



DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

Economic Development Division

m e m o r a n d u m

TO: Laurel Lunt Prussing, Mayor

FROM: Elizabeth H. Tyler, AICP, Community Development Services Director

DATE: January 10, 2008

SUBJECT: An Ordinance Revising the Annual Budget Ordinance (Cunningham Avenue Beautification Study)

Description

City Council is requested to adopt an Ordinance Revising the Annual Budget Ordinance (attached) in order to provide funding for the Cunningham Avenue Corridor Beautification Study (“the Study”). Adoption of the Ordinance for the total project cost of \$119,060 will allow for project planning activities to begin upon signature of the final contract between the City of Urbana and Claire Bennett Associates (CBA), the project consultants.

Background

The City of Urbana identified Cunningham Avenue corridor beautification as a public improvement goal within the redevelopment program of the Cunningham Avenue Corridor Redevelopment Plan (TIF #4 Plan) document approved by the Urbana City Council on December 17, 2001. It is included in the Redevelopment Project Budget of the TIF #4 Plan as “Corridor Beautification”.

The City of Urbana recognizes that Cunningham Avenue serves as the primary connection between the downtown and Interstate 74. It is an important commercial/retail corridor that serves many residents, employees, visitors and travelers in the Urbana area. To realize the potential of Cunningham Avenue as a major corridor, an opportunity has been identified to enhance the aesthetics and functionality of Cunningham Avenue to encourage investment and increase its use in order to provide more economic and social benefit.

In Summer 2007 the City underwent a formal Request for Qualifications and Request for Proposals process and selected CBA as primary consultant for the Cunningham Avenue Corridor Beautification Study. A team of City staff from various relevant departments as well as Mayor Prussing and Councilmember Dennis Roberts participated in the interview and selection process.

As part of the study process, CBA will be looking at design, planning, transportation, engineering, and market issues and impacts and will solicit public and stakeholder input through forums and a design charette to come up with concept alternatives and design vocabularies. They will also work in conjunction with sub-contracted firms on market analysis, public art, and engineering components of the project. All of the input and concepts will then be integrated into a final document and materials that can be used to program and set standards for future improvements along Cunningham Avenue. The broad scope of services required for the Study means that additional funds are needed to cover the costs of the Study. A copy of the scope of services and firm qualifications is attached.

Fiscal Impact

An unspent amount of \$20,000 was carried over from FY06 and added to the \$25,000 budgeted in FY07 for a Cunningham Corridor Study for a total funded amount of \$45,000. The proposed budget amendment would transfer an additional \$75,000 from the "TIF 4 Fund" to the fund designated as "Cunningham Corridor Study" to bring the total amount of funding to \$120,000. The City's total net financial commitment for the study is projected to be \$119,060 as stated in the contract. All costs of the study will come from TIF revenues. The proposed study and retention of the consultant was discussed at the last TIF Joint Review Board meeting on December 11, 2007.

Recommendation

Staff recommends that Council adopt the attached Ordinance Revising the Annual Budget Ordinance to allow funding for the Cunningham Avenue Corridor Study.

Prepared by:

Ryan Brault, Redevelopment Specialist

Attachments:

Draft Ordinance

Copy of CBA Scope of Services

Summary of Firm Qualifications

ORDINANCE NO. 2008-01-001

**AN ORDINANCE
REVISING THE ANNUAL BUDGET ORDINANCE
(Cunningham Ave. Beautification Study)**

WHEREAS, the Annual Budget Ordinance of and for the City of Urbana, Champaign County, Illinois, for the fiscal year beginning July 1, 2007, and ending June 30, 2008, (the "Annual Budget Ordinance") has been duly adopted according to sections 8-2-9.1 et seq. of the Illinois Municipal Code (the "Municipal Code") and Division 2, entitled "Budget", of Article VI, entitled "Finances and Purchases", of Chapter 2, entitled "Administration", of the Code of Ordinances, City of Urbana, Illinois (the "City Code"); and

