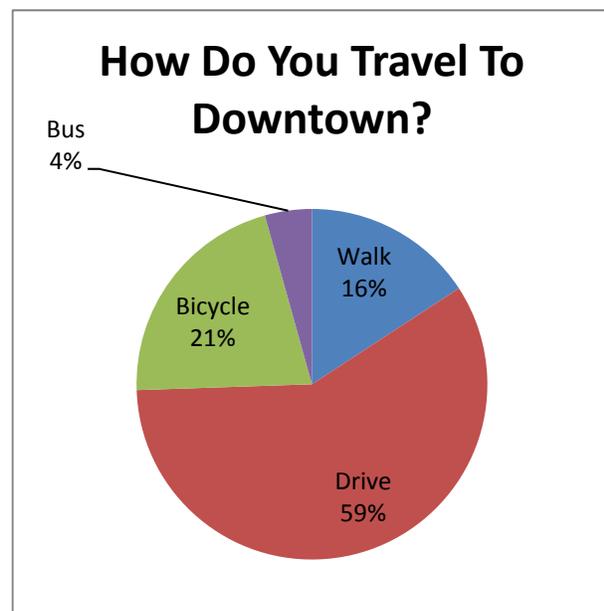
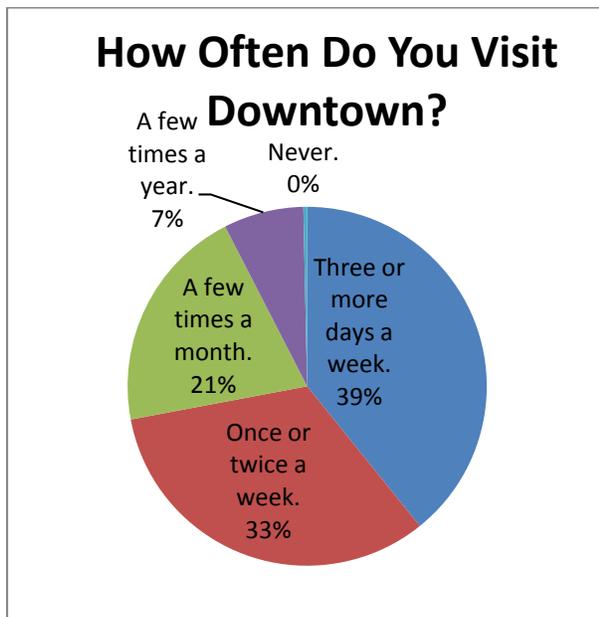
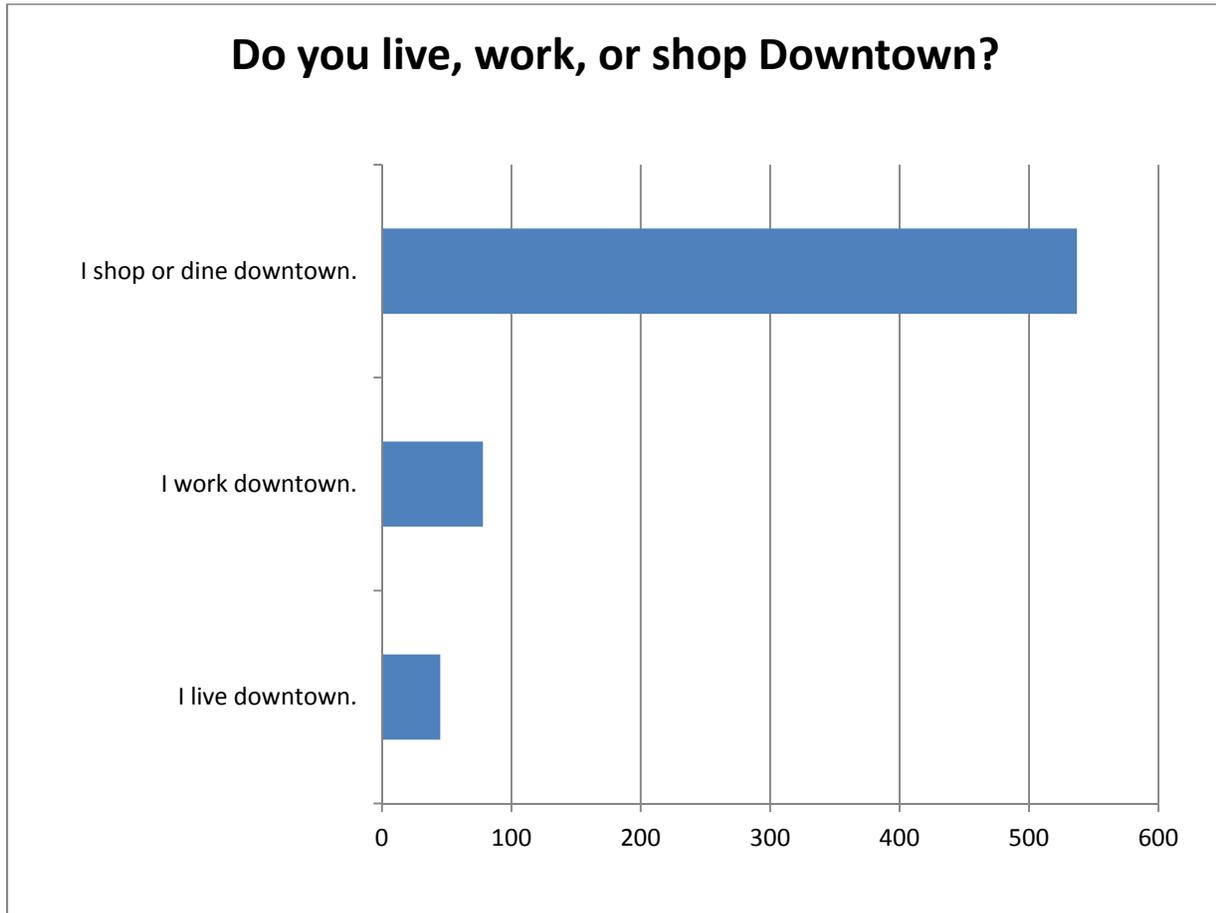
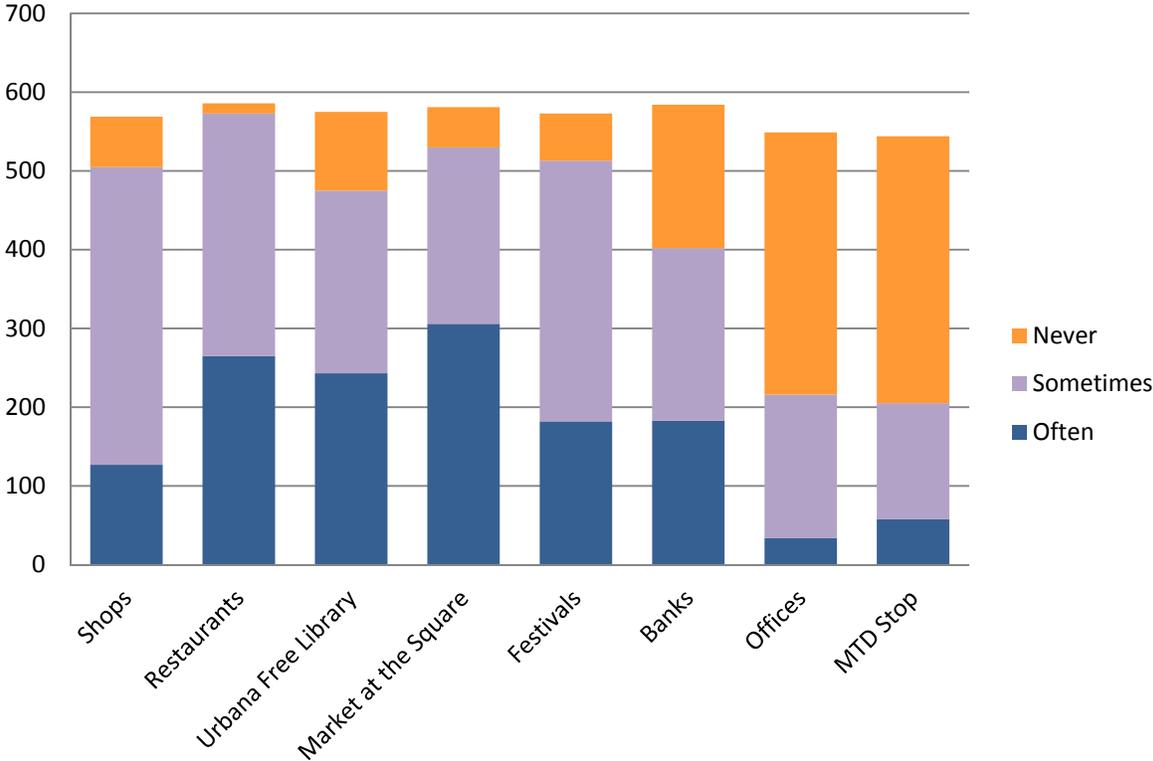


Appendix E: Results from the Summer 2010 Online  
Visioning and Image Preference Survey

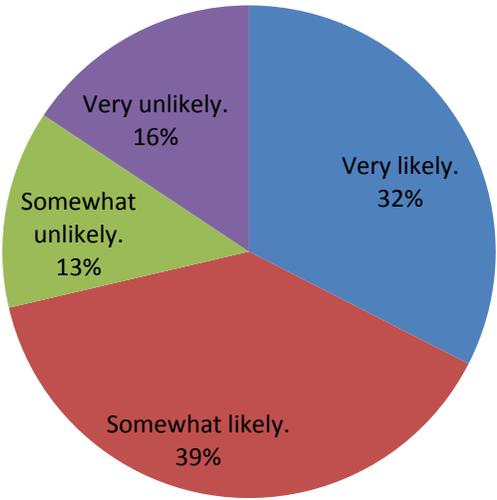
## Online Survey Visioning Questions



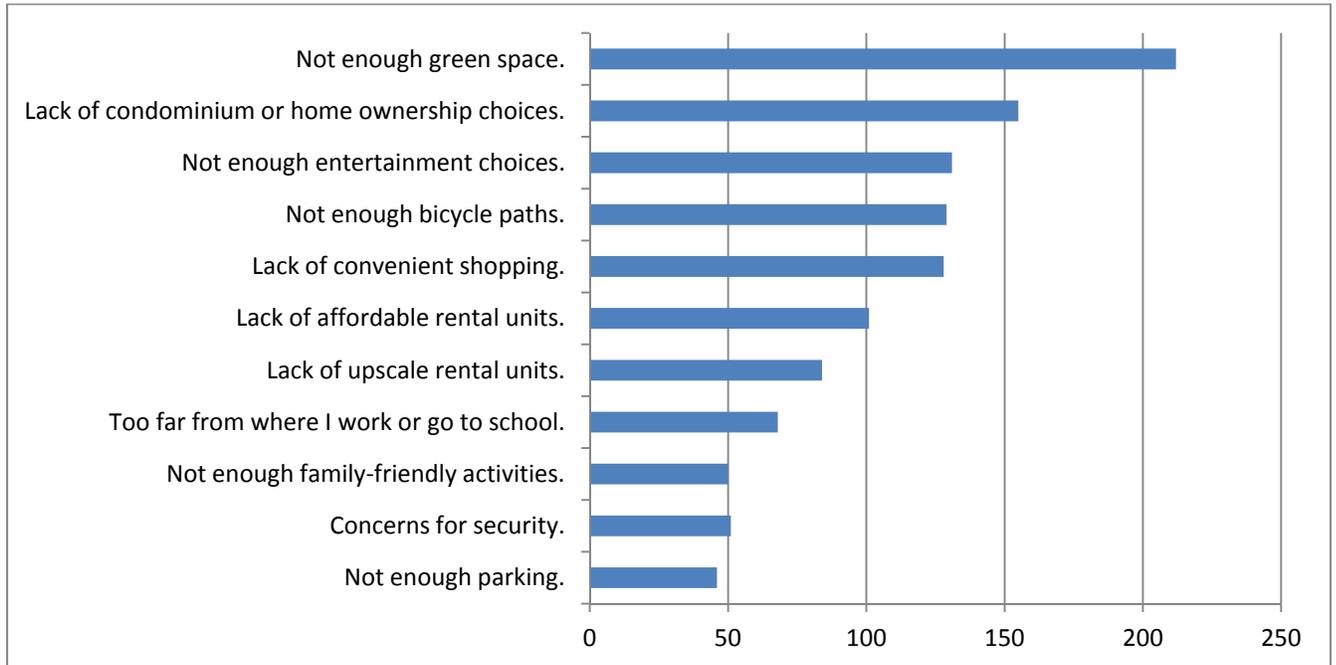
## Which Destinations Do You Visit Downtown?



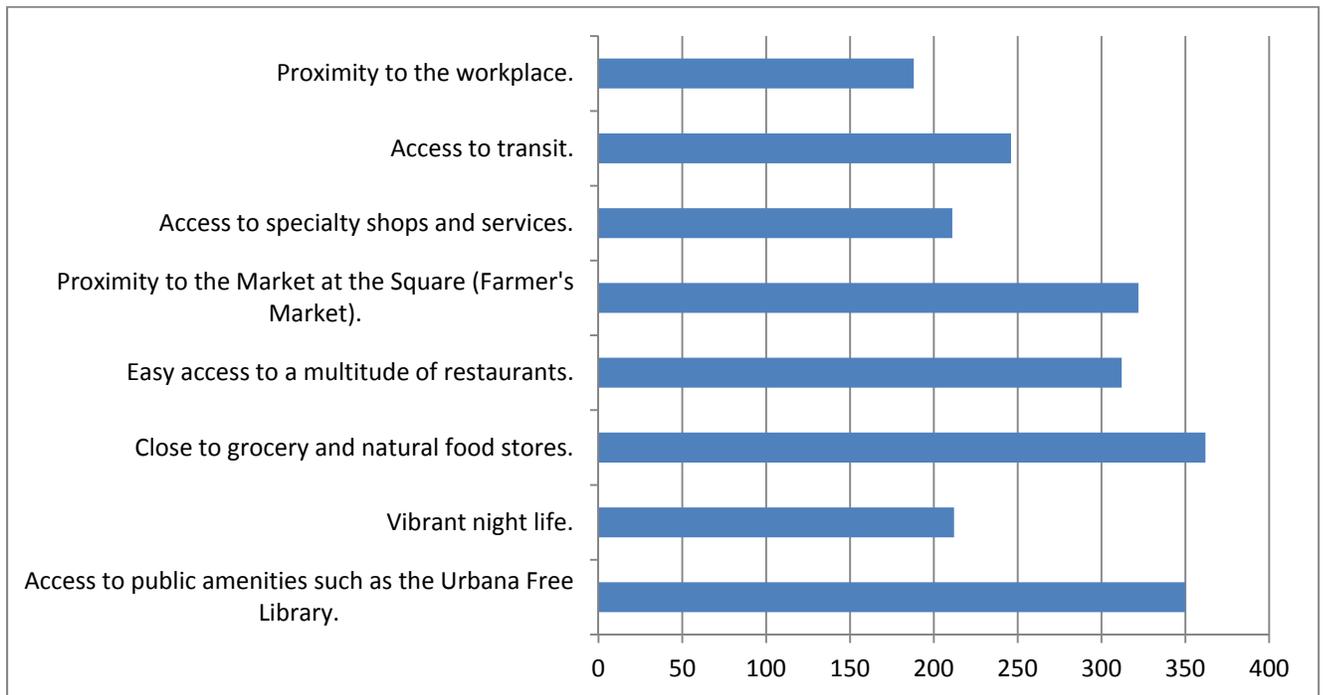
## Would You Move Downtown?



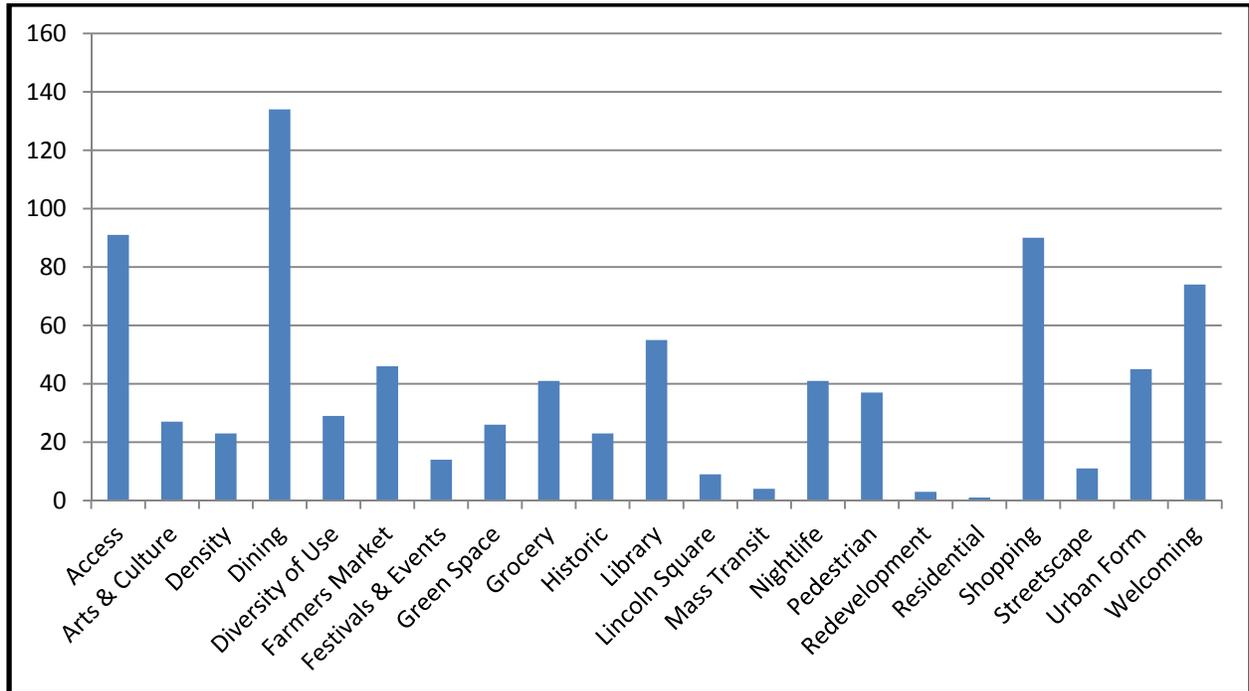
### What factors discourage you from moving Downtown?



### What factors encourage you to move Downtown?



## What do you like most about Downtown Urbana?



### Access & Walkability

The ease of accessibility was something that was identified as a 'like' in downtown. Comments highlighted several attributes such as the accessibility of parking (free parking evenings and weekends) and lack of traffic for those who drove. *Normally not congested, easy to drive through.* For those that walked or biked, it was the proximity to where they lived, worked, or played that made it convenient. *Fairly easily to access by walking from nearby neighborhoods. I like that I can meet friends and find something to do after work that is within walking distance for all of us. Small enough to be entirely walkable, great for bicycling.* In particular, the 'walkability' of downtown was such a significant attribute that one commenter noted individuals *walking in or around Lincoln Square for leisure exercise.* Comments also showed a relatively even distribution between walking, driving, biking, and public transportation with no real dominant mean arising. *There's plenty of parking near to my office and other destinations, for those days when I cannot bike or walk downtown.* Finally, the 'compactness' or density was another attribute that made downtown accessible. *I hate when things are spread out just enough to have to drive between spots, especially with 2 small kids involved. I like that it is compact, that even if I drive there I can walk to several different places downtown for different errands. Park once, walk many places.*

### Dining

Downtown dining was the highest rated 'like'. *I like that it is pleasant to walk around and I like the handful of restaurants that are there. The restaurants and bars that are already located there are great!* Within the past three years or so, several new restaurants have appeared along side institutions such as The Courier Café and Crane Alley. Black Dog and V.Picasso were two of the more recent additions and the relocation of the Great Impasta in Lincoln Square from downtown Champaign was another. Comments also identified the scene in Urbana as unique and a *potential burgeoning food scene with excellent restaurants.* Another popular

theme associated with popular dining was the availability of outdoor seating (Crane Alley). Finally, comments also included smaller scale specialty shops and eateries such as Mirabelle's. *I would love to see more of that direction.*

### **Diversity of Uses & Market at the Square**

Comments on the diversity of use in downtown were spread out between multiple categories, specifically identifying the Urbana Free Library, weekly Farmer's Market, various festivals and events, an interesting 'arts and culture' scene, and nightlife. The expansion of the library and its location right in the heart of downtown made it a popular and accessible destination. *I love that the library is a large part of the hub of downtown.* The Farmer's Market along with several grocers (Strawberry Fields, Common Ground, Art Mart, Schnucks) provides *good healthy food options available in different places.* In the summer and fall, downtown hosts several staple festivals such as BBQ & Blues, Sweet Corn, and Chili & Beer, which were noted in the comments. Arts and culture has also grown with *the galleries, studio spaces, and now the Art Coop coming to Lincoln Square.* Another noted community-studio space was the Independent Media Center, which was identified as *a great space in Urbana that has an amazing wealth of volunteer opportunities and community events, especially for a small town in the Midwest.* One commenter was *delighted to see more nightlife venues open there in recent years.* In general, downtown also provides a variety of *basic amenities needed on a daily basis* (post office, bank, dry cleaners). Several comments noted the fact that most of businesses located downtown were 'independent' and 'local', further contributing to its diverse and eclectic feel. *Stores, restaurants, and pubs that are not strip mall style. Businesses are mostly not chains.*

### **Urban Form**

The urban form of downtown was another factor that many survey respondents identified as a 'like'. Based on the comments, urban form was classified as anything dealing with the physical environment or makeup of downtown. Specifically, this included the strong historic aesthetic, landscaping, and streetscape maintenance. *The streetscape development, the landscaping, appears to be well kept. The landscaping is always beautiful. Nice sidewalks and landscaping, cleanliness.* In particular, the buildings on Main Street and courthouse were regularly referred to in the comments. *The look, older facades have been kept. I like the feeling that I am somewhere that is historic and urban and where people congregate and walk around.*

### **Shopping**

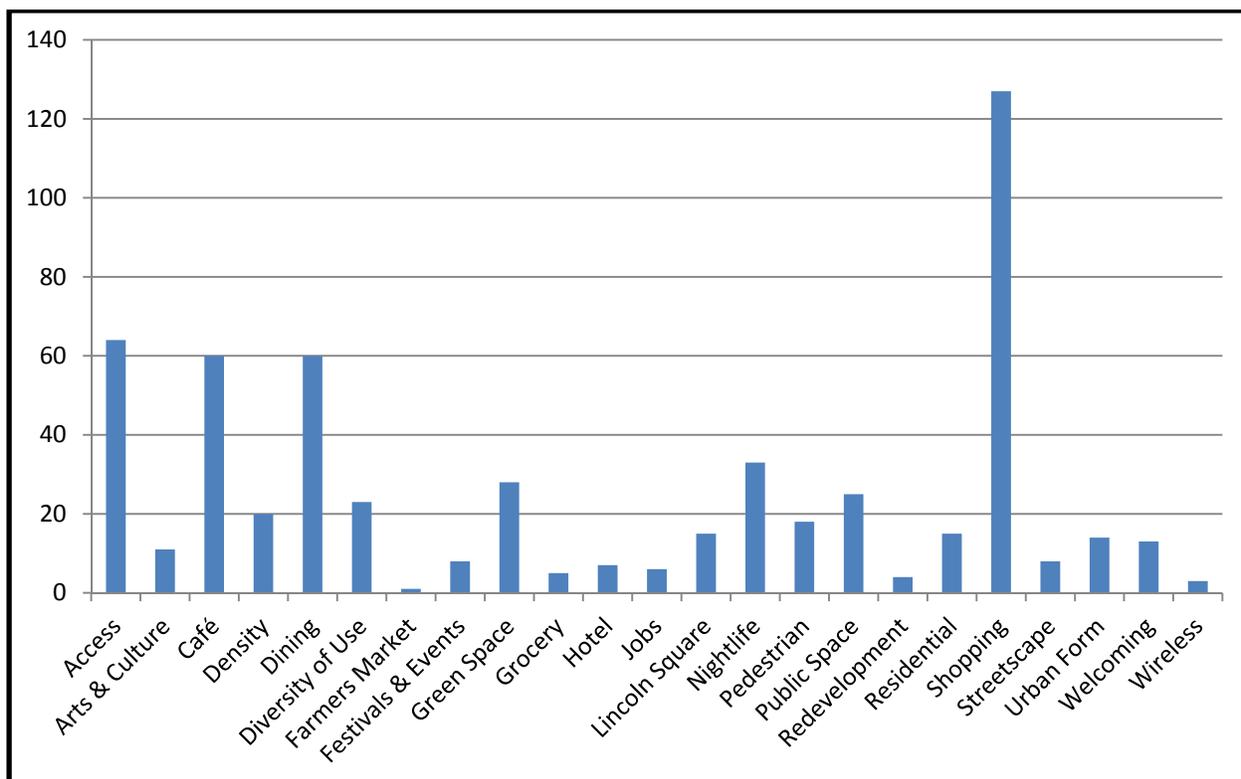
Along with dining, shopping was another large draw downtown. *All the locally owned restaurants and shops that give it character and make it its own distinct place instead of just like everywhere else.* Simply the varieties of shops along Main Street were identified as 'family owned', 'independent', and 'local'. *I've always liked Urbana's focus on small, locally-owned shops. The locally owned businesses and small-town atmosphere.* In addition, many responses identified that they frequent particular shops and services on daily basis. Once again, the uniqueness of stores gives downtown an eclectic and honest feel. *I appreciate the eclectic nature of some of the businesses. I like the uniqueness of the shops downtown, the small scale emphasis on local businesses (rather than chains/franchises).*

### **Character**

The welcoming nature of downtown was another highly rated 'like.' Comments included descriptors of the small town vibe which included *quaint, charming, intelligent, low key, and relaxing. Quiet charm people outside enjoying the space. The convenience, the friendly community feeling. Downtown is very personable, due to its scale. Friendly businesses were identified. Lack of pretense with many culturally and socially stimulating establishments, such as the Urbana Free Library, The Iron Post, Common Ground Coop, Siam Terrace, Mirabelle,*

and the IMC. I like the community feel that the downtown has to an extent and I think this is something that should be built on. I like the size and appearance of the downtown area - quaint and friendly.

### What is Downtown Urbana lacking?



### Mobility

The means of transportation to downtown (drive, bike, and walk) helped identify what was lacking in regards to access. Based on the comments, downtown could be more walkable and more driver-friendly. For drivers, one major suggestion was for the city to provide free parking, while there were some suggestions for angled parking or more on-street parking. There were others that suggested removing parking altogether. *Tear down the horrible parking opposite the court building. It lacks a critical number and variety of businesses to make it worthwhile to wrestle with a parking garage. Remove parking meters.* Suggestions for traffic calming or control at Race and Main and Race and Vine were two intersections of concern, possibly alluding to the need for downtown to become even more pedestrian friendly. *Creation of a pedestrian only zone would help. I like walking there but it's is not a walking downtown, it lacks unity, better walkways.* Sidewalks were also mentioned as a means for improvement. *It's not much fun to sit outside on the sidewalk with all the cars coming by. Wider sidewalks, so that sidewalk cafes don't have to take up the entire thing.* Bikers also suggested more bicycle parking, especially along Main Street and to deal with the Farmer's Market. Even drivers suggested clearer bike lanes, as *sometimes it is hard to avoid coming close to bikers.* One interesting aspect of the comments suggested that the accessibility of downtown may be due to its connectivity. *Most of the interesting parts of downtown are off of the main path. Everything is very distributed, especially relative to downtown Champaign. There's nothing to pull, draw*

people in. There are often very few people out and about in Downtown Urbana and I would like to see that change. If there were more people walking around it might make them pay more attention to whether someone is trying to cross the street.

