

City of Urbana

Champaign County, Ohio

Comprehensive Plan, 2009

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Prepared by

LUC Regional Planning Commission

P.O. Box 219

East Liberty, Ohio 43319

Phone 937-666-3431/Fax 937-666-6203

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luc-rpc@lucplanning.com

Adoption Date:

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Chapter 1

1 Introduction

1.1 History of the City of Urbana

The City of Urbana was laid out in 1805 and is the county seat of Champaign County. Urbana was named by the city's founder William Ward after Urban Revitalization. Urbana was incorporated in 1868 and was approximately 6.8 square miles. The city was originally platted containing 212 inlots. The first Methodist Episcopal Church was on inlot number 207, on the corner of Locus and Ward. The first school was a log cabin on the hill on the north side of Scioto Street, and was known as College Hill.

The first store opened on Springfield Road by Fabian Engle. The first grist-mill opened in 1814 by John Reynolds and William Ward. The first deed recorded was from Samuel Wheeler to Timothy Woods on March 2, 1805 for property in Mad River Township.

In 1840 there were only 1,070 residents, but this increased in 1880 to 6,252 due to the completion of the railroad. In 1850, Urbana University was opened, and currently serves 1,500 students on campus and has three off-site campuses. Currently, the city encompasses 7.5 acres, and has ??? residents

1.2 History of Comprehensive Plan

This comprehensive plan is the guiding document for the future of Urbana, Ohio. Generally, it lays out the desired future, and guides how it is to be achieved. The plan is an advisory document; various ordinances of the City serve the purpose of regulation. Periodic updates are necessary to any comprehensive plan. The previous version of Urbana's comprehensive plan was prepared in 1994. Many of the items recommended for implementation were completed or not put into action.

The City currently does not have an up-to-date transportation thoroughfare plan. It is recommended to develop the transportation thoroughfare plan and amend the Comprehensive Plan to include it within three years of adoption of this plan. Therefore, transportation planning is not addressed.

Issues such as economic development, parks and recreation, and land use are integrated into this plan in order to address the current and future needs of Urbana. The comprehensive plan becomes a unified document providing consistent policy direction regarding community goals. It should be noted that this comprehensive plan is not a completely new document, and appropriately so. It represents an evolution of all planning that has gone on before.

The purpose of this planning document is to:

1. *Ensure Consistency.* Promote the legal requirement of reasonableness by avoiding arbitrary decisions and furthering the uniform application of the various planning procedures.
2. *Promote Efficiency.* Simplify the preparation of materials for all city boards and commission.. This will promote expeditious disposition in the interest of both the public and the petitioner.

3. *Establish a Public Record.* Provide a clear statement of policies upon which the community may rely.
4. *Maintain a Basis of Planning.* Assure the judicious use of resources. Planning decisions, such as zoning actions, need to be founded upon adopted principles and objectives. This will assist in accomplishing the intended purpose, and avoid the legal problems of arbitrary and capricious actions.
5. *Develop a Planning Method.* Promote the rational utilization of land and the economical provision of required facilities and services both for the individual, and collectively in the public interest. This is accomplished through the allocation of land to a variety of uses based upon desired community objectives and intensity criteria.
6. *Ensure Adoption, Amendment and Binding Effect.* Establish formal procedures for the adoption and amendment of this document recognizing that there is a need for continuity and community support.

Planning loses its vitality and credibility if it: (1) becomes a mere composite of neighborhood desires; (2) is abused to advance the interest only of certain individuals or special interest groups; (3) is implemented subjectively; or (4) becomes unreasonable or confiscatory in its application to private properties.

It is the City's policy that the general welfare of the area is served by all planning objectives. Therefore, community interests, as distinguished from individual interests will be furthered.

1.3 **Organization of Document**

Below is a chapter summary of the City of Urbana Comprehensive Plan:

1. *Chapter 1* provides a brief overview and introduction of the Plan and presents the purpose and background of the study.
Chapter 2 discusses the methodology and analysis used in the research of the City of Urbana planning process
2. *Chapter 3* defines the City of Urbana study area as well as providing a brief community profile of the township.
3. *Chapter 4* presents a problem analysis and resource inventory. It provides demographic, economic, and housing trends, and describes the structure of local government, community facilities, infrastructure, and natural and historic resources.
4. *Chapter 5* includes the Goals and Objectives for City of Urbana.

Chapter 2

2 Executive Summary

2.1 Overview Section

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2.2 Vision and Goals

Begin text here

City Promotional Tool Inventory & Research Data

The following table summarizes the City's current inventory of marketing materials.

Collateral	Specs	Intended Primary Message	Comments
Brochure	Full color	Introduction to the Community, quality of life highlights, short business message	Non-existent
Community Profile	Word Doc	Mostly business oriented. Socio-economic data, economic activity, growth forecasts, etc.	Outside of ODOD supplied county profile quick sheet, non-existent
DVD	Full size DVD with full-size case, full color cover, ~6 minutes in length, photography and video, audio voice over, cameos by community and business leaders	Focuses on business advantages	Focus can be with or without an identification of specific opportunities; currently non-existent
Flyer	Full color 8.5" X 11" two-sided, balance of text and images	Create themes such as history, business and commerce, quality of life and tourism/recreation	Non-existent
Website	City site focuses on all services, ED page separate and easy to see on main page; County—nothing for ED on website; Chamber—recently redesigned for friendlier feel	All focus on services provided by each organization.	Cohesive message through three sites not prevalent. City has new logo; County does not; Chamber still has old branding.

It is true that business decision-makers do examine quality of life issues in making a choice of location, but it is normally very far down the list. Each business sector has different priorities, but these are more important than quality of life:

- Availability of skilled labor force;
- Access to transportation and utility networks;
- Nearness to customers/suppliers;
- Taxation;
- Cost of development (land/construction);
- Enthusiasm of local officials; and
- Trade market area (this is the primary one for retail businesses).

Strengths

- right off US Highway 68, Close to I 70/I 75

- safe community and great for raising children
- natural resources—The Mad River, Caverns, Bog, Aquifer, etc.
- recreation – Community provides broad range of services at competitive rates and there’s a popular interest amongst citizens to stay active
- transportation – close to transportation avenues (I70/75, airport, road, rail)
- health services –many physicians, specialists-visit many days during the week
- affordable cost of living vs. larger communities
- proven wind resources
- some government funds available to leverage local funding
- not a “one resource town” ... machine shops, packaging, auto industry suppliers, computer components, etc
- quality of education – when graduates leave high school they can compete ... clear pathways for all students no matter what their destination is, which allow students to upgrade
- college campus in the City
- High speed telecommunications throughout Community
- High per capita incomes in County

Weaknesses

- overriding attitude of negativity ... there is resistance to change and no common vision ...
- not enough “champions” may result in volunteer burnout
- aging utility and road infrastructure
- reliance on only a few industries and uncertainty surrounding them
- lack of specialized medical facilities for a demanding population
- geographically isolated and distance from markets
- public recreational facilities need significant reinvestment ... they are 30 years old +
- ability to attract traffic from the highway (may as well be 100 miles off)
- out migration of educated/skilled youth – not coming back after post-secondary school
- commercial businesses are not working together on the hospitality sector to attract visitors
- Mixed planning uses everywhere which has made it difficult to coordinate development and given the City a ‘poor’ look
- Lack of proper servicing in industrial park
- Small population base

Understanding the competitive advantages is fundamental to creating Urbana’s positioning statement – who the community is and what it has the best chance of becoming. The community has a far better chance of being successful if it targets activities on economic opportunities that need its competitive advantages but is not concerned about the existing competitive disadvantages. These form the very basis for a practical and effective strategy.

Assessing the best opportunities requires an honest assessment of the strengths and weaknesses of the jurisdiction. Where weaknesses can be improved then well and good; where not, this must be accepted and those sectors that would find this to be a disadvantage removed from the focus.

Investment Attraction Sector Selection

The selection of investment attraction sectors is based on the philosophy that a key to overall economic growth is increasing the total wealth within a community. There are two main ways to do this:

- Export Development – any initiative that brings new money into the community:
 - starting or attracting a new business that sells products outside the community;
 - attracting visitors who then buy local products and services; and
 - encouraging existing businesses to sell their products and services outside of the community.
- Import Substitution – any initiative that keeps money in the community:
 - encourage people and businesses to buy their goods and services locally rather than importing them from another community; and
 - starting or attracting new businesses that recognize the leakage and provide a product or service to stop it.

According to a chart in the report, the top 10 income tax withholders in 2007, which accounted for 34.24 percent of the city's income taxes, were, in order of rank: Honeywell, Rittal, Menasha Corp., Johnson Welding, Urbana Board of Education, Honda of America, Siemens, Fox River, Mercy Health Systems and Champaign County.

The businesses with the highest number of workers in 2007 were Honeywell, 665; Rittal, 494; Menasha Corp., 299; Siemens, 203; Urbana Board of Education, 304; Honda of America, 146; Mercy Health Systems, 439; Johnson Welding, 198; Champaign County, 393; Fox River, 189.

Another chart notes other statistics from 1998 to 2007: population from 11,353 in 1998 to 11,613 in 2007; per capita personal income from \$26,684 to \$33,702; median age from 37.3 to 34.9; school enrollment from 2,439 to 2,316; unemployment rate from 3.7 percent to 4.9 percent; total assessed property value from \$176.29 million to \$217.80 million; and estimated actual property value from \$550.48 million to \$680.63 million.

2.3 Parks and Recreation

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2.4 Natural Resources

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2.5 Infrastructure

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2.6 Transportation

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2.7 Utilities

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2.8 Economic Development

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2.9 Downtown Development

As with most communities of our size and demographics, downtown Urbana has experienced a long and slow decline in its physical and economic vitality. Retailing habits have changed since the introduction of malls, and in particular, from the development of the Upper Valley Mall in the 1970's to more recently, of the development of the Fairfield Commons Mall in the late 1990's. As trends continue to change, and New Urbanism gains popularity in the surrounding metro regions (Easton and the Greene being primary development sites within the region), it must be noted that downtown Urbana already has what the developers are trying to achieve—architecturally and aesthetically pleasing, walkable mixed communities. The inventory of historic buildings that give downtown Urbana its unique character and charm remains largely intact, and the District, as well as a few homes, are listed on the National Registry of Historic Places.

Advantages of the Area

While Urbana has some disadvantages in comparison to other communities our size, the City is unique in that it does have advantages that other communities lack and are trying to create. The central location of Urbana makes it a service and trade center with easy access to all points in the county. The city is also the seat of Champaign County, and as such, is the location of many governmental and public service operations. Their existence contributes to a stable economic base and diversification of activities in the City.

The level topography of the downtown area is easily traversed on foot. This character is especially significant in a downtown area where the most important aspect of sales is oriented to the pedestrian and easy pedestrian movement. This is an important consideration because it is a major advantage of the central business district's main competitor—malls and shopping plazas.

Urbana's central business district has not fully realized its potential as a strong economic center. Historically, it served as a social gathering place for those who lived in the county and as a major market place for goods and services could be purchased. Since the decline beginning in the 1970's, downtown business associations have struggled to keep the retail sector strong. In the late 1990's, a new push emerged to revive the central business district, with the grant award for Tier I and Tier II revitalization projects from the Ohio Department of Development. As a result of the revitalization effort, a downtown Design Architectural Review Board and a Center City Overlay District were developed, a seating and lighting plan were enacted, streetscape improvements were made, and several buildings were remodeled. A large impact was made to the area, but there is still more work to do in order for the district to revive itself to the use and occupancy it experienced prior to 1970.

Urbana's downtown area has many significant buildings from our strong pioneering heritage. Most of these structures are still sound, needing only standard maintenance or minor repairs. Others, however, still require major repair, but can be worth the investment. All these buildings, once repaired and maintained, will enhance the aesthetic quality that makes our community unique and adds to our fabric of rural charm and character.

The Center City Historical Overlay area, which is traditionally a center for retail, offices, and living areas, needs to have an increased diversity of uses. The upper floors of a larger number of downtown businesses have been vacant since the early to mid 1960's, and a push for upper level redevelopment is beginning to surface with changing ownership. The existing owners see economic vitality potential in the upper levels, including living space, and also know that empty space is not cost efficient. A challenge to redeveloping these spaces is a repeated theme throughout the community—lack of funding.

Employing city data, Monument Square District (a former Main Street Program)—a nonprofit community organization whose mission is to revitalize Urbana's downtown core—has focused mainly on promotional events that increase the entertainment and residential activities of downtown. While retail and parking are important, to date they have not been as active in the past twenty years as they have in the past. By fall of 2009, Monument Square District, in partnership with several private property owners and the City of Urbana's Community Development Department, is planning to present a downtown special improvement district petition to the Urbana City Council, in order to help manage and finance continued efforts to beautify the area.

In summary, the comprehensive planning process has highlighted the following observations:

- Monument Square Historic District and the Center City Historical Overlay District, and the gateways leading into the downtown area contain a largely intact historic central business district, which must be preserved.
- It is the entire area containing the urbanism which is exceptional, not the individual buildings.
- A comprehensive program is needed for revitalization.
- A critical mass of projects is needed for revitalization.
- Investment and involvement is required from both public and private sectors.
- Restoring rear facades to be as appealing as the fronts of the district.
- Creating pedestrian pathways that are clean, well-lit, and easily accessible from rear parking areas to create an inviting entrance to the fronts of the buildings.
- Utilize the upper stories as residential and office space, while maintaining the lower floors for cultural, retail, and restaurant attractions.
- Five major zones were recognized as individual areas to develop plans for:
 - Center City
 - Simon Kenton Trail/Railroad/Miami Gateway
 - Scioto Street Gateway
 - North Main/Erie Gateway
 - South Main/Ohio Gateway

2.10 Workforce Development

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2.11 Community Services

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2.12 Housing

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2.13 Education

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2.14 Health and Safety

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2.15 Major Recommendations

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2.16 Implementation – Dates/time frames

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Chapter 3 – Combine with Chapter 1

3 Planning Issues

3.1 Comprehensive Planning Process

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The City currently does not have an up-to-date transportation thoroughfare plan. It is recommended to develop the transportation thoroughfare plan and amend the Comprehensive Plan to include it within three years of adoption of this plan. Therefore, transportation planning is not addressed.

