



**CITY OF URBANA, ILLINOIS  
DEPARTMENT OF PUBLIC WORKS**

**ADMINISTRATION**

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

**TO:** Bruce K. Walden, Chief Administrative Officer  
**FROM:** William R. Gray, P. E., Public Works Director  
**DATE:** March 8, 2006  
**RE:** *Parking Deck Use Proposal*

The City of Urbana has received a request from Ian Goldberg and Scott Glassman to use the second floor of the Urbana Parking Deck at the southwest corner of Main Street and Broadway Avenue for a new entertainment venue. (*See the attached proposal and layout.*)

It is suggested that staff meet with the Proposers to gain a clearer understanding of the proposal. Before a meeting is held, staff is seeking direction from the City Council on a couple of matters:

1. The parking deck is a city facility, and to allow such use a lease agreement would be necessary. The City Council would need to follow Section 2-118 in the Code of Ordinances in awarding such use on a lease basis. In order to be fair to all possible entrepreneurs, should the City advertise a Public Notice in The News-Gazette inviting similar proposals?
2. Does the City want to charge a rental fee for use of the parking deck?
3. The initial cost to accommodate an event is expensive. Shall the City recover all set-up expenses from the proposer? If yes, in one event season?

Pending Council direction above, the following outlines additional issues to be resolved:

1. It is understood the Proposer would use the parking deck space from 12:00 noon, Friday, until 6:00 a.m., Monday. To accommodate the stage and storage needs, it is recommended up to three parking spaces be “permanently” taken out of service for customer parking during the lease term. This loss of revenue would be minor. Closing the parking deck on Fridays would impact an additional 50 monthly rental spaces (\$60/month/space). Such impact could result in a loss of \$150/Friday, or assuming 12-event weekends up to \$1,800 in lost revenue.

2. Since parking spaces are leased on Friday, it will be difficult to relocate over fifty (50) lessees. The impact of finding comparable spaces downtown would also be difficult. Businesses accessible directly from the second floor deck would be impacted by the lack of convenient parking. Also keep in mind, per contract, the Historic Lincoln Hotel uses the deck for overflow parking.
3. The Legal Division will need to devise and recommend a liquor license for such events, subject to Council approval.
4. It is suggested the lease would be in effect for 12 weekends from Saturday, June 3, 2006 through Sunday, August 20, 2006 (not including Sweetcorn Festival weekend, August 25-27).
5. The electrical requirement from the Proposer is a 400 amp service to provide power for the events. The cost to provide this power is unknown at this time.
6. The Fire Department will establish a maximum people/seating capacity for the event area and a marked exiting plan that the successful Proposer would have to abide by.
7. The Police Department will establish a security plan that would have to be followed.
8. No fireworks displays would be allowed and no tents would be erected. Umbrella table/seating would be permissible.
9. The Proposer would be responsible for all trash pickup and removal and wash down of the area.
10. Signage to advertise events would be approved by the Community Development Department.
11. Parking on the second floor would continue within the east half (north-south rows) of the parking deck while events are held.
12. The Proposer would be required to carry liability insurance and name the City as an additional insured. The Proposer would be responsible for all damage to the parking deck as a result of any events.

WRG:klf

Attachments: Proposal and Layout

# **The Upper Deck**

What follows is a plan to create an exciting new entertainment venue in Urbana's blossoming downtown. This venue is unique not only in its outdoor facilities, but also in its atmosphere and entertainment. Entrepreneurs Scott Glassman and Ian Goldberg feel that this exciting new addition will bring multitudes of new faces to the downtown night life, and put downtown Urbana at the critical mass it needs to compete with downtown Champaign for the weekend nightlife crowd.

## **The Idea**

We would like to convert the upper west portion of Urbana's downtown parking deck into a Friday and Saturday night outdoor entertainment venue. The west side of the upper deck would be open to public parking Sunday through Thursday and then would be transformed into an outdoor "beer garden", with table and umbrella seating, portable bars, and a small live music stage.

## **Atmosphere**

Our goal is to create an "Island Getaway" feel right here in downtown Urbana. To do so we will utilize the following tools:

- Umbrella covered seating
- Tropical drinks (complete with umbrella's)
- Live world music (reggae, salsa, marimba, etc.)
- Decorative thatch on bars and stage
- Plants, flowers, vines and other greenery.
- Strategic lighting

For all those residents who will not get a chance to visit an island or beach this summer, "The Upper Deck" will serve as a weekly getaway to forget all the stresses of work and daily life.

## **The Team**

This project brings together two entrepreneurs who have shown a strong commitment to providing quality entertainment and nightlife in Urbana, and have shown a commitment to developing its future, with The City of Urbana

### **Ian Goldberg**

As the visionary behind The Canopy Club, Ian has been responsible for bringing some of the top name entertainers in the nation to perform in Urbana. His diverse interests and talents result in a mix of entertainment programming that ranges from jazz greats like Joshua Redman and John Scofield, to pop stars like Maroon 5 and The Smashing Pumpkins, to world artists like Ziggy Marley and The Headhunters, all stopping in Urbana as they tour the country. As a director of Jay Goldberg Events and Entertainment Ian is the head of the concert division, and is responsible for creating and producing new festival events such as Urbana's highly successful International Beer Tasting and Chili Cook Off. Ian also serves on the board of The Urbana Business Association, is chairperson of the events committee and chair of the Sweetcorn Festival subcommittee of that organization. Ian is prepared to put his 15 plus years of experience in the entertainment industry to good use in creating a downtown hot spot for Urbana.

### **Scott Glassman**

Scott Glassman brings ten years of restaurant and bar experience into this venture. Urbana's newest downtown hotspot, Crane Alley, is Scott's most recent achievement. As the owner operator of Crane Alley, Scott has created an upscale restaurant and bar that provides exceptional food and drinks as well as a safe and comfortable environment. Looking to build on the momentum that he has helped create for downtown Urbana, Scott is looking forward to creating this exciting new nightlife destination.

## **Implementation**

What we require of The City in order to make this exciting new venue a reality is as follows:

Sidewalk Café permit allowing us use of the upper deck and allowing us to serve food and alcohol on the premises.

Proper electricity ran to southwest and north west corner of upper parking deck.

Permission to construct a stage in the southwest corner of the deck.

Permission to use the West wall parking spaces as a "storage" area throughout the week.

That the resurfacing currently being done to the upper deck be done in a mutually agreeable color that will enhance the atmosphere of the space.

Permission to hang proper signage on the outside of the deck to let public know we are there.

Streetscape type improvements to be designed in collaboration with city personnel such as:

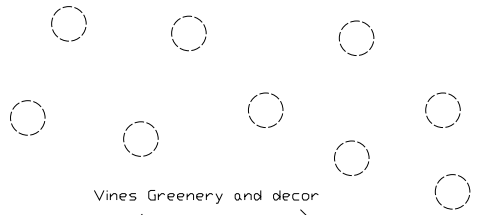
- Vine like curtains through center aisle which would add greenery without impeding parking of vehicles and the necessary easements.
- Hanging planters on light posts
- Elevated planters along top of South and West walls.
- Decorative brickwork where feasible
- Using color sealer to change color of parking surface to a mutually agreeable aesthetically pleasing color.

Stairwell /  
Elevator

Entrance

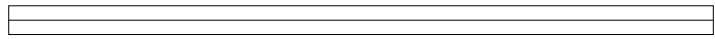
New Planters

Stage



Vines Greenery and decor

New Planters



Removable Fencing



parking spaces  
needed for storage

Tables with umbrellas



Rest Rooms



Bar Area

