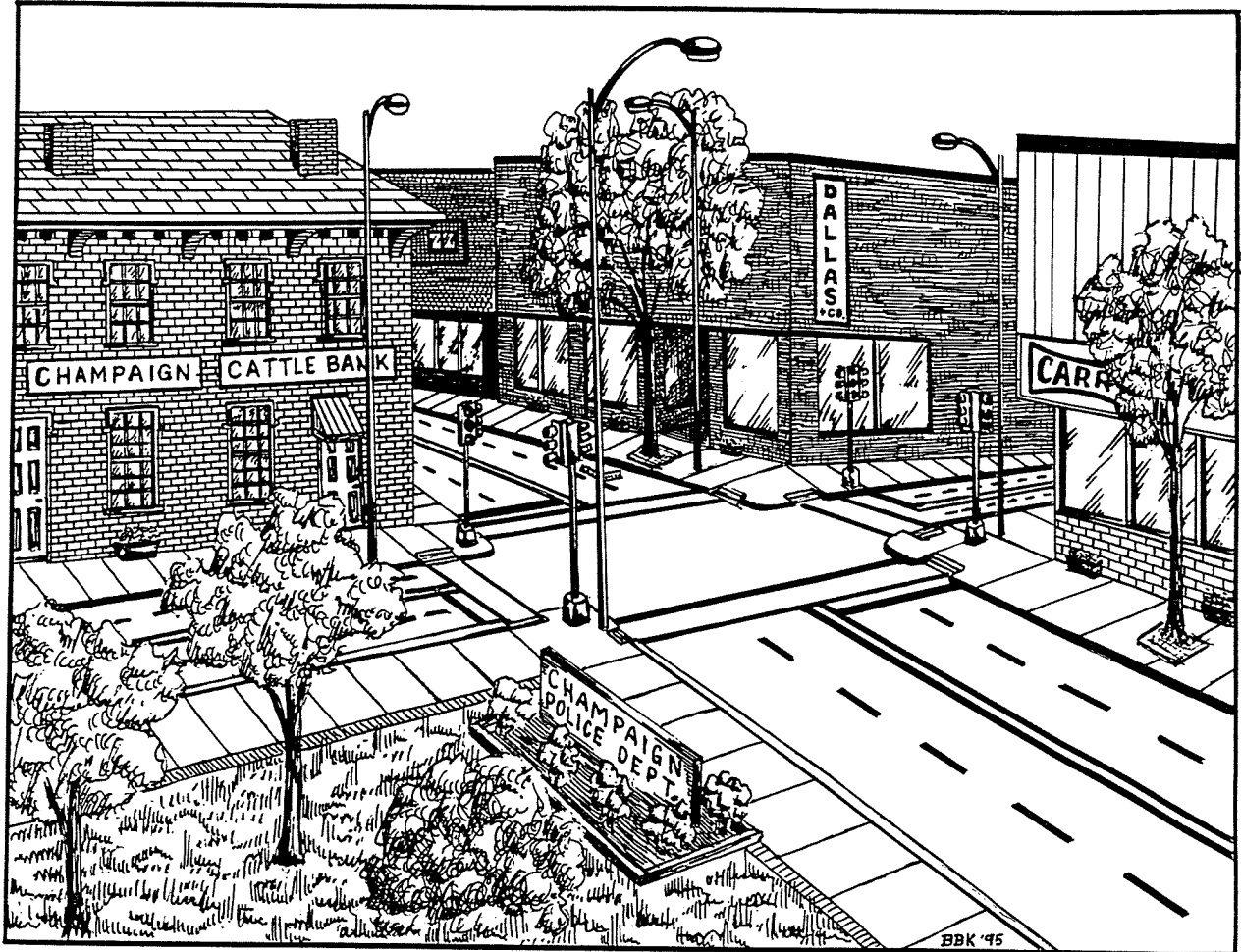


East Side Plan



Standing at the "Crossroads of Tomorrow"

Prepared for the City of Champaign and the East Side
by the East Side Planning Committee and the Champaign Planning Department

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The following citizens attended East Side meetings, provided valuable comments and suggestions on the Plan, and generally made it possible for this Plan to reflect the wide variety of interests and viewpoints that exist in the East Side. We would like to extend a sincere “Thank you” to everyone who took the time to get involved!

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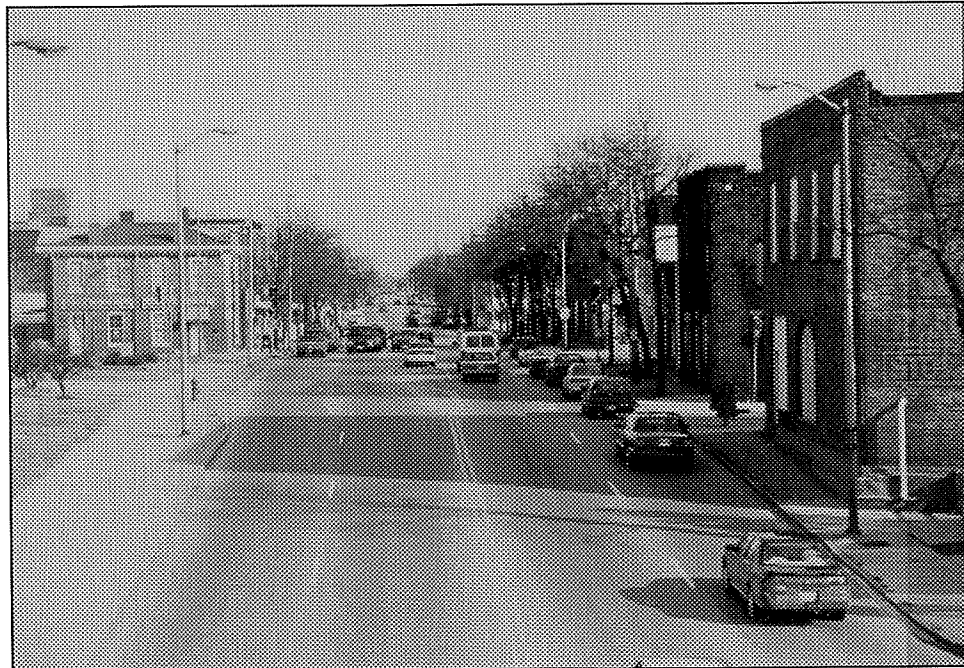
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INTRODUCTION

Purpose of this Plan

The Champaign City Council established as a high priority goal the creation of plans to spur development and redevelopment in the East University Avenue area. The East Side Planning process started in June 1994 with the appointment of area representatives to form the East Side Planning Committee. *The intent of the Plan* is to provide direction for the future

development of the East Side as a healthy, thriving mixed-use district. To do this, the Plan identifies a vision for the future in the form of agreed-upon goals and objectives for the area, and proposes a set of activities to achieve them. This Plan will be the blueprint for the East Side's future.



The East Side: Looking East on University Avenue

Background

The East Side Study Area is comprised of the East University Avenue Tax Increment Financing (TIF) District plus the east side of First Street from Clark Street to Springfield Avenue (see area map in the appendix). The east side of the First Street corridor was included in the study area because it is an integral part of the commercial area and there is interest on the part of business owners there in being a part of the study. The existing East University Avenue Tax Increment District Redevelopment Plan, created in 1986, has been amended based on recommendations of the East Side Plan.

The Tax Increment Redevelopment Act (65 Illinois Compiled Statutes 5/11-74) provides for the establishment of Tax Increment Financing Districts to reduce or eliminate blighting conditions, foster improvements, and enhance the tax base of every taxing district that extends into the area. A redevelopment plan is required by the State, and identifies objectives, policies, redevelopment projects, activities, and costs necessary to fulfill this purpose.

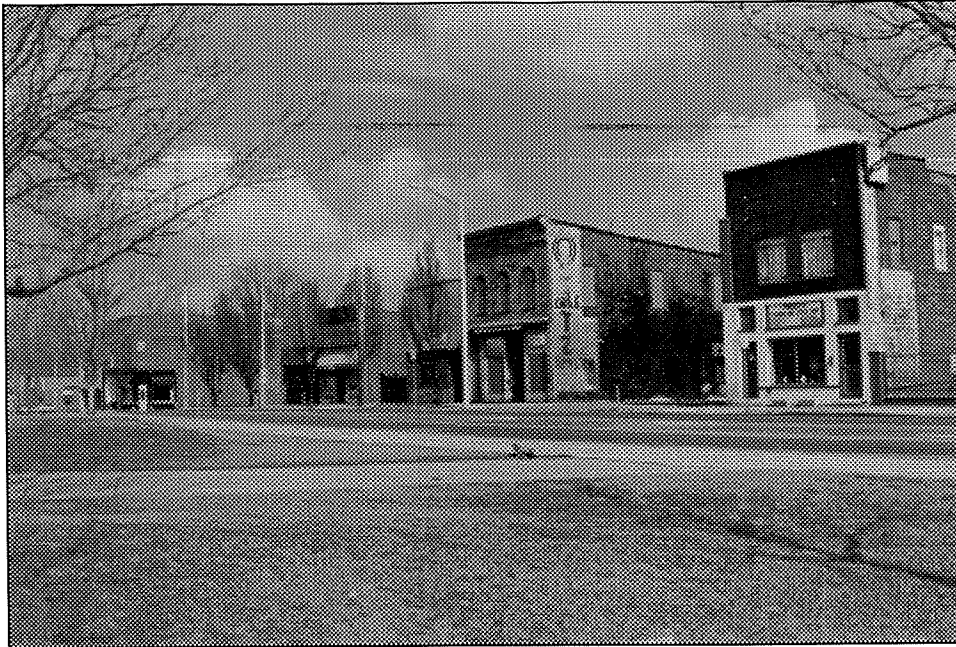
The 1986 Redevelopment Plan recommended such private sector-led activities as development of a 400-room hotel, reuse of existing commercial structures, and provision of new parking facilities. Public improvements recommended in the Plan include land acquisition for site assembly, infrastructure repair and replacement, and development of open space areas. Most of the project

described in the Plan, heavily dependent on private enterprise for completion, never occurred. The City did construct some localized improvements, and has recently put into place a Redevelopment Incentive Program, which provides money for permanent building and site improvements. Some small scale redevelopment projects have occurred recently.

Generally, the changes since 1986 in the TIF District warrant an update to the Plan to ensure effective use of the TIF fund for the remaining life of the District (the District will end in December 2009). The 1986 TIF Redevelopment Plan focused on several large redevelopment projects; this did not prove to be a successful way to initiate improvements. The East Side Plan, as an update to the original Redevelopment Plan, will suggest smaller but more numerous activities intended to promote restoration of existing properties and infrastructure rather than massive new construction.

Relationship to North First Street Plan

A planning activity conducted concurrently with the development of this Plan is the North First Street Redevelopment Plan. Part of the North First Street area lies within the TIF District and overlaps the East Side. The North First Street area includes the east side of North First Street



North First Street

from University Avenue to Washington Street and overlaps the East Side from University Avenue to South of Church Street. Two project coordinators and a project facilitator worked with North First Street property and business owners to identify a redevelopment strategy and feasible redevelopment projects to benefit the area. Following is a summary of the recommendations of the North First Street Plan:

Land Use and Zoning: *Maintain North First Street as a commercial district.* The 100 and 200 blocks were previously zoned B-3, General Business District. As in the East Side Plan, it was recommended that a new zoning district be investigated which would reduce the requirement to provide off-street parking by approximately 50

percent. Since there are limited opportunities to provide parking on-site, this would make redevelopment more feasible. It also reflects the availability of some public parking in the area, and the need to supplement that limited supply.

Redevelopment Strategy: *Develop a lot-by-lot redevelopment strategy to promote development of underutilized and vacant property in the area.* This strategy includes promoting the redevelopment and reuse of existing salvageable buildings, facilitating land assembly where appropriate to support infill development, and eliminating badly deteriorated buildings to allow new development or the expansion of existing businesses.

Because this area has experienced a lack of investment, assistance programs (technical and financial) will be needed to gain the confidence of banks and the private sector, and to promote reinvestment in the area.

Public Improvements: *Public infrastructure in the area will need to be improved to support and attract new investment.* Proposed improvements include: new sidewalks, lighting, signage, storm drainage, and parking.

