



DOWNTOWN CARBONDALE MASTER PLAN



CITY OF CARBONDALE | ADOPTED APRIL 19, 2016

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A SPECIAL THANKS

The City would like to thank all those who participated throughout the planning process for the Downtown Carbondale Master Plan. Creation of the Plan was a community-wide effort made possible through the contributions and insights of residents, business owners, students, and representatives from various local groups and organizations. A special thank you goes to members of the Downtown Advisory Committee who donated countless hours over the past two years. Their continued effort throughout the planning process has helped provide a foundation for the Plan and shaped recommendations that will support revitalization of Downtown Carbondale in the years to come.

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PURPOSE & INTRODUCTION



Downtown Carbondale is a community focal point and regional center for southern Illinois, bringing together shopping and dining destinations, cultural resources, and civic buildings in a community-oriented district. This includes Southern Illinois University, one of Illinois' largest public universities, and Southern Illinois Healthcare's Memorial Hospital, a top medical center in the region. Over the past few decades, continued disinvestment in Downtown has reduced activity and shifted community focus away from the area. Businesses have moved to auto-oriented corridors, investors have chosen more advantageous locations to develop, and infrastructure has fallen into disrepair. Yet, while Downtown Carbondale has seen decline, the district remains the heart of Carbondale, frequented daily by thousands of individuals as a vital element of the community. Today, Carbondale's residents continue to view Downtown with a positive attitude, remembering a thriving city center and dedicated to revitalizing the heart of their community.



PURPOSE OF THE DOWNTOWN CARBONDALE MASTER PLAN

The Downtown Carbondale Master Plan is the City's official policy guide for revitalization of Downtown Carbondale, developed through the joint effort of the Downtown Advisory Committee and extensive community outreach. The Plan presents a community vision for the future of Downtown over the next 10 years, outlining specific recommendations and strategies to help achieve that vision. At its foundation, the Plan acts as a uniting effort to create a single direction for Downtown Carbondale, based on community outreach, on-site reconnaissance, and extensive research. Further, the Plan establishes an expectation for future investment, communicating to the local development community the types of uses and desired built form of Downtown Carbondale.

It is important to note that the Plan is not a final solution, but rather a first step toward revitalization, outlining the various actions, policies, initiatives, and studies that will be necessary to restore Downtown Carbondale. For many of the larger issues recognized in the study area, this document cannot provide the level of detail specific enough to offer an instantaneous solution. Rather, the scope of the Plan aims to identify the precise steps by which the City can pinpoint and implement solutions in the next 10 years. In this capacity, the plan functions as a "playbook" to assist City staff, elected officials, and community stakeholders in future decision making while coordinating the numerous planning efforts and projects that will be vital to Downtown's revitalization.

THE PLANNING PROCESS

The planning process began in 2014 with the formation of the Downtown Advisory Committee (DAC). In April of 2015, a consultant team was hired to use the interim report as a launching point for developing the Downtown Carbondale Master Plan. The team identified a six step process for development of the plan, including:

- Step 1: Project Initiation
- Step 2: Community Engagement & Outreach
- Step 3: Existing Conditions Analysis
- Step 4: Vision, Goals & Objectives
- Step 5: Preliminary Downtown Framework Plans
- Step 6: Implementation Strategy & Draft Plan Document

Community engagement was a core element of the Plan's development and after initial launch, outreach events and tools were held throughout the planning process. In addition, as part of Existing Conditions Analysis, an Existing Conditions Report (ECR) was developed to identify assets, potentials, issues, and opportunities. The ECR provided an understanding of how Downtown functions and provided a foundation for the recommendations and strategies in the Downtown Carbondale Master Plan.

ADDRESSING THE DAC'S TOP ISSUES

This table presents the top 5 issues from each category, as identified by the DAC, with a reference to the section and page number where that issue was addressed within the Downtown Carbondale Master Plan.

DOWNTOWN ADVISORY COMMITTEE (DAC)

The Downtown Advisory Committee (DAC) was established to ensure public participation was central to the planning process. In the second half of 2014, the DAC conducted a number of public forums which provided an initial understanding of issues and concerns in Downtown, summarized in an interim report. The DAC interim report was central to the development of recommendations and strategies found in the Downtown Carbondale Master Plan. The DAC provided further assistance reviewing plan documents and materials throughout the planning process.

During the DAC's initial community outreach efforts, the public forums resulted in a community generated list of issues and opportunities, which were categorized according to specific elements of Downtown. These lists were then ranked by members of the DAC to identify the top five issues facing Downtown in each of the specific categories. Understanding the importance of these initial outreach efforts, the top issues identified by the DAC provided a foundation for the direction of the Downtown Carbondale Master Plan. Top issues have been directly incorporated and built upon within the document and have helped guide other strategies and recommendations of the Plan. This process has ensured that the Downtown Carbondale Master Plan is a direct result of community outreach and is guided by the vision of the DAC and most important, the community it serves.

Transportation

Create Business Route 51 & Univ. Hwy 51, make each 2-way	Downtown Traffic Patterns & Circulation (Page 124)
Multi-modal transportation center	Public & Rail Transportation (Page 130)
Downtown Parking Garage	Parking In Downtown (Page 118); Functional Land Use Zones (Page 52)
Bicycle Friendly Community	Throughout Pedestrian Mobility & Connectivity Framework (Page 137); Throughout Streetscape, Beautification & Signage Framework (Page 149)
Pedestrian Friendly Streets	Throughout Pedestrian Mobility & Connectivity Framework (Page 137); Throughout Streetscape, Beautification & Signage Framework (Page 149)

Business Development

Code reinforcement/revision	Implementation Strategy (Page 178)
Facade rehabilitation (beautification)	Downtown Improvement Programs (Page 90)
Expand the codes to support outdoor cafes	Encourage Outdoor Seating & Lighting (Page 155)
Deal with IDOT issues	Downtown Traffic Patterns & Circulation (Page 124)
Move the Farmer's Market and other local activities to the downtown area	Functional Land Use Zones- 6 (Page 64), Zone 13 (Page 78)

SIU/SIH/Neighborhood Interfaces (a tie between two issues has resulted in 6 top issues)

Downtown hotel	Redevelopment Opportunity Site #18 (Page 72)
Housing (condos/apartments) downtown	Functional Land Use Zones (Page 52)
Have a wireless network downtown - Gigabit City	Leverage Carbondale's Status as a Gigabit City (Page 96)
Address Mill Street interchange between downtown and campus	Downtown Traffic Patterns & Circulation (Page 124); Elevated Pedestrian Connections (Page 139)
Enforce landlords taking care of property	Implementation Strategy (Page 178)
Connect campus with downtown and other areas	Integrating SIU & SIH Into Downtown (Page 92)

Signage & Streetscapes

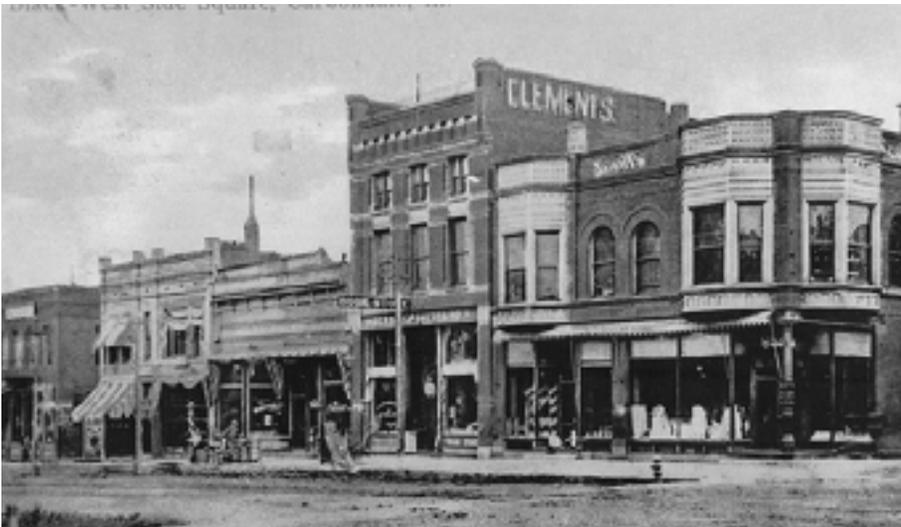
Bury the utility lines in the downtown area	Bury or Relocate Overhead Utilities (Page 163)
Take care of major infrastructure issues	Continuous Pathways In Good Repair (Page 140)
Use appropriate lighting in downtown area	Use Appropriate Lighting (Page 155); Improve The Sidewalk Environment (Page 150)
"Way Finding" directional signage and technology	Gateways, Wayfinding & Directional Signage (Page 164)
Adopt the Complete Streets Program	Complete Streets (Page 138); Throughout Pedestrian Mobility & Connectivity Framework (Page 137); Throughout Streetscape, Beautification & Signage Framework (Page 149)

Art & Entertainment

Form an arts and entertainment coalition	Establish an Arts & Entertainment Coalition (Page 100)
Expand public art in downtown, possibly interactive	Promote Public Art (Page 110); Expand Open Space & Recreation Opportunities (Page 108)
Need a specific area in downtown to host events	Functional Land Use Zones- 6 (Page 64), Zone 13 (Page 78); Expand Open Space & Recreation Opportunities (Page 108)
Embrace Carbondale's role as the entertainment capital of Southern Illinois	Reposition Downtown As Both A Retail & Entertainment District (Page 102); Bolster & Increase Events & Activities Downtown (Page 104); Continue To Promote Local Tourism (Page 114)
Museum downtown - piggyback off SIU	Continue To Promote Local Tourism (Page 114)

Economic, Civic, & Neighborhood Vitality

Comprehensive review of city codes - education - assure compliance - don't sacrifice safety	Implementation Strategy (Page 178)
Slow down traffic through downtown	Downtown Traffic Patterns & Circulation (Page 124)
Assure responsibility of business owners to improve their buildings (civic responsibility)	Implementation Strategy (Page 178)
Farmers market	Bolster & Increase Events & Activities Downtown (Page 104)
Bucky paths - walking and biking	Throughout Pedestrian Mobility & Connectivity Framework (Page 137)



HISTORY OF DOWNTOWN CARBONDALE

The City of Carbondale's roots began in 1852, when Daniel Harmon Brush, John Asgill Conner, and Dr. William Richart purchased approximately 360 acres of forested, undeveloped land in southern Illinois. The land was chosen because of its proximity to the future Illinois Central Railroad, which would run from stations in Makanda to De Soto. Brush hoped the location would enable the town to capitalize on the developing commerce of the Illinois railroad.

The railroad industry would have a large impact on Carbondale, from economic development to the City's block structure, which was tilted to match the angle of the railroad. On Independence Day in 1854, Carbondale celebrated as the first train passed through the City, on its route to Cairo, Illinois. The railroad would continue to have a large impact on the area, establishing the ICRR Division Headquarters in Carbondale at the end of the 19th century. A variety of goods were moved through the City along the railroad, particularly coal. Daniel Harmon Brush originally named Carbondale for its proximity to large deposits of coal, with mining becoming an important industry in the area. Though the Great Depression would eventually cause the decline of the Illinois Central Railroad in Carbondale, the railroad remained the City's largest employer and dominant industry until the mid-1940s.

Following the end of World War II, Carbondale experienced new growth as a result of Southern Illinois University, which was established in 1869. The University saw a considerable increase in enrollment which resulted in matching community growth. Between 1945 and 1970 the University increased enrollment by over 18,000 students, while between 1950 and 1970 the City's population increased by just under 12,000 residents. As the University and City continued to grow, the location of the Illinois Central Railroad became an increasing concern, given the University's expansion to the eastern side of the railroad. From the late 1960s to 1980s, the City, railroad, and University worked to address this issues, considering both relocation and depression of the railroad. Though full relocation was never accomplished, a few projects were executed, including the Pleasant Hill Road Overpass and on-campus pedestrian overpasses in the 1980s, and the Mill Street underpass opened in 2001.

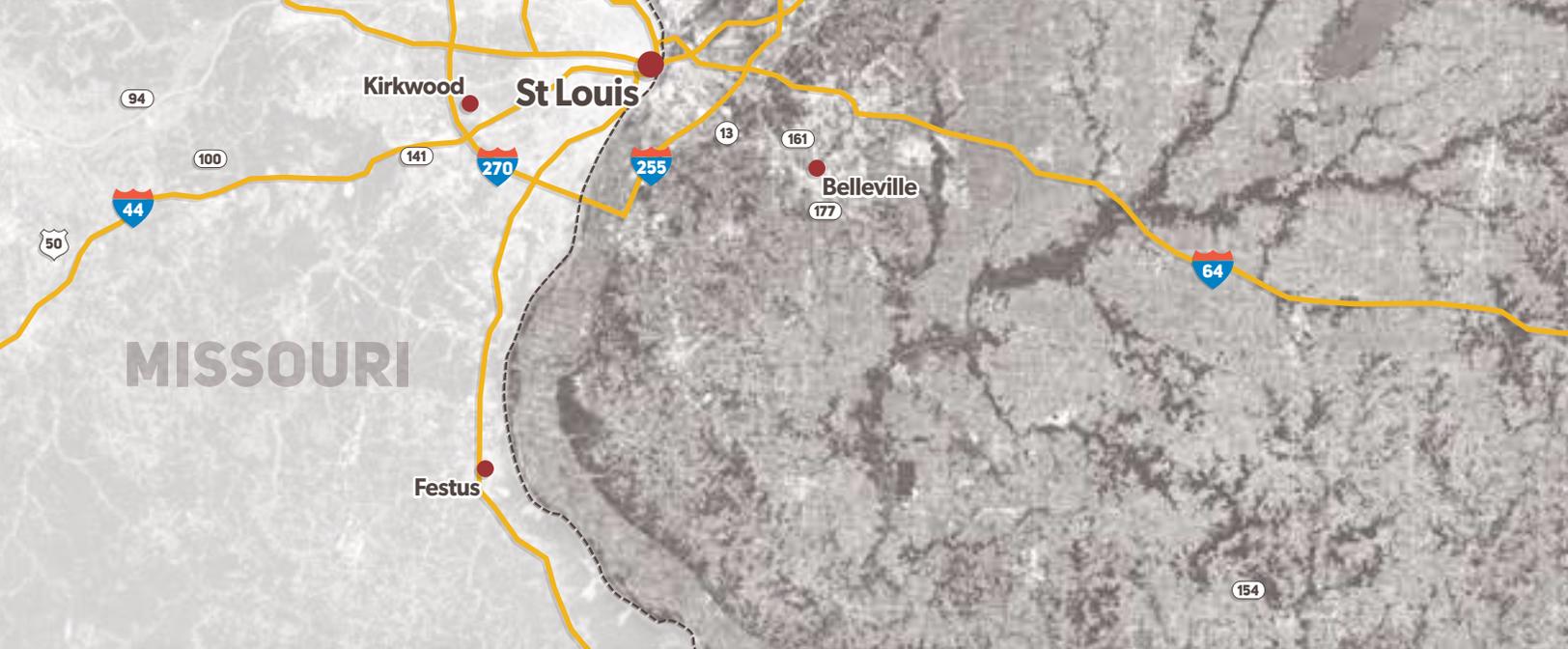


Since the 1970s, Downtown Carbondale has been challenged by a number of historical events which have contributed to the decline of the area. In the 1970s, the City received a proposal to develop a hotel, convention center, and parking garage in Downtown. This project was further supported by a federal grant to the City to acquire property for the development. While the City started preparation for the project, high interest rates and failure to acquire certain properties delayed the project, and eventually the developer withdrew. While the City searched for a new investor, the project was never executed, leaving a number of vacant properties in Downtown.

The closing of the ICRR Division Headquarters also left a significant gap in Downtown Carbondale, emphasized by the Division Office Building burning down in 1986. In addition, the opening of University Mall in 1971 shifted the City's focus away from Downtown, displacing many downtown businesses in favor of corridor commercial development.

Facing these issues, the City took action with the 1990 Downtown Plan, which outlined new projects to help improve downtown. The properties left vacant by the failed hotel and conference center project were repurposed as the site of the current City Hall/Civic Center. The City purchased the aging railroad properties, restoring the train depot and making improvements to the Town Square area. In addition, over 1,000 new parking spaces were added Downtown to make the district more accessible for consumers.

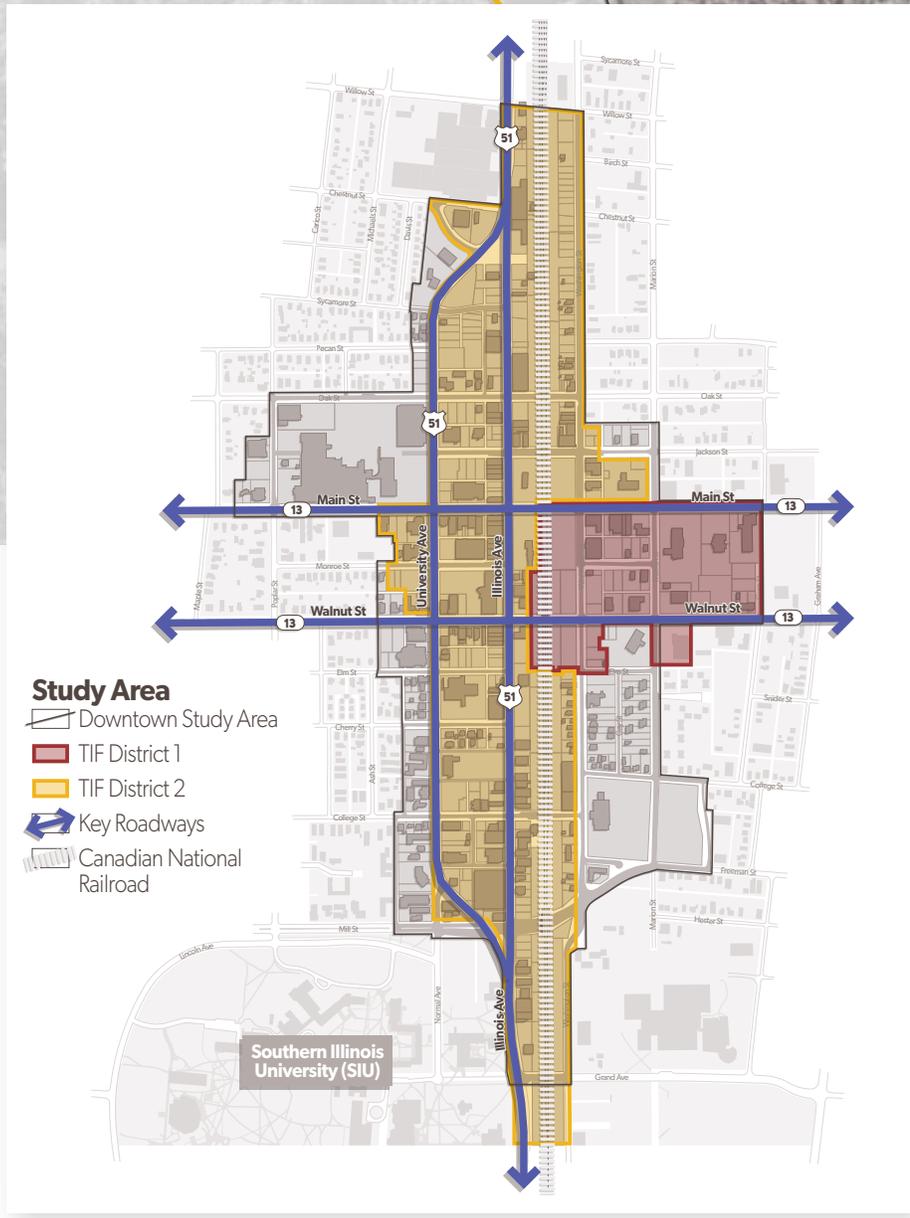
While the Plan successfully mitigated some issues in Downtown efforts were unsuccessful in fully revitalizing Downtown. Recently, Downtown Carbondale has seen renewed interest in development and investment within the area. In the past year, the Evolve residential development was opened at the southern end of the Strip and developers have broken ground for construction on the former American Tap lot. In addition, new developments have been proposed for various vacant sites in the area, most notably the establishment of a hotel in Downtown. These new projects have helped provided the momentum and desire to initiate this planning process and create a Master Plan that will guide the future of Downtown Carbondale.



MISSOURI



CITY OF CARBONDALE



REGIONAL SETTING

The City of Carbondale is located in southern Illinois, approximately 80 miles southeast of St. Louis, Missouri, and more than 95 miles from Evansville, Indiana. The community is situated along the Canadian National Railroad, with Downtown Carbondale centered on the railroad's intersection with Illinois Route 13. To the east of Carbondale, Interstate 57 runs north to south through Marion, providing Carbondale with limited interstate access. Carbondale is often considered the center of southern Illinois.



STUDY AREA

The Downtown Carbondale Master Plan addresses a specific study area that includes the downtown area and related adjacent areas. The study area initially included all parcels contained by the two Tax Increment Finance (TIF) Districts located within the downtown area, but has been expanded to include additional areas important to Downtown.

The study area consists of parcels adjacent to the railroad and US Route 51 Corridor running north to south. This includes areas along Illinois Avenue and University Avenue from Willow Street on the north to Grand Avenue on the south. Also included are Southern Illinois Healthcare’s Memorial Hospital and areas selected for their relevance to Downtown.

While elements of a traditional “main street” can be found, Downtown Carbondale includes a number of auto-centric uses, likely due to roadways with high traffic counts that bisect Downtown. These include US Route 51 (US 51), which splits within the study area to University Avenue carrying southbound traffic and Illinois Avenue carrying northbound traffic, and Illinois Route 13 (IL 13), which moves through the study area as Main Street, carrying westbound traffic and Walnut Street carrying eastbound traffic.

The Canadian National Railroad also bisects the study area, running north to south between Illinois Avenue and Washington Street. The railroad accommodates freight and passenger trains, including Amtrak that provides daily service to Chicago, Memphis, and New Orleans.



IMPORTANCE OF A DOWNTOWN

A downtown represents a unique place in any community. Unlike other districts of a city, a downtown serves as the focal point, providing a shared space that belongs to everyone. When healthy and functional, a downtown becomes a multi-purpose destination, acting as the center for community gatherings, civic operations, finance, commerce, entertainment, and a variety of uses that meet the needs of residents and visitors alike. An active downtown is the heart of a city where an individual can clearly understand the identity of the surrounding community.

In the past, Downtown Carbondale acted in this role for both local and regional residents, representing a place where people lived, worked, shopped, and dined. Over time, however, Downtown has been greatly affected by a fundamental shift in consumer habits to include automobiles.

In Carbondale, the opening of University Mall in 1971 and rise of IL Route 13 as a commercial corridor has shifted development outside Downtown. In addition, the separation of US Route 51 and IL Route 13 into uncoupled one-way streets has placed a greater emphasis on automobile transportation and access in Downtown. Attempts to accommodate car-bound consumers, along with failed projects and disinvestment in Downtown, has resulted in demolition of once thriving structure in favor of parking lots and auto-centric businesses.

A vibrant and active Downtown is, and always has been, an important asset to the City of Carbondale. Starting in 1989 with the Carbondale Downtown Development Plan, the City has shown a dedication to the downtown area through various planning efforts. The 1993 plan *Carbondale 2000: Visions for City Development in the 21st Century* identified Downtown revitalization as 1 of 8 city-wide goals. The 2010 *City of Carbondale Comprehensive Plan* also established a goal to “develop and redevelop Downtown to become a local and regional destination of culture, entertainment, and community gathering.”

The Comprehensive Plan also identifies Downtown as a focus area, providing strategies to encourage a “Downtown Renaissance,” including:

- Strengthen Downtown as a viable place to conduct business
- Position Downtown as a unique local and regional destination
- Re-establish the traditional urban character of Downtown
- Improve connections to, through, and within Downtown and its surrounding neighborhoods

These planning efforts further demonstrate the importance of the Downtown to the City of Carbondale. Though the nature of the area has and will continue to change, the community continues to emphasize the central focus Downtown takes in Carbondale’s future.



ROLE OF DOWNTOWN

Downtown Carbondale serves a variety of roles within the community that should be recognized and enhanced through revitalization efforts. These roles represent the day-to-day activities and uses that bring residents into Downtown. How an individual views, understands, and moves through the area is often reliant on the varied roles of Downtown through its streets, businesses, and uses. For example, a resident meeting friends Downtown for coffee will have a much different interaction with the area than a visitor travelling to see a patient at Memorial Hospital. The Downtown Carbondale Master Plan provides recommendations to enable the Downtown to meet the demands of these various roles by connecting diverse uses, activities, and environments into a united identity for the district.

HEART OF THE CITY

Geographically, Downtown Carbondale is the center of the City. However, more so than a physical center, Downtown is the heart of the community. Despite the various issues faced, there remains a number of reasons for people to visit and live in Downtown.

In many ways, Downtown's stance as the heart of the city is the result of the many uses that create a vital, multi-purpose district. An understanding of Downtown's role as the heart of the city will be a central consideration when developing the recommendations and strategies of the Downtown Carbondale Master Plan.

CIVIC

The Civic Center, located almost exactly in Downtown's center, acts as Carbondale's "City Hall," housing almost all city functions, including the Mayor's office and City Manager's office. The various department counters provide a single location for individuals to apply for permits, receive licenses, and pay bills. In addition to the civic center, the Carbondale Police Department is located in the southeastern portion of the downtown study area.

RELIGION & CULTURE

Downtown includes a high concentration of churches and religious institutions, as well as the Varsity Center for the Arts. In addition, the Woodlawn Cemetery, located adjacent to the Downtown study area, acts as both a historic and cultural use.



MEDICAL

Downtown is anchored by Southern Illinois Healthcare (SIH) Memorial Hospital of Carbondale and related medical campus in the northwest portion of the downtown study area. The Hospital brings over 3,000 employees to Downtown, in addition to patients and visitors. This role is concentrated on the SIH campus, which is largely internalized and provides limited interaction with the rest of Downtown. The issue is exacerbated by the lack of businesses in close proximity to the hospital, such as restaurants, services, and retail opportunities to be utilized by staff and visitors. Discussion throughout public outreach has noted the need for better connections between the rest of Downtown and the SIH campus.

SHOPPING

Historically, Downtown was the center of activity and commerce within Carbondale. Longtime residents reminisce about being able to shop for clothes, shoes, and just about anything in Downtown. All but a fraction of that retail has moved to University Mall and the IL 13 corridor as a result of automobile-oriented development.

While Downtown's role as a shopping destination has declined, city centers across the country have recently seen a renaissance. Consumer preferences are returning to exterior shopping experiences, including sidewalks lined with shops and restaurants. Downtown is well positioned to provide an authentic environment and better leverage its role as a shopping environment.

ENTERTAINMENT

Downtown takes on an entertainment role, supporting a well-regarded restaurant scene and unique niche retailers, while acting as an entertainment venue for SIU students. The variety and number of small businesses, restaurants, and cafes establishes the Downtown as a reliable dining and entertainment destination, where residents can simply "head Downtown" and find a place to eat when in the area. In addition, the mix of bars and clubs situated in Downtown's southern portion provides entertainment options for the nearby SIU population.

SOCIAL

Downtown serves as a center for community interaction and gathering spaces. Its variety of outdoor spaces, parks, plazas, and sidewalks provide locations where individuals can meet and interact. Additionally, specific destinations, such as restaurants, bars, and cafes provide meeting places for groups. Furthermore, the civic center provides a central location for community events and activities.



FINANCIAL

There are three prominent banks in the Downtown along with other financial employers and institutions. Unlike larger cities with central business districts dominated by financial institutions, these uses are more consumer-oriented offices than corporate employers, offering drive-through banking operations and ATMs. Many of these uses focus heavily on automobile access, including drive-through windows and expansive parking lots, which is detrimental to the desirable form and function of Downtown.

EMPLOYMENT

Many of the City's largest employers are located within or directly adjacent to the study area. This includes SIU, SIH and the Memorial Hospital, the Center for Comprehensive Services, the Southern Illinoian, and the City of Carbondale itself including the Police Department. In addition to larger employers, a variety of smaller offices, light industrial uses, financial institutions, and commercial businesses bring workers to Downtown on a daily basis. The larger number of employees moving into the downtown area helps bolster the area's daytime population, supporting other downtown businesses.

RESIDENTIAL

Though the bulk of residential uses have moved out of Downtown, a variety of different housing options do exist within the study area. These include both dedicated residential structures and mixed use options above or connected to commercial buildings. In addition, residential neighborhoods do exist adjacent to Downtown, which help to support businesses throughout the day. The new Evolve development represents a recent residential addition to Downtown that could bespeak positive investment in the future.

EDUCATIONAL

Though not technically within the study area, the proximity of SIU creates an educational role within Downtown. Various university buildings and facilities can be found within the southern portion of the study area, along with housing, retail, and entertainment options which cater to the student population. In addition, the prominence of SIU within the City and region demonstrate a close relation between Downtown and the University as educational hubs.



INFLUENCES & OPPORTUNITIES



A strong downtown is the core of a community, acting as a multi-faceted district that fills a variety of roles for a variety of stakeholders. Vibrant downtowns include diverse uses that bring residents and visitors to the area to shop, work, play, and spend time. Further, downtowns create places individuals want to spend time, can conveniently run errands, or meet friends in a welcoming, active, and appealing environment.

Downtown Carbondale as it exists today is the result of numerous influences that directly impact the physical environment, functionality, and community perception of the area. Identifying these influences establishes an understanding of Downtown's position within the community today, and how it addresses its role as a city center. The following section includes an analysis of key influences and opportunities in Downtown Carbondale. These influences and opportunities have provided a foundation for analysis of the downtown study area and formation of the recommendations and strategies of the Downtown Carbondale Master Plan.

COMMUNITY OUTREACH

Community outreach is the cornerstone of the Downtown Carbondale Master Plan. Opportunities for public engagement have been included throughout the planning process, starting with the initial DAC public forums and carrying throughout the development of the plan. Thorough community outreach ensures that the Downtown Carbondale Master Plan is relevant and applicable, directly addressing the specific issues, concerns, and desires of the Carbondale community.

All public engagement was conducted to complement and support the findings of the DAC's initial outreach. Guided by the DAC's interim report, outreach has been designed to validate those findings and guide outreach efforts throughout the planning process. Ultimately, the interim report, along with all other community input received, will directly guide plan recommendations and strategies.

DOWNTOWN ADVISORY COMMITTEE

At the beginning of the planning process a Downtown Advisory Committee (DAC) was established to ensure broad public participation was central to plan development. From July to December of 2014, the DAC held eight meetings, six of which were public forums intended to address specific issues within Downtown Carbondale. The committee broke into six teams focusing on specific elements of Downtown, each team responsible for facilitating a public forums on their topic. Specific elements discussed included:

- Transportation
- Business Development
- Interaction with SIU, SIH & Adjacent Neighborhoods
- Signage & Streetscape
- Arts & Entertainment
- Economic, Civic & Neighborhood Vitality

At each forum members of the public were able to offer comments and concerns regarding the specific category under discussion. Members of the DAC were then asked to rank their top five most important issues from a compiled list, eventually identifying the top five issues for each category. The findings of each individual forum were summarized and organized into an interim report that presents the largest issues for Downtown Carbondale. This report represents a summation of initial outreach efforts.

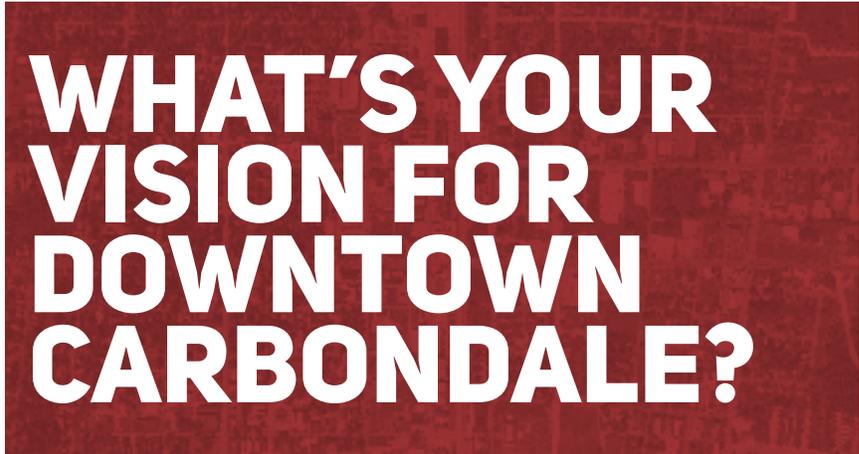
The DAC interim report played a central role in the development of the Downtown Carbondale Master Plan. Initial findings of the DAC were essential to the analysis in the Existing Conditions Report. Further, the DAC helped guide the recommendations and strategies of the Plan to ensure the creation of an applicable and relevant Downtown Plan for the City of Carbondale.

On April 29, 2015 the consultant team and members of the DAC held a meeting to mark the beginning of the planning process. This provided an opportunity for the two groups to discuss the findings of the DAC's interim report and establish a mutual understanding of important issues and opportunities that pertain to Downtown moving forward.

THE COMMENTS, OBSERVATIONS, PROJECTS, AND ACTIONS CITED WITHIN THE FOLLOWING COMMUNITY OUTREACH SECTION REPRESENT **FEEDBACK FROM OUTREACH EFFORTS**. AS SUCH, THEY SHOULD NOT BE INTERPRETED AS RECOMMENDATIONS OF THE DOWNTOWN CARBONDALE MASTER PLAN NOR DO THEY REPRESENT CITY POLICY.

OUTREACH EVENTS

The Downtown Carbondale Master Plan was supported by both in-person events and online tools designed to gather a wide range of public input. In-person outreach provided the opportunities for “face-to-face” discussion to facilitate open dialogue and discussion among participants, ask pointed questions, and gather detailed responses. Online outreach is intended to be accessible, interactive, and personal, providing a supplement to in-person events for those unable to attend. Using online tools, participants were able to provide input at their own speed and in their own time. Online outreach also captured responses from those unlikely to attend traditional events, generating a full spectrum of feedback in support of the Plan. The following section summarizes the events, surveys, and tools utilized throughout the planning process.



About the Plan

The City of Carbondale is currently developing a Downtown Master Plan — a blueprint for improving the Downtown area!

The Plan will provide recommendations to direct growth, investment, and development in Downtown Carbondale. Ultimately, the Plan will answer: “What should our Downtown look like in 10 years and how do we get there?”

For more information about the Downtown Carbondale Master Plan visit bit.ly/DowntownCarbondaleMasterPlan

Get Involved!

Drop by the **Community Open House** to see what’s been prepared so far and provide input for the future of Downtown Carbondale.

The **Downtown Visioning Charrette** will provide community members an opportunity to craft a new vision for Downtown Carbondale. Participants will be able to express their concerns, acknowledge the things they like best about Downtown, and suggest changes they would like to see. The input provided will serve as the foundation for the Downtown Carbondale Master Plan.

The **Downtown Advisory Committee Meeting** will provide an opportunity to review the Existing Conditions Analysis and to hear about the next steps of the Plan.

Community Open House

Tuesday, October 13, 2015
Anytime between 3:00pm and 6:00pm
Civic Center / City Hall in Room 108
200 South Illinois Avenue

Downtown Visioning Charrette

Tuesday, October 13, 2015
6:30pm-8:30pm
Civic Center / City Hall in Room 108
200 South Illinois Avenue

Downtown Advisory Committee Meeting

Wednesday, October 14, 2015
6:00pm-8:00pm
Civic Center / City Hall in Room 108
200 South Illinois Avenue



bit.ly/carbondaleSIUsurvey

◀ Can't attend the upcoming workshop?
Fill out this quick survey to tell us about your vision for Downtown Carbondale.

TRADITIONAL OUTREACH

■ Key Person Interviews

Confidential interviews were conducted with individual members of the Downtown Advisory Committee (DAC), representing a broad cross section of residents, business owners, institutions, and other community stakeholders with a special concern for Downtown. Interviews were used to gain specific and detailed discussion of the community in a more personal setting.

■ Downtown Community Workshop

On June 24, 2015, over 60 members of the Carbondale community attended the workshop, which included a key pad polling activity to collect and display responses in real time. The event was used to gather input from the broader community and compare the views of residents to those of the DAC interim report.

■ SIU Student Outreach

On September 2, 2015, members of the consultant team set up booths and spent time engaging students at two locations: Evolve and the SIU Student Center. Over 150 students completed and returned surveys regarding how individuals on campus view and understand Downtown. In addition, the consultant team was able to speak with over 100 students, faculty, staff, and visitors throughout the day.

■ Downtown Visioning Charrette

On October 13, 2015 over 20 members of the community participated in a visioning charrette, marking a shift from data collection to visioning for the future of Downtown. Attendees articulated their aspirations for Downtown by marking large maps of the area, demonstrating visual and spatial desires for the community.



DOWNTOWN CARBONDALE
MASTER PLAN

WHAT'S YOUR VISION FOR DOWNTOWN CARBONDALE?

DOWNTOWN CARBONDALE MASTER PLAN

About the Plan
The City of Carbondale is...
The Plan will provide...

I believe the most important issue facing Downtown Carbondale is...

I think Downtown Carbondale's greatest asset is...

If I could improve one thing in Downtown Carbondale it would be...

Drop this completed card at:
Civic Center / City Hall: 200 S Illinois Ave
Other select locations in Downtown Carbondale

Have more to say? Attend an upcoming workshop:

Community Open House:
Tue, October 13, 5pm-8pm
Civic Center / City Hall in Room 108
200 South Illinois Avenue

Downtown Visioning Charrette:
Tue, October 13, 6:30pm-8:30pm
Civic Center / City Hall in Room 108
200 South Illinois Avenue

DAC Meeting:
Wed, October 14, 2015, 6pm-8pm
Civic Center / City Hall in Room 108
200 South Illinois Avenue

ONLINE OUTREACH

■ Project Website

A project website was developed in support of the planning process intended to act as a central hub for information regarding the Plan. From the website residents could access important information, project announcements, documents, and other online outreach tools.

■ sMap

sMap is an online interactive mapping tool that allows members of the community to mark a map of the downtown study area with their thoughts and comments. This enables individuals to provide feedback that is geographically linked to a specific point, developing a spatial understanding of Downtown Carbondale. Participants generated 29 points on the Carbondale sMap.

■ Resident Questionnaire

The resident questionnaire was completed by 174 residents. The questionnaire was designed to capture the perspective of residents and how they use and interact with Downtown. Respondents represented the full range of community stakeholders, including both long and short term residents.

■ Business Owners & Operators Questionnaire

The business questionnaire was completed by 8 business owners and operators. The questionnaire was designed to capture an understanding of the challenges and benefits of operating a business in Downtown Carbondale.

■ Student Questionnaire

The student questionnaire was completed by 40 students. The questionnaire was designed to capture the perspectives of students attending SIU. The survey asked both general questions regarding the area and specific questions intended to create an understanding of how students view and utilize Downtown.

■ Visual Preference Survey

The visual preference survey is an image based survey that asks individuals to rank images on a scale of 1 to 5 stars, with 1 star representing uses that are inappropriate or undesirable and 5 stars representing uses that are appropriate or desirable. A total of 97 participants completed the survey.



ISSUES & OPPORTUNITIES

The outreach process involved participation from over 475 members of the Carbondale community. During the course of community outreach, specific issues and opportunities were consistently discussed across multiple events and online tools. Where appropriate, related topics have been condensed into core themes, which demonstrate the central issues identified by the Carbondale community.

PARKING

Parking was one of the most consistently discussed concerns throughout all community outreach events. The ability to find and use parking was a central issue; however, views regarding the issue varied greatly between different events and groups. While some residents argued that additional parking was necessary in Downtown, many argued that ample parking is provided, but is difficult to utilize. Residents noted that lots are often private and closed to non-patrons or have complicated regulations on how long and when they can be used. Some participants argued that rather than a true parking problem, Downtown has a perceived parking issue, where restrictions and limitations make it appear or feel like there is inadequate parking. Others believed there is too much parking, and that a parking study or plan would help the City better eliminate unnecessary parking while making remaining lots more accessible. Overall, the variety of parking concerns demonstrates a parking issues which affects how residents view and utilize Downtown on regular basis.

APPEARANCE

Residents emphasized that Downtown Carbondale suffers from a poor image that greatly decreases perception of the area and is uninviting for members of the community and visitors alike. The appearance of Downtown was described as lacking a “wow” factor, and while some unique and historic buildings are located around Town Square, inconsistent architecture and quality limits existing opportunities. The poor image was linked to a concern that Downtown does not stand out from other areas of the City, and that visitors traveling through the City are never aware they are in Downtown. The impact of utility poles in the district was mentioned throughout outreach, with many calling for the poles to be removed and utility lines buried. A lack of vibrancy was connected to difficulty bringing employees, businesses, and students to the area. Participants called for streetscaping improvements to elevate the status of Downtown and gateway elements to more clearly define the area.

TRAFFIC & ACCESS

Residents demonstrated concern over traffic and how individuals access the Downtown, discussing speed, volume, and types of traffic generated by local roadways. Participants noted that automobiles, particularly large trucks moving through the Downtown at high speeds, can greatly decrease the sense of safety and walkability of Downtown. There was also concern that travelers pass through the Downtown too quickly, limiting the chance visitors will realize what Downtown Carbondale has to offer or that they are even in the downtown at all.

Route 51 & Route 13

For many residents, concerns of traffic and access in the Downtown are linked to the split-directionality of Route 51 and Route 13. This issue was widely discussed, particularly pertaining to the potential of a jurisdictional transfer of Route 51 from IDOT to the City. Respondents felt that if the City had jurisdiction over Illinois Avenue and University Avenue it would allow Carbondale staff to better address many of the Downtown's most significant issues and facilitate greater vitality along those roadways. Traffic patterns were also linked to concerns of mobility and safety, in particular the Mill Street intersection, which was seen as unsafe, confusing, and a deterrent for students to visit Downtown. Participants discussed the potential of altering Route 51 to run two-way along University Avenue or introduce a traffic circle or "roundabout" at the Mill Street intersection.

BICYCLE & PEDESTRIAN "UN" FRIENDLY

Throughout public outreach, community members emphasized that Downtown does not support bicycle and pedestrian traffic and safety, despite what many perceive as a strong desire for alternative transportation opportunities. Residents called for greater infrastructure to support cyclists and pedestrians and provide healthier options in the community. Dilapidated infrastructure and the lack of proper bicycle routes was discussed. It was noted that some businesses Downtown have bike racks, but they are usually completely full. This demonstrates the need for a better developed bicycle network, as well as the need for more bicycle parking. In addition, poor connections to adjacent neighborhoods and the University were listed as deterrents to mobility.

PUBLIC SAFETY

Public safety and the perception of public safety were identified as a detrimental characteristic of Downtown. The majority of residents agreed that Downtown can be dangerous and frightening at night, which some said has been exacerbated by press coverage. Participants also argued that the area is less dangerous than public perception, but the perception alone is damaging enough, scaring community members from spending time Downtown. A lack of public safety was further linked to poor lighting, the vacant appearance, and empty storefronts and lots. The homeless population in Downtown was also cited as a contributing factor to the negative perception of Downtown's public safety, particularly around Town Square and the ABC Liquor store.

INFRASTRUCTURE

The age of Downtown's infrastructure was identified as a key Downtown issue, which contributes to various other issues such as the poor appearance and lack of safety in the area. Residents noted crumbling sidewalks and poorly maintained roadways which are out of date. While Carbondale was once at the forefront of ADA accessibility, many emphasized that the Downtown is now highly unsafe and inaccessible for those with disabilities. Many of these concerns were linked to the grade changes along Illinois Avenue, resulting in steep sidewalk segments and dangerous conditions. Given the City's recent dedication as a Gigabit City, residents hoped to see improvements to telecommunication infrastructure and the greater establishment of Downtown WiFi.

COMPETITION

Residents felt that Downtown is struggling to compete with other commercial areas. Many argued that Carbondale was "losing out" to the City of Marion, which benefits from immediate interstate access. It was noted that despite being located at the intersection of two major routes, the lack of interstate access hurts commercial growth Downtown. Members of the business community discussed development regulations and costs, believing that Carbondale is too difficult and expensive to build in, thus encouraging developers to choose Marion where growth is better supported. Downtown also competes with University Mall, which draws commercial activity out of Downtown.

LACK OF DOWNTOWN DEVELOPMENT

Seen as a result of competition, changing consumer habits, and failed past projects, participants felt that the lack of development within Downtown is a major issue for the area and City. While numerous places to eat and drink exist, a lack of retail and housing options were highlighted as reducing activity and vibrancy in Downtown. The prevalence of vacant structures and vacant land was noted as diminishing Downtown's appearance. Many argued that new development is necessary to bring residents back to the area and create a reason to be in Downtown. The Evolve development was often discussed in this regard, with mixed opinions. Participants were often skeptical or unhappy with the final appearance and style of Evolve, but a majority also felt it was a step in the right direction and are hopeful it will encourage further Downtown development.

LACK OF VISION

Overall, residents of Carbondale felt that Downtown lacks a clear vision for the future, which has created inconsistency in how the City addresses various issues. The creation of a clear vision was desired to help ensure that the City has specific goals and a guide for prioritization of important improvements and decisions. For some, this was emphasized as the single most important issue, seen as a barrier to revitalization by leaving community leaders disorganized and unmotivated. It was noted that changes in City leadership have further compounded the issue.



VISUAL PREFERENCE SURVEY (VPS)

The visual preference survey (VPS) is an image based survey that asks individuals to rank images on a scale of 1 to 5 stars, with 1 star representing uses that are inappropriate or undesirable and 5 stars representing uses that are appropriate or desirable. The VPS includes images demonstrating examples from 10 specific categories:

- Downtown character
- Architecture types
- Plazas and parks
- Parking
- Intersections and crosswalks
- Streets and sidewalks
- Pedestrian, amenities, and site furnishings
- Bikes and bike infrastructure
- Sculpture, public, and art murals
- Gateways and wayfinding

Rating of different pictures is cumulative across all participants, establishing an overall ranking for which images were most and least desirable. This provides an understanding of what development types, streetscape improvements, and public amenities Carbondale residents would like to see Downtown. A total of 97 participants completed the VPS. Results of the VPS have been categorized into the following sections:

LAND USE & DEVELOPMENT

Downtown Character

The recommendations for development and investment within Downtown Carbondale should take into consideration and be consistent with the community's desired character. An attractive streetscape with wide sidewalks, outdoor dining, street furniture, street trees, and on-street parking should characterize the public realm. Multi-story buildings that frame the street and provide a sense of enclosure complete the character, giving Downtown the feeling of an "outdoor room."

Architecture Types

The community's palette for architectural types can be best defined as traditional. The top rated images were primarily flat roof buildings with brick and masonry construction, divided light windows on upper floors and large display windows on the ground floor.

Plazas & Parks

The highest rated images for plazas and parks contain well defined public spaces with public art, landscaping, and places to sit. Parks and plazas throughout Downtown contribute significantly to its character, and provide opportunities to seek relief from the urban environment. As the City works toward the revitalization of Downtown it should identify opportunities to create plazas throughout Downtown.

Parking Lots

Within a pedestrian-oriented area like a Downtown, parking needs to be adequate and conveniently located, but not prominent. That is not to say their design is not important. As illustrated by residents in the Visual Preference Survey, there is a desire to see landscaping designed to soften the appearance of large paved areas; bioswales, permeable pavers, native plant species to reduce stormwater runoff; ample lighting to provide a safe environment; and, efforts to shield and screen parking from view when adjacent to the public right of way.



STREETSCAPE

Intersections & Crosswalks

Almost all crosswalks and intersections in Downtown need substantial improvement to meet the community's expectations. The highest rated images all portray well delineated crosswalks that define the pedestrian's space in the intersection prominently. This includes the application of different materials; bold, high-contrast striping; pedestrian wayfinding signage; and, bollards that make crosswalks visible and protect pedestrians waiting to cross.

Streets & Sidewalks

As a pedestrian oriented district, sidewalks are a vital component of Downtown. Evaluation of the community's top-rated photos suggest Downtown Carbondale's streets and sidewalks are in substantial need of improvement to meet the community's desires. Top rated images all show sidewalks with landscaping to provide shade and separation between pedestrians and vehicles.

Bikes & Bike Infrastructure

The results of the Visual Preference Survey would suggest that the Carbondale community would welcome almost any improvement to the City's bicycle infrastructure. Attractive bike racks, bike sharing, and bike lanes all appealed to the survey participants.

Pedestrian Amenities & Site Furnishings

The Visual Preference Survey results reveal a strong desire for a different pedestrian experience in Downtown Carbondale. Top rated images included ample and attractive benches, attractive metal site furnishings, and a variety of outdoor dining areas. Existing outdoor dining areas in Downtown are often enclosed or screened behind solid wood fences. The community demonstrated a strong preference for open seating areas that are not screened and allow patrons to enjoy the surrounding environment and street activity.

REVIEW OF PAST PLANS, STUDIES & REPORTS

Past plans, studies, and reports have had a direct impact on the development of the Downtown Carbondale Master Plan, helping to guide plan recommendations and strategies. Past planning efforts include both plans specific to the downtown area and broader plans that address the City as a whole.

DOWNTOWN DEVELOPMENT PLAN (1990-2000)

The Downtown Development Plan was prepared in 1989 to address revitalization and development in Downtown. The Plan provided recommendations and site design for specific areas of Downtown including the City Hall/ Civic Center, the train depot, the town square, and a potential hotel site, amongst other land use strategies. While significant time has passed since adoption of this Plan, many of the topics and strategies discussed are still relevant and have been incorporated into the Downtown Carbondale Master Plan where appropriate.

THE CARBONDALE HISTORIC PRESERVATION PLAN (2002)

The Carbondale Historic Preservation Plan was developed in 2001 supported by a Certified Local Government grant from the Illinois Historic Preservation Agency. The Plan established specific goals for preservation of historic resources in Carbondale, including an estimated 300 properties of historic and architectural significance. The Plan provided a focus on local historic districts and outlines historic resources in Downtown that could be assembled as a Downtown Historic District.



CITY OF CARBONDALE COMPREHENSIVE PLAN (2010)

The City of Carbondale Comprehensive Plan was adopted in 2010 to guide future land use and development in the entire City. The Plan identified a number of implementation strategies including ordinance revisions, economic development, rehabilitation of housing stock, promotion of sustainability, and increased pedestrian and bicycle accessibility. In addition, the Plan called for additional planning studies and revitalization of Downtown, laying the initial groundwork for the Downtown Carbondale Master Plan.

DOWNTOWN REVITALIZATION BACKGROUND REVIEW (2012)

The Downtown Revitalization Background Review was completed in 2012 to determine the viability of future retail, commercial, and residential projects in Downtown Carbondale that could act as a catalyst for revitalization. Based on local political support and the climate of Downtown Carbondale, the report concludes that new investment could act as a catalyst for redevelopment; however, such investment should be supported by coordination of involved groups and planning efforts to provide further direction in Downtown.

DOWNTOWN HOTEL FEASIBILITY REPORT (2013)

The Downtown Hotel Feasibility Report was conducted to address discussion of the potential for a hotel located in Downtown Carbondale. Analysis concluded that a limited-service, all-suite, or extended-stay hotel could be of direct benefit to Downtown. The report also identified two potential sites for the hotel development, taking into consideration existing amenities, market data, transportation nodes, and the existing hotel supply.

MULTI-MODAL TRANSPORTATION SYSTEM ASSESSMENT (2014)

The Multi-Modal Transportation System Assessment was commissioned by the Southern Illinois Metropolitan Planning Organization, which includes, amongst others municipalities, Murphysboro, Carbondale, Carterville, Herrin, and Marion. The assessment reviewed the existing multi-modal transportation system, laying groundwork for completion of a long range transportation plan in the future.

ALUMNI COMMUNITY SURVEY (2014)

Related to the initial planning efforts for the Downtown Carbondale Master Plan, a survey of members of the SIU Alumni Association was conducted by the SIU Public Policy Institute in 2014. The survey was intended to gather public opinion regarding Carbondale and Downtown from alumni to create an understanding of how to incentivize or encourage students to stay in the City after graduation. Overall, Alumni were positive about SIU and Carbondale as a place to attend school; however, less optimistic about living in the area.

MARKET & DEMOGRAPHIC ANALYSIS



An analysis of market and demographics conditions was conducted to better inform the planning process and provide background information necessary for developing viable recommendations and strategies for the Downtown Carbondale Master Plan. The analysis was conducted for the downtown area where applicable; however, where data specific to Downtown was unavailable, city wide data was utilized for the City of Carbondale.

This analysis presents and assesses current trends, growth potential, and development opportunities, noting important market implications specific to Downtown's location in the community and the region. Data for this study were acquired from a variety of sources, including the City of Carbondale, Jackson County, the State of Illinois, the 2000 and 2010 US Censuses, and ESRI Business Analyst, a nationally recognized provider of business and market data. Overall, the market and demographic analysis provides a snapshot of Downtown's market position within the City and region.

DEMOGRAPHICS

This section provides an overview of important demographic factors within Carbondale, including population, age, race and ethnicity, and income. All data was obtained from ESRI Business Analyst and the United States Census Bureau.

