

City of Urbana Annual Public Arts Program Plan for Fiscal Year 2011-2012

Introduction

One of the duties assigned to the Public Arts Commission is to prepare and present an Annual Public Arts Program Plan to the Mayor and Urbana City Council for consideration in the City budgeting process. Per the Ordinance establishing the Public Art Commission, the Annual Public Arts Program Plan should identify specific program goals for the year, means of achievement, proposed expenditures, sources of supplemental revenue, schedule of execution, necessary resources and responsibilities and an implementation plan to address the goals.

The Public Arts Commission has made it a priority to further the success of the Public Arts Program by strengthening and marketing its programming. Program evaluation, partnerships, and fundraising will be significant components of the Program Plan for the fourth full year of the established Public Arts Program. The Program will prioritize community accessibility to the arts, artist accessibility to resources, and opportunities for collaboration and partnerships.

Program Mission

The Urbana Public Arts Program provides programming and services that create a city where artists thrive and are valued and where all residents engage with the arts in its many forms.

Goals

The goals for the Public Arts Program are based upon goals and objectives listed in the City of Urbana 2005 Comprehensive Plan, 2002 Downtown Strategic Plan, the Ordinance Establishing the Public Arts Commission and Program, the Public Arts Program 2008 Community Input Report, as well as guidance from the Public Arts Commission and the 2010 Urbana City Council and Mayor Goals.

Means of Achievement

The following program of work, partnerships, and marketing will serve as the means to achieve the Public Arts Program goals. The program elements described below have been identified based on the ability to achieve success in the given time frame, the ability for the program to grow, cost and budget considerations, and the potential to leverage private dollars. Further program development will be undertaken by the Public Arts Commission Subcommittees in coordination with City Staff. The following subcommittees, and the members thereof, will assist in providing research and guidance to staff as each area is further developed.

Public Arts Commission Subcommittees

- Fundraising Subcommittee
 1. Barbara Hedlund
 2. Geoff Bant
- Urbana Arts Grants Subcommittee
 1. Pat Sammann
 2. Sarah Ross
- Storefront Arts Series Subcommittee
 1. Patricia Sammann
 2. Sarah Ross
- Marketing and Promotions Subcommittee
 1. Barbara Hedlund
- Corridor Beautification Subcommittee (Focus Areas: Philo Road, the Boneyard Creek Master Plan, Cunningham Avenue, Lincoln Avenue and University Avenue)
 1. Geoff Bant
 2. Mary-Ann Winkelmes
- Martin Luther King Jr. Project Subcommittee
 1. Robert Lewis
- Art at the Market Subcommittee
 1. Geoff Bant
- Downtown and Joseph Royer Arts and Architecture Planning
 1. Mary-Ann Winkelmes
 2. Ilona Matkovszki
- UPTV and Artist Lecture Series Subcommittee
 1. Sarah Ross
 2. Pat Sammann
- Arts in the Schools Subcommittee
 1. Geoff Bant

Partnerships

The Public Arts Coordinator has worked closely in the past with 40 North | 88 West, Champaign County's Arts, Culture, and Entertainment Council, by serving on its Board of Directors, Programs and Services Committee, and the Boneyard Arts Festival Committees. Staff has collaborated with the Krannert Center District, Urbana Business Association, and Urbana Park District. The Public Arts Commission will continue to expand its partnerships with organizations and businesses in the community, including the Urbana School District, the Public Art League, University of Illinois, Arts Alliance Illinois, the Illinois Arts Council, and other municipal arts programs.

Marketing

In 2010 - 2011, the Public Arts Program used traditional marketing tools, such as radio and print interviews, website postings, and list-serve email announcements hosted by 40 North | 88 West, the Urbana Business Association, and the City, to inform the local public about activities of the Program. In order to promote the programs available to artists throughout the country, such as the Urbana Arts Grant Program and the Urbana

Sculpture Program, the City made use of several regional and national list-serves, including those hosted by the Americans for the Arts, the College Art Association, and the Chicago Artist Resource. Additionally, the Urbana Public Arts Program has found success using various free social media, regularly updating a Facebook page (www.facebook.com/urbanapublicarts) and Twitter (www.twitter.com/urbanapublicart). MailChimp, a free e-mail newsletter service, has also been utilized to improve content and administration of sending out regular e-mail updates.

In FY 11-12 the Public Arts Program will continue to use a variety of promotional outlets. In addition to the marketing methods used in 2010-2011, the following additional opportunities will be evaluated and pursued as appropriate: The News Gazette, Smile Politely, Illini Media, Illinois Public Media, *Sculpture Magazine*, the *Public Art Review*, Arts Alliance Illinois, Illinois Arts Council, and additional local print and electronic advertising. The Program will also create updated print materials to raise wider awareness of its existing programs. To assist in this effort, the City is working with a group of University of Illinois students to formulate a comprehensive marketing and branding strategy for the Public Arts Program.

Estimated Expenditure in FY 11-12: \$1,500. The budget for promotions and marketing will be used to increase awareness and participation in the Public Arts Program opportunities. This will be supplemented by a grant award from the Illinois Arts Council of \$1,750.

In the development of a communications and marketing strategy, the following five key market groups will be considered:

1. Community residents
2. Local youth
3. University students, their parents, and guests
4. New and existing businesses and patrons
5. Visitors and potential visitors

Program of Work

1.) Urbana Arts Grants Program

Urbana recognizes the arts as essential to the vitality of the city. It is additionally understood that funding is the greatest barrier which prevents local artists, organizations, and businesses from pursuing their goals in the arts. The Urbana Arts Grants Program makes funding available to artists, artist teams, organizations, businesses, and festival presenters for eligible projects to take place in Urbana that enrich the lives of Urbana residents and visitors. The Commission and staff will evaluate the success of the third cycle of the program, determining appropriate changes to further the program's success in FY11-12. Research will also be conducted on expanding the program, as well as developing a procedure for requests for funding for permanent installations. To increase the number of applicants, staff will focus heavily on promotion of the fourth cycle of the Urbana Arts Grants and also conduct a grants workshop.