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4. *Maintain a Basis of Planning.* Assure the judicious use of resources. Planning decisions, such as zoning actions, need to be founded upon adopted principles and objectives. This will assist in accomplishing the intended purpose, and avoid the legal problems of arbitrary and capricious actions.
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Planning loses its vitality as well as its credibility if it: (1) becomes a mere composite of neighborhood desires; (2) is abused to advance the interest only of certain individuals or special interest groups; (3) is implemented whimsically or arbitrarily; or (4) becomes unreasonable or confiscatory in its application to private properties.

It is the City's policy that the general welfare of the area in its entirety must be served by all planning measures. Therefore, community interests, as distinguished from individual interests will be furthered. Economic benefit to individuals shall be subordinate to the economic welfare of the community as a whole. Implementation of planning shall not be conducted solely for the purpose of financial gain.

3.2 Public Participation in the Planning Process

3.2.1 Surveys

Surveys were conducted with the public, elected officials, the Planning Commission, and focus groups were held with numerous ward and planning committees. According to the results, the City's small town atmosphere, sense of community, and heritage were the community's three greatest strengths. The three greatest weaknesses identified were the lack of citizen involvement, infrastructure needs, and the unstable economy.

The most important issues facing Urbana right now includes improving the existing infrastructure, replacing recently lost jobs due to plant closures, and marketing the community along with the county and region.

When asked to describe their vision for the future of the City, respondents expressed a desire for a vibrant Main Street with more commercial and office development and a stronger mix of land uses, including residential. Respondents want an increased tax base with a diverse mix of development in order to improve the level of community services and job opportunities for the residents. Steady, quality, controlled growth was also an important element of the vision for the future in order to maintain the historical integrity of the community.

The natural resources and attributes of our County, continued growth, to the City, and regional cooperation with Champaign County were viewed as major opportunities for the City. Interviewees also felt that there was an untapped opportunity for future industrial growth related to the Airport's continued expansion, the availability of rail service, and US Hwy 68. Overall, interviewees felt that the City was in a position to take advantages of these opportunities.

More community involvement and continued investment in the community were viewed as key elements in maintaining that position. The continued growth of spot housing in the County and negative community attitudes were viewed as threats or obstacles that could prevent opportunities from being achieved.

Regional cooperation, improved communications with the community, leadership, and creating a sense of community between old and new residents were all ideas given for addressing these threats.

The City is facing multi-family residential development pressure, while the contrasting sentiment is that the City is still missing high end housing and that larger lot housing is needed. Respondents felt that the City must work to sustain and increase current tax receipts through Industrial growth.

Interviewees felt that a variety of public improvements are needed including improved storm water management, construction curbs and sidewalks in areas where these are lacking, and installation of the 68 bypass. In addition, continued improvements to Main Street and existing infrastructure are needed.

Overall, participants felt that the City has a good relationship with the school district, the County, and neighboring Townships. There is a need to work more closely with both townships on land use and economic development issues. When discussing intra-governmental relationships, respondents felt that the City Council needs more interaction with its boards and commissions, such as Planning Commission, Design Review Board, and Nuisance Appeals Board.

When concluding the interview, participants were asked what one thing they would like to accomplish with this planning effort. Overall, participants wanted to develop a consensus for a common vision for Urbana. The plan should provide strategies for dealing with future growth and where it should be concentrated.

3.2.2 Focus Groups

Focus groups were conducted in each of the four wards for six months. Approximately forty people attended the meetings. Participants discussed a variety of issues related to growth and development. When participants were asked what they liked most about living in Urbana, themes such as hometown feel and small town atmosphere emerged. Descriptions included quaintness, nostalgic, and a post card community were used.

What participants liked least were high-density housing projects, property maintenance and nuisance issues, and insufficient planning. Participants' vision for the future included the creation of a sustainably green, walkable and bike friendly community with a thriving downtown. Some participants also felt that it was important to control growth in order to maintain the slower-paced quality of life.

3.2.3 Community Survey

In 2007, the Center for Urban and Public Affairs (CUPA) at Wright State University (WSU) conducted a public opinion survey of 412 individuals for the City of Urbana via a telephone interview. The survey questions were designed to measure quality of life, and to quantify perceptions of the City government and City services.

The first question asked respondents to indicate how satisfied they are with the City of Urbana as a place to live. Overall, 90.5 percent of respondents indicated that they are very satisfied or satisfied with the City as a place to live.

3.3 Reference to other Comprehensive Plans

[Melanie to send info](#)

Chapter 4

4 Existing Conditions Analysis

4.1 City of Urbana Study Area

Urbana is the county seat of Champaign County and is located in the center of the western half of the State of Ohio. The City is located 12 miles north of Interstate 70, the principal east-west road through the center of the state, and 22 miles east of Interstate 75, the major north-south road through the western part of Ohio connecting Cincinnati, Dayton, and Toledo. US Highway 68 and State Highways 29, 36, 54, and 55 intersect in Urbana and offer excellent access to nearby communities and interstates.

Urbana is fairly level in regards to topography; the center of town is 1,053 feet above sea level. The eastern edge of the City holds the highest elevation (1,080 ft), while the western edge drops to 1,020 feet above sea level. The Mad River is located 1 mile west of Urbana, and the city has several runs that feed the River.

4.2 Community Profile

Begin text here

Table 2.1 displays a community profile of City of Urbana including various demographic facts and local information.

4.3 Demographics

[Add all demographics](#)

4.4 Comparative Analysis

Begin text here

Table 2.1: City of Urbana Community Profile

Data Source: U.S. Census Bureau, 2000

Population & Demographics

- Total Population – 11,613
- Female Population – 6,203
- Male Population – 5,410
- Total Households -4,859
- Median Household Income - \$33,702
- Median Housing Value - \$84,700

Local Government

- 8 Elected City Council Members
- 1 Appointed Clerk of Courts
- Local Zoning – 1 Appointed Zoning Inspector, Appointed Planning Commission, Appointed Board of Zoning Appeals, Design Review Board and Nuisance Appeals Board

Community Facilities

- Churches - 28
- Library - 1
- Community Center- 3
- Parks - 4
- Ball Fields – 12 Baseball and Softball Fields, 12 Soccer Fields, 10 Tennis Courts
- Skatepark – 1
- Municipal Pool – 1
- Radio Controlled Airfield - 1
- Cemeteries - 1

Hospitals

- Mercy Memorial Hospital
- Springfield Regional Medical Center – 11.69 miles
- Mary Rutan Hospital in Bellefontaine – 18.2 miles
- Madison County Hospital – 22.03 miles
- Memorial Hospital in Union County – 22.56 miles
- Upper Valley Medical Center in Troy – 24.37 miles
- Wilson Memorial Hospital in Sidney – 24.88 miles

Education

- Urbana City Schools

- Jonny Appleseed Montessori (Pre-K – 3rd grade) in Urbana
- Grace Baptist Academy
- Urbana Community School
- Ohio Hi-Point Joint Vocation School in Bellefontaine – South Campus located in Urbana, Main Branch in Bellefontaine – 22.6 miles
- Urbana University in Urbana
- Wittenberg University in Springfield – 12.26 miles
- Clark State Community College in Springfield – 12.87 miles

Transportation

- US Routes 36 & 68
- State Routes 29, 55 & 54
- Interstate 70 – 12 miles
- Interstate 270 – 22 miles
- Interstate 71 – 46 miles
- Interstate 75 – 22 miles

Airports

General Aviation

- Grimes Field (Urbana)
- Bellefontaine Municipal – 18.14 miles
- Sidney Airport – 22.81 miles
- Madison County Airport – 18.54 miles
- Union County – 23.38 miles
- Rickenbacker – 55.2 miles
- OSU Airport – 36.0 miles

International

- Port Columbus – 64.6 miles
- James M. Cox Dayton International Airport – 39.8 miles

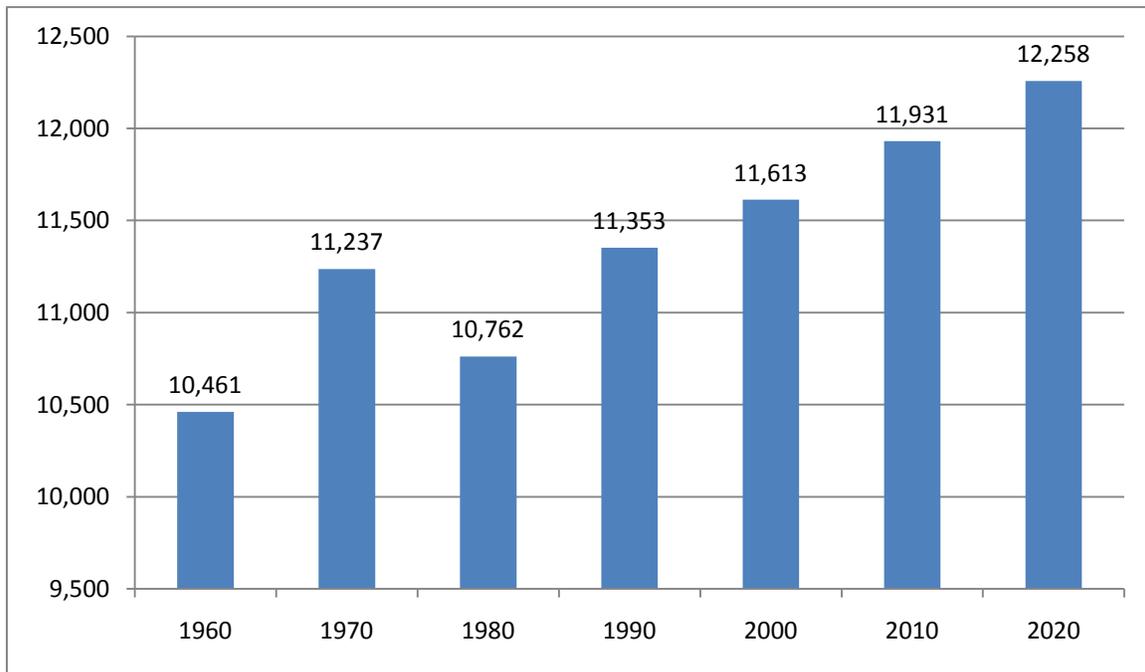
Utilities

- Electricity – Pioneer Rural Electric, Dayton Power & Light
- Gas – Columbia Gas & Vectren
- Telephone – CT Communications & Time Warner
- Cable - Time Warner Cable, CT Communications

4.5 Population Growth Trends

City of Urbana has experienced a population growth of nearly 2.3% over the past decade. The 11,353-population figure of the city for 1990 has increased to 11,613 according to the 2000 census data. The population in 2005 was estimated to be 11,391, a decrease of 1.96% from 2000. In contrast, Champaign County's population is estimated to have grown by 2.0% during the period 2000 – 2005. **Figure 4.1** shows the city's population growth over the past four decades.

Figure 4.1 - Population



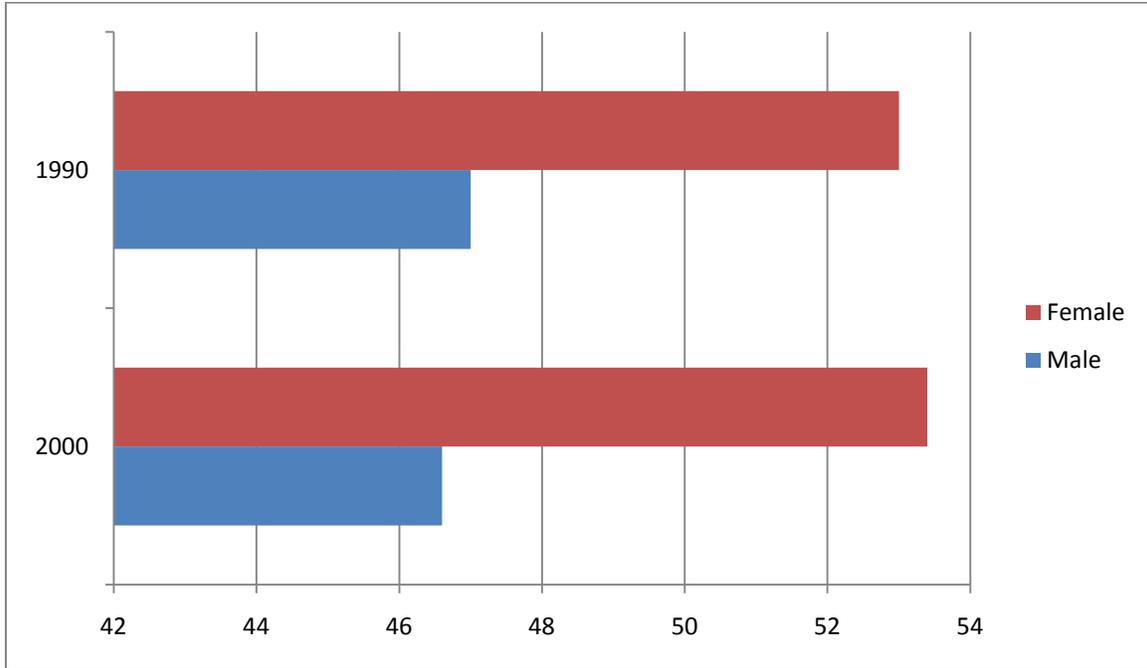
The total number of households in the city has increased from 4,513 in 1990 to 4,859 in 2000, and the number of people living in these households increased by 905 over the past decade.

Over the next 20 years, the population of Ohio is expected to grow by 8.5%. However, the City of Urbana is expected to experience growth of 5.3%. The projected population of Champaign County in 2020 is 44,047 (*Ohio Department of Development, Office of Strategic Research & U.S. Census Bureau*).

