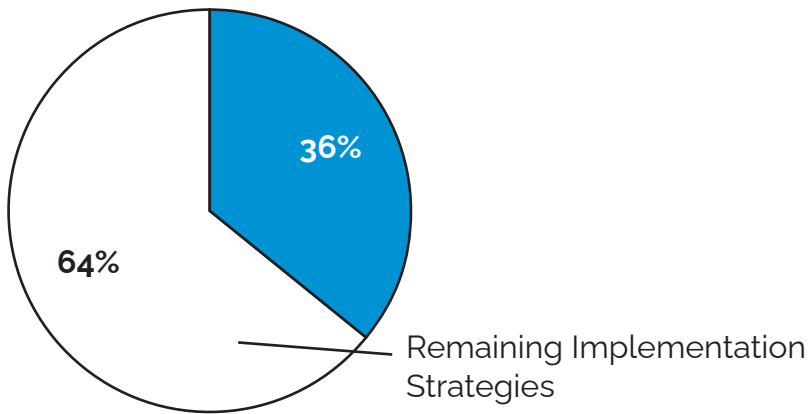


The background of the page is a complex, abstract composition of geometric shapes. It features a dark blue base color, overlaid with large, irregular white shapes that create a sense of depth and movement. Interspersed among these are various shades of green, ranging from a light, lime green to a dark, forest green. The overall effect is modern and dynamic, with sharp lines and overlapping planes.

Appendix A - Goals and Objectives

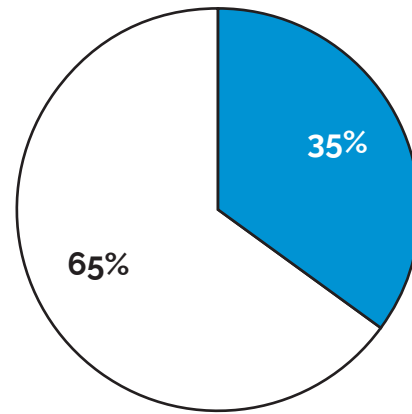
Quality of Life

Percent of Implementation Strategies Associated with Quality of Life



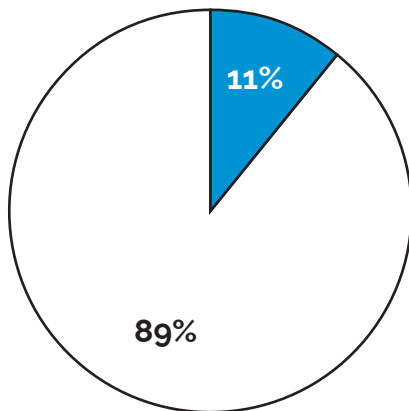
Sensible Growth

Percent of Implementation Strategies Associated with Sensible Growth



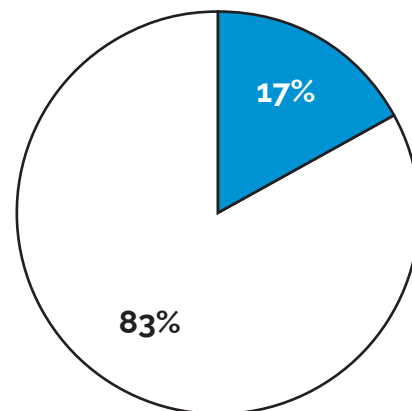
Services and Infrastructure

Percent of Implementation Strategies Associated with Services and Infrastructure



Mobility

Percent of Implementation Strategies Associated with Mobility



The most cited goals and objectives in the 2005 Comprehensive Plan are under this theme.

Goal

- 1.0** Preserve and enhance the character of Urbana's established residential neighborhoods.

Objectives

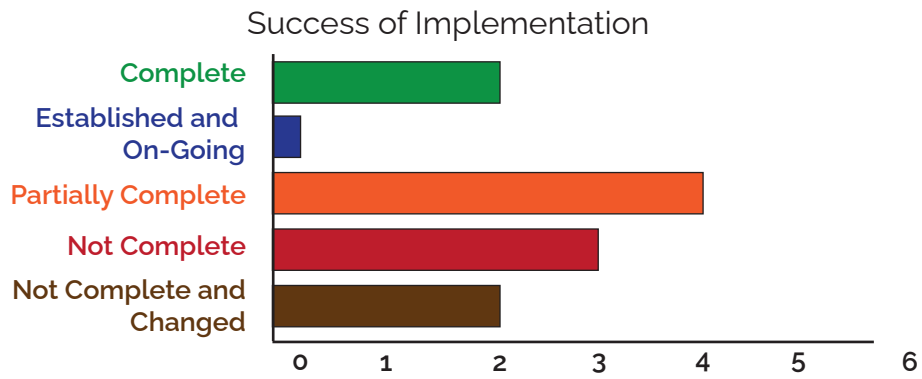
- 1.1** Promote the organization of neighborhood groups to help advocate for neighborhood preservation and enhancement.
- 1.2** Encourage investment in older properties to help maintain their appearance and long-term potential
- 1.3** Promote the improvement of existing structures through the enforcement of property maintenance codes.
- 1.4** Promote established neighborhoods close to campus and the downtown as attractive places for people to live.
- 1.5** Ensure appropriate zoning in established neighborhoods to help foster the overall goals for each unique area

Goal

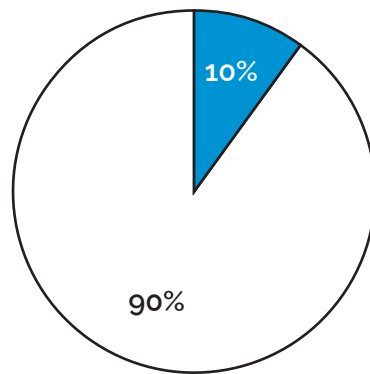
- 2.0** New development in an established neighborhood will be compatible with the overall urban design and fabric of that neighborhood.

Objectives

- 2.1** Ensure that the site design for new development in established neighborhoods is compatible with the built fabric of that neighborhood.
- 2.2** Encourage the use of landscape materials and ornamentation to improve the appearance and functionality of new developments.
- 2.3** Use development and planning control to minimize environmental and property damage from flooding and erosion.
- 2.4** Promote development that residents and visitors recognize as being of high quality and aesthetically pleasing.



