

# WELCOME!

Carbondale Downtown Master Plan  
Advisory Committee

Public Meeting – Economic, Civic, and  
Neighborhood Viability

Carbondale Community High School

November 12, 2014



# ALUMNI COMMUNITY SURVEY

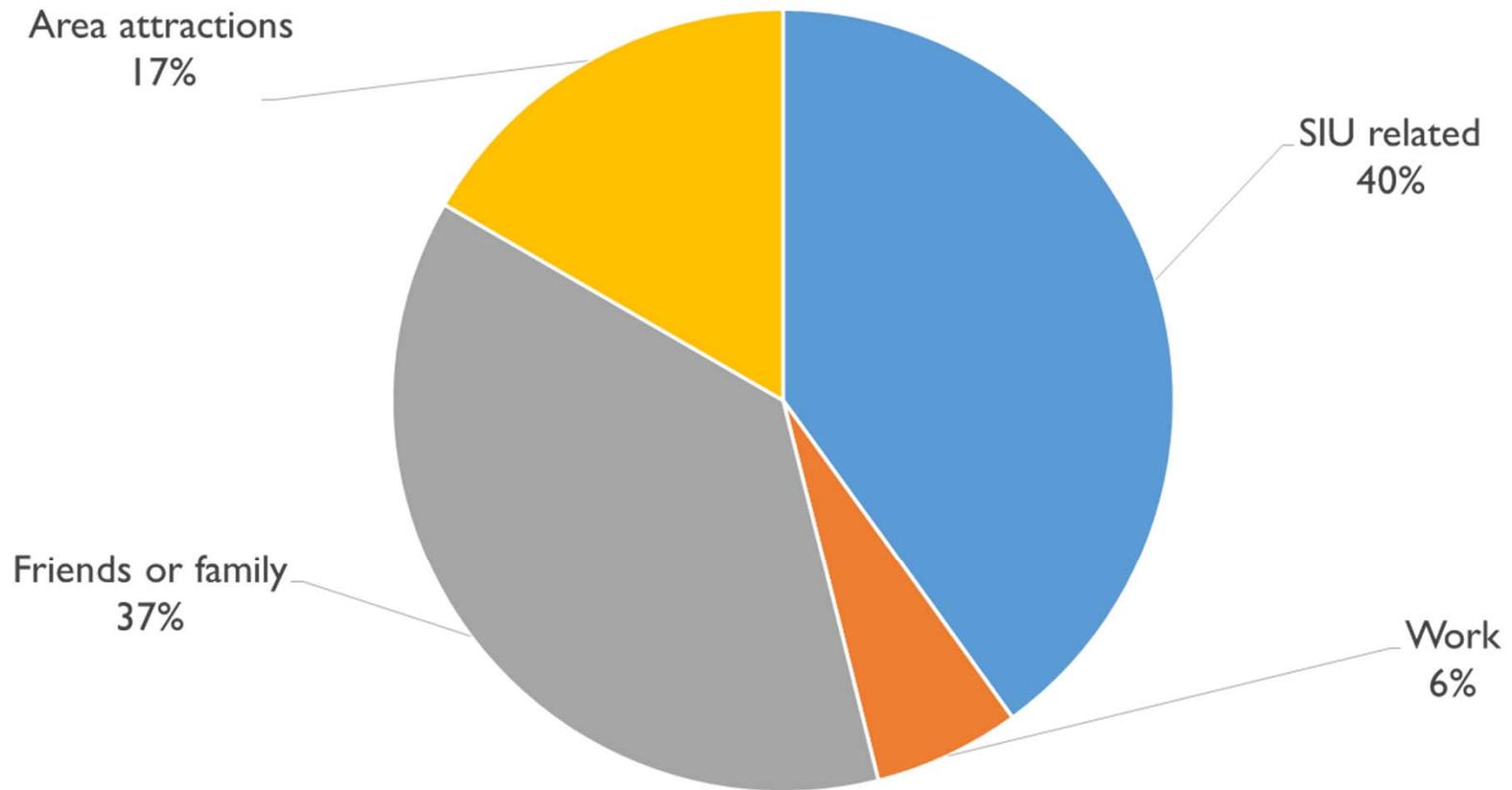
PAUL SIMON PUBLIC POLICY INSTITUTE

SIU ALUMNI ASSOCIATION



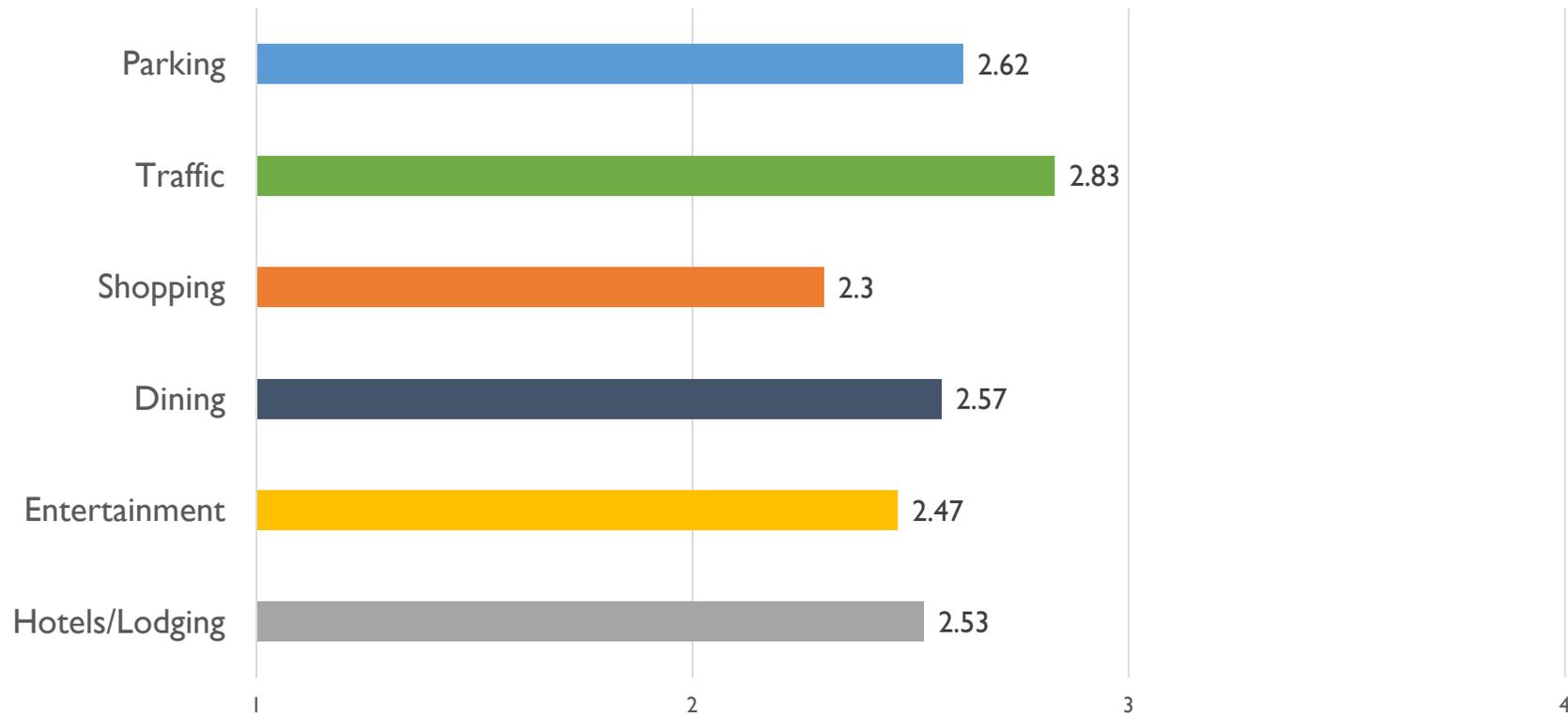


“WHAT IS YOUR PRIMARY REASON FOR VISITING CARBONDALE?”