WHEREAS, the City Council of the said City of Urbana finds it necessary to revise said Annual Budget Ordinance by deleting, adding to, changing or creating sub-classes within object classes and object classes themselves; and

WHEREAS, funds are available to effectuate the purpose of such revision; and

WHEREAS, such revision is not one that may be made by the Budget Director under the authority so delegated to the Budget Director pursuant to section 8-2-9.6 of the Municipal Code and section 2-133 of the City Code.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF URBANA, ILLINOIS, as follows:

Section 1. That the Annual Budget be and the same is hereby revised to provide as follows:

FUND:	Tax Increment Financing District 4	
INCREASE EXPENSE	Cunningham Ave. Study	\$75,000
REDUCE	Fund Balance	\$75,000

Section 2. This Ordinance shall be effective immediately upon passage and approval and shall not be published.

Section 3. This Ordinance is hereby passed by the affirmative vote of two-thirds of the members of the corporate authorities then holding office, the "ayes" and "nays" being called at a regular meeting of said Council.

PASSED by the City Council this _____ day of _____,

_____.

AYES:

NAYS:

ABSTAINED:

Phyllis D. Clark, City Clerk

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

Laurel L. Prussing, Mayor

Scope of Services

Following is the proposed Scope of Services for the Cunningham Avenue Beautification Project, including Design and Planning, Market Analysis and Engineering.

For purposes of this proposal, as referenced below, the CBA Team assumes there will be a Steering Committee formed by the City of Urbana to oversee the planning efforts.

PLANNING & DESIGN

1. Pre-Contract

As a first step, the Principal-in-Charge, Joann Green and the Project Manager, Stefan Luebke, will facilitate a kick-off meeting with the appropriate client representatives with the City of Urbana to discuss the proposal and confirm the Scope of Services, confirm the process, establish lines of communication, identify key meeting dates, stakeholders, interviewees, milestone dates, deadlines and discuss format for final deliverables.

Prior to the kick-off meeting, CBA will identify available background and base information to include at a minimum planning and design studies, market studies and data, road plans, utility information, proposed development, TIF information, historical data, zoning ordinances, etc

CBA will modify the scope, develop the fee and submit a draft contract to the City for review and approval. A standard procedure on every project; CBA will meet with the appropriate City representatives to review the contract in detail.

2. Site Visit and Inventory

Upon approval of the contract and a written notice to proceed, a detailed visual inventory will be done to determine existing conditions impacting Cunningham Avenue and will include but not be limited to; existing walks and pavement, curbs and curb cuts, streets and pavement, landscape, lighting, overhead power lines, pedestrian circulations, views of storefronts and existing businesses, parking, frontage roads, landscaping, signalization, surface drainage, signage and miscellaneous site furnishings. Pedestrian and vehicular safety issues will also be identified.

Other facilities and proposed plans for facilities beyond the Cunningham Avenue right-of-way that may impact design and planning decisions for the corridor will be identified, for example, the existing Greenways Plan for Urbana. Opportunities for connectivity to Cunningham Avenue will be addressed and inventoried depending upon their significance to the project.

End Product: Photos, Field Notes, Misc.

3. Key Person Interviews

The CBA Team recognizes the critical need to obtain public input, support and consensus. The first step in this part of the process will involve conducting small group interviews (5-8 at a minimum) with relevant stakeholders selected by the City of Urbana. The individuals and groups will include but not be limited to: neighborhood groups, merchant associations, commercial property owners, business owners, and elected or appointed officials. Some of the groups will include the North Cunningham Business Neighborhood Group, the Urbana Business Association, and Hotel/Motel Association.

End Product: Summary of Interview Findings

4. 1st Public Input Forum

Prior to commencing with preliminary design, the CBA Team will coordinate and facilitate a public forum for the purpose of garnering public input. The CBA Team will work with the City of Urbana staff to identify a location, date and preparation of the public notice.

