



DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

m e m o r a n d u m

TO: Bruce K. Walden, Chief Administrative Officer
FROM: Elizabeth H. Tyler, AICP, Director
DATE: November 4, 2004
SUBJECT: Philo Road Business District Revitalization Report And Action Plan

INTRODUCTION

The purpose of this report is to relate the results of studies and actions taken to revitalize the Philo Road Business District and to present the Philo Road Action Plan. The neighborhood has experienced the closure of several large retailers in the past two years. The closing of Kmart, Jerry's IGA, and previously, the Jewel Store, has caused concern within the community, City Council and staff. To determine what action could be taken to address this issue, a review of current neighborhood economic conditions and subsequent study was undertaken. Immediate actions were identified by the Mayor, City Council and staff, which were implemented to initiate revitalization of the Philo Road Business District as soon as possible.

On August 3, staff presented to Council a Report on the Economic conditions in the Philo Road Business District. This review of economic data revealed several important economic trends impacting the area including traffic patterns, market trends and new housing developments. The report also examined the effects of these trends on the Business District.

The economic trends impacting the Philo Road Business District included national retail market shifts and local development patterns. National market shifts to deep discounted, super-sized retail formats that required interstate access and the inability of some chains to compete in that arena led to the retraction of retailers such as K-Mart. Local development trends included the movement of Route 130 to Highcross Road, thus designating Philo Road as a secondary arterial and the development of North Market Drive and Neil Street in Champaign as the regional retail center, all of which drew traffic and market share from the Philo Road Business District. The area's real estate has historically been actively traded between existing businesses and new ventures. The result of these trends is a neighborhood business district that provides necessities and convenience goods, professional and personal services, office space and dining and entertainment to Urbana, specifically the Southeast neighborhoods.

A positive local trend is the high rate of housing development in Southeast Urbana, which has increased population in the service area and helped stabilize sales and traffic levels in the business district. Scheduled infrastructure improvements will provide improved access to these developing neighborhoods.

These conditions may present opportunities for the Sunnycrest/Philo Road Business District to stabilize, reduce vacancies and provide goods and services to surrounding neighborhoods.

ISSUES

More study was conducted to determine the most feasible types of redevelopment in the Sunnycrest/Philo Road Business District, or changed uses. Developers, businesses, residents and staff completed and analyzed survey information that was used to identify consumer and development markets. Issues that were to be addressed using survey results included:

- ◆ What types of goods and service are desired in Sunnycrest/Philo Road Business District’s market?
- ◆ What will be needed to stabilize existing businesses and establish new ones?
- ◆ Some assistance is available, are any other programs needed to assist identified businesses sectors and entrepreneurs?
- ◆ What practices and projects can be instituted by SE Urbana Neighborhood Business Group and the City to make the area and current businesses more attractive?
- ◆ What redevelopment should be done with sites that no longer have commercial viability?
- ◆ What impact will development along Route 130 have on the Sunnycrest/Philo Business District and how should redevelopment be adjusted.

BACKGROUND

The Sunnycrest/Philo Road Business District is centered on the 1700 to 2000 blocks of south Philo Road and is generally circumscribed by Florida Avenue to the north, Mumford Drive to the south, Cottage Grove Avenue to the west, and Sunnycrest 1 and 2 Apartments to the east. The area contains a mixture of neighborhood commercial business ranging from professional and personal services, to retail, restaurants and entertainment venues and convenience stores. The Sunnycrest/Philo Road Business District is anchored in the Southeast Urbana Business District as exhibited in the attached map from the “2002 Comprehensive Plan Update – Existing Conditions Report”. The surrounding neighborhoods contain moderate to upscale single-family housing and multi-family housing, as well as commercial uses.

History

The Sunnycrest/Philo Road Business District served as a regional retail district in the 1960s, 1970s, and 1980s. Stores, such as IGA and Walgreen’s, were anchors in the Sunnycrest Mall. Other prominent retailers, such as Kmart and Kroger, were also former residents of the area. These retailers accessed their markets via Illinois Route 130, which ran on Philo Road until 1991, when it was relocated east to High Cross Road. High Cross Road/Route 130 now serves as the major north-south arterial, connecting to the major east-west arterial, Windsor Road. Philo Road is now a minor arterial conveying neighborhood traffic to and from Windsor and High Cross Roads. Average Daily Traffic (ADT) counts increased more rapidly on High Cross Road/Route 130 after 1991. See Table 2.1 and Attachment A.

At this same time, Prospect and Neil Streets north of I-74 opened and saw significant growth in ADT counts. The routes served the developing “big box” mass merchandising area that became the current regional retail center. Also, ADT increases were seen on south Neil Street. It is interesting to note that Philo Road traffic counts remained relatively level after 1991.

TABLE 2.1 SELECTED AVERAGE DAILY TRAFFIC [ADT] COUNTS						
Street	1965	1971	1981	1991	1996	2001
PHILO N OF FLORIDA	3200	4600	8800	8600	9600	11600
PHILO S OF FLORIDA	3350	5100	10800	11900	11400	11800
PHILO S OF COLORADO	3350	5100	6900	9700	9900	9400
PHILO N OF WINDSOR	NA	3900	4500	6400	6300	6700
HIGH CROSS S OF US150	NA	350	3500	4350	6100	7200
HIGH CROSS N OF WINDSOR	NA	500	950	4200	5300	7000
PROSPECT S OF I -74	NA	17300	18300	16400	34900	47400
PROSPECT N OF MARKETVIEW	NA	NA	NA	4150	11100	18300
PROSPECT S OF MARKETVIEW	NA	NA	NA	17400	25500	31200
NEIL S OF ANTHONY	NA	NA	NA	16000	17700	18800
NEIL ST N OF MARKETVIEW	NA	NA	NA	7800	8300	9300

Source: CUUATS

Strong shifts in the national retail market continued throughout this timeframe. Mass merchandisers became “big boxes”, and then became super and mega centers. With the super-sizing of retail chains, specified store designs and interstate freeway access to achieve higher levels of customer convenience became standard facility criteria. This is locally evidenced by relocation decisions made by the Best Buy and Menards Corporations. Smaller scale retail business likewise focused on accessed-based real estate performance standards. Even in the Sunnycrest/Philo Road Business District stores moved into larger spaces to accommodate a broader selection of merchandise, or ceased operations, and other retailers took their space.

Current Uses

The commercial buildings in the Sunnycrest/Philo Road Business District serve a variety of neighborhood business purposes as seen in the attached Business District Map. The most prominent uses are drug & discount centers, grocers, video stores, convenience stores, gas stations, hardware, fitness centers, professional offices, personal grooming, and finance, insurance and real estate services. A more comprehensive usage is listed in the attached Sunnycrest/Philo Road Commercial Area Business Inventory.

The current zoning for most of Sunnycrest is a mixture of B-1 and B-3 General Business. The current Comprehensive Plan designation for the Sunnycrest commercial area is “Commercial”. Staff is in the process of completing an update to the current 1982 Comprehensive Plan. Within the draft update the

Comprehensive Plan Steering Committee has recognized the Sunnycrest Area is appropriate for “Community Business Uses”. Draft future land use maps for the Comprehensive Plan Update also describe a possibility for a mix of residential uses as a possible redevelopment scenario in parts of Sunnycrest.

The current use profile of southeast Urbana indicates neighborhood commercial employment of property. Those goods and services that lend themselves to convenience, necessity or niche markets that serve residential neighborhoods are established there. Gift and specialty shops such as the Grapevine Boutique and Razzle Dazzle represent target niche businesses that hold some potential. Some other entrepreneurs have examined the area with intentions of opening new and unique businesses that serve the surrounding neighborhoods. Efforts to assist owners of vacant buildings continue and are illustrated in the attached Southeast Urbana marketing profile.

Development Patterns

The service area of the Sunnycrest/Philo Road Business District includes the fastest growing neighborhoods in Urbana. Southeast Urbana has experienced significant housing and commercial growth and is poised for additional development. Additional office, housing and retail development along the South Philo and Windsor Road corridors will increase the area’s commercial potential, as well as provide some competition to the Sunnycrest/Philo Road Business District.

Current demographics show a population growth trend of 6.11% in the immediate area. Households have increased 10.59% in the same period, demonstrating the impact of housing development in the area. An average household income of \$39,396 is the present economic base to support a neighborhood commercial district. Table 4.1 provides more demographic data.

Table 4.1 Demographics			
Description	1 mi.	3 mi.	5 mi.
2003 Total Employees	10,605	56,403	87,538
2003 Total Establishments	337	2,341	5,093
2003 Population	11,978	64,661	106,528
2003 Households	5,692	23,899	42,900
1990-2003 Population Change	690	2,152	3,635
1990-2003 Population Change %	6.11%	0.24%	3.53%
Household Growth 90-03	545	1,723	4,093
Household Growth 90-03%	10.59%	7.77%	10.55%
2003 Median HH Income	\$39,396	\$28,903	\$36,511
2003 Per Capita Income	\$24,472	\$14,267	\$19,634
2000 % Housing Units Occupied	95.37%	93.52%	94.06%
2000 % Housing Units Vacant	4.65%	6.48%	5.94%
2000 % Owner Occupied	48.18%	32.32%	42.09%
2000 % Renter Occupied	47.17%	61.20%	51.97%
Average Age	37.84	29.96	32.41
Median Age	38.68	24.14	28.71

Source: Loopnet

Housing developments in southeast Urbana have grown at increasing rates and are anticipated to continue. Recent notable annexations include Stone Creek development at Windsor Road and Route 130 with 431 acres, East Gate at South Philo and Windsor Roads with 109 acres, Beringer Commons at Route 150 and 130 with 110 acres of land, and most recently, the Ridge with 5.5 acres and the Golladay Tract with 31 acres of land east of Philo Road. Table 4.2 illustrates total potential housing growth in current developments.

