

Philo Road Business District Revitalization Action Plan



Final Report



Approved February 7, 2005



Purpose

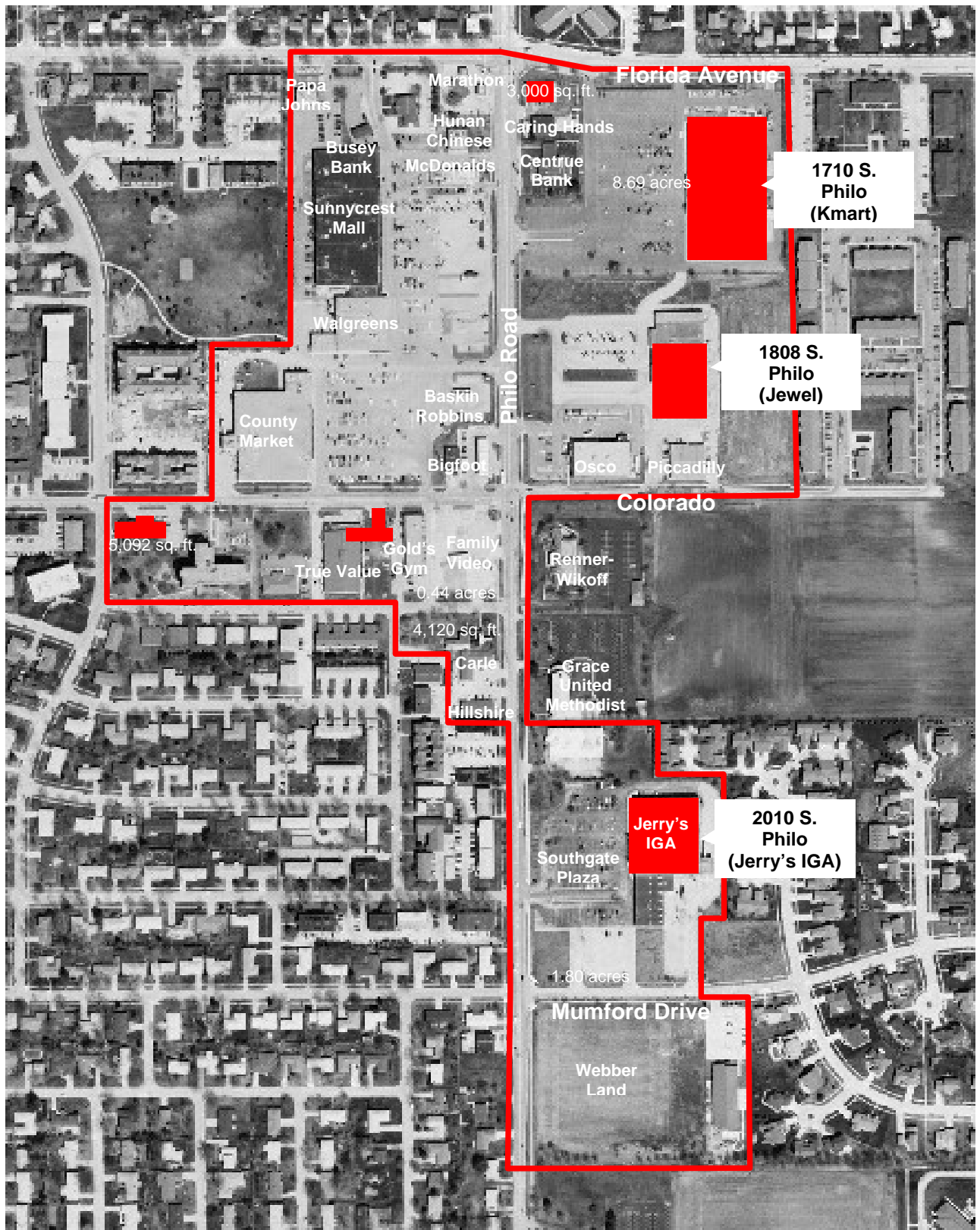
- Present study results
- Present action plan for approval
 - Revitalize business district as a community and neighborhood retail, service and entertainment center
 - Address issues from council, businesses and public
 - Provide guidance for planning, infrastructure investment, zoning, development policy, marketing
- Present efforts to date