Amount of Implementation Strategies Associated with this Theme



Goal

3.0 New development should be consistent with Urbana's unique character.

Objectives

3.1 Encourage an urban design for new developments that will complement and enhance its surroundings.

3.2 Promote new developments that are unique and capture a "sense of place."

Goal

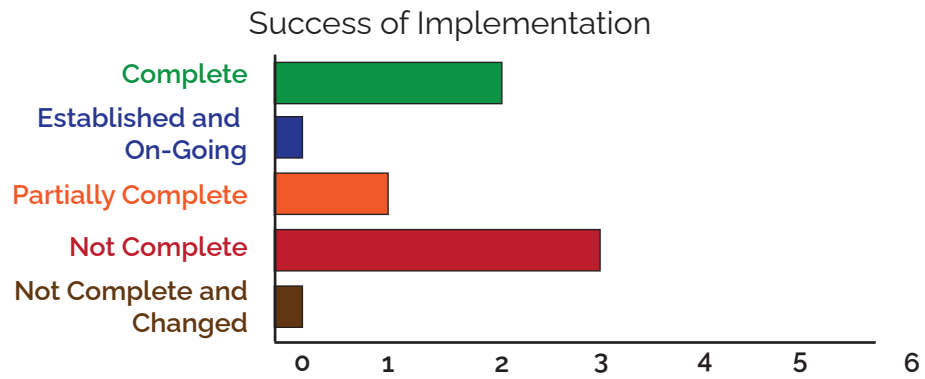
4.0 Promote a balanced and compatible mix of land uses that will help create long-term, viable neighborhoods.

Objectives

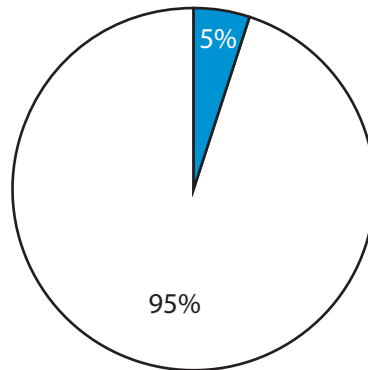
4.1 Encourage a variety of land uses to meet the needs of a diverse community.

4.2 Promote the design of new neighborhoods that are convenient to transit and reduce the need to travel long distances to fulfill basic needs.

4.3 Encourage development patterns that offer the efficiencies of density and a mix of uses.



Amount of Implementation Strategies Associated with this Theme



Goal

5.0 Ensure land use patterns conserve energy.

Objectives

- 5.1** Encourage development patterns that help reduce dependence on automobiles and promote different modes of transportation.
- 5.2** Promote building construction and site design that incorporates innovative and effective techniques in energy conservation.

Goal

6.0 Preserve natural resources (including air, water, and land) and environmentally sensitive areas in the community.

Objectives

- 6.1** Protect groundwater and surface water sources from flood and storm-related pollution.
- 6.2** Protect sensitive areas, such as wooded areas, major drainageways, and areas of topographic relief.
- 6.3** Encourage the county and forest preserve to acquire and develop publicly accessible natural areas along north High Cross Road to conserve this area and allow the general public to appreciate it.
- 6.4** Preserve natural amenities in new development through innovative development regulations and design.
- 6.5** Encourage development that protects and enhances an area's natural features, such as wooded areas, creeks, and hilly terrain.

Goal

7.0 Protect and beautify existing waterways.

Objectives

- 7.1** Protect the floodway of the Boneyard Creek.
- 7.2** Ensure that development regulations protect floodways and major drainageways.
- 7.3** Redevelop parts of Boneyard Creek to provide natural and public amenities

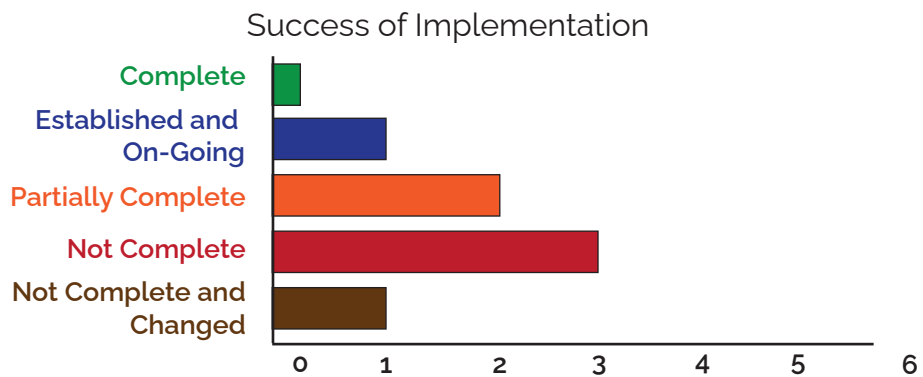
Goal

8.0 Minimize the impact of natural and man-made disasters.

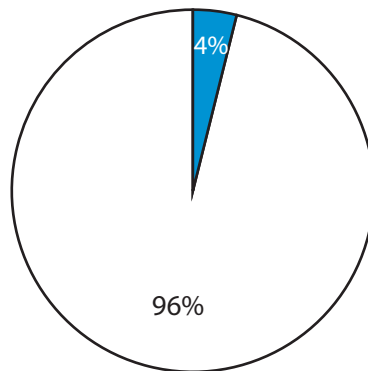
Objectives

8.1 Promote construction that reduces the effects of high winds, ice storms, flooding, etc.

8.2 Prepare necessary disaster preparedness measures in order to best protect the community from disasters.



Amount of Implementation Strategies Associated with this Theme



Goal

9.0 Strengthen Urbana's parks and recreational facilities.

Objectives

9.1 Support the Urbana Park District's efforts to provide a park space per capita ratio that exceeds the national average..

9.2 Encourage an appropriate mix of large and small parks to serve the active and passive needs of the community.

9.3 Encourage the development of parks within walking distance of neighborhoods.

Goal

10.0 Create trails connecting the community's parks and open areas.

Objectives

10.1 Continue to plan for a coordinated, regional system of trails and greenways as described in the Champaign County Greenways and Trails Plan.