### **Public Space**

Most comments agreed that Urbana could use nicer outdoor public spaces that could serve as places to meet, play, or entertain. *Having a small park with trails and benches would be great. Places for kids to play and parents to go. A place to congregate with grass (not a huge parking lot or streets where the festivals are usually held), trees, and public water fountains. I've long thought the defunct parking lot of the Jumer's of days gone by would be a perfect space to create an urban park. A large permanent outdoor entertainment location.* Suggestions also mentioned the connectivity aspect of such a space that would be able to define and identify the 'center' of downtown. *Some more green space or a central park/plaza (or even a courtyard) that's clearly the "center" of downtown might be nice. A downtown "square" or gathering place.* There was also mention of restaurants and bars increasing the amount of outdoor seating. *Perhaps pedestrian areas/outdoor dining or bars similar to areas in downtown Champaign.* Finally, there was one comment that suggested improving the connectivity of the Farmer's Market with the rest of downtown. *The market is great on Saturday, but even that would be vastly improved if the buildings that surround it had a bit more street connection.*

### **Café**

Despite many shops and restaurants, comments show that downtown Urbana still needs *more social outlets, more diverse things to do, and a variety of places to go.* The most commented idea, deserving its own category, was the need for a café. *There is no great place to meet people for coffee or study. A great coffee shop would give me more convenient options for studying. A good coffee shop in downtown (as opposed to Lincoln Square) would be nice. It would be great if there could be a coffee shop that was open late. Coffee shops that are open late for students who live in Urbana. As a student, there are no places outside of bars/restaurants to study, a cafe that stays open late would be good. First and foremost, Urbana needs a good coffee shop.*

### **Dining**

Comments for dining in downtown ranged from providing more affordable options to fine dining. In terms of affordable dining, most suggestions were related to options that were available later in the evenings (diner) or quicker food options (deli, pizza). *A greasy spoon so to speak. A pizza shop that sells slices. A variety of medium and high quality restaurants with fast take-out.* Specialty options such as an ice-cream store or breakfast option were also suggested. *A good soda shop and sandwich bar such as was once offered by the Elite Diner. A "Le Peep" type breakfast spot.* Again, outdoor seating was requested. *More outside dining some casual places like the Courier to just grab a meal.* In terms of other dining options, there several suggestions for family oriented restaurants and at least one suggestion for a very upscale restaurant.

### **Shopping**

There were a wide range of comments in regards to what was lacking in terms of shopping. One group of comments recognized the latest additions to the area and some of the staples that they would like to see more of. *It needs a few more destination shops like Wooden Hanger, Heel to Toe, Art Mart.* There was also another group that wanted more options within their demographic. *Shops that appeal to the general public and most college students. Shops aimed at a younger demographic (25-40).* Other comments alluded to the need for some type of anchor store in downtown, such as *Kinkos/FedEx, Borders, Barnes & Noble, Target, or even a department store located in Lincoln Square. I miss the Bergners store because I was able to do*

*almost all of my shopping in Urbana with a major department store available. However, there was a group that was concerned with the effect a large, big box store would have on the area. I would like to see more stores and restaurants downtown but NOT bigger stores. A compilation of the comments suggested more diversity in the shopping as well as usefulness. There are lots of times I just need to pick up something like batteries, and I'd love to be able to pick it up while I'm downtown. More shops that sell useful things instead of obscure gift items. Some examples of requested shopping include: office and computer, hardware, clothing, bookstore, household, gardening, convenience, stationery, bike, shoe, toy, record, artisanal cheese, flower, and butcher. Locations along Main Street were identified as potential locations for some smaller shops that would be able to host some of the street level retail and eating options identified above. We could use less lawyer space and more small businesses. There are still way too many law office buildings in some of the main store fronts. I bet they could make for cute places to eat or shop! It seems like most of the storefronts are lawyers' offices that never have anyone in them, although that's probably just how they look. Comments also mentioned that the hours of operation should be extended, especially in the evening. Business open in the evening, needs more open shops so you can spend the day shopping/browsing.*

### **Built Form & Redevelopment**

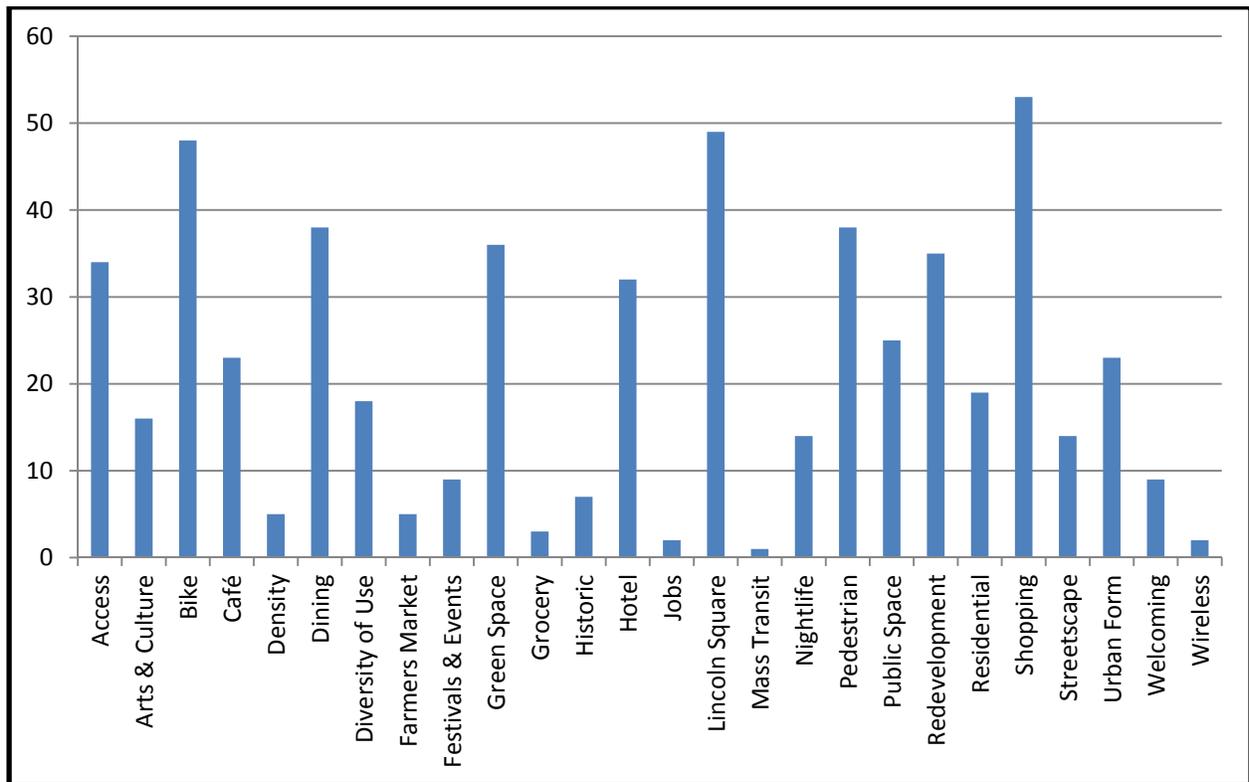
Comments surrounding redevelopment in downtown focused on connectivity and urban design. As for the overall concern surrounding the area, many comments noted the lack of cohesiveness or connectivity in downtown. *Main Street is separated from Lincoln Square by a parking garage. The Farmer's Market is on one end of the downtown and the businesses north of Main St. are on the other, but there is no central area to tie them together. Too many big empty parking lots, lacking a larger solid area of retail and storefronts. Too many gaps in building frontages with ugly parking lots. Something to draw everything together, so many independent actors.* Suggestions were grouped into several ideas, with major ideas focusing on urban design guidelines or filling in the gaps to address connectivity. *Do something with Lincoln Square as a terminus to south Broadway. A consistent level of urban design quality. Building design guidelines that dictate proportion, materials, and scale but not style. A variety of different architectural types to complement the existing stock in downtown.* Many comments focused on how Lincoln Square (including hotel) has served as a downtown anchor in the past and the amount of area it occupies downtown. *There's the huge parking lot for Lincoln Square right there in the middle of town, which is great for the farmers market but otherwise doesn't really feel 'downtown'.* In addition, the shopping and dining in Lincoln Square mostly serves corporate tenants and has been described as *very closed off and sterile, lacks vitality/energy, or seems quiet/dead.* Suggestions ranged from expanding upon the success of the Farmer's Market, attracting an anchor store or Fortune 500 company to relocate inside the mall, reprogramming the mall, and revitalizing the hotel. *Year-round market, needs an expanded farm market approach which draws in more resources of Lincoln Square. Move the outside market so it's closer to mall door, have market flow inside and out, people will get used to going inside and may continue. The mall is poorly laid out and the interior design is not the standard 'mall' feel, which discourages shoppers who go to malls looking for a specific atmosphere. An anchor store for Lincoln Square. A good hotel/residential inn that would be convenient to campus.*

### **Housing**

As for residential housing, comments focused on the lack of downtown-centric housing and the quality of housing available. *More residential units in the heart of downtown (above stores, bars, etc.). Not enough apartments/condos and downtown 'urban living' options. The housing stock is poor - you can choose from old houses, chopped up houses, or box apartments, where is the cool urban residential (huge opportunity to make it green)?* Several comments also noted the lack of people downtown or *housing density*, and suggested *residential buildings with shops*

at the street level as a means of populating the area. It could also use more high density upper story residential apartments. Finally, affordability of housing was another concern with housing, as there seems to be a lack of affordable (\$350-\$400 per month) apartments for single graduate students or young professionals.

### How would you change Downtown Urbana?



### Mobility

Comments for changing access downtown were grouped by traffic, parking, and pedestrian/bike accessibility. For traffic, the issues centered on the speed and amount of traffic on the major downtown streets: Main Street, Broadway Avenue, Race Street, Illinois Street, and West Green Street. *Too much through traffic on Main Street. Less car traffic through downtown. I would slow down/reduce vehicle traffic through downtown.* Suggestions for slowing traffic ranged from road diets, roundabouts, narrowing certain streets, or even closing off Main Street and making it pedestrian/bike only. *Let the cars only go through Illinois Street and University, but not Main Street in between. Discourage cars on Main Street; encourage bikes and pedestrians. Narrow Main Street, it's an access to our downtown, not a thoroughfare.* For parking, comments were both for and against parking in downtown. Again, there were requests for free parking and concerns about the amount of parking lots, especially empty lots at different times throughout the day. *Needs more parking that is free to draw people there. I hate that you have to pay to park at Urbana Free Library. There is a lot of the central core dedicated to parking, some of which is private (Busey Bank, e.g.), but then that means less area for a connected cityscape. There should be solid storefronts and outdoor streetscape between all the major destinations, not empty blocks of parking lots or vacant spaces.* There were also a group of comments suggesting changes to the parking deck. *Label the public parking deck and get the leased*

spaces off the ground level so people realize its open for shopper use. I think the parking deck is important to have, but it has always felt uninviting to me. The big parking garage in the middle is unfortunate; it takes up a lot of great real estate. Other suggestions for parking included angled parking spaces or moving parking to a satellite area. Finally, for pedestrian/bike accessibility, comments mostly focused on improving the connectivity of pedestrians or bicyclists for a more coherent downtown. *Improve flow of traffic and pedestrians around Lincoln Square Mall. Look at connecting campus, peripheral parking and walkable neighborhoods with downtown. Better pedestrian paths along Race & Broadway between Main & University; walking from the town center to the Station Theater or Silver Creek, for example, is not easy to do nor aesthetic pleasing. The split between Main and Springfield is particularly difficult, dangerous, and unappealing, for cars and bicycles and pedestrians.* In addition, there were multiple requests for more bike lanes and bike racks, but concerns on where the lanes should be located. *Too many bikes come through there to not have bike lanes. I think that putting a bike lane on Main St. is a bad idea. I'm not a fan of bike lanes but they do get more people riding and that makes all cyclists safer.* Safety was the primary concern for other bicyclists and pedestrians. *I bike most places, but I don't feel comfortable biking through downtown Urbana. There are no bike lanes and traffic is too fast and heavy. I wish biking around downtown was safer and more visible.* It was also mentioned that providing on-street bicycle lanes would reduce the conflicts between bicyclists and pedestrians on the sidewalk.

### **Public Space**

Comments for public space all agreed that more landscaping and greenery was needed to address the amount of concrete and asphalt downtown. *Plant more trees. Add plants and landscaping. Add more landscaping on Broadway between Main and University.* Specific suggestions ranged from adding simple outdoor seating areas, creating centrally located public plazas, to the transformation of the Boneyard Creek. For outdoor seating, there were several requests for restaurant outdoor seating as well as common area covered/shaded seating. *More outdoor seating for restaurants and bars. The downtown sidewalks are great, I would like to see more spaces, both covered and uncovered, inside and out, that facilitate just sitting together or alone in public. Add more benches for humans who need to sit down a minute. I would like to see more public common spaces downtown for eating, meeting, talking etc.* In particular, requests for public seating could be located in a public park or greenspace, which comprised another group of comments. *Design some kind of a small public park for families and people who work in the area to play and eat at. I think green space would greatly enhance festivals and the farmers market. A plaza where people could gather and musicians could perform and restaurants could have sidewalk service would be nice.* Several potential locations were identified for these public plazas. *The parking lot west of the Lincoln Hotel (across Race Street from the Library) would be a good location. I would reorganize on the other side of the street of the "Crane Alley" bar. It goes on an area that could be easily transformed into a very nice outdoor "piazza". The parking lot of Lincoln Square or the space that the building is occupying could be a public plaza.* Finally, there were a handful of suggestions to improve the Boneyard and transform it into a major asset and attraction for downtown. *Open up the area around the Boneyard and turn that into an asset with walking/biking paths, sitting areas, etc. Make the area along the Boneyard a beautiful promenade with outdoor restaurant seating. Develop the creek and downtown as a unique, special place.*

### **Lincoln Square Village, Historic Lincoln Hotel & Market at the Square**

There were a significant amount of comments dedicated to the Lincoln Square and Hotel. Some called for the demolition of the Lincoln Square to provide a clean slate for new opportunities. Others called for the revitalization of Lincoln Square despite disadvantages with its current layout. Most respondents agreed that the lack of activity inside the mall and the

physical area it encompasses downtown as a huge issue that needs to be addresses. *It feels like a big empty space in the middle of Urbana.* In addition, many recognized the potential of a functional and lively Lincoln Square, which can leverage its location near U of I for great venue to hold celebrations, conferences, etc. For those advocating the demolition of Lincoln Square, there were many specific suggestions for residential uses and/or pedestrian scale shopping. *Possibly demolish the mall and the Lincoln Hotel and replace with a three-story retail/office/residential mix like they've put by Krannert. I would demolish Lincoln Square Mall, and I would construct an urban village consisting of three flat apartments with brownstone style architecture. Use the footprint of Lincoln Square mall to construct a state-of-the-art new urbanism plaza with shopping. I would recommend demolishing the mall and replacing it with an outdoor marketplace.* For those advocating the redevelopment of Lincoln Square, suggestions focused on opening up the mall, making stores visible from the outside. *I've always felt that Lincoln Square should be an open air shopping area with a park in the middle. Do something with the Lincoln Hotel, or I would open up at least part of Lincoln Square Mall to allow a place for people to congregate. Poking more "holes" in Lincoln Square to show off the businesses and let more light inside would be nice too. That building should be turned inside out or torn down and make way for a mixed-use development which would bring additional rental/owner occupied units to downtown and create better frontage for businesses.* One group of comments focused on expanding the Market at the Square and having a more permanent version held year-round inside Lincoln Square. *The farmers market and the winter market are huge draws for downtown Urbana that probably spur additional spending in the actual downtown once people are done shopping at the farmers market.* Finally, there were other suggestions to use Lincoln Square as a means to connect with the rest of downtown. *The entrance to the mall from the post office side needs to be landscaped so that it is welcoming and clear that it is a mall on the inside.*

### **Built Form & Redevelopment**

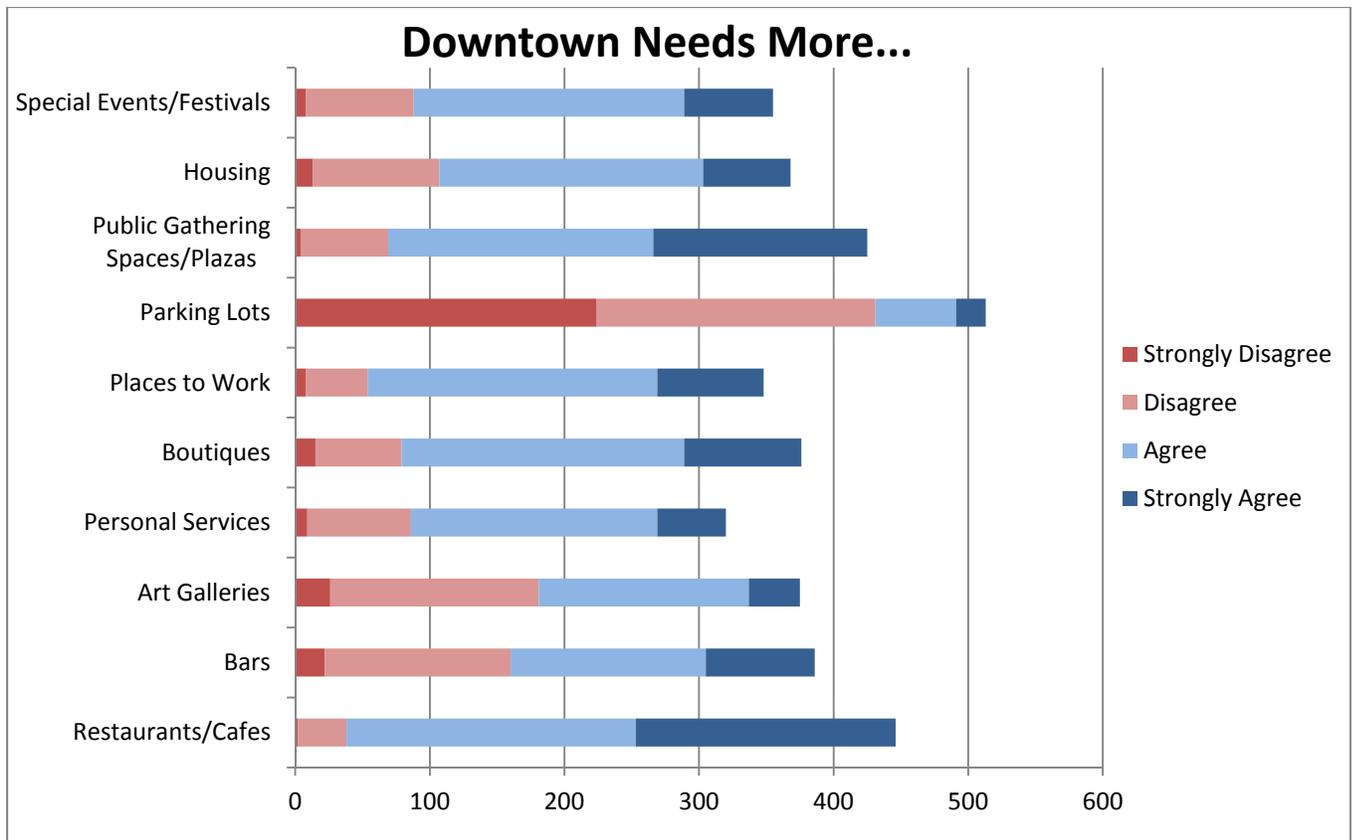
Ideas for redevelopment in downtown were taken from several other groups of comments that all spoke to the need for more mixed-use buildings and people living downtown, while also taking into consideration existing building and the historic nature of some. In particular, suggestions focused primarily on the infill of commercial space and parking lots. *Build new infill development with parking behind shops and intimate pedestrian alleyways connecting to the street at mid-block. Try to mitigate the influence of so many monolithic buildings and parking lots by inserting smaller scale structures.* Suggestions also identified several potential buildings or areas where redevelopment could occur. *Replace the plaza building across from the courthouse with either greenspace or a new building that is more compatible with the rest of downtown. Look for opportunities to rebuild the property occupied by County Plaza. Improve the appearance of the triangular area where Main and Springfield diverge. Fill or tear down empty buildings (Denny', Allman's, Stevens Building). Replace the parking garage with mixed work live studios.* One specific type of need was identified, which was housing. Comments indicated they did not want 'student' housing, but options geared more for the professor, graduate student, empty nester, or working professional. *It would be great to have apartments right downtown. Add residences like mid to high level apartments. Put in a couple of high to mid-rise condominiums or apartment buildings within a short walk of downtown Urbana. Add more affordable housing, especially as part of mixed-use developments.* By locating a permanent group within downtown, some predicted that this would create a reliable customer base to the many businesses. *More housing, hopefully more dining and retail would follow. I would build some office buildings which would help support a high variety of restaurants and cafes.*

## **Shopping & Dining**

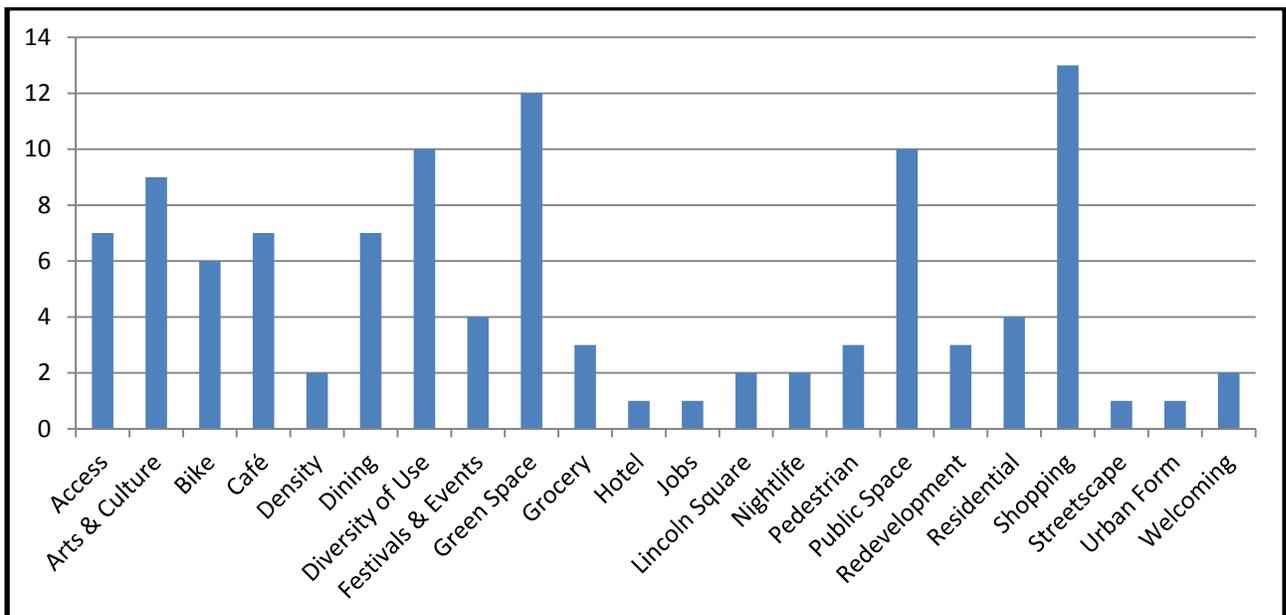
The overwhelming response for shopping and dining is more. *Add more shops. More food is always good. More shops, more restaurants, but this is already happening and results are good! I would encourage more locally owned businesses to open.* However, businesses that are local, small, and independent are still heavily favored. *I'd keep up the focus on small, success-oriented businesses. Fill some of the existing storefronts with small independent businesses. It's not a place for the big box container stores like Meijer/WalMart.* In addition, comments focus on attracting shops that draw people. *Increase the number of shops that draw people. Recruit more businesses that will draw more people. Add some shops with mass appeal to draw in lots of people. Bring in more shops and restaurants that will create buzz.* However, what exactly does this mean and what kinds of businesses draw more people? Again, two of the most demanded needs for downtown include a café and/or bookstore (both with wireless). *Downtown Urbana needs a good, independent, distinctive coffeeshop to meet people at and get a light meal while studying. I'd love for there to be a coffee shop or somewhere less formal where people can meet up and chat for a while, but not a bar. Someplace that sells excellent coffee and really good sandwiches and big salads would be a HUGE draw. I would add more student focused shops and cafes that have internet. Perhaps a coffee house/local bookstore would work.* Another group of suggestions focus on ways the city can encourage more businesses to open. *We need more business, more Urbana residents spending tax dollars in our city. Attract businesses to enhance the city and help the tax base.* One method is through incentives that would encourage more shops and restaurants to relocate to the downtown. *Encourage more start-up retail that doesn't involve just galleries. The tax incentives and zoning need to be modified to encourage a broader range of commercial opportunities. Incentives to build up more interesting/appealing small businesses. Better and more incentives for existing downtown businesses to expand and to attract additional businesses. Populate empty storefronts by offering incentives to other business types (not just arts-based).* Along the same lines, the city can also incentivize or possibly rezone areas to force more mixed use or ground floor retail. *Require that buildings have stores at ground level, put offices on upper levels. Find the lawyers offices new class A office space and open up the store fronts. Move all the lawyer offices to the second floor of their buildings to free up valuable store-front space.* Finally, as a suggestion for current or future business owners, many comments ask that business stay open later in the evenings. *Extend the business hours of the shops to 6 or 7pm. There needs to be more businesses open after 5pm to create foot traffic at night. Other than Crane Alley, Main Street looks closed after 5pm.*

## **Downtown Urbana needs more...**

This question asked if residents agree or disagree that Downtown Urbana needs more specific uses. The question was set up as a multiple choice question for certain categories, as shown below:



In addition to the categories specifically listed in the question, residents could address any other uses in written comments. Here are the results for those other categories:



#### ACCESS (includes BIKE)

For access, most of the comments highlighted the parking lot situation in downtown. *Downtown is already bordering on too disperse. No more parking lots, there are plenty within a short walking distance. This area can not afford more concrete lots, let's not take up space. Parking lots and garages make the downtown too unfriendly. We DO NOT need more parking lots.* One commenter suggested more on-street parking or smaller parking areas closer to desired locations. There were also some comments that reiterated the multiple choice selections and those that suggested streetscape attention. Making the area more pedestrian friendly was another suggestion. *Pedestrian only areas or calmed traffic areas. Wide sidewalks and paths. Bike racks. Please instead think about bike and stroller lanes!*

#### PUBLIC SPACE (includes GREENSPACE)

The comments for public space were divided in two. One group of comments focused on public space currently in downtown. Based on the decided location of these places, several commenter's were skeptical that adding more public space would be a benefit. *These do not work or help, most of the time these are dead and dreadful despite money spent. Its not that Urbana doesn't have some of these things, its just they aren't very good. Plazas are open cement or blacktop surfaces with no shade. Appropriate sites for sculpture, not jammed into a bar sitting area (Iron Post).* The other group of comments focused on appropriately locating public space. *A public space along a nice creek, the Boneyard exposed and beautified, would be excellent. I like what they are doing in Champaign by Scott Park and the detention basin. I'd like to see a dramatic statement like that along the Boneyard.*

One comment advised that any future location for public space should take into consideration that *new public gathering spaces or plazas should displace existing empty parking lots, not buildings.*

#### DIVERSITY OF USE (includes FESTIVALS & EVENTS, ARTS & CULTURE)

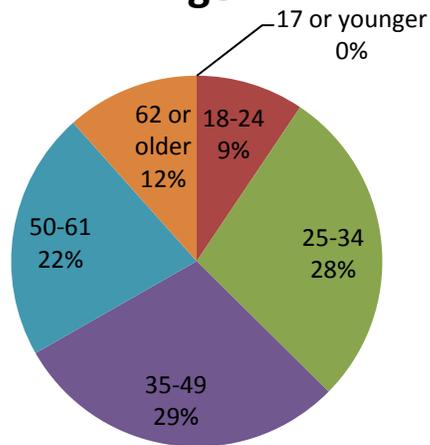
Again, comments reiterated the listed multiple choice selections, but focused on building upon the festivals and events held downtown. *Might be fun to have smaller events that bring a smaller crowd more regularly. One festival a little more arts oriented and less corporate would be nice. Build up and invest in the bluegrass festival or something else that builds up the local arts. International Film Festival would be a great idea.* Perhaps better marketing for upcoming events as *so many times I learn about them after the fact. Better publicity for IMC and resources/events it offers.* In addition, a number of comments suggested a movie theatre. *Something like the Art Theatre in Champaign, not a large new one in an ugly building.* Other comments suggested that the number of art galleries had reached critical mass. *I'd say we Urbana cannot even handle the 'art' galleries that we currently have.*

#### SHOPPING

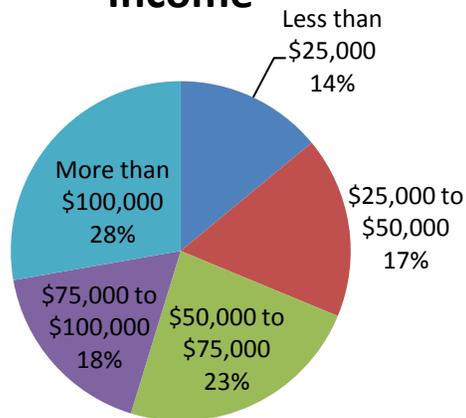
Comments supported multiple choice suggestions, but also requested retail for the 'regular, non-artsy consumer' that would add to the variety. *A mix of small or unique shops and restaurants and some national chains too. Not necessarily more of all of these, just more variety.* Other comments were aimed at attracting a large nationally-known anchor store such as Whole Foods, Trader Joe's, Dave N Busters, or REI. Also suggested were book stores (independent), movie theatres, pharmacies, or *stores that carry practical merchandise that we need everyday.* There was a small focus on attracting jobs. *It could use the Research and Design division of a corporate headquarters.*

## Demographic Questions

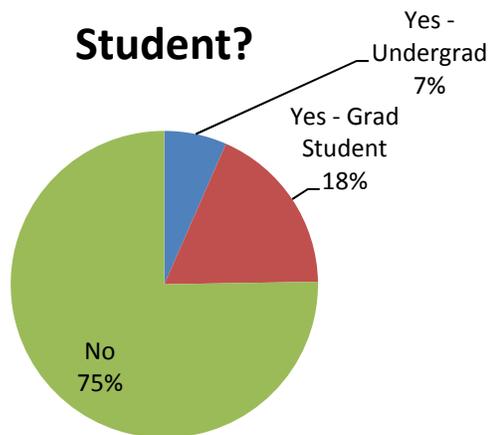
### Age



### Income



### Student?



How Desirable is the Built Form depicted below?

