



## DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

*Economic Development Division*

### **m e m o r a n d u m**

**TO:** Mayor Diane Wolfe Marlin and City Council

**FROM:** Sheila Dodd, Interim Community Development Services Director  
Stepheny McMahan, Economic Development Supervisor

**DATE:** March 28, 2022

**SUBJECT: ECONOMIC DEVELOPMENT REPORT**

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#### URBANA PARKING LOT 1 LICENSE AGREEMENT

In early 2020 when the Covid pandemic and subsequent shut down limited opportunities for business to conduct business and earn revenue, members of city staff created a Private Use of Public Space (PUPS) committee to discuss creative ideas to help our local businesses. Several initiatives were rolled out including the elimination of fees for special event permits, free parking, installing four Curbanas for outdoor service, and the use of the East half of public lot 1 by the Rose Bowl to host outdoor entertainment. Rose Bowl was not charged for the use of the half lot and was strongly encouraged to hold as many events as possible to encourage people to come to downtown Urbana and patronize local businesses. At their request Rose Bowl was allowed to use the half lot for a second year from May – October in 2021.

City staff received a variety of feedback on the Rose Bowl's use of the half lot. There were concerns about traffic flow in Goose Alley, noise after regulated hours and concerns for parking. There were also many who expressed how wonderful it was to enjoy live music in a safe environment and that the shows hosted by Rose Bowl were very much appreciated.

When considering plans for downtown activation in 2022, staff felt it was important to allow the option of using public space to anyone who might have ideas for activation which would create an economic impact in the downtown and support arts and culture. With that goal in mind, a request for proposal (RFP) was issued on February 18, 2022 with a deadline of March 15, 2022 for proposals.

Only one response was received from The Rose Bowl. Their proposal, which is attached, met the criteria of the RFP including hosting a minimum of one concert or event every day from May 1 – October 31, 2022, encouraging their audience to patronize area businesses, especially those offering food and drink, and partnering with other organizations and performers to support their efforts. The Rose Bowl also offered to pay a monthly license agreement of \$500.

The Rose Bowl proactively addressed in their proposal some of the concerns they had heard about their continued use of lot one and offered the following:

- To have operational systems in place to ensure the space looks nice daily

- To monitor overall volume of every event and reorient their stage to face away from affected residents
- To limit amplified performances to no later than 9pm Sunday through Thursday and 10pm on Fridays and Saturdays along with a promise to strictly adhere to these provisions
- To meet with city staff and planners to consult about traffic patterns and share ideas on how best to ensure safe and efficient traffic flow

The committee that met to review the proposal agreed unanimously in favor of the city signing a Licensing Agreement for the east half of Lot 1 with the Rose Bowl with an option to renew for one additional year.

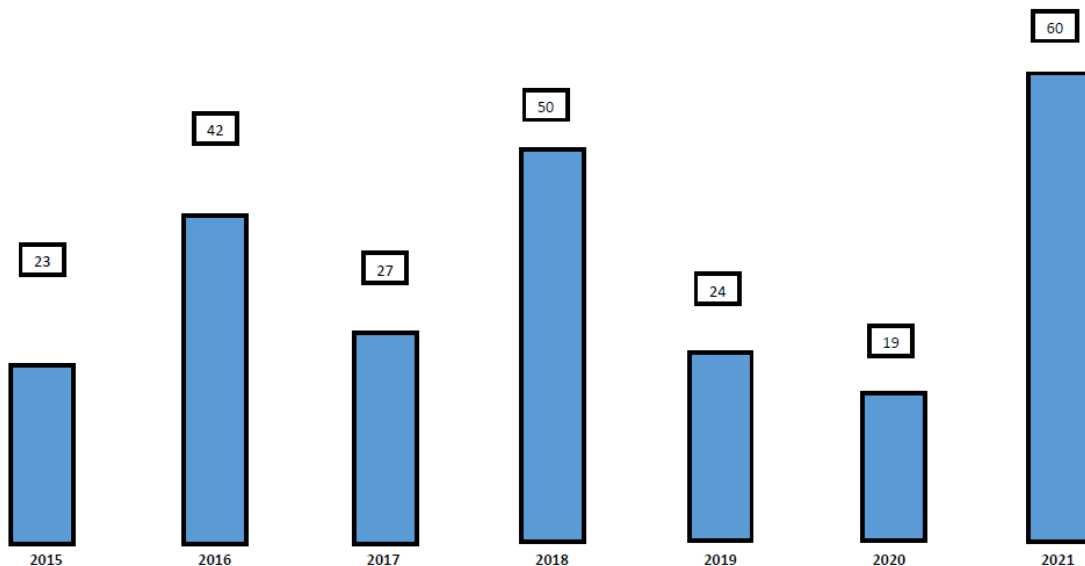
### THINK URBANA ENTERPRISE ZONE ACTIVITY

