

With there being no additional questions for City staff, Chair Allred invited the applicant to approach the Plan Commission.

Jonathan Thompson, in-house counsel for RSCC, the applicant, approached the Plan Commission to speak. He mentioned that he agreed with a lot of what Mr. Garcia had said and that some of the conditions make sense. He pointed out that the reason they are proposing 16 parking spaces versus 10 is because Dutch Bros tends to employ more employees than a typical coffee shop of this size. They will have a couple of employees outside taking orders and more employees working inside. If they have eight employees working and two parking spaces designated for disabilities, then that would not leave many parking spaces for the general public if they only provided 10 spaces. He said it would not aesthetically hurt to have a few more parking spaces, plus they plan to have a screening fence or landscaping to block the view of the neighbors on the east side.

Mr. Thompson stated that he talked with Dutch Bros and they are considering whether they should provide outdoor seating. They are concerned that that outdoor seating will trigger the need for public bathroom(s). The problem with providing public bathrooms is that people try to gain access to the interior of the coffee shop, which is a safety concern for the business.

He stated that Dutch Bros is good with the other four conditions.

Mr. Hopkins asked if Dutch Bros had ever developed a configuration exactly like the proposed layout before. Mr. Thompson stated that he could not say 100% sure; however, he felt certain that they had used this model before.

Mr. Rose asked if Dutch Bros planted itself in signature pedestrian and bicycle locations. Could he give the Commission some examples of where significant accommodation had been made to customers other than with the drive-through. Mr. Thompson replied that he could not speak on other locations. He pointed out that Dutch Bros has proposed the building be situated in a spot that makes it friendly for pedestrians to walk up to the window along Green Street.

Chair Allred asked if there are any plans to screen the stacked drive-through lanes from the activity on Lincoln Avenue. Mr. Thompson stated that they do not have a landscape plan as of yet. It will be developed and worked out with City staff. They would be sure to make it aesthetically pleasing and address any concerns of the City.

Mr. Garcia addressed a question that was asked by Mr. Rose. He explained that Dutch Bros does provide walk up services for pedestrians at many of their locations. As far as he knows, all of their locations have drive-throughs.

With there being no further audience input, Chair Allred closed the public input portion of the hearing and opened it for Plan Commission discussion and/or motion(s).

Mr. Rose commented that in the application, the applicant provided answers to the three criteria required for a special use permit. He finds their answers completely deficient and non-responsive. Their answers fail to identify what the City of Urbana wants and needs out of a property like this. He said that he has real difficulty approving an application that shows this level of deficiency.

Mr. Hopkins stated that he would be voting to reject this application on the premise that he views it to be a completely unsuccessful attempt to create a viable site plan. He pointed out that the Comprehensive Plan specifies what the City intends to have happen in these areas. It identifies this specific property as *Campus Mixed Use* in the Plan. A drive-through specifically does not fundamentally belong at this location. It is an anathema to what the City is trying to do on the edges of the University of Illinois campus and in high concentrated areas. It has the effect of bringing automobiles to an intersection and location where we are trying to avoid adding automobiles that do not need to be there. The City is trying to create a zone where people park when they arrive to town and walk once they have arrived.

He talked about how the site plan does not show a convenient way for people coming from any direction to get to the walk-up window. People will arrive at the corner and then have to walk around Green Street and back up. He said that if they were really designing this for pedestrian access, then there would be pedestrian access, and there is not. It does not make sense that the proposed development would fundamentally be a walk-up and drive-through business.

Mr. Hopkins commented that most of the year, people are not going to sit outside to get a coffee, so the pretention of outdoor seating is almost meaningless. He gave an example of a homeless person using the outdoor restroom every morning at a place nearby. The idea that there may be a public restroom with outside access is nonsense. It is not simply a security question but more about the idea of what this location is about. The idea to have a walk up outdoor as a way to create something that belongs here, in his opinion, is completely unpersuasive. The idea to get the drive-through to work if you simulate movement of automobiles is gridlock nightmare. You come in one location, which may or may not meet the 50-foot throat dimension. You also have some cars coming in to park in the “order online” parking spaces, and the drivers have to walk crossing the traffic exiting the property. He has never seen a drive-through operation that has a two-way exit where the exit traffic has to cross the entry traffic, and he does not believe it is possible. A driver backing out of one of the parking spaces will have to block traffic in both directions coming and going. Therefore, the site plan is completely unworkable.

He said that he is voting against this for two reasons. The first reason is because this business does not belong in this location. The second reason is because the attempt to make it look like it belongs here is a disaster.

Mr. Rose said that his notes say “traffic pattern unworkable”, and it is for some of the reasons that Mr. Hopkins expressed. He also sees a problem with the merging of the two lanes in the drive-through. Mr. Hopkins stated that he did not feel that the merging of the two lanes to be a problem.

Chair Allred stated that he agrees with Mr. Hopkins concerns about the traffic circulation on the proposed site plan. He also has concerns about the entry/exit to the site. Exiting left onto Green Street in an area that is already congested by design with bus traffic, cyclists, and pedestrians creates potentially harmful interactions.

He said that the City has an opportunity to do something better and more closely aligns with what we want to achieve in the Comprehensive Plan.

Mr. Hopkins moved that the Plan Commission forward Case No. 2496-SU-24 with a recommendation of denial. Mr. Rose seconded the motion.

Mr. Rose stated that the applicant has design responsibility. The design should be responsive to the three criteria that are expressed. While he finds staff's response to be cogent, staff does not have design responsibility. He finds the applicant's response to be deficient.

Mr. Hopkins stated the following reasons for recommending denial:

1. With regards to the criteria “*that the proposed use is conducive to the public convenience at this location*”, for reasons based on the Comprehensive Plan, a proposed drive-through is not consistent with the intended pattern of mixed use in relation to the University of Illinois at this location.
2. With regards to the criteria “*that the proposed use is designed, located and proposed to be operated so that it will not be unreasonably injurious or detrimental to the district in which it shall be located, or otherwise injurious to the public welfare*”, he said that the site plan is unworkable for pedestrians, unworkable for parking for Online Orders and drivers having to walk across vehicular traffic to pick up their orders, unworkable for the entrance because of

cross traffic conflicts, unworkable with exiting on Green Street because of the demand to turn left into the left turn lane, unworkable because of the two way entrance being a gridlock at three points, and unworkable with pedestrian and bicycle traffic.

- 3. With regards to the criteria *“that the proposed use conforms to the applicable regulations and standards of, and preserves the essential character of the district in which it shall be located, except where such regulations and standards are modified by Section VII-7”*, Mr. Hopkins stated that the proposed site plan is inconsistent with the Comprehensive Plan and with the changes that the City is evolving through our plans for this district and for the reconfigurations of the streets on Lincoln Avenue, which the City has done on Green Street already.

Roll call on the motion was as follows:

Mr. Andreson	-	Yes	Mr. Hopkins	-	Yes
Mr. Rose	-	Yes	Ms. Yu	-	Yes
Mr. Allred	-	Yes			

The motion passed unanimously with a vote of 5-0.

Mr. Garcia stated that this case would be forwarded to the Committee of the Whole on February 3, 2025.

H. NEW BUSINESS

There was none.

I. AUDIENCE PARTICIPATION

There was none.

J. STAFF REPORT

There was none.

K. STUDY SESSION

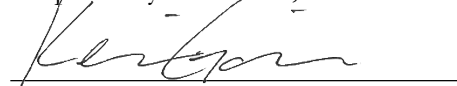
***Imagine Urbana* Comprehensive Plan Draft – Future Land Use Descriptions**

Mr. Garcia showed the updates he had made to the Development Opportunities Map. He talked about potential information to be presented at future meetings.

L. ADJOURNMENT OF MEETING

The meeting was adjourned at 8:24 p.m.

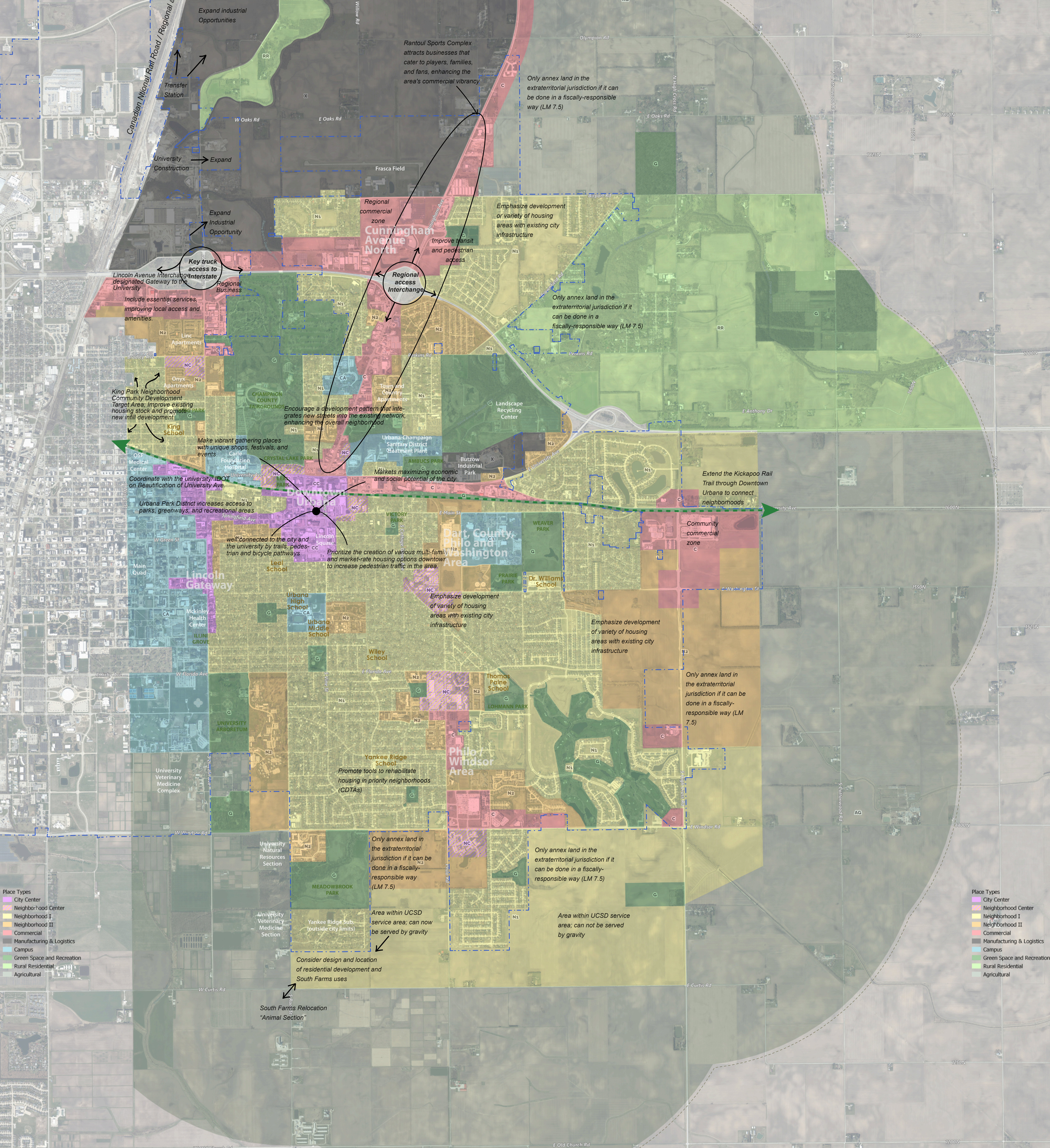
Respectfully submitted,



Kevin Garcia, Secretary
Urbana Plan Commission

Place Types

- Place Types
 - City Center
 - Neighborhood Center
 - Neighborhood I
 - Neighborhood II
 - Commercial
 - Manufacturing & Logistics
 - Campus
 - Green Space and Recreation
 - Rural Residential
 - Agricultural



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imagine
URBANA



IMAGINE URBANA TABLE OF CONTENTS

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- D. How will Imagine Urbana Be Used?

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- B. Background and Trends
- C. Process

III. Vision & Values

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- F. Big Move 6: Make Walkability a Priority
- G. Big Move 7: Promote Incremental Development
- H. Big Move 8: Invest in Financially and is Environmentally Resilient Infrastructure
- I. Big Move 9: Enhance Urbana's Economic Vibrancy
- J. Big Move 10: Support Community Health, Safety, and Well-Being
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- Development Opportunities Map

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- D. Big Move 3: Create Neighborhood Plans to Address the Needs of Individual Areas
- E. Big Move 4: Strengthen Downtown Urbana's Role as the Economic Driver of the City
- F. Big Move 5: Expand Urbana's Arts and Culture Program
- G. Big Move 6: Make Walkability a Priority
- H. Big Move 7: Promote Incremental Development
- I. Big Move 8: Focus on Infrastructure that Makes Sense Financially and is More Environmentally Resilient
- J. Big Move 9: Increase Urbana's Economic Vibrancy
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- Extraterritorial Jurisdiction
- Fair Housing
- Food Desert
- Green Infrastructure
- Incremental Development
- Infill Development
- Resilience
- Sustainability
- Walkability

B. Vision and Values

1. Urbana Demographics
2. Community Engagement Theme Definitions

C. Background and Trends

1. Comprehensive Plan Amendments

D. Imagine Urbana Process

1. 2005 Comprehensive Plan Assessment Report (September 2021) with Addendum
2. Imagine Urbana Community Outreach Summary
3. Community Engagement Theme Definitions
4. Mayor and Council Strategic Goals 2024-2025
5. Examine Urbana
6. Balancing Act Findings

I. INTRODUCTION

A. Acknowledgements

B. Message from the Mayor

C. What is a Comprehensive Plan?

D. How will Imagine Urbana Be Used?

Acknowledgements

Diane Wolfe Marlin, Mayor

Urbana City Council

Maryalice Wu, Ward 1
Christopher Evans, Ward 2
Shirese Hursey, Ward 3
Jaya Kolisetty, Ward 4
Chaundra Bishop, Ward 5
Grace Wilken, Ward 6
James Quisenberry, Ward 7

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Will Andresen
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Nick Hanson, Building Official
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Rich Surles, Deputy Chief of Police
Scott Tess, Sustainability & Resilience Officer
Kat Trotter, Planner II (Former)
Brian Weldy, Firefighter
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Rachel Storm, Arts and Culture Coordinator (Former)

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Kat Trotter, Planner II (Former)

Special Thanks and Recognition

All Urbana Residents, Workers, and Visitors Who Provided Feedback

University of Illinois Urban Planning Classes (UP 510) Fall '22, Spring '23, Fall '23

Urbana Arts and Culture Commission

Urbana Bicycle and Pedestrian Advisory Commission

Urbana Community Development Commission

Urbana Historic Preservation Commission

Urbana Sustainability Advisory Commission

John Zeman, City Engineer

Community Partners

Aspen Court

APL Engineered Materials, Inc.

Bashear Commons HOA

Best of Africa

Champaign County Bikes

Brookdale Senior Living

Champaign County Housing Authority

Channing-Murray Foundation

Champaign Urbana Public Health District

Cunningham Township

Downtown Neighborhood Association

Dream Girls Academy

El Progresso

Family Dollar

Head Start of Champaign County Regional Planning Commission

Historic East Urbana Association

King Park / Dr. Ellis Neighborhood

Lierman Neighborhood Action Committee

Middle Urbana Neighborhood Association

Salt & Light

Southeast Urbana Neighborhood Association

Silver Hearts

Steer Place Apartments

The Urbana Free Library

Town & Country Apartments

Twenty-Five O' Clock

Urbana Park District

Urbana School District 116

West Urbana Neighborhood Association

Message from the Mayor



On behalf of the City of Urbana, I am excited to share the 2024 *Imagine Urbana* Comprehensive Plan. The Comprehensive Plan will guide the City’s policy, infrastructure, and planning decisions in the coming years. It provides the framework to promote quality of life for residents through innovative, sustainable, and fiscally responsible growth and development.

From the outset, we were committed to taking a holistic and inclusive approach throughout the planning process. Our first step was to *Examine Urbana*, which resulted in a detailed look at where we are today. This was followed by an extensive, two-year community engagement effort to obtain input from all neighborhoods as well as business, hospitality, educational, and health care sectors. We listened closely to people of all ages and backgrounds

and did our best to reflect their needs, challenges, preferences, and vision for the future.

The 2024 *Imagine Urbana* Comprehensive Plan sets forth Big Ideas that build upon our strengths and address current challenges. It offers Big Moves to help guide us toward a vibrant and sustainable future. This visionary plan is a testament to our shared aspirations, values, and commitment to building a welcoming, thriving community for generations to come.

What is a Comprehensive Plan?

For any city to thrive, it must look ahead, anticipate challenges and opportunities, and plan for the future.

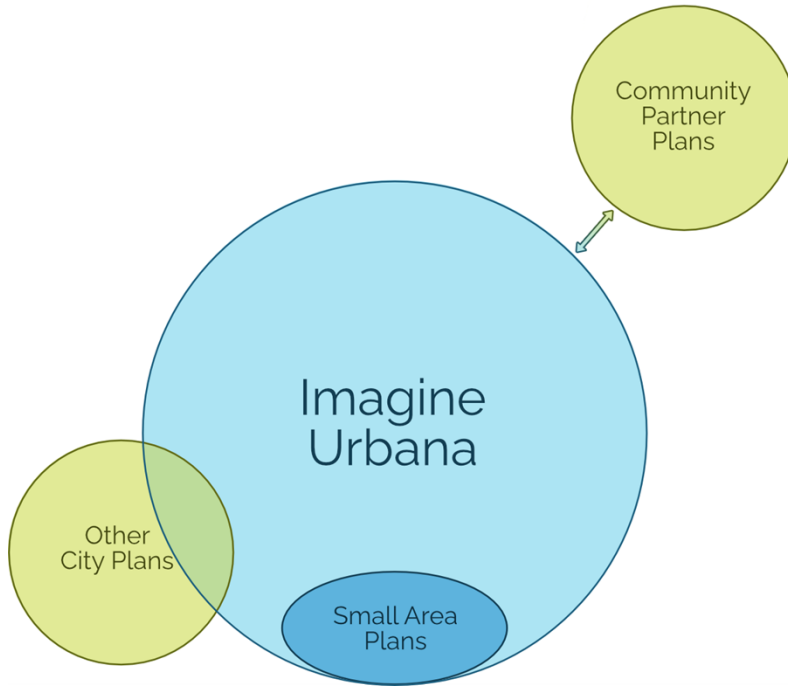
Imagine Urbana is the City's new Comprehensive Plan. It embodies our community's vision for what Urbana should look like in the next 20 years, and articulates goals, objectives, and strategies to make this vision a reality.

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.

The City's most recent Comprehensive Plan is from 2005. *Imagine Urbana* builds upon many elements of the 2005 Plan, while incorporating community feedback and addressing current needs and trends in today's environment to ensure our City's resilience over the next 20 years.

Imagine Urbana is a working document, driven by community engagement, serving as a roadmap to navigate the future course of Urbana.

The graphic below shows how other plans provide additional guidance to the Comprehensive Plan. Community Partner Plans, created by organizations outside of the City of Urbana, are completely independent of the Plan, but interact with it. Other City Plans are "stand-alone" documents that target specific areas within the City for strategic development or redevelopment and are aligned with the Comprehensive Plan. Small Area Plans address the unique goals of a specific area and may be adopted as supplements to the Comprehensive Plan.



How a comprehensive plan relates to other plans

How will Imagine Urbana Be Used?

City Planners	Other City Staff, Elected Officials, & Commissions	Developers, Architects, & Contractors	New & Existing Residents & Businesses
<ul style="list-style-type: none">▪ Guides long-term planning▪ Inform land use, transportation, and infrastructure decisions▪ Evaluate development proposals▪ Guides zoning and land development code updates▪ Inform policy recommendations	<ul style="list-style-type: none">▪ Guides for policy development▪ Help maximize return on public investment▪ Budgeting & resource allocation▪ Prioritize infrastructure projects and community services▪ Ensure future development aligns with community's desires▪ Evaluate grant opportunities	<ul style="list-style-type: none">▪ Project planning and streamlining the approval process▪ Site selection and feasibility▪ Assess City's development priorities and anticipated growth areas▪ Align projects with community values & desires	<ul style="list-style-type: none">▪ Assess real estate purchases▪ Inform business expansion and relocation decisions▪ Understand how the community might change over time

These are some of the ways that various groups use the Imagine Urbana Comprehensive Plan to guide decision-making related to community-wide land use, economic development, transportation systems, social dynamics, the environment, arts and culture, and overall quality of life in Urbana.

II. BACKGROUND

A. Events That Have Shaped Urbana Since 2005

B. Background and Trends

C. Process

Events That Have Shaped Urbana Since 2005

2005	Urbana covers approximately 12 square miles and has a population of 37,362. USD 116 serve 4,370 students. UIUC enrollment is approximately 38,904.
2006	Stone Creek, Landis Farms, and Cobble Creek Subdivisions Approved
2007	The Pines retail center opened at Philo & Windsor Roads
	Rental registration was created
2008	Global financial crisis and subsequent recession
	The Urbana Bicycle Master Plan was adopted
	City's Arts & Culture program was initiated
2009	Construction begins on Gateway Shoppes at Five Points retail center
2010	U.S. Census results in a population increase of 10.5% since 2005 to 41,300.
2011	UC2B broadband fiber infrastructure across the community got underway
2012	Carle was granted tax-exempt status allowing charity work to be deducted
2014	Windsor Road rebuilding project gets underway
	Boneyard Creek Crossing in Downtown was completed
	Urbana is upgraded to Gold-Level Bike Friendly City

2016	Enterprise Zone and Think Urbana were launched
	The Urbana Bicycle Master Plan was updated
2017	Olympian Drive extension to North Lincoln Avenue opens
2018	Health Alliance and Carle Hospital Administrative Offices in Urbana begin move to Carle at The Fields in Champaign
	City Administrator is hired after an eleven-year vacancy
	Completed “What's in Your Square” visioning for Lincoln Square Mall site
2019	University of Illinois at Urbana-Champaign surpasses 50,000 enrolled students
	Mixed-use housing projects: The Gather was approved, and the Retreat was completed
2021	200 South Vine Street townhome development completion, Urbana’s first new residential construction in downtown Urbana in over 15 years
2020	COVID pandemic restrictions forced business closures and employees to work remotely
	The University of Illinois Foundation is gifted Stone Creek Golf Club and remaining residential building sites
	U.S. Census reports a 7% population decline since 2010, from 41,300 to 38,300
	Feasibility Study for the Kickapoo Rail Trail Extension through Downtown was completed

Downtown Urbana added to the National Register of Historic Places, allowing for tax credits for historic preservation of downtown buildings

First Pedestrian Master Plan was adopted, along with a Bicycle Wayfinding Plan

2021 MCORE construction linking downtown Urbana to UIUC Campus is completed

Pinewood Place **affordable housing** is completed

City Liquor Code rewritten

renovations started on the Hotel Royer Urbana, previously the Urbana-Lincoln Hotel, in downtown Urbana

2022 County Plaza in Downtown Urbana was purchased by Champaign County for administrative offices

Implementation of City's Facilities Master Plan gets underway

2023 City's Public Realm Study for Downtown Urbana completed

Storm Water Master Plan Update completed

2024 Zoning Ordinance amended to replace the B-3U, General Business, University district with the CMU, Campus Mixed-Use district.

Special Census conducted to recount students that may have been missed in 2020 due to no in-person classes during COVID.

Philo Road project completed, including sidewalk construction, curb-and-gutter replacement, and resurfacing.

2025

H Mart grand opening: America's largest Asian supermarket opened first downstate store in a vacant 32,000 square foot grocery store in Downtown.

Urbana covers approximately 12 square miles and has a population of 38,300. USD 116 serves 4,095 students. UIUC enrollment is approximately 56,400.



Gather Illinois (2019)



200 South Vine Street townhomes under construction (2020)



H Mart Grand Opening -2025 (Image Source: Robin Stolz, New-Gazette)

Background and Trends

Evolving Economic Environment

The City's 2005 Comprehensive Plan reflected the economic environment at that time. Since then, there have been national crises and local events that have altered the direction of the City and rendered elements of the Plan obsolete. These events greatly impacted the City, its businesses, and residents.

The 2008 global financial crisis was the most severe worldwide economic crisis since the Great Depression. In addition, the World Health Organization declared COVID-19 a pandemic in March 2020. The coronavirus pandemic created a state of emergency around the world never before seen by current generations.