The four grant categories to be offered in FY 11-12 are listed below:

- **Here and Now:** 12-month grants with awards up to \$1,500 for artists residing in Urbana

- **Envision 365:** 12-month grants for larger projects with awards up to \$2,500 open to all emerging and professional artists
- **Creative Mix:** 12-month grants with awards up to \$5,000 open to groups, ensembles and organizations
- **Festivals Grant:** 12-month grant with awards up to \$10,000 open to arts-related festival presenters

Selection Process: The Commission's Arts Grants Subcommittee will create two temporary selection committees representing areas in the arts and the community to review and select projects for funding. The selection committees' recommendations will then be submitted to the Urbana Business Association subcommittee and Board of Directors for approval of the Business Backs the Arts recipients. The final recommendations are approved by the Public Arts Commission.

Timeline: In June - July, 2011, the Urbana Arts Grants Program FY 10-11 cycle will be evaluated. Guidelines and applications will be finalized and prepared for the application period in October 2011. Award announcements will be made in March 2012.

Estimated Expenditures in FY 11-12: \$40,500. The budget for this program combines funds allocated to Public Arts Projects in the City Public Arts Fund and the Urbana Business Association "Business Backs the Arts" donation of \$5,000.

Goals Addressed:

- Promote community events and activities that bring the community together and promote Urbana's special character
- Expand the City's creative community
- Increase the vitality of downtown
- Promote visible, outdoor activity in downtown
- Encourage and accommodate community events
- Preserve and commemorate local and multicultural traditions and histories
- Create a program that represents our community in all its diversity
- Provide opportunities for local and national, established and emerging artists in Champaign County
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse
- Address Public Arts Program suggestions from the public including providing available funding, art in public places, and increased events

2.) Boneyard Creek Public Art

The City of Urbana recognized the potential to turn the Boneyard Creek into an amenity for Downtown environment and began a Master Plan process in 2006. The Boneyard Beautification Project will create a pedestrian-friendly urban park in the downtown section of the Boneyard Creek and has been identified as an opportunity for public art. The City is working with Foth Consultants and Wenk Associates to implement the improvement plans. The Public Arts Commission Boneyard Creek Subcommittee and City Staff have been working with these consultants to develop the public art component of the project. Additionally, a public meeting was held to solicit public input on opportunities for art in the Boneyard Creek Beautification Project. The Commission subcommittee is currently using these recommendations to narrow down the first phase of

public art opportunities and develop a process for incorporating public art into the project.

Selection Process: The Public Arts Commission will comply with all City selection and procurement policies in selecting artists to work on the Boneyard Creek Beautification Project. Finalists will be approved by the Public Arts Commission and Urbana City Council and will enter into agreement with the City.

Timeline: The first phase of public art projects will be finalized and artists chosen through the RFQ process by July 2011. Artists will work with the Commission subcommittee, City staff, Foth Consultants, and Wenk Associates to realize projects during the construction phase throughout 2012.

Estimated Expenditures in FY 11-12: TBD.

Goals Addressed:

- Promote the beautification of Urbana
- Promote community events and activities that bring the community together and promote Urbana's special character
- Promote visible, outdoor activity in downtown
- Expand the City's creative community
- Preserve and commemorate local and multicultural traditions and histories
- Provide opportunities for local and national, established and emerging artists in Champaign County
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse
- Promote inquiry and confluence amongst Urbana residents

3.) Downtown Arts Planning and Joseph Royer Arts and Architecture District Planning/Storefront Art Series

The Commission has recognized the importance of planning for an increase in the arts in Downtown Urban. Additionally, the Joseph Royer Arts and Architecture District is recognized as an asset to the downtown that could be further enhanced and promoted. The Commission, staff, and Subcommittee will explore possible programming to meet these goals, including the possible development of a Storefront Art Series in which owners of temporarily vacant or underutilized spaces are paired with artists interested in creating site-specific art installations. Further research and development is underway by the Downtown and Joseph Royer Arts and Architecture Planning and Storefront Art Series Subcommittees and City staff.

Timeline: Ongoing throughout FY 11-12. The Commission subcommittees and staff will continue to research and develop appropriate guidelines and procedures for these programs.

Estimated Expenditures in FY 11-12: NA. Existing funding of \$3,400 encumbered from FY 09-10 will be used.

Goals Addressed:

- Promote community events and activities that bring the community together and promote Urbana's special character
- Promote visible, outdoor activity in downtown
- Expand the City's creative community
- Promote the beautification of Urbana

- Preserve and commemorate local and multicultural traditions and histories
- Create a program that represents our community in all its diversity
- Provide opportunities for local and national, established and emerging artists in Champaign County
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse
- Promote inquiry and confluence amongst Urbana residents
- Address Public Arts Program suggestions from the public including increasing art venues

4.) Art at the Market: Art Workshops at Urbana’s Market at the Square

The Art at the Market Program provides monthly workshops and informational opportunities free of charge to an average of 150 participants each session at Urbana’s Market at the Square during the Market season. Creative and educational programs will be offered at the City tent between 8:00 AM and Noon during the 2011-12 fiscal year on the last Saturday of the month (July 30, August 27, September 24, and October 29, 2011; and May 26 and June 30, 2012). Programming includes opportunities to explore a variety of media and themes, providing opportunities for all residents to engage with the arts in its many forms. City staff will provide oversight of the events and tent. When possible, artists will be contracted to provide workshops.

Selection Process: City staff will invite artists and facilitators to provide workshops based on experiences and available services.

Timeline: The Art programming at the Market will take place monthly during the Market season in 2011 and 2012.

Estimated Expenditures in FY 11-12: \$2,000. The FY 11-12 expenditures include the cost of programming for five art workshops, at \$400 each.

Goals Addressed:

- Promote community events and activities that bring the community together and promote Urbana’s special character
- Promote visible, outdoor activity in downtown
- Expand the City’s creative community
- Preserve and commemorate local and multicultural traditions and histories
- Create a program that represents our community in all its diversity
- Provide opportunities for local and national, established and emerging artists in Champaign County
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse
- Promote inquiry and confluence amongst Urbana residents
- Address Public Arts Program suggestions from the public including increasing events in the arts

5.) Art Now! UPTV Program

The *Art Now!* UPTV program began in July 2010 and is a 30-minute UPTV program that features interviews with local artists showcasing their work. Commission members lead interviews. The show is aired weekly and filmed in such a way that a new show is

available each month. *Art Now!* increases awareness and education about the arts and arts activities in the community.

Timeline: The program should run continuously throughout the 2011-2012 fiscal year.

