

THE **MAYORS' INSTITUTE**  
ON CITY DESIGN

West Regional Session  
Indianapolis, IN  
November 8-10, 2017  
**Meeting Summary**

U.S. Conference of Mayors  
National Endowment for the Arts

*Addressing Civic Challenges  
Through Design*



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URBANA

# CRITICAL JUNCTURE FOR 16-ACRE / 9 SQ BLOCKS LINCOLN SQUARE SITE

- Landmark Hotel is closed and for sale.
- Health Alliance and Carle HR are vacating office space in mall
- MCORE project will rebuild Green St.
- Community desire for housing and more activity downtown
- City of Urbana facility planning underway
- Other public entities looking for space



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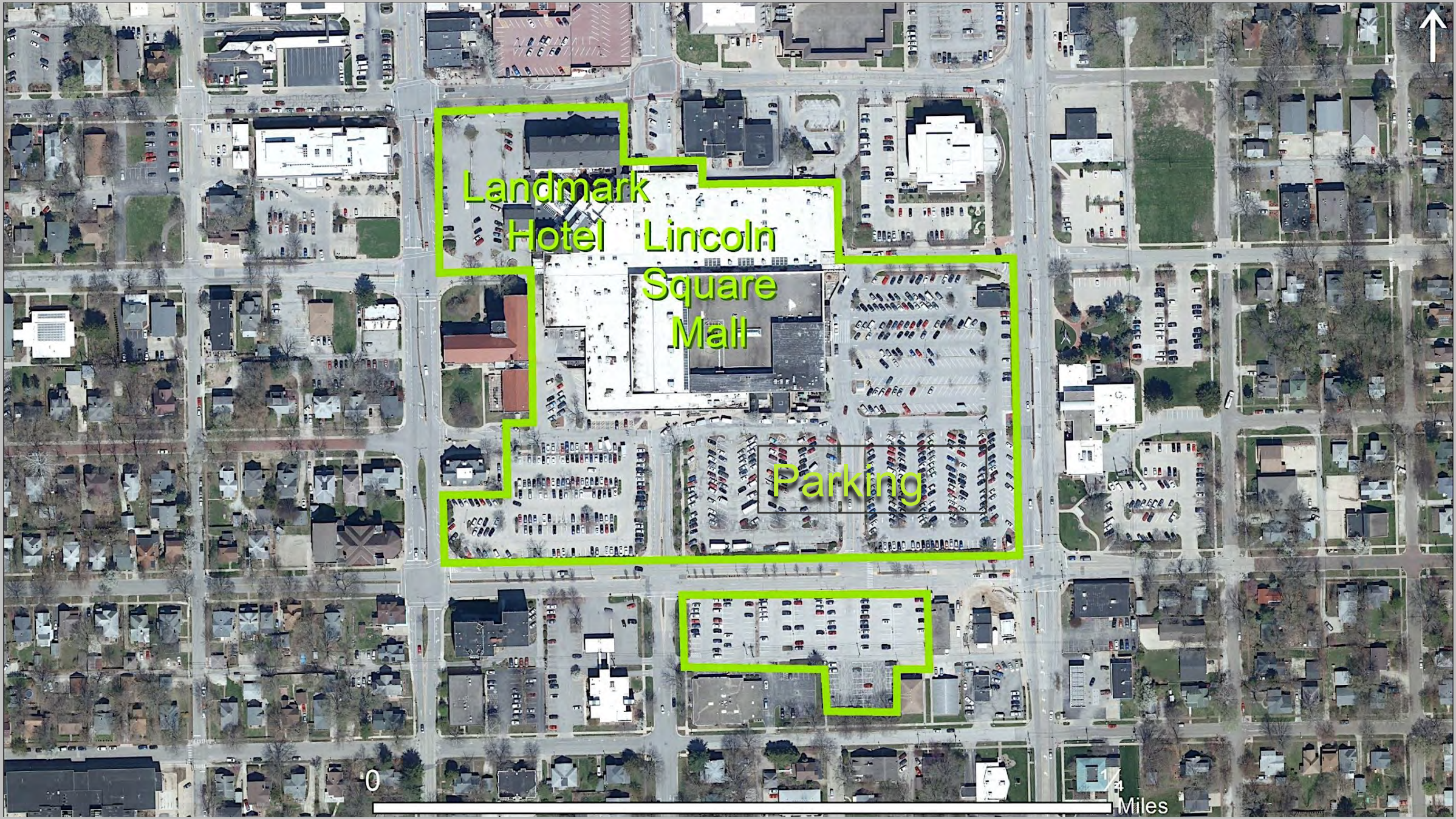




- 3 owners
- 16 acres
- 9 sq blocks
- **LOCATION !!!**
- Transit
- Green St. link
- TIF, EZ
- City Hall
- Main St.

