

THE **MAYORS' INSTITUTE**
ON CITY DESIGN

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

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

*Addressing Civic Challenges
Through Design*



CITY OF
URBANA

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

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

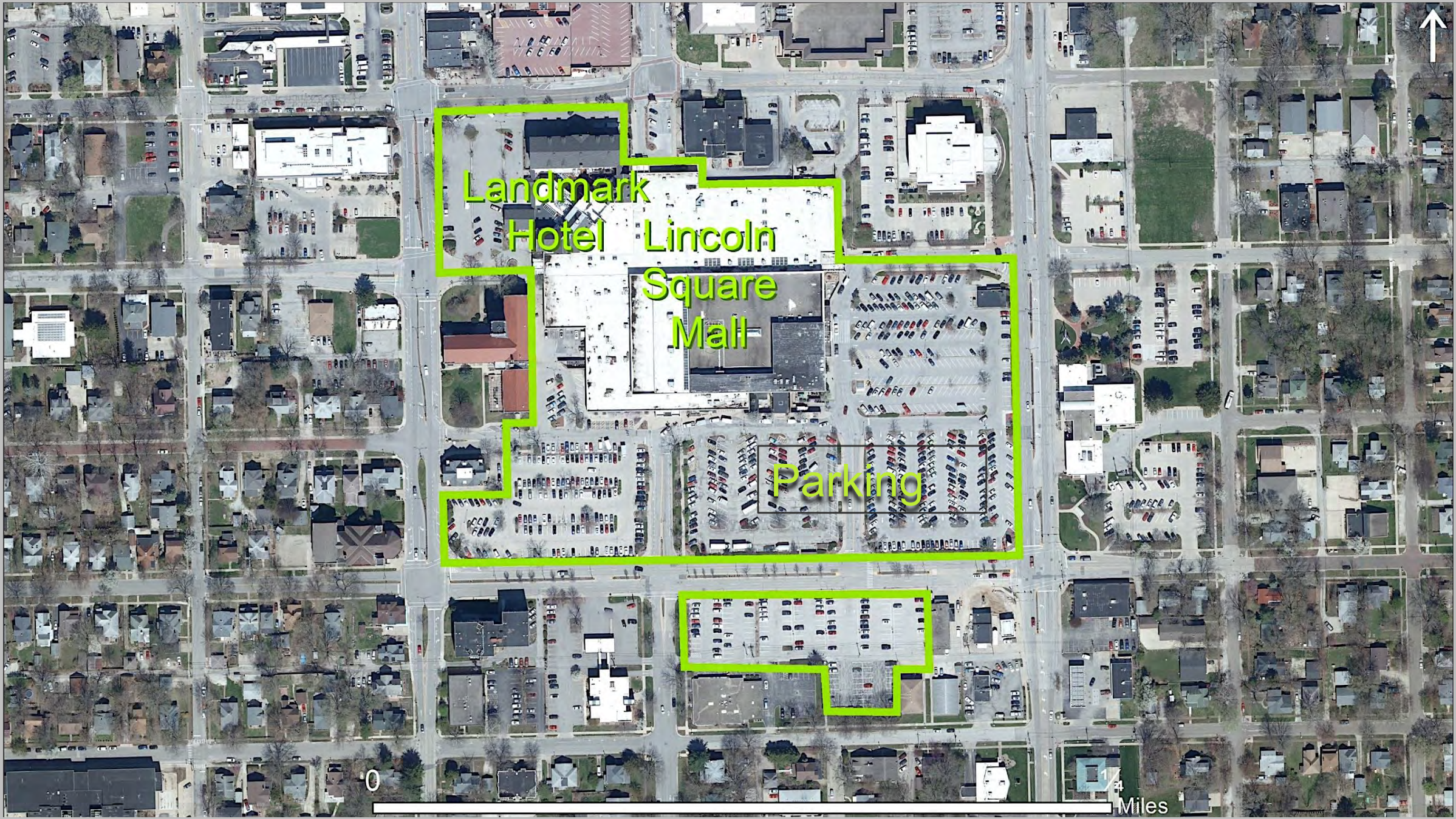


CITY OF
URBANA



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

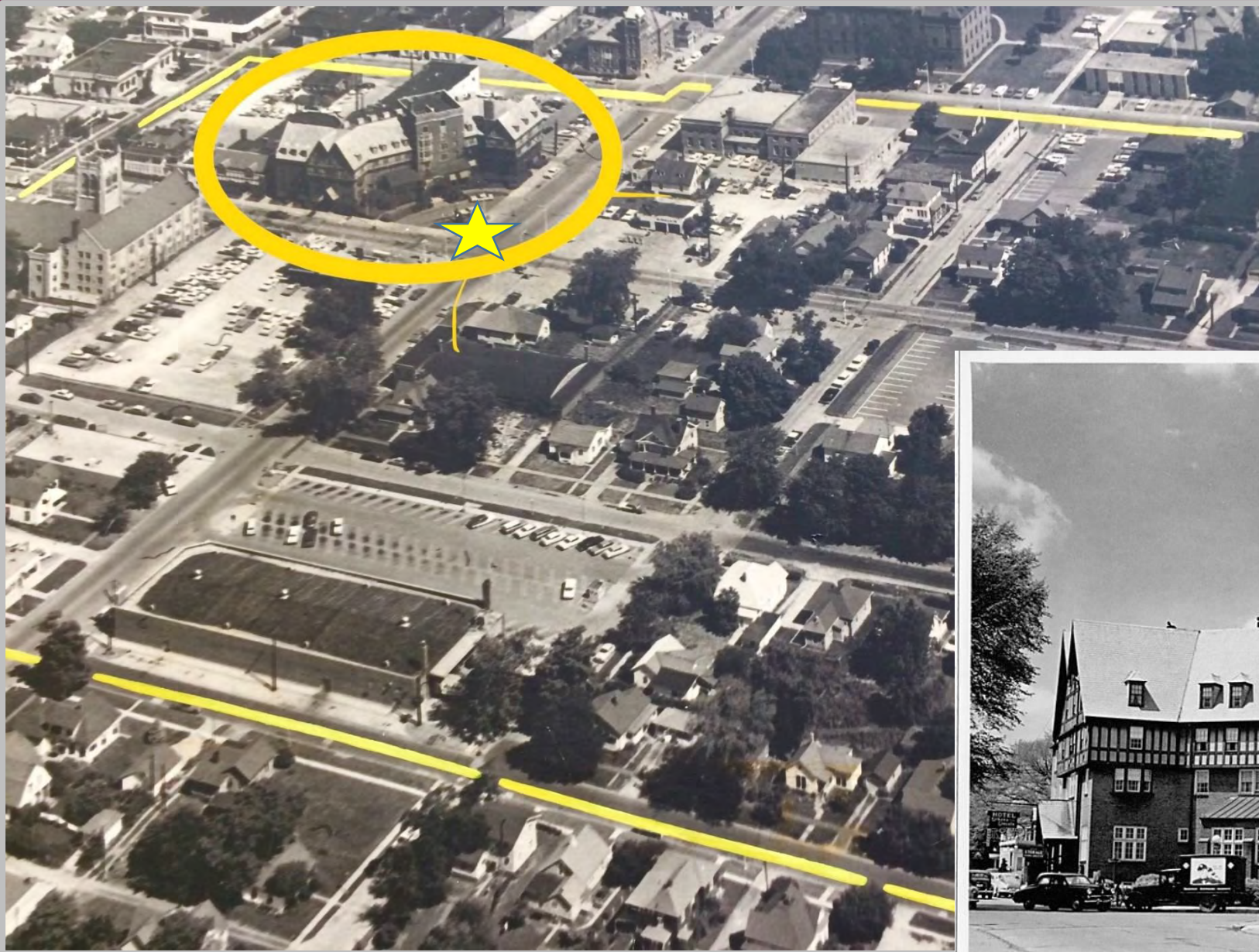
STUDY SITE: Hotel, Mall, Parking



Landmark
Hotel Lincoln
Square
Mall

Parking

1/4
Miles



Urbana Lincoln Hotel

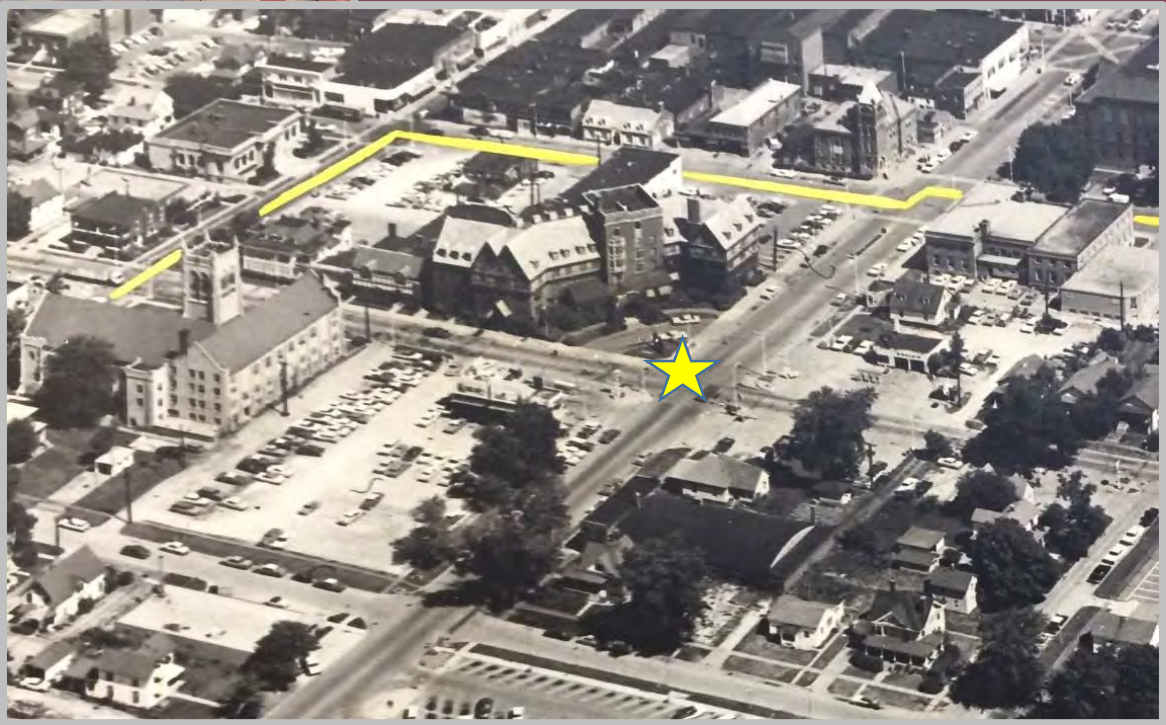
- Local historic landmark
- Original built in 1924
- Architect: Joseph Royer
- Broadway and Green



