



## 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:** January 20, 2005

**SUBJECT:** Adoption of the Philo Road Business District Revitalization Action Plan

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#### **Description**

City staff are requesting the Urbana City Council's approval of the Philo Road Business District Revitalization Action Plan as the City's approach to redeveloping this important community retail and service area. The report would serve as the City's guiding document for redevelopment efforts and policies in this commercial area. The Action Plan does not recommend zoning or land use changes, but rather will serve as a supporting document to the proposed Comprehensive Plan Update. The Action Plan is meant to function as a flexible "living" document that will address evolving development issues as the Philo Road Business District re-emerges to become a retail and service destination for Southeast Urbana and the community as a whole.

#### **Background**

Recent accelerated revitalization efforts for the Philo Road area have been underway since July 2004, when staff drafted the Report on the Economic Conditions in the Philo Road Business District. This report was presented to Council on August 3, 2004 and related the economic trends impacting the area along with their effects, including traffic patterns, market trends and new housing developments. The Philo Road Business District is a neighborhood and community-serving business district that provides necessities and convenience goods, personal services, office space and entertainment to all of Urbana, but especially the Southeast Urbana neighborhoods. Also in 2004, increased collaboration began with developers and business owners to identify redevelopment potential and obstacles. City staff also began an assessment of infrastructure needs in the area.

The Philo Road Action Plan Update prepared on October 4, 2004 relayed to Council the extent of revitalization efforts to that date, including the following:

- The Philo Road Revitalization Action Plan was being drafted.
- Road Construction was occurring on Colorado Avenue in 2004 and reconstruction of Philo Road from Colorado Avenue to Mumford Drive was planned for 2006.

- Improved directional and welcome signs and banners were designed and strategically placed.
- The Marathon Service Station site at Florida Avenue and Philo Road was being renovated and the Hunan Restaurant building was reoccupied.
- Incentives were being promoted and enhanced, resulting in the approval of amendments to the Philo Road Business District Redevelopment Incentive Program on October 7, 2004.
- Meetings were held with developers, individual businesses and the Southeast Urbana Business Group to gather input for the Philo Road Business District Revitalization Action Plan and to promote incentives and redevelopment for the area.
- Refuse was cleaned up from sites in the area
- Designs for beautification and outlot development were being drafted.
- Resident shopper surveys were issued and an impressive response of over 500 completed surveys were received.

Surveys, interviews and market research continued and results were presented to Council on November 8, 2004 in the Philo Road Action Plan. Market research showed that there is potential for the Philo Road Business District to develop as a regional retail and service destination. However, investment by the public and private sectors is necessary for this to occur.

Demographics showed a population and household increase from 1990 to 2003 due, in part, to an increasing rate of housing development in Southeast Urbana. Resident Shopper surveys indicated strong service, necessity and specialty retail markets that extend beyond the immediate neighborhood. Customer loyalty to the business district and convenience were expressed as reasons for shopping in the district. Additional business desired included restaurants and general merchandise. Neighborhood improvement suggestions focused on improved property management (for both appearance and security purposes) and reuse or redevelopment of available buildings for business use.

Developer interviews revealed that the Philo Road Business District has redevelopment potential as well as challenges. Unused outlots hold potential for retail development supported by the increasing housing development trends. Requested improvements included wider roads connecting to Windsor and High Cross Roads, streetscaping, and improved property management. Reuse of available large buildings included employment, recreational, government and institutional centers, as well as retail and mixed-use development

Business Surveys and interviews revealed that Philo Road businesses are optimistic about the potential of the business district and realize that there are significant challenges to its long-term prosperity. Meetings with the Southeast Urbana Business Group reinforced these sentiments and offered development and promotional suggestions. Improvements suggested for the Philo Road Business District related to improved property management, infrastructure and business incentives. Suggested reuse and redevelopment of available buildings/sites included locating business in available space or redeveloping sites similar to the Old Farm Shops, Windsor Galleria and the Shoppes at Knollwood projects.

Various reuse models were examined for areas similar to the Philo Road Business District. Redevelopment scenarios have been studied from local shopping centers and redevelopment properties nationally. Site layouts and beautification examples have been created to assist developers.

## **Issues**

Several revitalization issues were identified in the study of the Philo Road Business District. In order for the issues to be addressed and market research to be utilized, it is helpful for an implementation plan to be developed and followed. Through the process of developing the Philo Road Business District Revitalization Action Plan (as presented in the final chapter of the attached report) these issues and others were addressed and are summarized as follows:

- Image improvement of the business district will be conducted, following a theme developed in conjunction with the Southeast Urbana Business Group and initiated with welcome signs and banners.
- Business retention through visits and assistance will be employed.
- Enhancement and promotion of incentives is being conducted, featuring the Philo Road Business District Redevelopment Incentive Program and developer agreements. Potential for establishment of tax increment financing or similar approaches will be evaluated.
- Infrastructure improvement will be planned and constructed, including the current Colorado Avenue and Philo Road projects, walking/biking trails and pedestrian crossings.
- Beautification of the business district will be pursued, including such measures as streetscaping, landscape modeling, development assistance, improvement of building appearances, and reduction of littering.
- Marketing assistance will be provided for available buildings, individual businesses and the business district as a whole
- Reuse and redevelopment of available buildings and underutilized outlots will be pursued through collaboration with developers and property owners using development examples and incentives.

Collaboration is a pivotal component of the Philo Road Business District Revitalization Action Plan. Cooperation and investment by property and business owners, developers, and the City will be required to achieve the objectives set forth in the plan.

## **Summary of Findings**

1. The Report on Economic Conditions in the Sunnycrest/Philo Road Business District (presented to Council on August 3, 2004) provided a general background on the economic status of the business district and identified relevant national market trends and local conditions. The report also identified growth potential based upon the business

district's neighborhood, community and regional markets, and adjacent housing development.

2. The October 4, 2004 Philo Road Action Plan Update related the progress and potential toward revitalizing the business district.
3. The Draft Philo Road Revitalization Report and Action Plan (presented to Council on November 8, 2004) summarized the results of previous studies and presented a conceptual action plan to address issues and opportunities revealed by those studies. Some actions were already planned and underway, such as signage and road improvements, which provided a springboard for further redevelopment efforts.
4. The Philo Road Business District Revitalization Action Plan, Final Report (January 20, 2005) provides detailed study results and proposes redevelopment policies and programs to address economic issues and realize opportunities in the business district. The Action Plan is in the form of an implementation chart, which outlines the specific actions and programs to be pursued, along with a timeline and groups responsible.

### **Options**

The Urbana City Council has the following options in regards to the Philo Road Business District Revitalization Action Plan. The City Council may:

- a) Approve adoption of the Action Plan as the City's guiding document for redevelopment in the Philo Road Business District; or
- b) Approve adoption of the Action Plan, with amendments, as the City's guiding document for redevelopment in the Philo Road Business District; or
- c) Deny the request to adopt the Action Plan as the City's guiding document for redevelopment in the Philo Road Business District.

### **Staff Recommendation**

Staff recommends that the Urbana City Council **approve** the requested adoption of Philo Road Business District Revitalization Action Plan as the City's guiding document for redevelopment of the Philo Road Business District.

Attachments:           Draft Ordinance  
                                  Philo Road Business District Revitalization Action Plan, Final Report

Prepared by:

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John G. Regetz, Economic Development Manager

**AN ORDINANCE APPROVING THE PHILO ROAD BUSINESS DISTRICT REVITALIZATION  
ACTION PLAN**

WHEREAS, The retail occupancy rate has declined in the area generally located along Philo Road between Florida Avenue and Mumford Drive, hereafter referred to as the "Philo Road Business District"; and

WHEREAS, City studies and revitalization efforts for this area have been underway since July, 2004; and

WHEREAS, The Report on Economic Conditions in the Sunnycrest/Philo Road Business District was presented to the Urbana City Council on August 3, 2004 in order to describe the market factors affecting the area's economic climate; and

WHEREAS, The Philo Road Action Plan Update was presented to the Urbana City Council on October 4, 2004 and reported on the redevelopment potential of the business district and revitalization efforts to date; and

WHEREAS, The Southeast Business Development Group is a supportive participant in the revitalization efforts of the Philo Road Business District; and

WHEREAS, The Philo Road Business District Revitalization Report and Action Plan presents the results of studies and redevelopment efforts in the business district along with a plan of action to revitalize the area; and

WHEREAS, The Philo Road Business District Revitalization Action Plan contains redevelopment policies and programs to revitalize the area and would serve as the City of Urbana's guiding document for redevelopment in the business district.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF  
URBANA, ILLINOIS, as follows:

That the attached document, entitled the Philo Road Business District  
Revitalization Action Plan, Final Report, dated January 20, 2005, is hereby  
approved by the City of Urbana.

PASSED by the City Council this \_\_\_\_\_ day of \_\_\_\_\_,  
\_\_\_\_\_.

AYES:

NAYS:

ABSTAINS:

\_\_\_\_\_  
Phyllis D. Clark, City Clerk

APPROVED by the Mayor this \_\_\_\_\_ day of \_\_\_\_\_,  
\_\_\_\_\_.

\_\_\_\_\_  
Tod Satterthwaite, Mayor

# Philo Road Business District Revitalization Action Plan



## Final Report



January 20, 2005

# Philo Road Business District Revitalization Action Plan



## Final Report

January 20, 2005

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# PHILO ROAD BUSINESS DISTRICT REVITALIZATION REPORT AND ACTION PLAN

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## I. INTRODUCTION

### **Purpose**

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. This neighborhood has experienced the closure of a number of 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. To determine what actions could be taken to address these issues, a review of economic conditions impacting the neighborhood and subsequent studies were undertaken. This research provides guidance on issues regarding zoning, marketing efforts, infrastructure investments and other development policies. Immediate actions were identified and implemented to initiate revitalization of the Philo Road Business District as soon as possible.

On August 3, 2004, City staff presented a Report on the Economic conditions in the Philo Road Business District to the City Council. This review of economic data revealed several important economic trends impacting the area, including traffic patterns, market trends and new housing developments. Much background information was drawn from the Comprehensive Plan Update process, which has been undertaken by the City over the past few years, specifically the Existing Conditions Report (2002), Focus Groups Report, Neighborhood Open House and Workshops Report, and Resident Survey. The City's annual Capital Improvement Plan (CIP) and Extraterritorial Jurisdiction Area Plan (ETJA) also provided infrastructure development information.

### **Description**

The Philo Road Business District is centered on the 1700 to 2000 blocks of south Philo Road and is generally bounded by Florida Avenue to the north, Mumford Drive to the south, Cottage Grove Avenue to the west, and the Sunnycrest I and II Apartments to the east. The area contains a mixture of neighborhood commercial business ranging from professional and personal services, to retail, restaurant and entertainment venues and convenience stores. The Philo Road Business District is anchored in Southeast Urbana area, as exhibited in the Appended Neighborhood Business 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.

The economic trends impacting the Philo Road Business District include national retail market transitions and local development patterns. National market shifts to deeply discounted, super-sized retail formats that require interstate access and the inability of some chains to compete in that arena have led to the retraction of retailers, such as K-Mart. Local development trends include the redesignation of Illinois Route 130 from Philo Road to High Cross Road, thus establishing Philo Road as a minor arterial, and the further development of North Prospect Avenue and Neil Street in Champaign as the regional retail center. These transitions have drawn 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. The District is tailored specifically to the southeast neighborhoods, but also serves many residents of the nearby community.

A positive local trend is the high rate of new housing development in southeast Urbana, which has increased population in the business district's service area and helped to stabilize sales and traffic levels. Population in the service area has increased and helped keep several retailers in business. Scheduled infrastructure improvements will provide improved access to these developing neighborhoods. These conditions may present opportunities for the Philo Road Business District to stabilize, reduce vacancies and provide goods and services to surrounding neighborhoods.

## **II. ISSUES**

As a part of this effort, studies were conducted by the City to determine the most feasible types of redevelopment or change of uses in the Philo Road Business District. Developers, businesses, and residents completed surveys that were used to identify consumer and development markets. Study results also provided information used to generate desired redevelopment concepts and scenarios, which can be shared with developers to encourage project development. Issues that were addressed using survey results include:

- What types of goods and services are desired in the Philo Road Business District's market?
- What will be needed to stabilize existing businesses and establish new ones?
- While some assistance is available, are there any other programs needed to assist identified businesses sectors and entrepreneurs?
- What practices and projects can be instituted by the South East Urbana Neighborhood Business Group and the City to make the area and current businesses more attractive?
- What redevelopment should be pursued for sites that no longer have commercial viability?
- What impact will development along Illinois Route 130 (High Cross Road) have on the Sunnycrest/Philo Business District and how should redevelopment be adjusted.

## **III. BACKGROUND**

### **History**

The Philo Road Business District served as a regional retail district in the 1960s, 1970s, and 1980s. Stores such as IGA and Walgreen's served as anchors in the Sunnycrest Mall. Other prominent retailers, such as Kmart and Kroger, were also a former presence in the area. These retailers accessed their markets via Philo Road, which was previously designated as Illinois Route 130 up until 1991, at which time High Cross Road to the east received the designation. High Cross Road/Route 130 now serves as a major north-south arterial in East Urbana, connecting to the major east-west arterials of Windsor Road, U.S. 150/University Avenue, and Main Street. Philo Road now serves primarily as a minor arterial conveying neighborhood traffic to and from Windsor Road, Florida Avenue and Main Street (via Cottage Grove). The 1993 Extra Territorial Jurisdictional Area Plan summarizes the anticipated impact of the highway system: "The connection of Windsor Road will have significant impact on southeast Urbana. This connection is now complete from Illinois Route 130 to U.S. Route 45 and beyond to southwest Champaign. Southeast Urbana has long been planned as a target for residential growth. Without the connection of Windsor Road, this area had been isolated from Route 45, the University of Illinois and southwest Champaign. The extension of Windsor opens a significant corridor for development in southeast Urbana," (p. 22). Average Daily Traffic (ADT) counts increased more rapidly on High Cross Road/Route 130 after 1991. (See Table 1 and Appendix B).

At this same time, Prospect Avenue north of I-74 was developed as a regional retail center and saw significant growth in Average Daily Traffic counts. Further development on north Neil Street and in the area between north Prospect Avenue and north Neil Street followed. These routes serve the developing “big box” mass merchandising area that has become the current regional retail center. ADT increases were also seen on south Neil Street. Philo Road traffic counts remained relatively level after 1991.

TABLE 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 occurred in the 1990’s and the early 2000’s. Mass merchandisers became “big boxes”, and then 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 have become standard facility criteria. This is evidenced locally by relocation decisions made by the Best Buy, Wal-Mart, and Menard’s Corporations. Smaller scale retail business likewise focused on access-based real estate performance standards. Even in the Philo Road Business District, stores have moved into larger spaces to accommodate a broader selection of merchandise, or have ceased operations. For example, IGA moved to the Sunnycrest Mall and then to the former Kroger’s building, Busey Bank moving to the vacated Sunnycrest space, Kennedy’s restaurant moved to the Stone Creek development from Sunnycrest, Jewel/Osco moved into the former Eisner’s building, and Osco built a new store on a former restaurant site when Jewel closed.

Some established major retailers did not adapt to the changing performance-based retail market. For example, Kmart Corporation could not keep pace with the increasingly competitive retail market, and soon fell behind competitors, such as Wal-Mart and Target. The retailer saw declining market shares in spite of its later efforts to super-size and discount its merchandising approach. In March of 2002, the discount icon announced the closure of 284 stores and in July 2003, the Kmart at 1710 south Philo Road was closed. This closure occurred as a result of a Chapter 11 bankruptcy reorganization of the

corporation nationwide. Community support for the Kmart was strong in the face of its pending closure and over 6,000 signatures were provided by customers pledging support to the Philo Road store.

Finally, in June of 2004, the Kmart Supercenter at the intersection of north Prospect Avenue and Bloomington Road announced its closure as part of a deal in which Kmart Corporation sold 24 retail locations to Home Depot. See Table 2 for a summary.

August 2001	Blue Light Always initiated in effort to compete with Wal-Mart. Prices reduced on thousands of items.
August 22, 2001	Second quarter loss of \$95 million reported.
October 20, 2001	Kmart announces nearly 1,300 stores could be converted to Supercenters.
November 27, 2001	Third quarter loss of \$224 million reported.
January 3, 2002	Kmart shares down nearly 14 percent to a 30 year low on investor bail out.
January 22, 2002	Kmart files for Chapter 11 bankruptcy protection.
March 8, 2002	Kmart announces 284 store closures, resulting in the firing of 22,000 workers.
January 14, 2003	Kmart announces 323 impending store closures, including the store at 1710 South Philo Road.
June 17, 2004	Kmart announces impending closure of North Prospect store.

Source: Detroit News

### Current Uses

The commercial buildings in the Philo Road Business District serve a variety of neighborhood and community business purposes as seen in Appendix C, Business District Map. Some of the more visible businesses in the district include Walgreen’s, Osco Drug, County Market, Family Video, True Value Hardware, Gold’s Gym, Busey Bank, Centru Bank, Country Companies Insurance, Bob Bone Insurance, Edward Jones Investments and Circle K. A more comprehensive usage is listed in Appendix D, Philo Road Business District Business Inventory.

Extensive housing development surrounds the Philo Road Business District, including single and multifamily dwellings. Some of the larger apartment complexes include: Sunnycrest I & II, Colorado Trace, Florida Avenue Apartments, Florida House, Campus Property Management East, Eldorado, Regency East, Amber Pointe, Sunnycrest Manor, Canterbury Ridge, Clark Lindsey and Steer Place senior apartments. Mixed with the apartment complexes are single-family housing developments extending from Washington Street to south of Windsor Road. The most recent housing developments include: Fairway Estates, Weller’s Lincolnwood IV, Eagle Ridge, South Ridge, The Ridge, The Vistas, Prairie Winds Senior Housing, Savannah Green and Stone Creek.

Current zoning for most of the Philo Road Business District is a mixture of B-1 and B-3 General Business, as seen in Appendix E, Zoning Map. The current Comprehensive Plan designation for the Business District 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 Philo Road Business District as appropriate for “Community Business Uses”. Draft future land use maps for the Comprehensive Plan Update also describe a possibility for a mix of uses as a

possible redevelopment scenario in parts of the Philo Road Business District (See Appendix F, Comprehensive Plan Update Future Use Map).

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 in the area. Gift and specialty shops, such as Razzle Dazzle, represent niche business sectors that hold growth potential (see Appendix G, news release). Some other entrepreneurs have examined the area with intentions of opening new and unique businesses that serve the surrounding neighborhoods. Efforts to locate businesses in vacant buildings continue as illustrated in Appendix H, Available Building Sheets.

### Development Trends

Southeast Urbana has experienced significant housing development, some office growth and is poised for additional expansion. The service area of the Philo Road Business District includes the fastest growing neighborhoods in Urbana. 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 Philo Road Business District.

Demographics show a population growth trend of 6.11% in the immediate area from 1990 to 2003. Households have increased 10.59% in the same period, demonstrating the acceleration 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 3 provides more demographic data.