**STUDY SITE: Hotel, Mall, Parking**





Landmark  
Hotel Lincoln  
Square  
Mall

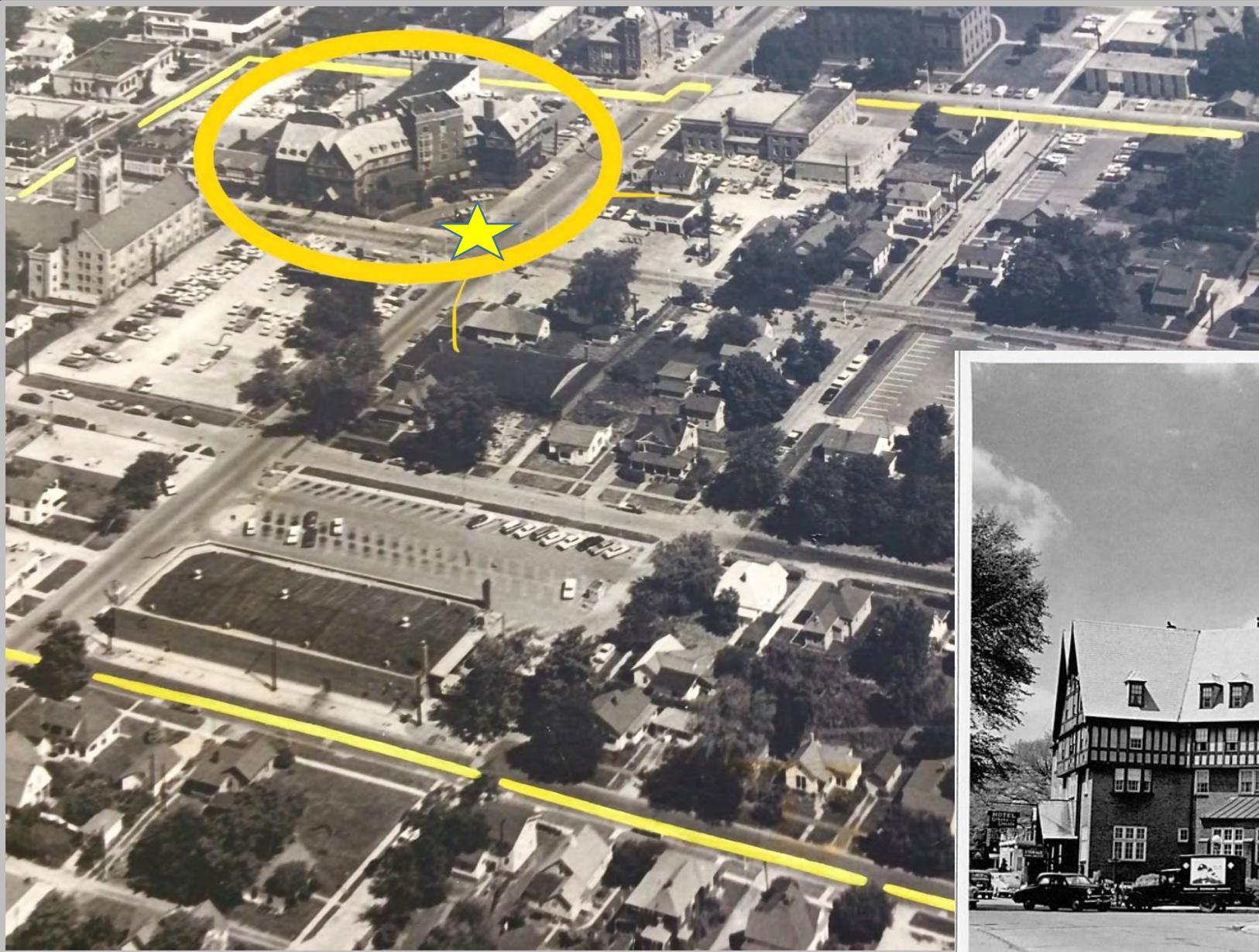
Parking

0

1/4  
Miles







## Urbana Lincoln Hotel

- Local historic landmark
- Original built in 1924
- Architect: Joseph Royer
- Broadway and Green