Table 4.2

New Household Construction Completed Developments

<u>Development</u>	<u>No of Homes</u>
Single Family Residences	
Fairway Estates Subdivision	49 homes
Eagle Ridge Subdivision	933 homes
South Ridge Subdivision	51 homes
Prairie Winds Single Family Residences	29 homes
Prairie Winds Duplex	42 homes
Lincolnwood Subdivision	56 homes
Stone Creek Subdivision	554 homes
Savannah Green Subdivision	50 homes
<u>The Ridge</u>	<u>20 homes</u>
Total Single Family Residences	1,784 homes
Multi-Family Residences	
Amber Point Apartments	250 units
<u>Prairie Winds Senior Apartments</u>	<u>70 units</u>
Total Multi-Family Residences	320 units
Grand Total Residences Upon Development Completions	2,104 residences

Infrastructure

The Sunnycrest/Philo Road Business District is the locus of intersections for various infrastructures. As a minor arterial, Philo Road accommodates traffic from the feeder streets Colorado Avenue, Florida Avenue and Mumford Drive within the business district. This currently generates average daily traffic counts of 9,900 south of Florida Avenue and 9,400 south of Colorado Avenue.

Improvements to these streets, which will impact the Sunnycrest/Philo Road Business District, are planned and are under construction. The extension of Colorado Avenue and bike path to Stone Creek Boulevard will occur in 2004. Reconstruction of Philo Road from Colorado to Mumford is scheduled for construction in 2006. This \$1.2 million project will widen Philo Road to three lanes and install new curb and gutter and construct a signalized intersection at the junction of Colorado Avenue and Philo Road. These road extensions will link the Sunnycrest/Philo Road Business District directly to some of the fastest growing residential developments in the region.

Bike paths are established in the neighborhood, including a path on Philo Road that extends to Windsor Road and the system at Meadowbrook Park. Florida Avenue bike paths are scheduled for extension in 2006 and 2007. An extension of bike path system north of Florida Ave. is planned in the long-term portion of the CIP and will be addressed upon availability of funds.

The Champaign-Urbana MTD services the Sunnycrest/Philo Road Business District seven days a week.

Existing Assistance Programs

Several programs are available to assist businesses in the Business District. The Philo Road Business District Redevelopment Incentive Program has been revised to more effectively provide loans and grants to businesses that locate in vacant buildings, expand or develop available outlots. Development agreements in the Philo Road Business District can be negotiated for projects that provide desired services to the community. Development Finance Programs from the Champaign County Regional Planning Commission can assist businesses to start-up or expand.

ACTIONS TAKEN

The Mayor, Council, businesspeople, citizenry and staff have already taken a number of actions towards the revitalization of the business climate in the Philo Road Business District including the following:

- ◆ Road Construction is now occurring on Colorado Avenue and is planned on Philo Road in 2006 to include three lanes, curb, gutter and a signalized intersection at Colorado Ave.
- ◆ A Philo Road Business District Directory has been produced and was presented to the Southeast Neighborhood Business Group.
- ◆ Improved directional and welcome signage has been designed and locations have been designated on Windsor Road, Florida Ave, Cottage Grove and Philo Road. These signs will promote the business district and guide customers and visitors to the area.
- ◆ Welcome banners have been placed on utility poles in the Philo Road Business District in order to make the area more attractive and welcoming.
- ◆ Marketing of existing buildings continues through referrals and direct mail. Consultation continues to be offered to businesses that wish to expand revenues through marketing.
- ◆ Over 540 Resident/Shopper, surveys have being submitted via the Internet and mail.
- ◆ Renovation has begun on the Marathon station at the junction of Florida Avenue and Philo Road.
- ◆ Meetings with commercial developers provided critical insight regarding what kinds of uses are feasible for existing buildings. Meetings will continue to initiate development projects.
- ◆ Retention Visits are being conducted in the Philo Road Business District to get insight from business owners regarding desired development and improvements that should be included in the Philo Road Action Plan.

- ◆ Incentives are promoted to developers and businesses at meetings and retention visits, specifically regarding development agreements and the Philo Road Redevelopment Incentive Program.
- ◆ Two meetings have been held with SE Neighborhood Business Group regarding the Philo Road Action Plan and to get improvement ideas and concerns for the business district.
- ◆ Sites are being cleaned up with prompting from City staff. Blowing refuse is being cleaned up on one site and the shrubs have been trimmed on another. Shopping cart retention is being pursued.
- ◆ Beatification concepts are being developed at City staff meetings regarding landscaping, streetscaping, architecture, signage and nuisance code enforcement. Resulting development scenarios will be offered to business owners and developers as building and landscape design examples.
- ◆ The Philo Road Redevelopment Incentive Program was improved with more flexible and expanded terms.

STUDY RESULTS

To help determine the types of land uses that are most likely to succeed in the Philo Road Business District, a study of the market was conducted. This study consisted of surveys in addition to the review of demographic and development trend data presented in the Report on Economic Conditions in the Sunnycrest/Philo Road Business District. Surveys and meetings were conducted with commercial developers in order to determine what development approaches will succeed in the Business District conditions. Another survey was sent to the members of the Southeast Urbana Neighborhood Business Group to identify desired land uses complimentary to existing businesses in the Philo Road Business District. Two Southeast Neighborhood Business Group meetings were also held to inform the area of current revitalization initiatives and gather input. A Web survey was posted for the public's input regarding redevelopment goals for the area. Special effort was made to garner the input of neighborhoods served by the Business District.

Resident/Shopper Survey

The Philo Road Business District Resident/Shopper Survey was posted on the City of Urbana's web site and sent to 500 random addresses in Southeast Urbana. The survey was also available on paper upon request. Note cards were mailed to 1,000 other random Southeast Urbana addresses to solicit electronic submissions or paper survey requests. A copy of the survey and the statistical results are attached. Highlights and trends are as follows:

The survey reveals that 86% of respondents shop in the Philo Road Business District more than once a week and that 62% shop there 2 to 3 times per week or more. 57% of the surveyed shoppers live more than ½ mile from the business district and 89% travel to the business district by car. These figures explain, in part, the stable traffic counts in the business district and indicate an established primary retail market.

Respondents come to the Philo Road Business District the most to purchase groceries and drugstore goods on 85% of their visits. Personal services and hardware accounted for 50% of shopping trips. The rationale provided for shopping in the business district was mainly convenience, with 89% indicating such. These necessity goods and services are, logically, the basis for the previously mentioned primary retail market.

Other written responses mainly indicated loyalty as another reason for shopping in the Philo Road Business District. This loyalty was evidenced in that 69% of respondents felt they would shop there the same amount upon the opening of a Wal-Mart at Route 130 and University Avenue. Such market character predicts sustainability in the advent of Route 130 development.

Additional businesses desired by shoppers mainly included General Merchandise (68% selected) and Restaurants (65%). Other businesses include clothing, grocery, drug and building/hardware stores that were mentioned in notable amounts (47% to 30%). Write-in choices mentioned multiple times included shoe stores, bookstores and restaurants. This information indicates markets to be investigated and pursued for development.

Most respondents felt that the best uses for the K-Mart, IGA and Jewel buildings is locating new businesses in them, or redevelop the sites with all new commercial buildings and businesses (32% each). About 20% felt that mixed residential and business uses would be desirable.

To improve the appearance of the Philo Road Business District, 64% of those surveyed felt that building appearances need to be updated and 60% that landscaping needed to be improved. Over one-half felt that shopping carts needed to be retrieved and that properties needed to be maintained better. About 45% of respondents felt that better property maintenance codes would improve the area and that a redevelopment plan should be drafted. Over 65% felt that increased incentives would improve the area and 73% felt safe in the business district. Multiple write in suggestions included picking up refuse, better business lighting and signs, reduce loitering, improve evening security and clean up apartment buildings.

Developer Surveys and Visits

The developers interviewed were owners of residential and commercial development, 50%, each in the Southeast Urbana area. They felt that road improvements into the Philo Road Business District would improve the appearance and access to the area, which is critical to revitalization. A need for wider, multi-lane roads with attractive boulevards (curb & gutter) was indicated. Connections to Washington Ave, Windsor and Highcross Roads with widened streets were suggested and the extension of Colorado Avenue is noted as a welcome improvement.

The image that developers had of the business district is one of an aging, inactive and open area. This situation holds potential as well, in the form of available outlots for new development and parking areas to attract new uses to available large buildings. Currently the developers felt that the marketability of the buildings is poor to fair and could be improved with improvements to the appearance of the area and lower pricing.

To improve the appearance of the Philo Road Business District the developers felt that a clean family-friendly image needed to be emphasized. Collecting refuse, shopping carts and idle vehicles is needed as well as eliminating loitering. Strengthening nuisance codes and strictly enforcing them was suggested as an essential effort the city could make. Physical improvements would be improved streetscaping, bike trails, lighting and landscaping in the area. Buildings in the business district need façade improvements, according to developers.

The rapidly growing housing developments in Southeast Urbana were viewed as having some unrealized potential for spurring commercial development in the Philo Road Business district. Developers felt that better road connections and an encouraging image need to be established in the business district before the

benefits of increased home construction could be fully realized. The impending development of a Wal-Mart Supercenter at Highcross and University Avenue was viewed as competition to development in the area.

Some market factors in need of improvement cited by the developers included improving the business-friendly image of Urbana and household income surrounding the business district. Prices on vacant buildings and sites needed to be lowered by collaborating with the owners. Creative solutions would be needed to convince owners to do something with the buildings.

Developers felt that successful uses of available sites and buildings in the business district included:

- ◆ Office and back office space development
- ◆ Conference centers
- ◆ Medical offices
- ◆ Research park development of High-Tech space and Office complex with University involvement
- ◆ Technical schools – Parkland, maybe public school uses, University computer access center
- ◆ Government Buildings
- ◆ Recreational uses – Day spa, cinema
- ◆ Strip development – look at Old Farm, Knollwood, Robeson, and Round Barn shopping centers
- ◆ Mixed-use neighborhood development - Residential, church and commercial

Developers felt that a TIF or other incentives should be established to help fund many of these objectives. Increased law and code enforcement in the general area is desired by developers and businesses to help improve the family-oriented image.

Use Models

Changing uses of retail centers is a national phenomenon and several web sites list examples and philosophies for addressing the issue. The most common reuses of large-format retail buildings include retail, restaurants, office space, government buildings, public centers (museums, senior centers, etc), recreation and fitness centers, medical centers, housing, and educational uses for grade and high school, technical school and university uses. A good example web site is www.bigboxreuse.com. Many of these opportunities exist in Urbana and were suggested in surveys and interviews. The potential for these building and site uses will be investigated for market potential and feasibility.

As part of a Beautification Study to take place during the winter of 2004-05, examples of landscaping will be examined to create scenarios for the Philo Road Business District. Several local examples exist such as the Old Farm Mall and the Shops at Knollwood. Other regional examples will also be researched.