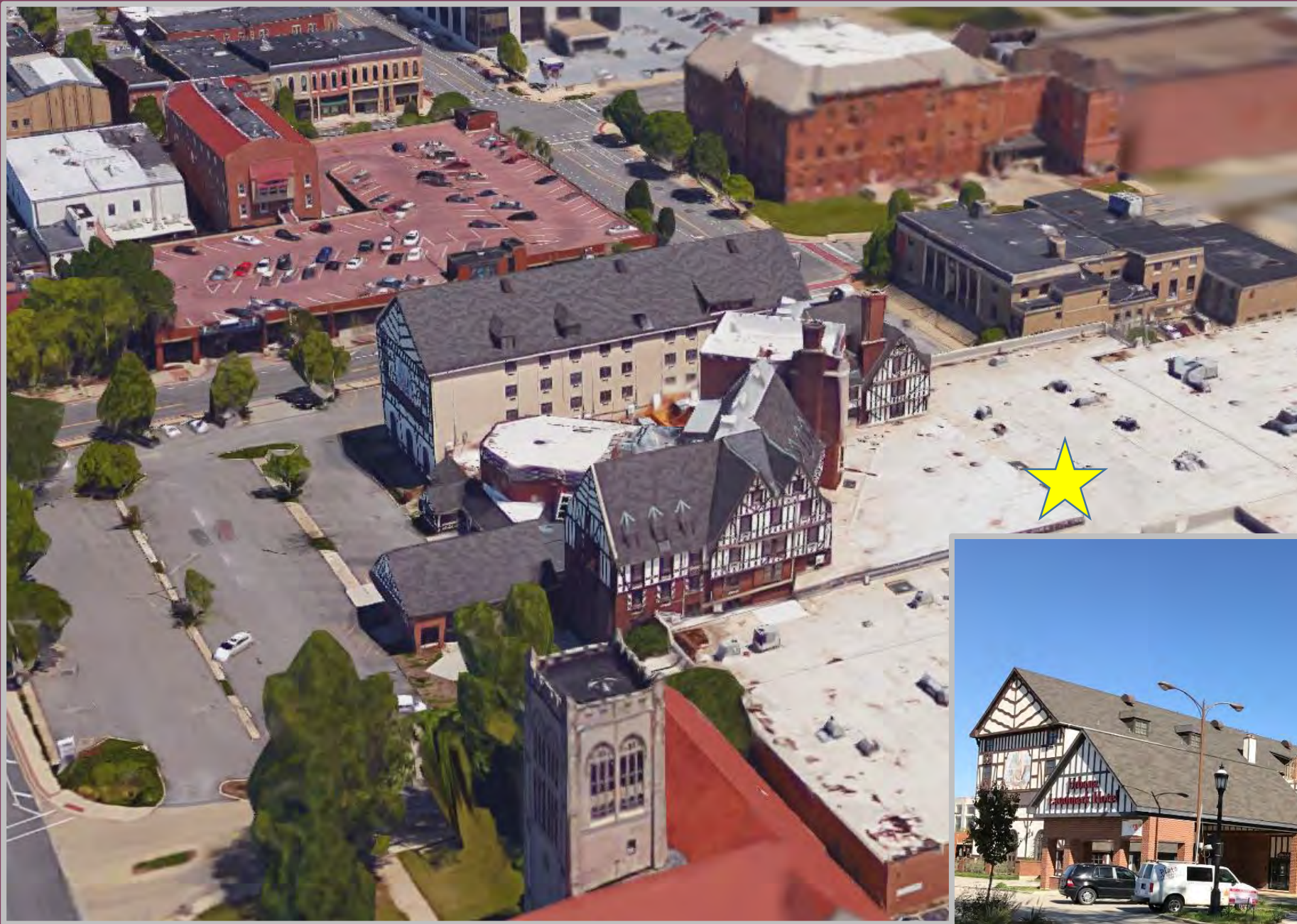
THEN



Urbana Landmark Hotel



NOW



Back door of the
hotel became
the front door





Front door
opened into
the mall



Urbana Landmark Hotel

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



CITY OF
URBANA

LINCOLN SQUARE MALL 1964



THEN

LINCOLN SQUARE MALL

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



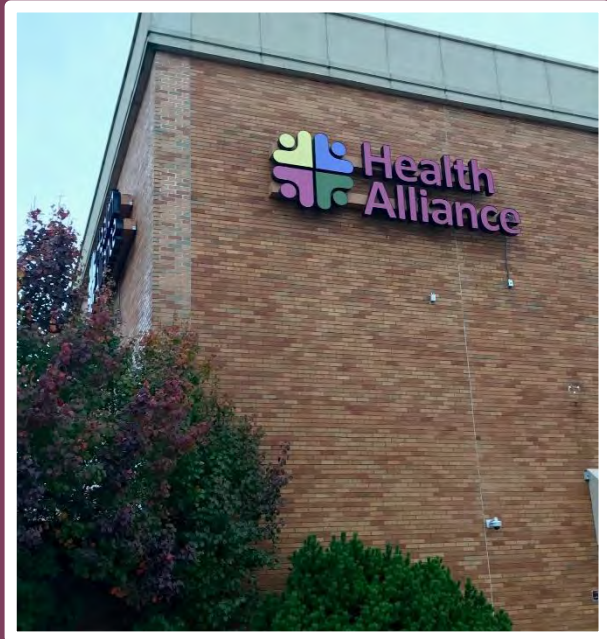
CITY OF
URBANA



NOW

CURRENT TENANTS

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



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



EVENTS

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



CITY OF
URBANA



Art Coop



CITY OF
URBANA



Spark Museum & Play Cafe



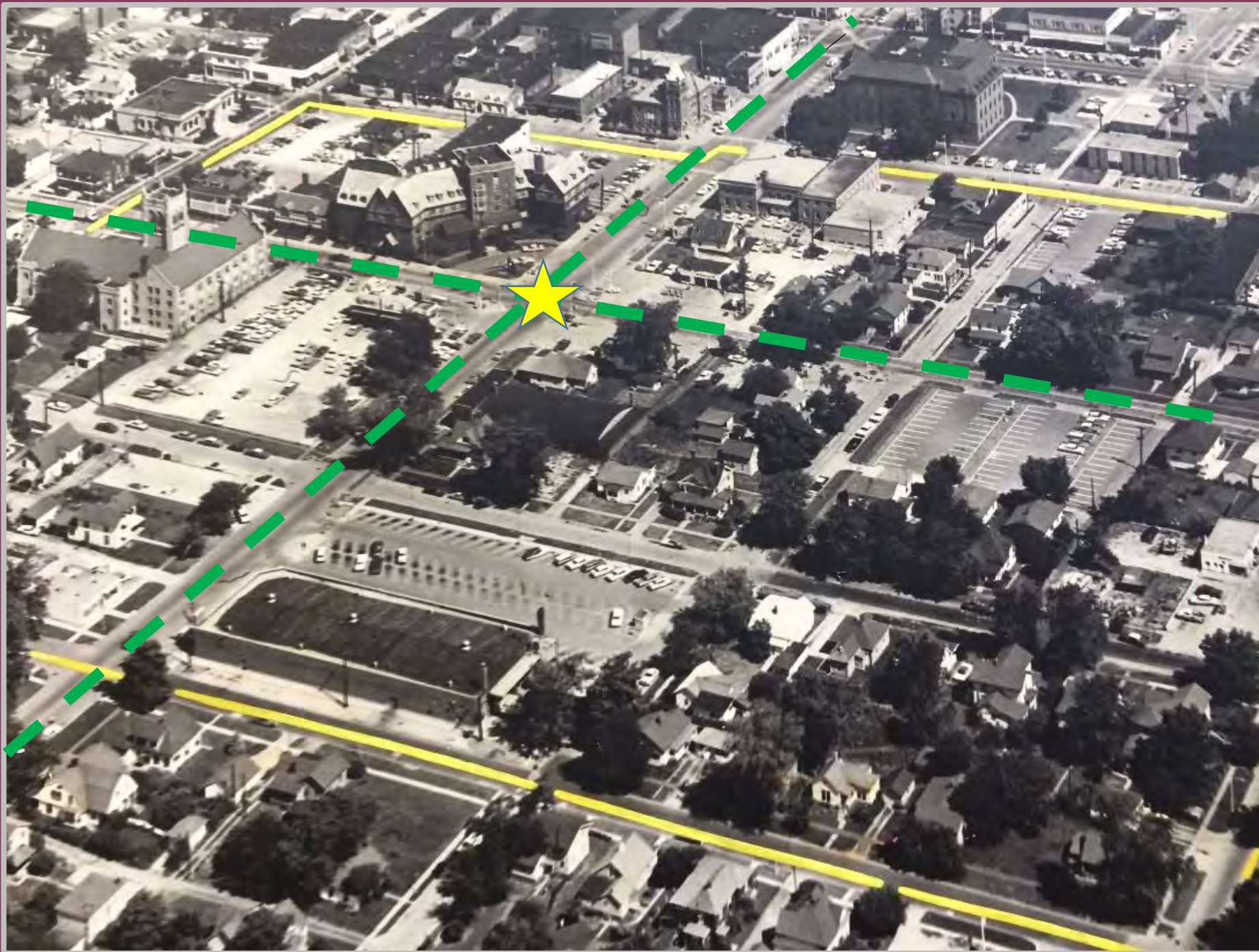
CITY OF