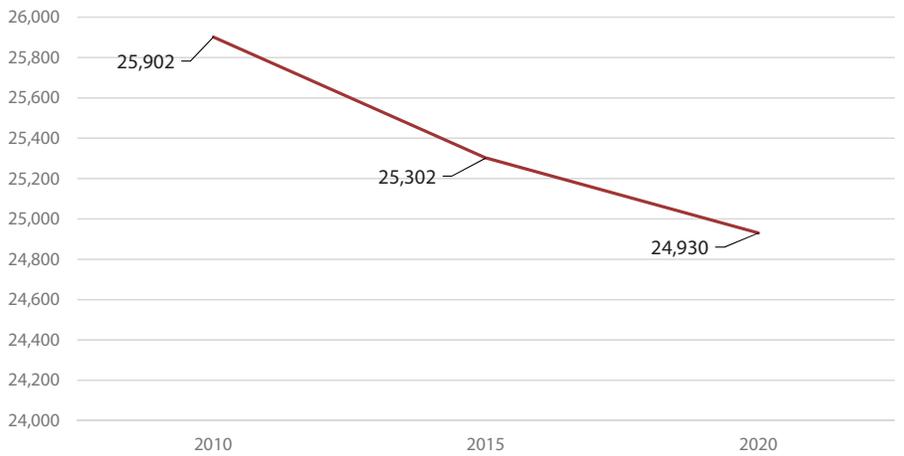
It is important to note the substantial student population located within Carbondale. In some cases, this has a clear impact on local demographics; however, the extent of this data is difficult to measure, as a large percentage of students likely have their residency listed as outside the area.

POPULATION

The City of Carbondale has seen a modest decline in overall population in recent years, which is expected to continue through 2020 with the total population dropping just below 25,000. The Carbondale-Marion MSA, however, is growing with a projected increase of 0.7% between 2015 and 2020. While neither area is declining nor growing at an exaggerated rate, growth of the MSA suggests that people are moving to the area, but not choosing to settle in Carbondale.

Population Change (2010 - 2020)

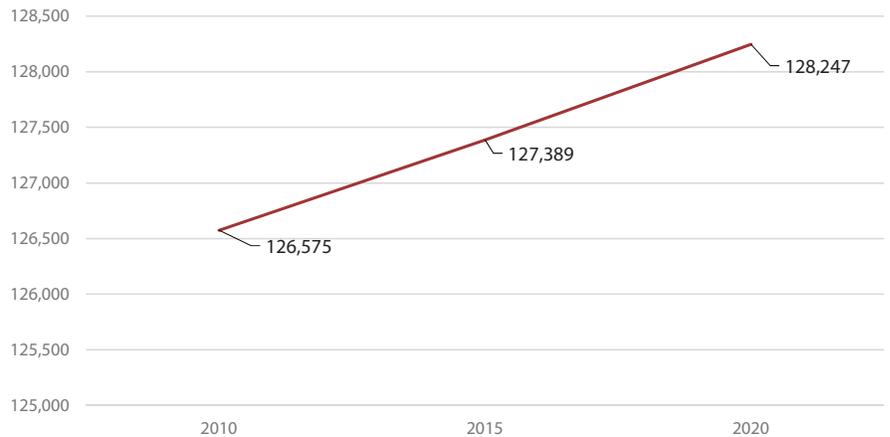
Carbondale



Source: ESRI Business Analyst

Population Change (2000 - 2020)

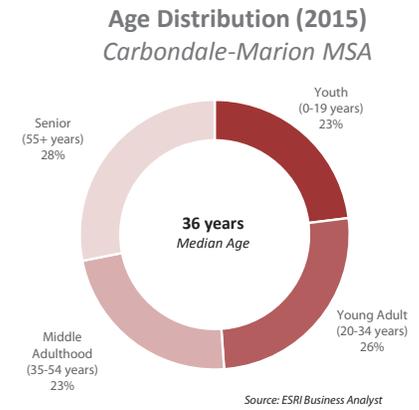
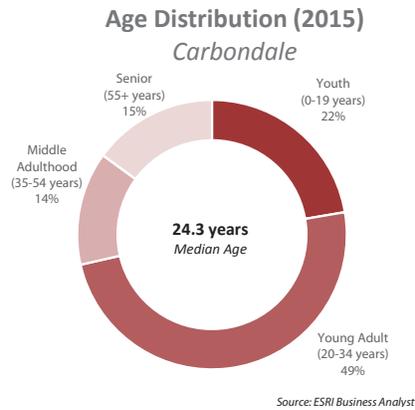
Carbondale-Marion MSA



Source: ESRI Business Analyst

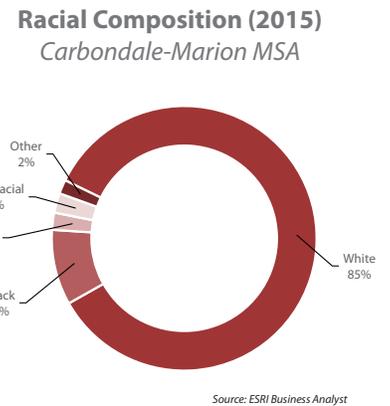
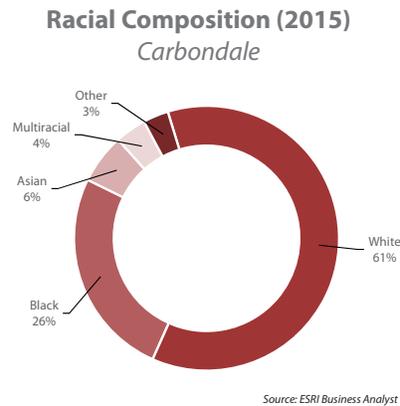
AGE

The City's age distribution differs greatly from that of the Carbondale-Marion MSA. The MSA has a relatively even distribution, with each of the four condensed age cohorts representing roughly 25% of the entire population. In Carbondale, however, the young adult age cohort, including ages 20 to 34, accounts for almost 50% of the population. The City's median age (24.3) is 11.7 years younger than the MSA (36), likely the result of SIU's student population.



RACE & ETHNICITY

Carbondale's racial composition is far more diverse than that of the Carbondale-Marion MSA, with a significantly larger black population, 26% compared to the MSA's 10%, as well as larger minority populations. Similarly, the City's Hispanic population (5.8%) is nearly twice as large as that of the MSA (3.3%); however, both are relatively small populations. Both the City and MSA are projected to become incrementally more diverse in the next 5 years.



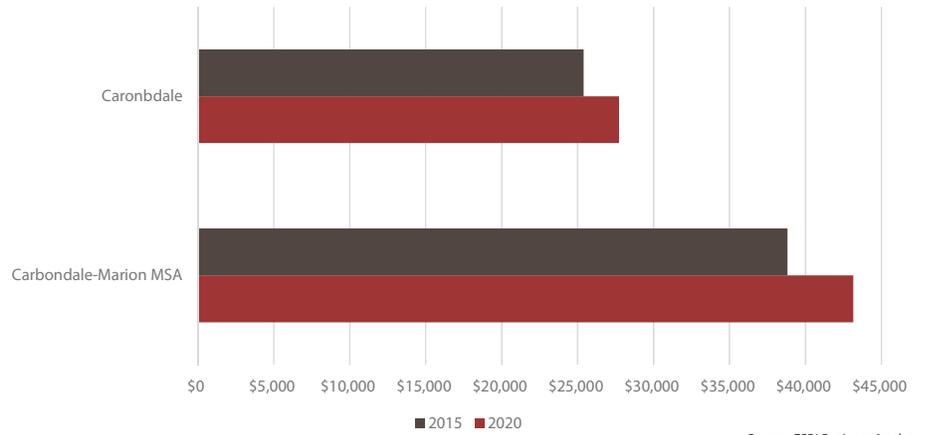
Note: The racial and ethnic categories discussed here are defined by the US Census. For the US Census definition, those individuals who identify themselves as "Hispanic" (which is an ethnicity) also identify with a racial category such as "White" or "Black." As such, the Hispanic category cannot be added to the sum of the racial categories.

INCOME

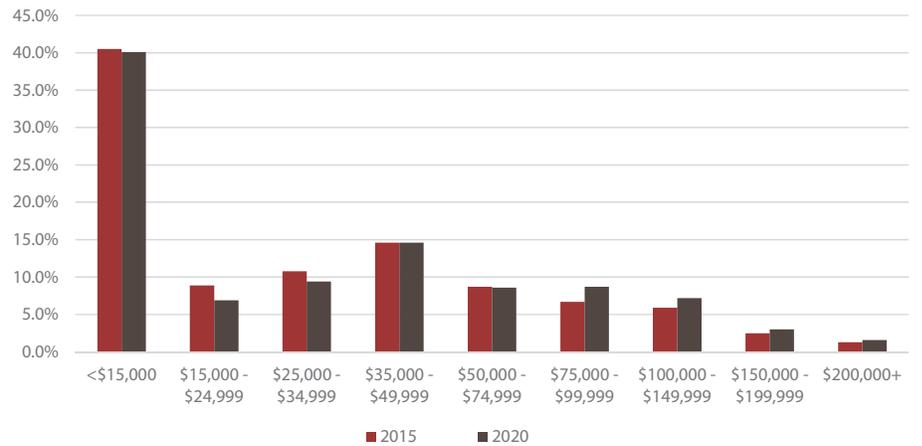
The City's median household income is \$25,386, which is 34.6% lower than the Carbondale-Marion MSA's median household income of \$38,812. Both geographies are expected to see an increase in median household income between 2015 and 2020; however the gap between the two numbers will widen, with Carbondale's median household income falling to 35.8% lower than that of the MSA.

In general, household incomes \$75,000 and higher are expected to see growth between 2015 and 2020, while incomes below \$75,000 will decrease. These changes will not have a large effect on the distribution of household incomes; however, with those less than \$15,000 still comprising over 40% of the City. This is also a factor of the impact of the student population whose income level is considerably lower than that of the resident households. It is important to note that the Census does not include student's financial aid and student loans in determining their disposable income.

Median Household Income (2015, 2020)
Carbondale & Carbondale-Marion MSA



Households by Income (2015, 2020)
Carbondale



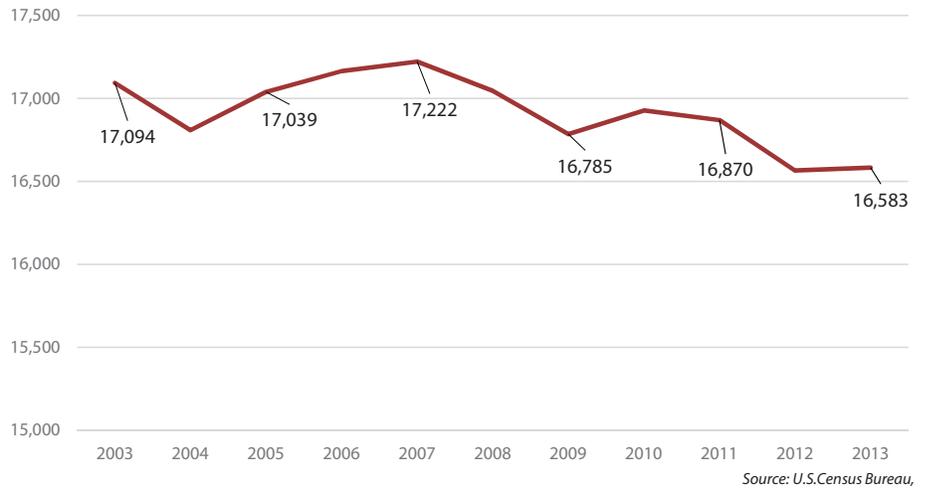
EMPLOYMENT

TOTAL EMPLOYMENT

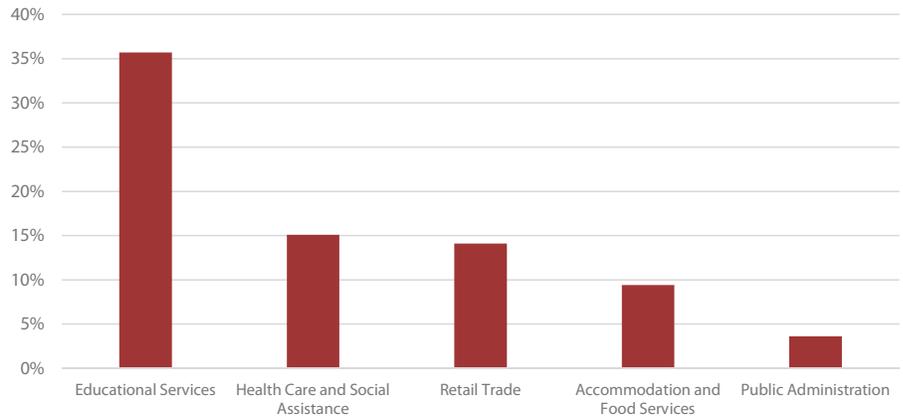
In the past decade Carbondale has seen both intermittent growth and decline in total primary jobs, with over 500 jobs lost between 2003 and 2013. This period coincided with a major national recession and many communities experienced losses. While the retail sector accounted for the largest percentage of job loss, there was growth in some sectors such as educational services and public administration. Educational services remains the dominant industry in Carbondale, accounting for over one-third of all jobs in the City, demonstrating the importance of SIU to the economy. The top four industries in Carbondale make up 74.3% of all primary jobs, with no additional industry accounting for more than 4% of total employment.

Projections suggest that the majority of industries within Carbondale will see modest to steady growth between 2012 and 2022. In particular, natural resources and mining and professional and business services and both projected to grow by over 15%. While many of the top industries are expected to change, education will remain the dominant industry with projections of 9.1% growth and 31.3% of total employment in 2022.

Primary Jobs (2003 - 2013)
Carbondale



Top Five Industries (2013)
Jobs Located in Carbondale



Source: U.S.Census Bureau, Center for Economic Studies

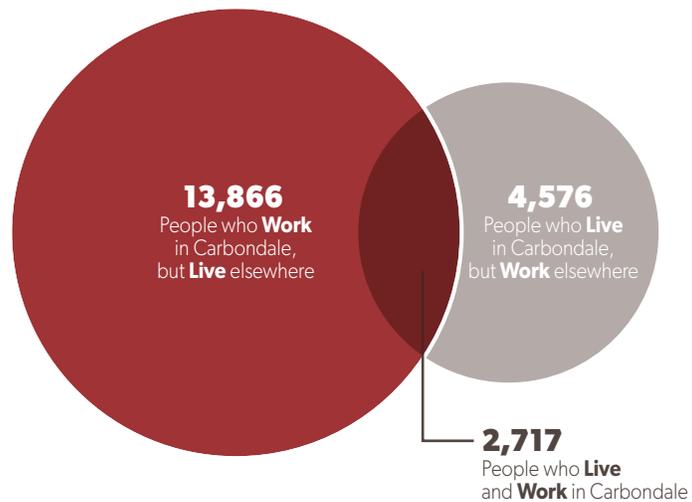
COMMUTE & LABOR SHED

Commuter and labor sheds demonstrate where employees are commuting to and where they commute from in relation to Carbondale. The commuter shed shows where employed residents who live within Carbondale commute to for work, while the labor shed shows where individuals employed within Carbondale travel from to fill those jobs.

The majority of jobs in Carbondale are held by individuals living outside the community, with over 13,800 employees commuting to the municipality daily. The largest percentage of commuters are travelling from Murphysboro (4.4%), Herrin (3.4%), Marion (3.1%), Carterville (3.0%), and Springfield (2.4%). Carbondale residents still represent the largest share of local employment, with some 2,700 residents both living and working in the community. Another 4,500 residents leave the community for work travelling to destinations within Illinois, the most common being Marion (5.1%), Springfield (4.1%), Murphysboro (3.3%), Chicago (2.7%), and Herrin (1.9%).

INFLOW/OUTFLOW JOB COUNTS (2013)

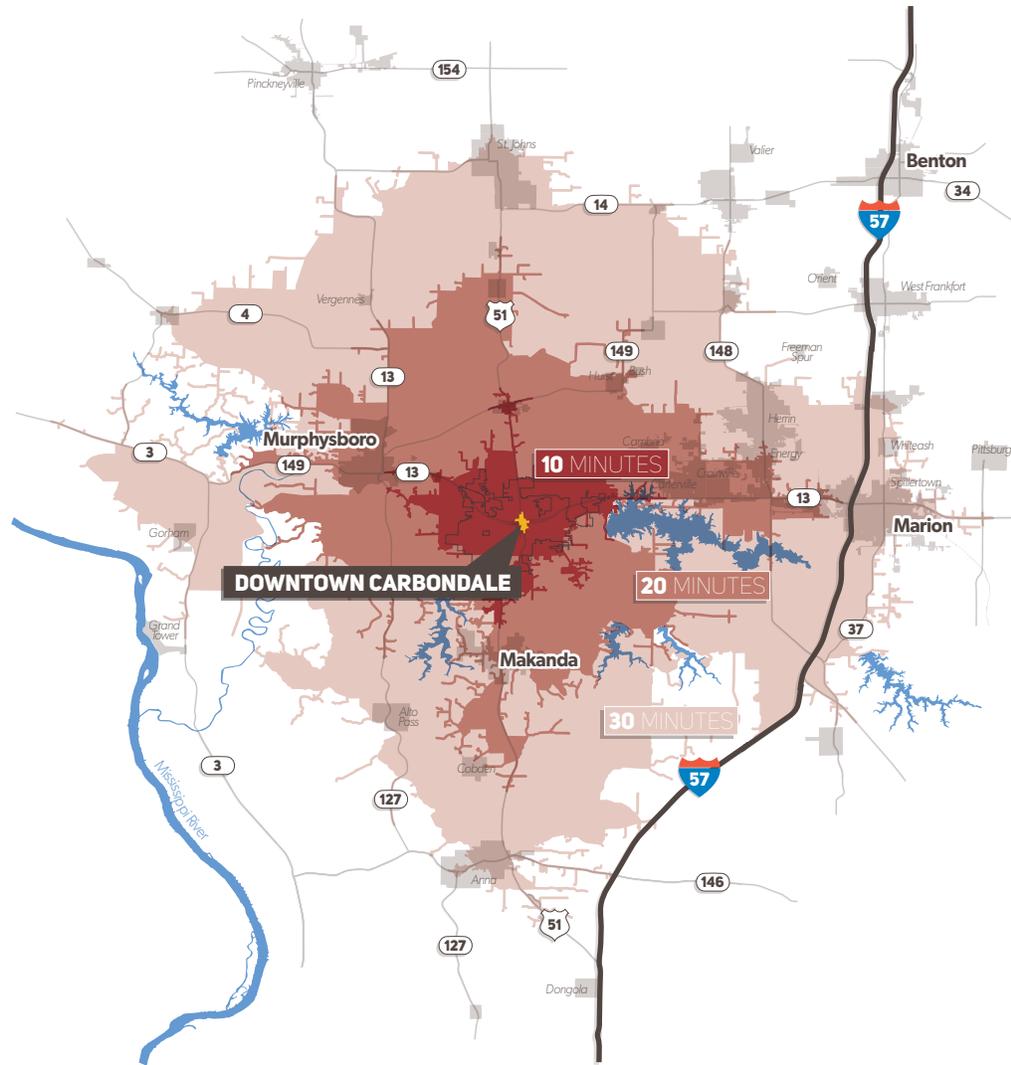
Carbondale



RETAIL MARKET

A “gap analysis” was conducted for the retail market of Downtown Carbondale comparing retail supply and demand within both a local and regional area. A gap analysis compares aggregate consumer spending (demand) to aggregate retail sales (supply within a given retail category and drive time. When demand is greater than supply, “leakage” exists, suggesting that residents are spending dollars outside of the given market area. As such, retail categories with leakage are potential opportunities for growth, as local demand for these goods and services already exists, but is unmet by existing supply. Leakage is noted on the accompanying table as a positive number in green.

The gap analysis for Downtown Carbondale uses 10, 20, and 30 minute drive times. The 10 minute drive time encompasses the majority of incorporated Carbondale, including Downtown, SIU campus, and stretches of both the US Route 51 corridor and the IL Route 13 corridor. The 20 minute drive time further encompasses adjacent municipalities and unincorporated areas including Murphysboro, Carterville, Elkhart, and Makanda amongst others. The Williamson County Regional Airport lies within the 20 minute drive time. The 30 minute drive time further encompasses, rural and developed areas surrounding Carbondale, stretching from the Mississippi River on the west to Interstate 57 on the east.



For Carbondale, a 10 or 20 minute drive time represents a more local market where consumers will generally travel for day-to-day needs such as groceries. The 30 minute drive time represents a regional market where consumers will travel longer to purchase more durable items such as appliances or automobiles.

Retail Gap Analysis Summary (2015)

Carbondale: Main Street & Illinois Street

Summary Demographics	10 Minute Drivetime	20 Minute Drivetime	30 Minute Drivetime
Population	30,006	66,346	127,907
Households	12,972	28,340	53,638
Median Disposable Income	\$23,153	\$28,383	\$29,974
Per Capita Income	\$20,218	\$21,720	\$21,884

Overview	10 Minute Drivetime	20 Minute Drivetime	30 Minute Drivetime
Total Retail Gap	-\$297.8	-\$406.9	-\$699.6
Total Retail Trade	-\$249.8	-\$340.9	-\$606.6
Total Food & Drink	-\$48.0	-\$66.0	-\$93.0

Retail Gap by Industry Group	Retail Gap (\$M)	Potential (Sq. Ft.)*	Retail Gap (\$M)	Potential (Sq. Ft.)*	Retail Gap (\$M)	Potential (Sq. Ft.)*
Motor Vehicle & Parts Dealers	-\$4.5	--	-\$5.9	--	-\$103.6	--
Furniture & Home Furnishings Stores	-\$5.0	-12,510	-\$8.8	-21,889	-\$7.6	-19,002
Electronics & Appliance Stores	-\$27.0	-67,557	-\$21.5	-53,697	-\$20.6	-51,614
Bldg Materials, Garden Equip. & Supply Stores	-\$11.1	-27,677	-\$26.6	-66,576	-\$30.8	-76,993
Food & Beverage Stores	-\$23.5	-58,631	-\$29.1	-72,799	-\$90.4	-225,985
Health & Personal Care Stores	\$3.6	8,975	\$22.9	57,278	\$16.7	41,737
Gasoline Stations	-\$0.8	--	\$1.0	--	-\$54.7	--
Clothing & Clothing Accessories Stores	-\$81.5	-203,813	-\$80.7	-201,810	-\$69.3	-173,208
Sporting Goods, Hobby, Book, & Music Stores	-\$13.8	-34,508	-\$22.7	-56,670	-\$23.4	-58,458
General Merchandise Stores	-\$100.7	-251,805	-\$211.8	-529,569	-\$296.0	-740,049
Miscellaneous Store Retailers	-\$2.3	-5,781	-\$0.2	-549	\$1.0	2,576
Nonstore Retailers	\$16.8	--	\$42.5	--	\$72.1	--
Food Services & Drinking Places	-\$48.0	-120,057	-\$66.0	-165,060	-\$93.0	-232,570

*Potential is based on an average sales of \$400/sq. ft. Motor Vehicles & Parts Dealers, Gas Stations, and Nonstore Retailers are not included in this calculation.

Source: ESRI Business Analyst; Houseal Lavigne Associates

RETAIL GAP ANALYSIS

Overall, the Carbondale market is fairly saturated, with only two specific industry groups showing overall leakage. Drive times are generally consistent in terms of saturation, with the larger 20 and 30 minute drive times having considerably higher market saturation. This demonstrates the larger regional market found in longer drive times, where additional corridor commercial and regional shopping centers saturate the market.

Though often cited by community members as desirable within Downtown, clothing & accessory stores and food service & drinking places represent two of the most heavily saturated industry groups in the market area. A saturated market does not restrict new development or uses, but it does indicate the need for additional due diligence. To be competitive, sites must be positioned to not only attract investment and end users, but possess the capacity to sustain businesses. This includes, but is not limited to, juxtaposition of complementary uses, accessibility, and exposure that is superior to or competitive with, other locations in the market.



OTHER KEY MARKET CONSIDERATION

IMPACT OF SIU & SIH

Southern Illinois University

Universities can have a significant economic and cultural impact on the local and regional area. Students, faculty, staff, and visitors generate activity and revenue for local businesses as well as demand for housing, lodging, and services. However, the positioning, location, access, surrounding uses, and other factors are important to capitalizing on the juxtaposition to the school. It is also important to understand that the impact is not centralized and tends to be spread out through the local and regional economy.

For example, sites closer to campus are more likely to capture development potential for dining and smaller niche retailers than those located farther away. While office, research facilities, large format retailers, hotels, and other uses are likely to gravitate to commercial corridors and larger retail nodes.

Estimates vary as to the extent of a university's impact on the immediate local economy. A 2011 report on the economic impact of SIU on the regional and state economies estimated that SIU generates \$859.1 million total economic activity in southern Illinois annually, indirectly supporting 12,402 jobs. Student spending, including room and board, books and supplies and living expenses is estimated at \$213.7 million. While effects on the local economy are uncertain, effects on the region and state, including \$2.3 billion in economic activity to the Illinois economy annually, demonstrate SIU's impact as a major economic factor in any economy.

It is important to note that the Census does not include student's financial aid and student loans in determining their disposable income, thus the exact impact of the local student body on the local economy is difficult to quantify.

Memorial Hospital of Carbondale (SIH)

Hospitals equally can have an impact, but development is often insular and does not extend as far outward. Workers as well as patients and visitors tend to drive and park on the hospital campus and stay on site (including dining). If the hospital campus is more connected to the surrounding area, particularly the Downtown, it does have the ability to serve as an activity generator for those businesses. Adjacency alone will not translate to a positive economic impact. Ancillary development, in the form of medical related uses, can occur and have a resulting positive impact and spur other development.



RESIDENTIAL

Opportunities for residential development are not just based on existing supply and price points but also the cost of construction including land price and return on investment. In a university town, low amenity student-oriented housing will typically not be located in the immediate downtown area but rather on the fringe. Higher amenity market rate housing appealing to both undergraduate and graduate students as well as non-student residents is more likely to locate within a Downtown where higher rent/sale prices can be supported.

There is a segment of the resident student population that will demand and support comparatively higher end development. The Evolve development, while largely populated by students, is an example of a housing development that is geared toward multiple market segments.

The ability to support additional non-student residential development will be driven in large part by the success of the Downtown overall. There is a symbiotic relationship between residential and commercial development. Additional Downtown residential development will not be driven solely by proximity to campus. There may be additional multi-unit development opportunities (both for-sale and rental product) as Downtown becomes more of a destination. This may include standalone residential buildings as well as mixed use with upper story units above ground floor retail.

OFFICE

Large scale office uses will continue to gravitate toward larger, higher traffic commercial areas in the Marion/Carbondale market area. Office development within Downtown will be in the form of professional and medical uses within mixed use development or, depending on the site, potentially free standing with dedicated parking. Proximity to the hospital could be a catalyst for appropriately sized and scaled medical offices. While the school serves as an activity generator for many uses, its impact on the office market is less substantial. Office uses related to such things as research, tech, and others typically require space that can be accommodated on campus or on larger sites off campus.

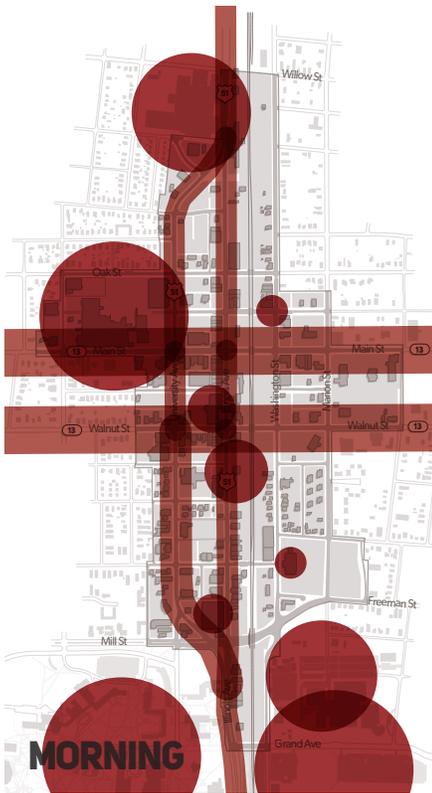
Office uses do generate daytime activity that is important to local retailers and restaurants. Studies indicate that if convenient and accessible to their office, workers will patronize local businesses. In addition, depending on type, uses that attract high levels of visitors, such as medical/dental offices can benefit nearby businesses. To that end, encouraging office uses can have a residual benefit to the overall Downtown.

DOWNTOWN ACTIVITY ASSESSMENT

Understanding the various roles of Downtown within the Carbondale community is an integral part of addressing issues in the area. A variety of users visit Downtown on a daily basis, generating activity, moving to and through the area, and highlighting specific destinations that draw individuals to Downtown. Understanding where users go within Downtown, as well as how they move through the area to access these locations, identifies the vital destinations and travel corridors of Downtown Carbondale.

Using the assessment of user activity enabled prioritization of improvements to best benefit those in Downtown and establish strategies for revitalization based on key destinations. The following is an assessment of activity conducted through onsite observations of movement within Downtown. The assessment was conducted at three times of day to capture a snapshot of activity on a regular basis.





- **Major travel corridors move automobiles to and through Downtown.** US Route 51, IL Route 13, and Mill Street see steady traffic throughout the morning. Traffic increases slightly during the morning commute.
- **Memorial Hospital draws steady automobile traffic.** The flow of automobiles is consistent, but at no point congested. Pedestrian movement to the SIH campus is minimal.
- **Restaurants in the Town Square area draw a breakfast crowd.** Steady automobile and pedestrian traffic moves to the area, visiting restaurants and eateries.
- **Amtrak station creates intermittent activity.** The station generates automobile and some pedestrian traffic around train arrival and departure times.
- **The Police Department creates intermittent activity.** Automobile traffic moves to and from the facility, including police vehicles leaving at high speed to respond to emergencies. Pedestrian access is minimal.
- **Students walking to SIU.** The majority of students walk west along Grand Avenue to access the campus, with some additional pedestrians moving south across Mill Street.
- **Automobile traffic moving to SIU.** The majority of automobiles access the campus from either Mill Street or US Route 51. Some congestion was noted at the intersection of Mill Street and Poplar Street 10 to 15 minutes before classes start at the top of every hour.
- **Eastern Grand Avenue Corridor draws student traffic.** Automobile and pedestrian traffic moves between restaurants, eateries, and other commercial uses. Individuals also travel to student housing in the area, and the SIU Student Recreation Center.

- **Major travel corridors move automobiles to and through Downtown.** US Route 51, IL Route 13, and Mill Street see steady traffic throughout the afternoon. Traffic increases slightly during the afternoon commute.
- **Memorial Hospital draws steady automobile traffic.** The flow of automobiles is consistent, but at no point congested. Pedestrian movement to the SIH campus is minimal.
- **Restaurants in the Town Square area draw a lunch crowd.** Steady automobile and pedestrian traffic moves to the area, visiting restaurants and eateries.
- **Downtown businesses produce automobile traffic.** Individuals commute out of the area at the end of the work day. The flow of traffic is consistent, with slight traffic increases during the afternoon commute.
- **The Civic Center draws automobile traffic.** City staff commute from the Civic Center at the end of the work day. Residents visit the Civic Center creating irregular traffic throughout the afternoon.
- **Students, staff, and faculty moving to and along "The Strip."** Generates pedestrian and automobile traffic along Illinois Avenue between different restaurants and eateries.
- **Students walking to and from SIU.** The majority of students access and leave the campus along Grand Avenue, with some additional pedestrians moving across Mill Street.
- **Eastern Grand Corridor draws student and faculty traffic.** Automobile and pedestrian traffic moves between restaurants, eateries, and other commercial uses. Individuals also travel to student housing in the area, and the SIU Student Recreation Center.

- **Major travel corridors move automobiles to and through Downtown.** US Route 51, IL Route 13, and Mill Street see steady traffic throughout the afternoon. Traffic decreases later in the day.
- **Memorial Hospital draws steady but decreased automobile traffic.** Travel to the hospital reduces from daytime rates, largely consisting of emergency visits.
- **Restaurants in the Town Square area draw a dinner crowd.** Steady automobile and pedestrian traffic moves to the area, visiting restaurants, eateries, and bars.
- **Students, staff, and faculty moving to and along "The Strip."** Pedestrian and automobile traffic moves along Illinois Avenue between different bars, restaurants, and eateries.
- **Amtrak station creates intermittent activity.** Automobile and pedestrian traffic increases around train arrival and departure times.
- **The Police Department creates intermittent activity.** Automobile traffic moves to and from the facility, including police vehicles leaving at high speed to respond to emergencies. Pedestrian access is minimal.
- **Students leaving SIU.** The majority of students leave the campus along Grand Avenue, with some additional pedestrians moving north across Mill Street.
- **Automobile traffic moving to and from SIU.** The majority of automobiles leave the campus along either Mill Street or US Route 51.
- **Eastern Grand Corridor draws student traffic.** Automobile and pedestrian traffic moves between restaurants, eateries, bars, and other commercial uses. Individuals also travel to student housing in the area, and the SIU Student Recreation Center.

BUILT FORM INVENTORY

Land use and development describes the actual built form of a community, detailing the way structures are built, their relation to each other, and the functions they provide. Through detailed fieldwork and research, every parcel within Downtown has been inventoried and reviewed. Analysis of land use and development helps to establish Downtown's role within the community and highlight issues in the area related to the function and design of the physical environment.

BUILT FORM

The built form of a downtown describes the relationship of structures to one another, comparing size, style, and proximity. Traditional downtowns or "main street" areas feature a built form based on mass, density, and the creation of a continuous "streetwall." Inline buildings, with little to no front and side-yard setbacks are a common characteristic, creating compact, walkable blocks. These buildings are built right up to the sidewalk, establishing a streetwall of side-by-side, unified structures. This built form provides a classic pedestrian environment unique to city centers.



TRADITIONAL STORE FRONTS

In the past, the center of Downtown, the Town Square area was the center of Downtown and had a traditional built form with blocks of dense, closely-knit structures. The built form fostered walkability, enabling residents to visit a range of uses within close proximity. Over the years, however, much of this building stock has been removed, where only a few instances of the traditional Downtown's built form remaining.

One example would be the block bounded by Main Street, University Avenue, Monroe Street, and Illinois Avenue. This block provides an enjoyable pedestrian experience that is walkable and accessible with an array of uses. Recently, consumers have supported a return to these kinds of shopping experiences, preferring "park once" shopping districts with curbside dining, shops, and entertainment in a lively, outdoor atmosphere. The Downtown Carbondale Master Plan should leverage this concept to provide a unique shopping experience in Downtown, including recommendations to strengthen the viability of commercial retail and service uses in the area.

AUTO-ORIENTED DEVELOPMENT

Throughout Downtown, the built form has become dominated by auto-oriented uses. Older buildings have consistently been replaced by surface parking lots. In many cases, parking is provided individually on each site, a built form similar to auto-centric commercial developments such as those along the IL Route 13 corridor and by University Mall. The built form of a structure clearly communicates the intention of that use. Auto-oriented uses are characterized by buildings setback from the street with parking on multiple sides of the building. This tells users that the intention is for them to visit by car, encouraging automobile use and perpetuating an expectation that parking should be located immediately outside a store or destination.

CIVIC / INSTITUTIONAL

Downtown Carbondale also features a variety of large civic and institutional uses, including the Civic Center, SIH's Memorial Hospital, various churches and religious institutions, and to the south of the study area, SIU. Many of these uses are positioned on large sites with considerable parking, utilizing a campus-style site design. Similar to auto-oriented uses, this can discourage walkability while also creating self-contained developments that have minimal interaction with surrounding areas. While a compact built form is considered more ideal, this type of built form can provide relief from the urban environment through large lawns, parks, and plazas, contributing to the Downtown's role as a community gathering place.

DETACHED DWELLINGS

The areas surrounding Downtown are largely residential in nature, featuring detached residential dwellings. As Downtown has grown, adjacent residential blocks have been redeveloped with commercial structures. This encroachment has also created some pockets of detached dwellings within Downtown. This style of built form includes smaller residential buildings on larger lots. In a traditional downtown, built form decreases in density as one moves away from the city center and toward the periphery. These detached dwellings are consistent with more traditional downtowns; however, the mix of residential uses and other built forms in Downtown creates a clear jump in built form. For example, moving along Walnut Street through Downtown, the built form abruptly changes from residential dwellings to large civic uses and commercial structures when crossing University Avenue.

EXISTING LAND USE

Existing land use provides an inventory of every parcel in the Downtown to identify how land is used within the study area, broken into 20 distinct land use designations. Downtown has a mix of land uses that supports residents, visitors, and students; however, the prominence of vacant property and automobile-oriented development patterns creates the impression of an empty, inactive area. Additionally, the style of development in Downtown often reduces connectivity between adjacent uses and sites, discouraging pedestrian activity in the area.

RESIDENTIAL

DETACHED RESIDENTIAL

Detached residential uses are individual units that function as stand-alone structures. In Downtown this includes a range of styles and building types predominantly sited on smaller lots. Though largely concentrated on the periphery of Downtown, small pockets of detached units do exist within the area. Detached residential also includes mobile homes found on the northeast periphery of the Downtown. In most cases, these mobile homes are of the same if not higher quality than surrounding residential uses.

ATTACHED RESIDENTIAL

Attached residential uses are individual housing units attached horizontally with separate entrances to each unit. In Downtown, attached residential uses are largely concentrated south of Walnut Street, providing housing options for SIU students. Similar to detached units, pockets of attached residential do exist within Downtown, often clustered with other residential development types.

MULTI-UNIT RESIDENTIAL

Multi-unit residential uses contain multiple housing units stacked vertically and horizontally. In Downtown, multi-unit residential includes apartment buildings in a range of sizes and styles, as well as a senior housing center. The majority of multi-unit residential is located south of Walnut Street, providing housing options for SIU students.

COMMERCIAL / EMPLOYMENT

RETAIL / SERVICE

Retail/Service uses include businesses that provide goods and services for purchase. Uses in Downtown consist of beauty care providers such as salons or barbers, niche retailers such as bike shops, and other stores that sell a variety of goods. These uses are scattered throughout Downtown, catering to both resident and student populations. Also included are businesses that provide automobile services concentrated north along US Route 51 and east on IL Route 13.

OFFICE / FINANCE

Office/Finance uses consist of businesses that provide employment in Downtown, including professional firms, medical practitioners, and banking companies. Larger uses tend to feature auto-oriented site design with extensive parking and drive-through windows. Smaller uses are often located in low-rise buildings or converted commercial and residential spaces.

CULTURAL / ENTERTAINMENT

Cultural/Entertainment uses provide entertainment and leisure activities to patrons, including theaters, music venues, museums, art galleries, and similar businesses. This also contains restaurants, bars, and cafés where residents can taste unique cuisines and interact with the community. These uses represent some of the highest profile commercial businesses in Downtown. Though found throughout Downtown, the highest concentration of these uses can be found along Illinois Avenue, catering to the SIU student population.

MIXED USE-STRIP MALL

Mixed Use-Strip Mall parcels include structures that feature multiple distinct commercial uses, such as a strip mall with retail, office, and cultural uses as tenants. Only three instances of mixed commercial are located inside the downtown study area, found in strip mall or multi-tenant structures. These developments are found along Freeman Street in close proximity to SIU and cater to the student population.

MIXED USE

Mixed use parcels are structures that include multiple distinct uses, most commonly stacked vertically. The most common form of mixed use developments are commercial spaces with residential or office uses located on upper floors. The majority of mixed use structures are older commercial stock with an attached residential space on the second floor. Though not currently complete, the Evolve development will eventually function as a mixed use development, with commercial spaces located on the ground floor.

INDUSTRIAL

Industrial uses are minimal in Downtown Carbondale. The only concentration of industrial uses is a facility located directly north of the Downtown study area on the west side of US Route 51. The facility is a light industrial use, including the Southern Recycling Center and structures for warehousing and distribution.

PUBLIC / SEMI-PUBLIC

CIVIC

Civic uses include structures that house civic functions and provide amenities and services to residents and members of the general public. In Downtown Carbondale these include the City Hall and Civic Center, the Carbondale Police Department, the Carbondale Public Library, the US Social Security Administration Office, and a few other local facilities.

PLACES OF WORSHIP

Places of Worship include institutions and facilities used for religious worship and gathering, including rectories. In Downtown Carbondale, places of worship include churches and religious institutions commonly located on mid-sized parcels. The structures housing these uses are often of a particular style denoted by the use, including unique building layouts, ornamental design, and visual landmarks, such as spires.

HOSPITAL (SIH)

The Hospital Land Use includes the facilities of Southern Illinois Healthcare (SIH), dominantly SIH's Memorial Hospital. This includes hospital facilities as well as related offices and administration buildings. SIH properties are concentrated in a central campus located on the west side of the Downtown study area. Parcel sizes are often large in size and feature extensive parking facilities to accommodate hospital traffic.

SOUTHERN ILLINOIS UNIVERSITY (SIU)

Though not fully included within the downtown study area, Southern Illinois University is a prominent land use that has a direct impact on the area. This land use is defined by large structures and facilities dedicated to education and uses related to the SIU student population including sports facilities, recreation centers, on-campus housing, food halls, and general administration. The only SIU parcel within the downtown study area is a studio art facility located at the corner of Washington Street and College Street.

PARKS

Parks include sites that provide active or passive recreational amenities, intended to benefit the general public by providing outdoor spaces. The Downtown study area includes four dedicated park uses: three are located centrally in the Town Square area, including the Veterans Memorial Plaza, and a fourth is located just north of the Mill Street intersection. All parks within Downtown Carbondale provide passive recreation, with no dedicated programming.

OPEN SPACE / CEMETERY

Open space includes sites that provide outdoor space but are not intended or programmed for recreational use, usually featuring natural resources or foliage. Open space is separate from vacant lots in that the site has not been intended or prepared for eventual development. In Downtown this includes a variety of sites that provide landscaped elements, often as a result of small or awkward shaped parcels that are not favorable for development. This also includes the historic Woodlawn Cemetery on the eastern periphery of Downtown.

INFRASTRUCTURE

RAIL

Rail uses are those specifically tied to the railroad which bisects Downtown Carbondale. This includes the actual railroad right-of-way controlled by Canadian National Railway, related service facilities, and the Carbondale Amtrak station. Given the nature of these properties, rail uses have a large impact on adjacent uses and the overall pattern of land use in Downtown Carbondale.

UTILITY

Utility uses within Downtown are concentrated in public and private facilities dedicated to supporting public amenities and services such as electricity, water, sewer, or roadway maintenance. This includes a limited number of substation and service buildings that house specific equipment vital to utility operation. These uses are minimal within the Downtown, mostly found north of Walnut Street.

SHARED / PUBLIC PARKING LOTS

Shared/Public parking lots include designated parking areas that are open to use by members of the general public. This excludes private parking lots which are closed to patrons of a specific establishment. Shared/Public parking lots are concentrated in the Town Square area as well as along the railroad right of way, where they provide connecting parking amenities for a number of adjacent uses.

VACANT PROPERTY

Vacant property consists of sites that have been prepared for development but currently contain no standing structure of use. This can include sites that were previously developed but the structure was demolished or removed. Vacant property can be found throughout Downtown Carbondale in both high and low profile locations. Concentrations of vacant properties can contribute to an empty or inactive image of the Downtown.

VACANT BUILDING

Vacant buildings are sites that have been developed for a specific use with an existing structure; however, the building is currently unused. Though not prevalent within Downtown Carbondale, a few vacant buildings do exist. These uses can also contribute to an empty image in the Downtown, especially if maintenance or upkeep of vacant structures is neglected.



DOWNTOWN CARBONDALE

EXISTING LAND USE

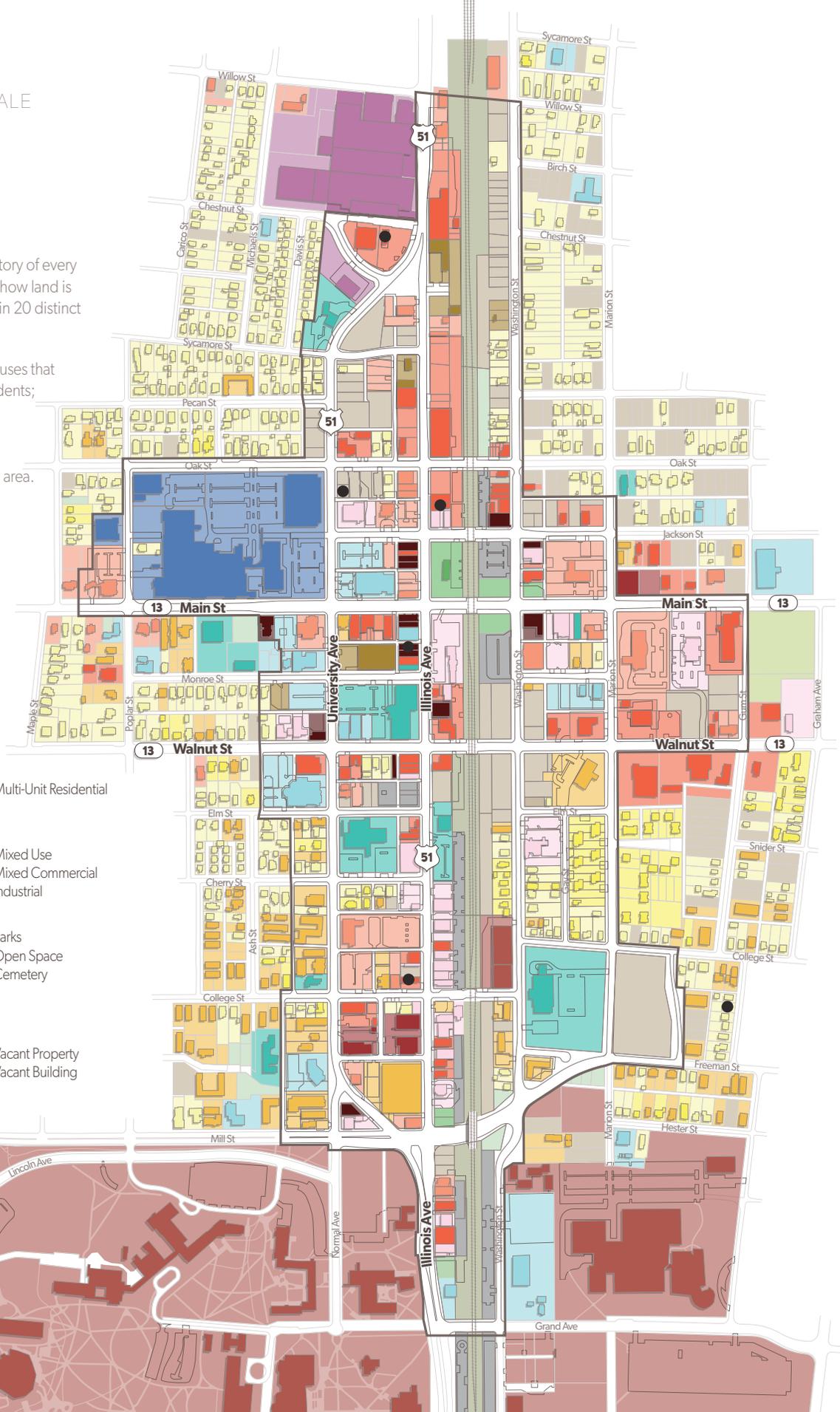
Existing land use provides an inventory of every parcel in the Downtown to identify how land is used within the study area, broken in 20 distinct land use designations.

Downtown has a strong mix of land uses that supports residents, visitors, and students; however, the prominence of vacant property and automobile oriented development patterns creates the impression of an empty and inactive area.



Key

- Residential**
 - Detached Residential
 - Attached Residential
 - Multi-Unit Residential
- Commercial / Employment**
 - Retail / Service
 - Office / Finance
 - Cultural / Entertainment
 - Mixed Use
 - Mixed Commercial
 - Industrial
- Public / Semi-Public**
 - Civic
 - Religious
 - Hospital (SIH)
 - Southern Illinois University (SIU)
 - Parks
 - Open Space
 - Cemetery
- Infrastructure**
 - Rail
 - Utility
 - Shared/Public Parking Lots
 - Vacant Property
 - Vacant Building



CURRENT ZONING

Land use in Downtown Carbondale is regulated by Title 15 of the Revised Code of the City of Carbondale, Illinois, commonly referred to as the Zoning Code. The Zoning Code includes development requirements for 29 zoning districts, 11 of which are within the Downtown Carbondale study area. Downtown also includes one overlay district. The districts contained within Downtown include:

LOW DENSITY RESIDENTIAL DISTRICTS (R-1-8, R-1-5)

Low Density Residential Districts include a total of four districts, two of which are within the Downtown Carbondale study area. The district is intended for single-family residential structures that maintain a quiet atmosphere.

MEDIUM DENSITY RESIDENTIAL DISTRICT (R-2)

The Medium Density Residential District is intended to accommodate single-, two-, three- and four-unit residential structures. This includes single family homes as well as townhomes with up to four attached units and condominiums with no more than four units.

HIGH DENSITY RESIDENTIAL (R-3)

The R-3 High Density Residential District is the most intense residential zoning designation with a maximum allowable density of 18 dwelling units per acre and a 0.4 maximum floor area ratio (FAR). Given the low FAR threshold, High Density Residential parcels will include large areas of open space, intended to be dedicated to open space and off-street parking. Permitted uses include single-family homes, townhomes, apartments, condominiums, dormitories, and sorority and fraternity houses.

SECONDARY BUSINESS DISTRICT (SB)

The SB District is intended to provide space for commercial, service, and public uses adjacent to major roadway corridors. Within Downtown, the SB District is contained east of Washington Street, generally between Main Street and Walnut Street.

PLANNED BUSINESS DISTRICT (BPL)

The BPL District serves planned commercial shopping centers. Requirements discourage development of strip malls and encourage pedestrian walkways, efficient vehicular circulation, and grouping of commercial uses. The District permits a range of residential uses; however, mixed use with upper floor residential is not permitted. New developments may be granted a BPL designation following a public hearing and approval from the Planning Commission and City Council.

PRIMARY BUSINESS DISTRICT (BPR)

The BPR District serves to promote and protect a pedestrian-oriented environment through intensive land uses, pedestrian traffic generating uses, and traditional streetscape design. The BPR District is the only district that has no minimum parking requirements, creating greater reliance on public parking to meet parking demands.

PROFESSIONAL ADMINISTRATIVE (PA)

The PA District is intended to serve as a buffer between residential uses and more intense non-residential districts. Permitted uses include community service-related uses including community centers, libraries, museums, hospitals, and educational facilities. Residential uses are allowed under a special use approval. Within Downtown Carbondale, PA district is applied to the Memorial Hospital of Carbondale.

WHOLESALE & AUTOMOTIVE DISTRICT (BWA)

The BWA District permits wholesale and retail trade uses, with a focus on vehicle sales, auto parts and accessory retail, truck stops, and other automobile-related uses.

LIGHT INDUSTRIAL DISTRICT (LI)

The Light Industrial District is intended to accommodate industrial, manufacturing, and warehousing operations. Operations are to have low noise and nuisance levels. In addition to light industrial uses, restaurants and indoor sports facilities are allowed within the district. More recently, Ordinance No. 2015-12 allowed for micro-breweries, wineries, and distilleries in the Light Industrial district.

SIU UNIVERSITY DISTRICT (SIU)

The SIU University District is used to distinguish land controlled by the Southern Illinois University. Land within this district is subject to requirements set by the State of Illinois.

TOWN SQUARE OVERLAY DISTRICT

The Town Square is an overlay district within the BPR district bounded by Illinois Avenue, Washington Street, Jackson Street, and Main Street. The district includes all properties both within and adjacent to the area. New buildings within the Town Square are subject to the Carbondale Architectural Preservation Guidelines (§15.4.7.2).

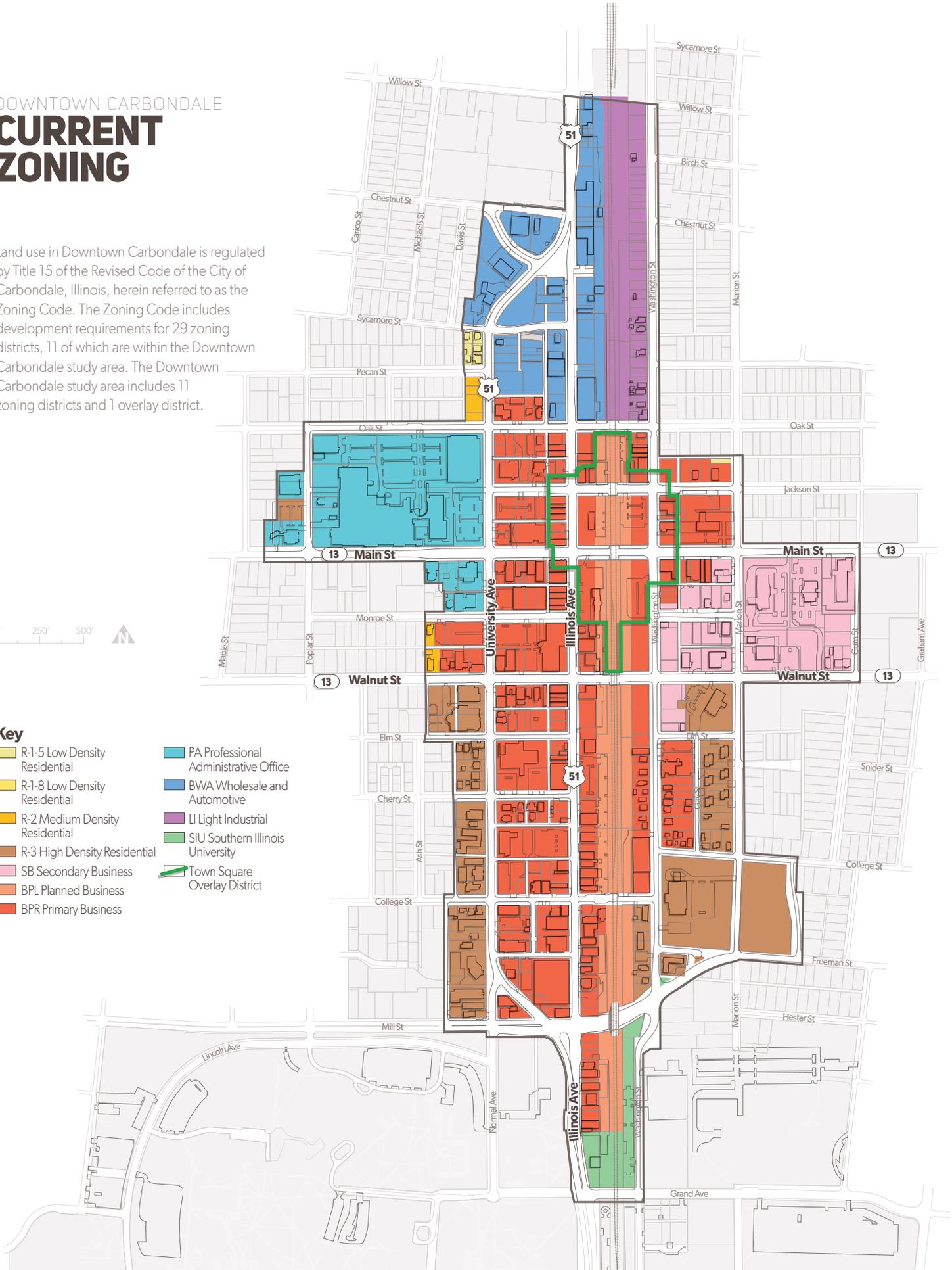
DOWNTOWN CARBONDALE CURRENT ZONING

Land use in Downtown Carbondale is regulated by Title 15 of the Revised Code of the City of Carbondale, Illinois, herein referred to as the Zoning Code. The Zoning Code includes development requirements for 29 zoning districts, 11 of which are within the Downtown Carbondale study area. The Downtown Carbondale study area includes 11 zoning districts and 1 overlay district.