Other local unforeseen events, though not at the scale of the aforementioned, impacted Urbana in both positive and negative ways. The move by Carle Health of its administrative and Health Alliance Medical Plans offices from Urbana to Carle at the Fields (CATF) in Champaign, along with the construction of a new Carle medical building at CATF, saw a mass exodus of workers that supported Urbana restaurants, grocers, and retail businesses, as well as the loss of outpatients that help sustain Urbana businesses.

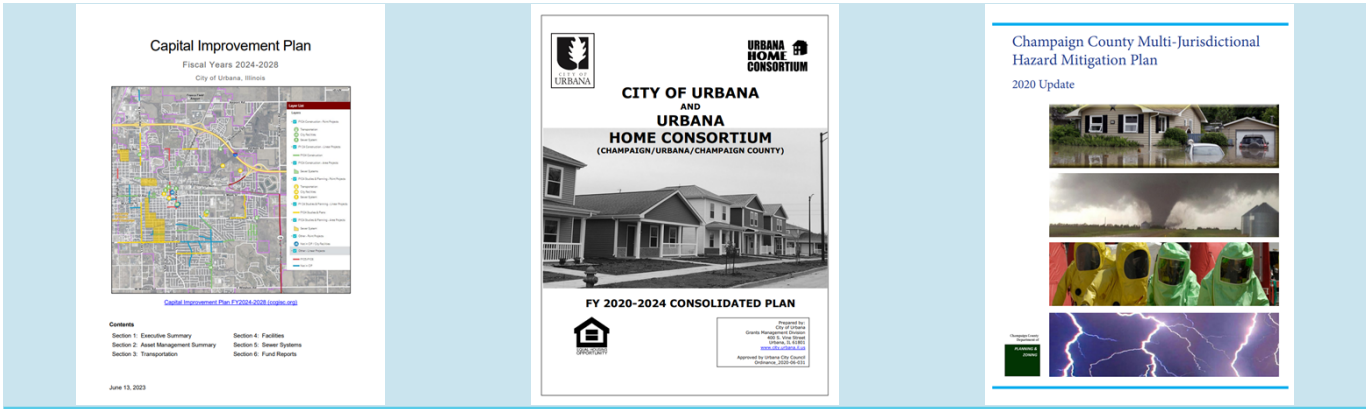
On a positive note, the transition in ownership of Stone Creek residential sites to the University of Illinois Foundation spurred the sale of the 106 remaining lots and led to an uptick in Stone Creek building permits and Think Urbana applications. This brought new residents to the city of Urbana and increased property tax revenue.

For other major events that impacted Urbana since the 2005 Comprehensive Plan, see Background, A - Events That Shaped Urbana Since 2005.

Acknowledging Existing Plans and Adapting to Change

Imagine Urbana builds upon the many plans and studies adopted by the City and area partners, including the Bicycle Master Plan, Pedestrian Master Plan, What's in Your Square, CUUATS Long Range Transportation Plan, Boneyard Creek Master Plan, Urbana HOME Consortium Consolidated Plan, Public Realm Study, Community Risk Assessment and many others.





Although the only formal update to the 2005 Comprehensive Plan was published in 2006, there have been several amendments to the 2005 Plan as a result of the Plan’s recommendations. (Appendix C.1. - Comprehensive Plan Amendments Since 2005) Amendments reflect the changing needs and preferences of the community, and are subject to public hearings, and approval by the Urbana Plan Commission and Urbana City Council. Amendments can also allow for neighborhood-level focus. As an example, the Crystal Lake Neighborhood Plan was adopted as an amendment to guide future planning of the Carle Foundation Hospital area and Crystal Lake neighborhood, focusing on preserving safety and character, while improving transportation. Similarly, the “Retreat at Urbana” Future Land Use Map Amendment was in response to Illinois American Water vacating a large treatment facility in that neighborhood (an unforeseen event), and the desire to build new housing at the site.

Imagine Urbana adopts the 2016 Bicycle Master Plan, the 2020 Pedestrian Master Plan, and the 2008 Boneyard Creek Master Plan as elements of the plan. Subsequent versions of these plans will be automatically adopted into *Imagine Urbana*.

Examine Urbana – Urbana’s Present-Day Conditions

The City of Urbana launched the *Examine Urbana* website prior to the second round of community engagement in the *Imagine Urbana* Comprehensive Plan process. *Examine Urbana* replaces the traditional “existing conditions” report found in most comprehensive plans, with an in-depth look at the issues and trends facing Urbana. The City opted for an online, visual format for *Examine Urbana* to make the presentation of information as engaging as possible to encourage readership. *Examine Urbana* provides highly-detailed background information in seven “chapters” on topics important to the development of the new *Imagine Urbana* Comprehensive Plan. Chapters include:

- I. Introduction to Examine Urbana – an overview of Examine Urbana’s chapters, the role of a Comprehensive Plan, background on the City, and tips for optimizing the Examine Urbana experience.
- II. Development & Taxes – covers the history of growth and development in Urbana, along with key issues for future consideration.
- III. Transportation – illustrates how people get around in Urbana, plus how transportation has evolved.
- IV. Arts and Culture – explores the origins and impact of Urbana’s Arts & Culture program.
- V. Housing – addresses Urbana’s housing history and current landscape, and looks at how housing intersects with other issues in the community.
- VI. Energy and the Environment – discusses trends, Urbana’s successful sustainability programs, and how the City partners with other agencies on environmental issues.
- VII. 2005 Comprehensive Plan Assessment – reviews the accomplishments and takeaways from the previous Comprehensive Plan.

These chapters are filled with facts, trends, and related stories about Urbana’s history and present-day conditions. City staff made every attempt to use Urbana data, stories, images, and videos, wherever possible. *Examine Urbana* was created to educate, empower, and encourage public involvement in the *Imagine Urbana* discussions. It focuses on providing a people-centered, transparent lens on issues in Urbana. Whether you are a life-long resident of Urbana or new to the community, *Examine Urbana* offered valuable insight for the *Imagine Urbana* Comprehensive Plan community engagement discussions.

Trends Affecting Local Government

The COVID-19 pandemic and resulting economic crisis significantly affected the Urbana’s businesses and residents. This experience not only tested our resiliency as a community, it had a meaningful impact on the development of this new Comprehensive Plan. While a long-term, high-level plan for the City is always important, it is especially critical during uncertain times and emergencies. This Plan will serve as a compass to guide the City toward its goals, based on its vision and values, which hold steadfast during unexpected and traumatic events.

As we have seen, global, national, and local trends can significantly affect local government, which can include unfunded mandates to meet changed laws or societal expectations. Local government must stay informed to adapt their policies, programs, and services to meet the evolving needs and expectations for the community, while considering local priorities and resources.

Energy and the Environment

Renewable energy sources, such as solar and wind power, are expanding to decrease carbon footprints. Reducing greenhouse gas emissions is also a global priority. Electric vehicles and e-bikes are growing in popularity and being incentivized by state and federal governments. In addition, some states and municipalities have begun requiring or incentivizing energy-efficiency and sustainable construction standards.

Urbana will continue to monitor the changing landscape of green technology and transportation preferences and evaluate whether City regulations and infrastructure need updating to accommodate these changes.

Aging Infrastructure

Local governments struggle to allocate sufficient resources for capital improvement projects. As a result, maintenance of aging roads, bridges, and other infrastructure is continuously deferred. Unfortunately, this leads to more costly fixes down the line. Motor fuel taxes, a key source of funding for transportation infrastructure, will generate less revenue as more drivers switch to hybrid and electric vehicles.

Urbana will carefully assess capital improvements and explore new funding mechanisms as revenue sources change and evolve.

Loss of Trust in Government Institutions

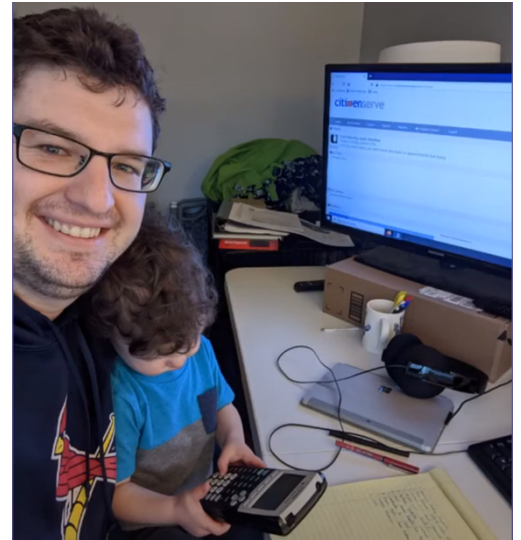
While local governments have not experienced the same levels of mistrust as at the state and federal level, cities must remain proactive in maintaining transparency and communicating to residents to maintain the public's trust.

Urbana is committed to building upon and improving community relationships, exploring new ways to share information, ensuring services are reliable and streamlined, and actively engaging with diverse perspectives.

Workforce Shortage

The COVID-19 pandemic disrupted the labor market, but other forces have also contributed to a nationwide workforce shortage:

- Aging population and retirements have reduced the size of the labor pool.
- Skill gaps between the skills demanded by employers and those possessed by the workforce result in a shortage of qualified workers in certain sectors, and rapid technological advancements and changes in industry requirements can further widen skill gaps.
- Remote work preference, accelerated by the pandemic, has changed the traditional employment landscape. While remote work offers flexibility, it can limit the pool available for jobs that require an on-site presence.
- Childcare challenges, including cost and availability, pose a significant hurdle for parents wanting to return or stay in the workforce.
- Transportation barriers, including limited access to reliable and cost-effective transportation, hinders even qualified workers from entering or remaining in the workforce.



Justin Swinford, City of Urbana staff member, working from home

Workforce shortages slow economic growth as businesses face rising labor costs, the inability to expand, delays in providing services, and burnout of existing employees.

Creating a more resilient and sustainable workforce will require a multi-faceted approach, involving collaboration between the City, Urbana businesses and the community. The City will work with community partners to provide education and training programs to bridge skill gaps, improve access to affordable childcare, enhance transportation resources, develop policies that support a diverse and inclusive workforce, and assist businesses in attracting workers and maintaining quality jobs.

Declining Population

The 2020 U.S. Census resulted in a 7% population decline for Urbana since the 2010 census. State and federal funding for local governments is based on population. A declining population means less funding for City services and infrastructure.

Urbana will explore ways to retain and attract residents, while carefully evaluating development strategies and infrastructure investments in light of population trends.

Pandemic Recovery

The Urbana business community, as well as communities across the nation, experienced the loss of local businesses in the aftermath of the COVID-19 pandemic. The real estate, tourism, restaurant, hospitality, and performing arts sectors were especially hard hit and continue to face economic disruption. Contractors also continue to experience the after-effects of the pandemic, including a shortage of construction materials and supply chain delays, which increase their construction costs and decrease profits. The impact on local communities is slowed economic growth.

On a positive note, throughout the pandemic, Urbana utilized many new strategies related to outreach, flexibility in accommodating outdoor businesses and events, and utilizing digital environments in innovative ways. The City will continue to learn from these initiatives and will remain agile and resilient in responding to the changing recovery landscape.

Cybersecurity Threats

Cyberattacks pose a serious threat to the security and stability of governments and their citizens, and require constant vigilance and protection, as they can compromise the security, privacy, and operations of government systems and infrastructure. Common cyberattack methods have included attacks on supply chains, ransomware, and phishing and whaling. Although these and other cyberattacks are far from a new phenomenon, cybercriminals are becoming more sophisticated and evolving attacks faster.

As these threats continue to evolve, it is important that the City keep cybersecurity precautions, technologies, and response plans up to date.

The Need to Deliver Better Digital Services

The public has become more accepting of digital services and expect their government to provide data and services electronically.

Urbana will ensure information and services are accessible and up to date in the digital world, while keeping in mind that some residents are still best reached in traditional ways.



Public Safety

Reducing traffic crashes and fatalities is an ongoing public safety challenge. Infrastructure design has gained prominence to address the safe interaction of vehicles, bicycles, and pedestrians to ensure the well-being and prosperity of their community. *Imagine Urbana* outreach included responses that crime and gun violence were primary safety concerns for some residents, especially in certain neighborhoods.

Urbana will assess infrastructure, traffic regulations, and design standards, prioritizing public safety and making adjustments to maintain a secure and flourishing environment. A commitment to collaboration and equity in addressing public safety concerns is crucial for fostering a safer and more equitable response to safety concerns. The City will work with public safety officials, community groups, and local service providers to address the root causes of concerns.

Housing and Poverty

Urbana has not been immune to the national crises related to housing affordability and homelessness. While some residents choose to live in Urbana due to its lower cost of living than larger cities, data shows many Urbana households are struggling to fit housing costs into their budget, particularly low-income renters. Census data shows that housing indicators like cost-burden and home-ownership rates vary for different demographic groups. (For more detail on the local housing market, see *Examine Urbana's* Housing Chapter.)

Federal funding to address housing issues is often not sufficient to address the need, so Urbana will pursue innovative housing strategies at the local level, ranging from zoning reforms to financing solutions for affordable housing.

Retail Shopping

E-commerce is growing, with on-line shopping gaining momentum during the COVID-19 pandemic. Traditional brick-and-mortar retailers have adapted by enhancing their online presence. Some retailers have closed their businesses due to lower in-person sales and overhead costs.

Urbana will continue to support our retail businesses through shop local initiatives, incentives, and other resources wherever possible and practical.

Aging Population

America’s median age has been steadily increasing for decades.

The City will need to continue to monitor this trend and make sure that Urbana’s businesses, housing, transportation options, and land use address the needs of older residents.



Glow by Lola ribbon cutting

Process

The City’s *Imagine Urbana* Comprehensive Plan process began in late 2020 and was centered on extensive community outreach to identify goals and aspirations for the future development of the City.

Setting the Stage

In 2020, staff outlined a road map timeline for the Comprehensive Plan process and presented it to City Council. *Imagine Urbana* was chosen as the name, and a local designer created the logo and graphics. Planning also got underway for the *Imagine Urbana* website, the initial community engagement and education tool.

Urbana residents are very mobile, and governance differs greatly from state to state, county to county, and city to city. To help the Urbana community understand the various tax-funded governing bodies and agencies that serve our businesses and residents, staff recorded 13 videos and posted them to the *Imagine Urbana* website. Each video featured the agency director talking about their organization’s structure, services provided to the community, and their funding sources. The videos clarified which agencies are responsible for the many services provided to our community.

In addition, videos were created featuring people who work, live, visit, shop, and study in Urbana, each describing why the



21,000 Urbana households received postcards advertising *Imagine Urbana*

Comprehensive Plan is important to them. The series was called: "[How Does the Comprehensive Plan Impact Me?](#)"

Over Fall and Winter 2020, with COVID vaccines becoming widely available in Champaign County, the City hosted numerous meetings with City partners to plan Summer 2021 outdoor events. Groups like the Urbana Park District, Urbana Free Library, Cunningham Township, Champaign County Regional Planning Commission supported and encouraged those efforts.

Website feedback on words to describe Urbana

An innovative SMS text survey was also developed, available in four languages (English, French, Chinese, and Spanish), and accessible from any cellphone --- no smartphone, internet connection, or

computer was needed to take the text survey.

The Comprehensive Plan public engagement website, *ImagineUrbana.com*, launched in February 2021, provided COVID-safe engagement tools for people to share their ideas about the future of Urbana. Tools included: an Idea Wall to post thoughts and recommendations, an interactive map to pin favorite Urbana places and areas needing improvement, and a survey. The survey asked the public to name opportunities and challenges for Urbana, what you love about the City, what three words best describe Urbana, places you take visitors, the reason(s) you in Urbana, and priorities for the next 10 - 20 years.

Community Outreach Phase I Gets Underway

After *ImagineUrbana.com* launched, staff used a variety of community engagement methods to encourage everyone to have a voice in the Comprehensive Plan process. (Appendix D.2. - Imagine Urbana Community Outreach Summary.)

Early in 2021, a year into the pandemic, most engagement activities took place on Zoom, such as interactive workshops with Dream Girls Academy teens, and presentations to community groups like CCNet, Champaign County Bikes, and Head Start's Early Childhood Education program. Numerous social media, television, and radio programs publicized *ImagineUrbana.com*, upcoming events, and the need for community input.

As the weather warmed and Champaign County COVID vaccination rates increased, outdoor and socially distanced programming got underway at Salt & Light vaccination clinics, the Winter Farmers' Market, Silver Hearts grocery distributions, and Bike to School and Bike to Work events. Throughout Summer 2021 community engagement activities continued at Urbana Free Library events, Urbana Park District activities, Urbana Arts & Culture programs, festivals, resource fairs, senior center visits, a self-guided historic downtown walk, and more!

Realizing early on that some residents had difficulty or were reluctant to attend meetings or events (due to work schedules, accessibility, or government mistrust), City

"Urbana [should] preserve local neighborhood feel"

staff worked with the University of Illinois' Urban and Regional Planning class to seek out voices traditionally not heard. The class selected four groups for targeted outreach during their Spring 2021 semester: second- and third-shift workers, people with disabilities, the historic Black community, and

the Latino community. Outreach efforts included having conversations with area employers, workers, and community organizations.

What Was Learned from Assessing the 2005 Comprehensive Plan?

While community engagement was underway, staff completed a full assessment of the 2005 Comprehensive Plan to determine what lessons could be learned to make the *Imagine Urbana Comprehensive Plan's* implementation more resilient and sustainable. (See Appendix D.1. - 2005 Comprehensive Plan Assessment). Key takeaways were to:

- Keep *Imagine Urbana* at a community-wide level
- Integrate general community concerns across the entire Plan
- Evaluate the Plan regularly
- Consider equity in each Big Move and Little Move

Assessing Phase I's Early Community Engagement Process

In reviewing the *ImagineUrbana.com* online responses, there was strong participation from a few well-represented neighborhoods. However, low-income and high-minority neighborhoods were generally not using the website to provide feedback.

Staff re-evaluated the community outreach process and made the decision to focus on areas of Urbana that were not being heard from. In Fall 2021, another University of Illinois Urban and Regional Planning class developed an engagement plan for three areas not involved in Comprehensive Plan discussions. This Outreach included door-to-door conversations with residents and targeted event outreach in the King Park, Lierman, and East Crystal Lake Park neighborhoods.

"[I would] love for the city to be a leader in local environmental action"

Conversations took place with residents and shoppers at various times of the day and week in key areas, including Highland Green, Aspen Court, Woodland Park, Silverwood, Gateway Shoppes, El Progresso, Family Dollar, Best of Africa, and Dr. Martin Luther King, Jr. Elementary School.

Numerous other conversations were held by staff across the City, with senior citizens, neighborhood groups and homeowners' associations, parents' organizations, employees at Urbana companies, and students at campus events.

The most effective outreach strategies for hearing from those who do not usually get involved in civic engagement proved to be collaborating with community partners and reaching out to residents where they live.

Feedback from the Initial Community Engagement Phase

After knocking on countless doors, talking with dozens of community groups, having numerous one-on-one conversations, collecting surveys, and receiving a myriad of ideas through the Imagine Urbana website, staff addressed the diverse range of inputs. The findings were five distinct themes people consistently wanted addressed in the City's new Comprehensive Plan (Appendix D.3. - Community Engagement Theme Definitions).

- Housing and Neighborhoods
- City and Community Services
- Community Health and Safety
- Transportation and Infrastructure
- Cultural and Economic Vibrancy





UIUC student engaging with Urbana residents through a door-to-door survey

Diversity of People Leads to a Diversity of Ideas

In every community, there is diversity of opinions among residents. Responses to the City's community engagement efforts would often conflict with others' depending upon one's perspective. Current events, as well as personal experiences, often influenced an individual's response.

Diversity of Input by Type of Outreach

There were differences between in-person responses vs. website survey responses, which generally reached different demographics. For example, in-person respondents were more likely to mention food access, public safety/gun violence, and inequities and "white flight" within the school system. In response to "What should Urbana's priorities be for the next 10 - 20 Years?", "Education" was mentioned more frequently in in-person surveys vs. website surveys. "Economic Development", however, had numerous mentions in both in-person and website surveys, emphasizing the need for more jobs and businesses throughout Urbana. In response to "Why do you choose to live, work, shop, or study in Urbana?", website survey responses most frequently mentioned a connection to the University of Illinois. In-person responses often mentioned the University, but family ties were a more commonly cited reason. For the same question, website survey responses were also more likely to mention the ease of getting around Urbana, walkability, and nearby access to work, schools, and stores than in-person survey responses.

<p>ImagineUrbanaAdmin a month ago</p> <p>More attractions to downtown and Lincoln Square Mall</p> <p>Idea from Labor Day Picnic, September 6, 2021. Posted by Lily Will.</p> <p>0 ❤️</p>	<p>ImagineUrbanaAdmin a month ago</p> <p>Work on adding DC fast-charging electric car chargers.</p> <p>Car charging stations for non-Tesla vehicles at apartment buildin..</p> <p>2 ❤️</p>	<p>Main Street from Urbana Walmart/Kickapoo Rail Trail to Downtown Champaign should be a smooth and safe bicycle corridor.</p> <p>The street should connect across the two town and campus. Idea f..</p> <p>0 ❤️</p>	<p>Corner of Washington and Race St. 117 W. Washington and 900 S. Ra..</p> <p>1 ❤️</p>
<p>DanCorkery a month ago</p> <p>South Busey Avenue must remain the boundary between multi-family housing and lower-density housing. Protect West Urbana.</p> <p>0 ❤️</p>	<p>Bill a month ago</p> <p>Incentivize the creation of trendy 2nd/3rd floor apartments over old downtown business. Businesses will follow.</p>  <p>0 ❤️</p>	<p>DanCorkery a month ago</p> <p>Make Boneyard corridor a continuous pathway from downtown Champaign to downtown Urbana. Fill in blanks between Champaign, UI and Urbana.</p> <p>Boneyard Dream</p> <p>0 ❤️</p>	<p>Laura a month ago</p> <p>Doing something with the abandoned hotel in the middle of town, such as a multigenerational living center or retirement center.</p> <p>1 ❤️</p>
<p>Dale/Van a month ago</p> <p>Tear down the old empty buildings scattered all over town --- no one is ever going to use them.</p> <p>Open space is much better than unsightly relics.</p> <p>0 ❤️</p>	<p>Dale/Van a month ago</p> <p>Tear down the "historic" Lincoln Hotel. We do not need an outdated, decrepit structure --- we need a new, uplifting, classy, modern hotel.</p> <p>A forward-looking place that people want to stay and play.</p> <p>0 ❤️</p>	<p>Dale/Van a month ago</p> <p>Bring in interesting restaurants and night spots to Urbana, especially downtown --- there is really no place worth going so nobody does.</p> <p>Force out old bars that are dirty, have served the same food fore..</p> <p>1 ❤️</p>	<p>Yousaf a month ago</p> <p>More naturalized hellstrip/curbside gardens/bioswales</p>  <p>Walking around parts of Urbana, loving the trees but seeing a lot..</p> <p>3 ❤️</p>
<p>Bill a month ago</p> <p>Turn Lincoln Square into a convention center with some small businesses facing out, not in.</p>	<p>Bill a month ago</p> <p>Partner with the university to create a year-round petting zoo next to Meadowbrook Park rehabing the buildings between there and Philo Road.</p>	<p>Silverwood Resident a month ago</p> <p>Imagine ideas that will benefit all residents of Urbana rather than focusing on ideas that will only benefit Downtown</p>	

Online 'Idea Wall' responses: What do you love about Urbana? What do you think is an opportunity or challenge for Urbana? What are your concerns about Urbana?

Staff Working Groups

Staff Working Groups were assembled for each of the five themes identified in Phase I Community Engagement (Appendix D.2. - *Imagine Urbana* Community Outreach Summary). Prior to each working group's discussion session, members were given a definition of their theme (Appendix D.3. - Community Engagement Theme Definitions and pre-meeting assignments to prepare them for their group's discussion, including to review the *Imagine Urbana* Community Outreach Summary (Appendix D.2. - *Imagine Urbana* Community Outreach Summary) and the 2023-2024 Mayor and Council Goals (Appendix D.4. - Mayor and Council Goals).