Estimated Expenditures in FY 11-12: NA. In-kind support from UPTV staff will provided the necessary resources for the program.

Goals Addressed:

- Expand the City's creative community
- Preserve and commemorate local and multicultural traditions and histories
- Create a program that represents our community in all its diversity
- Provide opportunities for local and national, established and emerging artists in Champaign County
- Support life-long learning in the arts
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse
- Promote inquiry and confluence amongst Urbana residents
- Encourage relationships among artists and the public to further Urbana's cultural development
- Address Public Arts Program suggestions from the public including increasing art venues and promotion

6.) Artist of the Corridor

The Artist of the Corridor program began in spring of 2010 and allows Urbana artists to exhibit their visual artwork in the lobby of the City Building at 400 S. Vine Street for two month periods. In the first year of the program, six artists have exhibited their work. The program will continue in FY 11-12, and the Commission and staff will explore the possibility of expanding the program to include other "corridors."

Timeline: The program will continue throughout the 2011-2012 fiscal year, with a new artist exhibiting every two months.

Estimated Expenditures in FY 11-12: NA.

Goals Addressed:

- Expand the City's creative community
- Create a program that represents our community in all its diversity
- Promote community events and activities that bring the community together and promote Urbana's special character
- Provide opportunities for local and national, established and emerging artists in Champaign County
- Support life-long learning in the arts
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse
- Promote inquiry and confluence amongst Urbana residents
- Encourage relationships among artists and the public to further Urbana's cultural development
- Address Public Arts Program suggestions from the public including increasing art venues and promotion

7.) Arts in the Schools

The Commission has recognized the importance of supporting the arts in the public schools. Program areas will be researched and explored by the Commission in coordination and partnership with the Urbana School District and Urbana Park District.

Timeline: On-going research and development throughout FY 11-12, with pilot programs in spring 2012.

Estimated Expenditure in FY 10-11: \$3,000.

Goals Addressed:

- Support life-long learning in the arts
- Create conditions for equity and participation in programs of artistic excellence that are accessible, affordable, and diverse
- Promote community events and activities that bring the community together and promote Urbana's special character
- Expand the City's creative community
- Promote inquiry and confluence amongst Urbana residents
- Encourage relationships among artists and the public to further Urbana's cultural development

8.) Additional On-going Efforts

The following efforts have been identified by staff and the Commission as on-going interests. These programs include:

- Promotion, Maintenance, and Future Planning of the Urbana Sculpture Program
- MLK Jr. Project Planning Committee: Exploring options for a Dr. Martin Luther King Jr. Public Arts Project in partnership with the Urbana Park District
- Research of potential Arts Center
- Research and study of potential future projects and programs

Timeline: On-going throughout FY 11-12.

Estimated Expenditure in FY 11-12: NA.

Sources of Supplemental Revenue

Supplemental Revenue will be sought through City grant applications and fundraising strategies developed by the Public Arts Commission Fundraising Subcommittee. The Subcommittee is currently developing a Fundraising Plan. Additionally, an Illinois Arts Council grant for Public Art Program operating support was received in FY 10-11 to be spent by August 31, 2011 during FY 11-12. Staff will continue to pursue additional grant funds from organizations such as the National Endowment for the Arts, the Illinois Arts Council, Illinois Humanities Council, the Urbana Business Association, and other resources. Below is a listing of supplemental revenue anticipated for FY 11-12.

Urbana Business Association Business Backs the Arts

The Urbana Business Association has dedicated a donation of \$5,000 through its Business Backs the Arts Initiative for FY 11-12.

T3 License Fees

Ordinance No. 2008-05-040 entitled, An Ordinance Amending Chapter 3, “Alcoholic Beverages”, of the City of Urbana Code of Ordinances (Public Arts Funding from Class T3 License Fees), allows for private promoters of festivals to receive a T-3 license and requires that the fee for such a license will be 5% of the gross revenue generated by the event. The ordinance also states that the fees for a T-3 license shall be paid into the Urbana Public Arts Fund. Attached (Exhibit B) is the ordinance which describes the program in detail.

Schedule of Execution

The schedule of execution for the FY 11-12 Program Plan will reflect the timelines described in each program description above.

1.) Urbana Arts Grants Program

Timeline: In June - July, 2011, the Urbana Arts Grants Program FY 10-11 cycle will be evaluated. Guidelines and applications will be finalized and prepared for the application period in October 2011. Award announcements will be made in March 2012.

2.) Boneyard Creek Public Art

Timeline: The first phase of public art projects will be finalized and artists chosen through the RFQ process by July 2011. Artists will work with the Commission subcommittee, City staff, Foth, and Wenk Associates to realize projects during the construction phase throughout 2012.

3.) Downtown Arts Planning and Joseph Royer Arts and Architecture District Planning/Storefront Art Series

Timeline: On-going throughout FY11-12.

4.) Art at the Market: Art Workshops at Urbana’s Market at the Square

Timeline: The Arts programming at the Market will take place monthly during the Market season in 2011 and 2012.

5.) Art Now! UPTV Program

Timeline: The program will run continuously throughout the 2011-2012 fiscal year.

6.) Artist of the Corridor

Timeline: The program will run continuously through the 2011-2012 fiscal year, with a new artist exhibiting every two months.

7.) Arts in the Schools

Timeline: On-going research and development throughout FY 11-12, with pilot programs in spring 2012.

Resources

Below is a list of the programs being pursued for FY 11-12 and estimated expenditures, totaling to \$64,945.88.

Program	Estimated 11-12 City Expenditure	Encumbered 10-11 City Funds	Encumbered 09-10 City funds	Estimated revenue from non-City sources 11-12
Urbana Arts Grants Program	\$40,500			\$5,000
Boneyard Creek Public Art	NA			
Downtown Arts Planning and Joseph Royer Arts and Architecture District Planning	NA		\$3,400	
Art at the Market Programming	\$2,000			
Art Now! UPTV Program	NA			
Artist of the Corridor	NA			
Art in the Schools	\$3,000			
Additional/Ongoing Efforts	NA			
Special Projects		\$3,000		
Illinois Arts Council Operating Grant				\$1,750
Training/Education	\$1,500			
Materials	\$500			
Marketing	\$1,500	\$1,489.70	\$1,306.18	
TOTAL	\$49,000	\$4489.70	\$4706.18	\$6,750

Responsibilities

The Urbana Public Arts Commission has regularly scheduled meetings monthly. has regularly scheduled meetings monthly. The Commission has the authority to select works of art, remove works of art previously displayed based on a de-accession policy, promulgate criteria for selection of works of art and artists and maintenance, and take any other action necessary to carry out its purposes for projects as described in the section on Duties described in the attached ordinance (Exhibit C), in accordance with the annual budget and subject to all ordinances of the City of Urbana.