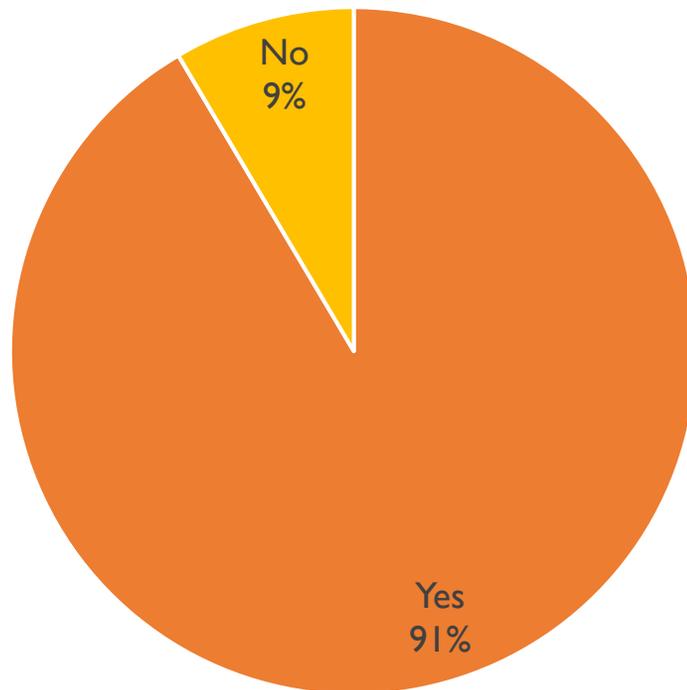


“WHEN YOU LAST VISITED CARBONDALE, HOW WOULD YOU RATE THE FOLLOWING SERVICES?” (1=POOR; 4 = EXCELLENT)

Average Rating



## “WOULD YOU ENCOURAGE A YOUNG PERSON TO PURSUE A DEGREE AT SIU?”



- Most of the respondents would recommend SIU (91%)
- More than half (51%) would recommend Carbondale as a place to visit
- Only a quarter (27%) would recommend Carbondale as a place to live

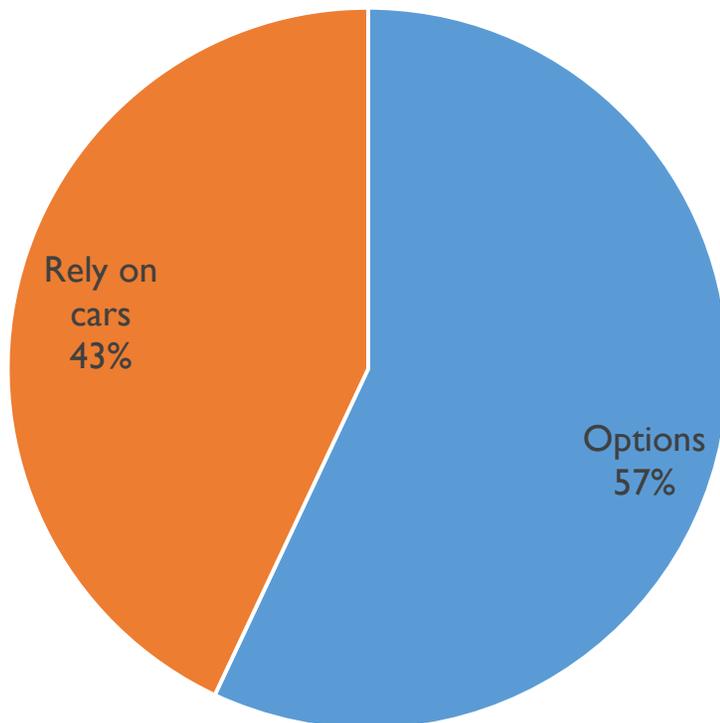


# TRANSPORTATION

PREFERENCES, BEHAVIOR, AREAS OF NEED IN CARBONDALE

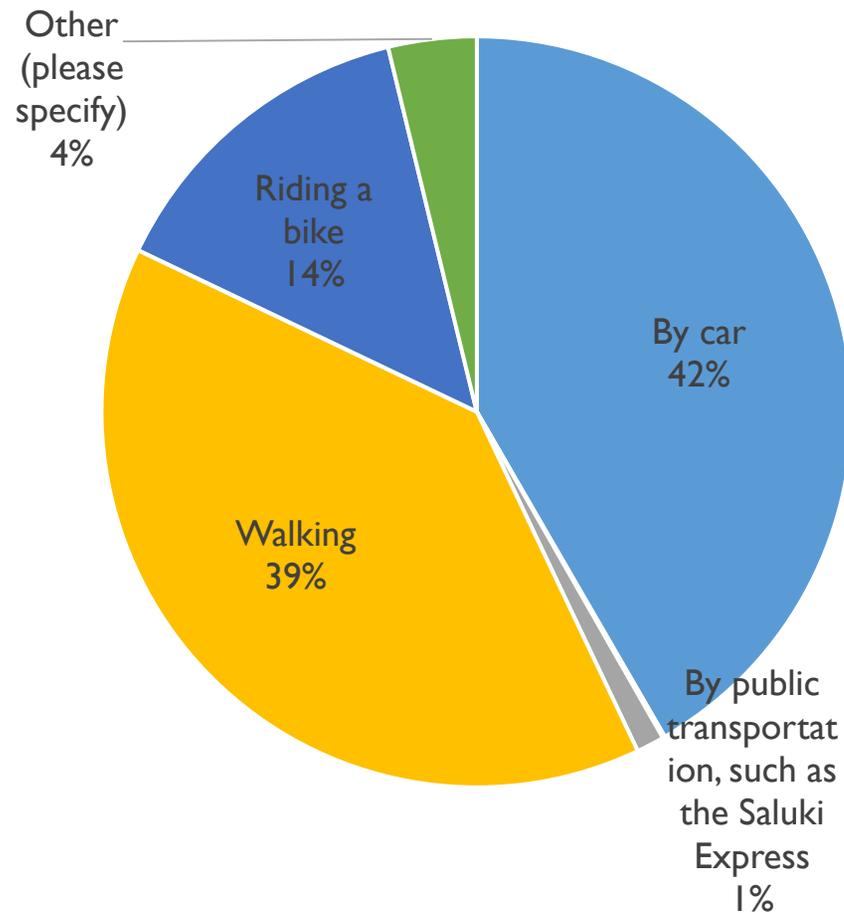


“DO YOU PREFER LIVING IN A PLACE WHERE MOST PEOPLE RELY ON CARS TO GET AROUND OR IN A PLACE WHERE MOST PEOPLE HAVE TRANSPORTATION OPTIONS SO THEY DO NOT NEED TO RELY ON CARS?”