URBANA



Common Ground Food Co-op



CITY OF
URBANA

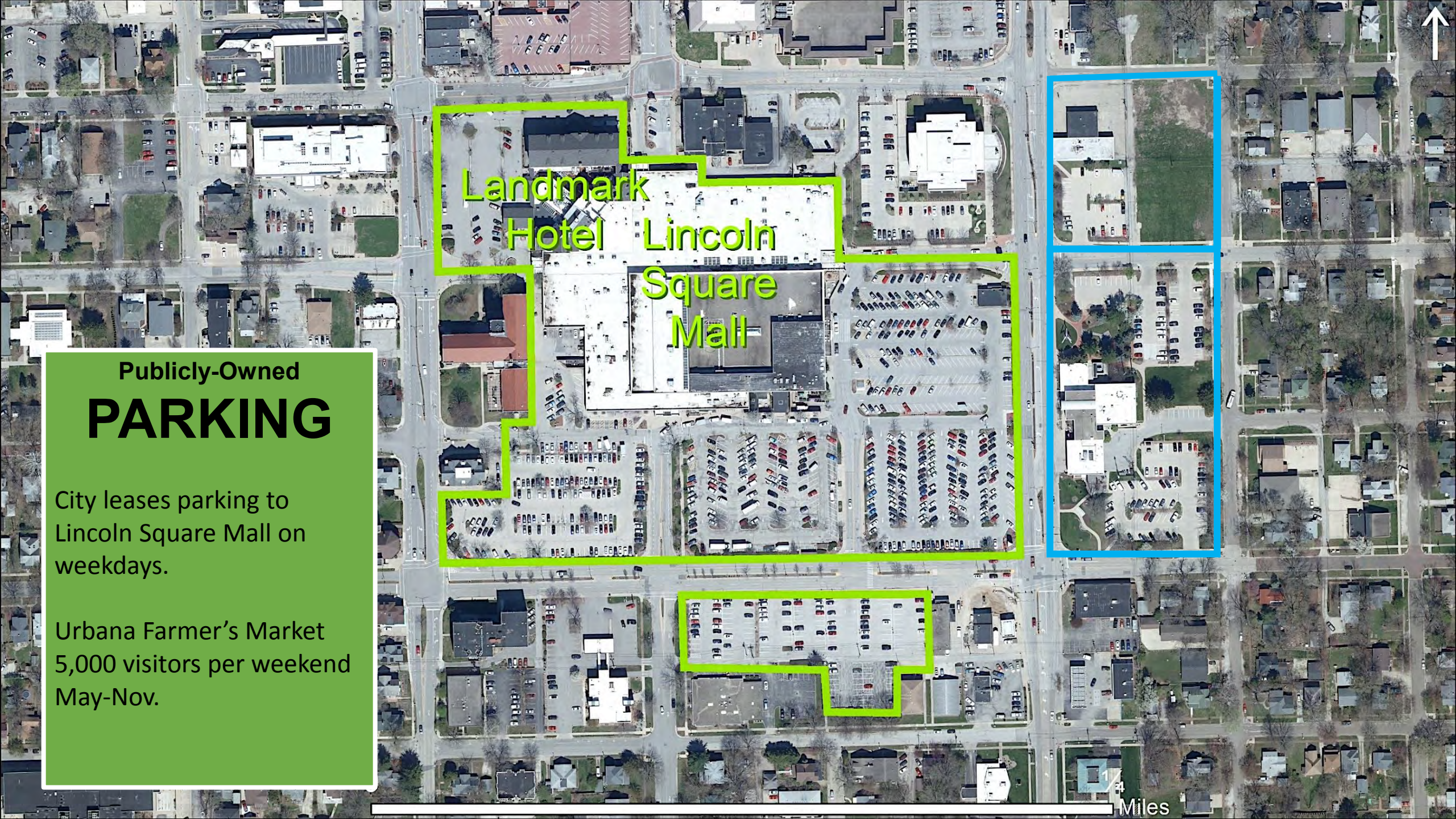




Bicycling on Broadway



Strolling on Green Street



Landmark
Hotel Lincoln
Square
Mall

Publicly-Owned
PARKING

City leases parking to
Lincoln Square Mall on
weekdays.

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

1/4
Miles



Where Do We Start?



CITY OF
URBANA

THE **MAYORS' INSTITUTE**
ON CITY DESIGN

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

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

*Addressing Civic Challenges
Through Design*



CITY OF
URBANA



Mayors

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

Resource Team

Architects
Landscape Architects
Community Land Use & Dev.
Transportation Planning