4.6 Age Group Trends

As seen in **Figure 4.2**, the number of females exceeded the number of males by 7.8% in the 2000 Census. The median age of women is about four and one-half years greater than that of males.

Figure 4.2 - Population by Sex



Source: US Census Bureau, 2000

Median age	Urbana	Champaign County	Ohio
Both sexes	37.3	37	36.2
Male	35	35.8	34.9
Female	39.5	38.1	37.5

Figure 4.3 - Population by Age Group

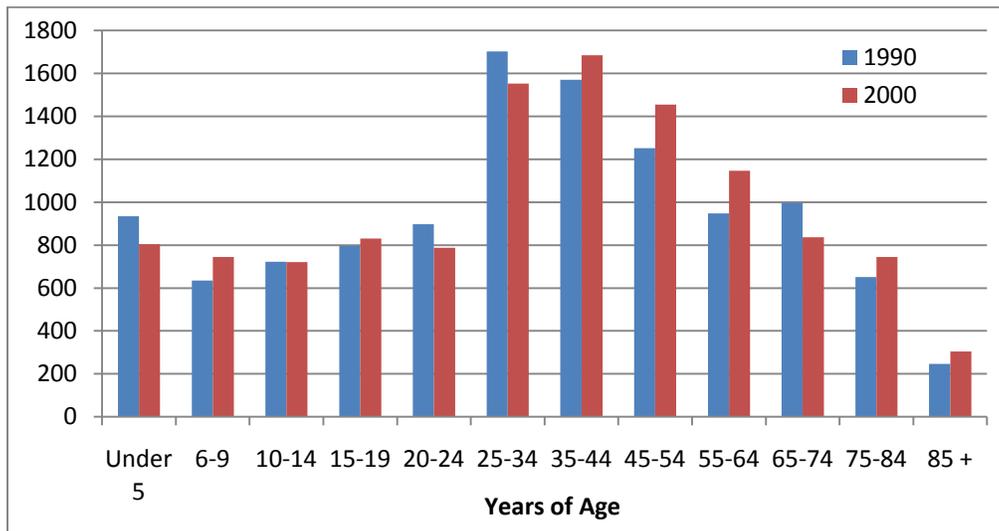
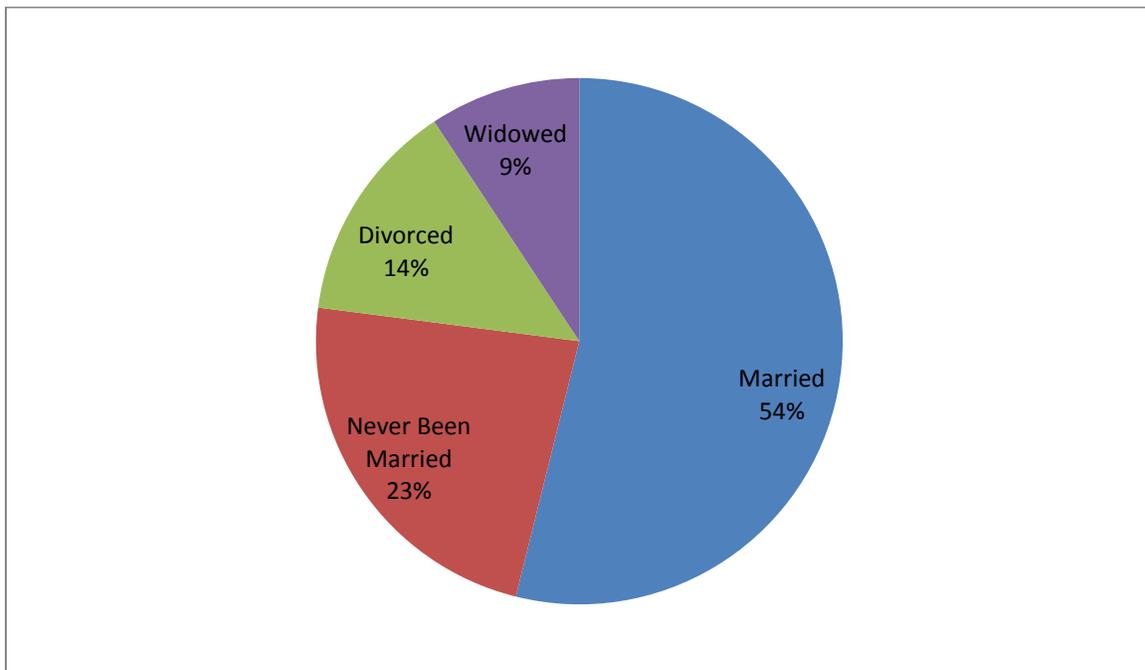


Figure 4.3 shows the past two census populations of the city by age groups. The median age is approximately 37.3 years (**Table 4.1**). According to the 2000 Census, the largest age group is 35 to 44 years, which is 27.0% of the total population. This is followed by the 25 to 34 years age group, which makes up 13.4% of the total population in 2000 (**Table 4.2**).

4.7 Marital Status

According to the 2000 Census, currently married residents 15 years or older make up 52.8% of the population. **Figure 4.4** shows that 22.7 % City of Urbana residents 15 years or older have never been married, 13.4% are divorced, and 9.1% are widowed.

Figure 4.4 - Marital Status of Residents 15 Years or Older



Source: US Census Bureau, 2000

4.8 Education

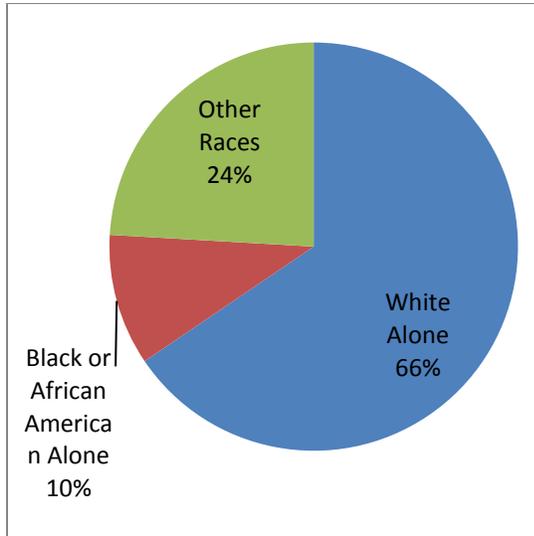
Table 4.3 shows the educational attainment as percentages of the population over 25 years of age in City of Urbana. In all, about 45.9% of the population over 25 years of age has a high school diploma. The Champaign County high school graduation rate is 48.08%. In addition, 4.9% of the population over 25 years of age has an associate’s degree, 7.3% has a bachelor’s degree, and 3.9% have a graduate or professional degree.

Table 4.3: Educational Attainment of Population 25 Years or Older		
Source: US Census Bureau, 2000		
Educational Attainment	City of Urbana	Champaign Co.
Less than 9th grade	6.9%	5.0%
9th to 12th grade, no diploma	14.3%	12.7%
High school graduate	45.9%	48.1%
Some college, no degree	16.8%	18.4%
Associate degree	4.9%	5.3%

Bachelor's degree	7.3%	7.1%
Graduate or professional degree	3.7%	3.3%
Percent high school graduate or higher	78.8%	82.3%
Percent bachelor's degree or higher	11.2%	10.6%

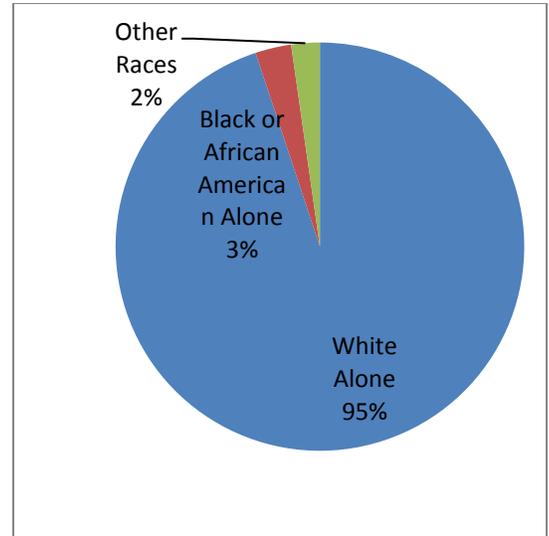
4.9 Race

Figure 4.5 - Population by Race (Urbana)



Source: US Census Bureau, 2000

Figure 4.6 - Population by Race (Champaign)



Source: US Census Bureau, 2000

The two figures above (**Figure 4.5** and **Figure 4.6**) show the racial mix in City of Urbana and Champaign County. The percentage of Blacks or African Americans in City of Urbana (6.0%) is greater than that in Champaign County (2.3%). Not surprisingly, 91.0% of City of Urbana's residents are Caucasian. The remaining 3.0% of the population is comprised of other races such as American Indian & Alaska Natives, Asians, Hawaiian and other Pacific Islanders, *etc.*

4.10 Location and Geography

4.11 Unique Character of the City

Begin text here

Chapter 5

5 Land Use

5.1 Overview

Housing is the largest consumer of municipal services and expenditures. The location of housing strongly influences the general development pattern of a community, including land uses, utilities, transportation facilities, and community facilities. Housing is the largest expenditure the average family makes, and provides a source of wealth for them on retirement. Housing is one of the largest monthly expenditures made by the average family, elderly, and fixed income families spend a disproportionate amount of their incomes for housing purposes. Housing is also a source of income, not only for affluent property owners who have rental holdings, but also for many low to moderate income families who depend on rental of their own housing units to supplement their income. Housing offers a sense of security to those who are able to afford it, and a sense of insecurity for families who cannot meet monthly mortgage, rental, or utility bills. Housing is also a mold of family life. A sound home in an attractive and functional neighborhood offers a family a sense of well being and self respect.

Housing is also considered a source of jobs and an economic return to a community. Approximately one-third of a community's property taxes are derived from residential properties, and any deterioration in the housing stock results in a decrease of funds needed to operate the community. Not only does housing affect residents of a community, but the condition of housing in a community presents an image to outsiders. A community with deteriorating housing can discourage new industries and families from locating there. A community of sound, well-maintained housing can serve as a positive stimulus for desired growth.

Physical and nonphysical components create housing. The physical component includes things that can be seen such as number, quality, style, and environmental conditions of homes and neighborhoods. Nonphysical components include social and ethnic housing patterns, life styles, household incomes, growth, and financial or lending patterns which govern availability of money to construct or purchase homes. The relationship between a person's home and place of employment, civic organizations, shopping, and other needed facilities which make life worth living is also a part of the total housing picture.

Purpose of Residential Planning

The purpose of residential planning is to investigate forces that relate to present and future housing requirements of Urbana and to prepare an action program designed to:

- Maximize balanced housing opportunities for all citizens of Urbana
- Provide local officials with a basis for formulating policies and legislative actions to insure the most desirable growth pattern for the neighborhoods and community.
- Provide local officials with a basis for corrective action to improve existing conditions.
- Provide local officials with a basis for formulating programs to respond to nonphysical aspects of housing.

Because of its many functions, housing is an extremely important complex social and economic phenomenon. All functional planning programs of the City must be integrated with housing development because of the heavy co-dependent relationship. Housing patterns are a result of

many complex social, economic, and political factors, many of which are in mutual contradiction and competition for use of land resulting in many conflicts. Comments from neighborhood meetings and community surveys conducted in the past two years concur. Creating a proper housing plan, and following through with the implementation can reduce the operational expenses such as extensions of water and sewer lines, can permit the fullest utilization of community facilities, reduce school bussing expenses, protect the tax base of residential properties, and alleviate social tensions.

5.2 Existing Conditions

The characteristics of Urbana's population in 2000 is summarized in XXXXXX (demographics section), which indicates 11,613 persons reside in the City. Of this total, XXXX were African American and XXXX were of other minorities. Total minority population of Urbana is XXX% of Urbana's total population.

According to the 1975 Comprehensive Plan for the City of Urbana, Urbana grew from a population of 10,461 in 1960 to 11,237 in 1970, representing a 7.4% increase, and was less than the State's growth rate, but more than Champaign County's. From 1930 through 1970, the population in Urbana grew 45%, with a majority of the population growth occurring in the eastern half of the community. Medium to large lot subdivisions were characteristic of the residential growth patterns in the 1970's.

In comparison, since 1970, the population.....

By the year 2008, the City has seen a significant shift in the housing market. More high density residential and condominium residential development has occurred in the past fifteen years than low-density development. There have been theories as to why. One being the development costs associated with low-density residential drive contractors to build the higher density developments as a means to increase profits. The other driving force is that of a population demanding lower and/or more affordable rents/land purchases because of shifts in income levels, either through under or unemployment or through retirement.

In 2008, the City has also seen a major rise in foreclosures or those who are at risk of foreclosures due to the secondary lending market crash. In an effort to abate vacant properties, the City targeted areas for rehabilitation or demolition of properties using the Housing and Economic Recovery Act of 2008—a neighborhood stabilization program with the goal of enabling low to moderate and medium income households—those directly impacted from what can be construed as unethical lending practices—to obtain quality housing at a more affordable price. In 2009, the City will begin demolishing those properties which are beyond repair for a reasonable cost, and will remodel vacant properties on behalf of nonprofit agencies who will be able to place families into affordable housing units.

The City is facing some residential development pressure in the high-density market. However, there is sentiment that the City is missing top-end housing and that larger lot housing and high-end multifamily development were needed. Residents also responded that they like the hometown and small city feel they have with Urbana, citing that it is good to know your neighbors, to sit on the front porch and wave at passers-by, and to have a real sense of community. Property maintenance issues were also cited as potential deterrents for new investment, that many neighbors do not take pride in the appearance of their neighborhoods.