Table 3. Demographics	Area centered on Philo Rd. and Florida Ave.		
	1 mi. radius	3 mi. radius	5 mi. radius
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. Current notable subdivisions include Stone Creek development at Windsor Road and Route Illinois 130 with 431 acres of land, Beringer Commons at U.S. Route 150 and Illinois Route 130 with 110 acres, and most recently, the Ridge with 5.5 acres and the Prairie Winds Development with 31 acres of land east of

Philo Road. Table 4 illustrates housing growth in current and projected future developments. The locations of these developments are shown in Attachment I. As summarized in Table 4, there are a total of 561 single-family and duplex units recently completed in the area and additional 955 planned, for a total of 1,516 homes. In addition, a total of 743 multiple-family units have been recently completed (478 units) or proposed (265 units). Projected future development for residentially zoned properties along High Cross Road would yield an approximate addition of 700 homes to the area.

**Table 4  
Housing Construction  
Recent and Current Developments and Projected Tracts**

Development	Units Completed	Future Construction to Build Out <sup>1</sup>	Total
<b>Single Family &amp; Duplex Residences</b>			
Fairway Estates	49	-	49
Eagle Ridge Subdivision			
Phase 2&3	90	3	93
Phase 4	-	35	35
Zero lot line homes (Phase 4)	-	20	20
Phase 5	-	29	29
South Ridge Subdivision (Phases 5, 6, 7)			
Single Family	16	159	175
Duplexes	4	86	90
Prairie Winds			
Single Family	-	29	29
Condominiums	-	42	42
Lincolnwood IV Subdivision	17	16	33
Savannah Green	198	97	295
Stone Creek Subdivision	129	425	554
The Ridge	11	14	25
Vistas (zero lot line)	47	-	47
<b>Total Single Family/Duplex Residences</b>	<b>561 homes</b>	<b>955 homes</b>	<b>1,516 homes</b>
<b>Multi-Family Residences</b>			
Canterbury Ridge	87	-	87
Alzheimer's Center	-	70	70
Amber Pointe Apartments	250	80	330
Clark Lindsey Village	141	50	191
Prairie Winds Senior Retirement Center	-	65	65
<b>Total Multi-Family Residences</b>	<b>478 units</b>	<b>265 units</b>	<b>743 units</b>
<b>Projected Future Development <sup>2</sup></b>			
<b>Site</b>	<b>Acreage</b>	<b>Projected Density</b>	<b>Total</b>
Pfeffer I Tract	152	2.8 units/acre	422
Pfeffer II Tract	40	2.8 units/acre	111
Diener Tract	252	2.8 homes/acre	167
<b>Total Projected Development</b>			<b>700 homes</b>

<sup>1</sup> From approved preliminary subdivision plats.

<sup>2</sup> For locations, see Attachment I, Residential Growth Trends Map – blue shaded area.



## **Infrastructure**

The Philo Road Business District is served by a variety of infrastructure. As a minor arterial, Philo Road accommodates traffic from the collector streets Colorado Avenue, Florida Avenue and Mumford Drive within the business district. In 2001, this generated average daily traffic counts on Philo Road of 11,800 south of Florida Avenue and 9,400 south of Colorado Avenue.

A number of improvements to streets in the area are planned or are under construction, which will provide multiple benefits to the Philo Road Business District. The extension of Colorado Avenue and an adjacent bicycle path to Stone Creek Boulevard began in 2004. Reconstruction of Philo Road from Colorado Avenue to Mumford Road is scheduled for construction in 2006. This \$1.2 million project will widen Philo Road to three lanes, 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 Philo Road Business District directly to some of the fastest growing residential developments in the region.

Bicycle 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 bicycle paths are scheduled for extension in 2006 and 2007. An extension of the bicycle path system along Philo Road north of Florida Avenue is planned in the long-term portion of the Capital Improvement Plan (CIP) and will be addressed as funds become available. Appendix J, Projected Construction Map, illustrates planned projects for the next ten years.

The Champaign-Urbana Mass Transit District (MTD) services the Sunnycrest/Philo Road Business District seven days a week. Several bus routes serve the area, making stops approximately every 15 to 30 minutes from approximately 6:30 a.m. to 11:45 p.m.

## **Assistance Programs**

Several programs are available to assist businesses in the Philo Road Business District. The Philo Road Business District Redevelopment Incentive Program was established in 2003 and has recently been revised to more effectively provide loans and grants to businesses that locate, expand, or construct new facilities in the Business District. Priority is given to retail businesses that are reusing vacant buildings or developing outlots. The loan/grant program is similar to the program that is offered in Downtown Urbana. Details are included in Appendix K.

Development agreements in the Philo Road Business District are negotiated on a case-by-case basis for projects of sufficient magnitude that provide desired services to the community. These agreements contain obligations for the developer and the City to realize proposed projects.

Development finance programs from the Champaign County Regional Planning Commission can assist businesses with start-ups or expansions. Funds are available at below market rates, or lower credit requirements and are available for equipment, fixtures, building improvements and working capital. Descriptions of these programs are appended.

## **IV. STUDY RESULTS**

### **Market Study**

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 by the Economic Development Division of the City of Urbana. 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 Philo Road Business District, dated August 2, 2004. Interviews were conducted with commercial developers in order to determine what development approaches will succeed in the Philo Road Business District. Another survey was sent to the members of the Southeast Urbana Neighborhood Business Group to identify desired land uses complementary 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.

### **Previous Surveys**

Surveys have previously been conducted in Urbana as part of the City's Comprehensive Plan Update. Written resident comments from Neighborhood Workshops (2001), Neighborhood Open Houses (2003) and Focus Groups (2003) are contained in Appendix L and provide background information as to community desires regarding redevelopment in the Sunnycrest/Philo Road Business District.

Additional information for this report was taken from the 2003 Urbana Business Survey, which queried ventures throughout the city regarding various aspects of their specific business climates. The responses were broken down by neighborhood, including the Southeast Urbana area. See Appendix M for the Southeast Urbana Business Survey results.

The most striking responses from the Business Survey were that 65% of businesses in southeast Urbana felt that business had grown in the past five 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 surveys for the whole city. Another encouraging set of responses is that of satisfaction with sites and buildings. Businesses were satisfied with locations, facilities and the neighborhood. Areas indicated for improvement included business mix and incentives. Most businesses had not investigated development incentives.

### **Resident/Shopper Survey**

The Philo Road Business District Resident/Shopper Survey was posted on the City of Urbana's web site between September 10, 2004 and October 15, 2004 and sent to 500 random addresses in Southeast Urbana. A paper copy of the survey was also available upon request. Note cards were mailed to 1,000 other random Southeast Urbana addresses to solicit electronic submissions or paper survey requests. A total of 541 completed surveys were received. A copy of the survey and the summary results are included in Appendix N. Highlights and trends are as follows:

The resident survey revealed that 86% of respondents shop in the Philo Road Business District more than once a week and that 62% shop there 2 to 3 time per week or more. A total of 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 primarily 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 for the area primarily included General Merchandise (68%) and Restaurants (65%). Other visited businesses that were mentioned in notable amounts (47% to 30%) included clothing, grocery, drug and building/hardware. 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 redeveloping 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 needs to be improved. Over one-half felt that shopping carts need 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. A total of 73% felt safe in the business district. Multiple write in suggestions included picking up refuse, better business lighting and signs, reduction of loitering, improving evening security and improving the appearance of apartment buildings.

### **Developer Surveys and Visits**

The developers interviewed by City staff were composed of owners of residential and commercial developments in the Southeast Urbana area. The Developer's Survey instrument is provided in Appendix O. The respondents 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 and gutter) was indicated. Connections to Washington Street, Windsor Road, and Highcross Road with widened streets were suggested. The extension of Colorado Avenue was noted as a welcome improvement.

The image that developers had of the business district is one of an aging, inactive and open area. This image 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 enhanced 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 abandoned 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. Suggested physical improvements included improved streetscaping, bicycle trails, lighting and landscaping in the area. Buildings in the business district also need façade improvements.

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 High Cross Road and University Avenue was viewed as competition to development in the Philo Road Business District.

Some market factors in need of improvement cited by the developers included enhancing the business-friendly image of Urbana and household income surrounding the business district. It was indicated that prices on vacant buildings and sites needed to be lowered by collaborating with the owners. Creative solutions would be needed to convince owners to retenant or redevelop the buildings.

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

- Office space development
- Conference centers
- Medical offices
- Research park development for “high-tech” space or office complex with University involvement
- Technical schools (e.g., Parkland College, public school uses, University computer access center)
- Government buildings
- Recreational uses (e.g., day spa, cinema)
- Strip development (e.g., Old Farm, Knollwood, Robeson, and Round Barn shopping centers)
- Mixed-use neighborhood development (e.g., residential, church and commercial)

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

### **Business Surveys and Retention Visits**

The Philo Road Business District Survey and Retention Visits conducted by staff in 2004 are combined in this section since input was similar in nature. The Business Survey Results are contained in Appendix P. Responding businesses served a whole spectrum of the population, but there were also those serving specific ages, income levels and genders. Most retail businesses experience peak sales from Thursday through Monday and, for services, from Monday through Friday. 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 by available space and parking, the presence of the University of Illinois, and/or on-site business acquisition. 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 is 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 include those to building facades, landscaping, roads and parking areas. Improved property maintenance was also suggested, specifically, grass mowing and shopping cart retrieval. Reducing loitering and improving security was frequently suggested. Traffic control in the parking lots is also a concern and could be partially implemented with landscaping concepts. 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 Shoppes at Knollwood in Champaign. The goals for filling vacant buildings also agreed with the developer's suggestions in the targeting of alternate uses like schools, conference centers, and call centers. Coffee shops, restaurants, cinemas, and clothing/general merchandise stores, seem to have a demand in the business district, according to resident businesspersons.

Businesses in the Philo Road Business District feel that networking, positive press and quality goods and services are their best promotional tools. Larger retailers use newspaper advertising as well. Most businesses are not searching for consultation regarding business practices. Some interest was expressed in business planning and incentive financing.

### **South East Urbana Business Group**

A business group has been established in the South East Urbana area since 2003 and meets quarterly to discuss business issues affecting the area. Meetings are facilitated by City staff and are hosted by group members. Special meetings were held with the Southeast Neighborhood Business Group on August 17, 2004 and September 29, 2004 to present the Report on Economic Conditions in the Philo Road Business District and the Update on the Philo Road Action Plan. Feedback from the group included the following:

- Need to develop a theme for promotion and development of the Philo Road Business District.
- Need to 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 stores to fill and market the space aggressively.
- Get a better-lit/updated 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 Philo Road all the way to Windsor Road.
  
- Improve appearances of facades and landscaping such as was done at the Round Barn shopping center.
- Make Florida Avenue a main thoroughfare to Illinois Route 130.

## Use Models

Changing uses of retail centers is a national phenomenon and several web sites list examples and philosophies for addressing this 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 schools, high schools, technical schools and universities. A good example web site is [www.bigboxreuse.com](http://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 continue to 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 of successful design exist, such as the Old Farm Shops and the Shoppes at Knollwood. Other regional examples will also be researched.

## V. RECENT EFFORTS

Interested stakeholders in the Philo Road area, including the City, businesses, developers, and residents have recently taken a number of actions towards the revitalization of the business climate in the Philo Road Business District. These actions include the following:

- **A Business District Directory** for the Philo Road area has been produced and is being distributed throughout the district (see Appendix Q).
- **Directional and welcome signage** for the Philo Road Business District has been installed at designated locations on Windsor Road, Florida Avenue, Cottage Grove and Philo Road. These signs promote the business district and guide customers and visitors to the area (see Appendix R).
- **Welcome banners** have been placed on streetlight poles in the Philo Road Business District in order to make the area more attractive and welcoming. Design of special banners tailored to the Philo Road District is underway.
- **The Philo Road Redevelopment Incentive Program** was recently strengthened with more flexible and expanded terms (as can be seen in attachment “K”) The new guidelines were approved by the City Council on October 11, 2004.
- **Recent and pending commercial development projects** are planned at the Marathon Station at the southwest corner of Florida Avenue and Philo Road, the Jewel Building on the east side of Philo Road, and the Family Video Store at Colorado Avenue and Philo Road.
- **Marketing of existing buildings** continues in coordination with local realtors through referrals and direct mail by City staff. Consultation continues to be offered to businesses that wish to expand revenues through marketing.
- **Colorado Avenue Construction** is now occurring to extend this road east to Stone Creek Boulevard in conjunction with the Prairie Winds project.

- **Philo Road improvements** are now planned for 2006 and will include three lanes, curb, gutter and a signalized intersection at Colorado Avenue. The improvements will make use of Federal and State fund allocations that are distributed among local area governments.
- **Resident/Shopper surveys** about the Philo Road Business District were conducted via the Internet and mail. A total of over 540 have been completed.
- **Meetings with commercial developers** have provided critical insight regarding what kinds of uses are feasible for existing buildings. Meetings will continue to help initiate development projects.
- **Retention visits** with existing businesses are being conducted in the Philo Road Business District to gain insight from business owners regarding desired development and improvements that should be included in the Philo Road Action Plan.
- **A survey of neighborhood businesses** was conducted and is summarized in this report along with retention visit input.
- **The Southeast Neighborhood Business Group** has recently held two meetings regarding the Philo Road Action Plan and to discuss improvement ideas and concerns for the business district.
- **Sites are being cleaned up** with requests from neighbors and from City staff. Blowing refuse has been cleaned up and overgrown shrubs have been trimmed. Shopping cart control is being pursued in coordination with local retailers.
- **Beautification concepts** are being developed by City staff regarding landscaping, streetscaping, architecture, signage and nuisance code enforcement (see Appendix S). Resulting development scenarios will be presented to business owners and developers as building and landscape design examples.

## VI. RELEVANT POLICIES

It is anticipated that in the Spring of 2005 the City of Urbana will adopt a new Comprehensive Plan. When adopted, this Plan will replace the current Comprehensive Plan that dates to 1982. The new Comprehensive Plan will function as an “umbrella plan” for other planning initiatives in the City.

Under this umbrella would be a “system of plans” that all serve a unique role for the City of Urbana. This system includes neighborhood plans, strategic plans and other Agency plans. The Philo Road Business District Revitalization Report and Action Plan is considered to be a *Strategic Plan* since it offers specific strategies and actions to be implemented in a targeted area. While some of these actions relate directly to land use issues, many others relate to financial considerations and promotion activities. This strategic plan is not considered an amendment of the Comprehensive Plan although its formulation was done in close consideration of the goals, objectives and policies of the 1982 plan and upcoming 2005 plan.

## **1982 Comprehensive Plan Policies**

The following goals, objectives and policies from the 1982 are most relevant to the Philo Road Business District Final Report.

*Objective 1.230 Encourage infill development of vacant and under-utilized land within the City limits, with emphasis on downtown where appropriate.*

*Goal 1.400 To improve and maintain the developed portions of the City including the existing housing stock, the older residential neighborhoods, and the commercial areas with special emphasis on the downtown area.*

*Objective 1.410 Promote the redevelopment and conservation of urbanized areas.*

*Goal 3.300 To arrange land uses in a manner that minimizes the distance between uses that are mutually dependent.*

*Objective 3.310 Encourage development to occur in areas where there is a demonstrated need for a particular use.*

*Policy 3.311 Review all land use changes that are controlled by the Zoning Ordinance, Subdivision Ordinance or annexation procedures to minimize the distance between uses that are mutually dependent.*

*Goal 3.400 To create a compact community where the conversion of agricultural land, the cost of providing public services, and the use of energy are minimized.*

*Objective 3.410 Designate growth areas in a manner that minimizes the cost of providing public services.*

*Policy 3.411 Encourage development only in areas where urban services and facilities are available at adequate capacity or have been planned.*

*Goal 3.500 To minimize non-productive and under-productive uses of land.*

*Goal 4.100 To increase sources of municipal revenues required to continue providing existing and future increased levels of municipal services.*

*Objective 4.110 Increase the proportion of land uses which produce municipal revenues equal to, or in excess of, the cost of required services.*

*Policy 4.111 Promote mixtures of compatible uses, improvements in services and facilities, aesthetics and public convenience, in existing commercial and industrial developments.*

*Policy 4.113 Facilitate expansion plans of local businesses, commercial and industrial concerns.*



*Goal 4.200 To minimize tax increases or service reductions caused by inflation.*

*Objective 4.210 Promote commercial and industrial developments which are compatible with the character, environment and resources of the community.*

*Goal 6.100 To increase and diversify the tax base of the City of Urbana.*

*Objective 6.110 Encourage the promotion of commercial and industrial development which is compatible with the character, environment and resources of the community.*

*Policy 6.111 Make information available on those areas of land that have the greatest potential for commercial and industrial development within the Comprehensive Planning area as determined by transportation access demands, utility requirements, availability of adequate parcel size, compatibility with adjacent land uses, market demand and preservation of natural resources.*

*Policy 6.113 Work with appropriate agencies to promote Urbana as a good place for commercial and industrial development and to recruit suitable businesses and industries to the City.*

*Policy 6.114 Clarify and integrate the promotional and recruitment roles of each organization that is working on some aspect of Urbana's economic development.*

*Goal 6.200 To capitalize on the existing economic, educational, environmental and personnel resources that Urbana has to offer businesses and industries.*

*Objective 6.210 Increase the awareness of potential developers, investors, and visitors of the special attributes which are incentives to locating, investing, staying and expanding, or visiting Urbana.*

*Policy 6.211 Identify those resources that make Urbana a particularly desirable place to locate or stay and expand.*

*Policy 6.212 Use the identified resources to sell potential investors on the desirability of locating or staying and expanding in Urbana.*

*Policy 6.213 Identify factors that inhibit compatible economic growth and mitigate or eliminate their impact.*

*Goal 6.300 To achieve a proactive stance towards economic development that will be viewed in a positive manner by potential investors.*

*Objective 6.310 Improve Urbana's image as a community that welcomes and aggressively pursues compatible economic development.*

*Policy 6.311 Identify potential financial and developmental incentives that the City Council is willing to offer developers to promote commercial and industrial development.*

*Policy 6.312 Identify ways in which the review of projects can be accomplished in a more timely and efficient manner.*

*Policy 6.313 Evaluate revisions to city ordinances, regulations, and policies in terms of potential impact on the business community and climate.*

*Policy 6.314 Investigate the use of economic development tools such as the creation of small business investment corporations, financing techniques for venture capital, creation of high technology industrial parks, and the development of incubator sites for new businesses and industries.*

*Goal 6.400 To create a more informed public on issues related to economic development.*

*Objective 6.410 Inform the citizens of Urbana about the positive and negative aspects of additional compatible development.*

*Policy 6.411 Support the preparation and distribution of information that would help Urbana citizens better understand the economic health of the community.*

*Policy 6.412 Work with existing commissions, committees, neighborhood associations, etc. to maximize public input in economic development plans and proposals to foster an internal commitment to those plans.*

*Policy 6.413 Work with the news media to report a well balanced analysis of news related to economic development.*

*Goal 6.600 To arrest the spread of blighting factors throughout the City that detract from property values and discourage economic development.*

*Objective 6.610 Promote activities that will arrest the spread of deterioration in established commercial and industrial areas.*

*Policy 6.611 Survey the City to identify blighted industrial and commercial areas; integrate information with similar material which may be available from other sources.*

*Policy 6.612 Attempt to secure loans and grants to encourage capital improvements in blighted areas.*

*Policy 6.613 Enforce weed, debris, litter, and sign ordinances.*

*Goal 6.700 To support the retention and expansion of existing businesses and industries located in Urbana.*

*Objective 6.710 Adopt policies and make decisions that support existing businesses and industries.*

*Policy 6.711 Continue to identify the concerns of local businessmen and industrialists.*