Business Surveys and Retention Visits

Additional information for this report was taken from the Urbana Business Survey, which queried ventures throughout the city regarding various aspects of their specific business climates. The responses were broken down by neighborhood and some interesting trends surface in the Southeast Urbana area. See the attached Southeast Urbana Business Survey results.

The most striking response is that 65% of businesses in Southeast Urbana felt that business had grown in the past 5 years, despite the slow economy, and that 55% anticipated expanding in the next five years. This is comparable to the 67% growth experienced and 45% expansion expected in the whole city.

Another encouraging set of responses is that of satisfaction with sites and buildings. Businesses were happy with locations, facilities and the neighborhood. Areas of improvement indicated were for business mix and incentives. Most business was unaware of incentives and had not investigated them.

Analysis of the current Business Survey and Retention Visits to date will be combined since input is similar in nature. Businesses served a whole spectrum of the population, but there were also those serving specific ages, income levels and genders. The finance and insurance sectors have a healthy level of competition due to the concentration of those businesses in the Philo Road Business District. Competition for space leases and economic activity was deemed to be from Champaign facilities.

Businesses were attracted to the business district due to space and parking availability and the University of Illinois' presence. Business has been doing well currently and over the long term with downturns mirroring those of the national economy. The closings of large retailers and health care providers and are viewed as having a negative impact on business. The increase in housing has had a positive effect that is expected to continue.

Desired improvements to the area included those to building facades, landscaping, roads and parking areas. Better property maintenance was also suggested, specifically, grass mowing and shopping cart retrieval. Traffic control in the parking lots is also a concern and could be partially implemented with landscaping concepts. Reducing loitering was routinely suggested. Incentive programs similar to those available in Downtown Urbana were requested for the Philo Road Business District.

As with the developers, businesses suggested modern commercial developments for pursuit on outlots, such as at the Shops at Knollwood. The goals for filling vacant buildings also agreed with the developers in the targeting of alternate uses like schools and conference and call centers. Coffee shops, restaurants, cinemas, clothing/general merchandise stores, seem to have a demand in the business district, according to resident businesspersons.

South East Business Group

Meetings were held with the Southeast Neighborhood Business Group on August 17, and September 29, where the Report on Economic Conditions in the Sunnycrest/Philo Road Business District and the Update on the Philo Road Action Plan were presented. Feedback from the group included the following:

- ◆ Need to develop a theme for promotion and development of the Philo Road Business District. Create a consistent appearance and make signage that follows the theme.
- ◆ Inquire with Carle Clinic regarding their plans for the South Urbana Clinic and retain it or accelerate development of the property on Windsor and Philo.
- ◆ Collaborate with the owners of vacant store to fill and market aggressively.
- ◆ Get a better-lighted façade on the Sunnycrest Mall.
- ◆ Create some social space in the business district such as recreation facilities, restaurants, and commons area (inside and outside). These could be included in a “big-box” renovation.
- ◆ Improve roads all the way to Windsor.
- ◆ Improve appearances of facades and landscaping such as those at the Round Barn shopping center.
- ◆ Make Florida Avenue a main thoroughfare to Route 130.

PHILO ROAD ACTION PLAN

Study Conclusions

To continue the actions towards revitalization of the Philo Road Business District and employ the input gathered from surveys, an action plan is required. Goods and services desired in the business district have now been identified and can be pursued. Components of an action plan need to address image improvement and beautification of the area, business retention and communications, incentive enhancement, infrastructure improvement, marketing, building reuse and site redevelopment.

Image improvement will require promotion following a specific theme for the area. A theme will be developed in conjunction with the Southeast Neighborhood Business Group and used in new banners to be produced for the area, as well as other promotions. In the mean time, Urbana welcome banners have been installed and directional signage will be emplaced to help create an inviting atmosphere in the Philo Business District.

Retention visits are critical to maximize occupancy, gather pertinent information and initiate collaboration. These visits will continue in the business district to build upon the established neighborhood commercial market.

Both developers and businesses owners suggested incentive improvement. The Philo Road Redevelopment Incentive Program has been expanded and TIF potential should be explored. Collaboration with developers will continue to initiate projects that can support a TIF district. Other funding sources will of course be explored.

Beautification is stressed throughout survey responses and concept designs have already begun. Streetscaping of city infrastructure will be studied this winter along with the possibilities of encouraging landscaping of private property, which can alleviate some traffic problems in parking lots.

Road improvements are strongly urged in addition to other infrastructure improvements. Fortunately that process has already begun with construction on Colorado Avenue and plans for Philo Road. Construction timeframes for infrastructure will depend on funding, which may depend on projected development, as with Florida Avenue. New funding is constantly pursued, which made the Philo improvements a reality.

Available buildings are routinely marketed by referrals and direct mailings. Increased collaboration with owners to meet the challenges of selling big box retail buildings is stressed by developers and building representatives. Pricing and funding of projects will require even more cooperation. Updating of building inventories and information on targeted available buildings will continue.

Another area requiring close collaboration with developers and building owners is establishing reuses for available facilities and sites. New innovative ideas need to be generated to fill big box venues with alternative uses, or develop outlots into productive property. If feasibility dictates, total redevelopment of sites may need to occur in order to employ property to meet current market demands.

Revitalization of the Philo Road Business District requires participation of businesses, property owners, developers and the city. While the city can unilaterally improve and beautify its infrastructure where funds are available, the private sector will need to invest in the development of its properties (or divest itself of those properties in some cases). The ability of the parties involved will determine the success of these efforts. The Philo Road Action Plan incorporates the city's activities to revitalize the business district and is submitted on the next page.

PHILO ROAD ACTION PLAN
November 4, 2004

1. IMPROVE THE IMAGE OF THE PHILO ROAD BUSINESS DISTRICT

- ◆ Establish an identity or common theme for the area with the SE Business Group
- ◆ Place improved directional signs on Windsor and Philo (*Ordered*)
- ◆ Banner Program
 - Install welcome banners (*Installed*)
 - Design new logo and banners that help establish and promote neighborhood theme
 - Find sponsors with the Southeast Urbana Business Group

2. RETAIN EXISTING BUSINESS

- ◆ Gather input for improvements for the Philo Road Business District
 - Retention visits to businesses in the Philo Road Business District (*ongoing*)
 - Meet with South East Urbana Neighborhood Business Group (*2 conducted & ongoing*)
 - Business survey (*ongoing*)
 - Developers survey (*ongoing*)
- ◆ Carle Clinic inquiry and follow up (*complete*)
- ◆ Promote Redevelopment Incentive Plan and assist with expansions/improvements

3. ENHANCE INCENTIVES

- ◆ Revise Redevelopment Improvement Program Guidelines and Market (*Implementing*)
- ◆ Inform developers of willingness to enter into development agreements (*ongoing*)
- ◆ Evaluate TIF potential
 - Collaborate with developers on sites & projects to determine feasibility
 - Calculate cash flow projections
- ◆ Grant research

4. PLAN AND CONSTRUCT INFRASTRUCTURE IMPROVEMENTS

- ◆ Complete Colorado to Stone Creek Boulevard (*underway*)
- ◆ Rebuild Philo to three lanes between Colorado and Mumford with signalized intersection at Colorado (*2006*)
- ◆ Improve pedestrian crossings - pedestrian traffic in the area has increased
- ◆ Extend bicycle trails (*in CIP*)

5. BEAUTIFY THE PHILO ROAD BUSINESS DISTRICT

- ◆ Conduct Beautification Study (*Winter 2004/2005, PW and CD*)
 - Study Philo Business District sites and landscape models from other communities
- ◆ Streetscaping
 - Landscape Sidewalks
 - Add landscaped median strips in the parking lots to break up the "concrete vista"
 - Provide landscape incentives on private properties
 - Investigate addition of a center median or enlarge parkways on Philo Road

- Determine costs and budget
- ◆ Improve building appearances
 - Update Business Facades and Signage
 - Offer loans from Redevelopment Improvement Program
 - Establish a system to return shopping carts
 - Enforce nuisance violations
 - Keep vacant buildings neat and clean - timely grass mowing, paint boarded-up- plywood windows and have abandoned cars towed
 - Work with Southeast Business Group to create a program to keep area clean

6. PROVIDE MARKETING ASSISTANCE

- ◆ Promote buildings to target markets
 - Collaborate with owners and real-estate agents to get detailed building and site information (*underway*)
 - Update the data base of available buildings with detailed priority site information (*ongoing*)
 - Collaborate with owners and real estate agents to identify market targets
 - Develop marketing materials and direct market to targets and inquiries
- ◆ . Assist with marketing of the Philo Road Business District
 - Advertising Materials
 - Business District Directory & Visitors Guide
 - Web page with city link
 - Incentives information
 - Promotional Event concepts and technical assistance
- ◆ Technical marketing and public relations assistance for individual businesses

7. INVESTIGATE BUILDING REUSES

- ◆ Interview building owners and developers regarding alternate uses (*ongoing*)
- ◆ Investigate neighborhood business venues
- ◆ Investigate employment-based uses
- ◆ Research models from other communities and draft Development Scenarios for the Philo Business District. See www.bigboxreuse.com; www.specialtyretail.net/issues/october01/bigbox.htm; www.vacantproperties.org; www.uwex.edu/ces/cced/lts/0201tb.pdf.
- ◆ Determine feasibility of concepts (and combinations thereof)
- ◆ Determine applicability of incentive programs

8. INVESTIGATE SITE REDEVELOPMENT USES

- ◆ Interview owners and developers regarding redevelopment uses (*ongoing*)
- ◆ Investigate development of outlots
- ◆ Examine other community models
- ◆ Determine market demand for models
- ◆ Determine applicability of incentive programs