Neighborhood Land Uses

- Retail
- Entertainment
- Professional & personal services
- Offices
- Apartments
- Town homes, duplexes
- Single family housing

Philo Road Business District



-  Available Building
-  Area Boundary

SUNNYCREST/PHILO ROAD
BUSINESS DISTRICT

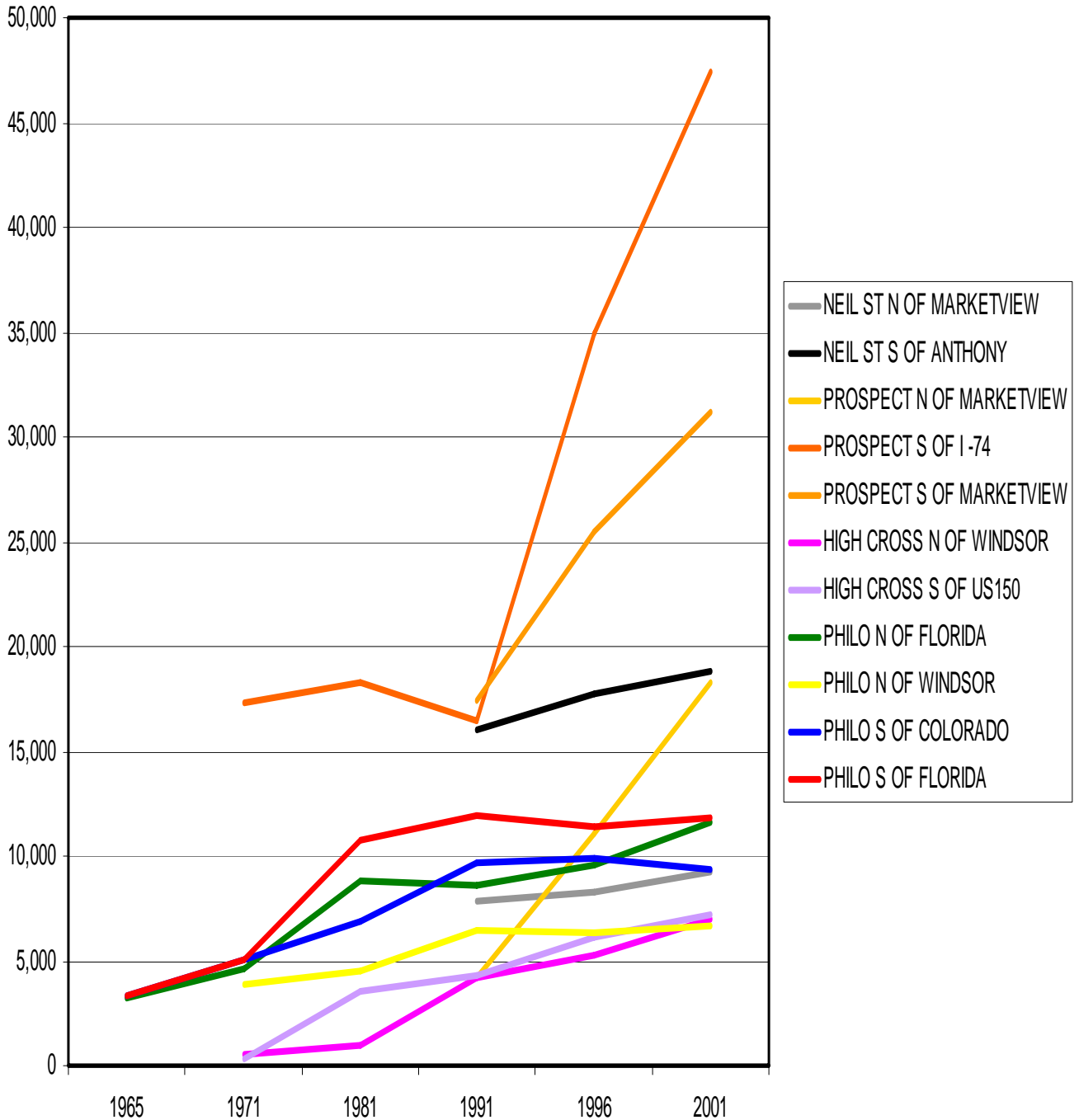




Market Trends

- Former regional retail center
- Development on north Market and Neil Streets
- Mega center development –
Menards, Best Buy, Wal-Mart
 - Freeway access
 - Competitive Environment – K-Mart
- Relocation of IL Rte.130 to Highcross Road