At each theme meeting, staff working group members were asked to think of issues that hold their department or the City back in achieving the priorities identified in the *Imagine Urbana* Community Outreach Summary. Members were also asked what staff, Council, and community partners could do to address those challenges, as well as estimate the time and cost associated with implementing solutions. This lively, interactive discussion resulted in the identification of common and internal challenges.

As part of the new *Imagine Urbana* Comprehensive Plan process, the City should strengthen what is working and implement plans to address challenges and opportunities the City is facing. This process is informed as much by the City's needs as the community's priorities. The feedback from each staff working group was used to augment the next phase of community engagement.

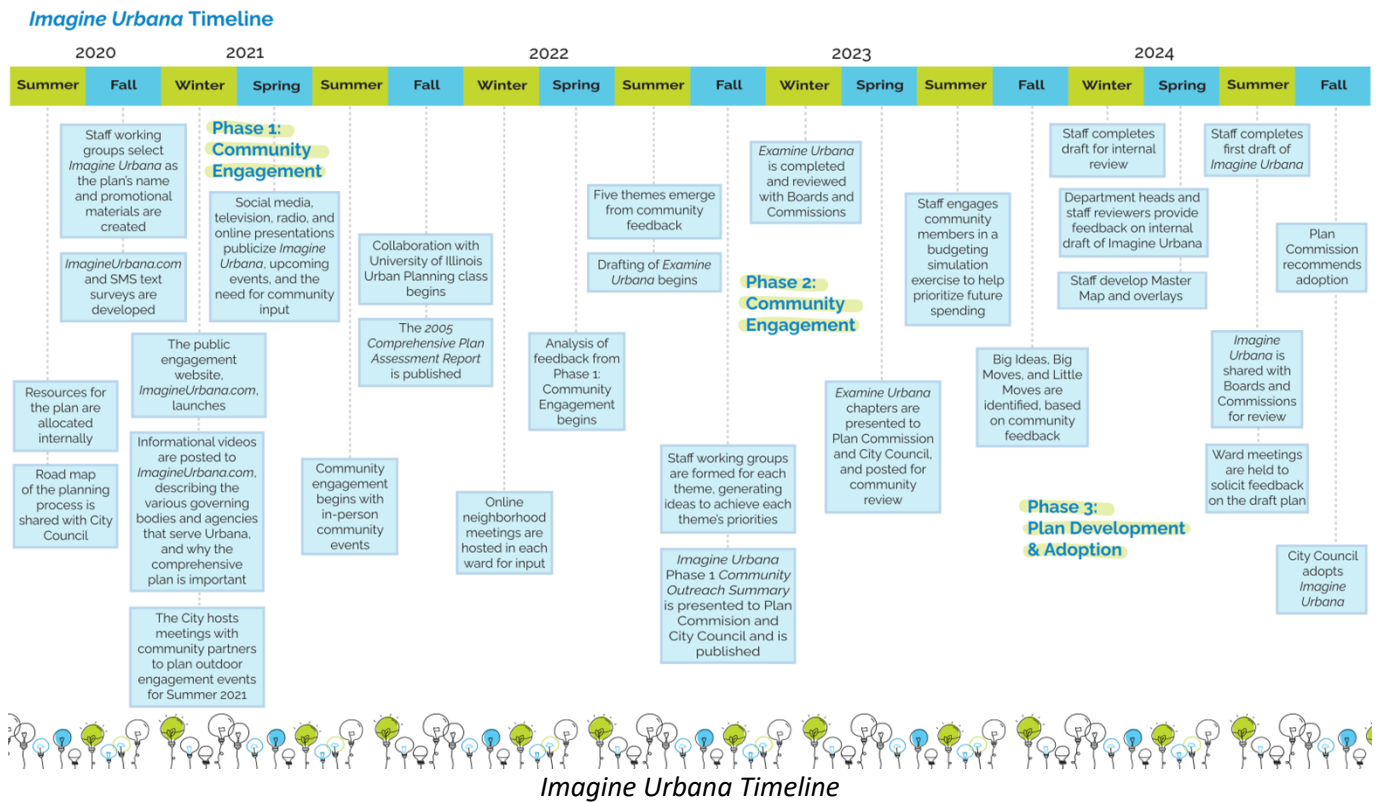


Community Engagement to Prioritize City Spending

During the next phase of community engagement, staff asked the public to help the City prioritize its future spending through in-person and online activities based on the five themes identified in the initial *Imagine Urbana* community engagement phase. Interactive simulation software allowed participants to immediately see the impact of their decisions (Appendix D.6. - Balancing Act Findings). *Examine Urbana*, the existing conditions of Urbana, was provided to the public for background (Appendix D.5. - Examine Urbana).

The first activity was online only and asked the public to rank their top three priorities out of seven options. The top three community priorities from this activity were: Affordable & Diverse Housing, Safe & Healthy Community, and Strong Local Economy.

The second interactive activity was both online and in-person, with one event in each City Council Ward. Each participant was given \$100 in “Bana Bucks” to spend (vote) on options related to each theme identified from Phase 1’s community engagement. The primary focus of this activity was community participation in the trade-off activities where participants had to prioritize how they spent their money (voted) as they did not have enough money to spend (vote) on all the options. Online, they could click on an “info” button for each option to learn more, while in-person, they could look at information cards for each option. Participants quickly saw the difficulty in not being able to fund all the projects they deemed valuable, which helped them better understand what City Council and staff face when allocating City resources. Of note, priorities selected differed by Ward, as well as between online and in-person “spenders”.



III. VISION & VALUES

The Vision for Urbana grew out of the *Imagine Urbana* Comprehensive Plan community outreach process. The City’s people represent a very diverse population (Appendix B.1. - Urbana Demographics). Fostering a truly inclusive community is an ongoing process that requires commitment from leadership, dedication of resources, and a willingness to evolve with the needs of the community. During the *Imagine Urbana* outreach process, an overriding goal was to involve the entire community and to provide opportunities for everyone to have a voice.

As themes emerged from the community’s input, so did the City’s Vision and Values (Appendix B.2. - Community Engagement Theme Definitions). The City’s underlying Values play a crucial role in supporting its vision, by providing the guiding principles and framework to help achieve the vision. Values also influence the decision-making process. When faced with complex decisions, City Council and staff can refer to the City’s Values to ensure decisions are aligned with the vision and its underlying principles.

Urbana’s Vision

A Welcoming Community for Everyone

Urbana’s Values

The City ensures **Equity and Inclusion in all City Services**

This City is a **Welcoming, Livable, and 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's Borders**

IV. UNDERSTANDING BIG IDEAS, BIG MOVES & LITTLE MOVES, AND METRICS

Big Ideas

At the heart of Imagine Urbana are the Big Ideas for the City's future --- what Urbana will look like 20 years from now (Section V).

Aligned with the City's Vision and Values, these Big Ideas are the overarching goals for Urbana's future, reflecting the community's aspirations gathered through the Imagine Urbana community outreach process. They are designed to serve the diverse range of individuals and groups within the community.

Each Big Idea is comprised of specific **Objectives** that embrace what it means to attain each Big Idea and a **Barometer(s) of Success** to track achievement.

Big Moves and Little Moves

Big Moves are the strategies to achieve the City's Big Ideas. They involve a combination of short-term, mid-term, and long-term initiatives. Short-term actions often have an immediate, high impact, thus building momentum toward achieving Imagine Urbana's Big Ideas, mid-term initiatives involve more substantial efforts to complete, and long-term measures often involve sustained efforts, often in collaboration with community partners. Each Big Move often addresses multiple Big Ideas (See *What are the Big Ideas for Urbana's Future?*).

Associated with each Big Move are Little Moves, which are the strategic actions that provide specific, tangible steps for implementing each Big Move.

Tracking Progress with Metrics

Imagine Urbana updates will report on progress that has been made toward achieving the Big Moves and implementing the Little Moves. Metrics have been assigned to each Little Move (See Tracking Progress) to track progress toward attaining the Big Moves.

This hierarchy of Big Ideas, Big Moves, and Little Moves (goals, strategies, and strategic actions), which align with the Vision for the City's future and its core Values, allows for a systematic and organized approach to planning Urbana's future, based on community input and values.

*Hierarchy of Vision, Values,
Big Ideas, Big Moves, Little Moves, and Metrics*

IV. WHAT ARE THE BIG IDEAS FOR URBANA'S FUTURE?

- A. Big Idea 1: Urbana is a Place for Everyone**
- B. Big Idea 2: Urbana is Both Financially and Environmentally Resilient**
- C. Big Idea 3: Urbana is a City of Connected Neighborhoods**
- D. Big Idea 4: Urbana Embraces its Cultural Vibrancy and Character**

Big Idea 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. This Big Idea focuses on making Urbana even more inclusive and welcoming to all people.

Objectives

- 1.1 Design the City for people of all ages and abilities.
- 1.2 Strengthen community outreach and engagement to prioritize inclusivity and responsiveness.
- 1.3 Broaden the economic base and housing options in ways that reflect the City's diversity.
- 1.4 Transform Downtown into a vibrant, inclusive gathering space.

Barometers of Success

- Results of Community Quality of Life survey, by subgroup
- Rent burden by subgroup



Big Idea 2: Urbana is Both Financially and Environmentally Resilient

This Big Idea will ensure Urbana can navigate economic downturns, 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

- 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 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.

Barometers of Success

- Total revenue to total infrastructure burden
- Property tax dollars per taxable acre*
- City has asset management plans for all core infrastructure assets addressing resource efficiency, environmental impact, and resiliency to extreme weather events
- City has a Climate Action Plan that addresses climate mitigation and climate adaptation

* 30% of land in Urbana is tax-exempt



City of Urbana Community Solar Array

Big Idea 3: Urbana is a City of Connected Neighborhoods

This Big Idea 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

- Capitalize on the strengths 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.

Barometers of Success

- Transit/Walked/Biked %
- Overall Walkscore and Walkscore by subgroup per www.walkscore.com/IL/Urbana
- % of capital budget spent on projects to better connect the City via walking and biking. www.walkscore.com/IL/Urbana
- Decreased level of traffic stress scores / level of traffic stress, % of streets



Big Idea 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

- 4.1 The City is a destination for music and the arts.
- 4.2 Community partners and local groups host festivals and events throughout the year.
- 4.3 Residents and visitors gravitate to Urbana’s unique shops and eclectic vibe.
- 4.4 Murals and sculptures are located throughout the City.

Barometers of Success

- Increase in grant funding
- Increased community participation in workshops, events, and collaborative projects



V. WHAT ARE THE BIG MOVES TO ACHIEVE THE CITY'S BIG IDEAS?

- A. Big Move 1: Address Urbana’s Diverse Housing Needs**
- B. Big Move 2: Align the Zoning Ordinance with Imagine Urbana**
- C. Big Move 3: Address the Needs of Individual Areas**
- D. Big Move 4: Make Downtown the Economic Driver of the City**
- E. Big Move 5: Expand Urbana’s Arts and Culture Program**
- F. Big Move 6: Make Walkability a Priority**
- G. Big Move 7: Promote Incremental Development**
- H. Big Move 8: Invest in Financially and is Environmentally Resilient Infrastructure**
- I. Big Move 9: Enhance Urbana’s Economic Vibrancy**
- J. Big Move 10: Support Community Health, Safety, and Well-Being**
- K. Big Move 11: Advance a Clean and Green Community**

Big Move 1: Address Urbana’s Diverse Housing Needs

Throughout the Imagine Urbana process, people said that Urbana needs more housing, of all types, and at 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

- 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.
- 1.2 Develop targeted solutions to housing study initiatives, maximizing limited resources.
- 1.3 Continue to work with local affordable housing providers and developers to expand the City’s stock of permanently affordable units.
- 1.4 Use *Imagine Urbana* to inform the completion of the 2025-2029 HOME Consortium Consolidated Plan.
- 1.5 Complete an assessment of fair housing needs and issues in Urbana and develop targeted solutions to address them.
- 1.6 Use public-private partnerships to create housing options to meet community needs.
- 1.7 Promote tools to rehabilitate housing in Community Development Target Areas.
- 1.8 Invest Federal dollars in community-based organizations that provide needed public services to low-income residents.

Associated Metrics

- 1.1.1 Completion of housing study, including affordable housing analysis, with strategies for addressing housing needs
- 1.2.1 Completion of targeted solutions to housing study initiatives
- 1.3.1 # of new affordable housing units added
- 1.4.1 Completion of 2005 – 2029 HOME Consortium Consolidated Plan
- 1.5.1 Fair housing assessment completed
- 1.6.1 # of housing units created through public-private partnerships
- 1.7.1 # of tools available for housing rehabilitations

1.7.2 # of houses rehabilitated

1.8.1 # of units

1.8.2 Land use for each housing type

1.8.3 Housing demographics

1,8,4 Building permits issued

1.9.1 # of clients supported with housing programs/services

Associated Big Ideas and Objectives

- Big Idea 1: Urbana is a Place for Everyone
 - Objective 1.1 Design the City for people of all ages and abilities.
 - Objective 1.3 Broaden the economic base and housing options in ways that reflect the City's diversity.
- Big Idea 2: Urbana is Both Financially and Environmentally Resilient
 - Objective 2.2 Focus on incremental development and innovation, piloting new ideas in small ways to see what works.
 - Objective 2.3 Use the City's annexation policy to strategically control development.
 - Objective 2.7 Emphasize development in areas with existing City infrastructure, natural resources, and amenities.
 - Objective 2.10 Welcome and invest in affordable housing development and make policies that attract developers of affordable housing.
- Big Idea 3: Urbana is a City of Connected Neighborhoods.
 - Objective 3.1 Capitalize on the strengths and assets of individual neighborhoods.

Project Lead

Grants Management Division

Implementation Partners

Planning Division, Economic Development Division



The Den on University apartment building



Crystal View townhomes

Big Move 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 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

- 2.1 Dedicate resources to rewrite the City's Zoning Ordinance to support Imagine Urbana.
- 2.2 Implement incremental steps to address immediate concerns, prior to the approval of a new Zoning Ordinance.
- 2.3 Review Zoning Ordinance to determine what does not align with Imagine Urbana and update the Zoning Ordinance

Associated Metrics

- 2.1.1 Resources are allocated
 - 2.2.1 # of Zoning text amendments to address immediate concerns
 - 2.2.2 # of Zoning Ordinance changes drafted as a % of Zoning Ordinance changes identified
- 2.3.1 Completion of Zoning Ordinance update

Associated Big Ideas and Objectives

- Big Idea 1: Urbana is a Place for Everyone
 - Objective 1.1 Design the City for people of all ages and abilities
- Big Idea 2: Urbana is Financially and Environmentally Resilient
 - Objective 2.2 Focus on incremental development and innovation, piloting new ideas in small ways to see what works.
 - Objective 2.3 Use the City's annexation policy to strategically control development.
- Big Idea 3: Urbana is a City of Connected Neighborhoods
 - Objective 3.1 Capitalize on the strengths and assets of individual neighborhoods.

Project Lead

Planning Division

Implementation Partners

Plan Commission



Big Move 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

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

Associated Metrics

3.1.1 Framework developed (Yes/No)

3.2.1 Report on City's modified regulations prepared? (Yes/No)

3.3.1 # of individual small area plans updated/developed, # in process, and # not yet started

Associated Big Ideas and Objectives

- Big Idea 1: Urbana is a Place for Everyone
 - Objective 1.1 Design the City for people of all ages and abilities
 - Objective 1.2 Strengthen the community outreach and engagement to prioritize inclusivity and responsiveness
 - Objective 1.3 Broaden the economic base and housing options in ways that reflect the City's diversity.
- Big Idea 3: Urbana is a City of Connected Neighborhoods
 - Objective 3.1 Capitalize on the strengths and assets of individual neighborhoods.
 - Objective 3.2 Expand trails and sidewalks to connect neighborhoods to each other, to Downtown, and to regional anchors like the University.
 - Objective 3.3 Encourage small neighborhood businesses.
 - Objective 3.4 Focus on making it safe, comfortable, convenient and useful for people to walk and bike in their neighborhood.

Project Lead

Planning Division

Implementation Partners

Plan Commission



Big Move 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 the 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

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

Associated Metrics

- 4.1.1 Guiding principles for Downtown TIF refined? (Yes/No)
- 4.2.1 # of recommended projects implemented
- 4.2.2 # of projects studied to determine effectiveness and ways to improve
- 4.3.1 Development of a Strategic Market at the Square study? (Yes/No)
- 4.3.2 Growth in # of attendees
- 4.3.3 # of attendees who visited other Downtown businesses.
- 4.4.1 Report on structure feasibility? (Yes/No)
- 4.5.1 # of multi-family housing units allowed in Downtown, % of various income levels, and % of occupancy.
- 4.6.1 # of gaps in the network
- 4.6.2 # of gaps filled

4.6.3 # of miles of sidewalks and bicycle lanes

4.6.4 # of bicycle racks.

4.7.1 # of lots/acreage

4.7.2 # of lots/acreage redeveloped

4.7.3 Property tax revenue generated

Associated Big Ideas and Objectives

- Big Idea 1: Urbana is a Place for Everyone
 - Objective 1.1 Design the City for people of all ages and abilities.
 - Objective 1.3 Broaden the economic base and housing options in ways that reflect the City's diversity.
 - Objective 1.4 Transform Downtown into a vibrant, inclusive gathering space.
- Big Idea 2: Urbana is Financially and Environmentally Resilient
 - Objective 2.4 Make it easy to open new businesses, invest in development, and be innovative.
 - Objective 2.8 Capitalize on the City's strengths and assets, including the University student and daytime working populations.
 - Objective 2.9 Support local businesses to ensure they thrive and create quality jobs for Urbana residents.
- Big Idea 4: Urbana Embraces its Cultural Vibrancy and Character
 - Objective 4.1 The City is a destination for music and the arts.
 - Objective 4.2 Community partners and local groups host festivals and events throughout the year.
 - Objective 4.3 Residents and visitors gravitate toward the City's bustling Downtown with its unique shops and eclectic vibe.

Project Lead

Economic Development Division, Planning Division

Implementation Partners

Executive Department, Public Works Department, Communications



Big Move 5: Expand Urbana's Arts and Culture Program

Urbana is known for its thriving arts and music scene, and its 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

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

Associated Metrics

5.1.1 Total funding for arts grants and % increase over prior year(s))

5.1.2 # of arts grants

5.1.3 # of new art installations

5.1.4 total funding for public art maintenance and % increase over prior year(s))

5.1.5 # and % of installations actively maintained.

5.2.1 Annual signature event held? (Yes/No) and # of attendees (local/nonlocal)

5.3.1 # of items identified to streamline process and # of items addressed

5.3.2 # of festivals and events held by locals.

5.4.1 Feasibility Study completed? (Yes/No)

5.4.2 Implementation Plan developed? (Yes/No)

5.4.3 Implementation Plan executed? (Yes/No)

5.5.1 # of small events annually and # of attendees at events

Associated Big Ideas and Objectives

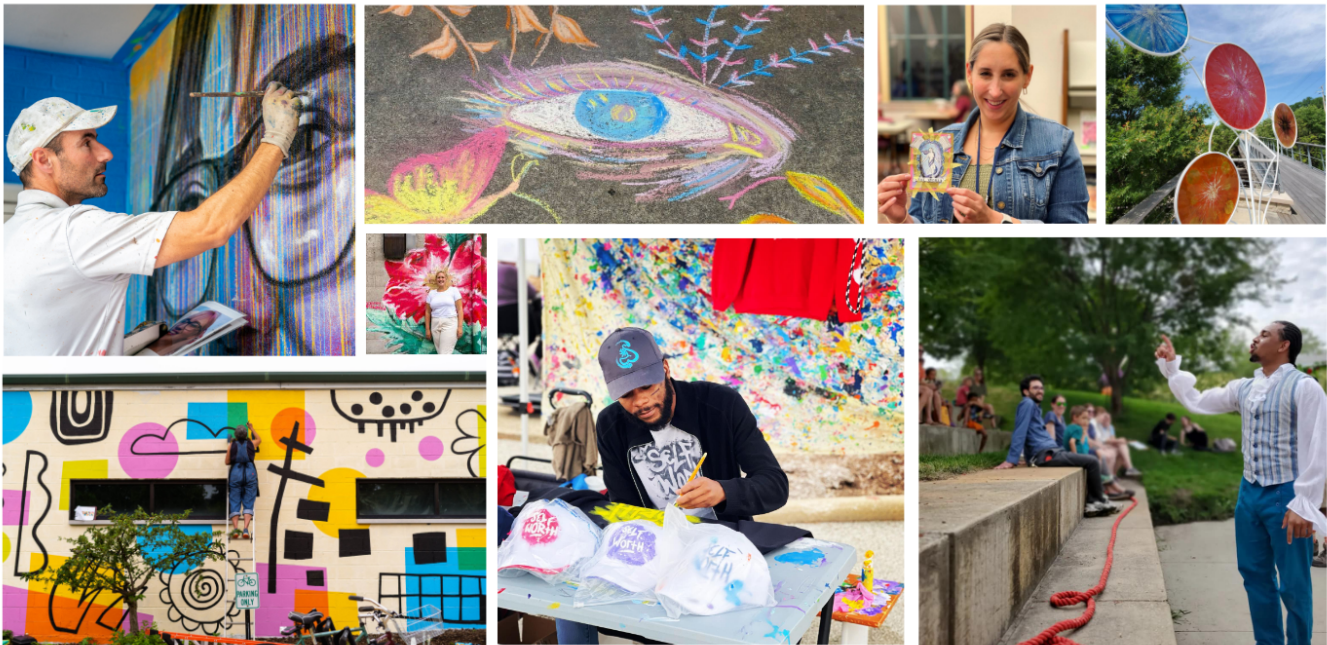
- Big Idea 1: Urbana is a Place for Everyone
 - Objective 1.4 Transform Downtown into a vibrant, inclusive gathering space.
- Big Idea 4: Urbana is Both Urbana Embraces its Cultural Vibrancy and Character
 - Objective 4.1 The City is a destination for music and the arts.
 - Objective 4.2 Community partners and local groups host festivals and events throughout the year.
 - Objective 4.3 Residents and visitors gravitate toward the City's bustling Downtown with its unique shops and eclectic vibe.
 - Objective 4.4 Murals and sculptures are located throughout the City.

Project Lead

Arts and Culture Program

Implementation Partners

Economic Development Division, Arts and Culture Commission, 40 North, Experience CU, Public Works Department, Police Department, Liquor Commissioner, Fire Department



Big Move 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.

* “Walking” includes people in wheelchairs and with other mobility impairments.

Little Moves

6.1 Continue to implement the 2020 Pedestrian Master Plan and 2016 Bicycle Master Plan.

6.2 Amend development regulations to support walkability, using *Walkable City Rules* as a guide.

6.3 Address safety concerns that deter people from walking.

6.4 Prioritize staff time to focus on making streets and parking lots safer for people walking and biking.

6.5 Extend the Kickapoo Rail Trail through Downtown Urbana.

6.6 Develop policies for traffic calming.

6.7 Expand the investment of Federal funding for public infrastructure in targeted low-income neighborhoods.

6.8 Update brick sidewalk ordinance to prioritize safety and function of the City’s sidewalks.

6.9 Evaluate the elimination of minimum parking requirements.



Associated Metrics

6.1.1 # of recommendations implemented from each Plan

6.2.1 # of development regulations identified and # changed

6.3.1 # of concerns addressed

6.3.2 Has a Transportation Planner been hired (Yes/No)

6.4.1 Miles of Kickapoo Rail Trail completed in Downtown

6.5.1 Traffic calming policies developed? (Yes/No)

6.6.1 % increase in total grant funding for infrastructure in low-income neighborhoods

6.7.1 Has the brick sidewalk ordinance been updated? (Yes/No)

6.8.1 Have requirements been evaluated? (Yes/No)

6.8.2 Have minimum parking requirements been modified? (Yes/No)

Associated Big Ideas and Objectives

- Big Idea 1: Urbana is a Place for Everyone
 - Objective 1.1 Design the City for people of all ages and abilities.
- Big Idea 2: Urbana is Both Financially and Environmentally Resilient
 - Objective 2.2 Focus on incremental development and innovation, piloting new ideas in small ways to see what works.
- Big Idea 3: Urbana is a City of Connected Neighborhoods
 - Objective 3.2 Expand trails and sidewalks to connect neighborhoods to each other, to Downtown, and to regional destinations like the University and medical facilities.

