



Curbana Pilot Program

February 23rd, 2015

Presented by the City of Urbana Economic Development Division:

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Curbana Pilot Program Overview

- Staff tasked with the goal of developing engaging public space and streetscapes.
- Permanent extension of sidewalks and other proposed ideas for public space creation cost-prohibitive at this time.
- After receiving inquiries from Business Owners about expanded outdoor seating, staff researched cost effective alternatives to permanent spaces.
- Parklets (Curbanas) being used by many communities around the nation to provide temporary extensions of the sidewalks.

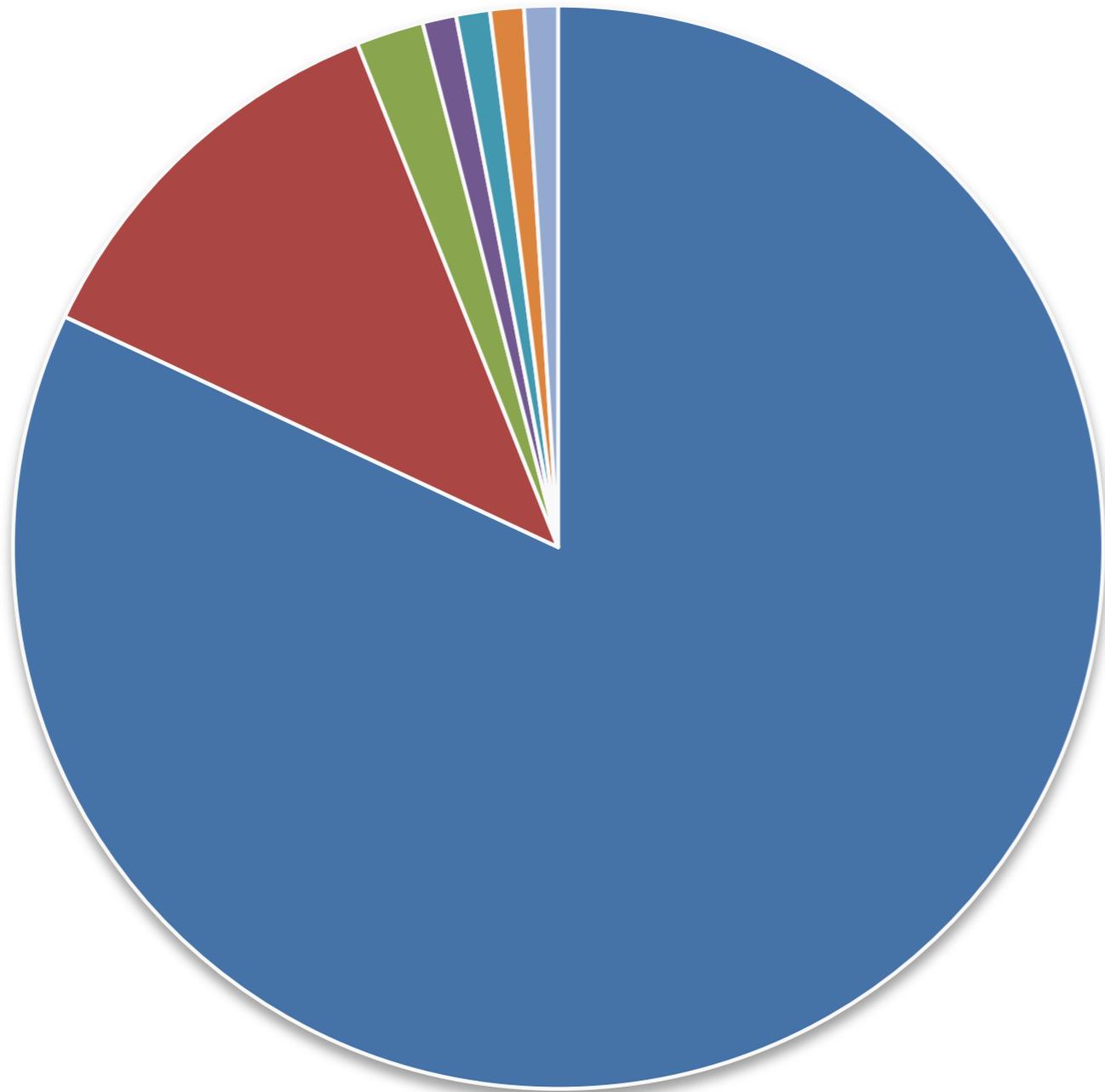


Curbana Pilot Program Overview

- Staff found Curbanas to be least intrusive option for extending sidewalk seating, and they provide space that can be shared by businesses without interrupting vehicular or pedestrian traffic
- Curbanas provide outdoor seating and aesthetic enhancements to the streetscape for a much lower cost than permanent sidewalk extensions.
- Allows for flexibility in reactivating parallel parking during cold months, when people are less likely to sit outside, and more likely to need short distances between parking areas and businesses.



Curbana Survey Respondents live in:



■ 82% - Urbana

■ 12% - Champaign

■ 2% - Mahomet

■ 1% - Savoy

■ 1% - St. Joseph

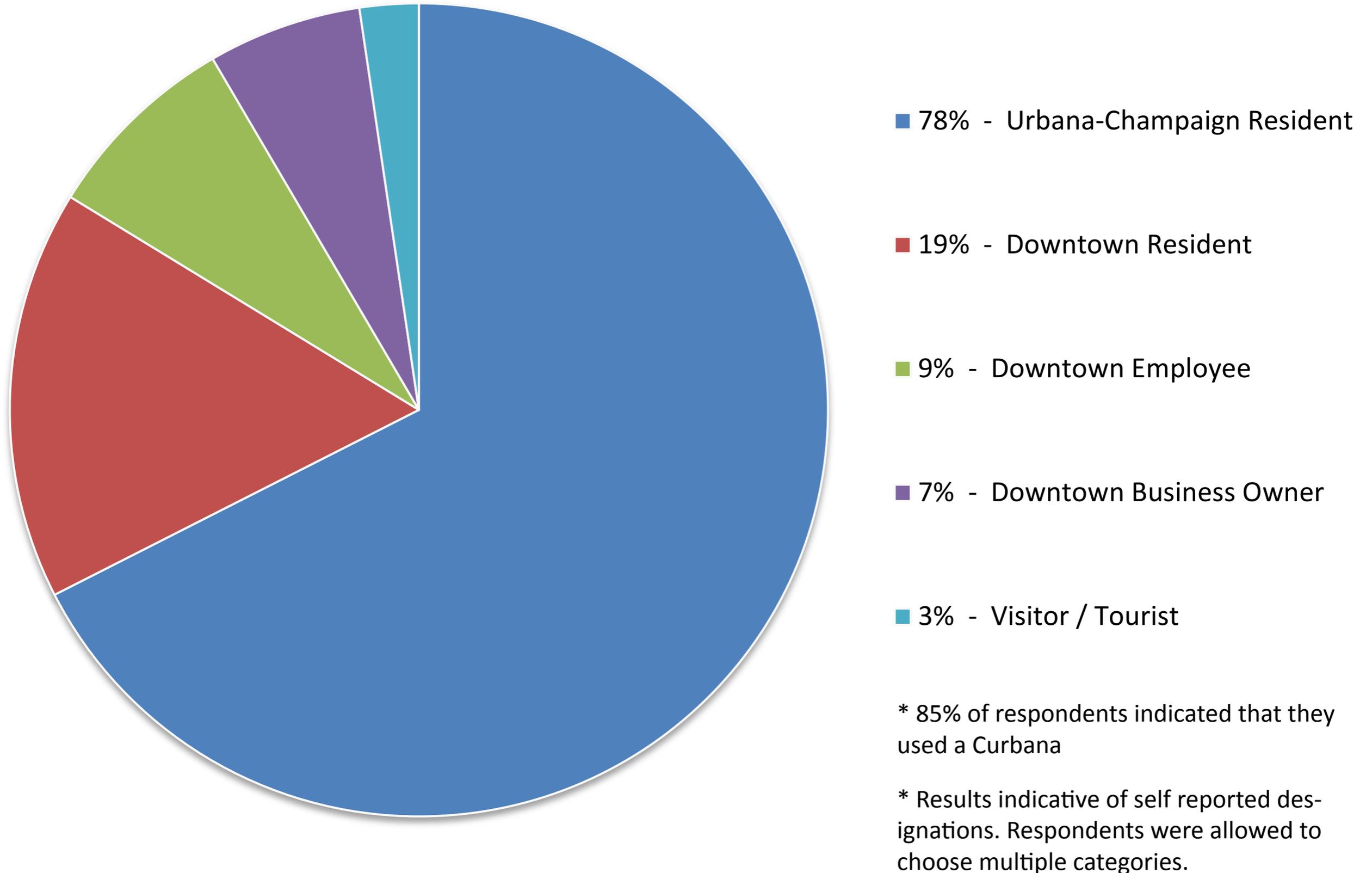
■ 1% - Philo

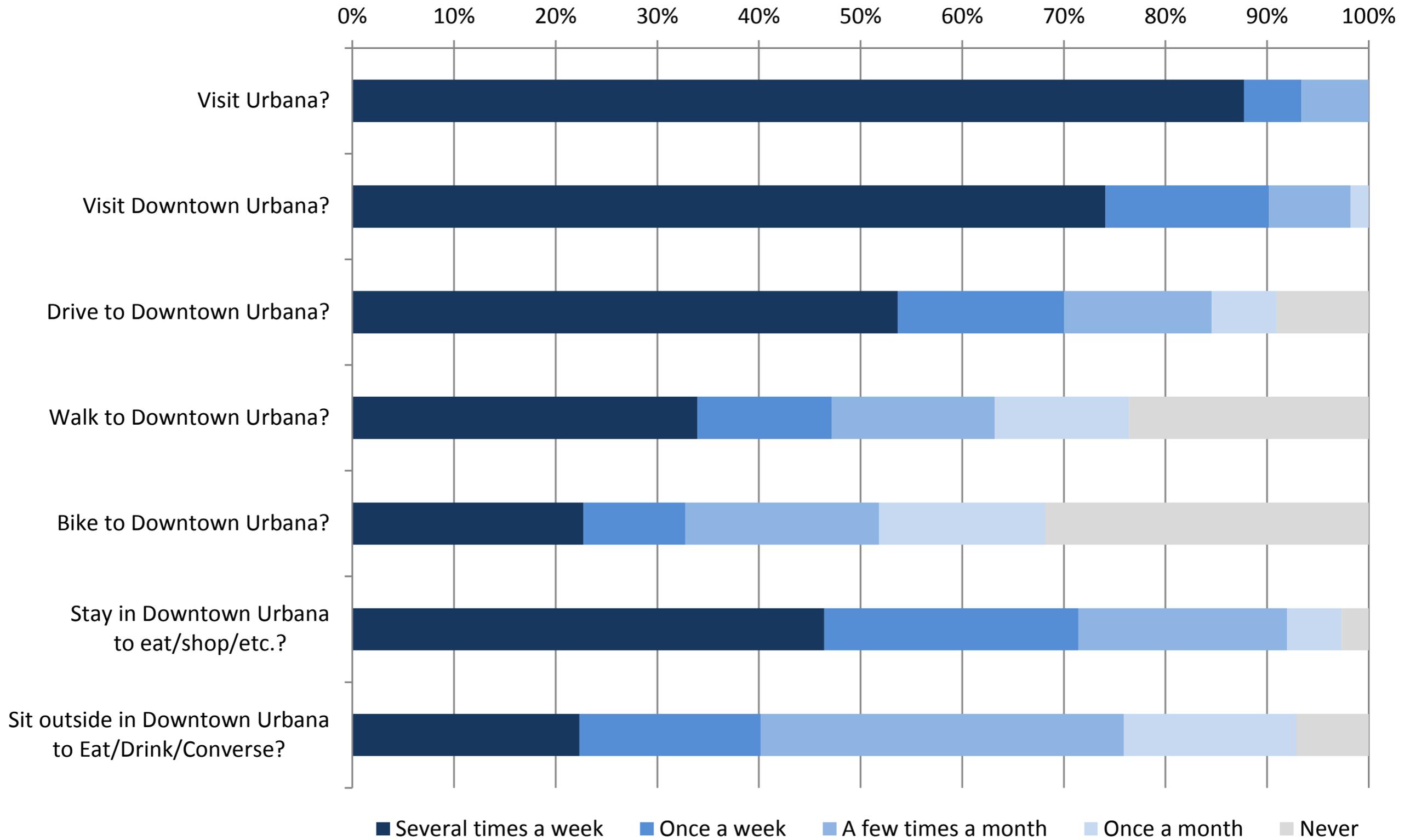
■ 1% - Fairmount