10.2 Promote linkages of trails through the design of new development.

Goal

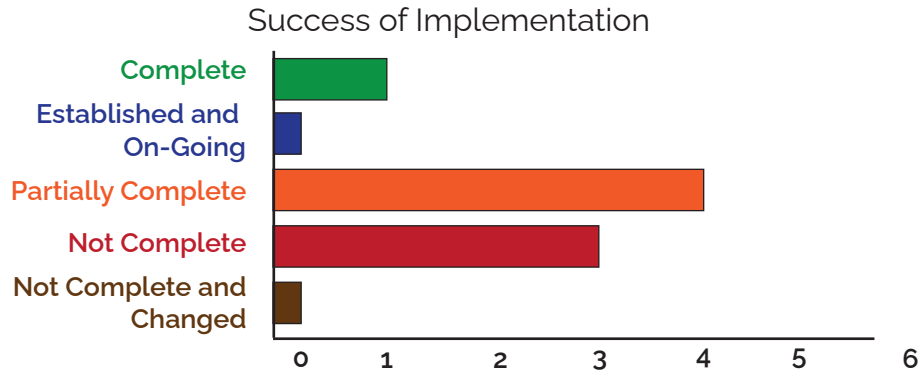
11.0 Create new neighborhood and community parks in developing residential areas.

Objectives

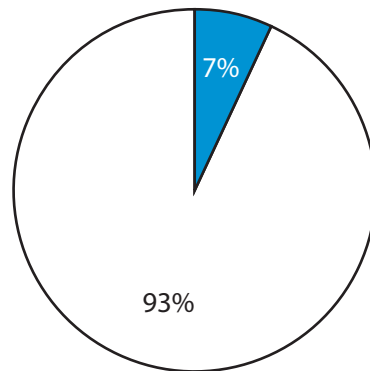
11.1 Encourage the inclusion of open spaces and recreational facilities in new residential and mixed-use developments.

11.2 Encourage adequate pathways to connect residential areas to nearby commercial and office areas.

11.3 Ensure that parks provide links to existing natural features and open spaces.



Amount of Implementation Strategies Associated with this Theme



Goal

12.0 Preserve the characteristics that make Urbana unique.

Objectives

12.1 Identify and protect neighborhoods and areas that contain significant historical and cultural resources.

12.2 Pursue the establishment of historic landmark and/or historic district status for sites that -have contributed to the history of Urbana.

12.3 Encourage public/private partnerships to preserve and restore historic structures/sites.

12.4 Promote and educate the public about the benefits of historic preservation.

12.5 Preserve and maintain brick sidewalks and streets which are unique to Urbana's older neighborhoods consistent with the city's Brick Sidewalk Plan.

Goal

13.0 Capitalize on Urbana's unique heritage as a community with a mix of urban and small-town features.

Objectives

13.1 Promote the incorporation of public art in significant new public and private developments.

13.2 Promote community events and activities (such as the Market at the Square, Sweetcorn Festival, and local art festivals) that bring the community together and promote Urbana's special character. to travel long distances to fulfill basic needs.

13.3 Expand the City's creative community by promoting arts-related uses and events.

13.4 Promote the beautification of Urbana through both public and private developments.

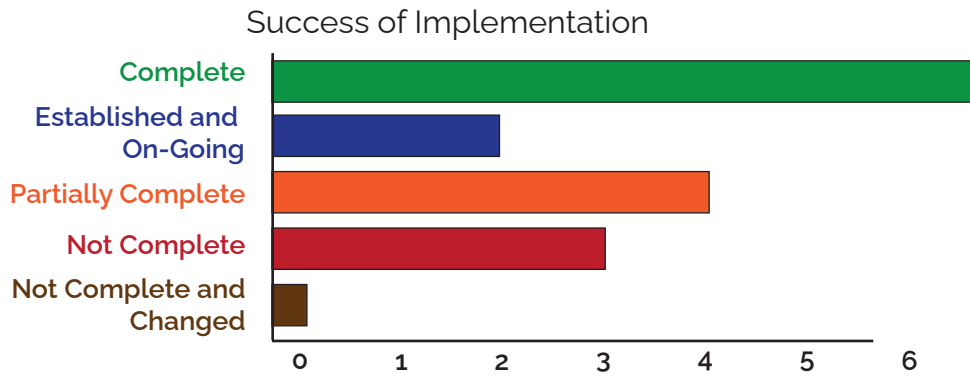
Goal

14.0 Increase Urbana's inventory of trees.

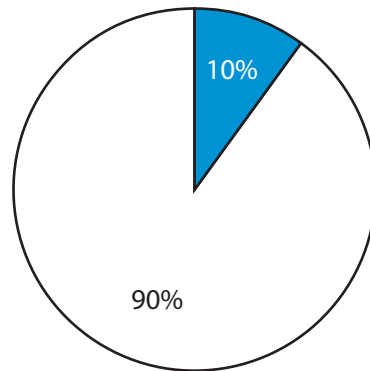
Objectives

14.1 Maintain the City's status as a "Tree City" through the arbor program and arbor commission.

14.2 Promote appropriate tree plantings in new development to contribute to the urban forest.



Amount of Implementation Strategies Associated with this Theme



Goal

15.0 Encourage compact, contiguous and sustainable growth patterns.

Objectives

15.1 Plan for new growth and development to be contiguous to existing development where possible in order to avoid "leapfrog" development.

15.2 Extend utilities and services in an orderly fashion to encourage compact, contiguous growth.

15.3 Pursue annexation strategies that promote orderly development.

15.4 Annex unincorporated areas that have been previously developed at urban densities.

15.5 Promote intergovernmental cooperation on development and growth issues.

Goal

16.0 Ensure that new land uses are compatible with and enhance the existing community.

Objectives

16.1 Encourage a mix of land use types to achieve a balanced growing community.

16.2 Preserve agricultural lands and environmentally sensitive areas outside the growth area of the city.

16.3 Encourage development in locations that can be served with existing or easily extended infrastructure and city services.

16.4 Coordinate with utility and service providers on future planning for roadway improvements, sanitary sewer extensions, water lines, treatment facilities and other utilities.

16.5 Consider the impact of new development on public services and the ability to provide those services cost effectively.

Goal

17.0 Minimize incompatible land uses.

Objectives

17.1 Establish logical locations for land use types and mixes, minimizing potentially incompatible interfaces, such as industrial uses near residential areas.

17.2 Where land use incompatibilities exist, promote development and design controls to minimize concerns.

Goal

18.0 Promote infill development.

Objectives

- 18.1** financing, redevelopment loans/grants, enterprise zone benefits, marketing strategies, zoning incentives, etc.
- 18.2** Promote rehabilitation and improvement of housing opportunities through the use of Block Grant and redevelopment programs.
- 18.3** Work with the University and the private sector to develop community-enhancing reuse plans for the Orchard Downs and Pomology sites.