- More than half of the alumni surveyed (57%) would rather live in a place where they did not have to rely on cars
- 61% of the most recent group of graduates (2011-2015) would rather live in a place where they don't have to rely on cars

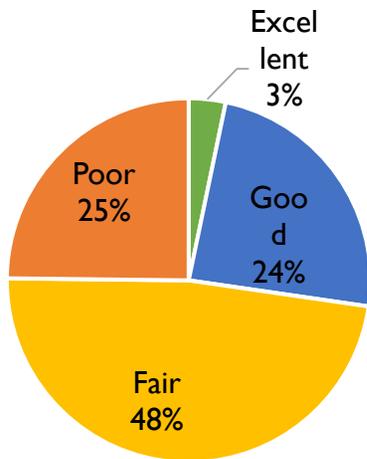
# “AS A STUDENT AT SIU, HOW DID YOU GET AROUND MOST DAYS?”



- More than half of the Alumni polled (54%) primarily got around Carbondale on foot, by bike, or with public transportation
- Only 39% of the most recent group of Alumni (graduation year between 2011-2015) primarily used a car to get around Carbondale

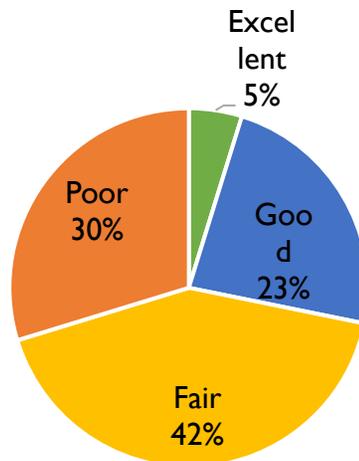
# “HOW WOULD YOU RATE DOWNTOWN CARBONDALE ON THE FOLLOWING?” (RANKED FROM WORST TO LESS BAD)