Photo #1

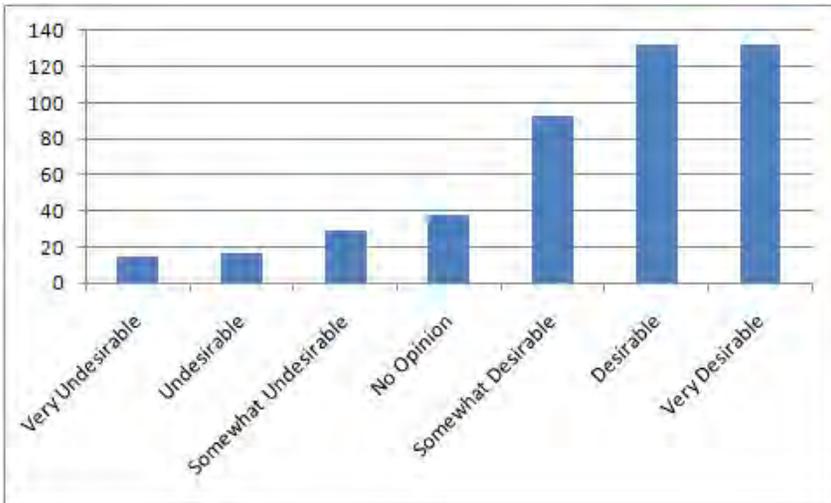
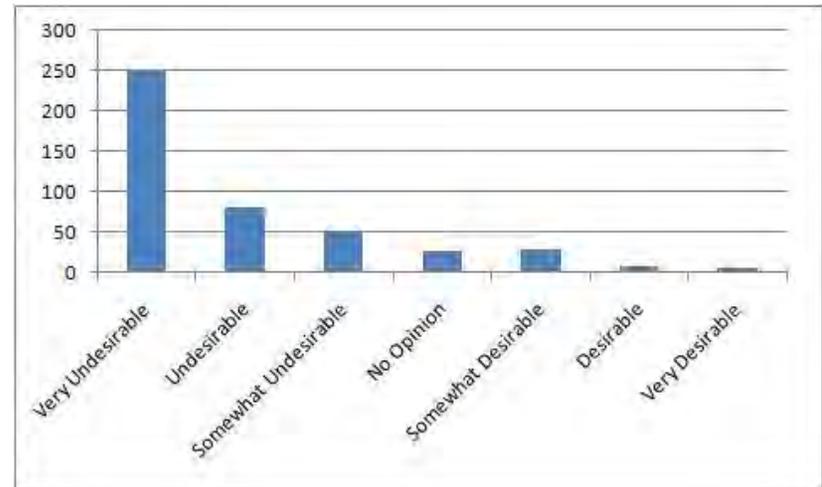
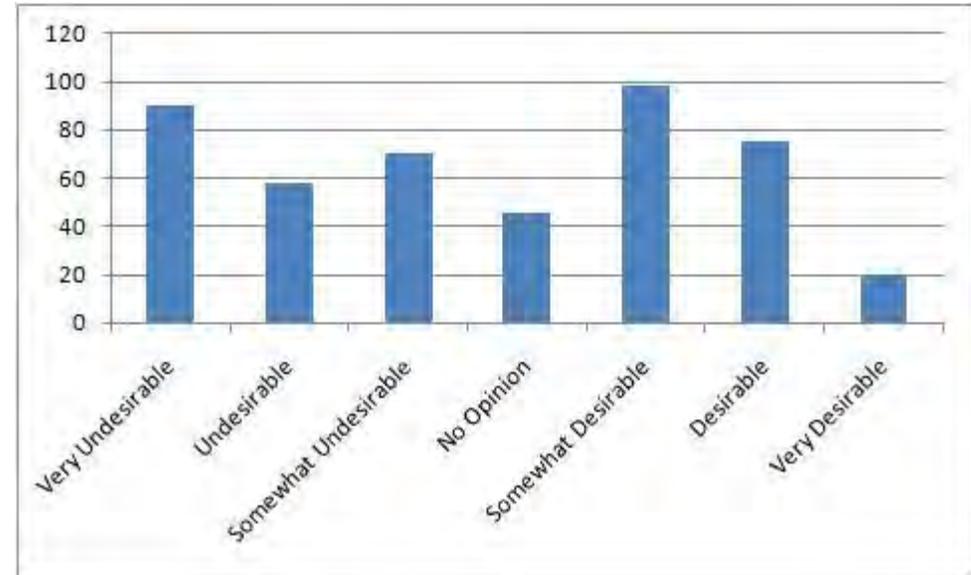


Photo #2



How Desirable is the Built Form depicted below?

Photo #3



How Desirable is the Built Form depicted below?

Photo #4

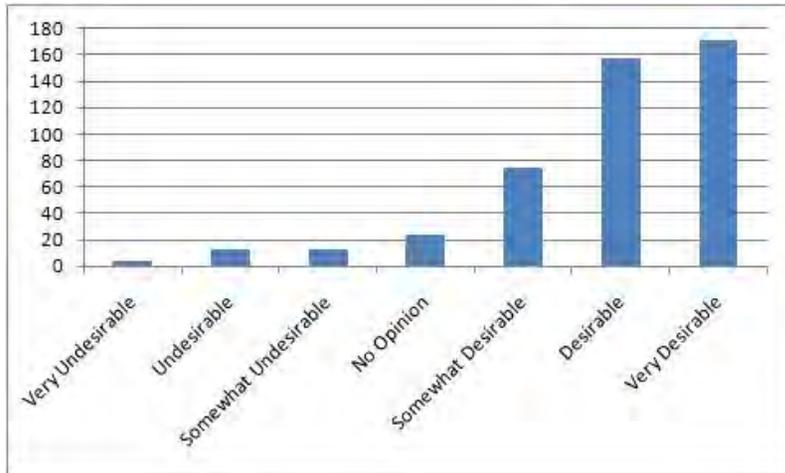
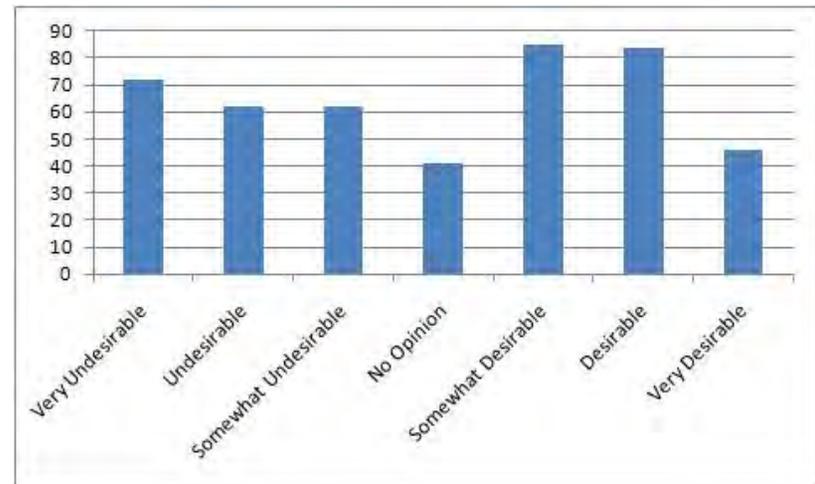


Photo #5



How Desirable is the Built Form depicted below?

Photo #6

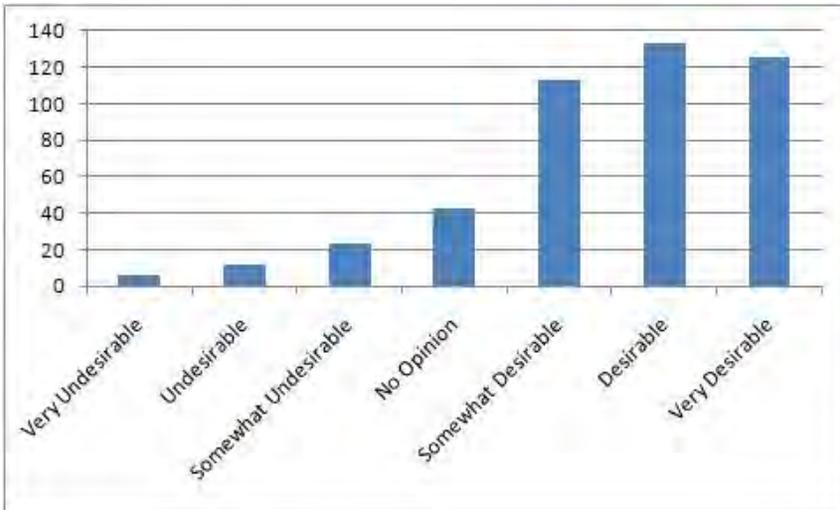
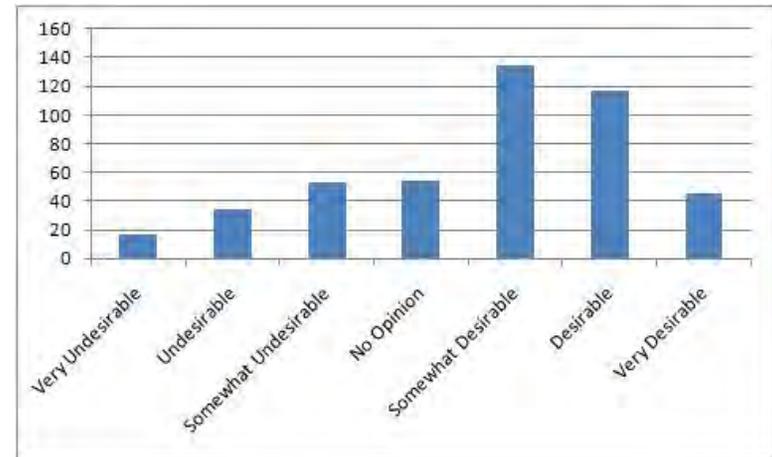


Photo #7



How Desirable is the Built Form depicted below?

Photo #8

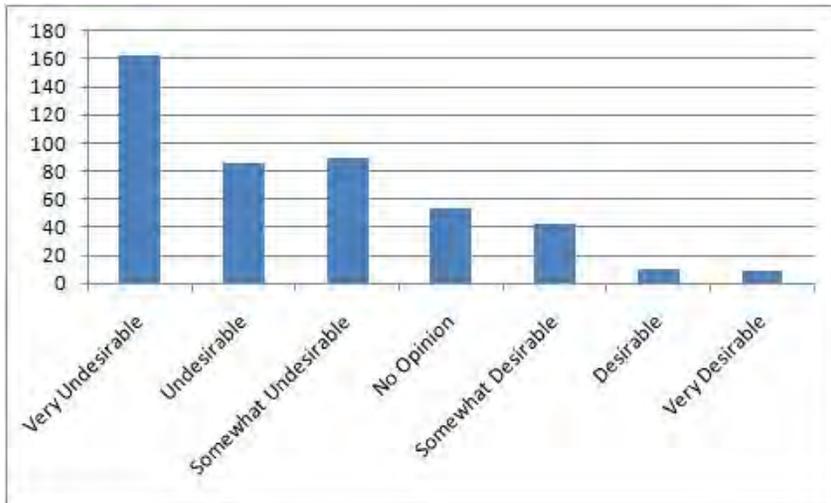
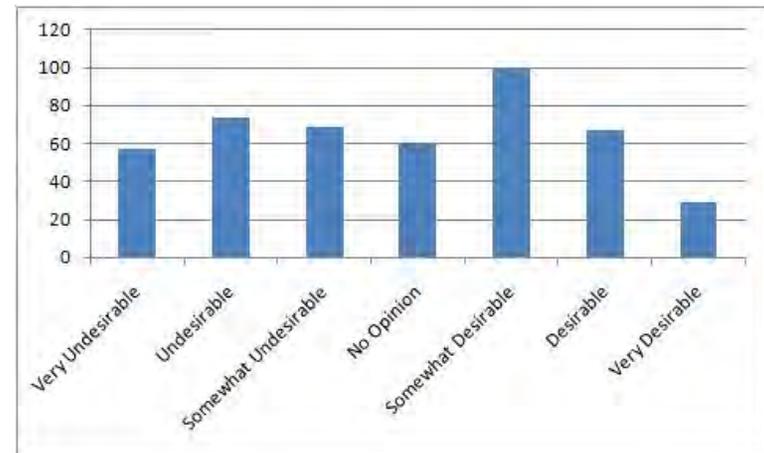
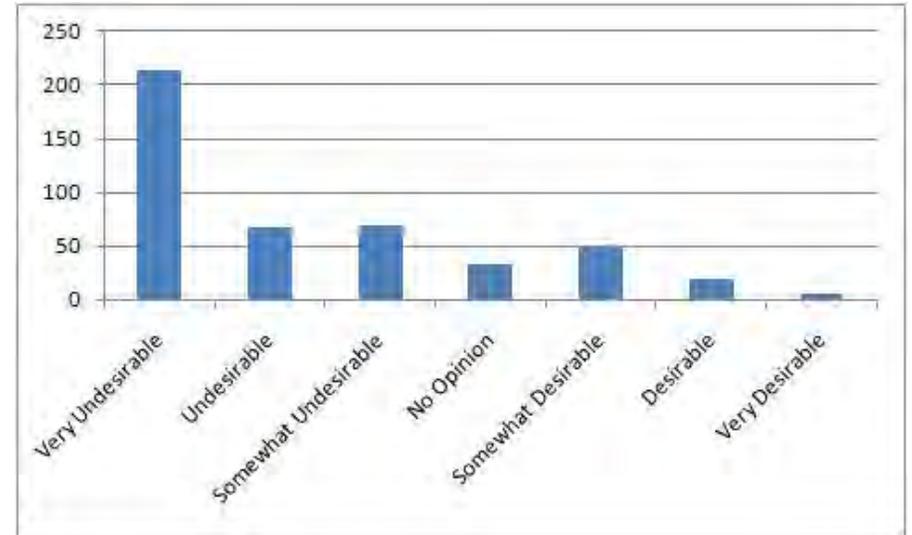


Photo #9



How Desirable is the Built Form depicted below?

Photo #10



How Desirable is the Built Form depicted below?

Photo #11

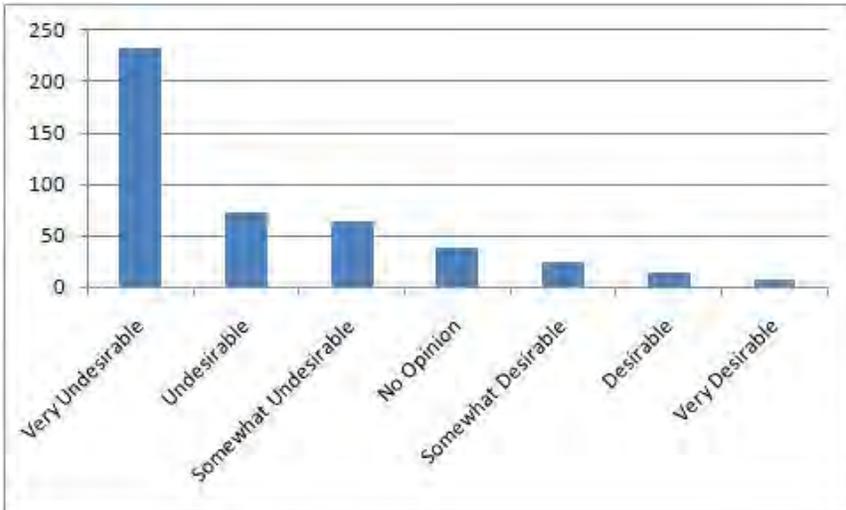
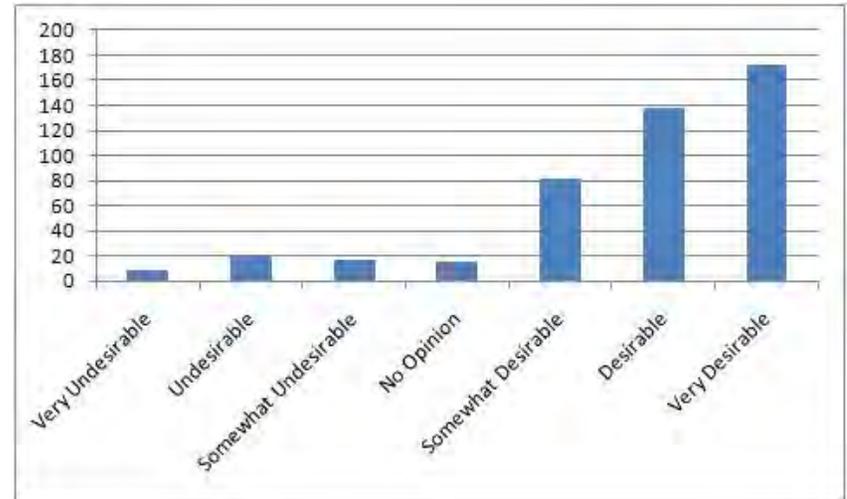


Photo #12



How Desirable is the Built Form depicted below?

Photo #13

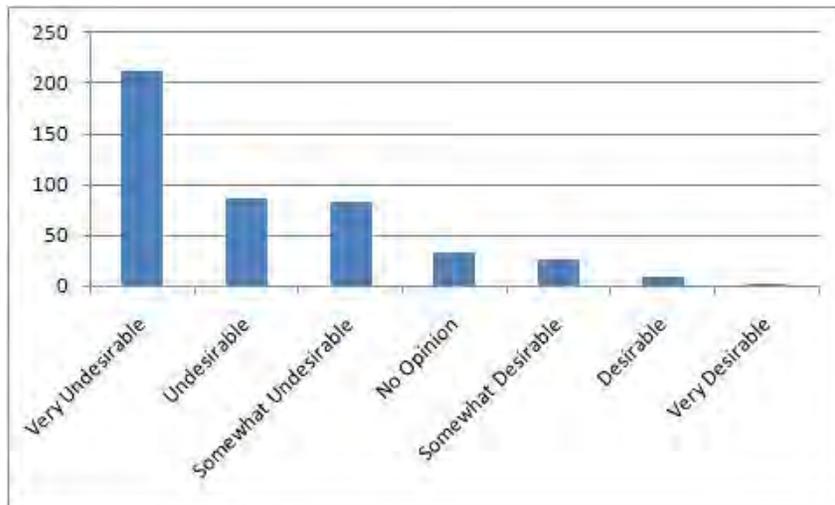
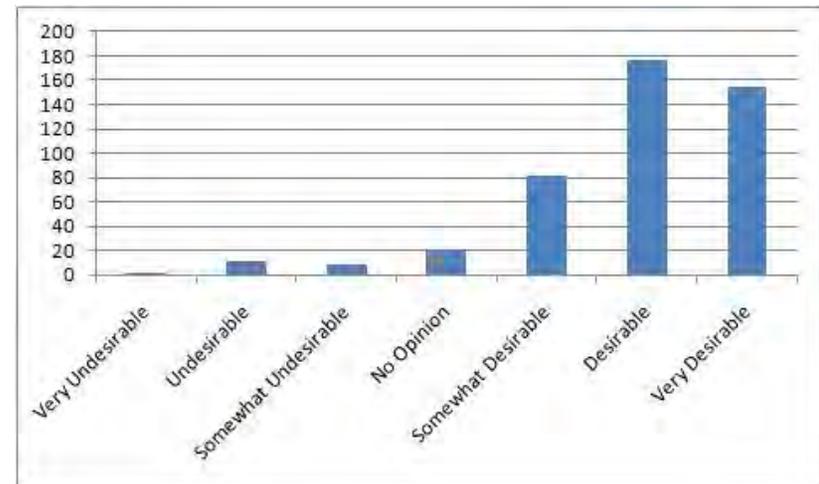


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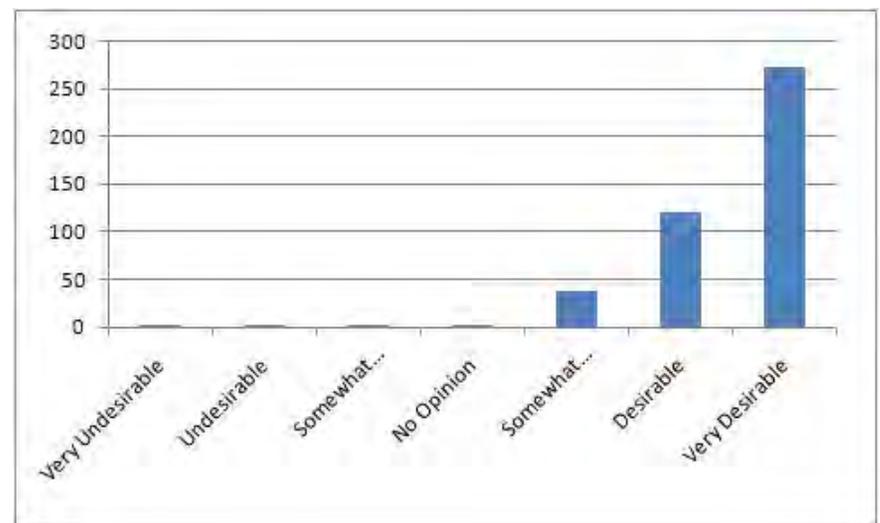
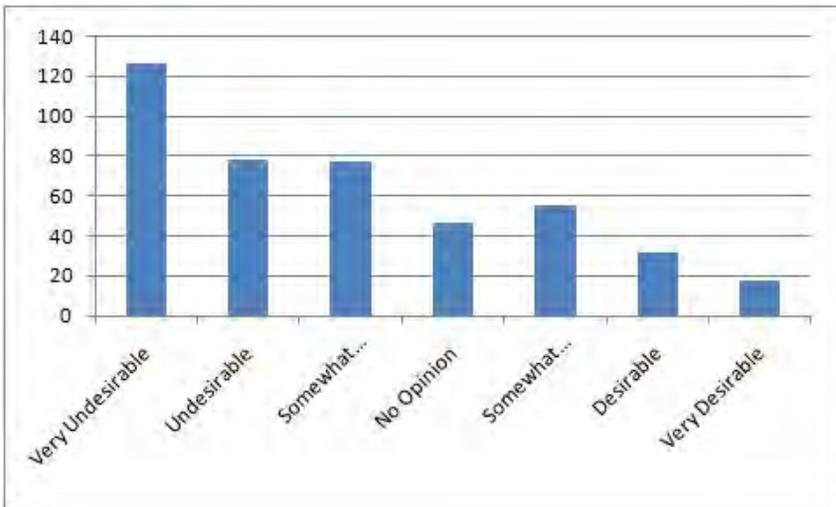


How desirable is the type and built form of the restaurant depicted below?

Photo #1



Photo #2



How desirable is the type and built form of the restaurant depicted below?

Photo #3

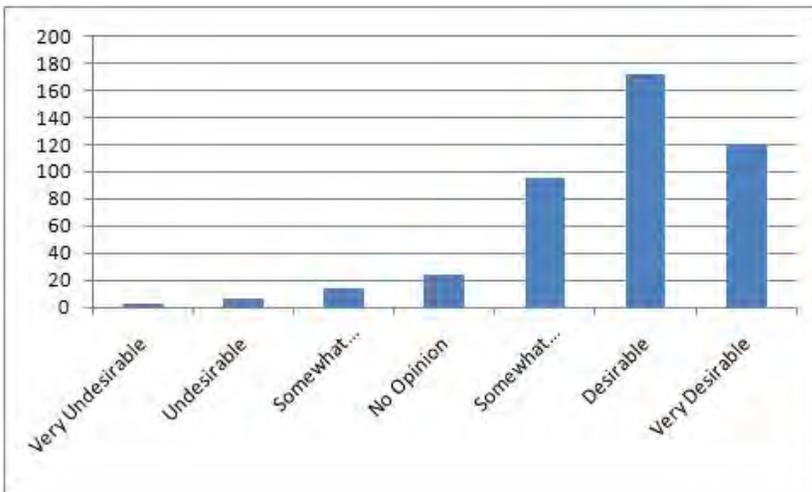
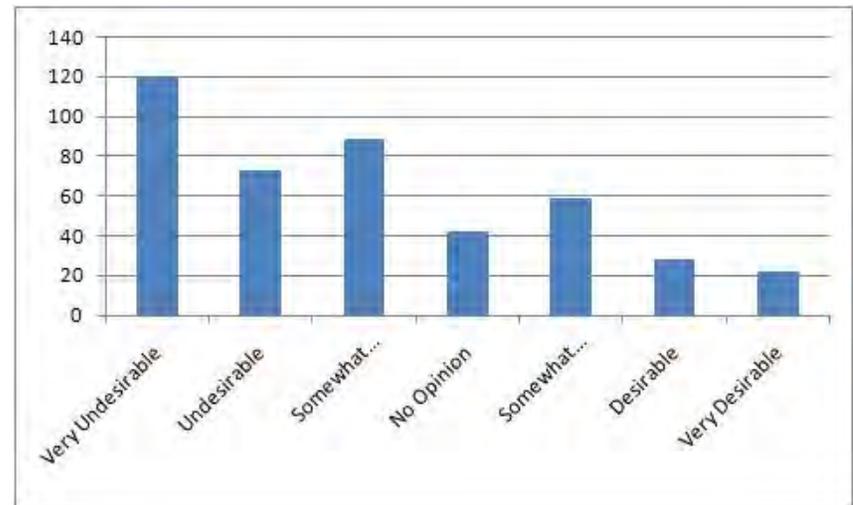


Photo #4



How desirable is the type and built form of the restaurant depicted below?