The City's residential districts are divided into three categories: R1 (low density), R2 (medium density), and R3 (high density residential). With the exception of the newer subdivisions built after 1984, lot sizes according to existing ordinances are now considered legal-nonconforming. In the past five years, many variances have been granted for setback and occupancy requirements due to redevelopment of demolished structures. New homes simply cannot be built on previously platted lots due to the conflict in actual development vs. zoning regulations. For the most part, the original plat and subdivisions are R2 in nature, and were built prior to 1959 with a traditional neighborhood development feel—houses being placed with their fronts parallel to the street, garage and/or parking areas in alleys along the back of the property, with a generally accepted front setback of 35' average.

As a result of the neighborhood meetings, community surveys, and contractors' input the following goals, objectives and strategies are recommended to be adopted by Urbana City Council.

5.3 **Goal:**

Residential

- Implement neighborhood identity strategies, at a minimum, for the following areas (see map XXX):
 - The Parks District
 - The Northern Corridor
 - Aviation Heritage Area
 - Northwest Neighborhood
 - Norwood Neighborhood
 - Miami-Simon Kenton Historic Gateway
 - Ohio Gateway
 - Erie Gateway
 - Scioto Gateway
 - The University District
 - Railroad Historic District
 - 1805 Founders District
 - Cannery Row
- Modify the existing zoning in the City through the use of Neighborhood Overlay Districts to make the zoning more compatible with actual development, both recent and original (in land intensity, density) as well as through an architectural review process to preserve the integrity of the neighborhoods.
- Promote the aesthetic improvements of new and existing housing while conserving historically significant housing.
- Encourage the upgrading and/or elimination of substandard housing conditions while preserving neighborhood stability.
- Provide the opportunity for all Urbana residents to obtain safe, decent, and sanitary affordable housing.
- Encourage public and private sectors to promote adequate housing for the existing and anticipated total population growth.

- Provide adequate and appropriate sites for future housing, including housing for low and moderate income families, and group home facilities, with supporting infrastructure and public facilities.

5.4 Objectives/Strategies:

- **Create Neighborhood Identities**

Strategy: Create neighborhood focus groups to work with third party for development of neighborhood plans.

Strategy: Offer the opportunity to universities for service learning for public administration, planning, urban affairs, or related majors for projects to create neighborhood development/redevelopment plans.

Strategy: Budget for costs, including neighborhood meetings, consultant fees, and any necessary studies to create the neighborhood identities.

Strategy: Adopt development/redevelopment plans as recommended by planning commission members.

Strategy: Create line item in budget to install neighborhood markers, landscaping, and other aesthetic improvements to public rights of way in the neighborhoods.

Modify Existing Zoning to reflect actual existing conditions and incorporate residential overlay districts

Strategy: Review existing zoning codes and compare to existing development patterns.

Strategy: Develop and adopt new zoning code/land use development code to incorporate multiple residential codes, if necessary, and include neighborhood development/redevelopment plans as part of code.

Conserve and improve the aesthetics and housing stock of the community to preserve the quality of the neighborhoods, and to protect the health, safety, and welfare of Urbana residents.

Strategy: By the year 2012, through a survey, identify conditions of substandard housing in the City and establish a program to reduce or eliminate such conditions. If a concentration of substandard units is identified in the initial housing condition survey, an area wide assessment shall be prepared to determine the condition of infrastructure in the area. Infrastructure improvement programs shall be developed, as appropriate within budget constraints, to support the rehabilitation of individual housing units.

Strategy: Prepare updates of the housing condition survey at five year intervals.

- Strategy: Develop and adopt property maintenance code which establishes minimum standards for housing to help ensure that the existing housing stock is maintained in a safe and sanitary condition.
- Strategy: The City shall utilize, where feasible, any state or federal Program designed to assist the rehabilitation of identified substandard units.
- Strategy: The City shall encourage and support neighborhood self-help programs.
- Strategy: Continue to seek grants to support provision of public infrastructure and facilities to upgrade the quality of existing neighborhoods.
- Strategy: As part of the housing stock survey, determine and map the amount and location of all housing units in the City which were constructed prior to 1940.
- Strategy: Establish criteria to determine what constitutes a historically significant residential structure and a historically significant neighborhood.
- Strategy: Systematically evaluate potentially significant historical structures and neighborhoods (districts) and designate as significant those resources considered eligible for inclusion on local and/or national register of historical places.
- Strategy: Promote the designation of historical structures and neighborhoods through the use of informational signs.
- Strategy: Coordinate the identification process with local historic preservation groups.
- Strategy: Adopt a historic preservation ordinance which establishes the process to designate and regulate historically significant residential structures.
- Strategy: Review, and revise where appropriate, relevant codes, to ensure their consistency and compatibility with the intention of the historic preservation process.
- Strategy: Notify owners of historic properties of the status of listing for their property, eligibility for various programs, and results and benefits of participation.
- Strategy: Establish a program to recognize certain historic properties with plaques, monuments, and certificates of significance.
- Strategy: Coordinate the preservation process with local historic preservation groups.
- Strategy: Create more Community Reinvestment Areas to offer tax abatement relief for targeted neighborhoods in an effort to encourage reinvestment in the community.

- **The City shall encourage adequate and affordable housing opportunities to accommodate the expected population**

Strategy: Provide within the residential categories of the future land use element, a range of densities in locations convenient to the needs of various segments of the population, including a variety of development strategies such as clustered land use, traditional neighborhood, planned unit developments, sustainable housing development areas and similar developments.

Strategy: Include in land development regulations, provisions which prevent the occurrence of exclusionary zoning.

Strategy: Annually review housing regulations in order to incorporate new standards which allow low-income housing and eliminate standards which cause unnecessary delays and/or add unnecessary costs to housing units.

Strategy: Designate residential areas on the Future Land Use Map to support redevelopment and new development.

The City shall contribute to the provision of adequate sites to meet the demand for very low, low, and moderate income housing units.

Strategy: The City shall support the development of a Champaign County Housing Authority.

Strategy: By 2012, the City shall establish locational criteria to guide projects which accommodate very-low, low and moderate income households. The criteria shall address accessibility to shopping, schools, services, and employment and will avoid concentration of such units in single areas or neighborhoods.

Strategy: The City shall create and implement efficient land development standards. Include in the Land Development Regulations, standards which allow small lot single family units in several different zoning classifications. Small lot for a single family unit means a lot with a minimum lot area of six thousand (6,000) square feet.

Strategy: Support the efforts of the low and moderate income developers through the City's locational criteria and certain financial incentives which maybe available, to locate and develop or redevelop sites for low and moderate and mixed income housing.

Strategy: Address within Land Development Regulations the location of group homes, independent care facilities, and assisted care facilities. These standards shall be nondiscriminatory in nature, and address proximity to services, concentration of homes in a single area, isolation of homes, and incompatible land uses. These group homes shall be a permitted use or special exception in a variety of zoning districts throughout the City.

5.5 Sustainability:

Begin text here

5.6 Parks and Receptions:

Generally speaking, parks and recreation are considered good things to a community. Parks contribute to our landscape and to our quality of life. Recreation allows us to use our leisure time creatively and to make it work on behalf of the community. It takes resources, however—money and time—to create parks and recreational opportunities, and because our resources come with a cost and limit, we need to plan ahead for their use.

Because the City of Urbana and surrounding Champaign County generally have a wide open topography and agricultural landscape, for many years, residents felt little need to develop parks and public green spaces. Development and urbanization of farmland and the needs of families and adults have changed over the years, and the demand for leisure activities have increased dramatically. Public recreation needs additional facilities and innovation to meet the wide and increasing range of ages, interests and desires of the community. While meeting the needs of the residents, the City shall incorporate the following over-arching goals:

- Establish a park and recreation system that meets the high standards of the community.
- Create a safe and interesting network of trails.
- Preserve trees and greenways by encouraging the preservation or development of large areas of greenery that provide a visual impact as opposed to creating small areas of unusable residue.

5.6.1 Overview

Two common land use principles that relate to Parks and Recreation state that the natural environment should be protected, enhanced, and better integrated in the community and that opportunities should be created to walk and bike easily throughout the community. Urbana currently provides a variety of recreational opportunities for its residents. Whether it is swimming, participating in a soccer match or a softball game, playing a round of tennis, enjoying quiet time around the pond, or getting an adrenaline rush at the new skate park, a full range of recreational pursuits is offered (both public and private).

Working with community partners such as Urbana University, the Champaign Family YMCA, Urbana Youth Sports, and Simon Kenton Pathfinders, Urbana has been able to add additional programs and facilities to increase recreational opportunities throughout the community. Public schools supplement the recreational facilities supplied by the City, Urbana University, the YMCA, and the Pathfinders, some of which are available to the community at large. In 2009, the City will consider approval of a Frisbee disc golf course to be donated and installed from supporters of the sport. Although not yet adopted by the City Council to date, in 2005, a master parks plan map for Melvin Miller Park was developed to guide the future development of the park. This map will also be the guiding principle for this section of the Comprehensive Plan. Over the next 20 years, the community will need to continue to build the park and trail system in order to keep pace with the recreational demands of our population. This means investing in park infrastructure as described in the 2005 Master Park Plan.

This portion of the plan must address the challenges that the future brings. Without proper planning, land can be eaten up by development and can become unavailable for

public use. Price, location, and scarcity will make it increasingly difficult for Parks and Recreation to acquire property for parks if the urban area grows. Aging facilities and properties require repair and renovation to stay safe, efficient, and functional. Public recreation needs additional facilities and innovation to meet the wide and increasing range of ages, interests, and desires of the community.

5.6.2 Existing Conditions

- Melvin Miller Park
- Gwynne Street Park
- Market Street Park
- Route 29 Park
- Schools
- Vacant grounds: East Ward Street, East Water, North Main, Dellinger/East Lawn, East Lawn, etc.

5.6.3 Goals

The goal of this portion is to begin to lay out a framework around which the City intends to develop a comprehensive parks system in an orderly and efficient manner. The Parks and Recreation Board, City Administration, and City Council shall be guided by these policies, which are intended to serve the public's interest and to protect public parks, trails and open spaces. The following goals shall guide the objectives and strategies for the parks and recreation department:

- Provide a system of parks and recreation which affords each resident and visitor to Urbana with the opportunity to engage in a full range of recreational activities.
- Develop a system of parks and recreation which meets the needs of existing and future residents of Urbana.
- Enact an impact fee ordinance so that funds obtained will be used for land acquisition and capital recreation improvements. Other funding sources should also be evaluated.
- Ensure that open space is adequate to provide for good environmental quality and an aesthetically attractive community.
- Ensure access to publicly owned recreational sites.
- Establish and maintain public policies that address recreation resources in order to consistently carry out its mission and serve the recreation needs of the people, including for the selection, classification and acquisition of parklands and the use of the lands for recreation purposes.
- Develop and maintain inter-local agreements for joint development, right-of-use, land transfers, leases, exchanges, dedications, and surplus or easement land acquisition procedures in order to maximize opportunities for our residents.

5.6.4 Objectives/Strategies

- **Classify recreational areas by service area and intensity of usage**

Strategy: Recreational areas shall be classified into minipark, tot lot, Neighborhood Park, or Community Park.

Strategy: Classify existing and proposed parks and establish an intensity of usage and list of proposed facilities.

Strategy: The provision and maintenance of mini-park/tot lot and neighborhood parks will normally be the responsibility of private developers, neighborhood organizations, community groups, or the City in the case of existing neighborhoods.

Strategy: The City shall be responsible for the provision of community parks.

Strategy: Open space consists of land areas occupied by predominantly natural vegetation and utilized as passive or resource-oriented recreation or as unimproved natural areas.

- **The City shall establish standards for parks.**

Strategy: The standard park may include the following facilities: activity building, lighted tennis courts, lighted basketball courts, lighted softball/baseball fields, lighted multi-purpose fields (soccer and football), lighted handball courts, lighted horseshoe pits, lighted bocce ball courts, swimming pool and bath house, playground area, picnic area, jogging/walking trail, restroom/concession facilities, skate parks, executive golf courses (max of par 4), maintenance facility, perimeter fencing, sidewalks, and parking lots.

Strategy: Recreation standards shall be reviewed every two years and revised to maintain consistency with changing local conditions. Recreation user surveys shall be conducted periodically to determine participation rates in user-oriented and resource-based facilities and to assess resident interest in specific recreation facilities.

- **Residential Development Recreational Facilities standards shall be created and implemented.**

Strategy: Land development should not be permitted unless adequate recreational facilities and open space exist or are ensured.

Strategy: Identification of neighborhood park sites should be encouraged in residential developments greater than 20 dwelling units.

Strategy: The Land Development Regulations will be amended by 2015 to provide standards and requirements for residential developments to provide on-site, user oriented neighborhood recreation facilities, and to determine what entity (ies) will be responsible for their maintenance. These recreation facilities will not be part of the city recreation system and will not be funded by impact fees nor eligible for credits.

Strategy: Include in the standards provisions for multi-modal transportation such as bike paths, sidewalks, ADA accessibility.

- Strategy: The provision of acceptable sites and or facilities for community or neighborhood parks shall be credited against City impact fees.
- Strategy: Mini-park/tot lots or neighborhood parks and other open space areas in residential developments shall be maintained by the developer, homeowners association, or park district as authorized by the City.
- Strategy: By 2012, the City Parks and Recreation Department shall develop a communitywide plan for the recreational development of parks and open space to serve the projected population at buildout contemplated by this comprehensive plan. The plan shall include at a minimum: an assessment of the current and projected demand for city recreation facilities and open space; standards for developing the various categories of city park sites; an analysis of the long term effectiveness of current parks and open space levels of service standards for meeting the needs of a buildout population; provisions for joint and co-located recreations facilities for use by the City, Urbana Youth Sports, YMCA, civic organizations, and the School District; and an assessment of the suitability of undeveloped park sites throughout the City with plans for their development or role as open space and identification of the appropriate entity (ies) for maintaining each site.
- Strategy: The City shall compile and maintain information on all non-City recreation facilities and programs. After obtaining the information required, the planning of City facilities and programs shall consider the availability of similar non-City facilities and programs to avoid duplication and to achieve efficiency in the use of public resources.
- Strategy: Community or neighborhood parks shall have adequate and safe vehicular, bicycle, and pedestrian access. Neighborhood parks shall emphasize pedestrian access, with vehicular accessibility given less emphasis. Parking spaces and bicycle racks shall be provided at public parks and recreational facilities consistent with public needs.
- Strategy: The City shall consider shall consider handicap access needs in the design and construction of all new publicly owned recreation facilities.
- Strategy: Where economically and otherwise feasible, existing publicly owned facilities shall be modified to permit handicap access.
- Strategy: The City shall determine the need for recreation programs for the mentally or physically impaired and assess whether existing City and non-City recreation programs meet the identified need.
- Strategy: The City shall encourage planning, development, and full use of trails and greenways through the planning of non-motorized trail systems for pedestrian and bicycle access to existing and new parks as an alternative to automobile access. Also, plan multi-use trail systems that

link adjoining communities leading to rural or natural areas through regional trail linkages.