Marketing: *Establish an environment that fosters the stability, growth, and long-term profitability of existing and new businesses in the area.* This includes encouraging existing and new businesses to develop and implement business plans which identify consumer markets, product marketability, operational issues, business management, and financing opportunities. Technical assistance will be required to support the efforts of existing and new businesses to promote the North First Street area.

Relationship to the Comprehensive Plan

This document is an amendment to Champaign's City-wide Comprehensive Plan. The Comprehensive Plan is a document adopted by the City Council to establish a vision, goals and objectives, and policies to guide future growth and development. The Comprehensive Plan includes objectives on such aspects of the City as land use and urban development;

housing; transportation; infrastructure/utilities; environment and natural resources; urban design and aesthetics; parks/schools/community; economic development; and social concerns.

The East Side Plan is an implementation tool of the Comprehensive Plan, focusing on a specific area of the City. The East Side Plan has been formulated to carry out the objectives of the Comprehensive Plan.



Comprehensive Plan Logo (Destination Champaign)

How to Use the East Side Plan

The East Side Plan is intended to be used by any group member or individual who wants to be involved in the improvement of the East Side. Following are some suggestions for how the Plan can provide guidance.

TASK	USE OF THE EAST SIDE PLAN
Group Formation and Recruitment	The Plan provides ideas on types of groups that might be formed to improve the East Side. Descriptions of the groups can be found on page 23 under the communication and organization goal heading. Ideas for recruitment of more businesses and residents are also included. A list of businesses is included in the <u>East Side Existing Conditions Report</u> .
Setting Organizational Goals	Groups looking for direction on goal-setting can use the goals and objectives found in the plan as examples and concrete suggestions. Individual groups may wish to develop their own goals based on groups of actions it is interested in pursuing.
Developing Work Programs	Any group or organization concerned with improving the East Side can use the Action Plan schedules, priorities, and descriptions to form its own program of work for a given time period.
Forming Partnerships	Many different groups are identified in the Action Plan as having a potential role in implementing actions. These organizations can form partnerships to work on specific projects - either those that are already listed in the action descriptions section of this Plan, or new project ideas that arise later.
Grant and Project Proposals	Since the Plan is adopted by City Council as the official guide for development and expenditures in the East Side, it can be used as background and support for specific project or grant proposals. Documentation of goals, objectives, and actions can be taken directly from the Plan.

Measuring Progress

The suggested schedule for implementation of recommended actions can be used as a basis for evaluating progress. The Existing Conditions Report provides a 1994 baseline describing the East Side that can be used to show improvements later. The East Side Planning Committee has been identified as the group which will monitor and measure implementation.

PLAN DEVELOPMENT

Participants and Roles

The Plan for the East Side could not have been developed in a way that represents the interests of the area without participation by a wide variety of people involved. These are some of the groups that were essential to the development of the Plan (along with the many meeting participants listed on page ii).

PARTICIPANTS	ROLES
<p>Area residents, property owners, and business people</p>	<p>Attend neighborhood meetings Provide input about area issues Provide feedback on recommended goals, objectives, and actions Become involved in implementation</p>
<p>East Side Planning Committee</p>	<p>Represent the East Side Identify issues and goals for the area Develop strategies Assist with document preparation Develop implementation actions</p>
<p>City Staff</p>	<p>Coordinate process Research existing conditions Guide East Side Planning Committee Develop final Plan document Review Plan; provide input and suggestions</p>
<p>Plan Commission</p>	<p>Review major planning steps Provide feedback to Staff Conduct public hearings and make recommendation to City Council</p>
<p>City Council</p>	<p>Review major planning steps Provide feedback to Staff Amend Comprehensive Plan</p>
<p>Other Taxing Districts</p>	<p>Review East Side Plan Provide feedback to City Staff</p>

Plan Process

Five major steps were involved in the planning process: plan for planning; analysis of existing conditions; identification of goals and objectives; action plan development; and document preparation. The sixth step, implementation, will be ongoing during the life of the TIF District. A graphic of the planning process time line used to create this Plan is in an appendix at the end of this report.

1 Plan for Planning

This initial step in the East Side Planning process included drafting the mission of the study, deciding on boundaries, identifying participants and appointing the East Side Planning Committee (all interested persons were included on the Committee), deciding on roles each participant group should play in the formation of the Plan, and developing a detailed schedule of activities and meetings. Input included a meeting with East Side residents, property and business owners to introduce the planning process, and memorandum to the Plan Commission and City Council.

2 Analysis of Existing Conditions

This step involved extensive field surveys and data gathering to find out as much about the background and current conditions of the East Side as possible.

The purpose of this part of the process is to become familiar with the area and understand what exists before proposing changes. The following information was gathered and assembled into the East Side Existing Conditions Report: History of the area; business survey results; land use and zoning patterns; population characteristics; property characteristics (such as property values and building conditions); public infrastructure conditions (including sidewalks, streets, sewers, etc.); Boneyard Creek issues; and public safety data. The East Side Planning Committee reviewed the draft Report and made recommendations for its improvement. The result is a snapshot of the East Side as of 1994. Input included a public input meeting and presentation of the Existing Conditions Report results to the Plan Commission. The City Council received a memorandum describing the contents of the Report.

3 Identification of Goals and Objectives

During this step of the process, the Planning Committee held numerous sessions in which it identified the most important issues and concerns facing the East Side. Then it translated these issues into goals - broad statements of intent describing ways the area can be improved. There are five major goals for the East Side, in the areas of Communication, Appearance/Functionality, Public Safety,

Circulation, and Economic Development. Goals were based on comments heard at previous public input meetings and the Existing Conditions Report, which included a survey of East Side businesses conducted by the East Side Merchants Association (ESMA). After goals were identified, the Planning Committee added detail by creating objectives. Objectives bring goals one step closer to action; while goals are general statements, the objectives get more specific about what accomplishments are desired.

4 Action Plan Development

Once the Committee identified the goals and objectives for the East Side, members began to answer the question, “How do we achieve the objectives?” Another way of thinking about this is to ask, “What road shall we take to reach our desired destination (goals and objectives)?” The Committee then began to identify actions, to be undertaken by a variety of participants, for each objective. The Planning Committee held a large neighborhood meeting during this step to get ideas for actions from as many citizens in the East Side as possible. The result, after several months of brainstorming, is the Action Plan at the end of this document. The Action descriptions and matrices which organize actions in various ways are a road map for this Plan.

5 Document Preparation

Once the major steps in the planning process have been completed, organizing the results of all the previous steps into a report or document is the next task. The document must be easily understandable and accessible to the various participants charged with implementation.

6 Implementation

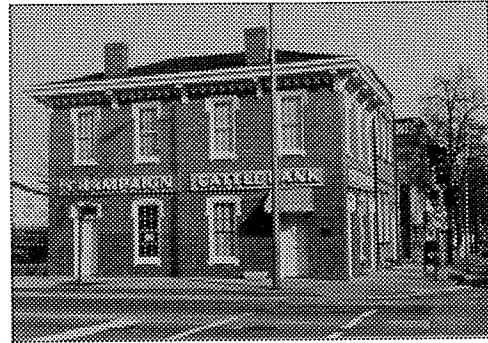
When the planning process is complete the most difficult part begins - making achievement of goals a reality by implementing the actions identified in the Plan. Implementation will be monitored by the East Side Planning Committee, initially on a quarterly basis and as needed thereafter to ensure the implementation of the Plan. A schedule of future meetings of the Committee is included in the Implementation Monitoring section of the Plan. Also monitoring the progress in implementing the Plan will be the following groups: the Plan Commission, which annually updates the Comprehensive Plan (of which the East Side Plan is a part), Planning Department Staff, and the Champaign City Council. The Action Plan, beginning on page 21, provides more detail regarding implementation responsibilities and schedules.

EXISTING CONDITIONS REPORT SUMMARY

The East Side Existing Conditions Report, a background document to this Plan, was developed in 1994 and printed in 1995. The Report presented a comprehensive view of the current physical, social, and economic conditions in the East Side Area. This information has been assembled to provide the necessary background for identification of goals, objectives and strategies concerning the revitalization of the East Side. The following section offers a brief look at the Report's highlights.

Background

- Historically, the East Side has played an important role in the prosperity of Champaign.
- Lively commercial and residential areas, which characterized this area for many years, dwindled somewhat as the City grew in other directions.
- A Tax Increment Financing District (TIF2) was created in 1986 in an attempt to address blighting and disinvestment. Some rehabilitation and infrastructure improvement has occurred, and local residents, and property and business owners are interested in expanding these efforts.



Cattle Bank, corner of University Avenue and First Street

Business Survey Results

- Major issues raised in a 1994 East Side Merchants Association survey of businesses include changing the overall perception of the area, addressing crime, and making more low interest loans and grants available.
- Other issues included improving infrastructure and aesthetics, and the need for development of an implementation plan for funds that have been generated by the TIF District.

Land Use and Zoning

- The maps in the appendix show the land use and zoning patterns that exist in the East Side.
- There are 12 different primary land uses in the East Side: commercial; service, office; single and multi-family;

manufacturing; non-manufacturing /storage; quasi-public; utilities-communication; parking lots; vacant lots; and open space.

- Of these 12 uses, commercial and service uses prevail, occupying 39% of the total land area.
- Single and multi-family residential uses, when combined, rank second in total land area, followed closely by vacant lots and parking lots. All other land uses account for only 13% of land area.
- There are six zoning districts in the East Side: Medium Density Single Family, Medium and High Density Multi Family, General and Intensive Business, and Light and Heavy Industrial Districts.
- The General Business District accounts for virtually half of the East Side's land area. Light Industrial and Medium Density Multi-Family Districts comprise 22% and 18% of land area respectively. The remaining districts cover only 11% of the land area. These figures are similar in quantity to data generated by parcel.
- There are approximately 21 non-conforming uses in the East Side Area, the majority of which are single family dwellings in the Light Industrial District. Industrial and residential uses

ESSA Primary Land use by type

Number of parcels and percent of total land area (vs. City)

Primary Land Use	# of Parcels	% Land Area	City Comparison
Commercial	88	31.0%	5.4%
Vacant lot	41	14.4%	10.1%
Parking lot	38	13.4%	0.5%
Single Family	38	13.4%	29.3%
Multi-Family (+Duplex)	32	11.3%	4.7%
Service	15	5.3%	5.4%
Non-manufacturing - Storage	12	4.2%	0.1%
Quasi-Public	10	3.5%	1.0%
Office	7	2.5%	0.3%
Manufacturing	3	1.1%	2.1%
Open Space	1	0.4%	1.0%
Utilities-Communication	1	0.4%	0.1%
Totals	286	100.0%	60.0%

that are close together sometimes conflict. For example, noise or dust from industry can bother residents.

Business Characteristics

- Field surveys in the Summer of 1994 (revised in the Fall of 1994) indicated that there are 149 businesses in the East Side Area.
- Most prevalent business types include: automotive; retail; restaurants; personal service; and quasi-public (like the Don Moyer Boys and Girls Club and the Salvation Army Stepping Stone Shelter).

Population Characteristics

(Source; 1990 U.S. Census)

- Population of the East Side in 1990 is 696. Roughly 65% are white, and 83% are between the ages of 18 to 64 years of age.
- There are 376 dwelling units in the East Side Area.

- Average household income is \$11,222 compared to a city-wide average of \$22,976.

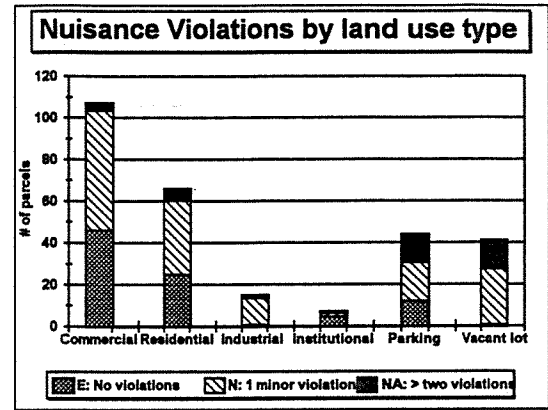
Property Characteristics

- Of the 223 buildings in the East Side Area, in 1990, 80% are reported to be over 35 years of age.
- Renter-occupied housing makes up 86% of the total housing in the area. (Source; 1990 U.S. Census)

- Most buildings in the area require minor rehabilitation such as painting, siding, or gutter improvements.
- Of the 284 parcels in the East Side Area, most have an excellent or normal outdoor nuisance violation rating. Nearly one third of all parking and vacant lots have multiple nuisance violations and need attention. A small percentage of commercial and residential properties are also in need of attention. (See chart on this page)

Public Infrastructure

- All streets in the East Side Area are paved, and generally in fair to excellent condition. Alleys in this area are generally in poor condition and often experience heavy traffic which perpetuates their deteriorated condition.
- Although most of the study area has sidewalks, many are substandard and in poor condition.