The city’s Think Urbana program promoting new residential construction had a very successful year in 2021 and is on course to do the same in 2022.

The city’s Enterprise Zone is a geographically defined area outlined on the attached map. New homes built within the Enterprise Zone are eligible for two incentives: sales tax exemption on building materials and property tax abatement. In 2021, the city issued 60 building permits for new residential homes or duplexes.

## THINK URBANA

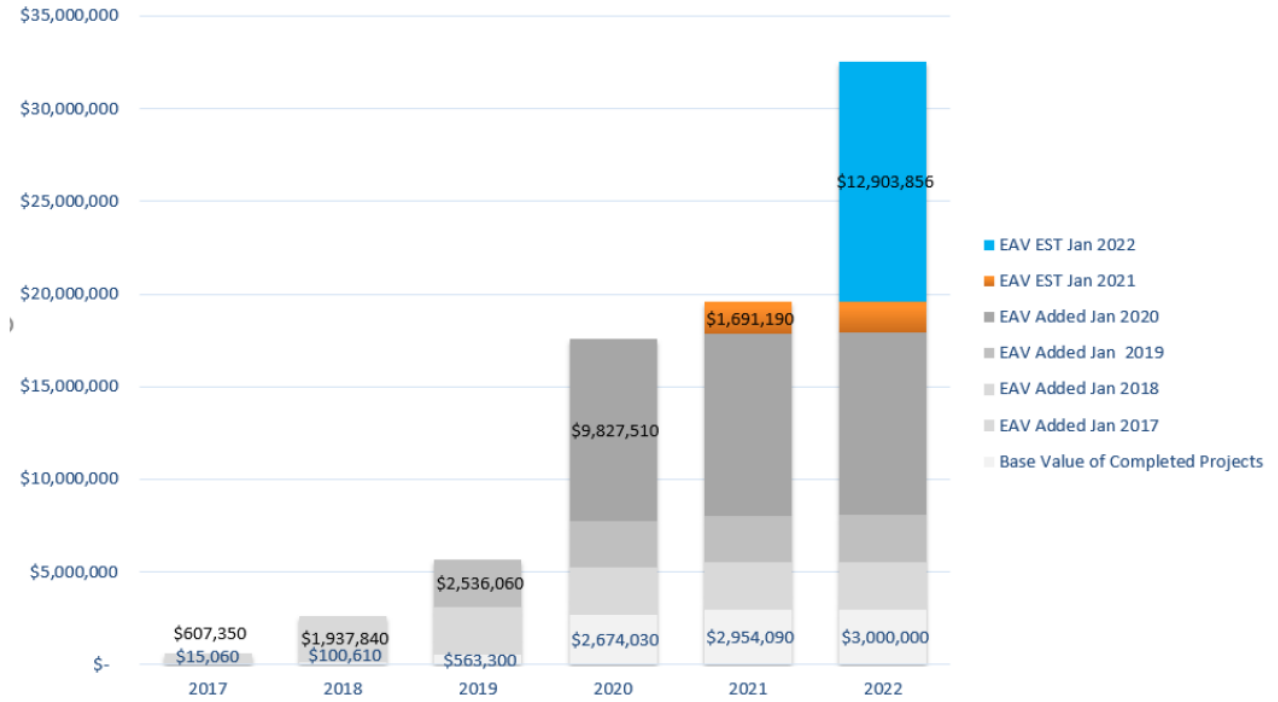
### New Single Family Residence/Duplex Building Permits by Year



These (60) new homes within the Enterprise Zone will have an assessed value of almost \$13 million. As of January 2022, the estimated projections of Think Urbana show an increased equal assessed

value of \$32 million over the life of the program. This increase in revenue is distributed through property taxes to each of the taxing bodies and quantifies the success of the program.