Historical Average Daily Traffic Counts



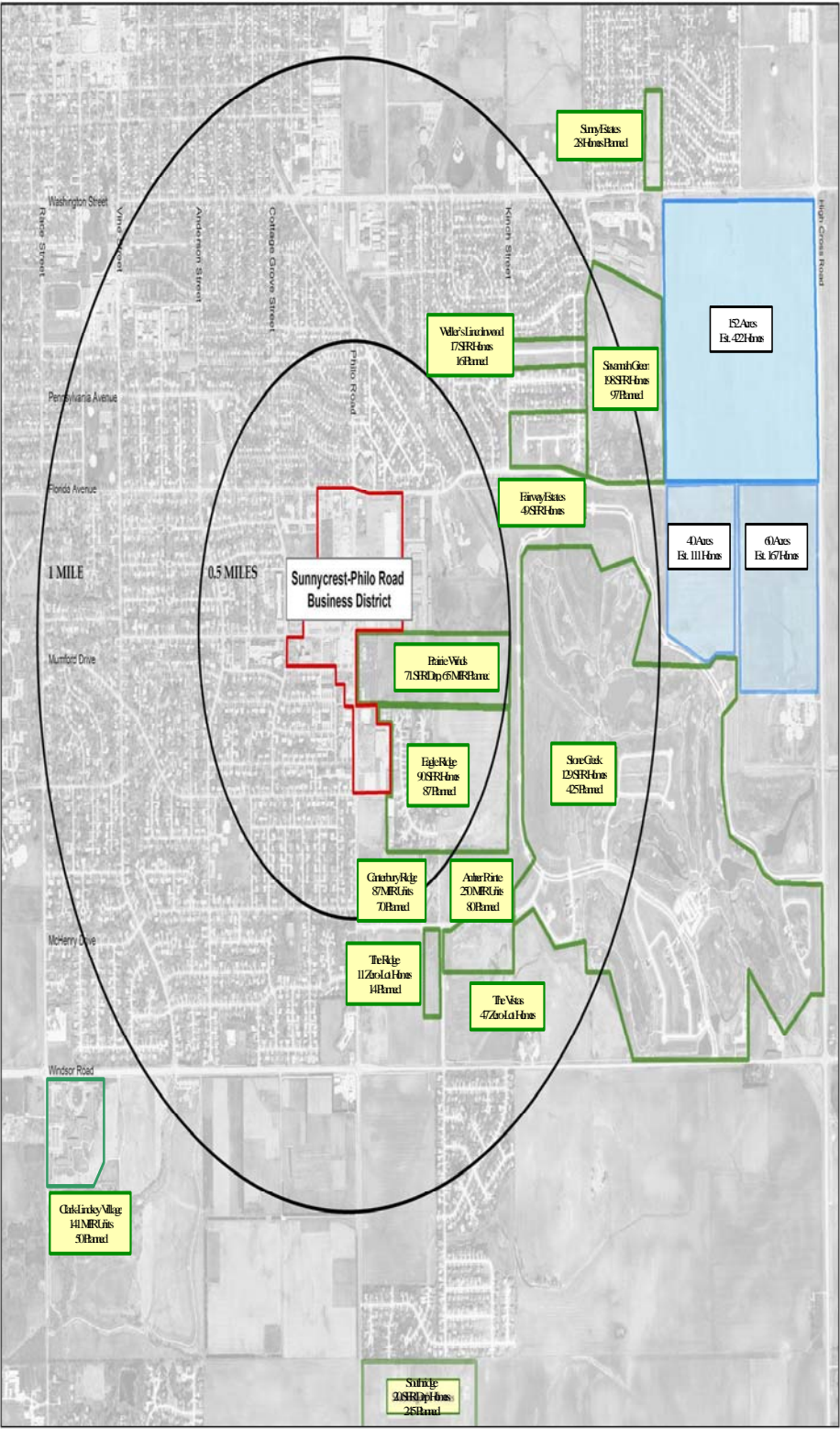


Development Trends

- Population increase – 6.11%,
1990-2003
- Household income – \$39,400
- Household increase - 10.59%
1990 – 2003
- Housing developments
- Commercial development