Photo #5

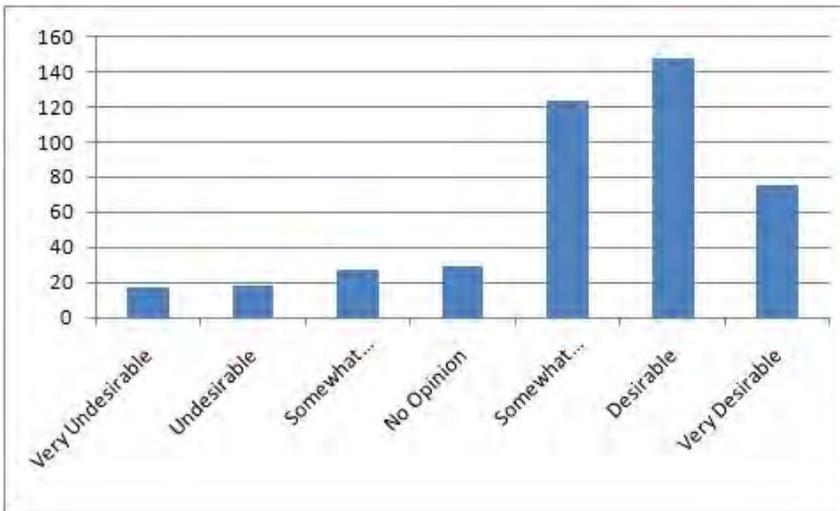
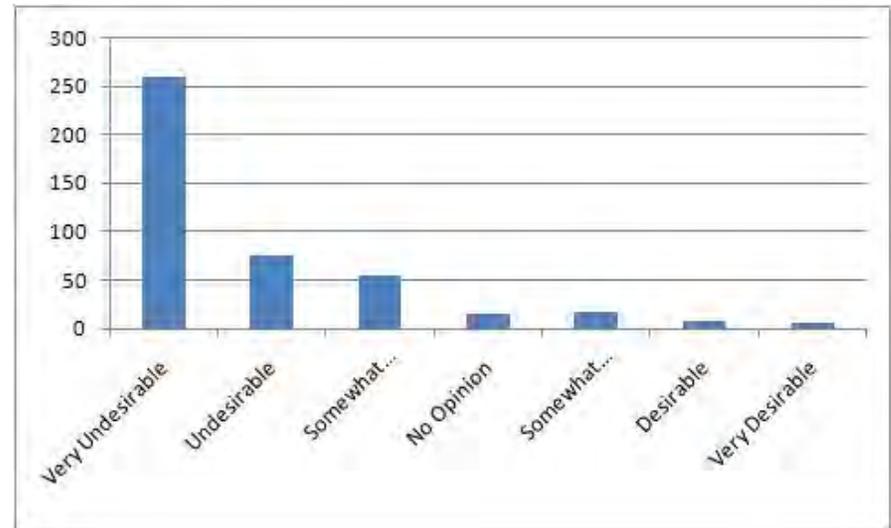


Photo #6



How desirable is the type and built form of the restaurant depicted below?

Photo #7

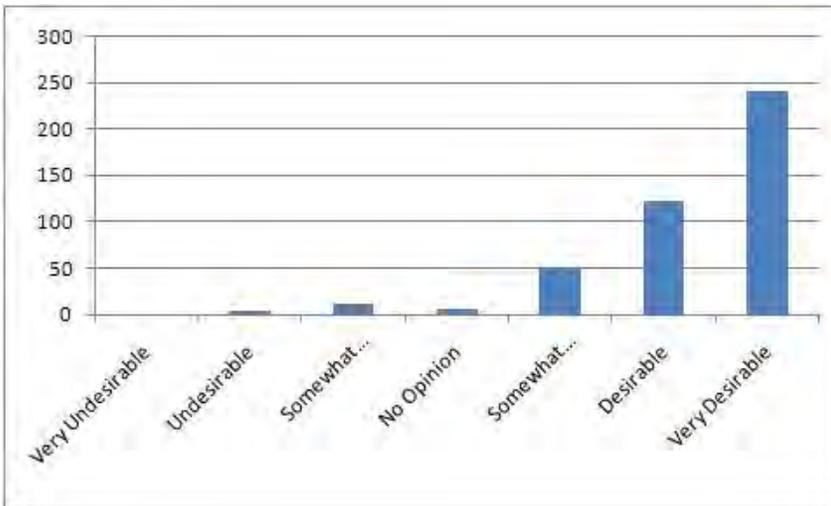
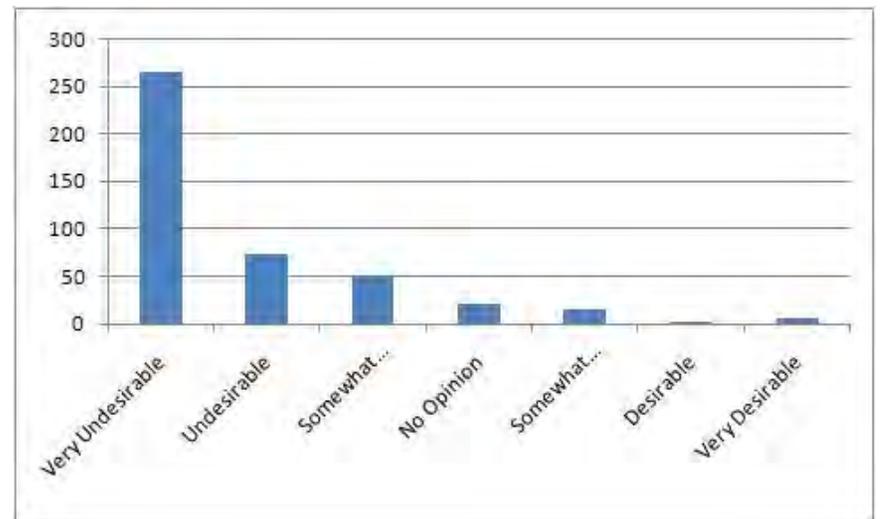


Photo #8



How desirable is the Housing depicted below?

Photo #1

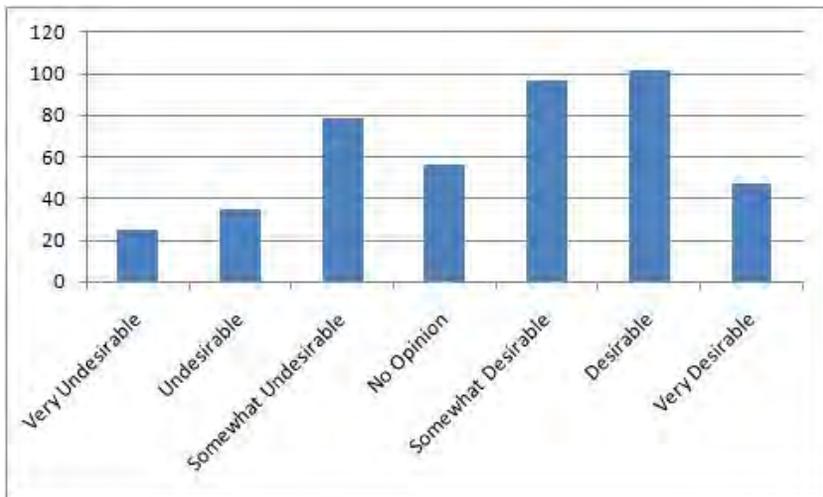
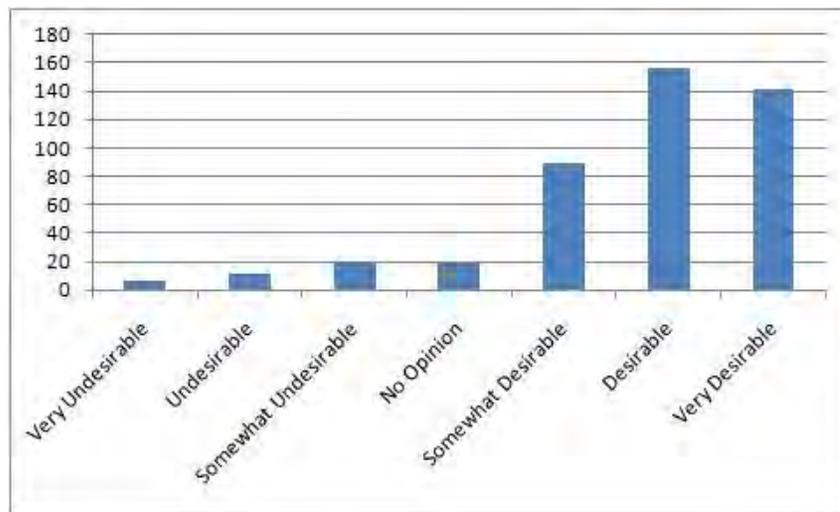


Photo #2



How desirable is the Housing depicted below?

Photo #3

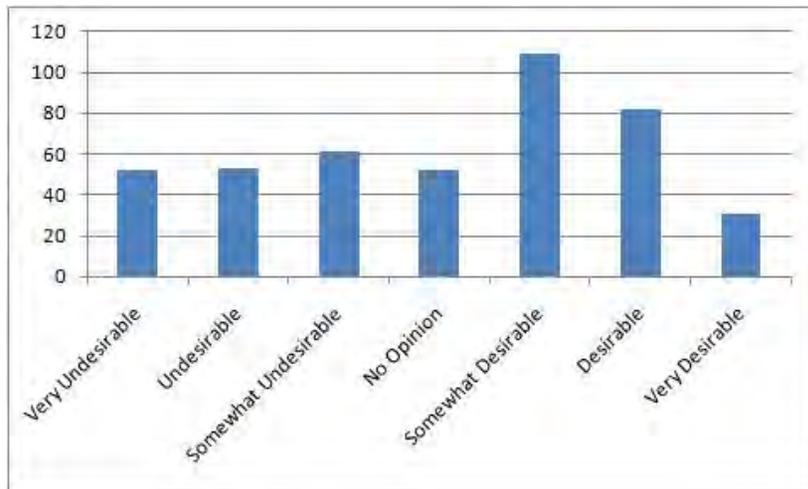
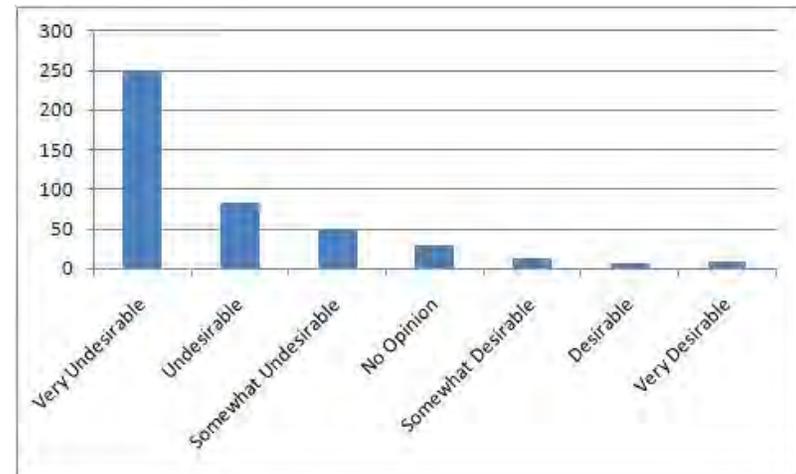
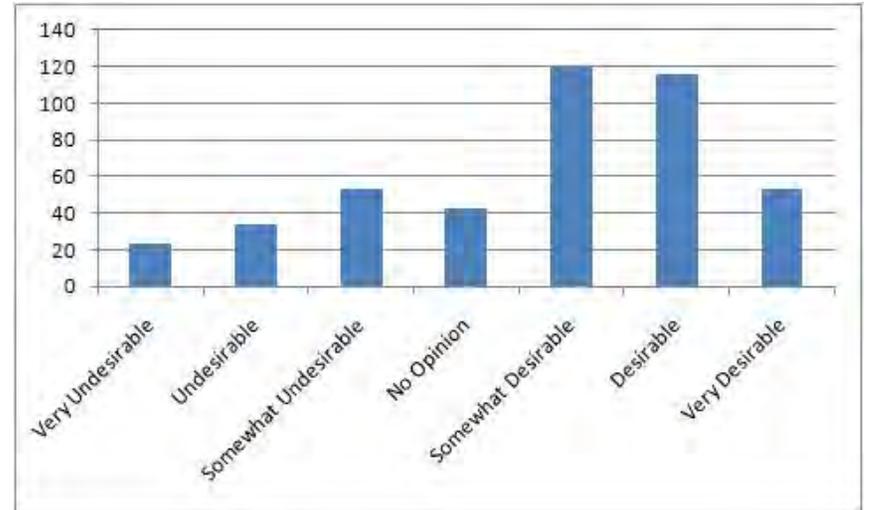


Photo #4



How desirable is the Housing depicted below?

Photo #5



How desirable is the Housing depicted below?

Photo #6

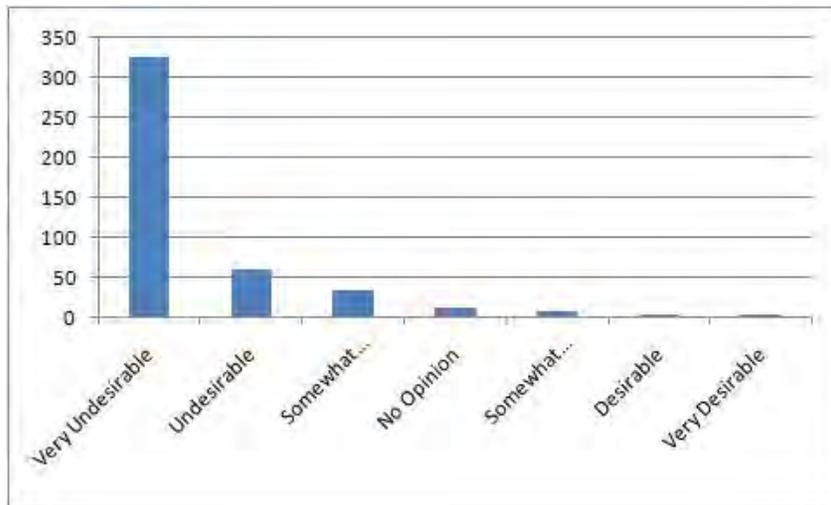
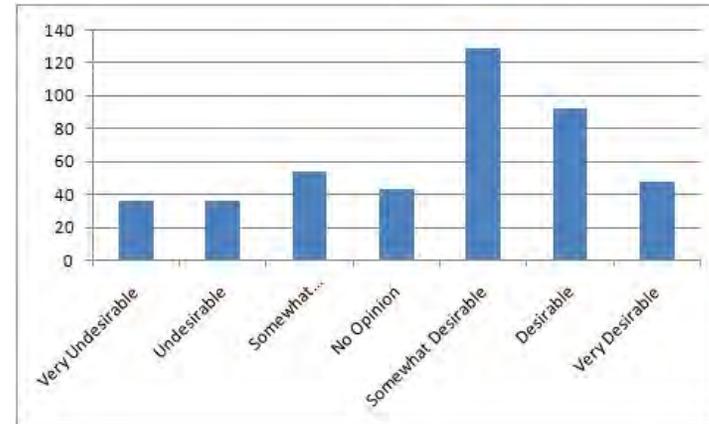


Photo #7



How desirable is the Housing depicted below?

Photo #8

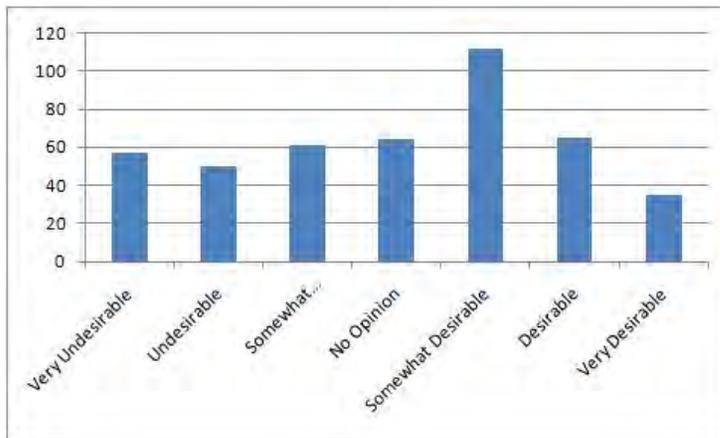
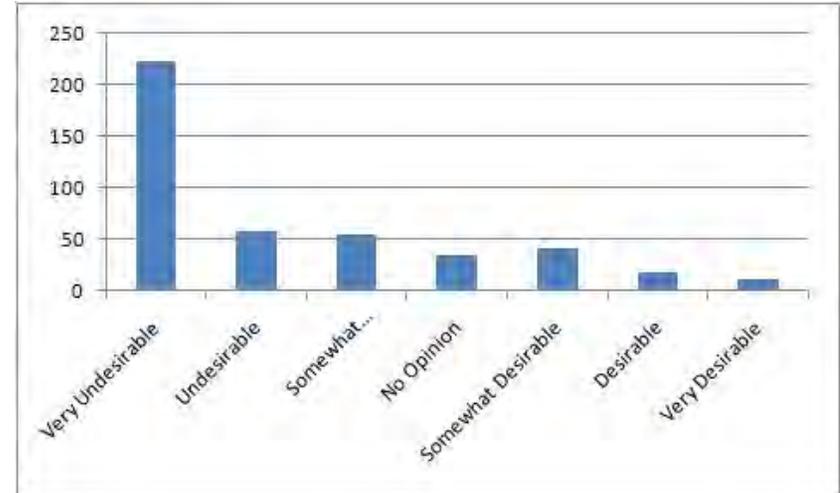
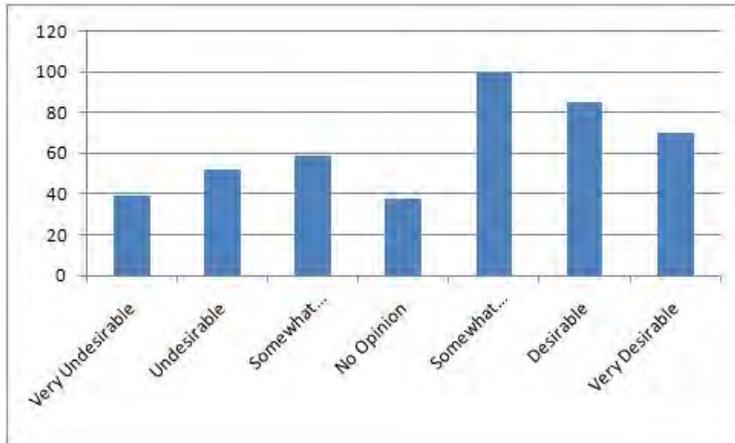


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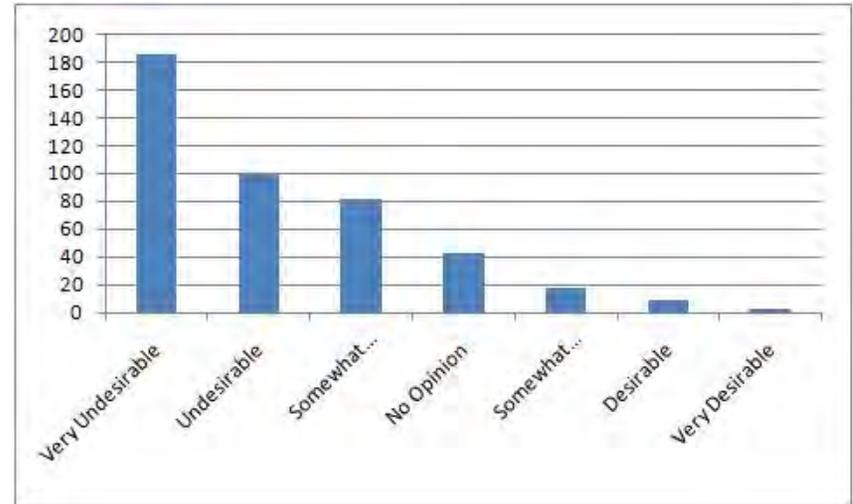
How desirable is the Housing depicted below?

Photo #10



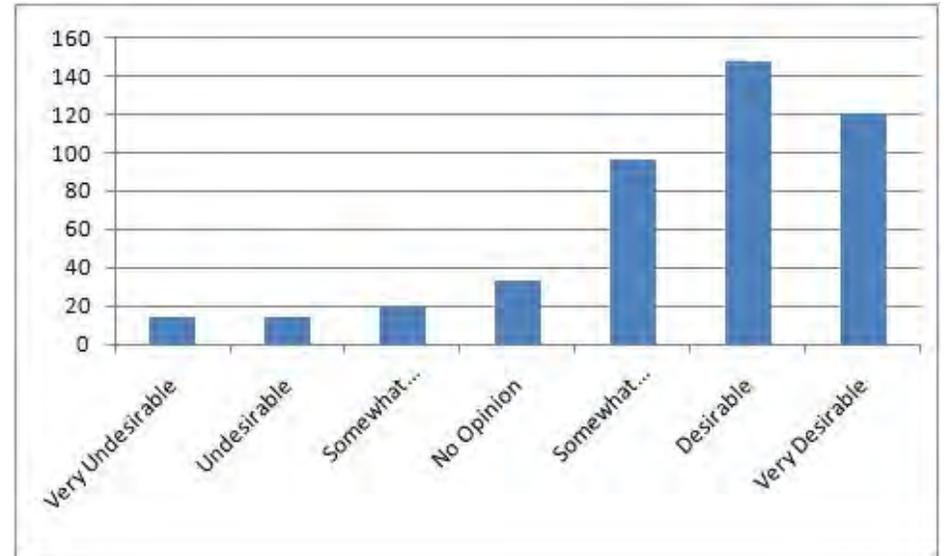
How desirable is the Housing depicted below?

Photo #11



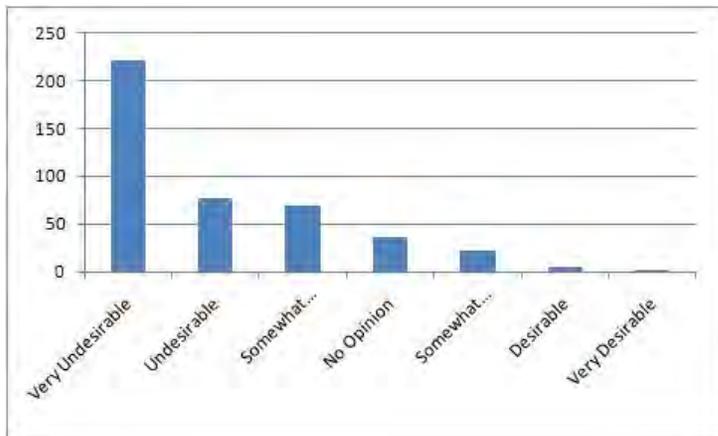
How desirable is the Housing depicted below?

Photo #12

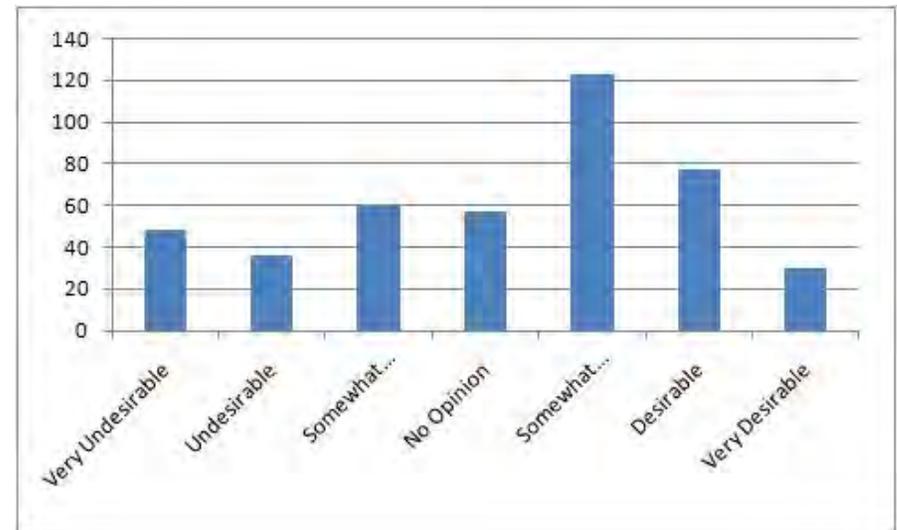


# How desirable is the Parking depicted below?

## Photo #1

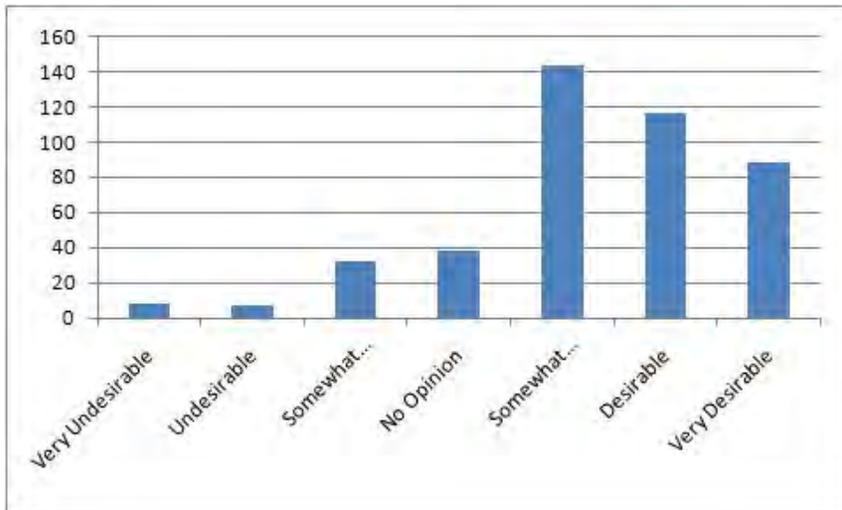


## Photo #2

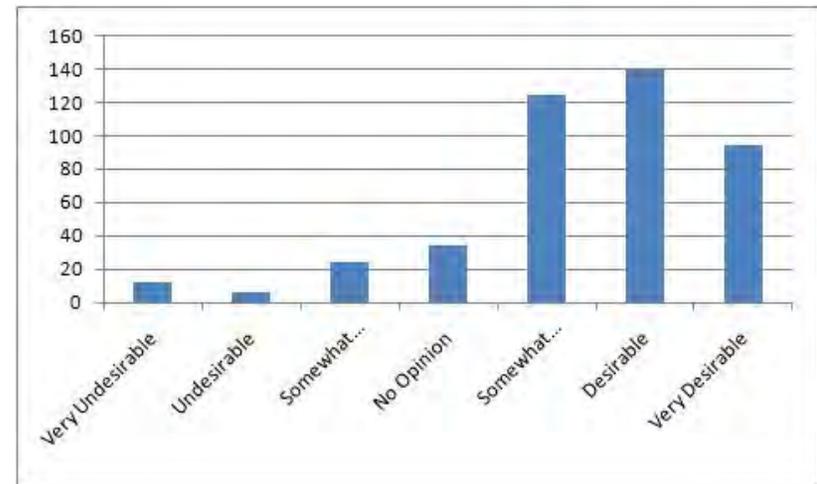


# How desirable is the Parking depicted below?

## Photo #3

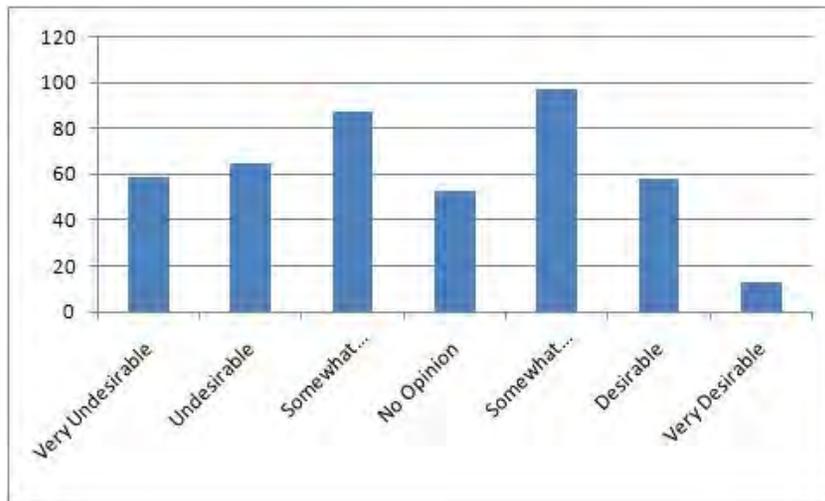


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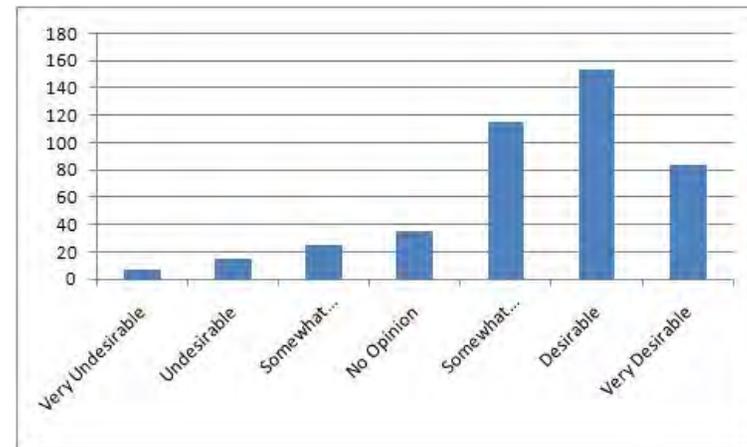


# How desirable is the Parking depicted below?

## Photo #5

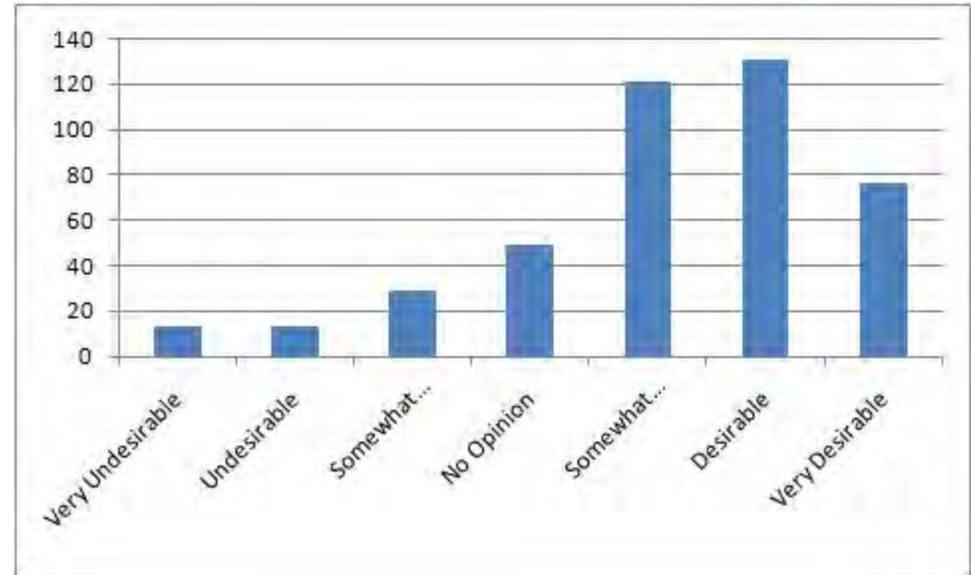


## Photo #6



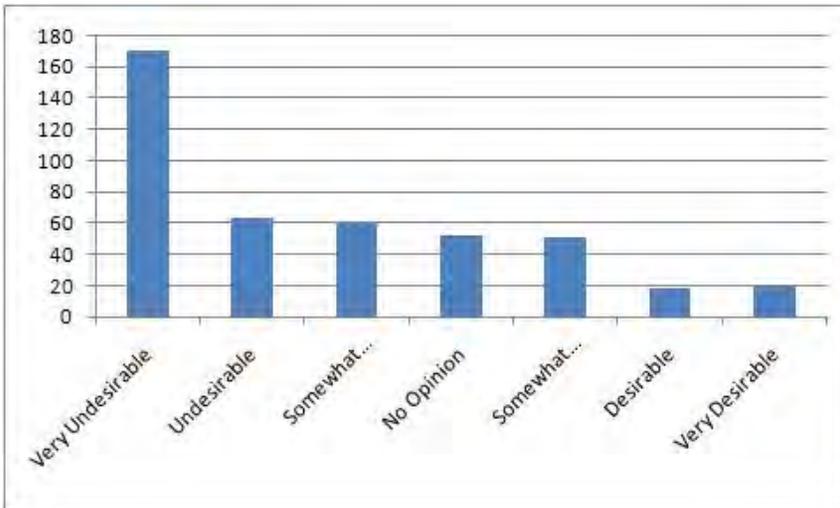
How desirable is the Parking depicted below?