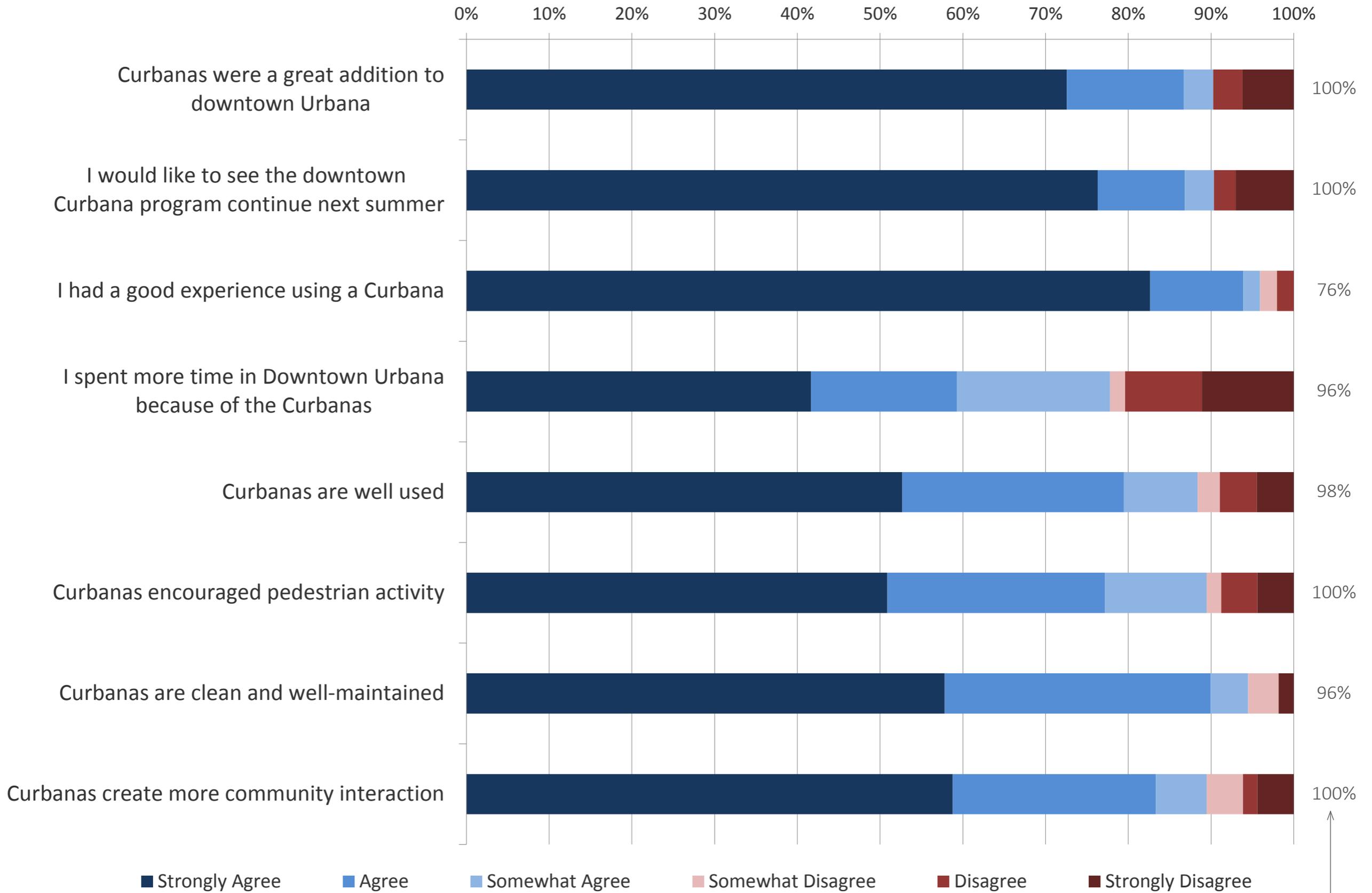
* 114 Total Respondents

*Survey window Jan 5th to Jan 25th