- All of the study area has street lights, most of which are owned by the City.
- There are many fully grown trees of various species within the parkway (the area between the street and sidewalk) in the study area.
- Of the four signalized intersections in the East Side Area, all have been identified as needing improvement. Intersection design studies are needed for two intersections on University, at First and Fourth Streets. The intersections of University and Wright Street and Springfield Avenue and First Street are under the jurisdiction of the State of Illinois.

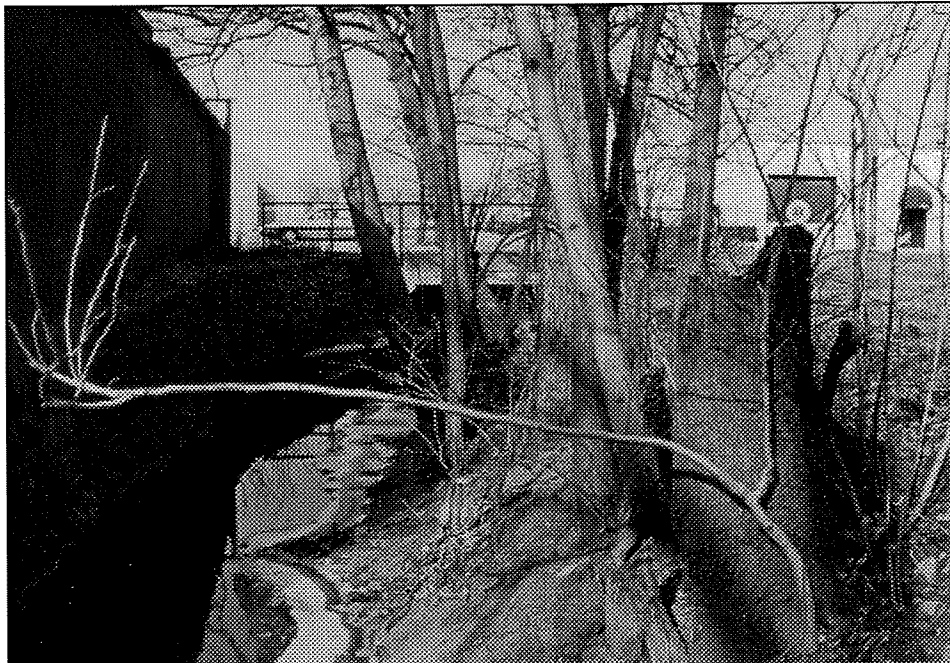
Boneyard Creek

- The Lower Boneyard Creek enters the study area near Park and Second Streets, and exits at Clark and Second.

- Problems with the Lower Boneyard include flooding, poor water quality, inadequate maintenance, building encroachments, and lack of detention.
- An improvement plan for the Lower Boneyard Creek, which will address the above problems, is still in development stages at the City of Champaign. Implementation of this plan will likely affect parts of the study area.

Public Safety

- Fear of crime in the study area is higher than average when compared to a City-wide index.
- Crime data compiled from 1989 through 1994 indicate that vehicular burglary and assault and battery were, by far, the most common crimes committed in and around the study area. Between 1978 and 1994, arson has increased, while accidentally caused fires have decreased in the study area.



Boneyard Creek at University Avenue

Use of the East Side Existing Conditions Report

The Existing Conditions Report identifies the major issues facing the East Side. These issues were derived from the results of the business survey and field data collection in the area, as well as extensive input from meeting attendees and the Planning Committee. Five major “issue areas” were found to be prominent during the existing conditions phase of the planning process.

EAST SIDE ISSUE AREAS

COMMUNICATION AND ORGANIZATION among East Side businesses, residents, property owners, and other groups.

APPEARANCE AND FUNCTIONALITY of public and private properties, including lots, buildings, and public infrastructure.

PUBLIC SAFETY for everyone who uses the East Side.

CIRCULATION within and throughout the East Side for all types of traffic.

ECONOMIC DEVELOPMENT to foster appropriate growth for the East Side’s future.

The “issue areas” are intentionally broad, because they are intended to encompass a wide range of activities aimed at making the East Side the best it can be. The objectives following each goal on the following pages provide more detail on each issue area’s intent. The following (from Champaign’s Comprehensive Plan) are more descriptive definitions of goals, objectives, and actions.

Interdependence of Goals, Objectives and Actions

Achieving any single goal is not enough to see dramatic improvement in the East Side. The goals, objectives, and actions listed in this Plan are designed to work together and have a synergistic effect - that is, the whole is greater than the sum of the parts. For example, actions intended to further the Communication and Organization goal are the foundation on which other actions build. The formation of strong groups, and partnerships between groups, are essential to getting other parts of the Plan implemented.

Most of the actions the Plan recommends appear to be tied to one goal, but upon closer examination, other relationships can be found. The formation of a phone tree is a specific action within the Communication and Organization goal, but this action has important implications for Public Safety, too. Almost all of the actions described have an impact on the pursuit of the Economic Development goal. In short, each element of the Plan is related, directly or indirectly, to the others. It is the pursuit of many different actions within a certain time period that is most likely to produce the desired effects.

The goals and objectives listed in the following section represent, in a simplified form, what the Plan for the East Side is intended to achieve. Actions to achieve these goals must be undertaken in a way that progress is being made on several goals over a period of time. A single goal,

GOALS:

A goal is a destination, a final purpose which a community seeks to attain. A goal is the most general statement and sets the broad framework for objectives and policies. It needs further refinement to assist decision makers to reach their selected destination.

OBJECTIVES:

An objective is the route that specifies in general terms the way (route) by which the goal (destination) can be reached. An objective further refines the goal.

ACTIONS:

An action is a means of transportation along the route. It is a strategy that, if followed, will achieve an objective. These are the most detailed of the three terms.

in other words, can not stand alone. It is the synergy, or working together that makes the sum greater than the parts, that is the source of effectiveness of a list of actions.

GOALS AND OBJECTIVES FOR THE EAST SIDE

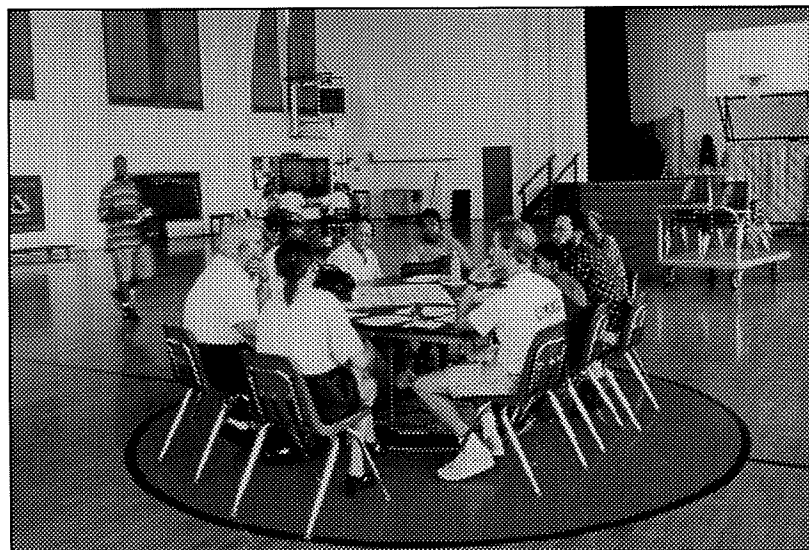
GOAL #1

Promote COMMUNICATION and ORGANIZATION among East Side businesses, property owners, residents, and other groups.

Explanation: Because the East Side is a large (54 acres) and very diverse area in terms of types of businesses and residences, the paths of the people who live, work, and do business in the East Side may not cross frequently enough to allow much day-to-day interaction. Communication among people promotes information sharing, which is considered essential to the achievement of all the goals for the East Side. Promoting a sense of community and partnership by organizing, informing, and motivating people and groups concerned with the East Side is the essence of this goal.

Objectives:

- A) Work to inform the community about the East Side.
- B) Create viable business/neighborhood watch areas and other groups as needed to facilitate communication and partnerships.
- C) Actively recruit more business people, residents, and other interested parties into the East Side Merchants Association.



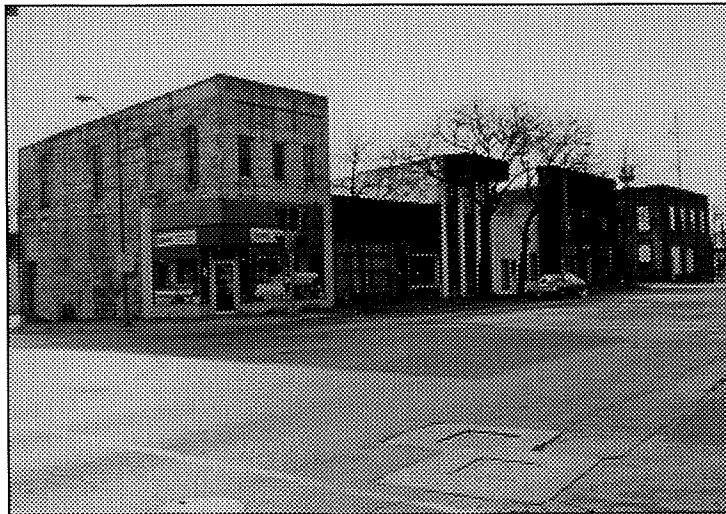
Group interaction at the Armory during a strategy workshop

GOAL #2***Improve the APPEARANCE AND FUNCTIONALITY
of the East Side***

Explanation: One of the themes that ran through the existing conditions process was how the East Side looks and functions. This goal is intended to promote those improvements on which visitors' perceptions are based; completing recommended actions within this goal will show people that the East Side is cared about. A primary example is the condition of the infrastructure (roads and alleys, traffic signals, sidewalks, trees, sewers, etc.). Many of the infrastructure elements are aging, which generally affects both appearance and efficiency. For instance, unused curb cuts along University Avenue and elsewhere in the East Side are unattractive and can also pose traffic safety hazards. Opportunities exist for a cohesive streetscape design which could improve the appearance and functioning of the area. Private property maintenance and improvement is also at the heart of the appearance and functionality issue. Upgraded building stock promotes good use of space and tends to improve the appearance of the area as well. Collectively, public and private property make up the identity of the East Side, which can be strengthened and enhanced.

Objectives:

- A) Develop an identity for the East Side.
- B) Repair, replace, and provide new public infrastructure as needed.
- C) Improve the appearance of public rights-of-way.
- D) Develop programs to encourage private property improvement.



The corner of University Avenue and First Street

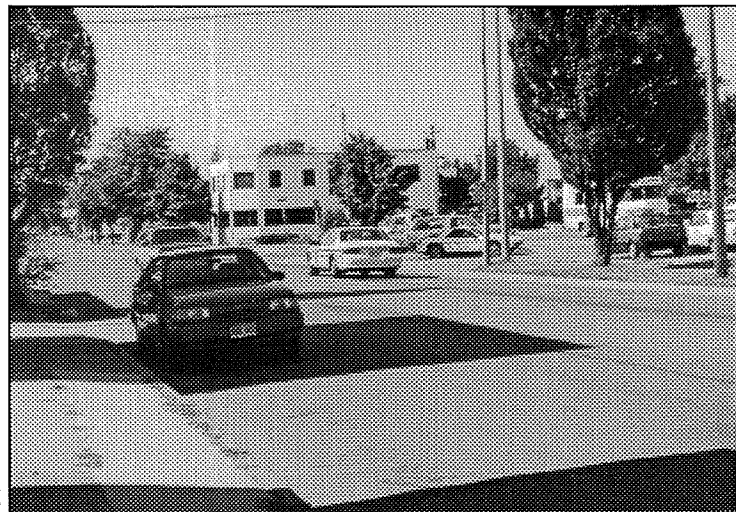
GOAL #3

***Improve PUBLIC SAFETY
throughout the East Side.***

Explanation: A frequent comment of respondents to a survey conducted by the East Side Merchants Association in February 1994 was that crime in the area is one of their major issues. Fear of crime in the geographic area (slightly larger than the East Side) was higher than the average for the City. Perceived public safety is equally important, and many business people noted that groups loitering in the area have a negative effect on their customer base, whether or not public safety is in question. In short, this is a very important concern of people in the East Side and is addressed by a goal and set of objectives.

