



MEMORANDUM

TO: Mayor Prussing and Urbana City Council Members

FROM: Bruce Walden, Chief Administrative Officer

DATE: August 10, 2006

RE: Goals update

Please find attached the August 2006 Urbana City Council Goals Update with the addition of the intergovernmental agreement section. Congratulations to you and all staff members for the great progress we are making in accomplishing these common goals.

BKW:ss

Attachment

IMPLEMENTATION STRATEGIES FOR COUNCIL COMMON GOALS

May 2006 Update & August 2006 Update

1. Promote Public Safety:

Council Champions Barnes and Stevenson

A. *Provide police and fire service at the level needed for all neighborhoods.*

Hired 3 officers in FY 006 and 2 in budget for 07 (\$420,000 recurring); 53 now authorized and employed, 5 in training. Testing for new officers underway. Two officers to PTI in July. Assistant Chief appointment in May; Lt. pick in May.

55 authorized positions; 47 working full duty, 2 on light duty, 2 in training (to be released for solo patrol in August), and one just hired and currently in PTI (should be released for solo patrol in May, 2007). There are currently 3 vacancies, including the 2 additional positions authorized as of July 1, 2 to be hired for the September 10 PTI class and 1 to be hired for the October 22 PTI class.

2. Neighborhood outreach: Police to hold first Thursday meeting and other neighborhood awareness meetings.

Held first Thursday meeting and neighborhood meetings on ongoing basis. Doing neighborhood watch this summer. Looking at re-tooling first Thursday meeting.

3. Special enforcement: Target southeast Urbana and high call housing complexes.

Targeted special details and enforcement with some success. Ongoing with Street Crime Unit reactivated in June.

4. Review Fire Department service levels in projected growth areas.

Service levels found adequate. Further growth will require additional review in 5 years.

B. *Support the Mayor in putting together a task force to pursue a police Review/ oversight Board appropriate for our size city that is effective, professional and cost-effective.*

Citizen Review Task Force meeting regularly. Status in FOP negotiation process undetermined.

Task Force recommendation forwarded to City Council. 3 public hearings held. FOP negotiations ongoing with citizen review primary issue.

- C. *Establish appropriate Ordinances to strengthen the City's ability to maintain safe environments within our neighborhoods:*

**Mayor's task force meeting ongoing with current focus on licensing ordinance.
Task force recommendation on rental registration to City Council, one public hearings held with further action planned by Council in August and September.**

2. Strengthen Urbana's Economic Development Program

Council Champions: all members by ward

- 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.*

- 1) Staff report October 16 on the plan and updates
- 2) Meet with business group and expand – completed first round but ongoing
- 3) Safety enhancements – police patrol increased
- 4) Enterprise Zone amendment – completed and recorded
- 5) Attract new development – several underway
- 6) Hold apartment owners meeting – completed October
- 7) Meet individually with apartment owners- Partially complete.
- 8) Coordinate with SUNA – ongoing -2 meetings to date
- 9) Meet existing business owners with Council members – several meetings completed but ongoing
- 10) Increase nuisance patrol: Now weekly
- 11) Public works pick of obvious trash in R-O-W: now weekly
- 12) Meet with housing authority: Completed in October but ongoing.
- 13) Fire department inspection of all Colorado apartments: finish November
- 14) Staff review of economic incentives: Budget process FY 07
- 15) Florida Avenue: design this winter and spring of 06
- 16) Explore litter and loitering ordinance: See 1 (c.)
- 17) Move bus stop east on Colorado: MTD to decide in November
- 18) Demolition of vacant K-mart building: November 2005
- 19) Installation of additional street lights on Cottage Grove: completed August
- 20) Review building and parking lot lighting: underway
- 21) Improve Sunnycrest business signage; staff contact with owners November
- 22) Install street banners: Complete
- 23) Install public landscaping on Philo Road. Complete
- 24) Widen and Improve Colorado Avenue: summer 2006 - bid let
- 25) Widen and improve Philo road: summer 2006 - bid let
- 26) Consider housing rental rehab loans for apartment buildings
- 27) Sunnycrest facade improvements pending
- 28) County Market remodeling completed
- 29) Proposal in place with Walgreens on new store
- 30) Pines at Stone Creek approved by City Council
- 31) Business retention visits with Baskin Robbins, Margaritas
- 32) Discussions with Big Box user on Philo Road underway
- 33) Weekly inspection of Philo Road by NCO implemented

- 34) **Trash cans added to Philo Road**
- 35) **Held second annual neighborhood clean up event**
- 36) **Meeting with Chris Creek on redesign of K-Mart project**

Florida Avenue extension:

- 1) **Prepare design-summer 2006/on hold due to construction season**
- 2) **Acquire right-of-way**
- 3) **Determine financing**

B. *Recruitment visits including Mayor/Council Members to targeted businesses.*

Lynne Barnes attended Sunnycrest and County Market Visits. Mayor meeting with developers and responding to business issues ongoing.