Key

- R-1-5 Low Density Residential
- R-1-8 Low Density Residential
- R-2 Medium Density Residential
- R-3 High Density Residential
- SB Secondary Business
- BPL Planned Business
- BPR Primary Business
- PA Professional Administrative Office
- BWA Wholesale and Automotive
- LI Light Industrial
- SIU Southern Illinois University
- Town Square Overlay District





ACTIONS & RECOMMENDATIONS



This chapter establishes a vision; land use; redevelopment opportunities; art, entertainment and retail; parking; transportation; pedestrian mobility; streetscape; beautification; and signage recommendations that can be utilized by the City and its partners to guide change and improvements within Downtown Carbondale.

The Downtown Carbondale Master Plan aims to create a unique, exciting, and vibrant pedestrian-oriented Downtown atmosphere. By definition, Downtown Carbondale should look and feel different than the rest of the community. A mix of land uses, taller buildings, interesting architecture, public art and open spaces, destination uses, and entertainment and dining options are all vital pieces of fostering that desired atmosphere within a friendly urban environment. At their core, all of the Plan's recommendations support and reinforce the notion that Downtown should be a special place for all to enjoy.

A VISION FOR DOWNTOWN CARBONDALE



The Downtown Advisory Committee (DAC) was established in 2014 to conduct a number of public forums which provided an initial understanding of issues and concerns in Downtown. These community meetings were summarized and packaged as the *Interim Report Compiling the Results of Public Participation and Interaction*. Through a series of public meetings the DAC identified thirty major improvements or changes that would make Downtown what they desire it to be. Knowing the intent of the citizens, the DAC drafted the following vision statement. The committee voted unanimously to recommend this vision to the City Council.

DOWNTOWN CARBONDALE IS THE SOUL OF OUR COLLEGE TOWN WHERE COMMERCE, CULTURE, AND COMMUNITY CONVERGE. WITH A DISTINCT SENSE OF PLACE, THE DOWNTOWN CELEBRATES A RICH HERITAGE. IT IS A MIX OF BUSINESS, DINING, ARTS, ENTERTAINMENT, LODGING, HOUSING, AND RECREATION. DOWNTOWN IS VIBRANT AND CREATIVE IN A BEAUTIFUL, SAFE, AND SUSTAINABLE SETTING. IT IS INVITING FOR ALL AGES AND CULTURES WITHIN A TECHNOLOGICALLY ADVANCED WORLD-CLASS COMMUNITY.

– Downtown Advisory Committee (2015)



SECTION 03A

LAND USE & DEVELOPMENT FRAMEWORK

Downtown has a mix of land uses that supports residents, visitors, and students; however, the prominence of vacant property and automobile-oriented development patterns can create the impression of an empty, inactive area. Additionally, the pattern of development in Downtown limits connectivity between adjacent uses and sites, discouraging pedestrian activity in the area. Similar to many other downtowns throughout the country, changes in development patterns and shopping habits over the past several decades have pulled consumers and investment away from Downtown Carbondale, toward auto-oriented shopping centers, malls, and office developments along major roadways and interstates.

Throughout the planning process the Carbondale community has voiced a strong desire for a Downtown that will serve as a regional destination, consisting of a critical mass of residential, commercial, and entertainment activity. This section presents land use and development recommendations based on an assessment of existing conditions, market potential, previous planning efforts including the Downtown Advisory Committee's Interim Report, input from residents; business owners; SIH employees; SIU students, staff, and faculty; and best planning practices.

FUNCTIONAL **LAND USE** ZONES



Downtown Carbondale is comprised of 15 distinct functional land use “zones” each with different uses, built form, and opportunities. The Downtown Carbondale Master Plan addresses the specific needs of each Functional Land Use Zone and establishes recommendations for their improvement and enhancement, including primary roles, uses, built form, height, and parking needs.

IMPACT REDEVELOPMENT OPPORTUNITY SITES

As part of the Land Use Function Zones, this section also provides a comprehensive list of potential redevelopment sites within Downtown Carbondale. These sites were identified from resident, business, and stakeholder input; existing infrastructure; established traffic patterns; and other factors, including land availability. Properties are either currently underutilized, devoid of development, or impacted by inadequate infrastructure. Some sites are single parcels, while others would require parcel consolidation to fully realize the Plan’s recommendations.

Property owners, potential investors, developers, entrepreneurs interested in redeveloping properties in the Downtown are able to obtain information about redevelopment opportunities in the Downtown from the City. Information the City can provide includes past ownership, past use(s), current zoning, and desired redevelopment outcomes for the properties.

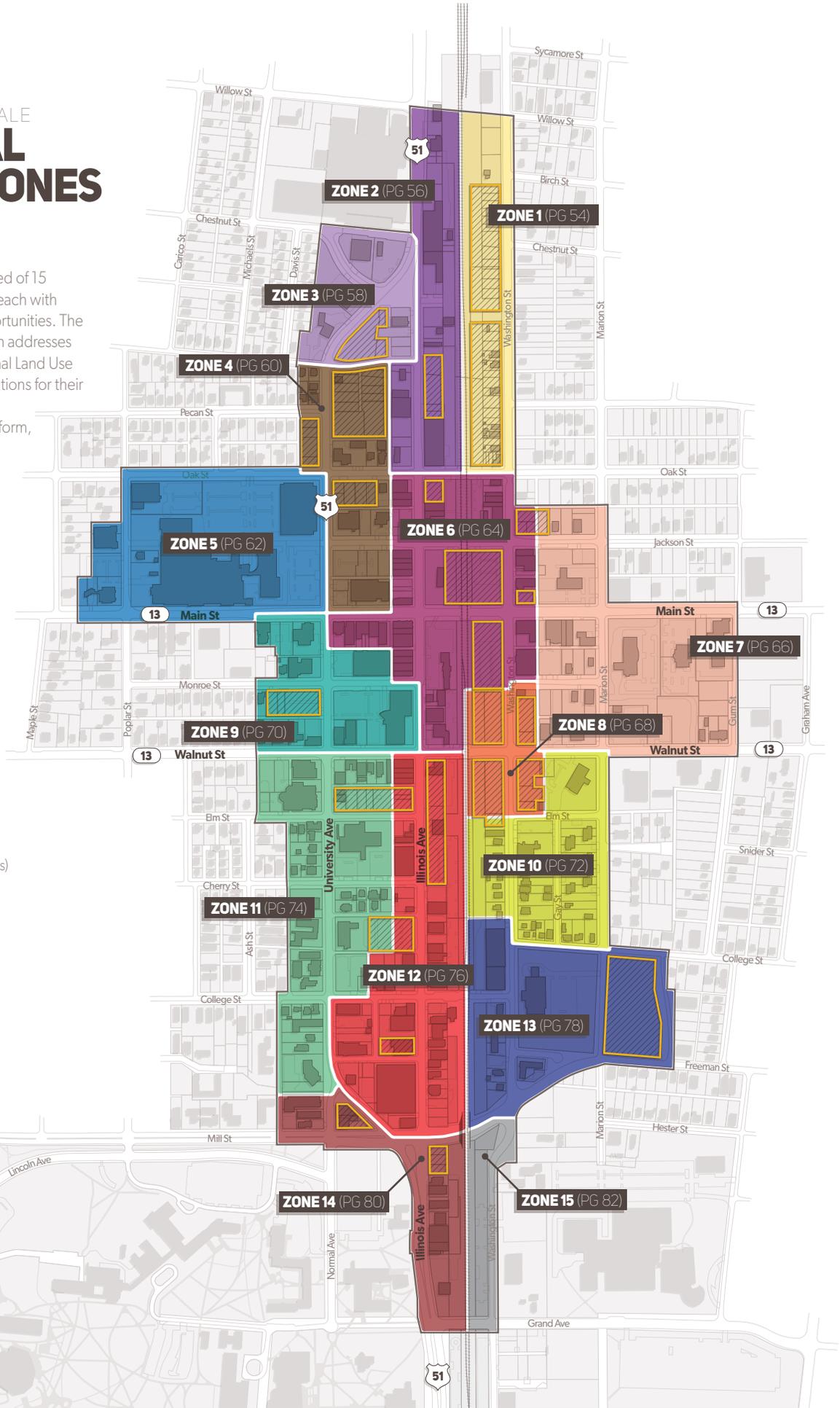
DOWNTOWN CARBONDALE FUNCTIONAL LAND USE ZONES

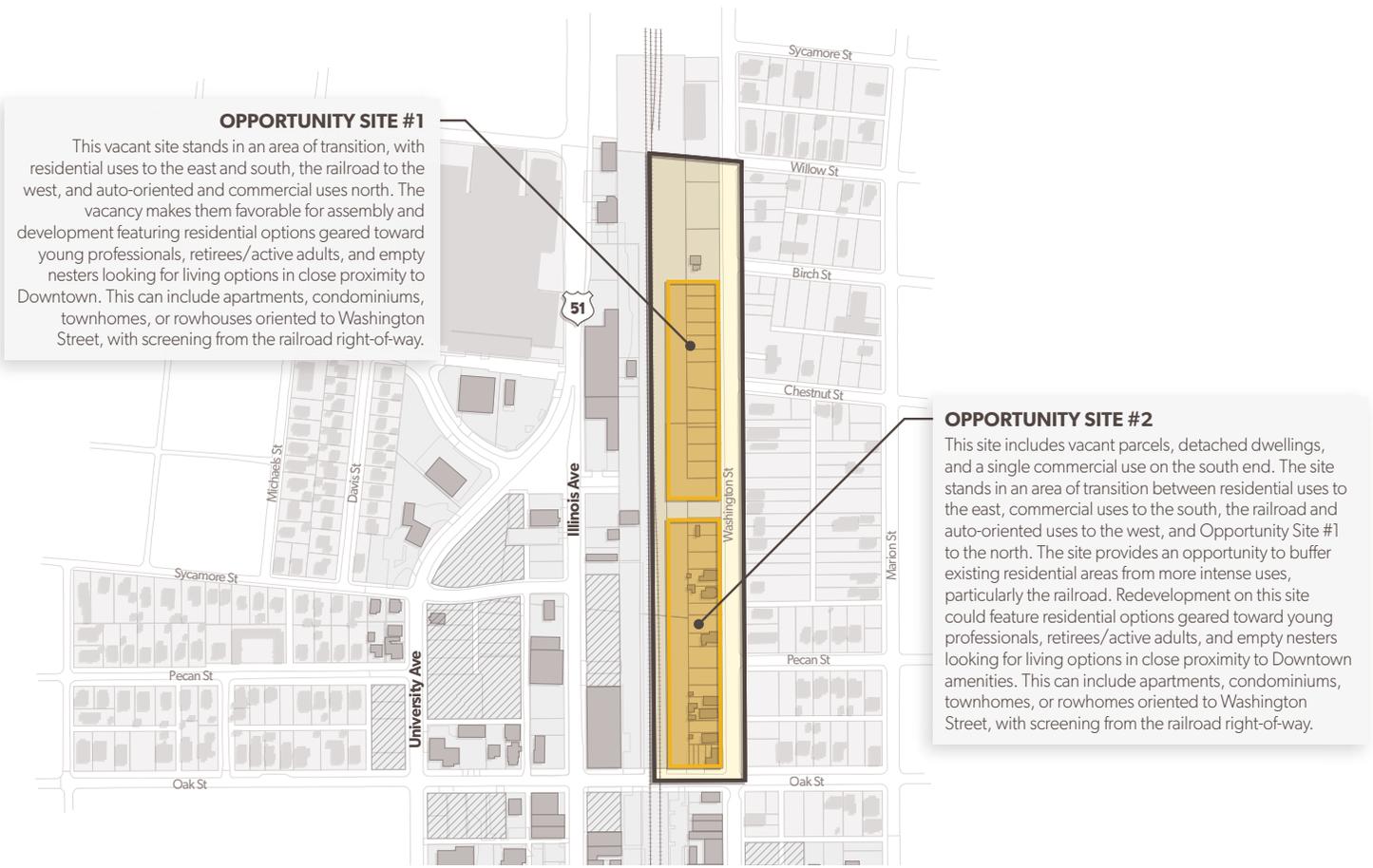
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Key

- ZONE #** Functional Land Use Zones
(See pages 54-83 for more details about the Functional Land Use Zones)
- Impact Redevelopment Opportunity Sites
(See pages 54-83 for more details about the Impact Redevelopment Opportunity Sites)





OPPORTUNITY SITE #1

This vacant site stands in an area of transition, with residential uses to the east and south, the railroad to the west, and auto-oriented and commercial uses north. The vacancy makes them favorable for assembly and development featuring residential options geared toward young professionals, retirees/active adults, and empty nesters looking for living options in close proximity to Downtown. This can include apartments, condominiums, townhomes, or rowhouses oriented to Washington Street, with screening from the railroad right-of-way.

OPPORTUNITY SITE #2

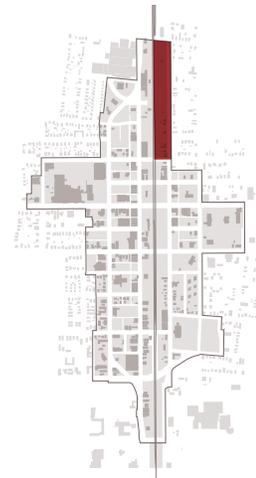
This site includes vacant parcels, detached dwellings, and a single commercial use on the south end. The site stands in an area of transition between residential uses to the east, commercial uses to the south, the railroad and auto-oriented uses to the west, and Opportunity Site #1 to the north. The site provides an opportunity to buffer existing residential areas from more intense uses, particularly the railroad. Redevelopment on this site could feature residential options geared toward young professionals, retirees/active adults, and empty nesters looking for living options in close proximity to Downtown amenities. This can include apartments, condominiums, townhomes, or rowhouses oriented to Washington Street, with screening from the railroad right-of-way.

ZONE 1

MULTI-UNIT RESIDENTIAL

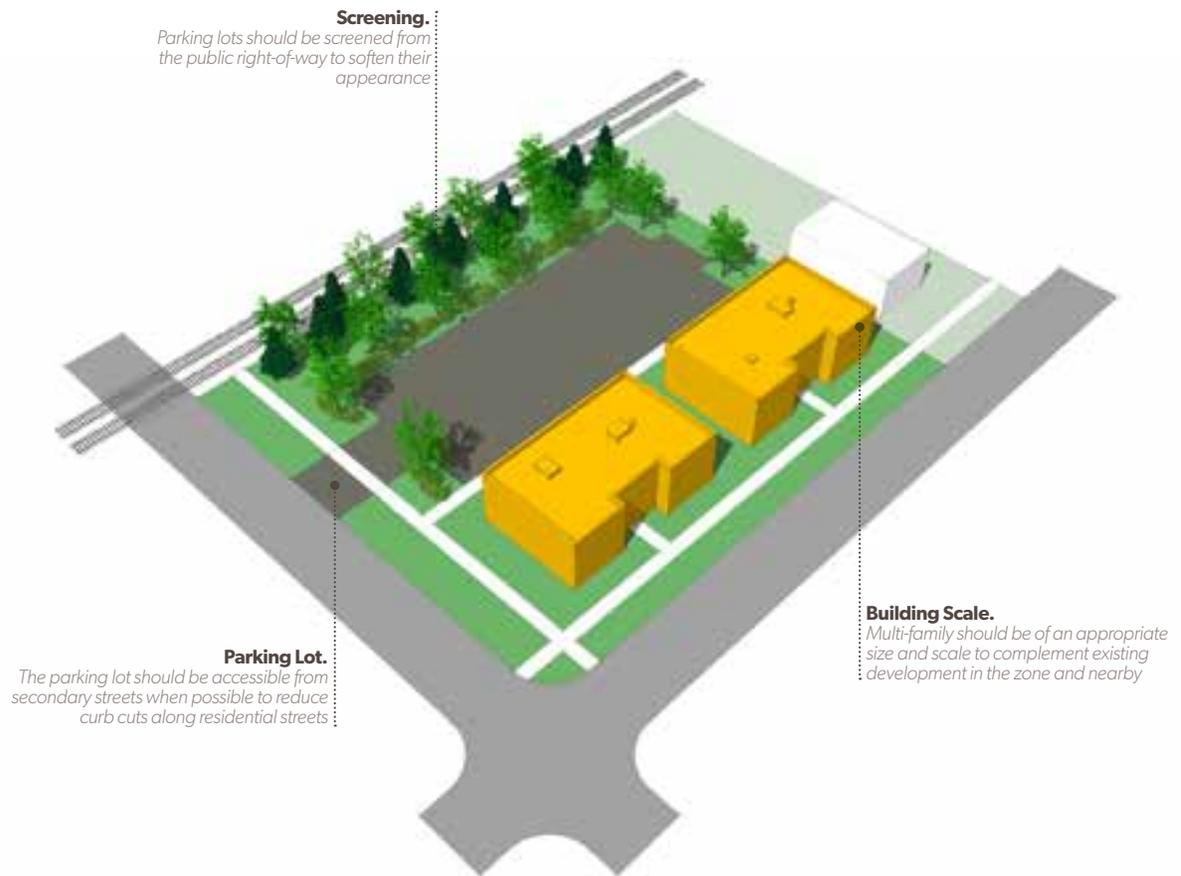
This zone is located on Downtown’s outer-fringe, away from almost all activity. It may be best suited to help transition from more intense downtown activity to surrounding residential neighborhoods. While this zone is isolated from Downtown, it can contribute to the energy, activity, and viability of Downtown by providing residential density near Downtown. Given the distance to campus, this zone may not be attractive to students – instead it could appeal to young professionals, retirees/active adults, and empty nesters looking to live near restaurants, entertainment, and other amenities in Downtown Carbondale.

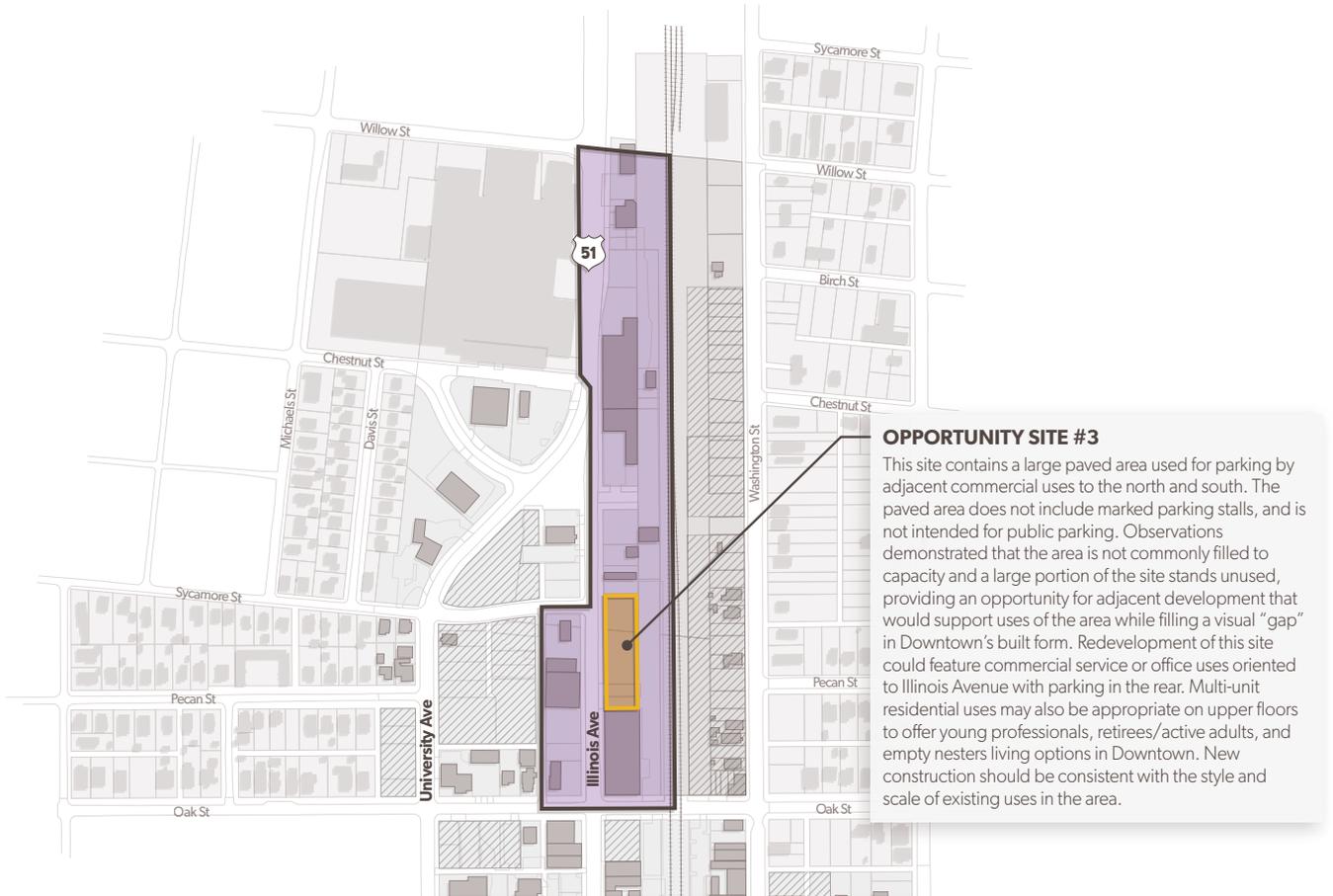
- **Primary Role.** Increase the residential population close to Downtown and help transition from downtown activities to surrounding residential neighborhoods.
- **Uses.** Multi-unit residential including apartments and condominiums, or attached residential including townhomes and rowhomes.
- **Built Form.** Standalone buildings with yards on all sides, with strong orientation to Washington Street.
- **Height.** 2.5 – 4 stories
- **Parking.** On-site, preferably covered and enclosed.





EXAMPLE OF BUILT FORM





OPPORTUNITY SITE #3
 This site contains a large paved area used for parking by adjacent commercial uses to the north and south. The paved area does not include marked parking stalls, and is not intended for public parking. Observations demonstrated that the area is not commonly filled to capacity and a large portion of the site stands unused, providing an opportunity for adjacent development that would support uses of the area while filling a visual “gap” in Downtown’s built form. Redevelopment of this site could feature commercial service or office uses oriented to Illinois Avenue with parking in the rear. Multi-unit residential uses may also be appropriate on upper floors to offer young professionals, retirees/active adults, and empty nesters living options in Downtown. New construction should be consistent with the style and scale of existing uses in the area.

ZONE 2

COMMERCIAL, SERVICE & MULTI-UNIT RESIDENTIAL

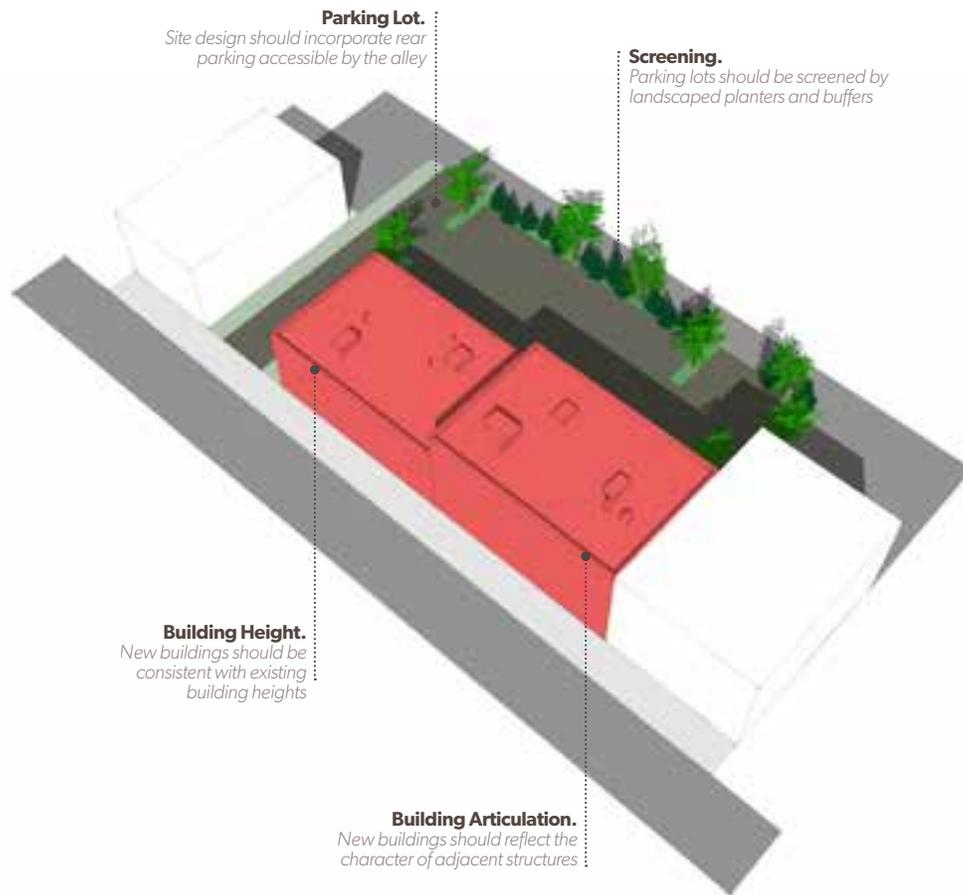
Like Zone 1, this zone is on the outer fringe of Downtown, removed from most of the downtown activity. Unlike Zone 1, however, the zone’s location along Illinois Avenue makes it an important gateway to Downtown. Although traffic moves quickly and some parcels are accessible by only northbound traffic, parcels in Zone 2 are well suited for commercial uses.

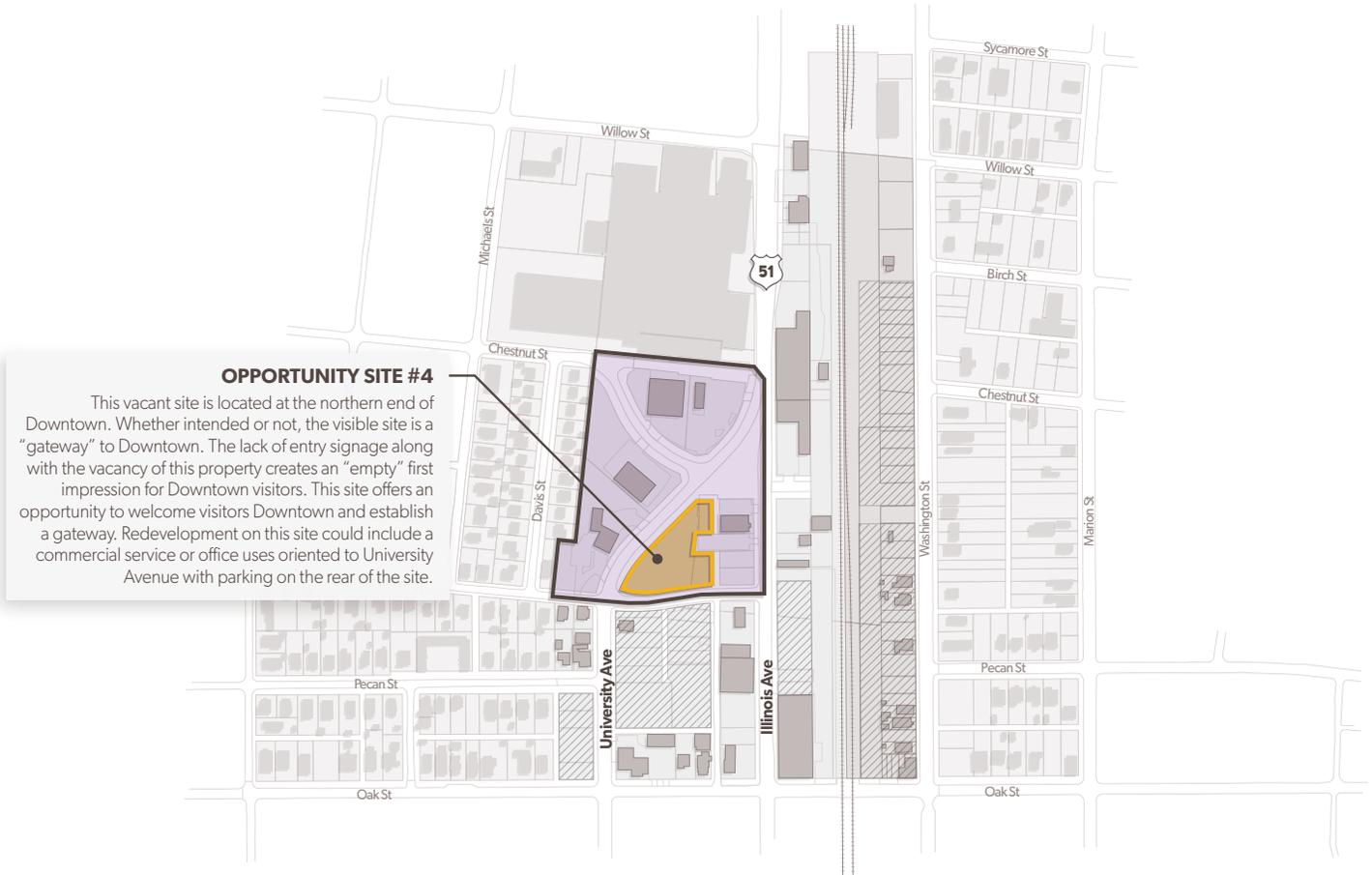
- **Primary Role.** Support Downtown activity with commercial and office uses, as well as potentially increasing the residential population close to Downtown
- **Uses.** Commercial service and/or Office; Multi-unit residential may be appropriate in the southern end.
- **Built Form.** Standalone buildings with yards on all sides, with strong orientation to Illinois Avenue.
- **Height.** 1 – 2 stories, Multi-unit residential in southern end may be higher
- **Parking.** On-site, preferably in the rear or covered for any multi-unit residential





EXAMPLE OF BUILT FORM





OPPORTUNITY SITE #4

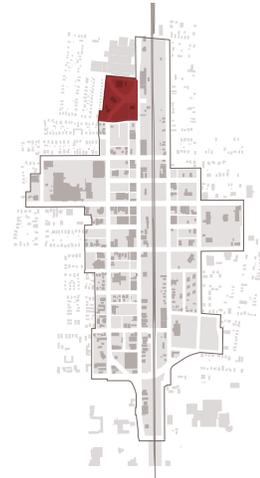
This vacant site is located at the northern end of Downtown. Whether intended or not, the visible site is a “gateway” to Downtown. The lack of entry signage along with the vacancy of this property creates an “empty” first impression for Downtown visitors. This site offers an opportunity to welcome visitors Downtown and establish a gateway. Redevelopment on this site could include a commercial service or office uses oriented to University Avenue with parking on the rear of the site.

ZONE 3

EMPLOYMENT EXPANSION

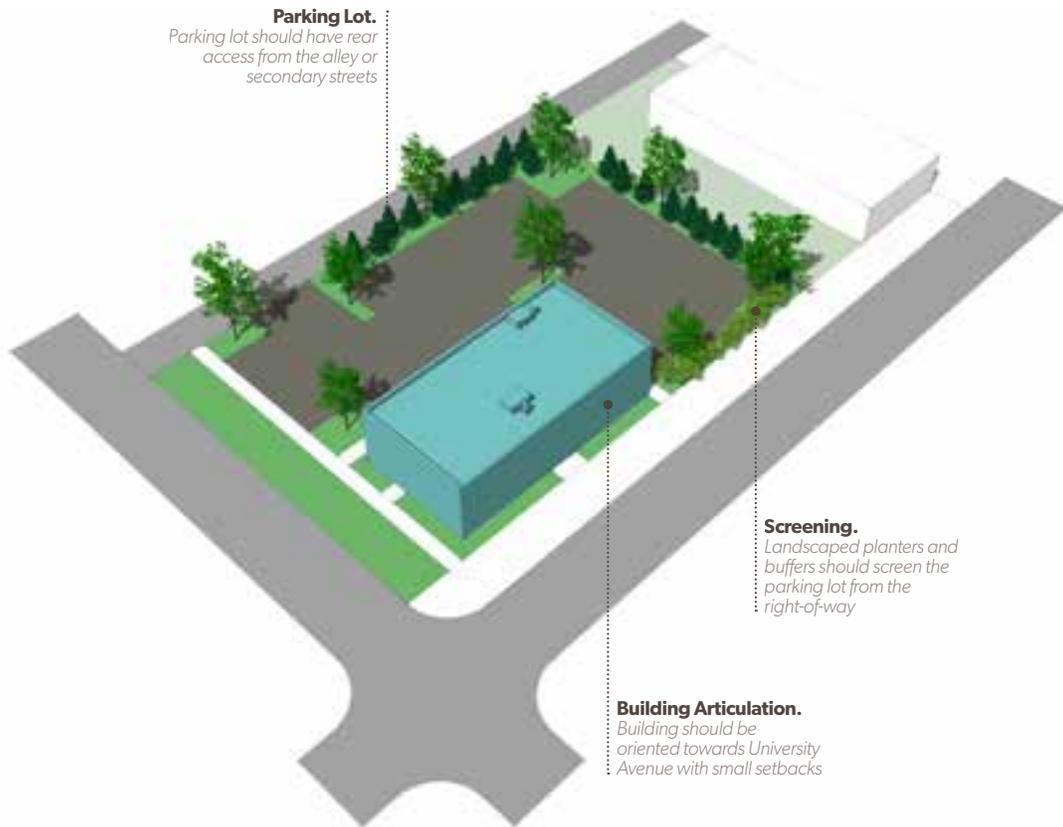
This zone is in the far northeast corner of Downtown, where US Route 51 splits into one-way pairs. While it is isolated from most of the Downtown activity, its location along University Avenue provides potential for commercial uses, particularly businesses that favor automobile accessibility for customers and employees. Given its proximity to Southern Illinois Hospital, it may be ideally suited for medical uses such as doctor’s offices.

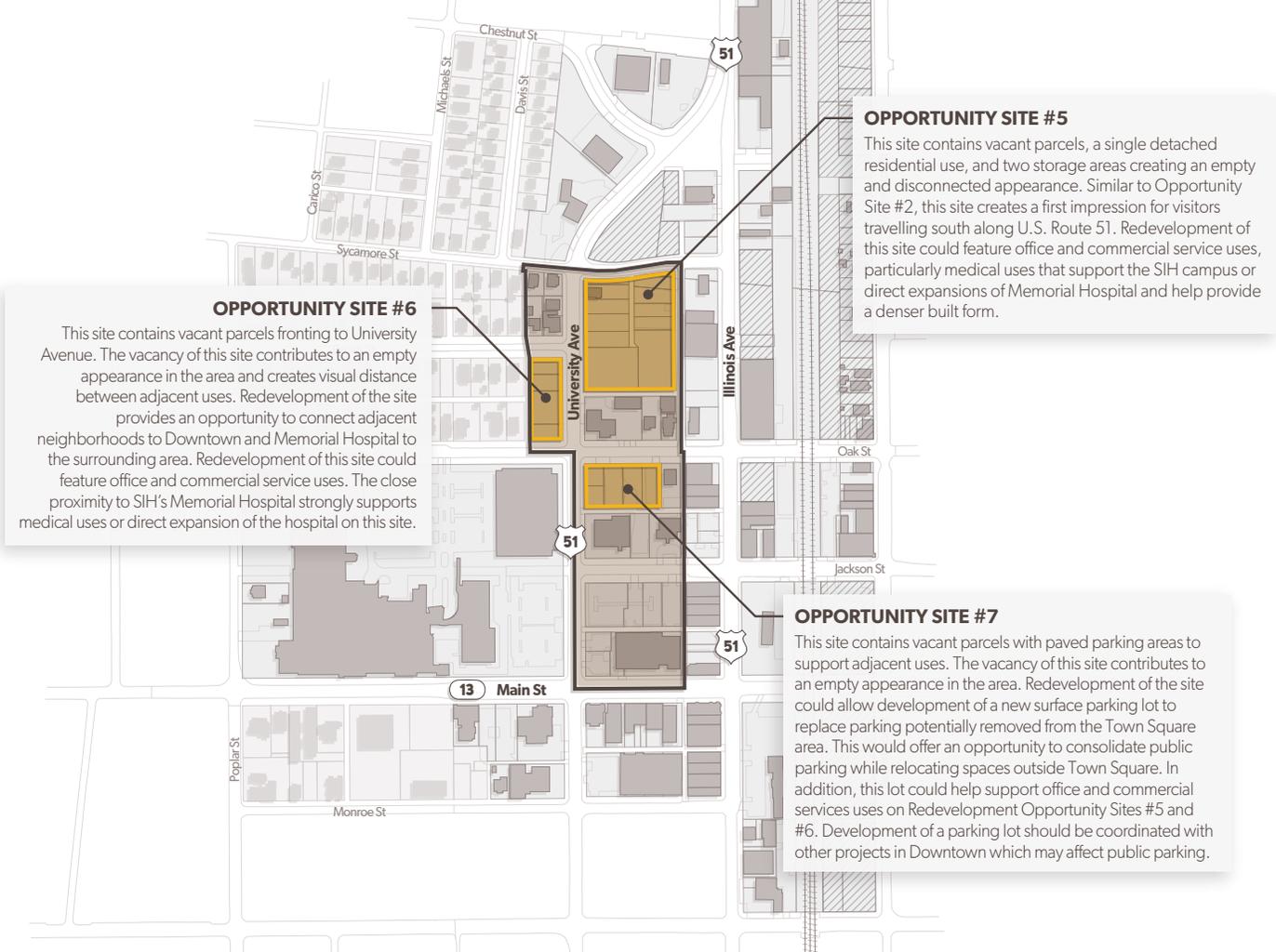
- **Primary Role.** Provide employment uses to bolster Downtown’s employee population and its role as a community focal point.
- **Uses.** Commercial service and/or office
- **Built Form.** Standalone buildings with yards on all sides, with strong orientation to University Avenue
- **Height.** 1 – 3 stories
- **Parking.** On-site, preferably in the rear of buildings





EXAMPLE OF BUILT FORM





OPPORTUNITY SITE #6

This site contains vacant parcels fronting to University Avenue. The vacancy of this site contributes to an empty appearance in the area and creates visual distance between adjacent uses. Redevelopment of the site provides an opportunity to connect adjacent neighborhoods to Downtown and Memorial Hospital to the surrounding area. Redevelopment of this site could feature office and commercial service uses. The close proximity to SIH’s Memorial Hospital strongly supports medical uses or direct expansion of the hospital on this site.

OPPORTUNITY SITE #5

This site contains vacant parcels, a single detached residential use, and two storage areas creating an empty and disconnected appearance. Similar to Opportunity Site #2, this site creates a first impression for visitors travelling south along U.S. Route 51. Redevelopment of this site could feature office and commercial service uses, particularly medical uses that support the SIH campus or direct expansions of Memorial Hospital and help provide a denser built form.

OPPORTUNITY SITE #7

This site contains vacant parcels with paved parking areas to support adjacent uses. The vacancy of this site contributes to an empty appearance in the area. Redevelopment of the site could allow development of a new surface parking lot to replace parking potentially removed from the Town Square area. This would offer an opportunity to consolidate public parking while relocating spaces outside Town Square. In addition, this lot could help support office and commercial services uses on Redevelopment Opportunity Sites #5 and #6. Development of a parking lot should be coordinated with other projects in Downtown which may affect public parking.

ZONE 4

SIH & TOWN SQUARE SUPPORT

With visibility and accessibility from University Avenue, the role and function of this zone is similar to Zone 3, with the exception that its better positioned for medical uses, and could accommodate hospital expansion. Future development would benefit from rezoning of existing BWA parcels in the zone to BRP. This would allow for more compatible uses adjacent to Downtown as SIH looks to expand Memorial Hospital. This zone should also have an important role in efforts to integrate SIH into Downtown, further discussed in the section **Integrating SIU & SIH Into the Downtown** on page 92.

- **Primary Role.** Provide an opportunity to expand SIH and medical uses, bolstering Downtown’s employee population and its role as a community focal point.
- **Uses.** Office and/or commercial service
- **Built Form.** Standalone buildings with yards on all sides, with strong orientation to University Avenue
- **Height.** 1 – 3 stories
- **Parking.** Centralized parking lots and/or on-site, preferably in the rear of buildings





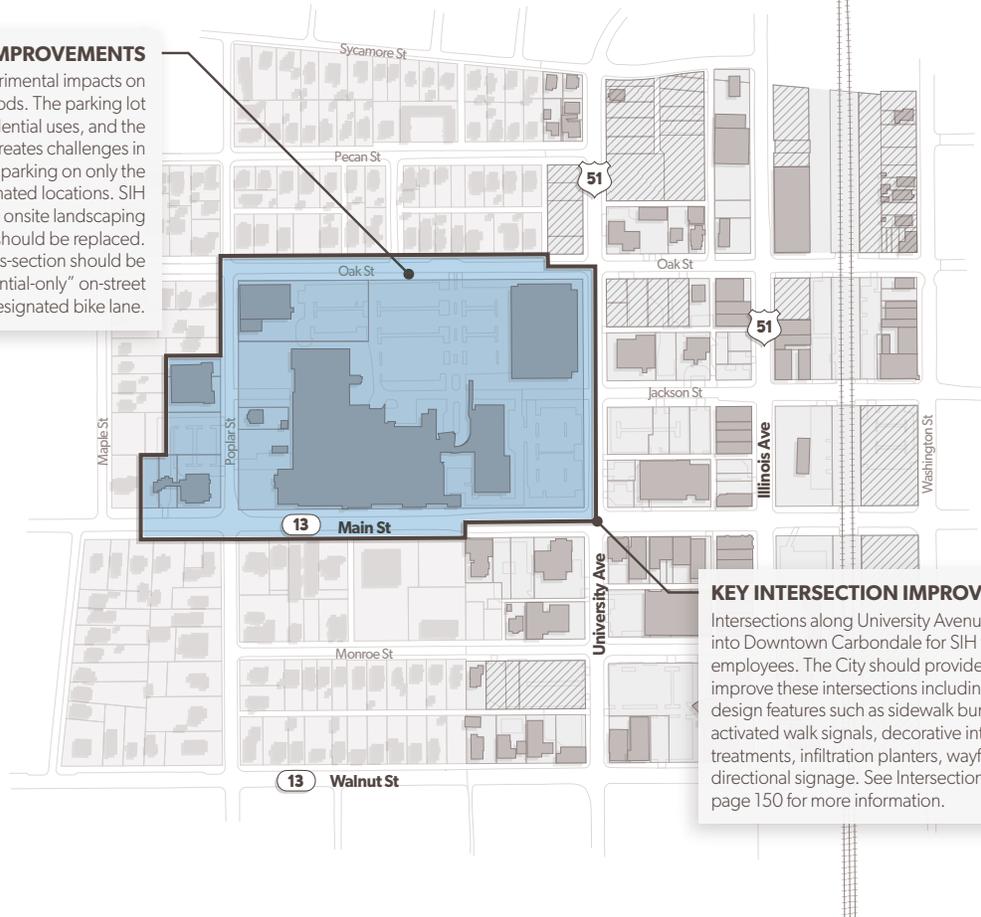
EXAMPLE OF BUILT FORM



OAK STREET IMPROVEMENTS

Some parking related to SIH has detrimental impacts on adjacent residential neighborhoods. The parking lot lacks screening or buffers along residential uses, and the narrow configuration of Oak Street creates challenges in traffic patterns and allows on-street parking on only the north side of the street in designated locations. SIH should improve their parking lots with onsite landscaping and recently removed parkway trees should be replaced.

The Oak Street roadway cross-section should be reconfigured to allow for “residential-only” on-street parking and to accommodate a designated bike lane.



KEY INTERSECTION IMPROVEMENTS

Intersections along University Avenue are the gateways into Downtown Carbondale for SIH visitors, patients, and employees. The City should provide work with SIH to improve these intersections including traffic calming design features such as sidewalk bump-outs, pedestrian activated walk signals, decorative intersection pavement treatments, infiltration planters, wayfinding, and directional signage. See Intersection Improvements on page 150 for more information.

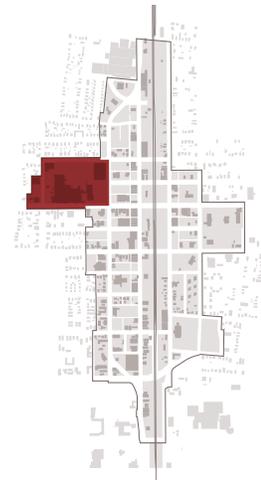
ZONE 5

SIH'S MEMORIAL HOSPITAL

This zone is defined by the campus of SIH's Memorial Hospital including a multi-story parking structure and a medical office building. The Hospital is an important destination in Downtown, with medical uses drawing patients and employees from throughout Southern Illinois. Recommendations for additional development, campus expansion, and other improvements within the Downtown Master Plan are aimed at building synergy between SIH activity and Downtown. Strategies to integrate SIH into Downtown are further discussed in the section **Integrating SIU & SIH Into Downtown** on page 88.

Primary Role. Provide medical uses and employment uses to bolster the amount of visitors and employee population and Downtown's role as a community focal point.

- **Uses.** Office/medical uses
- **Built Form.** Standalone buildings organized as a campus through site improvements
- **Height.** 1 – 3 stories
- **Parking.** On-site, preferably in parking structures or lots in the rear of buildings





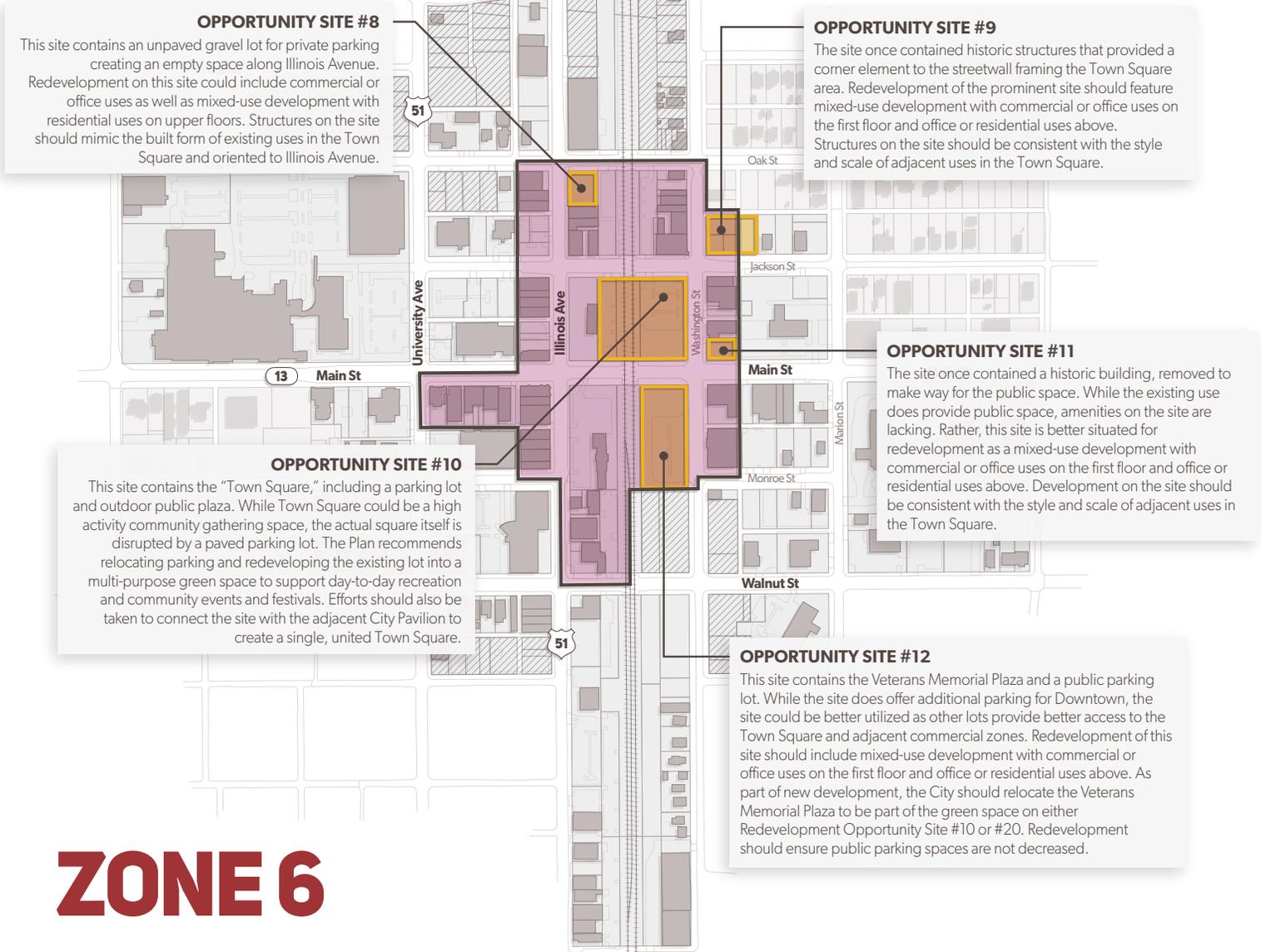
EXAMPLE OF INTERSECTION IMPROVEMENTS

Prominent Corners.
 Install decorative walls and landscape areas at key intersections to improve the overall look of intersections along key roads through Downtown

Decorative Intersection.
 Install decorative pavers at key intersections consistent with the Downtown's brand and style to untie areas that typically feel disconnected and removed from Downtown



Crosswalk Improvements.
 Install pedestrian signals with push buttons and countdown timers, high visibility crosswalk markings, and decorative intersection pavers



OPPORTUNITY SITE #8

This site contains an unpaved gravel lot for private parking creating an empty space along Illinois Avenue. Redevelopment on this site could include commercial or office uses as well as mixed-use development with residential uses on upper floors. Structures on the site should mimic the built form of existing uses in the Town Square and oriented to Illinois Avenue.

OPPORTUNITY SITE #9

The site once contained historic structures that provided a corner element to the streetwall framing the Town Square area. Redevelopment of the prominent site should feature mixed-use development with commercial or office uses on the first floor and office or residential uses above. Structures on the site should be consistent with the style and scale of adjacent uses in the Town Square.

OPPORTUNITY SITE #10

This site contains the "Town Square," including a parking lot and outdoor public plaza. While Town Square could be a high activity community gathering space, the actual square itself is disrupted by a paved parking lot. The Plan recommends relocating parking and redeveloping the existing lot into a multi-purpose green space to support day-to-day recreation and community events and festivals. Efforts should also be taken to connect the site with the adjacent City Pavilion to create a single, united Town Square.

OPPORTUNITY SITE #11

The site once contained a historic building, removed to make way for the public space. While the existing use does provide public space, amenities on the site are lacking. Rather, this site is better situated for redevelopment as a mixed-use development with commercial or office uses on the first floor and office or residential uses above. Development on the site should be consistent with the style and scale of adjacent uses in the Town Square.

OPPORTUNITY SITE #12

This site contains the Veterans Memorial Plaza and a public parking lot. While the site does offer additional parking for Downtown, the site could be better utilized as other lots provide better access to the Town Square and adjacent commercial zones. Redevelopment of this site should include mixed-use development with commercial or office uses on the first floor and office or residential uses above. As part of new development, the City should relocate the Veterans Memorial Plaza to be part of the green space on either Redevelopment Opportunity Site #10 or #20. Redevelopment should ensure public parking spaces are not decreased.

ZONE 6

TOWN SQUARE

The Town Square should continue to provide entertainment, retail, restaurant, and recreational uses that build upon and expand the existing urban fabric. Infill sites provide an opportunity to continue the established streetwall and architectural styles, as well as increase the height and density of development. Establishment of a true "Town Square", such as a park or plaza, will support increased community gatherings, festivals, farmer's markets, and other outdoor activities in the Downtown. A new Town Square open space could benefit from programmed areas such as benches and picnic tables, a splash pad, a band shell or stage, or sculptures and other public art. Improved connections across the railroad tracks will further strengthen the zone as a single, cohesive Town Square. This zone should also support uses that will attract students, staff, and faculty of SIU and employees, patient family members, and visitors of SIH, such as fast-casual dining options or late-night activities that are open to those under 21 years of age.