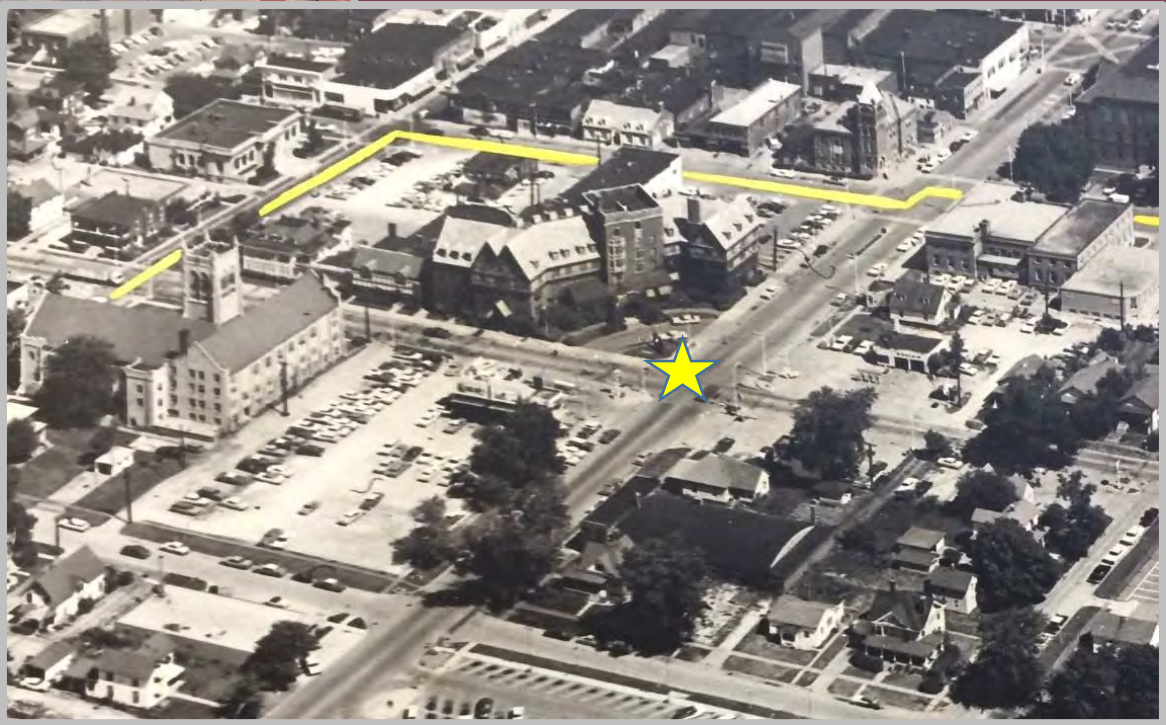


**THEN**



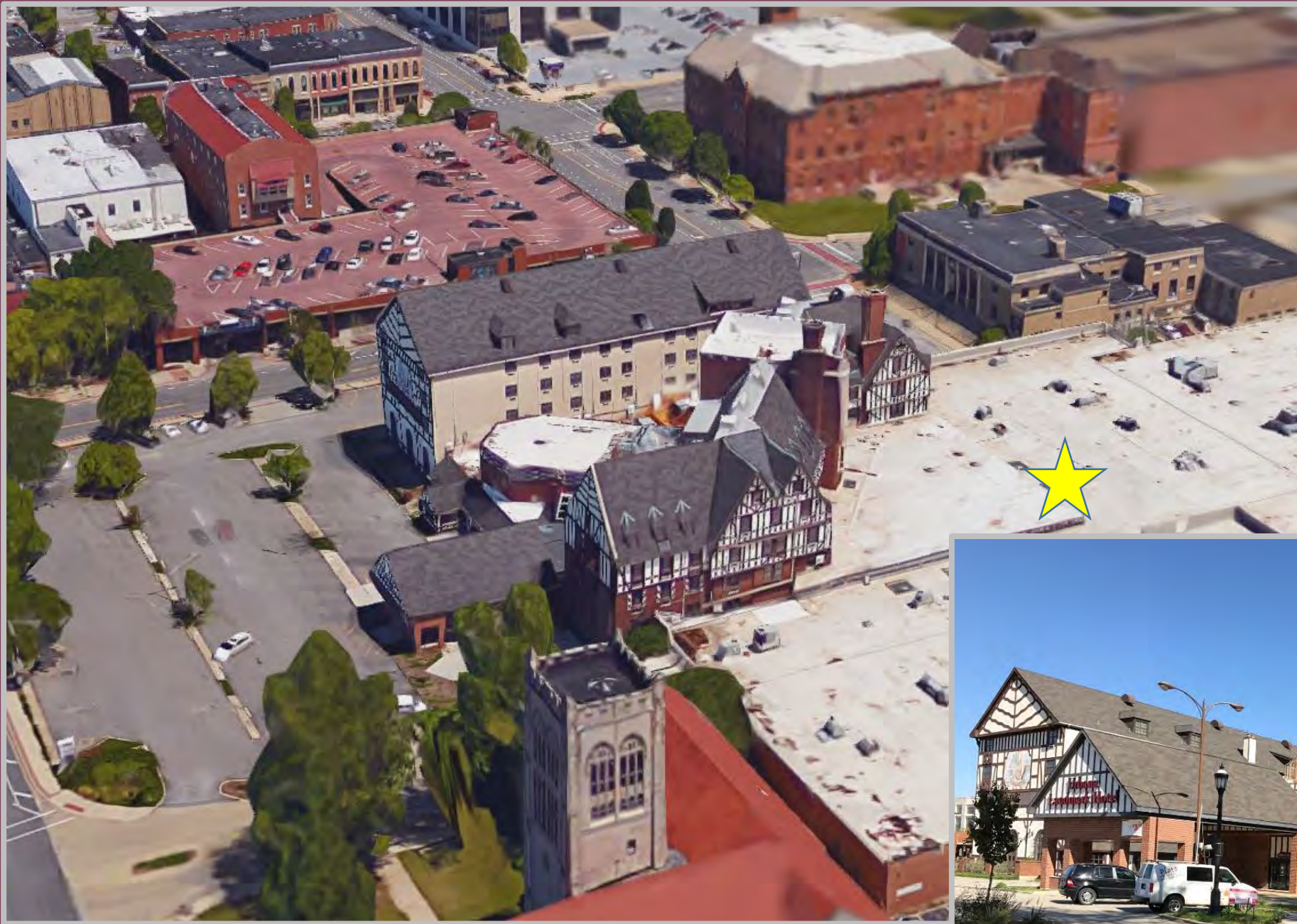


# Urbana Landmark Hotel



**NOW**





Back door of the  
hotel became  
the front door







Front door  
opened into  
the mall





## Urbana Landmark Hotel

- Multiple owners
- Jumers addition built in 1982
- Two foreclosures in 2000's
- Purchased in 2010 for \$600,000
- Repaid \$1 M city incentives
- Closed in 2015
- Auction: 12/11/17
- Rejected bid of \$3.95 million



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# LINCOLN SQUARE MALL 1964



***THEN***



# LINCOLN SQUARE MALL

- Opened in 1964
- Architect: Victor Gruen
- One of first enclosed downtown malls in U.S.
- Carson Pirie Scott was first anchor tenant and investor
- National Register of Historic Places
- Enveloped front façade of hotel



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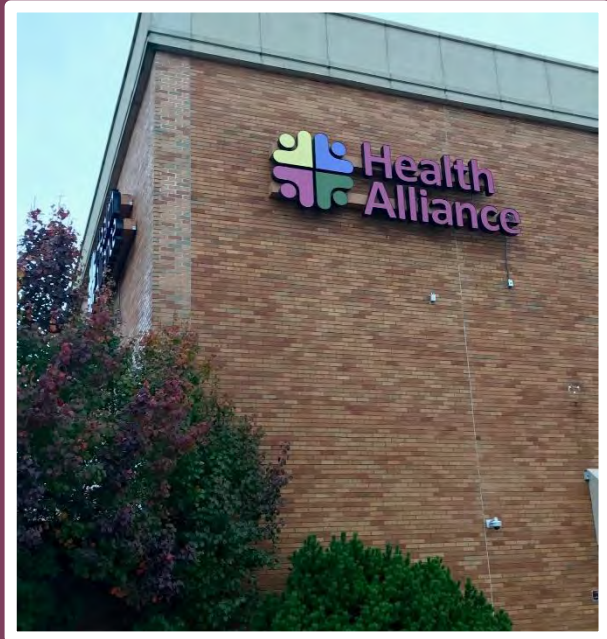


**NOW**

## CURRENT TENANTS

- Healthcare (100,000 sq ft)
- Legal
- Entertainment
- Fitness/yoga
- Religious
- Restaurant
- Food Co-op
- Retail
- Events and activities
- Hours: 5 am-11 pm M-F
- 7 am-7 pm S-S





Healthcare tenants will vacate 100,000 sq ft of office space in 2018 (800 employees)





# EVENTS

Read Across America  
Market in the Square  
Home and Garden  
First Fridays  
Train Show  
Walkers and dancers