Photo #7



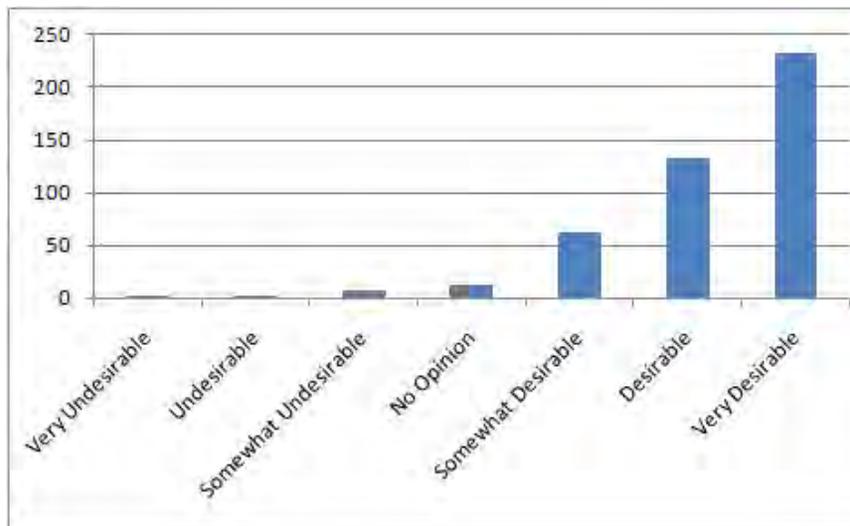
How desirable is the Parking depicted below?

Photo #8



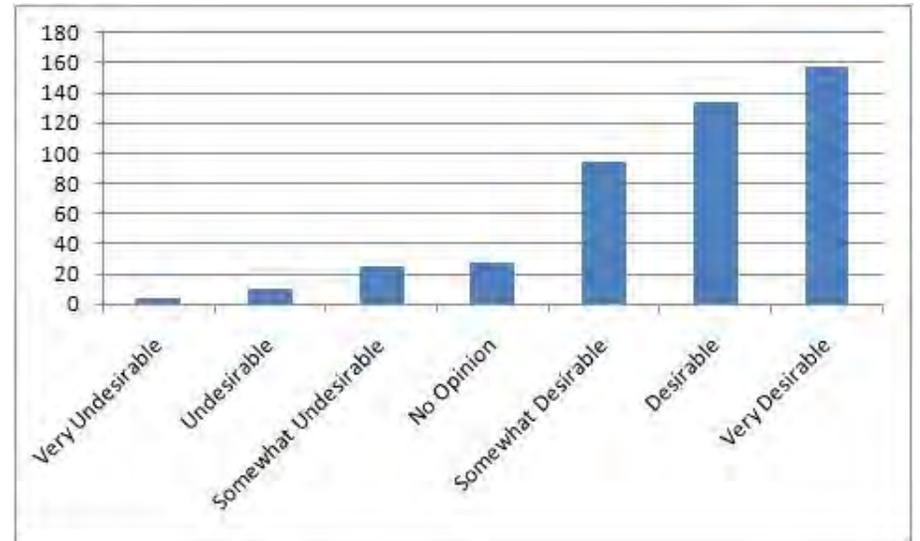
How desirable is the Public Space depicted below?

Photo #1



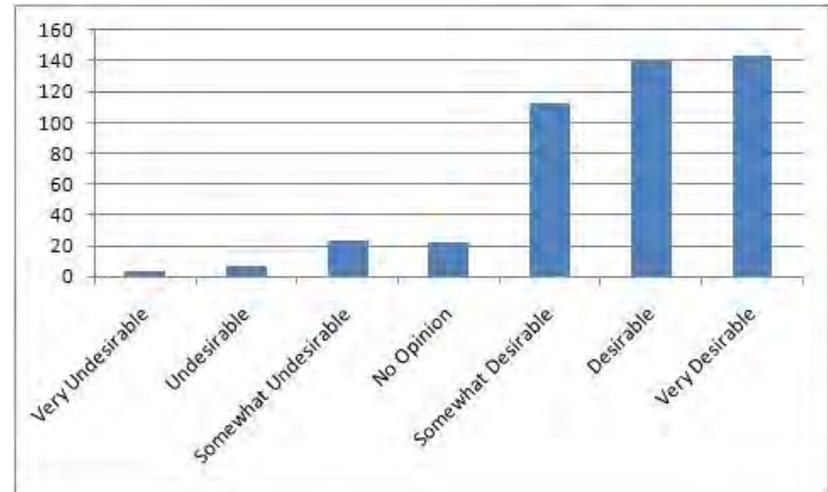
How desirable is the Public Space depicted below?

Photo #2



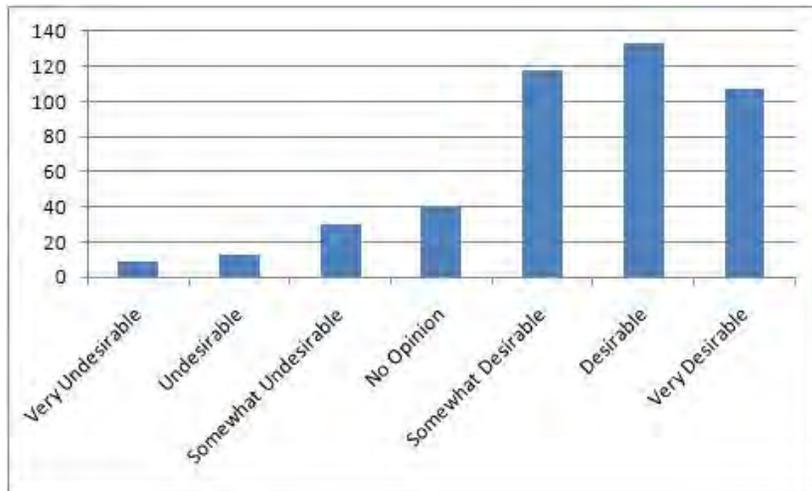
How desirable is the Public Space depicted below?

Photo #3

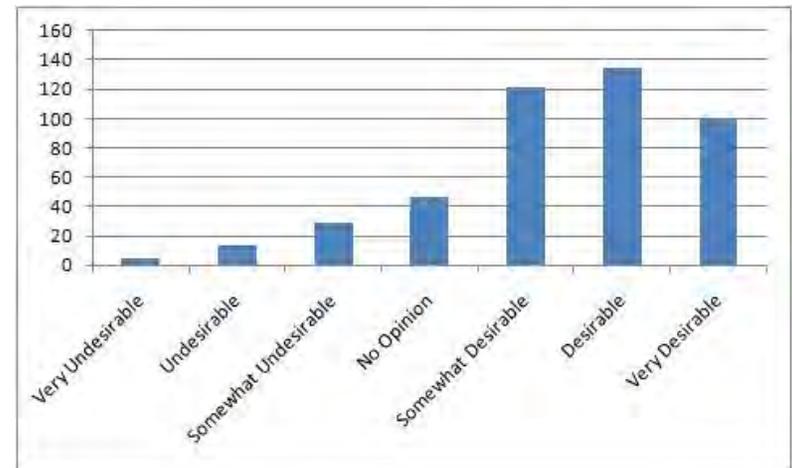


# How desirable is the Public Space depicted below?

## Photo #4



## Photo #5



How desirable is the Public Space depicted below?

Photo #6

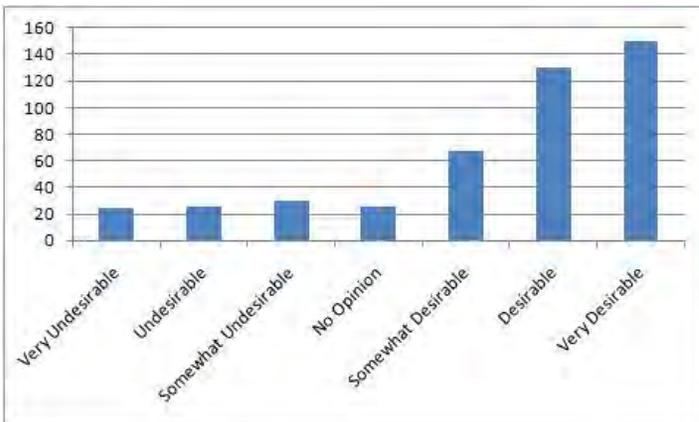
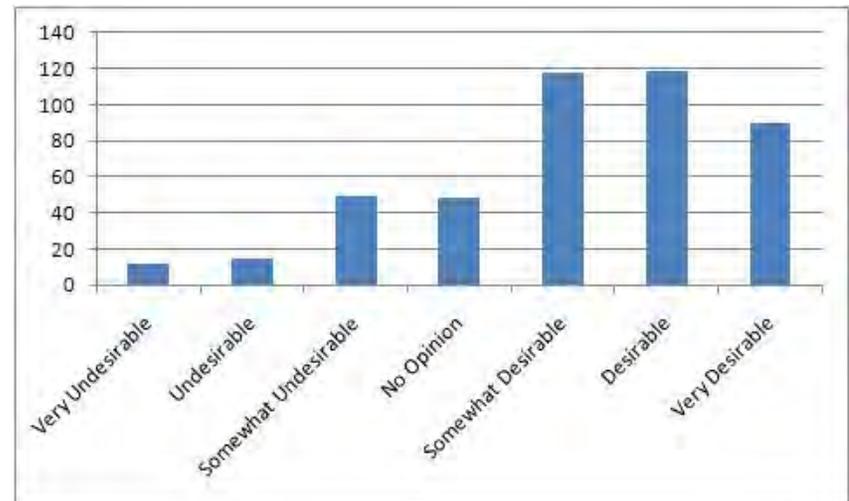
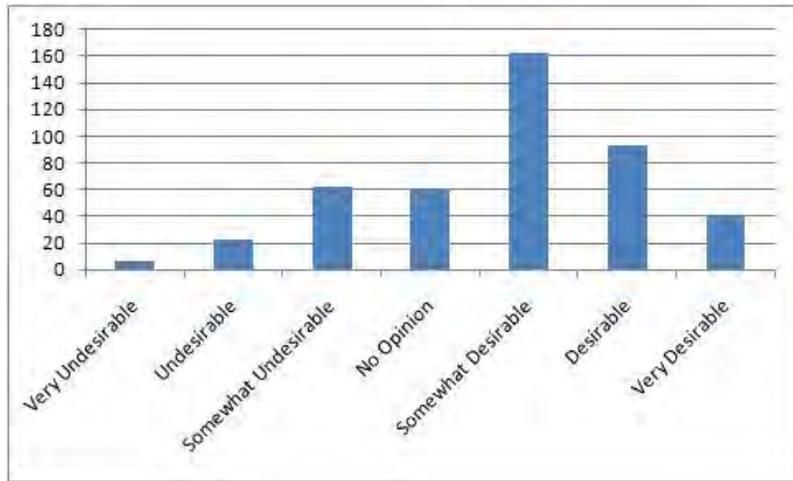


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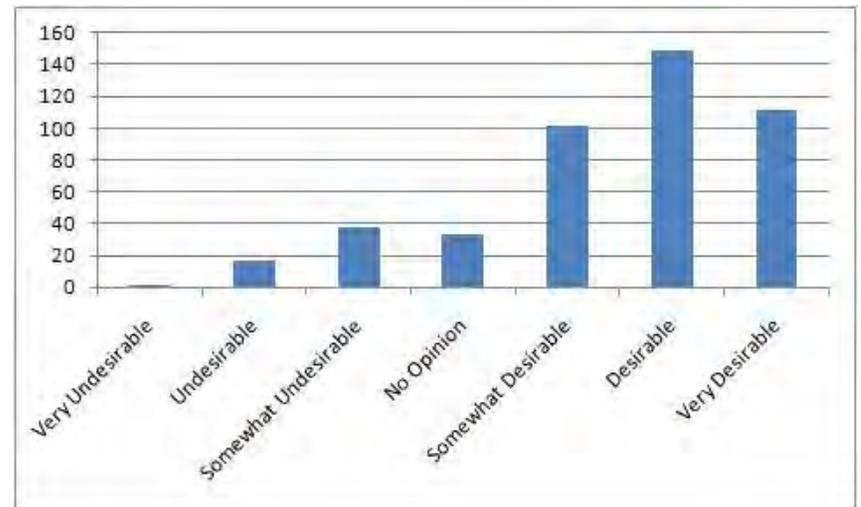


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## Photo #8

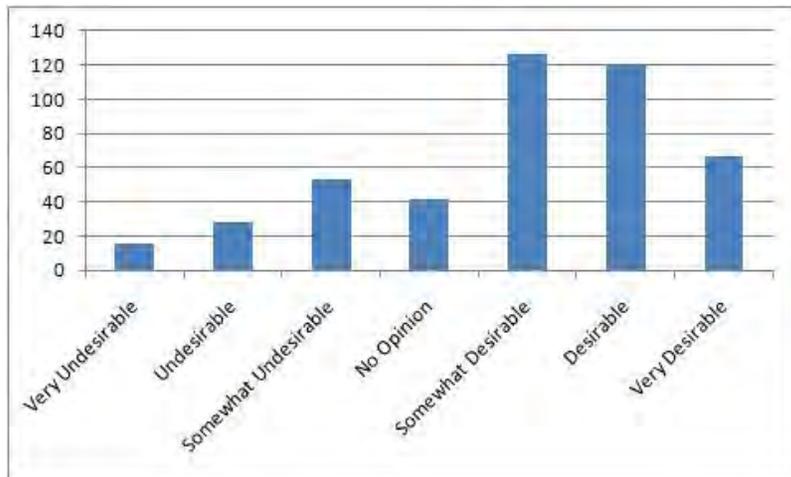


## Photo #9



How desirable is the Public Space depicted below?

Photo #10



How desirable is the Retail Development depicted below?

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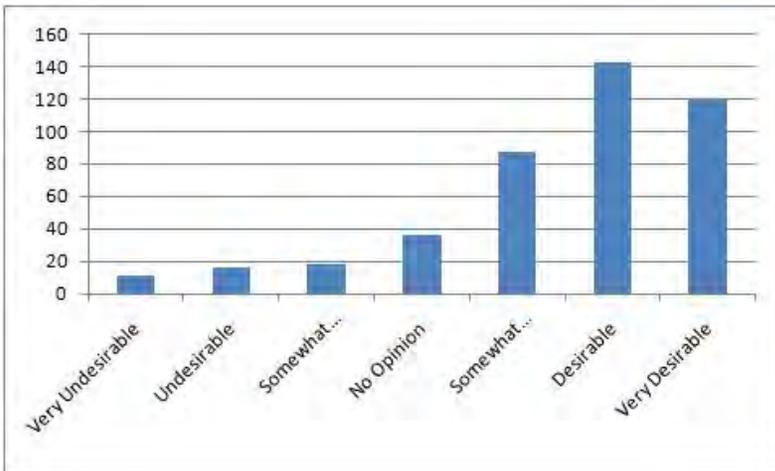
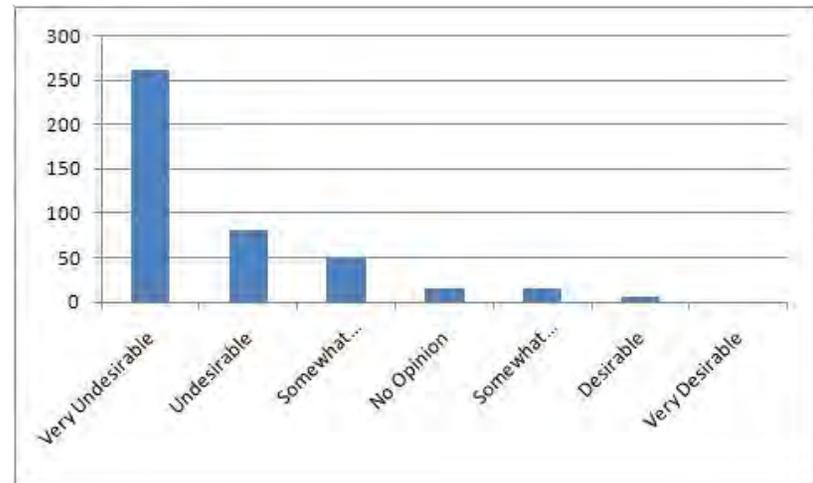


Photo #2



How desirable is the Retail Development depicted below?

Photo #3

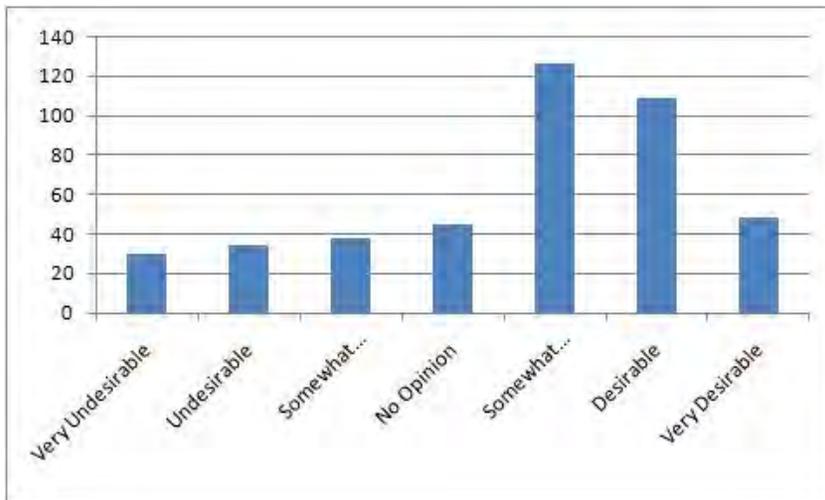
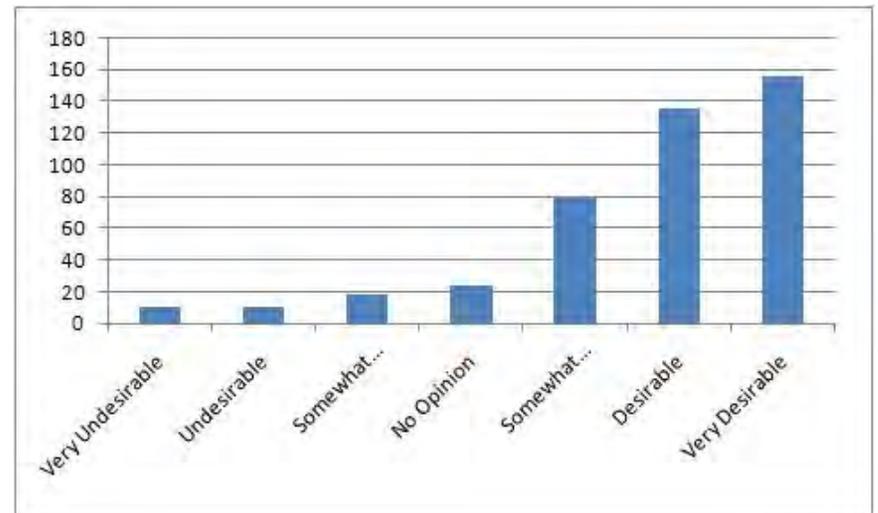


Photo #4



How desirable is the Retail Development depicted below?

Photo #5

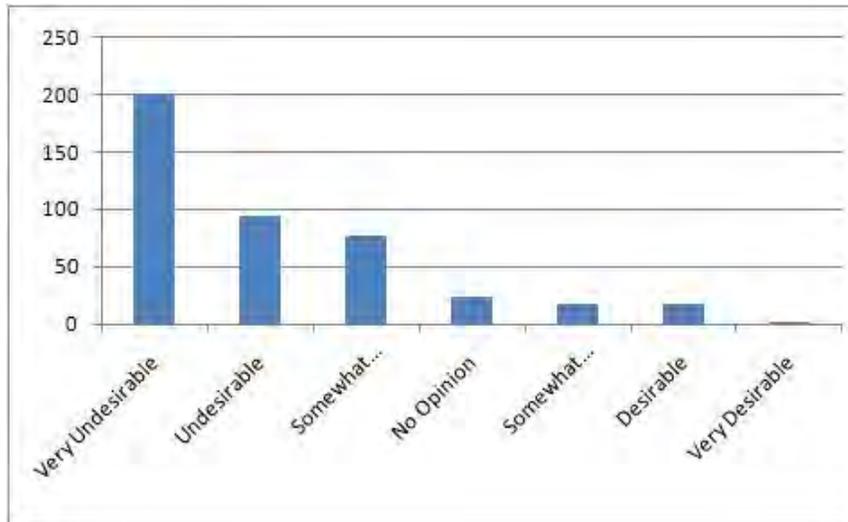
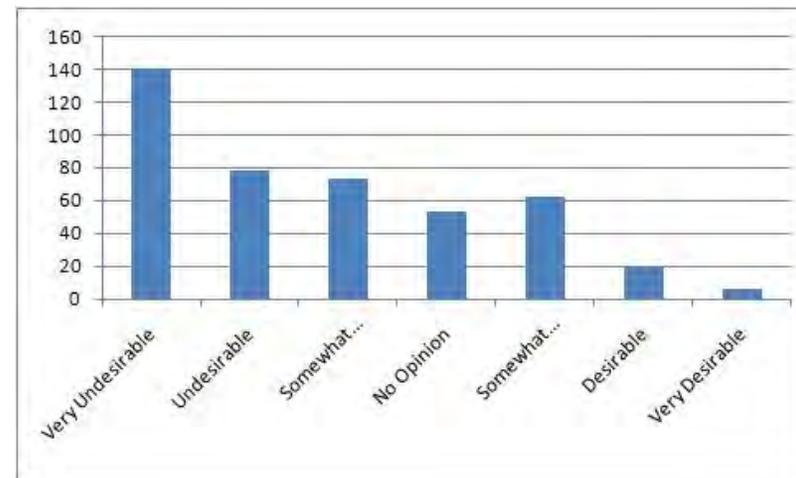


Photo #6



How desirable is the Retail Development depicted below?

Photo #7

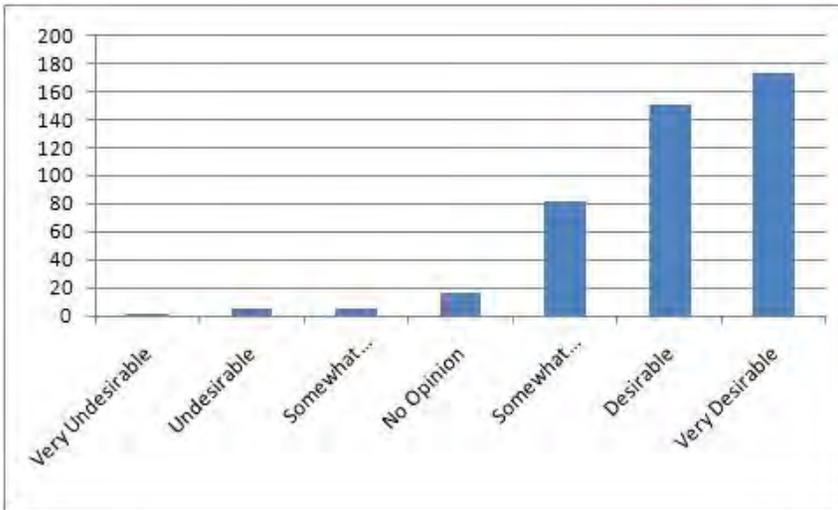
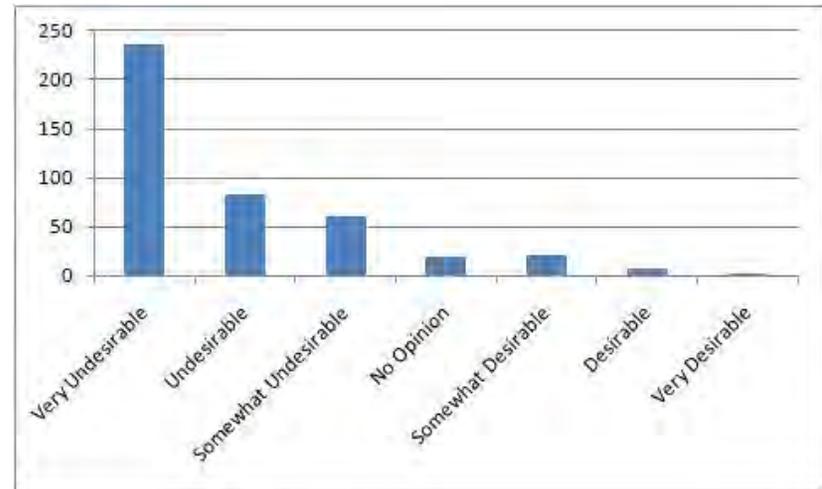
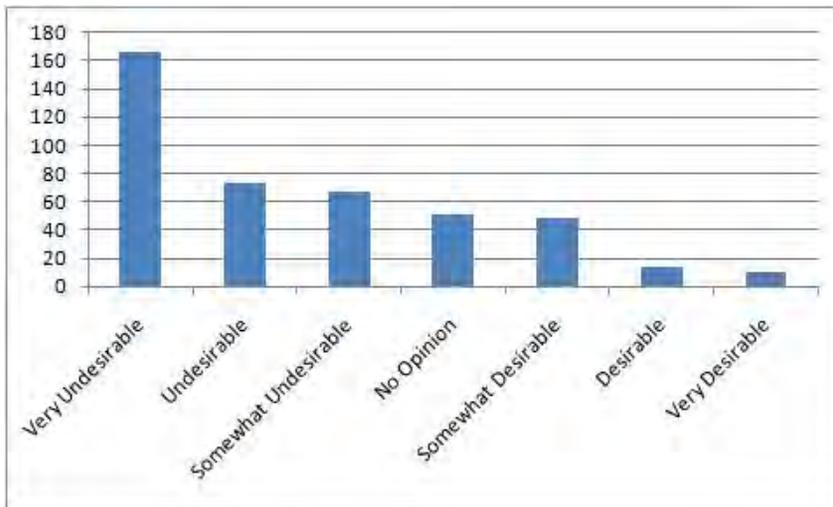


Photo #8



How desirable is the Retail Development depicted below?

