

# South Main Street Corridor Plan

## City of Urbana, Ohio



### PROJECT DESCRIPTION

BPS prepared the Urbana South Main Street Corridor Plan to provide a blueprint for development in the southern portion of the City of Urbana. The result was a land use, circulation, and access management plan for the corridor. The Plan examined the built, natural, and economic environment and made specific action-oriented recommendations. The Plan is based on input from the City, its residents, and other stakeholders with an investment in the City's future and will be used to guide future land use and zoning decisions.

For this project, BPS conducted an existing conditions assessment of the natural and built environments, as well as the market and economic environment of Urbana. Additionally, BPS facilitated several stakeholder interviews and public meetings to gather feedback on the study area. The stakeholder and public involvement process was complemented by the generation of an online project survey, which could be accessed through the BPS-designed project website ([http://burtonplanning.com/urbana\\_mainplan/](http://burtonplanning.com/urbana_mainplan/)).

Based on the existing conditions assessment and the public survey, BPS assembled a list of goals to serve as the foundation for the development of measurable outcomes. To support these outcomes, BPS also developed a group of action steps that the City could take in implementing the Plan.

### LOCATION

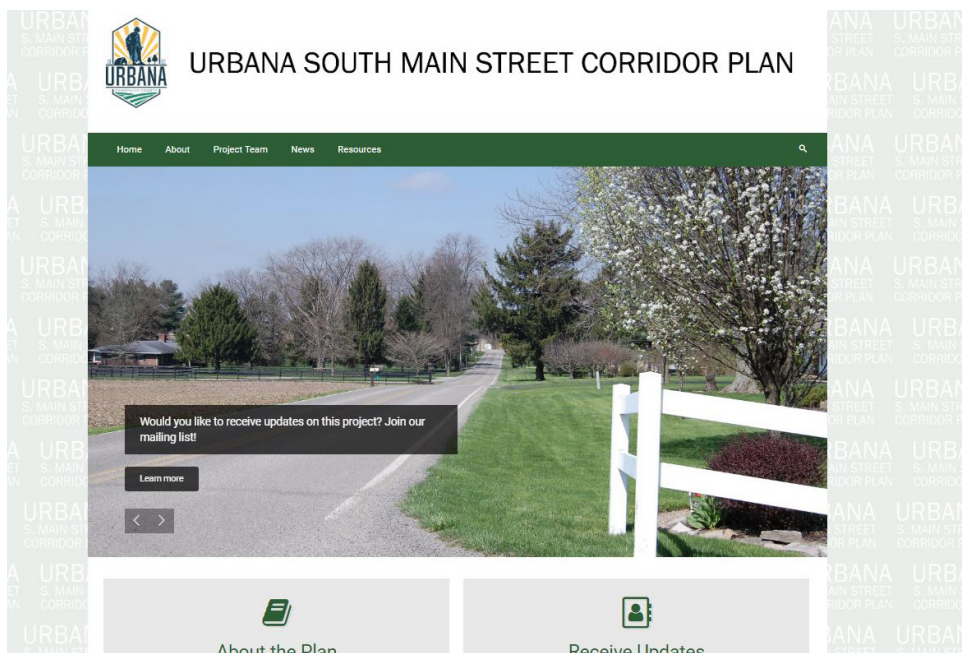
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### HIGHLIGHTS

- Land use and zoning informed transportation recommendations
- Commercial and residential market analysis
- Phased implementation strategy

### MAJOR TASKS

- Built & Natural Environment Assessments
- Market & Economic Analyses
- SWOT Analysis
- Multi-Modal Transportation Corridor Planning
- Land Use Planning & Access Management
- Public Engagement & Website Design



For More Information: [www.burtonplanning.com](http://www.burtonplanning.com) 614.392.2284