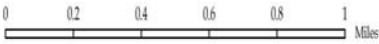
ATTACHMENT H

Sunnycrest-Philo Road Business District Residential Growth Trends Map



Legend:

- Active Residential Subdivision
- Potential Residential Subdivision
- Business District



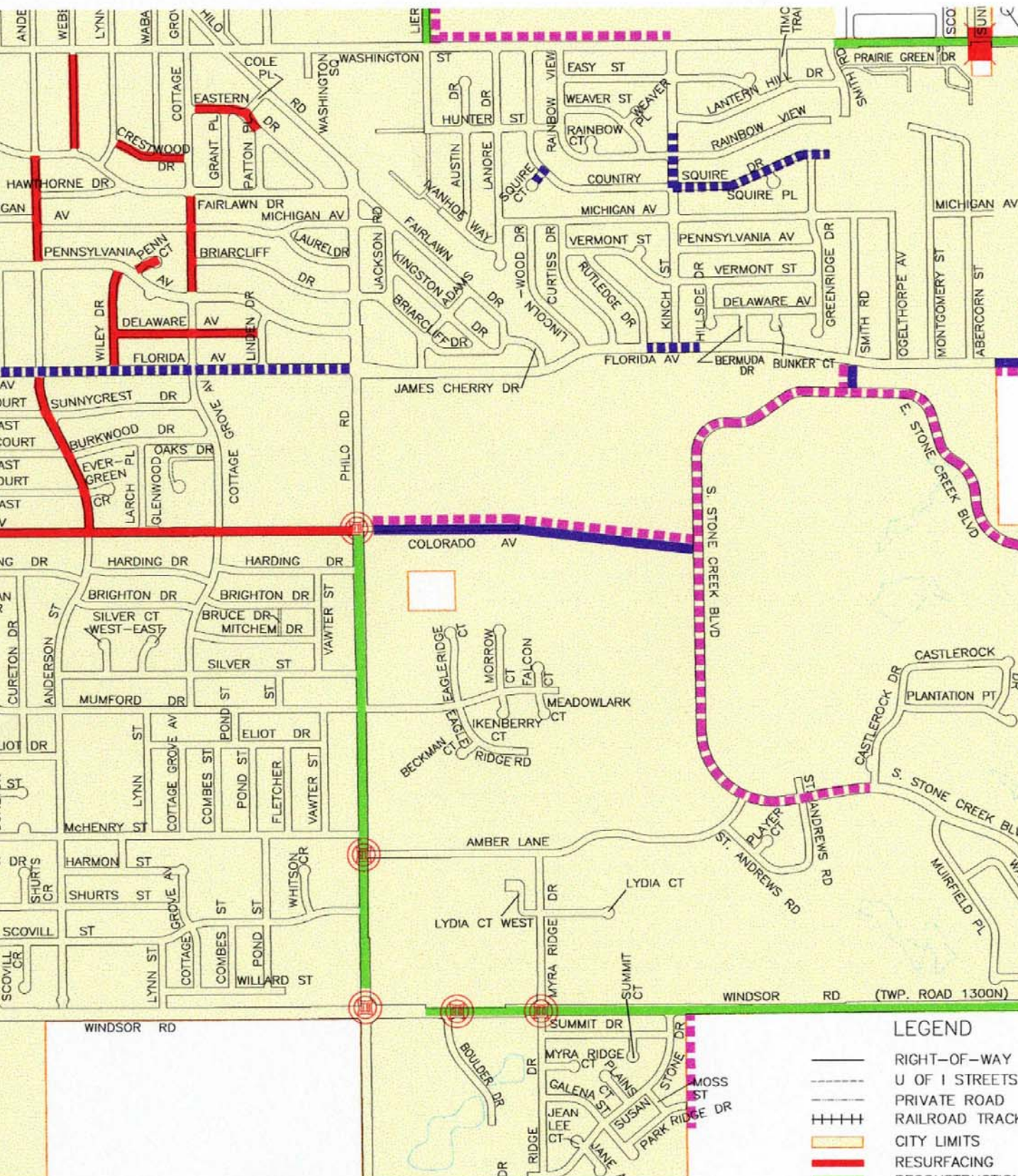
Created July 21, 2014
By JRC
City of Urbana Community Development