Ball State University College of Architecture and Planning

Tips for Civic Architecture

a.k..a. Learning from OKC

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



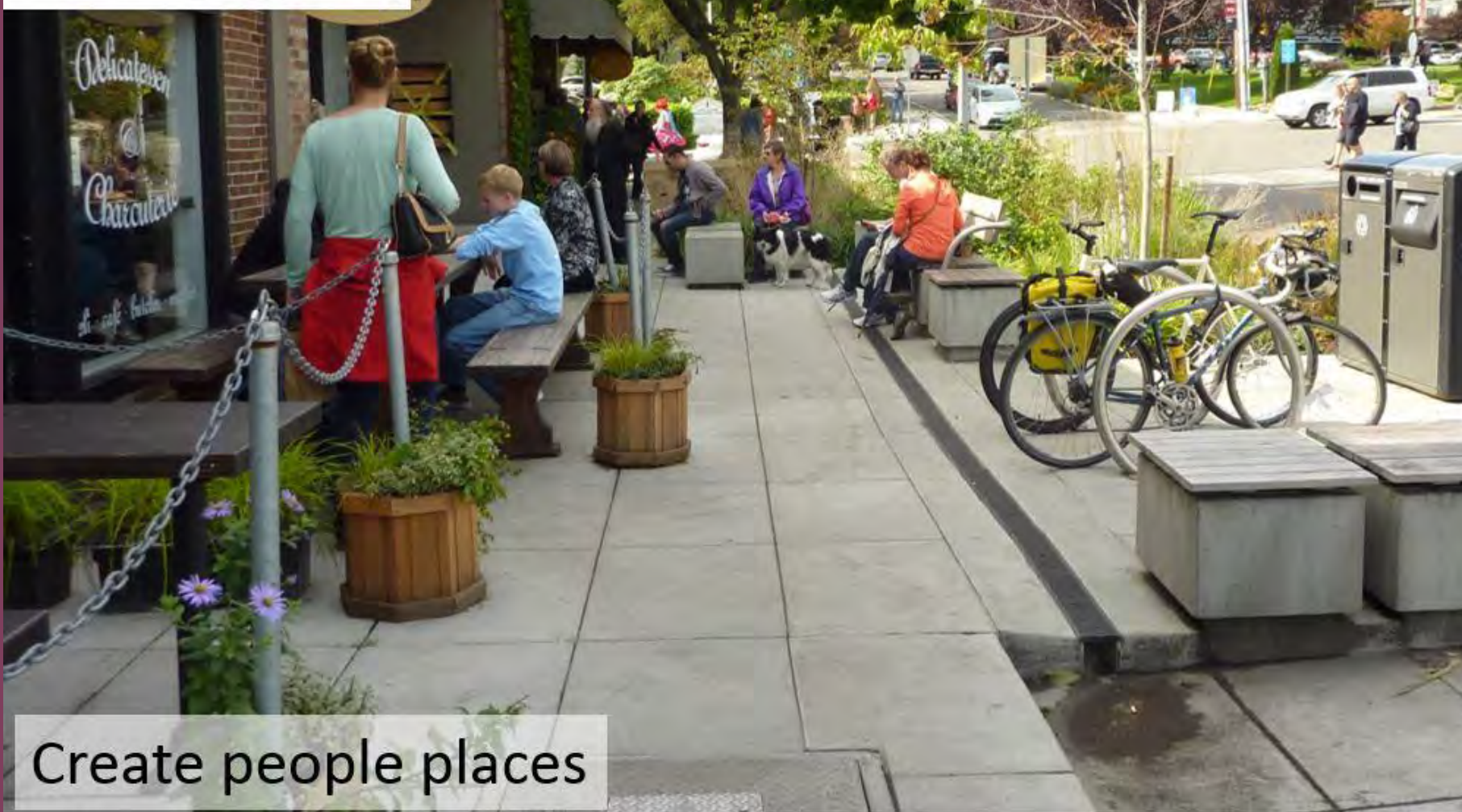
CITY OF
URBANA

URBAN

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