Objectives:

- A) Improve safety through changes in physical spaces.
- B) Work to resolve existing land use conflicts.
- C) Encourage more Police presence in the East Side.
- D) Inform public of the East Side's issues.
- E) Identify opportunities to provide better lighting where needed.



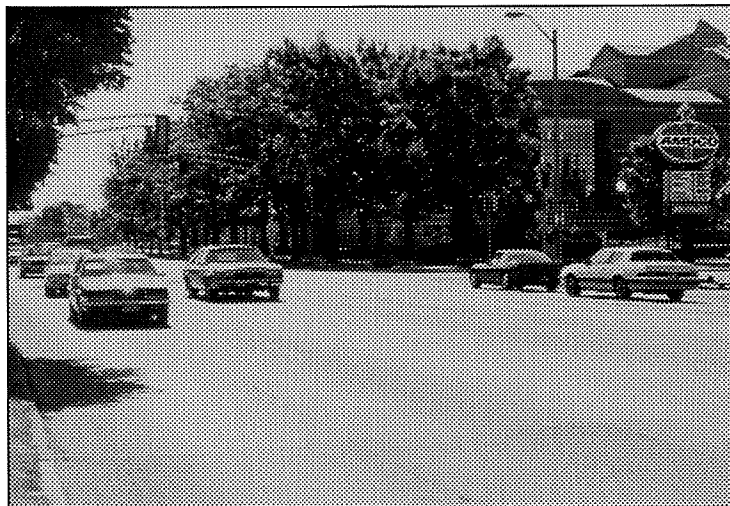
Police car on First Street

GOAL #4***Improve CIRCULATION within and throughout the East Side.***

Explanation: The location of the East Side in the center of the Champaign-Urbana area, near the University of Illinois campus, Downtown Champaign, the Illinois Central Gulf Railroad tracks, and residential neighborhoods means that a lot of traffic and many different kinds of traffic can be found here. The seam between the grid system and the diagonal streets that abut the railroad further complicate traffic patterns. University Avenue, Springfield Avenue, and First, Fourth, and Wright Streets are high-traffic roads and several intersections have higher-than-average accident rates. Bicycle traffic is plentiful and often conflicts with vehicular and pedestrian traffic. This multitude of circulation-related issues prompted the East Side Planning Committee to develop a goal statement addressing this topic.

Objectives:

- A) Promote improvements to major intersections to improve traffic safety and circulation.
- B) Address alley traffic problems.
- C) Improve the flow of all modes of traffic.
- D) Identify and address parking needs.



Traffic on University Avenue at the Wright Street intersection

GOAL #5

Promote the East Side's ECONOMIC DEVELOPMENT

Explanation: The input received throughout the data collection phase often included interest in expanding the number and types of businesses in the area. There were many requests for assistance programs to allow property owners to improve buildings and expand or start new businesses. Vacant parcels, especially along University Avenue, have tremendous potential for development, as do many second floor spaces and warehouse buildings in the area. This issue focuses on creating and implementing opportunities for development and redevelopment, working with many groups and agencies in the twin cities that are equipped with resources to assist.

- Objectives:**
- A) Attract new business development and redevelopment to the East Side.
 - B) Work with existing agencies and form new groups as needed to create and implement opportunities for development and redevelopment.
 - C) Investigate changes to existing zoning necessary to facilitate appropriate new development.
 - D) Create assistance programs to encourage creation and expansion of businesses.



East Side businesses along University Avenue

East Side Action Plan



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ACTION PLAN INTRODUCTION

The Action Plan provides details on how the goals and objectives for the East Side might be realized. First, it describes the actions that are recommended to meet each set of goals and objectives. Then it provides information about the various participants charged with carrying out specific activities and what the roles of each should be. The Action Plan is divided into the following three sections:

ACTION DESCRIPTIONS

This section lists all of the actions suggested by the Plan and describes what each involves. Each action is categorized by goal and objective.

PARTICIPANTS AND ROLES

The groups, agencies, and individuals with responsibility for implementing actions are described in this section in terms of their roles and functions in the community.

SCHEDULE AND RESPONSIBILITY

The actions and the responsibility for carrying them out are then put together in one section. An example of this section's format can be seen below: In this section, all actions are sorted by the primary responsible party. In addition, each action contains a reference to its number in the 'action description' section, mention of secondary responsibility, other related goals, and a priority rating. The priority scale ranges from one to three; one being the highest priority, and three representing lower priority.

RESPONSIBLE PARTY

ACTION	ACTION & PAGE NUMBER	SECONDARY RESPONSIBILITY	RELATED GOALS	PRIORITY RATING
Action Name	Action # Page #	Group or Agency	Goal title(s)	Priority Number

ACTION DESCRIPTIONS

The Action Descriptions section provides a complete listing of actions which were developed during the planning process as a means to accomplish each goal and objective. The actions have been ordered by their primary goal and objective, and have been assigned an identification number for the purpose of referencing from the Implementation Schedule and Responsibility section towards the end of the Plan. A brief definition of each action can be found in this part of the Plan as well.



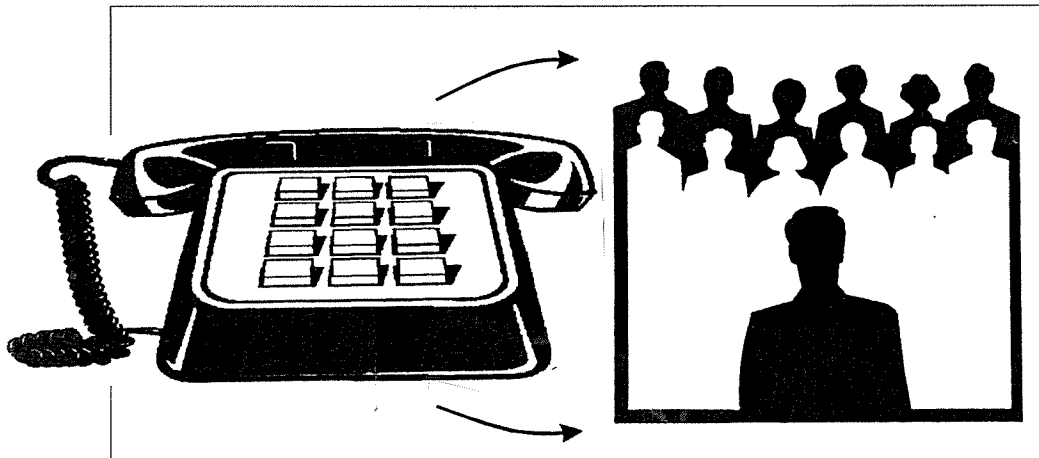
GOAL #1

PROMOTE COMMUNICATION AND ORGANIZATION among East Side businesses, property owners, residents, and other groups.

OBJECTIVE A) Work to inform the community about the East Side

1. **Produce a Newsletter:** Produce a periodic newsletter highlighting implementation activities, opportunities for involvement, and articles of interest for people in the East Side.
2. **Encourage Media Coverage:** Distribute press releases to the media regarding East Side Merchants Association (ESMA), East Side events and items of public interest.
3. **Coordinate with Other Agencies:** Develop and maintain information-sharing relationships with representatives from agencies including (but not limited to) the North First Street organization, Champaign-Urbana Economic Partnership; Champaign County Chamber of Commerce; Champaign Park District; City of Champaign; University of Illinois; and Champaign Downtown Association.
4. **Maintain a ‘Question & Answer’ section to the *East Side Update* Newsletter:** Provide an area in the newsletter (currently prepared by City; in the future by ESMA) for questions submitted by *Update* readers to be answered by City Staff or others as appropriate.

5. **Select Neighborhood Block Leaders:** Locate and designate a person from roughly each block within the East Side to serve as a coordinator and distributor of information, contact/liaison for Police Beat Officers and ESMA, and phone tree “trunk” for the block. This person would function similarly to a neighborhood watch block captain.
6. **Increase City Communication with the East Side:** Continue distribution of facts on City programs through the *East Side Update*. Hold neighborhood meetings as needed to resolve major issues. Introduce Police Officers for the area to individual block leaders and maintain this contact on a weekly or biweekly basis, especially via foot patrol opportunities.
7. **List Active People in the East Side:** Create and distribute, in connection with a phone tree, a list of East Side business people, property owners, and residents who wish to be involved in East Side meetings and activities. This list should be developed and maintained by ESMA.
8. **Solicit Articles from East Side Interests for Newsletter:** Ask *East Side Update* readers to contribute articles they feel may be of interest to other readers. Articles may include announcements of new business openings, events in the East Side, etc.



Business/Resident phone tree

OBJECTIVE B) Create Viable Business/Neighborhood Watch Areas and Other Groups as needed to Facilitate Communication and Partnerships

9. **Pursue Watch District Training:** Provide training session(s) for the ESMA and block leaders on business watch setup and maintenance. Monitor and provide ongoing assistance as needed.
10. **Create Business/Resident Phone List:** Develop a master list of all business watch area participants. Organize and distribute a “phone tree” via block leaders.
11. **Coordinate with Police Patrols:** Communicate all aspects of business watch; including block leader names and phone numbers, meetings, and phone tree with beat officers and Neighborhood Services Department. Police should provide beat information and regularly talk to block leaders about neighborhood issues.
12. **Involve Public Service Groups in Walks/Watches:** Investigate and pursue use of public service groups for safety walk/watch activities in connection with other business watch actions.

OBJECTIVE C) Actively Recruit More Business People, Residents, and Other Interested Parties into the ESMA

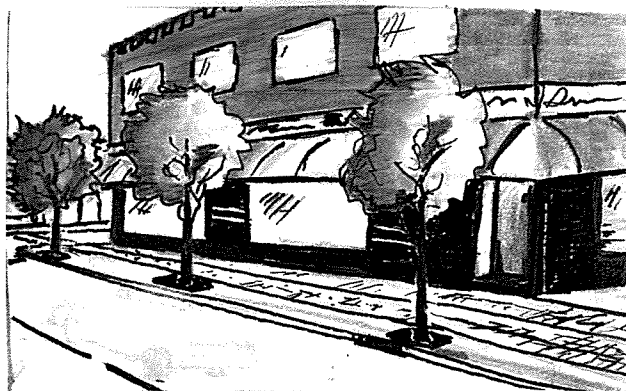
13. **Recruit Additional Members:** Publicize ESMA activities and regularly advertise opportunities for involvement in ESMA. Through block leaders, identify people who are potential members and personally invite them to participate.
14. **Identify Services and Benefits of ESMA:** Develop a list of advantages to ESMA membership which details ESMA services, and provide list to potential members.
15. **Formalize Organization:** Create a document for ESMA which includes ESMA’s mission statement, goals, board members, and all other members. Apply for tax-exempt status as a not-for-profit organization. Hold regular meetings. Create committees as needed to investigate East Side issues and work with other organizations.
16. **Group Businesses by Type:** Form groups within ESMA based on nature of business. Encourage groups to share information on public safety, marketing, etc., and to coordinate advertising.

**GOAL #2**

Improve the APPEARANCE and FUNCTIONALITY of the East Side.

OBJECTIVE A) Develop An Identity for the East Side

17. **Construct Entryway Features and Signs:** Use Tax Increment Financing District (TIF)2 Funds to improve major entryways to the East Side. Improvements may include mini-parks, flower islands, and landscaping.
18. **Promote Theme/Niche Areas:** Publicize complementary businesses in the East Side, including auto, retail, and restaurant areas. Create a directory grouping businesses by type. Investigate other methods of promotion.
19. **Add Trees to Major Streets:** Use TIF 2 Funds to plant new street trees in the East Side, especially on arterial streets (University, First, and Springfield). Take advantage of cooperative arrangements with property owners to provide trees when the City completes right-of-way improvements (such as curb cut removal and sidewalk reconstruction).



