



CITY OF URBANA NORTH MAIN STREET CORRIDOR PLAN

Community Survey Summary

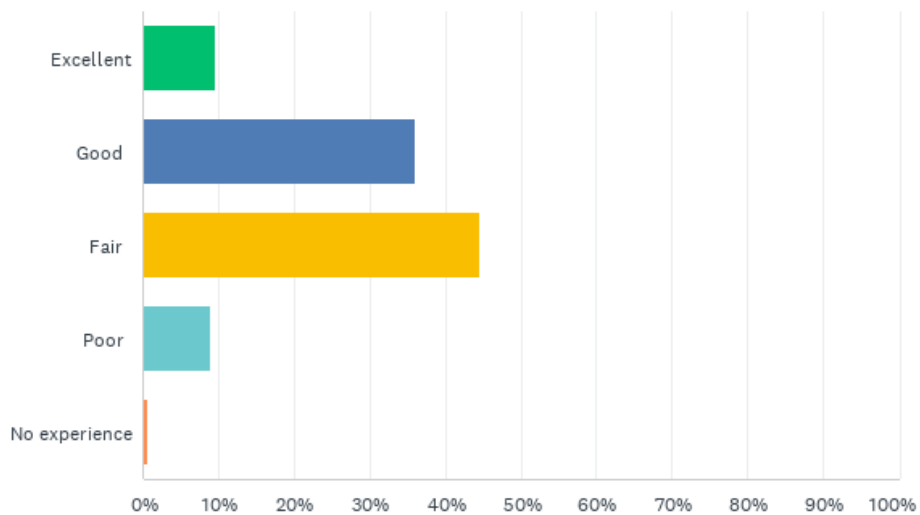
October 27, 2023

The community survey was designed to understand how residents and stakeholders interact with the study area. Respondents were asked eight questions about how often they interact with the North Main Street Area, their perceptions of area, which services they use, and which changes, if any, would improve the North Main Street Area. Results from the survey will be used to guide future land use, zoning code updates or revisions, and infrastructure improvements.

Respondents were invited to participate in the survey via post cards that were mailed to all addresses in the plan area, social media announcements, advertisements in the Champaign County Chamber of Commerce and Visitors Bureau weekly newsletter, and an article published in the Urbana Daily Citizen. Approximately 155 responses were recorded.

Questions 1-4 captured the base conditions of the study area and how respondents interacted with the space. For example, respondents were asked how often they visit, the quality of their experience, which modes of transportation they used, while visiting, and their reasons for visiting the area. Approximately 23% of respondents reported visiting the study area at least once per week, while 63% of respondents reported visiting the study area daily. Figure 1.1 shows how respondents rate their experience with the North Main Street Area. Most respondents (45%) reported having a “fair” experience in the study area, while 36% of respondents reported having a “good” experience.

Figure 1.1. Respondent perception of the North Main Street Area.

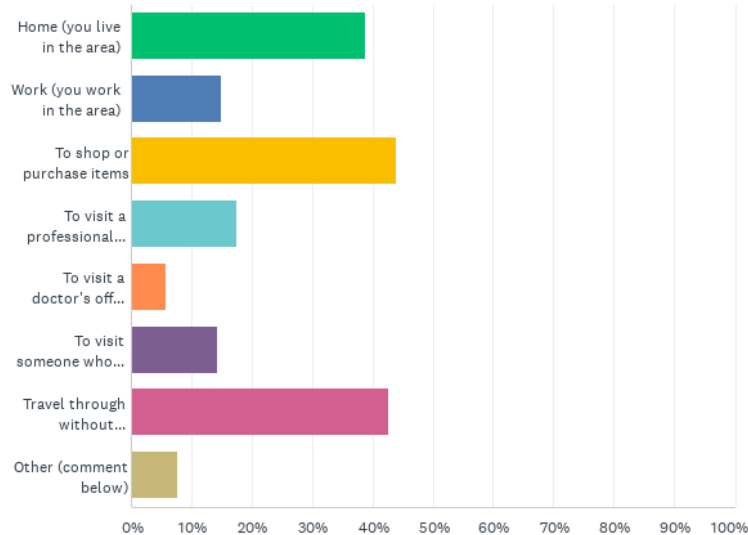




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Approximately 82% of respondents preferred to drive to the study area. Figure 1.2. shows the variety of purposes respondents visit the North Main Street Area. The three most common uses are living, shopping, or traveling through the area.

Figure 1.2. Typical reasons for visiting the North Main Street Area.



Questions 5, 6, and 7 were short-answer questions to capture what respondents liked about the North Main Street Area. Respondents were also asked about which amenities or services are needed in the area, and what they would like to see in the area in the future.

When asked about what they liked about the area, respondents noted the quiet, small-town feel of the North Main Street Area, such as the minimal traffic density, historic charm, accessibility, and mix of homes and local businesses. Some respondents reported enjoying the tree-lined streets, using the bike path, and visiting their favorite businesses. Other respondents were optimistic about opportunities for improvement, said the study area “has potential”.

When asked about amenities or services that are needed in the North Main Street Area, respondents mostly requested sit-down restaurants, fast food restaurants, and a grocery store. Respondents also requested amenities to attract visitors and families, including a gas station, play areas or stores for children, and updated sidewalks.

Respondents reinforced their desire to gather at restaurants, stores, and public recreation spaces when asked about what they would like to see in the future along the North Main Street Corridor Area. Furthermore, respondents hoped to see the North Main Street Area updated with new infrastructure, renovated buildings, greenspace, and clean streets that supported a mix of pedestrian, vehicle, and bicycle use.



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In Question 8, respondents were given a list of possible changes for the North Main Street Corridor asked to select their top three priority changes. Table 1.1. shows the choices available and the number of respondents who selected the choice as one of their three priorities. Of the 17 options, respondents were most interested in more places to meet and socialize, such as coffee shops and restaurants. Respondents were also interested in more retail along the North Main Street Area (clothing, groceries, specialty shops, etc.), sidewalk connectivity, and a clean, updated, and vibrant look.

Table 1.1. Desired changes to the North Main Street Area by rank.

What type of change would you like to see in the North Main Street Area?	Number of respondents who selected the choice.
I'd like more places to meet or be with people like coffee shops, restaurants, etc.	100
I'd like more retail in the area (clothing, groceries, specialty shops, etc.).	82
I'd like more sidewalk connections in the area.	60
I'd like the corridor to look differently.	44
I'd like more housing in the area.	32
I'd like less industrial or warehouse facilities in the area.	28
I'd like more businesses or professional offices in the area.	26
I'd like more parking in the area.	19
I'd like more industrial or warehouse facilities in the area.	17
I'd like more bicycle facilities in the area.	17
I prefer no change in the corridor.	15
I'd like less housing in the area.	8
I'd like less retail in the area (clothing, groceries, specialty shops, etc.).	8
I'd like less places to meet or be with people like coffee shops, restaurants, etc.	5
I'd like less businesses or professional offices in the area.	4
I'd like less parking in the area.	0