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# Art Coop



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# Spark Museum & Play Cafe



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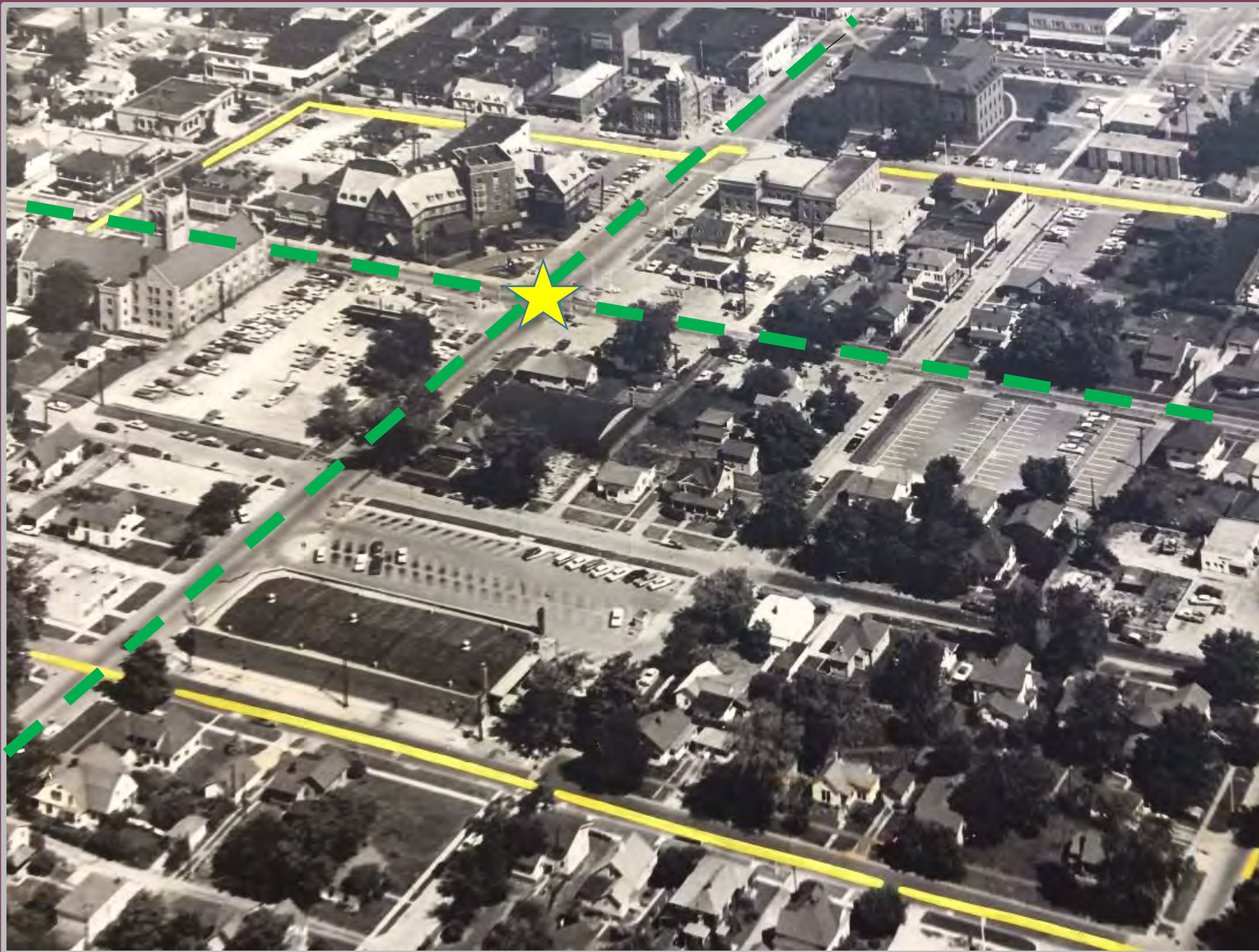


# Common Ground Food Co-op



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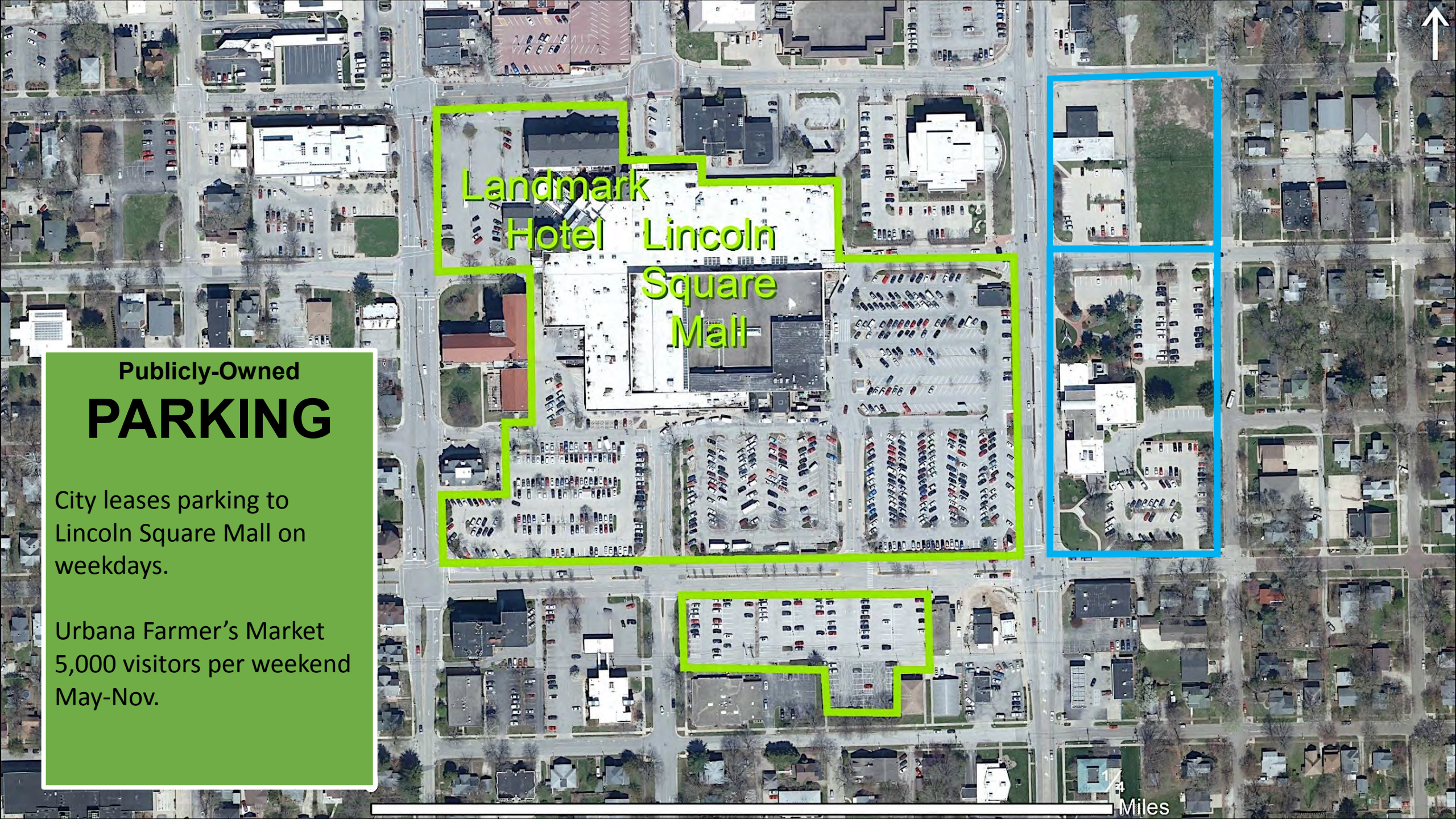
Bicycling on Broadway