New trees in right of way

20. **Encourage Improvement of Boneyard Creek Channel and Corridor:** Monitor Boneyard Creek planning process and encourage implementation of channel improvements through the East Side. Look for ways to coordinate with Boneyard construction to improve the overall appearance of this corridor.
21. **Add Banners and Flags on Streets:** Generally, identify ways for the private sector to add color and a more festive look to the East Side. Use banners or other decorations to indicate where the East Side starts and stops.



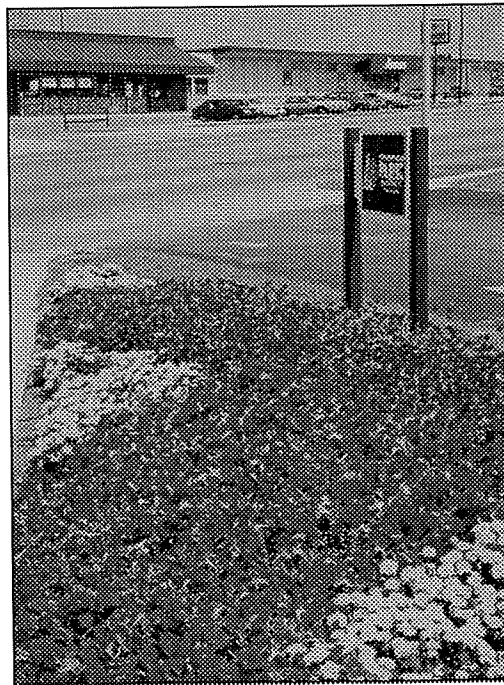
Mini park construction at the corner of Wright St. and University Ave.

OBJECTIVE B) Repair, Replace, and Provide New Public Infrastructure as needed

22. **Inventory Public Infrastructure and Identify Deficiencies:** Document conditions of sidewalk, storm and sanitary sewers; lighting; trees; roads; traffic signals; and curbs/gutters.
23. **Prioritize Infrastructure Needs:** Produce a detailed plan indicating priorities for completion of improvements, including new infrastructure and repair.
24. **Develop Maintenance Strategy and Schedule for East Side Infrastructure:** In connection with above plan, describe schedule and responsibility for maintenance of new and existing infrastructure.
25. **Put Improvements into the Capital Improvements Plan (CIP):** To promote actual completion of desired capital improvements, incorporate them into the City's ten-year CIP.

OBJECTIVE C) Improve the Appearance of Public Rights-of-Way

- 26. **Policy Document on Right-of-Way Improvements:** Formalize and consolidate policies on right-of-way improvements for the East Side. Include topics such as lighting; vegetation; driveways; alleys; curb cuts; and parkway maintenance. Distribute to all interested persons.
- 27. **Paint, Light, and Maintain Railroad Underpasses:** Contact railroad officials and the City’s Property Maintenance Supervisor regarding underpasses. Attempt to negotiate an agreement in which painting, lighting, and maintenance is regularly provided.
- 28. **Inform Property Owners of Parkway Maintenance Responsibility:** Work with Neighborhood Services Department to distribute pamphlets outlining owner responsibilities such as mowing, weeding, trash removal, etc. Hold workshops if appropriate.
- 29. **Encourage New Flower Islands and Mini Parks:** Work with Park District to identify locations for mini parks, planters, and flower islands. Develop implementation schedule.



Champaign Park District Flower Island

30. **Remove Unneeded Curb Cuts:** Contact adjacent property owners regarding elimination of unused curb cuts and add these projects to Rapid Response or other appropriate Capital Improvement Program.

OBJECTIVE D) Develop Programs to Encourage Private Property Improvement

31. **Distribute Information about Existing Programs:** Put articles about the Redevelopment Incentive Program (and specific RIP projects) and other City assistance avenues into the East Side Update. Look for other ways to advertise programs.
32. **Promote Building Improvements:** Distribute information on City programs, including literature on building and property maintenance codes. Develop and encourage funding of a component of the Redevelopment Incentive Program to provide City incentives for small, mostly exterior, building and site improvements. Publicize it.
33. **Hold Neighborhood Clean-Up Activities:** Organize regular neighborhood clean-up events and/or clean-up walks (involving public service groups). Build on program by promoting building improvement projects and litter pick-up walks or other activities.
34. **Develop Recognition Efforts for Property Improvement:** Highlight efforts in the *East Side Update*, *News Gazette*, and work with other media to recognize owners who take special care to improve their property. Use plaques, certificates, and other methods if desired.
35. **Encourage Owner Occupant Businesses:** Distribute information and/or provide training to small business owners regarding credit procedures, real estate availability, and financial assistance programs. Determine needs and interests before proceeding. Participate in proposed Small Business Development Center.
36. **Help Seniors Improve or Repair Properties:** Organize public service groups to help seniors and others needing assistance to make repairs or upgrades. Use existing Neighborhood Services Department (NSD) and other programs where applicable.

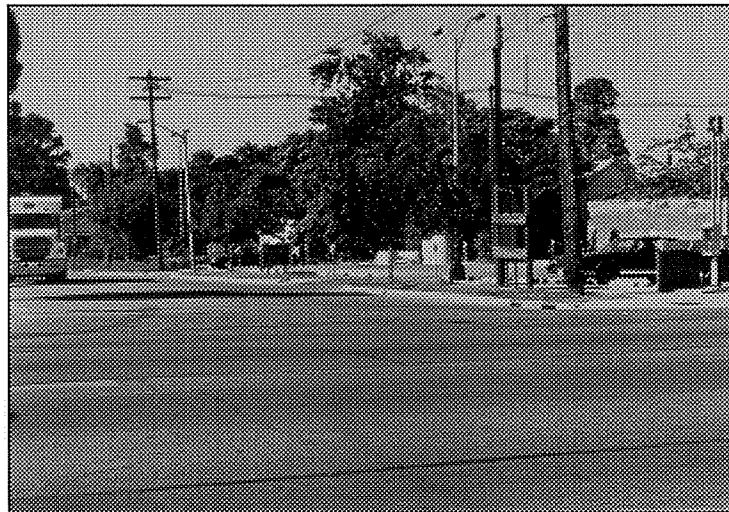


GOAL #3 Improve PUBLIC SAFETY throughout the East Side.

OBJECTIVE A) Improve Safety Through Changes in Physical Spaces

- 37. **Replace Second Street Bridge:** If interest in bridge replacement persists, reconsider replacement. Organize neighbors to provide input into Capital Improvement Planning process. (COMPLETED - Budgeted in CIP)

- 38. **Increase Maintenance and Landscaping at City Lot H:** Provide more frequent litter removal, and add landscaping where possible in this City-owned parking lot on the southwest corner of University Avenue and Second Street.



Municipal Lot H, Second Street and University Avenue

OBJECTIVE B) Work to Resolve existing Land Use Conflicts

- 39. **Create a Homeless Task Force:** Form a City-appointed task force to address short- and long-term homeless-related issues. Include residents; service providers; merchants; a person who is or has been homeless; and citizens at large. (COMPLETED). Provide progress reports to ESMA upon request.

- 40. **Provide Assistance with Site Improvements on Shelter Facility Property:** In connection with improvements already made, look into other needs and assist as necessary. (COMPLETED)

OBJECTIVE C) Encourage More Police Presence in the East Side

41. **Encourage the Addition of Foot and/or Bike Patrols:** Begin with a small foot or bike patrol program and as officers are hired, establish a regular patrol for areas within the East Side that are determined (by Police Department) to be good candidates to be improved by such a program.
42. **Encouraging Hiring of Additional Police:** Organize East Side interests to pursue hiring of additional Police officers as facility expansion allows. Encourage expanded facility.
43. **Investigate Changes to Current Police Zone Boundaries:** Determine, in connection with the Police Department Crime Analyst, whether improved communication among East Siders and Police could occur if zone boundaries were restructured. If so, pursue.

OBJECTIVE D) Inform Public of East Side's Issues

44. **Promotional Campaign:** In connection with other East Side promotional efforts, use media, newsletter, and other opportunities to highlight progress on the Plan implementation activities and celebrate successes.

OBJECTIVE E) Identify Opportunities to Provide Better Lighting where needed

45. **Encourage Motion Detectors:** Coordinate a campaign and provide for wholesale purchase of motion detector lights for any property owner or tenant that is interested.
46. **Upgrade Street Lighting south of University Avenue and East of First Street:** Encourage more lighting in these areas.
47. **Encourage Private Provision of Lighting:** Include an article about Illinois Power's low-cost lighting program into the *East Side Update*. Have block leaders gauge interest in common area lighting through this program for their block. Investigate interest in alley lighting and also in wall sconce or other "theme" lighting in connection with the lighting action.

**GOAL #4 Improve CIRCULATION within and through the East Side****OBJECTIVE A) Promote Improvements to Major Intersections to Improve Traffic Safety and Circulation**

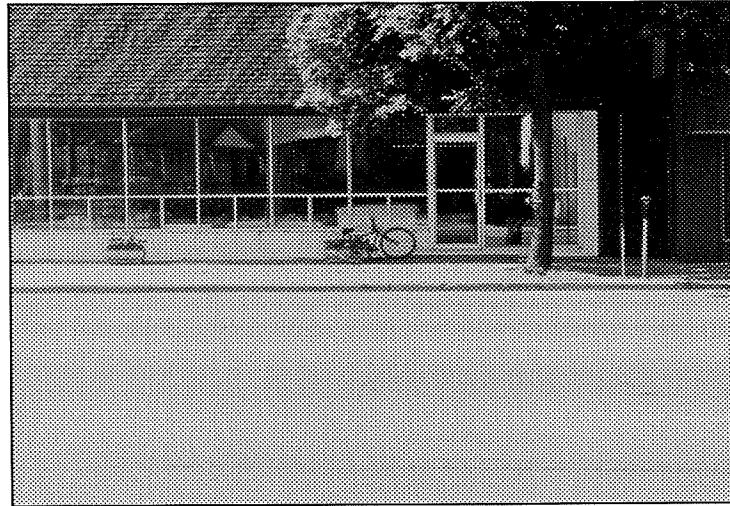
48. **Realign Intersection of Wright Street and University Avenue:** When the opportunity arises, realign in connection with state project.
49. **Work with the Mass Transit District (MTD) to Inform East Side about the Intermodal Transportation Center:** Communicate with MTD officials regarding schedule and impacts of the proposed center. Hold a public information meeting for the East Side in cooperation with the Champaign Downtown Association.

OBJECTIVE B) Address Alley Traffic Problems

50. **Study Alley Parking and Circulation:** Observe alley functions in the East Side. Determine whether operational or signage changes would improve circulation. If so, implement improvements.

OBJECTIVE C) Improve the Flow of all Modes of Traffic

51. **Inform Cyclists of Designated Bike Routes:** Use signage and literature to ensure that cyclists are aware of designated routes. Post “No Bicycles” signs near sidewalks at ends of blocks where bicycles on sidewalks are a problem.
52. **Pursue Urban Trail Along Boneyard Creek:** In connection with Boneyard Creek planning, look for opportunities to develop an urban trail.
53. **Enforce Speed Limits:** Utilize the Selected Traffic Enforcement Patrol (STEP), in which the Police Department targets problem intersections or street sections which have high accident rates or incidents of speeding. Specific locations are then selected for increased traffic enforcement over a period of time.