Aerial Photography (2003); Number of Homes Based on Buildout



Infrastructure

- Colorado Avenue extension to Stone Creek Blvd., 2004/2005 – Prairie Winds Development
- Philo Road reconstruction, 2006 - \$1.2mm
 - 3 lanes with curb & gutter
 - Signalized intersection at Colorado Avenue
- Florida Avenue extension planning for anticipated development
- Walking/biking trails



MAJOR STREET RESURFACING,
CONSTRUCTION, TRAFFIC SIGNALS,
BRIDGES

- LEGEND**
- RIGHT-OF-WAY
 - - - U OF I STREETS
 - - - PRIVATE ROAD
 - ++++ RAILROAD TRACK
 - CITY LIMITS
 - RESURFACING
 - RECONSTRUCTION
 - - - PAVEMENT PATCH
 - - - PAVEMENT CONS
 - - - BIKEPATH CONST
 - TRAFFIC SIGNAL
 - BRIDGE/CULVERT



Assistance Programs

- Philo Road Business District Redevelopment Incentive Program
- Development agreements
- Regional Planning Commission finance programs
- IL DCEO programs
- Examine TIF
- Extend Enterprise Zone



Market Research

- Previous surveys
- Resident Shopper survey
- Developer's survey
- Business survey
- Southeast Business Group



Relevant Policies

- Infill opportunities/compact community
- Maximize land and infrastructure uses
- Retain and expand business base
- Create and enhance commercial areas with compatible, needed uses
- Produce net revenues
- Arrest spread of blight/improve appearance commercial areas