CITY OF
URBANA



Create people places

The Secret to Happy Traffic Engineers

Jennifer Pyrz, PE

Indianapolis, Indiana



CITY OF
URBANA

WORKSHOP BRAINSTORMING

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



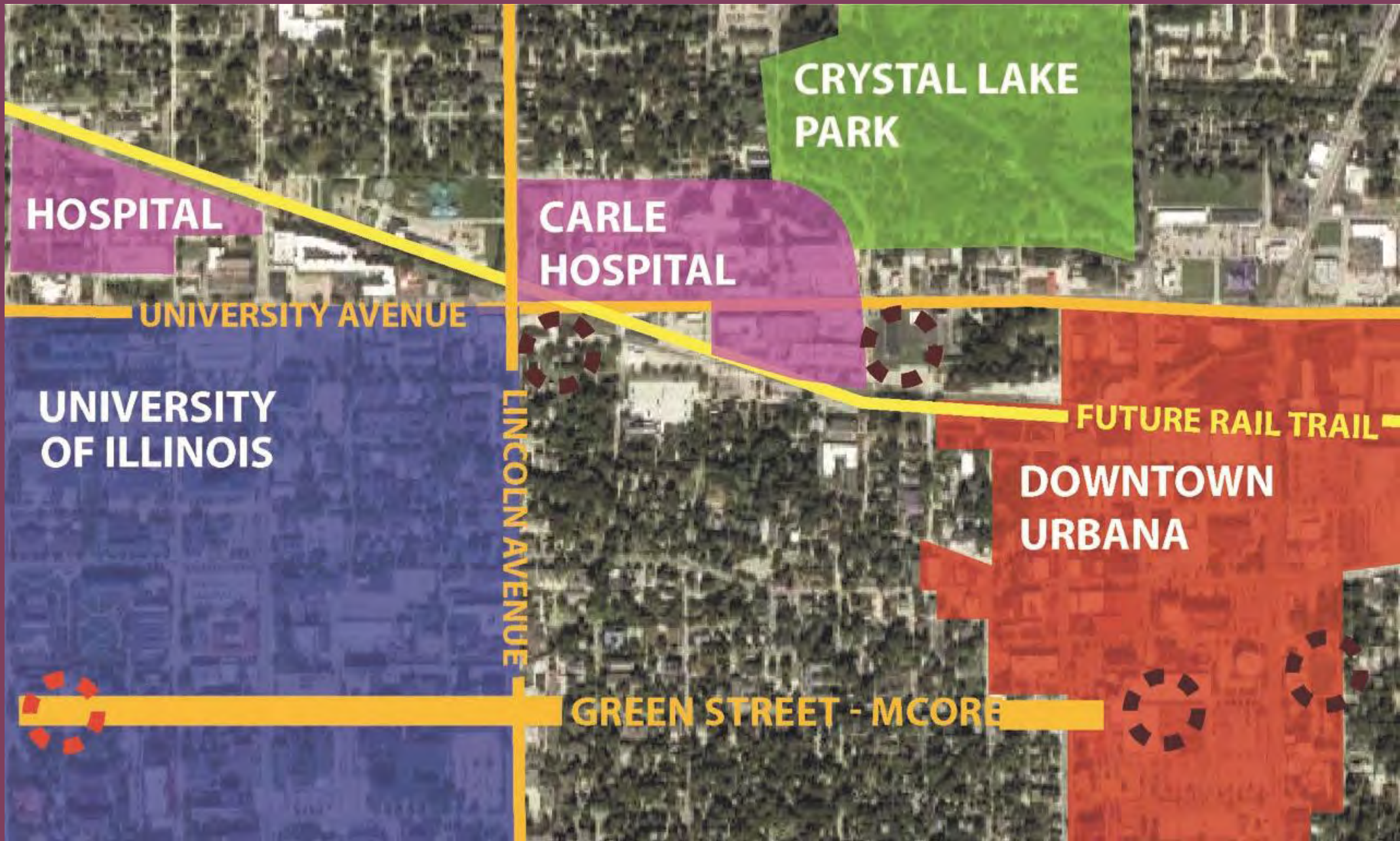