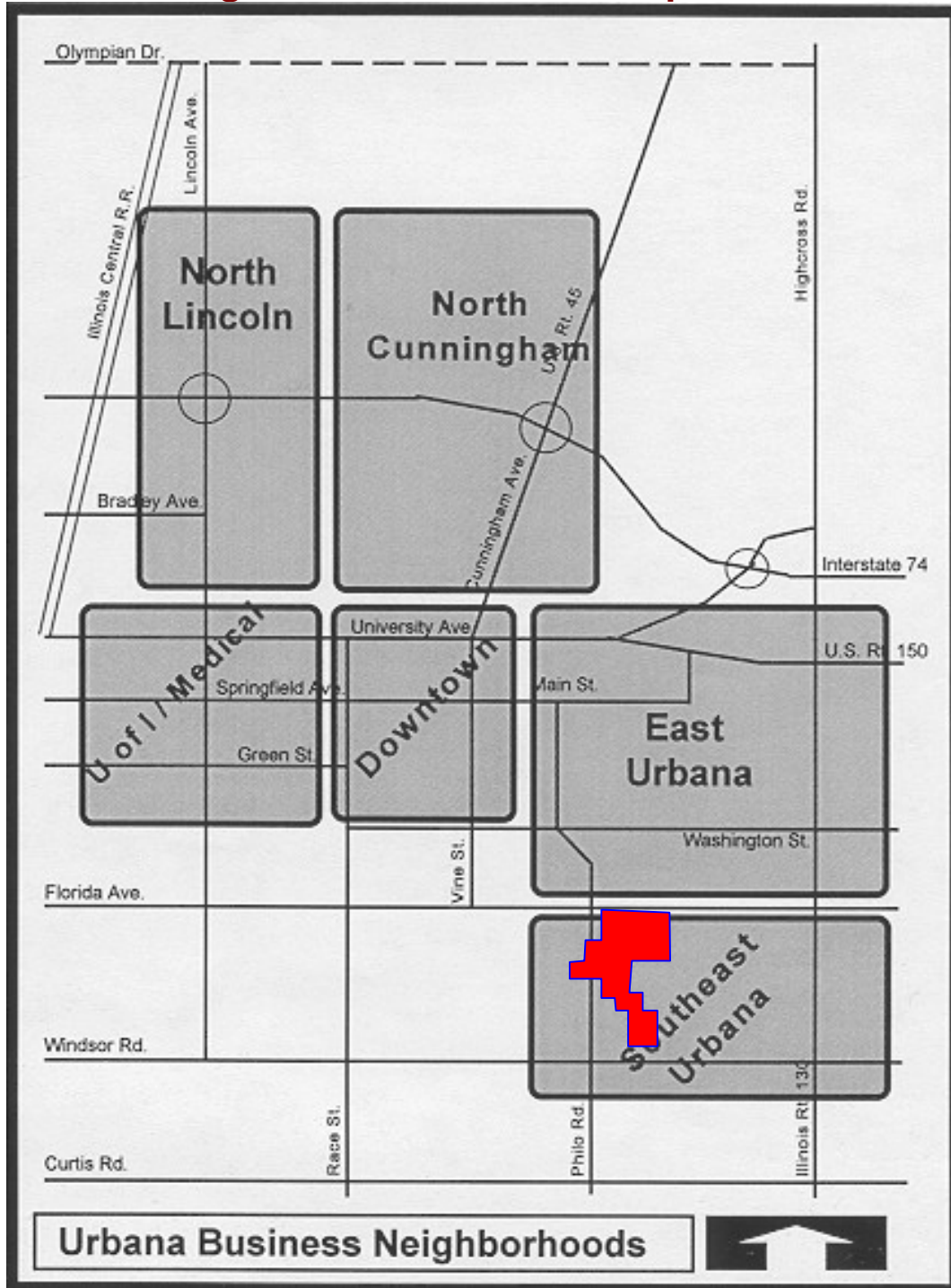
Memorandum Prepared By:

John G. Regetz, Manager
Economic Development Division

ATTACHMENTS

- A - Average Daily Traffic Counts
- B - Neighborhood Map
- C - Building Inventory Table
- D - Sunnycrest/Philo Business District Map
- E - South East Urbana Business Survey Results
- F - Priority Reuse Building Sheets
- G - Philo Road Business District Redevelopment Incentive Program Guidelines
- H - Welcome Signs
- I - Business Directory
- J - Landscape Example
- K - Resident/Shopper Survey Compilation

Neighborhood Business Map - 2001



ATTACHMENT C

Sunnycrest/Philo Road Commercial Area Business Inventory

Current as of July 2004

Address	Business Name/Former Use	Sq. Ft.	Type	Use
1101 E. Colorado Ave.	(Kinder Care)	5,092	Pr/S	Vacant
1209 E. Colorado Ave.	Sunnycrest Dental Clinic	5,000	Pr	Dental
1303 E. Colorado Ave.	True Value Hardware	18,000	R	Retail/Hardware
1305 E. Colorado Ave.	Gold's Gym	10,000	Rec	Recreation/Gym
1307 E. Florida Ave.	Papa John's Pizza	3,000	F	Pizza
1311 E. Florida Ave.	Bradley Street Daycare Center		S	Day Care
1315 E. Florida Ave.	Curves for Women			
1317 E. Florida Ave. #27	PACE Inc.			
1405 E. Florida Ave.	Majestic Day Spa	3,000		
1405 E. Florida Ave.	Mystic Tan		S	Tanning
1405 E. Florida Ave.	State Farm Ins. (Bob Bone)		Pr	Insurance
1405 E. Florida Ave.	Way To Go Travel Agency		Pr	Travel
1508 E. Colorado Ave.	Piccadilly's	7,000	R	Retail/Liquor
1701 S. Philo Rd.	(Marathon)	1,000	A	Auto/Gas
1702 S. Philo Rd.	(Payless Shoe Source)	3,000	R	Vacant
1703 S. Philo Rd.	Lucky Star Chinese	3,000	F	Restaurant/Chinese
1704 S. Philo Rd.	Caring Hands Animal Hospital	3,000	Pr	Veterinarian
1705 S. Philo Rd.	McDonald's	4,000	F	Restaurant/Fast Food
1708 S. Philo Rd.	Centrue Bank	3,000	Pr	Financial/Bank
1710 S. Philo Rd.	(Kmart)	84,180	R	Vacant
1717 S. Philo Rd.	(Sunnycrest Mall Bldg.)	72,000	Pr/R	Retail/Office/Services
1717 S. Philo Rd.	American General Finance		Pr	Financial
1717 S. Philo Rd.	ASPCA Animal Poison Control Center		O	Organization
1717 S. Philo Rd.	Busey Sunnycrest Banking Center		Pr	Financial/Bank
1717 S. Philo Rd.	Country Companies Insurance		Pr	Insurance
1717 S. Philo Rd.	Dollar Mart		R	Retail/General
1717 S. Philo Rd.	Follmer Law Offices		Pr	Legal
1717 S. Philo Rd.	Gigglepop.com		T	Technology
1717 S. Philo Rd.	Illinois Department of Revenue		G	Government/Office
1717 S. Philo Rd.	Margarita's Mexican Restaurant		F	Restaurant/Mexican
1717 S. Philo Rd.	Paul E. Lewis & Associates		Pr	Legal
1717 S. Philo Rd.	Sunnycrest Barber & Styling		Pr	Barber
1717 S. Philo Rd.	Sunnycrest Mall Office Center		Pr	Property Management
1717 S. Philo Rd.	The Pre-Loved Furniture Shop		R	Retail/Furniture
1717 S. Philo Rd.	Tom Berns, State Representative		G	Government/Office
1717 S. Philo Rd.	U S Postal Service		G	Postal
1717 S. Philo Rd. #12	Edward Jones Investments		Pr	Financial/Investment
1717 S. Philo Rd. #17B	Grapevine Boutique		R	Retail/Apparel
1717 S. Philo Rd. #26	Razzle Dazzle		R	Retail/Gifts
1717 S. Philo Rd. #28	Lisa's Hair Design		S	Beauty/Hair Salon
1805 S. Philo Rd.	First Wok	1,500	F	Restaurant/Chinese
1808 S. Philo Rd.	(Jewel)	42,592	R	Vacant
1809 S. Philo Rd.	Mikhail's Shoe & Luggage Repair	1,500	S	Shoe & Luggage Repair