*Policy 6.712 Make available financial incentives to encourage local commercial and industrial expansion.*

*Policy 6.713 Encourage the use of Small Business Administration (SBA) loans when applicable.*

*Goal 6.800 To develop a comprehensive, cohesive approach to economic development for the City.*

*Objective 6.810 Encourage cooperative efforts to promote economic development.*

*Policy 6.811 Achieve a policy commitment from the City Council that encourages economic development.*

*Policy 6.812 As an implementation tool of the Comprehensive Plan, prepare a comprehensive economic development plan for the City that sets the level of economic growth to be pursued by the City.*

*Policy 6.813 Actively work with all concerned groups to achieve their commitment to a unified approach to developing and implementing an economic development plan for the City.*

*Goal 12.100 To guide new developments so as to promote the most efficient use of energy.*

*Objective 12.110 Regulate the use of land in ways that will promote compact urban design which minimizes the demand for energy and maximizes its efficient use.*

*Policy 12.111 Encourage land use arrangements and densities that facilitate provision of energy efficient public transportation.*

*Goal 12.200 To encourage the efficient use of energy by both private and public users through careful site planning.*

*Objective 12.210 Promote design and construction practices which effectively utilize all energy sources.*

*Policy 12.212 Encourage site planning, design and construction which utilize natural lighting, reduce the effects of exposure to extreme weather conditions, and reduce the demand for artificial heating, cooling and ventilation.*

*Policy 12.213 Promote the use of landscaping to reduce the adverse effect of weather conditions.*

*Policy 12.214 Identify and promote the potential use of centralized heating and cooling facilities to serve building complexes.*

## **2005 Comprehensive Plan**

The following goals and objectives from the 2005 Comprehensive Plan (anticipated adoption in Spring 2005) are most relevant to the Philo Road Business District Final Report:

### **Goal 18.0     *Promote infill development over “Greenfield” development.***

#### *Objectives*

*18.1 Promote the redevelopment of underutilized property using techniques such as tax increment financing, redevelopment loans/grants, enterprise zone benefits, marketing strategies, zoning incentives, etc.*

### **Goal 23.0     *Enhance Urbana’s commercial areas.***

#### *Objectives*

*23.1 Use a variety of economic development tools to improve and redevelop Urbana’s existing commercial areas.*

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

### **Goal 24.0     *Create additional commercial areas to strengthen the city’s tax base and service base.***

#### *Objectives*

*24.1 Provide a sufficient amount of land designated for various types of commercial land uses to serve the needs of the community.*

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

### **Goal 25.0     *Improve the appearance of Urbana’s commercial and industrial areas.***

#### *Objectives*

*25.1 Use a variety of available economic development tools to improve the appearance and functionality of Urbana’s commercial and industrial areas.*

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

*25.3 Seek private as well as public investments to enhance the city’s commercial and industrial areas.*

**Goal 27.0     *Develop a diversified and broad, stable tax base.***

*Objectives*

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

27.2 *Promote appropriate development opportunities.*

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

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

**Goal 29.0     *Develop a comprehensive approach to economic development.***

*Objectives*

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

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

29.3 *Market Urbana to potential investors and residents.*

29.4 *Establish economic development programs to promote economic and business growth.*

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

**Goal 30.0     *Retain and expand existing businesses and industries.***

*Objectives*

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

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

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

**Goal 31.0     *Promote new and expanded business opportunities.***

*Objectives*

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

- 31.2 *Work with supporting economic development agencies to help recruit new business and industry to Urbana.*

**Goal 33.0** *Encourage development in areas where adequate infrastructure already exists.*

*Objectives*

- 33.1 *Promote development in an orderly and coordinated fashion to ensure timely, cost-effective extension of utilities.*

**Philo Road Revitalization Goals and Policies**

The above stated goals and objectives provide a strong basis for redevelopment of the Philo Road Business District. Goals and objectives specific to the Philo Road area are presented in the next section as an Action Plan.

The overall objectives of the Action Plan include the following elements:

- Improve the Image of the Philo Road Business District
- Retain and Enhance Existing Businesses
- Improve Development Incentives
- Plan and Construct Infrastructure Improvements
- Beautify the Business District through public and private efforts
- Provide marketing assistance
- Encourage creative building reuse
- Promote development of outlots to promote a denser/more vibrant area
- Zoning and signage Improvements

The vision to be achieved by the Action Plan should be to allow the Philo Road commercial area to reach its potential as a vibrant retail, service and business area serving the community and the region. Illustrations showing how the appearance of the Philo Road area can be improved with landscaping and streetscape improvements are presented in Appendix S. Appendix T includes illustrative examples of where additional redevelopment of outlots can occur.

**VII. PHILO ROAD ACTION PLAN**

To continue progress towards revitalization of the Philo Road Business District and employ the input gathered from surveys, an Action Plan is beneficial. Goods and services desired in the business district have now been identified and can be pursued. Components of an action plan should address image improvement and beautification of the area, business retention and communications, incentive enhancement, infrastructure improvement, marketing, building reuse and site redevelopment. These elements are addressed individually as follows.

**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 meantime, standard “Urbana Welcome” banners and directional signage have been installed to help create an inviting atmosphere in the Philo Business District.

**Retention visits** of area businesses 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.

**Enhancement of incentives** was strongly suggested by both developers and businesses owners. The Philo Road Redevelopment Incentive Program has been expanded and will be promoted. The potential for Tax Increment Finance development should also be explored. Alternatively, establishment of development assistance in emulation of that which could be provided by a TIF could be considered by the City. Collaboration with developers will continue to initiate projects that can support a Tax Increment Finance District. Other funding sources will be investigated.

**Beautification** was stressed throughout survey responses and concept designs have already begun. Streetscaping of city infrastructure will be studied along with establishment of public/private partnerships to landscape property. In particular, landscaping of parking lots and public rights-of-way should be pursued.

**Road improvements** are strongly urged in addition to other infrastructure improvements. Fortunately, that process has already begun with construction to extend Colorado Avenue and plans to reconstruct Philo Road in 2006.

**Building reuse** is another area requiring close collaboration with developers and owners of 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. An attractive reuse option is to redevelop “big box” spaces as employment centers. If feasibility dictates, total redevelopment of sites may need to occur in order to employ property to meet current market demands.

**Marketing of available buildings** is conducted by City staff in collaboration with realtors, via 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.

**Zoning and/or signage improvements** may be necessary to address issues of business visibility along Philo Road.

**Development of outlots** along Philo Road should be encouraged to help build the density and visual vitality of the area. Additional development directly along Philo Road, with parking lots behind will dramatically improve the visual character of the district.

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 public infrastructure where funds are available, the private sector will also 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 presented beginning on the next page.

This Action Plan should be tracked as a "living document" with frequent updates to decision makers. As Plan items are accomplished, others may emerge. It will require continued effort on the part of the City, businesses, real estate investors, and the community as a whole for the Philo Road commercial area to reach its potential as a vibrant retail, service and business area serving the community and region.



# PHILO ROAD ACTION PLAN

January 20, 2005

Action Element	Specific Action	Timeframe/Status	Responsibility
1. Improve the image of the Philo Road Business District	<ul style="list-style-type: none"> <li>• Establish an identity or common theme for the area in conjunction with the Southeast Urbana Business Group</li> <li>• Place improved directional signs on Windsor and Philo</li> <li>• Banner Program               <ul style="list-style-type: none"> <li>▫ Install welcome banners</li> <li>▫ Design new logo and banners that help establish and promote neighborhood theme</li> <li>▫ Find sponsors with Southeast Urbana Business Group</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• 2005 - 2006</li> <li>• Complete               <ul style="list-style-type: none"> <li>▫ Complete 2005</li> <li>▫ 2005</li> </ul> </li> </ul>	ED/SEUBG/PW  PW/ED  PW ED/SEUBG  ED/SEUBG
2. Retain existing business	<ul style="list-style-type: none"> <li>• Gather input for improvements for the Philo Road Business District               <ul style="list-style-type: none"> <li>▫ Retention visits to businesses in the Philo Road Business District</li> <li>▫ Meet with South East Urbana Neighborhood Business Group</li> <li>▫ Business survey</li> <li>▫ Developers survey</li> <li>▫ Carle Clinic inquiry and follow up</li> <li>▫ Promote and advertise the Redevelopment Incentive</li> <li>▫ Plan and assist with expansions/improvements</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Complete               <ul style="list-style-type: none"> <li>▫ Ongoing</li> <li>▫ 2 conducted and ongoing</li> <li>▫ Complete</li> <li>▫ Complete</li> </ul> </li> <li>• Complete</li> <li>• 2005</li> <li>• Ongoing</li> </ul>	ED/PW  ED/PW  Exec./ED/PW/ Police ED Exec/ED Exec/ED Council/PW/ private
3. Enhance incentives	<ul style="list-style-type: none"> <li>• Revise Redevelopment Incentive Program Guidelines and Market program</li> <li>• Inform developers of development agreement opportunities</li> <li>• Evaluate TIF potential               <ul style="list-style-type: none"> <li>▫ Collaborate with developers on sites &amp; projects to determine feasibility</li> <li>▫ Calculate cash flow projections</li> <li>▫ Grant research</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Complete</li> <li>• Ongoing               <ul style="list-style-type: none"> <li>▫ Ongoing</li> </ul> </li> <li>• Ongoing</li> </ul>	Council/Exec/ED  Exec/CD  CD  ED CD

# PHILO ROAD ACTION PLAN

January 20, 2005

Action Element	Specific Action	Timeframe/Status	Responsibility
4. Plan and construct infrastructure improvements	<ul style="list-style-type: none"> <li>• Complete Colorado to Stone Creek Boulevard</li> <li>• Rebuild Philo to three lanes between Colorado and Mumford with signalized intersection at Colorado</li> <li>• Improve pedestrian crossings as pedestrian traffic in the area has increased</li> <li>• Extend bicycle trails</li> </ul>	<ul style="list-style-type: none"> <li>• Underway</li> <li>• 2006</li> <li>• Start 2005</li> <li>• In CIP/ Greenways Plan</li> </ul>	Private/PW PW/State/ CUUATS PW  PW
5. Beautify the Philo Road Business District	<ul style="list-style-type: none"> <li>• Conduct Beautification Study               <ul style="list-style-type: none"> <li>▫ Study Philo Business District sites and landscape models from other communities</li> </ul> </li> <li>• Streetscaping               <ul style="list-style-type: none"> <li>▫ Landscape sidewalks and streets</li> <li>▫ Add landscaped median strips in the parking lots to break up the "concrete vista"</li> <li>▫ Provide landscape incentives on private properties</li> <li>▫ Investigate addition of a center median or enlarge parkways on Philo Road</li> <li>▫ Determine costs and budget</li> </ul> </li> <li>• Improve building appearances               <ul style="list-style-type: none"> <li>▫ Update Business Facades and Signage</li> <li>▫ Offer loans from Redevelopment Incentive Program</li> <li>▫ Establish a system to return shopping carts</li> <li>▫ Enforce nuisance violations</li> <li>▫ Keep vacant buildings neat and clean - timely grass mowing, paint boarded-up- plywood windows and have abandoned cars towed</li> <li>▫ Work with SE Urbana Business Group to create a program to keep area clean</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▫ 2005</li> <li>▫ Start 2005</li> <li>▫ Start 2005</li> <li>▫ Start 2005</li> <li>▫ 2005</li> <li>▫ 2005</li> <li>▫ Start 2005</li> <li>▫ Start 2005</li> <li>▫ 2005</li> <li>▫ Ongoing</li> <li>▫ Ongoing</li> <li>▫ 2005</li> </ul>	CD/PW  PW PW/Private  PW/CD PW  Exec/PW/CD  Private/ED/PW Private/ED Private/ED/PW PW PW/Police  ED/SEUBG

# PHILO ROAD ACTION PLAN

January 20, 2005

Action Element	Specific Action	Timeframe/Status	Responsibility
6. Provide marketing assistance	<ul style="list-style-type: none"> <li>• Promote buildings to target markets                             <ul style="list-style-type: none"> <li>▫ Collaborate with owners and real-estate agents to get detailed building and site information</li> <li>▫ Update the data base of available buildings with detailed priority site information</li> <li>▫ Collaborate with owners and real estate agents to identify market targets</li> <li>▫ Develop marketing materials and direct market to targets and inquiries</li> </ul> </li> <li>• Assist with marketing Philo Road Business District                             <ul style="list-style-type: none"> <li>▫ Advertising Materials                                     <ul style="list-style-type: none"> <li>• Business District Directory &amp; Visitors Guide</li> <li>• Web page with city link</li> <li>• Incentives information</li> </ul> </li> <li>▫ Promotional Event concepts and technical assistance</li> </ul> </li> <li>• Technical marketing and public relations assistance for individual businesses</li> </ul>	<ul style="list-style-type: none"> <li>▫ Ongoing</li> <li>▫ Ongoing</li> <li>▫ Complete</li> <li>▫ 2005</li> <li>Complete 2005</li> <li>2005</li> <li>Ongoing</li> <li>• Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Private/ED</li> <li>Private/ED</li> <li>Private/ED</li> <li>ED/EDC</li> <li>ED</li> <li>IS</li> <li>ED</li> <li>ED/UBA</li> <li>ED/SBDC/UBA</li> </ul>
7. Investigate building reuses	<ul style="list-style-type: none"> <li>• Interview building owners and developers regarding alternate uses</li> <li>• Investigate neighborhood business venues</li> <li>• Investigate employment-based uses</li> <li>• Research models from other communities and draft Development Scenarios for the Philo Business District. See <a href="http://www.bigboxreuse.com">www.bigboxreuse.com</a>; <a href="http://www.specialtyretail.net/issues/october01/bigbox.htm">www.specialtyretail.net/issues/october01/bigbox.htm</a>; <a href="http://www.vacantproperties.org">www.vacantproperties.org</a>; <a href="http://www.uwex.edu/ces/cced/lets/0201tb.pdf">www.uwex.edu/ces/cced/lets/0201tb.pdf</a>.</li> <li>• Determine feasibility of concepts (and combinations thereof)</li> <li>• Determine applicability of incentive programs</li> </ul>	<ul style="list-style-type: none"> <li>• Complete/ Ongoing as needed</li> <li>• Complete</li> <li>• 2005</li> <li>• 2005</li> <li>• 2005</li> <li>• 2005</li> <li>• Complete</li> </ul>	<ul style="list-style-type: none"> <li>Exec/ED</li> <li>ED</li> <li>ED/EDC</li> <li>ED</li> <li>ED</li> <li>CD/PW</li> <li>ED</li> </ul>

# PHILO ROAD ACTION PLAN

January 20, 2005

Action Element	Specific Action	Timeframe/Status	Responsibility
8. Investigate site redevelopment uses/outlot development opportunities	<ul style="list-style-type: none"> <li>• Interview owners and developers regarding redevelopment uses</li> <li>• Investigate development of outlots</li> <li>• Examine other community models</li> <li>• Determine market demand for models</li> <li>• Determine applicability of incentive programs</li> </ul>	<ul style="list-style-type: none"> <li>• Complete and ongoing as needed</li> <li>• 2005</li> <li>• 2005</li> <li>• 2005</li> <li>• Complete</li> </ul>	<p>Exec/ED</p> <p>CD/PW ED ED/EDC Exec/ED</p>
9. Zoning/signage improvements	<ul style="list-style-type: none"> <li>• Study zoning restrictions to see if improvements or amendments need to be made to promote redevelopment</li> <li>• Assess business signage needs along Philo Road and encourage businesses to improve visibility through sign construction with redevelopment assistance</li> </ul>	<ul style="list-style-type: none"> <li>• 2005</li> </ul> <p>Start in 2005</p>	<p>CD</p> <p>Private/CD/ ED</p>

**Acronyms/Abbreviations Used:**

- ED = Economic Development Division of the City of Urbana
- SEUBG = Southeast Urbana Business Group
- PW = Public Works Department of the City of Urbana
- Exec = Executive Department of the City of Urbana
- Police = Police Department of the City of Urbana
- Council = City Council of the City of Urbana
- Private = private sector, including property owners, developers, business owners, etc.
- CUUATS = Champaign-Urbana Urbanized Area Transportation Study
- CD = Community Development Department of the City of Urbana
- State = State of Illinois (Illinois Department of Transportation)
- EDC = Economic Development Corporation
- IS = Information Services Division of the City of Urbana
- UBA = Urbana Business Association
- SBDC = Small Business Development Center

## VIII. REFERENCES

City of Urbana, 1993, Extra Territorial Jurisdiction Area Plan (ETJA).

City of Urbana, 2002, Comprehensive Plan Update, Neighborhood Workshops.

City of Urbana, 2002, Comprehensive Plan Update, Resident Survey.

City of Urbana, 2002, Comprehensive Plan Update, Existing Conditions Report.

City of Urbana, 2003, Comprehensive Plan Update, Focus Groups.

City of Urbana, 2004, Comprehensive Plan Update, Neighborhood Open Houses.

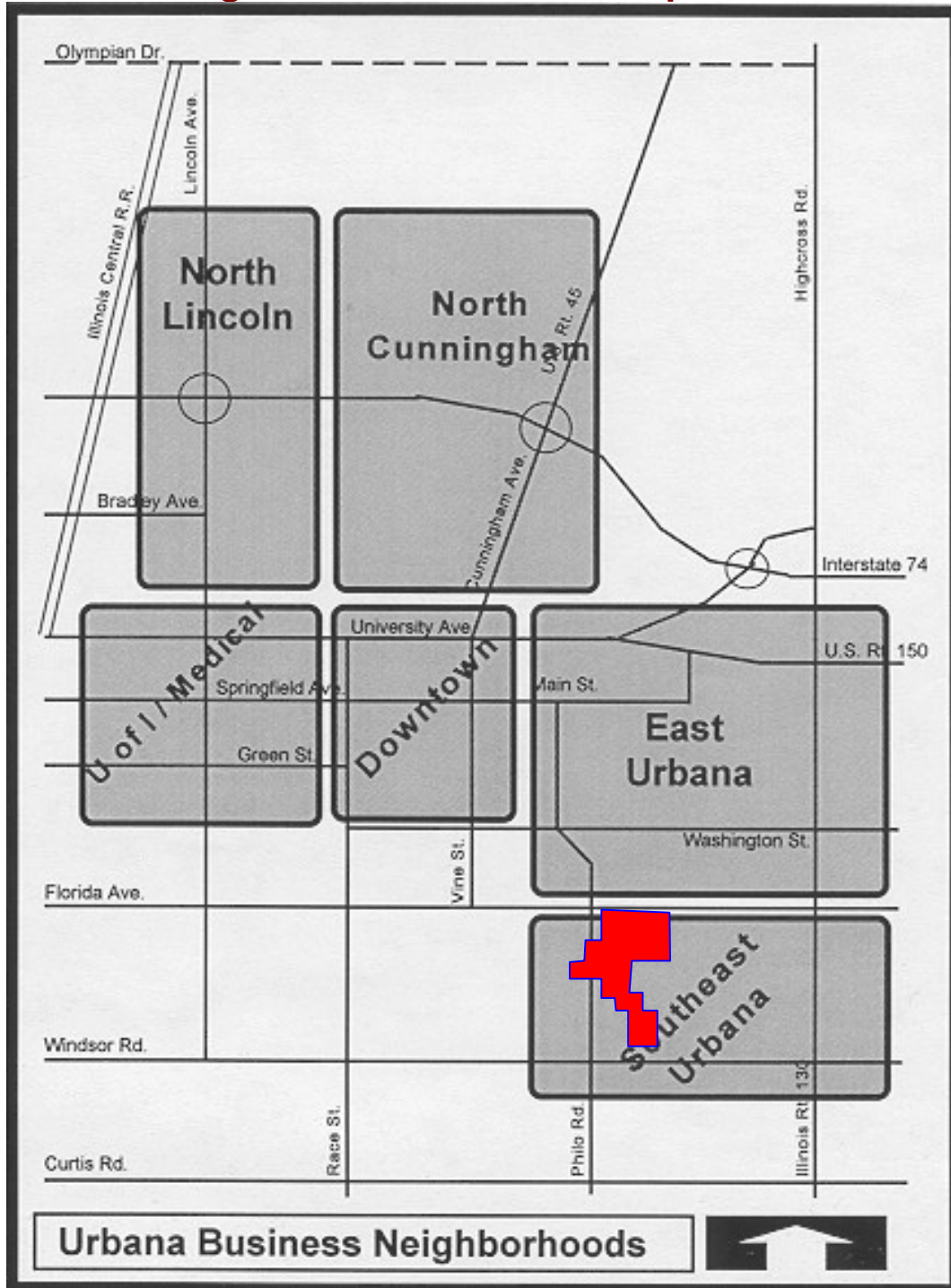
Nani Baker Publishing, February 2004, Eye On Urbana

City of Urbana, 2004, Public Works' Capital Improvements Construction Plan.