The Community Development Services Department, in coordination with the Public Arts Commission, administers the Public Arts Program and all Public Arts Program projects, including artwork(s) received as gifts to the City of Urbana. The Community Development Services Department is the contracting officer for commission or purchase all works of art after consultation with the Public Arts Commission.

Attachments: Exhibit A: 2010 Urbana City Council and Mayor Goals
Exhibit B: Ordinance relating to T3 License Fees
Exhibit C: Ordinance Establishing the Public Arts Program and Commission

DRAFT

Urbana City Council and Mayor Goals

Adopted February 1, 2010

The City of Urbana recognizes that stewardship of the city means not only addressing the needs of today's residents but planning for the future -- short and long term -- in a cohesive, coherent way. These City Council and Mayoral Goals represent the core principles we will apply over our term in office as we help guide Urbana on the path forward. They form a common point of understanding from which the planning and government of Urbana proceeds.

Our specific goals include enhancing public safety, achieving financial sustainability, promoting economic development, maintaining a vibrant, innovative downtown, working toward environmental sustainability and improving the quality of life in Urbana.

Public safety: Our top goal always must be to provide for the safety of our residents by maintaining sufficiently staffed and well-trained police, fire and public works departments and providing modern facilities for them to work in.

Financial sustainability: Our goal is to have a financially stable city, with sufficient reserves to cover periodic downturns in the economy. Longer-term, the city should investigate securing new sources of revenue that don't burden taxpayers through city ownership of public utilities, such as broadband, water and electricity/energy.

Economic development: To minimize the tax burden on residents, Urbana must continue to grow and attract new jobs. The city should pursue infill development whenever possible, work to enhance new development corridors to the north and east and work to attract new high-tech jobs. The city should also strive to make sure new projects are as attractive and environmentally sustainable as possible.

A vibrant, innovative downtown: The heart of a city is its downtown, and Urbana must continue to maintain its downtown as a vibrant, attractive place to live, work and shop. The city will strive to retain existing businesses, to attract new businesses and to fill vacant buildings and sites. The city also will begin implementing the Boneyard Creek Master Plan to transform Boneyard Creek into a downtown amenity.

Environmental sustainability: The city must implement and encourage environmental sustainability, including evaluating all city projects for sustainability and incorporating energy-savings systems. The city should establish partnerships and develop programs to encourage residents and businesses to adopt sustainable practices. The city council will adopt a climate action plan and work to reduce greenhouse gas emissions through a variety of measures, including making the city more pedestrian and bicycle friendly.

Quality of life: The city must take the steps necessary to ensure a high quality of life for its residents. Those steps include promoting historic preservation, diversity in the city work force and intergovernmental cooperation. The city should also work to provide affordable housing, promote public art and implement modern zoning concepts.

1.) Goal: Public safety

- A. Strategy:** Provide police and fire service staffing at levels needed for all neighborhoods..
- Review staffing annually during budget preparations to determine needs and available resources.
 - Monitor development and population density for future fire station and personnel needs as well as exploring partnerships and financial planning for construction needs.
- B. Strategy:** Continue to identify problem properties and work to solve problems.
- Work with the ownership of problem properties and apartment complexes to reduce crime.
 - Work with Lierman Avenue and Washington Street residents to address neighborhood issues.
 - Continue systematic rental inspection and code enforcement, particularly with problem properties.
 - Adopt an Aggravated Public Nuisance ordinance. [Spring 2010]
- C. Strategy:** Review and update ordinances.
- Review liquor ordinance. Consider tiered license fees based on occupancy.
 - Develop an early warning system to identify potential problem properties.
 - Investigate motel and hotel code safety issues when rooms are rented by the month.
- D. Strategy:** Address building security needs at City Facilities.

2.) Goal: Financial sustainability

- A. Strategy:** Secure new long-term reliable sources of city revenue. Investigate what other cities have done regarding broadband, ambulance, water and electricity/energy.
- Hire consultant to help city determine whether broadband grant proposal will pay for itself, as is, and to look at potential business models for expanding fiber to the home in Urbana. [Fall 2009]
 - If the \$28 million federal broadband grant is awarded, using consultant's and other input, council will determine whether to accept or reject. [Feb 2010]
 - If grant is awarded and accepted, build out of backbone network and fiber to the home in underserved areas by 2011 and determine if the City builds out to other on a partial or complete basis. There would be a cost savings of about 5 percent with continuing construction without a stop, so an initial decision in early 2011 should be considered.
 - Investigate the feasibility and potential profitability of operating a city ambulance service.
 - Continue to work with city of Champaign, UI and Savoy and possibly other parties to consider buying the water system and operating it as a municipal utility.
 - Consider implementing a storm water utility fee; employ a consultant to perform a feasibility study and implementation plan.
- B. Strategy:** Successfully negotiate new contracts with police, fire and AFSCME unions in 2010 that the city can afford.

C. Strategy: Evaluate costs and benefits of development projects before implementation and follow up to see if actual results achieved.

D. Strategy: Work to maintain a healthy general corporate fund balance, eventually raising reserves to \$3 million, or about 10 percent of general fund spending.

- Consider implementing new fees, such as vehicle impoundment fee, towing fee, pavement degradation fee that have already been implemented or are under consideration in other cities.
- Analyze expenditures and improve efficiency to help eliminate current budget deficit.

3.) Goal: Economic development

A. Strategy: Regularly conduct a business climate survey and include all area Realtors and developers.

B. Strategy: Begin implementing Cunningham Avenue corridor beautification plan.

C. Strategy: Work to attract infill development

- Target vacant or underutilized buildings and sites, such as Jerry's IGA, former Walgreens, and Pay Less Shoes.
- Target desired uses such as a cinema, a new book store, boutiques, specialty stores, copy shop, and ice cream parlor.