A convenient and reliable public transportation system



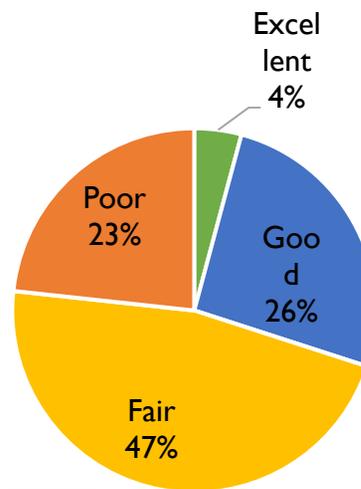
#1

Opportunities to live and work without relying only on a car



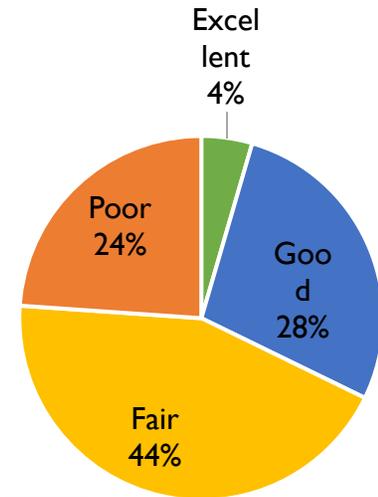
#2

A wide range of transportation options



#3

Bicycle trails and lanes



#4

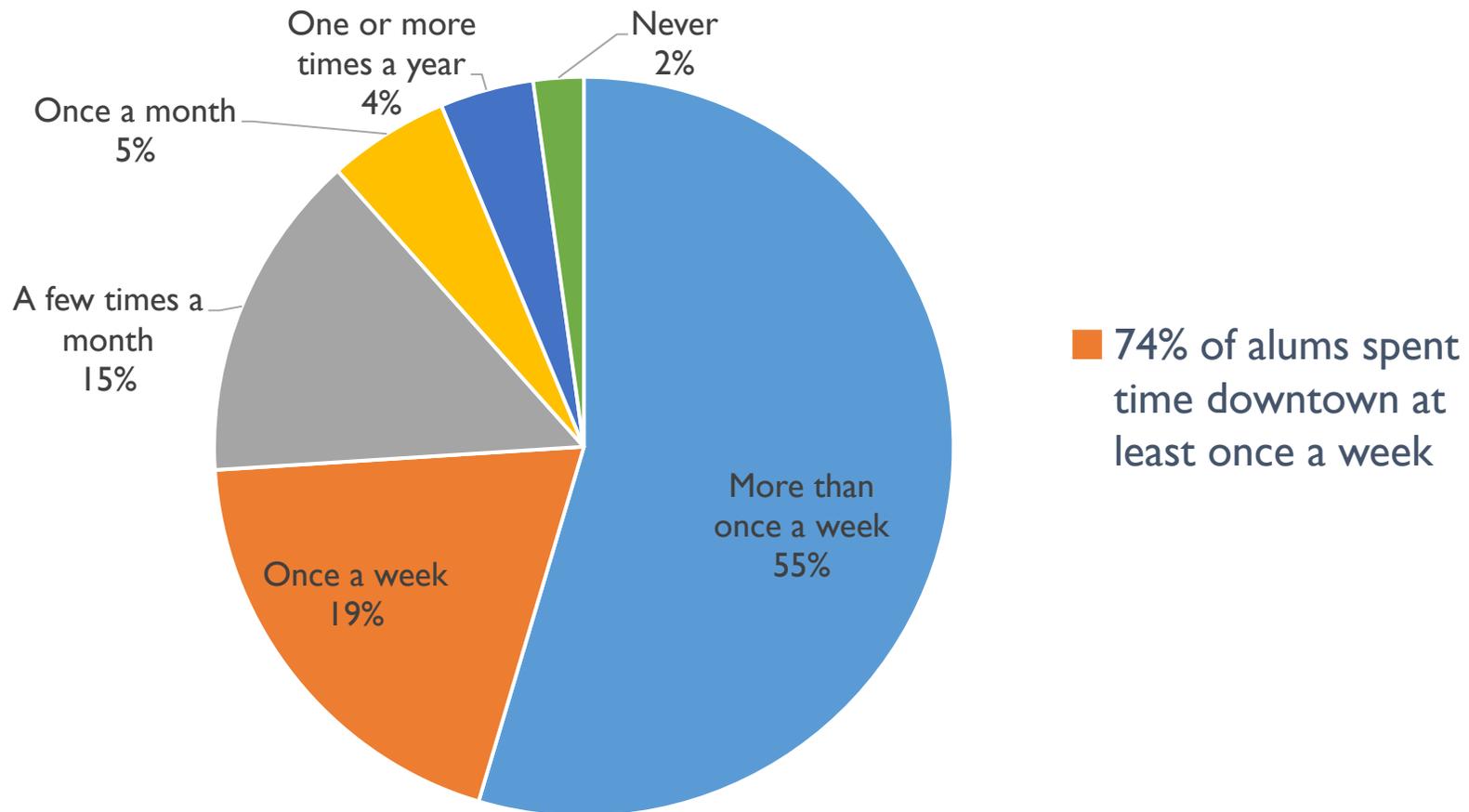


# DOWNTOWN CARBONDALE

TIME SPENT DOWNTOWN, AREAS OF NEED, ARTS & LEISURE, AESTHETIC APPEAL



“AS A STUDENT IN CARBONDALE, HOW OFTEN DID YOU SPEND FREE TIME IN THE DOWNTOWN AREA?”

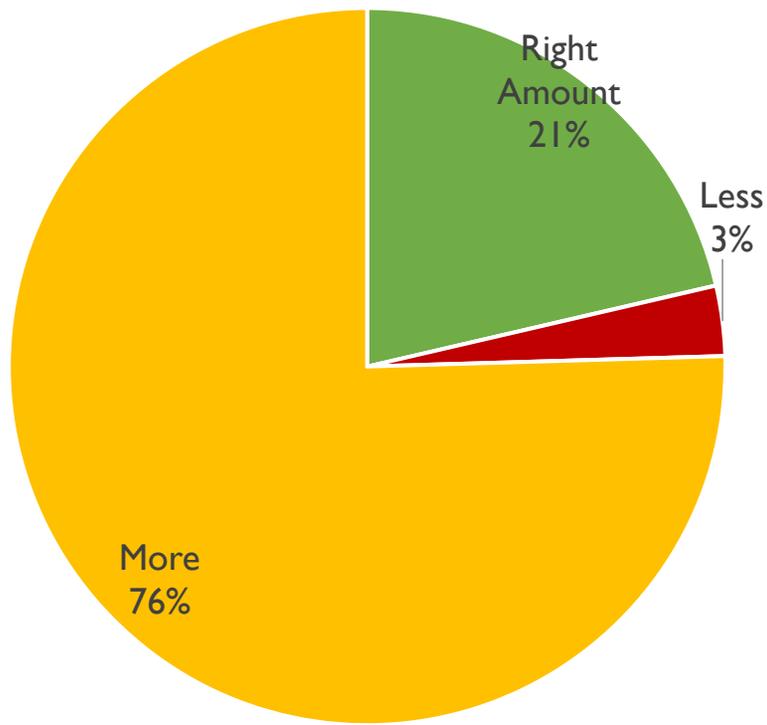


“DO YOU THINK THERE SHOULD BE MORE, LESS, OR THERE IS THE RIGHT AMOUNT OF EACH OF THE FOLLOWING IN CARBONDALE?”

(RANKED ACCORDING TO PERCENTAGE OF PEOPLE WHO SAID THERE SHOULD BE MORE, TOP 5)

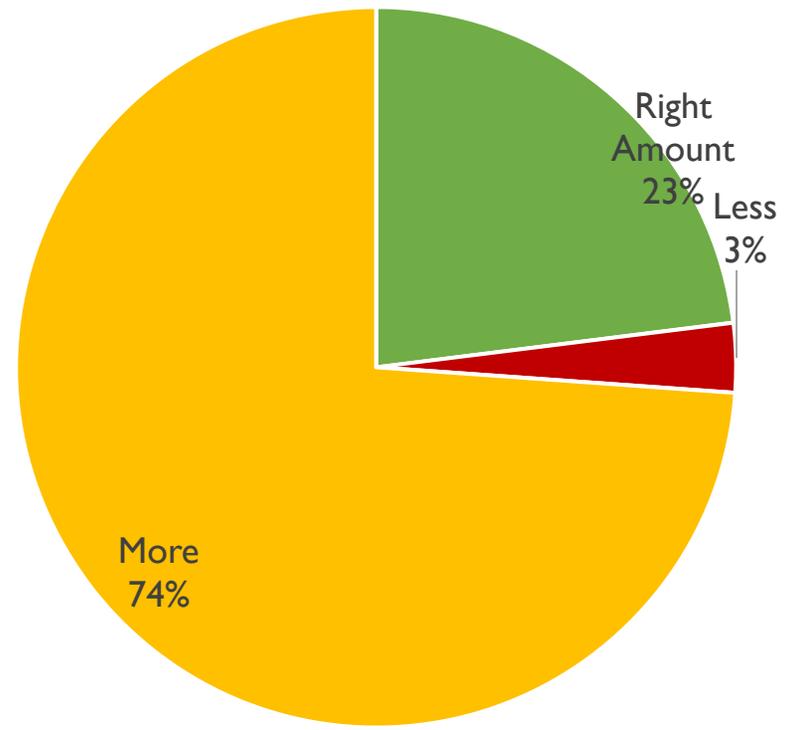
#1

Small, local businesses



#2

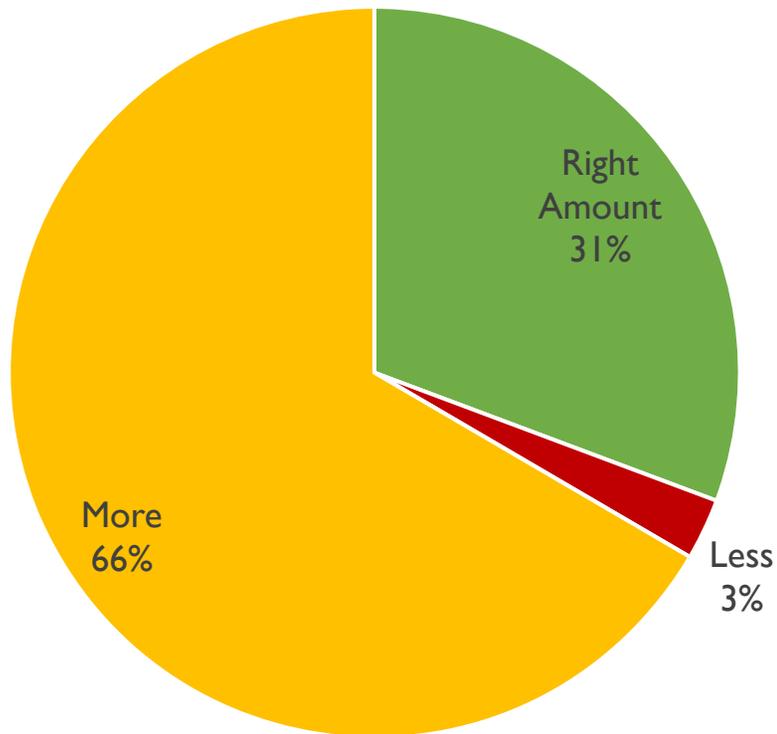
Shops or restaurants within walking distance