- **Primary Role.** Provide a mixed-use urban center that supports day-to-day activity
- **Uses.** Entertainment including restaurants, bars, and taverns; retail; mixed-Use (commercial uses on the ground floor with multi-unit residential uses above); and green space
- **Built Form.** Structures oriented to the Town Square open space, buildings creating a streetwall; side and front yard setbacks minimized
- **Height.** 3 – 5 stories
- **Parking.** In shared/centralized parking lots or structures in the rear of buildings. Relocation of existing park in the Town Square open space should yield public parking in zones adjacent to Town Square.





EXAMPLE OF BUILT FORM

Parking Lot.

The parking lot should be located behind the building and be accessible by both the primary and secondary streets

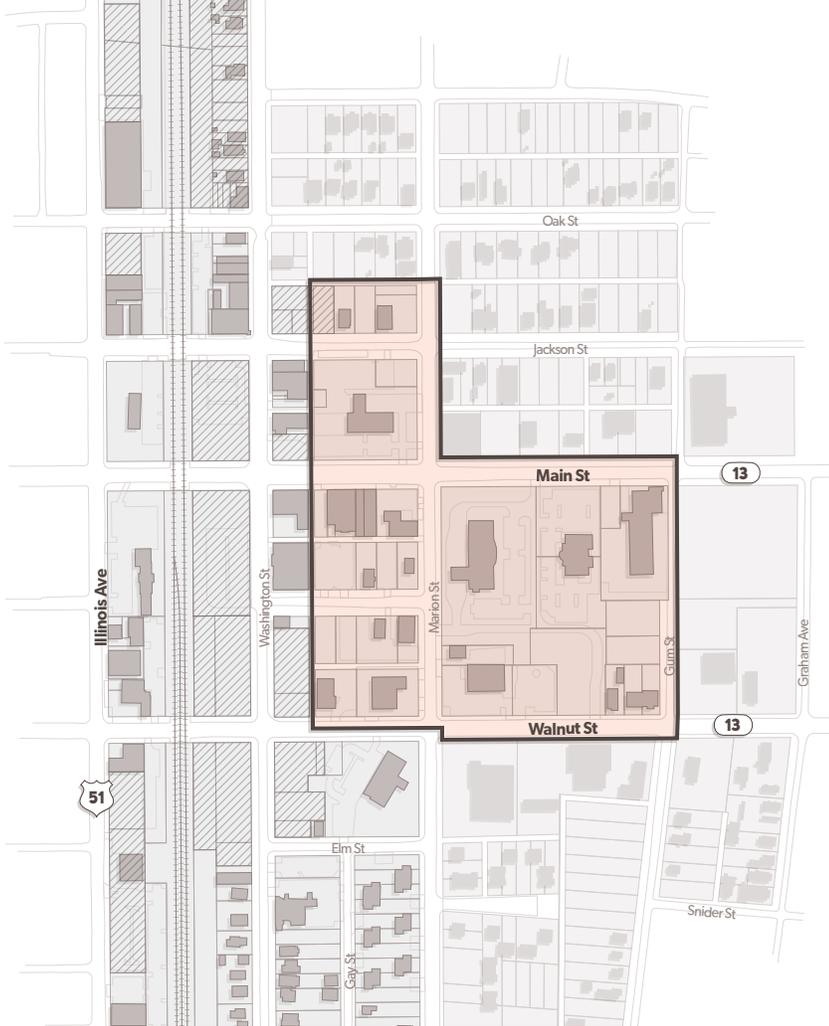


Building Scale.

The mixed-use building should possess higher density to support a mixture of land uses

Prominent Corners.

Buildings located on prominent corners or key intersections should incorporate corner treatments such as chamfered edges or rounded corners to provide visual interest



ZONE 7

AUTO-ORIENTED COMMERCIAL

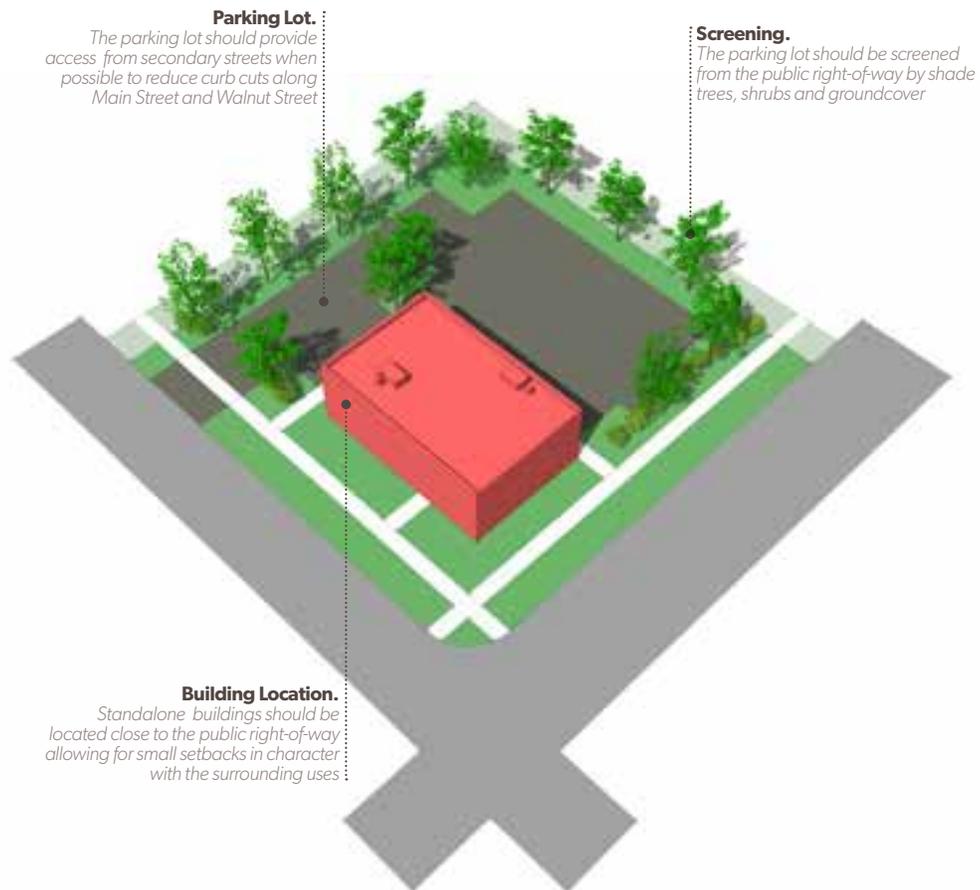
As a commercial zone near Downtown, there is a tendency to include it within the Downtown dialogue. The reality, however, is that this is simply a commercial zone next to Downtown Carbondale that caters primarily to its customers arriving by automobile. Given its location and the desire to concentrate redevelopment efforts within the “core” of Downtown, no significant changes or redevelopment are expected within this zone.

- **Primary Role.** Provide zones for suburban/ auto-centric commercial uses to improve Downtown’s “livability”, such as grocery stores, drive-thru banks and pharmacies near Downtown Carbondale.
- **Uses.** Commercial retail and service uses.
- **Built Form.** Standalone buildings with yards on all sides, with strong orientation to Walnut Street and Main Street.
- **Height.** 1 – 2 stories
- **Parking.** On-site





EXAMPLE OF BUILT FORM



OPPORTUNITY SITE #13

This site includes vacant parcels directly which, along with Redevelopment Opportunity Site #16, have a significant visual impact on Downtown, creating a large, vacant area along a busy Walnut Street. Redevelopment of the site could act as a major catalyst for other investment in Downtown. New development on the site should include mixed-use with commercial, entertainment, or office uses on the first floor and office, residential, or boutique hotel uses above. An on-site parking garage integrated within a new development or site could help to offset removal of parking spaces elsewhere in Downtown.

OPPORTUNITY SITE #14

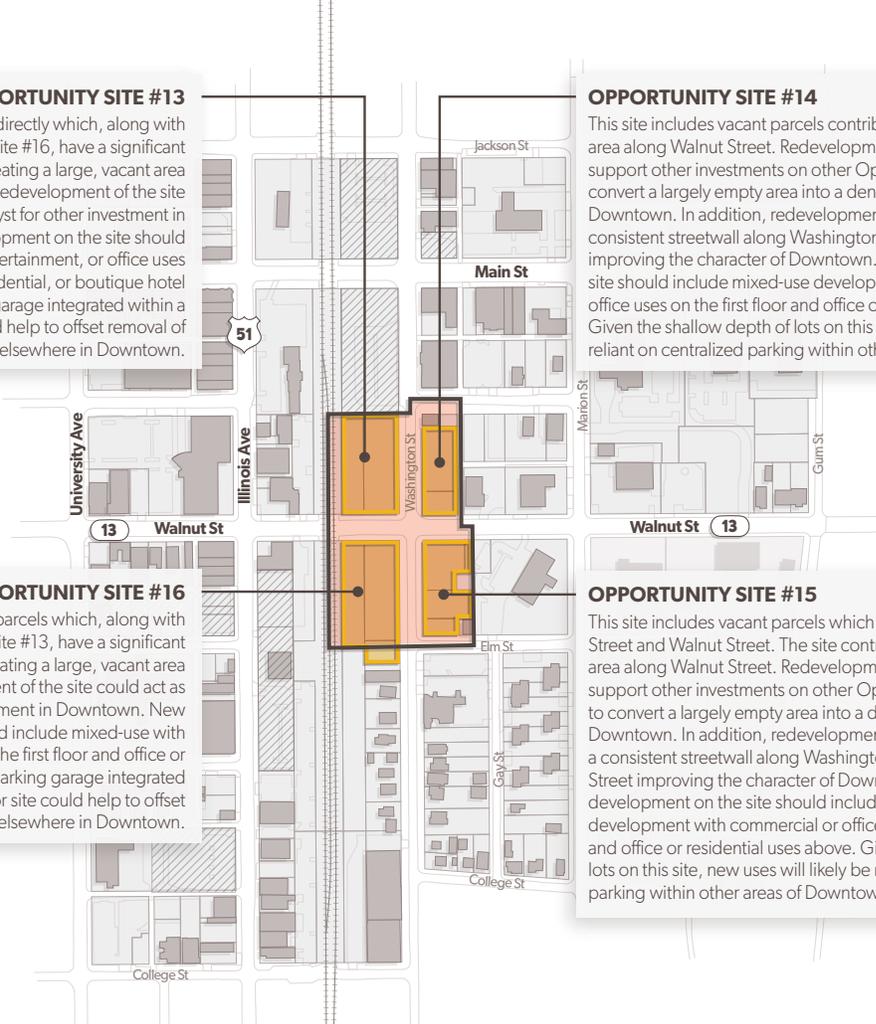
This site includes vacant parcels contributing to the large vacant area along Walnut Street. Redevelopment of the site could act to support other investments on other Opportunity sites, helping to convert a largely empty area into a dense, active area of Downtown. In addition, redevelopment can help in establishing a consistent streetwall along Washington Street and Walnut Street improving the character of Downtown. New development on the site should include mixed-use development with commercial or office uses on the first floor and office or residential uses above. Given the shallow depth of lots on this site, new uses will likely be reliant on centralized parking within other areas of Downtown

OPPORTUNITY SITE #16

This site includes vacant parcels which, along with Redevelopment Opportunity Site #13, have a significant visual impact on Downtown, creating a large, vacant area along Walnut Street. Redevelopment of the site could act as a major catalyst for other investment in Downtown. New development on the site should include mixed-use with commercial or office uses on the first floor and office or residential uses above. An on-site parking garage integrated within a new development or site could help to offset removal of parking spaces elsewhere in Downtown.

OPPORTUNITY SITE #15

This site includes vacant parcels which front to Washington Street and Walnut Street. The site contributes to the large vacant area along Walnut Street. Redevelopment of the site could act to support other investments on other Opportunity sites, helping to convert a largely empty area into a dense, active area of Downtown. In addition, redevelopment can help in establishing a consistent streetwall along Washington Street and Walnut Street improving the character of Downtown. New development on the site should include mixed-use development with commercial or office uses on the first floor and office or residential uses above. Given the shallow depth of lots on this site, new uses will likely be reliant on centralized parking within other areas of Downtown



ZONE 8

POTENTIAL TOWN SQUARE EXPANSION

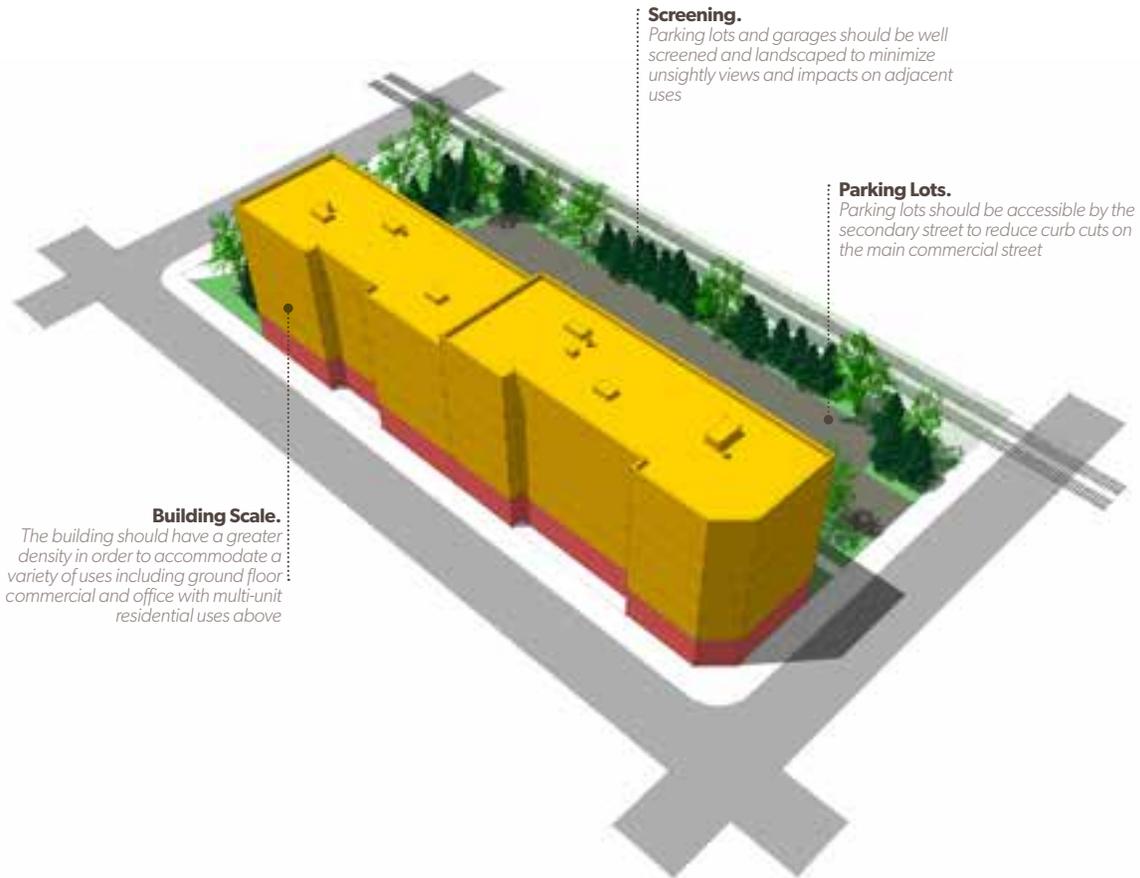
This zone includes a number of vacant and underutilized parcels along Walnut Street that create a large empty space within Downtown. These lots represent a significant opportunity to infill vacant land as well as build upon and expand the success of the adjacent Town Square. Infill within this zone should be consistent with the uses, architectural styles, and built form of Town Square. Parking garages integrated within new development could help offset removal of parking in other zones of Downtown, particularly Town Square. This zone should also support uses that will attract students, staff, and faculty of SIU and SIH, such as fast-casual dining options or late-night activities that are open to those under 21 years of age. The City should encourage the inclusion of public gathering spaces with development in this area to help generate community interest and activity. This could include open space, parks, or plazas that support farmer's markets, events, festivals, and other activities.

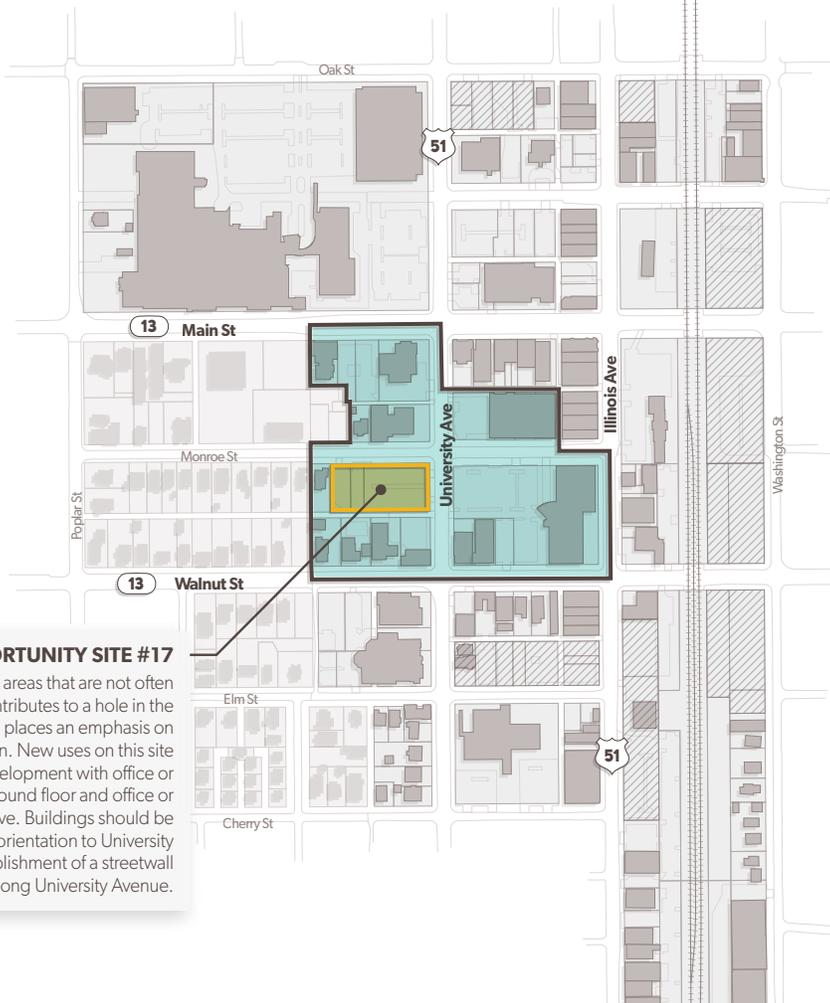
- **Primary Role.** Support and expand the uses and built form of Town Square to create a new urbanized zone within Downtown.
- **Uses.** Entertainment including restaurants, bars, breweries, and taverns; retail; mixed-Use (commercial uses on the ground floor with multi-unit residential uses above)
- **Built Form.** Structures oriented to Walnut Street and Washington Street, with buildings placed at the sidewalk line creating a street-wall; side and front yard setbacks minimized; however, exemptions should be made to allow outdoor seating or public spaces.
- **Height.** 3 – 5 stories
- **Parking.** In shared/centralized parking lots or structures in the rear of buildings. Parking garages integrated within infill development could support parking within this and adjacent zones





EXAMPLE OF BUILT FORM





OPPORTUNITY SITE #17

This site includes private parking areas that are not often near full capacity. The site contributes to a hole in the built form of the area and places an emphasis on auto-orientation in Downtown. New uses on this site could feature mixed use development with office or commercial uses on the ground floor and office or multi-unit residential uses above. Buildings should be placed at the sidewalk line with orientation to University Avenue, contributing to establishment of a streetwall along University Avenue.

ZONE 9

CIVIC, RELIGIOUS INSTITUTIONS & OFFICE

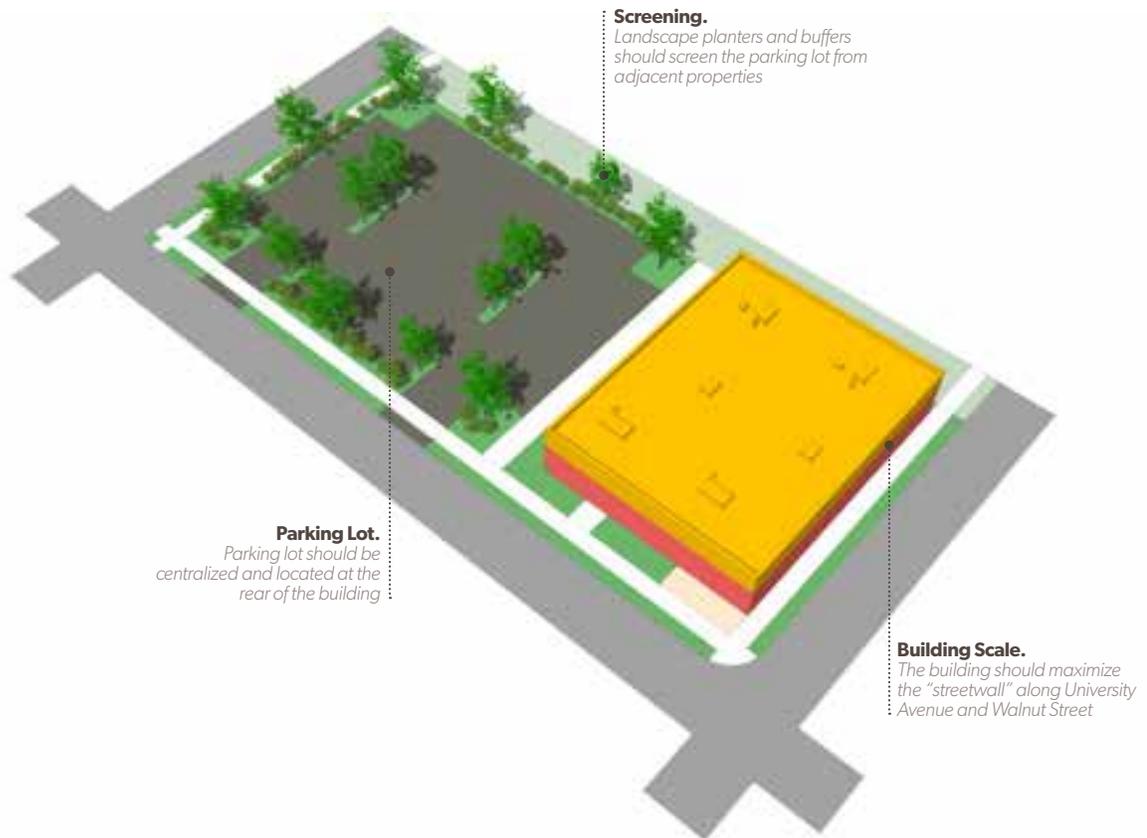
This zone is located in the western edge of Downtown and includes City Hall/ Civic Center, several religious institutions, large parking areas, and offices. By placing buildings at or near the sidewalk, with little, if any, sideyard setbacks, the City can create a “streetwall” of buildings. This built form not only maximizes the potential for street frontage development along Main Street, Walnut Street, University Avenue, and Illinois Avenue, but also fosters a more welcoming pedestrian experience and an improved connection between SIH’s Memorial Hospital and Downtown civic activities.

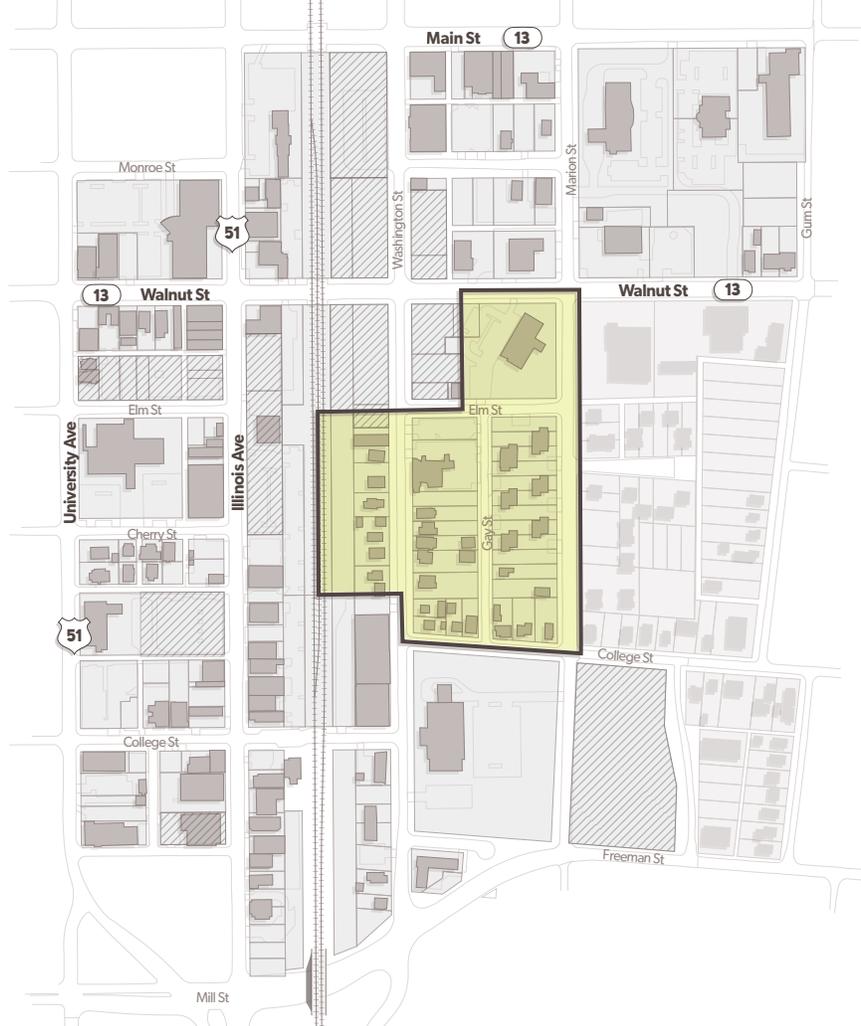
- **Primary Role.** Serve as the civic and public use center of Downtown.
- **Uses.** Civic, public/semi-public, religious institutions, office, medical support
- **Built Form.** Standalone buildings with yards on all sides, with strong orientation to Main Street, Walnut Street, University Avenue, and Illinois Avenue.
- **Height.** 2 – 4 stories
- **Parking.** Shared/centralized parking lots behind main building





EXAMPLE OF BUILT FORM





ZONE 10

MULTI-UNIT RESIDENTIAL

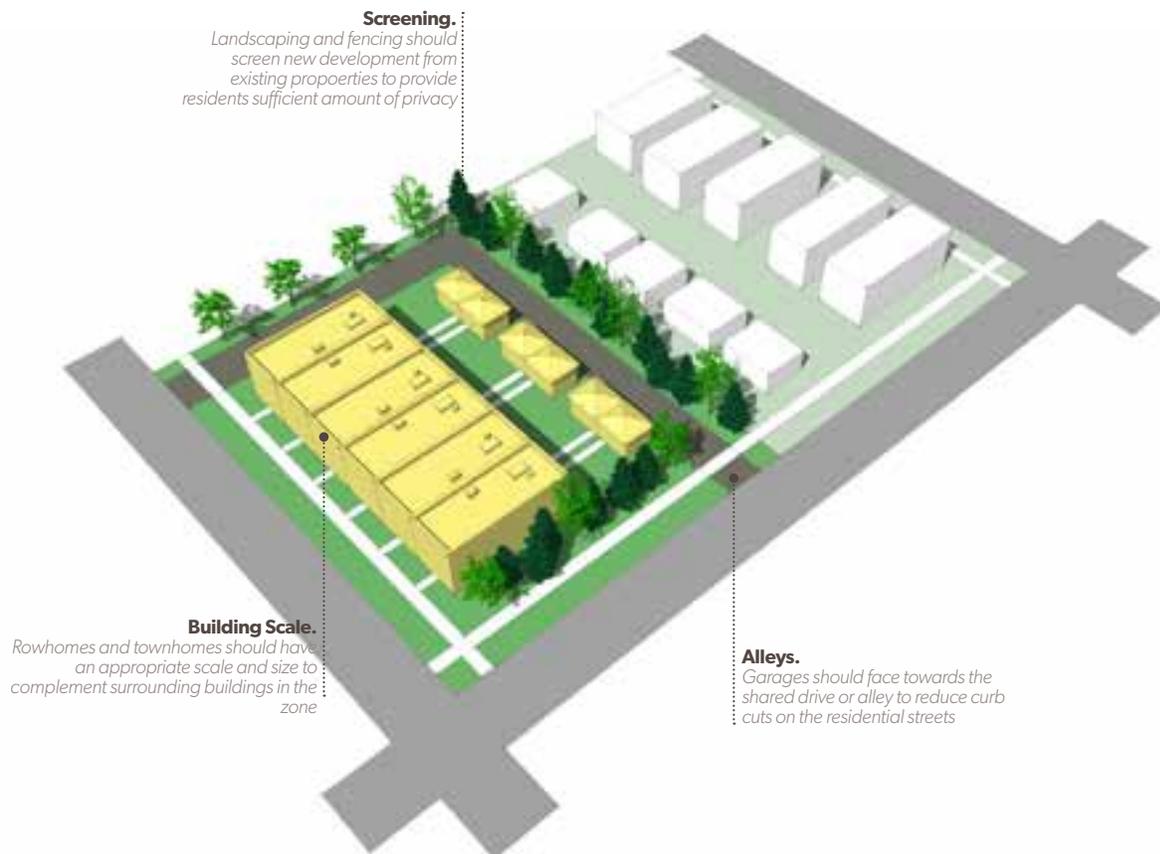
This zone is located on the edge of Downtown, east of the railroad that separates it from most downtown activity. Although it is within close proximity to development opportunities identified for mixed-use development, this zone's contribution to a revitalized Downtown Carbondale lies in its ability to provide a nearby residential population to patronize and sustain downtown businesses. Directing and encouraging mixed use development in this zone would take away from other more critical areas for mixed use development in Downtown.

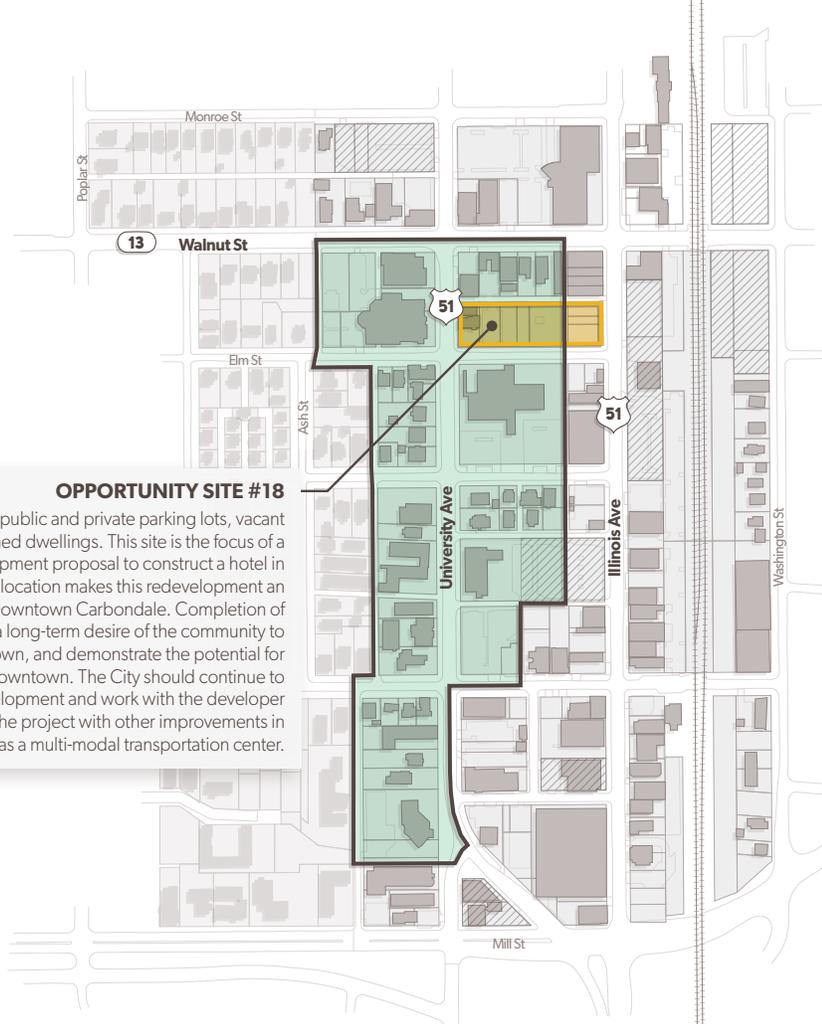
- **Primary Role.** Increase the residential population close to Downtown and help transition from downtown activities to surrounding residential neighborhoods.
- **Uses.** Multi-unit residential including apartments and condominiums, or attached residential including townhomes and rowhomes.
- **Built Form.** Standalone buildings with yards on all sides, with strong orientation to Washington Street.
- **Height.** 2 – 4 stories
- **Parking.** On-site, preferably covered and enclosed.





EXAMPLE OF BUILT FORM





OPPORTUNITY SITE #18

This site includes both public and private parking lots, vacant parcels, and detached dwellings. This site is the focus of a recent development proposal to construct a hotel in Downtown. The location makes this redevelopment an important catalyst for Downtown Carbondale. Completion of the project would fulfill a long-term desire of the community to have lodging Downtown, and demonstrate the potential for future investment in Downtown. The City should continue to support the hotel development and work with the developer to integrate the project with other improvements in Downtown, such as a multi-modal transportation center.

ZONE 11

OFFICE & MULTI-UNIT RESIDENTIAL

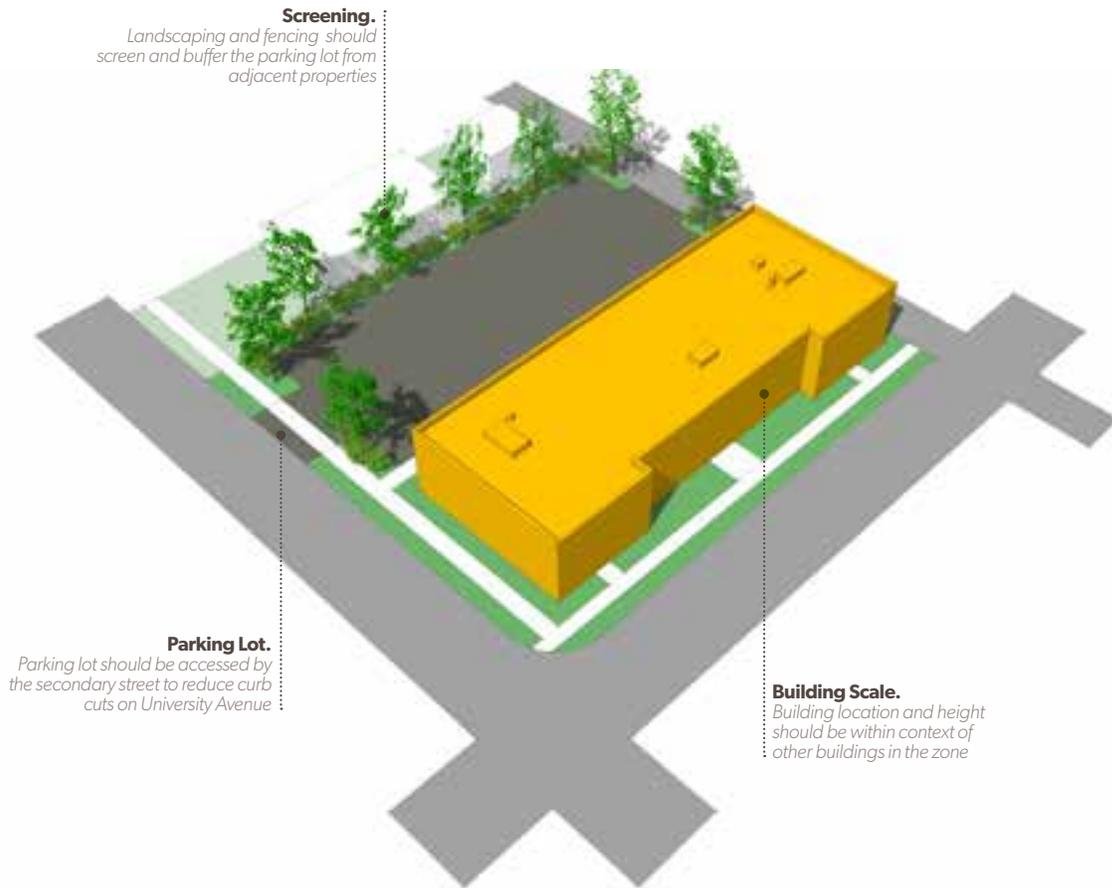
Located on the west side of Downtown, this zone is bisected by University Avenue, which carries 7,600 vehicles per day. The zone's location, existing built form and existing uses limit retail and entertainment potential in this section of Downtown. Instead, this zone's contribution to Downtown is to provide opportunities for office and employment uses and housing to bolster Downtown's population.

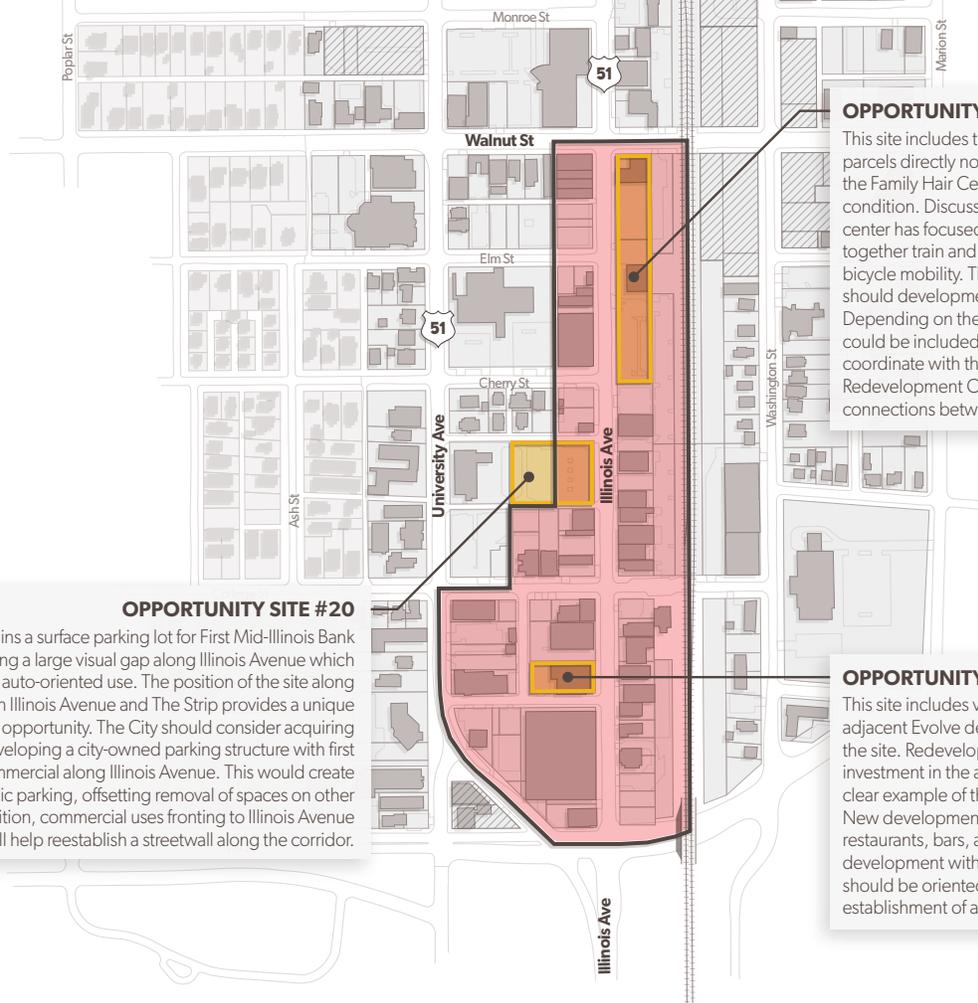
- **Primary Role.** Provide employment and residential uses to bolster Downtown's resident and employee population.
- **Uses.** Office, multi-unit residential including apartments and condominiums
- **Built Form.** Standalone buildings with yards on all sides, with strong orientation to University Avenue.
- **Height.** 2 – 4 stories
- **Parking.** On-site, preferably behind buildings.





EXAMPLE OF BUILT FORM





OPPORTUNITY SITE #19

This site includes the Amtrak station, its parking, the vacant parcels directly north of the station, Carbondale Cycle shop, and the Family Hair Center. The Amtrak station is dated and in poor condition. Discussion of a potential multi-modal transportation center has focused on the Amtrak station and the need to tie together train and bus transit options with pedestrian and bicycle mobility. This site represents an important opportunity should development of a transportation center move forward. Depending on the size of the development, a parking garage could be included providing public parking. The City should coordinate with the Hotel development proposed for Redevelopment Opportunity Site #18 to consider overpass connections between the transportation center and the hotel.

OPPORTUNITY SITE #20

This site contains a surface parking lot for First Mid-Illinois Bank & Trust creating a large visual gap along Illinois Avenue which emphasizes its auto-oriented use. The position of the site along both Illinois Avenue and The Strip provides a unique redevelopment opportunity. The City should consider acquiring the lot and developing a city-owned parking structure with first floor commercial along Illinois Avenue. This would create additional public parking, offsetting removal of spaces on other sites. In addition, commercial uses fronting to Illinois Avenue will help reestablish a streetwall along the corridor.

OPPORTUNITY SITE #21

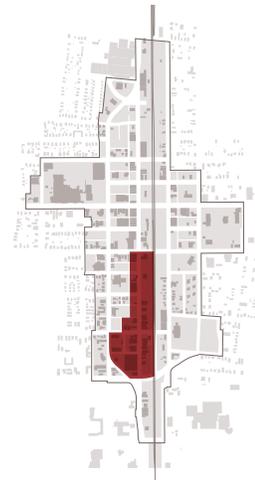
This site includes vacant commercial space. Completion of the adjacent Evolve development has placed greater emphasis on the site. Redevelopment of this site would support other investment in the area and, together with Evolve, establish a clear example of the preferred built form along Illinois Avenue. New development should include entertainment uses such as restaurants, bars, and retail stores as well as mixed-used development with upper floor residential units. Structures should be oriented to Illinois Avenue contributing to establishment of a streetwall along the corridor.

ZONE 12

THE STRIP

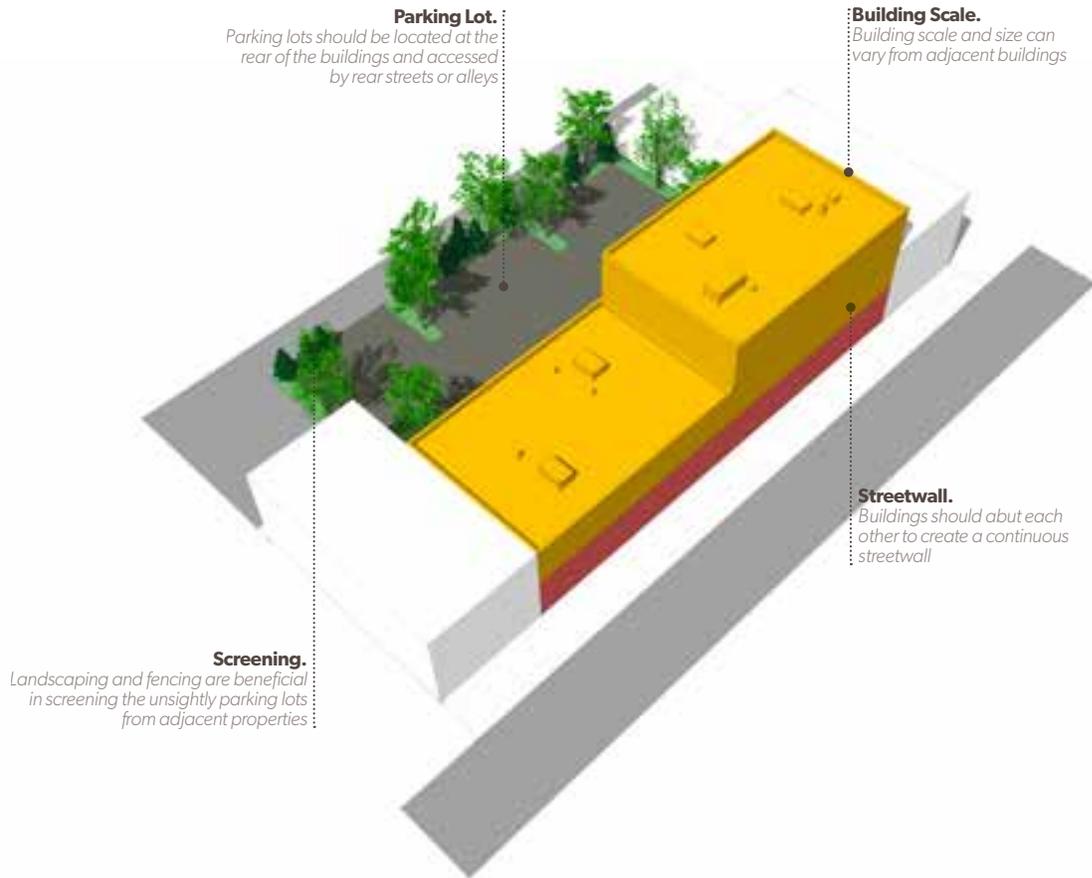
This zone includes the section of Downtown commonly known as “The Strip.” This zone is the entertainment hub of Downtown, with its bars, taverns, and restaurants drawing visitors from the University, the entire City, and beyond. The City should continue to provide centralized parking lots within this zone, allowing development and redevelopment opportunities to maximize the site’s potential. Walkability is another strategically important consideration for this key zone of Downtown. Walkability can be improved through built form that places buildings at or near the sidewalk, with little if any sideyard setbacks, yielding a “streetwall” of buildings. This built form not only maximizes the potential for street frontage development, but also fosters a more welcoming and interesting pedestrian experience. This zone should also support uses that will attract students, staff, and faculty of SIU and SIH, such as fast-casual dining options or late-night activities that are open to those under 21 years of age.

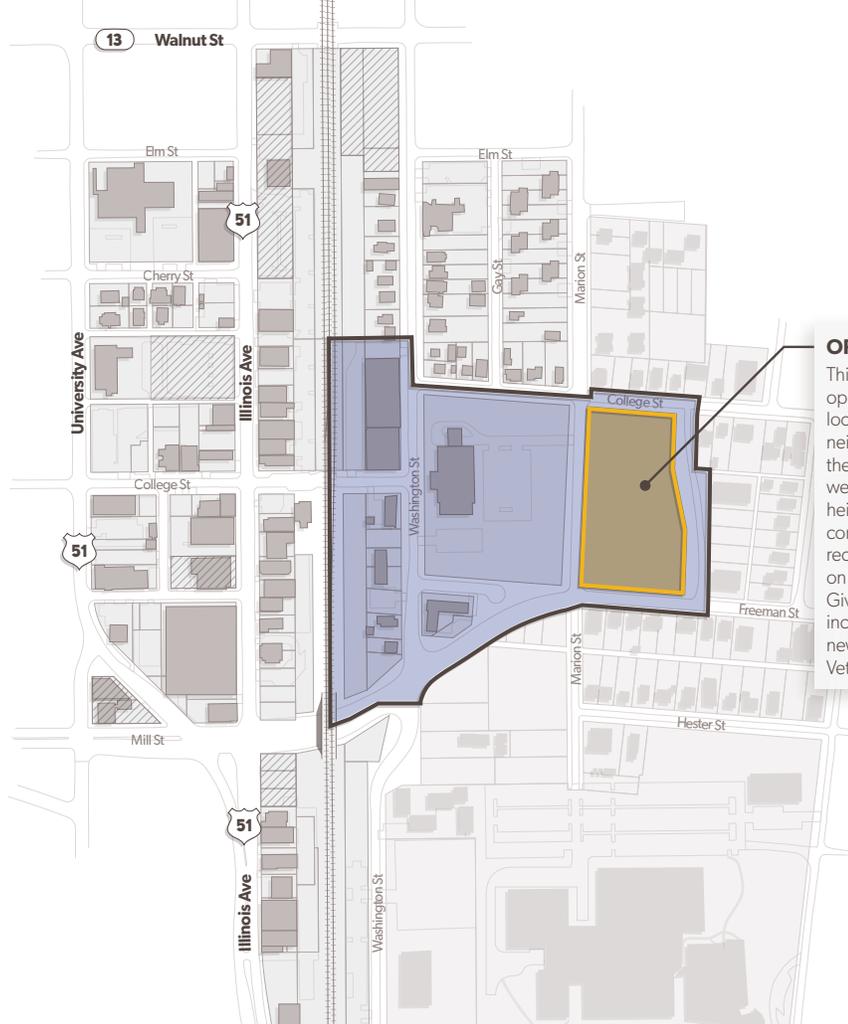
- **Uses.** Entertainment including restaurants, bars, and taverns; retail; Mixed-Use (commercial uses on the ground floor with multi-unit residential uses above)
- **Built Form.** Buildings at the front property lines with strong orientation to Illinois Avenue; side and front yard setbacks minimized; however, exemptions should be made to allow outdoor dining zones; standalone buildings may also be appropriate; however, the buildings should still be placed at the sidewalk line.
- **Height.** 2 – 5 stories
- **Parking.** Publicly provided in centralized parking lots or structures, located behind buildings





EXAMPLE OF BUILT FORM





OPPORTUNITY SITE #22

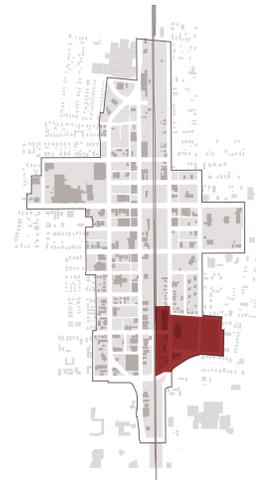
This vacant site is the largest single redevelopment opportunity site in Downtown Carbondale. It is located in a transitional area, between surrounding neighborhood residential, campus residential to the south, and the Carbondale Police Station to the west. Recent improvements in the area has heightened the site's visibility. This site best contribution should be a community park, offering recreational amenities and public gathering space on the southern end of the Downtown study area. Given the site's history, efforts should be taken to incorporate historic or memorial elements into a new park, potentially including relocation of the Veteran's Memorial plaza.

ZONE 13

PUBLIC/SEMI-PUBLIC & MULTI-UNIT RESIDENTIAL

This zone is located in the southeastern edge of Downtown and includes the Carbondale Police Station and the former Good Luck Glove Company building. This zone of Downtown is within close proximity to the University, which has renovated the Glove Factory to include premium studio, instructional, and exhibition space. Its contribution to Downtown is to provide opportunities for school uses, office and employment uses, residential uses, along with an open space that provides a unique opportunity for a Downtown gathering zone. This could include new parks, plazas, and open spaces that support farmer's markets, music concerns, outdoor trade shows, festivals, and other activities. The City should consider updating the zoning ordinance to allow residential uses on the main floor in the BPR district with issuance of a special use permit, which would benefit development along Washington Street. This could also be accomplished by creation of an overlay district that permits main floor residential by right if certain design criteria are met.

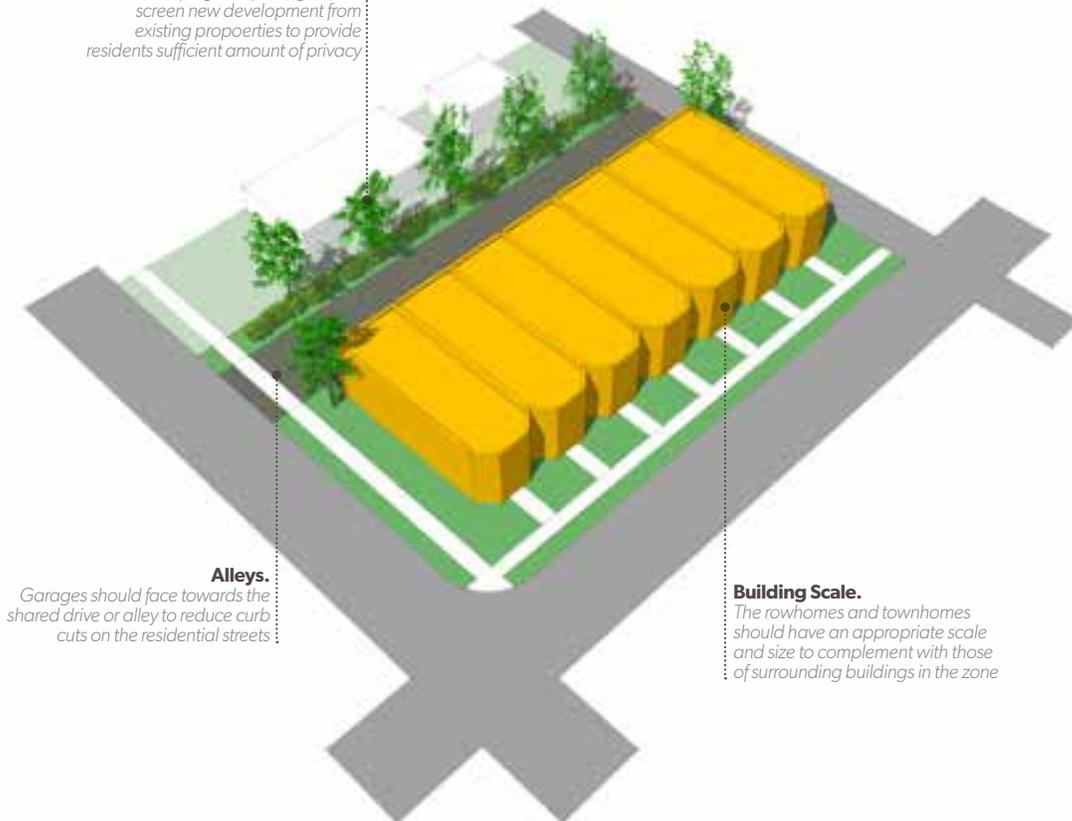
- **Primary Role.** Provide employment and residential uses to bolster Downtown's resident and employee population. Provide opportunities for school uses to bolster Downtown's student population.
- **Uses.** Multi-unit residential including apartments and condominiums; Public/Semi-Public uses and open space.
- **Built Form.** Standalone buildings with yards on all sides, with strong orientation to Washington Street and College Street.
- **Height.** 2 - 4 stories
- **Parking.** On-site, preferably behind buildings.