Project Lead

Planning Division, Grants Management Division, Public Works Department

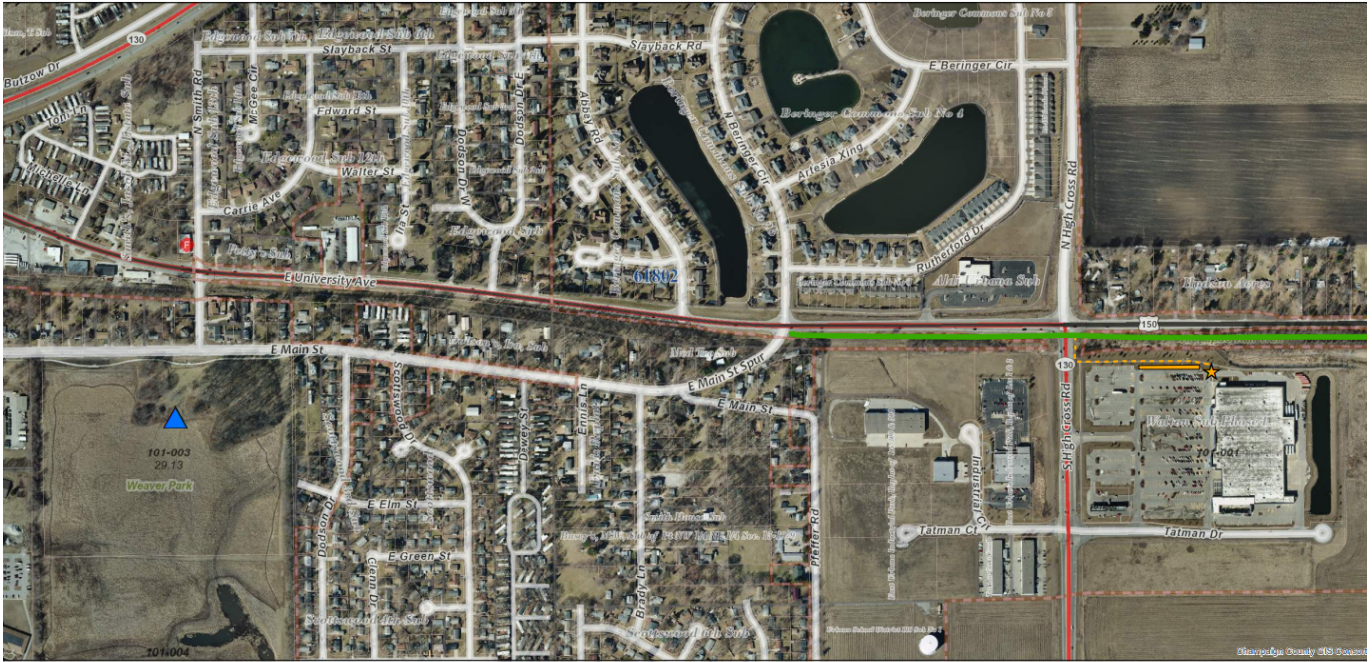
Implementation Partners

Plan Commission, Bicycle and Pedestrian Advisory Committee, Urbana Park District, Champaign County Forest Preserve District, Norfolk Southern Railroad, Police Department

Kickapoo Rail Trail
West End Access

Note: E. Main St bike lane ends between Scottwood Dr and Dewey St. Proceed with caution if utilizing Weaver Park grass lot. Walmart parking lot is recommended until an engineered connection is completed.

- Kickapoo Rail Trail (Champaign County Forest Preserve District)
- ▲ Weaver Park - Grass Parking at Proposed Trailhead (Urbana Park District)
- Walmart Parking (Use Northernmost Row Closest to Building Only)
- ★ Accessible Curb Cut
- - - Walmart Connection



The GIS data shown here is intended to be used as a general index to spatial information, and is not intended for detailed, site-specific analysis or resolution of legal matters.

2025 Kickapoo Rail Trail Access in Urbana

Big Move 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

7.1 Identify and resolve barriers to incremental and infill development.

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

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

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

7.5 Develop a fiscally responsible annexation policy.

Associated Metrics

7.1.1 # of barriers identified and # of barriers addressed

7.2.1 # of incentive programs

7.2.2 # of incentives granted and total \$'s of incentives granted

7.2.3 Have home-based business regulations been streamlined? (Yes/No)

7.3.1 #/% of residential zoning districts that allow small-scale businesses

7.4.1 Has residential permitting processing time been reduced? (Yes/No)

7.5.1 Has annexation policy been developed? (Yes/No)

Associated Big Ideas and Objectives

- Big Idea 1: Urbana is a Place for Everyone
 - Objective 1.1 Design the City for people of all ages and abilities
 - Objective 1.3 Broaden the economic base and housing options in ways that reflect the City's diversity.
- Big Move 2: Urbana is Both Financially and Environmentally Resilient

- Objective 2.1 Ensure the City’s government, economy, and infrastructure can withstand and thrive in the face of challenges and disruptions.
- Objective 2.2 Focus on incremental development and innovation, piloting new ideas in small ways to see what works.
- Objective 2.4 Make it easy to open new businesses, invest in development, and be innovative.
- Objective 2.5 Streamline permit reviews using technology and processes that are intuitive, transparent, and expedient.
- Objective 3.1 Capitalize on the strengths and assets of individual neighborhoods.
- Objective 3.3 Encourage small neighborhood businesses.

Project Lead

Planning Division

Implementation Partners

Plan Commission, Economic Development Division, Public Works Department, Building Safety Division



H. Big Move 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

8.1 Tie infrastructure maintenance and new project resources to metrics to make more informed decisions.

8.2 Revise development regulations to ensure developments financially contribute to the City's long-term viability.

8.3 Prioritize development in areas already served by services and infrastructure.

8.4 Develop metrics and policies to promote development that sufficiently funds ongoing operations and maintenance.

8.5 Practice proactive maintenance.

8.6 Encourage the use of native plants and trees in all developments and infrastructure projects.

8.7 Align City policies to address utility and stormwater vulnerabilities.



Associated Metrics

8.1.1 Metrics established and in use? (Yes/No)

8.2.1 Development regulations evaluated and modified where appropriate? (yes/No)

8.3.1 # and % of new developments in areas currently served by infrastructure

8.3.2 # and % of developments requiring new infrastructure

8.4.1 # of metrics and policies established

8.5.1 Increase in roadway average life expectancy

8.5.2 Increase in sidewalk and path average life expectancy

8.6.1 % of new development using native plants

8.6.2 % of infrastructure projects using native plants

8.6.3% of total plants in each project that are native

8.7.1 # of City policies identified and modified

Associated Big Ideas and Objectives

- Big Idea 2: Urbana is Both Financially and Environmentally Resilient
 - Objective 2.1 Ensure the City's government, economy, and infrastructure can withstand and thrive in the face of challenges and disruptions.
 - Objective 2.2 Focus on incremental development and innovation, piloting new ideas in small ways to see what works.
 - Objective 2.3 Use the City's annexation policy to strategically control development.
 - Objective 2.6 Use asset management plans and sustainable funding strategies to maintain infrastructure, while balancing public expectations of condition, performance, and resources.
 - Objective 2.7 Emphasize development in areas with existing City infrastructure, natural resources, and amenities to minimize environment impact.
- Big Idea 3: Urbana is a City of Connected Neighborhoods
 - Objective 3.2 Expand trails and sidewalks to connect neighborhoods to each other, to downtown, and to regional destinations like the University and medical facilities.
 - Objective 3.3 Focus on making it safe, comfortable, convenient, and useful for people to walk and bike in their neighborhood.

Project Lead

Public Works Department

Implementation Partners

Planning Division, Sustainability Advisory Commission, Economic Development Division, Building Safety Division



*Green infrastructure in Downtown Urbana
(Image Source: Andy Robinson)*



Public Works Department planting trees

I. Big Move 9: Enhance Urbana’s Economic Vibrancy

For Urbana to thrive in the future, its revenue must substantially surpass its current level of expenditures, to not only maintain existing essential services, but to 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

- 9.1 Make local businesses aware of federal, state, and local business resources.
- 9.2 Identify support resources for non-traditional Urbana businesses (home-based, on-line, food truck, etc.).
- 9.3 Prioritize market rate housing in Downtown.
- 9.4 Increase the City’s tax base through small business startups, local business expansion, and targeted business attraction.
- 9.5 Leverage demand generated by the Rantoul Family Sports Complex to attract businesses that serve the needs of the players, families, and fans.
- 9.6 Recruit a grocery store and essential services to Northwest Urbana.
- 9.7 Identify developable land within the City’s boundaries, and continuously update, for business attraction efforts.
- 9.8 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.
- 9.9 Promote Urbana businesses to attract new visitors to the community.
- 9.10 Explore the creation of a program to increase employment at Urbana’s retail and hospitality businesses.

Associated Metrics

- 9.1.1 # of local businesses provided with resources
- 9.2.1 # of support resources identified and disseminated
- 9.3.1 # of market rate housing units downtown and % of housing downtown that is market rate
- 9.4.1 # of targeted businesses contacted
- 9.4.2 # of targeted businesses attracted
- 9.4.3 \$’s in tax base from new businesses attracted
- 9.5.1 # of related businesses attracted to North Cunningham Avenue

- 9.6.1 Recruitment strategies developed and employed? (Yes/No)
- 9.7.1 Developable land identified and updated quarterly? (Yes/No)
- 9.8.1 # of local commercial real estate brokers worked with
- 9.9.1 # of business promotions and # of attendees at events
- 9.10.1 Incentive program developed? (Yes/No) and # of participants

Associated Big Ideas and Objectives

- Big Idea 1: Urbana is a Place for Everyone
 - Objective 1.4 Transform Downtown into a vibrant, inclusive gathering space.
- Big Idea 2: Urbana is Both Financially and Environmentally Resilient
 - Objective 2.1 Ensure the City's government, economy, and infrastructure can withstand and thrive in the face of challenges and disruptions.
 - Objective 2.4 Make it easy to open new businesses, invest in development, and be innovative.
 - Objective 2.5 Streamline permit reviews using technology and processes that are intuitive, transparent, and expedient.
 - Objective 2.8 Capitalize on the City's strengths and assets, including the University student and daytime working populations.
 - Objective 2.9 Support local businesses to ensure they thrive and create quality jobs for Urbana residents.
- Big Idea 3: Urbana is a City of Connected Neighborhoods
 - Objective 3.3 Encourage small neighborhood businesses.
- Big Idea 4: Urbana Embraces its Cultural Vibrancy and Character
 - Objective 4.1 The City is a destination for music and the arts.
 - Objective 4.2 Community partners and local groups host festivals and events throughout the year.
 - Objective 4.3 Residents and visitors gravitate to Urbana's unique shops and eclectic vibe.

Project Lead

Economic Development Division

Implementation Partners

Community Partners, Public Works Department, Finance Department, Experience CU



Big Move 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

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

Associated Metrics

- 10.1.1 \$'s available for this initiative
- 10.2.1 Public safety resources deemed adequate? (Yes/No)
- 10.3.1 Survey community satisfaction and perceived safety and quality of life
- 10.4.1 % of population within ½ mile of a transit stop
- 10.4.2 % of households with an internet subscription
- 10.4.3 Labor force participation rate
- 10.4.4 Unemployment rate
- 10.4.5 % of residents within 10-minute walk to a public park
- 10.5.5 % of population within 1 mile of a grocery store
- 10.6.1 Are CPTED principles being implemented? (Yes/No)

Associated Big Ideas and Objectives

- Big Idea 1: Urbana is a Place for Everyone
 - Objective 1.1 Design the City for people of all ages and abilities.

- Objective 1.2 Strengthen community outreach and engagement to prioritize inclusivity and responsiveness.
- Big Idea 2: Urbana is a Both Financially and Environmentally Resilient
 - Objective 2.1 Ensure the City's government, economy, and infrastructure can withstand and thrive in the face of challenges and disruptions.
 - Objective 2.6 Use asset management plans and sustainable funding strategies to maintain infrastructure, while balancing public expectations of condition, performance, and resources.
 - Objective 2.9 Support local businesses to ensure they thrive and create quality jobs for Urbana residents.
 - Objective 2.10 Welcome and invest in affordable housing development and make policies that attract developers of affordable housing.

Project Lead

Community Development Department, Executive Department, Economic Development Division

Implementation Partners

Fire Department, Police Department, Public Works Department, Grants Management Division



Big Move 11: Advance a Healthy, Clean, and Green Community

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

Little Moves

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.

11.2 Prioritize energy efficiency and renewable energy in City capital projects.

11.3 Promote biking and walking.

11.4 Coordinate with the Urbana Park District to provide increased access to parks, greenways, and recreational areas, and support their Strategic Plan and CARES Plan.

11.5 Establish an asset management plan to complete sidewalk network.

11.6 Encourage waste reduction.

11.7 Plant trees in all vacant City tree sites.

11.8 Support installation of renewable energy generation systems.

11.9 Competitively select one licensed waste management hauler for curbside collection in each designated residential area.

11.10 Support net-zero new housing in City housing programs.

11.11. Increase residential and commercial solar and geothermal installations.

11.12 Electrify City-owned vehicles.

11.13 Support environmental stewardship legislation.

Associated Metrics

11.1.1 Climate Action Plan rewritten with community partners involvement? (Yes/No)

11.2.1 # and % of capital projects employing energy efficiency/renewable energy

11.3.1 % of Pedestrian Master Plan network completed

11.3.2 % of Bicycle Master Plan completed

11.3.1 % of Pedestrian Master Plan non-network recommendations completed

11.4.1 # of specific collaborations with Park District

- 11.5.1 Asset Management Plan completed? (Yes/No)
- 11.6.1 Increase in City of Urbana Landscape Recycling Center waste
- 11.7.1 % of vacant City tree sites planted
- 11.8.1 # and % penetration of renewable energy projects
- 11.9.1 Selection and Implementation? (Yes/No)
- 11.10.1 # of net-zero houses built
- 11.11.1 # of new private solar and geothermal installations as a % of total
- 11.11.2 # of C-PACE applications
- 11.12.1 % of electric vehicles in City fleet
- 11.13.1 # of support letters

Associated Big Ideas and Objectives

- Big Idea 2: Urbana is Both Financially and Environmentally Resilient
 - Objective 2.7 Emphasize development in areas with existing City infrastructure, natural resources, and amenities.
- Big Idea 3: Urbana is a City of Connected Neighborhoods
 - Objective 3.1 Expand trails and sidewalks to connect neighborhoods to each other, to downtown, and to regional destinations like the University and medical facilities.
 - Objective 3.3 Focus on making it safe, comfortable, convenient, and useful for people to walk and bike in their neighborhood.

Project Lead

Sustainability and Resilience Officer, Grants Management Division, Public Works Fleet Supervisor

Implementation Partners

Sustainability Advisory Commission, Public Works Department, Planning Division, Building Safety Division, Recycling Coordinator, Executive Department



VI. MAPS

Imagine Urbana contains a series of maps that serve as a blueprint to guide development of the City over the next 20 years. These maps are used by City staff, the Plan Commission, and City Council to make decisions about the types of places that get built, how those places connect to one another, and which places should be prioritized for development.

- I. **Place Types** - highlight the type of place envisioned for every area of Urbana.
- II. **Connections** - highlight the streets and paths that allow people to move around Urbana comfortably.
- III. **Development Opportunities** - highlight the areas that City staff will focus on to develop or redevelop the City.

One map containing all of these layers can be found online [here](#). (NOTE: The map is currently in an older draft form and does not contain updated versions of the individual maps, but will be updated once the maps are finalized.)

Place Types

Future Land Use designations are both visionary and strategic. The designations describe how areas of Urbana should look and feel in the future. They differ from zoning districts, as zoning prescribes exactly what uses are allowed, size and placement of buildings, required, etc. Future land uses describe the City's vision for a given area, whereas zoning is the tool to make that vision a reality.

While the Future Land Use overlay shows areas with distinct boundaries, the edges are not always absolute. Seven Future Land Use designations are identified:

Neighborhood I

These neighborhoods consist primarily of detached housing, with some duplexes and townhouses, and may include low-intensity, small businesses and institutional uses.

Neighborhood II

These neighborhoods contain a mix of housing types, with detached housing alongside duplexes, townhouses, and apartments. They may also include some small businesses and institutional uses.

Neighborhood Center

Neighborhood Centers are small, walkable mixed-use areas, typically embedded within neighborhoods, that provide convenient access to goods, services, dining, and housing for nearby residents.

City Center

City Centers are the highest-density places in Urbana, with a mix of shops, restaurants, businesses, offices, housing, and institutional uses. Buildings are multi-story and front directly onto sidewalks

Commercial

Commercial places are primarily car-oriented destinations for retail, services, hospitality, and dining. Some light manufacturing and similar uses, and higher-density residential uses, may be appropriate in these places. Commercial places are typically located along major streets or near interstates.

Campus

Campuses are larger groups of associated buildings and public spaces all serving one institution, such as government entities, hospitals, transit systems, utilities, universities, and schools.

Manufacturing & Logistics

Manufacturing and logistics are places that primarily include processing, research and development, warehousing, and distribution. They are located near interstates and/or rail lines.

Green Spaces and Recreation

Green Spaces and Recreation include public parks, trails, golf courses, recreation areas, open spaces, and cemeteries.

Rural Residential

Rural Residential places consist primarily of low-density residential development in areas with unique natural features. Lots are typically larger than in conventional residential subdivisions, though clustering of lots may be appropriate to protect natural areas.

Agricultural

Agricultural places involve crop cultivation and production, raising livestock, and uses and businesses that support agriculture.

Place Type: Neighborhood I

General Description

These neighborhoods contain a mix of housing types, with detached housing alongside duplexes, townhouses, and apartments. They may also include some small businesses and institutional uses.

Land Uses

Mostly residential, primarily single, detached homes. Duplexes, smaller apartments and townhomes, and some accessory dwellings (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.

Building Form

Two- and three-story buildings on single lots are common. Main buildings typically have front yards and are set back a bit from the street. Smaller accessory buildings (sheds, garages, etc.) in rear and side yards are typical.

Streets & Connectivity

Typically narrow, low-speed streets, though slightly wider streets with street parking are appropriate. Block lengths are short; when blocks are longer, there should be mid-block paths providing non-motorized connections. Parkways, sidewalks, and street trees are prominent. Access to individual lots off of alleys should be maintained where existing, and encouraged in new developments. Street trees and other landscaping abound.

Open Space

Most open space is in private yards. Some small pocket parks and larger parks are interspersed throughout the neighborhood. Streets also may function as a quasi-open space.

Place Type: Neighborhood II

General Description

These neighborhoods contain a mix of housing types, with detached housing alongside duplexes, townhouses, and apartments. They may also include some small businesses and institutional uses.

Land Uses

Mostly residential, with a mix of single, detached homes, duplexes, smaller apartments, and townhomes, and accessory dwellings (e.g. garage apartments, backyard cottages). Home-based businesses can be anywhere. Small businesses, like cafes and professional offices, are appropriate on corners or along the edges of neighborhoods.

Building Form

Two- and three-story buildings on single lots are common. Main buildings typically have front yards and are set back a bit from the street. Smaller accessory buildings (sheds, garages, etc.) in rear and side yards are typical.

Streets & Connectivity

Typically narrow, low-speed streets, though slightly wider streets with street parking are appropriate. Block lengths are short; when blocks are longer, there should be mid-block paths providing non-motorized connections. Parkways, sidewalks, and street trees are prominent. Access to individual lots off of alleys should be maintained where existing, and encouraged in new developments. Street trees and other landscaping abound.

Open Space

Most open space is in private yards. In townhome and apartment developments, open space may be shared. Some small pocket parks and larger parks are interspersed throughout the neighborhood. Streets also may function as a quasi-open space.

Place Type: Neighborhood Center

General Description

Neighborhood Centers are small, walkable mixed-use areas, typically embedded within neighborhoods, that provide convenient access to goods, services, dining, and housing for nearby residents.

Land Uses

Mostly commercial, serving the needs of the adjacent neighborhood. Some upper-story residential uses, and other residential uses at the edges, where the Neighborhood Center and the adjacent neighborhood meet. Different uses may be mixed in the same building, or on adjacent lots.

Building Form

Two- to three-story commercial buildings, often sharing common walls. Buildings close to and fronting on sidewalks, with parking on-street or behind buildings. Buildings may be set back further to provide more usable open space adjacent to sidewalks.

Streets & Connectivity

Mostly narrow, low-speed streets, with street parking. Excellent connectivity by foot and by bike, and often bus. Well-integrated and connected to adjacent neighborhood. Street trees, benches, and landscaping make the streets inviting to visitors.

Open Space

Sidewalk seating and other outdoor seating areas, and some private open spaces for business patrons are common. Small pocket parks and public spaces are appropriate.

Place Type: City Center

General Description

City Centers are the highest-density places in Urbana, with a mix of shops, restaurants, businesses, offices, housing, and institutional uses. Buildings are multi-story and front directly onto sidewalks.

Land Uses

Commercial, serving the needs of neighborhood residents, surrounding neighborhoods, and the City at large. High-density residential. Entertainment and nightlife. Research and development, small-scale manufacturing, office uses, and some institutional uses. Different uses are often mixed in the same building.

Building Form

Multi-story buildings, typically close to the sidewalk. Solitary buildings on single lots are discouraged. Single-story buildings are highly discouraged. Buildings should have entrances facing the street and no blank walls facing public spaces.

Streets & Connectivity

Streets are low-speed, but have higher traffic volumes (of all types) due to the amount of activity this place type generates. Streets typically have on-street, metered parking, with longer-term parking handled in parking lots and structured parking set behind buildings. Ample bike parking is provided. Sidewalks are wide to accommodate larger volumes of people, and to provide more opportunities for sidewalk dining, retail, and performances. Block sizes are small, and alleys often serve as internal connections for people walking.

Open Space

Most open spaces are public, with alleys, wide sidewalks, pocket parks, plazas, and courtyards providing open space in this place type. While living ("green") landscaping may be less prominent here than in other place types, landscaping and urban design play a prominent role in making public open spaces attractive here. Public art is more concentrated here than in other place types, with murals, sculptures, and street performances contributing to the vibrancy of the area.

Place Type: Commercial

General Description

Commercial places are primarily car-oriented destinations for retail, services, hospitality, and dining. Some light manufacturing and similar uses, and higher-density residential uses, may be appropriate in these places. Commercial places are typically located along major streets or near interstates.

Land Uses

Typically this place type includes shopping centers, retail, restaurants, personal services, gas/service stations, and hotels. In the future, light manufacturing, research and development, offices, and higher-density residential uses can be incorporated to fill in these sites.

Building Form

Buildings are often long, continuous commercial strips, but these places also often include standalone buildings. Typically, buildings are low- to mid-rise. Buildings should have entrances on street-facing sides, with access to public sidewalks.

Streets & Connectivity

These places are typically along high-volume streets and roads, and have good access via automobile. They are also accessible via sidewalk, and many are along bike routes as well. A well-connected system of low-speed drive aisles and walking/biking paths provides internal connectivity. For built-out places where such a system does not exist, effort should be made to retrofit them over time.

Open Space

The place type includes plazas, seating areas, and courtyards, that may include landscaping. Preservation of trees and natural open spaces is encouraged. Landscaping can provide a more attractive public realm by softening the edges of these places.

Place Type: Manufacturing & Logistics

General Description

Manufacturing and logistics are places that primarily include processing, research and development, warehousing, and distribution. They are located near interstates and/or rail lines.

Land Uses

Primarily larger-scale manufacturing, research and development, warehousing, distribution, and similar uses. Ancillary uses may include offices, material and vehicle storage, and limited hospitality, restaurant, retail, and personal services to serve workers in the area.

Building Form

Typical buildings are large, high-bay, single-story manufacturing facilities or warehouses. Buildings vary widely in size and scale depending on their use and context. Buildings in this place type may be much longer than in other places. At least one entrance should be close to the street to provide access to people walking from side walks and paths.

Streets & Connectivity

By design, these places are highly accessible by high-capacity roads (interstates and arterial highways) and freight rail. Streets are designed to accommodate large trucks. Side paths accommodate people walking and biking.

Open Space

Open spaces are typically recreational areas and seating areas, with walking trails, patios, and courtyards that are used by employees. Areas for preservation of natural open spaces may also be present. Lots of landscaping and natural buffer areas are useful to separate these often noisy and otherwise less-desirable areas from the public realm.

Place Type: Campus

General Description

Campuses are larger groups of associated buildings and public spaces all serving one institution, such as government entities, hospitals, transit systems, utilities, universities, and schools.