The format for the meeting will involve the participants working in small groups, and discussing responses to a set of predetermined questions. The information would be compiled and presented to the participants by the end of the meeting. The public meeting would culminate with the participants identifying their priorities using colored adhesive dots. This has proven to be a successful tool in obtaining public consensus and to establish basis for planning, design and engineering decisions. This format can comfortably accommodate any size group of citizens/participants (50-500) and would take approximately 2-3 hours.

End Product: Prioritized lists of ideas and concerns from the public for use in preparing the Project Program, Design Vocabulary and Preliminary Concept Design Alternatives.

5. Program Development

The CBA Team, with the input from the public input session and the Steering Committee will identify and confirm potential project components (i.e., walks, trails, plazas, gateway features, crosswalks, greenspaces, fencing, walls, public art, fountains, lighting, landscaping, signage, etc.) special event needs and corresponding space area requirements as necessary.

End Product: Document outlining approved program

6. Design Charrette

The CBA Team will remain in Urbana after the first public forum for a 1-2 day design charrette. This collaborative effort among the team, would allow us to focus on the project, while the information gathered from the first public forum is fresh. With the assistance of the Steering Committee we will identify a location in Urbana and spend the time finalizing a program and developing some preliminary thinking. At the end of the charrette we would meet with the Committee to present the results.

7. Design Vocabulary

After the charrette, in order to establish the “look” for Cunningham Avenue, the CBA Team will refine an overall visual theme and design vocabulary for the project. A creative theme will be developed that is timeless, celebrates the City of Urbana and serves as a symbol of future economic growth and success. The concept must tell the story of Urbana, respect the existing architecture, the existing values of the community and serve as a catalyst to attract future development. The theme will be determined through placement of landscaping, public art, lighting, signage, and use of materials and color. In addition, the design vocabulary and associated selections must respond to long-term operations and maintenance considerations.

The CBA Team will make preliminary selections for walk pavements, street pavement, lighting, landscaping and miscellaneous site furnishings. A combination of custom design elements will supplement catalogue selections as the budget permits. In-depth research will be done to determine durability of materials and finishes along with guarantees, warranty information and costs. A color palette will also be selected in support of the proposed theme.

End Product: Full size boards (30" x40") illustrating design vocabulary selections: color reduced copies of boards, and preliminary cost estimates.

8. Concept Alternatives

The CBA Team will prepare up to three preliminary concept alternatives for Cunningham Avenue illustrating the project improvements and incorporating the design vocabulary.

The Preliminary Concept Alternatives will address options for street and sidewalk layout and alignment, landscape placement, lighting, public art, crosswalks, medians, curb cuts, signage, connectivity options and treatments at the I-74 interchange.

Recommendations for placement and types of street tree plantings to provide dense canopies and other low maintenance landscape treatments will be delineated. Other features in the concept will include pedestrian and accent lighting, fountains, street furnishings and locations for public art. The concept plan will also include placement and alignment of crosswalks, parking and curb ramp locations along with other public spaces and features identified in the program. Preliminary utility needs, locations and alignments will also be addressed.

End Product: Illustrations of Concept Alternatives, Sections and Elevations necessary to communicate the design intent.

9. 2nd Public Input Forum

After review and approval by the Steering Committee, the CBA Team will present the Preliminary Design Vocabulary and Streetscape Design Concept in a public forum. The CBA Design Team will work with the City of Urbana staff to identify a location, date and preparation of the public notice.

The format would involve a brief overview of the concept alternatives, followed by a brief break to allow the attendees opportunity to view the concepts up close. After the break the CBA Team will be available to listen and document input on the concept alternatives and answer attendees' questions. This format for the public meeting has proven to foster effective input while minimizing individual discord and grand-standing that can occur in large-group public input sessions of this nature.

End Product: Written summary of public input into the Concept Alternatives.

10. Preferred Concept Development / Preliminary Cost Estimate

Input from the 2nd public meeting will be incorporated into the development of the preferred concept. Cost estimates will be prepared and presented to the Steering Committee along with final concept layout.

