

ACTIVE OUTDOOR

Lessons learned from the DAC
Branding – Social Offerings – Aesthetics – Openness

WHY DO WE LIVE WHERE WE LIVE?

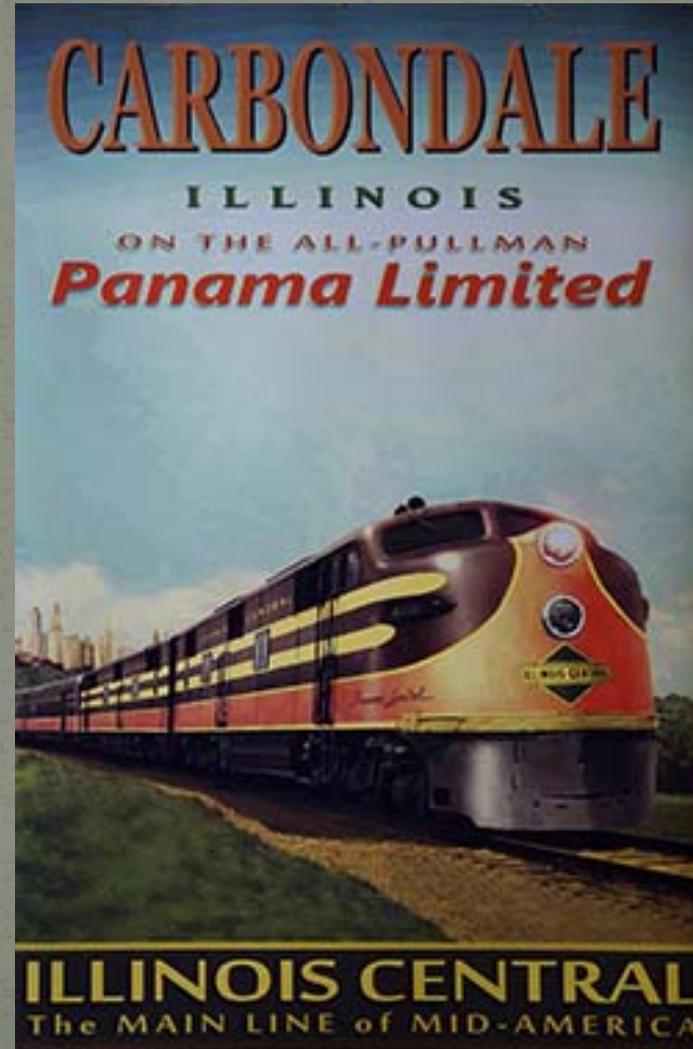
- The Knight Foundation tasked the Gallup Organization to determine “what makes a community a desirable place”? 43,000 people were interviewed in 26 American communities.
- Here are the three top “drivers”:
 - 1. Social offerings – entertainment venues and places to meet
 - 2. Aesthetics – physical beauty and green space
 - 3. Openness – how welcoming a community is

Branding?

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- What are the unique and historic attributes that can lead to a brand?
- How can our youth population of 70% millennials be better integrated into our city?
- Our community is in the top 5% in educational – unique in the region and state.
- What about the rising level of international students and entrepreneurial immigrants? Will they feel welcome?
- Near in neighborhoods want a walkable city
- How can kids from different backgrounds meet?

THE ROOTS OF CARBONDALE?

- The Illinois Central Railroad – 143 trains a day in the early part of the 20th Century – 53 passenger trains daily.
- Carbondale was Division Headquarters
- C'Dale - node on the world wide web of the 19th Century



THE ROOTS OF CARBONDALE?

- Southern Illinois University with over 18,000 students
- R. Buckminster Fuller is the symbol of a world class university



HOW DO WE COMBINE OUR HISTORY WITH THE IDEA OF ENGAGEMENT?

- We create spaces that honor our history
- We create social offerings where there is entertainment and places to randomly meet
- We make these spaces beautiful
- We make sure that everyone has access to them and feels welcome in our town