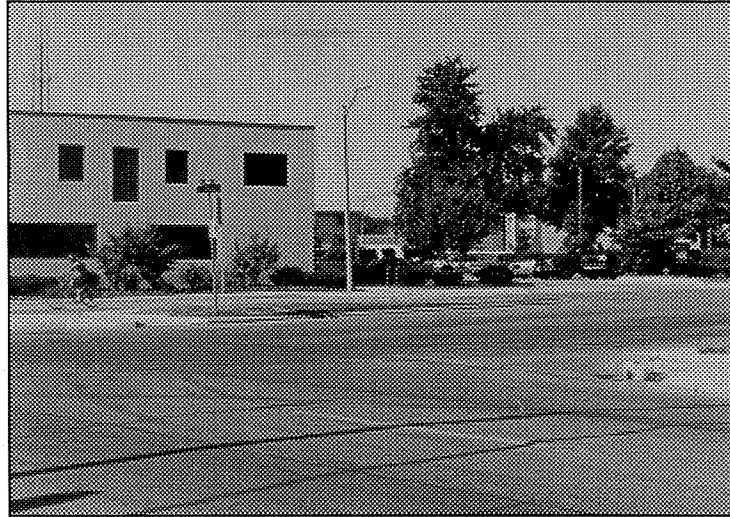


Bicycle in the East Side

OBJECTIVE D) Identify and Address Parking Needs

54. **Require Adequate Parking for New Development:** Address in Zoning Ordinance Rewrite. (COMPLETED)
55. **Investigate Providing Additional Public Parking:** Review usage of public parking spaces in the area and investigate opportunities to provide additional spaces in locations where existing development patterns do not provide room for on site parking.
56. **Require Screening on new Parking Lots:** Require new parking lots constructed in the area to be screened along street frontages to improve their overall appearance and enhance the pedestrian orientation of the area. Encourage screening to be installed in existing parking lots. (COMPLETED)

57. **Encourage Development of Shared Parking Lots:** Establish Zoning provisions which encourage the development of shared parking lots between commercial uses, rather than building parking lots for each individual business.



Parking Lot at Ragle Dental Laboratory, 301 South First Street



GOAL #5 Promote the East Side's Economic Development

OBJECTIVE A) Attract New Business Development and Redevelopment to the East Side

58. **Develop a List of Available Properties in the East Side:** Work with the Economic Partnership and real estate agents to list East Side vacancies available for lease or purchase. Publicize the existence of this list and make it available to interested persons.
59. **Develop Marketing Programs:** Work with economic development agencies in the community to establish marketing programs for the East Side's available properties and make potential developers aware of incentives which may be available in the area.
60. **Develop and Administer Incentives:** Meet with bankers, realtors and potential developers to design incentive programs intended to overcome market forces working against new development and redevelopment in the East Side. Administer programs to attract new businesses to the area.

OBJECTIVE B) Attract New Business Development and Redevelopment to the East Side. Work with Existing Agencies and Form New Groups as needed to Create and Act on Opportunities for Development and Redevelopment

61. **Provide Information on Available Programs:** Create and distribute a complete packet of information on economic development programs which may be used by East Side property owners, residents, and business people. Make information easily available and invite appropriate staff and others to present programs at meetings. Feed program information through block leaders and ESMA members. Forward questions to staff for follow-up where needed.
62. **Identify Roles of Existing Agencies:** Solicit assistance from existing economic development oriented agencies such as the Economic Partnership and the Chamber of Commerce and identify appropriate roles for these agencies in marketing and promoting the area. Form new groups (including ESMA subcommittee) as necessary to support or enhance the work of existing agencies.
63. **Clarify City's Economic Development Policy:** Clarify the City's role to promote economic development in the East Side under its Economic Development Policy, and utilize existing programs such as the Tax Increment Financing Districts and the Enterprise Zone. Develop a statement of intent for the City's role and create new programs which are consistent with this mission.

OBJECTIVE C) Investigate Changes to Existing Zoning Necessary to Facilitate Appropriate New Development

64. **Review I-1 (Light Industrial) Zoning along Railroad Tracks:** The land adjacent to the railroad tracks is zoned I-1. The 1992 Comprehensive Plan Update designated the area north of Springfield Avenue as "Intensified Business" and south of Springfield Avenue as "Commercial". The City should look into rezoning of these areas to attract appropriate development and redevelopment. (COMPLETED)
65. **Review existing Commercial Zoning:** Most of the land in the East Side is now zoned B-3, "General Business". This zoning district is designed for commercial areas with adequate lot sizes for on-site parking. Much of the East Side commercial development is more intensely developed and "urban" in character with little space for on-site parking. Creation of a new zoning district requiring less on-site parking, considering available public parking, should be studied. (COMPLETED)

66. **Provide Opportunities for Upper Story Residential Uses:** Develop ways to encourage residential use of the upper floors of commercial buildings, including making changes to the Redevelopment Incentive Program and relaxing zoning requirements (similar to Downtown). (COMPLETED)



Upper story residence on Chester Street

OBJECTIVE D) Create Assistance Programs to Encourage Creation and Expansion of Businesses

67. **Establish a Business Retention Program:** Work with the Economic Partnership to design and implement a business retention program. Meet with existing business owners and identify their needs. Design programs to encourage their expansion within the East Side.
68. **Pursue Small Business Incubator:** Create a committee and get technical assistance to perform research on feasibility of a business incubator. If found to be feasible, pursue implementation with help from the Economic Partnership, the City, and other agencies.
69. **Assist Businesses with Advertising:** Organize groups of businesses with the help of media representatives for common advertising, if desired. Gauge interest in advertising workshops which may include choosing media, using graphics, and other related subjects.

ACTION PLAN PARTICIPANTS AND ROLES

East Side Individuals and Organizations

Block Captains: As representatives of sub-areas within the East Side, Block Captains are crucial links between individuals and the East Side Merchants Association (ESMA). They are responsible for distribution of information both to and from businesses and individuals in their blocks, and attending meetings pertaining to issues and activities affecting their blocks.

East Side Property/Business Owners and Residents: These individuals are responsible for maintaining and upgrading private properties, and working with the City to identify area problems needing further action. Individuals should become partners with the Neighborhood Services and Police Departments to address issues on their blocks and properties. Involvement in business watch activities and participation in ESMA are two important forms this can take.

East Side Merchants Association (ESMA): The East Side Merchants Association (or an organization which succeeds ESMA in the future) is responsible for coordinating the implementation of this Plan by communication with all other implementing groups and individuals. ESMA will act as a partner with the City

and other groups as required to carry out specific actions described in this Plan. It will coordinate formation of a business watch district and act as a liaison among groups, and informing people in the East Side about Plan activities.

East Side Planning Committee: The East Side Planning Committee, which was involved in the development of the Plan, should be involved in monitoring its implementation through regular, scheduled progress update meetings as described in the Implementation Monitoring section. The Planning Committee should recruit additional members as appropriate.

North First Street Business Association: The East Side Merchants Association should seek the involvement of several persons active in the North First Street Area. Plans for the North First Street commercial district should be communicated to ESMA, through the ESMA newsletter, and to others in the East Side. ESMA should assist this group with their activities and look for opportunities to join forces for mutual benefit. Above all, sharing of information and resources is key to the success of these efforts.

City Roles

City Manager's Office (CMO): The City Manager's Office provides policy direction from the City Council to all other City Departments. The City Manager keeps the Council informed of the financial condition and needs of the City, helps the Council establish priority goals for City Staff, and makes recommendations to the Council for action. This Office also plays a role in development of the City-wide Capital Improvements Plan, and forms task forces to address specific issues within the City.

Neighborhood Services Department (NSD): The Neighborhood Services Department consists of three divisions: Property Maintenance, Program Services, and Neighborhood Service Coordination. The Property Maintenance Division will provide nuisance inspections of private property in the East Side and work with individuals and ESMA to solve specific problems. Program Services is in charge of assisting property owners with improvements to properties. The Neighborhood Service Coordination Division plans, develops, and coordinates citizen participation and neighborhood self-help programs, and works with citizens to identify concerns and potential solutions.

Planning Department: The Planning Department will monitor, along with the East Side Planning Committee and other groups, the implementation of this Plan. It will provide updates as required, and recommend changes to the Plan in the

future. The Planning Department is responsible for changes to the Zoning and Subdivision Ordinances and amendments to the Comprehensive Plan. This Department also coordinates updates to the Capital Improvements Plan, which programs improvements and additions to roads; trees; sidewalks; sewers; lighting; and other public infrastructure elements.

Police Department: The Police Department has primary responsibility for the community's public safety. Activities include police patrol, community policing, neighborhood watch assistance, crime prevention and drug awareness education, and vehicle removal from public property. Partnerships should be formed between block groups and Police beat officers to promote communication and resolution of public safety issues in the East Side.

Public Works Department: Public Works includes four Divisions: Administration, Engineering, Operations, and Special Services. Engineering is responsible for infrastructure studies and improvements, including traffic; street lights; sewer hook-ups; construction monitoring; and drainage plans. The Operations Division services roads, sewers, sidewalks, and trees. General Services is responsible for maintenance of all City-owned property and parking enforcement.

Other Agencies' Roles

Chamber of Commerce: The East Side Merchants Association should seek the experience and expertise of this organization. Activities may include marketing and advertising workshops.

Champaign County Design and Conservation Foundation (CCDC): The CCDC has expressed interest in promoting corridor improvements throughout the City; this should be seen as an opportunity for the City and Park District to expand their efforts to beautify arterial streets in the East Side.

Champaign Downtown Association (CDA): The CDA and ESMA have several common interests, including the proposed Intermodal Transportation Center, an overlapping customer base, and a common boundary. These two merchants groups should assist and learn from each other whenever possible, and hold periodic joint meetings.

Champaign-Urbana Economic Partnership: The Economic Partnership's mission involves coordinating efforts in business development, retention and expansion. The group can provide ESMA with guidance in forming a business incubator, if desired.

Champaign-Urbana Urbanized Area Transportation Study (CUUATS): CUUATS is responsible for transportation studies and planning in the metropolitan

area. Its expertise should be utilized in connection with bicycle route changes, if needed, as well as any future transportation related plans recommended by the City or ESMA.

Park District: The Champaign Park District has a key role to play in improving the aesthetics of the East Side. The Park District's Staff possesses skills in the areas of park and landscaping design, event planning, and recreational programming, to name a few.

The East Side Plan implementation will include too many groups and agencies to list. Each brings special talents to the pool of resources. The identification of agencies that can assist with the East Side Plan should be an ongoing effort.

IMPLEMENTATION SCHEDULE AND RESPONSIBILITY

The implementation matrices that follow can be used by the East Side Plan participants to assist in the coordination and scheduling of projects and actions designed to fulfill East Side goals and objectives. The matrices are ordered by phase, and then alphabetically by responsible participants. Every action can be referenced in the Action Description section for further detail and definition.

1996 and 1997

PRIMARY RESPONSIBILITY:

BLOCK CAPTAINS

ACTION	ACTION & PAGE NUMBER	SECONDARY RESPONSIBILITY	RELATED GOALS	PRIORITY
Coordinate with police patrols	Action 11 Page 25	Beat Officers	Communication Public Safety	1
Create business & resident phone list	Action 10 Page 25	Neighborhood Services Department	Communication Public Safety	1

PRIMARY RESPONSIBILITY:

CITY MANAGER'S OFFICE

ACTION	ACTION & PAGE NUMBER	SECONDARY RESPONSIBILITY	RELATED GOALS	PRIORITY
Create a Homeless Task Force	Action 39 Page 30	Neighborhood Services Department	Public Safety Communication	1

**PRIMARY RESPONSIBILITY:
POLICE DEPARTMENT**

ACTION	ACTION & PAGE NUMBER	SECONDARY RESPONSIBILITY	RELATED GOALS	PRIORITY
Encourage the addition of foot and/or bike patrols	Action 41 Page 31	East Side Interests	Public Safety Communication/ Organization	2

**PRIMARY RESPONSIBILITY:
NEIGHBORHOOD SERVICES DEPARTMENT**

ACTION	ACTION & PAGE NUMBER	SECONDARY RESPONSIBILITY	RELATED GOALS	PRIORITY
Distribute information about existing programs	Action 31 Page 29	East Side Merchants Association	Appearance/ Functionality Economic Development Communication	2
Create policy document on righty-of-way improvements	Action 26 Page 28	East Side Merchants Association	Appearance/ Functionality Economic Development Communication	2
Inform property owners of parkway maintenance responsibility	Action 28 Page 28	Property owners	Appearance/ Functionality	2