EXAMPLE OF BUILT FORM

Screening.
Landscaping and fencing should screen new development from existing properties to provide residents sufficient amount of privacy



Alleys.
Garages should face towards the shared drive or alley to reduce curb cuts on the residential streets

Building Scale.
The rowhomes and townhomes should have an appropriate scale and size to complement with those of surrounding buildings in the zone

OPPORTUNITY SITE #23

This site contains commercial uses that cater to the needs of SIU students and faculty. It's location makes it a prominent feature of both the campus and Downtown. Many students and faculty members pass through or by the site when travelling between the SIU campus and The Strip. If the site redevelops to achieve its full potential, it would provide an opportunity to better define the southern gateway into Downtown Carbondale and create a transition that connects the University and Downtown. Potential development should be consistent with existing uses, but incorporate public space and placemaking efforts to establish an inviting gateway to Downtown Carbondale. This zone should also have an important role in efforts to integrate SIU into Downtown, further discussed in the Integrating SIU & SIH Into Downtown section on page 88.

OPPORTUNITY SITE #24

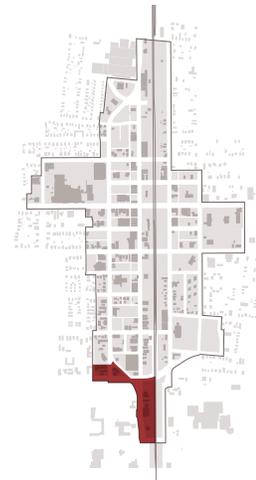
This highly visible vacant site includes parcels directly southeast of the Mill Street intersection, where it creates a gap between commercial uses to the south and the Strip to the north. Redevelopment of the site could help to visual connect the two areas and link students, staff, and faculty into Downtown by decreasing the perceived space between the two. New development could feature mixed-use development with commercial uses on the ground floor and multi-unit residential above. Structures should be oriented to Illinois Avenue and Mill Street to foster a walkable environment between SIU and Downtown.

ZONE 14

SIU FRINGE

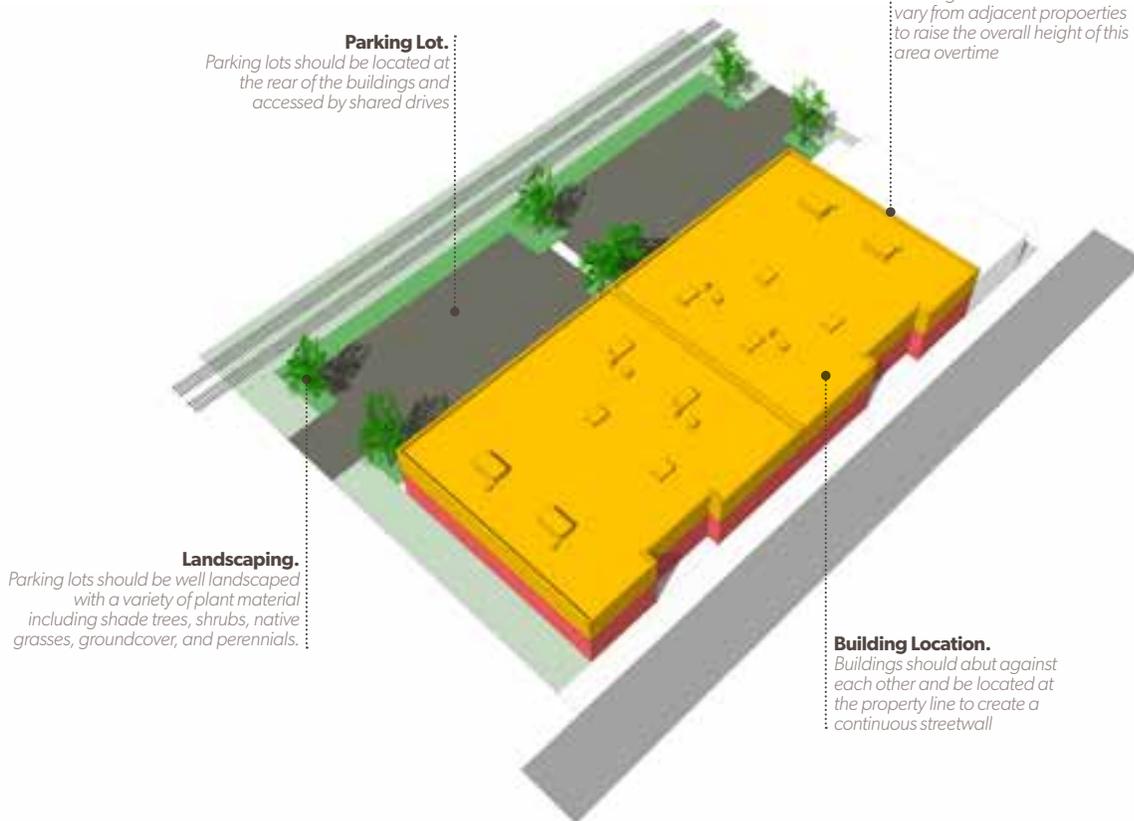
This zone is on the outer fringe of Downtown and directly interfaces with Southern Illinois University providing a critical opportunity to link and connect Downtown with the University. Commercial uses catering to students can help draw students to Downtown and help reinforce Downtown as a commercial and social hub. Ideally, The City should provide centralized parking lots within this zone, allowing development and redevelopment opportunities to maximize the site's potential. This zone should also support uses that will attract students, staff, and faculty of SIU and SIH, such as fast-casual dining options or late-night activities that are open to those under 21 years of age. Built form is also an important consideration, to foster a walkable environment strengthening the zone's role as a link between SIU and Downtown.

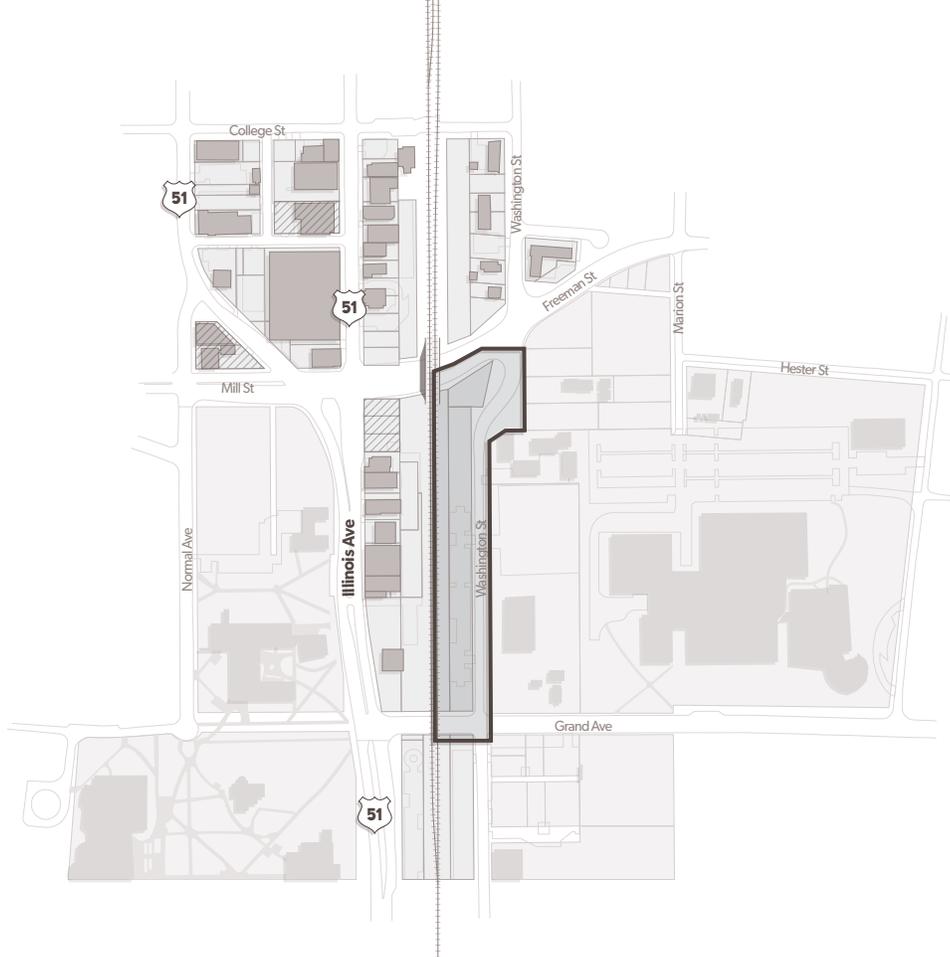
- **Uses.** Mixed-Use (commercial uses on the ground floor with multi-unit residential uses above), commercial retail, entertainment
- **Built Form.** Buildings at the front property lines with strong orientation to Mill Street and University Avenue; standalone buildings may also be appropriate; however, the buildings should still be placed at the sidewalk line.
- **Height.** 2 – 5 stories
- **Parking.** On-site, preferably in parking structures or lots in the rear of buildings





EXAMPLE OF BUILT FORM



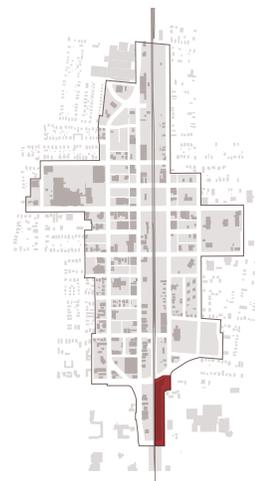


ZONE 15

OVERFLOW PARKING.

This zone is located in the far southeastern section of Downtown and consists of only a long linear surface parking lot. The lot is owned by the City of Carbondale and leased to Evolve to provide permit parking for tenants. Although it is removed from Downtown the zone falls within the Downtown TIF District. Given the zone's location, size, and current use, its contribution to Downtown is limited to providing a parking zone for uses contained within the area.

- **Primary Role.** Parking/overflow parking for Downtown, particularly special events.
- **Uses.** Parking
- **Built Form.** N/A
- **Height.** N/A
- **Parking.** On-site





EXAMPLE OF BUILT FORM

Landscaping.

Parking lots should be well landscaped with a variety of plant material including shade trees, shrubs, native grasses, groundcover, and perennials.

Pedestrian Safety.

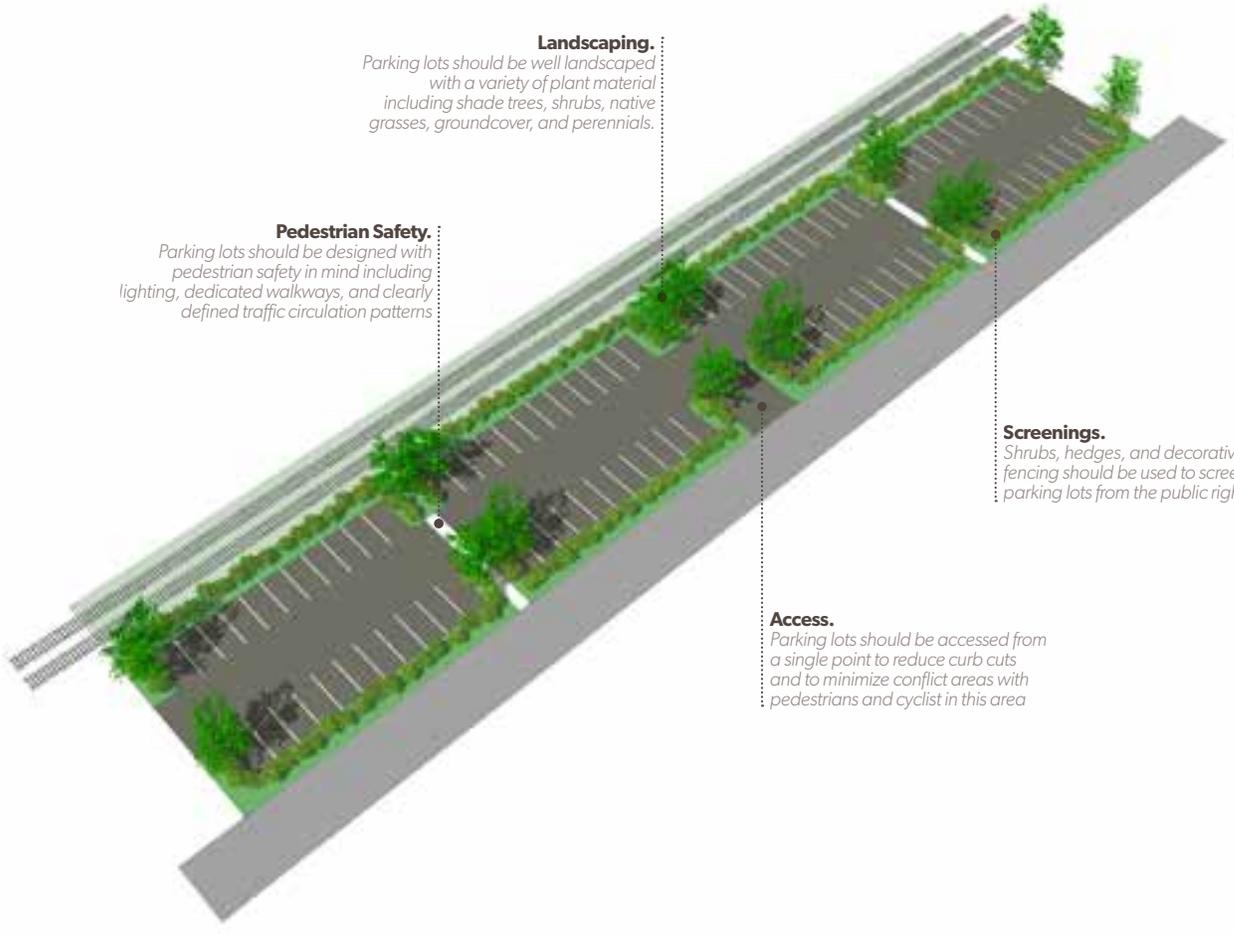
Parking lots should be designed with pedestrian safety in mind including lighting, dedicated walkways, and clearly defined traffic circulation patterns.

Screenings.

Shrubs, hedges, and decorative fencing should be used to screen parking lots from the public right-of-way.

Access.

Parking lots should be accessed from a single point to reduce curb cuts and to minimize conflict areas with pedestrians and cyclist in this area.



HEALTHY CONTEXT FOR DOWNTOWN



Downtown Carbondale is directly bordered by residential neighborhoods on almost all sides, with the only exceptions being SIU's campus to the south and industrial uses to the north. For Downtown Carbondale, adjacent neighborhoods are an important factor. Given the limited residential uses within Downtown, these neighborhoods constitute the day-to-day populations who are positioned to easily access and utilize amenities within Downtown. These residents create regular activity Downtown by shopping at local businesses, patronizing restaurants and cafés, attending shows and concerts, and simply spending time in the area.

Adjacent neighborhoods were one of the central issues identified by the Downtown Advisory Committee and noted within the Carbondale Comprehensive Plan. Concerns centered around the increase in rental properties and vacant structures, the lack of code enforcement for deteriorating houses, and the poor condition of pedestrian connections to the downtown area. In particular, focus was given to conversion of owner-occupied homes to rental units catering to students of SIU. Many residents felt the lack of strict code enforcement has resulted in disrepair and further disinvestment in local neighborhoods, particularly those directly adjacent to Downtown.

In order to support revitalization of Downtown Carbondale, the City should take steps to address housing issues in adjacent neighborhoods and work to stabilize these areas. The following objectives include strategies which could have the greatest impact on residential areas surrounding Downtown, as identified by members of the DAC, local residents, and within the Carbondale Comprehensive Plan. Where appropriate and applicable, the City should consider applying these strategies within Downtown to encourage growth of the downtown residential population.



Objectives

- Initiate a City-sponsored Housing Action Plan that will monitor and evaluate housing development in the future. This should be derived from action items in the Comprehensive Plan and supplemented annually with housing data and measurable accomplishments such as number of new housing units or homes rehabilitated.
- Develop a not-for-profit housing organization to act as a ‘lead agency’ in housing related projects and grant applications and aid the City in administering its homebuy programs and credit counseling classes. This organization could be formed in collaboration with SIU.
- Evaluate neighborhoods for downzoning options that will protect existing, predominantly owner-occupied neighborhoods from increased levels of multi-tenant housing.
- Expand the Rental Inspection Program to include a trigger that housing units changing ownership shall be inspected and brought to code.
- Strengthen the “abandonment” provisions so that there are specific improvements necessary upon six months of abandonment.
- Pursue alternative code enforcement methods in an endeavor to be more proactive and ensure positive outcomes.
- Encourage redevelopment in target areas through programs that reward infill redevelopment.
- Form a target-area community investment program focused on infrastructure improvements within at-risk neighborhoods.
- Expand the Rental Housing Conversion Program that provides a \$5,000 grant to encourage the conversion of single-family rental units to owner-occupied units.
- Incentivize home building on empty lots as infill development. One such example is the currently unfunded New Home Construction Grant (\$3,500 per lot). Equally important to the demolition program is a redevelopment program that matches homebuilders with newly demolished lots.
- Identify means for aging neighborhoods to add housing options. A feasibility study may be needed to determine how small infill lots are to be redeveloped.
- Continue support for the single-family, owner-occupied rehabilitation program. Simultaneously, explore ways to boost revenue for this program to expand its coverage since the program is capped out every year at about 10 homes.
- Seek the participation of churches, civic organizations, schools, and businesses, such as SIU and SIH’s Memorial Hospital, in neighborhood improvement and revitalization efforts.
- Create a neighborhood-oriented planning program to help the community form neighborhood associations and develop neighborhood plans.
- Link homeowners with historic preservation funds so that homeowners can update their homes in a context sensitive manner.
- Continue seeking state grant programs that provide assistance to low-income residents. These funds are the lifeblood and single source of support for many of the housing programs that exist in the City.

STRATEGICALLY ACQUIRE REDEVELOPMENT SITES



Depending on financial capacity, the City may wish to strategically acquire sites within Downtown. Through site acquisition the City can continue to take steps in controlling the future use and timing of development. Ultimately, the City would need to go through a developer solicitation process to relinquish properties for redevelopment, selecting a developer the City believes can best meet local objectives. A subsequent development agreement would be predicated on policy decisions related to: use/type of development; fiscal/economic impacts; ability to attract additional development; and/or return on investment.

While municipal ownership affords the best control over development, it is understood that the capacity for the City to purchase and maintain multiple properties may be fiscally constrained. A viable alternative is to work with property owners to help them develop their properties or facilitate arrangements with buyers and/or developers. The City can then take an active role in the development process through development incentives, infrastructure improvements, relaxing/waiving permit fees, granting variances, and other actions. Regardless of whether actively acquiring properties or partnering with private property owners and developers, the City will need to take an active role in facilitating development within Downtown.

Site development is not always the final objective of acquisition. In some cases the removal of a particular use can enhance the desirability of a larger area. Even if allowed under current zoning or operating as a legal non-conforming use, an existing business or use can detract from the potential of adjacent or nearby properties. In some cases the existing use may include a viable business that the City would like to retain but would be better suited for another location.

The City should also conduct an inventory of underutilized upper floor spaces that could be repurposed and both educate and encourage property owners to fill these spaces. Use of vacant upper floor spaces can help provide new residential and commercial uses in the short-term while allowing the City to prepare for long-term acquisition and redevelopment of fully vacant lots and structures.

SUSTAINABLE STORMWATER MANAGEMENT PRACTICES



Sustainability and best management practices (BMP's) need to play a larger role in future redevelopment and improvements to reduce stormwater runoff and mitigate flooding impacts on urbanized areas.

The City should encourage best management practices and sustainable stormwater management techniques through incentives, bonuses, and requirements to reduce impervious surface in Downtown which can alleviate flooding issues and reduce the reliance on existing storm sewer system. The City should identify revenue streams such as stormwater management fees or development fees that can be used to fund sustainable stormwater management improvements in Downtown.

The following are sustainable practices and applications that should be considered for future redevelopment and improvements in, and adjacent to, Downtown:

- Encourage increased density in Downtown by recommending multi-story mixed use buildings for future redevelopment opportunities
- Encourage the use of permeable pavers and porous asphalts in new parking lot construction to reduce stormwater runoff
- Encourage the use of native plant material
- Increase the urban tree canopy
- Encourage biodiversity
- Reduce reliance on vehicular travel in the Downtown by providing a more pedestrian friendly environment and promoting alternative modes of mobility such as public transit, car sharing, walking, and biking

- Manage the impacts of heavy rain events by installing short-term stormwater storage vaults or unique water features designed to hold large volumes of water
- Use bioswales, bio-retention, and rain gardens in new development, parking lots, and the public right-of-way to reduce stormwater runoff

For more information about how Carbondale is maintaining and improving environmentally-friendly practices refer to Focus Area 2.2 - Quality, Sustainable Development on page 2.19 of the City's Comprehensive Plan (2010).

BUILDING STANDARDS & DESIGN GUIDELINES



In recent years, there has been increasing interest in improving and upgrading existing structures, and replacing older, outdated, buildings with new construction. As Downtown continues to evolve in the years ahead, it is important that building improvements and new developments be compatible with the overall scale and character of Downtown.

Within Downtown Carbondale, developments must adhere to the design guidelines contained within the City's zoning ordinance, which apply to the BPR zoning district and parcels in the Town Square overlay. In addition to these standards, development within the Town Square overlay must also adhere to the City's Architecture Preservation Guidelines.

The design guidelines establish minimum standards for all new construction including:

- Two stories minimum height
- Continuation of major horizontal lines of buildings on the same block
- Vertical upper-story windows
- Continuation of the existing pattern of building widths along the block
- 70 % of the front of the building shall be construction to a point not to exceed five feet from the front lot line
- Recessed entries and storefront windows comprising a minimum 60% of the façade for all major street frontages
- Masonry incorporated as a major design element
- Vinyl siding, corrugate metal, and other exterior materials are prohibited.

Given the brevity of the minimum design standards within the code, the City should develop a more substantial set of design guidelines which stand as a separate document. This document should focus on promoting high quality and compatible building improvements and new developments that will complement the existing scale and character of Carbondale's distinctive Downtown. The guidelines should aim to guide development to reflect the community's needs and desire while allowing creativity and variation from developers.

Design guidelines that are too strict or specific can become overly complex to implement and deter developers. The City's design guidelines should expand on the existing minimum design standards, focusing on building height, site layout, street frontage, and building materials, providing visualizations and examples of preferred development styles.



The Design Guidelines should include:

- Purpose of the Design Guidelines.
- Use & Application
 - Used by the City, Downtown organizations and coalitions, architects, and developers on a cooperative basis to promote high quality redevelopment
 - Used as a policy guide by City staff and others in reviewing plans and proposals for Downtown projects and improvements.
 - Serve as a statement of the Community's desires and preferences regarding redevelopment in Downtown.
 - Act as a reference for architects and developers as they prepare plans for Downtown projects.

- The Design Guidelines should provide recommendations for the following improvements:
 - Building Placement & Orientation
 - Building Scale
 - Bulk & Proportion
 - Rooflines & Parapets
 - Architectural Style
 - Building Materials
 - Doors, Entrances & Windows
 - Rear Yards
 - Awnings & Canopies
 - Lighting
 - Signs
 - Landscaping & Screening
 - Parking Lots & Parking Garages

DOWNTOWN IMPROVEMENT PROGRAMS



Throughout the community outreach process the appearance of privately owned buildings, sites, and parking lots as an important issue facing the Downtown. Downtown Improvement Programs are intended to improve the aesthetics of Eligible Properties by providing incentives and financial assistance to existing property owners or tenants to subsidize the construction of Eligible Improvements.

It's important that the City focus their efforts on retaining existing businesses rather than solely focusing on attracting new businesses into the Downtown. The most valuable business is the one that already exists in the Downtown.

DOWNTOWN FAÇADE IMPROVEMENT LOAN PROGRAM

The City's existing Downtown Façade Improvement Loan Program provides the means for local business owners to improve building façades within the Downtown. Properties within the loan program area can apply for a loan to finance improvements to the existing façade including:

- Structure and nonstructural repairs and maintenance
- Installation of canopies and awnings
- Installation of energy efficient windows and doors
- Reconstruction and refinishing of all surfaces
- Architecture appurtenance of the façade

ON-SITE IMPROVEMENT PROGRAM

The Plan recommends that the City adopt an On-Site Improvement Program to assist current property owners in upgrading their existing parking lots and installing onsite landscaping. The program would apply to such things as improvements to surface parking areas, privately owned open space, and other areas not directly related to a building or building façade.



On-Site Improvement Program Criteria

- Need to evaluate visual preference to establish desirable features, styles, and elements (use a VPS to gauge)
- Potential public funding sources: TIF district, SSA funds, General Budget
- Funding methods: direct grants, reimbursement loans at zero percent interest, matching grants, permit rebates
- Main components
 - Program guidelines
 - Funding for the program
 - Disbursement (loans or grants)
 - Outline of eligible improvements
 - Identify desired outcomes
 - Application process
 - Implementation (identification of roles, responsibilities)

- Eligible Projects/Activities/Costs
 - Design professional fees
 - Actual construction costs
 - Architectural or structural engineering services for site improvements (reimbursed after construction of the project is complete)
 - Removal of features not suitable to visual preference goals of program
 - Sidewalks – replacement of private sidewalks, except as specified above in conjunction with entrance improvements
 - Parking lot improvements
 - Landscape improvements/restoration
 - Painting, in conjunction with restoration/other rehabilitation
 - Construction of accessibility improvements

- Ineligible Projects/Activities/Costs
 - Building permit fees and related costs
 - Extermination of insects, rodents, vermin and other pests
 - Title reports and legal fees
 - Elevators – repair or installation
 - Interior floor or ceiling replacement and repair
 - Plumbing and electrical equipment
 - Sprinkler systems
 - Working capital for business
 - Mechanical equipment
 - Façade improvements, flat roofs, or other work not visible from public spaces
 - Refinancing existing debt
 - Sweat equity
 - Acquisition of land and/or buildings

INTEGRATING **SIU & SIH** INTO DOWNTOWN



An important consideration for Downtown’s revitalization will be efforts to better integrate SIU and SIH’s Memorial Hospital into the fabric of Downtown. These institutions are defining features within the City and generate a high amount of activity that many feel is not adequately leveraged by Downtown despite their location. Integration of SIU and SIH requires a two tiered approach that includes both physically connecting the institutions to Downtown, along with fostering collaboration between the areas that will support activity moving into Downtown. Together, these two elements can help ensure that individuals not only have the means but also the desire to move between Downtown and SIU or SIH’s Memorial Hospital.

Physical connections includes improvements to visually link these institutions to Downtown and support movement between these areas. At its core, physical connections are about making SIU and SIH feel like they are part of Downtown and creating transitions that bridge, rather than divide each. This can include improvements to accessibility and mobility, new development that contributes to the built form, and visual elements that provide cohesion between the areas.

Administrative cooperation can also help to encourage movement between the institutions and Downtown. Cooperation between the City and the two institutions should focus on identifying new uses, activities, and marketing efforts that will draw people Downtown. In addition, greater cooperation between these groups will build a stronger public perception of Downtown serving as the center of arts, entertainment, activities, and social events.

SIH

PHYSICAL CONNECTIONS

The edge between SIH’s Memorial Hospital and Downtown is defined by University Avenue and the strong auto orientation of the corridor. Between Sycamore Street and Monroe Street only two uses front University Avenue, and nearest the Hospital, the street is lined with parking lots on both sides. Similar to Downtown’s edge with SIU, this creates a physical and psychological barrier between the two areas and deters pedestrian movement. Further, when traveling between Downtown and the Hospital, the majority of structures are oriented away from the street, creating a “back lot” feeling with few active facades or building entrances.



An important element of physically connecting these two areas will be supporting redevelopment that generates activity on the street and contributes to the preferred streetwall along University Avenue. As the central roadway into the SIH campus, Jackson Street provides an important opportunity to link the Hospital to Town Square. Streetscape improvements could help to visually connect the areas and encourage pedestrian activity and movement between the two.

ADMINISTRATIVE COOPERATION

One of the greatest challenges for integrating SIH's Memorial Hospital into Downtown is the existing 30 minute lunch "hour," which greatly limits the ability of hospital staff to get a meal outside the Hospital. This is further compounded by the distance from the Hospital to nearby restaurants and eateries. The City should encourage new development close to the hospital which could provide food options for hospital staff while supporting other desirable businesses.

Promotional and marketing efforts should be used to improve Downtown's image on the SIH campus and encourage staff, patient family members, hospital guests, and visitors to patronize the area. One concept would be the establishment of a scheduled shuttle service for patient family members and hospital guests and visitors, providing an inviting and enjoyable outing for patient's families.

Potential SIH Projects

- Beautify the SIH parking lots and make them more attractive
- Coordinate with the City to assist in neighborhood improvement and revitalization efforts
- Develop on vacant lots close to Downtown and expand upward, not out, to maintain the historic neighborhoods adjacent to the Hospital campus
- Increase the lunch hour to 1 hour as oppose to the current 30 minutes, to allow staff the time to visit the Downtown to eat, run errands, and relax in the parks and open space

- Coordinate with efforts being made to install landscaping and hardscape in the newly envisioned Town Square
- Coordinate with the City and other public institutions and service providers to integrate and provide access to gigabit technology
- Join the Downtown Carbondale Arts and Entertainment Coalition
- Coordinate with the City to bring local entertainment and artists to the hospital campus
- Coordinate events with the "Downtown Calendar" for events, festivals, parades, and community gatherings occurring Downtown or close to the area
- Work with the Arts and Entertainment Coalition to develop a marketing campaign that will include advertising in local and regional media outlets promoting Downtown Carbondale as a "district" along with Downtown activities, events, and destinations



SIU

PHYSICAL CONNECTIONS

The edge between SIU and Downtown is primarily defined by Mill Street. Efforts to improve pedestrian safety and mobility when crossing the various intersections along Mill Street will be essential to encouraging students, staff, and faculty members to visit Downtown.

The Mill Street/University Avenue/Illinois Avenue intersection creates a physical and visual barrier into Downtown. New development in this area should be pedestrian oriented and aim to establish a consistent streetwall that matches the scale and style of The Strip. The City and SIU should look for creative ways to coordinate stylistic elements such as using SIU's distinctive maroon color to create a visual connection between the two areas strengthening the idea that SIU and Downtown Carbondale are linked.

ADMINISTRATIVE COOPERATION

The City should partner with SIU to attract businesses that cater to students, staff, and faculty members of the University. Students showed a strong desire for restaurants, bars, and retail options including national chains. The Strip is an example of the success these kind of uses can have, but there are still opportunities for expansion into Downtown.

Other administrative efforts should center around promotional and marketing efforts to emphasize the location and presence of Downtown on campus. Many students were unaware of what Downtown Carbondale had to offer and where it is located. Promotional materials could be used to encourage students, staff, and faculty to shop Downtown by advertising local businesses and offering coupons or special deals. In addition, the Saluki Express could include advertisements for businesses or activities Downtown on buses running throughout the system.

The City should also work with the University, including individual departments, classes, and student organizations, to bring campus activities Downtown. Annual festivals, staff holiday parties, field trips, and club meetings could be accommodated to help bring staff and faculty to the area and show off what Downtown has to offer.



Potential SIU Projects

- Coordinate with the City to introduce neighborhood improvement and revitalization efforts
- Coordinate with the City to develop a not-for-profit housing organization to act as a 'lead agency' in housing related projects and grant applications, aid the City in administering its homebuy programs, and offering credit counseling classes
- Coordinate with the City and other public institutions and service providers to integrate and provide access to gigabit technology
- Join the Downtown Carbondale Arts and Entertainment Coalition
- Work with the Arts and Entertainment Coalition to develop a marketing campaign that will include advertising in local and regional media outlets promoting Downtown Carbondale as a "district" along with Downtown activities, events, and destinations
- Utilize the Arena and Shryock Auditorium as indoor venues for bands and concerts, including nationally-recognized performers, to draw people into the downtown area.
- Coordinate events with the "Downtown Calendar" for events, festivals, parades, and community gatherings occurring Downtown or close to the area
- Strengthen the connection and patronage between Southern Illinois University and Downtown Carbondale by encouraging SIU, and SIU affiliated groups, to host events and activities within Downtown
- Coordinate with the City, the Arts and Entertainment Coalition, and related stakeholder groups to compile, organize, and display the archived historic railroad items in a dedicated railroad heritage museum to attract and educate visitors
- Work with the City to identify ways to integrate unique and engaging amenities for all ages and experiences throughout Downtown, such as a video screening room, computer lab, or interactive streetscape elements
- Consider working with the City to assist in developing a park on the site east of the City's Police Station, featuring programming and improvements to benefit Downtown visitors and the adjacent residential neighborhoods
- Coordinate with the City to bring local entertainment and artists- to the SIU campus
- Engage SIU's Blacksmithing School to conceptualize, design, and build unique gateway features, wayfinding elements, site furnishings, and bike racks for installation throughout Downtown.
- Coordinate with the City to establish a program that allows SIU students to create artistic designs for Downtown amenities that incorporate elements of Carbondale's culture and heritage
- Coordinate with the City to conduct a feasibility study regarding a car sharing program similar to the Zipcar program on the SIU-Edwardsville campus. If feasible, the City and University could jointly sponsor this kind of program.
- Coordinate with the City to conduct a feasibility study regarding a bike share program to make bicycle conveniently available at low costs. If feasible, the City and University could jointly sponsor this kind of program.

LEVERAGE CARBONDALE'S STATUS AS A **GIGABIT CITY**

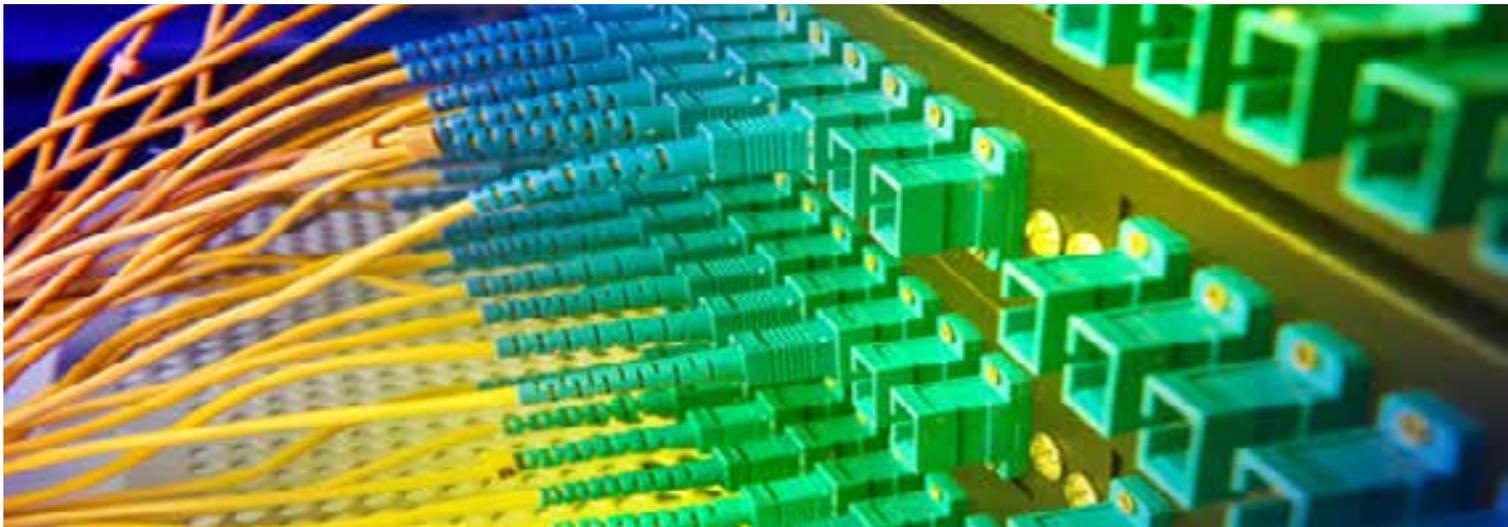


In 2014, Carbondale completed the first phase of installing a fiber optic broadband internet system, offering ultra-high speed internet and making Carbondale southern Illinois' first "Gigabit City." A Gigabit City refers to a community which offers internet at such high speeds it is measured in gigabits per second, rather than the more common megabits per second. Carbondale's gigabit network offers to user's internet speeds considerably faster than most communities in the country. While this places Carbondale at the forefront of internet speed and technology, the true meaning of this title is still evolving.

The rising popularity of gigabit networks and the establishment of gigabit cities has only started to occur in the past few years. As a result, the full extent of the capabilities offered by a gigabit network have not been fully realized yet. As noted by Denise Linn, a Master of Public Policy candidate at the Harvard Kennedy School of Government, "the [internet] speed is a catalyst for progress and innovation, not progress and innovation itself." Carbondale is well positioned to benefit from the system; however, the City is on the leading edge of this technology. It is expected that in the coming years, new innovation and technology systems will be developed that will demonstrate the true benefits of this system and better enable the community to capitalize on their early and proactive investment.

Objectives

- Maintain a national and international awareness of new developments, technologies, and other news regarding gigabit systems and other Gigabit Cities. An important element of harnessing gigabit power will be simply learning what other communities are doing, both now, and in the future as the true depth of what being a Gigabit City is fully realized.
- Attend the national Gigabit City Summit to learn about new technologies and projects being developed and used in other Gigabit Cities. Where possible, build relations with other Gigabit Cities to create a network of communities aiming to leverage similar technology.



- Explore methods to integrate gigabit technology into elements of Carbondale City government, particularly police and fire safety departments. Integration of these technologies can help improve efficiency of City government and prepare the City to immediately benefit from future innovations which will require high speed internet.
- Coordinate with SIU, SIH, and other public institutions and service providers to integrate and provide access to gigabit technology. The scope of research and development for gigabit cities currently underway is most likely to provide new innovations that will benefit these institutions, specifically improved healthcare and education technologies. Providing the infrastructure for gigabit technology will prepare these institutions to immediately benefit from new innovations as they arise.
- Establish a complete and comprehensive system of free WIFI in Downtown Carbondale. In terms of economic development, free WIFI is unlikely to draw new businesses and growth on its own. Rather, free WIFI acts as a public amenity for residents and students, supporting greater activity Downtown. While an employee is unlikely to use free WIFI when working at their desk, residents will be drawn to choose options Downtown, such as cafés, doctors' offices, or hair salons, if they include free internet access.
- Foster a creative economy through development of spaces that promote innovation, creativity, and entrepreneurship supported by high speed internet. This can include live/work spaces, cooperative work environments, shared space labs and workshops, and other methods to attract entrepreneurs and business owners who can benefit from access to high speed internet for innovation, processing, and other technology development.
- Adopt a policy allowing (solicit) broadband vendors to place fiber-optic conduit in streets during major roadwork and utility extension projects.
- Consider establishment of an "innovation district" or an area dedicated to innovation and creativity supported by the gigabit network. By designating a specific area of Downtown and encouraging development within that area, the City can foster an environment of cooperation and innovation. Downtown Carbondale provides an important nexus for this kind of development, with proximity to educational and medical institutions in a more compact setting.

SECTION 03B

ART, ENTERTAINMENT & RETAIL DISTRICT FRAMEWORK

This section presents recommendations that seek to preserve, enhance, and expand the arts, entertainment, commerce and retail within Downtown Carbondale. Once dubbed the “Music Capital” of southern Illinois, Carbondale has a rich history of arts and entertainment, and at one point in time, it was also Carbondale’s center for retail and commerce. While Downtown remains the City’s entertainment hub and some commerce and retail remains, there are ample opportunities to expand and bolster these aspects of Downtown.

ESTABLISH AN **ARTS & ENTERTAINMENT** COALITION



Expanding the City's reputation as an arts and entertainment center in Southern Illinois requires a coordinated and cooperative effort by the Carbondale community. While Downtown Carbondale is home to a variety of uses that provide arts, entertainment, and unique cultural amenities, the City lacks a dedicated organization that manages and coordinates these separate bodies and local efforts. Establishing a single organization responsible for organizing local arts and entertainment resources can help Carbondale achieve this goal.

Objectives

- Establish an Arts and Entertainment Coalition and make them responsible for coordination between entities, venues, and other stakeholders, including events, festivals, parades, art installations, and community gatherings.
- Coordinate with SIU and SIH's Memorial Hospital to ensure both are represented as part of the Arts and Entertainment Coalition, helping to incorporate these important organizations and distinctive resources into Downtown.
- Utilize the Town Square as a focal point and permanent space for outdoor events, festivals, and activities relating to arts, entertainment, and culture in Carbondale. This kind of use should be incorporated with improvements to Town Square, enabling not only outdoor recreation, but also supporting regular community events and interaction. In particular, the Town Square should include multi-use areas that could host public art, sculpture, and live music without significantly reducing open space.
- Include a "membership" program as part of the Coalition to help support and organize arts and entertainment businesses and amenities.



PUBLIC PIANOS

The City of Denver’s Your Keys to the City program places 10 pianos along the 16th Street pedestrian mall between May and September each year. The pianos are painted by local artists and are open to the public, combining both art and entertainment along the mall. A similar program in the City of Carbondale in open spaces and plaza areas throughout Downtown could reinforce Carbondale’s reputation as the entertainment hub of southern Illinois.



- Coordinate with SIU and SIH’s Memorial Hospital to bring local entertainment and artists to the SIU campus and the hospital. This could be in the form of free performances, workshops, or lectures, providing entertainment and education, while also promoting local entertainment options.
- Using the city-wide program as a guide, establish a public art program distinct to Downtown, including specific locations for art installations and parameters for thematic design. The downtown program should compliment city-wide efforts while helping to distinguish the downtown area.
- Establish a “Downtown Calendar” for events, festivals, parades, and community gatherings occurring Downtown or close to the area. This should also include entertainment events such as live music performances, concerts, and theater shows. The Downtown Calendar should be promoted through the City and Coalition’s websites and social media, the City’s website, and in kiosks proposed as part the streetscaping recommendations of this Plan. An electronic “Community Events Sign” at the Civic Center could also promote events to motorists travelling along Illinois Avenue.

REPOSITION DOWNTOWN AS BOTH A **RETAIL & ENTERTAINMENT** DISTRICT



Before World War II, downtowns and “Main Streets” were the primary business districts of a community; the central hub of all activity and commerce. Since World War II, downtowns and the “Main Street” concept have undergone significant change, primarily due to the establishment of the interstate highway system and suburbanization. Improved transportation routes and accessibility to private automobiles enabled people to travel longer distances to work or shop.

In many communities, including Carbondale, business merchants and property owners tried to counteract this decline by creating the “shopping mall.” Malls like University Mall, which opened in 1972, were believed to be a modern, more convenient, and comfortable version of a downtown. Longing for authenticity, identity, and community pride, downtowns and “Main Streets” have made a resurgence across the country. While Downtown has retained its reputation as an entertainment center for its restaurants, bars, and eateries, these have not been sufficient to compete with other shopping districts in the community and the region.

By committing to Downtown, the City can elevate the area as Carbondale’s central retail and entertainment district. By promoting and incentivizing new retail and entertainment uses mixed with long-standing restaurants and bars the City can help foster a thriving district that provides a variety of shopping, dining, and entertainment options in a healthy and revitalized Downtown.



LIVE ON MAIN

Starting in 2015, the Carbondale Music Coalition, Carbondale Tourism, and Carbondale Main Street partnered for Live on Main, a series of free, public concerts located on the streets of Downtown Carbondale. In 2015, the series included performances by The Woodbox Gang and Jason Isbell, whose album *Something More Than Free* debuted at #1 and #6 in the Billboard 200 Top Rock and Top Country charts, respectively. These performances took place directly on Monroe Street and Illinois Avenue, respectively, demonstrating the viability of utilizing roadways within Downtown for community events.

Objectives

- Encourage businesses of similar types (i.e. retail, restaurants, bars) to standardize hours of operation to provide more coordinated and cohesive Downtown, and a more consistent and predictable downtown environment for visitors and patrons.
- Brand and market the Downtown as one retail and entertainment district. This could include coordinated efforts such as sidewalk sales, "Downtown" gift certificates, and promotion of shows and events at all venues that host live performances including the Varsity Center for the Arts, the Jackson County Stage Company, the nearby Carbondale Community Arts Facilities, and all bars and restaurants.
- Prioritize establishing Downtown Carbondale as the preferred location for all special events and activities relating to arts and entertainment within the community and the larger region.
- Include entertainment events such as live performances, concerts, and theater shows as part of the recommended "Downtown Calendar."
- Continue to build upon the City's a "buy local" campaign to encourage shoppers to patronize businesses in Downtown.
- Identify opportunities for and construct outdoor performance spaces as additional parks and open space areas are added or contemplated in Downtown.
- Work with property owners to utilize vacant storefronts for display of public art and promotion of Downtown points-of-interest and events.
- Working with the Arts and Entertainment Coalition, develop a marketing campaign, including advertising in local and regional media outlets promoting Downtown Carbondale as a "district" along with Downtown activities, events, and destinations.

BOLSTER & INCREASE EVENTS & ACTIVITIES DOWNTOWN



Events and activities can attract visitors to Downtown Carbondale, generating activity, creating a greater sense of community, showcasing the downtown area, and reinforcing Downtown as a community focal point and social and entertainment center. During the public engagement process, Carbondale residents discussed numerous events and festivals they enjoyed, both past and present, including Lights Fantastic, The Great Pumpkin Race, and Sunset Concerts. While not all of these events are active, they are all well-known and many residents hope to see current ones continued and/or expanded, and past ones revived.

In addition, the simple request of “more events downtown” has been frequently heard throughout the process. Unfortunately, Downtown may currently lack sufficient space to host or expand regular large-scale events. By creating new spaces for improved community events, including new open space or utilizing parking areas or right-of-way, the City can better position Downtown to become a stronger and more vibrant center for art and entertainment.

Objectives

- Conduct an analysis of properties within Downtown to identify potential spaces for community events at varying scales. This should include a larger venue for regular Downtown events and festivals, or smaller spaces for shorter and minor events.
- Work with IDOT to establish a plan and process that could temporarily divert traffic from Illinois Avenue, allowing the right-of-way of this Downtown spine to be used for periodic special events.
- Strengthen the connection and patronage between Southern Illinois University and Downtown by encouraging SIU, and SIU affiliated groups such as the University Programming Office, alumni associations, or the Saluki Family Association, to host events and activities within the Downtown.



- Coordinate with SIU to bring nationally-recognized performers to SIU Arena and Shyrock Auditorium, with the goal of providing high quality entertainment that draws visitors from throughout Southern Illinois. Increased concerts, comedians, and other kinds of performance will support greater activity in the downtown area through ideas like enjoying “dinner and a show.” These efforts should build on the City’s past history as a destination for major performers.
- Coordinate with SIU to develop cross-promotion between the University and Downtown for all local events hosting in Downtown.
- Review past and historic events and festivals which could be revived or incorporated with other events.
- Establish new events and festivals that take advantage of Carbondale’s noted music culture, including integration of live music into other activities.
- Establish either a seasonal or year-round farmers market in Downtown Carbondale, working with local farmers, wineries, and agritourism businesses.
- Create a “Taste of Carbondale” or similar event which offers inexpensive food and drink demonstrating local cuisines and dining options. This can include both Carbondale restaurants and cafés as well as community organizations demonstrating ethnic cuisines and cultures.
- Promote the use of food trucks in Downtown as supportive amenities for events and festivals in the area. This should include an assessment of the City’s zoning regulations regarding food truck uses and the potential establishment of designated food truck areas.
- Coordinate with Carbondale Music Coalition to improve and elevate live music within Downtown. This should include the creation of an inventory of venues for live music such as the Varsity Center for the Arts as well as a coordinated Calendar showing all live music performances occurring within the area. The Coalition’s existing ties to the local and regional music scene are an invaluable resource for bringing performers to Downtown Carbondale. The City and Coalition should identify new venues or improvements which could benefit the music scene, particularly new outdoor spaces for live music.
- Consider the establishment of a pinnacle event in Downtown Carbondale that acts as the community’s premier event or festival. The event should occur annually, lasting multiple days with a full range of activities and opportunities for the community to get involved. Creating this style of event, the City should build off an existing event or identify a theme specific to Carbondale to centrally highlight within the festival. A large, pinnacle event will help support increased tourism, community interaction between diverse groups, and a tradition of cooperation. If held during the end of summer or beginning of fall, this event could coincide with students returning to SIU, acting as a “kick off” event for the school year.

MAKE DOWNTOWN INVITING FOR ALL AGES



Downtown Carbondale should be welcoming to all members of the community, and not just students. Providing a diverse range of businesses and activities will ensure Downtown belongs to the entire community, with something for everyone to enjoy – young and old. Although there are some restaurants, Downtown churches, and the Dairy Queen that appeal to people of all ages, Downtown for most part has a strong emphasis on students and generally does not provide sufficient activities for children, teenagers, and young families. As a result, a large segment of the Carbondale population has little, if any, reason to visit Downtown. Further, this lack of activity in the Downtown may impact the overall desirability of the entire City, particularly to young adults and new families. Carbondale should seek ways to bring children and teenagers into the Downtown through new businesses, interesting attractions, and a variety of outdoor recreational activities.

Objectives

- Downtown can become more family friendly through new uses and business, and through improvements in open spaces and the public right-of-way. The City should provide outdoor recreational amenities for children in Downtown's open spaces and solicit business that provide "hands-on" and interactive experiences for children, such as hobby or toy stores to locate in Downtown. An interactive model train as part of a Railroad Heritage Museum is another example of how the City can make Downtown more family friendly.
- Provide recreation and gathering areas that are desirable for all ages, including young children, teenagers, students, adults, and senior citizens.
- As new development occurs throughout Downtown, encourage developers to provide outdoor gathering spaces and plazas as a public amenity associated with their development.
- Working with local businesses, public agencies, the University, and others, the City should continuously identify ways to integrate unique and engaging amenities and experiences throughout Downtown. A video screening room or theater with an adjacent snack shop, computer labs or internet cafes utilizing the City's fiber optic broadband internet system, or interactive streetscape elements are examples of how the City can help provide a fun and engaging atmosphere in Downtown Carbondale.



INTERACTIVE ART IDEAS

1) Musical Swings

The *21 Balancoires (21 Swings)* installation in Montreal, Canada combines pre-recorded sounds with movement. Riding on the swings results in different notes from pianos, xylophones, and other instruments, creating fun melodies as multiple swings are used.

2) LED Seesaws

The *A Tilt of Light* installation in Melbourne, Australia includes LED lighting stripes tucked inside the body of a seesaw. As the seesaw tilts back and forth, the lights move where weight is shifted, demonstrating the kinetic physics of playground equipment in a fun learning experience.

3) Inflatable Sculptures

The *Rainbow City* installation, created to celebrate the opening of New York City's High Line, included a variety of inflated sculptures and structures. Made to mimic oversized children's toys, visitors were encouraged to move and play with the installation.

4) Flexible Grass Fields

The *SWAY'D* installation in Salt Lake City includes more than 1,000, 10 foot nylon rods, designed to look like a giant field of grass. As visitors walk through the field, the blades of grass hit against each other, causing ripples of movement.

5) Bubble Features

The *Bubble Building* installation in Rotterdam, The Netherlands, includes fountains filled with soapy water. By lifting flexible steel frameworks that rest on the top of the ponds, visitors can create bubbles of all sizes and shapes.

6) Interactive Lights

The *Light Drift* installation in Philadelphia displayed a group of 90 colored orbs floating in the Schuylkill River. These orbs changed colors based on pedestrians moving along the adjacent riverwalk, using a system of sensors to capture movement.

EXPAND OPEN SPACE & RECREATION OPPORTUNITIES



The public space of Downtown Carbondale is comprised of sidewalks, roadways, parks, plazas, and community gathering spaces. Currently, public space in Downtown Carbondale is largely comprised of space dedicated to moving through the area rather than spending time there. The City should seek the expansion of public spaces in Downtown to provide space for events and festivals, enjoying public art, meeting friends, or simply relaxing. These spaces will help convert Downtown from a collection of separate businesses to a welcoming neighborhood at the community's core. Furthermore, if designed and developed uniquely, parks in Downtown Carbondale can become destinations in themselves, helping draw people and families to Downtown. New public spaces in Downtown should include the following:

- **Town Square.** As a community focal point, Town Square should be repurposed as a park space. Removing parking within the Square would create space for programming that supports community gatherings such as festivals, concerts, and block parties. This should include features like splash pads & water features, a band shell or stage, public art, or benches and picnic tables. The Town Square open space provides an opportunity to gather support from SIU, SIH, other service providers, and residents. This would bring together a diverse range of individuals and build greater interest and personal investment within Downtown.
- **Pocket Parks.** Pocket parks are small green spaces often of less than a few thousand square feet. They usually include landscaping, seating, and visual interest intended to provide aesthetically pleasing spaces in which visitors can relax and spend time.
- **Plazas & Open Spaces.** Plazas are small publically accessible spaces, often reclaimed space from setbacks, building gaps, or small and difficult to develop parcels. These unique spaces should be inviting areas for relaxation, providing relief from the urban environment. Amenities they can provide include benches, shade, water features or elements, landscaping and flower beds, and public art.
- **Community Parks.** Downtown is a unique space that belongs to the entire City. Regardless of size, parks within the Downtown should be considered Community Parks, designed for the everyone. Downtown parks are patronized by Downtown's employees and visitors and not exclusively Downtown's residents.