Land Uses

Principal uses can vary depending on the purpose of the campus, but may include public agencies, education, medical, offices, and research and development. Other associated uses include residential, retail, restaurants and dining facilities, hotels, sports facilities, laboratories, museums, and galleries.

Building Form

Buildings tend to be low- or mid-rise, usually no taller than five stories, though some uses (hospitals and residence halls) may be 10 stories or more. Buildings vary widely in their size and shape, depending on their use. They tend to front on streets, when adjacent to streets, and on open spaces, when adjacent to open spaces.

Streets & Connectivity

Campuses usually have good internal connectivity, especially walking and biking paths. Connectivity to the City at large can vary from connecting directly to the street network, to having only one or two entry points.

Open Space

Open space is a key feature of the Campus place type. Campuses tend to be well-landscaped and well-maintained, with a variety of trees and plants. They often have plazas, courtyards, and outdoor recreation areas.

Place Type: Green Spaces & Recreation

General Description

Green Spaces and Recreation include public parks, trails, golf courses, recreation areas, open spaces, and cemeteries.

Land Uses

Primarily public parks, trails, golf courses, recreation areas, open spaces, and cemeteries. Some ancillary commercial uses may be compatible in some places.

Building Form

Buildings are few, and are typically low-rise. Building sizes vary depending on the type of use and setting. Typical buildings types include recreation facilities, clubhouses, nature centers, shelters, restroom facilities, maintenance buildings, and accessory commercial structures (e.g. concession stands).

Streets & Connectivity

Connectivity is mostly internal to individual sites, and is dictated by the type of use. Access typically consists of well-connected walking and biking paths, with some low-speed access drives and local streets common for larger sites.

Open Space

Open space is the hallmark of this place type. This typically includes preserved natural areas, outdoor recreation areas and facilities, or both.

Place Type: Rural Residential

General Description

Rural Residential places consist primarily of low-density residential development in areas with unique natural features. Lots are typically larger than in conventional residential subdivisions, though clustering of lots may be appropriate to protect natural areas.

Land Uses

Mostly residential, on large lots. Some commercial and recreational uses may be acceptable, such as restaurants or taverns, and campgrounds.

Building Form

Buildings are typically one- to two-stories, and are set back a fair distance from roads. Buildings and structures should be sited in locations that help preserve natural features.

Streets & Connectivity

Streets are typically low-traffic, and lack curbs and gutters. Sidewalks are not typical, but wide side multi-use side paths, separated from the street, are encouraged to connect these places to town.

Open Space

Typically private yards and natural areas. Some areas are wooded, and some front on creeks. Open space should be preserved, and natural amenities protected, in these areas.

Place Type: Agricultural

General Description

Agricultural places involve crop cultivation and production, raising livestock, and other uses that support agriculture.

Land Uses

Agriculture and related uses.

Building Form

One- and two-story houses, large buildings to store farm equipment, and large structures to store grains. Small farmstand structures may be located close to the roadway; other buildings tend to be set far back from roads.

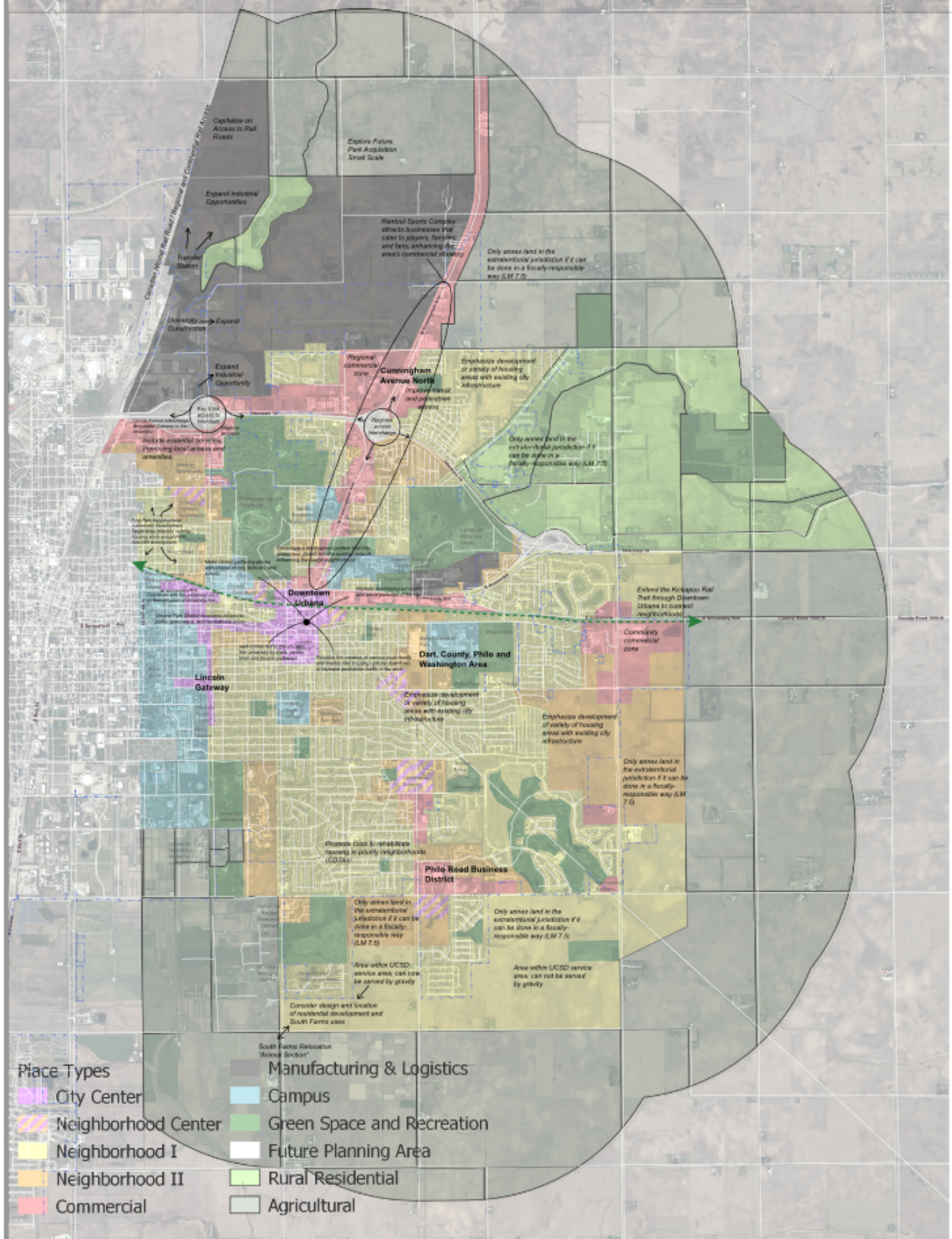
Streets & Connectivity

Typically located along rural roads. Internal connections are often unpaved.

Open Space

Most open space is used for crop production or raising livestock.

Place Types



- Place Types**
- City Center
 - Neighborhood Center
 - Neighborhood I
 - Neighborhood II
 - Commercial
 - Manufacturing & Logistics
 - Campus
 - Green Space and Recreation
 - Future Planning Area
 - Rural Residential
 - Agricultural




Place/Building Type Matrix





The table below provides a **general framework** to guide future updates to the zoning ordinance. Details for each specific area of Urbana will need to be worked out when the zoning ordinance is developed.


For example, while the King Park and Historic East Urbana areas share the Neighborhood I place type, the future zoning ordinance may have different regulations regarding the size, location, and perhaps even the design of different building types within those neighborhoods.

GREEN indicates places where each building type is appropriate.

YELLOW indicates places where each building type may be appropriate in some circumstances.

Building Type	Place Type									
	N1	N2	NC	CC	CO	ML	CA	GR	RR	AG
RESIDENTIAL										
Single Houses 	GREEN	GREEN							GREEN	GREEN
Duplexes 	GREEN	GREEN							YELLOW	YELLOW
Accessory Dwellings 	YELLOW	GREEN	GREEN						GREEN	GREEN
Triplexes	YELLOW	GREEN	GREEN	YELLOW						

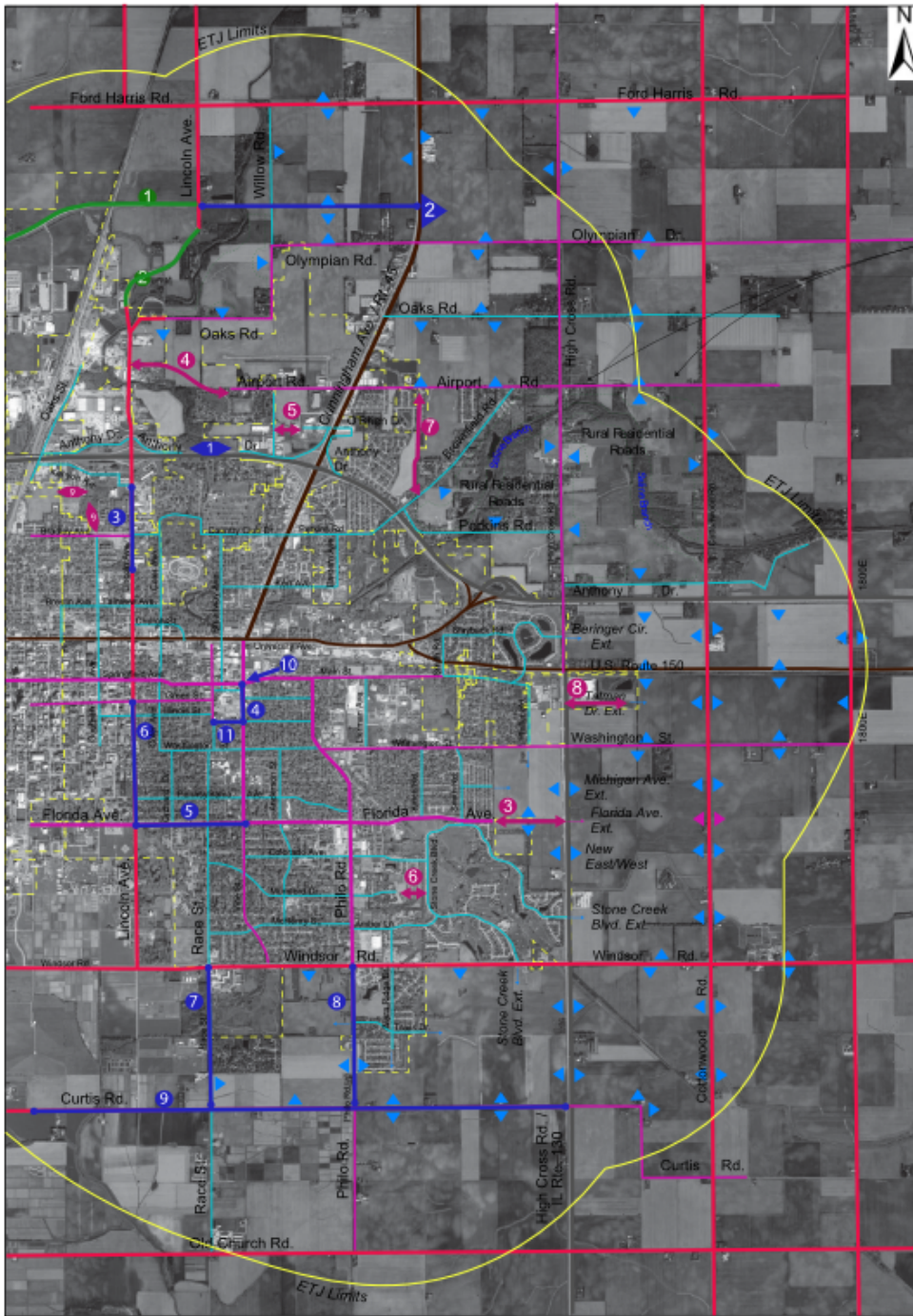
Building Type	Place Type									
	N1	N2	NC	CC	CO	ML	CA	GR	RR	AG
Quadplexes 	Yellow	Green	Green	Yellow						
Small Apartments 	Yellow	Green	Green	Green	Yellow					
Mid-Sized Apartments 		Green	Green	Green	Yellow					
Townhouses 		Green	Green	Green	Yellow					

Building Type	Place Type									
	N1	N2	NC	CC	CO	ML	CA	GR	RR	AG
Large Apartments 										

[Work in Progress 2/6/25 - To add other building types, e.g. "Commercial", etc.]

Connected City

The Connected City map shows existing and future street, bike, and pedestrian connections for every area of the City, and for areas outside the City in the 1.5-mile extraterritorial jurisdiction. It also shows road/street types (e.g. highway, arterial, collector).



Rural Residential Roads

In these locations a connected grid pattern of minor collector roads between major roadways may not be feasible or desired due to existing natural features such as the Saline Branch. "Rural Residential" style of development in these areas should be planned with limited minor access points out to major roadways.

- Interstate
- Major Arterial
- Minor Arterial
- Major Collector
- Minor Collector

Connected City Map

Potential and Planned Projects
Projects identified as needing additional study to determine necessity, design, location and function, economic, environmental and ecological impact.

- Anthony Drive connection between Lincoln Avenue and Willow Road
- Olympian Drive termination at U.S. Route 45 or continuation to High Cross Road
- Pavement Rehabilitation with road width modification from 4 lanes to 3 lanes with bike lanes/shared use path and signal, street light etc. improvements
- Pavement Rehabilitation, upgraded traffic signals, new bus stops and shared use path
- Pavement Rehabilitation with road width modification from 4 lanes to 3 lanes with bike lanes/shared use path and pedestrian improvements (Florida Avenue)
- Implement recommendations of 2024 Lincoln Avenue Corridor Study
- Shoulder Addition, construction of shared use path on north side of Curtis Road
- After grade separation implementation, reconstruction as a 2-lane rural cross section with 8 ft shoulders, pavement markings, and new field entrances, bridge
- Redesign intersection at Main Street and Vine Street
- Redesign Illinois Street as recommended in Public Realm Study

Planned Roadway Extensions

Connections have been determined and planned for accordingly.

- Completed
- Planned

- Olympian Drive relocation and extension west from U.S. Route 45
- Lincoln Avenue re-aligned north between Oaks Road and Olympian Drive
- Florida Avenue extended to east to High Cross Road
- Airport Road extended to Lincoln Avenue
- O'Brien Drive extended to Willow Road
- Mumford Drive extended to Stone Creek Boulevard
- North/South Collector between Brownfield Road and Airport Road
- Tatman Drive extended east from High Cross Road

Extending the Grid System

Extending a consistent system of collector and arterial roadways is critical to ensure adequate facilities are constructed in tandem with development. The map indicates general locations where the system shall be extended. The map identifies two different types of grid extension symbols:

- Direction and approximate location. The exact location of roadways and/or right-of-way dedication shall be determined depending on factors including (but not limited to) proposed development plans, natural features and safety needs.
- Pre-determined location for extension. The desired location of roadways and/or right-of-way dedication is known though further study is required to determine the final design.

Note: Colors indicate classification

Development Opportunities

The **Development Opportunities Map** highlights areas for City staff to focus on for planning and economic development efforts.

The map contains several components:

Activity Centers

Development Opportunities

Corridors

Sanitary Sewer Service Areas

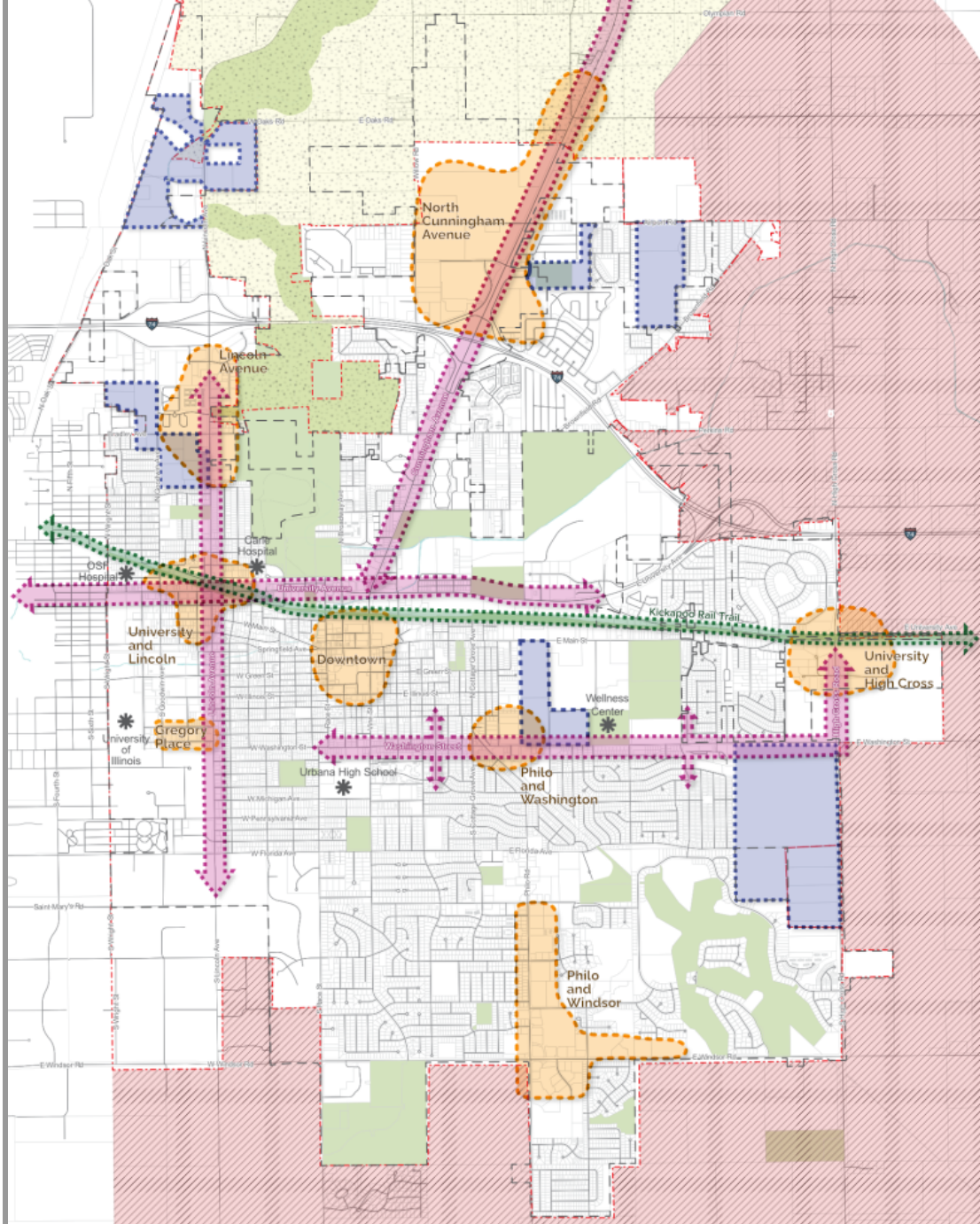
Activity Centers are areas that are currently developed and that already attract people to them, but also have the potential to generate even more activity.

Development Opportunities are areas that have either never been developed or have the potential to be redeveloped.

Corridors are important streets (and one future path) in Urbana that have the potential to become more vibrant over time.

Sanitary Sewer Service Areas show areas that are currently served by sanitary sewers, areas that could have sewers extended to them relatively easily ("serviceable by gravity"), and areas that would require significant expenditures to have sewers extended to them ("not serviceable by gravity").

Development Opportunities



Legend

- Activity Centers
- Development Opportunity
- UCSD Sewer Serviced
- Outside UCSD Sewer Area, Not Serviceable by Gravity
- Corridors
- * Landmark
- Outside UCSD Sewer Area, Serviceable by Gravity

VII. TRACKING PROGRESS

The Community Metrics in the following table is intended to serve as a means of tracking general indicators related to the economy, quality of life, equity, and sustainability in Urbana. While the Big Moves and associated Little Moves in *Imagine Urbana* may influence these indicators to some extent, they should not be viewed as directly measuring the outcomes of the Plan, as Community Metrics are often impacted by forces outside of the City’s control. These metrics will be tracked and reported in subsequent *Imagine Urbana* updates to help interpret the Plan’s Big Ideas and Big Move/Little Moves within the broader context of big picture changes happening in Urbana.

In addition to the big picture Community Metrics, subsequent *Imagine Urbana* updates will report on progress that has been made toward specific Little Moves identified in Section IV. Each metric has been assigned a time frame for completion: Short-term is typically one to two years, Mid-term ranges from three to five years, and Long-term is more than five years. Some metrics are Ongoing.

Community Metrics

Metric	Baseline Statistic	Baseline Year	Data Source
Demographics			
Population	38,336	2020	U.S. Census Bureau Decennial Census Table DP1
Median Age	27.2	2020	U.S. Census Bureau Decennial Census Table DP1
Median Household Income	\$35,984	2020	U.S. Census Bureau ACS Table S1901
Poverty Rate	29.1%	2020	U.S. Census Bureau ACS Table S1701
Housing			
Rent Burden (>30% monthly income on rent)	59.9%	2020	U.S. Census Bureau ACS Table DP04
Homeowner Cost Burden (w/ a mortgage)	18.5%	2020	U.S. Census Bureau ACS Table DP04
Homeownership Rate	35.8%	2020	U.S. Census Bureau Decennial Census Table DP1
Renter-occupied	64.2%	2020	U.S. Census Bureau Decennial Census Table DP1

Metric	Baseline Statistic	Baseline Year	Data Source
Rental Vacancy Rate	13.0%	2020	U.S. Census Bureau Decennial Census Table DP1
New Residential Construction by Dwelling Units (does not include renovations)	128	2023	City of Urbana Open Data Portal
Connectivity			
% of Residents Within 10-Minute Walk to a Public Park	74%	2023	Trust for Public Land
% of Residential Parcels Within 1/4 Mile of a Transit Stop	96.1%	2024	Champaign-Urbana Mass Transit District
% Households With an Internet Subscription	78.1%	2020	U.S. Census Bureau ACS Table S2801
Mean Travel Time to Work	15.3 min.	2020	U.S. Census Bureau ACS Table S0801
Drive Alone Commute %	53.6%	2020	U.S. Census Bureau ACS Table S0801
Transit/Walked/Biked %	31.9%	2020	U.S. Census Bureau ACS Table S0801
Walk Score - # between 0 and 100 that measures of the walkability of a city	52	2020	www.walkscore.com/IL/Urbana
Mile Length of Bicycle Network (includes on- and off-street paths)	39.43	2020	Champaign County Regional Planning Commission - Bicycle Friendly Community Application
Education			
USD 116 Enrollment (Public Pre-K-12)	4,365	2023 - 2024 School Year	Annual Illinois Report Card
Urbana High School Graduation Rate (Within 4 Years)	80.4%	2023 - 2024 School Year	Annual Illinois Report Card
UIUC Enrollment (full and part-time graduate and undergraduate students)	56,403	2023	University of Illinois Division of Management Information - Annual 10-Day Enrollment Report
Population w/ Bachelor's Degree or Higher %	58.8%	2020	U.S. Census Bureau ACS Table S1501
Environment			

Metric	Baseline Statistic	Baseline Year	Data Source
Community Greenhouse Gas Emissions (Metric Tons CO2e)	426,763	2021	City of Urbana Sustainability & Resilience Annual Report
Landfill Waste Generation	38,046 tons	2022	City of Urbana U-Cycle Program - Waste Management Report
Recycling Rates	17,315 tons	2022	City of Urbana U-Cycle Program - Waste Management Report
Median Air Quality Index	43	2023	U.S. Environmental Protection Agency Air Quality Index Report
Workforce			
Population in Labor Force	21,652	2020	U.S. Census Bureau ACS Table DP03
Labor Force Participation Rate	57.0%	2020	U.S. Census Bureau ACS Table DP03
Unemployment Rate	5.0%	2020	U.S. Census Bureau ACS Table DP03
Working From Home %	6.7%	2020	U.S. Census Bureau ACS Table S0801