**Lynne Barnes attended two visits
Downtown tour with Charlie Smyth
Possible meeting with Trader Joe's in September**

C. *General business development along Cunningham Ave. including beautification.*

Met with Farm & Fleet on outlot development. Working with Petry on 5-Points entryway improvements.

Working with Petry on immediate demolition of 5 Points. Special Use Permit granted by Council.

Working with Monical's on Cunningham Avenue relocation.

O'Brien's Regional Auto Park opened July 31.

D. *Monitor developments on Route 130/150 and develop consensus vision:*

- 1) **Staff prepared information for Pfeffer auction of 300 acres – 2005**
- 2) **CUUATS staff will complete Route 130 corridor transportation plan for Council approval in 2006**
- 3) **Plan group assembled to consider zoning, utilities, transportation, development design impacts of development. Staff is meeting monthly with Menards and their engineers to plan land use and infrastructure improvements. Annexation agreements are expected in 2006 for City Council consideration.**
- 4) **Coordination with UCSD for sanitary sewer extensions ongoing.**
- 5) **Monthly meetings with Menards**
- 6) **IDOT approval of traffic generation model for Menards completed**
- 7) **East Urbana interceptor report completed**
- 8) **Public workshop on 130 corridor held**

E. *Look at Olympian Drive completion over next several years:*

Continued in 10-Year CIP

F. *Hire Economic Development Manager ASAP. Consider higher level position that reports directly to Mayor and CAO:*

Hired Tom Carrino. Reporting structure remains as is.

3. Create a Vibrant, Energetic Downtown that Provides Needed Services to the City:
Council Champions: Chynoweth and Smyth

A. *Establish Downtown Commission that will propose Annual Action Plans before each budget season to Council:*

City Attorney provided preliminary advice on Commission appointment.

B. *Create and implement plans for key segments of downtown*

Downtown Update Report

Downtown Leadership Initiative

- **The City will hold a Downtown Urbana Neighborhood Business Meeting at the Civic Center in mid-April. This will be an expansion of the City's existing Neighborhood Business Outreach Program with the purpose of informing area businesses of City projects that may affect them and of allowing those businesses to discuss issues that may be of importance to them and for which the City might be of assistance. Completed**
- **One of the recent Council goals passed concerns the creation of a Downtown Commission to be appointed by the Mayor and staffed by a City staff member.**

Downtown Image Initiative

- **Stratford Residences streetscape was completed, as well as streetscape on Griggs Street adjacent to Adult Education.**
- **A screening fence was erected at Elm/Race mini-park.**
- **The City installed new benches and trash cans and is in the process of acquiring new planters to complement the new streetscape.**
- **The City has completed screening for Save-a-Lot within the past few months.**
- **The new Urbana Free Library plaza and sculpture were completed in the past year, and a grand reopening was held.**
- **The City is coordinating with adjacent property owners on cleanup of Goose Alley. (behind Office/Siam Terrace/Courier), which will represent a major aesthetic improvement.**
- **The City will be conducting pavement patching of Water Street this Spring and Summer.**
- **Lot 25 was extended to the West to provide additional parking and to make up for loss of parking due to Stratford Residences development.**

- Engineering is currently studying possible locations for a Carle to Downtown multi- use pathway adjacent to the railroad. A Request for Proposals will follow the study. **Ongoing**
- The City assisted with needed repairs of the bridge linking the parking deck to a major Main Street building, allowing continued safe access for tenants, clients, and visitors.
- The City is working with adjacent property owners on Main Street to plan for a sidewalk bump-out on the north side of Main Street near Springfield that will provide additional room for outdoor seating for The Office, Siam Terrace, and others. **Done**
- Staff is reviewing responses to an RFQ (Request for Qualifications) for a design and engineering plan for improvement of the Boneyard in Downtown. The City received responses from 8 different firms and is in the process of narrowing those down to 3 or 4 candidates to interview. **Ongoing**
- Five Points Commerce Center is substantially complete and signage for the center has been approved. It is now being marketed and leased to potential tenants.
- Potential ideas for City Building identification signs are being reviewed
- Staff and UBA continue to coordinate and manage a downtown banner program.
- H20 Salon held a ribbon cutting and grand opening for their new salon located on Broadway Avenue.
- American Legion made substantial interior and exterior improvements to their building at Broadway and Goose Alley, utilizing a TIF Redevelopment Incentive Program loan/grant. **Done**
- Omni Prosthetics and Orthotics is making a significant investment in the former Michelle's Bridal building with help from the City as part of a TIF agreement. **Done**
- Star Uniforms is undergoing a complete remodel of a building they purchased on North Broadway, also taking advantage of the TIF loan/grant program incentive. **Done**
- Coffee shop opened at Library
- 115 W. Main re-tenanting underway
- The City is assisting the owner of 119-123 W. Main Street building (former Daisy's Diner) with interior and exterior remodeling of the building through the loan/grant program. Owner intends to open a café/coffee shop in the former Daisy's Diner location.