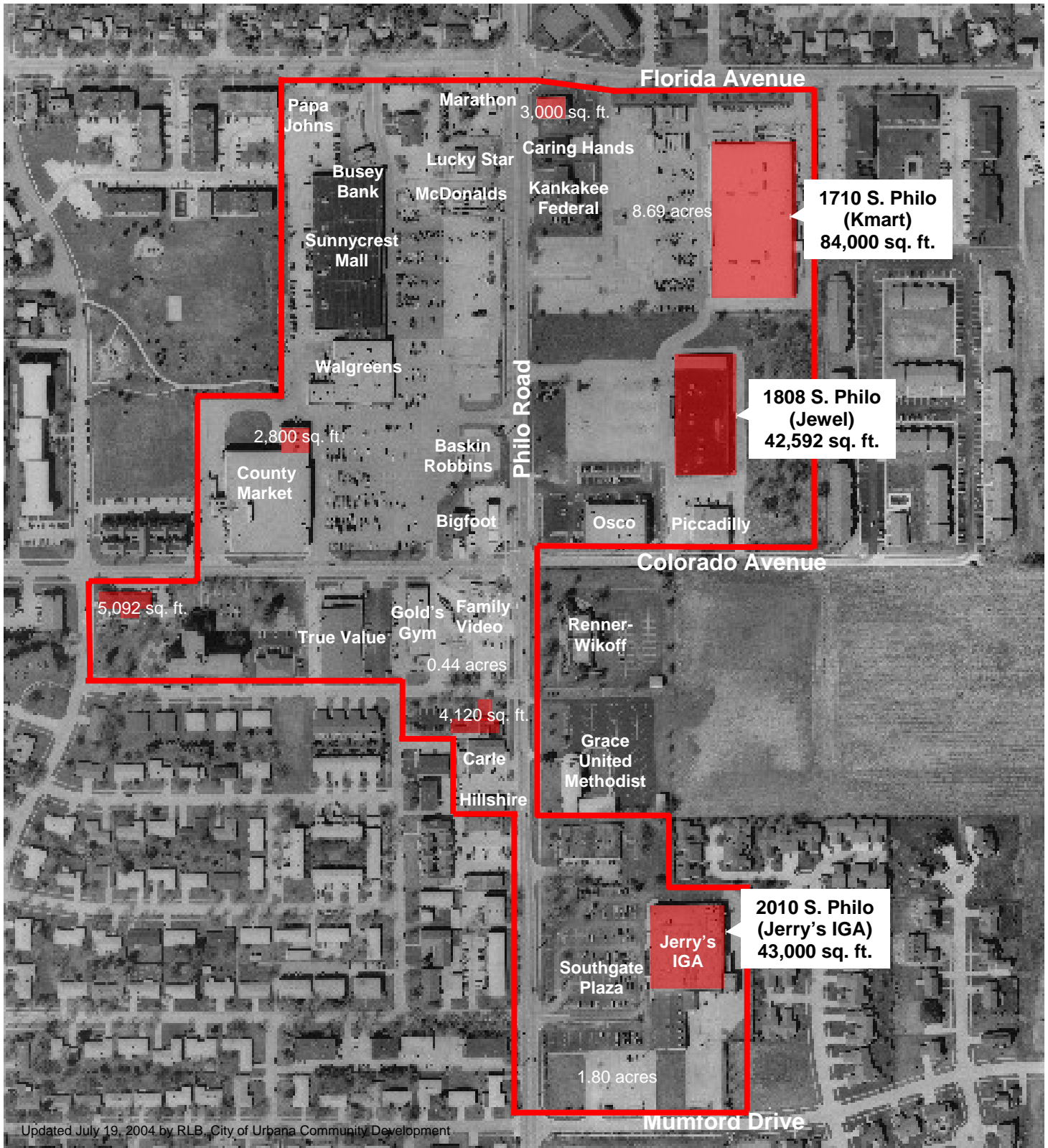
1809 S. Philo Rd.		Packages to Go Inc.	1,500	R	Retail/Boxes/Packaging
1809 S. Philo Rd.		Personal Touch Dry Cleaning	1,500	S	Dry Cleaning
1809 S. Philo Rd.		Walgreen Drug Store	12,000	R	Retail/Drug Store
1809 S. Philo Rd.		Wireless Mike's	2,000	M	Communications
1813 S. Philo Rd.		Baskin Robbins	1,000	F	Ice Cream
1815 A S. Philo Rd.	(County Market Strip)		1,400	R	Vacant
1815 B S. Philo Rd.	(County Market Strip)		1,400	R	Vacant
1815 S. Philo Rd.		Charles's Sunnycrest Salon	1,400	S	Beauty/Hair Salon
1818 S. Philo Rd.		Osco Drug	15,000	R	Retail/Pharmacy
1819 S. Philo Rd.	Bank Illinois		1,000	Pr	Financial/Bank
1819 S. Philo Rd.		County Market	60,000	R	Retail/Grocery
1821 S. Philo Rd.		Mac's Amoco	2,000	A	Auto/Gas
1901 S. Philo Rd.		Family Video	7,000	E	Video Rental
2001 S. Philo Rd.	(Sunnycrest Prof. Center)		4,120	Pr	Vacant
2003 S. Philo Rd.		Carle Southeast Urbana Clinic	2,500	Med	Medical
2005 S. Philo Rd.		5 Star Travel & Tour Inc.	1,000	Pr	Travel
2005 S. Philo Rd.		Hillshire Realty	1,500	Pr	Real Estate
2006 S. Philo Rd.	(Urbana Nursing Home)		12,950	Pr	Vacant
2010 S. Philo Rd.		(Jerry's IGA)	43,667	R	Retail/Grocery
2012 S. Philo Rd.		Dollar General Store	6,300	R	Retail/General
2018 S. Philo Rd.		HairTastics	1,400	S	Beauty/Hair Salon
2020 S. Philo Rd.		Noraian D.D.S., Gerstein D.D.S.	1,750	Pr	Dental/Periodontist
2022 S. Philo Rd.	Pro Nails		1,050	S	Beauty/Nails
2024 S. Philo Rd.		Denny's Cleaners	1,400	S	Dry Cleaning



* (Business Names in parentheses are former uses, structures are currently vacant)

Total Commercial Space: ~579,000 sq. ft.

454,701

SUNNYCREST/PHILO ROAD AREA



-  Available Building
-  Area Boundary

SUNNYCREST/PHILO ROAD
BUSINESS DISTRICT





2003 Urbana Business Survey

Summary of Responses – Southeast Urbana

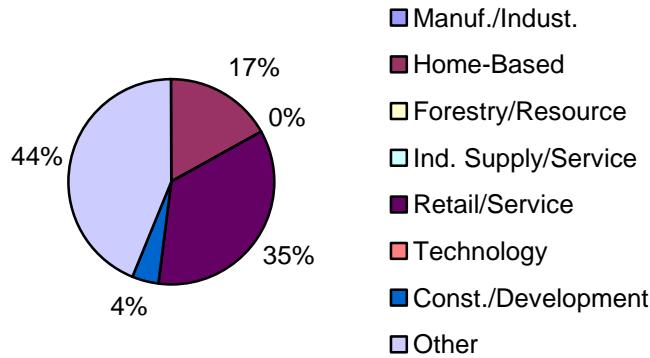
Number of Surveys Sent: 118
 Responses Received: 21
 Response Rate: 17.8%

Average number of Years in Business: 22.7

Average Number of Years in Urbana: 15.4

Type of Business:

Manufacturing/Industrial.....	0%
Industrial Supply/Service.....	0%
Retail/Service.....	35%
Technology.....	0%
Home-based Business.....	17%
Construction/Development.....	4%
Forestry/Resources.....	0%
Other.....	44%



Average Building Size..... 18,993 sq. ft.
 Range..... 1,000 – 85,000 sq. ft.

Average Number of Full-Time Employees..... 6.8
 Range..... 0-40

Average Number of Part-Time Employees..... 6.0
 Range..... 0-43

What are the advantages of your location?

Responses mentioning: All responses varied

What are the disadvantages of your location?

Responses mentioning: Lack of Businesses in Area – 25%

In the past 5 years business has:

Grown..... 65%
 Declined..... 15%
 Stayed the Same..... 20%

In the next 5 years you plan to:

Expand..... 55%
 Downsize..... 5%
 Remain Stable..... 40%

Average approximate annual sales..... \$1.6 million
 Range..... \$9,000 – 9.2 million
 Total annual sales of all 6 respondents..... \$9.8 million

Do you own or lease your building?

Own..... 22%
 Lease..... 78%

Is your site or building size sufficient for your needs?

Yes..... 94%
 No..... 6%

Most common reason if answered “No”: **Need more space** 80%

Are your projected employment needs...

Increasing..... 26%
 Stable..... 68%
 Decreasing..... 6%

Is your business locally owned?

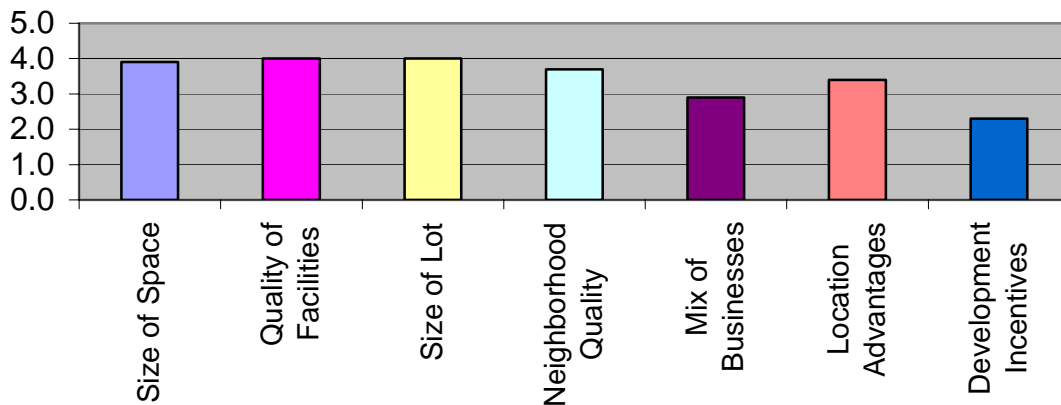
Yes..... 80%
 No..... 20%

On a scale of 1 to 5, 1 being poor and 5 being excellent, how would you rate the following for your location?

Average Response

Size of Space..... 3.9
 Quality of Facilities..... 4.0
 Size of Lot..... 4.0
 Quality of Neighborhood..... 3.7
 Mix of Businesses in Area..... 2.9
 Location Advantages..... 3.4
 Development Incentives..... 2.3

Average Rating



Is your company planning to relocate?

Yes..... 6%
No..... 83%
Not Sure..... 11%

If “Yes”, why are you considering relocating?

Most Common Response: Lack of Room to Expand

Are you considering closing or selling your business?

Yes..... 11%
No..... 89%

Are you aware of the City’s economic development incentives for businesses?

Yes..... 18%
No..... 82%

If “Yes”, have you taken advantage of any of these incentives?

Yes..... 0%
No..... 100%

**How would you rate the City’s economic development efforts?
(1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent)**

Average..... 2.2

**How would you rate Urbana overall as a place to do business?
(1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent)**

Average..... 2.2

In your opinion, what could Urbana do to better serve businesses in your industry?

Most Common Responses mentioned... Lower Taxes/Tax Incentives
Continue Increase Promotion/Marketing
Less Restrictive Zoning

What are key issues of problems facing your business, if any?