Big Move 1: Address Urbana's Diverse Housing Needs

Little Moves	Metrics	Data Source	Timing	Project Lead and Partners
<p>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</p>	<p>1.1.1 Completion of housing study, including affordable housing analysis, with strategies for addressing housing needs? (Yes/No)</p>	<p>City of Urbana-Community Development Department</p>	<p>Short-term</p>	<p>Grants Management Planning Economic Development</p>
<p>1.2 Develop targeted solutions to housing study initiatives, maximizing limited resources</p>	<p>1.2.1 Completion of targeted solutions to housing study initiatives? (Yes/No)</p>	<p>City of Urbana – Grants Management Division</p>	<p>Mid-term</p>	<p>Grants Management Planning Economic Development</p>
<p>1.3 Continue to work with local affordable housing providers and developers to expand the City’s stock of permanently affordable units</p>	<p>1.3.1 # of new affordable units added</p>	<p>City of Urbana – Grants Management Division</p>	<p>Ongoing</p>	<p>Grants Management Planning</p>

1.4 Use <i>Imagine Urbana</i> to inform the completion of the 2025-2029 HOME Consortium Consolidated Plan	1.4.1 Completion of 2005 – 2029 HOME Consortium Consolidated Plan? (Yes/No)	City of Urbana – Grants Management Division	Short-term	Grants Management Planning Economic Development
1.5 Complete an assessment of fair housing needs and issues in Urbana and develop targeted solutions to address them	1.5.1 Fair housing assessment completed? (Yes/No)	City of Urbana – Grants Management Division	Mid-term	Grants Management
1.6 Use public-private partnerships to create housing options to meet community needs	1.6.1 # of housing units created through public-private partnerships	Champaign County Regional Planning Commission City of Urbana – Grants Management Division	Ongoing	Grants Management Planning Economic Development
1.7 Promote tools to rehabilitate housing in Community Development Target Areas	1.7.1 # of tools available for housing rehabilitations 1.7.2 # of houses rehabilitated	City of Urbana – Grants Management Division	Ongoing	Grants Management Planning Economic Development
1.8 Allow a variety of housing types in every neighborhood at scales appropriate to each neighborhood	1.8.1 % of units of each type of housing 1.8.2 Land use for each housing type 1.8.3 Household demographics (e.g., homeownership/renter-occupied rate) 1.8.4 Residential building permits issued, by type	U.S. Census - ACS Table S0101, S1901, and DP04 CCRPC City of Urbana – Planning and Building Safety Departments	Mid-term	Grants Management Economic Development Planning

1.9 Invest Federal dollars in community-based organizations that provide needed public services to low-income residents	# of clients supported with housing programs / services	City of Urbana – Grants Management Division	Ongoing	Grants Management



Big Move 2: Revise the Zoning Ordinance to Align with *Imagine Urbana*

Little Moves	Metrics	Source	Timing	Project Lead and Partners
2.1 Dedicate resources to rewrite the City's Zoning Ordinance to support <i>Imagine Urbana</i>	2.1.1 Resources are approved	City of Urbana - Planning Division	Short-term	Planning Plan Commission
2.2 Implement incremental steps to address immediate concerns, prior to the approval of a new Zoning Ordinance	2.2.1 # of zoning text amendments to address incremental steps	City of Urbana - Planning Division	Short-term	Planning Plan Commission
2.3 Review the Zoning Ordinance to determine what does not align with <i>Imagine Urbana</i> and update the Zoning Ordinance	2.3.1 Zoning Ordinance updated? (Yes/No)	City of Urbana - Planning Division	Mid-term	Planning Plan Commission

Big Move 3: Address the Needs of Individual Areas

Little Moves	Metrics	Source	Timing	Project Lead and Partners
3.1 Develop a standard framework and implementation plan for creating small area plans	3.1.1 Framework and implementation plan developed? (Yes/No)	City of Urbana - Planning Division	Mid-term	Planning Plan Commission
3.2 Determine which City regulations support or compromise the execution of small area plans, and modify regulations as needed	3.2.1 Report on City's modified regulations prepared? (Yes/No)	City of Urbana - Planning Division	Mid-term	Planning Plan Commission
3.3 Update or develop small area plans	3.3.1 # of individual small area plans developed, # in process, and # not yet started	City of Urbana - Planning Division	5+ Years	Planning Plan Commission

Big Move 4: Strengthen Downtown Urbana's Role as the Economic Driver of the City

Little Moves	Metrics	Source	Timing	Project Lead and Partners
4.1 Refine the guiding principles for the Downtown Tax Increment Financing District (TIF) applications	4.1.1 Guiding principles refined fo Downtown TIF? (Yes/No)	City of Urbana - Economic Development Division	Short-term	Economic Development Executive Public Works Communications

Big Move 4: Strengthen Downtown Urbana's Role as the Economic Driver of the City

4.2 Implement and test "lighter, quicker, cheaper" strategies from the 2023 Downtown Public Realm Study	4.2.1 # of recommended projects implemented 4.2.2 # of projects studied to determine effectiveness and ways to improve	City of Urbana – Community Development Department	Short-term	Economic Development Executive Public Works Communications
4.3 Develop a Strategic Market at the Square study and implement strategies to maximize the economic and social potential of <i>Market at the Square</i>	4.3.1 Development of a Strategic Market at the Square study? (Yes/No) 4.3.2 Growth in # of attendees 4.3.3 # of attendees who visited other downtown businesses	City of Urbana - Market at the Square Program	Mid-term	Economic Development Public Works Communications
4.4 Explore the feasibility of constructing a long-term structure for large community events	4.4.1 Report on structure feasibility? (Yes/No)	City of Urbana - Economic Development Division	Mid-term	Economic Development Public Works Communications
4.5 Encourage multi-family housing options in Downtown at various income levels	4.5.1 # of multi-family housing allowed in Downtown, % of various income levels, and % of occupancy	Champaign County Regional Planning Commission City of Urbana - Grants Management Division Champaign County Assessment Office	Mid-term	Economic Development Planning Public Works
4.6 Connect the City's pedestrian and bicycle infrastructure with Downtown	4.6.1 # of gaps in network 4.6.2 # of gaps filled 4.6.3 # miles of sidewalks and bicycle lanes 4.6.4 # of bicycle racks	City of Urbana – Public Works Department	Long-term	Economic Development Planning Public Works
4.7 Repurpose City-owned Downtown lots into community assets, such as tax-generating properties or public spaces	4.7.1 # of lots/acreage 4.7.2 # of lots/ acreage redeveloped	City of Urbana - Economic Development Division	Mid-term	Planning Executive Economic Development Public Works

Big Move 4: Strengthen Downtown Urbana's Role as the Economic Driver of the City

- ¹ **Big Idea 1:** Urbana is a Place for Everyone
Big Idea 2: Urbana is Both Financially and Environmentally Resilient
Big Idea 3: Urbana is a City of Connected Neighborhoods
Big Idea 4: Urbana Embraces its Cultural Vibrancy and Character

Big Move 5: Expand Urbana's Arts and Culture Program

Little Moves	Metrics	Source	Timing	Project Lead and Partners
5.1 Increase funding for arts grants and for public art installation and maintenance	5.1.1 Total funding for arts grants/% increase over prior year(s) 5.1.2 # of arts grants 5.1.3 # of new public art installations 5.1.4 Total funding for public art maintenance, % increase over prior year(s) 5.1.5 # and % of installations actively maintained	City of Urbana - Arts & Culture Program	Ongoing	Arts & Culture Program Economic Development Arts & Culture Commission 40 North Experience CU
5.2 Host one large "signature event" annually	5.2.1 Annual signature event held? (Yes/No) 5.2.2 # of attendees (local/non-local)	City of Urbana - Arts & Culture Program	Mid-term	Arts & Culture Program Economic Development Arts & Culture Commission 40 North Experience CU

Big Move 5: Expand Urbana's Arts and Culture Program

5.3 Streamline event permitting, street and parking lot closures, and fire and alcohol permitting	5.3.1 # of items identified to streamline process 5.3.2 # of items addressed 5.3.3 # of festivals and events held by locals	City of Urbana - Public Works, Fire, and Executive Departments	Short-term	Arts & Culture Program Economic Development Arts & Culture Commission 40 North Experience CU Public Works Police Liquor Commissioner Fire
5.4 Evaluate the feasibility of establishing a Downtown Tourism and Entertainment District, and if feasible, develop an implementation plan	5.4 Feasibility Study been completed? (Yes/No) 5.4.2 Implementation Plan developed? (Yes/No) 5.4.3 Implementation Plan executed? (Yes/No)	City of Urbana - Arts & Culture Program	Short-term	Arts & Culture Program Economic Development Arts & Culture Commission 40 North Experience CU
5.5 Encourage and support small community-driven events year-round throughout the City	5.5.1 # of small events 5.5.2 # of attendees at events	City of Urbana - Arts & Culture Program	Ongoing	Arts & Culture Program Economic Development Arts & Culture Commission 40 North Experience CU

Big Move 6: Make Walkability a Top Priority

Little Moves	Metrics	Source	Timing	Project Lead and Partners
6.1 Continue to implement the 2020 Pedestrian Master Plan and 2016 Bicycle Master Plan	6.1.1 # of recommendations implemented from each Plan	City of Urbana - Planning Division	Ongoing	Planning Plan Commission Public Works

Big Move 6: Make Walkability a Top Priority

6.2 Amend development regulations to support walkability, using <i>Walkable City Rules</i> as a guide.	6.2.1 # of development regulations identified 6.2.2 # of development regulations changed	City of Urbana - Planning Division	Mid-term	Planning Plan Commission Public Works BPAC
6.3 Address safety concerns that deter people from walking	6.3.1 # of concerns addressed	City of Urbana - Community Development Department	Ongoing	Planning Plan Commission Public Works BPAC
6.4 Prioritize staff time to focus on making streets and parking lots safer for people walking and biking	6.4.1 Transportation planner hired? (Yes/No)	City of Urbana - Planning Division	Short-term	Planning Public Works
6.5 Extend the Kickapoo Rail Trail through Downtown Urbana	6.5.1 Miles of Kickapoo Rail Trail completed in Downtown	Champaign County Forest Preserve District	Long-term	Planning Plan Commission Public Works Urbana Park District CC Forest Preserve Norfolk Southern Railroad
6.6 Develop policies for traffic calming	6.6.1 Traffic calming policies developed? (Yes/No)	City of Urbana - Public Works and Planning Departments	Mid-term	Planning Plan Commission Public Works Police
6.7 Expand the investment of Federal funding for public infrastructure in targeted low-income neighborhoods	6.7.1 % Increase in total grant funding for infrastructure in low-income neighborhoods	City of Urbana - Grants Management and Public Works Departments	Mid-term	Grants Management Public Works
6.8 Update brick sidewalk ordinance to prioritize safety and function of the City's sidewalks	6.8.1 Brick sidewalk ordinance Updated? (Yes/No)	City of Urbana - Public Works and Planning	Short-term	Planning
6.9 Evaluate the elimination of minimum parking requirements	6.9.1 Have requirements been evaluated? (Yes/No) 6.9.2 Have minimum parking requirements been modified? (Yes/No)	City of Urbana - Planning	Short-term	Planning

Big Move 7: Promote Incremental Development

Little Moves	Metrics	Source	Timing	Project Lead and Partners
7.1 Identify and resolve barriers to incremental and infill development	7.1.1 # of barriers identified 7.1.2 # of barriers addressed	City of Urbana - Planning Division	Mid-term	Planning Plan Commission Economic Development Public Works Building Safety
7.2 Provide incentives for entrepreneurs to start and grow their businesses in Urbana and make it easier to have a home-based business	7.1.1 # of incentive programs 7.2.2 # of incentives granted 7.2.3 Total \$'s of incentives granted 7.2.4 Home-based business regulations streamlined? (Yes/No)	Champaign County Assessor Office	Short-term	Planning Plan Commission Economic Development Public Works
7.3 Amend regulations to allow small-scale businesses and housing in the same neighborhood	7.3.1 # of residential zoning districts that allow small-scale businesses	City of Urbana - Planning Division	Mid-term	Planning Plan Commission Economic Development Public Works
7.4 Simplify the permitting process for residents to invest in their properties	7.4.1 Residential permitting process time reduced? (Yes/No)	City of Urbana - Building Safety Division	Mid-term	Planning Plan Commission Economic Development Public Works Building Safety
7.5 Develop a fiscally responsible annexation policy	7.5.1 Annexation policy developed? (Yes/No)	City of Urbana - Planning Division	Short-term	Planning Plan Commission Economic Development Public Works
1				

Big Move 8: Invest in Infrastructure that Makes Sense Financially and is Environmentally Resilient

Little Moves	Metrics	Source	Timing	Project Lead and Partners
8.1 Tie infrastructure maintenance and new project resources to metrics to make more informed decisions	8.1.1 Metrics established and in use? (Yes/No)	City of Urbana - Public Works Department	Mid-term	Public Works Planning Sustainability Advisory Commission
8.2 Revise development regulations to ensure developments financially contribute to the City's long-term viability	8.2.1 Development regulations evaluated and modified where appropriate? (Yes/No)	City of Urbana - Planning Division	Mid-term	Public Works Planning Sustainability Advisory Commission
8.3 Prioritize development in areas already served by services and infrastructure	8.3.1 # and % of new developments in areas currently served by infrastructure 8.3.2 # and % of developments requiring new infrastructure	City of Urbana - Planning Division	Ongoing	Public Works Planning Sustainability Advisory Commission Economic Development
8.4 Develop metrics and policies to promote development that sufficiently funds ongoing operations and maintenance	8.4.1 # of metrics and policies established	City of Urbana - Planning Division and Public Works Department	Mid-term	Public Works Planning Sustainability Advisory Commission Economic Development
8.5 Practice proactive maintenance	8.5.1 Increase in roadway average life expectancy 8.5.2 Increase in sidewalk and path average life expectancy	City of Urbana - Public Works Department	Mid-term	Public Works Planning Sustainability Advisory Commission
8.6 Encourage the use of native plants and trees in all developments and infrastructure projects	8.6.1 % of new developments using native plants 8.6.2 % of infrastructure projects using native plants	City of Urbana - Public Works Department	Ongoing	Public Works Planning Sustainability Advisory Commission

Big Move 8: Invest in Infrastructure that Makes Sense Financially and is Environmentally Resilient

8.7 Align city policies to address utility and stormwater vulnerabilities	8.7.1 # of City policies identified and modified	City of Urbana - Public Works Department	Long-term	Public Works Planning Sustainability Advisory Commission
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Big Move 9: Increase Urbana's Economic Vibrancy

Little Moves	Metrics	Source	Timing	Project Lead and Partners
9.1 Make local businesses aware of federal, state and local business resources	9.1.1 % of local businesses provided with resources	City of Urbana - Economic Development Division	Short-term	Economic Development Community Partners Public Works Finance
9.2 Identify and support resources for non-traditional Urbana businesses (home-based, on-line, food truck, etc.)	9.2.1 # of support resources identified and disseminated	City of Urbana - Economic Development Division	Mid-term	Economic Development Community Partners Public Works Finance
9.3 Prioritize market-rate housing in Downtown	9.3.1 # of market rate housing units downtown 9.3.2 % of market rate housing units down	Cunningham Township Assessor	Ongoing	Economic Development Community Partners Public Works Finance
9.4 Increase the City's tax base through small business startups, local business expansion, and targeted business attraction	9.4.1 # of targeted businesses contacted 9.4.2 # of targeted businesses attracted 9.4.3 \$'s in tax base from new businesses attracted	City of Urbana - Economic Development Division	Ongoing	Economic Development Community Partners Public Works Finance

Big Move 9: Increase Urbana's Economic Vibrancy

9.5 Leverage demand generated by the Rantoul Family Sports Complex to attract businesses that serve the needs of the players, families, and fans	9.5.1 # of related businesses attracted to North Cunningham Avenue	City of Urbana - Economic Development Division	Short-term	Economic Development Public Works Finance Community Partners
9.6 Recruit a grocery store and essential services to Northwest Urbana	9.6.1 Recruitment strategies developed and employed? (Yes/No)	City of Urbana - Economic Development Division	Short-term	Economic Development Community Partners Public Works Finance
9.7 Identify developable land within the City's boundaries, and continuously update, for business attraction efforts	9.7.1 Developable land identified and updated quarterly? (Yes/No)	City of Urbana - Economic Development Division	Ongoing	Economic Development Public Works Finance Community Partners
9.8 Collaborate with local commercial real estate brokers to understand local market conditions, create awareness of Urbana's resources, and provide support for their Urbana business attraction efforts	9.8.1 # of local commercial real estate brokers worked with	City of Urbana - Economic Development Division	Ongoing	Economic Development Community Partners Public Works Finance
9.9 Promote Urbana businesses to attract new visitors to the community	9.9.1 # of business promotions 9.9.2 # of attendees at events	City of Urbana - Economic Development Division	Ongoing	Economic Development Community Partners Public Works Finance Visit Champaign County
9.10 Explore the creation of a program to increase employment at Urbana's retail and hospitality businesses	9.10.1 Has incentive program been developed? (Yes/No) 9.10.2 # of participants	City of Urbana - Economic Development Division	Mid-term	Economic Development Community Partners Public Works Finance

Big Move 10: Encourage and Support Community Health, Safety, and Well-Being

Little Moves	Metrics	Source	Timing	Project Lead and Partners
10.1 Ensure resources are made available to support a community that feels safe	10.1.1 \$'s available for this initiative	City of Urbana - Police Department	Ongoing	Executive Fire Police
10.2 Determine the adequacy of public safety resources using industry-specific standards	10.2.1 Public safety resources deemed adequate	City of Urbana - Police Department	Ongoing	Executive Fire Police
10.3 Provide opportunities for social interaction, support networks, and community engagement	10.3.1 Survey community satisfaction and perceived safety and quality of life	City of Urbana - Community Development Department	Ongoing	Community Development
10.4 Prioritize equitable access to essential resources such as education, employment opportunities, housing, health care, transportation, and recreational facilities for all residents	10.4.1 % of population within ½ mile of a transit stop 10.4.2 % of households with an internet subscription 10.4.3 Labor force participation rate 10.4.4 Unemployment rate	U.S. Census - (ACS Table S1901, DP04, S2801 DP03) Champaign Urbana Mass Transit District Trust for Public Land Urbana High School	Ongoing	Community Development Public Works

Big Move 10: Encourage and Support Community Health, Safety, and Well-Being

10.5 Develop a plan to address food deserts	10.5.1 % of population within 1 mile of a grocery store	City of Urbana - Community Development Department	Mid-term	Economic Development Grants Management
10.6 Encourage Crime Prevention through Environmental Design (CPTED) principles for private development	10.6.1 Are CPTED principles being implemented? (Yes/No)	City of Urbana - Planning Division	Ongoing	Community Development

Big Move 11: Advance a Healthy, Clean, and Green Community

Little Moves	Metrics	Source	Timing	Project Lead and Partners
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	11.1.1 Climate Action Plan rewritten with community partners involvement? (Yes/No)	City of Urbana - Sustainability & Resilience Officer	Mid-term	Sustainability & Resilience Officer Sustainability Advisory Commission Public Works Planning
11.2 Prioritize energy efficiency and renewable energy in City capital projects	11.2.1 # and % of capital projects employing energy efficiency/renewable energy	City of Urbana - Public Works Department	Ongoing	Sustainability & Resilience Officer Public Works

Big Move 11: Advance a Healthy, Clean, and Green Community

11.3 Promote biking and walking	11.3.1 % of Pedestrian Master Plan network completed 11.3.2 % of Bicycle Master Plan completed 11.3.4 % of Pedestrian Master Plan non-network recommendations completed 11.3.4 % of Bicycle Master Plan non-network recommendations completed	City of Urbana - Public Works Department GIS Data	Ongoing	
11.4 Coordinate with the Urbana Park District to provide increased access to parks, greenways, and recreational areas and support their Strategic Plan and CARES Plan	11.3.1 # of specific collaborations with Park District	City of Urbana - Sustainability & Resilience Officer	Ongoing	Sustainability & Resilience Officer Public Works Planning
11.5 Establish an asset management plan to complete sidewalk network	11.4.1 Asset Management Plan completed? (Yes/No)	City of Urbana - Engineering Division	Mid-term	Public Works
11.6 Encourage waste reduction	11.5.1 Increase in City of Urbana Landscape Recycling Center waste	City of Urbana - Landscape Recycling Center Data	Ongoing	Sustainability & Resilience Officer Public Works

Big Move 11: Advance a Healthy, Clean, and Green Community

11.7 Plant trees in all vacant City tree sites	11.6.1 % of vacant City tree sites planted	City of Urbana - <i>Tree Keep Inventory</i>	Long-term	Sustainability & Resilience Officer
11.8 Support installation of renewable energy generation systems	11.7.1 # and % penetration of renewable energy projects	City of Urbana - Building Permits City of Urbana - Facility Profiles	Ongoing	Sustainability & Resilience Officer Building Safety
11.9 Competitively select one licensed waste management hauler for curbside collection in each designated residential area	11.8.1 Selection and Implementation? (Yes/No)	City of Urbana - Public Works Department	Mid-term	Sustainability & Resilience Officer Recycling Coordinator
11.10 Support net-zero new housing in City housing programs	11.9.1 # of net-zero houses built	EPA Indoor Air: PLUS City of Urbana - Grants Management	Mid-term	Grants Management Sustainability & Resilience Officer
11.11 Increase residential and commercial solar and geothermal installations	11.10.1 # of new private solar and geothermal installations as a % of total 11.10.2 # of C-PACE applications	City of Urbana - Sustainability & Resilience Officer Champaign County C-PACE Program	Ongoing	Sustainability & Resilience Officer
11.12 Electrify City-owned vehicles	11.11.1 % of electric vehicles in City fleet	City of Urbana - Fleet Management	Ongoing	Public Works Fleet Supervisor

Big Move 11: Advance a Healthy, Clean, and Green Community

11.13 Support environmental stewardship legislation	11.12.1 # of support letters	City of Urbana - Sustainability & Resilience Officer	Ongoing	Sustainability & Resilience Officer Executive Department

VIII. EVALUATION AND REPORTING

It is important to note that the *Imagine Urbana* Comprehensive Plan must be a living document in order to be effective. Looking to the future is a continuous process, and our plan and our goals must evolve as circumstances change. There will be ongoing quarterly checkpoints, as well as a full update every five years when progress will be measured.

City staff will regularly prepare *Imagine Urbana* Progress Reports to present to the City Plan Commission and City Council, and post on the City's website. This report may include the following sections:

Metrics: Updated each quarter, this section includes new statistics for the metrics outlined in Section VII – Tracking Progress.

Big Moves: A summary of the actions that have transpired to advance each Big Idea in Section IV since the last Progress Report. The actions may include, but are not limited to, the Big Moves outlined in Section VI. Many of the Big Ideas and Big Moves outlined in *Imagine Urbana* require cross-collaboration with outside groups; the Progress Report may include descriptions of actions undertaken by other groups.

Other Goals: A summary of any other actions undertaken in an effort to advance any of the Big Ideas outlined in Section V that have transpired since the last Progress Report.

Every five years, staff will update *Imagine Urbana* to ensure it remains relevant during changing economic conditions and reflects the evolving needs and aspirations of the community.

IX. APPENDIX

A. Definitions

Affordable Housing
Community Development Target Areas
Equity
Extraterritorial Jurisdiction
Fair Housing
Food Desert
Green Infrastructure
Incremental Development
Infill Development
Resilience
Sustainability
Walkability

B. Vision and Values

1. Urbana Demographics
2. Community Engagement Theme Definitions

C. Background and Trends

1. Comprehensive Plan Amendments

D. Imagine Urbana Process

1. 2005 Comprehensive Plan Assessment Report (September 2021) with Addendum
2. Imagine Urbana Community Outreach Summary
3. Community Engagement Theme Definitions
4. Mayor and Council Strategic Goals 2024-2025
5. Examine Urbana
6. Balancing Act Findings

Definitions

Affordable Housing

Community Development Target Areas

Equity

Extraterritorial Jurisdiction

Fair Housing

Food Desert

Green Infrastructure

Incremental Development

Infill Development

Resilience

Sustainability

Walkability

Affordable Housing. Housing that a household can afford spending no more than 30% of their income.

Source: U.S. Department of Housing and Urban Development

Community Development Target Areas (CDTAs). CDTAs are block groups where a majority of residents are low-to-moderate income (<80% of the area median income), based on data from the U.S. Census Bureau's American Community Survey.

Equity. Just and fair inclusion into society in which all can participate, prosper, and reach their full potential.

Source: American Planning Association

Extraterritorial Jurisdiction (ETJ) - The unincorporated territory lying within one-and-a-half miles of the corporate limits of the City of Urbana, excluding the areas located within the subdivision jurisdiction of another municipality.