Goal

19.0 Provide a strong housing supply to meet the needs of a diverse and growing community.

Objectives

- 19.1** Ensure that new residential development has sufficient recreation and open space, public utilities, public services, and access to commercial and employment centers.
- 19.2** Encourage residential developments that offer a variety of housing types, prices and designs.

Goal

20.0 Encourage the development of new "planned neighborhoods."

Objectives

- 20.1** Promote a "traditional neighborhood development" style as an alternative to the conventional suburban development pattern.
- 20.2** Encourage new neighborhoods to include a mix of residential types, with convenient access to schools, parks, shopping, work places, services, and transit.
- 20.3** Promote compact and contiguous development of new neighborhoods along the High Cross Road, Windsor Road, and East Airport Road corridors.

Goal

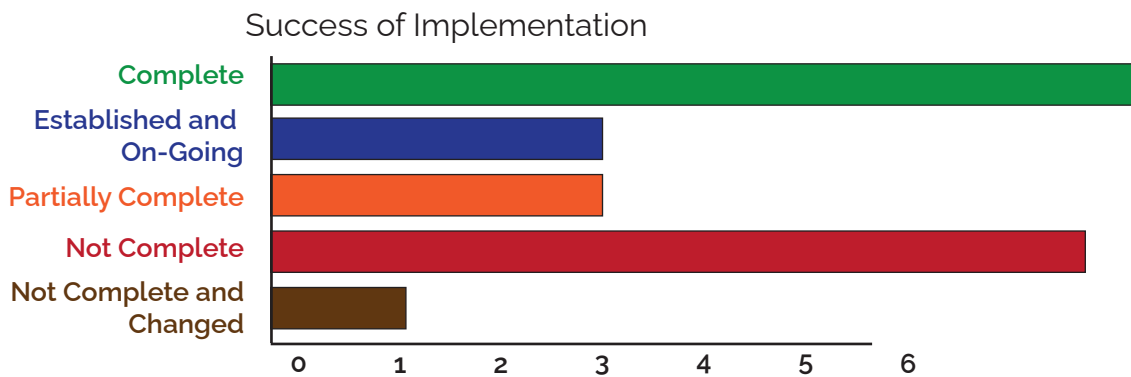
21.0 Identify and address issues created by overlapping jurisdictions in the one-and-one-half mile Extraterritorial Jurisdictional area (ETJ).

Objectives

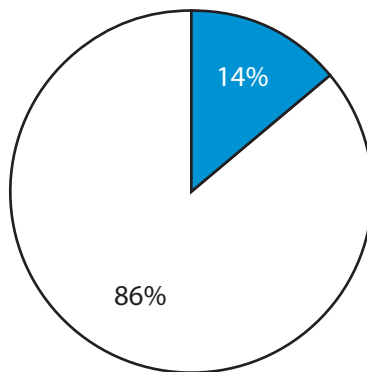
21.1 Coordinate with Champaign County on issues of zoning and subdivision in the ETJ.

21.2 Work with other units of government to resolve issues of urban development in unincorporated areas.

21.3 Examine the school district boundaries of neighboring communities to determine their future impact on the growth and development of Urbana.



Amount of Implementation Strategies Associated with this Theme



Goal

22.0 Increase the vitality of downtown Urbana as identified in the Downtown Strategic Plan and Annual Action Plan.

Objectives

22.1 Promote the creation of housing in downtown Urbana.

22.2 Promote the rejuvenation of Lincoln Square.

22.3 Continue to promote the highly successful Market at the Square.

22.4 Encourage public/private partnerships to foster new development in the downtown area.

22.5 Use tax increment financing to promote new development and redevelopment opportunities, mini-parks and plazas.

22.6 Continue to improve the public infrastructure of parking lots and streetscapes.

22.7 Pursue redevelopment of the North Broadway corridor.

22.8 Promote visible, outdoor activity in downtown.

22.9 Pursue the development of a permanent outdoor public square and performance/event space.

Goal

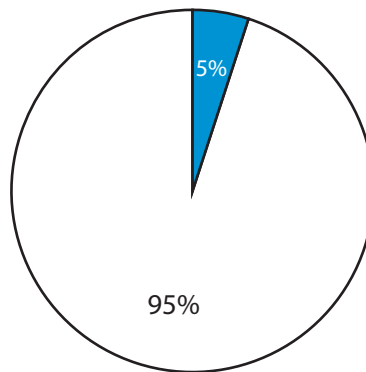
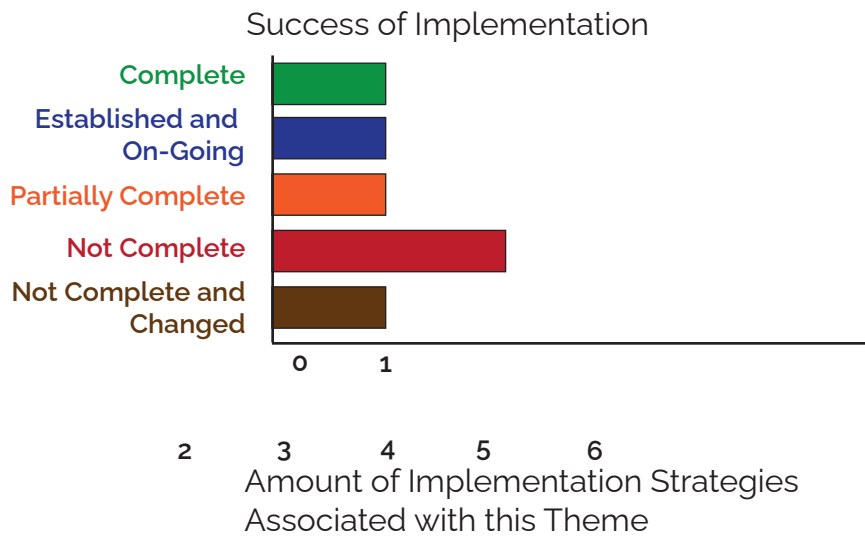
23.0 Promote Urbana's potential for technology-related businesses.

Objectives

23.1 Capitalize on the proximity of the University of Illinois engineering and science campuses to promote technology-related businesses.

23.2 Explore the development of technology-friendly business space as a part of new development.

23.3 Enhance the community's Internet connection capabilities.



Goal

24.0 Enhance Urbana's commercial areas.

Objectives

24.1 Use a variety of economic development tools to improve and redevelop Urbana's existing commercial areas.

24.2 Encourage the beautification of entryway corridors and major transportation corridors in Urbana.

Goal

25.0 Create additional commercial areas to strengthen the city's tax base and service base.

Objectives

25.1 Provide a sufficient amount of land designated for various types of community and regional commercial uses to serve the needs of the community.