D. Strategy: Complete and execute development agreement with Menards.

- Set timetables for road improvements and construction of store tied to state funding.
- Residential and other commercial development to follow in future years.

E. Strategy: Work with University of Illinois and the UI Foundation on properties of mutual interest.

- Seek active involvement of neighborhood associations and residents in the planning and design process of Orchard Downs and Pomology (Pell Farm) Tract redevelopments.
- Continue discussions on North Campus and Krannert Center District developments.

F. Strategy: Complete University Avenue corridor plan by spring 2010.

G. Strategy: Continue to pursue funding for Olympian Drive (from Apollo Drive to US 45) and extending Lincoln Avenue along its proposed alignment to Olympian Drive.

- Continue to work with neighboring property owners on proposed Olympian Drive route land use concerns.
- Examine potential connectivity of Airport Road to Lincoln Avenue for public safety and industrial development.
- Explore locations for additional industrial parks

H. Strategy: Continue to pursue development along Cunningham Avenue north of Interstate 74

- Market Pickrell Farm, Frasca properties, and Farm & Fleet out lots.

I. Strategy: Continue to administer and improve business development programs to meet business needs such as TIF Redevelopment Incentive Program and Enterprise Zone Designation.

J. Strategy: Continue to work with Urbana Business Association to market Urbana “as a dynamic place to live, work and do business.”

- Support efforts of grass-roots community development or neighborhood organizations.

K. Strategy: Continue to promote expansion and diversity of the city’s tax base.

- Explore possible annexations, including existing residential neighborhoods, and use cost/benefit ratio analysis.
- Work with the University and not-for-profit entities to limit the growth of non-taxable properties.

4.) Goal: A vibrant, innovative downtown

A. Strategy: Update the 2002 downtown strategic plan. [May 2010]

- Work with stakeholders on visioning for downtown and a goal-setting process.
- Hire design firm to obtain updated visualizations of downtown.
- Create an overarching downtown vision statement and executive summary of existing plans.
- Assign priorities and timelines to existing plans for downtown and develop several scenarios based on potential redevelopments.

B. Strategy: Complete a professional market share study of downtown business sectors to determine marketing strategies and what types of businesses will succeed downtown.

- Draft request for proposals and complete study by spring 2010.

C. Strategy: Develop downtown as a destination through traditional and cutting-edge technologies.

- Study use of interactive downtown kiosks, new information technologies, and podcast walking tours.
- Bring “museum without walls” concept to downtown by marking historic buildings including the Royer Arts and Architecture District (plaques and markers).
- Install “Looking for Lincoln” wayside markers where appropriate, and identify and mark sites associated with distinguished Urbana citizens.
- Encourage University faculty and students to develop interactive or innovative technology in downtown businesses or in uses that would extend the concept of the gallery district.

D. Strategy: Complete a “way-finding” design to improve downtown signage and other materials that help residents find parking and other downtown attractions and businesses.

- Request for proposals to be issued and report completed. [Spring 2010]
- Develop connectivity across and to downtown with an emphasis on walking and biking.

E. Strategy: Continue implementation of the Boneyard Creek Master Plan.

- Coordinate with private property owners who own redevelopment properties.
- Focus on Segment 3 between Griggs Street and Broadway Avenue for first construction phase including Race Street Bridge.
- Finalize necessary easements agreements, including old railroad trestle bridge for pedestrians and Norfolk Southern railroad approvals.
- Consider additional segments as feasible and/or as prompted by redevelopment activity.
- Initiate planning, acquisition, site engineering for Boneyard beautification plan west of Main Street to Lincoln Avenue.
- Study/consider private fund-raising campaign tied to specific Boneyard phases.

F. Strategy: Work to complete major downtown redevelopment and infill projects.

- Restore Historic Lincoln Hotel as a viable hotel and conference center while respecting its historic character. Work with developers to promote revitalization through available initiatives, fee waivers and tax credits for local and national landmark buildings.
- Consider acquisition and environmental cleanup (seek IEPA Brownfield Site Funds) of downtown sites for potential redevelopments.
- Work with owner of Gateway Shoppes to start construction of shopping center and additional out lot development.
- Complete property acquisitions and options of city block just north of Urbana City Building and issue RFP for mixed-use redevelopment.
- Pursue/continue redevelopment of Lincoln Square Village.
- Consult with owner of County Plaza on developing new uses and applications for this space.
- Work with property owners of the blocks south of University Avenue between Race and Vine streets, to pursue redevelopment.
- Work to increase downtown housing, including both apartments and condos.

G. Strategy: Promote reuse of vacant or underutilized buildings

- Consider having the city become its own developer: buy empty buildings or properties and partner redevelopment and renovation projects.
- Continue/enhance start-up grant and rent incentives for galleries and businesses in Royer Arts & Architectural District.
- Consider offering city grants to any commercial business in the Royer district to clean or repair existing facades.
- Promote the Royer Arts and Architecture District as a travel destination enhancing tourism, entertainment and development.
- Consider incentive program to encourage downtown law firms to move offices into the second floor, freeing first floor for retail.

H. Strategy: Complete Phase 7 of downtown streetscape along Broadway Avenue to the north.

- Hire firm to complete design.

I. Strategy: Implement parking plan recommendations.

- Make parking deck more attractive and easier to find.
- Prepare printed material.
- Uniform parking enforcement and modernized equipment.
- Work with the downtown business community on traffic calming measures, safe and user friendly parking, and potentially testing back-in angle parking.

5.) Goal: Environmental sustainability.

A. Strategy: Adopt principles to provide overall guidance on sustainability issues including air, water, and energy.

- Evaluate all city projects with respect to sustainability, such as waste water, street lighting, energy usage, storm water runoff, and similar issues.
- Incorporate energy-saving systems, including renewable energy sources, storm water best management practices, bicycle and pedestrian facility upgrades.
- Develop innovative programs and regional partnerships to support energy efficiency of private homes, businesses and municipal buildings.

B. Strategy: Adopt a climate action plan [May]

- Set significant and achievable targets for greenhouse gas emissions.
- Adopt a timetable and track progress.

C. Strategy: Provide adequate staffing and resources to develop and implement sustainability plans and programs. Develop a green team with representatives from all city departments.