Fair Housing. The ability of persons, regardless of race, color, religion, sex, handicap, familial status, or national origin, of similar income levels to have available to them the same housing choices.

Source: U.S. Department of Housing and Urban Development

Food Desert. Areas where access to affordable, nutritious food is limited or nonexistent, particularly for residents without reliable transportation.

The USDA uses several measures related to poverty and access to identify food deserts through their Food Access Research Atlas (<https://www.ers.usda.gov/data-products/food-access-research-atlas>).

Green Infrastructure. A network of parks, greenways, natural areas, and other open spaces (community-scale). Stormwater management practices that use vegetation, soil, and permeable surfaces to absorb runoff close to where it's generated (neighborhood/site-scale).

Source: U.S. Environmental Protection Agency

Incremental Development. An approach to building cities and towns by making many small-scale investments, spread over a broad area, over a long period of time, versus making a few large-scale, transformative investments over the short-term.

By introducing gradual change, this approach allows communities to adapt to changing needs, manage costs effectively, and engage local stakeholders in the development process.

Infill Development. Development that occurs where infrastructure (roads, sewers, sidewalks, etc.) is already in place. This includes filling in lots that once held buildings but are now vacant, building on vacant lots that have never been built upon (for example, in a subdivision that has not been completely built out), and demolishing dilapidated buildings and replacing them with new buildings (which can also be considered one type of "redevelopment").

Resilience. The capacity of individuals, communities, and systems to adapt, survive, and grow in the face of stresses and shocks, and even transform when conditions require it.

Source: Rockefeller Foundation/ARUP 100 Resilient Cities

Sustainability. Managing human, natural, and financial capital to meet current needs, while ensuring adequate resources are available for future generations.

Source: Institute for Sustainable Communities

Walkability. A measure of whether a place is walkable or not. When a place is walkable, it encourages people to walk for everyday activities like running errands, commuting, or simple enjoyment. To be walkable, walking must be useful, safe, comfortable, and interesting.

B. Vision and Values

1. Urbana Demographics

2. Community Engagement Theme Definitions

Urbana Demographics

Race	Count	Percentage
TOTAL POPULATION	38,336	100.0%
White	18,848	49.2%
Black or African American	7,112	18.6%
Hispanic or Latino	3,268	8.5%
American Indian and Alaska Native	54	0.1%
Asian	6,985	18.2%
Native Hawaiian and Other Pacific Islander	13	0.0%
Some Other Race	172	0.4%
Two or More Races	1,884	4.9%

Source: U.S. Census Bureau Decennial Census 2020 - Table DP1

Community Engagement Theme Definitions

“Community Health & Safety” Theme

Public Health
Sidewalk and Path Safety
Crime and Gun Violence
Policing

We received several comments from community members concerned about local **gun violence and other crime**. A range of suggestions for potential approaches to addressing local crime, included improving opportunities for youth, improving economic opportunity for all residents, improved lighting for street safety, increasing police presence. Others wanted to increase funding for social services in addition to, or in place of, police.

"Young people just don't have anything else to do, but turn to gangs/violence."

Many comments about policing were in concert with national discussions about police reform in the wake of the 2020 protests following the death of George Floyd at the hands of Minneapolis police. There is some polarization in Urbana on the subject; many comments were in favor of a **"disinvest, reinvest"** approach, where police funding would be redirected towards social services and economic opportunity. At the other end, comments indicated **support for police** and felt increased presence was needed in some areas. Some respondents were somewhere in between and did not necessarily want to disinvest from police, but focus on increasing oversight, improving community relations, and increasing opportunities and resources within communities facing issues with crime.

"We need police reform and increases in social services -- like tutoring and post-incarceration reintegration -- as well as greater economic equality through better paying jobs."

"Employ more police officers to enforce the law."

Some comments about **health and safety** in our community intersected with other categories. For example, many survey respondents were concerned about fast traffic in residential areas where children play, and safety concerns related to poorly maintained sidewalks or unlit streets.

"There should be better streetlights in residential areas, I've had my car broken into twice after dark because there's no way to see people on the street once the sun goes down."

Future Consideration Priorities (from Phase I community engagement in the *2022 Imagine Urbana Community Outreach Summary*)

- Addressing gun violence
- Expanding services and opportunities, not just policing
- Equity in law enforcement actions
- Increasing street and sidewalk safety

"Cultural & Economic Vibrancy" Theme

Cost of Living
Gathering Spaces
Local Economy and Business
Arts
Events and Activities

Frequent comments concerned **Urbana's downtown area** focused on attracting and maintaining businesses and redeveloping the Lincoln Square Mall and hotel area. Appreciation was expressed for the businesses inside the Mall. Some comments also noted that more housing near downtown could benefit businesses there.

"I think downtown Champaign appeals more to people because of its nightlife scene of live music and food, which I think Urbana could potentially mirror in the best way."

"[Urbana should] bring more shopping and nightlife to the center of downtown."

In general, though, many comments spoke favorably of existing events and Urbana's **arts and culture scene**. There was also a recurring theme that there could be more places to go and things to do for recreation in Urbana versus going to Champaign. Many respondents also voiced an interest in creating or facilitating more public spaces for events, performances, and community interaction.

*"We need a consistent and free venue to organize and host classes and events – preferably a public venue where nonmembers are always welcome to see for themselves what opportunities exist for THEM – free, *participatory* arts and membership in supportive, generous, life changing arts communities."*

Quality jobs and supporting local businesses was frequently mentioned, often in combination with alleviating poverty and reducing inequality.

"Develop an understanding of the types of jobs that provide salaries sufficient to support a family, identify and remove the barriers attracting and supporting these kinds of jobs, ...and provid[e] services to help residents get this training and secure the relevant jobs."

Outside of downtown, existing commercial areas, as well as the lack of commercial areas or **convenient businesses** in some parts of Urbana were mentioned. For example, people expressed a desire for more attractive business and development in the Philo Road business district. Some neighborhood comments addressed needing more convenient neighborhood services, such as a grocery store and a bank.

Other responses expressed an interest in changing zoning regulations to allow for more mixed-use development that places a diversity of types of homes next to or in the same place as businesses, and for neighborhood business areas.

"Create opportunities for new small businesses through development of larger housing complexes near downtown with subsidized storefront for new small businesses."

Future Consideration Priorities (from Phase I community engagement in the 2022 *Imagine Urbana Community Outreach Summary*):

- Attractive downtown
- **Equitable** investment throughout the City
- **Equitable** access to businesses
- Additional public spaces and events

“Transportation & Infrastructure” Theme



Comments in this category touch on many of the day-to-day basics of city administration, like filling in potholes and managing storm water. Urbana’s road conditions in particular frequently fall short of where residents would like them to be. In addition to **maintaining existing assets**, however, responses were frequently looking towards getting Urbana’s infrastructure more in line with the health, accessibility, and sustainability needs of the 21st century.

"Some of the brick sidewalks between campus and downtown are hard to walk on, and very dangerous with tree roots and icy conditions."

While walkability and bike infrastructure are often listed in responses to survey questions about Urbana’s assets, it is clear from responses to other questions that there is still room for improvement in these areas. Many respondents would like to see **infrastructure for more active modes** of transportation improved, maintained, and expanded. Residents frequently point to poorly maintained sidewalks and insufficient street lighting as obstacles to walkability, safety, and **accessibility**.

Many comments about walkability and bike-ability overlap with comments about **development** patterns and zoning; more compact, mixed-use development would decrease reliance on cars for a day-to-day activities and make alternative modes of transportation more practical. Car-oriented roads and lack of traffic-calming mechanisms can also make people utilizing other modes of transportation feel less safe on the road.

"Too many parts of town are large stretches of residential only areas making it hard for people to get what they need within walking distance."

Expanding active transportation opportunities and the frequency and coverage of public transit options are often discussed in connection with environmental goals and our response to climate change. Environmental sustainability is also a big area of focus in other comments about infrastructure. Many residents want to see the city prioritizing **sustainable infrastructure**, particularly by increasing the utilization and availability of renewable energy throughout the city. Some residents would also like to see more opportunities for environmentally friendly waste-management in the form of city-sponsored composting programs.

"[I would] love for the city to be a leader in municipal/local environmental action by supporting its citizens how it can to increase solar panel usage and converting the focus of roads from cars to bikes and pedestrians"

Future Consideration Priorities (from Phase I community engagement in the *2022 Imagine Urbana Community Outreach Summary*)

- Taking care of existing infrastructure
- Promoting active transportation

- Supporting **sustainable** energy and infrastructure

“Housing and Neighborhoods” Theme

Historic Preservation
Housing Quality
Density and Zoning
New Construction
Access and Green Space
Sustainable Development

There is general agreement among survey respondents that local housing could be more **affordable and accessible**. Comments mentioned possible solutions like, building more housing of all pricing and types, building affordable housing in particular, and increasing the amount of available rental assistance and homeownership resources. Respondents also pointed to homelessness as a major concern and would like to see more supportive housing opportunities and wraparound resources for this population.

“Lack of affordable housing –rent is too high, wages too low.”

“Social service agencies need more funds to distribute to families in crisis, specifically in regard to emergency housing.”

There were a range of opinions on where and what kind of housing and other development ought to be prioritized for new construction. Some students stated that they feel Urbana is lacking **housing options** compared to Champaign. Many comments suggest that downtown businesses would benefit from more housing near downtown.

“Not enough density downtown. Not enough people to give business to all our businesses. Too many empty storefronts.”

Many respondents would like to see more **diversity in neighborhoods** and neighborhoods should open up to a **range of housing types**, residents from different backgrounds and income levels, and close access to businesses and other amenities. These kinds of comments frequently noted that residential-only **zoning** has produced undesirable transportation and accessibility outcomes. Comments also noted that existing Urbana residential patterns are often quite segregated, and that increasing housing affordability and diversity could help address this. In contrast, there were numerous comments from residents who were primarily concerned with limiting new development in their neighborhood, seeing new construction, especially larger multifamily buildings, as threatening to existing neighborhood character.

“I would like to see more mixed-income neighborhoods. It seems like there's been an increasing concentration of poverty and stratification of wealth.”

“I want Urbana to preserve local neighborhood feel as University high-density housing, and multi-story buildings are being built all around us.”

Many comments also touch on ensuring proper maintenance of rental properties, both from the perspective of tenants who have to deal with unresponsive landlords, and from neighbors who want to control property blight in their neighborhoods.

“hold landlords/property owners accountable for properly maintaining properties”

Urbana’s existing **green spaces** are often mentioned in response to questions about their neighborhoods’ greatest assets. This includes parks, wide variety of trees, and other lawn greenery. Some comments from residents in more peripheral areas of the city would like to see more parks and outdoor recreation nearer to them. Looking towards the future, several comments express concern for ensuring that new development take environmental impacts and energy-efficiency standards into consideration.

“How can we continue to provide affordable housing that also features upgraded indoor air quality, energy efficiency, and renewable energy generation?”

Future Consideration Priorities (from Phase I community engagement in the *2022 Imagine Urbana Community Outreach Summary*):

- Increasing **affordable housing**
- Balancing differing viewpoints on neighborhood development
- Addressing diversity of housing and people
- Property maintenance and beautification

“City and Community Services” Theme

Budget
Taxes
Governance
Youth Education and Activities
Social Services
Civic Engagement

Comments in this theme category focused on **government communication and civic engagement**. Many survey respondents felt the city could be doing more to get a diverse range of perspectives involved in government. Specific suggestions included making meetings more accessible, forming connections with existing community leaders and organizations, making the city's online information and resources more easily navigable, and being transparent in government operations.

"Better engagement with a wider group of residents. Reach out to groups or people who have fewer opportunities to attend regular consultations/events."

We also received many comments about the **local public school system**. Perception of the local school system quality varied —some respondents viewed our school quality as an asset, while others feel our schools fall short of where they ought to be. Relatedly, many comments referenced segregation in the school system and white flight. Some parents expressed concern about safety in schools. Outside of school, many felt additional programming for youth could have a positive impact on the local economy and public safety.

"Create youth programs targeted at kids age 10-18. This is a vulnerable age and programs (sports, etc.) could really do a lot to help with community violence."

Other comments related to City & Community Services included comments about expanding **social service programs for vulnerable populations**, such as residents facing issues with homelessness, food insecurity, addiction, and mental health. Many comments also focused on expanding the **local tax base**, often in combination with reducing property taxes, which many homeowners find burdensome.

"The community can put more funding into maintaining homeless shelters and food pantries in addition to looking for more opportunities to create jobs in the community."

Future Consideration Priorities (from Phase I community engagement in the *2022 Imagine Urbana Community Outreach Summary*)

- Strengthening community and government relationships
- Youth engagement and opportunities
- Increasing services for vulnerable populations
- Expanding the tax base

Background and Trends

1. Comprehensive Plan Amendments

Comprehensive Plan Amendments Since 2005

Click [here](#) to view Comprehensive Plan Amendments since 2005.

Imagine Urbana Process

1. 2005 Comprehensive Plan Assessment Report (September 2021) with Addendum
2. Imagine Urbana Community Outreach Summary
3. Community Engagement Theme Definitions
4. Mayor and Council Strategic Goals 2024-2025
5. Examine Urbana
6. Balancing Act Findings

2005 Comprehensive Plan Assessment Report (September 2021) with Addendum

Click [here](#) to view the *2005 Comprehensive Plan Assessment Report* (September 2021).

Addendum

Additional background and updates on Implementation Strategies from the 2005 Comprehensive Plan Assessment marked as “Not Complete” or omitted relevant factors.

Strategy #1

Consider a program of zoning and development incentives for new development that incorporates a high level of energy efficiency in building designs such as “green buildings.” Promote use of the Leadership in Energy and Environmental Design (LEED) system for public buildings.

Update

Partially completed and ongoing. This strategy was previously reported as incomplete and changed in the 2021 Assessment. However, there has been progress made. In 2007, changes to the Planned Unit Development (PUD) section of Article XIII of the Zoning Ordinance were made to incorporate LEED accreditation in the PUD criteria. Energy codes have continued to improve building energy efficiency and new programs exist to encourage better building practices.

[The Climate Action Plan](#) includes recommendations related to energy-efficiency actions, which include integrating LEED-ND (neighborhood development) standards into zoning codes.

In 2021, Champaign County launched the Champaign County Commercial Property Assess Clean Energy (C-PACE) program, “an innovative financing tool that provides long-term, fixed-rate funding to private building owners for energy efficiency, renewable energy, water conservation, electric vehicle charging and resiliency projects (“PACE projects”) to be installed in both existing or new commercial properties”.

Additionally, a 2022 text amendment streamlined permitting for solar energy systems.

[See Imagine Urbana Big Move #11: Advance a Clean and Green Community.](#)

Strategy #18

Coordinate with the Urbana Park District to determine opportunities for additional park space in new residential growth areas.

Update

Partially complete. This strategy does not require formal implementation. However, there is potential for the dedication of detention areas and other space to the Urbana Park District.

[See Imagine Urbana Big Move #11: Advance a Clean and Green Community.](#)

Strategy #21

Coordinate with the Urbana Business Association to achieve designation as an Illinois Main Street community.

Update

Partially complete. The Urbana Business Association has since disbanded. Some responsibilities were assumed by the City.

[See Imagine Urbana Big Move #4: Make Downtown the Economic Driver of the City.](#)

Strategy #25

Coordinate with the St. Joseph Drainage District to determine appropriate areas where current drainage districts can be disconnected and governance turned over to the City of Urbana.

Update

Complete. In 2008, City Council approved two agreements ([Ordinance/Memo](#)) related to the detachment of parcels from the St. Joseph #3 Drainage District. At the time, any areas within the Urbana City Limits west of High Cross Road were officially detached from the St. Joseph #3 Drainage District. Jurisdiction was given to the City of Urbana.

There are only 2 parcels within the Urbana City Limits east of High Cross Road. Because 1 of the parcels is in the Saline Branch Drainage District, there is only 1 remaining parcel in the City AND in the St. Joseph #3 Drainage District.

Strategy #29

Work with the owners of Lincoln Square Village and the Historic Lincoln Hotel to transform the mall into a mixed-use activity center consistent with the Downtown Plan. Work with the owners to market that vision. Utilize development agreements and incentives to achieve the vision.

Update

Partially completed. This strategy was previously reported as incomplete in the 2021 Assessment. However, there has been progress made. The 2012 Downtown Urbana Plan designated Lincoln Square as “mixed-use” -- based on the mixture of office, retail, and dining, all of which are still present in the mall. Once open, the renovated hotel will add to that mixture. The 2012 Downtown Urbana Plan also details numerous incentive and marketing initiatives to support businesses in the Lincoln Square Area, and identifies new action.

The 2023 Downtown Public Realm study identifies new visions for the mall area, some of which incorporate other elements of mixed-use development, such as potential residential uses in current City-owned parking areas.

See [Imagine Urbana Big Move# 4 - Make Downtown the Economic Driver of the City.](#)

Strategy #38

Develop “Transit-Oriented Design” provisions for development along the Springfield Avenue corridor that emphasize dense development with an emphasis on transit.

Update

Partially complete. This strategy was previously reported as incomplete in the 2021 Assessment. However, there has been progress made. In 2010, the [White Street and Springfield Avenue Corridor Analysis](#) presented recommendations related to “Mobility Enhanced Development,” a similar concept to “Transit-Oriented Design”.

See [Imagine Urbana Big Move #6: Make Walkability a Top Priority.](#)

Strategy #42

Develop a common forum for neighborhood associations to discuss and consider issues facing their neighborhoods. Determine methods for neighborhood associations to have effective input in the decision-making process.

Update

Ongoing. This strategy was previously reported as incomplete in the 2021 Assessment. However, there has been progress made. Neighborhoods are consulted on a project-by-project basis. A 2022 text amendment made neighborhood meetings a requirement for Planned Unit Developments (PUDs). Neighborhood meetings for other types of planning cases are considered depending on the specifics of a project. *Imagine Urbana* included an extensive input process, reaching out to neighborhoods across the City.

See *Imagine Urbana* Big Move #3: Address the Needs of Individual Areas.

Strategy #43

Develop and keep current a disaster preparedness plan to be executed in the event of a natural or manmade disaster.

Update

Complete. The [Champaign County Emergency Management Agency](#) does extensive emergency and disaster preparedness planning.

Strategy #52

Coordinate with the Urbana-Champaign Sanitary District (UCSD) to implement the North Urbana and East Urbana Interceptor projects identified in the UCSD Long Range Facilities Plan.

Update

Not needed. Interceptors were planned in accordance with projected growth at the time. A 2020 Public Works Study found that current sewer capacity in East Urbana could reasonably accommodate projected growth in the area within a twenty-year outlook, and that earlier estimates had underestimated capacity.

Strategy #54

Maintain a program to rebuild and re-lay deteriorating brick sidewalks in Urbana, identifying, on an annual basis, streets to receive renewal. Establish a regular maintenance program for Urbana's brick sidewalks.

Update

Partially complete. This strategy was previously reported as incomplete in the 2021 Assessment. However, there has been progress made. In 2016, CCRPC completed a [Sidewalk Network Inventory and Assessment](#). The current [Capital Improvements Plan](#) includes funding for sidewalk projects, and states that City Staff are working to translate the Sidewalk Inventory into a Capital Replacement and Improvement plan.

Urbana City Code Sec. 20-504, established by Ordinance 2002-07-049, currently requires that, in most circumstances, brick sidewalk repairs replace existing brick with new brick.

The 2020 Pedestrian Master plan noted issues with cost, maintenance, and accessibility related to the existing brick sidewalk conditions. While specific recommendations were not given, that plan did suggest that the city consider revisions to existing brick sidewalk reconstruction policies to address maintenance concerns.

See *Imagine Urbana Big Move #6: Make Walkability a Top Priority.*

Strategy #67

Study appropriate assessments and infrastructure recapture agreements to provide necessary funding for planned capital improvements such as roadway and sewer extensions.

Update

Not completed and changed. The action items from the current Capital Improvements Plan include various Asset Management Plans (stormwater, lighting, wastewater, etc.), which will be followed by plans for funding.

Strategy #68

Construct planned roadway extensions identified on the Mobility Map.

Update

Partially complete. Some of the planned roadway extension projects are still included in the current Long Range Transportation Plan and will be undertaken as needed according to development pressure.

The extension of Olympian Drive has been partially completed. The extension of Florida Avenue to High Cross Road was planned in coordination with anticipated development of parcels along High Cross Road. When this did not occur, the priority was lowered.

See *Imagine Urbana Maps: Connected City Map.*

Strategy #69

Study potential roadway projects identified on the Mobility Map to determine necessity, design, location and function, economic and environmental and ecological impact.

Update

Partially complete. In 2010, an [impact analysis](#) was conducted for the Olympian Drive extension. Other potential roadway projects identified by the Mobility Map have not been studied.

Strategy #71

Adopt and regularly update the Impediments to Fair Housing Plan.

Update

Partially complete. In 2009, the City of Urbana adopted an Impediments to Fair Housing [Plan](#). The federal Department of Housing and Urban Development (HUD) no longer requires submission of an Impediments to Fair Housing Plan, but now requires a similar Assessment of Fair Housing (AFH) -- which will be completed as part of the HOME Consortium reporting in the coming years.

See [Imagine Urbana Big Move #1: Address Urbana's Diverse Housing Needs](#).

Strategy #78

Explore grants and incentives that can be used to encourage relocating existing and future utilities underground.

Update

Not completed. There are still no known grants for relocating existing and future utilities underground. However, the Champaign County Hazard Mitigation Plan refers to Federal Emergency Management Agency (FEMA) guidance which recommends that new utilities be placed underground.

Strategy #82

Amend the Urbana Zoning Ordinance and Subdivision Code to require adequate pedestrian connections between developments and through parking areas.

Update

Partially completed. This strategy was previously reported as incomplete in the 2021 Assessment. However, there has been progress made. In 2007, a text amendment (2020-T-06) incorporated Recommended Design Features related to pedestrian connectivity to the Planned Unit Development (PUD) section of the Zoning Ordinance.

During the Development Review process required for new development by the Land Development Code, the Administrative Review Committee determines whether sidewalks will be required. The Zoning Ordinance does not currently require pedestrian facilities in parking areas.

See [Imagine Urbana Big Move #6 - Make Walkability a Top Priority](#).

Strategy #83

Construct an inventory map of environmentally sensitive areas within the City of Urbana and the ETJ to assist in determining appropriate areas for development.

Update

Partially completed. This strategy was previously reported as incomplete in the 2021 Assessment. However, there has been progress made. As of 2021, the Urbana Park District CARES Plan includes goals and action items related to environmental stewardship and biodiversity, but the plan does not include a map or inventory.

See *Imagine Urbana* Big Move #11: Advance a Clean and Green Community and Map: Development Opportunities Map.

Strategy from 2005 Comprehensive Plan and 2006 Update

Consider the development of annexation and growth management policy for the City.

Update

Partially completed. The 2005 Comprehensive Plan and the 2006 Comprehensive Plan Update mention “industrial and commercial properties” on North Cunningham, North Lincoln, and East University as Target Areas for Annexation. The 2005 Comprehensive Plan also lists developing “a Comprehensive Annexation Strategy that considers growth in a compact and contiguous manner” as a goal. Several properties in these areas *have* been annexed since 2005, however, no formal annexation strategy has been developed.

Some annexations in the north-ETJ were anticipated in coordination with possible development along an expanded Olympian Drive, a project that was only partially completed. In 2016, staff prepared a new draft annexation manual (last updated in 2005 prior), but this was never finalized, and was more of a procedural document for processing annexations than an overarching strategy.

See *Imagine Urbana* Big Move #7: Promote Incremental Development.

Strategy from 2005 Comprehensive Plan and 2006 Update

Study the feasibility of acquisition of utilities, such as water and power.

Update

Partially completed. In 2006, an IGA to conduct a feasibility study of acquiring the local water utility system was approved, but the study has not been completed.

Urbana has since offered bulk purchasing programs for electricity, as well as geothermal and solar systems.

See *Imagine Urbana* Big Move #11: Advance a Clean and Green Community.

Imagine Urbana Community Outreach Summary

Click [here](#) to view the *Imagine Urbana Community Outreach Summary* (October 2022).

Community Engagement Theme Definitions

“Community Health & Safety” Theme

Public Health
Sidewalk and Path Safety
Crime and Gun Violence
Policing

We received several comments from community members concerned about local **gun violence and other crime**. A range of suggestions for potential approaches to addressing local crime, included improving opportunities for youth, improving economic opportunity for all residents, improved lighting for street safety, increasing police presence. Others wanted to increase funding for social services in addition to, or in place of, police.