25.2 Promote new commercial areas that are convenient to existing and future neighborhoods.

25.3 Actively seek annexation of areas targeted for commercial development.

25.4 Find new locations for commercial uses and enhance existing locations so Urbana residents can fulfill their commercial and service needs locally.

25.5 Consider development standards that provide options for the site design of commercial development that encourage "new urbanism" concepts.

Goal

26.0 Improve the appearance of Urbana's commercial and industrial areas.

Objectives

26.1 Use a variety of available economic development tools (such as tax increment financing) to improve the appearance and functionality of Urbana's commercial and industrial areas.

26.2 Promote the beautification of commercial areas especially along University Avenue, Cunningham Avenue, and Philo Road.

26.3 Seek private as well as public investments to enhance the city's commercial and industrial areas.

Goal

27.0 Create a variety of industrial and office developments that can benefit from existing amenities such as convenient access to interstate and rail services and close proximity to the University of Illinois.

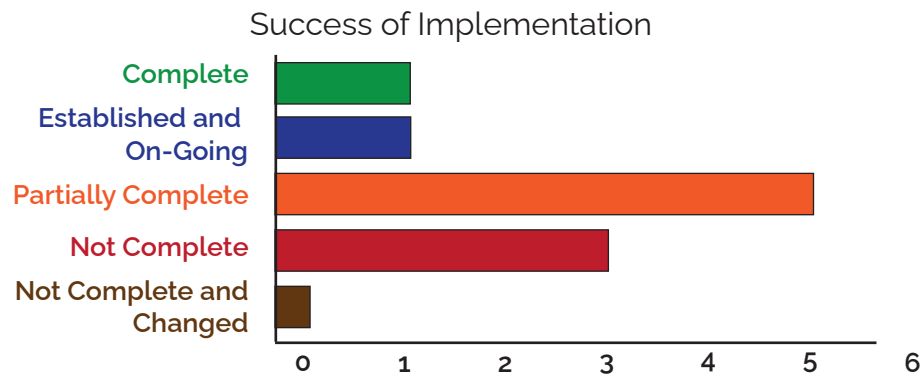
Objectives

27.1 Encourage the expansion of existing and the creation of new industrial and office park developments in appropriate locations, using a variety of development tools.

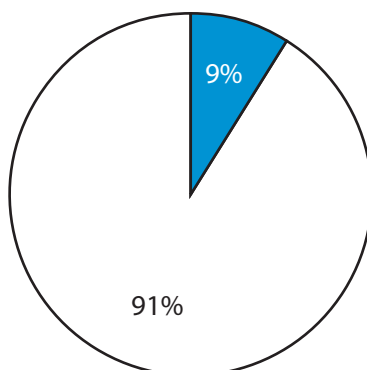
27.2 Provide for adequate services and incentive packages to promote East University Avenue and North Lincoln Avenue as industrial park areas.

27.3 Capitalize on development sites with rail and highway access to promote industrial opportunities.

27.4 Pursue annexation of new areas (such as North Lincoln Avenue, East University Avenue, North Cunningham Avenue and Oak Street) for industrial development.



Amount of Implementation Strategies Associated with this Theme



Goal

28.0 Develop a diversified and broad, stable tax base.

Objectives

28.1 Encourage an appropriate balance of residential, commercial and industrial growth.

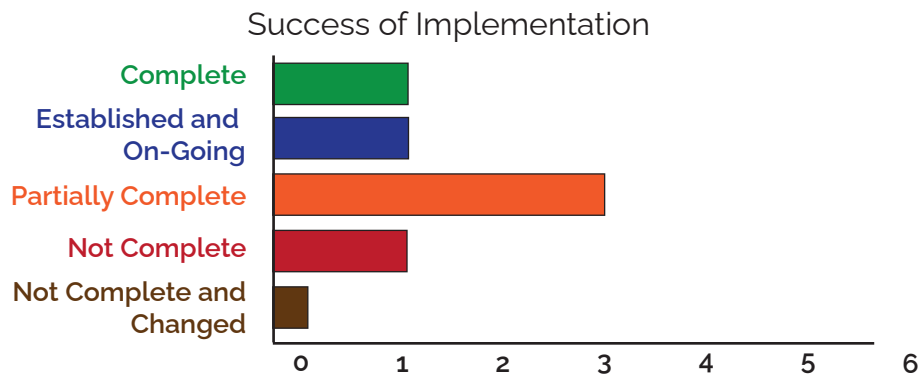
28.2 Promote appropriate development opportunities through annexation, development agreements, and, where appropriate, economic incentives.

28.3 Promote an expanded tax base through aggressive marketing and development efforts aimed at attracting new business, retaining and expanding existing business, and annexation.

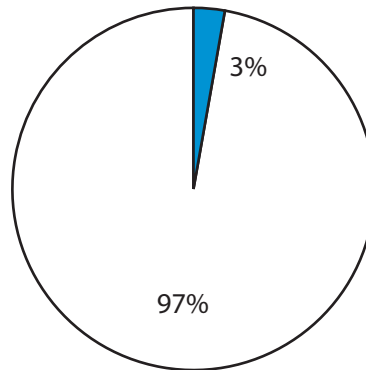
28.4 Work with the University of Illinois and other institutions to reduce the impact of tax-exempt properties in the community.

28.5 Encourage University efforts to promote public-private partnerships that can benefit multiple parties..

28.6 Increase the allocation of land devoted to tax-generating commercial uses in appropriate locations.



Amount of Implementation Strategies Associated with this Theme



Goal

29.0 Develop a focused approach to economic development.

Objectives

29.1 Encourage supportive services and amenities that will benefit a strong civic, financial, and professional business base in Urbana.

29.2 Strengthen Urbana's standing as a regional health-care center by supporting appropriately sited development opportunities and encouraging supportive services and amenities to benefit the sector.

29.3 Expand agricultural-related business, particularly along the U.S. Route 150 and IL Route 130 corridors.

29.4 Improve opportunities in north Urbana for resource-based and distribution-related industries requiring rail and interstate access.

29.5 Recognize the potential offered by Frasca Airport by seeking airport-related industries and developments that would benefit from private air transportation.

Goal

30.0 Develop a comprehensive approach to economic development.

Objectives

30.1 Prepare an economic development plan for the City, highlighting sectors to promote and capitalize upon and identifying specific marketing strategies.