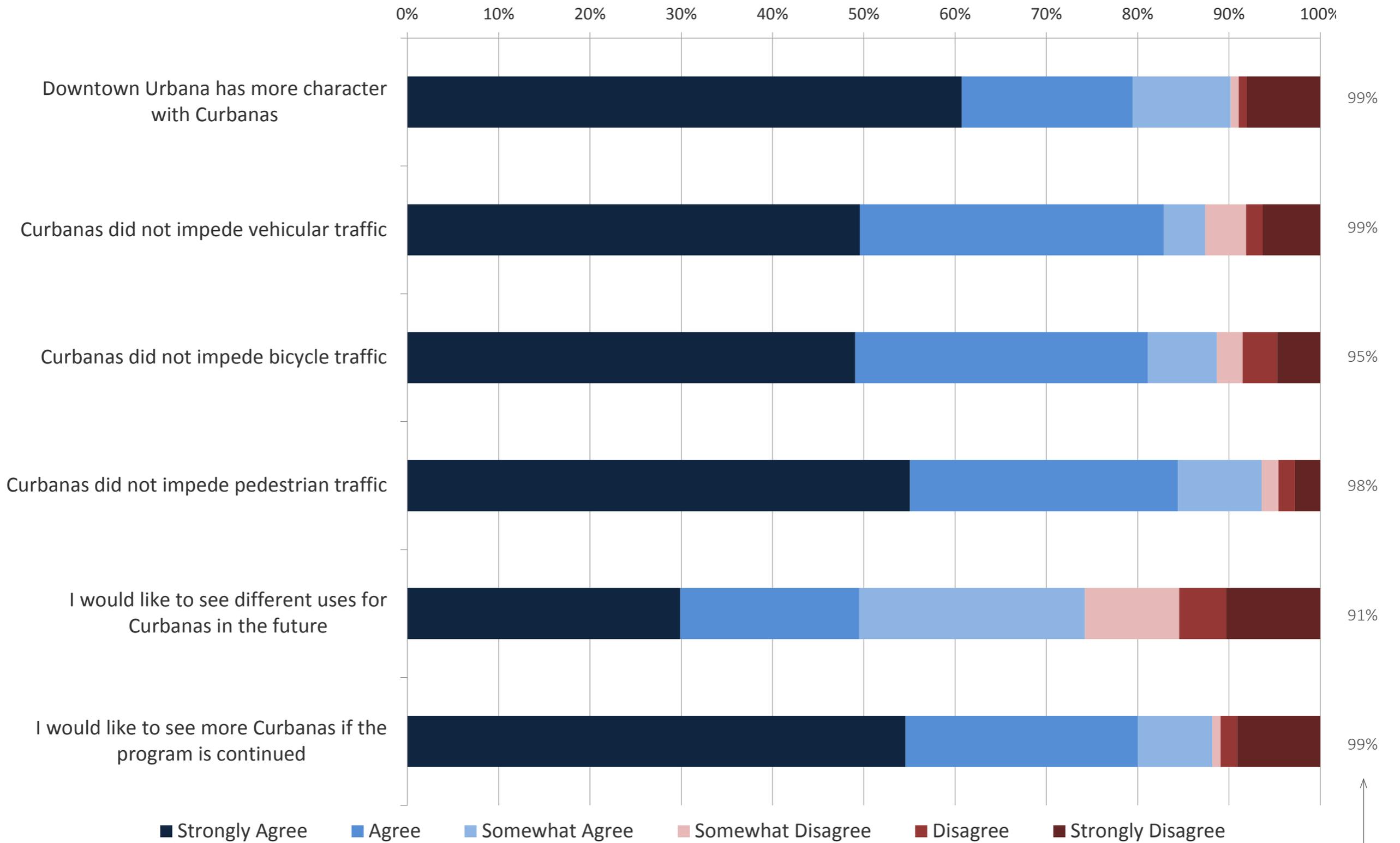
Curvana Survey Respondents included:







Percent of respondents who indicated the question was applicable to them.



Percent of respondents who indicated the question was applicable to them.

General comments in support of Curbanas (summarized)	Count
Curbanas were a great way to enjoy sitting outside during warm weather (and/or) patronized locations because of Curbanas.	28
Curbanas allowed for greater outdoor presence in Downtown, and contributed to social interactions that led to spending more time in Downtown Urbana.	25
Please continue this program (and/or) get them set up earlier and let them stay longer in the warm season.	19
Would like to see Live Music, Street Food Vendors, Art, (and/or) more businesses utilizing Curbanas.	7
Curbanas were a great alternative to businesses providing permanent space, and offered a way to sit and eat without blocking pedestrians.	3
Loved the name Curbana.	2

General comments critical of Curbanas (summarized)	Count
Felt uncomfortable with proximity to traffic (and/or) railing design blocked view outward. Suggested adding planters/bushes (and/or) changing the railing	9
Curbanas were a waste of city resources (and/or) discontinue the program.	5
Curbanas impeded valuable parking spaces (and/or) patron chose not to visit a business because Curbana took up the most accessible parking space.	4
Didn't like the name Curbana.	1

Subject	Business User Comments (summarized between all three)
General Impact	Good experience overall, brought more customers in who would have otherwise been unfamiliar with our location/offerings (Cafeteria & Co.). Great exposure and use overall (all three users). Would like to have them before graduation and all of the festivals, this will help us even more.
Positive Customer Feedback	Lots of positive feedback, loved the seating options, and ability to sit outside without blocking pedestrians (similar sentiments from public survey)
Negative Customer Feedback	Urbana needs more parking overall (1). Felt too close to roadway without more of barrier (1).
Interested in a Curbana next year?	Yes (all three business users).
Other Comments	<p>Would not be averse to sharing space with other businesses, hosting artists, etc.</p> <p>The more people sitting outside in Downtown the better; aids in perception of livable, thriving community and business district.</p> <p>White tiling was hard to keep clean; metal patio furniture made rust spots. We would like to be apprised of future opportunities to change the material.</p>

Summary

- Large proportion of respondents had positive responses to the pilot program.
- Staff learned from business users how they were utilized, and what worked or did not work well.
- Business users and respondents would like to see them installed earlier in the season.
- Respondents would like to see more shared use of Curbanas, and public art / music related uses of space (up to Business User to coordinate)



Staff proposes to:

- Extend the Curbana Pilot Program into 2015, with installation the first week of April, weather permitting
- Assess future changes to program or materials between now and re-installation in Spring 2016.