Photo #9



How desirable are the Streets and Sidewalks depicted below?

Photo #1

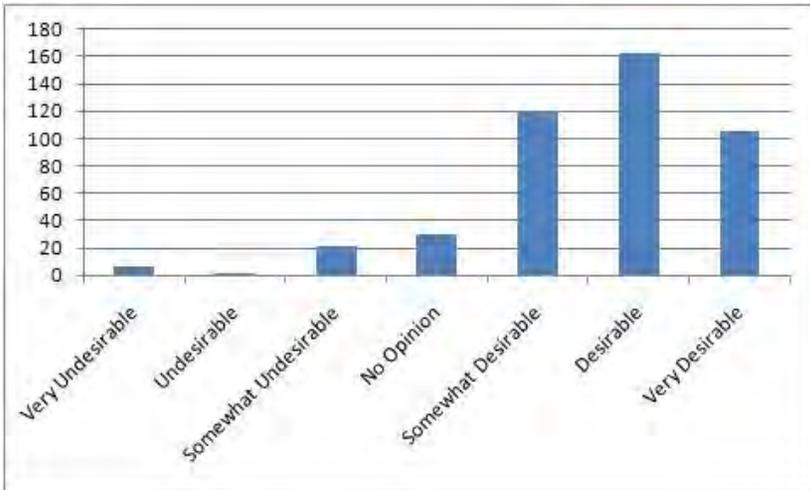
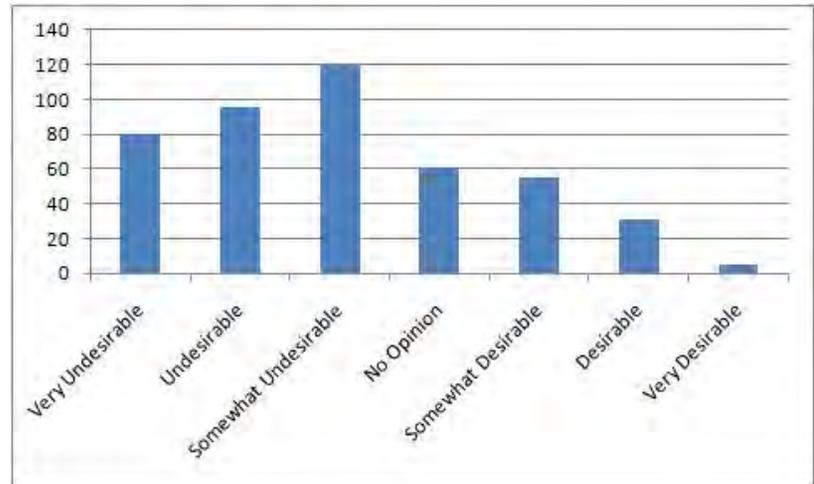


Photo #2



How desirable are the Streets and Sidewalks depicted below?

Photo #3

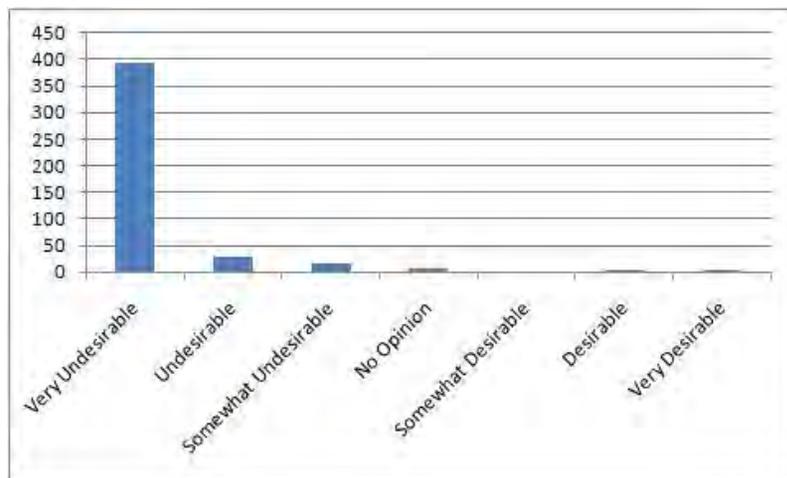
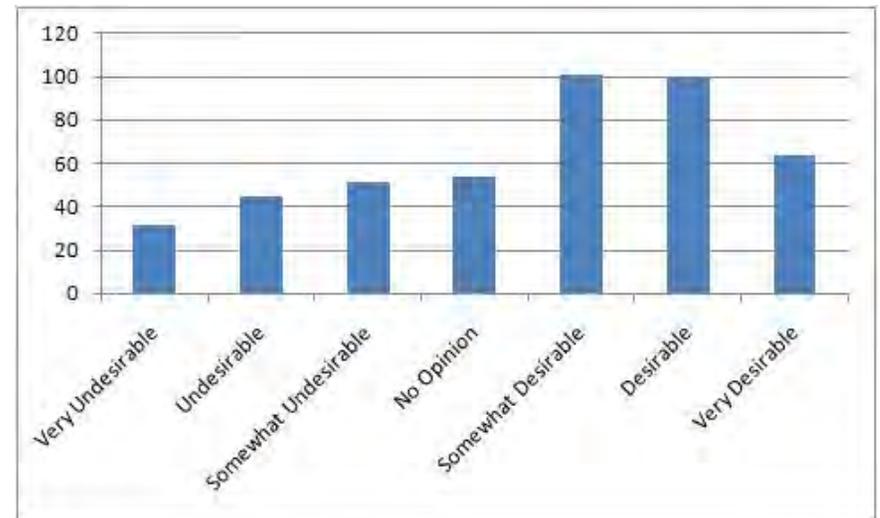
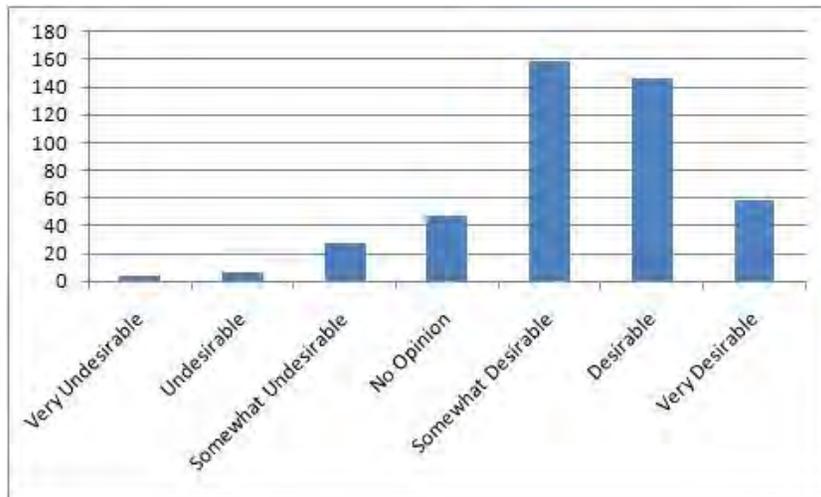


Photo #4



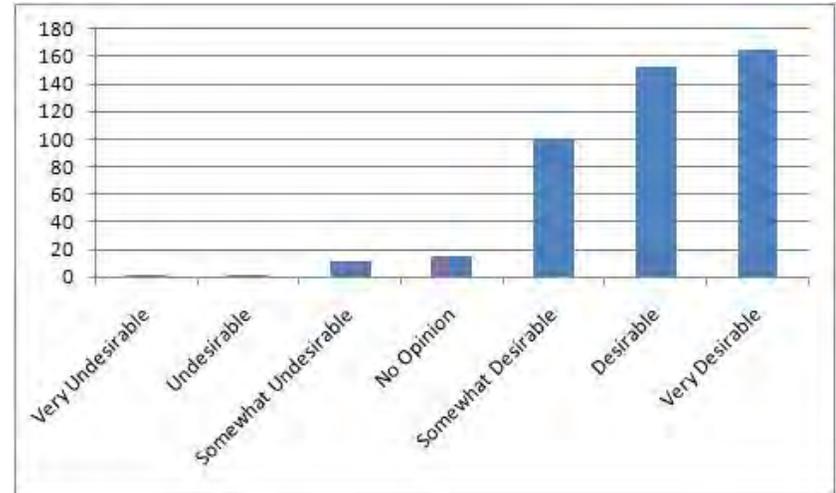
How desirable are the Streets and Sidewalks depicted below?

Photo #5



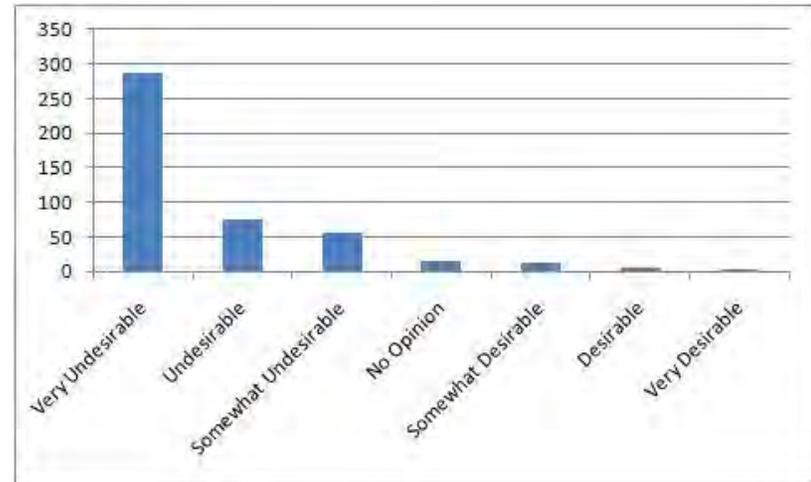
How desirable are the Streets and Sidewalks depicted below?

Photo #6



How desirable are the Streets and Sidewalks depicted below?

Photo #7



How desirable are the Streets and Sidewalks depicted below?

Photo #8

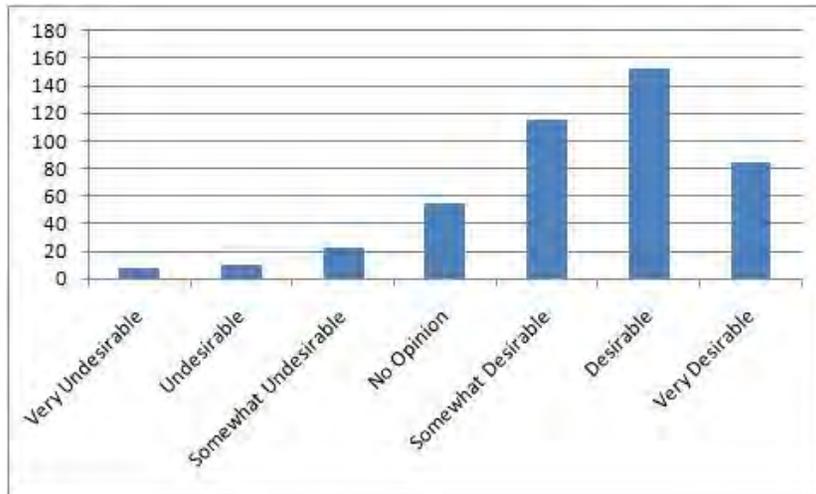
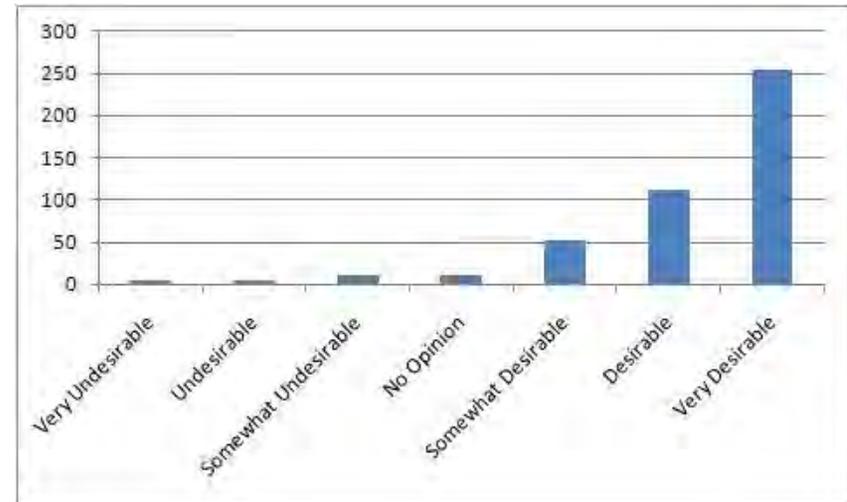


Photo #9



Appendix F: Presentations to the  
Downtown Plan Updated Steering Committee

## Presentation on Public Plazas by Laura Haber

Urbana needs a central gathering place, similar to the piazza in Italy or the zocalo in Mexico – a place for outdoor performances, festivals, and gatherings; a symbolic center to the city and a central focus to the downtown area. Most people would agree with this idea but it seems that we lack central locations that are large enough to accommodate all of the functions of a public square and that could be appealing enough to serve as a destination. My idea is to create a public square that borders the Urbana Free Library to the west, the Iron Post and the Parking Garage to the north, the Independent Media Center to the East, and the Historic Lincoln Hotel, Lincoln Square, and the Methodist Church to the south – an L-shaped plaza. The two columned edifices of the Urbana Free Library and the Independent Media Center would serve as bookends to the plaza. When standing on the steps of either building, one could have a clear view across a lovely plaza to the other building. The plaza would be surrounded on three sides by historic buildings.

This plaza could have a covered outdoor stage that would host free performances and festivals. There could be an open paved area that could serve as a dance floor for dance parties, similar to the Millennium Park Summerdance series. There would be benches or other creative outdoor seating throughout. There would be trees and other greenery to make it pleasant and provide shade in the summer. There could be public art. There could be a play structure for children. There could be a fountain or some other water structure. The fact that the Urbana Free Library and the Independent Media Center would be flanking the space would allow for many possibilities to have public performances and workshops that are tied to these organizations. The possibilities are huge and exciting.

This is the big picture. There are many details about how to implement this vision that we will need to work out. I'm now going to make some suggestions for how this could happen but there is more than one way to get there from here. I hope that you will focus on the big picture rather than some of these details.

In order to make this happen, we would have to use the parking lot to the north and west of Lincoln Square – the parking for the post office and for the Historic Lincoln Hotel (formerly Jumer's). We might have to consider giving up the idea of converting the Historic Lincoln hotel back to a functioning hotel and think of other creative uses for the building – perhaps retail on the first floor and office space and condos upstairs. We would definitely have to consider tearing down the 1975 addition to Jumer's and only keeping the original (and some would argue more historic) building so that we would have adequate space for the plaza. The original Jumer's building could have outdoor seating on the plaza. Building the plaza could make the original Jumer's building more appealing and viable than it is now.

Although it would be important to have non-commercial spaces within the plaza, it would be great to have commercial developments with sidewalk seating surrounding parts of the plaza and food carts within the plaza. I could imagine having commercial establishments along the west entrance to Lincoln Square lining the path from Green Street into Lincoln Square. It would also be possible to convert part of the first floor of the parking garage to retail along Elm Street (perhaps adding another floor of parking to the top). Elm Street could be closed to traffic between Race and Broadway to provide more space for the plaza. Having the plaza surrounded by buildings on all sides except Race Street and narrowing Race Street to three lanes would make the plaza more pleasant and would give it more of the feel of a traditional plaza.

So, in sum, I would like to see a public square in downtown Urbana, between the Urbana Free Library and the Independent Media Center, that can serve as a central focus to downtown, a locus for festivals and public gatherings, and an attraction that makes downtown Urbana more of a destination and so will support retail development in downtown Urbana.









★ BORN JUNE 20, 1922 ★

A NATIVE SON OF AFTON IN ST. LOUIS COUNTY, JOHN GOODMAN STUDIED DRAMA AT SOUTHWEST MISSOURI STATE AND LATER MADE HIS MARK WITH DISTINCTIVE, OFTEN HILARIOUS CHARACTER PERFORMANCES IN FILMS SUCH AS "TRUE STORIES" AND "RAISING ARIZONA." DRAWING ON HIS ST. LOUIS ROOTS FOR INSPIRATION, GOODMAN STARRED FROM 1988-97 AS DAN, THE LOVABLE, WORKING-CLASS HUSBAND ON THE ACCLAIMED TELEVISION SERIES "ROSEANNE." ALSO A TALENTED STAGE ACTOR, GOODMAN MOVED TO LEADING ROLES IN FILMS SUCH AS "THE BABE" AND "THE PLINTSTONES." ADMIRER BY HIS PEERS AND IMMENSELY POPULAR WITH HIS FANS, JOHN GOODMAN'S WORK REVEALS A GIFTED, DOWN-TO-EARTH ACTOR WITH TREMENDOUS RANGE.

# Urbana Downtown Plans

Concepts for Downtown Development

Marketing Strategies for Urbana

Reuse of Public Spaces

Downtown Vision

## Reshaping the Image of Urbana

August 15, 2006

Devise a Promotion Program :

- A. Create a list of all the positive features and qualities—what is unique about Urbana
- B. Define a city identity
- C. Create a city slogan / descriptive phrase  
(New Orleans, LA: “The Big Easy”; Santa Fe, NM: “A City Different”)
- D. Use new definition and image
  1. Spotlight on our unique features, persons as residents and institutions
    - a. Nobel Prize winners residing in Urbana
    - b. The Urbana Free Library
    - c. Farmers’ Market – biggest mid-state market
    - d. University of Illinois
    - e. Japan House
    - f. Independente Media Center
    - g. Meadowbrook Park sculpture garden
    - h. Premier park district
    - i. Etc.

2. Create a unified promotional "look"
  - a. Promote a new image in brochures and billboards
  - b. Consistent message in promotional packages, economic development contact materials
3. Speaking in positive terms
  - a. "Build Urbana" vs "flat growth rate"
  - b. Development opportunities, TIF Districts, and Council approved Economic Development Zones vs "Urbana is unfriendly to business"
  - c. "A city with Heart" vs "Bozo Urbana"
  - d. "A safe and supportive environment" vs "increasing crime rates in SE Urbana"
  - e. "Neighbor to Neighbor" vs "Neighborhood Watch"

Create a New/Old Downtown Environment :

- A. Highlight the historic buildings and locations of importance Downtown
  1. Royer Arts and Architecture District
  2. County Courthouse and Lincoln related sites, "Looking for Lincoln" wayside markers
- B. Advertise Urbana's unique shopping opportunities
  1. Art Gallery District and Shops
  2. Market at the Square
  3. Alternative foods retail shops, Food Co-op.

- C. Create vibrancy with modern cutting edge technologies
  1. The "interactive Downtown"
    - a. Touch screen directional kiosks
    - b. Podcast tours
  2. Bike friendly destination
- D. Open pathways from the university community and student populations into our downtown
  1. Banners and markers leading to downtown
  2. Bus routes and directional signs
  3. Music and special events appealing to young and old

## Marketing Strategies for Urbana

The city should address the fact that approximately 80% of the Student at the University of Illinois do not or never have come to downtown Urbana. The feeling among young people is that “there is nothing to do in Urbana.”

The City should create visual pathways into the downtown from the University of Illinois to Urbana’s downtown.

### Creating a Visual Pathway into Urbana



Banners creating a visual pathway along Green Street from the university into Urbana’s Downtown

drím  
design



Banners advertising Urbana's downtown businesses

drím  
design



Banners creating a visual pathway into Urbana's Downtown (looking East down Green Street from Lincoln Avenue)



Colorful banners and plantings create a visual gateway from the university into Urbana's Downtown (looking East on Green Street towards Lincoln Square Mall)



Banners and pylons, decorative planting bowls, creating the visual pathway from the university into Urbana's Downtown



Pylon archway creates a visual gateway into Urbana's Downtown (looking East down Green Street at Lincoln Avenue) Inset: Carmel, California.



Pylon archway and plantings form a visual gateway into Urbana's Downtown (looking East down Green Street at Lincoln Square Mall)

## Creating a Visual Pathway into Urbana — Bus Stop Directional Displays



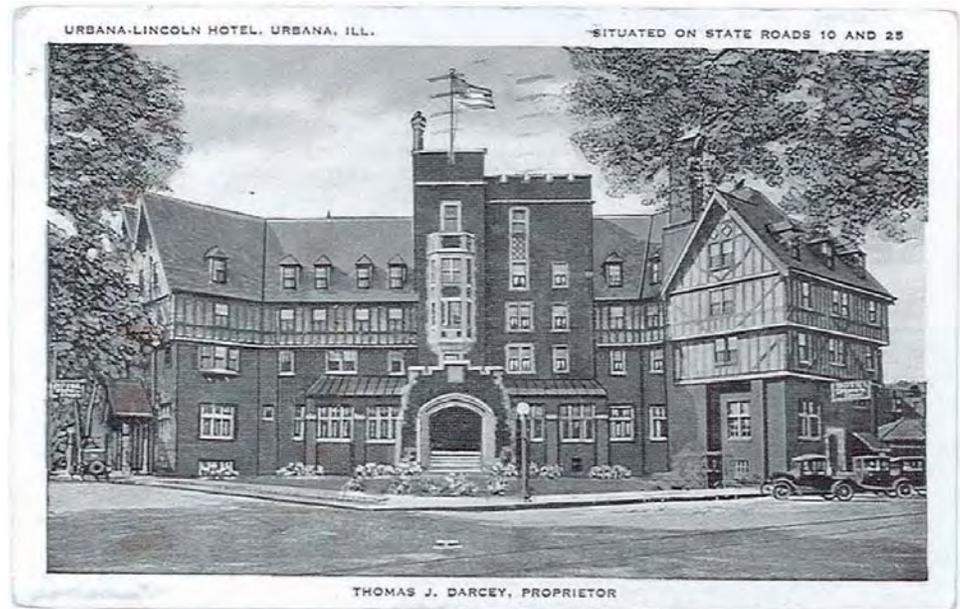
Maps and timetables of bus routes into Urbana should be added to MTD shelters on Green Street and Goodwin Avenue near the University of Illinois campus

## The Urbana Lincoln Hotel

In the heart of downtown Urbana stands the historic Urbana Lincoln Hotel. Long considered "*the place to stay*" when visiting Urbana, this stately edifice is a landmark in our downtown. Recently the hotel has had less thoughtful care and is in need of a transformation. Today we are hopeful that new owners will bring vitality and renewal to this structure.

Nominated twice for local landmark status due to its significance, the fame and skill of its architect, Joseph W. Royer, and the genuine beauty of its design in the Tudor Revival style, the restoration of the Urbana Lincoln Hotel as a hotel and conference center ought to be one of the prime objectives of Downtown renewal.

## Historical Perspective



Urbana Lincoln Hotel, located at the northeast corner of Broadway and Green Streets, Urbana. The hotel officially opened January 30, 1924. In 1964 it was enclosed into the construction of Lincoln Square Mall. In 1975 it was purchased by the Jumer family as Jumer's Castle Lodge. A major addition in the German Bavarian style was added in 1983, adding a swimming pool, a conference center, and more lodging to the hotel. Recently it has had a succession of owners. It is listed with the Lincoln Square Mall on the National Register of Historic Places (2006).

## Two building styles exist from two periods of ownership



The 1975 Jumer addition is on the left. The original Tudor architectural style designed by Joseph W. Royer is on the right. The one story entrance was added to create a new entry into the hotel after it was joined to Lincoln Square Mall. This view is actually the REAR of the original hotel.

## European influences



The Bavarian style of the Jumer addition is the German variant to the Tudor architectural style and is more commonly seen in northern Germany. (Shown: Frankfurt, Germany town square)

## Other Jumer owned hotels in Central Illinois

Peoria



Bloomington



All the Jumer hotels in Illinois were built with stylistic elements featuring the Tudor variant style. Above: Jumer's Lodge, Peoria, IL. Below: Jumer's Lodge, Bloomington, IL

Solutions for Stylistic Integration and Enhancement

drím  
design

Before



The German Bavarian Revival style of the Jumers addition (1967) has been criticized as not keeping in style with the original Tudor Revival style of the original Royer design.

drím  
design

After



Removal of curved wood elements on the façade and the addition of brickwork to the first floor would transform the hotel so that it would better match the style of the original Royer design.

Before



The unsightly one story passage at the rear of the hotel is a later addition to the hotel. It could be modified to allow the creation of an open air, partially enclosed garden courtyard and restaurant.

After



An open air, partially enclosed garden courtyard and restaurant with tables shaded by colorful umbrellas would transform the rear of the hotel and provide a desirable downtown destination easily accessible to the public.

## Lincoln Square Mall

While it became the most popular shopping center in downstate Illinois for many years, Lincoln Square Mall faces many challenges today. The creation of a new mall complex north of I-74 at Prospect Blvd. drew shoppers away from Urbana. By the 1990's the Mall had declined into low use and neglect. Many shops had closed, and the bright atmosphere had faded.

Recently Lincoln Square Mall has had some upgrades. Health Alliance offices moved into a remodeled section in the South East corner. A fitness center, yoga center, an art store and art galleries have recently opened in the mall, bringing new life. Yet the Mall still begs for further remodeling and visual renewal.

Before



Current interior of Lincoln Square Mall.

After



A skylight, new sculptures, colorful elements would add interest to the interior of the Mall.

Before



Urbana Lincoln Hotel's original entrance was enclosed into the construction of Lincoln Square Mall when the Mall was constructed in 1964.

The food court in Lincoln Square Mall hides the original façade of the Urbana Lincoln Hotel and provides a dark and confined atmosphere.

After



A skylight roof would open up the space and reveal the original façade of the Urbana Lincoln Hotel.

## Downtown Vision

Urbana's downtown has many storefronts which appeal to shopping and visiting in the downtown, but they are concentrated in a one block area. Historically the downtown was alive and vibrant, but in the 1960's through the 1980's, during a trend of urban "modernization," many buildings then thought to look old and "un-modern" were removed. A virtual destruction path ripped many business related storefronts out of the downtown, replacing the shopping structures with empty parking lots and garages. Urbana lost its central retail position and today, while many believe there is "not enough" parking in the downtown, the reality is that there is too much.

A vision for a renewed downtown would fill in parking areas which create a wasteland of empty parking lots along the streetside instead of friendly shops and retail opportunities.

A vision for the downtown would also It would also revitalize existing building stock, renew historic storefronts to new uses, and preserve unique buildings rather than bulldoze them thoughtlessly. Today's successful downtowns all honor the past while providing new uses which appeal to today's shoppers.



In an earlier decade the downtown offered residents every service and the convenience of local shopping, which builds a strong sense of community and place. It also and gives a town its "Heart."

### Allman's Auto Plaza



In the 1920's the Flat Iron Building dominated the downtown commercial center of Urbana. Its position at the "Y" intersection of Main Street and Springfield Road, and its four story height made it the visual heart of the downtown.