30.2 Support private, non-profit organizations and local business groups by providing technical assistance and targeted financial investment.

30.3 Market Urbana to potential investors, brokers, consultants, and residents.

30.4 Establish economic development programs to promote economic and business growth.

30.5 Coordinate with regional efforts to help market Urbana for commercial and industrial development that will benefit both the city and the region.

30.6 Support regional efforts to promote Willard Airport.

30.7 Work with the Urbana Business Association (UBA) and the Champaign County Economic Development Corporation to promote Urbana as a place to live, work and do business.

30.8 Support regional, state, and federal efforts to promote high-speed and standard-speed intercity passenger rail connections serving Champaign-Urbana.

Goal

31.0 Retain and expand existing businesses and industries.

Objectives

31.1 Develop a systematic approach to business retention, expansion and attraction.

31.2 Foster the growth of existing businesses and industries through communication and information sharing.

31.3 Encourage business participation in local private, non-profit business groups.

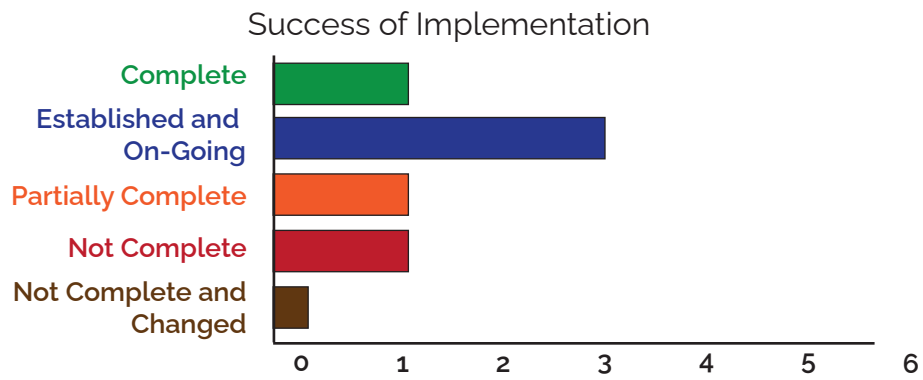
Goal

32.0 Promote new and expanded business opportunities.

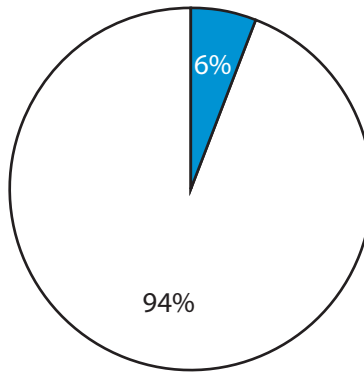
Objectives

32.1 Pursue an aggressive program of development agreements and incentive programs in a fiscally responsible manner.

32.2 Work with supporting economic development agencies to help recruit new business and industry to Urbana.



Amount of Implementation Strategies Associated with this Theme



Goal

33.0 Provide maximum service and dependable utilities.

Objectives

- 33.1** Work with utility providers to ensure dependable, affordable, high quality services to the Urbana community.
- 33.2** Correct areas of stormwater infiltration-inflow into the sanitary sewer system.
- 33.3** Continue regular capital improvement programs to correct utility deficiencies.
- 33.4** Plan for future needs of the community to ensure residents have safe and reliable utilities.
- 33.5** Promote the use of alternative energy sources, such as wind and solar.
- 33.6** Increase the allocation of land devoted to tax-generating commercial uses in appropriate locations.

Goal

34.0 Encourage development in areas where adequate infrastructure already exists.

Objectives

- 34.1** Use annexation to invoke sewer connections.
- 34.2** Promote development in an orderly and coordinated fashion to ensure timely, cost-effective extension of utilities.

Goal

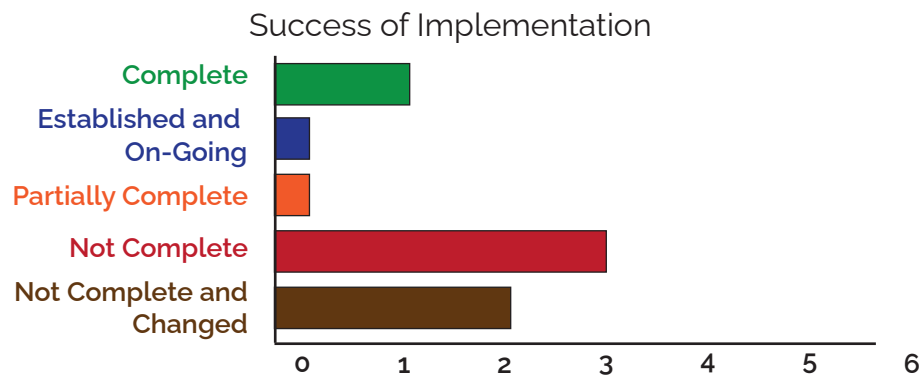
35.0 Expand utility infrastructure in areas considered most suitable for growth.

Objectives

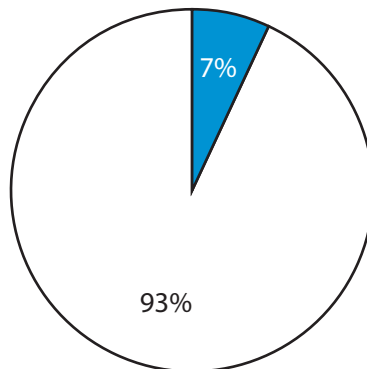
- 35.1** Locate new development in areas with ready access to urban services including sewer, utilities, transit and municipal services.
- 35.2** Work with the water company to make water distribution and storage system improvements as necessary to ensure adequate water quality, water pressure, and fire flows.
- 35.3** Work with the Urbana-Champaign Sanitary District to implement necessary interceptor and treatment facility improvements to serve the City's planning area.
- 35.4** Encourage coordinated area development efforts that allow several landowners and developers to share the expense of utility extension.

Goal

- 36.0 Protect both developed and undeveloped areas from increases in runoff and localized flooding.
Objectives
- 36.1 Protect life and property from storm and floodwater damage.
- 36.2 Reduce the impacts of development on stormwater conditions through regulations, including appropriate provisions for detention and conveyance.



Amount of Implementation Strategies Associated with this Theme



Goal

37.0 Support the provision of municipal services to ensure a high level of safety and welfare for all Urbana residents.

Objectives

37.1 Ensure continued high levels of police and fire protection.

37.2 Support Urbana School District 116 in its efforts to provide and maintain a high quality public education program for all students.