**PRIMARY RESPONSIBILITY:
PLANNING DEPARTMENT**

ACTION	ACTION & PAGE NUMBER	SECONDARY RESPONSIBILITY	RELATED GOALS	PRIORITY
Increase City communication with the East Side	Action 6 Page 24	East Side Merchants Association, Neighborhood Services Department	Communication/ Organization Public Safety Economic Development	1
Investigate providing additional public parking	Action 55 Page 33	East Side Merchants Association	Improve Circulation	1
Promote building improvements	Action 32 Page 29	Property owners and tenants	Appearance/ Functionality Economic Development	1
Encourage private provision of lighting	Action 47 Page 31	Illinois Power Company	Appearance/ Functionality Public Safety	2
Promotional campaign	Action 44 Page 31	East Side Merchants Association	Public Safety Economic Development	2
Encourage new flower islands and mini-parks	Action 29 Page 28	East Side Merchants Association, Park District, CCDC	Appearance/ Functionality	2
Distribute information about existing programs	Action 31 Page 29	Neighborhood Services Department, East Side Merchants Association	Appearance/ Functionality Economic Development	2
Require adequate parking for new development	Action 54 Page 33		Improve Circulation	2
Require screening on new parking lots	Action 56 Page 33		Appearance Improve Circulation	2
Identify roles of existing agencies	Action 62 Page 35	East Side Merchants Association	Economic Development	2

Planning Continued

ACTION	ACTION & PAGE NUMBER	SECONDARY RESPONSIBILITY	RELATED GOALS	PRIORITY
Clarify City's Economic Development Policy	Action 63 Page 35	City Manager's Office	Economic Development	2
Add Question & Answer section to the <i>East Side Update</i> newsletter	Action 4 Page 23	East Side Merchants Association, Newsletter readers	Communication/ Organization	3
Encourage development of shared parking lots	Action 57 Page 34		Improve Circulation	3

**PRIMARY RESPONSIBILITY:
PUBLIC WORKS DEPARTMENT**

ACTION	ACTION & PAGE NUMBER	SECONDARY RESPONSIBILITY	RELATED GOALS	PRIORITY
Add trees to major streets	Action 19 Page 26	Property Owners	Appearance/ Functionality	2
Inventory public infrastructure and identify deficiencies	Action 22 Page 27	East Side interests	Appearance/ Functionality Circulation	2
Prioritize infrastructure needs	Action 23 Page 27	East Side interests	Appearance/ Functionality Circulation	2
Upgrade street lighting South of University Avenue and East of First Street	Action 46 Page 31		Public Safety Circulation	2
Put improvements into the Capital Improvements Plan	Action 25 Page 27	Planning Department	Appearance/ Functionality Circulation	2

**PRIMARY RESPONSIBILITY:
ECONOMIC PARTNERSHIP**

ACTION	ACTION & PAGE NUMBER	SECONDARY RESPONSIBILITY	RELATED GOALS	PRIORITY
Provide information on available programs	Action 61 Page 35	City Managers Office	Economic Development Communication	1
Develop a list of available properties in the East Side	Action 58 Page 34	East Side Merchants Association, City Managers Office	Economic Development Communication	2

**PRIMARY RESPONSIBILITY:
EAST SIDE MERCHANTS ASSOCIATION**

(Or other organization open to businesses, residents, and property owners within the East Side)

ACTION	ACTION & PAGE NUMBER	SECONDARY RESPONSIBILITY	RELATED GOALS	PRIORITY
Select neighborhood block leaders	Action 5 Page 24	East Side Interests, Neighborhood Services Department	Communication/ Organization Public Safety	1
Pursue watch district training	Action 9 Page 25	Neighborhood Services and Police Department	Communication/ Organization Public Safety	1
Formalize organization	Action 15 Page 25	Neighborhood Services Department	Communication/ Organization Economic Development	1
Promote theme/niche areas	Action 18 Page 26	Planning Department	Communication/ Organization Economic Development	1

ESMA Continued

ACTION	ACTION & PAGE NUMBER	SECONDARY RESPONSIBILITY	RELATED GOALS	PRIORITY
Develop position encouraging hiring of additional Police officers	Action 42 Page 31	East Side Interests	Public Safety	1
Coordinate with other agencies	Action 3 Page 23	Other agencies	Communication/ Organization Economic Development	2
List active people in the East Side	Action 7 Page 24	Neighborhood Services Department.	Communication/ Organization	2
Recruit additional members	Action 13 Page 25	Neighborhood Services Department.	Communication/ Organization	2
Identify services and benefits of ESMA	Action 14 Page 25	East Side Interests	Communication/ Organization	2
Group businesses by type	Action 16 Page 25	Business Owners	Communication/ Organization Public Safety Economic Development	2
Hold neighborhood clean-up activities	Action 33 Page 29	Property Owners, Neighborhood Services Department	Appearance/ Functionality Communication/ Organization	2
Encourage media coverage	Action 2 Page 23	Media	Communication/ Organization Public Safety Economic Development	2

ESMA Continued

ACTION	ACTION & PAGE NUMBER	SECONDARY RESPONSIBILITY	RELATED GOALS	PRIORITY
Work with Mass Transit District to inform East Side about Intermodal Center	Action 49 Page 32	Mass Transit District, East Side Interests, City Planning Department	Circulation Communication/ Organization	2
Produce a newsletter	Action 1 Page 23	East Side Interests, City Departments	Communication/ Organization Public Safety Economic Development Appearance/ Functionality	2
Solicit articles from East Side interests for newsletter	Action 8 Page 24	Newsletter readers	Communication/ Organization	3

1998 and 1999**PRIMARY RESPONSIBILITY:****NEIGHBORHOOD SERVICES DEPARTMENT**

ACTION	ACTION & PAGE NUMBER	SECONDARY RESPONSIBILITY	RELATED GOALS	PRIORITY
Inspect and maintain railroad underpasses for paint and lighting condition and debris.	Action 27 Page 28	Railroad officials, City Planning Department	Appearance/ Functionality Public Safety Circulation	2

PRIMARY RESPONSIBILITY:**PLANNING DEPARTMENT**

ACTION	ACTION & PAGE NUMBER	SECONDARY RESPONSIBILITY	RELATED GOALS	PRIORITY
Construct entryway features and signs	Action 17 Page 26	East Side Merchants Association, Park District	Economic Development Appearance/ Functionality Circulation	2
Provide opportunities for upper-story residential uses	Action 66 Page 36	Property owners	Economic Development Appearance/ Functionality	2
Review I-1 (light industrial) zoning along railroad tracks	Action 64 Page 35	Property owners, Plan Commission	Economic Development Appearance/ Functionality	3
Review existing commercial zoning	Action 65 Page 35	Plan Commission, City Council	Economic Development Appearance/ Functionality Circulation	3

**PRIMARY RESPONSIBILITY:
POLICE DEPARTMENT**

ACTION	ACTION & PAGE NUMBER	SECONDARY RESPONSIBILITY	RELATED GOALS	PRIORITY
Enforce speed limits	Action 53 Page 32		Public Safety Circulation	3
Investigate changes to current police zone boundaries	Action 43 Page 31		Public Safety Communication/ Organization	4

**PRIMARY RESPONSIBILITY:
PUBLIC WORKS DEPARTMENT**

ACTION	ACTION & PAGE NUMBER	SECONDARY RESPONSIBILITY	RELATED GOALS	PRIORITY
Develop maintenance strategy and schedule for East Side infrastructure	Action 24 Page 27	Neighborhood Services Department	Appearance/ Functionality	2
Increase maintenance and landscaping at the City owned parking lot at southwest corner of Second Street and University Avenue	Action 38 Page 30		Appearance/ Functionality Public Safety	2
Remove unneeded curb cuts	Action 30 Page 29	Property owners	Appearance/ Functionality Circulation	3
Study alley parking and circulation	Action 50 Page 32	Adjacent owners and tenants	Appearance/ Functionality Circulation	3

PRIMARY RESPONSIBILITY:**PARK DISTRICT**

ACTION	ACTION & PAGE NUMBER	SECONDARY RESPONSIBILITY	RELATED GOALS	PRIORITY
Inform cyclists of designated bike routes	Action 51 Page 32	Champaign-Urbana Urbanized Area Transportation System (CUUATS)	Circulation	3
Pursue urban trail along Boneyard Creek	Action 52 Page 32	CUUATS, Public Works and Planning Departments.	Circulation Appearance/ Functionality	3

PRIMARY RESPONSIBILITY:**EAST SIDE MERCHANTS ASSOCIATION**

ACTION	ACTION & PAGE NUMBER	SECONDARY RESPONSIBILITY	RELATED GOALS	PRIORITY
Encourage owner occupant businesses	Action 35 Page 29	Chamber of Commerce, Real Estate agencies, Financial institutions	Economic Development	2
Assist businesses with advertising	Action 69 Page 36	Chamber of Commerce, Media	Economic Development	3
Develop recognition efforts for property improvement	Action 34 Page 29	Neighborhood Services Department, Media	Appearance/ Functionality	3
Help seniors improve or repair properties	Action 36 Page 29	Neighborhood Services Department, Volunteer Groups	Appearance/ Functionality	3
Encourage motion detectors	Action 45 Page 31	Property owners	Public Safety	3
Involve public service groups in walks/watches	Action 12 Page 25	Volunteer Groups, Neighborhood Services Department	Public Safety	3
Add banners and flags on streets	Action 21 Page 26	East Side Interests	Appearance/ Functionality	3

**PRIMARY RESPONSIBILITY:
ECONOMIC PARTNERSHIP**

ACTION	ACTION & PAGE NUMBER	SECONDARY RESPONSIBILITY	RELATED GOALS	PRIORITY
Develop and administer incentives	Action 60 Page 34	East Side Merchants Association, City Manager's Office	Economic Development	1
Establish a business retention program	Action 67 Page 36		Economic Development	2
Pursue small business incubator	Action 68 Page 36	East Side Merchants Association	Economic Development	3
Develop marketing programs	Action 59 Page 34	East Side Merchants Association, City Manager's Office	Economic Development	3

2000 and Beyond

**PRIMARY RESPONSIBILITY:
PUBLIC WORKS DEPARTMENT**

ACTION	ACTION & PAGE NUMBER	SECONDARY RESPONSIBILITY	RELATED GOALS	PRIORITY
Encourage improvements to the Boneyard Creek channel and corridor	Action 20 Page 26	Park District	Appearance/ Functionality Circulation	2
Replace Second Street bridge	Action 37 Page 30		Appearance/ Functionality Circulation	2
Realign intersection of Wright Street and University Avenue	Action 48 Page 32	Illinois Department of Transportation	Circulation Appearance/ Functionality	2

IMPLEMENTATION MONITORING

The East Side Planning Committee, which was involved in the development of the East Side Plan from the beginning, is charged with overseeing the implementation of actions recommended in this Plan. Following is a schedule of meetings for the ESPC to review the progress various groups have made in implementation. All the meetings will be held at the Champaign City Building, 102 North Neil Street, Champaign, and will be open to the public.

A suggested agenda follows:

1. Report from participants on actions undertaken since last update meeting.
2. Comparison of actions undertaken with recommended implementation schedule.
3. Discussion of recommended changes to schedule, if any.
4. Identification of ways to assist implementation participants, if needed.
5. Confirmation of next meeting.

Tentative schedule of ESPC Progress review meetings:

November 18, 1996 at 4:00 p.m.

February 17, 1997 at 5:30 p.m.

May 19, 1997 at 5:30 p.m.

August 18, 1997 at 5:30 p.m.


