

## M E M O R A N D U M

**TO:** Mayor Laurel Prussing  
Urbana City Council Members

**FROM:** Dennis Roberts, Alderman Ward 5

**DATE:** November 10, 2009

I present to you the following items for discussion at the upcoming City Council meeting.

### Discussion: Second Floor Relocation Initiative (Retail)

This incentive will give property owners assistance in clearing ground floor spaces for new retail uses.

- Modeled on the Gallery Incentive Program, and the recently drafted New Business Incentive Program.
- Focused on converting non-retail/ office areas occupying ground floor spaces into retail business opportunities.
- Encourage non-retail & service businesses to relocate to a second floor in the downtown area.

Suggested incentives:

- \$500/ mo. rent reduction rebate package for one year (per other existing models)
- Remodeling construction permit fee waivers
- Furniture and office equipment moving assistance (A one-time stimulus, suggested amount: \$1,000)
- City/UBA assistance for business in finding relocation destinations/opportunities

If this stimulus initiative were in place, it might help open up more retail opportunities in the downtown area.