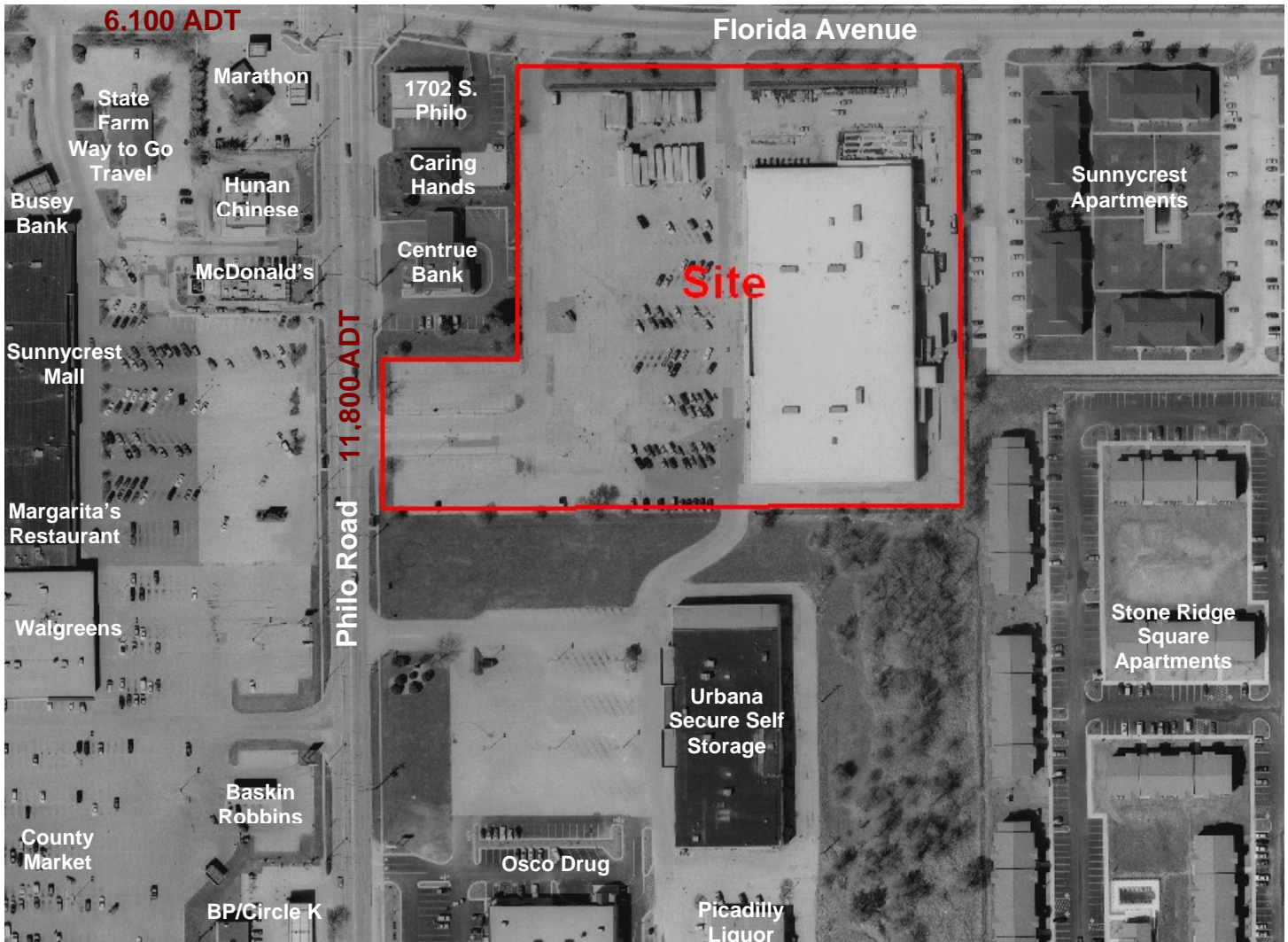
Most Common Responses mentioned... Economy
Regulations/Policies
Competition
Costs of business
Not enough businesses

Notes:

All percentages and averages are based those surveys for which there was a response to the question asked. They do not include respondents for which there was no response to a given question. Survey results based on responses received between March 26 and April 4, 2003. Data compiled April 29, 2003 by RLB, City of Urbana Economic Development Department

Kmart Site

1710 S. Philo Rd., SE Corner Florida & Philo



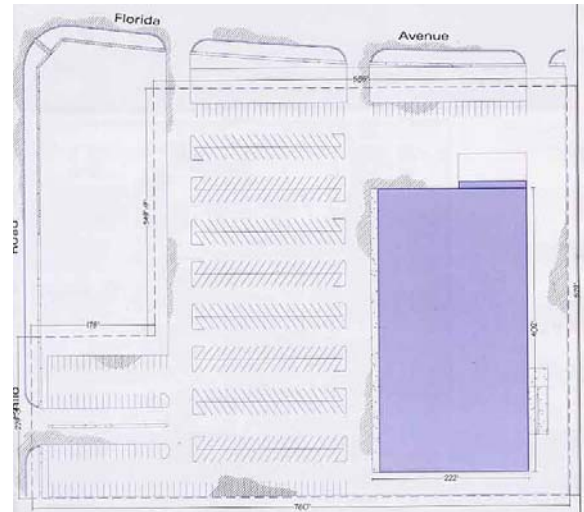
For Sale/Lease

Price: \$3,200,000 or \$5/sf NNN neg.

- Area:** ~8.69 acres, 229 ft frontage on Philo Road, 585 feet along Florida Avenue
- Zoned:** B3, General Business, permissive zoning category
- Utilities:** All utilities to the site, Ameren IP Power, Illinois-American Water, City Sewers
- Ideal Use:** Large scale commercial big box, strip, or lifestyle center, possible mixed-use
- Parking:** Currently 465 spaces on west portion of site, repaved in last 5 years
- Access:** Existing driveway access off Philo Road and Florida Avenue
- Setback:** 15 ft buffer required on front, 5 ft if landscaped, 10 ft rear and 5 ft side yards
- Transport:** Bus Line, Avg. Daily Traffic: Philo S. of Florida – 11,800, Florida W. of Philo – 6,100
- Philo/Florida:** Major shopping area for central and southeast Urbana, high growth area
- Building:** 84,180 sq. ft., masonry structure w/ split face concrete block façade, rubber roof
- Incentives:** Southeast Urbana Loan & Grant Program, call Kathy Larson for details, (217)384-2319



Looking Southeast



Site Plan

Area Description

The southeast Urbana area is expected to experience major commercial and residential growth in the next several years. The featured site represents an opportunity to undertake a large project that will help serve the large base of established residential neighborhoods as well as the new growth that is occurring currently. The site has great visibility and accessibility from Champaign-Urbana and the surrounding region by way of Florida Avenue and Philo Road. The area has already begun to experience a new wave of investment with the recent developments of an Osco and Family Video as well as the impending development of a large tract of land just to the south of the site which will entail a Senior Housing Complex and zero-lot line housing units as well as the extension of Colorado Avenue through to Stone Creek Boulevard. Other existing businesses nearby include County Market grocery store, Walgreens, McDonald's, Margarita's Mexican Restaurant, Baskin Robbins, BP and Marathon stations, Family Dollar, Busey Bank, Centru Bank, and several other offices and service/ retail businesses. Single-family residential growth in the area has and will continue to be rapid, as there are currently 8 active subdivisions within 1 mile of the site, adding about 200 new homes per year. Future outlook is for continued commercial growth near this site along Philo, with continued residential growth to the East and Southeast. Planned future extension of Florida Avenue to State Route 130 (next 3 years) and improvements to Philo Road will increase access and traffic in the area.

Area Demographics

	1 Mile	3 Miles	5 Miles
Total Employees	2,686	31,010	51,004
Total Establishments	248	2,302	4,408
Population	12,363	64,647	107,283
Households	5,884	24,306	43,595
% HH Growth 90-01	6.61	10.56	10.33
Average HH Income	\$45,064	\$34,536	\$43,380
Per Capita Income	\$22,398	\$20,709	\$23,211

*Based on 2002 Data

Suggested Uses

home improvement
sporting goods
general merchandise
home decor
offices

specialty mall
recreational
theater
outdoors store
technology center

outlet mall
specialty grocer
bookstore
apparel stores
medical uses



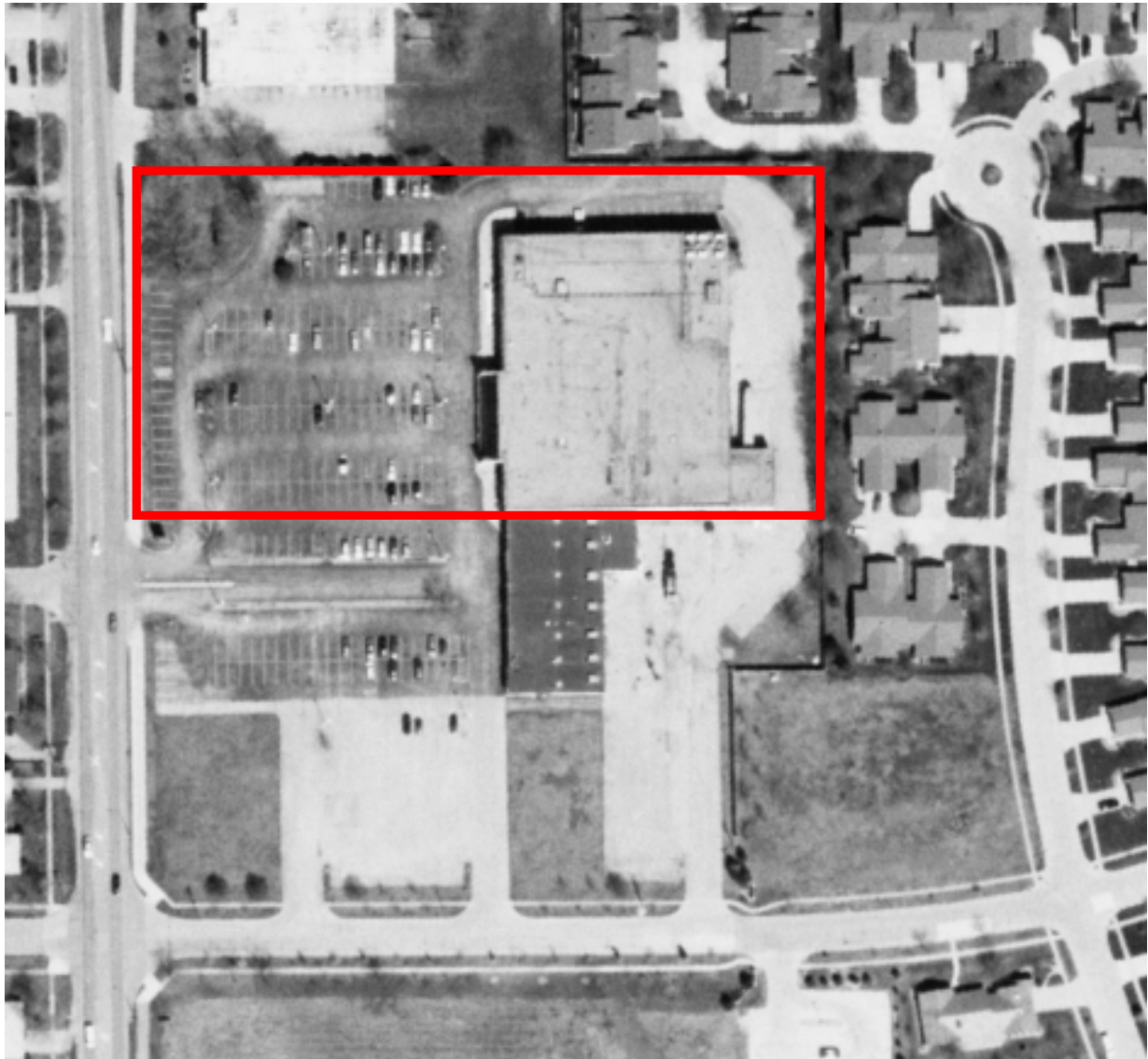
If you are interested in discussing development opportunities for this property, contact:

Barr Real Estate, (217) 356-1873



Jerry's IGA Site

1806 –1810 S. Philo Rd., NE Corner Philo & Colorado



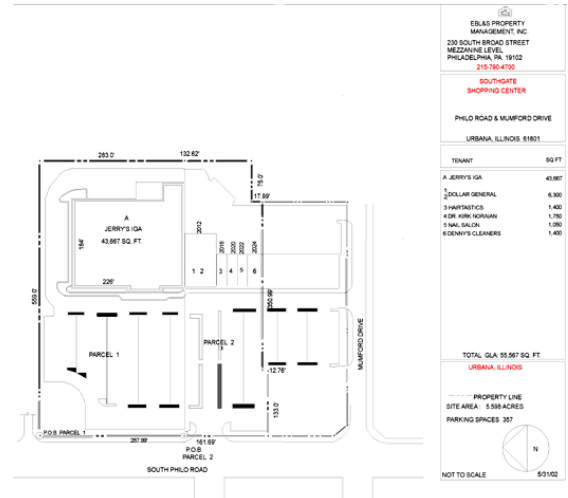
For Lease

Price: call

- Area:** 2010 S. Philo parcel – 3.66 acres (bldg: 43,667 gsf)
- Zoned:** B3, General Business, permissive zoning category
- Utilities:** All utilities to the site, Ameren IP Power, Illinois-American Water, City Sewers
- Ideal Use:** Large scale commercial big box, strip, or lifestyle center, possible mixed-use
- Parking:** Currently 357 spaces as part of Southgate Shopping Center
- Access:** Existing driveway access off Philo Road and Mumford Drive
- Co-tenants:** Dollar General, Hairyastics, Dr. Kirk Noraian DDS, Pro Nails, Denny's Cleaners
- Transport:** Bus Line, Avg. Daily Traffic: Philo Rd. south of Florida – 11,800
- Philo Road:** Major shopping area for central and southeast Urbana, high growth area
- Building:** 43,667 sq. ft., masonry structure w/ block and glass, sloped rubber membrane roof
- Incentives:** Southeast Urbana Loan & Grant Program, call Kathy Larson for details, (217)384-2319



Looking Southeast



Shopping Center Site Plan

Area Description

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Per Capita Income	\$22,398	\$20,709	\$23,211

*Based on 2002 Data

Suggested Uses

home improvement
sporting goods
general merchandise
home decor
offices

specialty mall
recreational
theater
outdoors store
technology center

outlet mall
specialty grocer
bookstore
apparel stores
medical uses



If you are interested in discussing development opportunities for this property, contact:

Barr Real Estate, (217) 356-1873





DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

**Philo Road Business District Redevelopment
Incentive Program Guidelines**

The Philo Road Business District Redevelopment Incentive Program is designed to provide a loan/grant incentive for businesses along Philo Road (as shown in the district map) that are constructing or rehabilitating their building, landscaping, and/or site. Grants in this area are only available for specific targeted retail uses that fill an unmet need in Urbana.

Following is a summary of the criteria and guidelines of the program:

- An eligible business located within the Philo Road Business District can apply for a loan to construct, rehabilitate, or otherwise improve its building, landscaping, site, or remodel enclosed commercial mall space.
- Loan amounts are based on the availability of funds.
- The City of Urbana pays an interest subsidy amount to the participating lending institution equivalent to the interest amount on a loan of up to a 5.5% rate on the loan's present value.
- The term of the loan is 5 years; with 60 payments.
- At least 50% of the leveraged loan and grant proceeds must be used on the exterior of the structure under rehabilitation, except in the case of enclosed mall space renovation.
- In addition to the loan amount, businesses may also be eligible for a grant of up to 10% of the leveraged amount, based upon the targeted use of the business. The full grant amount will automatically be awarded to those projects that are eligible retail or entertainment uses.
- Retail uses must have 75% of their floor space devoted to sales/display to qualify.
- Loans cannot be used for working capital, property acquisition, or refinancing of an existing debt.
- Applicants must be the owner of record, mortgagor, contract purchaser, or long-term lessee and must receive approval of their application by the City of Urbana and the participating lending institution.
- The lender establishes all underwriting criterion.
- An applicant cannot receive more than 1 City subsidized loan/grant in a 5-year period.
- Approval is based on funding availability, compliance with the above guidelines, and overall compliance with the economic development policies of the City of Urbana. Eligibility determinations are made by City of Urbana economic development staff based upon these factors.

For further information, contact:

Kathy Larson
Economic Development Specialist
City of Urbana
Community Development Services Department

400 South Vine Street
Urbana, IL 61801
(217)384-2319
kalarson@city.urbana.il.us



**WELCOME TO
PHILO ROAD
BUSINESS DISTRICT**

Welcome Sign Sample



PHILO ROAD
BUSINESS
DISTRICT

Directional Sign Sample

Stop.



Work Late? You can still get some weightlifting in, replace that broken tool, shop for the tailgate party and pick up your favorite Chinese to go.

Shop.

Saturday Errands? Stop in at the bank, book your vacation tickets, get a hair cut and manicure, work out with friends, and stop for that special wine, cheese and crackers on the way home.



Visit.



Family in Town? Pick up everything you need for your guests and the birthday party; decorations, gifts, drinks, pizza and the icecream cake.

Grow.

The City of Urbana's Economic Development Team provides specific services to assist interested parties in locating a business here in Urbana. Call 384-2444 or visit the website www.city.urbana.il.us



City of Urbana
Community Development Services
400 South Vine Street
Urbana, Illinois 61801
Phone: (217) 384-2444
Fax: (217) 384-0200



City of Urbana
Community Development Services
400 South Vine Street
Urbana, Illinois 61801

Philo Road Business District Urbana Visitors' Guide



Stop. Shop. Visit.

Stop.

SERVICES

BANKS

4 Bank Illinois	1819 S. Philo Rd.	351-2867	Financial/Bank
1 Busey Bank Sunnycrest	1717 S. Philo Rd.	328-6000	Financial/Bank
2 Centrue Bank	1708 S. Philo Rd.	344-1775	Financial/Bank
3 National City ATM	S. Philo Rd.	---	Financial/ATM

PERSONAL

1 Sunnycrest Mall	1717 S. Philo Rd.	384-5787	Mall
Lisa's Hair Design	1717 S. Philo Rd. #28	255-6797	Beauty/Hair Salon
Sunnycrest Barber	1717 S. Philo Rd.	367-0599	Barber
22 5 Star Travel & Tour Inc.	2005 S. Philo Rd.	352-6400	Travel
10 ATA Black Belt Academy	1815 S. Philo Rd.	378-4853	Taekwondo
5 Bradley Learning Center	1311 E. Florida Ave.	337-6900	Day Care
34 Caring Hands Animal Hospital	1704 S. Philo Rd.	328-5350	Veterinarian
13 Charley's Sunnycrest Salon	1815 S. Philo Rd.	367-1363	Beauty/Hair Salon
3 CircleK BP	1821 S. Philo Rd.	344-5822	Auto/Gas
6 Curves for Women	1315 E. Florida Ave.	367-2878	Weight Loss
24 Denny's Cleaners	2024 S. Philo Rd.	367-9397	Dry Cleaning
19 Family Video	1901 S. Philo Rd.	344-0507	Video Rental
26 Noraian D.D.S., Gerstein D.D.S.	2020 S. Philo Rd.	367-6149	Dental/Periodontist
18 Gold's Gym	1305 E. Colorado Ave.	344-3476	Recreation/Gym
27 HairTastics	2018 S. Philo Rd.	328-7267	Beauty/Hair Salon
35 Happi House Learning Center	1603 E. Mumford	367-5388	Private Preschool
23 Hillshire Realty	2005 S. Philo Rd.	352-6400	Real Estate
33 Urbana Secure Self Storage	1808 S. Philo Rd.	398-8600	Storage
15 Majestic Nails & Day Spa	1405 E. Florida Ave.	344-6497	Beauty/Spa
11 Mikhail's Shoe & Luggage Repair	1809 S. Philo Rd.	328-7636	Shoe & Luggage Repair
9 Personal Touch Dry Cleaning	1809 S. Philo Rd.	344-3551	Dry Cleaning
25 Pro Nails	2022 S. Philo Rd.	328-7430	Beauty/Nails
3 Strands of Style	1405 E. Florida Road	621-0353	Hair Salon
16 Sunnycrest Dental Clinic	1209 E. Colorado Ave.	367-8000	Dental
3 Touch of Heaven	1405 E. Florida Ave.	841-1253	Massage
4 Way To Go Travel Agency	1405 E. Florida Ave.	384-4488	Travel
12 Wireless Mike's	1809 S. Philo Rd.	365-9300	Communications

PROFESSIONAL

1 Sunnycrest Mall	1717 S. Philo Rd.	384-5787	Mall
American General Finance	1717 S. Philo Rd.	337-0712	Financial
Country Companies Insurance	1717 S. Philo Rd.	328-0023	Insurance
Edward Jones Investments	1717 S. Philo Rd. #12	328-1719	Financial/Investment
Follmer Law Offices	1717 S. Philo Rd.	367-2424	Legal
Gigglepop.com	1717 S. Philo Rd.	344-4922	Software Development
Paul E. Lewis & Associates	1717 S. Philo Rd.	337-5584	Financial Planner

SERVICES CONTINUED

Sunnycrest Mall Office Center	1717 S. Philo Rd.	384-5787	Property Mgt.
22 5 Star Travel & Tour Inc.	2005 S. Philo Rd.	352-6400	Travel
20 Carle Southeast Urbana Clinic	2003 S. Philo Rd.	383-3233	Medical
23 Hillshire Realty	2005 S. Philo Rd.	352-6400	Real Estate
2 State Farm Ins. (Bob Bone)	1405 E. Florida Ave.	384-5727	Insurance
4 Way To Go Travel Agency	1405 E. Florida Ave.	384-4488	Travel
36 Eagle Ridge Commercial	2102 S. Philo Rd.	367-1126	Real Estate

OTHER

1 Sunnycrest Mall	1717 S. Philo Rd.	384-5787	Mall
ASPCA Animal Poison Control Center	Inside Mall	337-5030	Organization
Illinois Department of Revenue	Inside Mall	278-3300	Government/Office
29 U S Postal Service	1717 S. Philo Rd.	367-4658	Postal
7 Grace United Methodist Church	2004 S. Philo Rd.	328-1414	Church
30 PACE Inc.	1317 E. Florida #27	344-5433	NFP
37 Renner Wikoff Chapel	1900 S. Philo Rd.	367-1122	Funeral Services

Visit.