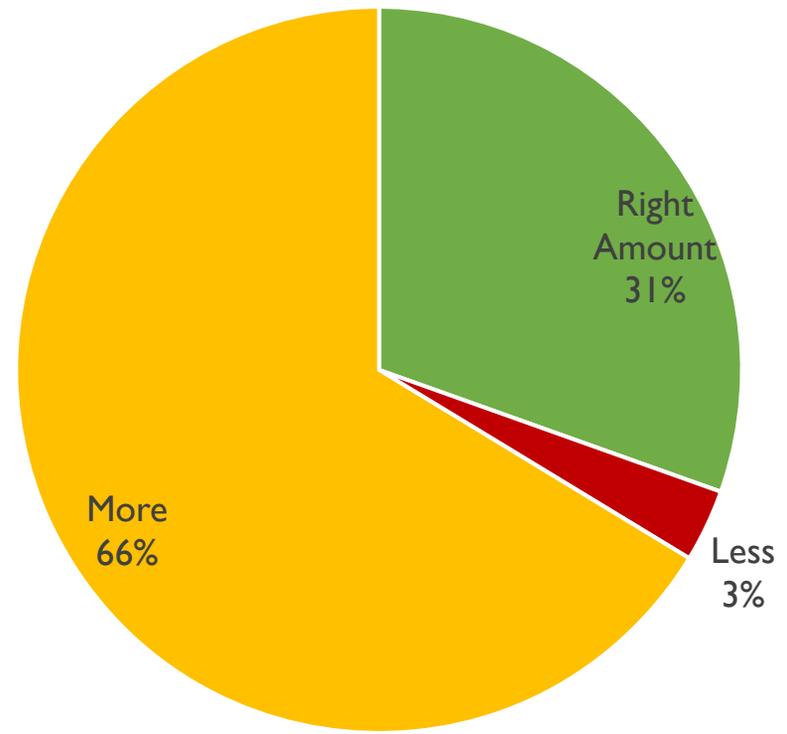
“DO YOU THINK THERE SHOULD BE MORE, LESS, OR THERE IS THE RIGHT AMOUNT OF EACH OF THE FOLLOWING IN CARBONDALE?”

(RANKED ACCORDING TO PERCENTAGE OF PEOPLE WHO SAID THERE SHOULD BE MORE, TOP 5)

**#3** Places to walk or exercise for fun



**#3** Locally grown produce

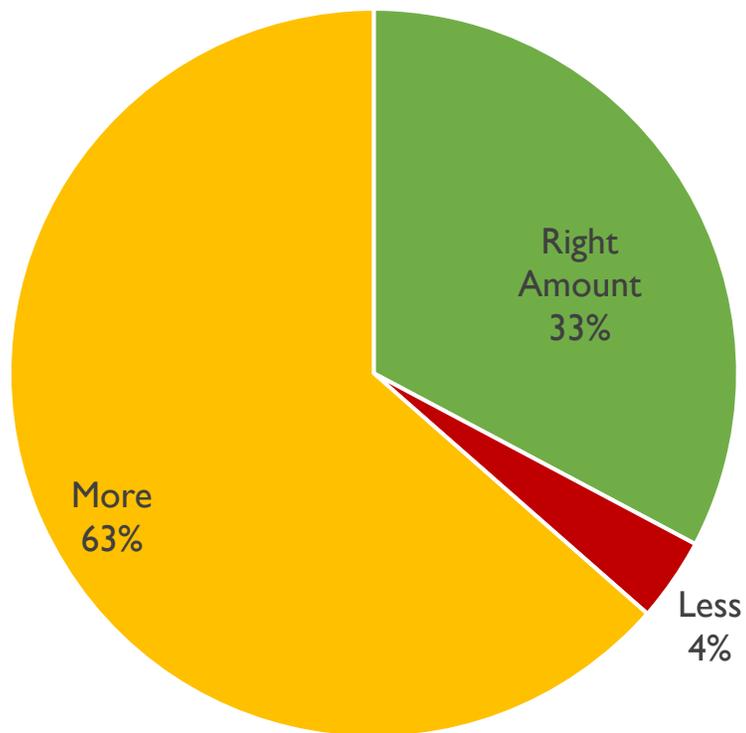


“DO YOU THINK THERE SHOULD BE MORE, LESS, OR THERE IS THE RIGHT AMOUNT OF EACH OF THE FOLLOWING IN CARBONDALE?”

(RANKED ACCORDING TO PERCENTAGE OF PEOPLE WHO SAID THERE SHOULD BE MORE, TOP 5)