THE "BUCKY PATH" ALONG THE OLD ICRR

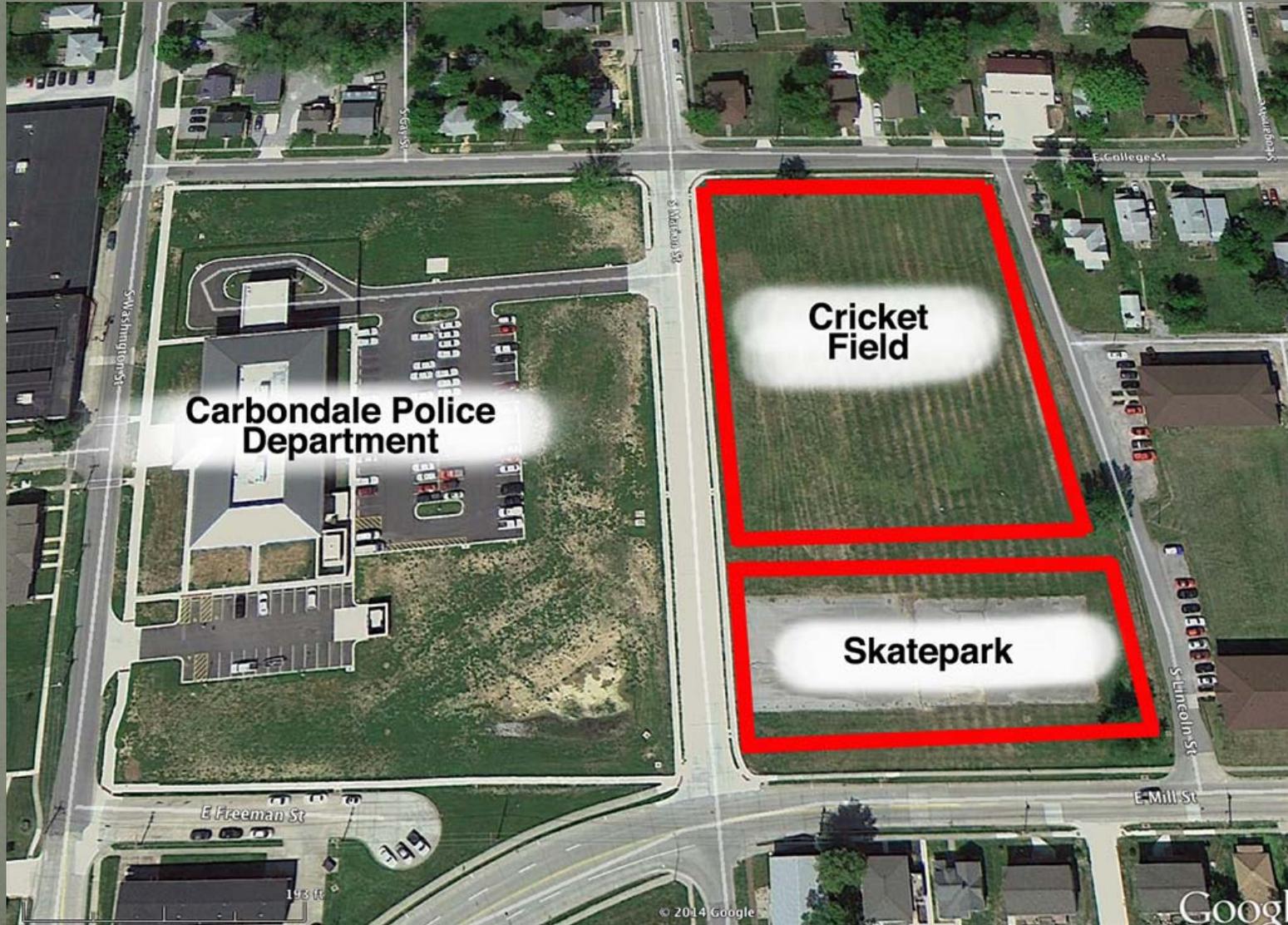


SKATE PARK, BARK PARK AND CRICKET FIELD



Skate Park, Dog Park, Cricket Field

AERIAL VIEW OF SKATE PARK AREA



CARBONDALE HAS NO PARK



Carterville Skate Park



Carbondale Skaters

CRICKET IS HUGE WORLDWIDE



Maasai Cricket warriors



Bangkok and Southeast Asia

THE “BUCKY PATH” ALONG THE OLD ICRR



ALONG THE BUCKY PATH



Geodesic fixture

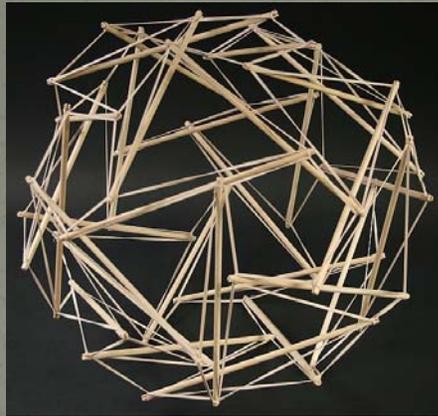


Amsterdam - umbrellas



Bentonville, Arkansas - Sculpture

ALONG THE BUCKY PATH



Tensegrity Balls



Wooden slat Dome - Berlin



Historical marker – Dome strength test, Carbondale

THE “BUCKY PATH” ALONG THE OLD ICRR



FARMERS MARKET



**Year Round Farmers Market
Exhibition Space and Concert Venue**

AERIAL VIEW OF FARMERS MARKET



RAILROAD OR BUCKY THEME?