Action Plan

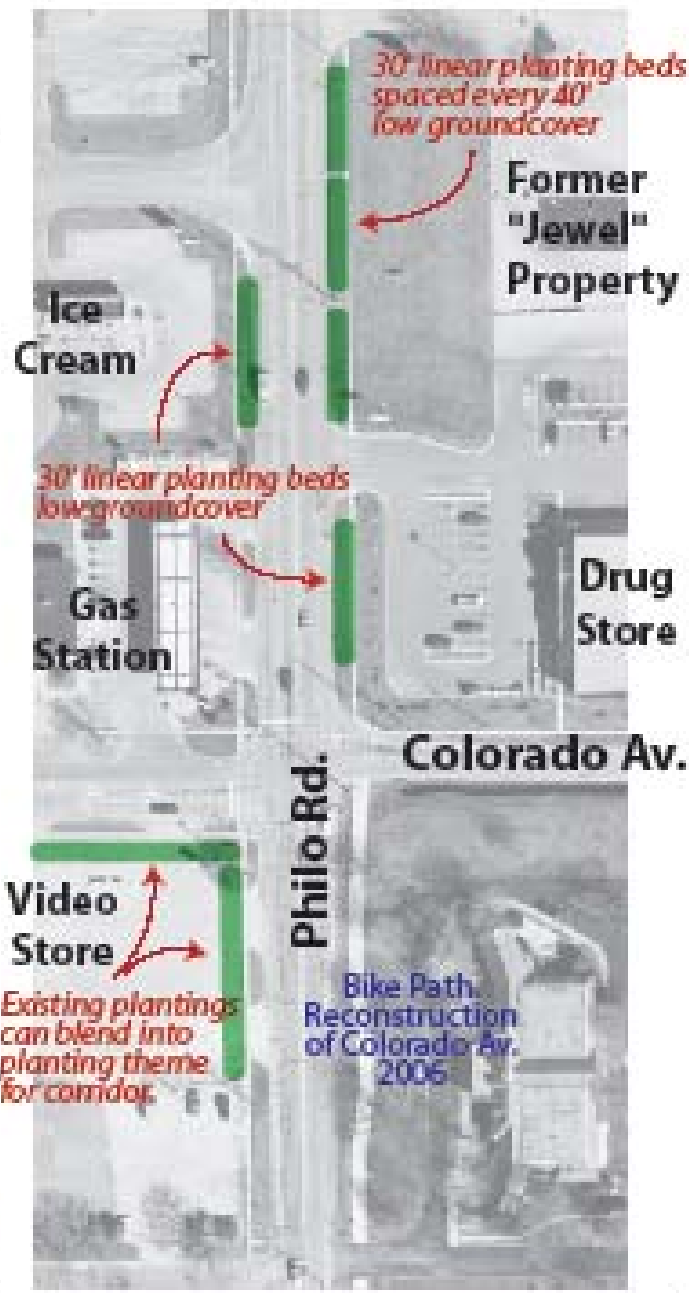
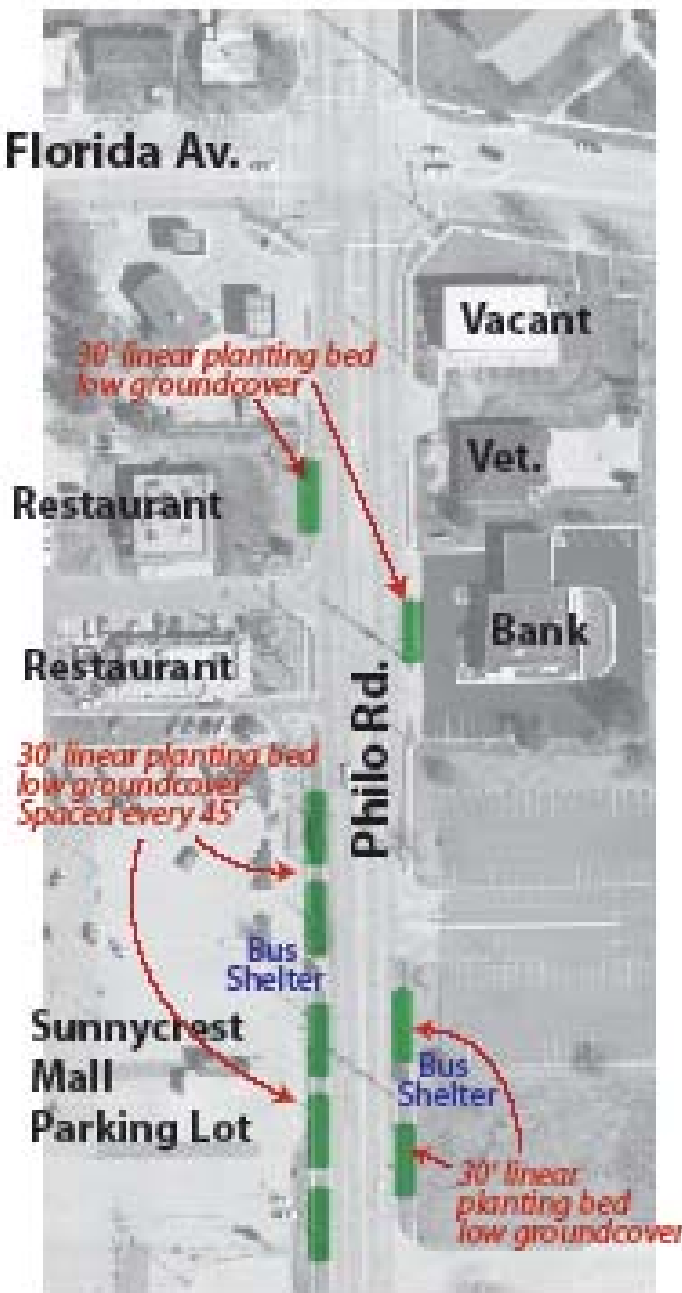
- Improve the image of the Philo Road Business District
- Retain (and expand) existing businesses
- Enhance incentives
- Plan and construct infrastructure improvements
- Beautify the Philo Road Business District



Welcome Sign Sample

The Future: Ideas for Landscaping Parking Lots





Planting Opportunities in Parkway Between Curb and Sidewalk



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Right-of-Way Landscape Beautification Concepts