DOWNTOWN SKATING RINK

From December 2015 to January 2016 the Town Square Parking lot was the site of a temporary skating rink, which was open to the public and offered skate rentals, with all proceeds going to fund the Park District's Super Splash Park project. In addition, Jackson County Healthy Communities Coalition utilized funding from their Plan4Health grant to host two days of free skating for local youths, including the Boys & Girls Club of Carbondale and the I Can Read Program. The temporary skating rink was a prime example of the style of use that the Town Square should support throughout the year. Improvements to the area should enable similar activities and recreational opportunities that increase community interaction and vibrancy within Downtown, including continued use as a seasonal skating rink.

Objectives

- Conduct a review of properties in Downtown and establish a plan that identifies potential new parks, plazas, and gathering spaces. This should include a prioritization schedule based on feasibility and availability of land and incorporate potential programming to create recreational opportunities. As part of a plan identifying potential new parks, incorporate programming that will create recreational opportunities unique to Downtown Carbondale.
- Consider removal of the public parking lot in the Town Square, allowing the entire site to become a traditional Town Square providing a central open space in Downtown. Parking lost as part of this project can be reclaimed with angled or 90-degree parking (nose into the park) along Jackson Street and Washington Street.
- The large vacant site east of the City's Police Station is well suited for a park site. A park in this location should feature programming and improvements to benefit Downtown visitors and the adjacent residential neighborhoods. A children's playground, skate park, splash pad, or any other unique amenity could help draw visitors to Downtown, utilizing the paved tarmac remaining from the previous tennis courts on the site. The City should also consider programming and amenities to help tell the story of Carbondale's historic past.
- Provide incentives to incorporate public plazas and open spaces as part of future redevelopment in the Downtown, such as potential developments directly north and south of Walnut Street between Washington Street and the Railroad, and the "island" area of Downtown, located between Mill Street and University Avenue.
- In conjunction with, or to incentivize, development of vacant parcels adjacent to the railroad, consider establishing of a pedestrian-activated plaza utilizing the public right-of-way along Washington Street between Main Street and Walnut Street. Designing this space as a "living street" would be a unique area of Downtown, and could dramatically transform this area of Downtown and serve as a catalyst for private development and reinvestment. This plaza should be designed with no clear divisions between the motorized and non-motorized space, giving drivers, cyclists and pedestrians equal priority and incorporate decorative pavement materials, street furniture, landscaping/planter boxes, gateway treatments, and areas for social interaction. Closing this street periodically could allow this space to accommodate special events and activities in Downtown.
- Conduct a study to determine the feasibility of a community recreation center in the Downtown. This study should take into account potential sites, costs, and impacts of such a development.

PROMOTE PUBLIC ART



Downtown Carbondale should stand as an attractive district that welcomes individuals to the community and demonstrates the depth of local culture. Public art can help develop a sense of community pride, facilitate social interaction, encourage healthier life styles, and reduce vandalism. Murals, sculptures, and installations provide an opportunity to feature community artists, tell local stories, and create interactive public spaces. Carbondale has a rich art community that includes both local artists and art students; however, “spaces” for art in Downtown will need to be identified.

The City should work closely with Carbondale Community Arts (CCA), who in fall of 2015 finished renovation and moved into the former public library building in Downtown Carbondale. This new site brings CCA closer to the community’s center and helps emphasize public and community arts in Downtown. The City should support activities and initiatives of the CCA and utilize them as a resource for organizing and installing public art displays and installations.

Objectives

- Conduct an analysis of all City-owned properties and rights-of-way to identify locations for public art displays in Downtown. Coordinate with business owners to identify additional spaces at key destinations throughout the area, including large blank facades on the buildings throughout.
- Include new public art spaces as part of any new parks, plazas, or gathering spaces.

SEIZE TEMPORARY OPPORTUNITIES

Blank walls and fences can create an empty and uninviting appearance, and convey the appearance of an unsafe environment. Where these areas exist, whether permanently or temporarily, the City can engage local artists to repurpose these visual impediments. One example is Cindy Chang's *Before I Die* project, installed on the plywood walls surrounding an abandoned house in her New Orleans neighborhood. The project used chalkboard paint, chalk, and a spray paint stencil to prompt viewers "Before I Die I Want To ____." The wall quickly filled with answers from the surrounding community, and the concept has spread to over 70 countries. Other prompts have also been used, such as "I wish this was..." or "In my Downtown I want to see..." to measure what residents want to see done with vacant buildings and undeveloped lots. These kinds of installations convert private barriers into spaces for community interaction and expression.



CHAIN LINK FENCE ART

Chain link fences are often thought of as an eyesore, reminiscent of construction sites and considered the cheapest form of fencing. More recently, municipalities, artists, and private property owners have attempted to improve the look of chain link fences through art. One example is the street art duo Hyde & Seek from Adelaide, Australia, who use paper cups, yarn, and paint chip papers to create one of a kind art installations on chain link fences. Other artists across the globe have used a variety of materials to beautify fences. Ideally chain link fences would not be permitted Downtown, but where they already exist, the City should work with property owners to beautify chain link fences, especially the prominent fencing around the Amtrak station.

- Work with local property and business owners to identify building facades and blank walls that can be used for painted murals. These murals can be used to depict local culture, history, and stories important to Carbondale and the downtown area, such as the City's railroad heritage.
- As part of potential streetscape or infrastructure projects, incorporate artistic elements and local artists to create a more cohesive identity in the Downtown. For example, local artists could provide hardscape designs to be incorporated into sidewalk segments during improvement projects.
- Coordinate with local artists and SIU students to create artistic designs for Downtown amenities that incorporate elements of Carbondale's culture and heritage. The City should engage SIU's Metalsmithing School to conceptualize, design, and build unique gateway features, wayfinding elements, site furnishing, and bike racks for installation throughout Downtown.
- Establish a program to display local student art in spaces Downtown. This could include an annual contest to fill rotating art spaces or an opportunity for SIU art students to curate a specific art space as a class project.
- Work with property owners to utilize vacant store fronts for display of public art and promotion of investment opportunities, eliminating the "empty" or "vacant" look of unoccupied properties in the Downtown.
- Encourage property owners to work with the local art community to create innovative ways of screening parking lots and vacant properties from the public right-of-way.

SUPPORT **GRASS ROOTS** INITIATIVES



The revitalization of Downtown Carbondale is a community effort that will rely not solely on top-down actions from the City itself, but also bottom-up initiatives from the community. The efforts of individuals, non-profit organizations, and volunteer groups help support the vision of the Plan and build a strong downtown Carbondale. As the City works toward reinventing itself, local organizations and grass roots initiatives should not only be included in the process, but a priority of the City as they provide valuable local resources that can help tremendously with Downtown Revitalization.

Objectives

- Throughout the country, there is a “local food movement”, which aims to connect local growers and food producers with local retailers and consumers. Citing benefits of more self-reliant and resilient food networks, improvement to local economies, local health, the environment, and the social fabric of a community.

Incorporating a dedicated community garden or agricultural area as part of the potential new open space east of the public safety building could support local food and farm to table. This area could be maintained by community members in cooperation with local farmers and provide an educational space for local food options. Coordinate with Food Works, Southern Illinois Farming Alliance, and other related organizations to include locally grown food options as part of a farmer’s market Downtown.



- Encourage the installation of Little Free Libraries in the Downtown. These DIY libraries allow individuals to borrow and share books with a “take a book, leave a book” concept. These unique amenities often placed along the sidewalk can promote pedestrian activity and help build social capital in Downtown.
- As parking recommendations of the Downtown Plan are implemented, the City should convert some of the existing or removed parking meters to pieces of public art and charity donation boxes, themed or painted to a specific local charity or non-profit organization. Conversion will depend on updates to public parking in Downtown and changes that see removal of unnecessary parking meters.

- Establish a program for the short-term, non-permanent use of vacant properties in Downtown as box-top urban agriculture. Use of these parcels for urban agriculture and gardening will provide a short-term solution to the appearance of vacancy in Downtown. In addition, urban agriculture could be used as community projects, bringing together residents, local food growers, and partners from SIU and SIH’s Memorial Hospital. It is important to note that redevelopment of these properties is heavily prioritized and should be given precedence over their use for urban agriculture. Urban agriculture projects should be short term and considered temporary, and these limitations should be communicated to those involved. If appropriate, stable urban agriculture can be relocated within Downtown or to more permanent locations in the surrounding community.

- Review future development proposals, infrastructure projects, and streetscape improvements, promoting the implementation of sustainable practices where appropriate. This should include industry recognized Best Management Practices (BMP) and Low Impact Design (LID).

CONTINUE TO PROMOTE LOCAL TOURISM



Carbondale and the surrounding region offers a full range of tourist destinations, entertainment options, and cultural amenities. Although some of these resources remain isolated from Downtown, Carbondale Tourism, and the Civic Center are acting as a central hub for local tourism, where visitors can obtain information about local tourist destinations both within Downtown, the City, and surrounding region. The Downtown area should continue to act as a “starting point” that easily provides a taste of what Carbondale offers, promoting local tourism.

Objectives

- Coordinate with SIU, the Arts and Entertainment Coalition, and related stakeholder groups to compile, organize and display the archived historic railroad items in a dedicated railroad heritage museum to attract and educate visitors.
- Promote regional wine trails, such as the Shawnee Hills Wine Trail. This could include establishing a shared use wine tasting room in Downtown, where multiple vineyards can offer tastings on a rotating schedule.
- Provide resources and materials that showcase the natural beauty of the region. This could include promoting important natural resources like Giant City State Park and Shawnee National Forest.
- Develop incentives or programs to encourage the use of architectural or landscape elements that are inspired by local cultural amenities, such as Buckminster Fuller, the City’s unique railroad history, or the natural beauty of the surrounding region, such as Giant City State Park.
- Explore the possibility of creating additional self-guided tours both within the Downtown and the larger community, building off the Town Square Audio Tour. This can include driving, walking, and biking tours themed to historic structures and sites, natural resources, or wineries and breweries.

BUCKMINSTER “BUCKY” FULLER

From 1959 to 1971, Carbondale was home to R. Buckminster “Bucky” Fuller, a noted American architect, theorist, and inventor. Fuller became most famous for his unique designs, including the geodesic spheres and the infamous “Bucky” dome. He was also an early pioneer of eco-friendly and “green” thinking. Fuller worked as a professor in the Design Department at SIU and during his time in Carbondale produced some of his most noted work and patents. As appropriate, the City should capitalize on this unique resource by incorporating design elements that reference Fuller’s work and distinctive style. This could be applied to streetscaping efforts, wayfinding signage, and creation of new public spaces, particularly in Town Square and east of the Police Department.

EMPOWER COMMUNITY CHAMPIONS



Carbondale has a history of community activism, with individuals and groups of community members coming together to see change has created positive impacts throughout the community, particularly in Downtown. In the 1980s, a group of residents and business owners voiced their concern about the future of Downtown Carbondale. Their efforts eventually lead to the first Downtown Plan (1990) and creation of the Town Square area. Similar concerns lead to the desire to update the 1990 Downtown Plan, and resulted in the formation of the Downtown Advisory Committee – a group of 20 individuals all with a strong desire and commitment to Downtown Carbondale.

The implementation of this Plan and the revitalization of Downtown will need community champions to act as stewards of the City's vision for Downtown. Whether members of the DAC continue to stay involved, or passionate individuals or groups with strong interest in particular areas should be empowered to lead or participate in revitalization efforts and help realize the goals and objectives of the Downtown Carbondale Master Plan.

Objectives

- Growing Carbondale's entrepreneurial environment and supporting business development and innovation in Downtown will play an important role in Downtown's revitalization and should be a priority of the City. The City's Economic Development Office, Carbondale Main Street, or a new position or entity altogether should support and foster entrepreneurship through allocation of resources, education, mentorship, and promotion.
- Maintaining a regular "downtown" dialogue with residents and businesses is essential to keeping Downtown Revitalization as a priority for the City. By establishing periodic, but regular meetings (i.e. every quarter), the City can report on progress, success, and offer opportunities for additional dialogue to identify and address new issues and concerns.
- Foster and promote an "open door" policy with City officials and staff, encouraging and supporting local activism for all things downtown, encouraging greater communication between passionate individuals and the City as it relates to Downtown.

SECTION 03C

PARKING & TRANSPORTATION FRAMEWORK

An ideal transportation system in a downtown area is a comprehensive and multimodal network of facilities that provides convenient access to goods and services, efficient vehicular circulation, safe mobility for pedestrians and bicyclists, and adequate parking for patrons and employees. The transportation system in downtown Carbondale has many of these desirable features and offers a multimodal network of streets, truck routes, public transit, rail transportation, and bicycle/pedestrian facilities.

The Parking & Transportation Framework outlines the existing parking and transportation system in downtown Carbondale, identifies issues, and offers strategies to improve current conditions and achieve the objectives of the local residents and business community. The framework is based on information obtained from a variety of sources, including the City of Carbondale, Jackson County Highway Department, Southern Illinois Metropolitan Planning Organization (SIMPO), Illinois Department of Transportation (IDOT), Amtrak, Southern Illinois University-Carbondale, Jackson County Mass Transit District, and visual assessments and field reviews.

PARKING IN DOWNTOWN



Parking in Downtown should be adequate to support the needs of all downtown users, including business patrons, employees, residents, and event attendees. This section assesses the current parking supply in downtown Carbondale against the current parking demand, recommends improvement to the existing parking facilities to maximize parking capacity and efficiency, and identifies potential options for the shared-use of existing parking facilities and the development of new parking facilities.

PARKING SUPPLY & DEMAND

Public parking in Downtown Carbondale is provided along city streets and within the City's 12 public parking lots. In total, there are currently approximately 819 metered public parking spaces, including 595 parking spaces in the City's lots and 224 spaces along the street that are available at all times. There are another 93 unmetered parking spaces in the Carbondale Civic Center lot that are reserved for City employees on weekdays from 7:00 A.M. to 5:00 P.M. but available for public use after 5:00 P.M. on weekdays and all day on weekends.

METERED PUBLIC PARKING LOTS

<i>Lot #</i>	<i>Location</i>	<i>Capacity</i>
6	303 S. Illinois Ave.	20
7	108 N. Illinois Ave. (Town Square Pavilion)	43
8	611 S. Illinois Ave. (behind Fat Patties Restaurant)	50
11	110 S. Illinois Ave. (across from Mary Lou's Grill)	75
12	Amtrak Station	43
13	413 S. Illinois Ave. (Amtrak Station to College St.)	106
14	200 S. Illinois Ave. (Carbondale Civic Center)	40
16	169 N. Washington St. (across from Tres Hombres Restaurant)	70
19	149 S. Washington St. (across from Newell House)	56
23	100 E. Jackson St. (next to Longbranch Cafe)	33
25	209 S. Illinois Ave. (behind Christaudo's Café & Bakery)	41
26	901 S. Illinois Ave. (behind Harbaugh's Cafe)	18
TOTAL		595



THE COMBINED PARKING INVENTORY IN DOWNTOWN CARBONDALE (PUBLIC AND PRIVATE) OFFERS OVER **4,300 PARKING SPACES** FOR DOWNTOWN CUSTOMERS, EMPLOYEES, AND RESIDENTS.

In addition, there are over 3,400 marked parking spaces (and many more unmarked spaces) in numerous private parking lots in the downtown area or City-owned lots reserved for private use, including approximately 1,300 on the Memorial Hospital of Carbondale property, as well as a few blocks of unregulated public street parking (82 spaces) on the periphery of the downtown core.

The number of public parking spaces has diminished by approximately 354 spaces over the past couple of years as landowners have canceled leasing arrangements with the City (e.g., Renfro Street lots behind Delish 7 Grill and University Plaza, Freeman Street lot across from Campus Shopping Center), new leases have been executed with the City (e.g. Evolve use of Lot 2), or lots have been sold by the City for development (e.g., Lots 20/21 to Evolve, Lot 9 to future Home2 Suites by Hilton Hotel) or private parking use (e.g. Freeman Street lot across from Quatro's Pizza).

Many of these spaces continue to be available to the public but are under private ownership, while others remain under City ownership but reserved for private use (e.g. Evolve). Further, future new developments like the Home2 Suites Hotel have parking contingencies that will result in more parking on-site, albeit private, than was available when the site was used as a public lot (former Lot 9).

The City has offset the loss of public parking, to some degree, by the development of new public parking lots, such as Lot 8 (50 public spaces) along the east side of Illinois Avenue behind Fat Patties restaurant, and new metered on-street parking (6 spaces on Illinois Avenue in front of Evolve). The City has plans to add additional public parking in the near term by constructing a temporary public lot (55 spaces) just north of the Amtrak station when construction begins on the new hotel in 2016, by extending Lot 26 (behind Harbaugh's Café) to the north and south (up to 29 new spaces) in 2017, and by extending Lot 8 north to College Avenue (30 new spaces) when the Sidetracks property is acquired from the CN Railroad in May, 2017.

Demand for parking in the downtown peaks during the midday lunch period on weekdays and in the evenings. Spot checks of parking occupancy performed on Thursday, December 3, 2015 during the late-morning (11:00 A.M.-Noon) and early evening (7:00-8:00 P.M.) time periods indicated that parking opportunities overall were generally plentiful in the public lots although some lots were more heavily utilized than others.

The public lots receiving the highest use are located in the downtown core area along Illinois Avenue from Main Street south to Cherry Street, including Lot 11 (across from Mary Lou's Grill), Lot 12 (Amtrak station lot), and Lot 25 (behind Christaudo's Café). During these peak time periods, metered street parking was near fully-utilized on Illinois Avenue (Elm Street-Mill Street) and Washington Street (Jackson Street-Monroe Street), but generally available on most of the other downtown blocks.

COMPREHENSIVE DOWNTOWN PARKING STUDY

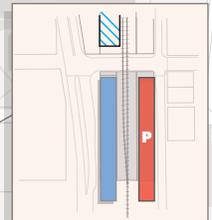
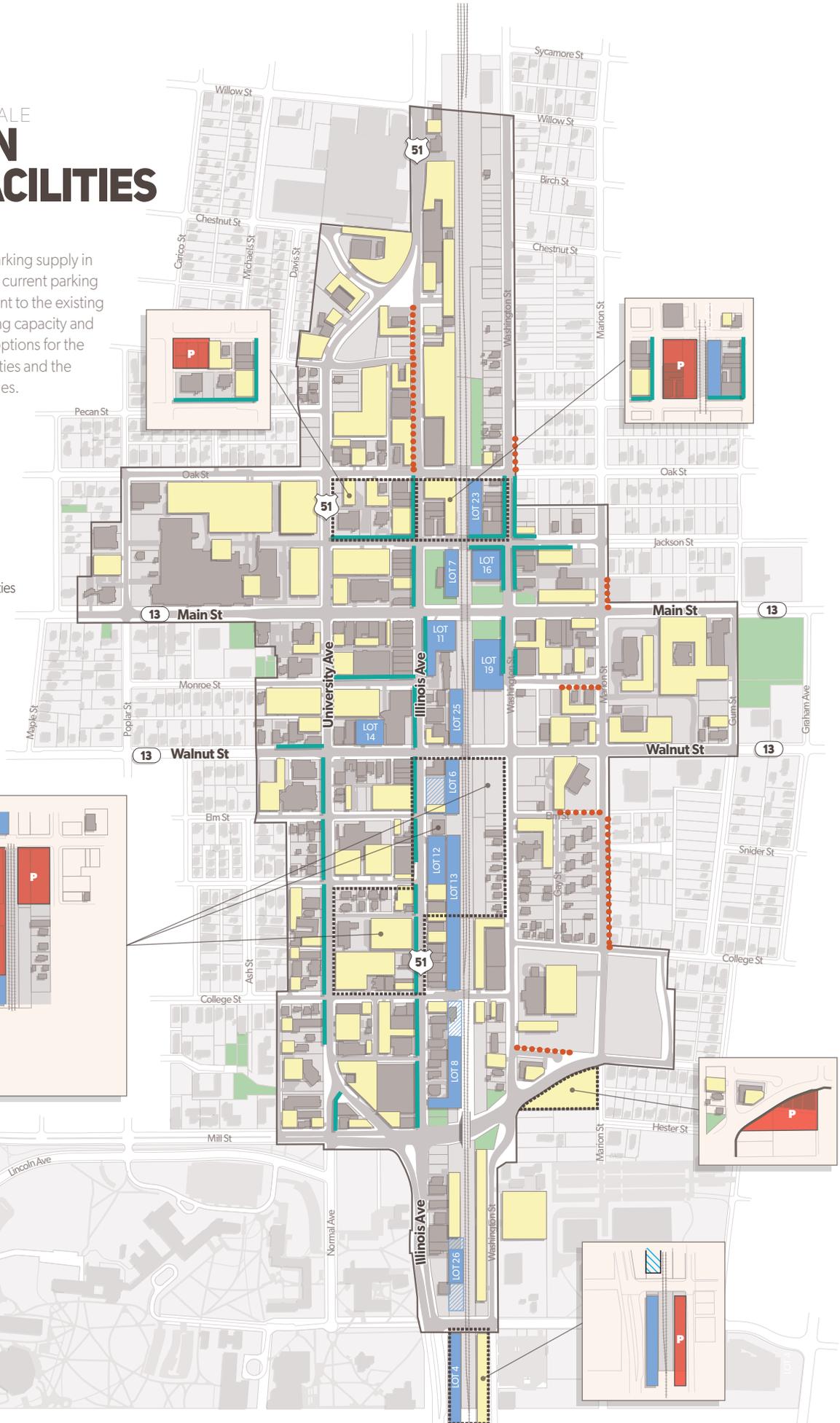
The City should conduct a comprehensive downtown parking study to obtain more detailed parking demand data by location, time period, and day of week, including event days, to quantify future parking need, refine potential public parking locations/feasibility, and evaluate cost implications of parking operations/management efficiencies.

IN GENERAL, WHILE THE NUMBER OF DOWNTOWN PARKING SPACES OPERATED BY THE CITY FOR PUBLIC USE HAS DECLINED, THE TOTAL NUMBER OF PARKING SPACES IN THE DOWNTOWN AREA (BOTH PUBLIC AND PRIVATE) WILL HAVE INCREASED BY APPROXIMATELY 200 SPACES UPON COMPLETION OF THE HOME2 SUITES HOTEL AND NEW PUBLIC LOTS.

DOWNTOWN CARBONDALE PARKING FACILITIES

This section assesses the current parking supply in downtown Carbondale against the current parking demand, recommends improvement to the existing parking facilities to maximize parking capacity and efficiency, and identifies potential options for the shared-use of existing parking facilities and the development of new parking facilities.

- Key**
-  Public Parking Lots
 -  Private Parking Lots
 -  Planned Public Lot Extension
 -  Potential Future Public Parking Facilities
 -  Metered Street Parking
 -  Non-Metered Street Parking



FUTURE PARKING OPTIONS

Many downtown users perceive parking to be in short supply when parking is not available in front of or adjacent to the desired destination. The parking supply and demand assessment indicates that the overall parking supply is adequate but could be enhanced within the downtown core along Illinois Avenue that receives the heaviest use, particularly as new development comes on line. Options could include development of new centrally-located facilities, shared-use of existing facilities, and parking management modifications that increase turnover, among others. Further, streetscape beautification efforts make walking more appealing, allowing these parking facilities to serve areas 2 or 3 blocks away or within a 5-minute walk.

Objectives

- Explore feasibility for new public parking facilities in areas of high demand to maintain supply of convenient employee and patron parking, reduce walking distances, and promote commerce.
 - Incorporate parking structure into future multimodal transportation center on site of current Amtrak station and Lots 6, 12 and 13 providing weather-protected connection to the building and potential elevated connection to Home2 Suites Hotel. Parking capacity in excess of parking replaced (>250 spaces).
 - Alternately, develop parking garage for multimodal transportation center on the east side of railroad with elevated building connection spanning the railroad.
 - Acquire First Mid-Illinois Bank & Trust surface lot on Hospital Drive and redevelop property into a centralized, city-owned parking structure with commercial frontage along Illinois Avenue. Parking capacity in excess of parking replaced (>107 spaces).
 - Extend Lot 19 (149 S. Washington across from Newell House) south to Walnut Street (>60 spaces).
 - Replace the existing gravel parking lot on the east side of Illinois Avenue (Jackson Street to Oak Street) with a new City parking lot to replace parking potential removed from Town Square.
- Install real-time parking count signs on the outside of new parking garages.
- Explore feasibility for new remote public parking facilities for event days (with possible shuttle service) or future downtown resident overflow parking.
 - Reconstruct and re-use the City's former Lot 3 (previously leased to SIU) located along the east side of the railroad south of Grand Avenue (137 spaces).
 - Complete a land swap with SIU to exchange the former Lot 3 with SIU's Washington Square Complex lot at Mill Street and Marion Street (126 spaces) which is more proximate to The Strip.
 - Acquire private property at southeast corner of University Avenue and Oak Street and develop a new parking lot.
- Explore shared use of private parking facilities on weekday evenings and on weekends and post parking policies at the lots and on the City's website.
 - First Mid-Illinois Bank & Trust lot on Hospital Drive
 - Memorial Hospital of Carbondale parking garage (upper levels)
 - Carbondale Civic Center employee lot
 - Bank of Carbondale lots
 - First United Methodist Church lot

IMPROVEMENTS TO EXISTING PARKING FACILITIES

The street parking spaces along Illinois Avenue, University Avenue, Washington Street, Jackson Street, and Monroe Street are mostly regulated with parking meters that are enforced from 8:00 A.M. to 6:00 P.M., Monday through Saturday, and have time limits ranging from one hour to 24 hours. Parking in the public lots is also metered or requires a parking permit purchased from the City. Use of these public spaces can be increased to benefit downtown businesses and visitors, and the spaces can be managed better to reduce capital and maintenance costs to the City, while at the same time encouraging more sustainable, environmentally friendly travel behaviors and lower auto ownership levels. While the City has made great strides in maximizing parking capacity by consolidating public lots to the rear of the businesses along Illinois Avenue, the private parking facilities remain detached from each other and result in a multitude of curb cuts and unnecessary traffic and pedestrian conflicts.

Objectives

- Replace unsightly street parking meters with kiosk system (i.e., pay-and-display technology) to improve streetscape aesthetics and reduce meter maintenance and replacement costs.
- Convert 24-hour metered street parking regulations in commercial areas to shorter-term (2-hour) limits to foster parking turnover and deter employee parking.
- Replace meters in public parking lots with kiosk system, similar to Lot 7 (Town Square Pavilion) to enhance landscaping opportunities and reduce meter maintenance and replacement costs.
- Add overnight parking spaces in Lot 12 (Amtrak station) similar to the spaces in the adjacent Lot 13.
- Implement a car sharing program jointly sponsored by City & SIU similar to the Zipcar program on the SIU-Edwardsville campus.
- Dedicate preferential parking spaces in public lots for no- or low-emission vehicles, car-sharing services, carpools and/or vanpools. Encourage larger private businesses to do the same in their parking lots.
- Reconstruct Lot 6 (303 S. Illinois Avenue) and Lot 26 (behind Harbaugh's Cafe) to increase utilization and capacity.
- Replace the Federal standard green and white parking guide signs at the public parking lot entries with more prominent and attractive parking identification signs.
- Incorporate parking guide signage into the downtown destination signage system to reduce circulation and confusion.
- Consolidate curb cuts & interconnect private parking lots, particularly along segments of Illinois Avenue, College Street, and Hospital Drive.

DOWNTOWN TRAFFIC PATTERNS & CIRCULATION



Downtown Carbondale has a traditional street grid that is bisected by the Canadian National Railway and dominated by two high-volume one-way couplets under IDOT jurisdiction (US 51 and IL 13). While these one-way couplets form the backbone of the downtown street system and should provide efficient vehicular connections to the local streets, businesses, public facilities, and hospital, they should also be designed to accommodate a safe walking and biking environment reflective of the mixed-use nature of Downtown.

INTERSECTIONS & STREETS

There are 16 intersections in downtown Carbondale under traffic signal control, all but one of which is located on either US 51 or IL 13 and under IDOT control. The City controls the traffic signal at Mill Street and Washington Street. Traffic signal progression is provided via radio interconnect. There are also 10 intersections in the downtown area under all-way stop control. The remaining intersections are under one-way or two-way stop control.

Carbondale's downtown streets are classified in a hierarchical structure that defines their role in the transportation system and their eligibility for certain types of federal transportation funds. The street classifications include principal arterials, minor arterials, collectors, and local streets with each street classification serving as a collecting/distributing facility for the next higher classification in the system.



PRINCIPAL ARTERIAL

The principal arterials are the major north-south (US 51) and east-west (IL 13) arteries in downtown Carbondale, both of which bifurcate into one-way couplets and are controlled by IDOT. Both state routes are also classified by IDOT as Class II truck routes. The principal arterials have wide three- to four-lane cross-sections with turn lanes and/or parking lanes. Each leg of US 51 carries up to 9,800 vehicles per day (including 500 trucks) while each leg of IL 13 carries up to 20,900 vehicles per day (including 1,100 trucks).

Principal Arterials in Downtown

- US 51 (Illinois Avenue; University Avenue)
- IL 13 (Main Street; Walnut Street)



MINOR ARTERIAL

The minor arterials are maintained by the City and accommodate somewhat shorter trips to and from Downtown. These streets include Mill Street and Grand Avenue, both of which are four-lane streets carrying traffic volumes ranging from 10,000 to 16,000 vehicles per day. Mill Street also offers the only grade-separated crossing of the Canadian National Railway in the downtown area, which is an important distinction from a circulation, safety and emergency-response perspective.

Minor Arterials in Downtown

- Mill Street
- Grand Avenue



COLLECTOR

The downtown collectors are generally two-lane streets, with or without parking, that are maintained by the City and distribute traffic between the arterials and the local streets. These lower-volume streets carry up to 2,400 vehicles per day and include College Street, Marion Street, Oak Street, Poplar Street, Sycamore Street, and Washington Street. The remaining downtown streets are low-volume local streets that are generally two lanes wide and provide access to private properties and street parking for adjoining residences and businesses.

Collectors in Downtown

- College Street
- Marion Street
- Oak Street
- Poplar Street
- Sycamore Street
- Washington Street



ONE-WAY VS. TWO-WAY

The two one-way couplets in downtown Carbondale provide both benefits and challenges. The system prioritizes the auto and truck traffic and allows for quicker movement of vehicles, which is achieved by synchronizing traffic signals, eliminating the need for left turn lanes and separate left-turn signal phasing, and reducing vehicular conflict points. On the other hand, two-way streets better balance the needs of the vehicle and pedestrian. Travel speeds on two-way streets can be slower as there are more conflict points, which makes the street feel safer and more welcoming for pedestrians. Two-way streets also increase the visibility of adjoining businesses as there can be more volume on the street, moving at slower speeds, and with less inconvenient around-the-block circulation.

The IL 13 one-way couplet carries the highest volumes of auto and truck traffic in Downtown Carbondale, much of which is passing through en-route to other destinations to the east and west of Downtown. There are few businesses with frontage on IL 13 and parking is generally not provided on the two streets that comprise the one-way pair, Main Street and Walnut Street. The high volume of traffic is well-served by a one-way system and the street capacity that is provided along the two streets, and the Downtown Plan does not recommend altering the configuration of IL 13.

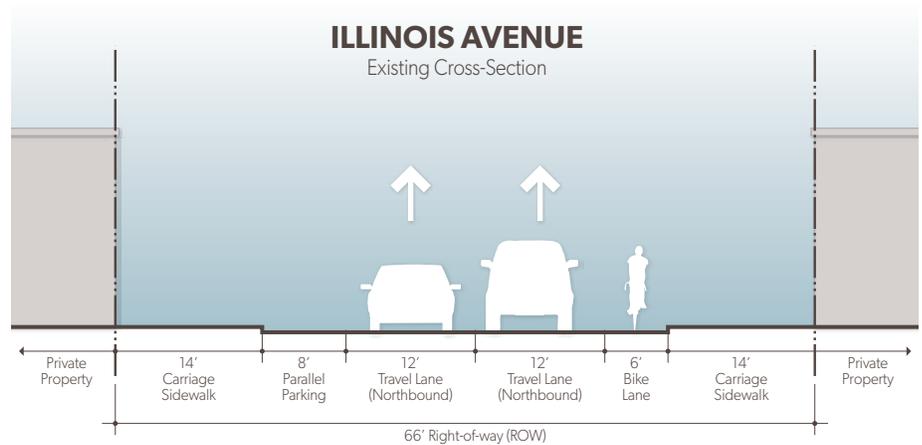
The US 51 one-way couplet, on the other hand, carries one-half the volume of IL 13, resulting in excess street capacity that contributes to higher travel speeds, broader distribution of truck traffic through Downtown, less traffic exposure for local businesses, and increased traffic circulation. IDOT has jurisdiction over US 51, and the US state route designation is applied to both streets in the one-way pair, Illinois Avenue and University Avenue. Any operational changes to these streets to convert to two-way flow would require IDOT to reassign the US state route designation to only one of the streets, and it must be a street providing two-way flow.

The interests of the City and IDOT are best served by an efficient flow of traffic on US 51 that does not create congestion in Downtown. IDOT has indicated that a single two-way street with the US 51 designation would require a five-lane cross-section (two lanes in each direction with a center turn lane) to maintain efficient flow, which would have substantial land use impacts and require the elimination of street parking, bicycle lanes and parkways. As such, any two-way scenario should consider the conversion of both Illinois Avenue and University Avenue to two-way flow in order to assuage such impacts. Illinois Avenue could become the primary business route for local traffic and the major pedestrian street. University Avenue could carry the US 51 state route designation and be posted as the Downtown bypass route for auto and truck traffic.

There are several steps that would need to be completed for IDOT to consider a two-way conversion of US 51 and a jurisdictional transfer of the street. Because of the time frame associated with these steps the, unknown likelihood of IDOT acceptance, and the resulting cost implications to the City, the Downtown plan tentatively recommends maintaining the one-way configuration of US 51 recognizing that the future studies and other potential improvements may make a more downtown-friendly two-way configuration feasible.

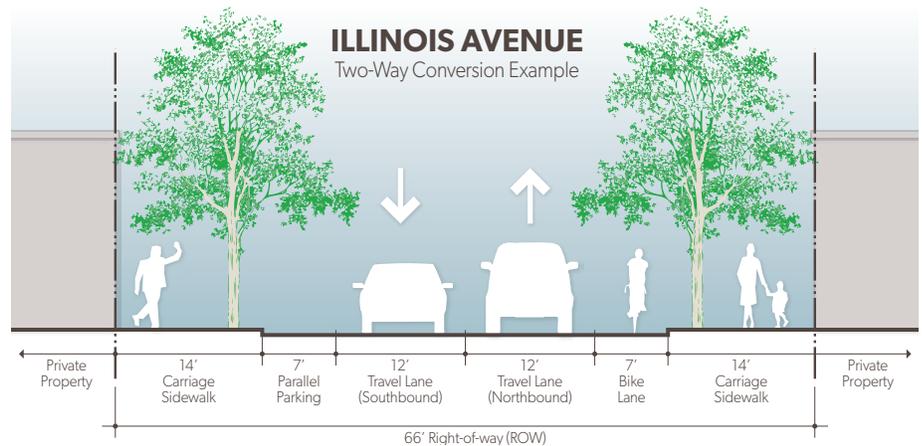
TWO-WAY CONVERSION CROSS-SECTIONS FOR ILLINOIS AVENUE

This two-way conversion cross-section for Illinois Avenue design, however, would need to be proven to be feasible based on the downtown two-way traffic study to be completed. It also assumes that the US 51 state route designation would likely remain on University Avenue only and that University Avenue would be converted to two-way flow as well.



TWO-WAY CONVERSION CROSS-SECTION FOR ILLINOIS AVENUE (ELM STREET - MILL STREET)

In general, the right-of-way (ROW) is 66' along Illinois. The street within that ROW widens to approximately 40' from Elm Street north to Monroe Street, then 50' from Monroe Street to Jackson Street, then back to 40' north of Jackson Street. The ideal design for two-way flow along Illinois Avenue is one that would not encroach on the pedestrian realm and would offer curbside parking for businesses on both sides of the street. This could only be accomplished, within the current curb-to-curb dimension, with a single travel lane in each direction. Where the street is a little wider (i.e., 40'), the parking lane could be a little wider, but the road would still be two lanes. Where the street is 50', there would be room for a left turn lane (e.g. northbound Illinois Avenue at Main Street).



Should consensus be achieved in the future to pursue the conversion of US 51 to two-way flow, the City should complete the following steps, each of which may require funding assistance from regional and/or state agencies:

- Complete a traffic study of the design options and operational impacts for the US 51 conversion to two-way flow, including conceptual geometric renderings showing modified street channelization, particularly at the US 51/IL 13 intersections and at the north (Chestnut Street) and south (Mill Street) ends of the US 51 couplet.
- If IDOT determines the conversion to be feasible based on the results of the traffic study, complete Phase I engineering plans (i.e., intersection design studies) and a set of preliminary construction cost estimates.
- If IDOT approves the Phase I engineering plans, complete Phase II engineering plans (final design plans/construction documents).
- Upon IDOT approval of the Phase II engineering plans, obtain construction bids and complete construction of the conversion.
- Coordinate a jurisdictional transfer of US 51 with IDOT.



TRAFFIC FLOW IMPROVEMENTS

The Canadian National Railway is a significant north-south barrier that splits Downtown and hampers traffic flow and emergency response times during frequent daily train events since there are only seven streets that cross the railroad with all but one crossing at-grade. Traffic back-ups on IL 13 can take 5-10 traffic signal cycles to normalize after a train event. Other contributing factors to downtown congestion include the geometric design at select intersections, traffic signal system technologies, access control along the principal arterials, railroad grade crossing surfaces, lack of destination signage and wayfinding guidance, and curbside bus stops.

Objectives

- Complete further study on the design feasibility of a roundabout at the Illinois Avenue/University Avenue/Mill Street intersection to eliminate the complicated and lengthy traffic signal phasing plan and to improve traffic safety at the Mill Street/Normal Avenue intersection.
- Install left-turn lanes on Mill Street at Washington Street and modify the traffic signal phasing.
- Complete a traffic signal warrant study to determine justification for a traffic signal at the Walnut Street/Marion Street intersection.
- Install bus turnouts along IL 13 (Walnut Street and Main Street) where right-of-way is available.
- Replace rough timber railroad crossing surface on Oak Street with a more durable rubber or concrete surface.
- Install emergency vehicle preemption devices at all signalized intersections to reduce emergency response times to Memorial Hospital of Carbondale and from Carbondale police and fire departments.
- Install advance motorist notification boards on IL 13 (east of Wall Street and west of Oakland Avenue), interconnected with the rail crossing gates, advising when the train gates are down and alternate routes should be sought, such as the Mill Street underpass. These notification boards should be integrated with potential gateway features and improvements along IL 13, as discussed in Gateways on page 156.
- Develop a comprehensive downtown/wayfinding and destination signage system.
- In coordination with redevelopment opportunities, look for ways to consolidate curb cuts and off-street parking lots, reduce driveway widths, develop cross-access agreements, and maximize parking capacity, particularly along major pedestrian streets such as Illinois Avenue, College Street, and Hospital Drive.
- Coordinate with IDOT to investigate options for identifying an alternative truck route that would bypass Downtown.
- Require shared driveways and encourage cross access easements between adjacent properties to limit the number of access points along arterial roadways, particularly University Avenue, Illinois Avenue, Main Street, and Walnut Street.

DOWNTOWN CARBONDALE

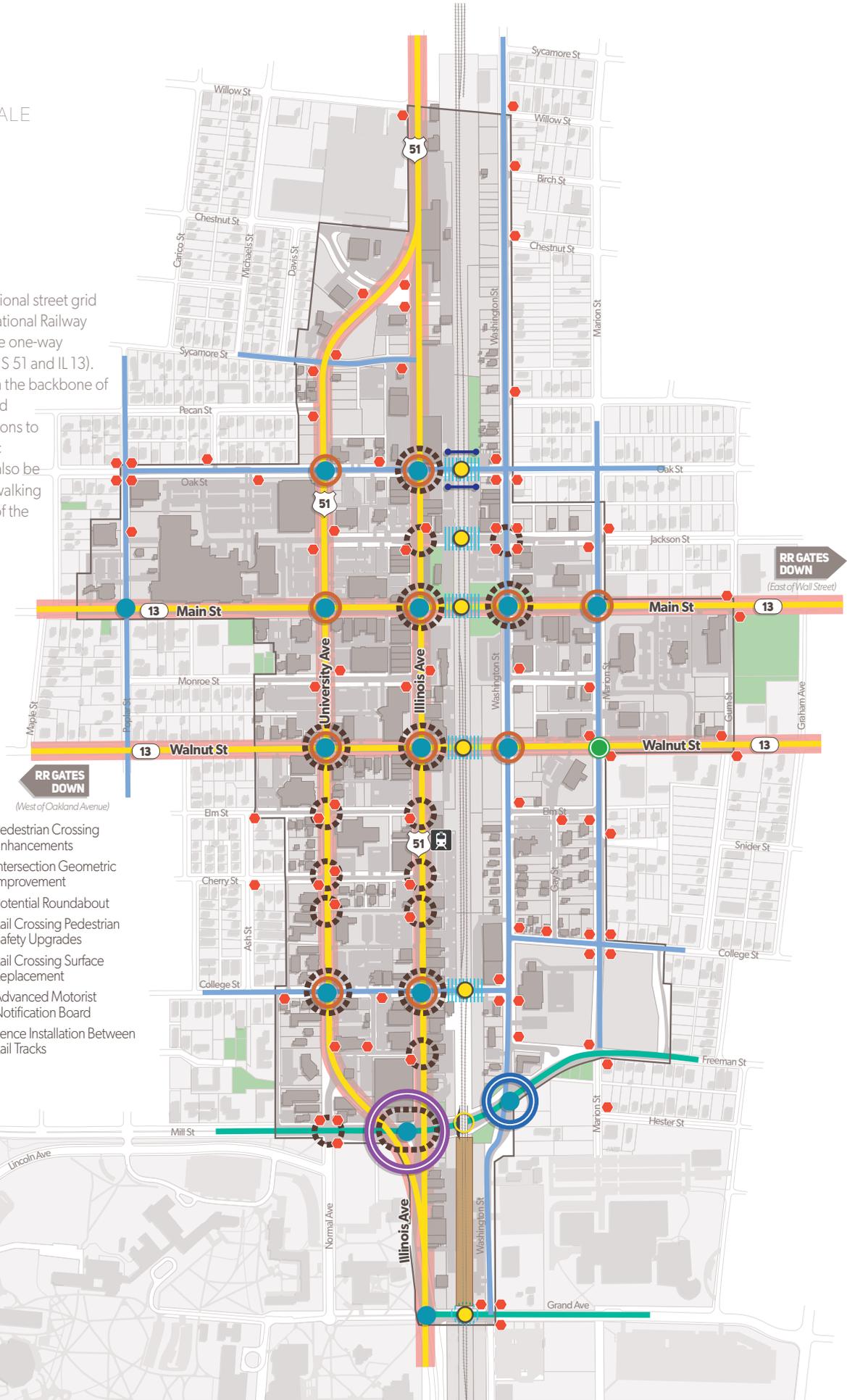
STREETS & VEHICULAR MOBILITY

Downtown Carbondale has a traditional street grid that is bisected by the Canadian National Railway and dominated by two high-volume one-way couplets under IDOT jurisdiction (US 51 and IL 13). While these one-way couplets form the backbone of Downtown street system and should provide efficient vehicular connections to the local streets, businesses, public facilities and hospital, they should also be designed to accommodate a safe walking and biking environment reflective of the mixed-use nature of Downtown.



Key

- Amtrak
- Railroad
- Principal Arterial Street
- Minor Arterial Street
- Collector Street
- Traffic Signal
- Stop Sign
- At-Grade Rail Crossing
- Grade Separated Crossing
- Class II Truck Route
- Potential Future Traffic Signal
- Pedestrian Signal Upgrades
- Pedestrian Crossing Enhancements
- Intersection Geometric Improvement
- Potential Roundabout
- Rail Crossing Pedestrian Safety Upgrades
- Rail Crossing Surface Replacement
- Advanced Motorist Notification Board
- Fence Installation Between Rail Tracks



PUBLIC & RAIL TRANSPORTATION



RAIL TRANSPORTATION

Downtown Carbondale is bisected from north to south by the Canadian National (CN) Railway. The double-track rail line carries approximately 21 freight trains per day through Carbondale and 6 Amtrak passenger trains per day. There are presently no industries in Downtown Carbondale that receive freight shipments from the CN railway, but there are 3 Amtrak routes that stop in Downtown Carbondale daily. The Saluki and Illini routes make one trip to and from Chicago each day, with Carbondale being the southern terminus of those routes.

The City of New Orleans route makes one southbound trip and one northbound trip between Chicago and New Orleans each day, with a stop each way in Carbondale. The Carbondale train station, located at 401 S. Illinois Avenue (opposite Elm Street), is an approximately 4,500 square foot accessible building featuring a ticket desk, seating area, restrooms, and vending machines. The building is open daily but closes between the hours of 4:15 P.M. and 9:00 P.M. There is a short lay-by lane off of Illinois Avenue for buses and drop-off/pick-up traffic, and a few overnight parking spaces are located adjacent to the station in Lot 12 and Lot 13. To the east of the station and along the west side of the rail line is an approximately 1,150-foot waiting platform that extends from Walnut Street on the north to College Street on the south.

There is one grade-separated rail crossing in the downtown located at Mill Street where the railroad bridges over the street, and 6 at-grade rail crossings located at Oak Street, Jackson Street, Main Street, Walnut Street, College Street, and Grand Avenue. The crossings are all equipped with train activated warning devices including gates across the street, flashing lights, and bells. Illinois Commerce Commission records indicate there have been 32 collisions with trains at these rail crossings since 1956, of which 25 involved motor vehicles and 7 involved pedestrians (4 of which resulted in fatalities). The rail transportation system in downtown Carbondale can be upgraded to improve pedestrian safety and reduce noise impacts to the surrounding community.



Objectives

- Install crossing gates with audible ADA warnings across all sidewalks at the 6 at-grade rail crossings.
- Install fencing between the two rail tracks from Mill Street to Grand Avenue to discourage mid-block pedestrian crossing of tracks, similar to the rail fencing between College Street and Walnut Street.
- Explore the cost considerations of implementing Federal Railroad Administration (FRA) required supplemental safety measures to designate the downtown as a “train quiet zone” where train crews are exempt from sounding train horns at grade crossings.
- Alternatively, work with the FRA to install wayside train horns where the sound is directed down the street, greatly reducing the noise footprint of the audible warning.

RAIL CORRIDOR IMPROVEMENTS

Communities that have established the best impression from the railway corridor have integrated elements in the private and public realm that create an attractive viewshed along the rail line and into the surrounding downtown districts.

Improvements the City should make to the railway corridor include:

- Gateways announcing entry into Downtown Carbondale before arriving at the station platform
- Carbondale branding and public art
- Improving commuter parking lots with landscaping and plaza spaces
- Improving areas fronting the railway corridor with high quality redevelopment and onsite improvements on private properties and a coordinated streetscape in the public right-of-way
- Landscaping along the railway right-of-way incorporating shade trees, ornamental trees, evergreens, shrubs, native grasses, and perennials (for color and summer interest)



PUBLIC TRANSPORTATION

Quality public transportation reduces street congestion, parking demand, and the need for an automobile. It also offers a low cost means of travel to important destinations in Downtown and the surrounding community. Transit service in Downtown Carbondale is provided by Southern Illinois University (SIU), the Jackson County Mass Transit District, the Rides Mass Transit District, the Shawnee Mass Transit District, and the South Central Transit District.

SALUKI EXPRESS

SIU operates the Saluki Express transit system for students, faculty, staff, and the general public. The system offers scheduled “fixed-route” transit service along 9 service routes that operate on weekdays and/or weekends and connect the SIU campus with major destinations in the City, including Downtown, Murdale Shopping Center, University Mall, and/or off-campus housing communities. Eight of the routes operate when the University is in session, including four weekday-only routes, one weekend-only route, one weekday and weekend route, and one late night-only route on Fridays and Saturdays.

In addition, there is one route (Break Route) that is operated on weekdays and weekends when the University is not in session. Each route operates on a different time schedule, and all routes, except for the South Route, traverse the downtown area. Most of the Saluki Express bus stops in Downtown Carbondale consist of a posted sign only with the exception of the bus shelter on Grand Avenue in front of the SIU Student Recreation Center.

JACKSON COUNTY MASS TRANSIT DISTRICT

The Jackson County Mass Transit District provides fully-accessible public transportation services for Jackson County residents and all rides must originate from within the County. Two types of service are offered, including a demand-responsive “curb-to-curb” service (aka. paratransit) for pre-qualified individuals and a deviated fixed-route service for all County residents. The curb-to-curb service operates on weekdays between 7:00 A.M. and 5:00 P.M. and riders must call the dispatch center at least 48 hours in advance to schedule a pick-up. The deviated fixed-route (DFR) service includes four weekday routes, two of which (Blue Line and Red Line) circulate through Downtown Carbondale on the hour between 9:00 A.M. and 4:00 P.M. The DFR service operates along a specific route and has established bus stop locations similar to the Saluki Express fixed-route service, but dispatchers and drivers have the discretion to deviate within a specified buffer area around the route to serve desired passenger origins and destinations.



RIDES MASS TRANSIT DISTRICT

The Rides Mass Transit District operates a fully-accessible demand-responsive “deviated-route” service for residents of 18 counties to the east and south of Jackson County. The District also offers established route service, including 9 weekday routes (5:00 A.M.-12:03 A.M.) that connect Harrisburg and Marion with Carbondale’s Amtrak station and the SIU student center. It is suggested that riders call the dispatch center at least 24 hours in advance to schedule a pick-up although same day requests may be possible if space permits.

SHAWNEE MASS TRANSIT DISTRICT

The Shawnee Mass Transit District, a public transportation provider serving the five southernmost counties in Illinois, offers a weekday shuttle service (Route 51 Shuttle) between Cairo and downtown Carbondale. The shuttle makes four round trips per day between 5:40 A.M. and 4:40 P.M. with interim stops in Mound City, Mounds, Pulaski, Ullin, Ana, Cobden, and Makanda. The vehicles are fully accessible and require 24-48 hour advance reservations to ride.

SOUTH CENTRAL TRANSIT DISTRICT

The South Central Transit District, a public transportation provider serving the six counties north of Jackson County, offers a weekday shuttle service (Chestnut Route) between Du Quoin and downtown Carbondale. The shuttle makes five round trips per day between 6:00 A.M. and 5:15 P.M. and has designated stops in Carbondale at the Amtrak station, SIU Student Center, SIU Physical Plant, and Carbondale Community High School District’s Rebound Center.

GREYHOUND

Inter-city bus service is offered by Greyhound, which stops at the Amtrak station in downtown Carbondale. Amtrak thruway bus service is also provided at the Carbondale Amtrak station by Vandalia Bus Lines, which delivers express service to the St. Louis train station for connections to Amtrak routes to Kansas City and points further west.



CENTRALIZED TRANSIT SERVICES

The ability for public transit users to efficiently transfer between the various services or transfer to Amtrak passenger rail service is an important consideration in Downtown Carbondale. There is currently a short lay-by on Illinois Avenue in front of the Amtrak station with a Saluki Express bus stop, and Jackson County Transit and Rides Mass Transit make prearranged and scheduled stops at the station, respectively.

CONCEPTUAL MODEL

Visualization of what the recommended Carbondale Multimodal Transportation Center could look like. Schematic 3D model developed by Design Works.

With the recent relocation of the Greyhound bus stop to the Amtrak station, all public transit services are now consolidated at a central location in Downtown Carbondale. The train station, however, is owned by Amtrak and only sells tickets for Amtrak service. The station is also only open during hours that support the train schedules and the building closes between 4:15 P.M. and 9:00 P.M. daily. Improvements that are supportive of all transit services at this centralized location, as well as at the other bus stops within the downtown area, could become a catalyst for increased public transit usage and reduced parking demand.