## Think Urbana EAV Projections



## Fiscal Impact of Think Urbana

<b>Current EAV Estimate Total</b>	<b>\$32,503,806</b>
EST. New Taxes to Taxing Bodies	
Champaign County	\$ 270,659
Forest Preserve	\$ 35,397
Comm College 505	\$ 175,683
Unit School 116	\$ 1,910,281
Urbana Corp	\$ 438,769
Cunningham Township	\$ 97,999
Urbana Park	\$ 412,961
CU Mass Transit	\$ 111,423
Public Health	\$ 43,458

Per Cunningham Township Assessor, Wayne Williams, 70 new homes were built in Urbana last year, 44 of which will be assessed at full value and 26 which will be assessed at partial value due to the stage of construction. Wayne states that, "We've never had this many before." Please note that Wayne's totals differ from ours as permits may have been requested the previous year from the city for projects built last year.

The Stone Creek subdivision in particular has done very well. As you may recall, in June of 2020, The Atkins Group announced that they would gift the University of Illinois Foundation with more than 300 acres of real estate including more than 100 residential lots and 70 acres of undeveloped lots including any income they may generate. According to Tim Adem, University of Illinois Foundation Manager of Real Estate and Facilities, of the 105 home lots, 56 have been sold and six lots are pending sales resulting in 53% of the Stone Creek inventory sold.

According to Building Safety Manager, Nick Hanson, since June 30, 2020, 23 lots within the Stone Creek subdivision have obtained building permits for single family residences at an estimated construction cost of 7.9 million dollars. The average cost of construction for new homes in Urbana is \$343,478 per home.

Since January 1, 2022, the city has received 26 applications for new homes within the enterprise zone as compared to 10 for the same time last year.

Exhibits:

- A – Rose Bowl Proposal and Site Plan
- B – Urbana Enterprise Zone map



Charlie Harris  
Owner and Operator,  
Rose Bowl Tavern  
[RoseBowlTavern@gmail.com](mailto:RoseBowlTavern@gmail.com)  
(773)547-2427

**Concerning:**  
**City of Urbana - Request for Proposals #2122-43 Parking Lot 1**

**ATTN:** Stepheny McMahon of Community Development  
**Address:** 400 S. Vine Street, Urbana, IL 61801  
**Telephone No.:** (217) 328-8274  
**E-Mail Address:** [slcmahon@urbanaininois.us](mailto:slcmahon@urbanaininois.us)

To Stepheny McMahon and whom else it may concern,

We, Charlie Harris and Marten Stromberg, on behalf of The Rose Bowl Tavern, located at 106 N. Race St, Urbana, are writing to you today with a proposal to activate the east half of Lot 1, a City-owned parking lot, for activities that generate sales tax and provide public accommodations for art and culture.

The reason that we are submitting this proposal is that the activation of Lot 1 in 2021 was valued by the community and contributes to Urbana being a wonderful place to live, work, and recreate. In an effort to gauge public interest and response, we published an online survey in the fall of 2021 which collected 320 submissions of input and comments from the public. This full collection of submissions have been sent in an email to Stepheny McMahon. Of these 320 submissions, 311 of them state express support for continued activation of Lot 1. (For more information please see the survey results, which have been emailed to Stepheny McMahon, Subject Line: "Lot 1 Activation - Rose Bowl 2021 Survey Responses" Please note that these submissions have not been modified in any way.)

For context: From May 1st through October 31st of 2021 The Rose Bowl Tavern activated the east half of Lot 1. During this time, we presented *at least* one concert or event everyday. With the activation of Lot 1 as an outdoor open space, downtown Urbana became a gathering place for people to enjoy our community while indulging in music, performance, art, food and drinks. The space itself saw an attendance of approximately 100 people per day, on average. As The Rose Bowl Tavern does not serve food, we happily encourage our patrons to bring food from neighboring restaurants while enjoying the outdoor seating and entertainment. We plan to continue to support the other downtown businesses and to bring more people to enjoy everything Urbana has to offer. Due to this experience, we are confident in our ability to effectively activate the east half of parking lot 1.

During the activation of Lot 1 in 2021, downtown Urbana experienced an influx of foot traffic, commerce, and liveliness. If this proposal is approved, we will build on what we accomplished last year by continuing to collaborate with community organizations, groups, and artists to provide a diverse collection of programming in an outdoor community gathering space that is accessible to all people and all ages, we are proud to say that we have attendance from 8-80 years old (and younger and older.)