Strategy: Working in collaboration with bike trail developers, Simon Kenton Pathfinders, ODOT, MORPC, LUC, MVRPC, Clark TCC, and any other state or federal entities, develop specific trail plans to be used as guides in creating coordinated recreation and transportation systems for pedestrian and all non-motorized vehicles or forms of transportation. Also, establish public awareness programs for the use, safety and maintenance of trails.

- **Collaborate with private and public sectors to serve the needs of the community.**

Strategy: The City shall support the efforts of non-City providers of recreational facilities and programs including the private sector, the school systems, nonprofit organizations, area communities, the State of Ohio, and all Champaign County School Systems.

Strategy: The City shall coordinate and enter into reciprocal no-fee agreements with the non-City providers (school systems, nonprofits, youth sports groups) regarding recreational services toward the joint use of facilities.

Strategy: The City shall cooperate with the Urbana City Schools and any privately held schools to help encourage the placement of user-oriented recreation facilities on existing and new school sites.

Strategy: The City shall cooperate with the local schools in planning for joint-use and co-located recreation facilities. Neighborhood or community parks (as appropriate for the neighborhood and school size) should be located within one-half mile of schools, and, if practical, should be developed as adjoining or joint-use facilities. The City shall be a party to joint agreements to develop mechanisms for developing joint-use recreation facilities with new schools. Upon development of mechanisms which are mutually acceptable to both parties, the City shall seek a source of funds for sharing in the construction costs of joint-use facilities.

Strategy: Encourage use of local park and recreation facilities for a wider range of human service delivery (i.e., health information, personal consumer protection, nutrition, seniors, childcare, bookmobiles, play-mobiles, etc.).

- **Parks and Facilities Improvements**

Strategy: Provide for the orderly and comprehensive planning of parklands and recreation resources through design standards, site planning criteria, and Master Plan procedures. Such procedures should respond to public need and requirements for park development, facilities and recreation services. Consideration should be given to use of joint school/park

programs, development and the application of reasonable standards and conditions for such use.

Strategy: Develop and adopt a master plan to guide the use and development of all City-owned or operated parks. Adopt the Melvin Miller Park Master Plan conceptual drawing (2005) as presented.

Strategy: Actively involve the community including but not limited to neighboring property owners, potential users, and professionals in the field of parks and recreation. Not permit the construction of new housing in City parks. Not permit the commercial development or activities unless a finding is made by the City Council that the proposed commercial use is in the public interest and compatible with the public use and enjoyment of the park.

Strategy: Encourage and support development of local neighborhood, volunteer and community-based programs for park improvements, including participation of civic clubs, non-profit organizations, and organized groups with a vested interest in recreational opportunities.

Strategy: Park designs shall conform to local ordinances or recognized state and national standards for access, safety, health and protection of humans and domestic animal species. Park development shall be of high quality and aesthetically pleasing and sensitive to the opportunities and constraints of the natural, physical or architectural environment.

Strategy: Develop new facilities in an orderly fashion in accordance with an adopted Parks Capital Facilities Plan.

Strategy: Build a combined gymnasium and Municipal Pool building to replace existing dilapidated structure and expand service opportunities for youth and adult sport programs in Urbana.

Strategy: Continue to invest in our parks system to improve existing conditions and provide facilities that meet the demands of the population.

Strategy: Provide amenities at parks and recreation open space facilities such as lighting, seating, drinking fountains, trash receptacles, bicycle racks, and shelters wherever possible and appropriate to extend hours of use and service quality.

- **Parks Improvements Funding**

Strategy: The imposition of impact fees and dedication requirements are two of the preferred methods of regulating land development in order to ensure that it bears a proportionate share of the cost of park capital facilities necessary to accommodate the development and to promote and protect the public health, safety, and general welfare of the community.

- Strategy: Credits of up to 50% of the parks impact fee may be given for recreational facilities provided to the City by the feepayer only if recreational facilities serve the same purposes and function as set forth for community and neighborhood parks in the Comprehensive Plan.
- Strategy: Correction of existing recreational facility deficiencies shall be funded through mechanisms including impact fees.
- Strategy: Where residential development proposes to increase densities above 8.0 dwelling units per gross acre, open space requirements shall be increased above the standards.
- Strategy: The City shall acquire lands and develop facilities for the recreation and open space uses from donations, grants and other sources. The City shall identify and evaluate specific corporate foundations, community organizations, State and Federal Government grant programs to determine applicability to specific City projects. If determined feasible, applications shall be made. Community organizations and residents shall be encouraged to participate through a volunteer “adopt-a-park” or other similar program.
- Strategy: The City shall develop a schedule and charge users of City facilities a reasonable fee to help defray the cost of maintenance and operation of, and improvements to recreation sites.

5.7 Sustainability

Begin text here

5.8 Summary:

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5.9 Overview

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5.10 Existing Conditions

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5.11 Goals

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5.12 Objectives/Strategies

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5.13 **Sustainability**

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Chapter 6

6 Infrastructure

6.1 Overview

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6.2 Transportation

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6.3 Overview

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6.4 Existing Conditions

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6.5 Goals

Begin text here

6.6 Objectives/Strategies

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6.7 Sustainability

Begin text here

6.8 Summary:

Begin text here

6.9 Overview

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6.10 Existing Conditions

Begin text here

6.11 Goals

Begin text here

6.12 Objectives/Strategies

Begin text here

6.13 Sustainability

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Chapter 7

7 Economic Development

7.1 Overview

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7.2 Existing Conditions

Begin text here

7.3 Economic Development (move below)

7.4 Land Use

Why Undertake a Retention, Expansion, and Attraction Strategy?

The Retention, Expansion, and Attraction Strategy describes a roadmap for the City, the County and its partners (private, non-profit, public sector) illustrating how they can work together to enhance employment, investment and quality of life opportunities that will benefit the entire community. The strategy is based on the premise that the community can develop local visions and goals of what it wants to become, determine the sectors in which it has the best chance of being successful and apply resources to achieve them. If done systematically and over the long-term, Urbana and Champaign County can enhance its economic base while maintaining its core values.

For the City of Urbana, there are a number of motivating factors for this Retention, Expansion and Attraction Strategy. They include:

- Making recommendations on the activities of the City and County Economic Development Office;
- Desire to become a proactive community that embraces partnerships with local and regional economic and business development organizations;
- Using these partnerships to leverage spending with external funding programs and enhance the likelihood of positive outcomes;
- Recognizing that as senior governments continue to offload programs and responsibilities to the local level, municipalities will be under more pressure to ensure local economies are able to support municipal financial needs; and
- Acknowledging that, today, communities must compete for investment, human resources and infrastructure.

In reality, the City and Champaign County Townships are continuously making decisions that affect economic development. The most obvious ways in which economic development is influenced by local government are through decisions on land use and property taxation, but there are many other ways in which economic development can also be either positively or negatively affected. Examples include the working relationship between local government and the business community, the cost and time required to move through reviews and approval processes and the effort made to understand and respond to the needs of business.

Economic development is about more than attracting companies and investments to a community. These opportunities are part of stimulating growth, but they should not be pursued at the expense of overlooking the needs of the community and existing businesses. In fact, research from numerous sources shows that existing businesses create 70-90% of all new economic growth in a community. Rural communities, like Urbana and Champaign County, tend to sit in the higher part of the above range because of they are more challenged than urban centers in attracting inward investment compared to large communities such as Columbus, Cincinnati, and Cleveland.

There will be a component within the following strategy that includes efforts to foster growth within the existing business community – something that the City’s and County Economic Development Offices already do, in collaboration with CTEC and the Chamber of Commerce. Having said that, there is a role for investment attraction in Urbana’s strategy and the next section looks at this in much more detail.

Champaign County Chamber of Commerce and Visitor’s Bureau

The County’s Chamber and Tourism Office currently has a full-time Executive Director as well as administrative assistance with a modest budget to carry out economic development and tourism services. Its activities affect many different parts of the community. The office’s initiatives are not strictly confined to business retention, but also involve other community-based projects such as civic engagement through the Champaign County Leadership Program, business retention through Champaign County Safety Council, Business to Business Networking opportunities, Human Resources luncheons, and personal visits to organizations within the county. Both the Champaign County Visitor’s Bureau and Chamber have active advisory committees. These members of the community come from a wide range of business and cultural interests.

Champaign County Community Improvement Corporation (CIC) & CTEC-- *To be inserted*

Providing Top-Notch Services

Economic development is a service business and investment prospects require a high-degree of attention. To effectively determine the client’s needs and identify possible solutions takes strong selling skills and a broad knowledge of the local and regional economy, certain industrial sectors, building/land development and the local business community.

Interaction with the client may begin with a single staff person, but as the project develops it is normal for many different departments and outside organizations to be involved. There needs to be a standard operating procedure and single point of contact, but this person must have the ability and capability of accessing information from many sources. To be consistently successful in attracting new business, the City and other organizations in the community must be recognized as one team who are working towards the common goal of doing whatever it can to attract desirable investments.

The City is currently fairly well-equipped to handle basic development inquiries. However, the City is clearly not well-equipped to consistently meet the “Gold Standard” of acceptable response times. The following table shows how the Gold Standard has changed over the last ten years:

Year	Gold Standard Response Time	Service Provided
1998	48 hours	At the end of the call with the investment prospect the economic development office (EDO) says: “To help you

		better understand our community and the opportunities we have for you, I will put together a package that contains our Community Profile, Available Properties Guide and Brochure. I will use Post-It Notes to highlight the pages that will be of most interest so you can quickly find the relevant information. I will overnight that out to you tomorrow and you should have it in 48 hours.”
2003	Same day	At the end of the call with the investment prospect the EDO says “To help you better understand our community and the opportunities we have for you, I will send you an email before the end of the day that has several attachments including key excerpts from our Community Profile as well as hyperlinks to online listings of available property that closely meets your criteria.”
2008	While on the phone	During the call with the investment prospect, the EDO says “Do you have access to the Internet right now?” [YES] “Great, why don’t we go online and I’ll take you through our website so that you can download the relevant files. We’ll also go through our available properties directory and look at maps, photos and details of available properties which meet the criteria you’ve described to me.”

Urbana and Champaign County have an opportunity to utilize the latest technology to provide top-notch client service. If the City’s competitors are, then without it, it will be that much more difficult for City to be successful. If the City’s competitors are not, then Urbana and Champaign County have a leg up in the first 10 minutes of the selling process.

Where Does Lead Generation and Prospecting Fit In?

Meeting the “Gold Standard” is great, but if the phone is ringing only once a month, then the City is not effectively leveraging its investment in technology. Without a proactive effort of lead generation and prospecting this is exactly what will happen – the City will be waiting for people to call rather than generating interest in the product (the City) so that people will call.

The selection of target industry sectors that follows in this report is an important component of being able to promote and sell our community effectively. Once there is an understanding and consensus on where Urbana and Champaign County have the best chances of being successful, human and financial resources can be focused.

“Selling” is an important part of any economic development professional’s skill set. It should become an integral part of weekly activities. With target sector selected, the community can become much more confident in being proactive to reach out to potential investors and “influencers”. Influencers are individuals who look at a broad range of communities to help business investors stay anonymous, collect the most relevant data and conduct the proper analysis.

It is rare for all, but the smallest companies, to conduct their search without the use of these professionals because most firms are not in the process of expansion/consolidation/relocation very often and do not have the necessary skills in their existing management team. Site selection is an intensive and also usually very lengthy process which means key management staff cannot afford to have their time eaten up by such a sub-project. Examples of influencers include:

- Consultants working with the Ohio Department of Development such as the Global Markets Division of ODOD, the Ohio Soybean Council, the Japan External Trade Organization, Overseas Private Investment Corporation, etc.
- Industry-specific lenders, venture capitalists, consulting firms and analysts;
- Real estate agents who specialize in industrial and commercial property (e.g. CBRE, Cushman & Wakefield, Colliers International); and
- Site selection consultants who work for independent firms (e.g Hickey and Associates, Canup and Associates, Mike Barnes Group, KPMG, Wadley-Donovan Group) or “Corporate Services” divisions of real estate agencies as mentioned above.

It is very important for Urbana and Champaign County to include these people into our promotion and sales efforts. More, specific recommendations are part of the Attraction Strategy that follows in [Section XXX](#).

7.3.1 Income and Occupations

Table : Median Household Income in 1999	
Source: US Census Bureau, 2000	
Region	Dollars
City of Urbana	33,702
Champaign County	43,139
Ohio	40,956

Table shows that the median household income in City of Urbana (\$33,702) is about \$7,254 less than the State of Ohio median (\$40,956) and about \$10,000 less than the Champaign County median (\$43,139). **Table** shows that the largest percentage of city households falls into the \$35,000 to \$74,999 household income category.