APPENDICES

- A.) Area Map of East Side
- B.) Land Use Map (From Existing Conditions Report)
- C.) Current Zoning Map
- D.) Previous Zoning Map (From Existing Conditions Report)
- E.) Planning Process Time Line

APPENDIX A



 Study Area Boundaries

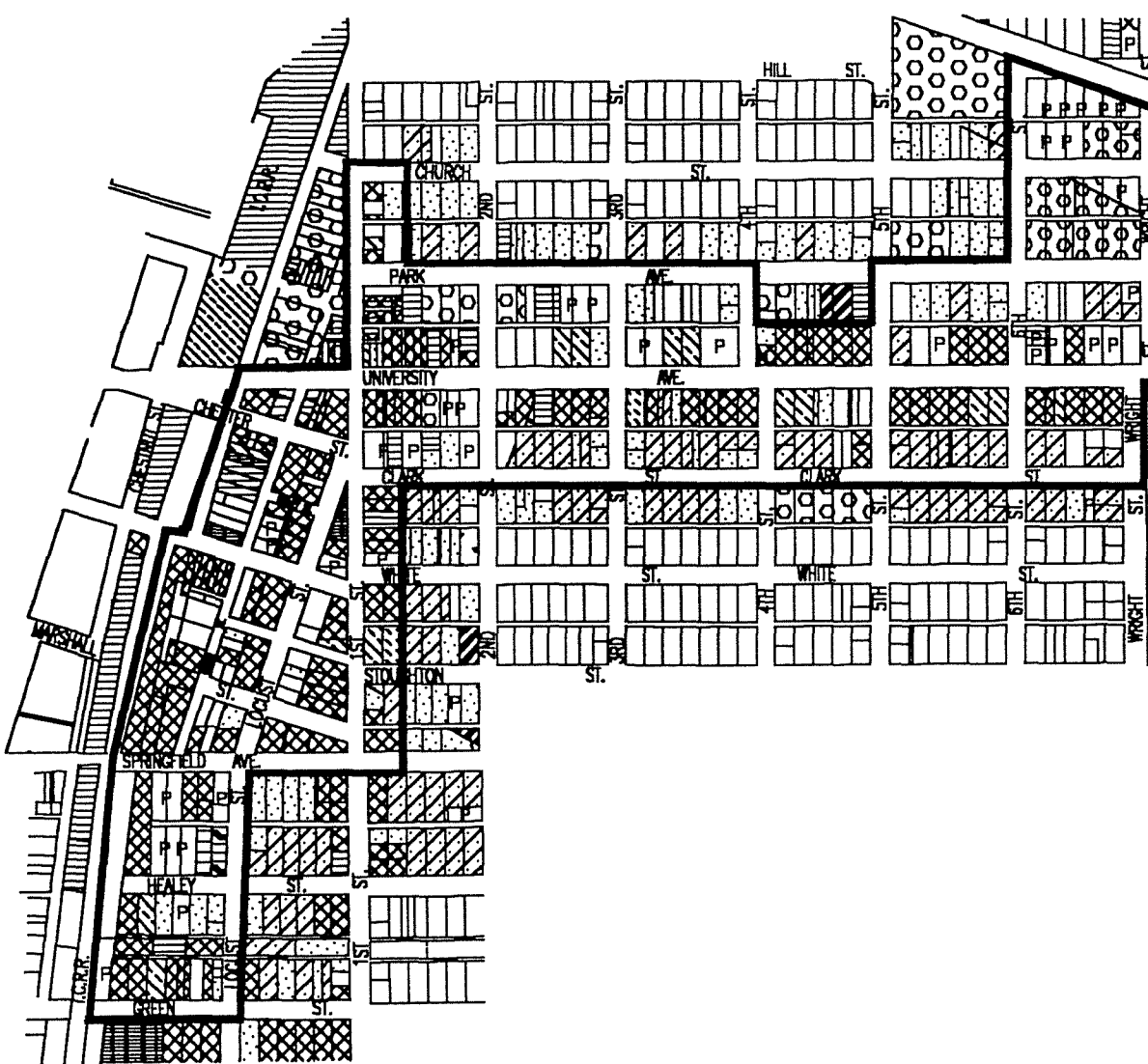
 Not in TIF District

EAST SIDE STUDY AREA

Prepared by: City of Champaign Planning Department, 6/94
















APPENDIX B



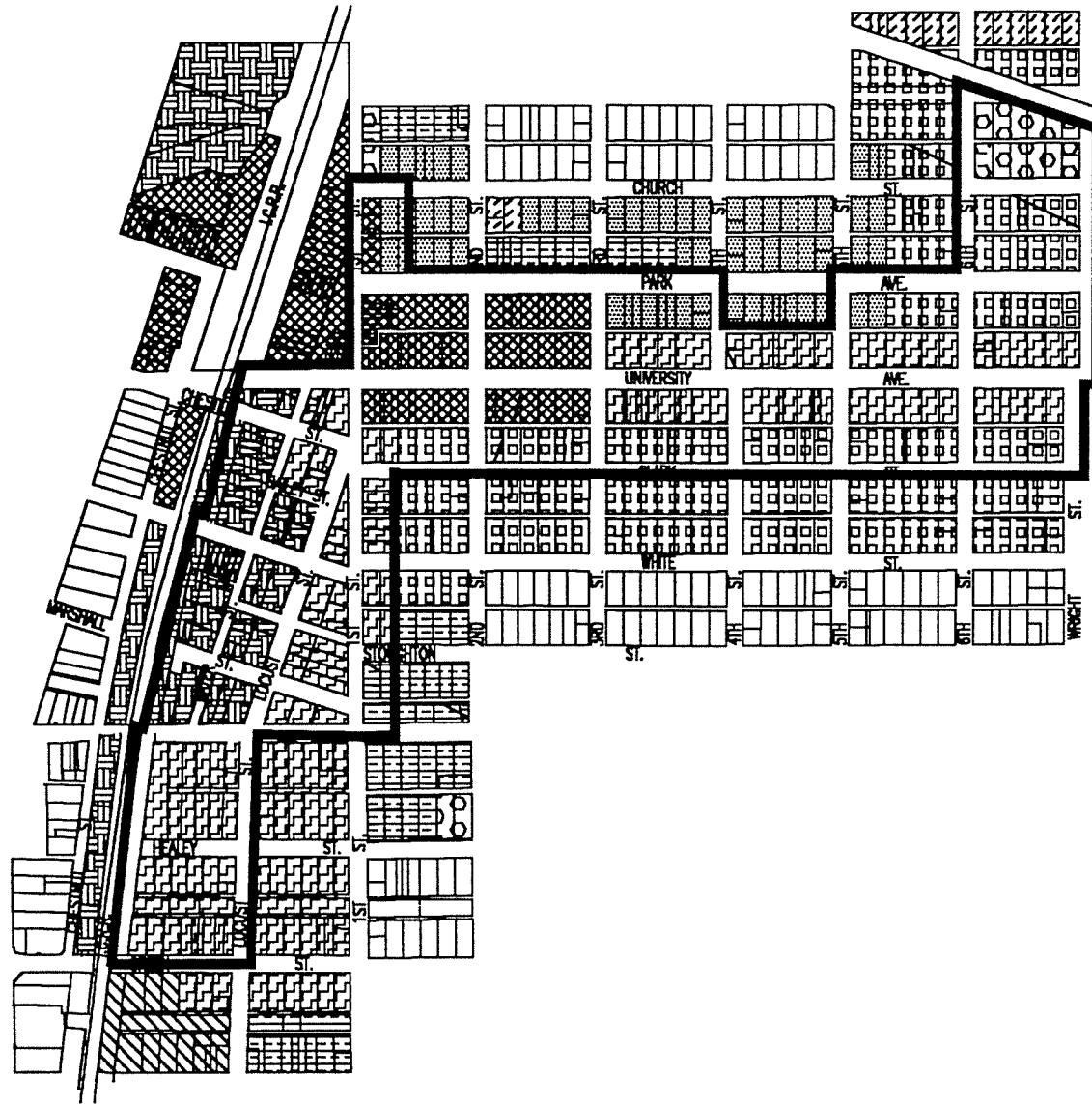
EAST SIDE STUDY AREA

Existing Land Use
1994

-  SINGLE FAMILY
-  MULTI-FAMILY
-  OFFICE
-  COMMERCIAL
-  SERVICE
-  NON-MANUFACTURING
-  MANUFACTURING
-  QUASI-PUBLIC
-  PARKING LOT
-  OPEN SPACE
-  UTILITIES/COMMUNICATIONS
-  PARKS AND RECREATION
-  VACANT










APPENDIX C



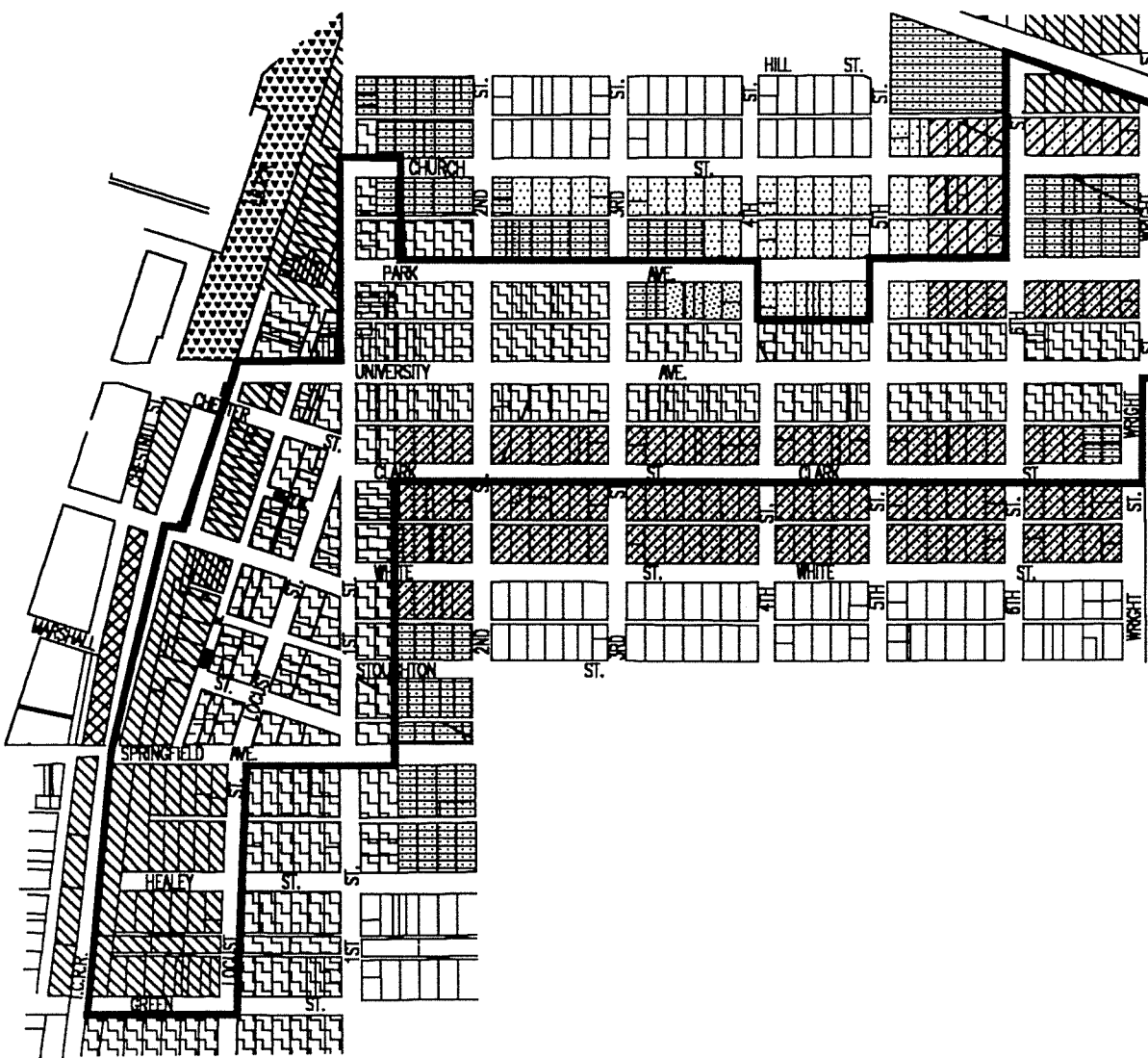
EAST SIDE STUDY AREA

Current Zoning

-  SF1 SINGLE FAMILY
-  MF2 MULTIFAMILY
-  MF3 MULTIFAMILY / BUSINESS
-  CO COMMERCIAL OFFICE
-  CG COMMERCIAL GENERAL
-  CB CENTRAL BUSINESS
-  CI COMMERCIAL INDUSTRIAL










APPENDIX D



EAST SIDE STUDY AREA

Previous Zoning

-  R-2 SINGLE FAMILY MEDIUM DENSITY
-  R-5 MULTIFAMILY MEDIUM DENSITY
-  R-6 MULTIFAMILY HIGH DENSITY
-  B-3 GENERAL BUSINESS DISTRICT
-  B-4 INTENSIVE BUSINESS DISTRICT
-  I-1 LIGHT INDUSTRIAL DISTRICT
-  I-2 HEAVY INDUSTRIAL DISTRICT



PLANNING PROCESS TIME LINE