Photo: T.J. Blakeman



CITY OF
URBANA

- **BRAINSTORMING (CONT)**

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

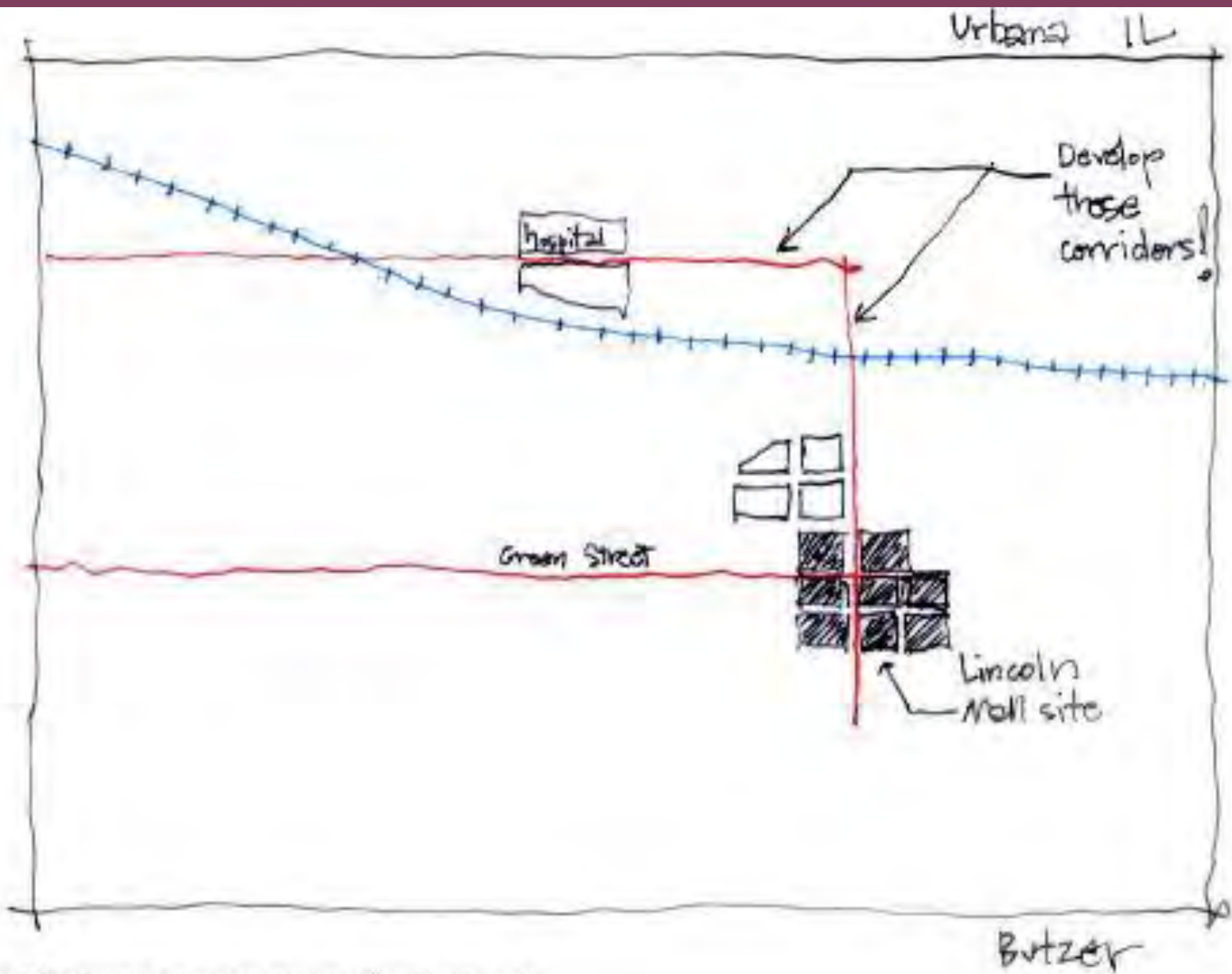
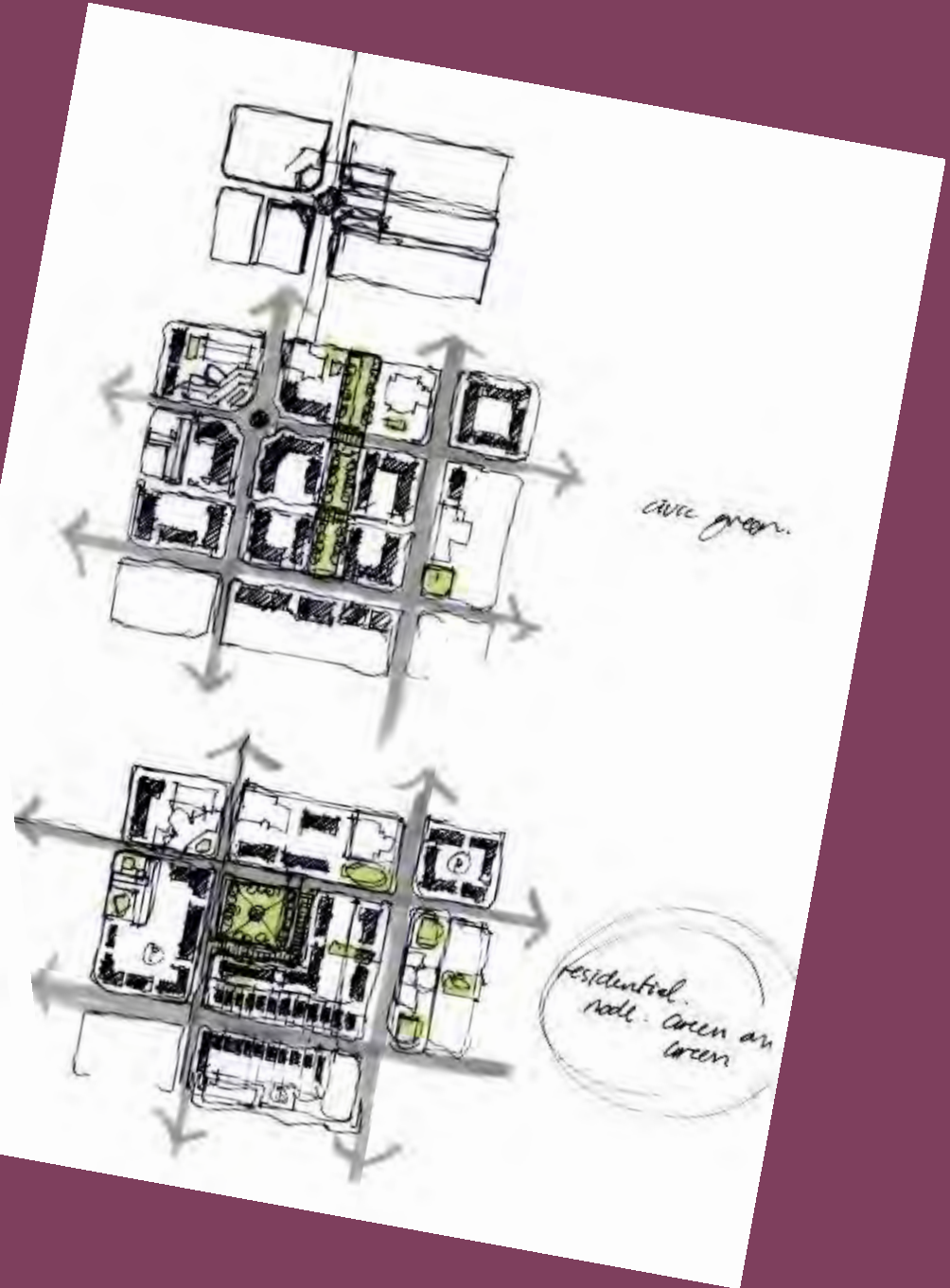
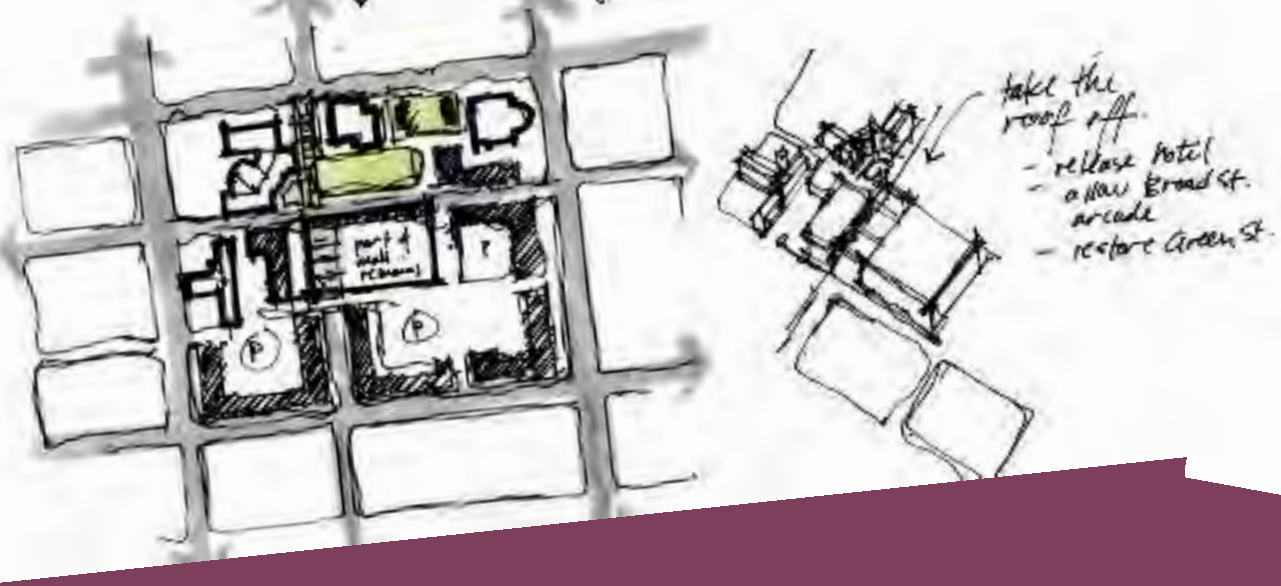