Objectives

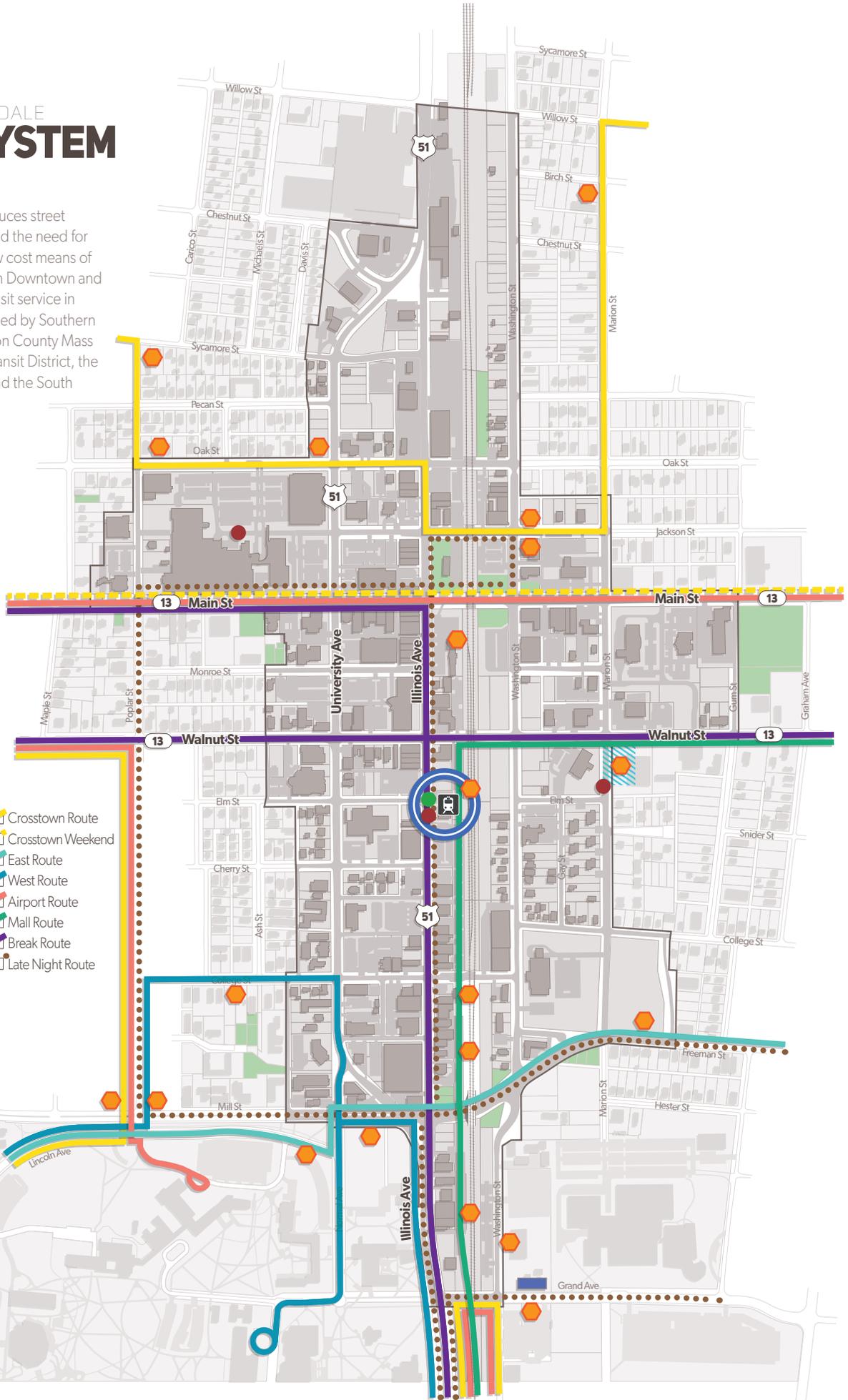
- Replace the existing Amtrak station with a higher-capacity multimodal transportation center with adjoining weather-protected parking, bicycle storage (lockers and racks), and off-street loading space for multiple buses (Greyhound, Saluki Express, Jackson County Transit, Rides Mass Transit) and taxis. The center would operate 24 hours a day, 7 days a week. The ideal location is in the immediate vicinity of the existing Amtrak station adjacent to the existing train platforms and across the street from the planned Home2 Suites Hotel where land area is sufficient on the west and/or east sides of the rail tracks.
- Install passenger waiting amenities along all Saluki Express routes (shelters, benches, security lighting, ADA ramping, non-slip boarding/alighting surfaces, route mapping/schedules, real-time bus arrival notifications, landscaping, trash receptacles, etc.).
- Retrofit Saluki Express and Jackson County Transit buses with bicycle carrying racks.

DOWNTOWN CARBONDALE TRANSIT SYSTEM

Quality public transportation reduces street congestion, parking demand, and the need for an automobile. It also offers a low cost means of travel to important destinations in Downtown and the surrounding community. Transit service in Downtown Carbondale is provided by Southern Illinois University (SIU), the Jackson County Mass Transit District, the Rides Mass Transit District, the Shawnee Mass Transit District, and the South Central Transit District.



- Key**
- Amtrak
 - Multimodal Transportation Center Site
 - Bus Shelter Installation & Saluki Express Bus Stops
 - Bus Turnout
 - Saluki Express Bus Shelter
 - Jackson Co Transit Bus Stop
 - Shawnee Transit & South Central Transit Stop
 - Crosstown Route
 - Crosstown Weekend
 - East Route
 - West Route
 - Airport Route
 - Mall Route
 - Break Route
 - Late Night Route



SECTION 03D

PEDESTRIAN MOBILITY & CONNECTIVITY FRAMEWORK

Downtown should provide a safe and inviting walking environment along a continuous pedestrian system that is well-connected with the surrounding neighborhoods, the SIU campus, and Memorial Hospital of Carbondale. Downtown should also feature a comprehensive bicycle network to promote mobility by non-automobile means, reduce traffic congestion and parking issues, and encourage an active, healthy lifestyle.

COMPLETE STREETS



A “complete street” is a roadway that is designed to be safe for all users of the transportation network, including motorists, transit riders, bicyclists, and pedestrians. IDOT has adopted design policy changes in response to the 2007 Complete Streets state law, which requires the agency to construct bicycle and pedestrian ways when an urban roadway is constructed, reconstructed, or widened. This policy was implemented, to some degree, for the recently completed resurfacing project on Illinois Avenue and University Avenue where bicycle lanes were installed. By resolution, the City of Carbondale adopted a Complete Streets policy in 2015 that now applies to roadways under its jurisdiction.

Although IDOT has jurisdiction over the principal arterials in Downtown Carbondale (US 51 and IL 13), the Department is amenable to additional roadway design features that enhance pedestrian safety at signalized intersections and uncontrolled pedestrian crossings. As such, the street crossing improvements on US 51 and IL 13, discussed in **Downtown Traffic Patterns & Circulation** on page 118, should be reviewed with and approved by IDOT prior to implementation. These design features can then carry further along City streets that cross the IDOT routes, per the City’s Complete Streets policy.

ELEVATED PEDESTRIAN CONNECTIONS



The planned Home2 Suites Hotel and future multimodal transportation center will generate a concentration of pedestrian activity in the core of Downtown. Amtrak users will park near the station or walk from surrounding neighborhoods and the SIU campus. Many hotel guests may also utilize Amtrak. Elevated pedestrian connections can be attractive and provide weather protection and eliminate conflicts with moving traffic.

Objectives

- Provide a 2nd-level walkway between the planned Home2 Suites Hotel and future multimodal transportation center.
- Provide an elevated walkway over the railroad tracks connecting the future multimodal transportation center with a supporting parking structure if the facility is built on the east side of the rail tracks.
- Develop an overpass of Mill Street as part of the programmed multi-use path that will ultimately extend along the former railroad right-of-way or SIU property from Main Street (Town Square) south to the SIU pedestrian overpass of Illinois Avenue. A more feasible approach is to have an at-grade crossing at Mill Street.

CONTINUOUS PATHWAYS IN GOOD REPAIR



Within the downtown area, paved sidewalks are generally provided along both sides of the street. However, gaps in the pedestrian system and sidewalk segments that fall in disrepair limit mobility for area residents and cause pedestrians to walk in the street. The City addresses sidewalk issues annually as part of its Community Investment Program. Plans are underway to develop a new centralized multi-use path through Downtown along the former railroad right-of-way on the east side of the Canadian National (CN) Railway connecting Town Square on the north with the SIU campus on the south. The path will also connect with the Amtrak station and future multimodal transportation center.

PEDESTRIAN SYSTEM GAPS (INFILL OR REPAIR)

Principal Arterials	
University Avenue	Illinois Avenue – Sycamore Street (east side)
Illinois Avenue	Sycamore Street – Oak Street (west side) North of Willow Street (east side)
Collectors	
Washington Street	Grand Avenue – SIU Police Dept. (west side) Main Street – Elm Street (west side) Willow Street – Walker Street (west side)
College Street	Marion Street – Gay Street (north side)
Oak Street	Washington Street – Renfro Street (both sides) University Avenue – Poplar Street (north side) Washington Street – Marion Street (north side)
Poplar Street	Oak Street – Sycamore Street (both sides)
Local Streets	
Chestnut Street	Illinois Avenue – Michaels Street (both sides)
Renfro Street	Sycamore Street – Oak Street (both sides) College Street – Freeman Street (both sides)
Jackson Street	Marion Street – Washington Street (north side)
Monroe Street	Washington Street – Marion Street (both sides)
Elm Street	Washington Street – Gay Street (north side)
Cherry Street	University Avenue – Illinois Avenue (south side)
Gay Street	Elm Street – College Street (both sides)



Objectives

- Infill pedestrian system gaps and repair damaged sidewalk segments as part of the annual Community Investment Program.
- Complete a multi-use path from Main Street (Town Square) south to Mill Street along the former railroad right-of-way on the east side of the railroad tracks.
- In coordination with SIU, extend a multi-use path from Mill Street south to the SIU pedestrian overpass of Illinois Avenue.



SAFE STREET CROSSINGS



The signalized intersections along the City’s arterial streets are the safest locations for pedestrians to cross the road. However, pedestrian safety features should be incorporated into the unsignalized intersections as well where pedestrian crossings occur, particularly along the arterial streets. The recent IDOT resurfacing project along US 51 resulted in bicycle lanes and newly marked crosswalks and parking stalls. The implementation of additional intersection safety features can further these efforts to enhance pedestrian comfort and reduce potential conflicts with vehicular traffic. Treatments such as pedestrian signals, bump outs, pedestrian refuge islands, high visibility crosswalk markings, and warning signage are all effective improvements that enhance pedestrian safety in a downtown.

Bump outs are curb extensions that “bump out” into the right-of-way to reduce pedestrian crossing distances, increase visibility for vehicles and pedestrians, frame the parking lane, and slow vehicular traffic. Bump outs are appropriate at signalized and unsignalized intersections of wide streets that have higher volumes of pedestrian traffic. The pedestrian crossing distances along the major pedestrian streets of Illinois Avenue and University Avenue are lengthy at 36 feet wide. Other pedestrian streets such as Jackson Street and Washington Street have crossing distance up to 50 feet wide.

Objectives

- Incorporate audible features for the visually impaired into the pedestrian signals at all 16 traffic signal controlled intersections.
- Install pedestrian countdown timers (similar to those at Illinois Avenue/Mill Street) at the following signalized intersections:
 - Illinois Avenue /Oak Street
 - Illinois Avenue /Main Street
 - Illinois Avenue / Walnut Street (combined turn lane with shared lane markings)
 - Illinois Avenue /College Street
 - University Avenue /Oak Street
 - University Avenue /Main Street
 - University Avenue /Walnut Street
 - University Avenue /College Street
 - Washington Street /Main Street
 - Washington Street /Walnut Street
 - Marion Street /Main Street
 - Poplar Street /Main Street



- Install pedestrian push buttons at the following signalized intersections:
 - College Street / Illinois Avenue
 - College Street / University Avenue
 - Oak Street / Illinois Avenue
- Replace standard parallel crosswalk markings at all signalized and unsignalized intersections in Downtown with high visibility continental-style crosswalks, similar to those recently installed on University Avenue.
- Install additional high visibility crosswalk markings at the following intersections where no crosswalks exist:
 - Illinois Avenue/Jackson Street
 - Illinois Avenue/Monroe Street
 - Illinois Avenue/Elm Street
 - Illinois Avenue/Cherry Street
 - Illinois Avenue/College Street (College Street only)
 - Oak Street/Poplar Street intersection
 - Washington Street/Jackson Street

- Install bump outs at the following locations:
 - Illinois Avenue: west side of street, all intersections between Oak Street and Mill Street
 - University Avenue: west side of street, all intersections between Walnut Street and College Street
 - Washington Street/Jackson Street: all corners
 - Jackson Street at Illinois Avenue: northeast and southeast corners
 - Washington Street at Main Street: northeast, southeast, and southwest corners
 - Mill Street at Normal Avenue: southeast corner
- Install pedestrian signals with push buttons and countdown timers, ADA-compliant curb ramps, high visibility crosswalks, and sidewalk extensions push buttons at the Illinois Avenue/Lincoln Drive intersection to connect Lot 4 with the SIU pedestrian system.

- Install crosswalks on the southern approach to Illinois Avenue and University Avenue at Mill Street along with a sidewalk and ADA-compliant curb ramps through the island that separates the northbound and southbound lanes.
- Install a pedestrian refuge island, high visibility crosswalk, and crosswalk warning signs on the east leg of Mill Street at Normal Avenue to provide better protection at a higher-volume crosswalk that has recently been left unprotected by traffic control changes.
- Install highly-visible crosswalk markings and crosswalk warning signage at the mid-block crossings of the planned multi-use path (along former railroad right-of-way) with Main Street, Walnut Street, and College Street, similar to the mid-block crossing on Grand Avenue in front of the SIU Student Recreation Center.
- Replace intersection curb ramps that do not comply with ADA standards.
- Install pedestrian crossing gates with audible ADA warnings across all sidewalks at the 6 at-grade rail crossings.

EXPANSIVE BICYCLE NETWORK



Cities strive to develop a comprehensive bicycle system to promote mobility by non-automobile means, reduce traffic congestion and parking issues, and encourage an active, healthy lifestyle. The bicycle system in Downtown Carbondale and the surrounding area is limited but is beginning to develop into a contiguous system that connects with the SIU campus and the greater Carbondale community. In an effort to continue to progress as a bicycle friendly community, the City is undertaking a city-wide bicycle plan to lay out a framework and action plan for improving and expanding the Carbondale bicycle network. The Carbondale bicycle plan will incorporate the planned regional bicycle facilities featured in the Illinois Bike Transportation Plan, including the IL 13 bikeway corridor extending from Murphysboro to Harrisburg, and the US 51 bikeway corridor extending from Carbondale to Anna.

The current bicycle system in Downtown Carbondale consists of multi-use paths, bicycle lanes, and bicycle routes. Multi-use paths are off-street trails or side paths that serve bicyclists, pedestrians, and other modes of non-motorized travel. Bicycle lanes are marked on the street to provide a dedicated space for bicyclists and typically have a minimum width of 5 feet, per the American Association of State Highway and Transportation Officials (AASHTO) Guide for the Development of Bicycle Facilities. On two-way streets, bicycle lanes are provided on both sides of the street to accommodate travel in both directions. On one-way streets, a single bicycle lane is provided on either side of the street. Bicycle routes are streets that provide a good bicycling environment and have bike route signs posted to provide guidance to users.

Gaps in the downtown bicycle network should be eliminated to ensure that bicycle access is provided in a safe manner throughout Downtown, and connects with the City's existing and planned bicycle facilities that surround Downtown as well as IDOT's planned regional bicycle facilities for southern Illinois. Many of the streets where gaps occur have sufficient width to accommodate dedicated bicycle lanes or marked shared lanes. Bike route signs should be installed at regular intervals to guide bicyclists through the system, particularly where posted bike routes turn onto different streets.

Beyond providing the physical facilities for bicycle travel, the City can proactively impact the use of the bicycle facilities by sponsoring a bike share program that makes bicycles conveniently available at low cost. Bike share programs have been started in many cities and college towns around the country. Since many of the users of the program would be college students, the program should be jointly funded with SIU.

BIKE FIX-IT STATIONS

The City is currently selecting locations to place 3 bike fix-it stations that will be installed throughout Downtown. One of the bike fix-it stations will be located along the new bicycle/pedestrian path on the north side of College Street.



The City can also encourage bicycle use by installing additional bicycle amenities such as bike pump stations or do-it-yourself bicycle fix-it stations that offer the tools necessary to perform basic bike repairs and maintenance from inflating tires with air, to changing a flat tire or adjusting brakes and derailleurs. There is currently one bicycle fix-it station in Downtown in front of the Carbondale Civic Center and another one is planned to be installed on the north side of College Street along the new centralized multi-use path being built along the former railroad right-of-way. Other potential locations for these bicycle amenities include the major downtown employment centers, transportation hubs, and visitor destinations.

Recommended Bicycle Pump or Fix-It Station Locations:

- Amtrak Station/future Transportation Center
- Memorial Hospital of Carbondale
- Town Square

Objectives

- Install additional bike route signage to provide guidance at regular intervals, particularly along Illinois Avenue, University Avenue, Marion Street, Washington Street, and Elm Street. This is an opportunity for a branded wayfinding system to supplement standard MUCTD signage.
- Redirect the bike route guidance on Washington Street and Marion Street to guide bicyclists to cross Walnut Street at a protected (signalized) location at Washington Street instead of at an unprotected location at Marion Street until the Walnut Street/Marion Street intersection is signalized, if warranted.
- Widen the bike lanes on both sides of Marion Street and the east side of Poplar Street to 5 feet consistent with AASHTO standards.
- Develop and implement a bike sharing program jointly funded by the City and SIU. The City and SIU should conduct a bike share feasibility study. Even with the increased bike use on campus, bike share programs typically need to be heavily subsidized.

- Retrofit city-owned facilities to include amenities that will support greater bicycle use, including both indoor and outdoor bicycle parking.
- Collaborate with bicycle advocacy groups to promote bicycle awareness and develop bike-to-work programs for businesses Downtown.

INFILL BICYCLE SYSTEM GAPS

Principal Arterials	
Illinois Ave (US 51)	Willow Street – Elm Street
University Avenue (US 51)	University Avenue Cut-Off (opposite Normal Ave) – Mill Street
Main Street (IL 13)	Marion Street - Lewis Lane; University Avenue – Orchard Drive
Walnut Street (IL 13)	Main Street (at Lewis Lane) – Main Street (at Orchard Drive)
Minor Arterials	
Mill Street	Washington Street – Marion Street (both sides)
Collectors	
College Street	Poplar Street – Marion Street (both sides)
Washington Street	Elm Street to Willow Street (both sides)

ABUNDANT BICYCLE STORAGE



Bicycle parking opportunities should be plentiful in the downtown area to encourage bicycle use and eliminate the unsightly need to lock bicycles to sign posts, utility poles, and decorative fencing. The bicycle racks that are utilized should be modern in style and conform with the bicycle parking guidelines of the Association of Pedestrian and Bicycle Professionals (APBP), such as the Post and Loop racks in front of the Carbondale Civic Center, the Wave racks at the Amtrak station and Hanger 9 nightclub, and the Inverted “U” racks in front of Saluki Plaza.

As the bicycle network in Downtown Carbondale is expanded, and new bicycle facilities are developed in other parts of the City that promote safe bicycle travel to Downtown, additional bicycle racks will be needed to support the additional bicycle parking demand. These additional racks should be installed at major employment centers, transportation hubs, public facilities, retail centers, and the SIU campus. Further, while standard full-size bicycles may be carried on and stored in bicycle racks onboard downstate Illinois Amtrak trains, there are no bicycle accommodations on the Saluki Express and Jackson County Transit buses.

Recommended New Bike Rack Locations

- Amtrak station (additional racks needed)
- Memorial Hospital of Carbondale
- Town Square
- Tres Hombres restaurant
- Bank of Carbondale
- First United Methodist Church
- First Southern Bank/Center
- Newell House
- Main Street (south side, Illinois Ave-University Ave)
- Illinois Avenue (west side, Main St-Monroe St)
- Illinois Avenue (both sides, Mill St-Hospital Dr)
- First Presbyterian Church
- Italian Village restaurant
- Varsity Center for the Arts
- U.S. General Services Administration
- First Mid-Illinois Bank & Trust
- Dairy Queen
- Pagliai’s restaurant
- SIU Studio Arts building
- Saluki Plaza (additional racks needed)
- Campus Shopping Center
- University Plaza
- Our Savior Lutheran Church
- Saluki Express and Jackson County Transit buses

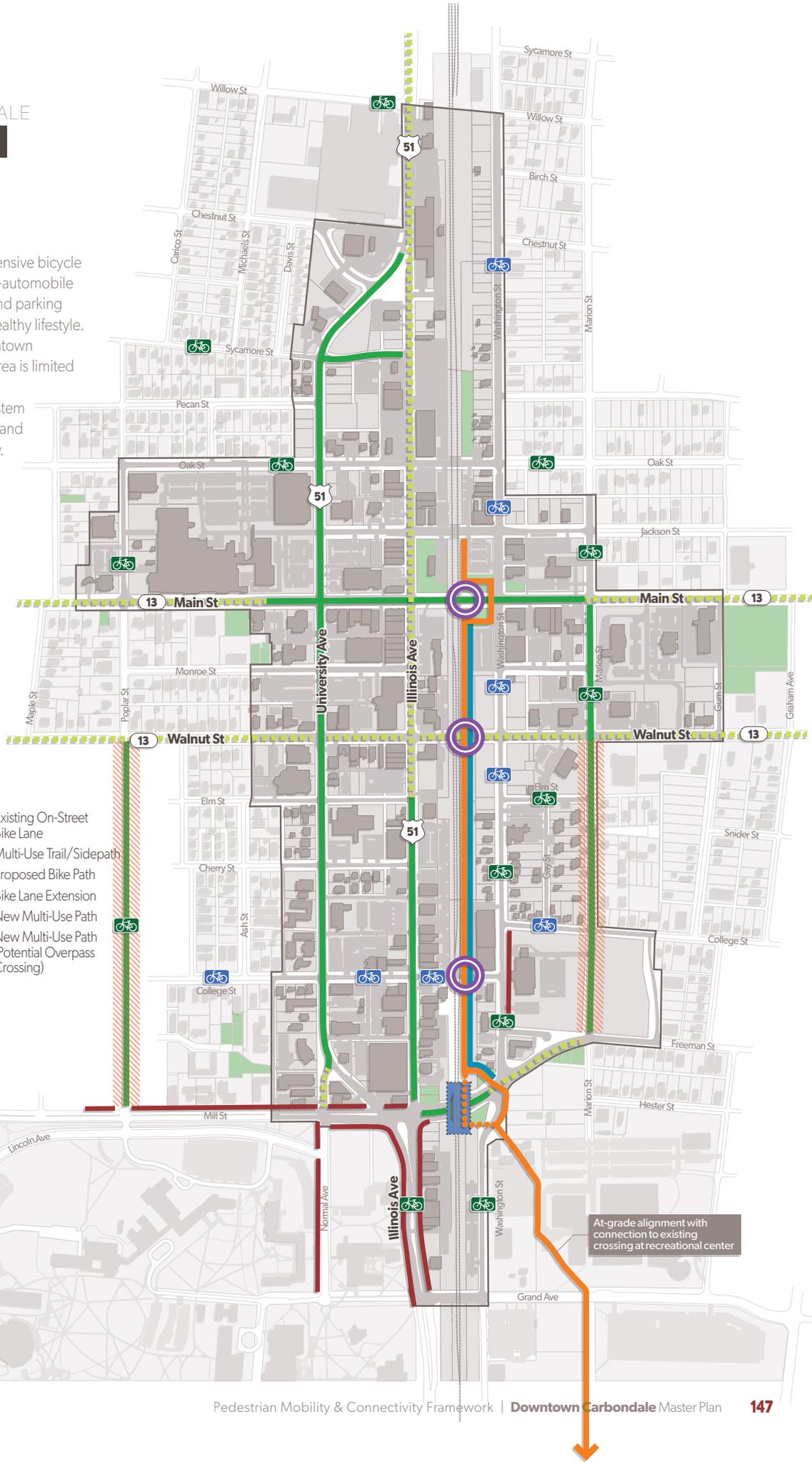
DOWNTOWN CARBONDALE BIKE & PATH ROUTES

Cities strive to develop a comprehensive bicycle system to promote mobility by non-automobile means, reduce traffic congestion and parking issues, and encourage an active, healthy lifestyle. The current bicycle system in Downtown Carbondale and the surrounding area is limited but is beginning to develop into a comprehensive and contiguous system that connects with the SIU campus and the greater Carbondale community.



Key

- Mid-Block Crossing Upgrades
- Existing On-Street Bike Lane
- Posted Bike Lane
- Proposed Shared Lane/Bike Route
- Proposed Multi-Use Path Bridge
- Widened Bike Lane
- Multi-Use Trail/Sidepath
- Proposed Bike Path
- Bike Lane Extension
- New Multi-Use Path
- New Multi-Use Path (Potential Overpass Crossing)



SECTION 03E

STREETSCAPE, BEAUTIFICATION & SIGNAGE FRAMEWORK

Streetscape and Beautification enhancements within the public right-of-way can enrich the pedestrian experience by providing a friendly and inviting space that creates a cohesive downtown atmosphere. The streetscape design elements that are recommended within this section are designed to be utilized as guidance for implementing improvements within Downtown and will aid in enhancing the character and image of Downtown Carbondale.

Streetscape improvements and beautification recommendations include: Improving the sidewalk environment, improving landscaping, coordinating street furnishings and lighting, improving intersections, screening parking lots, removing overhead utilities, and providing gateways. These improvements can be the catalyst to ignite a resurgence of economic and cultural stimulators and make Carbondale's Downtown a more desirable destination.

Creating "sense of place" for an area means creating a place that is unique, distinguishable, and memorable. Gateways, wayfinding, and signage are tools that can improve vehicular, pedestrian, and bicycle navigation safety. In addition, they can reduce confusion; direct traffic to important destinations and points of interest; and increase the visibility, access, and appearance of Carbondale's Downtown.

IMPROVE THE **SIDEWALK ENVIRONMENT**



STREETSCAPE FRONTAGES

Five streetscape frontage character types have been identified in the Downtown: The Historic Town Square, The Industrial and Auto Services, The Strip & SIU Transitional, East, and Hospital. Each streetscape frontage presents potential opportunities to integrate urban design features that can physically connect streetscape types together and make the largest impact to Carbondale's Downtown by creating a unified and sustainable vehicular, pedestrian, and cyclist network. Each streetscape frontage references a specific cross section, all of which can be found on Page 153.

HISTORIC TOWN SQUARE STREETSCAPE FRONTAGE

The Historic Town Square Streetscape Frontage builds upon the already present historic and cultural features by complimenting the current character of the existing buildings and paver streets. Decorative paving should be incorporated into sidewalks and roadways throughout the Historic Town Square Zone to pay homage to the remnants of the original brick paved roadways that still remain. Site features such as decorative signage, lighting and traffic signals, parkway planting and landscaping, and ornamental benches are also recommended to reinforce the historic character.

The present interpretive signage has the potential to be built upon and enhanced to better cultivate the cultural assets of the historic Town Square. There are currently many statues, historic buildings, and railroad remnants that provide ample opportunity to highlight the historical resources of Carbondale. In addition, decorative signage for buildings and memorials is recommended to increase heritage tourism in Downtown Carbondale.

Potential enhancements should include decorative pavers, ornamental site furnishings, and activating the public realm by enlivening the sidewalks with outdoor seating, dining and gathering spaces associated with restaurants and storefronts. Improvements to the sidewalk environment in the Historic Town Square Streetscape Frontage should refer to the Surface Planter Cross Section.



INDUSTRIAL & AUTO SERVICES STREETSCAPE FRONTAGE

The Industrial & Auto Services Streetscape Frontage is located along the northern portion of Illinois Avenue, University Avenue, Washington Street, and ending at Oak Street. This Zone acts as the northern entrance into Downtown and is currently an auto-centric area that lacks pedestrian amenities and is uninviting. Design features such as landscape screening, trees, and parkway enhancements can be utilized to soften views upon entering the Downtown. Creating a defined sidewalk for pedestrians will promote walkability within and to Downtown.

Where possible, it is recommended that the City should relocate or bury overhead utilities to create a more appealing first impression of Downtown and a more attractive pedestrian realm. The City should work with existing and future property owners to install a continuous landscape screen or ornamental fencing eliminates views of surface parking lots, storage and service areas, and defines the pedestrian zone within the public right-of-way. The City will need to work with property owners in situations where parking lots and paving areas extend to the public right-of-way or where sidewalk widths are not sufficient to provide an adequate screen to soften the views of undesirable uses.

Potential enhancements should include creating a defined sidewalk, landscape screening, trees and parkway improvements, relocate or bury overhead utilities, and ornamental fencing. Improvements to the sidewalk environment in the Industrial & Auto Services Streetscape Frontage should refer to the Landscape Buffer Cross Section.



THE STRIP & SIU TRANSITIONAL STREETSCAPE FRONTAGE

The Strip & SIU Transitional Streetscape Frontage is primarily where existing entertainment, commercial, and restaurant dining is located in Downtown. Of the five character zones, "The Strip" is the liveliest and has the most pedestrian activity due to the unified street wall of storefronts, restaurants, and entertainment venues.

Potential enhancements should include decorative sidewalk paving, pedestrian scale lighting, outdoor dining and gathering spaces, accessible sidewalks, street trees, parkway planters, parking lot screening, on-street parking, and wayfinding signage to complement the existing land uses. Improvements to the sidewalk environment in the Strip & SIU Transitional Streetscape Frontage should refer to the Raised Side walk, Parkway Planter, and Tree Grate Cross Sections.

EAST STREETSCAPE FRONTAGE

The East Streetscape Frontage is a mix of commercial and residential uses. The Municipal Public Safety Center (police station) is located at the south end of this zone. Streets should have appropriate parkway treatment. In most cases a grass parkway with parkway trees.

Potential enhancements should include curbs and gutters, defined sidewalks, grass parkways, parkway trees, decorative lighting, parking lot screening, and gateway and wayfinding signage. Improvements to the sidewalk environment in the East Streetscape Frontage should refer to the Grass Parkway Cross Section.

HOSPITAL STREETSCAPE FRONTAGE

The Hospital Streetscape Frontage is characterized by large grass parkways. This is an appropriate treatment adjacent to the hospital and residential areas and should remain. Design recommendations include relocation or burial of overhead utilities and infill of parkway trees and decorative lighting. Additional recommendations include wayfinding signage around the hospital district and at entrances of surface parking lots associated with hospital facilities.

Potential enhancements should include parkway trees, parking lot screening, wayfinding signage, and decorative lighting. Improvements to the sidewalk environment in the Historic Hospital Streetscape Frontage should refer to the Grass Parkway Cross Section.

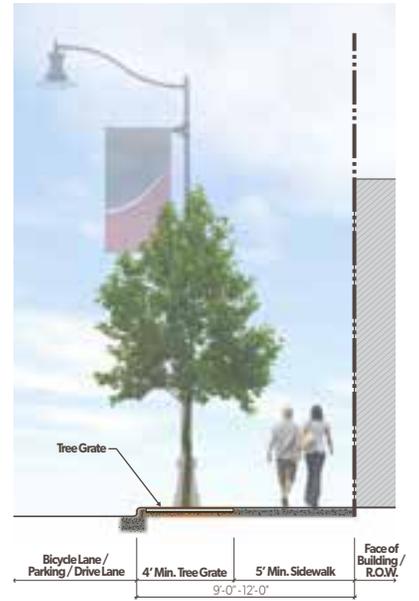
Surface Planter Cross Section



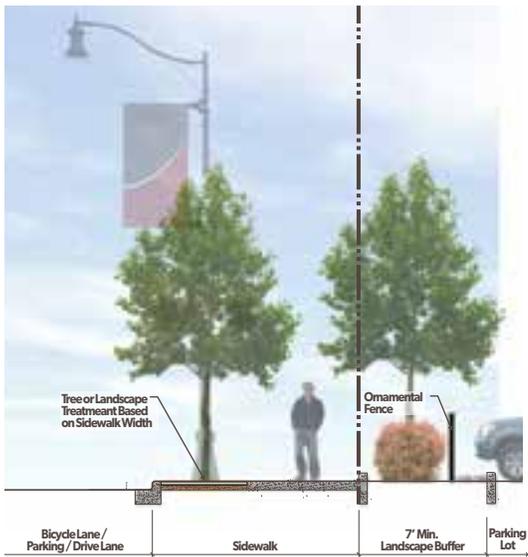
Parkway Planter Cross Section



Tree Grate Cross Section



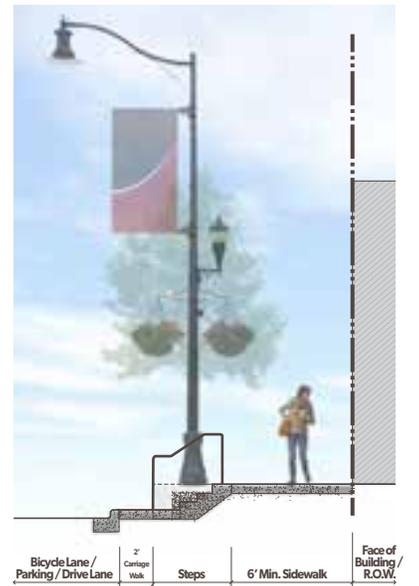
Landscape Buffer Cross Section



Grass Parkway Cross Section



Raised Sidewalk Cross Section





ACCESSIBILITY

The main component to a well-functioning streetscape is the sidewalk. Streetscape improvements must follow ADA/Public Rights of Way Accessibility Guidelines (PROWAG) to meet federal and state standards and to provide a complete and fully accessible sidewalk. ADA compliant streetscapes include items such as detectable warning strips at corners, accessible slopes, handrails, and level landings at ramps. Accessible design solutions should incorporate:

- Surface planters
- Parkway planters
- Decorative paving
- Ornamental decorative lighting
- Sidewalk café and/or outdoor amenity areas
- Permeable pavers for on-street parking
- Removal of overhead utilities

POTENTIAL STREETScape IMPROVEMENTS

The perspective rendering above provides a visual for the types of improvements recommended along Illinois Avenue including, decorative street and pedestrian lights, hand railings, banners, landscape screens, paver carriage walks, and street trees.



STREET FURNISHINGS

Street furnishings and pedestrian amenities should be incorporated consistently throughout the Downtown and at key locations such as major intersections, bus stops, and the Amtrak station entrance to create a well-defined and cohesive public realm. The public realm should include high-quality site amenities such as benches, bicycle racks, planters, and trash and recycling receptacles. It is encouraged that the City develop a coordinated palette for all street furnishings and landscape amenities to be utilized for its existing and future developments.

ENCOURAGE OUTDOOR SEATING & DINING

The City should continue to provide opportunities for outdoor dining and gathering spaces that promote active and lively streetscape environments. Sidewalks greater than 12' in width are large enough to accommodate small dining tables without restricting pedestrian flow. In addition to increasing the sidewalk width code, revisions may be required to allow restaurants to operate outdoor dining within the public right-of-way. Temporary, low-level, decorative barriers that also incorporate planter boxes should be used to separate dining from pedestrian through traffic on the sidewalk.

USE APPROPRIATE LIGHTING

Street lighting and pedestrian lighting is important in terms of motorist and pedestrian safety but will also provide a unified structure to knit together the five character zones within Downtown. Light poles also allow for banners and planters to promote Downtown activities and special events as well as play an important part in creating a coordinated brand. The City should consider upgrading to high-efficiency LED lighting to reduce energy and maintenance costs, extend lamp life, and use a brighter white light as opposed to the more typical yellow hue of halogen and sodium halide fixtures.

INTERSECTION IMPROVEMENTS



There are nine key intersections within Downtown. Key intersections are defined by having a high volume of vehicular and pedestrian traffic. Design considerations at key intersections should include traffic calming design features such as sidewalk bump-outs, pedestrian activated walk signals, decorative intersection pavement treatments, infiltration planters, wayfinding, and directional signage. As improvements are made, the City should consider creating new street signage with a unique design that is specific to Downtown.

Locations of Key Intersections

- University Avenue / Illinois Avenue / Chestnut Street
- University Avenue / Oak Street
- University Avenue / Main Street
- University Avenue / Walnut Street
- Illinois Avenue / Main Street
- Illinois Avenue / Walnut Street
- Washington Street / Main Street
- Washington Street / Walnut Street
- University Avenue / Illinois Avenue / Mill Street





ILLINOIS AVENUE/MAIN STREET INTERSECTION IMPROVEMENT

The illustration above demonstrates improvements that can be made to key intersections sidewalk bump-outs, pedestrian activated walk signals, decorative intersection pavement treatments, infiltration planters, and signage.



IMPROVE **LANDSCAPING**



The addition of landscaping such as street trees, parkways, screening, and vegetated medians is one of the easiest ways to improve the quality of public realm experience and should be an immediate goal in the implementation of the Downtown Plan's streetscape recommendations. The City should utilize landscaping to improve the overall aesthetic of Downtown and assist with placemaking. Parkway and landscaped medians create safer walking environments for pedestrians by providing separation from vehicles and reducing traffic speeds.

Landscape medians also provide pedestrian refuge in areas with long crosswalks and offer environmental benefits such as reducing the required amount of drainage infrastructure and improving air quality through the use of native plants. Increasing the amount of shade trees in the Downtown will contribute to a reduction of urban heat island effects in areas with large amounts of pavement.

Key landscaping improvements include increasing the number of shade trees within the Downtown, installing landscaping in the parkways and medians, using plant materials to screen unwanted views and uses, and using native plant species where possible.

NATIVE PLANT SPECIES

Native plant species are adapted to the local environment and will therefore thrive and require less maintenance, conserve water, and reduce air pollution. The use of plants native to the Southern Illinois Region, USDA Plant Hardiness Zones 6B, is recommended. Monocultures, the use of only a few species, should be avoided. Native plants provide seasonal interest and are less susceptible to disease and devastation to the urban forest.



STREET TREES

There is ample opportunity to install street trees within the existing and proposed parkways. The diversity is critical to creating a sustainable downtown. Increasing the diversity of trees reduces the potential for large tree canopy loss if pest infestations or disease occur. All street trees should be salt tolerant, suitable for hardiness zones 6, and appropriate for planting in grass parkways, tree grates, or parkway planters. Increased tree planting opportunities exist in areas where overhead utilities are recommended to be relocated.

A recommended street tree list has been compiled with a biodiverse, urban, and salt tolerant tree palette. This suggested list is not fully extensive and can be referenced with the City of Carbondale’s landscaping and buffer yards zoning ordinance. Its use is intended as a guideline when selecting urban tolerant trees for the immediate downtown area. Furthermore, these street tree recommendations should be used in parkways with at least 4’ minimum with no less than a 25’ spacing.

STREET TREE PLANTING LIST

<i>Common name</i>	<i>Botanical name</i>	<i>Cultivar</i>	<i>Grass Parkway</i>	<i>Tree Grate</i>	<i>Median</i>
Marmo Freeman Maple	Acer freemanii 'Marmo'	Marmo	X		X
Hedge Maple	Acer Campestre		X		
Miyabei Maple	Acer miyabei		X		X
Green Mountain Sugar Maple	Acer saccharum 'Green Mountain'	Sugar Maple	X		
Chicagoland Common Hackberry	Celtis occidentalis 'Chicagoland'	Chicagoland Common Hackberry	X	X	X
Turkish filbert	Corylus colurna		X		
Ginkgo, Male Only	Ginkgo biloba		X	X	X
Magyar Ginkgo	Ginkgo biloba 'Magyar'	Magyar	X	X	X
Kentucky Coffee Tree	Gymnocladus dioicus		X	X	X
Sargent Cherry	Prunus sargentii		X	X	
Swamp White Oak	Quercus bicolor		X	X	X
Chinkapin Oak	Quercus muehlenbergii		X		X
English Oak	Quercus robur		X	X	
Bur Oak	Quercus macrocarpa		X		X
Taxodium distichum	Baldcypress		X	X	X
Redmond American Linden	Tilia americana 'Redmond'	Redmond	X		X
Sterling Silver Linden	Tilia tomentosa 'Sterling'	Sterling	X		
Ulmus 'Morton Glossy'	Triumph™ Elm		X	X	X
Chinese Elm	Ulmus parvifolia		X	X	X
Prospector Wilson's Elm	Ulmus wilsoniana 'Prospector'	Prospector	X	X	X



SCREENING

Parking lots, storage, and services areas should be screened from the public right-of-way with a minimum 7' wide perimeter landscaping area. This area should include a shade tree and/or ornamental trees, shrubs and/or grasses, and ornamental fencing and/or continuous hedge. This will provide screening of parking lots and other unsightly areas within the public right-of-way to create a visually appealing "street frontage" and to create a consistent pedestrian environment. In addition, a landscape buffer of shade trees with an evergreen hedge and/or ornamental fencing should be provided near the property line for commercial use/parking lots when adjacent to residential uses. The following tables contain recommended plant material for screening.

ORNAMENTAL TREE LIST

<i>Common name</i>	<i>Botanical name</i>	<i>Cultivar</i>
Autumn Brilliance Apple Serviceberry	Amelanchier grandiflora 'Autumn Brilliance'	Autumn Brilliance
Eastern Redbud	Cercis canadensis	
Kousa Dogwood	Cornus kousa	
Cornelian Cherry Dogwood	Cornus mas	
Thornless Cocksaur Hawthorn	Crataegus crusgalli var. inermis	
Adams Crabapple	Malus 'Adams'	Adams
Prairie Fire Crabapple	Malus 'Prairie Fire'	Prairie Fire
Red Jewel Crabapple	Malus 'Red Jewel'	Red Jewel
Sargent Crabapple	Malus sargentii	
Zumi Crabapple	Malus x zumi	
Ivory Silk Japanese Tree Lilac	Syringa reticulata 'Ivory Silk'	'Ivory Silk'

DECIDUOUS SHRUB LIST

<i>Common name</i>	<i>Botanical name</i>	<i>Cultivar</i>
Black Chokeberry	Aronia melanocarpa	
Ceanothus americanus	New Jersey Tea	
Common Buttonbush	Cephalanthus occidentalis	
Redosier Dogwood	Cornus sericea	
Vernal Witchhazel	Hamamelis vernalis	
Annabelle Hydrangea	Hydrangea arborescens 'Annabelle'	Annabelle
Oakleaf Hydrangea	Hydrangea quercifolia	
Common Ninebark	Physocarpus opulifolius	
Gro-Low Fragrant Sumac	Rhus aromatica 'Gro-Low'	Gro-Low
Korean spice Viburnum	Viburnum carlesii 'Compactum'	Compactum
Arrowwood Viburnum	Viburnum dentatum	
Compact American Cranberrybush Viburnum	Compact American Cranberrybush Viburnum	

EVERGREEN SHRUB LIST

<i>Common name</i>	<i>Botanical name</i>	<i>Cultivar</i>
Wintergreen Korean Boxwood	Buxus microphylla var. Koreaana 'Wintergreen'	Wintergreen
Kallay's Compact Pfitzer Chinese Juniper	Juniperus chinensis 'Pfitzerana Kallay's Compact'	Pfitzerana Kallay's Compacta
Blue Chip Creeping Juniper	Juniperus horizontalis 'Blue Chip'	Blue Chip
P.J.M. Rhododendron	Rhododendron 'P.J.M.'	P.J.M
Densiform Yew	Taxus media 'Densiformis'	Densiformis
Taunton Yew	Taxus media 'Tauntonii'	Tauntonii
Techny (Mission) American Arborvitae	Thuja occidentalis 'Techny'	Techny

ORNAMENTAL GRASS LIST

<i>Common name</i>	<i>Botanical name</i>	<i>Cultivar</i>
Karl Foerster Feather Reed Grass	Calamagrostis acutiflora 'Karl Foerster'	Karl Foerster
Northern Sea Oats	Chasmanthium latifolium	
Tufted Hair Grass	Deschampsia cespitosa	
Hamel Dwarf Fountain Grass	Pennisetum alopecuroides 'Hameln'	Hameln
Schizachyrium scoparium	Little Bluestem	
Prairie Dropseed	Sporobolus heterolepis	



PARKWAYS

Parkways provide separation between the roadway and the pedestrian realm, resulting in an increased level of comfort and security for pedestrians walking in Downtown. Parkways soften the adjacent land use and provide much needed greenspace within a downtown. Parkways provide the space for street trees, lighting, signage, and other pedestrian amenities to help establish a coordinated streetscape in Downtown.

ISLANDS & MEDIANS

The existing medians created where Illinois Avenue and University Avenue split provide an ideal place for landscaping and a gateway feature to announce the entry into Downtown Carbondale. These areas have significant prominence requiring an enhanced level of landscape including shade trees, shrubs, ornamental grasses, and seasonal plantings. Raised medians may be utilized if an increased level of separation is desired between travel lanes. Raised medians also discourage pedestrians from mid-block crossing. Selected plant materials should take into consideration salt-tolerance and irrigation needs to ensure that the landscaping looks good in the hot, dry summer and cold, icy winter months.

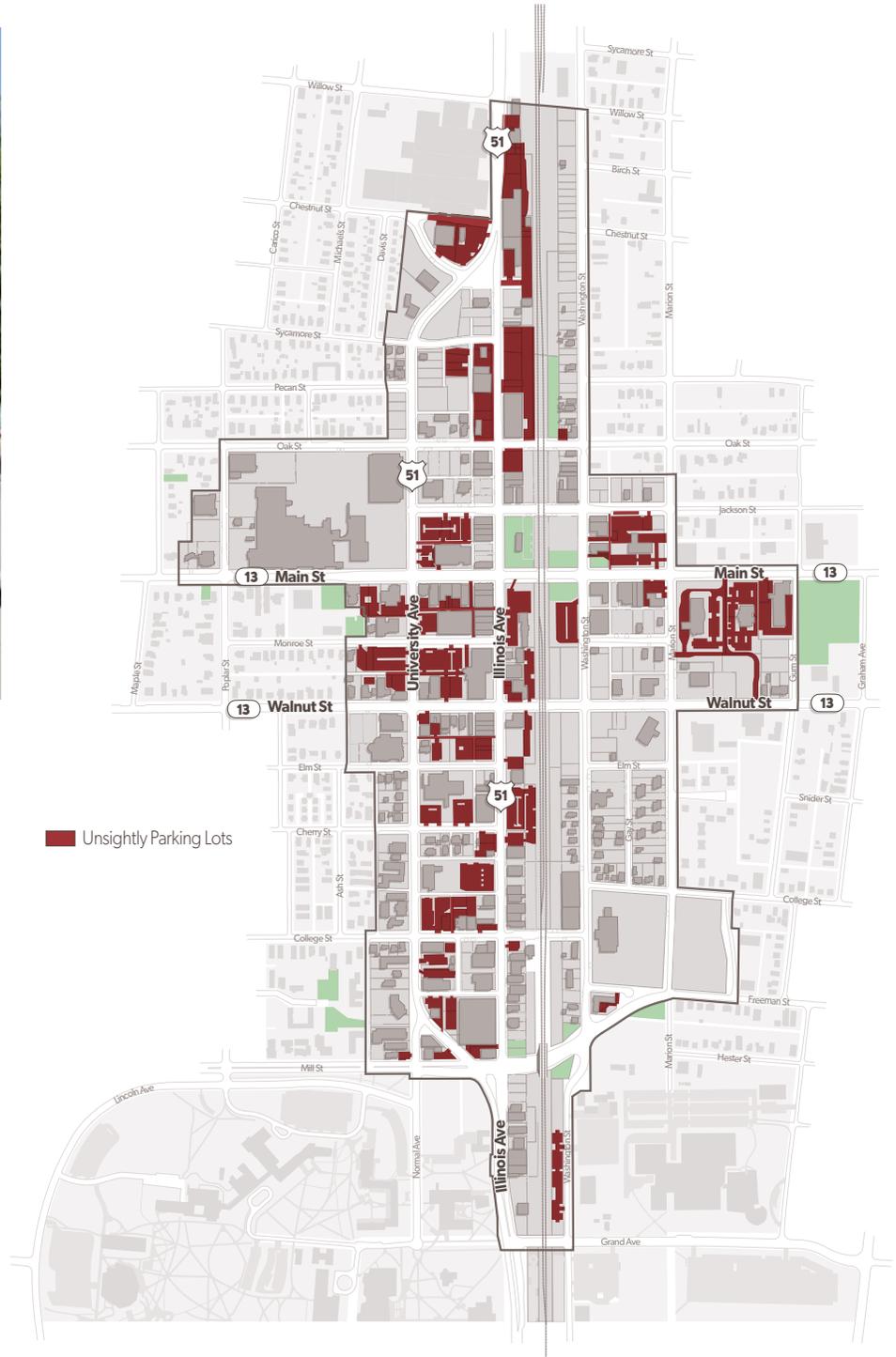


SCREENING PARKING LOTS DOWNTOWN



Surface parking lot areas are recommended to be screened from the public right-of-way with a combination of decorative ornamental fence and landscape plant material. A minimum of a seven foot landscape buffer is recommended around the perimeter of all surface parking lots that abut a public right-of-way. Perimeter landscaping should include continuous hedge plantings, ornamental grasses, ground covers, and ornamental and shade trees.

Screening and other improvements to parking areas should maintain safe environments and enhance the perception of safety. While screening should reduce the visual impact of cars and large paved surfaces, sight lines must be maintained to ensure pedestrians and individuals walking to their cars are safe. Fences and plant material should be limited in height and density to ensure they do not entirely block view of parking lots or create dark, enclosed areas.

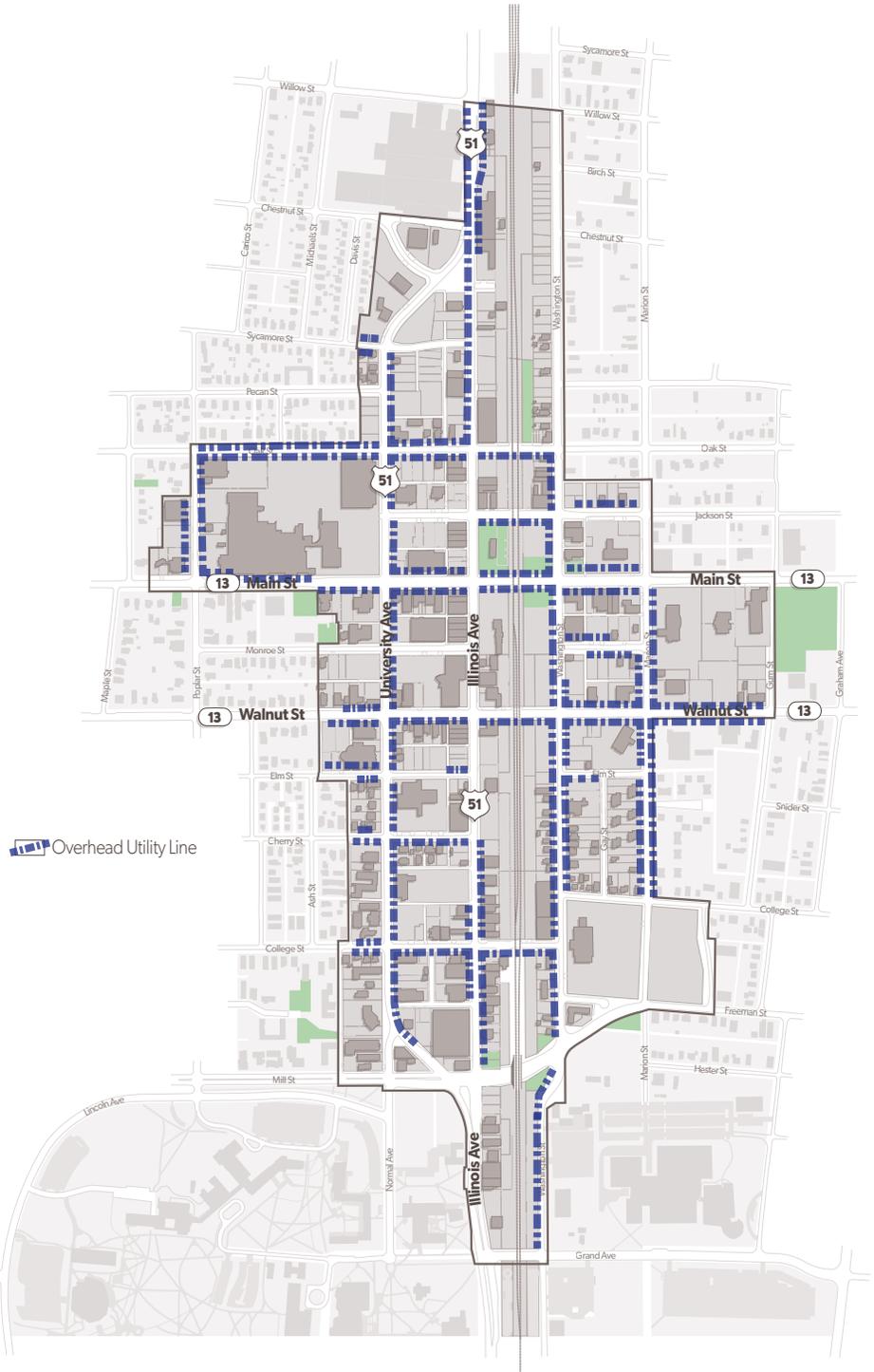


BURY OR RELOCATE OVERHEAD UTILITIES



Overhead utilities are currently located within the majority of the downtown streets on at least one side of the right-of-way. Relocating or burying existing overhead utilities is an important element to providing a visually appealing public realm, and needs to be addressed in order to incorporate many of the design elements that occur within the public right-of-way. It is understood that the cost of this undertaking can be prohibitive, but is recommended that the City highly assess the benefits as the development of Downtown occurs.

Relocating the utilities to alleys and modernizing building service connections should be considered in addition to burying them underground. The City is in the process of conducting a study to evaluate the existing overhead utilities in Downtown. This study will determine which overhead utility lines should be relocated, what the associated costs are, and what a timeline for removal will be.



GATEWAYS, WAYFINDING & DIRECTIONAL SIGNAGE



Gateways

The areas where motorists, pedestrians, bicyclists, and transit riders enter Downtown are called “gateway” areas. The character and appearance of these areas are important factors in determining the overall image and perception of the City and Downtown as a whole. Gateways can also help visually delineate what part of the community “is Downtown” and what part “isn’t Downtown.”