37.3 Increase the efficiency of emergency response by effectively managing roadway congestion and promoting key transportation connections.

Goal

38.0 Ensure that future annexations or developing municipal territory has adequate municipal services.

Objectives

38.1 Assess the impacts of new development on needed services when considering new areas for development.

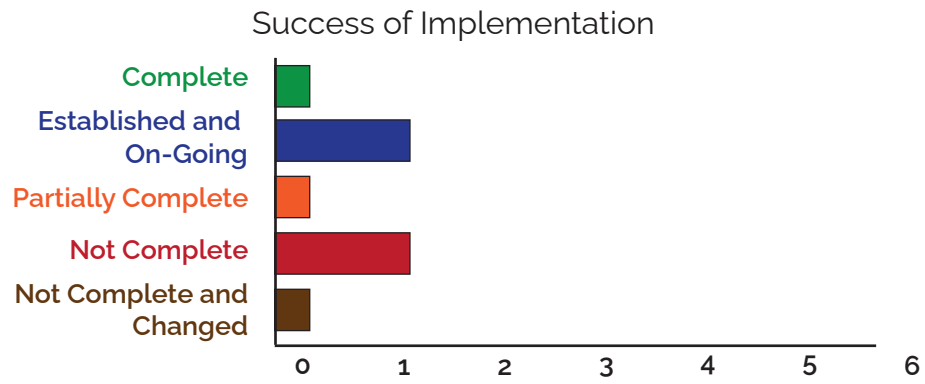
38.2 Provide for improvements and expansion in community services to keep pace with changing trends, population growth, and increased demands.

38.3 Provide new areas of development with the same high level of service enjoyed elsewhere in the community.

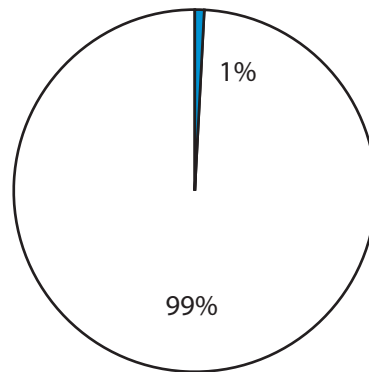
38.4 Concentrate new development in locations where adequate fire and police protection and other community services are available.

38.5 Develop new community service facilities, including school and park facilities, where needed to keep pace with new development.

38.6 Ensure accessibility of all new development to emergency vehicles.



Amount of Implementation Strategies Associated with this Theme



Goal

39.0 Seek to improve the quality of life for all residents through community development programs that emphasize social services, affordable housing and economic opportunity.

Objectives

39.1 Make social services available to residents in need.

39.2 Implement strategies to address social issues related to housing, disabilities, poverty and community development infrastructure.

39.3 Implement strategies to address chronic homelessness and to provide permanent shelter.

39.4 Implement strategies and remove barriers to fair housing choice.

39.5 Work to improve public housing in Urbana through cooperative efforts with the Housing Authority of Champaign County.

Goal

40.0 Make affordable housing available for low-income and moderate-income households.

Objectives

40.1 Promote strategies identified in the Consolidated Plan to provide additional affordable housing opportunities in Urbana-Champaign.

40.2 Work to promote the development and capacity of Community Housing Development Organizations (CHDO) to develop affordable housing opportunities.

40.3 Work to distribute affordable housing opportunities throughout the community to avoid the effects of concentrated poverty.

40.4 Consider acquisition of property where appropriate to foster goals of providing affordable housing.

40.5 Ensure the conservation and improvement of Urbana's existing housing stock and to promote neighborhood stabilization.

Goal

41.0 Promote access to employment opportunities for all Urbana residents.

Objectives

41.1 Ensure that new development in growing areas is adequately served with public transportation.

41.2 Ensure that new development plans consider proximity and access to public transit, through such measures as adequate bus stops, sidewalk access to stops, provision for turn-around areas where needed, etc.

41.3 Provide pedestrian and bicycle connections to employment centers.

Success of Implementation

Goal

42.0 Promote accessibility in residential, commercial and public locations for disabled residents.

Objectives

42.1 Ensure that new developments are sensitive to the mobility and access needs of the disabled.

42.2 Ensure that there are accessible ramps for all new sidewalks at intersections with roadways.

42.3 Ensure that new developments include adequate access for the disabled through compliance with ADA requirements and other measures.

42.4 Encourage residential developers to consider the market for disabled residents and visitors and to promote the provision of accessible and adaptable units.

42.5 Ensure that all City-funded single-family and two-family dwelling units are fully visitable by the disabled.

42.6 Encourage enhanced accessibility features in heavily used public facilities.

42.7 Ensure that people with disabilities have access to the city's sidewalks by installing accessible ramps where requested by people with disabilities, their advocates, or in heavily pedestrian-trafficked areas.

Goal

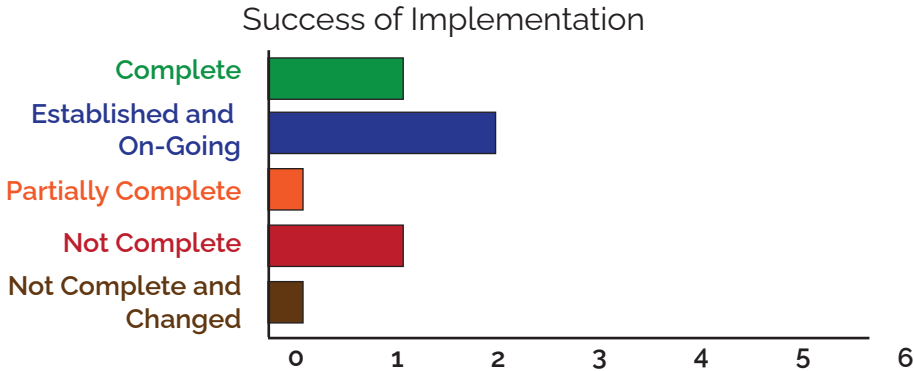
43.0 Provide for the distribution of social services to Urbana residents with diverse needs.

Objectives

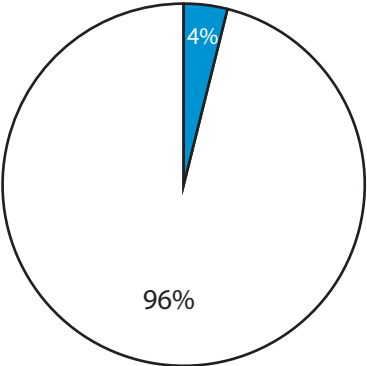
43.1 Continue the allocation of funding for social service programs that may not otherwise be eligible for Community Development Block Grant funds.