Table: Household Income in 1999 (% Households)			
Source: US Census Bureau, 2000			
	Urbana	Champaign Co.	Ohio
Less than \$10,000	10.3	6.6	9.15
\$10,000 to \$14,999	10.6	7.4	6.42
\$15,000 to \$24,999	14.6	11.4	6.44
\$25,000 to \$34,999	16.5	13.9	6.92
\$35,000 to \$49,999	17.6	18.4	6.79
\$50,000 to \$74,999	18.5	24.7	6.78
\$75,000 to \$99,999	7.7	10.9	6.22
\$100,000 to \$149,999	3.6	5.1	5.92
\$150,000 to \$199,999	0.2	1	5.21
\$200,000 or more	0.4	0.7	9.59

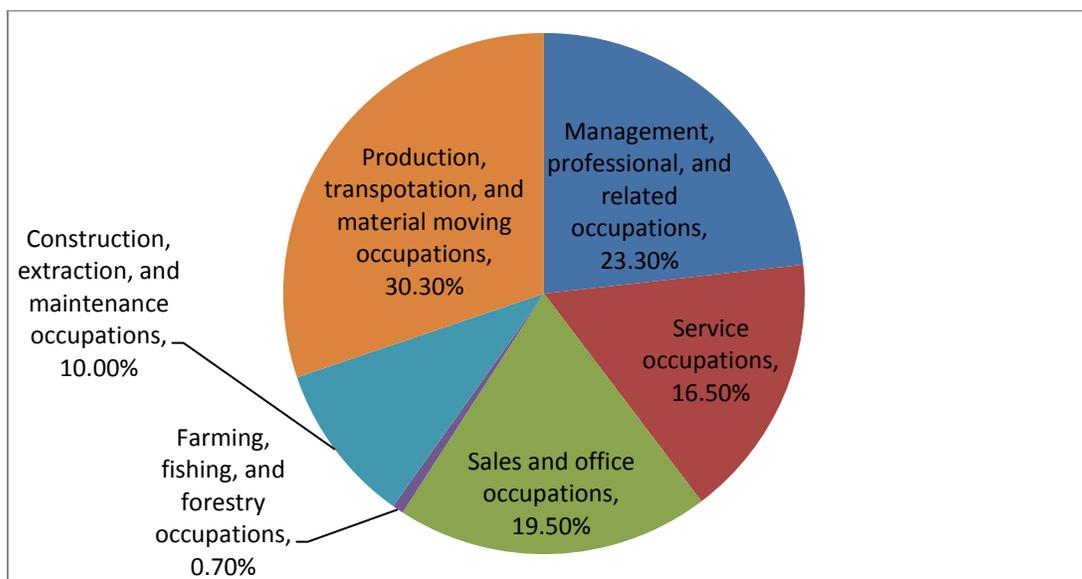
Table shows that the unemployment rate in City of Urbana in 2000 was 3.8%. This is over the unemployment rate in Champaign County (2.9%), and that of the State of Ohio (3.2%).

Table: Employment Status Source: US Census Bureau, 2000						
Employment Status	Urbana		Champaign County		Ohio	
	Number	%	Number	%	Number	%
Population 16 years and over	9,245	100	29,904	100	8,788,494	100
In labor force	5,806	62.8	20,167	67.4	5,694,708	64.8
Armed forces	0	0	11	0.1	9,918	0.1
Civilian labor force	5,806	62.8	20,156	67.4	5,684,790	64.7
Employed	5,455	59.0	19,299	64.5	5,402,175	61.5
Unemployed	351	3.8	857	2.9	282,615	3.2
Not in labor force	3,439	37.2	9,737	32.6	3,093,786	35.2

Figure shows that 30.3% of the city residents 16 years or older are employed in the production, transportation, and material moving occupations group. Another 23.3% are in the grouping of management, professional, and related occupations, and 19.5% are in the sales and office occupations grouping. If we compare the figures for City of Urbana with those for Champaign County and the State of Ohio (**Table**), we see that the figures for the city are only statistically lower than the both the county and the state in the sales and office grouping occupation. The City of Urbana statistically is higher than both the county and state in the service occupation and construction, extraction, and maintenance grouping occupations.

Figure– Occupation of Residents 16 Years or Older

Graph 1 – Occupation for Age 16 and over



Source: US Census Bureau, 2000

Table: Occupation of Residents 16 Years or Older
Source: US Census Bureau, 2000

Occupation	(%)		
	Urbana	Champaign County	Ohio
Management, professional, and related occupations	23.3	23	31
Service Occupations	16.5	13.5	14.6
Sales and office occupations	19.2	21.5	26.4
Farming, fishing, and forestry occupations	0.7	0.9	0.3
Construction, extraction, and maintenance occupations	10	0.9	0.3
Production, transportation, and material moving occupations	30.3	31.6	19.0

Table shows the distribution of employment for residents in City of Urbana, Union County and the State of Ohio. About 24.5% of employed City of Urbana residents are in a manufacturing type of business, and another 21.4% are in the educational, health, and social services group. Together, these two industrial categories employ 45.9% of all city workers.

Table: Employment Categories			
Source: US Census Bureau, 2000			
Industrial Group	(%)		
	Urbana	Champaign County	Ohio
Manufacturing	33.3	35.8	20.0
Educational, health and social services	17.2	14.2	19.7
Retail Trade	11.3	10	11.9
Arts, entertainment, recreation, accommodation and food services	6.5	6.2	7.5
Professional, scientific, management, administrative, and waste management services	5.0	4.5	8
Finance, insurance, real estate, and rental and leasing	4.9	4.4	6.3
Other services (except public administration)	4.8	4.1	4.5
Construction	4.3	5.2	6
Transportation and warehousing, and utilities	3.8	4.3	4.8
Public Administration	3.7	4.1	3.1
Wholesale Trade	2.1	3.2	3.6
Agriculture, forestry, fishing and hunting, and mining	1.8	3.9	1.1
Information	1.1	1	2.4

7.3.2: Poverty Status

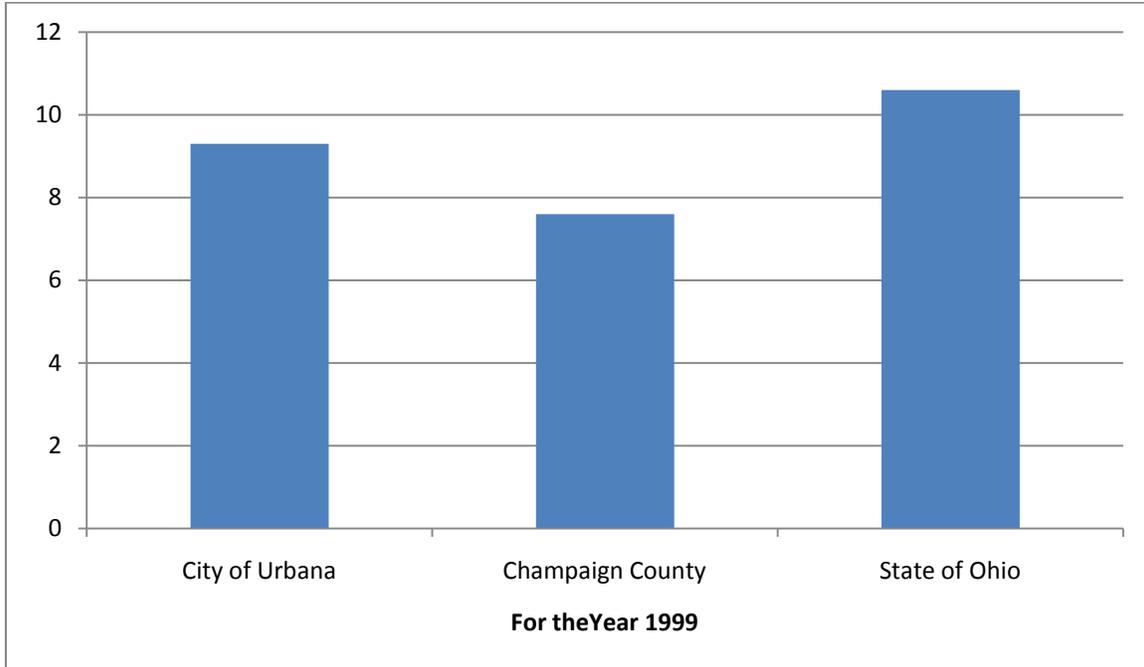
The U.S. Department of Health and Human Services defines the federal poverty level based on the number of persons living in the family unit. For a single-person household, the poverty level is defined as an income of \$9,570 or less. For each additional person in the family, the income level is raised by \$3,260.

Table shows the percentage of families below poverty level in City of Urbana, Champaign County, and the State of Ohio. In 1999, there were 216 such families in the city. **Figure** shows that the poverty level for individuals in City of Urbana is greater than that of Champaign County (5.1 %), and slightly less than the State of Ohio (7.5%).

Table: Poverty Status (Below Poverty Level)	
Source: US Census Bureau (1990,2000)	

	City of Urbana, 1999		Champaign County, 1999		State of Ohio, 1999	
POVERTY STATUS (Below poverty level)	Number	%	Number	%	Number	%
Families	216	7.1	555	5.1	235,026	7.5

Figure– Individuals Below Poverty Level



7.5 Goal:

Begin text here

7.6 Objectives/Strategies:

Begin text here

7.7 Sustainability:

Begin text here

7.8 Downtown Development:

Begin text here

7.9 Overview

Begin text here

7.10 Existing Conditions

Begin text here

7.11 Goals

Begin text here

7.12 Objectives/Strategies

Begin text here

7.13 Sustainability

Begin text here

7.14 Workforce Development:

Begin text here

7.15 Overview

Begin text here

7.16 Existing Conditions

Begin text here

7.17 Goals

Begin text here

7.18 Objectives/Strategies

Begin text here

7.19 Sustainability

Begin text here

Chapter 8

8 Community Services

8.1 Overview

Begin text here

8.2 Existing Conditions

Begin text here

8.3 Goal:

Begin text here

8.4 Objectives/Strategies:

Begin text here

8.5 Sustainability:

Begin text here

8.6 Housing:

March 7, 2008

RE: Neighborhood Meetings, Updated Schedule

Greetings All!

Sorry for the late letter for your homework and meeting reminder, but I've been a bit caught up in the East Lawn Avenue Reconstruction project paperwork for ODOT. Now that all of the required documentation has made its way to Sidney, it is now time to focus more energy on our Comprehensive Plan.

At the end of this letter, you will find a bulleted list of each of the wards' notes as well as my commentary from the meetings that I shared with the Steering Committee. Note that the report is generalized and relates to the entire community as well as each specific ward. It was also discussed to hold combined meetings for the 1st and 2nd wards as one group and the 3rd and 4th wards for the second group for the culture and quality of life discussions we will be holding at our next meetings.

In response to this request, the meetings will be combined. The next meeting for the **1st and 2nd wards will be on Wednesday, March 12th at the South Point Community Center at 6:30 p.m.** The meeting for the **3rd and 4th wards will be on Wednesday, March 19th at the Melvin Miller City Park office (next to the tennis courts) at 6:30 p.m.**

Our next meeting will focus on a goal setting session for quality of life issues. Be prepared with your ideas on what you would like to see develop, culturally, in our community, strategies on how to accomplish those goals (including how we encourage that development), who you think should be responsible for partnering in the accomplishments of those goals, and a timeline to complete those goals. At our last meetings, I asked for you to visualize where you see more park space, bike paths, etc, regardless of what is existing. I will be bringing those maps back to the meetings for refreshing your memories.

When thinking about cultural and quality of life issues, there are many things to consider. Shopping and business opportunities can also be included in quality of life issues, but I am requesting that we not discuss those until our third meeting as I gather information from you for our business retention, expansion, and attraction strategy session. Other factors in quality of life include parks/recreational opportunities, healthcare, fine arts/theater/entertainment, crime rate, neighborhood/community involvement, educational opportunities, and list goes on. Please have some ideas when you come to the meeting!

See everyone soon!



Ward Meeting Report

The focus of the first of three ward meetings centered on housing. Questions were asked about what “stuck out” in each of the neighborhoods—anything from foreclosures, condition of housing, any specific groupings of homes that could use some repair, etc were the starting topics of the conversations. Then, each group was asked about solving the particular problems they saw in their neighborhoods. In summary, all the wards noticed a lack of neighborhood pride, but overall, were content in the way the entire ward appeared, with some area-specific problems. Each ward also brought up the concept of involving the neighbors in making their community a better place to live while increasing the sense of being or belonging to their immediate neighborhood.

For areas of concentrated deteriorating housing stock, especially in the 4th ward, instead of annexation, the group concentrated on how to encourage reinvestment into their ward. This included using abatement tools such as Community Reinvestment Areas, encouraging the University, local businesses, youth and church groups into taking a more practical/proactive role in rallying around community service days such as Make a Difference Day (October) and Youth Service Day (April) or offering more support to groups such as Habitat for Humanity in revitalizing neighborhoods. In the 3rd ward, along the older sections of town and approximately 3 blocks east of Main Street, potential CRA areas were also noted. In the second and first wards, a majority of deteriorating housing stock was limited and described as “splotchy,” “sparse,” and “sporadic.”

In all the wards, maintenance issues were brought forth for existing property owners. Each ward felt that a maintenance code with bare minimums for keeping properties in better shape should be enacted, but realize that there may be issues when dealing with enforcement and the court system. Along with the maintenance codes, how a homeowner could afford to pay for upkeep was also brought up—investments from local banks through their CRA requirements was suggested as one option to explore

for no interest or low interest loans to aid property owners in the upkeep of their homes. In order to enforce more consistently, residents asked if the wording can be changed in the nuisance code to reflect if property owner has more than (fill in number) citations per (fill in number) year(s), a much stiffer fine be enforced or added to tax bill and whether or not the court system would be in support of the efforts to “clean the City up.”

The number of rentals in disrepair was also strongly noted in each ward meeting. A question was asked if the landlords had an association where the City could communicate their concerns to the group as a whole. Another concern was the number of absentee landlords or those in ill health that are no longer able to maintain the rental units. Another suggestion was for single family homes that are converted into duplexes have an automatic reversionary clause if the property is sold or the owner does not live in one side. All the concerns were universal regardless of the ward—maintenance of a property being the driving force.