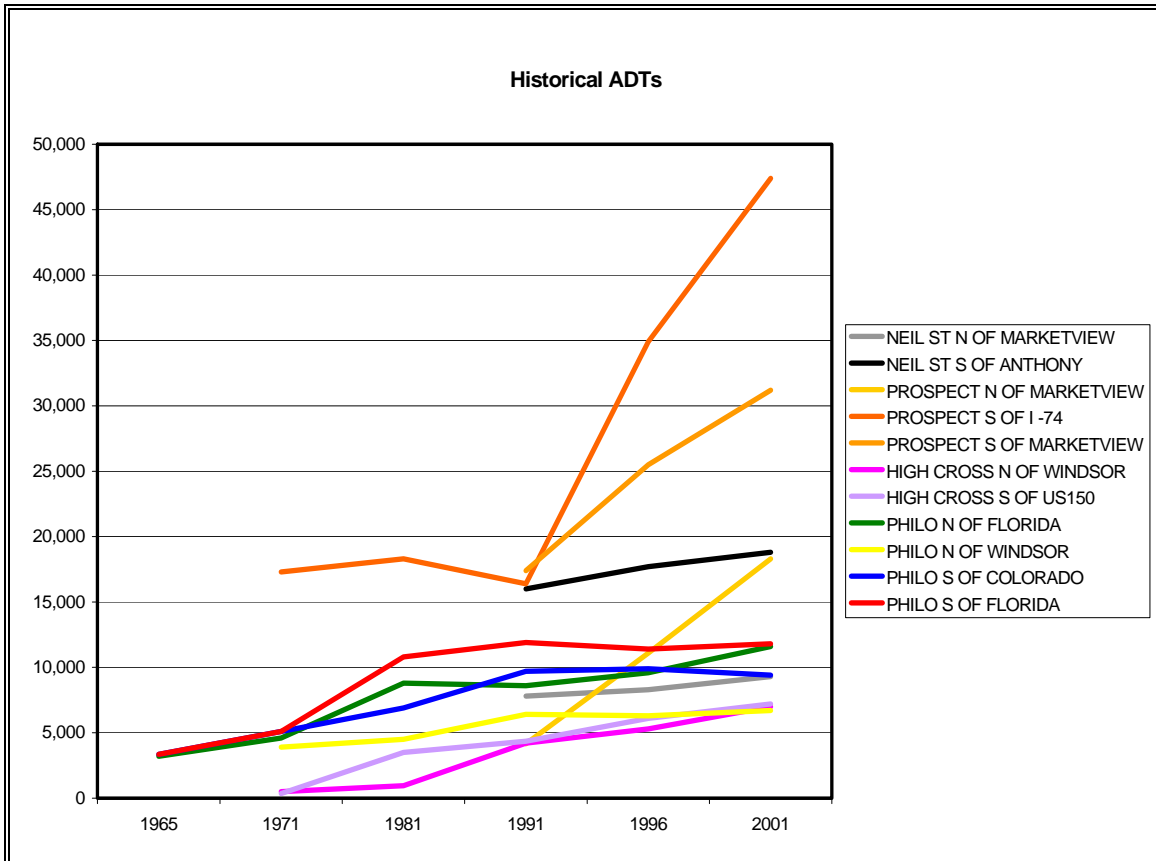
City of Urbana, 2004, Report on Economic Conditions of The Sunnycrest/Philo Road Business District.

City of Urbana, 2004, Philo Road Action Plan Update.

## Neighborhood Business Map - 2001



# APPENDIX B



SELECTED AVERAGE DAILY TRAFFIC COUNTS

APPENDIX 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.	Hunan Chinese Restaurant	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.	Rick Winkel, State Senator		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.	Urbana Secure Self Storage	42,592	R	Vacant
1809 S. Philo Rd.	Mikhail's Shoe & Luggage Repair	1,500	S	Shoe & Luggage Repair



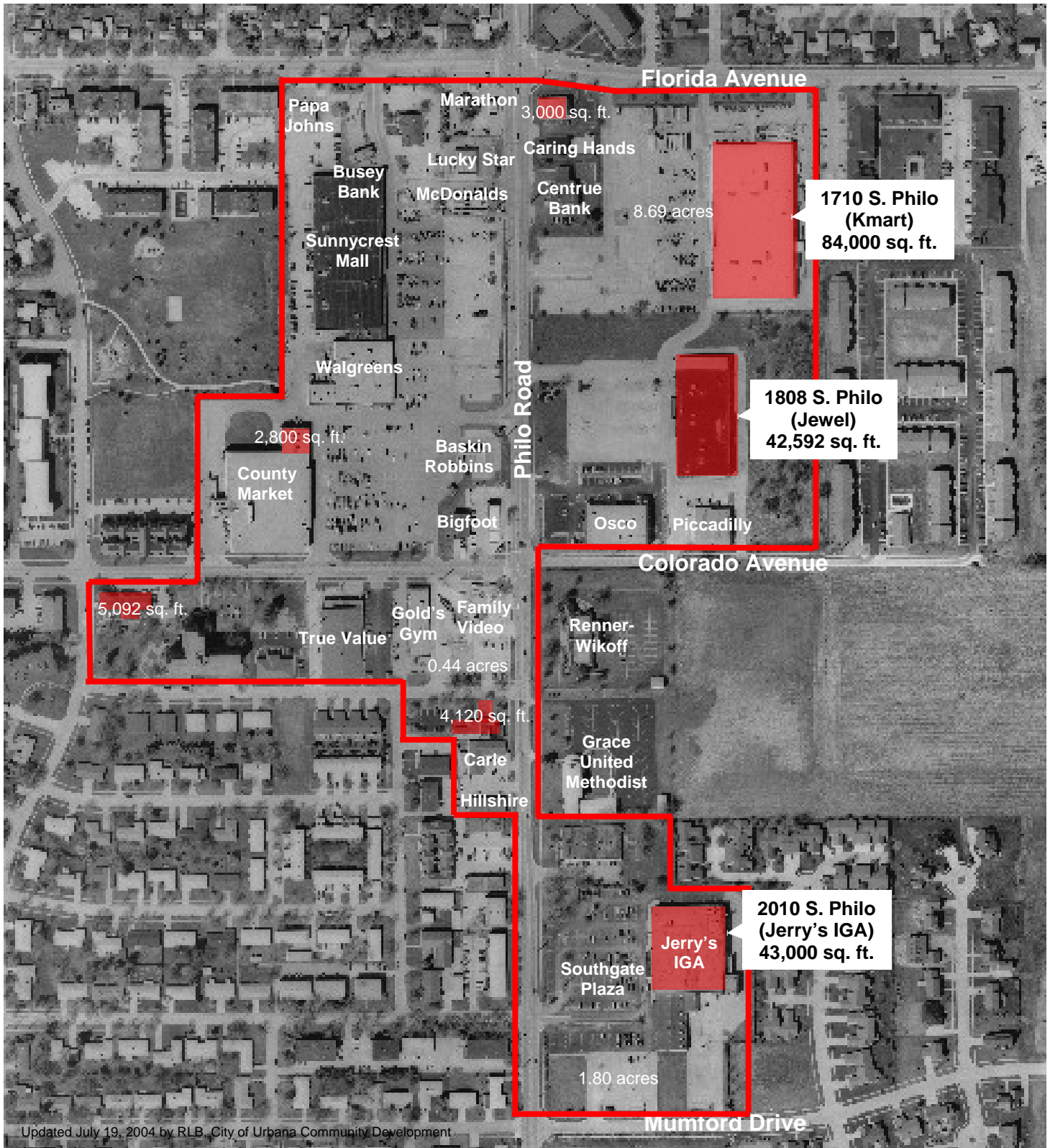
1809 S. Philo Rd.	(Packages to Go Inc.)	1,500	V	Vacant
1809 S. Philo Rd.	Personal Touch Dry Cleaning	1,500	S	Dry Cleaning
1809 S. Philo Rd.	Walgreen Drug Store	12,000	R	Retail/Drug Store
1809 S. Philo Rd.	Wireless Mike's	2,000	M	Communications
1813 S. Philo Rd.	Baskin Robbins	1,000	F	Ice Cream
1815 A S. Philo Rd.	Check n'Go	1,400	R	Vacant
1815 B S. Philo Rd.	ATA Black Belt Academy	1,400	R	Vacant
1815 S. Philo Rd.	Charley'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.	Circle K BP	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., Karshen 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:**

**454,701**

# PHILO ROAD BUSINESS DIST.



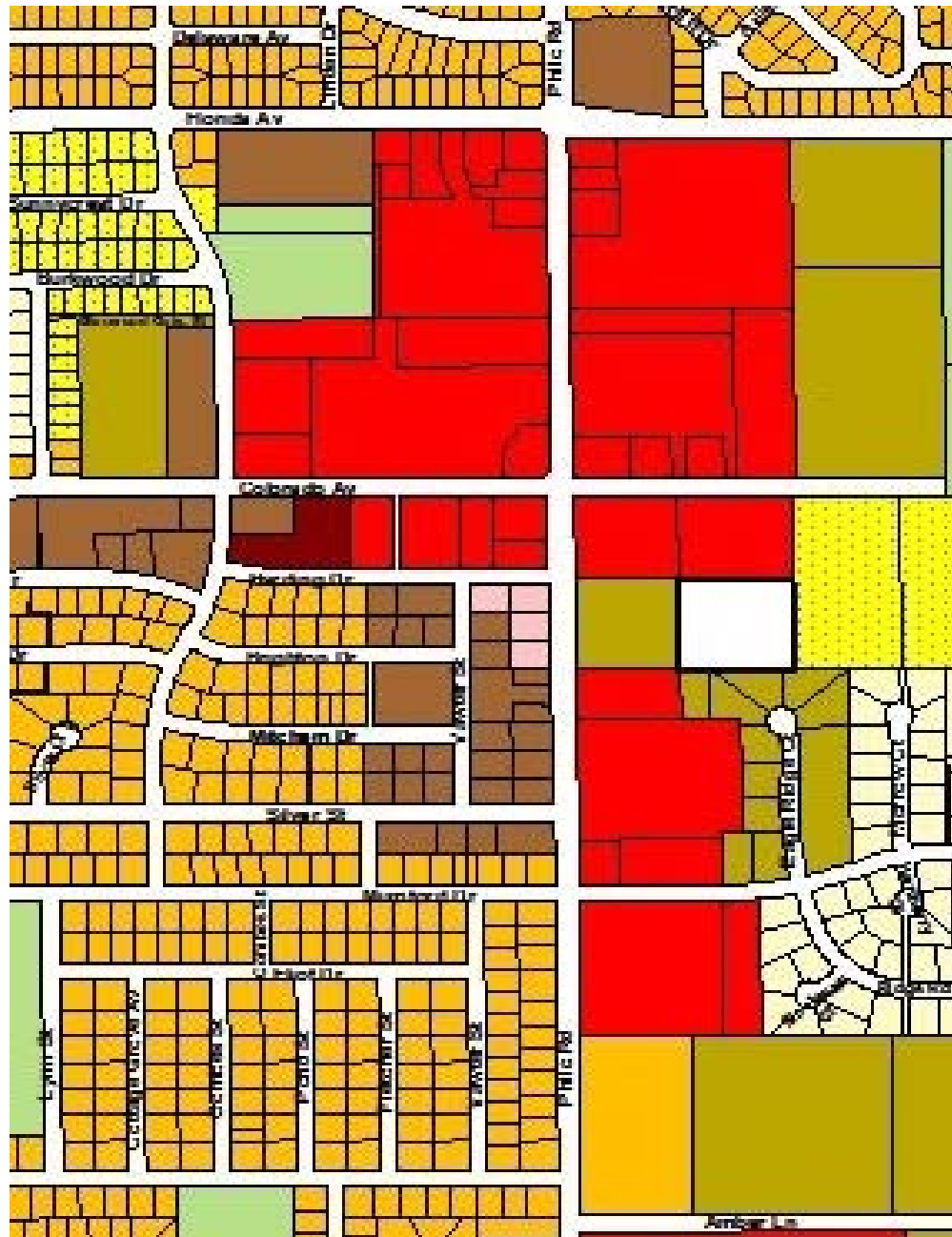
Updated July 19, 2004 by RLB, City of Urbana Community Development

-  Available Building
-  Area Boundary

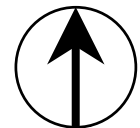
SUNNYCREST/PHILO ROAD  
BUSINESS DISTRICT



APPENDIX E

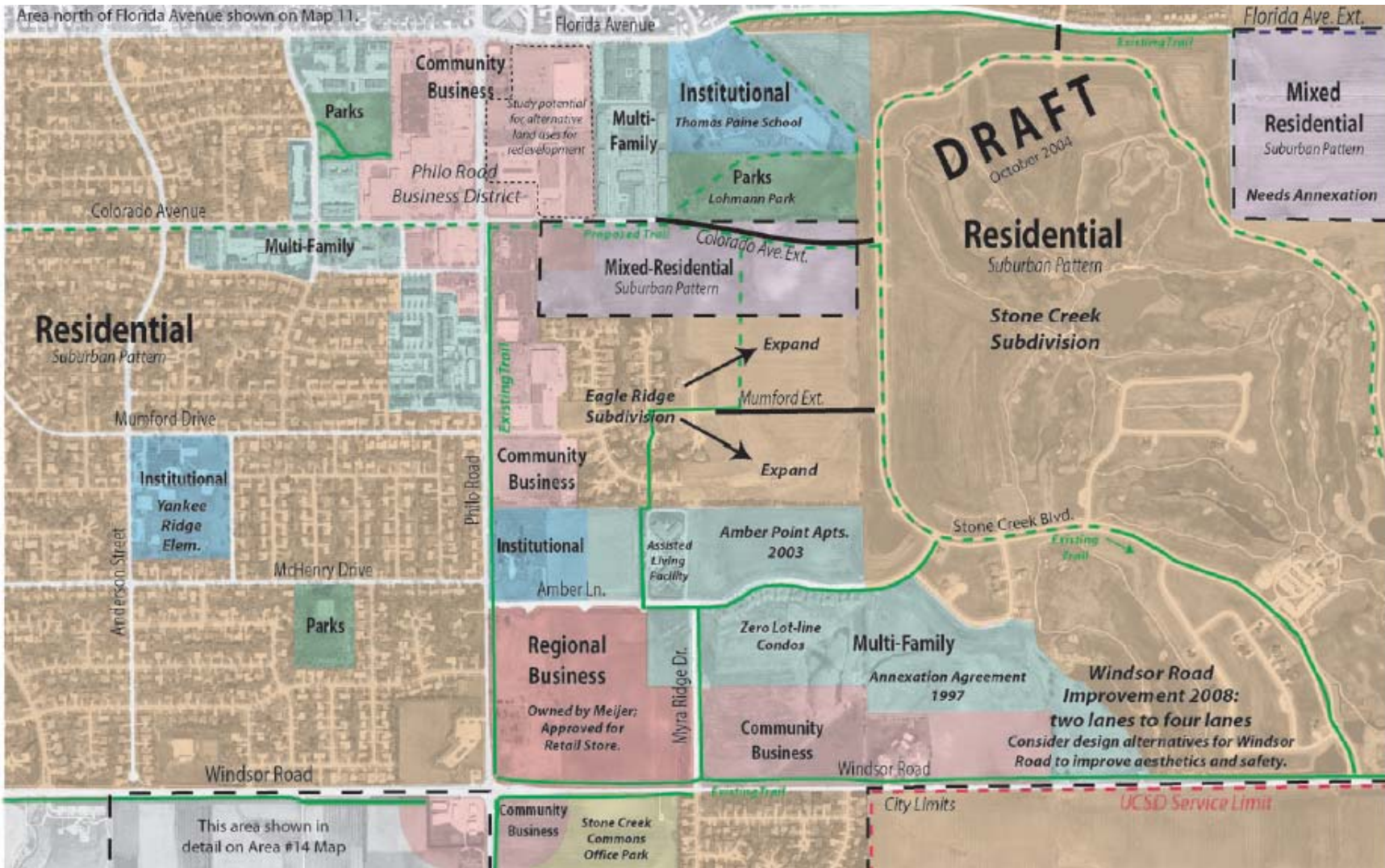


# SUNNYCREST/PHILO ZONING



- |   |   |   |
|---|---|---|
| AG Agriculture                          | IN Industrial                                 | R5 Medium High Density Multiple Family Residential        |
| B1 Neighborhood Business                | MIC Medical Institutional Campus              | R6 High Density Multiple Family Residential               |
| B2 Neighborhood Business - Arterial     | MOR Mixed Office Residential                  | R6B High Density Multiple Family Residential - Restricted |
| B3 General Business                     | R1 Single - Family Residential                | R7 University Residential                                 |
| B3U General Business - University       | R2 Single Family Residential                  | Business Development and Redevelopment (BDR)              |
| B4 Central Business                     | R3 Single and Two- Family Residential         | BYC/BDR common boundary                                   |
| B4E Central Business - Expansion        | R4 Medium Density Multiple Family Residential | Boneyard Creek District (BYC)                             |
| CRE Conservation- Recreation- Education |   | Corporate limits  |

APPENDIX F Draft Comprehensive Plan Update Future Land Use Map



## APPENDIX G

### **Three Women Open Three New Retail Stores At Sunnycrest**

Recently, there has been a resurgence of retail at Sunnycrest Mall, thanks to three women opening up three new businesses to add to the variety already found in the commercial center located at Philo Road and Florida Avenue.

On September 1, Carol Davis-Hargest opened a new store called Grapevine Boutique, devoted to providing beautiful fashions for voluptuous women. It includes mostly formal apparel with some casuals and accessories mostly for women between the sizes of 10 and 34. The store is also staffed by Rachel Blanding, and is located at Suite 17-B in Sunnycrest Mall, 1717 S. Philo Rd., right near Margarita's Restaurant. They are open from 10-6 on Monday through Friday and 10-3 on Saturday's, and can be reached at 384-9042 or 384-9052.