"Young people just don't have anything else to do, but turn to gangs/violence."

Many comments about policing were in concert with national discussions about police reform in the wake of the 2020 protests following the death of George Floyd at the hands of Minneapolis police. There is some polarization in Urbana on the subject; many comments were in favor of a “**disinvest, reinvest**” approach, where police funding would be redirected towards social services and economic opportunity. At the other end, comments indicated **support for police** and felt increased presence was needed in some areas. Some respondents were somewhere in between and did not necessarily want to disinvest from police, but focus on increasing oversight, improving community relations, and increasing opportunities and resources within communities facing issues with crime.

"We need police reform and increases in social services -- like tutoring and post-incarceration reintegration -- as well as greater economic equality through better paying jobs."

"Employ more police officers to enforce the law."

Some comments about **health and safety** in our community intersected with other categories. For example, many survey respondents were concerned about fast traffic in residential areas where children play, and safety concerns related to poorly maintained sidewalks or unlit streets.

"There should be better street lights in residential areas, I've had my car broken into twice after dark because there's no way to see people on the street once the sun goes down."

Future Consideration Priorities (from Phase I community engagement in the *2022 Imagine Urbana Community Outreach Summary*)

- Addressing gun violence
- Expanding services and opportunities, not just policing
- Equity in law enforcement actions
- Increasing street and sidewalk safety

“Cultural & Economic Vibrancy” Theme



Frequent comments concerned **Urbana’s downtown area** focused on attracting and maintaining businesses and redeveloping the Lincoln Square Mall and hotel area. Appreciation was expressed for the businesses inside the Mall. Some comments also noted that more housing near downtown could benefit businesses there.

“I think downtown Champaign appeals more to people because of its nightlife scene of live music and food, which I think Urbana could potentially mirror in the best way.”

“[Urbana should] bring more shopping and nightlife to the center of downtown.”

In general, though, many comments spoke favorably of existing events and Urbana’s **arts and culture scene**. There was also a recurring theme that there could be more places to go and things to do for recreation in Urbana versus going to Champaign. Many respondents also voiced an interest in creating or facilitating more public spaces for events, performances, and community interaction.

*“We need a consistent and free venue to organize and host classes and events – preferably a public venue where nonmembers are always welcome to see for themselves what opportunities exist for THEM – free, *participatory* arts and membership in supportive, generous, life changing arts communities.”*

Quality jobs and supporting local businesses was frequently mentioned, often in combination with alleviating poverty and reducing inequality.

“Develop an understanding of the types of jobs that provide salaries sufficient to support a family, identify and remove the barriers attracting and supporting these kinds of jobs, ...and provid[e] services to help residents get this training and secure the relevant jobs.”

Outside of downtown, existing commercial areas, as well as the lack of commercial areas or **convenient businesses** in some parts of Urbana were mentioned. For example, people expressed a desire for more attractive business and development in the Philo Road business district. Some neighborhood comments addressed needing more convenient neighborhood services, such as a grocery store and a bank.

Other responses expressed an interest in changing zoning regulations to allow for more mixed-use development that places a diversity of types of homes next to or in the same place as businesses, and for neighborhood business areas.

"Create opportunities for new small businesses through development of larger housing complexes near downtown with subsidized storefront for new small businesses."

Future Consideration Priorities (from Phase I community engagement in the *2022 Imagine Urbana Community Outreach Summary*):

- Attractive downtown
- **Equitable** investment throughout the City
- **Equitable** access to businesses
- Additional public spaces and events

“Transportation & Infrastructure” Theme



Comments in this category touch on many of the day-to-day basics of city administration, like filling in potholes and managing storm water. Urbana’s road conditions in particular frequently fall short of where residents would like them to be. In addition to **maintaining existing assets**, however, responses were frequently looking towards getting Urbana’s infrastructure more in line with the health, accessibility, and sustainability needs of the 21st century.

"Some of the brick sidewalks between campus and downtown are hard to walk on, and very dangerous with tree roots and icy conditions."

While walkability and bike infrastructure are often listed in responses to survey questions about Urbana’s assets, it is clear from responses to other questions that there is still room for improvement in these areas. Many respondents would like to see **infrastructure for more active modes** of transportation improved, maintained, and expanded. Residents frequently point to poorly maintained sidewalks and insufficient street lighting as obstacles to walkability, safety, and **accessibility**.

Many comments about walkability and bike-ability overlap with comments about **development** patterns and zoning; more compact, mixed-use development would decrease reliance on cars for a day-to-day activities and make alternative modes of transportation more practical. Car-oriented roads and lack of traffic-calming mechanisms can also make people utilizing other modes of transportation feel less safe on the road.

"Too many parts of town are large stretches of residential only areas making it hard for people to get what they need within walking distance."

Expanding active transportation opportunities and the frequency and coverage of public transit options are often discussed in connection with environmental goals and our response to climate change. Environmental sustainability is also a big area of focus in other comments about infrastructure. Many residents want to see the city prioritizing **sustainable infrastructure**, particularly by increasing the utilization and availability of renewable energy throughout the city. Some residents would also like to see more opportunities for environmentally friendly waste-management in the form of city-sponsored composting programs.

"[I would] love for the city to be a leader in municipal/local environmental action by supporting its citizens how it can to increase solar panel usage and converting the focus of roads from cars to bikes and pedestrians"

Future Consideration Priorities (from Phase I community engagement in the 2022 *Imagine Urbana Community Outreach Summary*)

- Taking care of existing infrastructure
- Promoting active transportation
- Supporting **sustainable** energy and infrastructure

“Housing and Neighborhoods” Theme

Historic Preservation
Housing Quality
Density and Zoning
New Construction
Access and Green Space
Sustainable Development

There is general agreement among survey respondents that local housing could be more **affordable and accessible**. Comments mentioned possible solutions like, building more housing of all pricing and types, building affordable housing in particular, and increasing the amount of available rental assistance and homeownership resources. Respondents also pointed to homelessness as a major concern and would like to see more supportive housing opportunities and wraparound resources for this population.

"Lack of affordable housing –rent is too high, wages too low."

"Social service agencies need more funds to distribute to families in crisis, specifically in regard to emergency housing."

There were a range of opinions on where and what kind of housing and other development ought to be prioritized for new construction. Some students stated that they feel Urbana is lacking **housing options** compared to Champaign. Many comments suggest that downtown businesses would benefit from more housing near downtown.

"Not enough density downtown. Not enough people to give business to all our businesses. Too many empty storefronts."

Many respondents would like to see more **diversity in neighborhoods** and neighborhoods should open up to a **range of housing types**, residents from different backgrounds and income levels, and close access to businesses and other amenities. These kinds of comments frequently noted that residential-only **zoning** has produced undesirable transportation and accessibility outcomes. Comments also noted that existing Urbana residential patterns are often quite segregated, and that increasing housing affordability and diversity could help address this. In contrast, there were numerous comments from residents who were primarily concerned with limiting new development in their neighborhood, seeing new construction, especially larger multifamily buildings, as threatening to existing neighborhood character.

"I would like to see more mixed-income neighborhoods. It seems like there's been an increasing concentration of poverty and stratification of wealth."

"I want Urbana to preserve local neighborhood feel as University high-density housing, and multi-story buildings are being built all around us."

Many comments also touch on ensuring proper maintenance of rental properties, both from the perspective of tenants who have to deal with unresponsive landlords, and from neighbors who want to control property blight in their neighborhoods.

“hold landlords/property owners accountable for properly maintaining properties”

Urbana’s existing **green spaces** are often mentioned in response to questions about their neighborhoods’ greatest assets. This includes parks, wide variety of trees, and other lawn greenery. Some comments from residents in more peripheral areas of the city would like to see more parks and outdoor recreation nearer to them. Looking towards the future, several comments express concern for ensuring that new development take environmental impacts and energy-efficiency standards into consideration.

“How can we continue to provide affordable housing that also features upgraded indoor air quality, energy efficiency, and renewable energy generation?”

Future Consideration Priorities (from Phase I community engagement in the *2022 Imagine Urbana Community Outreach Summary*):

- Increasing **affordable housing**
- Balancing differing viewpoints on neighborhood development
- Addressing diversity of housing and people
- Property maintenance and beautification

“City and Community Services” Theme

Budget
Taxes
Governance
Youth Education and Activities
Social Services
Civic Engagement

Comments in this theme category focused on **government communication and civic engagement**. Many survey respondents felt the city could be doing more to get a diverse range of perspectives involved in government. Specific suggestions included making meetings more accessible, forming connections with existing community leaders and organizations, making the city's online information and resources more easily navigable, and being transparent in government operations.

"Better engagement with a wider group of residents. Reach out to groups or people who have fewer opportunities to attend regular consultations/events."

We also received many comments about the **local public school system**. Perception of the local school system quality varied —some respondents viewed our school quality as an asset, while others feel our schools fall short of where they ought to be. Relatedly, many comments referenced segregation in the school system and white flight. Some parents expressed concern about safety in schools. Outside of school, many felt additional programming for youth could have a positive impact on the local economy and public safety.

"Create youth programs targeted at kids age 10-18. This is a vulnerable age and programs (sports, etc.) could really do a lot to help with community violence."

Other comments related to City & Community Services included comments about expanding **social service programs for vulnerable populations**, such as residents facing issues with homelessness, food insecurity, addiction, and mental health. Many comments also focused on expanding the **local tax base**, often in combination with reducing property taxes, which many homeowners find burdensome.

"The community can put more funding into maintaining homeless shelters and food pantries in addition to looking for more opportunities to create jobs in the community."

Future Consideration Priorities (from Phase I community engagement in the *2022 Imagine Urbana Community Outreach Summary*)

- Strengthening community and government relationships
- Youth engagement and opportunities
- Increasing services for vulnerable populations
- Expanding the tax base

4. Mayor and Council Strategic Goals 2024-2025

Strategic Area #1: Public Safety and Well-Being

Strategy 1.1: Pursue methods to mitigate community violence

- I. Continue to fund community partners and projects that address the root causes of violence with continual program monitoring and evaluation.
- II. Complete the BerryDunn public safety review, determine which recommendations to implement, and create a plan for 21st century policing.

Strategy 1.2: Enhance and expand public safety resources

- I. Develop and implement alternative emergency response models (specifically addressing for mental health crisis and domestic disputes).
- II. Develop a comprehensive safety plan based on public safety review and additional public input.
- III. Update the police safety governance model by revising CPRB and updating oversight policies.

Strategy 1.3 Promote community well-being

- I. Complete a systematic review of ARPA subrecipient projects and programs, evaluating outcomes.
- II. Continue to fund community partners and projects that promote health, wellness, drug and alcohol treatment, and that support families suffering from domestic violence; with continual program monitoring and evaluation.
- III. Create a City-wide Equity Plan using GARE template/guidance.

Strategic Area #2: Housing

Strategy 2.1 Support housing security and equity

- I. Coordinate with housing and social service agencies to reduce homelessness.
- II. Continue supporting Tenant-Based Rental Assistance providers through pilot programs that address gaps in services, and by expanding existing programs.

Strategy 2.2 Improve housing quality

- I. Provide targeted assistance for rehabilitation and repairs of dilapidated homes in targeted neighborhoods, with a special emphasis on seniors.
- II. Partner with developers to generate affordable rental and homeowner housing.
- III. Explore a plan/program that provides funding for rehabilitation of older housing stock throughout the City (similar to Enterprise Zone).
- IV. Enhance Community Development's capacity to address rental registration inspection backlog and maintain a 3- to 5-year Systematic Inspections Cycle, by adding one FTE Housing inspector.

Strategic Area #3: Infrastructure

Strategy 3.1 Improve quality of infrastructure assets

- I. Complete sanitary sewer asset management plan and roadway asset management plan by the end of fiscal year 2025.
- II. Review and adjust dedicated revenue streams for infrastructure assets, beginning with the Local Motor Fuel Tax.
- III. Add one additional FTE arbor technician and vehicle for adequate tree maintenance to maintain current urban canopy status and decrease vacant tree sites.

- IV. Promote Green stormwater management by revising the Stormwater Utility Credits and Incentive Manual.

Strategy 3.2 Increase investments in infrastructure equity

- I. Complete 10 EQL projects by end of calendar year 2024 and initiate a second EQL round by end of calendar year 2025.
- II. Prioritize ensuring adequate staffing for CD to pursue public infrastructure grants.
- III. Develop revisions to the Zoning Ordinance to improve the process in order to enhance public notice and ensure appropriate protest procedures.

Strategy 3.3 Expand sustainable infrastructure within the community

- I. Evaluate the practical and financial feasibility of sustainability improvements in City facility capital projects.
- II. Create and implement a grant program for community environmental projects.
- III. Support food waste composting at the Urbana LRC.
- IV. Pursue the implementation of a single-use plastic bag fee as recommended by the Sustainability Advisory Commission's Resolution No. _2023-02-01-1R.

Strategic Area #4: Economic Health

Strategy 4.1 Support local businesses

- I. Create an Ordinance to enhance City contracting opportunities by MWVBE and local businesses.
- II. Educate businesses on available resources and explore resource gaps for challenges identified in the 2023 Illinois State Black Business Survey.
- III. Issue at least two Request for Proposals for development of Downtown City-owned sites for housing developments.

Strategy 4.2 Enhance Employment Opportunities in Urbana

- I. Collaborate with Parkland College, RPC, or other partners to create workforce development scholarships for low-income Urbana Residents focusing on the trades & hospitality industry.

Strategy 4.3 Recruit new businesses and industries

- I. Create an incentive package and recruit a grocery store in NW Urbana.

Strategy 4.4 Create a Tourist and Entertainment District

- I. Direct UIUC visitors to Downtown Urbana with signage at Lincoln Avenue and Green Street.
- II. Implement selected recommendations of Downtown Public Realm study.
- III. Enhance the vibrancy of Downtown Urbana by working with private entities to increase murals, sculptures, and other physical art.

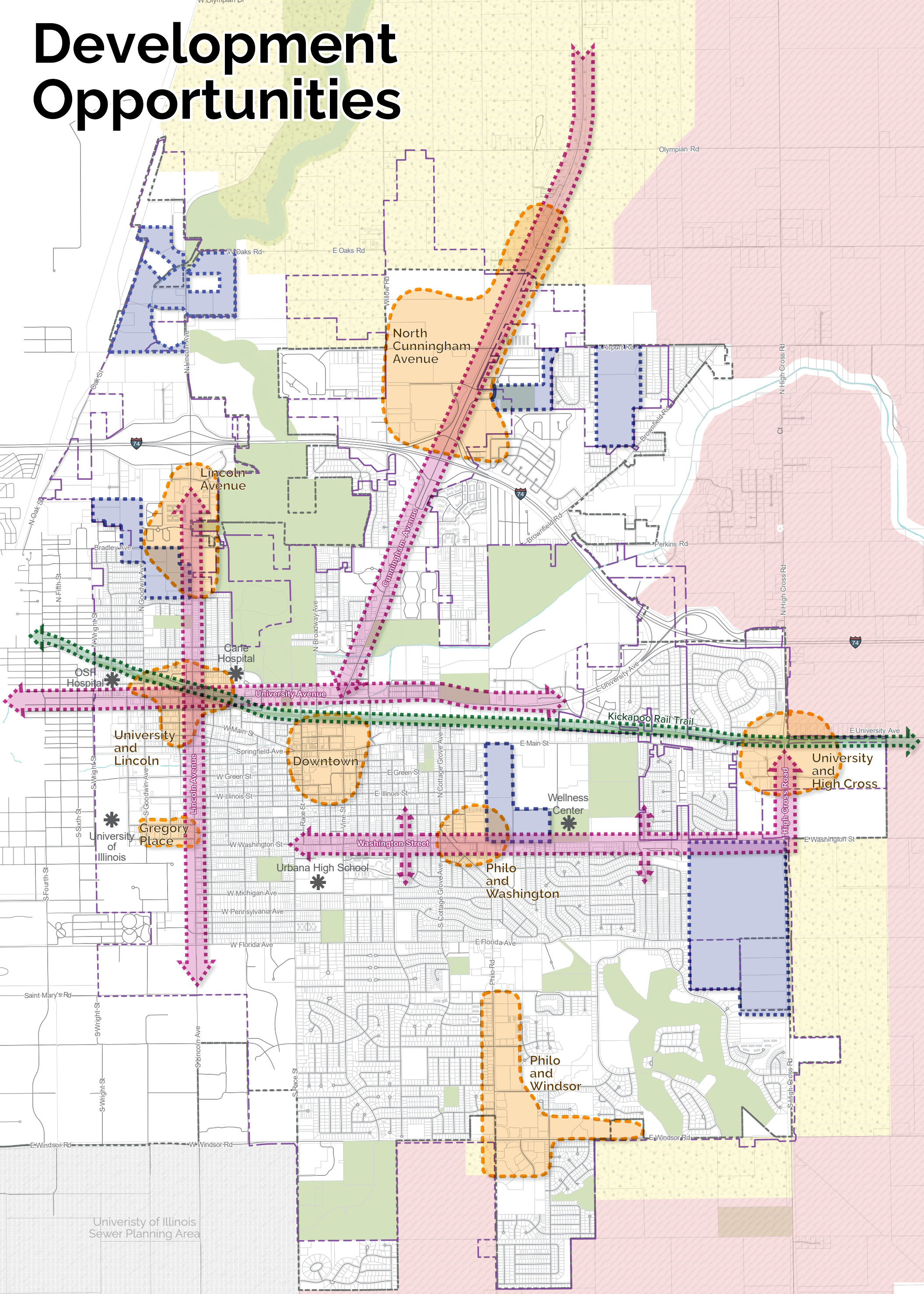
Examine Urbana

Click [here](#) to view *Examine Urbana*.








Balancing Act Findings

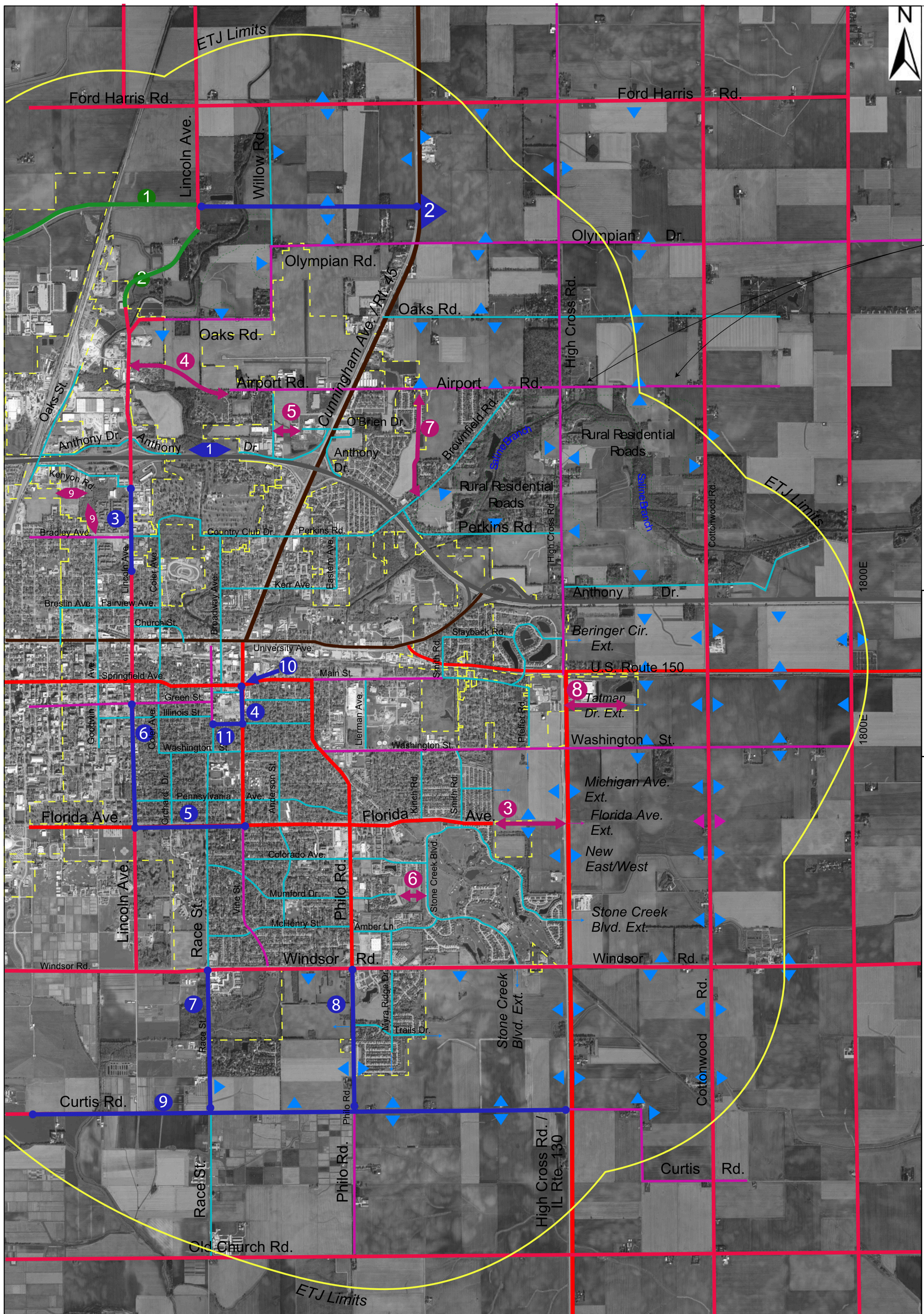
Click [here](#) to access the summary report.

Development Opportunities



Legend

-  Activity Centers
-  Development Opportunity
-  Urbana-Champaign Sanitary District Boundaries
-  Area Requires New Regional Pump Station for Sewer Service
-  Corridors
-  Landmark
-  Area Requires Interceptor Sewer Extensions for Sewer Service



Rural Residential Roads

In these locations a connected grid pattern of minor collector roads between major roadways may not be feasible or desired due to existing natural features such as the Saline Branch. "Rural Residential" style of development in these areas should be planned with limited minor access points out to major roadways.

- Interstate
- Major Arterial
- Minor Arterial
- Major Collector
- Minor Collector

Connected City Map

Potential and Planned Projects
Projects identified as needing additional study to determine necessity, design, location and function, economic, environmental and ecological impact.

- Anthony Drive connection between Lincoln Avenue and Willow Road
- Olympian Drive termination at U.S. Route 45 or continuation to High Cross Road
- Pavement Rehabilitation with road width modification from 4 lanes to 3 lanes with bike lanes/shared use path and signal, street light etc. improvements
- Pavement Rehabilitation, upgraded traffic signals, new bus stops and shared use path
- Pavement Rehabilitation with road width modification from 4 lanes to 3 lanes with bike lanes/shared use path and pedestrian improvements (Florida Avenue)
- Implement recommendations of 2024 Lincoln Avenue Corridor Study
- Shoulder Addition, construction of shared use path on north side of Curtis Road
- After grade separation implementation, reconstruction as a 2-lane rural cross section with 8 ft shoulders, pavement markings, and new field entrances, bridge
- Redesign intersection at Main Street and Vine Street
- Redesign Illinois Street as recommended in Public Realm Study
- Redesign Illinois Street as recommended in Public Realm Study

Planned Roadway Extensions

Connections have been determined and planned for accordingly.

- Completed
- Planned
- Olympian Drive relocation and extension west from U.S. Route 45
- Lincoln Avenue re-aligned north between Oaks Road and Olympian Drive
- Florida Avenue extended to east to High Cross Road
- Airport Road extended to Lincoln Avenue
- O'Brien Drive extended to Willow Road
- Mumford Drive extended to Stone Creek Boulevard
- North/South Collector between Brownfield Road and Airport Road
- Tatman Drive extended east from High Cross Road

Extending the Grid System

Extending a consistent system of collector and arterial roadways is critical to ensure adequate facilities are constructed in tandem with development. The map indicates general locations where the system shall be extended. The map identifies two different types of grid extension symbols:

- Direction and approximate location. The exact location of roadways and/or right-of-way dedication shall be determined depending on factors including (but not limited to) proposed development plans, natural features and safety needs.
- Pre-determined location for extension. The desired location of roadways and/or right-of-way dedication is known though further study is required to determine the final design.

Note: Colors indicate classification