

NORTH MAIN STREET CORRIDOR PLAN

City of Urbana

August 30, 2023



Welcome and Introductions

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

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



Agenda



Welcome & introductions



Project scope & timeline



Roles & responsibilities



Existing conditions discussion



Vision and Goals



Next steps & Wrap up



Project Scope & Timeline



What is the purpose of the North Main Street Corridor Plan?

- Developed with community and stakeholder input
- Intended to guide future zoning designations and land uses, zoning code updates, infrastructure improvements, and to provide strategies to ensure the continued economic success and growth of this corridor, including the preservation of the existing residential neighborhoods along and adjacent to this corridor
- The Plan will be presented to Urbana City Council for adoption

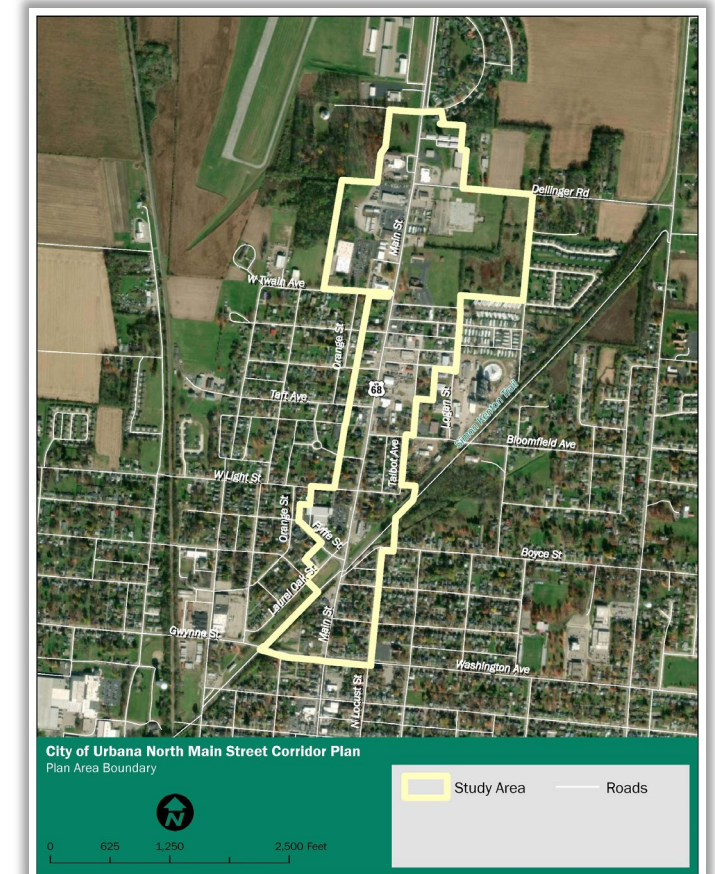


Source: Burton Planning Services



Project Study Area

- North Main Street corridor, generally bounded by:
 - Grimes Circle (north)
 - Gwynne Street/Washington Avenue (south)
 - Simon Kenton Trail, Fyffe Street, parcel line/alley west of N Main Street (west)
 - Logan Street, Talbot Avenue, Simon Kenton Trail, N Locust Street, parcel line (east)