As part of the homework for the ward meetings, the residents were asked to drive their communities, street by street, and make notes on anything they noticed. Sidewalks were another area that each of the wards commented on, in both public and private developments. Suggestions to remedy the lack of sidewalks included assessing the property owners after the City installed the sidewalks so that development would be uniform throughout the communities. The question that remained open was which area do we start in first? For the 1st ward, redevelopment was viewed with a bit different eye—they also focused on downtown redevelopment.

Participants in the 1st ward meeting felt the need to green-up the downtown parking areas, redevelop/clean up the rears of the properties, potentially add a parking garage on the 2nd block of Market Street, and restrict alley access and make them pedestrian/bicycle friendly to reduce the number of cars pulling out blindly into pedestrians/bike traffic on the sidewalks.

Zoning was another issue that was brought up. Members of the 3rd Ward felt that R3 needed to be moved to the west side, while the west side felt that they needed more R1. As I pointed out the areas on the zoning map, a single question was posed—tell me where the more expensive homes are located in the City. Once the 3rd ward realized that they had the over 2/3 of the R1 housing, the focus of segregating traditionally lower income persons into one section like was done in the “Projects” of Cincy’s Over the Rhine as an example became a side bar for the discussion. The 3rd ward’s fear that “trashy, drug-related” housing would deteriorate the property values in their neighborhood.

I suggested that they view things from an educator’s perspective by posing the question “what do the schools require all students to wear when performing their music programs, including young elementary classes?” The answer: no holes in jeans, no holes in shoes, no holes in shirt. The follow up question: How do children in “holy” jeans stand and how do these same children stand when in nicer clothes? The follow up answer: (visualize one of the resident’s posture) slouched vs. straight and proud. I then brought the conversation full circle to the maintenance issue—by asking if the neighborhood does not allow broken screens, falling off shutters, etc, how do you think the property owners/renters of lower income will respond?

The shift in thinking went from banning R3 housing to what can we do to regulate the type of R3 housing we can incorporate to enhance our neighborhoods as well as how can we rezone so that R3 is not abutting R1, and so that the natural progression from a more dense downtown smoothly transitions to the more rural R1 towards city edges.

Parks and Open space was one other topic that our ward meetings briefly touched upon. I asked where, regardless if something existed in a spot or not, do they visualize parks, open space, or bike trails in their wards. You will view the maps at our next meeting. The next ward meetings will focus on Culture and Quality of Life Issues.

Notes from the ward meetings (all were color coded on the flip charts so that I could be sure to capture the problems and answers on different levels):

1st Ward

- Housing
- Rentals
- Zoning citywide restricting Duplex – Reversionary Clause to Single Home
- Absentee Landlords
- Owner Occupied
- Pride in Neighborhood
- Ohio Housing Finance – Jim Kline
- Partner CHIP, NHP, Homes of Homes Neighborhood Block Parties
- Kids

- Maintenance
- Nuisance Enforcements
- Steps to abate

- Maintenance Code
- Not as Strict as Oakwood
- Set Minimums

- Community Involvement
- Habitat (Can be slow)
- Local Companies donate supplies

- Church Groups
- Youth Fellowship
- College Involvement

Rentals – Zoning Enforcement

Social Organizations

- Home Biz and zoning leads to Diminishing Community Pride

Landlord Assn.

Southern

- Commute Patterns
- Affluently detour?
- N/S Timing Lights

Encourage Bike Transportation

- Bike Racks
- Directional

Redevelopment rears of downtown

2nd Ward

500 Scioto
Sycamore St.
Court

- Maintenance Code
- Outdoor Storage
- Porches Cluttered
- Rentals
- Absentee Landlords
- Some Reinvestment
- Lending Institutions
- Low Interest loans
- 0 down

- Chip Education
- Volunteer- Community Cleanup
- University Investment
- Family Studies
- Community Connections
- Kids out of trouble
- Maintenance assistant
- Youth Involvement
- MADD
- Youth SVC Day
- Church Groups

Plan, Organize, Focus
“Core Leadership Group”

- Habitat

Volunteer Coordinator

Curbing Parmore/Eastview

- Runoff
- Leaves
- Sidewalks – enforcement of installation (who is going to pay?)
Stronger Enforcement
- Assessment \$ Flow

Private Development

- Not to city standards
- Instill standards equal to public

S-68 Rental / M-2

Eastside- Residential

Office Space

- Dense Exterior – Low Density Interior
- Residential at Southeast
- R3 “Green” wetland area
- Development Standards
Green Up Downtown Parking
- Parking garage
- Warman’s
- Brown Prop

Kenton/Ward

Most part well maintained

- Sporadic disarray
- Spots through area

Some conflicting uses

- Trash on porch
- Cars in yard

Auto Business in Neighborhood

Perpetual Yard Sales

Enforcement

- Shortcut
- Donahoe Property
- Parmure Green Space

Bike Path

- Bridge to connect – tunnel
- Encourage Motorized Handicapped Paths
- Maintenance

Infrastructure

- Money
- SIP
- UCI
- SID

2 Foreclosures

- Crescent
- Church

Sparsely Down Stock

Court and Kenton

- Finches
- Duplexes 2 sets
- 400 Block E. Church

44 For Sale in Second Ward

Elm Street Program

- East Coast

CRA – Rehab vs. Rebuild

3rd Ward

- Nuisances
- Safety Issues
- Sofas on porch, ER, Fleas, ETC...

Community Groups

- Urbana University
- University Seminar
- Spring Clean Up
- Earth day
- High School
- DECA
- Award/Commendations

- Guidance Convs.

Maintenance

Rezoning areas to R2

Incentive Packages

Spring Clean Up Programs

- Every Couple of Years
- Improve Residency
- Recycling CTR

TV

City Sidewalk Supported

4th Ward

Alleys

- Little Kentucky

Nuisances

- Junk Cars

Lack of Sidewalks, Curbs, ECT.

- Street Conditions

- Kids Safety

LMI? Derby Cars- Culture Drugs

Neighborhood Pride

Home lending Problems

8.6 Housing Characteristics

8.6.1 Housing Values

Table: Owner Occupied Housing Unit Median Values Source: US Census Bureau, 2000			
	Urbana	Champaign Co	Ohio
Median	\$53,500	\$95,500	\$103,700

Table: Owner Occupied Housing Unit Value Source: US Census Bureau, 2000				
	Urbana		Champaign County	
	Number	%	Number	%
Specified Owner-occupied housing units	2,722	100	8,688	100
VALUE				
Less than \$10,000 to \$34,999	67	2.6	192	2.1
\$35,000 to \$69,999	753	27.7	1561	17.9
\$70,000 to \$99,999	1088	40	3849	35.1
\$100,000 to \$149,999	543	2.0	2560	29.5
\$150,000 to \$199,999	128	4.7	884	10.2
\$200,000 to \$249,999	61	2.2	277	3.2
\$250,000 to \$299,999	70	2.6	115	1.3
\$300,000 to \$399,999	5	0.2	23	0.3
\$400,000 to \$499,999	7	0.3	9	0.1
\$500,000 to \$749,999	0	0	2	0
\$750,000 to \$999,999	0	0	6	0.1
\$1,000,000 or more	0	0	10	0.1
Median	\$53,500	--	\$95,500	--

In **Table** we see that the median housing unit value in City of Urbana (\$53,500) is \$42,000 less than that of Champaign County (\$95,500), and \$50,200 less than that in the State of Ohio (\$103,700). As per **Table**, about 40.0% of the houses in City of Urbana fall in the \$70,000 to \$99,999 category.

Table shows the age of housing units in City of Urbana. About 81.8% of the housing units were constructed before 1970; while in Champaign County 70.2% of housing units were constructed before 1970. The table also shows that 37.6% of city housing units were constructed before 1939, while the same figure for Champaign County is 32.4%.

Table : Age of Housing Units

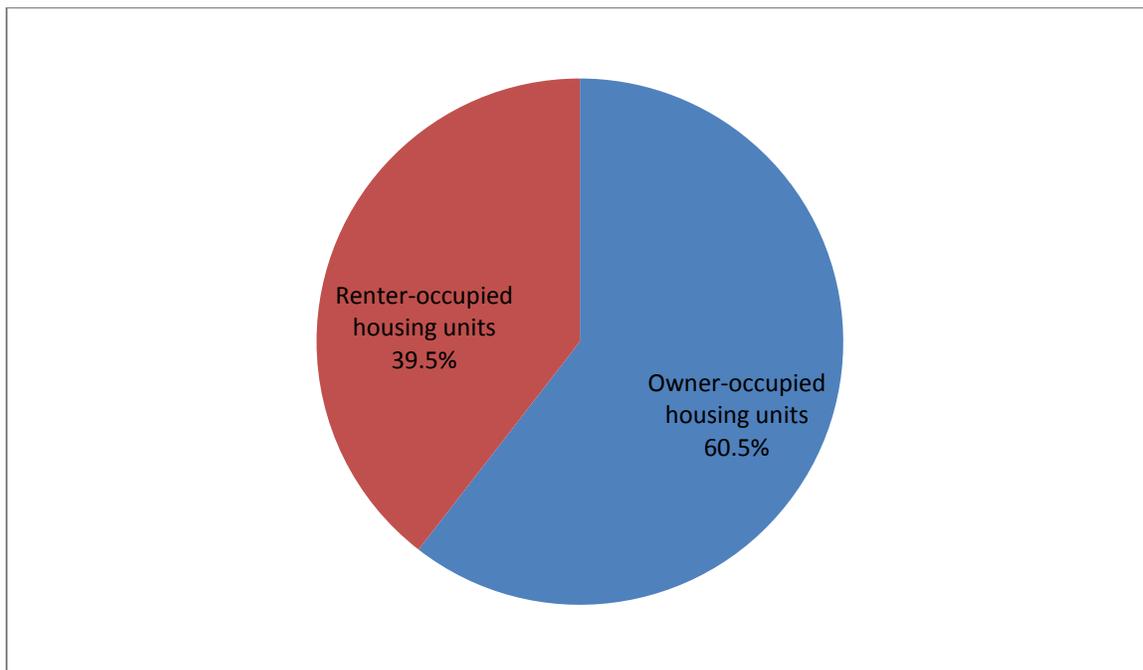
Source: US Census Bureau, 2000				
Year Structure Built	City of Urbana		Champaign County	
	Number	%	Number	%
1999 to March 2000	39	0.7	297	1.9
1995 to 1998	270	5.2	1,255	7.9
1990 to 1994	232	4.4	1,340	8.4
1980 to 1989	410	7.8	1,844	11.6
1970 to 1979	479	9.2	2,292	14.4
1960 to 1969	652	12.5	1,430	9.0
1940 to 1959	1,177	22.5	2,284	14.4
1939 or earlier	1,967	37.6	5,148	32.4

8.6.2: Household Characteristics

In 2000, City of Urbana had 5,210 total housing units (**Table 4.18**). Out of these, 93.3% are occupied and 6.7% are vacant units. Of the occupied housing units, about 60.5% units are owner occupied units while the remaining 39.5% are renter occupied units (**Figure 4.18**).

Table: Housing Unit Occupancy and Tenure City of Urbana, Champaign County Source: US Census Bureau (1990, 2000)				
OCCUPANCY STATUS	1990		2000	
	Number	%	Number	%
Total housing units	4,777	100	5,210	100
Occupied housing units	4,513	94.5	4,859	93.3
Vacant housing units	264	5.5	351	6.7
TENURE	Number	%	Number	%
Occupied housing units	4,513	100	4,859	100
Owner-occupied housing units	2,791	61.8	2,942	60.5
Renter-occupied housing units	1,722	31.2	1,917	39.5

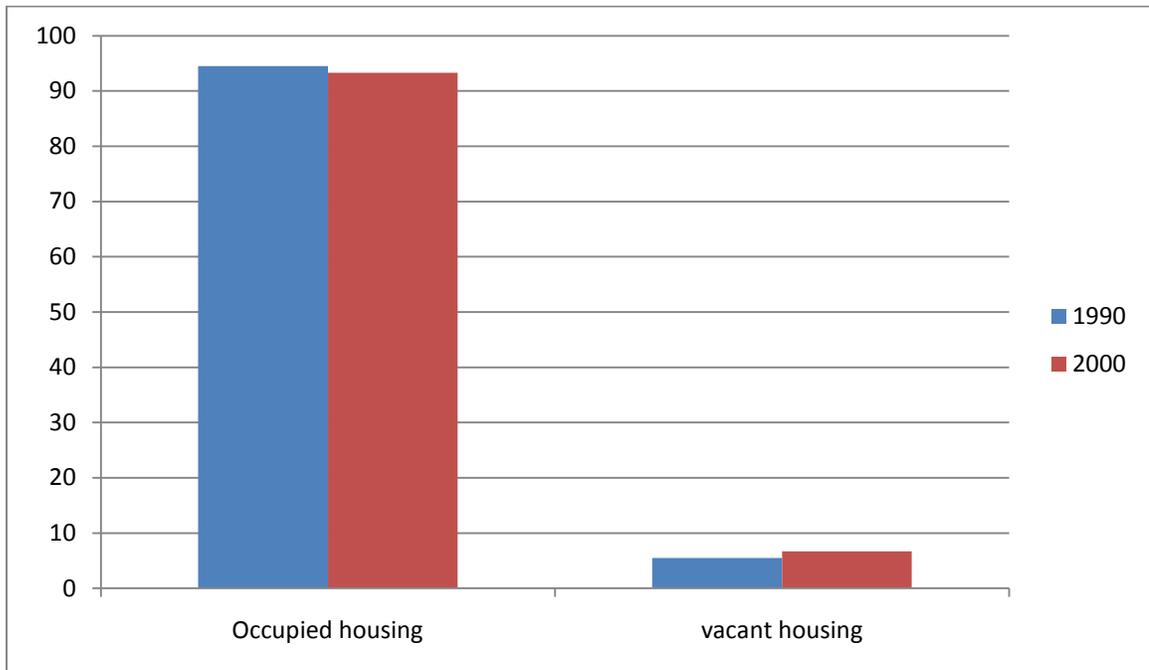
Figure– Housing Unit Tenure Status



Source: US Census Bureau, 2000

As shown in **Figure**, the housing occupancy rate has not changed much over the past two decades.