Allman's Garage has occupied the old Flat Iron corner for many years. Recently the city had an offer to purchase the property for development.

URBANA

## City lets option on property lapse

Allman family can now explore other possibilities

By CHRISTINE DES GARENNES  
cgarenne@news-gazette.com

URBANA — The city of Urbana won't exercise its real estate option to purchase the Allman's Auto Repair property in downtown Urbana.

Before the economic climate began to shift, city officials expressed interest in redeveloping the triangular intersection at Main Street and Springfield Avenue at the west end of downtown. Ideas for a Flatiron building or a public plaza had been floated.

The city's option to buy the property at 302 W. Springfield Ave. expires Tuesday, said Tom Carrino, economic development manager for the city. But letting the option lapse does not preclude the city from purchasing the property someday.

The city has had the option since March 2007, giving it the exclusive right to work with the Allman family on buying the property. The city was not ready to commit, with a contract to purchase the



Vanda Bidwell/ The News Gazette

The City of Urbana is letting its option to purchase the Allman Auto Repair property at the triangular intersection of Main and Springfield in Urbana expire.

report by an environmental firm hired by the city to survey the property. The consultants confirmed petroleum is in the ground, indicating there was a leaking underground

including the Kirby Firestone building to the west, could be a great project, but given the state of the current economy, now may not be the right time, Weaver said.

be an anchor" for that section of downtown, Kirby said. But given the economic downturn, a plaza would still be nice, and likely quicker to accomplish, he said.

Due to environmental concerns, which would not allow a high rise development on the site, the city allowed the option to lapse.

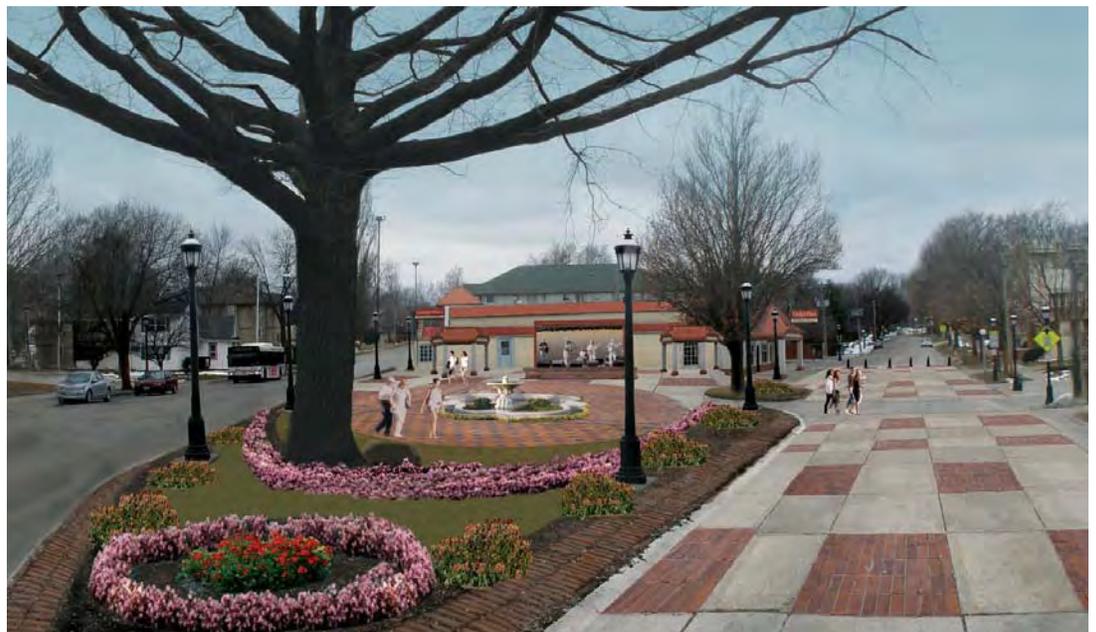
This corner is a pivotal visual anchor for Urbana's downtown and must be secured by the city for development

Before



The Allman's Auto Repair shop is a unique downtown location awaiting renovation and new use.

After



The Allman's Plaza site could be transformed into a public plaza and garden to enhance the immediate downtown. It is across the street from the future entrance to the Boneyard Beautification Plan, and would make a logical extension of that project.



The development of an outdoor performance area in the heart of downtown is a dream of many here in the city. This plaza could be the main stage for the annual Folks and Roots Festival. Instead of razing the garage, it could be converted into a permanent outdoor theatre and performance area, at minimum upkeep.

Retail locations have been lost at an alarming rate in downtown Urbana

Before



After



As in many cities in the 1960's, Urbana, "Progress" always began with a bulldozer.



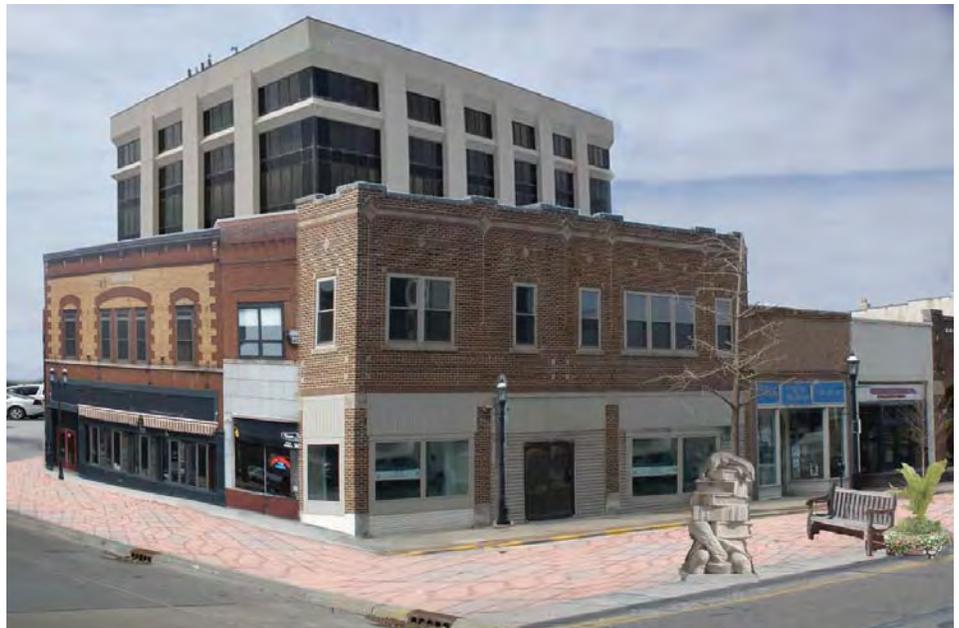
Before



After

The sea of pavement and private parking around County Plaza prohibits public engagement and the invitation of access. Approximately eight retail stores were razed to create this retail wasteland.

### County Plaza with Infill Retail Construction



After  
(a second time)

Infill construction of new buildings offering additional street side shopping would revitalize the entire 100 block of East Main Street, returning it to its former position in the core of Urbana's downtown.

## Kirby Firestone Building

Before



The Kirby Firestone building is a unique downtown landmark awaiting renovation and new use.

After



The Kirby Firestone building is a unique downtown landmark awaiting renovation and new use.

Before



The Kirby Firestone building is a unique downtown landmark awaiting renovation and new use.

After



The Kirby Firestone building is a unique downtown landmark awaiting renovation and new use.

Before



The Kirby Firestone building is a unique downtown landmark awaiting renovation and new use.

After



The Kirby Firestone building is a unique downtown landmark awaiting renovation and new use.

Before



The Kirby Firestone building is a unique downtown landmark awaiting renovation and new use.

After



The Kirby Firestone building is a unique downtown landmark awaiting renovation and new use.

### Cafe dü Monde, A New Orleans Landmark



The Kirby Firestone building is a unique downtown landmark awaiting renovation and new use.

### Cafe dü Monde, A New Orleans Landmark



As a unique coffee shop or restaurant, this building would be a focal point for the downtown and offer wonderful outdoor seating in most weather. It is ideally situated next to Strawberry Fields and the West Urbana neighborhood.

## Destruction and Loss of Urbana's Historic Buildings

Even today Urbana faces challenges to save its historic buildings. We still seem to be driven by the idea that "old is bad" and "modern is good."

Private owners of historic buildings must become stewards of our past. The city should do more to encourage a pride in preservation.

Incentives of a cash value must be created to offset the costs of repairs and maintenance of older historic homes that are rental properties. The city already offers to waive the cost of building permits for all electrical, plumbing, and general construction costs for any repair work done on a home which has been landmarked as a historic residence in the city.

The nomination "at the last hour" is the only way several buildings of great historic value have been saved in Urbana. More can be done to become proactive in preservation.

### 502 and 504 West Elm Street



The Gus and Alice Freeman House



The Royal Sutton Residence

The Gus and Alice Freeman house at 504 W. Elm St, and the Royal Sutton home at 503 W. Elm were scheduled for demolition to make way for a 2 or 3 story student condo. Quick work by local preservationists saved these buildings from the wrecking ball "at the last hour."

## World War I Armory



The Armory stood at an ideal location for renewal



Suggested reuse as an African American Cultural Center

The two story World War 1 Armory Building at 308 W. Main Street was the last existing cexample of a horse calvary unit commissioned in Illinois during the war. Built in 1915, it served as a calvary unit until it was decommissioned. Later it was an auto garage, a repair shop, and eventually was owned by a local church. Years or neglect and lack of maintenance allowed its rear roof to partially collapse. This historic building might have had a wonderful euse, but lack of concern on the part of the church and lack of insight on the part of the city doomed it to demolition in December, 2008.

## Eli Halberstadt House — PAVE OR SAVE?



The Eli Halberstadt Home at 104 N. Central St.



The same location, as a parking lot.

The Halberstadt Home can now be seen and appreciated from downtown after the demolition of the World War I Armory. A local church would like to demolish the house and build a parking lot, for Sunday parking. Eli Halberstadt was elected Mayor of Urbana four times and owned the productive flour mill across the creek from his home, along the Boneyard.

The community is challenged, not to decide whether this building is historic, all agree it is. The question is really what is the best use of this property?

The Presenters wish to thank the Downtown Plan Update Steering Committee for allowing them to show these images of a new vision for our downtown.

Dennis Roberts graphic designer  
Ilona Matkovszki historic preservationist

# Redesigning Urbana's Streets & Intersections: Road Diets + Roundabouts = Complete Streets

Gary Cziko  
Chairman, Champaign County Bikes  
Member, Urbana Bicycle & Pedestrian Advisory Commission  
Member, Urbana Sustainability Commission  
September 30, 2010

This presentation is available on the web at <http://gcziko20100930.notlong.com>

## U.S. vs. U.K.

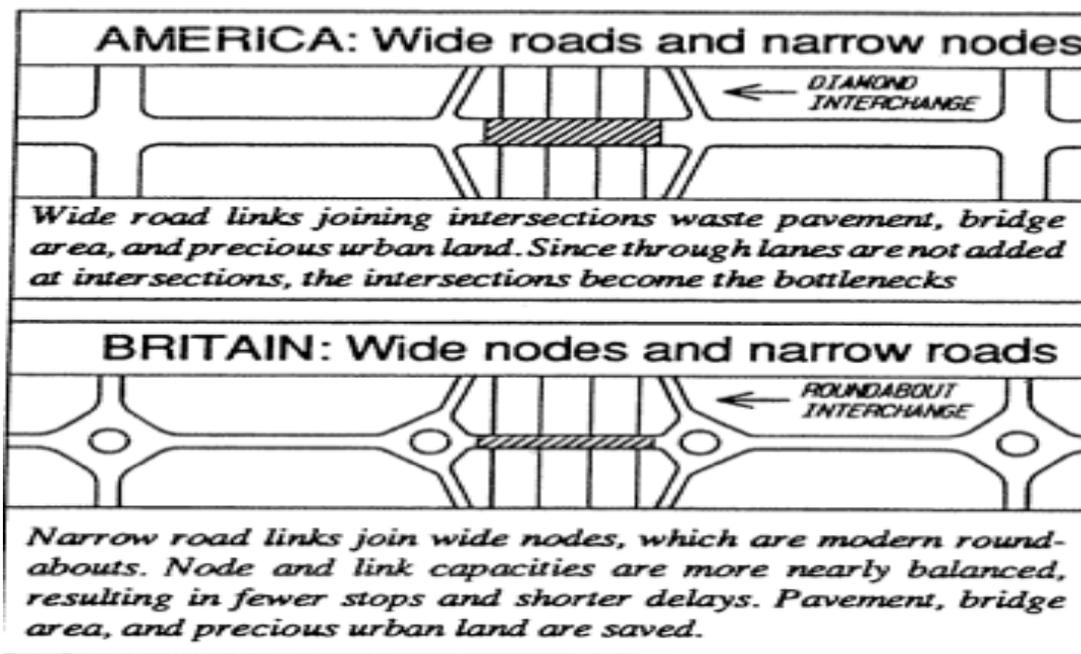


Figure 1

# Road Diets and Roundabouts

Paul Zykofsky, AICP  
Local Government Commission

Sacramento, CA

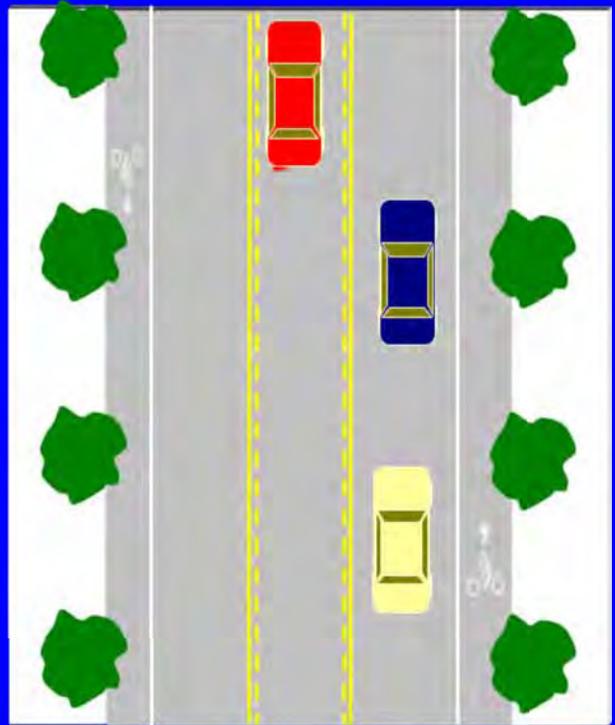
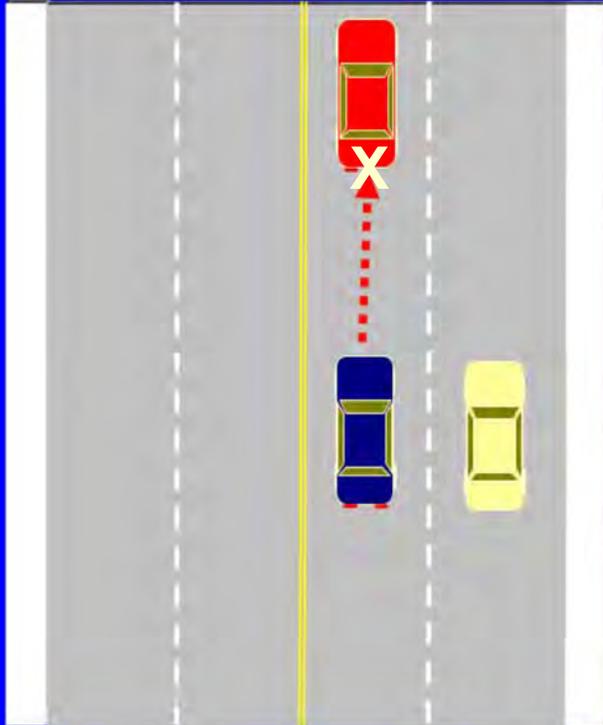
Following slides with blue background are from this source, used with permission.

## “Classic Road Diet”

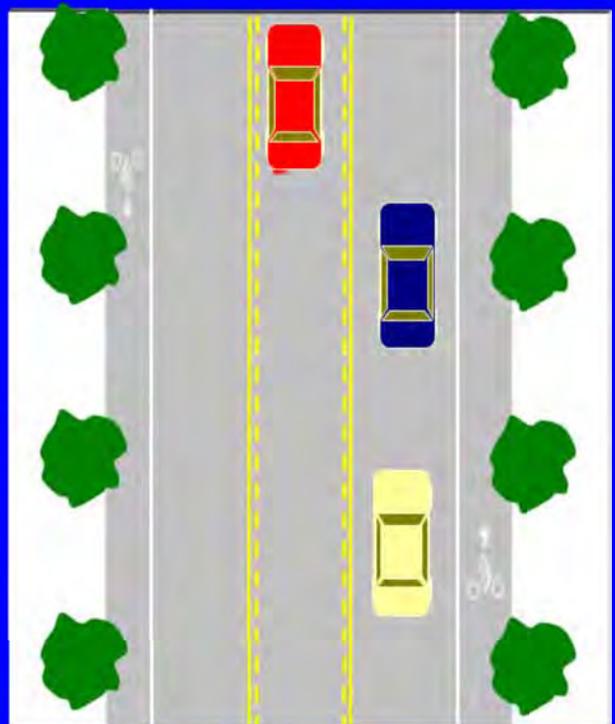
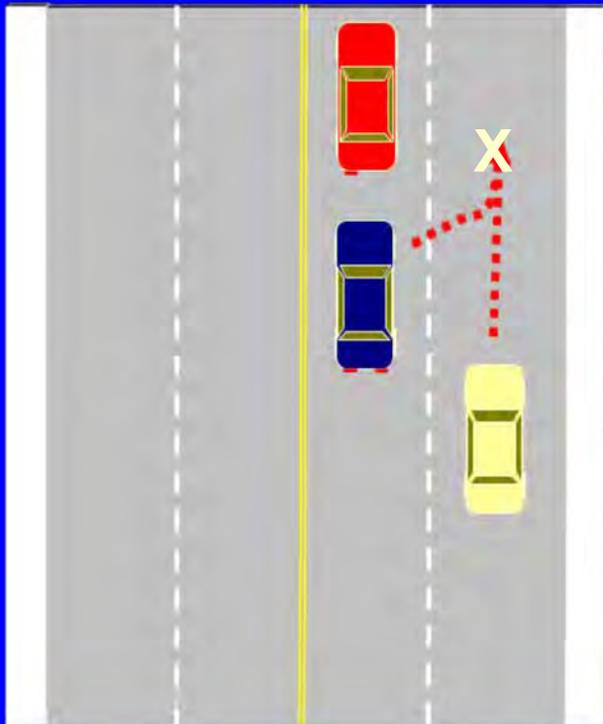


4 to 3 lanes

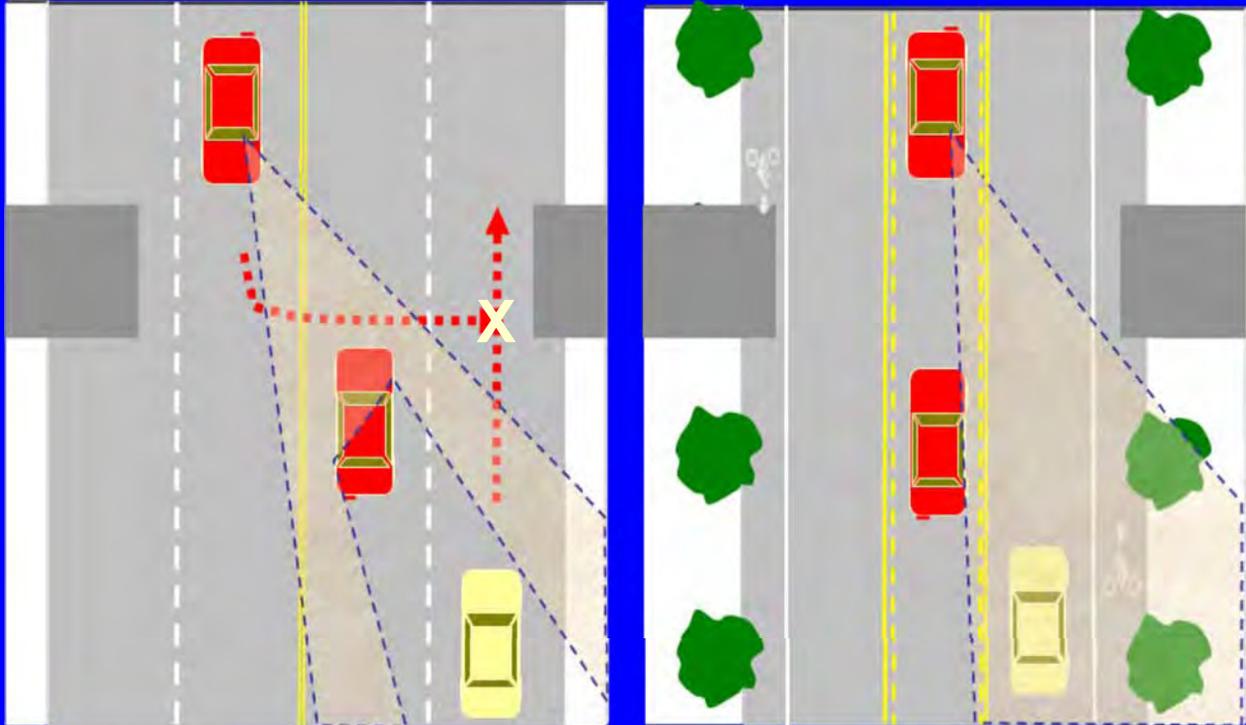
**3 crash types can be reduced by going from 4 to 3 lanes: 1 – rear enders**



**3 crash types can be reduced by going from 4 to 3 lanes: 2 – side swipes**



## 3 crash types can be reduced by going from 4 to 3 lanes: 3 – left turn/broadside



## Road Diets in Seattle (4 to 3 lanes)

Roadway Location	Date Change	ADT Before	ADT After	Collision Reduction
Greenwood Ave N N 80th St to N 50th	Apr-95	11872	12427	24 to 10 58%
N 45th Street Wallingford Area	Dec-72	19421	20274	45 to 23 49%
8th Ave NW Ballard Area	Jan-94	10549	11858	18 to 7 61%
Martin Luther King Jr W North of I 90	Jan-94	12336	13161	15 to 6 60%
Dexter Ave N Queen Ann Area	Jun-91	13606	14949	19 to 16 59%
24th Ave NW NW 85th to NW 65th	Oct-95	9727	9754	14 to 10 28%

# Benefits of road diets for bicyclists and pedestrians?

- Provide space to add bicycle lanes
- Reduce crossing distance
- Eliminate or reduce “multiple threat” crash types
- Install crossing island to cross in 2 simple steps
- Reduce top end travel speeds
- Buffer sidewalk from travel lanes (parking or bike lane)
- Reclaim street space for “higher and

## Case study: Edgewater Drive Resurfacing Project (Orlando, FL)

- \$589,000 project scheduled in FDOT 5-year work plan
- FDOT open to 3-lane option if City takes over jurisdiction
- Changes must be accepted by neighborhood and business associations; before/after studies