Source: Burton Planning Services



Project Background

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



Source: Burton Planning Services



Project Schedule



Key Elements of the Plan

- Existing Conditions
- Vision and Goals
- Recommendations
- Implementation



Source: Burton Planning Services

Roles and Responsibilities

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



Source: Burton Planning Services



Existing Conditions



Demographic Data

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

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



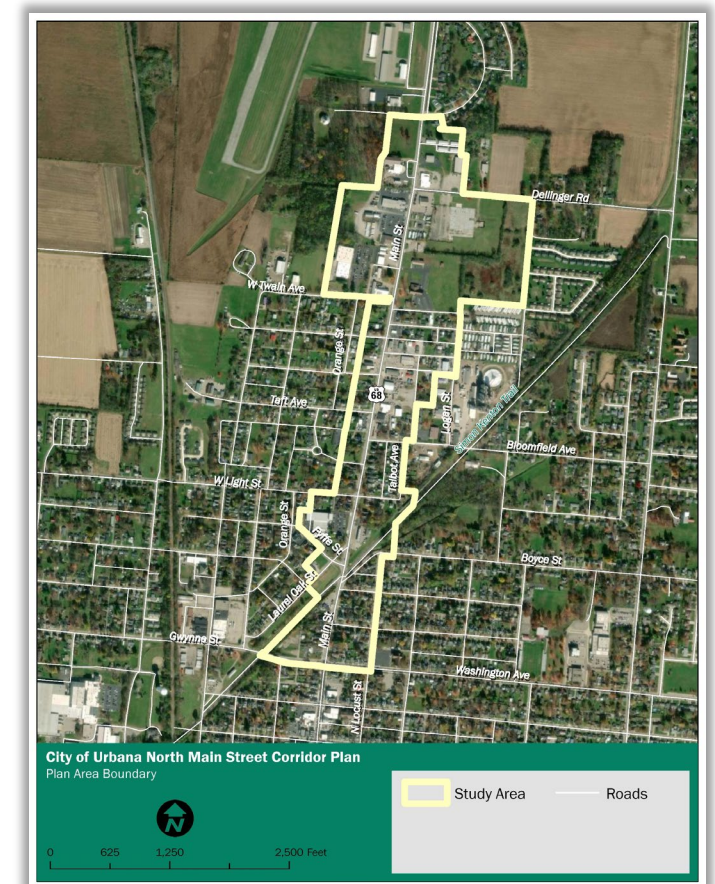
Plans and Studies in the Area

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



Map Exercise & Group Discussion

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





Vision & Goals



Vision Statement

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



A Vision Statement Should be...

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



Source: Burton Planning Services

Visioning Activity

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

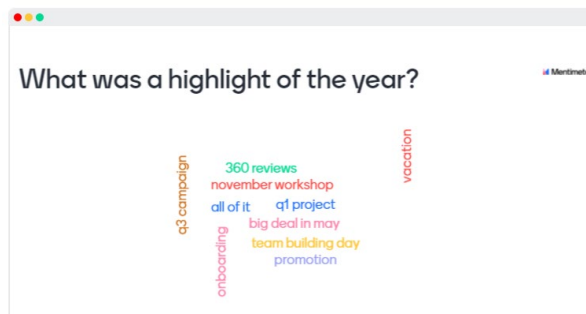


Mentimeter

What was a highlight of the year?

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

Submit



Visioning Activity

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

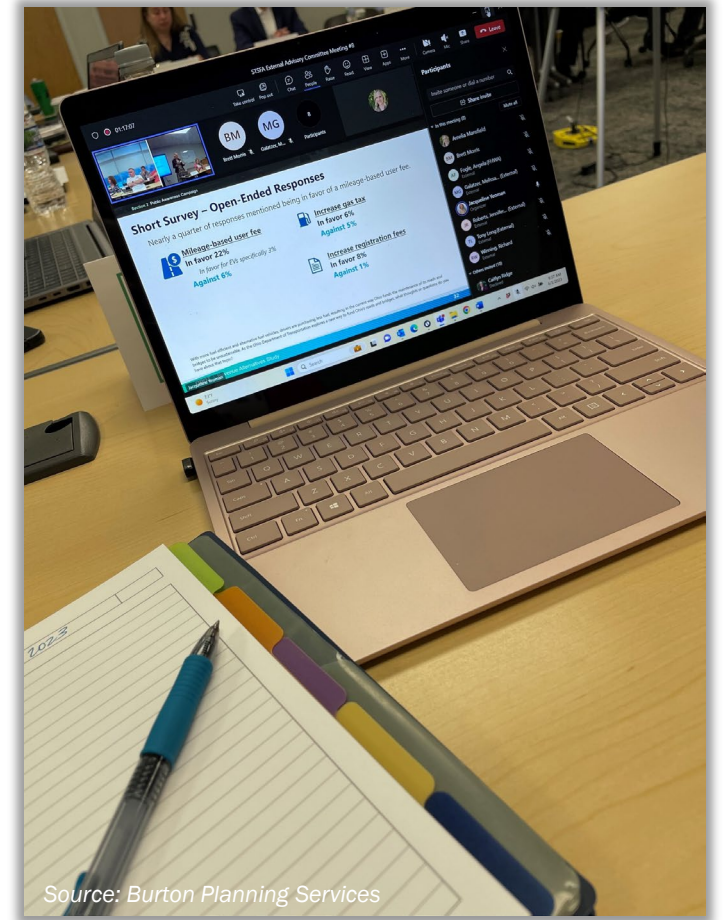
1. What does the corridor look and feel like?
2. Where are the catalyst redevelopment sites?



Source: Burton Planning Services

How To Use Menti.com

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



Source: Burton Planning Services

Next Steps

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

- Next Steering Committee Meeting
 - Winter 2023



THANK YOU!

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