Figure 18: Resource Team Member Hare Butzer's sketch for Urbana, IL



TAKE AWAYS

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



CITY OF
URBANA

WHAT'S IN YOUR SQUARE?

WHAT: Public engagement to capture community ideas

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

HOW: In-person, online, multiple venues

WHEN: March-May, 2018

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



CITY OF
URBANA





breakup notes

TO ALLENTOWN

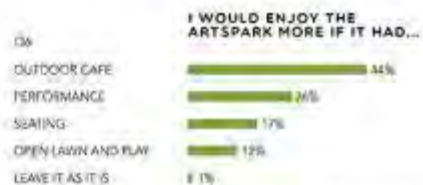
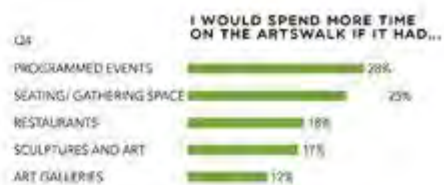
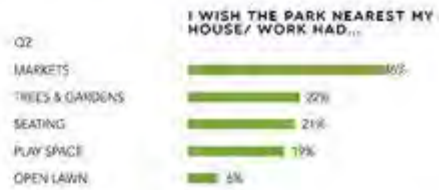
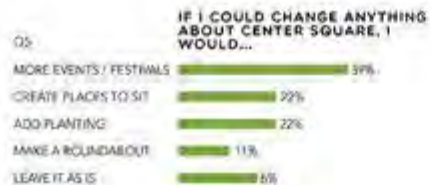
love notes

TO ALLENTOWN

<p>I hate that I don't feel safe walking around at night.</p>	<ul style="list-style-type: none">Less crimePolice that actually show up when calledA non-corrupt MayorLess corruption/stealing out tax dollarsMore than 1000+ needs attention	<p>SAVE HISTORIC FACADES IN CITY CENTER - AKA JEWELLES</p>	<p>One day I will be "proud" so live here just not today. CH.</p>
<p>People in the community should not overlook being CLEAN UP BITTER! that IS where we live</p>	<p>More Music & Art please</p>	<p>More bike lanes please!!</p>	
<p>You used to be the safe place for young mothers to play soccer. Now there is nothing I want that back.</p>	<p>Need shops - affordable! More queer, less expensive places to eat. Rent to people w/ assets despite not to be on Mall. Shop!!</p>	<p>ALLENTOWN - MORE NEEDED TO ATTRACT THOSE IN THE MIDDLE ALIAN KNOWLEDGE</p>	<p>Show some support movies @ stadium hall or arena!! (only once)</p>
<p>Bring some type of fast food</p>		<p>We need more healthy street trees!</p>	

<p>THANK YOU FOR A HIGH NEEDED GREEN SPACE IN THE CITY!</p>	<p>Love how this city is changing keep up the good work.</p>	<p>ALLENTOWN AS PCT BORN AND RAISED ONE MESSAGE... DON'T STOP KEEP BUILDING!</p>	<p>I love that you are getting revitalized into a new productive city!</p>
<p>Love how the new changes in this city but would be nice with fast food restaurants.</p>	<p>Love the free music</p>	<p>no, too expensive food I love the green space your making! I also want a hardware in town. TWS.</p>	<p>Bring back low price store at least one store here to bring more people here.</p>
<p>More music! Make destinations for music and writing for kids in parks.</p>	<p>love the nightly events!</p>	<p>I ❤️ Hockey!</p>	<p>Love the events in the evening</p>
<p>Love the outside dining</p>	<p>I ♥ all the music and Events!</p>	<p>Arts Improving Everyday</p>	<p>I ♥ the evening events</p>
<p>Great job on downtown for music business up by 200% in 2018 - 2019 - 2020. All a good job, whatever.</p>	<p>Love all the different people in the city and the different foods.</p>	<p>THANK THE CHANGES ARE COMING IN THE RIGHT</p>	<p>ALLENTOWN HAS THE GREATEST PARK SYSTEM IN THE COUNTRY!</p>

WHAT DO YOU THINK?