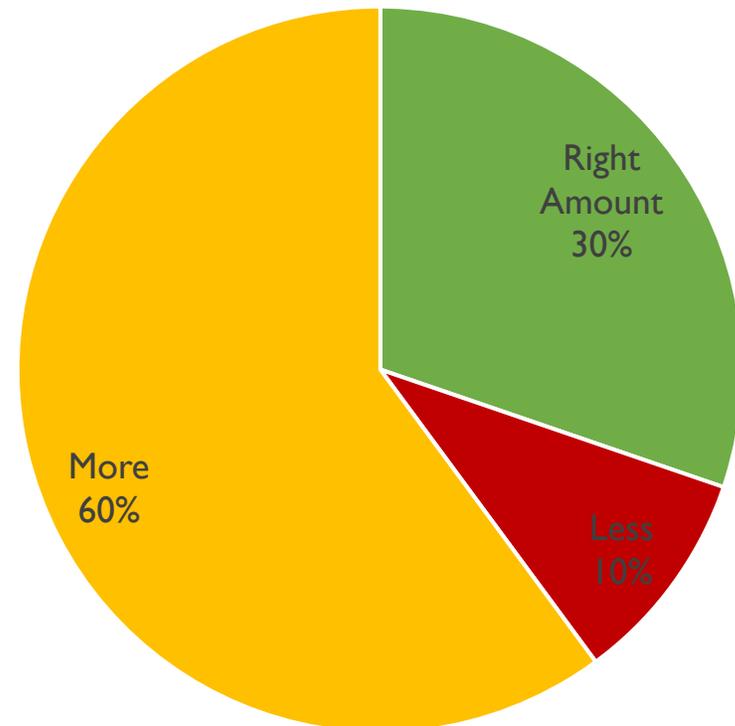
#4

Places to bike

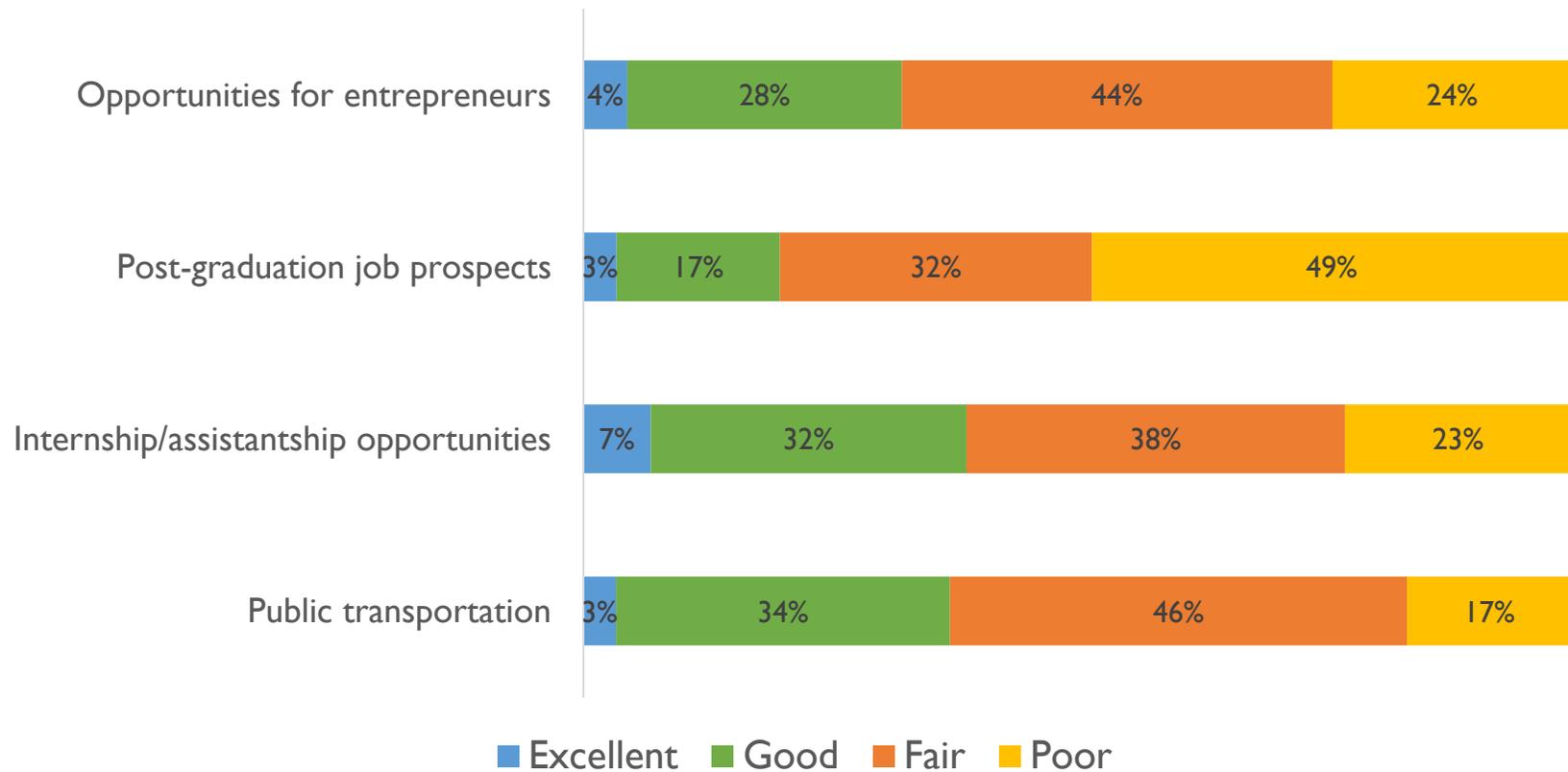


#5

New stores and offices being built



“HOW WOULD YOU RATE THE QUALITY OF THE FOLLOWING ASPECTS OF THE CARBONDALE AREA?” (TOP 4 WORST AREAS)





# ARTS & LEISURE

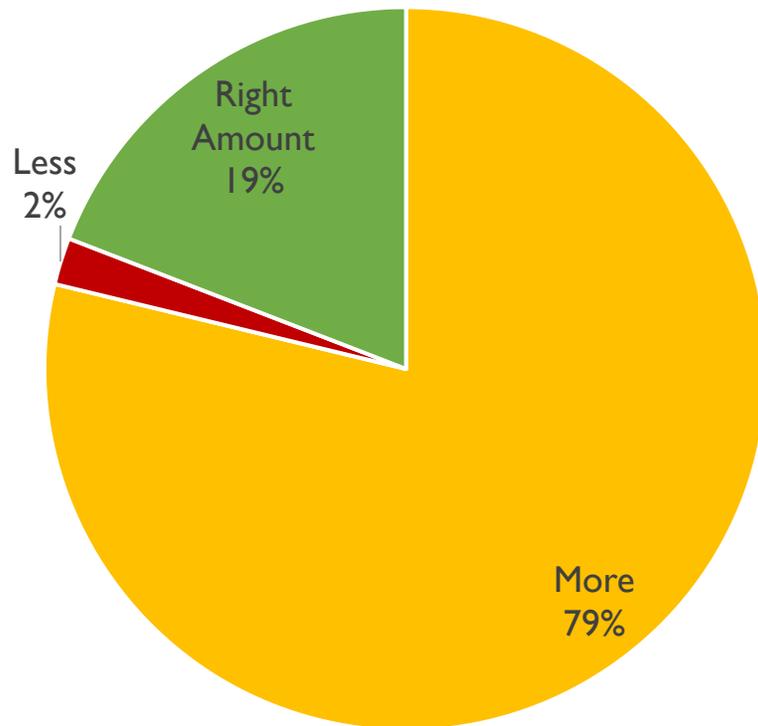
AREAS OF NEED, AESTHETIC APPEAL



“IN TERMS OF ARTS AND LEISURE, DO YOU THINK THERE SHOULD BE MORE, LESS, OR THERE IS THE RIGHT AMOUNT OF THE FOLLOWING IN CARBONDALE?” (RANKED ACCORDING TO PERCENTAGE OF PEOPLE WHO SAID THERE SHOULD BE MORE, TOP 5)

