

III. GOALS, OBJECTIVES, AND ACTIONS

Goals, objectives and actions are essential components of a good preservation plan. The goals outline the community's work program in the area of preservation. The objectives provide direction on how to accomplish the community's goals, and the actions state specific tasks to be implemented to achieve the objectives.

GOAL: To develop a community-wide preservation ethic through education

OBJECTIVE: To improve awareness of historic preservation

ACTION:

- Develop a quiz/game for the *Communique* using a historic preservation-related question or photograph
- Celebrate National Historic Preservation Week with activities such as an *ArchiTreasures* contest, a special speaker/forum, and other activities
- Publicize Commission activities, such as preparation of the Preservation Plan, designation of a local landmark or historic district, etc.
- Develop slide shows on Preservation Commission activities and other related topics for presentation to civic groups

OBJECTIVE: To develop a constituency for historic preservation

ACTION:

- Create a Neighborhoods Committee, with liaisons from each of the City's neighborhoods, to work with the Preservation Commission to develop some of the education actions
- Encourage the formation of neighborhood organizations for areas which currently have no organization
- Actively work with existing neighborhood organizations to promote historic preservation (i.e., co-sponsor neighborhood events)
- Encourage the formation of a local not-for-profit preservation advocacy organization to further promote historic preservation in Carbondale through individual/community involvement

OBJECTIVE: To create a sense of pride with owners of historic properties

ACTION:

- Develop an awards program for property improvement recognition throughout the year for such projects as repainting, removal of artificial siding, etc.
- Distribute copies of all completed architectural/historic survey forms to the present property owners of those documented properties
- Continue and expand the plaque program for National Register and locally listed properties and districts, presenting plaques at special ceremonies or City Council meetings

OBJECTIVE: To better identify historic resources and make them more accessible to the public

ACTION:

- Install signage to identify neighborhoods, create awareness, and sense of pride/community to encourage future designations
- Conduct neighborhood walking tours (without accessing interiors); highlight any “work in progress” if applicable
- Create simple “Fact Sheets” for buildings which are open to the public and which have been documented through surveys or other research
- Capitalize on Carbondale’s unique features such as the Buckminster Fuller Residence, the Dairy Queen, Woodlawn Cemetery, “Motor Row,” and the Illinois Department of Transportation Building through promotional materials and signage

OBJECTIVE: To encourage historic preservation education

ACTION:

- Initiate the development of a Historic Preservation Resource Section in the Public Library that includes information on the Commission, the designation process, copies of all historic resource surveys, technical preservation information, and other preservation-related materials

- Work with local schools to encourage hands-on learning with historic resources in the community and to develop appropriate preservation curriculums and lesson plans for various grade levels. Broaden the scope of the Commission's school tours to include neighborhoods.
- Write regular newspaper articles about historic resources in Carbondale, specific architectural styles or historic buildings, and historic preservation programs/organizations at the local, state, and national levels, including state and national preservation conferences
- Implement a program of training for the Preservation Commission, focusing on conducting public meetings and interpreting the *Architectural Preservation Guidelines/Secretary of the Interior's Standards for Rehabilitation*

OBJECTIVE: To disseminate information gathered to date on historic resources

ACTION:

- Contribute historic preservation information to the City's Internet web site
- Increase locations where materials and brochures such as *A Walking Tour of the Historic Town Square* and *Visit Carbondale's Woodlawn Cemetery* can be made available to the public, including downtown businesses, SIU campus, University Mall, and Carbondale Public Library
- Prepare a portable informational exhibit for local and regional display, initially focusing on Commission activities and the designation process; expand topics in subsequent years
- Continue the Commission's publication program and revise brochures periodically plus develop additional publications

OBJECTIVE: To encourage additional research on the architecture and history of Carbondale neighborhoods and buildings

ACTION:

- Conduct workshops in conjunction with the Carbondale Public Library on “How to Research Your Old House” and create a handout/brochure for those who could not attend the workshop
- Conduct workshops on such topics as architectural styles and vernacular building types that are prevalent in Carbondale, sensitive rehabilitation techniques, and economic incentives for historic preservation
- Encourage the development of a community college preservation course for John A. Logan College

OBJECTIVE: To facilitate an active working relationship with Southern Illinois University on matters related to historic preservation

ACTION:

- Approach relevant SIU departments about opportunities for student projects in historic preservation locally
- Develop a sub-committee of several members of the Preservation Commission and representatives of Southern Illinois University to address historic preservation issues on campus and in the community in general
- Conduct a campus walking tour when the university is in session, with interiors of several buildings being part of the tour, and develop a campus walking tour brochure

OBJECTIVE: To fill gaps in documentation through additional survey projects

ACTION:

- Document historic resources in the City’s one and one-half mile zoning boundary and provide property owners with information about the Preservation Commission and local landmarking
- Continue the survey program through Certified Local Government grants and volunteer and/or internship programs