Center of Urbana Initiative

- The City is working with a group of downtown entrepreneurs to accommodate a Summertime Friday and Saturday night music fest in the heart of downtown at the Municipal Parking Deck. **Failed effort**
- Market at the Square continues to expand and yet another big season is expected to draw hundreds to downtown every weekend this summer.
- The UBA managed a successful season of the indoor market at Lincoln Square Village in November and December.
- The Boneyard Arts Festival is scheduled to take place on April 21 and 22 and will include many exhibits in downtown Urbana. **Success**

Downtown Neighborhood Initiative

- Based upon the success of Stratford Residences, the City is actively encouraging other proposals that include mixed-use residential development in and near downtown.
- Staff has met with property owners considering upper story conversions to residential condos
- Lincoln Square Village is planning a residential phase as part of its project which is still in the planning stages.

Niche Market Initiative

- New Wi-Fi nodes have been installed thus far on various buildings and light poles in nine locations downtown as part of the Downtown Wireless Network. The goal is for free wireless internet access throughout downtown to become a unique special amenity that will encourage people to visit, shop, work, study, and relax in downtown Urbana.
- The C-U Independent Media Center has spent time and money on transforming the Urbana Post Office building into an arts and media center that includes gallery, performance, art studio, and radio broadcast space.

Lincoln Square Initiative

- Lincoln Square Village continues to make improvements. In the past few months it has added two new food court tenants, two office tenants, opened a new corridor, created a new lower level courtyard, and added a new southeast entrance and new signage.
- The City recently met with Lincoln Square owner to discuss future improvements and a marketing plan.
- Upcoming improvements include food court renovations, east side commercial space improvements, opening of a spa across from Cardinal Fitness, and Milo's expansion.

Future Goals

- Broadway Streetscape completion
- Five Points West/Gateway Shoppes Redevelopment
- North Race Street capital improvement
- Strong Banquet Center completion
- Schnucks corner outlot development
- West downtown parking expansion
- Downtown entryway features
- Main/Springfield plaza/bump-out
- Timpone Plaza development
- Retention/attraction of businesses
- Encourage building rehabs to fill vacancies
- New mixed-use development on vacant/underused sites

C. *Create and implement redevelopment plan for the Boneyard especially Race to Vine:*

Prepared RFP for consultant to prepare conceptual plans

D. *Implement downtown public wireless*

Staff installed 10 antennas, power supplies and cables to light poles. Added wireless access to Library conference room. Node Installation in May.

E. *Create trail way from Carle to Downtown:*

Streetscape/design team as lead with existing staff to make a recommendation.

F. *Increase outdoor activity - create single r-o-w usage license, market Farmers Market to tours, encourage outdoor dining and beer gardens and music events:*

Continue to fund UBA and downtown events

Promote rehabilitation of structures for restaurants and bars via existing programs

Upper deck proposal to Council in May

Expand Farmers' Market by a row **done**

Designing "bump-outs on Main" for summer outdoor dining **done**

G. *Increase outdoor green space/establishment of public square:*

Pursuing west end project property acquisition

Closing on "Troxel" this month

4. *Preserve Neighborhoods and Promote Rental Safety:*

Council Champions: Bowersox and Smyth

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 MOR style Design review Board or as fixed requirements required by zoning ordinance.*

Staff preparing alternatives including research background and best practices.

Staff meeting with Council members.

Staff prepared to present Neighborhood Conservation District study

B. *Increase code enforcement, particularly for rentals. Hire additional housing inspector and pursue consequences for repeat offenders.*

Procedures for violations tightened. Response times shortened. Penalties for repeat violators increased. Safety task force developing rental registration. Applications for housing inspector under review.