End Product: Summary Report illustrating the Preferred Concept Plans, Graphics, Cost Estimates and Implementation Plan.

11. 3rd Public Forum

CBA will hold a third public meeting to present the final concept. The format would consist of a presentation by the team, a short

break, followed by the public participants reviewing the concepts up close, meeting with members of the team for questions and discussion one on one.

12. Final Approval by Steering Committee

13. Final Report Preparation

MARKET ANALYSIS

In planning the future of the Cunningham Avenue Corridor, strategies must be founded in the realities of the market and the effects of change on the corridor. The future uses for real estate along the corridor must be framed within the regional competitive environment and be focused on meeting the present and anticipated needs of consumers.

The Market Study will compile and analyze quantitative and qualitative data of the corridor and its regional environment. This analysis process will be integrated throughout the project and will have interaction with every facet of the Corridor Beautification planning process.

Market Analysis is research and as such it is best utilized as a tool for interactive exploration. While some research issues are known at the onset of the project, others will present themselves along the planning process and will require additional market, feasibility or other types of analysis. It is critical that the research process not be compartmentalized or focus merely on generating reams of tabular data to fill binders but not address the core business issues at hand.

The following topic will be addressed:

1. Assessment of the corridor's position within the larger regional marketplace.
2. Quantitative data analysis of census and other market data to be summarized by ring, drive time area, local, regional and other comparative benchmarks. Determination of various market draws for the types of uses anticipated along the corridor. Current data as well as forecasts and historical trends will be assembled.
3. Analysis of consumer needs based on market segmentation analysis. This will include detailed descriptions of segment profiles, product and media preferences and other consumer.
4. Detailed consumer spending analysis by product and service category to yield local and regional supply and demand analysis for consumer goods and services.

5. Economic data from government and for-profit sources will be compiled to create a contextual reference for the corridor's sustainable success. Relevant consumer, political and economic trends will be highlighted to assess their potential impact on the project's future.
6. An audit of competing products and regions – be it retail, residential, office, service, entertainment or industrial use – will be compiled. This audit will identify relevant competitive concentrations and provide a context for how the target project should be integrated and differentiated.

Based on the outcome of the analysis, additional analytical support will be compiled as needed to strengthen the Owners' chosen course of action and demonstrate viability to potential developers.

Market Feasibility and Impact Analysis

The Cunningham Avenue Corridor Market Study establishes the foundation of analysis for a project area's needs. Once opportunity design concepts begin to emerge, it is useful to apply an additional layer of analytical analysis to establish each concept's feasibility and sustainability within the local and regional marketplace.

Additionally, each design concept should be subjected to detailed economic impact and financial feasibility analysis to determine its impact to the local and regional economy as well as its potential for private investment. Any gaps in the development model become apparent as this analysis ensues and potential for public-private partnerships can be considered with detailed information on what the project will require to become reality.

The following will be included:

1. Detailed Market Measurement – based on the project's desired configuration, an audit of competing and non-competing projects will be assembled. This detailed information will help quantify the demand, pricing, absorption, amenities and other important success and sustainability factors.
 2. Project Economic Feasibility – detailed project economic analysis including acquisition, site work, construction, and leasing and ownership costs. Matrix demand calculation and economic sensitivity analysis for future profitability and investment return. Pre-development and post-development impacts will be identified and estimated including property taxes, sales taxes, income taxes, job creation and other direct and indirect impacts.
 3. Financial Proforma Analysis – based on preliminary project design, estimates of site acquisition, site work, build cost and other project completion costs will be compiled. Estimates of revenues including for sale components, lease out components and other income streams will be determined. The output of this analysis

will be a summary project proforma showing costs and revenues. An internal rate of return will be calculated based on a year 10 ownership transfer. Funding gaps will be identified.