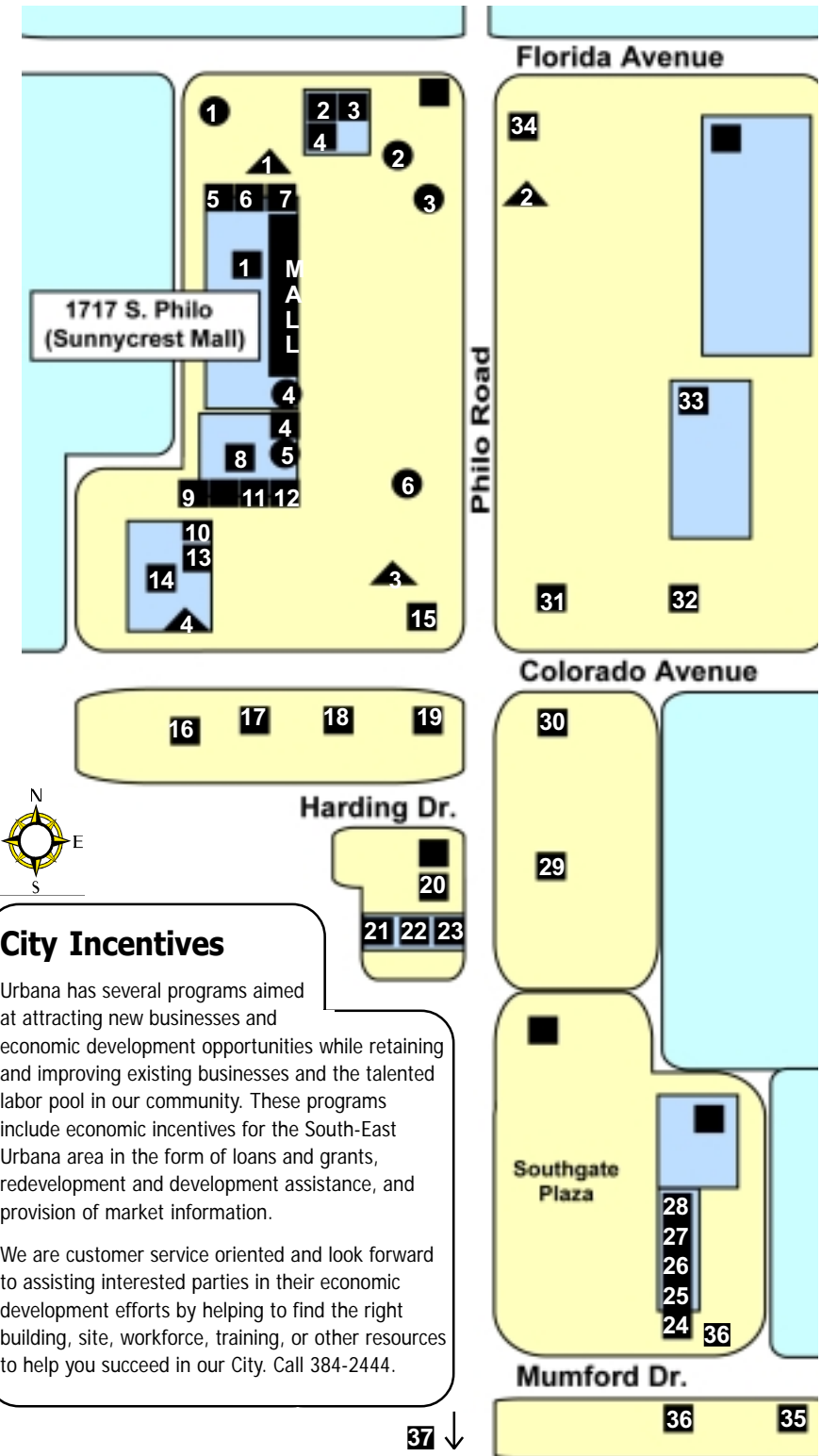
FOOD & ENTERTAINMENT

6 Baskin Robbins	1813 S. Philo Rd.	344-3457	Ice Cream
4 First Wok	1805 S. Philo Rd.	344-4500	Restaurant/Chinese
19 Family Video	1901 S. Philo Rd.	344-0507	Video Rental
5 Margarita's Mexican Rest.	1717 S. Philo Rd.	337-6919	Restaurant/Mexican
3 McDonald's	1705 S. Philo Rd.	337-6599	Restaurant/Fast Food
1 Papa John's Pizza	1307 E. Florida Ave.	384-7272	Pizza

Shop.

SHOPPING

1 Sunnycrest Mall	1717 S. Philo Rd.	Phone	Mall
Dollar Mart	1717 S. Philo Rd.	367-7630	General
Grapevine Boutique	1717 S. Philo Rd. #17B	384-9042	Apparel
Razzle Dazzle	1717 S. Philo Rd. #26	255-9310	Gifts
The Pre-Loved Furniture Shop	1717 S. Philo Rd.	344-7744	Furniture
14 County Market	1819 S. Philo Rd.	337-0210	Grocery
28 Dollar General Store	2012 S. Philo Rd.	337-0127	General
19 Family Video	1901 S. Philo Rd.	344-0507	Video Rental
31 Osco Drug	1818 S. Philo Rd.	337-1192	Pharmacy
32 Piccadilly Liquors	1508 E. Colorado Ave.	344-2091	Liquor
17 True Value Hardware	1303 E. Colorado Ave.	3676458	Hardware
8 Walgreen Drug Store	1809 S. Philo Rd.	3678359	Drug Store
3 The Wild Side Grrrmet Pretzels	1405 E. Florida Ave.	344-6497	Pretzels



City Incentives

Urbana has several programs aimed at attracting new businesses and economic development opportunities while retaining and improving existing businesses and the talented labor pool in our community. These programs include economic incentives for the South-East Urbana area in the form of loans and grants, redevelopment and development assistance, and provision of market information.

We are customer service oriented and look forward to assisting interested parties in their economic development efforts by helping to find the right building, site, workforce, training, or other resources to help you succeed in our City. Call 384-2444.



The City of Urbana conducted this survey among its residents regarding the Philo Road Business District. The goal of the survey is to help direct the City in the future planning and revitalization of the area. Randomly selected residents of Southeast Urbana were sent paper versions and an electronic version was available on the city's web site. Notice cards were also randomly distributed in Southeast Urbana. 541 surveys were completed.

1. Where do you reside? **Pick one**

- 73% Southeast Urbana
- 24% Urbana
- 3% Other

2. How frequently do you shop in the Sunnycrest Shopping Area?

- 15% Daily
- 47% 2 to 3 times per week
- 24% About once per week
- 10% About once a month or less
- 3% A few times a year
- 1% Never

3. What type of shopping do you do in the Sunnycrest Shopping Area? **Check all that apply**

- 87% Grocery
- 82% Drugstore Goods
- 48% Restaurant
- 47% Hardware Goods
- 55% Personal Services (bank, insurance, hair, nails, fitness)
- 20% Other

4. Approximately how far do you live from Florida Avenue and Philo Road?

- 37% Approx. ¼ Mile or less
- 30% Approx. ½ Mile
- 32% Approx. 1 mile or more

5. How do you typically travel to the Sunnycrest Shopping Area?

89%	Car	7%	Walk
2%	Bus	2%	Bicycle

6. Why do you shop in the Sunnycrest Shopping Area? **Check all that apply**

89%	Conveniently close to home
22%	Good Shopping Atmosphere
8%	Specialty Items
12%	Close to other stores
27%	Competitive Prices
13%	Other -Top 3 written comments: Loyalty Convenience Specialty Items & Shopping Atmosphere

7. Do you feel the new proposed Super Wal-Mart at University Avenue and High Cross Road will cause you to shop less frequently in the Sunnycrest Shopping Area?

13%	Yes, I will likely shop Sunnycrest less
69%	No, I will likely shop Sunnycrest the same amount
14%	Not Sure
4%	N/A

8. What types of additional businesses do you believe are needed in the Sunnycrest Shopping Area? **Check all that apply**

65%	Restaurants
68%	General Merchandise Stores
47%	Clothing Stores
18%	Personal Services
15%	Professional Services (offices)
26%	Grocery / Drugs
29%	Building Supplies, Hardware
20%	Other -Top 3 written comments: Bookstore Coffee shop/Bakery Family Restaurant

9. In your opinion, what should be done with the old Kmart, Jewel and Jerry's IGA sites?

- 33% Redevelop with all new businesses
- 9% Redevelop with all new residential uses (such as apartments, condos, houses, etc.)
- 20% Redevelop with a mixture of business and residential uses
- 31% Utilize the existing buildings and fill them with new businesses
- 2% Other -Top 2 written comments:
 - Put new businesses in buildings
 - Demolish buildings and put in new business

10. How could the appearance of the Sunnycrest Shopping Area and surrounding neighborhoods be improved? **Check all that apply**

- 51% Collect stray shopping carts
- 55% Better Property Maintenance
- 64% Update outdated Building appearance in shopping area
- 60% Improve Landscaping
- 30% Improve Signage
- 13% Improve Streets and Sidewalks at following location(s):
- 15% Other - Top 3 written comments:
 - Pick up litter
 - Reduce Loitering
 - Fill vacant buildings

11. Do you feel safe in the Sunnycrest Shopping Area?

- 2% N/A
- 73% Yes
- 25% No
 - Why -Top 3 written comments:
 - Loitering
 - Need improved security
 - Property maintenance

12. What types of city policies/actions should be implemented to improve the Sunnycrest Shopping Area? **Check All that Apply**

- 65% Increased Financial Incentive Programs for Business
- 19% Changes in Zoning Laws / Codes
- 20% More City Services (Police, Fire, Public Works)
- 46% Better Property Maintenance Code Enforcement
- 45% Redevelopment plan drafted

- 33% More active neighborhood business group
- 23% Establish a Tax Increment Financing district

13. Other Comments –Top 2 comments
- Improve property maintenance in the area
 - Fill vacant buildings