

The purpose of these goals is to lay out a framework of priorities for Mayor, Staff, and Council work flow during the term of the current council so that we can take a proactive role in the future of our city.

Common Goals

1.) Promote Public Safety

- a. Provide police and fire service at the level needed for all neighborhoods.
- b. Support the Mayor in putting together a task force to pursue a Police Review/Oversight Board appropriate for our size of city that is effective, professional, and cost-effective.
- c. Establish appropriate ordinances to strengthen the city's ability to maintain safe environments within our neighborhoods.

2.) Strengthen Urbana's Economic Development Program

- a. Philo Road – implement action plan, extend Florida, work with neighborhood and business leaders, stabilize nearby neighborhoods, consider additional safety enhancements, and examine further economic incentives.
- b. Recruitment visits including Mayor/Council Members to targeted businesses.
- c. General business development along Cunningham Ave including beautification.
- d. Monitor developments on 130/150 and develop consensus vision.
- e. Look at Olympian Drive completion over the next several years.
- f. Hire Economic Development Manager ASAP. Consider higher level position that answers directly to the Mayor and CAO.

3.) Create an energetic, vibrant downtown that provides needed services to the city.

- a. Establish Downtown Commission that will propose Annual Action Plans before each budget season to Council.
- b. Create and implement redevelopment plan for Broadway corridor.
- c. Create and implement redevelopment plan for the Boneyard – especially Race to Vine.
- d. Implement downtown, public wireless.
- e. Develop trailway from Carle to downtown.
- f. Increase outdoor activity – create single ROW usage license, market Farmers Market to tours, encourage outdoor dining and beer gardens and music events.
- g. Pursue increased outdoor green space/establishment of a public square.

4.) Preserve Neighborhoods and Promote Rental Safety

- a. Develop Conservation districts for historic and sensitive areas of the city. Conservation Districts should include review of demolitions, approval of new construction, and design guidelines applied by a MOR style Design Review Board or as fixed requirements required by zoning ordinance.
- b. Increase code enforcement, particularly for rentals. Hire additional housing inspector, and pursue consequences for repeat code offenders.

- c. “Rebuild Urbana” - encourage home maintenance including painting in target areas, examine incentives for conversion of rentals and boarding houses to single family and condos, and replace decayed stock to low density or condos.

5.) Implement the 2005 Comprehensive Plan

- a. Rewrite our Zoning Ordinance. We propose hiring an outside consultant in order to accomplish this over the next year and to focus on billboards and sign issues now with current staff.
- b. Include use of design guidelines, form-based code concepts, modern sign and lighting standards, Traditional Neighborhood Development standards, commercial big box store standards, neighborhood business zones, preserving historic neighborhoods, farmland, natural areas and minimizing sprawl as guiding principles (see Comprehensive Plan implementation section for complete action items and goals).
- c. Update the sign ordinance for the city, setting new guidelines for commercial signs along main arteries and traffic corridors designated for redevelopment or beautification. Establish a time table for the replacement or phasing out of billboards and tall pole signs along designated traffic corridors.

6.) Reduce Urbana’s Environmental Footprint and Waste Stream/Expand Recycling

- a. Study and implement green building guidelines and incentives.
- b. Implement recycling of bottles, paper, etc in downtown - particularly in light of local beer distributors’ termination of bottle recycling.
- c. Target construction debris for waste reduction/recycling, since it is the greatest source of waste.
- d. Support hazardous waste collection.

7.) Promote Diversity and Non-Discrimination

In:

- a. Hiring
- b. Contracts
- c. Public services
- d. Code enforcement

8.) Increase Affordable Housing

- a. Develop nationally recognized, model neighborhood that is affordable and uses 10% of standard energy consumption.
- b. Develop replacement rental housing for Lakeside Terrace – 80 units or more – that are affordable to the poorest of the poor as per prior council agreement.
- c. Continue support for accessible, energy-efficient, affordable housing including an effective mix of rent subsidized housing with home ownership programs.

9.) Get Urbana Bicycling

- a. Create a Bicycle and Pedestrian Advisory committee and seek Bicycle Friendly Community designation.

- b. Staff and Council will implement Bike committee recommendations on new and improved routes and regional connections, bike maps, designated routes, signage, improved off-street and on-street bike routes and facilities, increased bicycle parking, as well as creation of bike safety and public education programs.
- c. Take a leadership role on developing the regional trail to Danville that would include historic Lincoln sites in Urbana.
- d. Develop a local trail from Carle to Downtown and other in town greenways and trails.

10.) Create a Public Arts Program

- a. Establish a dedicated revenue stream for public art – consider percent for arts approach.
- b. Encourage the preservation and commemoration of local and multicultural traditions and histories.
- c. Integrate art into every feasible public works project – promote functional and streetscape art.
- d. Create a public art program that represents our community in all its diversity – in terms of race, geography, gender, class, sexual orientation, belief-system, etc.
- e. Provide opportunities for local and national, established and emerging artists in Champaign County.
- f. Develop a strong public collection of artworks representing diverse communities, artistic styles, and disciplines.

11.) Recruit and retain top quality staff

- a. Become more competitive and develop methods for better retaining staff.
- b. Identify immediate changes and long-term goals to attract and retain top-notch employees; include examination of pay scale and advancement through positions.
- c. Implement appointment contracts.

12.) Review City Code

- a. Compare policy to practice.
- b. Review code for inequities.
- c. Pursue relevant changes as required.

13.) Handle Council Business Efficiently

- a. Improve council chambers audio.
- b. Provide three chairs at public comment table and replace with better microphone.
- c. Provide public with a “how to” brochure for public input and making comments as new additions to the conversation.
- d. Improve meeting efficiency.
- e. Wherever possible, staff time at meetings should be consolidated and ordered with agenda items planned so that a particular staff member is not at every meeting.
- f. Several vacation periods have been set including no meetings the weeks of July 4, August 1, Dec. 26, and Jan 1. In the event that a council meeting is needed, it should be scheduled to precede the regularly scheduled committee of the whole

meeting of the subsequent week. Attempts will be made to line up vacation periods in upcoming years.