- Conduct a survey to document historic signage community-wide for signs such as those at the Varsity Theater and Dairy Queen
- Conduct a survey focused on 1950s and 1960s architecture, to give a historic context to these properties
- Conduct a survey of the SIU campus, including all pre-1980 buildings
- Encourage the identification of potential archaeology sites in and around Carbondale

GOAL: To maintain, preserve, protect, and enhance Carbondale’s historic resources

OBJECTIVE: To encourage the use of the Preservation District section of the Zoning Ordinance as a good tool for historic preservation

ACTION:

- Hold informational meetings in neighborhoods to highlight historic district and neighborhood preservation district recommendations in the Preservation Plan, and to explain the process/benefits of designation
- Re-format the Preservation District section of the Zoning Ordinance to make a more user-friendly document
- Amend the Preservation District section to better facilitate the nomination of local landmarks, historic districts, and neighborhood preservation districts
- Formally adopt the *Architectural Preservation Guidelines*, rather than requiring a unique set of design guidelines for each local landmark, historic district and neighborhood preservation districts and encourage Carbondale Main Street to do likewise for reviewing applications for their grant programs

OBJECTIVE: To encourage proper maintenance, repair, and rehabilitation of all historic resources

ACTION:

- Recommend the establishment of economic incentives to promote sensitive rehabilitation activity, i.e., grants, low-interest loans, tax abatement, paint rebate programs, a facade loan program for

residential properties, a reduction or abatement of building permit fees for rehabilitation projects for locally designated properties, etc.

- Conduct workshops and seminars on technical preservation issues (siding, windows, porches, safe lead paint removal, etc.) for Preservation Commission members, City housing rehabilitation staff, and the general public
- Review the City's Emergency Operation Plan and Damage Assessment Annex as it relates to the City's historic resources

OBJECTIVE: To encourage continued use and revitalization of the central business district, South Illinois Avenue, and residential areas

ACTION:

- Continue to work with Carbondale Main Street and the Chamber of Commerce in preservation and Downtown revitalization efforts and in co-sponsoring events
- Develop an incentive program for occupying empty and under-used commercial buildings
- Sponsor infill competitions or design charrettes for new construction along South Illinois Avenue and publish submitted designs in a booklet
- Promote the use of the federal Rehabilitation Investment Tax Credit and the Illinois Property Tax Assessment Freeze
- Continue to jointly review grant applications of landmarked and potential landmarks in the downtown with the Main Street Program

OBJECTIVE: To protect the aesthetic qualities of the historic residential areas

ACTION:

- Reassess the Zoning Ordinance for appropriate changes which will facilitate both the nomination process and historic preservation in general (through land-use, parking requirements, and other areas)
- Encourage the City to adopt incentives for the return of multi-family housing to single family residences and owner-occupied dwellings. Any such program(s) should be keyed to local designation of such properties.
- Prepare a summary of distinguishing features which contribute to the significance of the neighborhoods and develop neighborhood

brochures highlighting these features.

OBJECTIVE: To provide protection mechanisms for historic resources
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ACTION:

- Send a letter of introduction to owners of properties listed in the Recommendations sections of this Plan for National Register and Carbondale Register listings, including any survey forms on their property, information about relevant programs, and materials on financial incentives, as may be applicable; distribute a similar packet of information to local realtors and owners of listed (National Register and Carbondale Register) properties
- Pursue National Register and Carbondale Register listings for properties which have owner support
- Create a list of interested local historians (professional and amateur) and architects who might be interested in assisting people with preparing nominations and/or sponsor a summer internship program for the preparation of nominations
- Designate architecturally or historically significant properties as local landmarks, local historic districts, and neighborhood preservation districts and nominate properties eligible to the National Register following the recommendations made in this Plan
- Revise applicable building codes for their potential impact on historic resources
- Develop a list of property owners, realtors, investors, contractors, developers, etc, who have an interest in historic properties and who can assist in the marketing, acquisition, and/or appropriate rehabilitation of historic resources

GOAL: To ensure that historic preservation concerns are recognized by all levels of local government and given due consideration in all municipal actions

OBJECTIVE: Ensure that historic preservation concerns are incorporated into both the short- and long- range planning and development process

ACTION:

- Adopt the Preservation Plan as the City's official historic preservation policy and incorporate appropriate recommendations into the City's Comprehensive Plan
- Provide copies of the Preservation Plan to City departments, commissions, and county and regional planning agencies, accompanied by a notice that it represents the City's official historic preservation policy
- Provide copies of the Plan for distribution to the general public, including the Public Library, historical society, Southern Illinois University, etc., accompanied by a notice that it represents the City's official historic preservation policy
- Hold a workshop every five years to review the City's historic preservation policies and plan with representatives of City departments and regional agencies, as well as the general public
- Hold meetings every five years with the City Council and the Planning Commission to review policies and the Action Plan within the Preservation Plan and reevaluate the Preservation Ordinance for its effectiveness