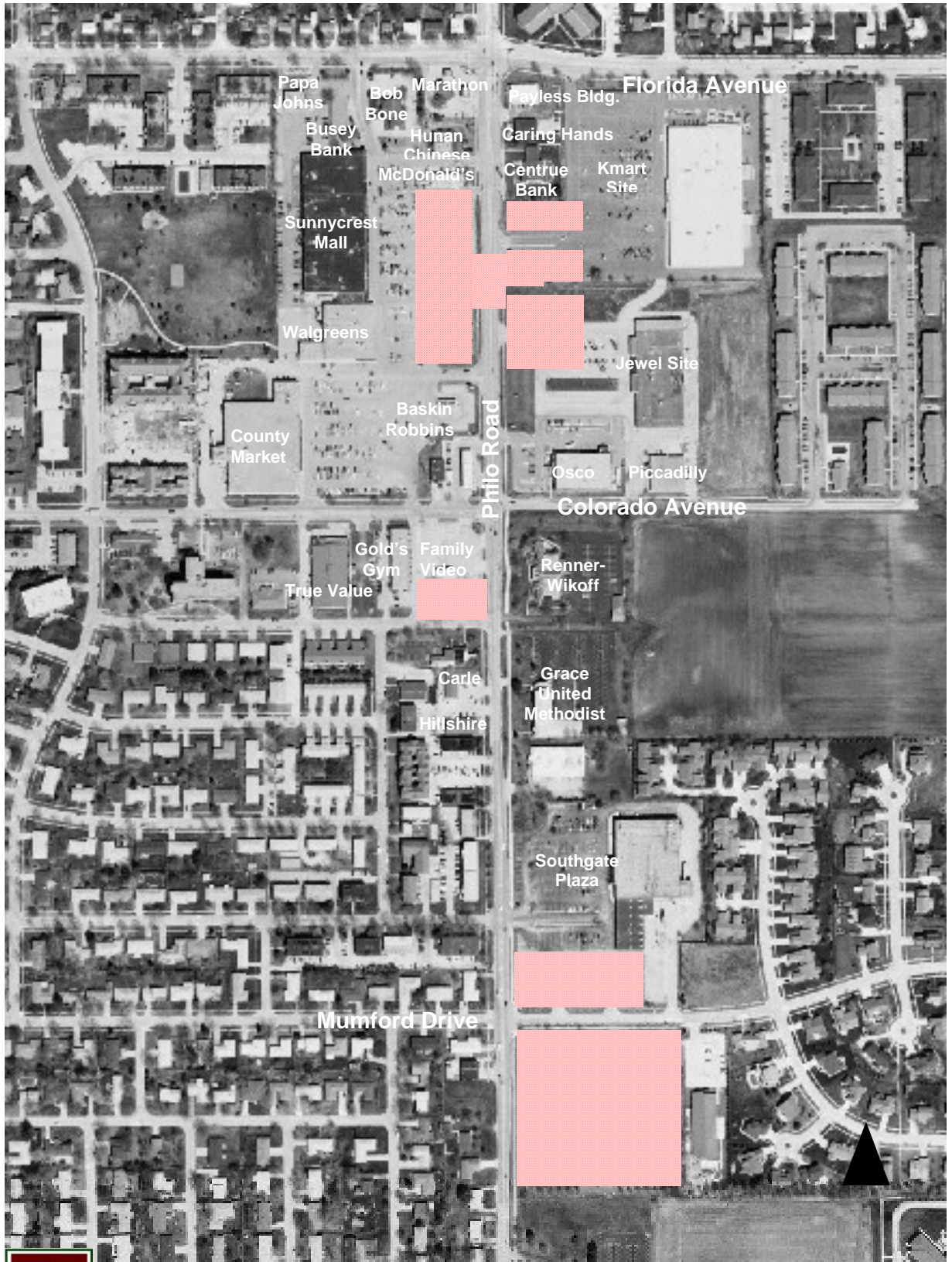




Action Plan

- Provide marketing assistance
- Investigate building reuses
- Investigate site redevelopment uses/outlot development opportunities
- Zoning/signage improvements