In addition to providing a space for all people to enjoy and indulge in community gathering and the arts, we also provide opportunities, infrastructure, and the space for artists and organizations to present and hold their events. During our use of parking Lot 1 in 2021, The Rose Bowl Tavern collaborated with hundreds of performers as well as the following local

organizations: CU Black & African Fest, Uniting Pride, Pride Fest, Girls Rock! CU, CU Folk & Roots Festival, Community Center for The Arts, Pygmalion, CU Jazz Festival, Eastern Illinois Food Bank, U of I Jazz program, and Broad Comedy CU. If this proposal is approved we will continue to work with a large and diverse array of local organizations, groups, and artists.

It is due to our prior experience, activating Lot 1 in 2020 and 2021, that we are fully confident in our ability to execute the commitments laid out in this proposal. The Rose Bowl Tavern's staff, and the artists, producers, promoters, and production engineers we work with, are experienced professionals in the entertainment and service industries. As exemplified by our use of the east half of Lot 1, in 2020 and 2021, we have the necessary knowledge and experience needed to maintain the necessary resources for providing a high-quality, safe and enjoyable outdoor community gathering space in downtown Urbana. If this proposal is accepted we will continue to activate the east half of Lot 1, as we did in 2020 and 2021, with events, performances, and tables, seating, restroom facilities, and staffing that make a public space like this possible.

Our bar staff and management has shown they are capable of not only serving and maintaining the outdoor area, but also ensuring safety for all patrons and people. This includes taking time to direct traffic when necessary, and keeping an eye on all people from arrival to departure. This ensures that we create a safe and enjoyable space in downtown Urbana.

Our production team, stage managers, sound engineers, maintenance workers, security, and our calendar and events manager, are seasoned professionals in the entertainment and event production industry. The details of each and every event are evaluated on a case-by-case basis to ensure that our entire team (bar staff, sound engineer, floor manager, stage manager, and security) are on the same page, and therefore, as a team, are able to provide the proper production and to ensure, to the best of our ability, that safety, quality, and the overall experience are optimal.

As responsible members of the downtown Urbana business community, we are committed to keeping the space clean and welcoming, and in general, we desire to be good neighbors. Given our prior experience setting up, tearing down, and maintaining the parking lot patio, we are aware of the logistics and costs necessitated by the activation of a public space and we are prepared and willing to fulfill all duties and responsibilities that are outlined in the RFP.

We would like to take this opportunity to address concerns that we are aware of.

- Concerning tidiness: now that we are fully operational and staffed, and COVID restrictions are being lifted, we are better equipped, than years past, to have operational systems in place that ensure the space looks nice daily.
- Concerning sound: sound is an unavoidable by product of hosting and curating an event space. Out of respect for our neighbor, we will monitor the overall volume of every event. Also, in our site plan for this proposal, we have oriented the performance space to face away from the most affected residents.
- Concerning sound curfew: we propose, that we will limit amplified performances to the following: No later than 9pm Sunday through Thursday, and 10pm on Fridays and Saturdays. We will strictly adhere to these provisions.
- Concerning traffic patterns: we would gladly meet with the city's staff and planners to consult about the traffic patterns we have observed and how best to ensure safe and efficient traffic flow.

We, The Rose Bowl Tavern, are proposing to the City of Urbana the following:

- To activate the east half of Lot 1, May 1st, 2022 through October 31st, 2022.
- Payment of \$500 per month, to remit the City for use of the east side of City of Urbana Public Parking Lot 1. In our estimation this will make up for the lost revenue of this portion of the parking lot.
- We would like the city to consider allowing The Rose Bowl Tavern to access and use city electricity for powering our equipment and facilities. Our needs would include at least three 20 amp circuits. For this, we propose an additional payment of \$100 per month.

We are grateful for the opportunity to work with the City of Urbana to further the economic and cultural growth of our home. We thank the City of Urbana for taking the time to consider our proposal.