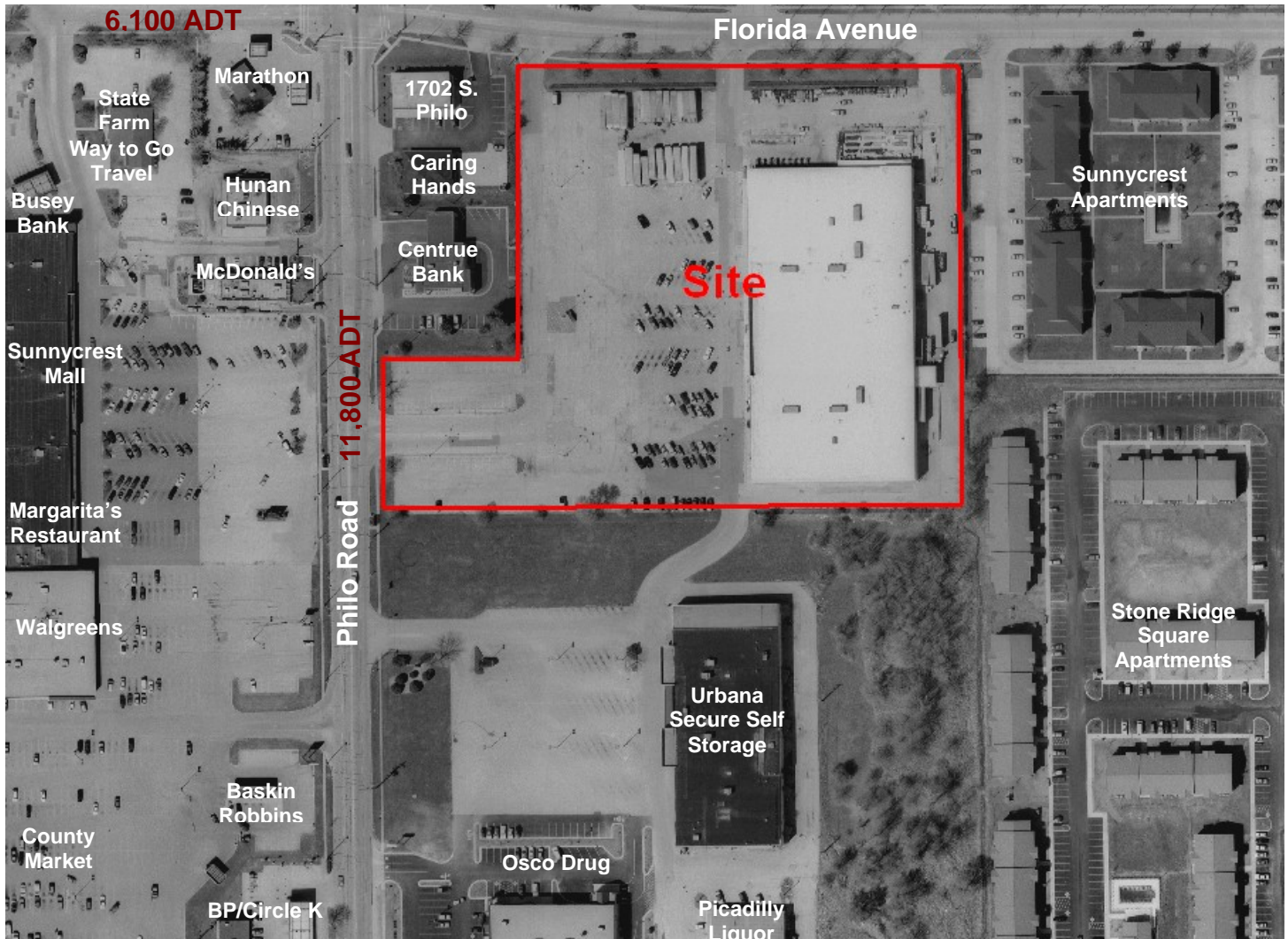
Almost right next door is another new store, this one specializing in buying and selling slightly used furniture. It is called The Pre-Loved Furniture Shop and should be open by the time you read this. Owner Marilyn Milner said that her store will target students and other individuals looking for furniture in great condition at a wide variety of prices. People that otherwise might spend days looking through garage sales or other second-hand stores to find furniture in only unknown condition, will be able to find better quality items all in one place. She also stated that if people have furniture that is in very good condition, she will pay for it and either accept it at her store, or will pick it up. The Pre-Loved Furniture Shop is located in Suite 15 at Sunnycrest Mall, right near Grapevine Boutique, and can be reached at 344-7744.

A third new store opened just recently moved to Sunnycrest Mall from a former location on Springfield Ave. in Champaign. Razzle Dazzle, run by owner Lisa Clark, specializes in all sorts of unique gifts, collectibles, candles, kitchen items, baby gifts, and balloon delivery. Her beautiful store is the perfect place to shop when looking for anything unique for a special occasion or "just because". Her stock is changing all the time, and there is currently a sale on certain items. You can learn more about what Lisa's store has to offer by checking out her website, [www.myrazzledazzle.com](http://www.myrazzledazzle.com), visiting the store yourself at Suite 26, Sunnycrest Mall (near Dollar Mart), or calling 255-9310.

If you haven't been there in a while, these three new businesses provide a good reason to stop over at Sunnycrest Mall again. Lisa, Marilyn, and Carol are certainly enjoying their new location, saying that Sunnycrest is "it's own little community". The quality of their new stores is a great asset to an already thriving Sunnycrest, so be sure to stop and shop and see what these three woman with a vision have to offer.

# Kmart Site

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



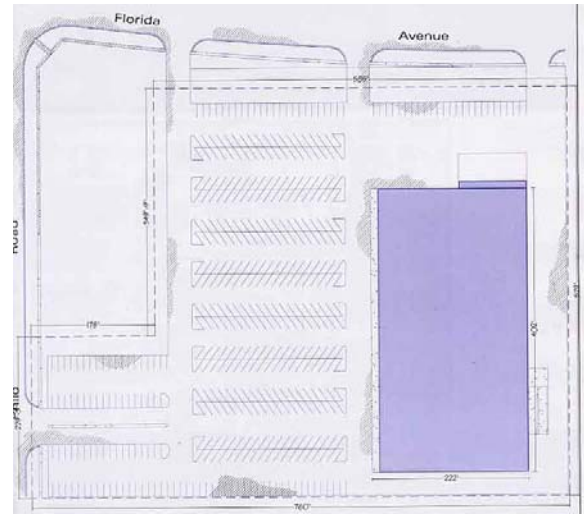
**For Sale/Lease**

**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



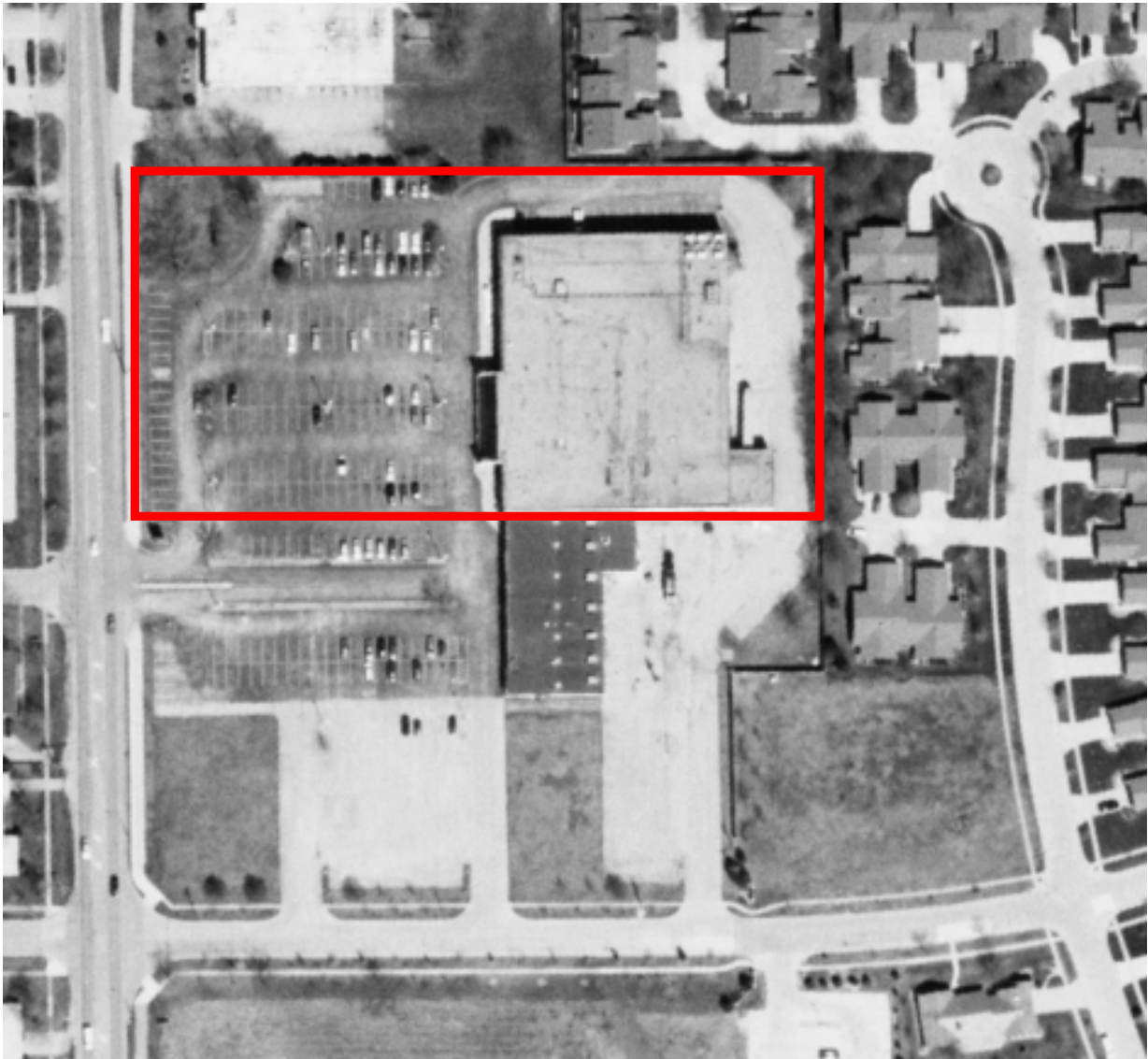
If you are interested in discussing development opportunities for this property, contact:

Barr Real Estate, (217) 356-1873



# Jerry's IGA Site

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



**For Lease**

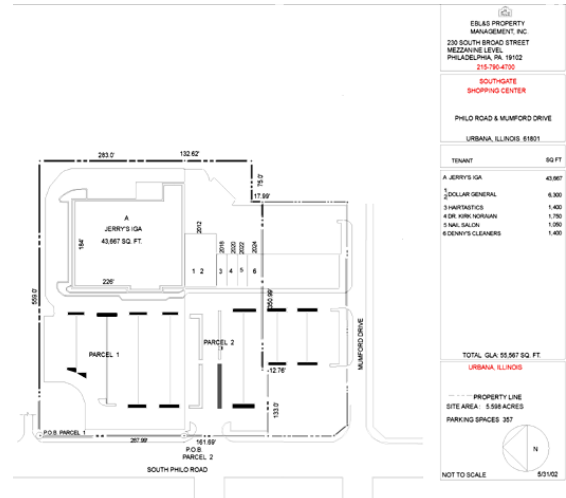
**Price: call**

- 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, Hairtastics, 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

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, Colorado 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, Jerry's IGA grocery store, 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



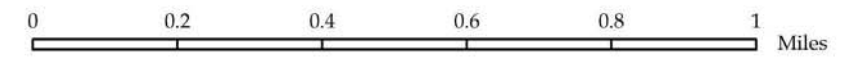
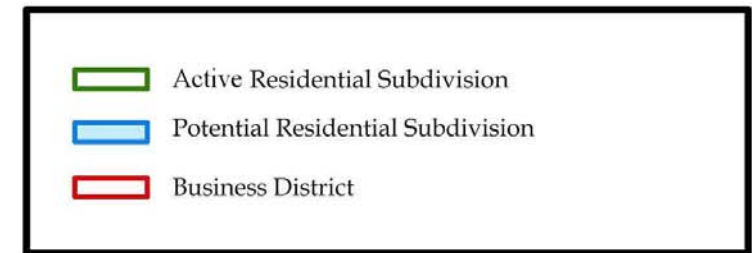
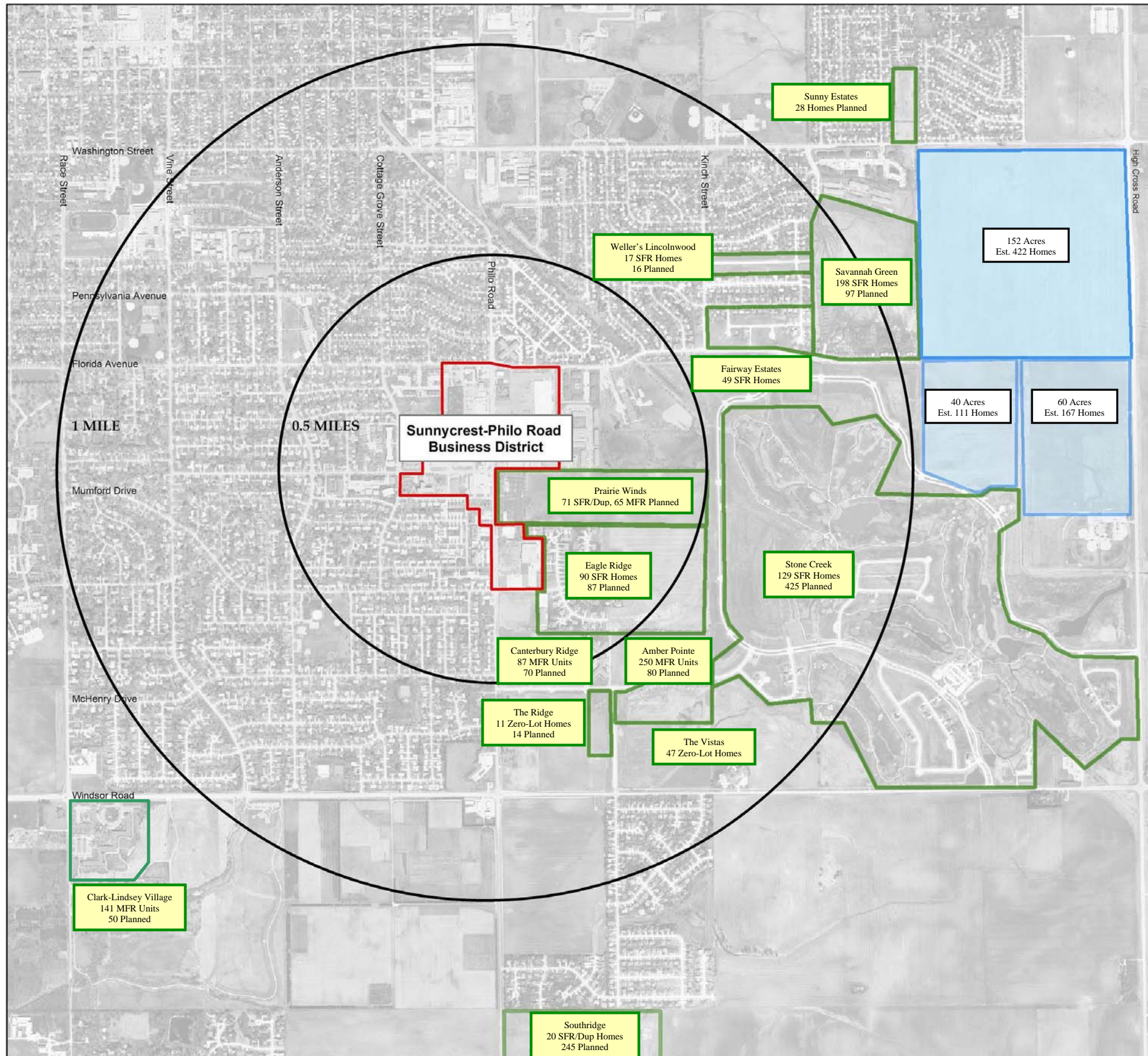
If you are interested in discussing development opportunities for this property, contact:

Barr Real Estate, (217) 356-1873



# ATTACHMENT I

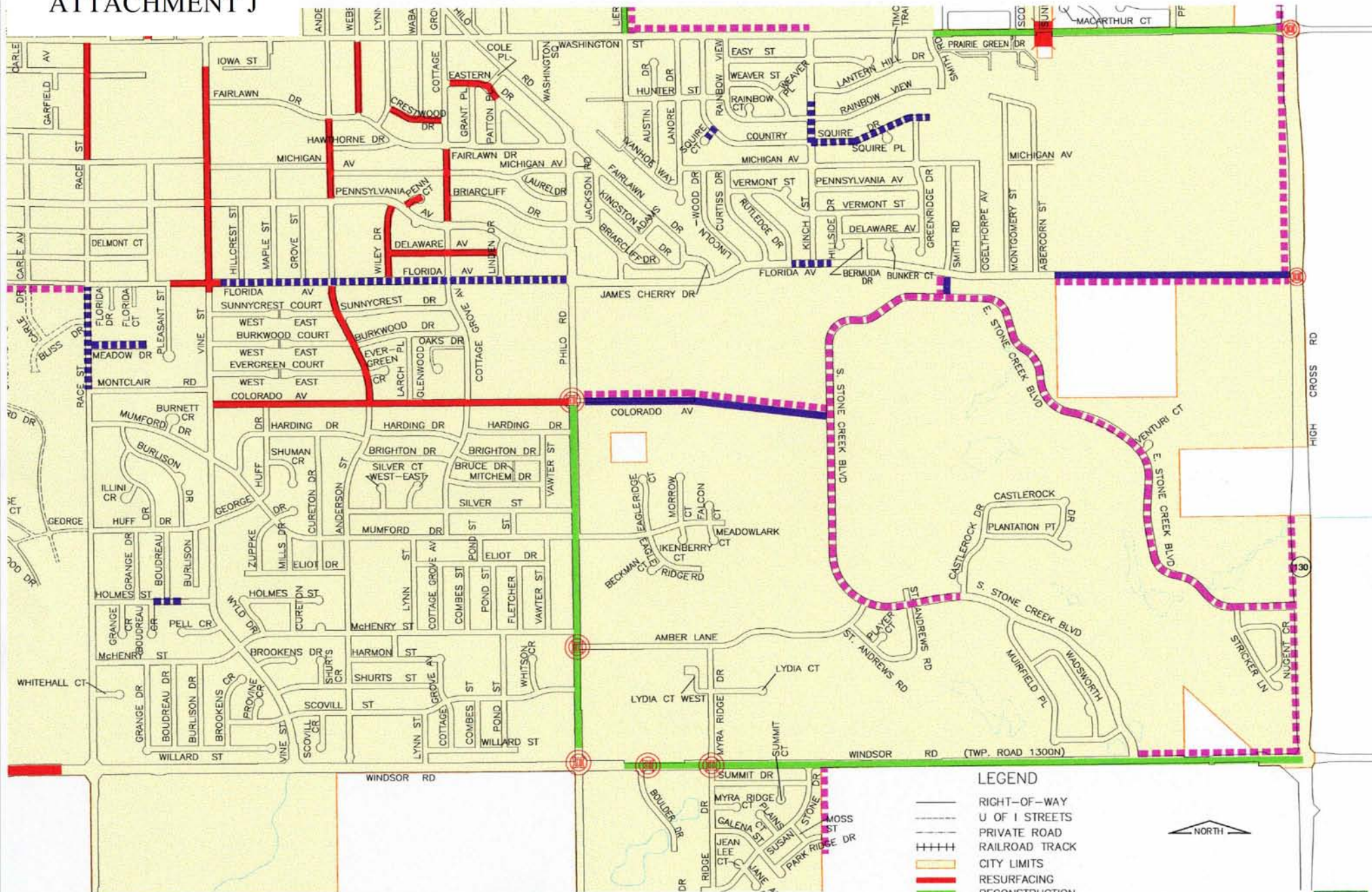
## Sunnycrest-Philo Road Business District Residential Growth Trends Map



Created July 21, 2004  
By JRZ  
City of Urbana Community Development

Aerial Photography (2003); Number of Homes Based on Buildout

# ATTACHMENT J



PROJECTED 10-YEAR MAJOR STREET RESURFACING, CONSTRUCTION, RECONSTRUCTION, TRAFFIC SIGNALS, BIKE PATHS, AND BRIDGES

- LEGEND**
- RIGHT-OF-WAY
  - - - U OF I STREETS
  - PRIVATE ROAD
  - ++++ RAILROAD TRACK
  - CITY LIMITS
  - RESURFACING
  - RECONSTRUCTION
  - PAVEMENT PATCHING
  - PAVEMENT CONSTRUCTION
  - BIKEPATH CONSTRUCTION
  - TRAFFIC SIGNAL INSTALLATION/MODERNIZATION
  - BRIDGE/CULVERT INSTALLATION/REPLACEMENT



DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

*Economic Development Division*

## Philo Road Business District Redevelopment Incentive Program Guidelines

*(Supersedes all previous 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 attached 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.
- Interest subsidies of qualified bank loans are based on the availability of funds.
- The City of Urbana pays an interest subsidy amount to the participating lending institution equivalent to the present value of the loans accrued interest at a rate of 5.5%.
- The term of the loan is 5 years, with 60 payments.
- At least 50% of the 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 amount, based upon the targeted use of the business. The 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  
City of Urbana  
Community Development Services Department

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

## SUNNYCREST/PHILO COMMENTS PREVIOUS SURVEYS FROM COMPREHENSIVE PLAN UPDATE NEIGHBORHOOD WORKSHOPS -2002

### Neighborhood Workshops

#### *Need More Businesses – 168 Responses*

Perhaps the most frequent response to the question of Urbana’s weakness was the need for more businesses in the community. Many people indicated that there are too few shopping opportunities in Urbana and that they are forced to travel to other areas to shop. Although there is a desire for more commercial development, many people wanted to limit urban sprawl and focus on the redevelopment of downtown. It was also noted that there needs to be more small scale neighborhood business opportunities in close proximity to where people live. Participants in all workshops made the correlation between the need for more retail sales tax to help offset high taxes.