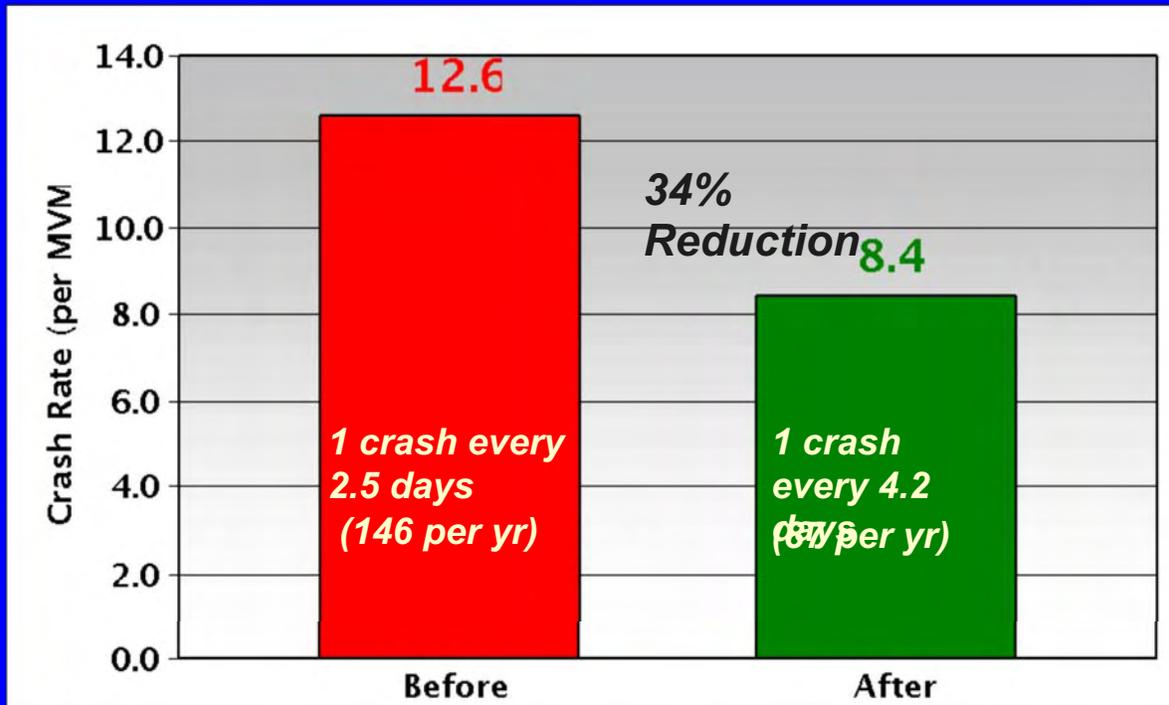


**Before**

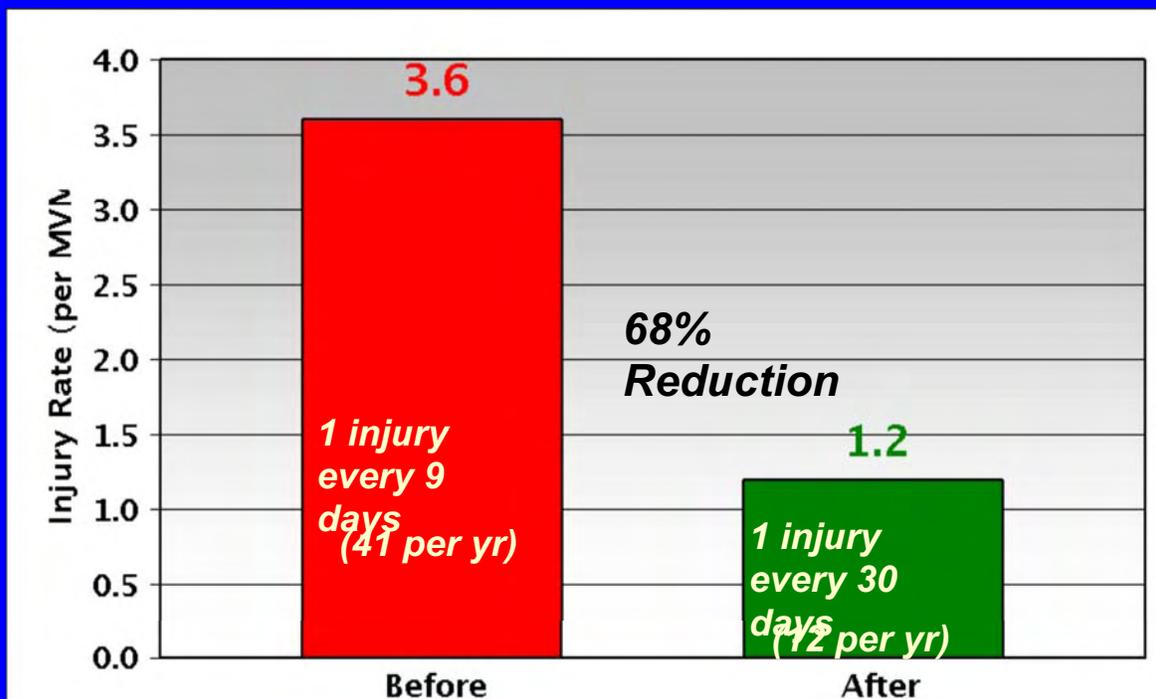


**Conce**

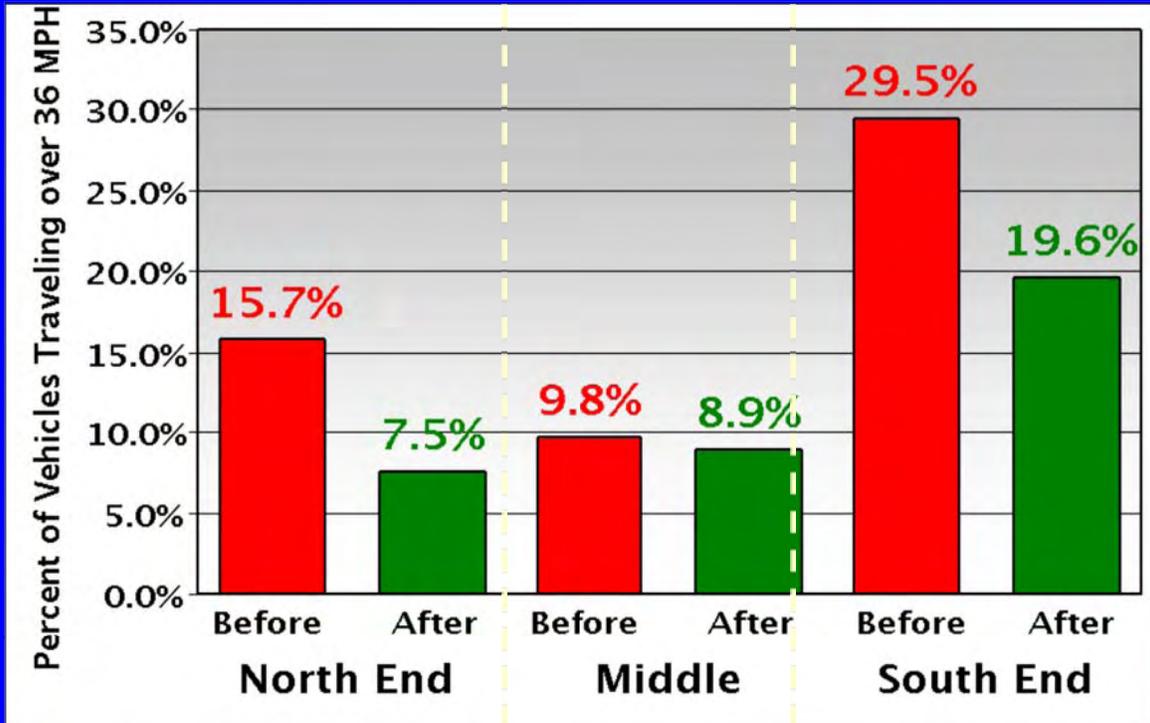
## Before/after studies: 1. Crash rate



## Before/after studies: 2. Injury rate



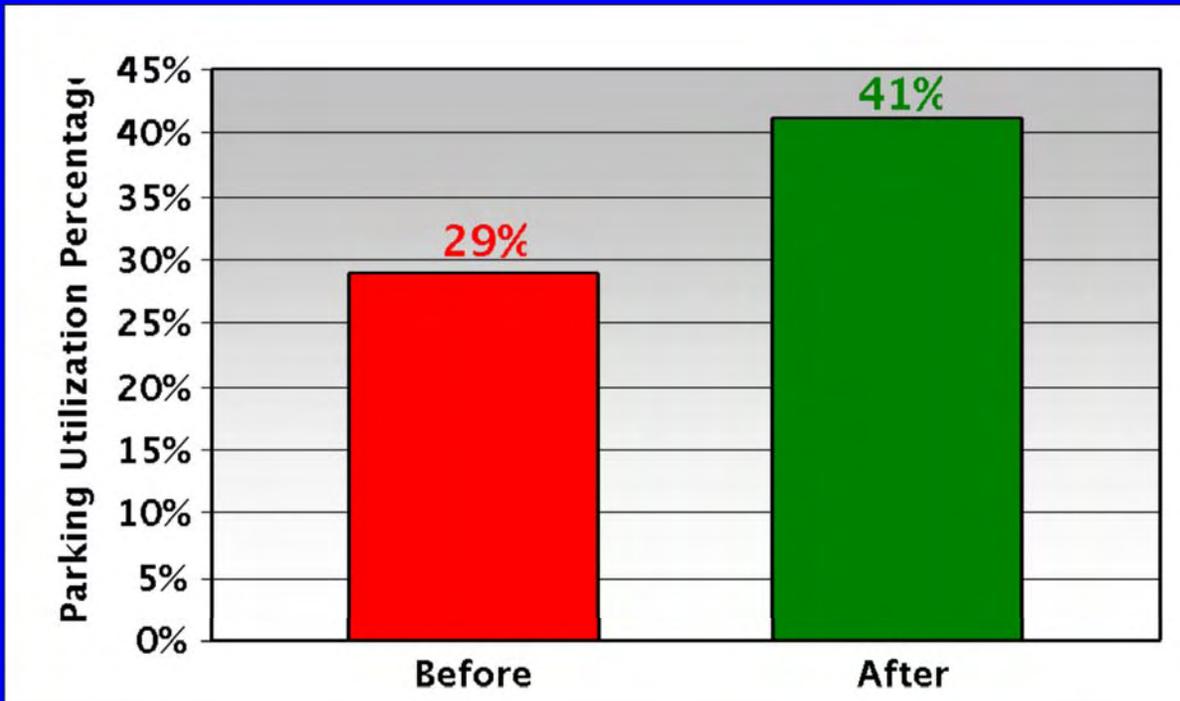
## Before/after studies: 3. Speeding analysis



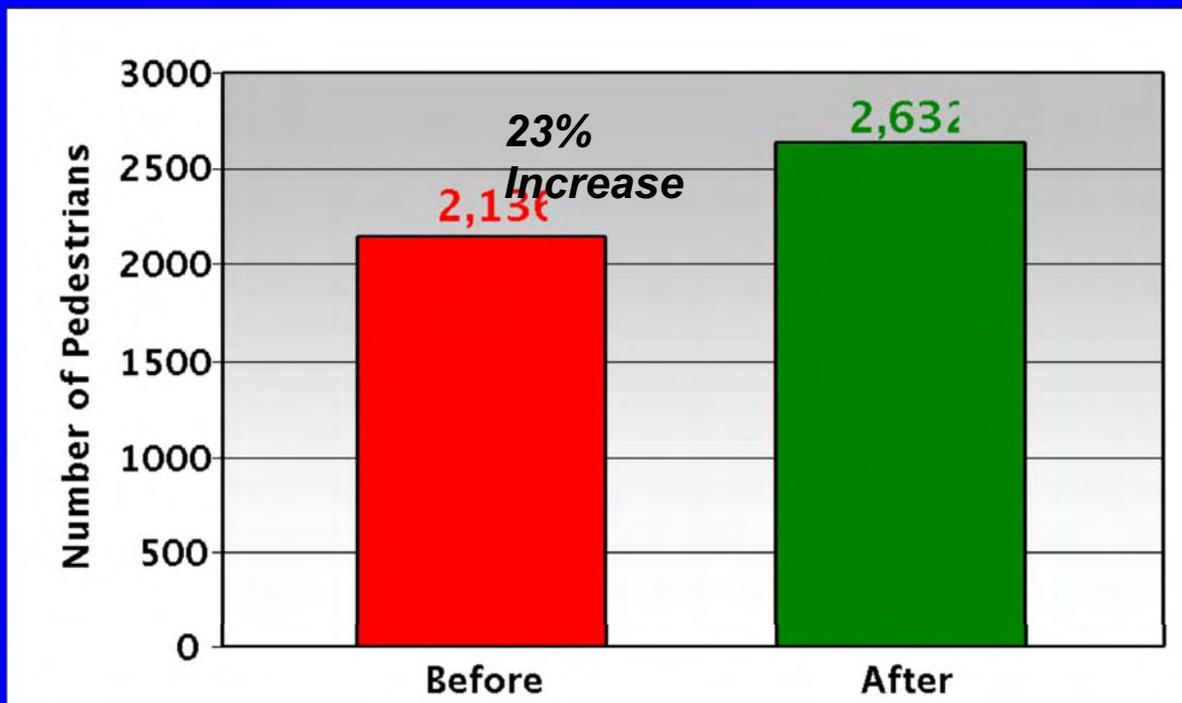
## Before/after studies: 4. Traffic volumes



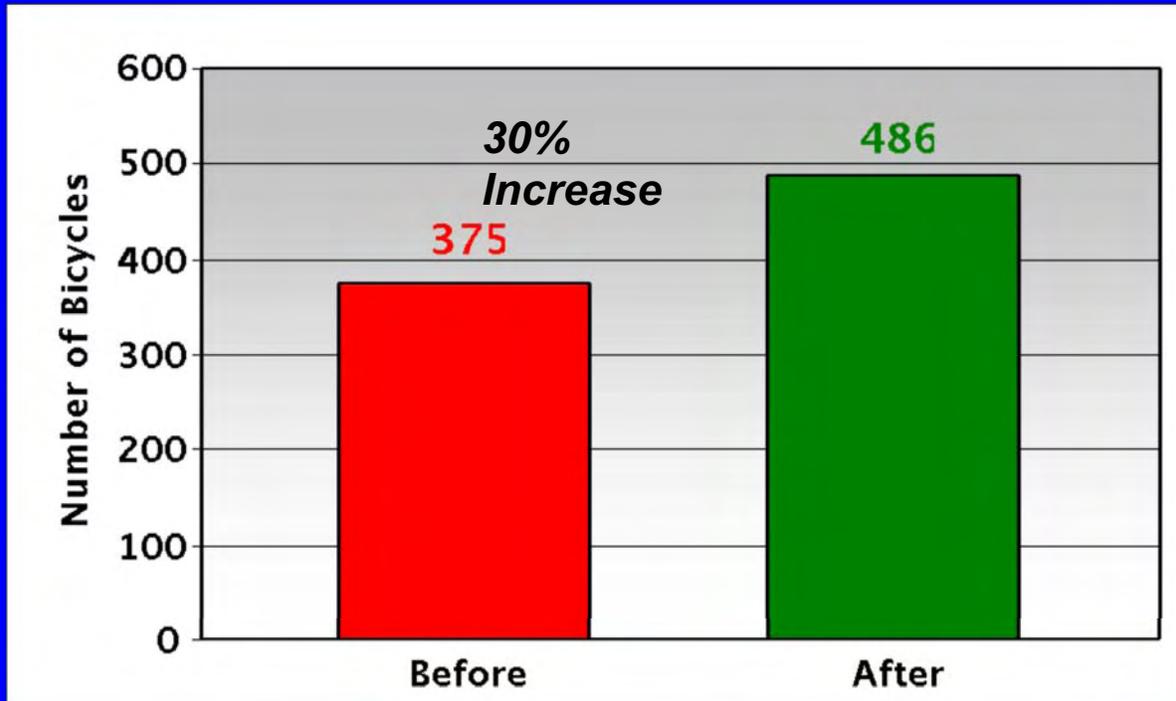
## Before/after studies: 5. On-street parking utilization



## Before/after studies: 6. Pedestrian volumes



# Before/after studies: 7. Bicyclist volumes



## Roundabouts

### Benefits:

Injuries and crashes reduced 90%

30% more traffic capacity

Gateway entry

Pedestrian-friendly

Low traffic speeds

Reduced noise

Reduced emissions

Reduced maintenance

Business-friendly



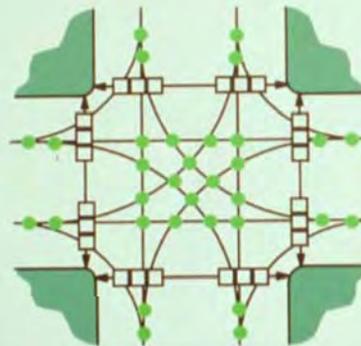
# Roundabout design characteristics



Bend OR

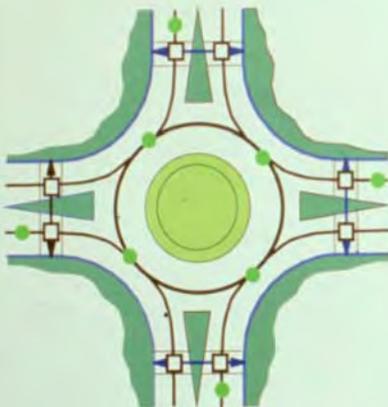
## Roundabouts are safer

### Conflicts At a Four-Way Intersection



- 32 vehicle-to-vehicle
- 24 vehicle-to-pedestrian conflicts

### Conflicts At Roundabouts



- 8 vehicle-to-vehicle
- 8 vehicle-to-pedestrian conflicts

“Results of this study indicate that converting conventional intersections from stop sign or traffic signal control can produce substantial reductions in motor vehicle crashes.”

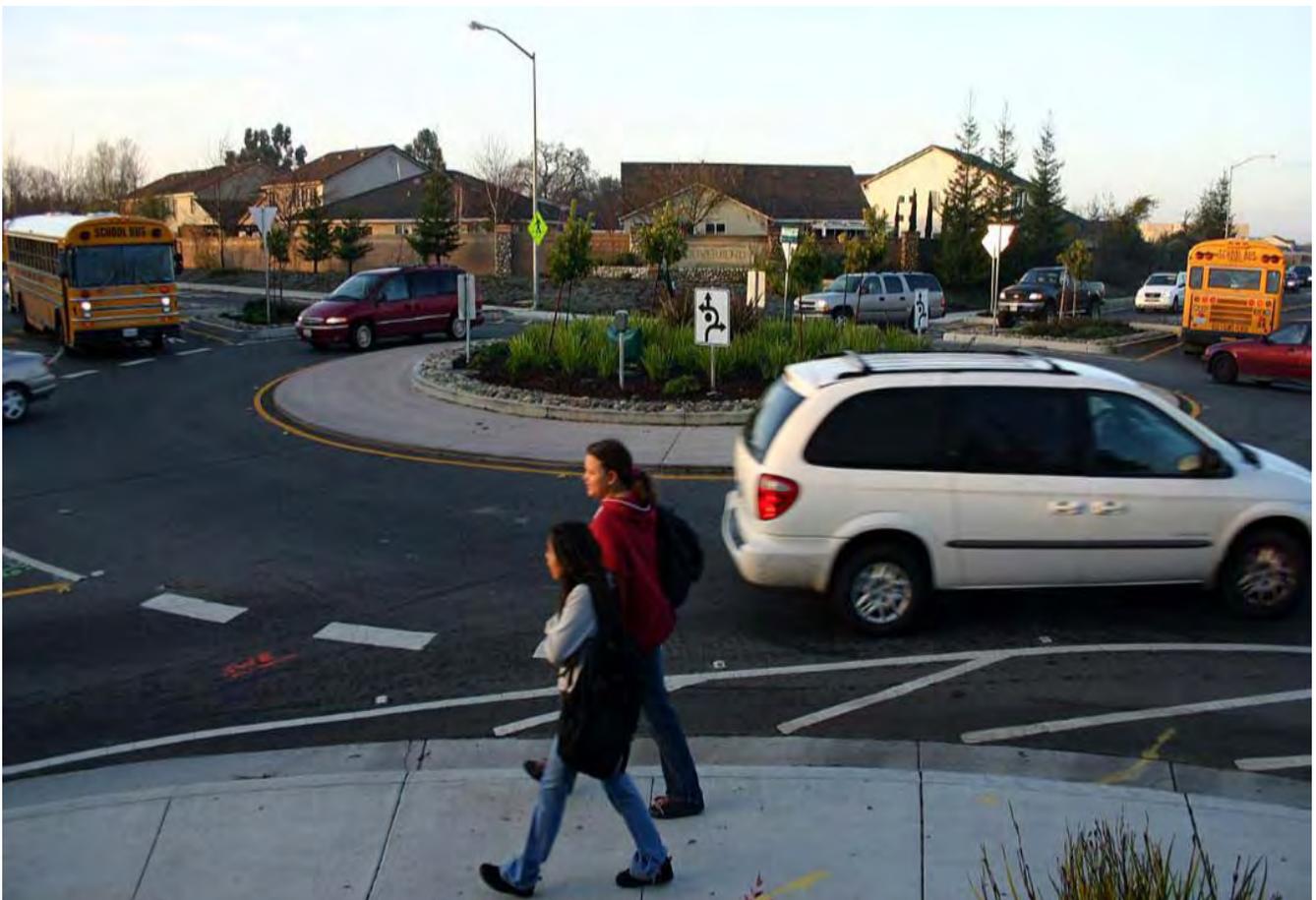
*March 2000 Study by the Insurance Institute for Highway Safety*

# Roundabouts and Pedestrians





Grand Junction, Colorado



Sacramento, CA West River Drive and Orchard Lane



Modesto, CA



## Before

One pedestrian fatality per year

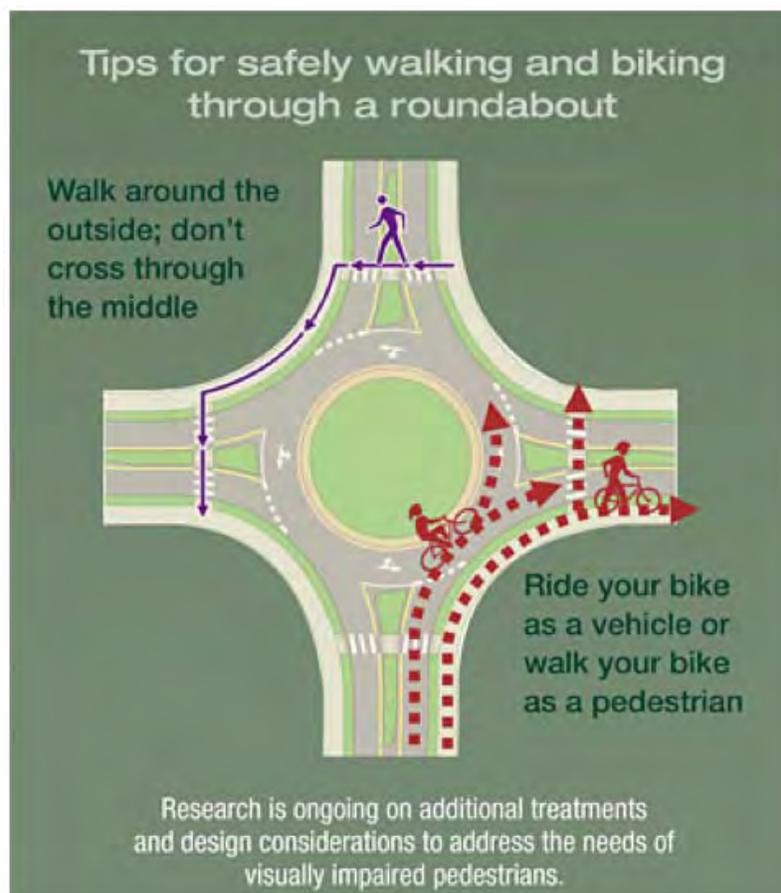
Bradenton Beach, FL,  
Intersection of State Routes  
684 and 789

## After

Zero pedestrian fatalities in over 8



# Roundabouts and Bicyclists



Source: FHWA



Montpelier, VT



Davis, CA

## Reactions to Roundabouts

"Personally, I love them, and I'll tell you why. You only have to stop one lane of traffic, then go to the middle and wait. The cars can't go much faster than 20 mph through the roundabout so the crossing aspect is great."—*Denise Haltom, School Crossing Guard, Suamico, Wisconsin, Green Bay Press-Gazette, February 6, 2001*

"We have had a lot of people not very happy about the idea of roundabouts, but after they are constructed, those fears mostly go away."—*Brian Walsh, Washington State Department of Transportation, Seattle Times, June 5, 2002*

"We all know people speed up to get through a yellow light. But at the roundabout, all the vehicles have to slow down ... we have almost 50 roundabouts now, we have a lot fewer personal injuries. We have fewer fatalities."—*James Brainard, Mayor, City of Carmel, Indiana, [www.nbc17.com](http://www.nbc17.com), November 8, 2007*

## Pedestrian and Bicyclist Safety at Roundabouts

- North America now has close to 10,000 roundabout years
  - zero reported pedestrian fatalities
  - zero reported bicyclist fatalities
  - 18 reported motorists fatalities, usually DUI who kill only themselves (roundabouts serve as "drunk catchers")

That's equivalent to one motorist fatality every 555 years of a roundabout's operation.

## Narrow Road with Narrow Nodes: Road Diet With No Intersection "Widening"

- Motorists do not see the safety advantages of road diets for motorists, bicyclists and pedestrians
- Motorists do notice and complain about:
  - longer queues and longer delays caused by narrowing the road without widening the node
  - loss of travel lane to bicycle lane (where installed)
- Examples:
  - Philo at Colorado
  - Lincoln Avenue between Nevada & Pennsylvania
    - changed from 4-way stop to signals; wider node but less safe
- **Motorists will notice shorter queues and delays when nodes are widened with a roundabout**
- Complete Streets = Narrow Roads + Wide Nodes
  - Narrow road allows bike lanes, medians and/or wider sidewalks or sidewalk buffers
  - Roundabout permits removal of center turn lane near, freeing up another 10 to 12 feet for sidewalks, medians, bike lanes and/or parking (see La Jolla Boulevard, San Diego)

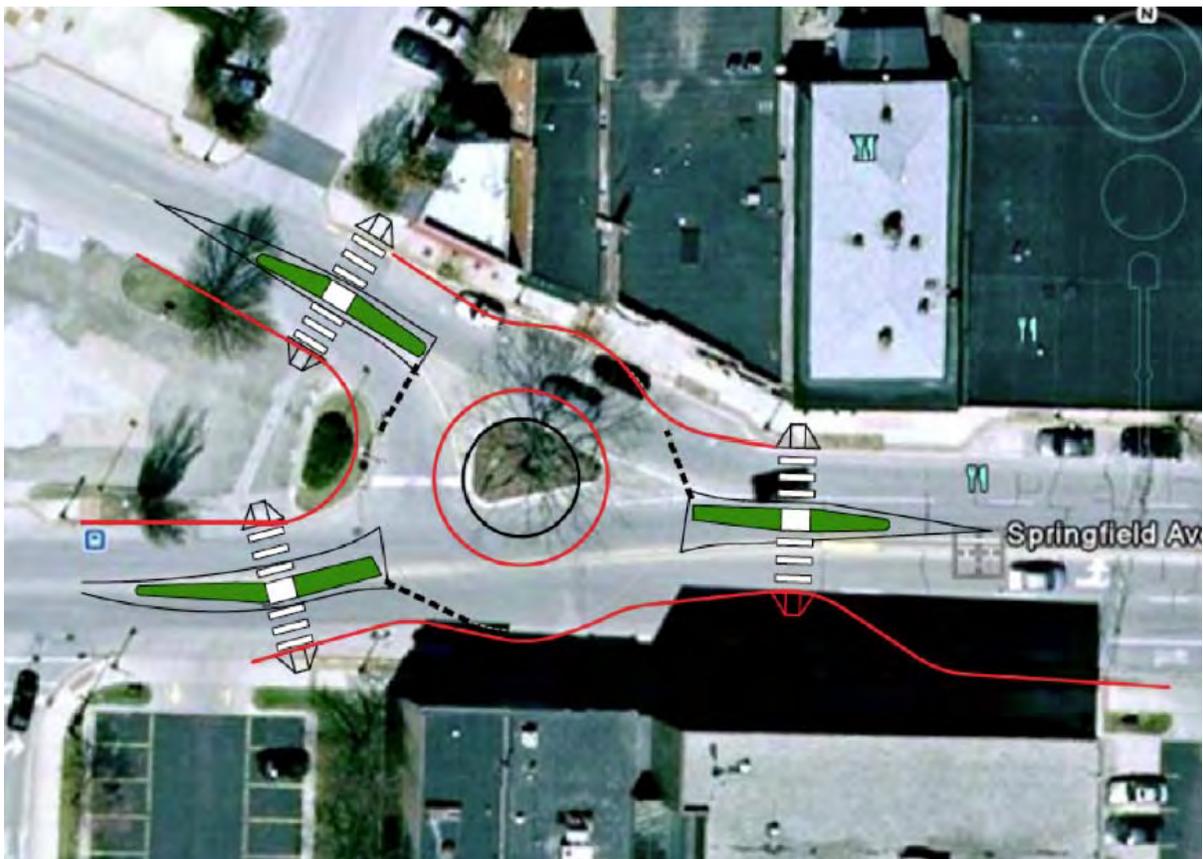


Downtown Urbana's Wide Roads & Narrow Nodes

## Main & Springfield: Existing



## Main & Springfield: Roundabout Design Sketch



Design sketch courtesy of Scott Batson, Portland, OR

# Road Diet + Bike Lanes + Roundabouts



Main Street, Hamburg, NY (U.S. 62, truck route)

ALTERNATE STREET DESIGN, P.A.

NOVEMBER 10, 2008

## La Jolla Boulevard, San Diego, Ca.

Wins awards from APWA, APA, and ULI in 2008 for road design, community participation and smart growth.

### A Main Street Conversion

Concept by Michael J. Wallwork



**Objective:** Create a people friendly design that would calm traffic, avoid traffic diversion to, and calm traffic in parallel residential streets, increase on street parking and assist with re-development of the Bird Rock village.

**Challenge:** Create a design from the wide five-lane road shown below that carries 22,000 vehicles per day and meet the above objectives.



**Solution:** A two lane road with a median, angle parking and most important, five one lane roundabouts in 3,400 ft.

#### PROCESS AND DESIGN

Alternate Street Design, P.A. teamed with Dan Burden to conduct a charrette in 2003. The resulting concept plan included 5 one lane roundabouts within a half mile. The cross-section was changed to include a median, one lane each direction, angle parking on one side and parallel parking on the other and safety lanes to facilitate parking, and access into and out of parked vehicles.



Michael J. Wallwork, P.E.  
Alternate Street Design, P.A.  
[Mjwallwork@comcast.net](mailto:Mjwallwork@comcast.net)  
(904) 269-1851

Client: Mike Arnold, P.E.  
City of San Diego  
(619) 533-3754  
[marnold@sandiego.gov](mailto:marnold@sandiego.gov)



La Jolla Boulevard, San Diego (photo by C. Smyth, used with encouragement)



La Jolla Boulevard, San Diego (photo by C. Smyth, used with encouragement)

# Renovating Downtown Urbana's Streets Using Road Diets & Roundabouts ->

- Dramatic safety improvements for motorists, bicyclists & pedestrians
- Reduce congestion for all users
  - no waiting at stoplights
  - no stopping at stop signs (yield instead to a single stream of traffic)
- Reduce fuel use, pollution, carbon emissions, noise, vehicle wear
  - save 30,000 to 300,000 gallons of gasoline per year compared to traffic signals
- Reduce cost (no signal installation, operation or maintenance)
- Improve attractiveness of downtown (planted islands & medians & wider sidewalks vs. stoplights)
- Attract pedestrians, bicyclists, transit users & motorists to make downtown Urbana the place to go and be
- Win<sup>6</sup>

## Goals of City Council and Mayor ([pdf](#))

Under Goal 5 of "Environmental Sustainability:

- *Adopt a **complete streets policy**. Include alternative roadway configurations, such as bike boulevards, that give priority to pedestrian, bicycle and public transit modes. For intersection projects, include **roundabouts**, and other technologies among the alternatives considered.*

# Road Diet & Roundabout Myths

Myth 1: Road diets cannot be used on roads with average daily traffic (ADT) volume approaches or exceeds 20,000 vehicles

Myth 2: Roundabouts take up too much space

Myth 3: Roundabouts are too expensive

Myth 4: U.S. motorists reject roundabouts (true initially)

Myth 5: U.S. motorist cannot learn to use roundabouts

Myth 6: Roundabouts are dangerous for bicyclists and pedestrians

(see [here](#) for more roundabout myths)

## Roundabout Videos

- [New FHWA video on roundabouts](#)
- [Time-lapse of roundabout in Hamilton, Ontario](#)
- [Pedestrians at MSU two-lane roundabout](#)
- [Mini-roundabout with cyclists at Dimondale, MI](#)
- [Clearwater, FL two-lane roundabout with pedestrian](#)
- Compare with
  - [Missouri red-light running violations 2008](#)
  - [Red-light running accidents](#) (must be 18 yrs+ to view)