Philo Road Potential Outlot Areas

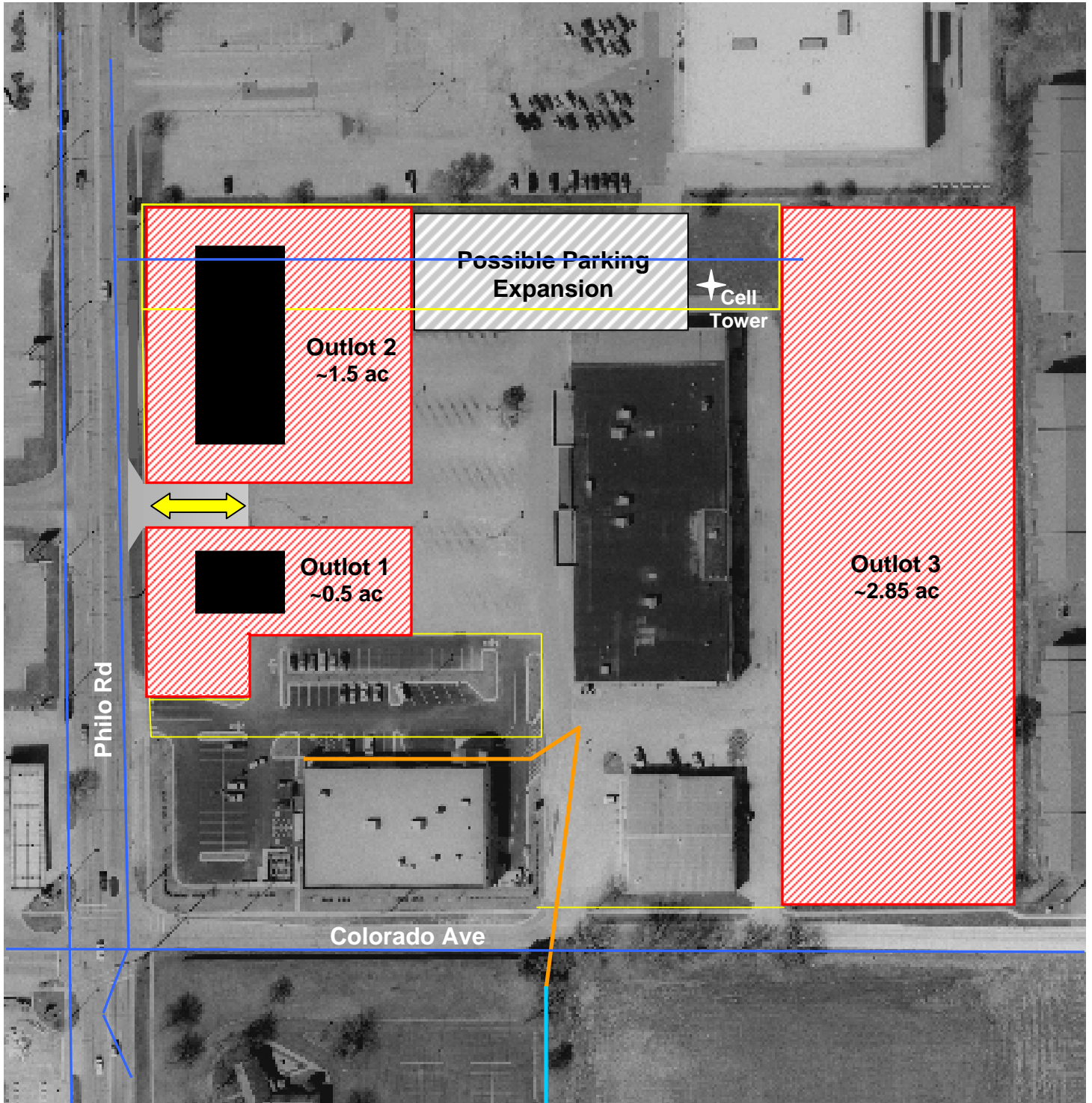


Possible Outlot Location



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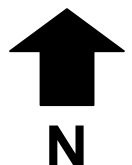
Philo Road Outlots Example



Alternative



New access drives lined up with existing drives
 Eliminate unnecessary curb cuts
 Parking expansion elsewhere if needed when outlots developed



— Storm Sewer — City Sanitary Sewer — UCSD Sanitary Sewer



Information

Copies of the Philo Road Business
District Revitalization Action
Plan available at the Community
Development Department

Or,

The City of Urbana web site

www.city.urbana.il.us

Contact John Regetz, Economic Development
Manager

217-383-2442