<b>Strengths – South Urbana</b>	<b>Responses</b>
Availability of commercial areas (S. Philo Rd) but no large mall area or big-name retailers	5

<b>Weaknesses – Historic East Urbana &amp; Fairlawn Park</b>	<b>Responses</b>
Loss of central businesses and lack of development and redevelopment in Sunnycrest Mall and Lincoln Square. Development has been haphazard and not made easily accessible from residential neighborhoods (examples: not enough nearby grocery, hardware stores, or restaurants)	8

<b>Improvements – All of Urbana</b>	<b>Responses</b>
Recruitment and establishment of sustainable commercial development	14
a. Revival of downtown and its corridors	
b. Specific areas for development include: Lincoln Square, Sunnycrest, Campus to Downtown and Downtown to Crystal Lake	

<b>Weaknesses – South Urbana</b>	<b>Responses</b>
Lack of new development or redevelopment that results in high taxes – need for more economic diversity, and development of areas, including Sunnycrest Mall, Lincoln Square, and the Downtown before new development. Suggestions for development: more retail along Philo Rd, movie theatre, and more diverse shopping opportunities	19

Poor maintenance of apartment buildings and housing, partly a result of absentee landlords. Suggestions: develop more single-family homes or apartments geared toward families, too much high-density development, need for a better integration of housing types. Dissatisfaction with apartments on Cottage Grove across from Sunnycrest Mall and apartments west of County Market	12
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Poor planning that has resulted in indistinguishable housing and business development lines, inconsistent building quality, haphazard commercial development, signs that are too big and/or tall, inadequate parking for apartments, and poor zoning of Sunnycrest Mall 9

Need for more landscaping and bike and pedestrian paths that would encourage less automobile traffic that is often too fast. Suggestions: a better crossing at Philo Rd, more recreation programs, decrease amount of paved land that is not relieved by landscaping of some sort. 5

**Weaknesses – All of Urbana**

**Responses**

Too much emphasis on development and not maintenance and redevelopment of existing structures – need to redevelop and eliminate vacancies in Lincoln Square, the Downtown, along Cunningham, and Sunnycrest to increase the City’s tax base. Then Urbana can focus on new, planned development and decrease the perception that the City is anti-business. Suggestions include: a movie theatre, light industry, development along I-74 and east of Urbana, toward St. Joseph, upscale clothing stores, and avoidance of developing businesses like Meijer on farmland 50

Poor planning and enforcement and poor government relations with the residents on issues of zoning and development. Includes: poor zoning along Philo, lack of representative from every subdivision on steering committee, political weaknesses, and a lack of children and senior recreation facilities 15

**Weaknesses – All of Urbana**

**Responses**

Lack of development/redevelopment in the downtown, on Philo Rd, and in Lincoln Square, resulting in high property taxes – not enough restaurants and family entertainment areas, hardware, jewelry, clothing, and craft stores and the loss of businesses like Motorola 41

**Opportunities – All of Urbana**

**Responses**

Opportunities for business development and redevelopment along main roads particularly along the Rte. 45/Cunningham commercial corridor, in the downtown. Opportunities for residential development in the south and southeast (examples given: Philo, Sidney, Tolono, and Savoy), as well as in the far north, south, and east sections of town (examples given: Oak, Cottonwood, & Windsor) 19

**Opportunities – South Urbana**

**Responses**

Commercial development and redevelopment of Lincoln Square, Sunnycrest, High Cross Rd west near TK Wendell’s, and along Rte 150. Suggestions for 27

development: coffee shop within walking distance, new office area, land U of I is willing to sell, large retailer (Meijer, SuperK), bookstore, development at corner of Race and Windsor, convenient store on Washington St. near administration building, high-tech industry, no malls, and beautification and redevelopment of Philo Rd.

**Improvements – South Urbana**

**Responses**

Maintenance of roads and infrastructure and safety issues – Suggestions: Street-paving and improvements on George Huff, Burlison, Colorado, and Boudreau Streets, slow down traffic on Philo and Windsor to let pedestrians cross, consider traffic flow to reduce number of through streets, maintain sewers and storm drains, widen streets, and a stop sign at Florida and Vine 16

Commercial development and redevelopment of Lincoln Square and Sunnycrest Mall - Suggestions: more upscale shops and services, future development on Curtis Rd to ease traffic flow on Windsor, develop Meijer tract for commercial/entertainment use, a movie theater, and health center 14

Make periphery more attractive to encourage people to visit the city- Suggestion: golf course, improve Windsor & Sunnycrest streetscape 3

Housing – avoid becoming a “gated” community and instead unite residential communities, particularly old with new, offer variety in development, avoid expansion of high density housing south of Colorado and east of Philo Rd, work on slowing degradation of existing homes and apartments (Eagle Ridge and Stone Creek) 9

More and better services – better garbage, leaf, and trash collection, and better city services (plowing, street sweeping) particularly in South Urbana 5

**Vision Statements – North Urbana**

The City of Urbana needs to concentrate on developing the inner city of Urbana and striving to bring in new businesses to occupy the vacant building and the ones that are going to be vacant – like the old Jewel/ Osco store on Philo Rd. that will be vacant when the school moves out and the County Market building when they vacate.

**Development:**

What are the major development concerns facing Urbana?

1. Redevelop existing businesses – Sunnycrest, Downtown – Lincoln Ave., Cunningham Ave – Lincoln Square

**Other General Notes:**

- Development in North Urbana, Lincoln Avenue, Downtown, Cunningham, Lincoln Square, Sunnycrest
- State Street area good density and community feeling -- South Urbana lacks that

## **Focus Groups**

How can we acquire green space in our existing built-up areas? There can be newly created open space areas in existing developments on lots much larger than they need to be, i.e. K-mart parking lot, Sunnycrest lot. Recent zoning amendments allow for a reduction in parking on large commercial parcels. Putting new green space in existing developments may be cost-prohibitive in many cases.

Business retention and expansion is just as critical as attracting new businesses to the city. Long-range planning and infrastructure improvements need to be planned for existing commercial and industrial areas such as the Sunnycrest commercial area and the North Lincoln Avenue industrial area.

## **Neighborhood Open Houses**

Also Sunnycrest area needs a Meijer or K Mart etc to service Urbana and keep revenue in Urbana. Let's be honest we pay the taxes and Champaign reaps the revenue because of the Uni. of Ill. and their shopping areas – look what the mall did for some towns. N. Cunningham and Philo Rd are just as good locations.

S. Urbana should have K mart or Meijer or some store that could service the 3 senior housing buildings we have. We in Sunnycrest area housing have been here an average of 35-45 yrs. Mostly Middle or elderly and this area needs to be safe. My suggestion to accomplish this is to distribute Section 8 (not Srs.) thru out the city equally by restricting every area to a limited Sec 8 residents. Ask police and fire depts.. and you will realize a once safe area is no longer safe. Hazelwood Mo. Passed an ordinance as to limit each section of the city to Sec 8 and this solved their problem. I am also concerned about Sunnycrest Colorado area becoming littered with trash, papers, shopping carts everywhere! Not a pretty picture for the top class University of Ill to show our visitors.

There should be taxes, etc., encouragement for the redevelopment of existing business area which have been abandoned – e.g. K Mart, Jewel complex – stop taking over farmland. (Do not give large financial breaks to Walmart and the like.)

There is sprawl along arterial highways while downtown, Lincoln Square, have many vacant storefronts! Need new tenants in former K-Mart and Jewel/Osco in Sunnycrest. Need supermarket NE part of town.



There is sprawl along arterial highways while downtown, Lincoln Square, have many vacant storefronts! Need new tenants in former K-Mart and Jewel/Osco in Sunnycrest. Need supermarket NE part of town.

Promote more business to locate in existing vacant buildings and preserve farmland. Urbana needs business, but promote the business to move into current shopping areas, Sunnycrest (empty K-Mart and Jewel). Leave North Urbana alone, the country setting keeps noise down. That is the reason I moved out there, to get away from the city noise. Improvement needs to be made first of all on the City Council. Urbana needs a change there first, to promote new business in the town.

More needs to be done to revive Sunnycrest Mall so that it can once again serve the needs of the people in the area. There's a large non-car-dependent population that needs to be able to meet most of its needs close by. The infrastructure around Philo and Florida continues to deteriorate, and Wal Mart will not help that.

Having shopping far from people's houses means more time in the car and less time for family. More neighborhood stores!!!

Need to revitalize Sunnycrest; not rush to cut up green fields off of High Cross.

1) Parks need to meet the needs of the people. I live within a 10-minute walk of three parks (a good thing), but only enjoy one of them (the small one behind Sunnycrest Mall). Not everybody plays football. 2) Don't let all the fertile black soil be paved over for more low-density housing and to make room for big box stores.

Area of Sunnycrest Mall/K-Mart locations are not significantly being redeveloped and I'm afraid will be drained by bigger commercial developments such as Wal Mart and possibly Meijer.

I understand the "big box" realities; but the City should do whatever it can to redevelop Sunnycrest, Lincoln Square, and Downtown before greenfield sites.

The main commercial area I object to is the NE corner t the intersection of 150 and 130. This is too close to Beringer Commons. We need Commercial development in Urbana but develop areas like Lincoln Sq. – downtown – and Sunnycrest before expanding in urban sprawl.

More effort to develop downtown and Sunnycrest.

We need a general store such as the old K-Mart near Sunnycrest. P.S. I'm willing to pay higher taxes to avoid disturbing the peace and quiet.

There is a huge amount of "sprawl" east with little attention to remodel/vamping degraded housing along Sunnycrest shopping areas and addressing the lack of viable businesses. The building of mulit-family/single-family houses in pomology decreases park atmosphere and the butting up of residential with Meadowbrook's natural areas is in direct contrast of uses.

The business at Sunnycrest is in need of an (ineligible). Neither Wal-Mart nor Meijer will do it. My prime concern is the future of Orchard Downs. It needs planning but not commercial plans. It is a great green belt for housing, and walking, trees. It needs a very careful plan. Big U needs careful watching.

Utilize Sunnycrest. Why can't we have a Meijers in Urbana. I can't even buy a decent spool of thread in Urbana.

Sunnycrest is a failure. It should largely be converted to grass park. Also, Philo Rd. is a tacky, ugly disgrace. This is because rental buildings were permitted to encroach on the residential neighborhood.

Need more definite proposal for use of Sunnycrest. Orchard Downs update – positive.

The business areas in Sunnycrest that are closed should be replaced w/ business we need – not more video stores. Such businesses would include photo-copying services, general merchandise, expansion of the existing hardware store. However, these stores must have a competitive edge by providing merchandise and services not given in No. Prospect area of Champaign.

Section 8 is becoming a challenge. County Market carts, trash, etc. invading Sunnycrest neighborhood. Apts., subsidized etc., becoming disproportionate focus on some mid-range housing with tenants that have ownership pride.

Sunnycrest needs commercial help!

Land use designations for commercial will not get us the redevelopment we want at Sunnycrest. We need a TIF and other incentives.

Our neighborhood is very well balanced, except for the ills of Sunnycrest. The commercial zoning around University Avenue seems proper, no need to spread south.

More space dedicated to Meadowbrook Park. Less focus on commercial development outside of the "Sunnycrest" strip/area.

Commercial development at 150 and High Cross Rd. is not desirable. Keep in Sunnycrest area.

Commercial development should be in the Sunnycrest strip or along Rt. 150. Not at Orchard Downs area or on South Philo Road

There should be no commercial development in the Orchard Downs area. 2) Existing commercial space in Sunnycrest should be redeveloped before other areas are developed.

The areas that have been developed should be improved without making new areas. Lincoln Square/Downtown Urbana and Sunnycrest must get some style, class and more support.

Commercial development of E. Urbana needs to be encouraged. The vacant properties – old K-Mart, old Jewel – on Philo need to be filled. The proposed Wal Mart at 150 and 130 would be good. Tax dollars from Urbana are going to Champaign and Savoy. They need to stay at home!

Apartments have been built on Colorado (E of Philo) north of Colorado by County Market, that do not add to the notion of family oriented. The number of police arrests for violent crimes in this neighborhood has increased markedly in the last 2-3 years. I would be interested to see the actual studies.

A great benefit to the YR area is its close proximity to the IGA, Osco, Walgreens, TrueValue, Video stores on Philo. I can't imagine not being within walking distance of those stores.

Too many businesses are vacant. We need more stores to purchase items we need. The closing of K-Mart and many small businesses affects the quality of life.

Provided that the “new” housing is not additional sprawl, but redevelopment of areas W. of Philo, north of Colorado, etc.

The housing opportunities should be single- and 2- family residential. High traffic areas – i.e. shopping – should be kept on the Philo Road, Windsor Road, and Colorado Ave.

Development of Curtis Rd. to 4-lane for new E-W access to Savoy/Walmart area. Where are stoplights/signs going to handle increased traffic on Philo Rd.?

Don't let Meijer in at the corner of Philo and Windsor I'd rather see an expansion of a neighborhood shopping center like what is going in by Cherry Hills in Champaign. It would be nice to see some clothing retailers like a Kohls. There's a serious shortage of restaurants.

You don't give me the opportunity in question 4 to voice my correct peeve. Philo is getting busier all the time, East of Philo is getting isolated. Eagle Ridge has no adjacent parks. To leave Eagle Ridge (Mumford to Philo) often means taking your life into your hands. For kids to walk, crossing Philo is dangerous.



# 2003 Urbana Business Survey

## Summary of Responses – Southeast Urbana

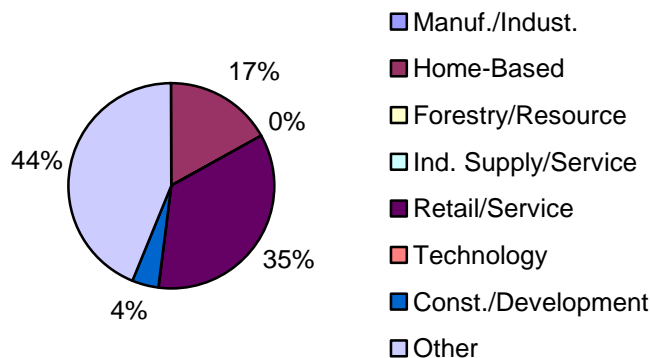
Number of Surveys Sent: 118  
 Responses Received: 21  
 Response Rate: 17.8%

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?**

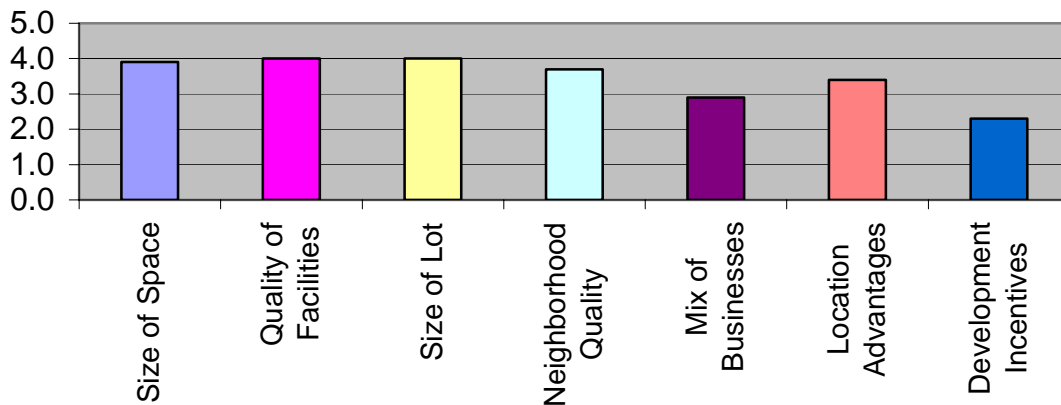
Yes..... 80%  
 No..... 20%

**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



**City of Urbana  
Community Development Services  
Economic Development Division**

**Philo Road Business District  
Resident Survey  
Sept./Oct, 2004**

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



**City of Urbana Community Development Services  
Economic Development Division**

**SUNNYCREST/PHILO ROAD BUSINESS DISTRICT  
DEVELOPER'S SURVEY**

This interview survey is intended to garner input from experienced developers regarding the redevelopment of the Sunnycrest/Philo Road commercial area.