D. Strategy: Identify opportunities to provide incentives and promote “green construction.

- Research updating city code to promote green building.
- Seek changes in state plumbing codes to allow waterless urinals and energy-efficient plumbing vents.

E. Strategy: Develop financing models to fund energy efficiency programs and renewable energy projects, such as contract assessments, revolving loans or grants.

F. Strategy: Support proposed studies of climate change, land use and economic development projections consistent with the cost being broadly shared across interest groups in Champaign County. [Fall 2010]

- Work with Champaign County Climate Change Task Force on studies such as solar canopies.

G. Strategy: Develop and implement a formal energy policy for city operations.

- include conservation, identification of non-fossil fuel sources, and potential implementation timelines.
- Continue to increase energy efficiency in all city buildings..Support energy efficiency in residential and commercial sectors by developing innovative programs and regional partnerships.

H. Strategy: Develop and implement a water conservation policy for city operations.

- Include conservation steps and alternatives to using potable water, such as for landscape watering. Include costs and implementation guidelines.
- Work with other cities on a regional basis on water planning issues and legislation.

I. Strategy: Expand recycling to include commercial recycling, construction and demolition debris recycling, explore hazardous and electronic recycling, and find a long-term solution to battery recycling.

- Adopt a zero waste city goal and action plan.

J. Strategy: Promote production, accessibility and affordability of local farm and artisan products.

- Conduct a strategic planning process to explore the future vision, program goals and implementation steps for Market at the Square (Winter, 09-10)
- Consider creation of an advisory board for the Urbana Market composed of representatives from the city of Urbana, vendors, consumers, the Urbana Business Association and others as deemed appropriate.
- Implement use of Electronic Benefits Transfer cards at the Urbana Market.
- Encourage establishment of “Friends of the Urbana Market” not-for-profit organization to provide fundraising for educational and artistic events, infrastructure and other needs.
- Grow the Urbana Market by establishing a year-round operation on a permanent location with commercial kitchen space that can be rented by vendors.
- Leverage the Urbana Market as an economic engine to drive development of a portion of downtown Urbana as a “food district.”

K. Strategy: Encourage Sustainable Landscaping and Gardening.

- Establish a heritage tree program.
- Encourage the use of native species in landscaping and for pollinator well being.
- Record and mark trees of significant height and growth.
- Study providing notice when a significant tree is to be removed.
- Update city parkway tree inventory.
- Develop property owner guidelines and recommendations for use of native species in landscaping and tree plantings.
- Control the removal of topsoil from residential developments.
- Consider installation of a model community rain garden at the city building.

L. Strategy: Become a multimodal, bike and pedestrian- friendly community that supports sustainable transportation.

- Work with the Bicycle and Pedestrian Advisory Commission to implement the Bicycle Master Plan by implementing current recommendations and by continuing to plan for bicycle facilities as the city expands or redevelops.
- Work with the Bicycle and Pedestrian Advisory Commission to develop ongoing, communitywide bicycle safety education programs such as the bicycle safety video being prepared jointly by Champaign and Urbana, or working with Drivers’ Education curricula.
- Make sure the police and public works departments and bicycle commission provide appropriate enforcement, education and signage for bicyclists and pedestrians.

- Apply for and receive Bicycle Friendly Community designation by 2010-11.
- Launch a bicycle parking retrofit program to help existing businesses add appropriate bicycle parking hardware. Need a funding source.
- Support public transportation, including CUMTD improvements and high-speed passenger rail.
- Continue to enact Safe Routes to School improvements as funds become available.
- Adopt a complete streets policy. Include alternative roadway configurations, such as bike boulevards, that give priority to pedestrian, bicycle and public transit modes. For intersection projects, include roundabouts, and other technologies among the alternatives considered.
- Improve safety for pedestrians and bicyclists at Windsor Road and Race Street.
- Continue identifying and prioritizing improvements at problematic intersections.
- Continue to work with other agencies on regional bike facilities such as the Rails to Trails path between Urbana and Danville.

6. Goal: Quality of Life

A. Strategy: Enhance historic preservation and preserve older housing stock

- Encourage creation of a historic district on Elm Street between Buena Vista and Cedar Street.
- Encourage creation of historic corridors with national designations.
- Create incentives to convert grandfathered boarding houses back to single-family houses.
- Work to conserve single-family homes and neighborhoods through measures that encourage owner occupancy and reinvestment in current housing stock.

B. Strategy: Zoning/comprehensive plan or ordinance changes.

- Consider ordinance amendment reducing the number of parking spaces required for commercial developments.
- Modify development regulations to encourage bioswales and alternatives to detention basins.
- Develop and enact an industrial noise ordinance that limits noise generated after normal business hours from industries and commercial businesses.
- Consider enacting city impact fees for development to help pay for new roads, park-land dedication, and school sites.
- Consider enacting form-based zoning (ie. where development is dictated by desired building forms rather than by minimum regulations) in downtown and commercial areas.
- Reduce impact of off-street parking in single-family neighborhoods through improved backyard green space requirements, including establishment and enforcement of no-gravel,

no paved-over backyard requirements for grandfathered properties with single-family (R-1, R-2, R-3) underlying zoning.

- Improve cross-department coordination of code enforcement efforts.

C. Strategy: Promoting diversity.

- Continue to work to improve effectiveness of city Equal Employment Opportunity contract compliance program.
- Participate in multi-jurisdictional efforts to increase minority contractor hiring and business growth.
- Continue to work toward increasing diversity within the city workforce to more closely mirror the city's demographics.
- Continue to work toward creating a city work culture more conducive to diversity.
- Publish an annual report for the City Council with metrics on the work force including diversity issues, affirmative action, training, retirements, staff changes, and similar issues.

D. Strategy: Promote continued intergovernmental cooperation

- Continued cooperation with Urbana School District (Safe Routes to Schools, technology, energy efficiency grants, green schools, etc.).
- Continued cooperation with Urbana Park District.
- Complete design of new city website and related staff training. [February 2010]
- After official 2010 Census results are received and new county precincts are determined, use a transparent process to draw a new Urbana ward map so that wards are contiguous and balanced fairly for population per Federal and State requirements.
- Adopt the Mayor's Action Challenge for Children and Families sponsored by the National League of Cities <http://www.mayorsforkids.org/principles.php>.
- Conduct annual training for council, boards, and commissions.
- Continue to seek intergovernmental cooperation with Champaign, Savoy, Champaign County and other entities to pursue economic development opportunities.
- Work with park district and school district to make sure recreational facilities are available to Lierman/Washington and King Park area youth.
- Explore the use of neighborhood community centers to serve the needs of youths and adults related to education, training, guided activities and communication technologies in target areas of Urbana, including the possibility of working with the school district at Prairie and King Schools.
- Improve programs to give youth hands-on exposure to the building trades and other vocational training opportunities.