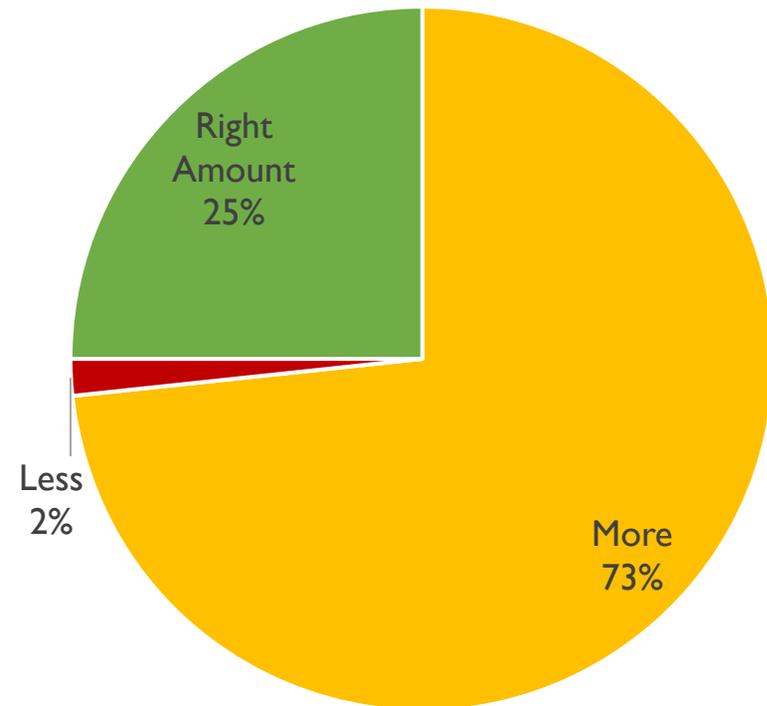
#1

Street fairs and markets



#2

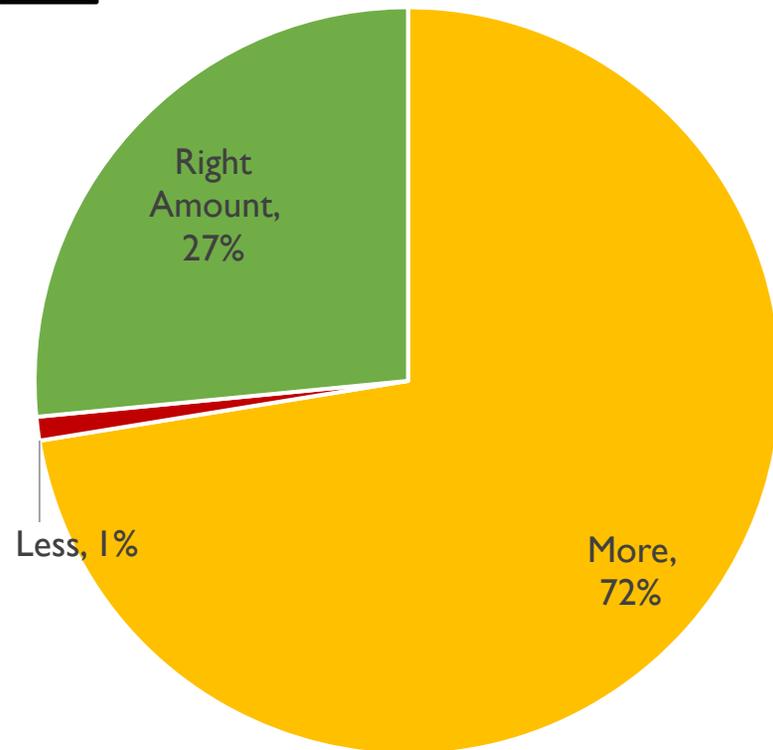
Live entertainment (e.g. music, comedy)



“IN TERMS OF ARTS AND LEISURE, DO YOU THINK THERE SHOULD BE MORE, LESS, OR THERE IS THE RIGHT AMOUNT OF THE FOLLOWING IN CARBONDALE?” (RANKED ACCORDING TO PERCENTAGE OF PEOPLE WHO SAID THERE SHOULD BE MORE, TOP 5)