ENGINEERING

1. Data Collection

- Obtain existing traffic count data from City and IDOT
- Existing street plans to be provided by the City and IDOT
- Existing Accident Data to be provided by City in organized/summarized table
- Obtain information on long range plans of IDOT and City
- Obtain information on existing signals from City and IDOT

2. Utility Coordination

- Contact Utility agencies and obtain existing utility plans
- Obtain GIS information from the City
- Analyze utility locations

3. Public Involvement

- Attend 2 Public Input Forums (2 people @ 4 hours each meeting)
- Attend 3 Steering Committee Meetings (2 people @ 3 hours each meeting)

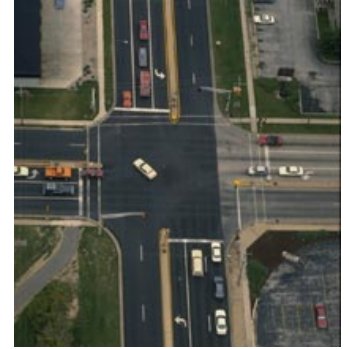
4. Concept Coordination

- Review concept sketches from public meetings for general feasibility

FARNSWORTH GROUP, INC.

TRANSPORTATION ENGINEERING

Farnsworth Group, Inc. is a full-service engineering and architecture firm offering clients the expertise of over 300 professionals located throughout a nationwide network of offices. The Company began its history more than a century ago when our founders offered surveying and engineering services to municipalities. Today, 100 years later, we have expanded our services to include everything from traditional engineering services and architecture to cutting edge technologies. Ranked as one of Engineering News-Record's Top 500 Design Firms, we have an in-depth portfolio of projects and an impressive client base ranging from rural farm communities to metropolitan communities, and even the Federal Government.



Roadway & Traffic Engineering

Our portfolio of design projects includes: highways, city streets, secondary roads and internal roadway networks as well as masterplanning, parking lots, community planning, and other transportation related design work. Services include:

- Feasibility studies
- Location and design studies
- Environmental impact studies
- Traffic analysis and projections
- Capacity studies, accident review & geometric design
- Transportation planning
- Parking analysis, planning and design
- Drainage studies and design
- Transportation facilities design
- Construction observation and administration
- Traffic signal analyzation and design

Structural Engineering

Farnsworth Group engineers design structures from single box culverts to multiple-span steel girder bridges and associated roadways for city, county and state governments. Our experienced and highly-trained staff has been involved in projects of varying sizes, shapes and locations from the "idea" stage through construction observation and all points in-between. Structural engineering services include:

- Bridge design
- Hydraulic analysis and reports
- Type, size and location drawings
- Associated roadway design
- Bridge condition reports
- Plans and specifications
- Cost estimates
- Historic or environmental reports & sign-offs when necessary

Additional Firm Qualifications

- Total Transportation Staff = 21
 - 7 Professional Engineers
 - 1 Professional Traffic Operations Engineer
 - 2 Structural Engineers
 - 3 Transportation Designers
 - 8 CADD Technicians
- Prequalified with IDOT in 22 categories
- Illinois Office Locations
 - Champaign
 - Bloomington
 - Normal
 - Peoria
 - Pontiac
 - Effingham
 - Shorewood
- Beautification/Streetscape experience:
 - City of Peoria
 - City of Bloomington
 - Town of Normal
 - City of Clinton
 - City of Streator
 - City of Eureka

ENGINEERS
ARCHITECTS
SURVEYORS
SCIENTISTS





Firm Profile

Firm Profile

Founded in 1974, CBA is one of the largest single discipline landscape architecture firms in the Midwest **dedicated** to providing outstanding professional landscape architectural, architectural, and planning services. CBA is located in Indianapolis, Indiana with affiliate offices in Columbus and Cincinnati, Ohio.

The firms' expertise is **broad ranging** and includes land use planning, recreation and open space planning and design, historic district and urban design, corporate facility and campus planning, large scale institutional planning and design, residential and golf course community planning, mixed-use facilities design and building-specific, site design.

The firm is an assembly of **senior level** landscape architects, architects and planners, with **diverse** professional backgrounds, specific areas of expertise, and extensive experience. CBA stresses personal service to clients exemplified by direct principal-level participation on each project. The success of this approach is evidenced by the quality of the finished projects and the firms' ongoing client relationships.