Strolling on Green Street





Landmark  
Hotel Lincoln  
Square  
Mall

Publicly-Owned  
**PARKING**

City leases parking to  
Lincoln Square Mall on  
weekdays.

Urbana Farmer's Market  
5,000 visitors per weekend  
May-Nov.

1/4  
Miles





# Where Do We Start?



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## Mayors

Bismarck, ND  
Laramie, WY  
Iowa City, IA  
Hoffman Estates, IL  
Champaign, IL  
Urbana, IL  
Wauwatosa, WI

## Resource Team

Architects  
Landscape Architects  
Community Land Use & Dev.  
Transportation Planning

**Ball State University College of Architecture and Planning**



# Tips for Civic Architecture

a.k..a. Learning from OKC

1. Think of Architecture in terms of **urban form**, *not building form*.
2. Foster a sense of *any* history by **reusing existing buildings** whenever possible.
3. When you're considering a *special new building*, sponsor a **design competition!**
4. If you can't conquer gaps with *density*, bypass them with great and **connected civic places**.
5. **Engage university design (ARCH/LA) students** as a means to *stay ahead of development*.



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# URBAN

*a **CRITICAL MASS** of people and resources gathered in a way that facilitates significant human **RELATIONSHIPS***



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Create people places



# The Secret to Happy Traffic Engineers

Jennifer Pyrz, PE

Indianapolis, Indiana



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# WORKSHOP BRAINSTORMING

- Focus on connectivity between UIUC, Main St., high school/middle school/park district campus via Green St., Broadway Ave., University Ave and neighborhoods on either side.
- Transit connections between UIUC, downtown, OSF & Carle (BRT)
- Re-activate street grid and streetscape on site: pedestrian, vehicular, both?