E. Strategy: Support greater community programs of interaction between Urbana and our sister city international partner, Zomba, Malawi, Africa.

- Work with local schools, churches and community groups
- Determine if an additional program should be developed in Brazil

F. Strategy: Continue to promote public art.

- Support placement of public art throughout the city.
- Continue to support the Public Arts Commission and their programs
- Complete “Art in the Park” project north of the city building.

G. Strategy: Continue to promote additional affordable housing opportunities

- Work with Housing Authority of Champaign County on redevelopment plans for Dunbar Court.
- Identify partners for the Kerr Avenue energy- efficient housing project and move forward with construction.
- Complete housing needs study and reflect results in updated Consolidated Plan/Annual Action Plans for use of CDBG and HOME consortium funds.
- Examine capacity of homeless shelters, family shelters and SRO’s and promote resources to meet shelter needs.
- Continue to address the issues of tenant relocations resulting from nonpayment and/or condemnations.

H. Strategy: Address space needs deficit at City Facilities.

- Complete a space needs study and master plan.
- Identify funding source for plan improvements.
- Consider interim storage facility to address immediate need for space.

**AN ORDINANCE AMENDING CHAPTER 3, "ALCOHOLIC BEVERAGES",
OF THE CITY OF URBANA CODE OF ORDINANCES**

(PUBLIC ARTS FUNDING FROM CLASS T3 LICENSE FEES)

WHEREAS, the City of Urbana has a population of more than 25,000 and is, therefore, a home rule unit under subsection (a) of Section 6 of Article VII of the Illinois Constitution of 1970; and

WHEREAS, the City is empowered to regulate the sale of alcoholic beverages, particularly on public lands; and

WHEREAS, it is in the best interests of City of Urbana to foster a vibrant civic and cultural atmosphere; and

WHEREAS, the City wishes to encourage the promoters to plan and run outdoor festivals within its corporate limits; and

WHEREAS, the City's current liquor ordinance does not allow private, for-profit entities/promoters which already possess a City-issued liquor license to receive a temporary liquor license for their events that are not held on property that is contiguous with the license-holding entity's property; and

WHEREAS, the City's current liquor ordinance does not allow private, for-profit entities who are not current license holders to receive a temporary liquor license; and

WHEREAS, the issuance of said temporary licenses for festivals approved by the City Council will allow private, for-profit entities/promoters to bring such festivals to the City of Urbana;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF URBANA, ILLINOIS THAT Chapter 3 of the Urbana Code of Ordinances shall be, and hereby is, amended as follows:

Section 1.

§3-42 of the Code of Ordinances shall be amended as follows:

Sec. 3-42. Class T licenses.

There shall be three (3) categories of Class T licenses:

T-1 (Special event--current licensee)

T-2 (civic or charitable organization)

T-3 (Private promoter of festivals)

(a) T-1 license (special event--current licensee). Any license holder may obtain a special license which shall permit and allow such license holder to serve alcoholic drinks in an enclosed area immediately adjacent and adjoining and opening onto the premises described in the then current license application on file for the license, provided the licensee submits an application in the manner provided by ordinance fourteen (14) days prior to the date for which the special license shall be used. A Class T-1 license shall be valid for a maximum of two (2) days. The T-1 license application shall contain:

- (1) A statement of the hours during which liquor is to be sold, not inconsistent with section 3-3.
- (2) Describe with reasonable certainty the boundary of the adjacent premises where such liquor shall be sold.
- (3) The written consent of the owner of such adjacent premises shall be attached to the application. The written consent shall be dated not more than thirty (30) days prior to the application.
- (4) Proof of dram shop insurance covering the premises to be utilized with the T-1 license.

No more than one (1) such license shall be issued to any license holder in any one (1) calendar month, nor more than three (3) in a calendar year. The special license, if issued, shall not in any manner be regarded to relieve the license holder of complying with any other requirement of law.

(b) T-2 license (civic or charitable organization). The T-2 license shall permit the retail sale of alcoholic liquor by any bona fide civic, service, charitable, or other not for pecuniary profit organizations for consumption on the premises or within an area specifically designated in such license.

- (1) A Class T-2 license shall be valid for a maximum of two (2) days.
- (2) An applicant for a Class T-2 license shall submit an application at least fourteen (14) days prior to the date for which the license shall be issued, and show evidence that dram shop liability insurance has been obtained for the period of the license.

(3) The applicant for a Class T-2 license shall state in the application for such license the hours during which alcoholic liquor is to be sold, not inconsistent with section 3-3.

(4) Not more than two (2) Class T-2 licenses shall be issued to any license holder in any one (1) calendar year. Licenses issued for events that the city co-sponsors shall not count toward this limit.

(5) A Class T-2 license, if issued, shall not in any manner be regarded to relieve the license holder of complying with any other requirement of law.

(c) T-3 license (Private for-profit festival promoter). The T-3 license shall permit the retail sale of alcoholic liquor by any bona fide private for-profit promoter of outdoor festivals, held within the City's corporate limits, for consumption on the premises or within an area specifically designated in such license. For purposes of this Section, a festival shall be defined as special event, normally held only once per calendar year, which is held primarily outdoors; is open to the public; and has been designated as an approved festival by the City Council.

(1) The T-3 license shall be valid for a maximum of two (2) days.

(A) If any festival lasts less than two (2) days, then the T-3 license shall be valid only for the duration of said festival.

(B) In no case shall alcoholic liquor be sold by the T-3 license holder outside of the hours designated in the T-3 license application. Said hours shall not be inconsistent with the limitations in §3-3 of this Chapter. The City of Urbana Liquor Commissioner or his/her designee shall have sole discretion to limit hours of alcoholic liquor sales during any outdoor festival.

(2) The festival promoter shall apply for the T-3 license no later than sixty (60) days prior to the date of the festival.