1. Please check what type of real estate development do you engage in?
  - a. Commercial \_\_\_\_; 1. Land \_\_\_\_, 2. Buildings \_\_\_\_
  - b. Residential \_\_\_\_; 1. Land \_\_\_\_, 2. Buildings \_\_\_\_
  
2. Do you currently own any properties or have any developments in the Sunnycrest/Philo Road Area? Yes \_\_\_\_; No \_\_\_\_
  
3. Are any improvements/changes to Sunnycrest/Philo Area infrastructure needed to support redevelopment?  
\_\_\_\_\_  
\_\_\_\_\_
  
4. What kind of image does the Sunnycrest/Philo Road Business District have regarding development?
  
5. What could be done to improve the appearance of the Sunnycrest/Philo Road Business District?
  
6. What do you think the marketability of the buildings and sites is there?
  
7. How will expanding home construction in southeast Urbana impact the commercial real estate market in the Sunnycrest/Philo Road Area?
  
8. What other market forces impact the area?
  
9. What types of redevelopment are the sites in the Sunnycrest/Philo Road Area appropriate for?
  
10. What City policies or plans (incentives, zoning, law and code enforcement) could be improved to encourage development in the Sunnycrest/Philo Road Area?

11. How should the City and development community best support redevelopment of the area?
12. What redevelopment should be done with the empty building sites in the Sunnycrest area?
13. What type of redevelopment project would you do in the area?



## PHILO ROAD BUSINESS DISTRICT SURVEY 2004

This survey is intended to garner input from businesses regarding the redevelopment of the Philo Road Business District. Similar responses of discernable amounts are listed with the questions. Response percentages are based upon the number of surveys received.

Number of Surveys Sent .....	103
Number of Surveys Received .....	17
Response Rate .....	16%

1. What type of business do you own or operate? ..... *Responses varied*

2. What demographics characterize your customer base?

- a. Age Ranges ..... *All ages, weighted toward the 30 to 60 year range*
- b. Gender mix ..... Female 46.5%; Male 53.5%
- c. Customer Residence ..... Urbana/Champaign *18%*; County *12%*; National; IL *6%*
- d. Income Ranges ..... Full Range \$5,000 to \$200,000  
..... Average Income Range \$23,000 to \$42,000

3. If you are a retail establishment, what are your peak days and hours?

For Retail .....	Friday through Monday; <i>12%</i>
For Services .....	Monday through Friday; <i>12%</i>

4. What attracted you to your current location?

Available space for location/expansion.....	<i>24%</i>
Close to U of I .....	<i>18%</i>
Purchased business on site.....	<i>12%</i>
Parking availability .....	<i>12%</i>
Proximity to Customer Base.....	<i>12%</i>

5. What types of trends have you seen in your business climate since you've been at your current location?

Increase in apartments .....	<i>24%</i>
Businesses leaving .....	<i>24%</i>
Increase in senior customers .....	<i>12%</i>

6. Are there any neighborhood factors that impact your business and in what way?

Security Issues .....	24%
Good location and access .....	12%
Poor property maintenance issues .....	12%
Good parking availability .....	6%
Fewer Graduate Students .....	6%

7. Are there any regional factors that impact your business and in what way?

Close to University of Illinois .....	18%
---------------------------------------	-----

8. Is the appearance of the neighborhood conducive to commercial activity? (And are there any appearance improvements that you think should be made in the neighborhood, if so, what)?

Yes .....	6%
No .....	41%
Fill Empty Buildings .....	30%
Improve appearance of buildings in area .....	12%
Improve appearance of parking lots .....	12%
Improve appearance of Philo Road .....	12%

9. What businesses or types of businesses do you like/would you like to see located near yours?

General Retail (Target, Wal-Mart, Meijer), Restaurants .....	41%
Cinema, Offices/tech .....	30%
Banks, Anything, Salons/Barbers .....	18%
Grocery, Copy shop, Office equipment/computers .....	12%
Drug Stores, Hotel/Motel, Clothing, Bookstore, Dentists, CPA's, Attorneys, Strip mall .....	6%

10. How has the increase in home construction in southeast Urbana impacted the activity in the neighborhood and how do you believe it will effect your business in the future?

None .....	18%
Yes .....	58%

11. What City policies or plans (incentives, zoning, law, code enforcement) could be improved to encourage development in the neighborhood?

Positive Press, Tax and financial incentives .....	36%
Philo Road improvements, Streetscaping, Code enforcement .....	6%

12. What types of marketing/promotional strategies and sources have you found beneficial to your business?

Referrals/networking .....	47%
News articles .....	18%
Direct mail .....	12%
Newspaper ads .....	12%
Quality and Reputation .....	12%
TV, Radio, Billboard, Yellow pages .....	6%

13. Who are your primary competitors?

None .....	24%
Campaign/Savoy businesses .....	18%
Other financial institutions, other clinics, Walmart, other higher education organizations, other movers .....	6%

14. Are there any business disciplines that you are currently seeking guidance/more information about?

None .....	65%
Business development programs, building purchase feasibility studies, affordable mail lists....	6%

# Stop.



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.



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](http://www.city.urbana.il.us)

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.



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

# Grow.



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

# Philo Road Business District Urbana

## Visitors' Guide



# Stop. Shop. Visit.



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



# Stop.

## SERVICES

### BANKS

<b>4</b> Bank Illinois	1819 S. Philo Rd.	351-2867	Financial/Bank
<b>▲</b> Busey Bank Sunnycrest	1717 S. Philo Rd.	328-6000	Financial/Bank
<b>▲</b> Centruze Bank	1708 S. Philo Rd.	344-1775	Financial/Bank
<b>▲</b> National City ATM	S. Philo Rd.	---	Financial/ATM

## PERSONAL

<b>1</b> Sunnycrest Mall	<b>1717 S. Philo Rd.</b>	384-5787	<b>Mall</b>
Lisa's Hair Design	1717 S. Philo Rd.	255-6797	Beauty/Hair Salon
Sunnycrest Barber	1717 S. Philo Rd.	367-0599	Barber
<b>10</b> ATA Black Belt Academy	1815 S. Philo Rd.	378-4853	Taekwondo
<b>5</b> Bradley Learning Center	1311 E. Florida Ave.	337-6900	Day Care
<b>34</b> Caring Hands Animal Hospital	1704 S. Philo Rd.	328-5350	Veterinarian
<b>20</b> Carle Southeast Urbana Clinic	2003 S. Philo Rd.	383-3233	Medical
<b>21</b> Castilian Court	2005 S. Philo Rd.	328-3373	Beauty Salon
<b>13</b> Charley's Sunnycrest Salon	1815 S. Philo Rd.	367-1363	Beauty/Hair Salon
<b>15</b> CircleK BP	1821 S. Philo Rd.	344-5822	Auto/Gas
<b>11</b> Curves for Women	1809 S. Philo Rd.	367-2878	Weight Loss
<b>24</b> Denny's Cleaners	2024 S. Philo Rd.	367-9397	Dry Cleaning
<b>18</b> Gold's Gym	1305 E. Colorado Ave.	344-3476	Recreation/Gym
<b>27</b> HairTastics	2018 S. Philo Rd.	328-7267	Beauty/Hair Salon
<b>35</b> Happi House Learning Center	1603 E. Mumford	367-5388	Private Preschool
<b>23</b> Hillshire Realty	2005 S. Philo Rd.	352-6400	Real Estate
<b>3</b> Majestic Nails & Day Spa	1405 E. Florida Ave.	344-6497	Beauty/Spa
<b>6</b> Mikhail's Shoe & Luggage Repair	1809 S. Philo Rd.	328-7636	Shoe/Luggage Repair
<b>26</b> Noraian D.D.S., Karshen D.D.S.	2020 S. Philo Rd.	367-6149	Dental/Periodontist
<b>9</b> Personal Touch Dry Cleaning	1809 S. Philo Rd.	344-3551	Dry Cleaning
<b>25</b> Pro Nails	2022 S. Philo Rd.	328-7430	Beauty/Nails
<b>3</b> Strands of Style	1405 E. Florida Ave.	621-0353	Hair Salon
<b>16</b> Sunnycrest Dental Clinic	1209 E. Colorado Ave.	367-8000	Dental
<b>3</b> Touch of Heaven	1405 E. Florida Ave.	841-1253	Massage
<b>33</b> Urbana Secure Self Storage	1808 S. Philo Rd.	398-8600	Storage
<b>2</b> Way To Go Travel Agency	1405 E. Florida Ave.	384-4488	Travel
<b>12</b> Wireless Mike's	1809 S. Philo Rd.	365-9300	Communications

## PROFESSIONAL

<b>1</b> Sunnycrest Mall Office Ctr.	<b>1717 S. Philo Rd.</b>	384-5787	<b>Mall/Property Mgt.</b>
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.	328-1719	Financial/Investment
Follmer Law Offices	1717 S. Philo Rd.	367-2424	Legal
Gigglepop.com	1717 S. Philo Rd.	344-4922	Software Development
Heights Finance Corp.	1717 S. Philo Rd.	384-6911	Financial
Paul E. Lewis & Associates	1717 S. Philo Rd.	337-5584	Financial Planner

## SERVICES CONTINUED

<b>40</b> Check n' Go	1815 S. Philo Rd.	328-4600	Financial
<b>36</b> Eagle Ridge Commercial	2102 S. Philo Rd.	367-1126	Real Estate
<b>4</b> State Farm Ins. (Bob Bone)	1405 E. Florida Ave.	384-5727	Insurance

## OTHER

<b>1</b> Sunnycrest Mall	<b>1717 S. Philo Rd.</b>	384-5787	<b>Mall</b>
ASPCA Animal Poison Control Center	1717 S. Philo Rd.	337-5030	Organization
Richard J. Winkel, Jr.	1717 S. Philo Rd.	328-0400	Government/Office
Star of Bethlehem Lutheran Church	1717 S. Philo Rd.	384-8920	Church
U.S. Postal Service	1717 S. Philo Rd.	367-4658	Postal
<b>29</b> Grace United Methodist Church	2004 S. Philo Rd.	328-1414	Church
<b>7</b> PACE Inc.	1317 E. Florida #27	344-5433	NFP
<b>37</b> Philo Road Church of Christ	2601 S. Philo Rd.	344-1659	Church
<b>30</b> Renner Wikoff Chapel	1900 S. Philo Rd.	367-1122	Funeral Services
<b>38</b> St. Matthew Lutheran Church	2200 S. Philo Rd.	367-1189	Church

# Visit.

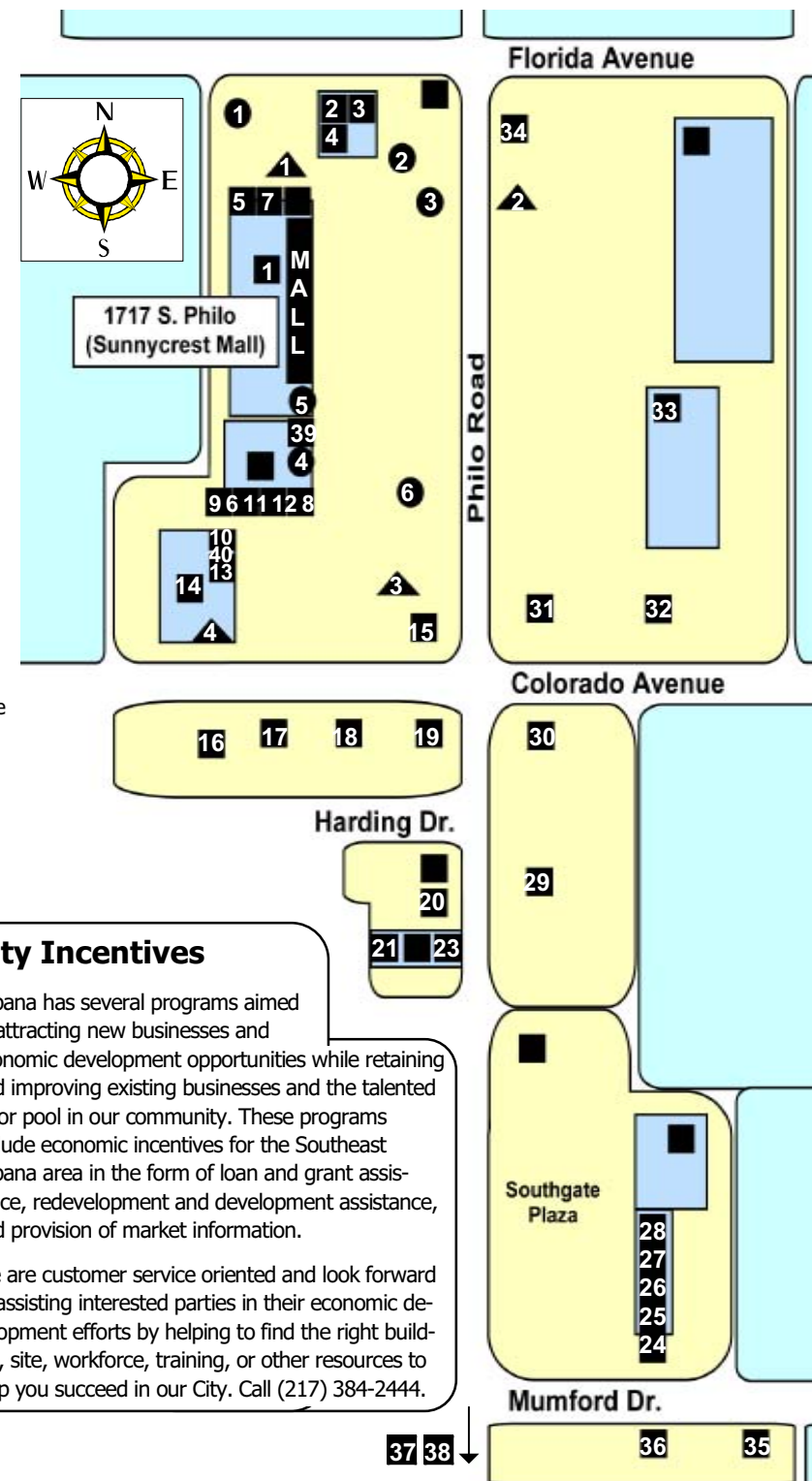
## FOOD & ENTERTAINMENT

<b>6</b> Baskin Robbins	1813 S. Philo Rd.	344-3457	Ice Cream/Desserts/Cake
<b>4</b> First Wok	1805 S. Philo Rd.	344-4500	Restaurant/Chinese
<b>19</b> Family Video	1901 S. Philo Rd.	344-0507	Video Rental
<b>2</b> Hunan Chinese Food	1703 S. Philo Rd.	344-4692	Chinese Food
<b>5</b> Margarita's Mexican Rest.	1717 S. Philo Rd.	337-6919	Restaurant/Mexican
<b>3</b> McDonald's	1705 S. Philo Rd.	337-6599	Restaurant/Fast Food
<b>1</b> Papa John's Pizza	1307 E. Florida Ave.	384-7272	Pizza

# Shop.

## SHOPPING

<b>1</b> Sunnycrest Mall	<b>1717 S. Philo Rd.</b>	384-5787	<b>Mall</b>
Dollar Mart	1717 S. Philo Rd.	367-7630	General
Grapevine Boutique	1717 S. Philo Rd.	384-9042	Apparel
Razzle Dazzle	1717 S. Philo Rd.	255-9310	Gifts
The Pre-Loved Furniture Shop	1717 S. Philo Rd.	344-7744	Furniture
<b>14</b> County Market	1819 S. Philo Rd.	337-0210	Grocery
<b>28</b> Dollar General Store	2012 S. Philo Rd.	337-0127	General
<b>39</b> Dollar Plus Gifts & Imports	1803 S. Philo Rd.	344-6994	General
<b>19</b> Family Video	1901 S. Philo Rd.	344-0507	Videos
<b>31</b> Osco Drug	1818 S. Philo Rd.	337-1192	Pharmacy
<b>32</b> Piccadilly Liquors	1508 E. Colorado Ave.	344-2091	Liquor
<b>17</b> True Value Hardware	1303 E. Colorado Ave.	367-6458	Hardware
<b>8</b> Walgreen Drug Store	1809 S. Philo Rd.	367-8359	Drug Store
<b>3</b> The Wild Side Grrmet 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 Southeast Urbana area in the form of loan and grant assistance, 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 (217) 384-2444.