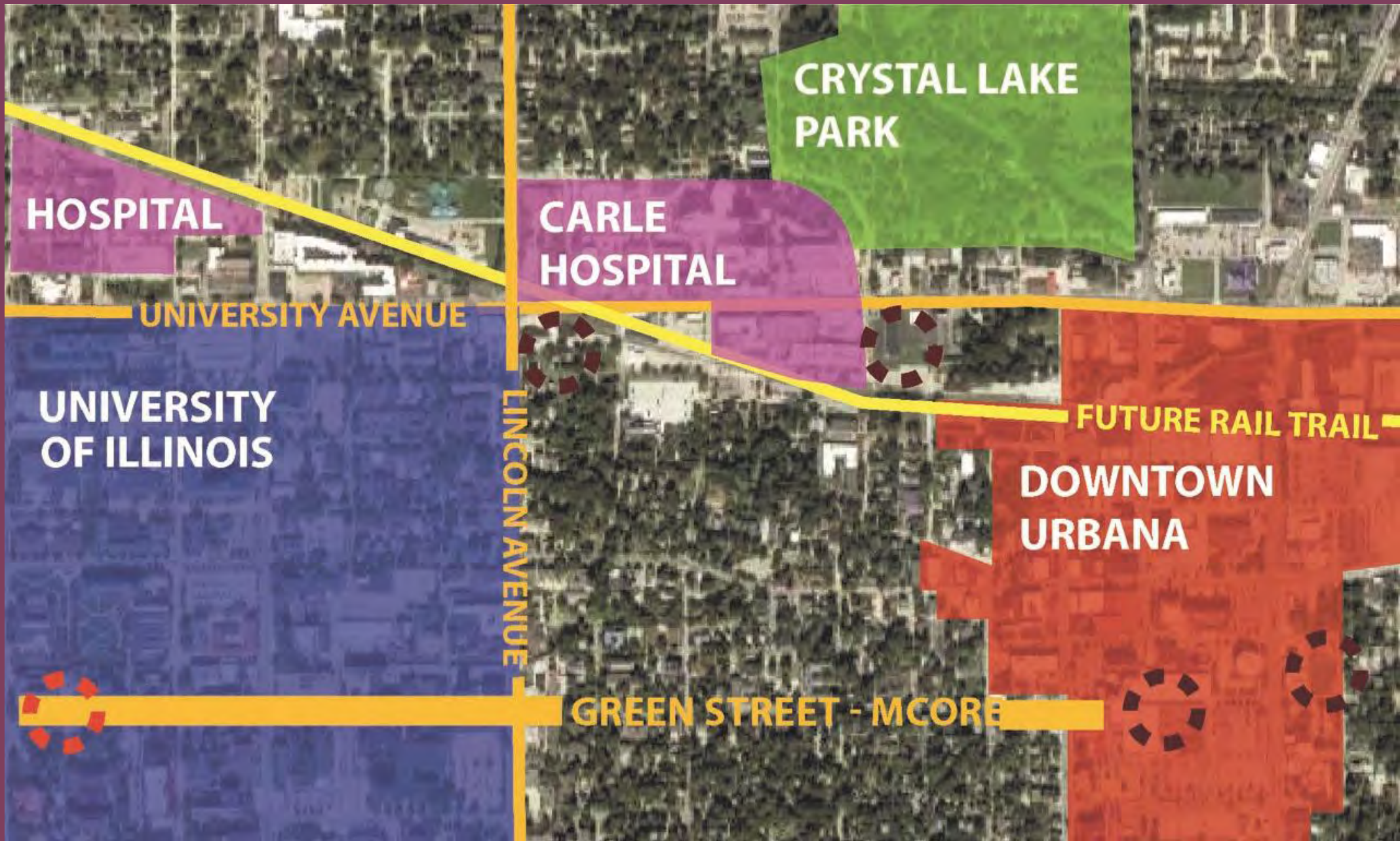




Photo: T.J. Blakeman



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- **BRAINSTORMING (CONT)**

- “Liberate” the hotel from the mall.
- “Re-skin mall components
- Potential new mall tenants: educational, research and tech, government, arts and entertainment.
- Add residential and mixed use “nodes” in parking lots.
- Civic green, public plaza, Market at the Square



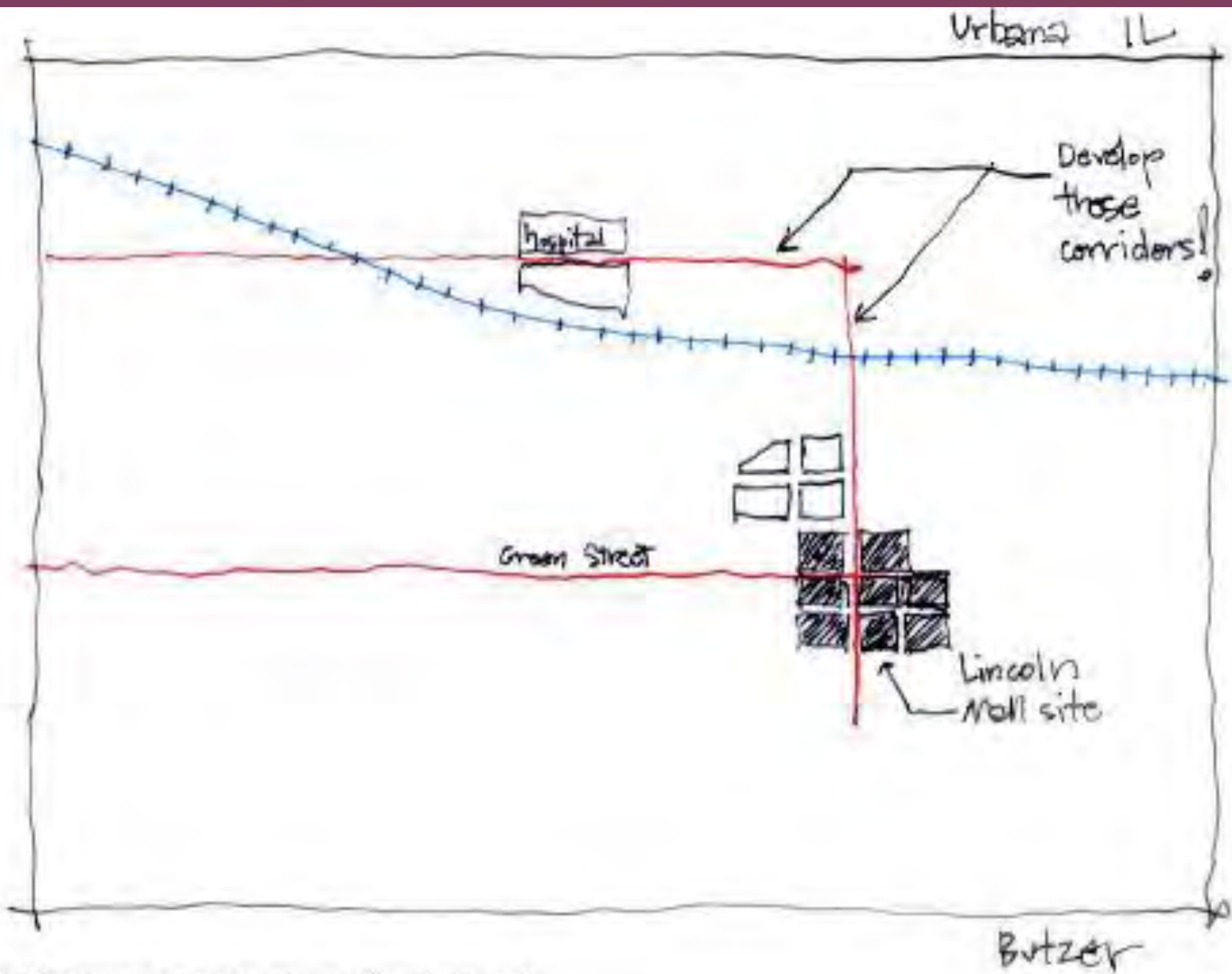
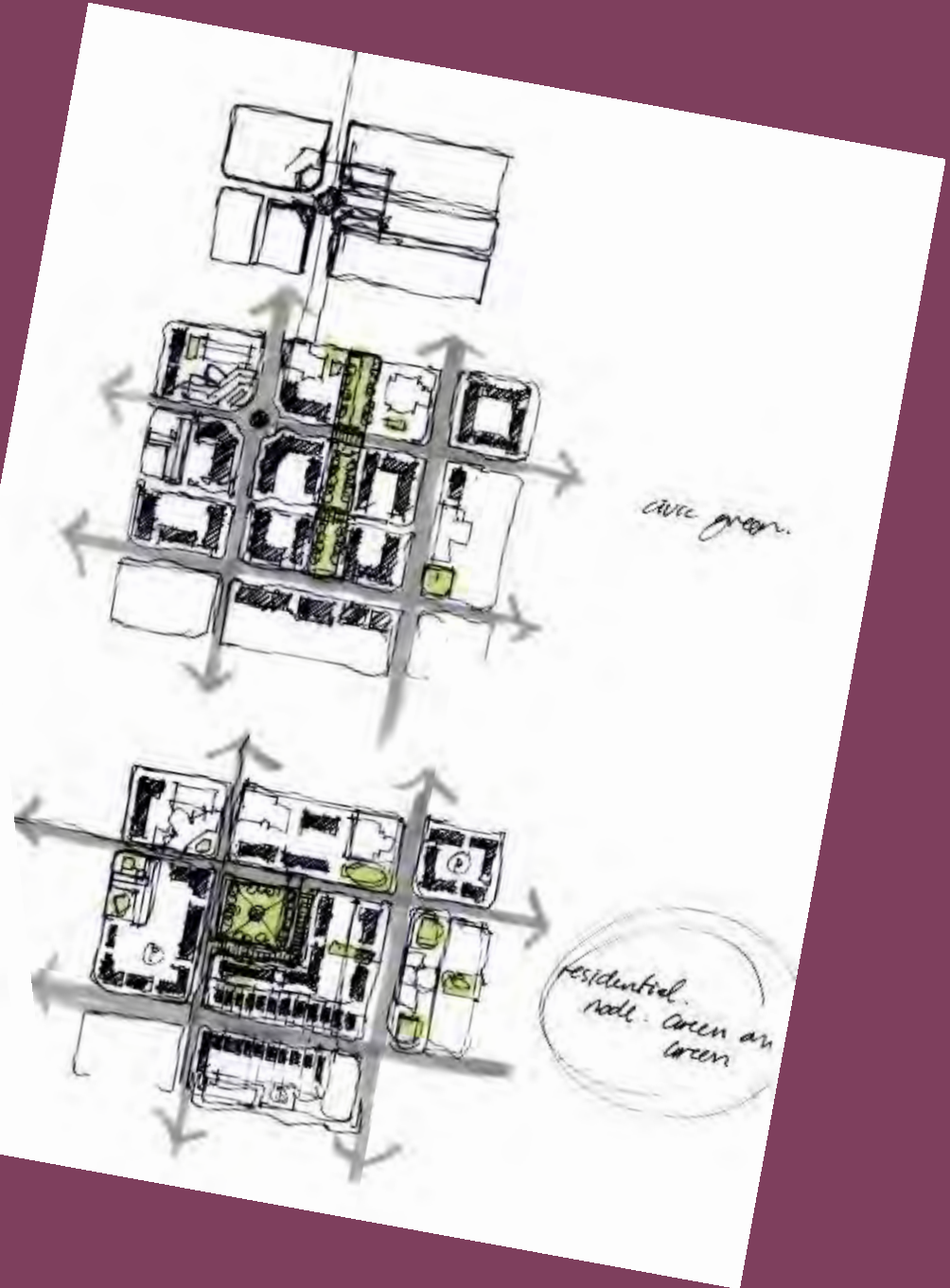
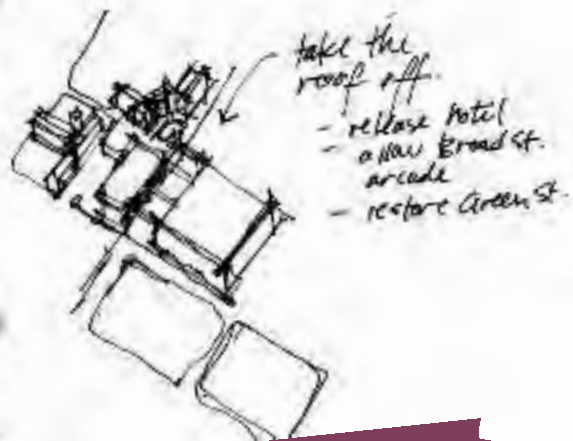