Housing Inspector hired.

C. *"Rebuild Urbana" –encourage home maintenance including painting in target areas, examine incentives for conversions from rentals and boarding houses to single family and condo's, and replace decayed stock to low density or condos'.*

Memo prepared regarding paint program; staff reviewing development corporation concepts.

5. Implement the 2005 Comprehensive Plan

Council Champions: Roberts and Bowersox

- 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.*

Omnibus zoning text amendments and clean-up for consideration by Council. Done
IDO expires in July with Plan Commission now reviewing text amendment.
Amendments to Billboard Ordinance passed

- 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).*

Annual Comp Plan update to Council in May. Planning Manager to attend training on form based code writing. Design guidelines for Rt. 130 prepared. Done

- 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.*

Amendments in Omnibus proposal. Additional amendments underway. Done

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

- A. *Study and implement green building guidelines, incentives, energy conservation improvements, and environmentally friendly public works.*

Trip to Chicago completed to study green concepts.

- 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.*

Hazardous waste event sponsored in April.
Recycling report given to Council by staff in July

7. Promote Diversity and Non-Discrimination In:
Council Champion: Lewis

- A. *Hiring*
- B. *Contracts*
New purchasing ordinance and policy in place.
- C. *Public services*
- D. *Code enforcement*

8. Increase Affordable Housing
Council Champions: Chynoweth and Roberts

- A. *Develop nationally recognized, model neighborhood that is affordable and uses 10% of standard energy consumption.*

RFP for planning design services for Kerr Street development issued consistent with Council goals. Done. Selection process underway

- 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.*

Council reviewed site plans. Utility site analysis underway. Funding in annual action plan. Tax credit application under review by State. Developer application denied this round

- C. *Continue support for accessible, energy-efficient, affordable housing including an effective mix of rent subsidized housing with home ownership programs.*

Annual Action Plan adopted providing for a mix of affordable housing programs.

9. Get Urbana Bicycling
Council Champions: Bowersox and Smyth

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

CATS 3 approved.
Bicycle Commission created. Appointments completed by Mayor.

- 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.*

Major grant \$800,00 awarded to Urbana

- 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.*

Design work on bikeway underway. Ongoing

10. Create a Public Arts Program

- A. *Establish a dedicated revenue stream for public art – consider percent for arts approach.*

\$5,000 in Budget.

Interviews near completion for hiring part time “arts’ assistant

Philo road sculpture underway

- 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.*

- G. *Establish a public arts commission.*

Funding for a part-time staff of \$7,000 in Budget

11. Recruit and retain top quality staff

Council Champion: Smyth

- 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.*
- D. *Gather input from employees on how to improve the city’s employment climate.*

12. Review City Code

Champion: Mayor Prussing

- A. *Compare policy to practice.*

- B. *Review code for inequities.*
- C. *Pursue relevant changes as required.*

Jack Waaler has begun process on chapter by chapter basis.

13. Handle Council Business Efficiently
Council Champion: Barnes

- A. *Improve council chambers audio.*

Completed.

- B. *Provide three chairs at public comment table and replace with better microphone.*

Occasionally.

- C. *Provide public with a “how to” brochure for public input and advice on how to make comments additions to the conversation instead of repetition. Clerk*

- D. *Improve meeting efficiency.*

Completed.

- 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.*

Completed.

- 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.*

Attempts will be made to line up vacation periods in upcoming years.
Cancel December 18, 2006?

14. Encourage Intergovernmental Cooperation

The City of Urbana has a number of intergovernmental agreements and will continue to look for partnerships that encourage cost savings and efficiencies.

- A. *Continue to build cooperative relationships with the University of Illinois*
 - *Operational cooperation efforts; police, fire contract, right-of-way issues, joint construction projects, utility tax issues, CATS III*

- Tax base enhancement efforts; Gregory Place II, University and Lincoln, Orchard Downs, Pomology

B. Intergovernmental Planning and Development Efforts with Local Governments

- METCAD, CUUATS, Trails & Greenways
- Fringe Road funding
- big.small.all
- Metro Zone and Research Parks
- EDC, CVB, Alliance
- * Scotswood drainage project
- TIF agreements with Urbana Schools and Park District
- Build Urbana

C. Joint Utilities and Franchise Matters with the University and Champaign

- Water Company audit
- Water Company intervention case IPO
- Water Company ICC complaint/improvement plan
- State legislative efforts
- Cable franchise renewal
- Ameren rate case
- Ameren sale agreement compliance