Marten Stromberg  
Owner and operator of Rose Bowl Tavern



Charlie Harris  
Owner and operator of Rose Bowl Tavern

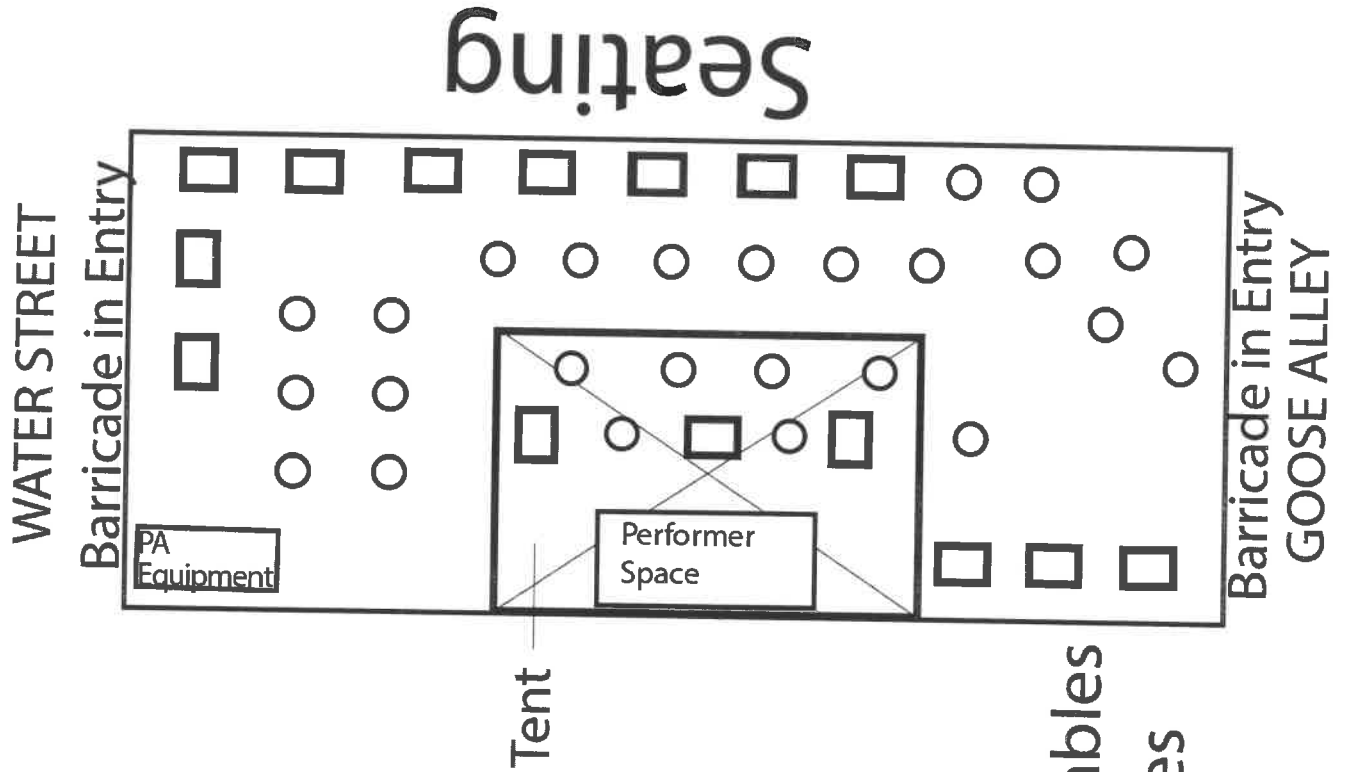


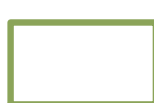

# SCALE DIAGRAM FOR LOT 1

East End  
(50'x115')  
3/14/22  
Rose Bowl Tavern

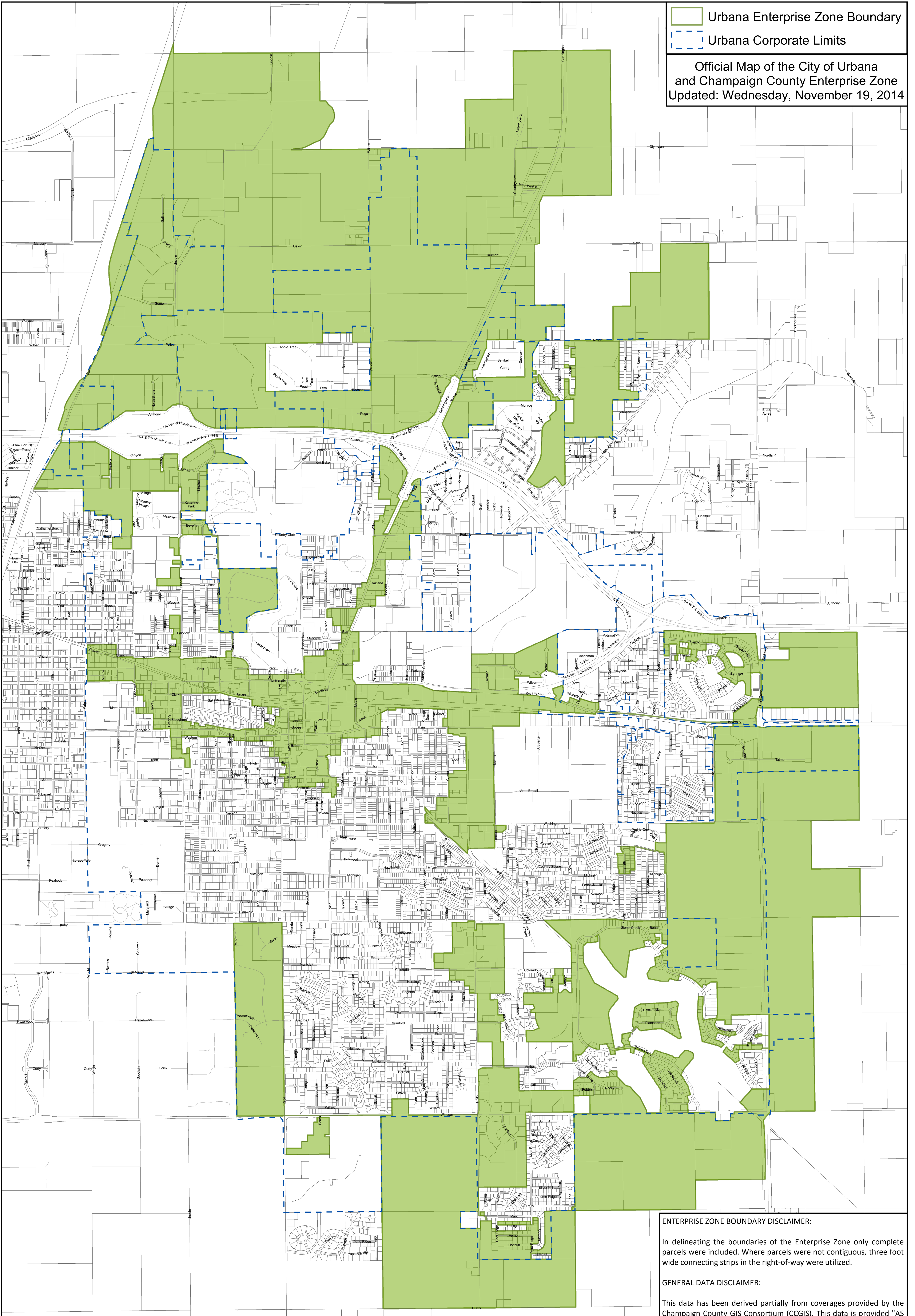
We intend to use the same commercial 30'x45' tent used last year. Each leg will be secured with a 2400lb concrete block.

12, 4'x6' Rectangular Picnic Tables  
25, 3-4' Diameter Round Tables



 Urbana Enterprise Zone Boundary  
 Urbana Corporate Limits

Official Map of the City of Urbana  
 and Champaign County Enterprise Zone  
 Updated: Wednesday, November 19, 2014



**ENTERPRISE ZONE BOUNDARY DISCLAIMER:**

In delineating the boundaries of the Enterprise Zone only complete parcels were included. Where parcels were not contiguous, three foot wide connecting strips in the right-of-way were utilized.

**GENERAL DATA DISCLAIMER:**

This data has been derived partially from coverages provided by the Champaign County GIS Consortium (CCGIS). This data is provided "AS IS" without warranty of any kind, expressed or implied. The City of Urbana and CCGIS, make no warranties, guarantees, or representations as to the suitability or accuracy of this information for your purposes or that this map is without defects. This is not a lot or parcel boundary map. Zoning may not be co-incident with lot or parcel lines. Please contact the City of Urbana Department of Community Development with any questions.