43.2 Work cooperatively with other units of government and social service providers for the efficient provision of needed services to community residents.

43.3 Work with local organizations to provide services to poor families, the homeless, and those with disability, mental health, and substance abuse challenges to community residents.



Amount of Implementation Strategies Associated with this Theme



Goal

44.0 Provide for the safe, efficient, and cost-effective movement of people and goods within, through, and around the City.

Objectives

44.1 Maximize cost effectiveness in all existing transportation modes as well as for future project planning, design, and construction.

44.2 Reduce the number and severity of pedestrian, bicycle, and vehicular crashes.

44.3 Improve intersection markings and signage, especially in the University District and downtown areas.

44.4 Implement the strategies identified in the Campus Area Transportation Study (CATS).

44.5 Ensure that street lighting is established in tandem with new development in order to enhance safety.

44.6 Promote new technologies and designs in construction and improvement of crosswalks, including accessible ramps and signaling for the visually impaired.

44.7 Adopt access management guidelines for existing and planned arterial roadways.

44.8 Improve intersection markings and signage near and around High Cross Road.

Goal

45.0 Optimize operating conditions of the existing transportation system.

Objectives

45.1 Develop policy measures and carry out limited scale improvements that will enhance the capacity of the existing system.

45.2 Promote transportation improvements that help connect fragmented segments of the existing system.

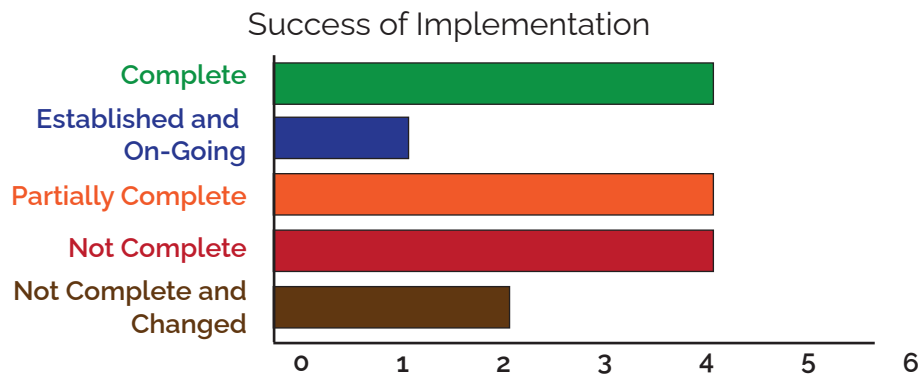
Goal

46.0 Improve access to transportation modes for Urbana residents.

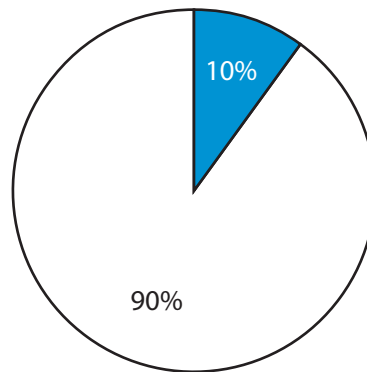
Objectives

46.1 Work to improve pedestrian, bicycle, and transit access throughout Urbana.

46.2 Work with representatives of the disabled community to improve accessibility throughout the communi



Amount of Implementation Strategies Associated with this Theme



Goal

47.0 Create a multi-modal transportation system.

Objectives

47.1 Improve transit service to important activity centers (e.g. retail areas, employment centers, transportation hubs, etc).

47.2 Extend transit service to the entire contiguous developed area.

47.3 Investigate the need for alternative transit facilities to support commuter traffic and increased traffic demand.

47.4 Require developers (especially of large-scale developments) to provide easy access for public transportation users and pedestrians.

47.5 Make it easier for people to switch from one transportation mode to another.

47.6 Improve traffic flows in peak traffic periods through traffic control and roadway improvements.

47.7 Promote bicycle/pedestrian access to major activity centers.

Goal

48.0 Increase use of existing transportation infrastructure.

Objectives

48.1 Complete planned connections for existing roadways, pathways and other facilities that can help create infill development opportunities.

Goal

49.0 Avoid development patterns that can potentially create an over-dependency on the automobile.

Objectives

49.1 Promote alternatives to automobile travel, through provision of sidewalks, pedestrian access, bicycle pathways, and high quality transit service.

49.2 Increase land use densities to promote availability of transit service and walkability.

49.3 Improve access to alternative transportation modes within neighborhoods.

49.4 Institute parking rate-based financial incentives with major employers to increase usage of alternative transportation modes.

Goal

50.0 Ensure adequate transportation facilities for new growth.

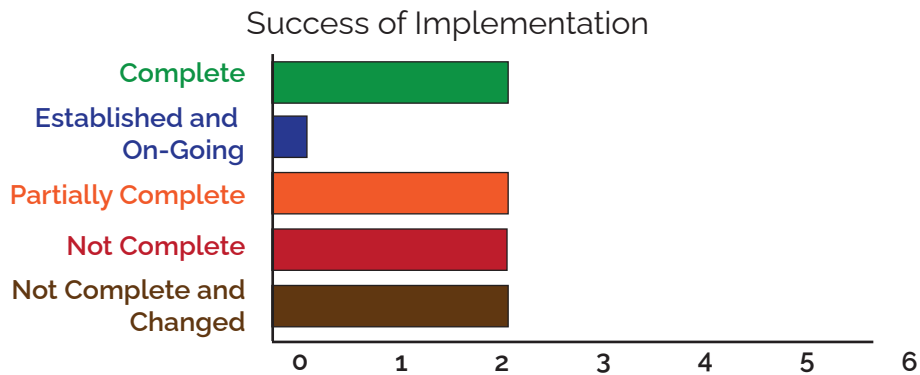
Objectives

50.1 Ensure that new developments provide easy access to pedestrians and bicyclists, as well as automobiles and mass transit vehicles.

50.2 Ensure that land use and transportation are considered in tandem for all transportation and new land use projects.

50.3 Foster intergovernmental cooperation to help create the necessary links in a regional transportation system.

50.4 Promote efforts to preserve abandoned rail corridors through rail banking.



Amount of Implementation Strategies Associated with this Theme