A high degree of emphasis is also placed on the firms' **commitment** to the preservation and enhancement of our natural environment reflected in our LEED participation.

CBA is incorporated in the State of Indiana and certified by the State and the City of Indianapolis as a Women's Business Enterprise (WBE). CBA is certified with the Michigan Department of Transportation as a Disadvantaged Business Enterprise (DBE) and with the Commonwealth of Kentucky as a Women's Disadvantaged Enterprise.

Professional Services

- + Zoning and Development Plan Documentation
- + Site Evaluation and Selection
- + Urban Planning and Design
- + Master Planning
- + Hospitality Design
- + Parks and Recreation Facilities Planning/Design
- + Building-Specific Site Design
- + Bikeway Systems Planning and Design
- + Golf Course Site Design and Community Planning
- + Residential and Planned Community Development
- + Campus Planning
- + Office/Industrial Park Planning
- + Streetscape Design and Development
- + Comprehensive Community Planning
- + Interpretive Education
- + Highest/Best Use Analysis
- + Retail/Commercial Planning and Design
- + Mixed-Use Development Planning



Firm Profile

- + Irrigation and Site Lighting
 - + Signage/Wayfinding Design
 - + Cost Estimating
 - + Construction Administration
 - + Grant Application Preparation
-

Principals

Joann K. Green, ASLA, RLA
Clete J. Benken, ASLA, RLA
Craig E. Gossman, AIA,
Brian P. Kinzelman, ASLA, RLA, AICP
Mark A. Kline, ASLA, RLA

Personnel by Discipline

4 administrative
3 registered architects
1 graduate architect
10 registered landscape architects
7 graduate landscape designers
3 urban planners
1 graphic designer
1 market analyst

Office Locations

277 E. 12TH Street
Indianapolis, Indiana 46202
P 317 951 0000
F 317 951 0119

444 South Front Street
Columbus, Ohio 43215
P 614 224 6601
F 614 224 6607

320 Whetstone Alley
Cincinnati, Ohio 45202
P 513 352 0002
F 513 361 4172

Web Address

www.cbastudios.net



2ND GLOBE STUDIOS FIRM PROFILE

David Young and Jeff Laramore founded 2nd Globe Studios in 1995. The work allows the public space to communicate with people in ways that are relevant to the site, architecture, materials, purpose and subject of the assignment. Young is an accomplished artist, writer and entrepreneur; he is also a student of science, architecture and culture. Laramore began his career as a nationally recognized graphic designer and has developed into an astounding artist of three-dimensional work. This duo has collaborated for over 20 years creating public artwork in glass (cast, leaded, copper foil, lamination, etched and carved), all metals (cast, forged, and fabricated), wood, plastics, fiberglass, ceramic & porcelain tile mosaics, stone (granite, marble, limestone), terrazzo, computer-assisted prints and murals, oil and acrylic painting.

2nd Globe Studios creates messages and memories that are meant to last. Our design, a convergence of fine art and proven marketing acumen, represents the next wave in creative communications. This approach acknowledges the viewer's humanity, not just his or her demographic profile. For 2nd Globe, art is not a luxury item — it is at the heart of what connects us with one another. The work creates a story or legend for the community to embrace and share.

The New York Times, Creativity, Graphis, Daily Journal, Adweek, Indiana Business Journal, Communication Arts and the Indianapolis Star as well as news coverage on several Indiana stations, have featured the work of Young and Laramore. Their work, featured in a coffee-table book titled, *The Art of the 92 County Walk*, and published by the Indiana State Museum, offers a wealth of information on the museum's 92 County Walk, a 2nd Globe project completed in May 2002. Young's book of drawings, *Figures and Landscapes*, was published in 1996 and Laramore's designs have been featured in *Communication Arts* design annuals, *One Show* annuals, *Print Regional, Society of Illustrators, New York Art Directors* and others.