Figure 18: Resource Team Member Hare Butzer's sketch for Urbana, IL







# TAKE AWAYS

- Work with the community to develop a vision for the entire site.
- Explore connectivity within the site and between important nodes in the community.
- Make it a place where people want to BE.



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# WHAT'S IN YOUR SQUARE?

**WHAT:** Public engagement to capture community ideas

**WHO:** Residents, employees, neighbors, tenants, business owners, visitors, students, government

**HOW:** In-person, online, multiple venues

**WHEN:** March-May, 2018

**THEN WHAT?** Compile and share results to inform vision to action.



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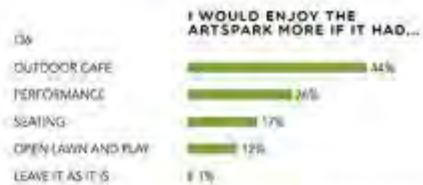
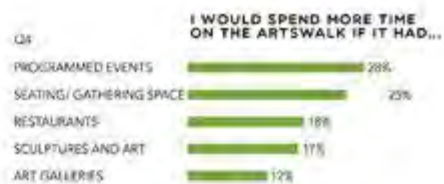
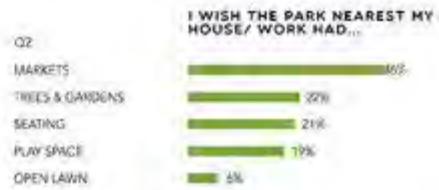
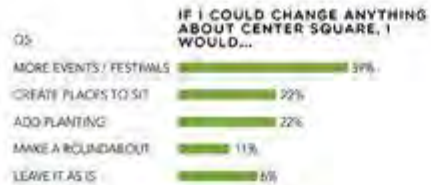








WHAT DO YOU THINK?