Figure– Housing Occupancy (% of Housing Units)



Source: US Census Bureau, 2000

8.7 Overview

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8.8 Existing Conditions

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8.9 Goals

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8.10 Objectives/Strategies

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8.11 Sustainability

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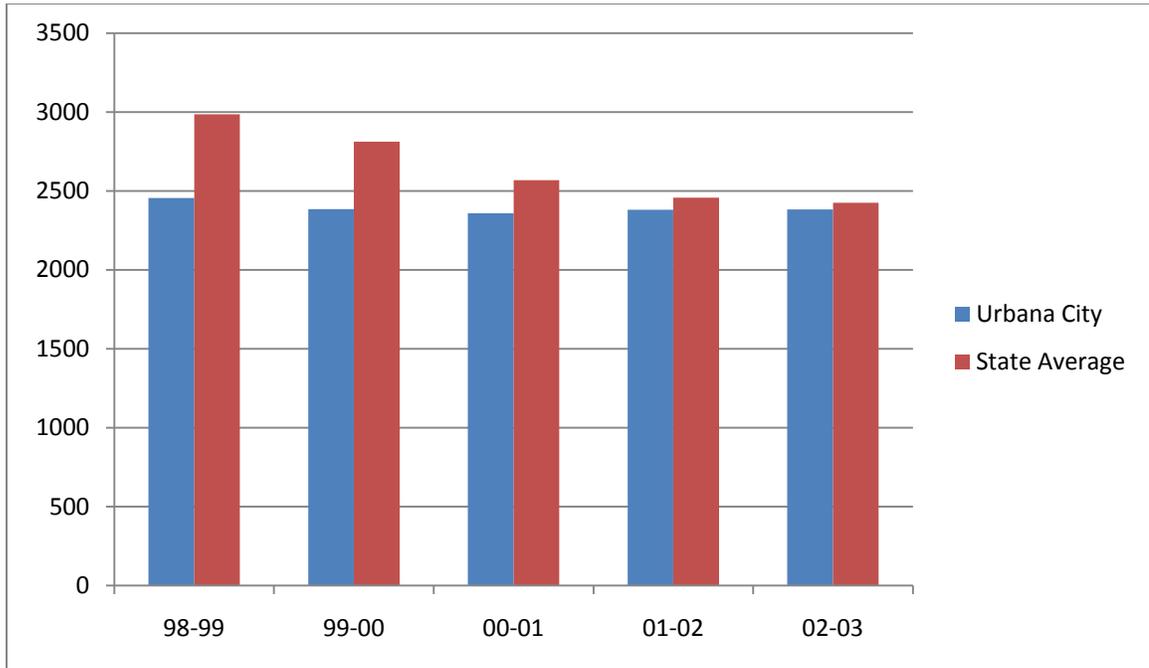
8.12 Education:

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8.7.3 Schools

City of Urbana is serviced by the Urbana City School District.

Figure– School District Enrollment for School Years 1999 - 2004



Source: Ohio Department of Education, 2005

Figure shows enrollment in the Urbana City School District and the State of Ohio average over the period from 1998 to 2003. Enrollment has decreased slightly every year in Urbana, as well as the state over this time.

Table shows the total expenditure per student by the City of Urbana school district, and the State of Ohio over the 1998-2003 school years. As can be seen, the expenditure per student for the school district was lower than the state’s average expenditure per student in recent years.

Table: Expenditure per Pupil for School Years 1998-2003					
Entity	1998-1999	1999-2000	2000-2001	2001-2002	2002-2003
City of Urbana	\$6,350	\$6,497	\$6,592	\$7,118	\$7,330
State of Ohio	\$6,642	\$7,057	\$7,602	\$8,073	\$8,441

Table: Type of Expenditure for School Years 1998-2003						
Entity	Expenditure Type	1998-1999	1999-2000	2000-2001	2001-2002	2002-2003

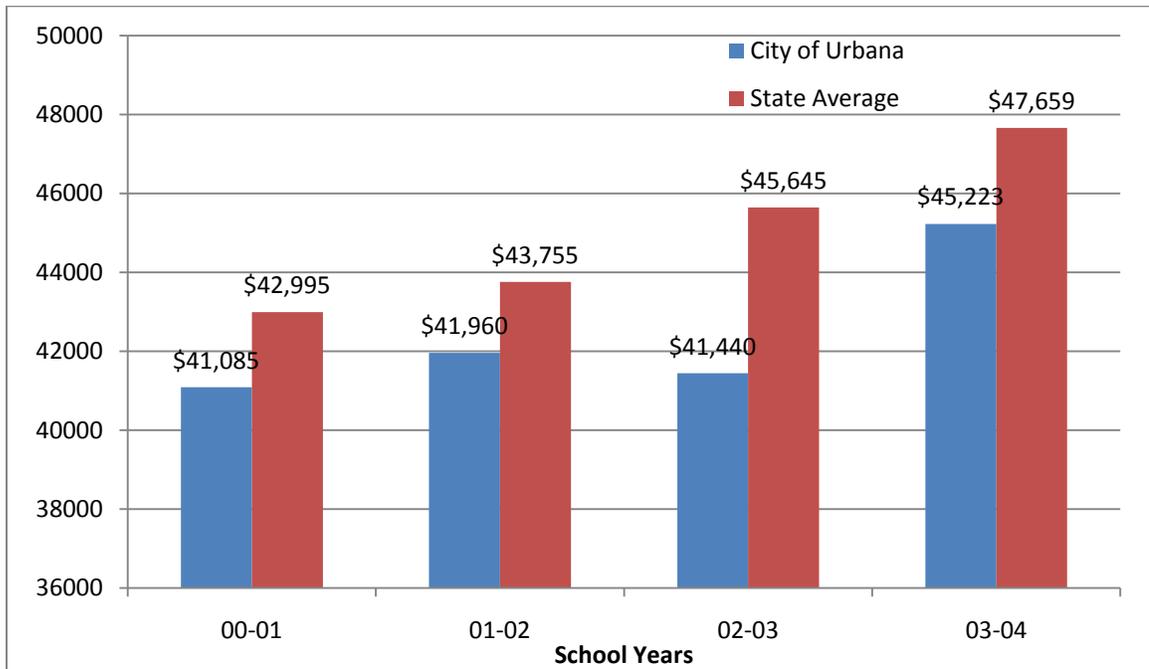
City of Urbana	Administrative Expenditures	13.1%	12.9%	13.0%	12.4%	11.3%
	Building Operations Expenditures	12.9%	12.3%	13.7%	12.6%	13.5%
	Staff Support Expenditures	4.0%	4.6%	4.0%	5.5%	5.2%
	Pupil Support Expenditures	12.6%	13.4%	14.0%	13.6%	10.2%
	Instructional Expenditures	57.3%	56.8%	55.3%	56.0%	59.7%
	Total	100.00%	100.00%	100.00%	100.00%	100.00%
State of Ohio	Administrative Expenditures	11.68%	11.87%	11.54%	11.93%	12.37%
	Building Operations Expenditures	19.21%	19.19%	19.57%	19.01%	19.17%
	Staff Support Expenditures	1.95%	2.10%	2.33%	2.55%	2.72%
	Pupil Support Expenditures	10.78%	10.98%	11.02%	11.17%	10.18%
	Instructional Expenditures	56.38%	55.86%	55.53%	55.33%	55.56%
	Total	100.00%	100.00%	100.00%	100.00%	100.00%

Table shows the different types of expenditures as a percentage of total expenditure for the Urbana City school district, and the average for the State of Ohio over the 1998-2003 school years. The greatest percentage of expenditure in all cases has been for instructional costs.

Table: Revenue per Pupil for School Year 1998-2003										
City of Urbana School District										
Revenue Source	1998-1999		1999-2000		2000-2001		2001-2002		2002-2003	
	Per Pupil	% of Total								
Local Revenue	\$3,112	48.6%	\$2,969	49.0%	\$3,480	51.3%	\$3,755	49.7%	\$3,581	49.70%
State Revenue	\$2,893	45.2%	\$2,638	43.5%	\$2,925	43.2%	\$3,367	44.5%	\$3,616	44.50%
Federal Revenue	\$399	6.5%	\$454	7.5%	\$372	5.5%	\$440	5.8%	\$471	5.80%
Total	\$6,404	100%	\$6,061	100%	\$6,777	100%	\$7,562	100%	\$7,668	100%
State of Ohio Average										
Revenue Source	1998-1999		1999-2000		2000-2001		2001-2002		2002-2003	
	Per Pupil	% of Total								
Local Revenue	\$3,407	51.00%	\$3,540	50.50%	\$3,787	49.80%	\$3,843	47.80%	\$3,916	47.10%
State Revenue	\$2,898	43.40%	\$3,070	43.80%	\$3,351	44.00%	\$3,711	46.20%	\$3,846	46.30%
Federal Revenue	\$377	5.60%	\$406	5.80%	\$473	6.20%	\$448	6.10%	\$550	6.60%
Total	\$6,682	100.00%	\$7,015	100.00%	\$7,611	100.00%	\$8,041	100.00%	\$8,312	100.00%

Table shows the source of funding for the school districts and average for the State of Ohio for the school years 1998-2003. The highest percentage of funding for the Urbana school district comes from the local revenues. For all these school years, state and federal funding for Urbana has been lower than the state average.

Figure– Average Teacher Salary 2000 – 2004



Source: Ohio Department of Education, 2005

Figure shows the average salary of teachers in the Urbana City school district, and the average salary of teachers in the State of Ohio for the past four school years. The average Urbana salary for the entire time frame was less than the state average.

Table: Number of Students per Teacher					
	1998-1999	1999-2000	2000-2001	2001-2002	2002-2003
City of Urbana	18.4	17.3	17.8	16.1	16
State of Ohio Average	18.6	18.1	18	16.9	16.5

Table shows the number of students per teacher in the Urbana City school district, and the State of Ohio average. The number of students per teacher for the school district has been less than the state average for the past five years.

Table: Graduation Rates					
Source: Ohio Department of Education, 2006					
Entity	1998-1999	1999-2000	2000-2001	2001-2002	2002-2003
City of Urbana	76.7%	79.9%	83.7%	85.5%	83.8%
State of Ohio	80.60%	80.60%	81.10%	82.70%	84.30%

Table: Honors Graduates					
Source: Ohio Department of Education, 2006					
Entity	1998-1999	1999-2000	2000-2001	2001-2002	2002-2003
City of Urbana	12.3%	12.2%	7.9%	11.0%	5.7%
State of Ohio	16.20%	16.70%	17.80%	17.60%	17.90%

Table and **Table** show the graduation and honors graduation rates. The graduation rate for Urbana has been lower than the state average graduation rate three of the five years. The Urbana City school district had lower honors graduate percentages than the state average.

Since the 1998-1999 school year, the Ohio Department of Education has graded each school annually. These grades were assigned based on the number of performance targets achieved by the school out of a total possible 27 targets. In academic years 2001-2002 and 2002-2003, there were 22 targets defined. The range of state performance targets includes Grades 4, 6, 9 and 12 proficiency test results in five subject areas. These subjects are: Citizenship, Mathematics, Reading, Writing and Science as well as district attendance and graduation rates. A school district can be

assigned the following grades in descending order: Excellent, Effective, Continuous Improvement, Academic Watch and Academic Emergency.

- *Excellent*- Districts met 26 or more performance indicators of 27 possible
- *Effective*- Districts met 21-25 state performance indicators
- *Continuous Improvement*- Districts met 13-20 performance indicators
- *Academic Watch*- Districts met 8-12 performance indicators
- *Academic Emergency*- Districts met 0-7 performance indicators

For the five academic years from 1998-2003, Urbana City School District has not attained Adequate Yearly Progress (“AYP”) status. For the academic year 2002-2003, the Urbana City school district was rated as Continuous Improvement. For the 2007-2008 academic year, the Urbana City school district was rated Excellent. The attendance rate for students at the Urbana City school district is given in **Table**. The attendance rate for this district has been above the average attendance rate in two school years when compared to school districts across Ohio.

Table: Attendance Rates 1999-2004 (%)		
Source: Ohio Department of Education, 2005		
School Year	Urbana City	Ohio
2003-2004	94.5	94.5
2002-2003	94.7	94.5
2001-2002	93.9	94.3
2000-2001	93.5	93.9
1999-2000	93.8	93.6

8.13 Urbana University – move to the Education section

Urbana University has the following as their Institutional Vision for 2014:

- Will prepare students for a lifetime of leadership and service to their communities through quality classroom instruction, real world experience, community partnerships, and technology.
- Will be an engaged and energized community of learners with an enrollment of 2500 students. The student body will not only reflect the diversity of our region, but will also include international students in our graduate and undergraduate programs to enhance the learning environment
- In our region the university will be the first choice of students looking for robust programs with a good academic reputation that lead to specific vocational choices. Urbana University will be characterized by:
 - Excellence in Education

- A nurturing community
- A commitment to service

8.14 Overview

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8.15 Existing Conditions

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8.16 Goals

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8.17 Objectives/Strategies

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8.18 Sustainability

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8.19 Health and Safety:

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8.20 Overview

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8.21 Existing Conditions

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8.23 Objectives/Strategies

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8.24 Sustainability

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Chapter 9

9 Implementation

9.1 Overview

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9.2 How to Use the Plan

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9.3 Updating the Plan:

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9.4 Summary of Strategies:

9.4.1 Begin text here

Chapter 10

10 Appendix

10.1 Overview

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10.2 Glossary

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10.3 Bibliography:

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10.4 Subject Index:

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