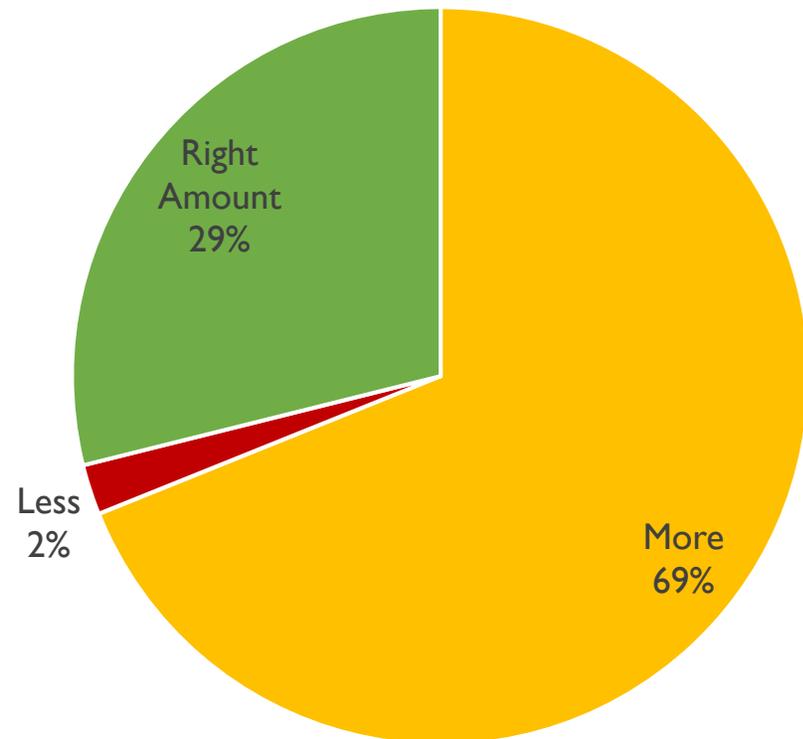
#3

Full-service restaurants



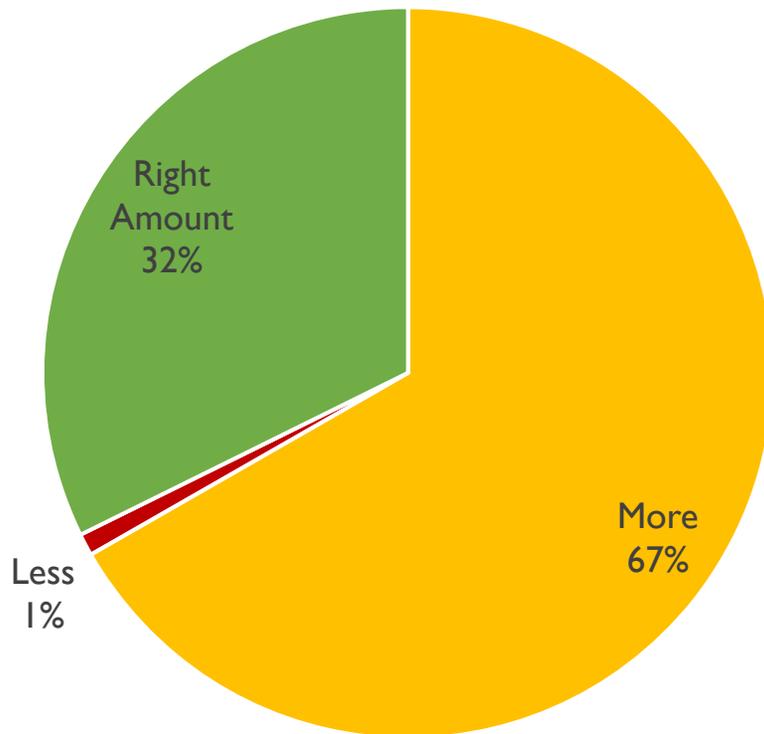
#4

Plays or other performance art

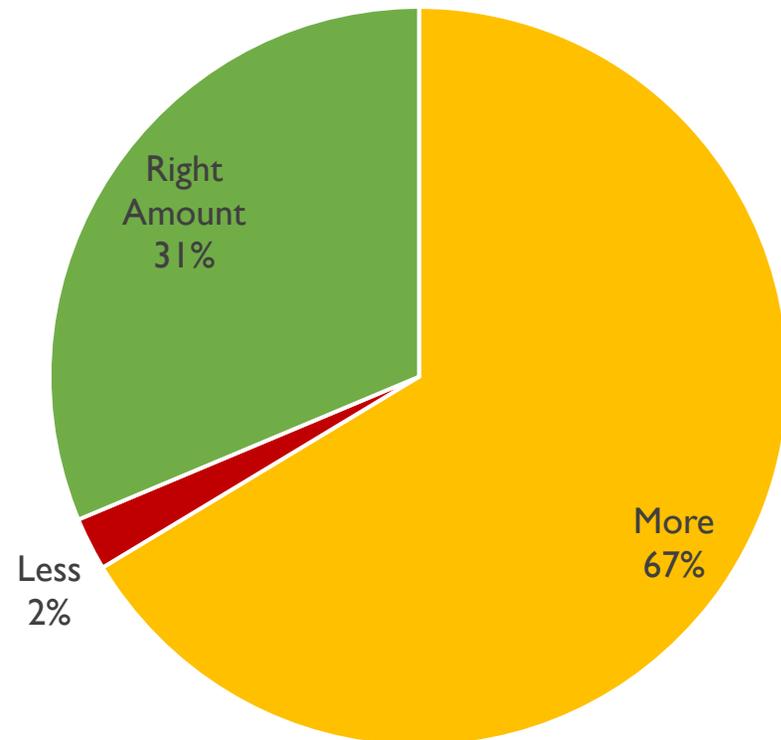


“IN TERMS OF ARTS AND LEISURE, DO YOU THINK THERE SHOULD BE MORE, LESS, OR THERE IS THE RIGHT AMOUNT OF THE FOLLOWING IN CARBONDALE?” (RANKED ACCORDING TO PERCENTAGE OF PEOPLE WHO SAID THERE SHOULD BE MORE, TOP 5)

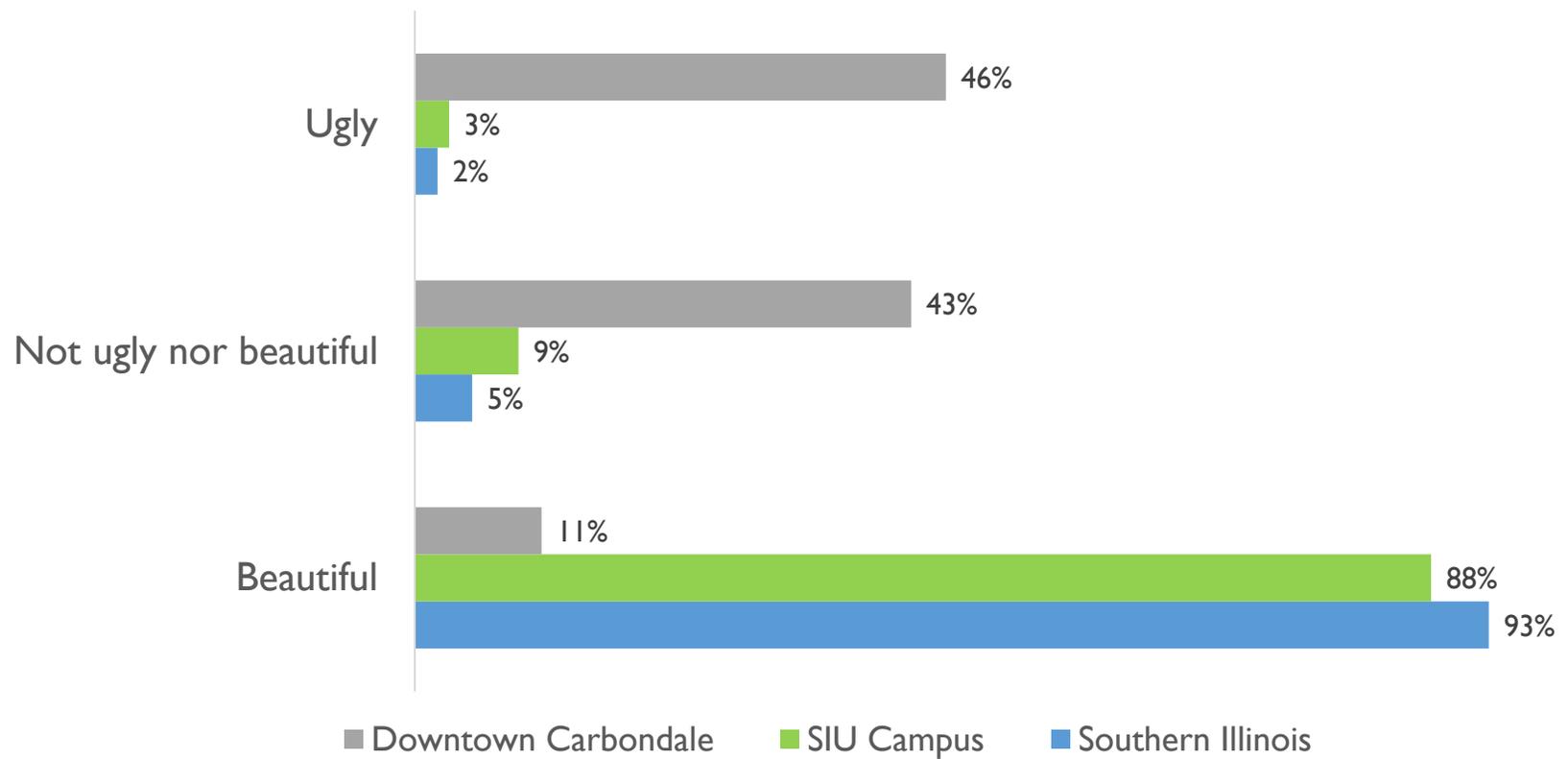
#5 Outdoor recreational opportunities



#5 Family entertainment



# AESTHETIC APPEAL OF SOUTHERN ILLINOIS, SIU, AND DOWNTOWN CARBONDALE





QUESTIONS?





Economic Viability:  
Funding Opportunities and Progress



## Defining “Viability”

Capable of success or continuing effectiveness

Practical

or simply

**Can it be successful, while being practical...**



# Funding Opportunities and Progress

- Tax Incentive Financing District #2 (TIF #2)
- Transportation Center Investments
- Control of US 51 from IDOT
- Downtown Parking Garage
- Gigabyte City Concept
- Downtown WiFi
- Relocating/Burying Overhead Utility Lines
- Others...



## Recommendations

- That City Council place a periodic and permanent item on their agenda to report on the progress of implementing the Downtown Master Plan
- That City Council consider the “viability” of chartering a Downtown Development Authority
- That community leaders take the initiative to solve selected issues and keep the City informed