Ohio Dome



Morgantown, WV Market Place

ALONG THE BUCKY PATH



Railroad bike rack



Railroad themed way-finder

THE “BUCKY PATH” ALONG THE OLD ICRR

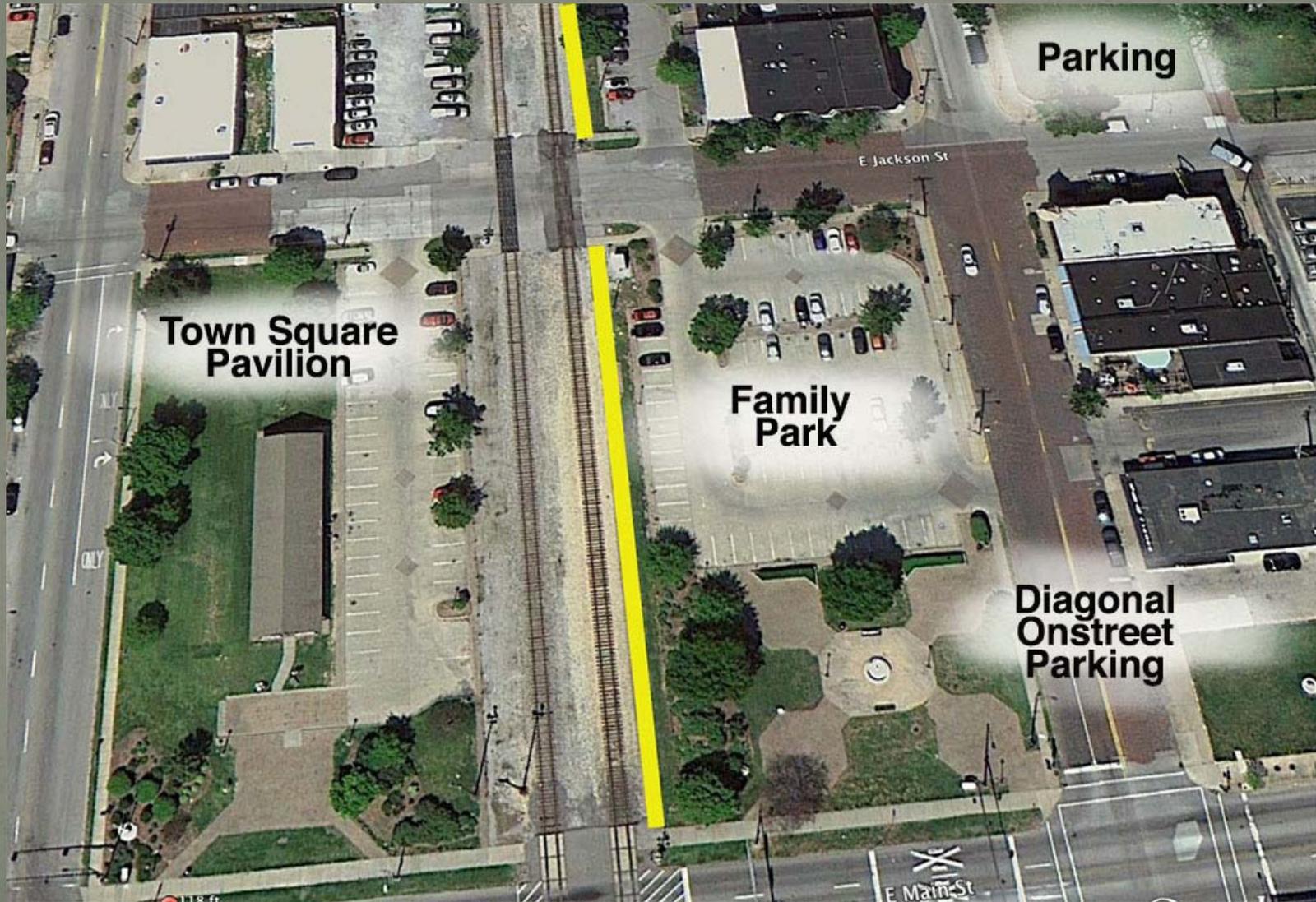


TOWN SQUARE FAMILY PARK



Family Park - Relaxation Area

AERIAL OF TOWN SQUARE



Town Square Pavilion

Family Park

Diagonal Onstreet Parking

Parking

E Jackson St

E Main St

PLAY AREAS AND SEATING



OLD HEADQUARTERS OF THE ICRR



Trains and Bucky are our “Brands”

- Our committee’s ideas, along with the comments from Carbondale citizens have been terrific
- Whatever we incorporate in our final recommendations must have a view towards synergy.
- Let’s take heed of SIU President Randy Dunn who urged us to think **BIG**.