(3) No more than two (2) T-3 licenses shall issue to any current license holder or new applicant in any calendar year.

(4) A Class T-3 license, if issued, shall not in any manner be regarded to relieve the license holder of complying with any other requirement of law.

(5) No more than one (1) T-3 license shall issue per calendar month, and said license shall issue on a first come basis.

(6) The fee for a T-3 license shall be 5% of the gross revenue generated by the event.

(A) Payment of such fee shall be made to the Comptroller of the City, by the license holder within ten (10) business days from the last day of the festival.

(B) Payment of the 5% of gross revenue shall be accompanied by an accounting of the gross revenue and a certification by the license holder of the accuracy of said accounting.

(C) The fees for a T-3 license shall be paid into the Urbana Public Arts Fund.

(7) All T-3 license recipients shall, as a condition for receiving that license, pay all of the City of Urbana's costs in providing City services to that event, including, but not limited to, police

services and Public Works Department services. The Police Department, Public Works Department, and any other City department/division from which services are requested by the permit applicant or that are required, by necessity, at the event, shall provide estimates of the costs of providing their services, and the license applicant shall agree in writing to pay the same, prior to the issuance of the license.

(d) Special conditions applicable to all T Class licenses.

(1) In the application for a T Class license, the application must set forth information so that the boundary of the area in which alcoholic liquor is to be allowed, can be ascertained with reasonable certainty.

(2) If the applicant for any category of Class T license is not the owner of record of the property designated for the site of the event, the owner of record or agent must join in the application; provided, however, this requirement shall not be applicable to an application for a T-2 license involving public right-of-way.

(3) If any T Class license involves serving either alcoholic liquors or food out-of-doors, then the following shall be applicable:

(A) The application shall designate the license applicant as the agent of the owner of record for service of a notice to remove all refuse, litter, debris, garbage and the like for the notice of lien as set forth in subsection (e) below. Only paper or plastic products may be used to serve alcoholic liquor or food;

(B) Provide fencing with at least two (2) means of ingress and egress around the area designated in the license. The egress shall have a ratio of at least forty-four (44) inches for every two hundred (200) occupants and at least one alternate exit of at least forty-four (44) inches;

(C) The Class T license holder shall, within twenty-four (24) hours after the ending time of the event, remove all refuse, litter, debris, garbage and the like from the property used for the event and the abutting public right-of-way;

(e) In the event the Class T license holder does not remove all refuse, litter, debris, garbage and the like in the twenty-four-hour period as required by subsection (c) of this section, the city may, after twenty-four (24) hours' notice, remove all refuse, litter, debris, garbage and the like from the property used for the event. The notice requiring removal shall state that, if the license holder and the owner of record do not remove all refuse, litter, debris, garbage and the like from the designated property within twenty-four (24) hours, the city shall conduct the removal operation. The notice shall also state that the failure of the owner or licensee to remove all refuse, litter, debris, garbage and the like within the twenty-four-hour period as required by such notice, shall be deemed as implied consent for the city to conduct such removal. Such implied consent shall be deemed to form a contract between the city and the owner and the licensee for payment of the costs of the removal of the refuse, litter, debris, garbage and the like. Service of notice shall be made upon the license holder or an agent or employee of the license holder. Service shall be by personal service except that service can not be made by diligent inquiry. Service may be had by posting the notice on the property. The reasonable cost of removal shall be a lien upon the real property for which the license was issued.

(f) Whenever a bill for the reasonable costs of removal made pursuant to subsection (d) of this section remains unpaid for thirty (30) days after it has been sent to the license holder and the owner of record, the clerk shall file a notice of lien with the county recorder.

(1) The notice of lien shall be filed within ninety (90) days after the cost and expense of the removal has been incurred. The notice shall consist of a sworn statement setting out a description of the real estate sufficient for identification thereof, the amount of money representing the cost and expense incurred or payable for the removal and the date or dates when such cost and expense was incurred by the city. However, the city's lien shall not be valid as to any purchaser whose rights in and to such real estate have arisen subsequent to removal of the refuse, litter, debris, garbage and the like and prior to the filing of such notice, and the city's lien shall not be valid as to any mortgage, judgment creditor or other lienor whose rights in and to such real estate arise prior to the filing of such notice. Upon payment of the cost and expenses by the license holder or the owner of record or persons interested in the property after notice of lien has been filed, the city shall release the lien and the release may be filed or recorded as in the case of filing a notice of lien.

(2) Costs and expenses under this section include, but are not limited to, the actual costs and expenses for the time of city employees, use of equipment and materials concerning the actions of removal pursuant to this section, and transportation to and from the property, title searches or certifications, preparation of lien documents, foreclosure and other related reasonable attorney's expenses.

(3) Whenever the costs and expenses for removal of all refuse, litter, debris, garbage and the like shall remain unpaid for a period of thirty (30) days after the lien is filed, the city may institute proceedings to foreclose the lien, and the real estate may be sold under the order of the court.

(4) Upon payment of the costs and expenses, plus interest at a rate of nine (9) percent annum from the date thirty (30) days after the bill was sent and after the notice of lien has been filed, the clerk shall file with the recorder a release of lien.

~~(f)~~ (g) If the payment of the city's cost of removal or abatement of the nuisance is not paid to the city within thirty (30) days of the billing of such costs the city attorney is empowered to commence proceedings in the circuit court seeking a personal judgment from the owner or licensee interested in the premises as noticed in subsection (d) of this section. The action authorized by this subsection shall be in addition to and without waiver of any other remedy. Such action shall be based upon the implied consent for persons to form a contract for the removal or abatement of such nuisances.

~~(d)~~ (h) Along with the application for any Class T license, the applicant shall submit a security plan for the mayor's approval which shall generally take into consideration the matters set forth in section 3-49(b) below.

Section 2.

These amendments shall take full effect upon passage by the City Council, except that, the fee provisions and 60-day application provision for T-3 licenses shall not operate if in conflict with agreements between a promoter and the City, previously negotiated after January 1,

2008 but before passage of these amendments. However, it shall be take full effect upon all T-3 license applicants after any such agreements expire.

PASSED by the City Council this day of _____, 2008.

AYES:

NAYS:

ABSTAINS:

Phyllis D. Clark, City Clerk

APPROVED by the Mayor this _____ day of _____, 2008.

Laurel Lunt Prussing, Mayor