**37 38**

**36 35**



**PHILO ROAD  
BUSINESS  
DISTRICT**

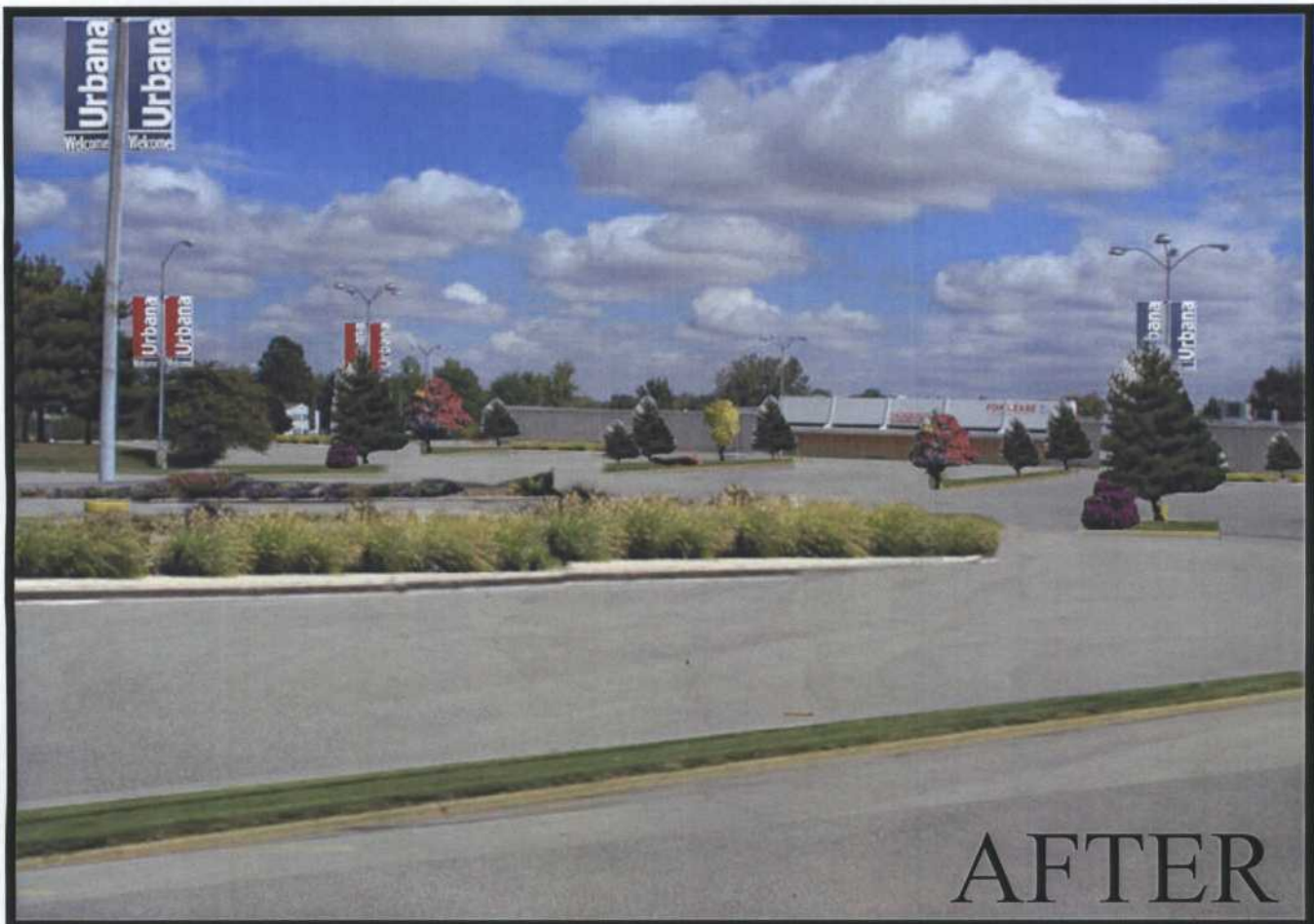
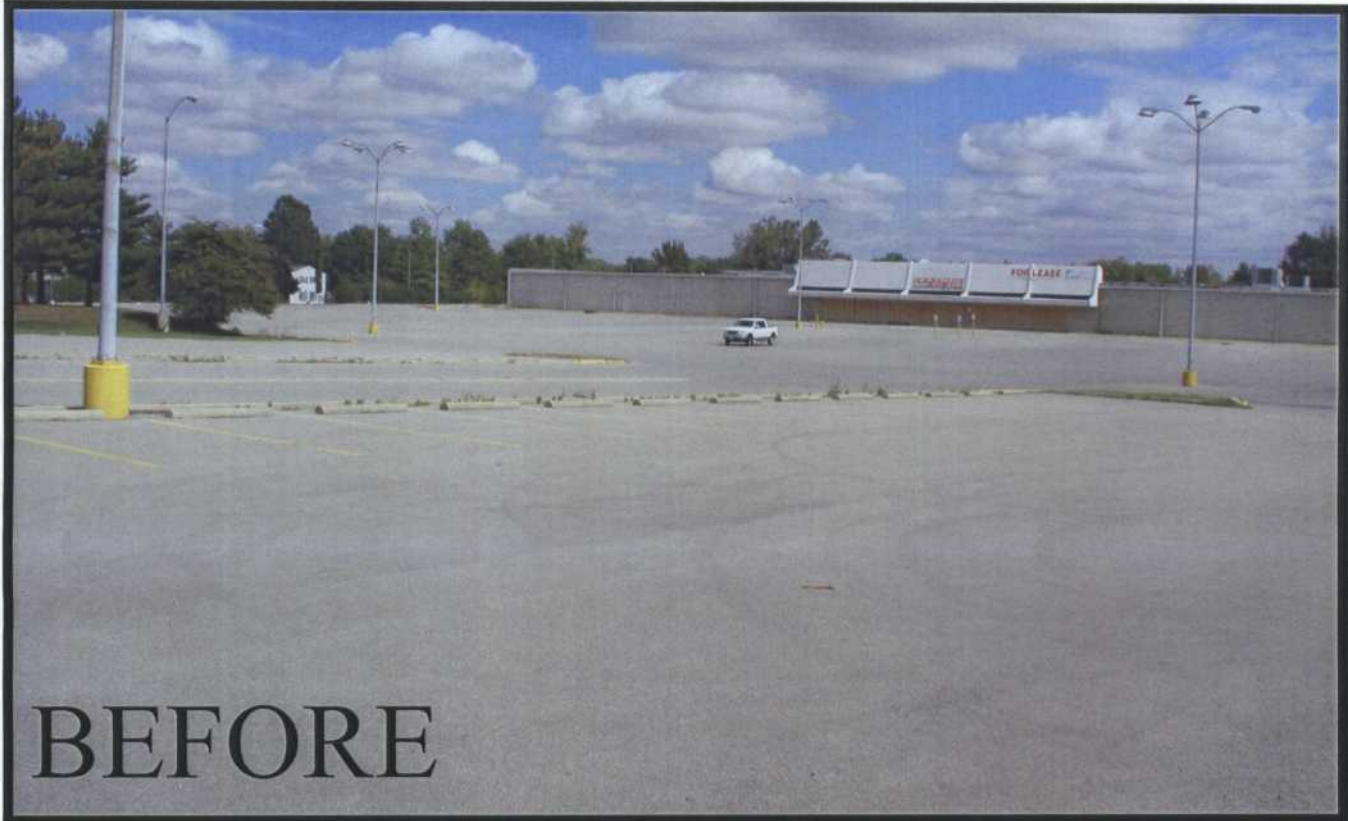
Directional Sign Sample



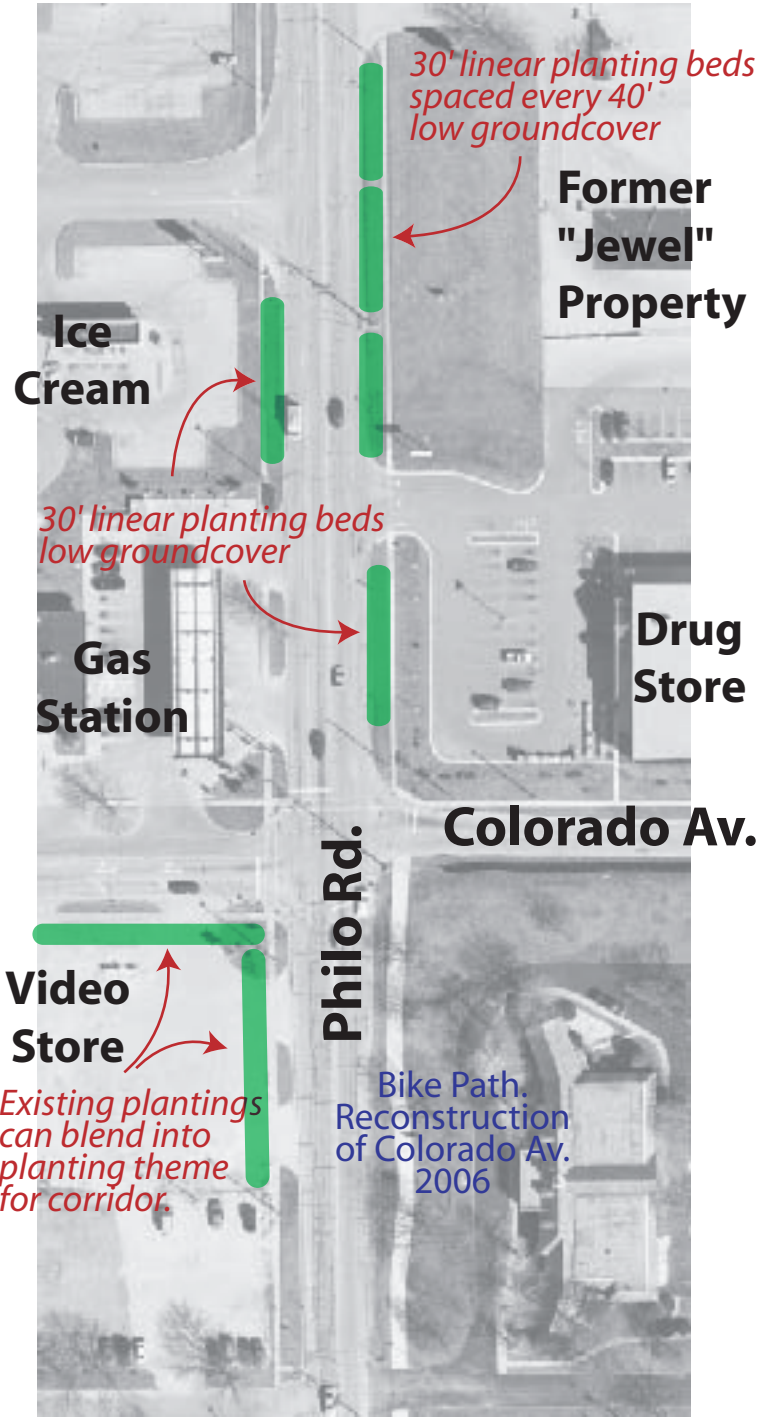
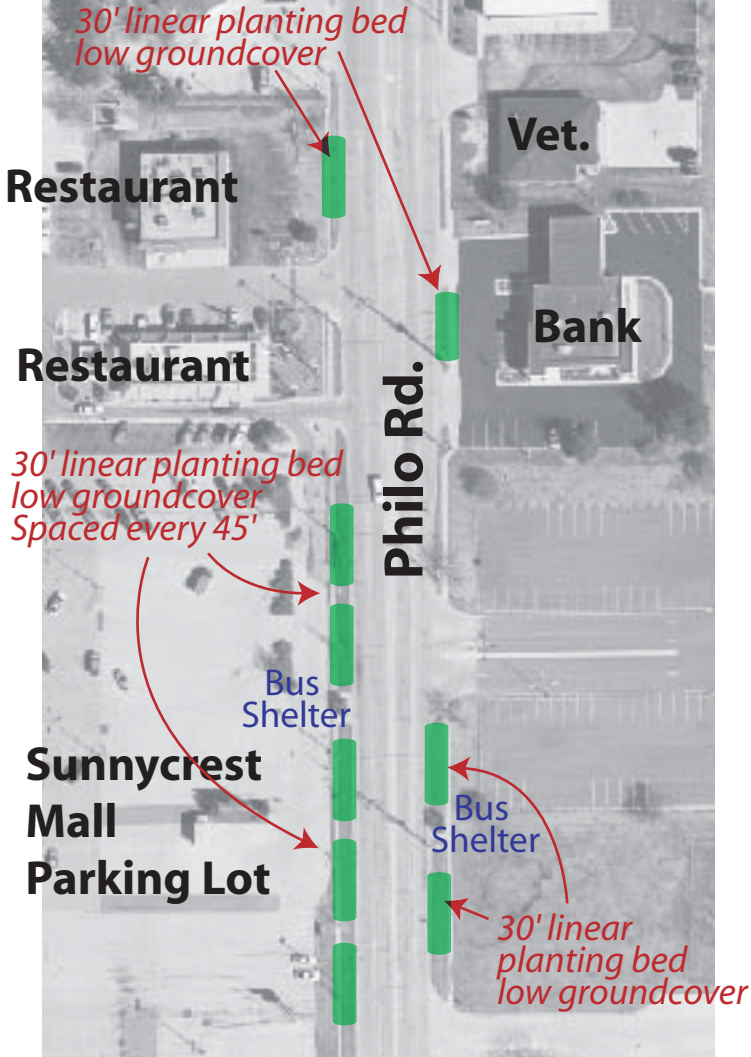
**WELCOME TO  
PHILO ROAD  
BUSINESS DISTRICT**

Welcome Sign Sample

# The Future: Ideas for Landscaping Parking Lots



# Florida Av.

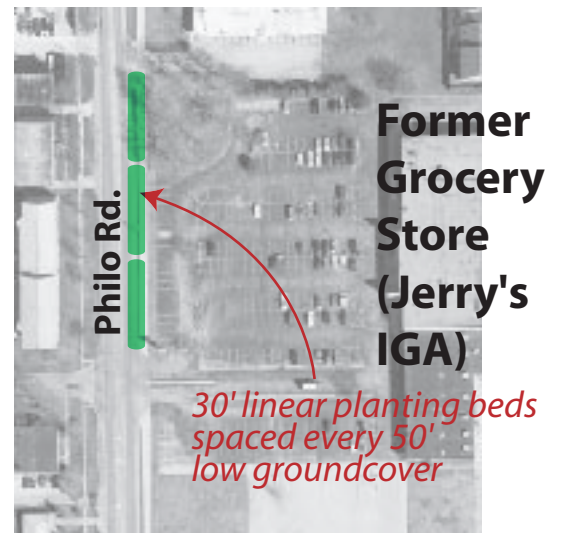


## Planting Opportunities in Parkway Between Curb and Sidewalk

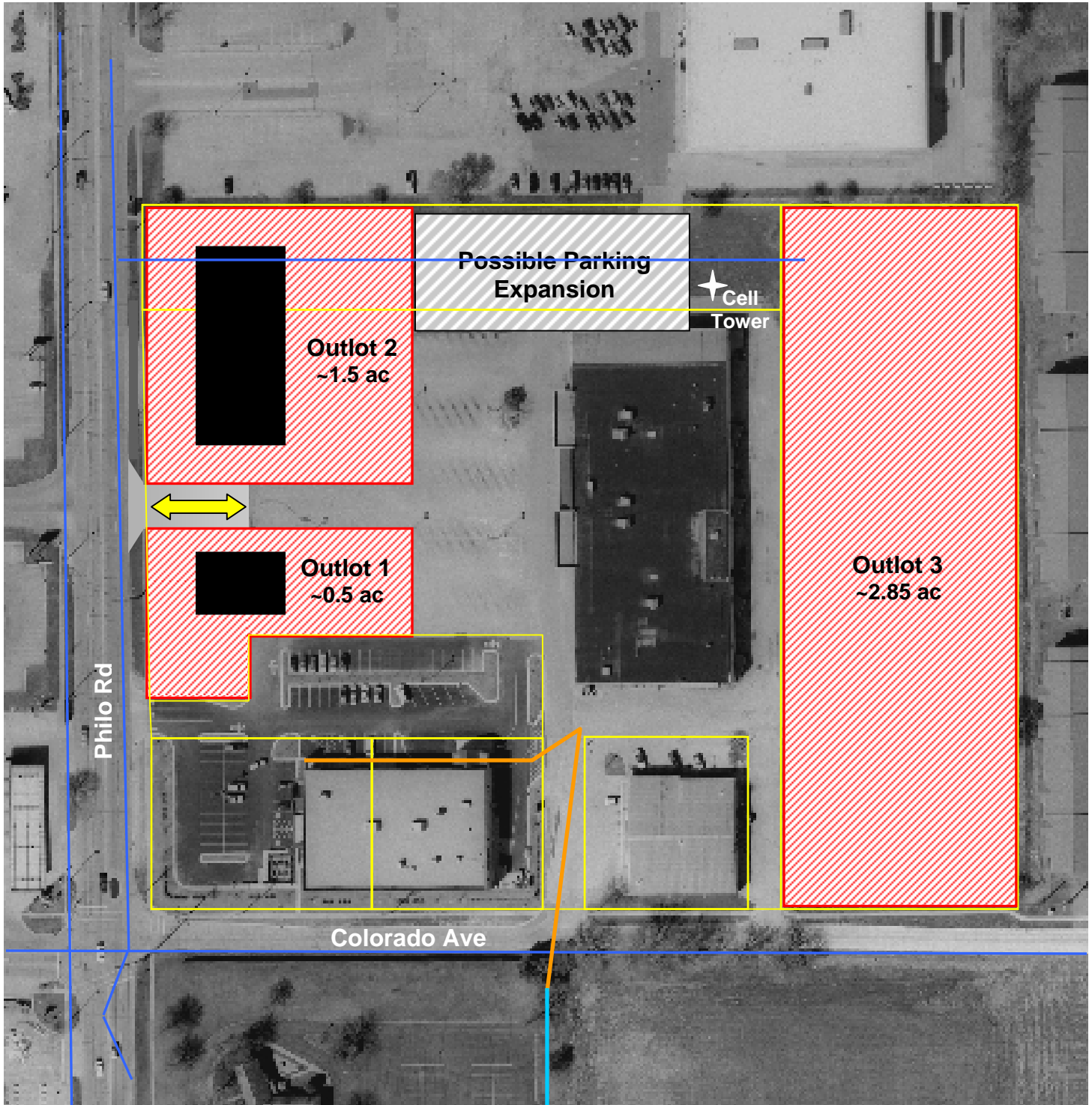


# Philo Road Business District Revitalization Action Plan Final Report

## Right-of-Way Landscape Beautification Concepts



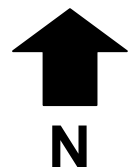
# Philo Road Outlots Example



## Alternative

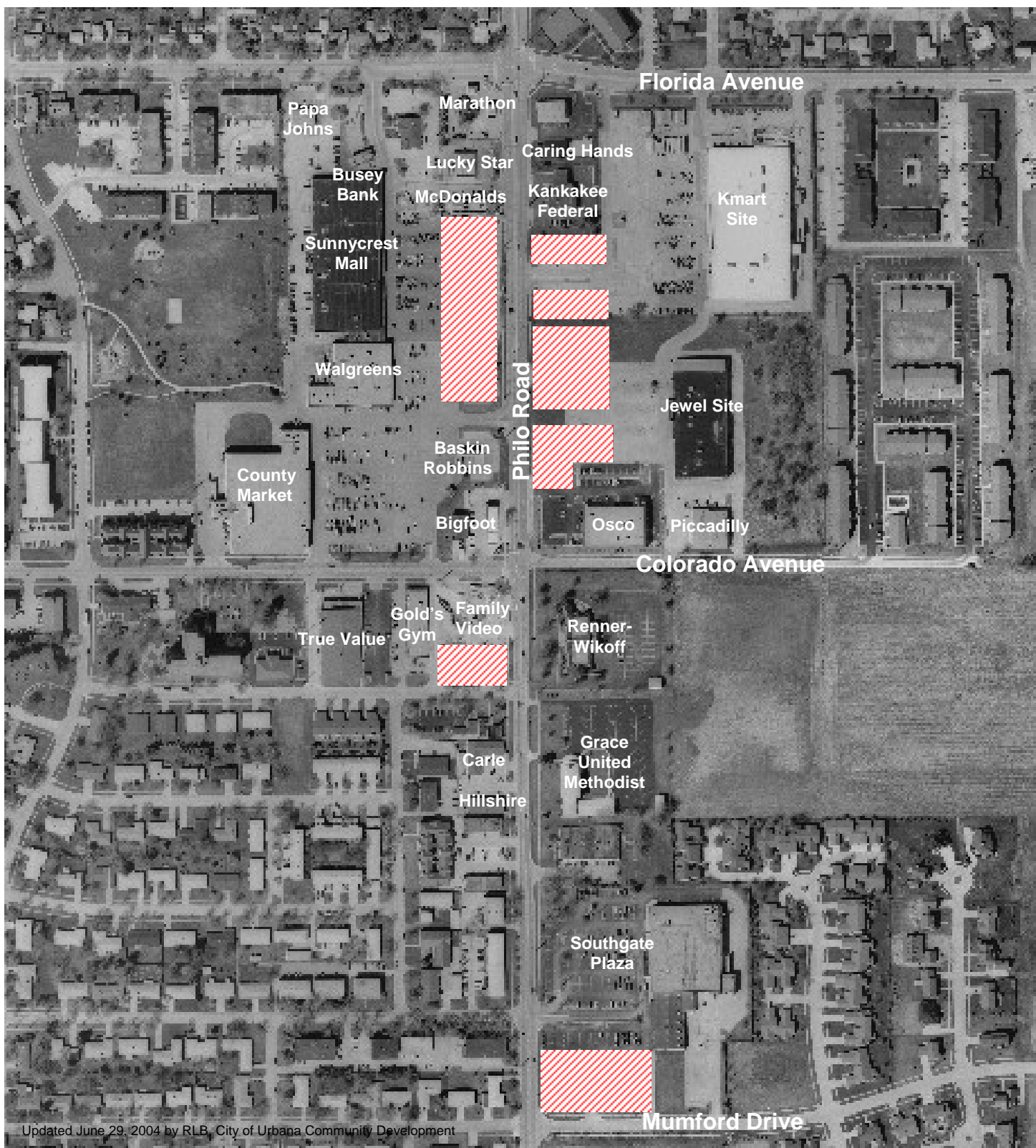


New access drives lined up with existing drives  
Eliminate unnecessary curb cuts  
Parking expansion elsewhere if needed when outlots developed



— Storm Sewer      — City Sanitary Sewer      — UCSD Sanitary Sewer

# PHILO RD OUTLOT AREAS



Updated June 29, 2004 by RLB, City of Urbana Community Development



Possible Outlot Location