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

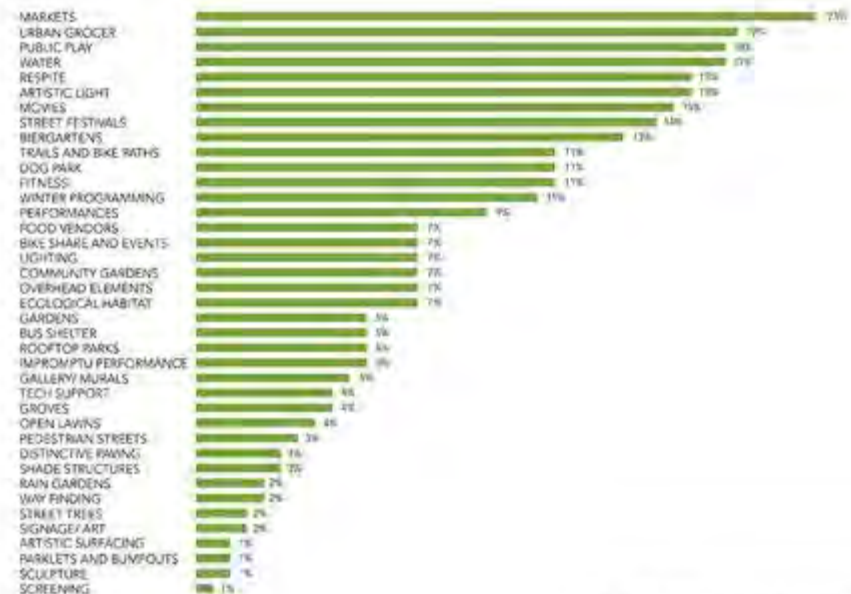
"WHAT I WANT TO EXPERIENCE IN THE STREETS & PLAZAS OF CENTER CITY ALLENTOWN..."

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

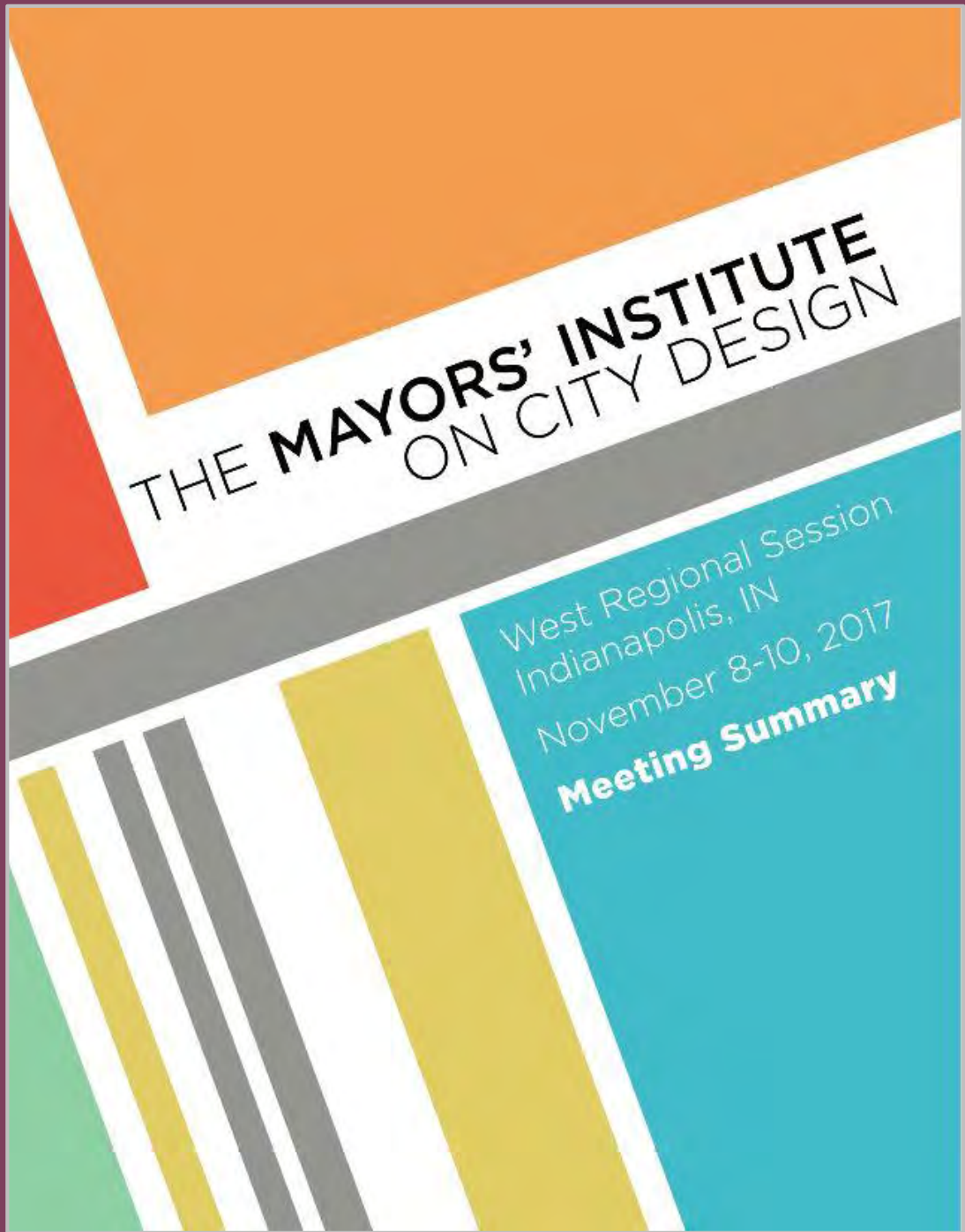


YOU!

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



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



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

*Addressing Civic Challenges
Through Design*