Source: 09/05/2014 Community Engagement Dot Voting Exercise

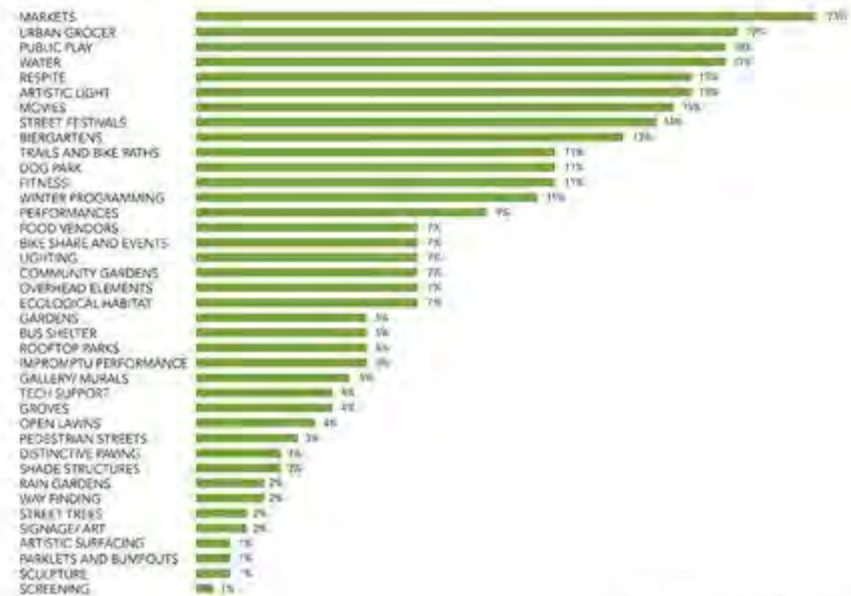
"WHAT I WANT TO EXPERIENCE IN THE STREETS & PLAZAS OF CENTER CITY ALLENTOWN..."

(Each participant had three votes; 3 represents the overall percentage of voters selecting each category)



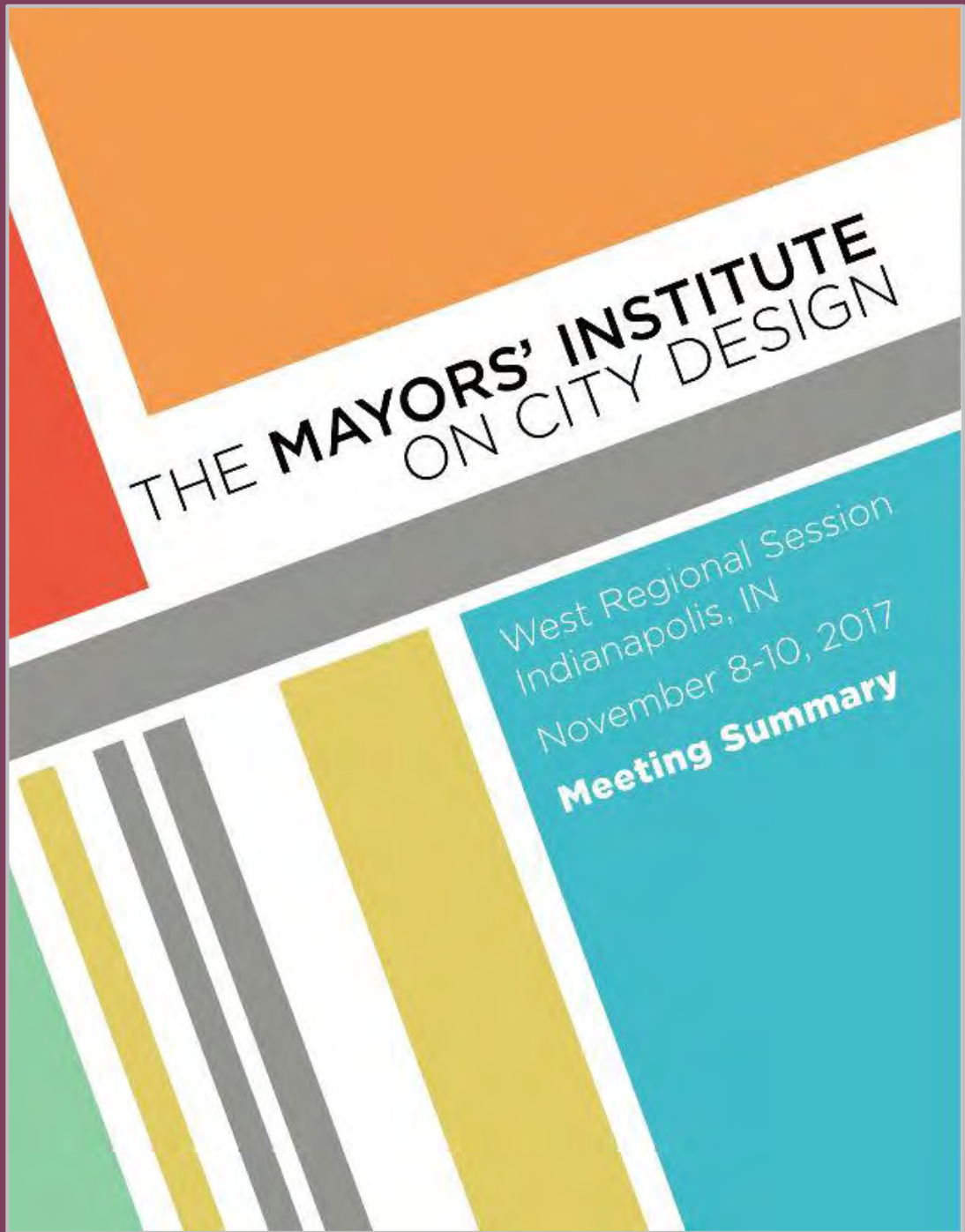
YOU!

1 2 3 STAKEHOLDERS USED 3 DOTS TO VOTE FOR THEIR FAVORITE IDEAS



Source: 09/05/2014 Community Engagement Dot Voting Exercise





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