It is recommended that attractive gateways be installed at key locations to announce entry into Carbondale’s Downtown. Priority should be given to the northern and southern entryways along US Route 51 which act as both entrances into Downtown and to the City of Carbondale. In addition, gateway signage should be prioritized along IL Route 13 to mark

the eastern and western entrances into Downtown. Gateway signage along IL Route 13 should be integrated with potential advanced motorist notification boards for the railroad, as discussed in **Traffic Flow Improvements** on page 128.

These gateways should include a prominent gateway feature, special signage displaying “what’s going on” in the Downtown with unifying design elements such as vegetated walls, decorative lighting, street and sidewalk patterns, and other design elements. Where appropriate, pedestrian amenities should be incorporated into gateway and wayfinding installations to enhance their visibility and contribute to their prominence.

Recommended locations include key entrances into Downtown and at key destinations such as:

- University Avenue and Illinois Avenues Intersection (North)
- University Avenue and Illinois Avenues Intersection (South)
- Along Main Street East of Downtown
- Along Walnut Street West of Downtown
- Adjacent to SIU
- Town Square
- Amtrak Station
- Railway Corridor



Wayfinding

Wayfinding should be a coordinated effort with the goal of directing pedestrians, cyclists, and motorists by providing directions to popular destinations, events, and information relevant to Downtown. This includes but is not limited to the following:

- Town Square
- The Strip
- SIU
- SIH
- Civic, Municipal, and Public Buildings
- Transportation Centers
- Popular Entertainment Venues
- Bus and/or train schedules
- Directions for calling a taxi

The City should implement a coordinated wayfinding program that can better guide travelers to Downtown and more effectively direct movement within and around Downtown. The wayfinding program should include efforts to:

- establish a high quality “wayfinding” program to better direct motorists to and from the Downtown from the surrounding community and the regional highway system. This entails the placement of signs along roadways well outside of the boundaries of Downtown.
- provide improved signage within the boundaries of Downtown to better direct motorists to key destinations and public parking areas.

- place directional signage “before” street intersections along highly traveled roadways to aid motorists, increase traffic safety, and reduce confusion while navigating Downtown.
- implement wayfinding signage to and from the Amtrak station. At present, visibility is low and the circulation pattern is difficult.
- enhance the downtown experience through the use of directional signs, maps, kiosks, and banners to create an intuitive navigational system for vehicles and pedestrians.



Directional & Informational Signage

Directional and Informational signage makes the vehicular and pedestrian experience more interesting by providing the opportunity to celebrate the community's history and cultural identity. Existing historical and informational signage should be enhanced to provide more information about Carbondale's historical buildings, cultural features, community history, and memorials.

Signage design should take the following criteria into consideration:

- Branding Theme
- Scale, Style, and Color
- Consistency of Placement
- Landscaping
- Street Light Banners

DOWNTOWN CARBONDALE

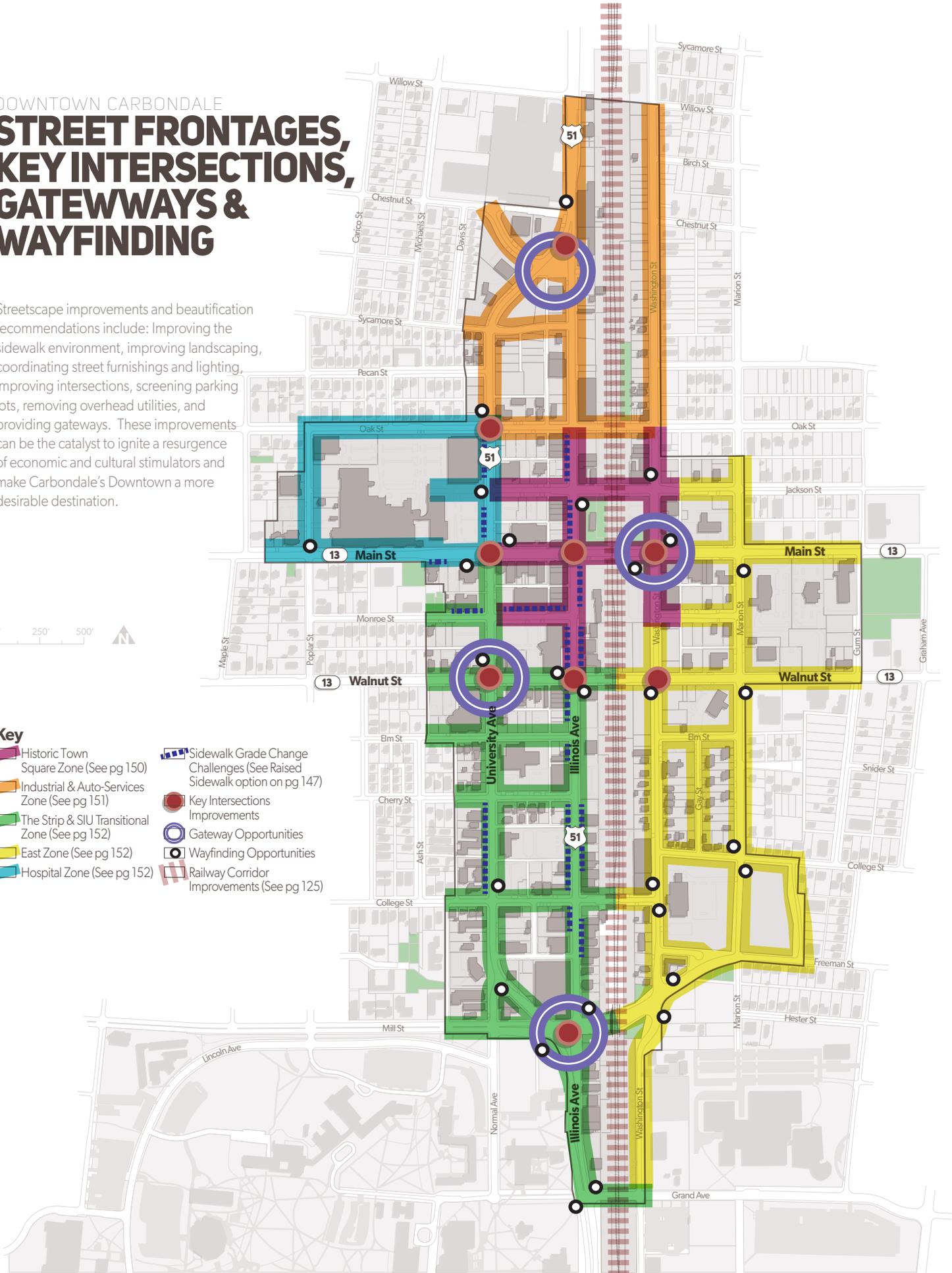
STREET FRONTAGES, KEY INTERSECTIONS, GATEWAYS & WAYFINDING

Streetscape improvements and beautification recommendations include: Improving the sidewalk environment, improving landscaping, coordinating street furnishings and lighting, improving intersections, screening parking lots, removing overhead utilities, and providing gateways. These improvements can be the catalyst to ignite a resurgence of economic and cultural stimulators and make Carbondale's Downtown a more desirable destination.



Key

-  Historic Town Square Zone (See pg 150)
-  Industrial & Auto-Services Zone (See pg 151)
-  The Strip & SIU Transitional Zone (See pg 152)
-  East Zone (See pg 152)
-  Hospital Zone (See pg 152)
-  Sidewalk Grade Change Challenges (See Raised Sidewalk option on pg 147)
-  Key Intersections Improvements
-  Gateway Opportunities
-  Wayfinding Opportunities
-  Railway Corridor Improvements (See pg 125)





04

IMPLEMENTATION



This chapter presents an implementation measures the City can use to initiate and undertake key recommendations provided in the Downtown Carbondale Master Plan. For the Plan to be successful, it must be based on support and participation between the City, property owners, businesses, residents, local institutions, and the development community. The City should be the leader in promoting cooperation and collaboration with these and other community stakeholders to implement the Plan.

The recommendations and actions identified in the following Downtown Branding Strategy, Downtown Promotion Strategy, and Implementation Strategy outline the “next steps” to be taken in continuing the process of improving and enhancing Downtown Carbondale.

DOWNTOWN BRANDING STRATEGY



Branding is a tool that the City of Carbondale can utilize to define Downtown and develop a long-term vision for a place that is compelling to many residents and visitors. Ultimately, it can be used to influence and shape positive perceptions of a location, creating a foundation that helps make that place desirable as a destination for residents to call home, visitor to spend time, and businesses and investors to develop.

As a key implementation component of the Downtown Carbondale Master Plan, initiating a successful Downtown Branding Strategy requires honest and thoughtful responses to the following questions:

- What does Downtown Carbondale stand for today – what are its strengths and weaknesses?
- What can and should Downtown Carbondale stand for in the future, and how do we articulate that?
- What will make Downtown Carbondale unique, valued, and attractive to target businesses and consumer audiences?
- How will we make this new positioning become a reality?
- What role do key stakeholders and community groups have in bringing the Downtown Carbondale brand to life?
- How will we measure success of the branding strategy?



Although the Downtown Carbondale Master Plan and process has provided answers and insight to some of these questions, there remains work to be done. Armed with the answers to all of these questions, the City of Carbondale can work toward developing a brand for Downtown. While the process community's undertake to develop a unified brand for a downtown may differ, the following steps are commonly considered.

- Define Clear Objectives
- Understand the Target Audience
- Identify the Current Brand Image
- Set the Aspirational Brand Identity
- Develop the Positioning
- Create Value Propositions
- Execute the Brand Strategy

DEFINE CLEAR OBJECTIVES

Prior to beginning the process, the City should identify what the Downtown Carbondale Branding Strategy is trying to achieve. What specific results is the City of Carbondale seeking from the development of a brand strategy? Is the primary objective to attract and retain residents? Drive commerce? Attract visitors? Change current perceptions? The answers to these questions, and the priorities among them, help define the scope of the project, and the key activities that form the approach to the initiative.

While the Downtown Carbondale Master Plan focuses on improvements and projects to be undertaken within Downtown, it also provides an initial understanding of objectives the City and community share for Downtown's future. Through community outreach, as well as identified by the DAC, Downtown was envisioned as a cultural and entertainment destination, a thriving business center, and a retail district. Reviewing community outreach and the Plan's vision for Downtown will help provide a foundation for branding objectives that best respond to community needs and desires.

UNDERSTAND THE TARGET USERS

Understanding all the Downtown users can be a difficult step in place branding; as it is tempting to put everyone into that group. Identify the types of people the City of Carbondale wants to attract to the Downtown. These groups should be minimized in number, however, and prioritized based on importance to the objectives of the branding strategy. Focusing on a few, specific audiences can uncover more detailed and specific insights rather than gathering a variety of general insights.

While others should be considered, three target audiences were specifically highlighted throughout the planning process. This includes all residents of Carbondale, students, staff, and faculty of SIU, the staff, families and visitors of SIH's Memorial Hospital patients, and visitors to Carbondale. In addition, residents directly adjacent to Downtown were emphasized as an important target group. The City should consider and prioritize these groups in future branding efforts.



IDENTIFY THE CURRENT BRAND IMAGE

What image does the Downtown Carbondale give people today? Is it simply “The Strip”? Is it the Civic Center? Is it the Town Square? Has this image of Downtown Carbondale changed over time? This step in the process is designed to gain insight on the benefits and associations that residents, students, and visitors have with the Downtown; to assess the gap between the current state and the desired state.

Community outreach conducted throughout the planning process establishes an understanding of the current identity of Downtown. For example, stakeholders in the key person interviews were asked to describe the current state of Downtown. While some noted the area as fun, friendly, livable, and comfortable, the more common answer included distressed, dilapidated, uninviting, disjointed, and worn out. Understanding Downtown’s current identity, or as many noted, lack of identity, helps determine steps necessary to mend that image.

SET THE ASPIRATIONAL BRAND IDENTITY

What image does Downtown Carbondale want to give to its users? How does the City want the public to describe Downtown? An aspirational brand identity should be within reach and credible for the brand; crafting the associations you want residents, visitors, students, and faculty to make when they think of Downtown Carbondale.

Sometimes area branding isn’t about inventing something, it can be about discovering what’s already there. The City of Carbondale could examine the perceived strengths of the Downtown, and build on these to create the aspirational brand identity. Whatever the result, the aspirational brand identity should influence future business and community decisions, and should be an identity Downtown Carbondale can sustain for a long period of time. One example would be the lack of recognition on the SIU campus of where Downtown was located and what it offered. Focused branding could aim to create greater awareness of Downtown amongst students, staff, and faculty.

DEVELOP THE POSITIONING

What are the benefits that Downtown Carbondale wants to own or offer in the minds of the public? Brand positioning is the means for transitioning the Downtown’s current brand image to its aspirational brand identity it desires. It is a promise or benefit that Downtown Carbondale wants to own in the minds of the user. For instance, abundant business resources, friendly people, or a lively and fun place to go.

The aspirational brand identity and its associated positioning typically has a long horizon. Perceptions of the Downtown will not change overnight and could require significant changes over time, to see the aspirational identity become a reality.



CREATE VALUE PROPOSITIONS

What does the positioning mean for each user, and what are the messages that should be communicated to influence their perceptions? Once defined, it's important to make the propositions actionable.

The key is to take a critical look at Downtown Carbondale's characteristics and policies, to ensure they are aligned to the aspirational brand identity. For example, if Downtown Carbondale hopes to identify itself as a place that is inviting to students, they might want to encourage later business hours, which is appealing to college students, and ensure that no policies in place prohibit or make it difficult to introduce nightlife businesses.

EXECUTE THE BRAND STRATEGY

In developing the Downtown Carbondale branding and promotional plan, it is critical to identify every point at which a potential user may come in contact with the brand. Every interaction with the public is an opportunity to enhance or diminish the Downtown Carbondale brand. These points of contact may vary widely in form, including the physical environment, street signage, advertising, brochures, websites, events, and interaction with residents. Much of the execution relies on improving these points of contact, to lend credibility to the new brand.

DOWNTOWN PROMOTION STRATEGY



This section identifies potential promotional efforts that could support and reinforce the implementation of recommendations provided in the Downtown Carbondale Master Plan and the Downtown Branding Strategy. There are a number of programs and activities that can be initiated immediately to build interest in and awareness of Downtown Carbondale and the Downtown Carbondale Master Plan. As the Plan is adopted and implemented, an on-going, comprehensive promotional plan should be conceived and put into action that will help keep Downtown vibrant and vital.

The purpose of these efforts is to reawaken public awareness of Downtown Carbondale. The ultimate objective is to make Downtown a familiar and recognized piece of the Carbondale experience, and for every citizen to recognize Downtown's existence and value. While these efforts do not need to be directly linked to the Downtown Branding Strategy discussed in the prior section, it would be beneficial for the Downtown Branding Strategy to link itself to these efforts in order to maintain a cohesive image and support the brand-related successes.



POTENTIAL SHORT-TERM ACTIONS

- Establish a regular communication vehicle to the community, such as a column in a City Newsletter, local newspaper, or social media outlets. While methods of distributing these messages can vary depending on the target audience established in the branding strategy, the communications could include:
 - Details of the Downtown Planning process—what is it, why is it being done, its timetable, ongoing progress reports and opportunities to give input;
 - Profiles of new businesses and histories of established businesses;
 - Information for upcoming events taking place in Downtown and on the SIU campus, occasionally featuring a response or testimonial chosen from Downtown shoppers and visitors.
 - Utilize visible spaces in the Downtown to initiate new activities and interest Downtown.

- Organize new or expanded Downtown events throughout the year that could involve businesses, social and student clubs, and other entities. It could be targeted mainly to Carbondale residents, students, and faculty, but have appeal and draw from beyond the community. Possibilities include:
 - A garage or sidewalk sale, an ice cream social, traditional games and competitions, a holiday open house, and/or a tree or snowman decorating contest.
 - Communicate with Southern Illinois University (SIU) to recruit support and offer the opportunity for student experience in volunteer help for Downtown events, musical or other performing groups, display opportunities for art shows, internships for marketing, communication or journalism majors to work on monthly communications.
 - Partner with Downtown businesses to create a comprehensive program of discounts for SIU and high school students.

- Create a social media page for Downtown Carbondale. Once the page has been established it can be used to inform the followers of upcoming events, promotions, discounts, etc.
- Establish a Downtown Carbondale website linked to the City website, and use this as a central hub for upcoming events, promotions, and discounts, as well as advertising for local job openings, vacant commercial and retail space, and Downtown businesses.

All of the preceding should be considered in the context of what currently exists in Downtown Carbondale. That is, there may not be enough business in Downtown to support these activities either monetarily or with pedestrian traffic. The City of Carbondale and other community partners will be essential. However, it is important for all Downtown businesses to know about, participate in, and support the promotional activities.



POTENTIAL LONG-TERM ACTIONS

Over the upcoming years, as Downtown Carbondale is being fully reestablished, a comprehensive promotional plan could be created and approved annually to reflect changing activity, perceptions, and needs of Downtown. This can include, but will not be limited to:

- Promotional events, expanded to take place periodically throughout the year, with other organizations.
- Promote a “buy local” campaign that invites customers to consider the benefits of keeping shopping dollars local.
- Coordinated cooperative advertising campaign, including media, to be determined on an annual basis upon constituencies that exist in the Downtown and the activity schedule.
- Directional signage to Downtown Carbondale at key entry points; ensuring that all signage is consistent with the Downtown Carbondale Branding Strategy.
- Ongoing public relations and community involvement outreach.

MANAGEMENT & ORGANIZATION

As previously stated, the process of revitalizing Downtown Carbondale requires public and private commitment. As the area grows and becomes more successful, effective management and organization evolve and help sustain the community’s vision and investment in Downtown.

The primary roles of a Downtown Management Organization are to:

- Act as a liaison and communicator between City government, the citizens, the Downtown property and business owners, and other organizations;
- Provide facilitation and to advocate for or against issues that specifically affect Downtown and its stakeholders; and
- Build awareness of the Downtown, its activities, and its constituents and thereby enhance Downtown Carbondale’s position.

While the Carbondale community already has a few entities—including Carbondale Main Street and the Downtown Advisory Committee—it could be beneficial to consider other organizational methods to lead and liaise between all stakeholders. These organizations could involve the representative members of both Carbondale Main Street and the Downtown Advisory Committee. The following are examples of other management and organizational methods.



CENTRALIZED RETAIL MANAGEMENT (CRM)

Centralized Retail Management (CRM) is the concept of a common management program, similar to a shopping center model, customized for adoption by individual property and business owners that can mandate operating hours, advertising and promotional standards and activities, physical appearance standards, leasing guidelines, and other helpful business regulations.

Concepts of CRM have been successfully implemented in many individualized forms by small and mid-sized cities, especially in conjunction with an SSA.

SPECIAL SERVICE AREAS (SSA)

Downtown Carbondale is included within the City's Downtown Special Service Area Number One, which was established in 1996. The SSA was subsequently extended and expanded in 2001, 2006, and 2012.

Special Service Areas (SSAs) entail the establishment of a specified geographic district in which assessments over and above existing property taxes are collected for funding of physical improvements, or ongoing maintenance and/or management of that area. The principle is that those in the district will benefit from the identified funding activities, and they recognize this in indicating willingness to pay for them.

IMPLEMENTATION STRATEGY



DAY-TO-DAY USE

The Downtown Carbondale Master Plan should be used on a day-to-day basis, acting as the official policy guide for land use, development, and reinvestment in Downtown. The Plan should be regularly consulted by City staff, City Council, boards, and commissions to review and evaluate proposals for improvement and development within Downtown Carbondale. Further, the various service providers, community organizations, Downtown coalitions, and institutions of Carbondale should utilize the Plan to guide facilities, infrastructure, and programming as it related to Downtown.

To further educate the community about the Plan, the City should:

- Make the Plan available online for free, provide hard copies at City Hall/Civic Center, and have a copy on file at the Carbondale Public Library for reference;
- Provide assistance to the public that explains the that intent of the Plan and its relationship to private and public development projects and other civic proposals, as appropriate;
- Assist the City Council and various boards and commissions in the day-to-day administration, interpretation, and application of the Plan;
- Provide a Downtown Carbondale Master Plan review for newly elected or appointed officials;
- Maintain a list of current possible amendments, issues, or needs which may be a subject of change, addition, or deletion from the Downtown Carbondale Master Plan.



MULTI-YEAR COMMUNITY INVESTMENT PROGRAM (CIP)

One tool for implementing the Downtown Plan is within the City's existing Community Investment Program (CIP), which establishes schedules and priorities for public improvement projects. The Community Investment Program typically schedules the implementation of a range of specific projects related to the Plan, particularly the restoration, upgrading, and expansion of existing infrastructure, community facilities, parks and open spaces, and other services and operations of the City.

Implementation of the Downtown Carbondale Master Plan will require capital investments by the City to turn recommendations into action. Given that the Plan includes both short- and long-term objectives, implementation will require strategic budgeting and project prioritization. The common funding cycle for significant projects, such as new buildings or major streetscape projects, can span over multiple years due to the various phases necessary for design and construction.

Environmental analysis, design, right-of-way or property acquisition, and construction usually do not occur within the same year. Therefore, planning for appropriate funding of improvements can be spread out to decrease the burden placed on the city in any given year. Action items listed within the Plan should be annually reviewed as part of the City's budgetary process for inclusion within the multi-year Community Investment Program.

REGULAR REVIEW & UPDATE

The Downtown Carbondale Master Plan is not meant to be a static document; the planning process must be continuous. The Plan should be monitored and updated on a regular basis. The need for Plan updates are the result of many community influences. Most frequently these are brought about by changes in attitudes or emerging needs not foreseen at the time of Plan adoption.

Although a proposal to update the Plan can be brought forth by petition at any time, the City should regularly undertake a systematic review of the Plan. Although an annual review is desirable, the City should initiate review of the Plan at least every two to three years. Ideally, this review should coincide with the preparation of the annual budget and community investment program. In this manner, recommendations or changes relating to capital improvements or other programs can be considered as part of the upcoming commitments for the fiscal year. Routine examination of the Plan will help ensure that the planning program remains relevant to community needs and aspirations.

COOPERATION

For the Downtown Carbondale Master Plan to be successful, there must be strong and steady leadership from the City of Carbondale supported by partnerships with other public agencies, local institutions, community groups and organizations, the local business community, and the private sector. The City should assume a leadership role to cooperate and coordinate with SIU, SIH and SIH's Memorial Hospital, Carbondale Main Street, Carbondale Community Arts, the Carbondale Music Coalition, Carbondale Public Library, Neighborhood Organizations Jackson County, Illinois Department of Transportation, and Amtrak, amongst others. In addition, the City should actively work with and encourage developers and the business community to undertake improvements discussed within the Plan that will improve the character and quality of Downtown. Working with this diverse range of organizations and groups will help ensure successful implementation of the Plan, support continued revitalization and improvement within Downtown, and create a foundation of cooperation that will support Downtown and the Carbondale community in the future.

MAINTAIN PUBLIC COMMUNICATION

The extended planning process for the Downtown Carbondale Master Plan has facilitated a considerable amount of public outreach and communication, keeping residents involved and informed of the Plan's development. The Downtown Advisory Committee was an innovative and important body that established the policy direction for the Master Plan, with hundreds of people participating and hundreds of hours of volunteer labor by DAC members. Members of the Carbondale community were able to stay involved through outreach events, the project website, interactive outreach tools, newsletters, and other traditional media. This is an important step in educating the community about the relevance of planning and the City's role in defining its future.

Building on these efforts, the City should ensure that the Plan's major recommendations and overall "vision" are conveyed to the entire community. This should include regular updates, coverage of major milestones, and providing additional opportunities for residents to voice their opinion.

The City should further develop avenues by which community members can communicate with the City and receive information about local planning and development. This should include ways for resident questions and concerns to be heard and addressed in a timely manner. In addition, the City should work to provide accessible materials both online and in print that simplify and explain regular civic functions. This could include informational materials that provide guidance on applying for zoning, building, subdivision, or other development related permits and approvals.

AMENDING DEVELOPMENT REGULATIONS

In many cases, successful implementation of the Downtown Carbondale Master Plan will be reliant on the capacity of the City's development regulations to restrict undesirable practices and allow desired uses and improvements. As such, a review and analysis of all City development regulations will be essential to fostering the revitalization of Downtown Carbondale.

The City should conduct a full review of existing codes, including the Carbondale Zoning Ordinance, Signage, Landscape, Parking, Permitted Uses, etc.

- Review existing codes to ensure that regulations support the Plan's recommendations and do not prohibit desired improvements
- Make City's expectations clear and understandable by using illustrations and removing legalese
- Develop an easy-to-read "Guide to Downtown Zoning" for future developers, investors, and property owners
- Potentially consolidate zoning codes into a clear and easily understood document and/or unified development ordinance (UDO)
- Incorporate bonuses into the zoning provisions whereby increased height and/or floor area may be achieved for meeting certain prescribed development standards.
- Review and amend the City's development ordinance to ensure regulations allow infill development and redevelopment. Incorporate standards that are unique and applicable to these sites versus greenfield development sites.
- Potentially adopt interim zoning regulations for the redevelopment areas to ensure that development conforms to the future intent of the Downtown Plan.
- Coordinate with SIH to rezone the property they own between University and Illinois, currently zoned BWA, to a more compatible zoning designation.
- The City should consider updating the zoning ordinance to allow residential uses on the main floor in the BPR district with issuance of a special use permit, which would benefit development along Washington Street. The City could establish an overlay district that permits main floor residential by right if certain design criteria are met.

FUNDING

A description of potential funding sources currently available to the City and its partners for implementation is summarized below. As the following funding sources and streams are subject to change over time, it is important to continue to research and monitor grants, funding agencies, and programs to identify new opportunities as they become available.

GENERAL ECONOMIC DEVELOPMENT SOURCES

Tax Increment Finance (TIFs)

The purpose of Tax Increment Finance (TIFs) funding is to incentivize and attract desired development within key commercial areas. TIF dollars can typically be used for infrastructure, streetscaping, public improvements, land assemblage, and offsetting the cost of development.

TIF utilizes future property tax revenues generated within a designated area or district, to pay for improvements and further incentivize continued reinvestment. As the Equalized Assessed Value (EAV) of properties within a TIF district increases, the incremental growth in property tax over the base year that the TIF was established is reinvested in that area. Local officials may then issue bonds to undertake other financial obligations based on the growth in new revenue. The maximum life of a TIF district in the State of Illinois is 23 years, although a district can be extended beyond that horizon through authorization from the State Legislature.

The City has two TIF districts both of which are contained within the Downtown study area. Funds from TIF Districts can be used for overall redevelopment, infrastructure, and community improvement projects. These funds are administered by the City and can be used for both public and private improvements. Recently, TIF district funds have been used to finance improvements to businesses along Illinois Avenue, Main Street, and Walnut Street including land acquisition, site preparation, demolition, and remodeling. In addition, funds have helped finance planning efforts and services related to the Downtown area, including the Downtown Hotel Feasibility Report. The City should utilize TIF district funds to continue making improvements within Downtown and implement action items of the Downtown Carbondale Master Plan.

Enterprise Zone

An Enterprise Zone is a specific area designated by the State of Illinois to receive tax incentives and other benefits to stimulate economic growth and revitalization in economically depressed areas. Businesses located in the City's currently designated Enterprise Zone can obtain special state and local tax incentives, regulatory relief, and improved governmental services.

Special Service Area (SSA)

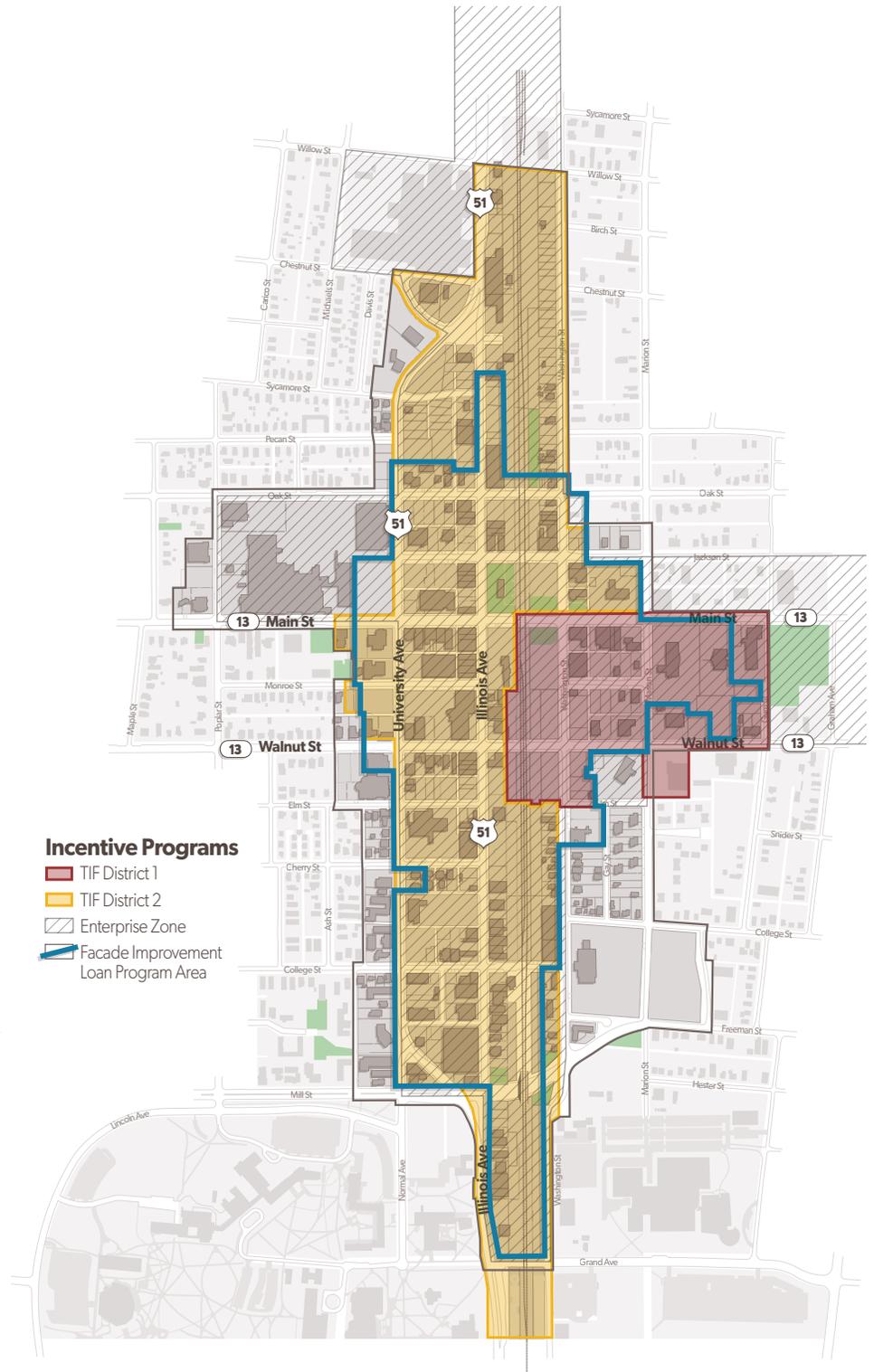
Downtown Carbondale is included within the City's Downtown Special Service Area Number One, which was established in 1996. The SSA was subsequently extended and expanded in 2001, 2006, and 2012.

Special Service Areas (SSAs) can be used to fund improvements and programs within a designated service area. In an SSA, a small percentage is added to the property tax of the properties within the defined service area. The revenue received from this targeted increase is channeled back into projects and programs benefiting those properties. An SSA can be rejected if 51% of the property owners and electors within a designated area object.

SSA funded projects can include such things as district marketing and advertising assistance, promotional activities and special events, streetscape and signage improvements, and property maintenance services. SSA's can also be used to fund various incentives and tools such as small business loan funds or façade improvement programs discussed previously.

Incubators

Business and Tech incubators provide low-cost space and specialized support for small companies and entrepreneurs who can take advantage of the "Gigabit City's" ultra-high speed internet capabilities. Incubators are typically owned by public entities such as municipalities or economic development agencies who subsidize rents and services with grants. In addition to job creation and generating activity, the goal is to have startup businesses and entrepreneurs grow and locate in spaces in Downtown Carbondale and the surrounding area.



Business Development District (BDD)

Authorized by Division 74.3 of the Municipal Code of the State of Illinois, a municipality may designate, after public hearings, an area as a Business Development District (BDD). A BDD would allow the City to levy up to an additional 1% retailers occupation tax, 1% hotel tax, and 1% sales tax within a designated district. Similar to a TIF district, a BDD has a maximum life of 23 years. BDD legislation also permits municipalities to utilize tax revenue growth that has been generated by BDD properties to fund improvements in the district.

Business district designation empowers a municipality to carry out a business district development or redevelopment plan through the following actions:

- Acquire all development and redevelopment proposals
- Acquire, manage, convey, or otherwise dispose of real and personal property acquired pursuant to the provisions of a development or redevelopment plan
- Apply for and accept capitals grants and loans from the federal government and the State of Illinois for business district development and redevelopment
- Enter into contracts with any public or private agency or person.

- Borrow funds as it may be deemed necessary for the purpose of business district development and redevelopment, and in this connection, issue such obligation or revenue bonds as it shall be deemed necessary, subject to applicable statutory limitations
- Sell, lease, trade, or improve such real property as may be acquired in connection with business district development or redevelopment plans
- Expend such public funds as may be necessary for the planning, execution, and implementation of the business district plans
- Create a Business District Development and Redevelopment Commission to act as an agent for the municipality for the purpose of business district development and redevelopment

BDD funds can be used for infrastructure improvements, public improvements, site acquisition, and land assemblage and could be applicable in emerging business and industrial parks in the community. The City should consider establishing a BDD in Downtown Carbondale to facilitate special services and establish a long term funding source for development incentives and business assistance grants.

Federal Historic Preservation Tax Credits

The Federal Historic Preservation Tax Credits program is administered by the National Park Service (NPS) and the Internal Revenue Service (IRS) in partnership with the State Historic Preservation Offices (SHPOs). The amount of credit available under this program equals 20% of the qualifying expenses of a rehabilitation. Key criteria to obtain the credit include:

- The tax credit is only available to properties that will be used for a business or other income-producing purpose, and a “substantial” amount must be spent rehabilitating the historic building;
- The building needs to be certified as a historic structure by the National Park Service; and
- Rehabilitation work has to meet the Secretary of the Interior’s Standards for Rehabilitation, as determined by the National Park Service.

The Illinois Central Railroad Passenger Depot is the only structure within Downtown that is listed as a historic structure by the National Park Service. While this building is the only one eligible for tax credits, other buildings within Downtown have historic significance particularly the additional structures which, along with the Depot, are listed on the Carbondale Register of Historic Places. This includes the Old Freight Building/Town Square Pavilion, the Dunaway-Longbranch Building, and the Varsity Center for the Arts. The City should identify historic buildings with Downtown and work to have them included on the national historic register, coordinating with the Preservation Commission. This would make them eligible for Federal Historic Preservation Tax Credits and help with preservation of historic assets in Downtown.

INCENTIVES

Utilizing other funding mechanisms, such as TIF districts, SSAs, or BDDs, the City can provide a variety of incentive programs to help with implementation of the Plan. These incentives can be used to attract new development, improve existing development, and encourage business owners to remain in the community. This list identifies potential incentive programs that establish a starting point for the City in creation of a comprehensive range of incentive programs that help the City complete its objectives.

Sales Tax Rebate

A sales tax rebate is a tool typically used by municipalities to incentivize business to locate to a site or area. The rebate is offered as a percentage of the annual sales tax revenue generated by the establishment and is often tied to benchmarks such that as sales volume increases, so too does the proportion of the rebate. Sales tax rebate percentages can range from 1% to 100% and are dependent on the goals and objectives of the local municipality. Sales tax rebates have proven effective in attracting new businesses and encouraging redevelopment and renovation.

Tax Abatement

A property tax abatement is a versatile tool that can be applied to address a wide range of community issues. Property tax abatements are typically used as an incentive to attract business and revitalize the local economy. In the State of Illinois, municipalities and other taxing districts can abate any portion of the tax that they individually levy on a property. The period of tax abatement on a given property can be no longer than 10 years and the total combined sum of abated taxes for all taxing districts cannot exceed \$4 million over that period. A taxing district can administer the abatement by one of two methods: 1) lowering the tax rate; or 2) initiating a property tax freeze where the property is taxed based on a pre-development assessed value.

In some circumstances municipalities can also petition the County to lower a property's assessment. For example, a commercial property could be assessed at a percentage equivalent to that of a residential property. This is an effective means of lowering a property tax bill; however, it should be noted that this method impacts all taxing districts and not just the district making the request.

Façade & Site Improvements Programs

Façade and site improvement programs can be used to beautify the Downtown and improve the appearance of existing businesses by offering low interest loans or grants to improve the exterior appearance of designated structures or properties.

The City of Carbondale currently operates a Downtown Façade Program designed to provide loans to businesses in the downtown area, offering funding up to 100% of a façade improvement cost. While the program was established over 25 years ago, it provides a stable incentive within Downtown and has helped with improvements to local businesses.

In addition to the City's programs, Carbondale Main Street also offers a façade improvement program grant for eligible projects within the Downtown Special Service District. This program operates independently from the City and provides matching grants of up to 50% of façade improvement projects, with a \$1,500 maximum for smaller projects and \$2,500 maximum for larger projects. In addition, larger projects are also able to receive help with design, direction, and architectural services. Projects selected to receive grants must preserve or restore the architectural integrity of the structure or improve overall appeal and property values within Downtown.

Moving forward, the City should consider revising the loan program area (as shown on page 175) to include all properties within the Plan's study area. Given the age of the program, a review and update may be necessary in the future to ensure the program reflect modern planning practices. The City should also consider adoption of a site improvement program that offers similar incentives directed toward improvements on the property in general, rather than specifically the façade of a structure.

Payment in Lieu of Taxes (PILOT)

Payment in Lieu of Taxes (PILOT) is a tool similar to tax abatement. The City can use PILOT to reduce the property tax burden of a desired business for a predetermined period. In this instance, the City and property owners will agree to the annual payment of a set fee in place of property taxes. Payments are generally made in the form of a fixed sum, but they may also be paid as a percentage of the income generated by a property.

In addition, PILOT can be a means of reducing the fiscal impact on the City of a nonprofit, institutional use, or other non-taxpaying entity location on a key site Downtown. While such uses can be desirable as activity generators, they can also negatively impact municipal services because they do not pay taxes. Provisions can be made to offset that negative impact by allowing the City to be compensated for at least a portion of the revenue that would otherwise be collected in the form of property tax.

Revolving Loan Fund

A revolving Loan Fund is administered to provide financial support and assistance to new or expanding businesses, funded through the Illinois Department of Commerce and Economic Opportunity. The borrower may use the low-interest loan for construction, property rehabilitation/improvements, and land acquisition, among other things. The City currently operates a Revolving Loan Fund using federal funding from the Community Development Block Grant Program (CDBG). As the City aims to develop key sites within Downtown, such as the vacant lots directly east of the railroad tracks along Walnut Street, this funding opportunity should be marketed to local entrepreneurs seeking to grow their businesses.

TRANSPORTATION & INFRASTRUCTURE FUNDING

In December 2015 the Fixing America's Surface Transportation (FAST) Act, a five-year transportation reauthorization bill, was established. The FAST Act replaces the Moving Ahead for Progress in the 21st Century (MAP-21) Act, which expired in October 2015 and was extended three times. The FAST Act aims to improve infrastructure, provide long-term certainty and increased flexibility for states and local governments, streamline the project approval processes, and encourage innovation to make the surface transportation system safer and more efficient.

The FAST Act continues funding for numerous programs previously funded through MAP-21. Given the relatively recent passage of the FAST Act, it is still uncertain how changes in Federal policy will ultimately impact existing funding programs. The City should work to stay informed of the status of these programs at the state and regional level and new funding sources that may be introduced in the near future as a result of the FAST Act.

The following are grant programs covered under the FAST Act that could be utilized by the City to make enhancements to local transportation infrastructure.

Illinois Transportation Enhancement Program (ITEP)

The Illinois Department of Transportation (IDOT) administers the Illinois Transportation Enhancement Program (ITEP) and has funded projects including bicycle and pedestrian facilities, streetscaping, landscaping, historic preservation, and projects that control or remove outdoor advertising. In the past, federal reimbursement has been available for up to 50% of the costs of right-of-way and easement acquisition and 80% of the costs for preliminary engineering, utility relocations, construction engineering, and construction costs.

ITEP funds may provide the opportunity to implement several of the recommendations in this Plan, including:

- Streetscaping improvements in Downtown, particularly around the Town Square and along The Strip
- Extension of the bike trail along the railroad right-of-way
- Preservation of historic structures within Downtown
- Burying overhead utility lines throughout Downtown

Safe Routes to Schools (SRTS)

The SRTS program has provided funding for the planning, design, and construction of infrastructure related projects that will substantially improve the ability of students to walk and bike to school, including:

- Sidewalk improvements;
- Traffic calming and speed reduction improvements;
- Pedestrian and bicycle-crossing improvements;
- On-street bicycle facilities
- Off-street bicycle and pedestrian facilities;
- Secure bicycle parking system; and,
- Traffic diversion improvements in the vicinity of schools

Surface Transportation Block Grant Program (STBGP)

STBGP funds are allocated to coordinating regional councils to be used for roadway and roadway related items. Projects in this funding category require a local sponsor and are selected based on a ranking scale that takes into account the regional benefits provided by the project among other factors. STBGP funds may be used for a variety of project types including roadway rehabilitation, reconstruction and restoration, widening and adding lanes; intersection improvements, traffic signage improvements, and green infrastructure funding.

PARKS, TRAILS & OPEN SPACES FUNDING

Illinois Department of Natural Resources

The Illinois Department of Natural Resources (IDNR) administers several grants-in-aid programs to help municipalities and other local agencies provide a number of public outdoor recreational areas and facilities. The programs operate on a cost reimbursement basis to a government or non-for-profit organization. Local governments can receive one grant per program per year, with no restrictions on the number of local governments that can be funded for a given location. IDNR grants are organized into three major categories: Open Space Land Acquisition and Development (OSLAD); Boat Access Area Development (BAAD); and the Illinois Trails Grants Program.

Open Space Land Acquisition & Development (OSLAD)

The OSLAD program awards up to 50% of project costs up to a maximum of \$750,000 for acquisition and \$400,000 for development/renovation of recreational facilities such as playgrounds, outdoor nature interpretive areas, campgrounds and fishing piers, park roads and paths, and beaches. IDNR administers five grant programs to provide financial assistance for the acquisition, development, and maintenance of trails that are used for public recreation uses.

OSLAD funding could be used to support conversion of the Town Square into a dedicated open space and improvements to program the area as a community gathering space. In addition, the OSLAND program could provide funding for creation of a park space on the site across from the police department and trail extensions along the railroad tracks through Downtown.

Land & Water Conservation Fund (LWCF)

The federal Land & Water Conservation Fund (LWCF) is a program with similar objectives to the OSLAD program that is also managed by IDNR. LWCF grants are available to municipalities, counties, and school districts to be used for outdoor recreation projects. Projects require a 50% match. All funded projects are taken under perpetuity by the National Park Service and must only be used for outdoor recreational purposes.

Illinois Bicycle Path Program

The Illinois Bicycle Path Program is a grants program administered by IDNR that provides funding assistance up to 50% to acquire and develop land for public bicycle path purposes. Funded by a percentage of vehicle title fees, maximum grants awards are limited to \$200,000.

Recreational Trails Program (RTP)

The Recreational Trails Program (RTP) is a federally funded grant program for trail-related land acquisition, development, or restoration. The grants are awarded based on the results of a competitive scoring process and the application's suitability under the FAST act. A minimum 20% match is required by the applicant. Grants are to be used for motorized or non-motorized trail development, renovation, and / preservation. All projects must be maintained for 25 years. Eligible applicants include municipalities, counties, schools, non-profits, and for-profit businesses.

IMPLEMENTATION MATRIX

The Downtown Carbondale Master Plan includes numerous recommended policies, projects, and strategies. The following Implementation Matrix identifies the key actions that can be undertaken by the City in order to achieve revitalization of Downtown Carbondale. The City should use this Implementation Matrix to assign tasks to various departments, explore strategic partnerships, and identify funding sources relevant to each action. As actions are completed and the Plan is updated, the matrix should be revised to prioritize the remaining actions and add new ones as needed.

The Implementation Matrix is presented in a matrix format, which offers a brief description of each recommendation/action and highlights key actions, anticipated ease of implementation, and responsibility for implementing each action.

KEY ACTION

Key actions include capital projects, policy or regulatory amendments, or strategies that should be prioritized to lay the foundation for long-term plan implementation. For example, a key action may include infrastructure improvements that support future investment, regulatory amendments that remove barriers to desired development, or coordination among stakeholders to procure funding for recommended improvements in Downtown.

EASE OF IMPLEMENTATION

The ease of implementation is indicated by a grade scale from "A" to "C", with "A" being easiest to implement and "C" being most difficult to implement. This category is a collective indicator of the anticipated level of effort by City staff, property owners, partnering agencies, cost and budget considerations, and general stakeholder interest. The following guidelines were used to categorize individual projects within the grading scale:

- A – Project requires a policy change with little or no funding expenditure. Can be done in-house
- B – Project requires a policy change with larger investment, assistance of a consulting team, and/or multi-agency coordination
- C – Project requires a significant investment; major change to local infrastructure; multiagency coordination, and/or long-term planning and staging

RESPONSIBILITY

Responsibility refers to the public agencies, local institutions, community groups and organizations, the local business community, and the private sector the City of Carbondale will need to coordinate with to oversee and/or facilitate the completion of each identified recommendation/action.

IMPLEMENTATION MATRIX

#	Action	Key Action	Ease of Implementation	Responsibility
Land Use & Development Framework – Functional Land Use Zones				
1	Use the Land Use Functional Zones (page 54-83) recommendations to guide development and investment in the Downtown.	<input type="checkbox"/>	A	City Staff, Business/Property Owners
2	Develop design guidelines which stand as a separate document covering building height, site layout, street frontage, and building materials, providing visualizations and examples of preferred development styles.	<input type="checkbox"/>	A	City Staff, Consultant
Land Use & Development Framework – Healthy Context for Downtown				
3	Initiate a City-sponsored Housing Action Plan that will monitor and evaluate housing development in the future.	<input type="checkbox"/>	B	Consultant
4	Develop a not-for-profit housing organization to act as a 'lead agency' in housing related projects and grant applications and aid the City in administering its homebuy programs and credit counseling classes.		C	
5	Evaluate neighborhoods for downzoning options that will protect existing predominantly owner-occupied neighborhoods from increased levels of multi-tenant housing.		B	City Staff
6	Expand the Rental Inspection Program to include a trigger that housing units changing ownership shall be inspected and brought to code.	<input type="checkbox"/>	A	City Staff
7	Strengthen the "abandonment" provisions so that there are specific improvements necessary upon six months of abandonment.		B	City Staff
8	Pursue alternative code enforcement methods to be more proactive and ensure positive outcomes.		A	City Staff
9	Encourage redevelopment in target areas through programs that incentivize infill redevelopment.		A	City Staff
10	Form a target-area community investment program focused on infrastructure improvements within at-risk neighborhoods.		C	City Staff, Property Owners
11	Expand the Rental Housing Conversion Program to encourage the conversion of single-family rental units to owner-occupied units.		A	City Staff
12	Conduct a feasibility study to determine how small infill lots are to be redeveloped.		B	City Staff, Consultant
13	Seek the participation of churches, civic organizations, schools, and businesses, such as SIU and SIH's Memorial Hospital, in neighborhood improvement and revitalization efforts.		B	City Staff, Business/Property Owners, SIU, SIH
14	Create a neighborhood-oriented planning program to help the community form neighborhood associations and develop neighborhood plans.		A	City Staff
15	Provide guidance for homeowners to seek historic preservation funds so that homeowners can update their homes in a context sensitive manner.		A	City Staff, Preservation Commission
16	Continue seeking state grant programs that provide assistance to low-income residents.		A	City Staff
Land Use & Development Framework – Development Opportunity Sites				
17	Determine a prioritization of opportunity sites within Downtown based on potential impacts and availability.	<input type="checkbox"/>	A	City Staff, Business/Property Owners
18	Strategically acquire opportunity sites to give the City greater control over their redevelopment.		B	City Staff
19	Work with property owners to help them develop their properties or facilitate arrangements with buyers or developers.		A	City Staff, Chamber of Commerce, Business/Property Owners
20	Conduct an inventory of underutilized upper floor spaces that could be repurposed. This should include efforts to educate and encourage property owners to fill these spaces.		A	City Staff, Chamber of Commerce, Carbondale Main Street
Land Use & Development Framework – Encourage sustainable water management techniques				
21	Reduce reliance on vehicular travel in the Downtown by providing a more pedestrian friendly environment and promoting alternative modes of mobility such as public transit, car sharing, walking, and biking.	<input type="checkbox"/>	A	City Staff, SIU, Carbondale Main Street
22	Encourage biodiversity and the use of native plant material.		A	City Staff
23	Increase the urban tree canopy.		A	City Staff
24	Manage the impacts of heavy rain events by installing sustainable measures including short-term stormwater storage vaults, permeable pavers, porous asphalts, bioswales, bioorientation, and rain gardens.		C	City Staff, Business/Property Owners

IMPLEMENTATION MATRIX

#	Action	Key Action	Ease of Implementation	Responsibility
Land Use & Development Framework – Create programs to incentivize improvements Downtown				
25	Continue to offer loans through the Downtown Façade Improvement Program.		A	City Staff, Chamber of Commerce
26	Adopt an on-site improvement program to assist current property owners in upgrading existing parking lots and installing onsite landscaping.	☐	B	City Staff
Land Use & Development Framework – Integrate SIU and SIH into Downtown				
27	Encourage pedestrian oriented development around the Mill Street intersection which matches the scale and style of The Strip.	☐	A	City Staff, SIU
28	Work with SIU to identify creative ways to coordinate stylistic elements between the campus and Downtown.		A	City Staff, SIU
29	Engage SIU's Metalsmithing School to conceptualize, design, and build unique gateway features, wayfinding elements, site furnishing, and bike racks for installation throughout Downtown.	☐	A	City Staff, SIU
30	Partner with SIU to attract businesses that cater to students, staff, and faculty members of the University.		A	City Staff, SIU, Chamber of Commerce, Carbondale Main Street
31	Work with SIU, including individual departments, classes, and student organizations, to bring campus activities Downtown.		A	City Staff, SIU
32	Install streetscape improvements along Jackson Street to visually connect Town Square to Memorial Hospital and encourage pedestrian activity and movement between the two.	☐	B	City Staff
33	Beautify the SIH parking lots and make them more attractive.		B	SIH
34	Install landscaping and hardscape in the newly envisioned Town Square.		B	City Staff, SIU, SIH
35	Encourage SIH to increase the lunch hour to 1 hour as opposed to the current 30 minutes, to allow staff the time to visit the Downtown to eat, run errands, and relax in the parks and open space.		B	SIH, City Staff
36	Encourage SIH to develop on vacant lots close to the Downtown and to build up, not out, to maintain the historic neighborhoods adjacent to their campus.		A	City Staff, SIH
37	Encourage new development close to Memorial Hospital which provides food options for hospital staff.		A	City Staff, Chamber of Commerce, Carbondale Main Street
38	Coordinate promotional and marketing efforts to improve Downtown's image on the SIH campus and encourage staff, patient family members, and hospital guests and visitors to patronize the area.		A	SIH, City Staff
39	Establish a scheduled shuttle service for patient family members and hospital guests and visitors.		B	SIH
Land Use & Development Framework – Leverage Carbondale's status as a Gigabit City				
40	Maintain a national and international awareness of new developments, technologies, and other news regarding gigabit systems and other Gigabit Cities.	☐	A	City Staff, Carbondale Main Street
41	Attend the national Gigabit City Summit to learn about new technologies and projects being developed and used in other Gigabit Cities. Where possible, build relations with other Gigabit Cities to create a network of communities aiming to leverage similar technology.		B	City Staff
42	Integrate gigabit technology into elements of Carbondale City government, particularly police and fire safety departments.		A	City Staff
43	Coordinate with SIU, SIH, and other public institutions and service providers to integrate and provide access to gigabit technology.		A	City Staff, SIU, SIH, Carbondale Main Street, Arts & Entertainment Coalition
44	Establish a complete and comprehensive system of free WIFI in Downtown Carbondale.	☐	A	City Staff
45	Adopt a policy allowing (solicit) broadband vendors to place fiber-optic conduit in streets during major roadwork and utility extension projects.		A	City Staff
46	Establish an "innovation district" or an area dedicated to innovation and creativity supported by the gigabit network.	☐	B	City Staff

IMPLEMENTATION MATRIX

#	Action	Key Action	Ease of Implementation	Responsibility
Art, Entertainment & Retail District Framework – Establish an Arts & Entertainment Coalition				
47	Establish an Arts and Entertainment Coalition and make them responsible for coordination between entities, venues, and other stakeholders, including events, festivals, parades, art installations, and community gatherings.	☐	A	City Staff
48	Coordinate with SIU and SIH’s Memorial Hospital to ensure both are represented as part of the Arts and Entertainment Coalition.		A	City Staff, SIU, SIH
49	Utilize the Town Square as a focal point and permanent space for outdoor events, festivals, and activities relating to arts, entertainment, and culture in Carbondale.		A	Arts & Entertainment Coalition, City Staff, Carbondale Main Street, SIU, SIH
50	Using the city-wide program as a guide, establish a public art program distinct to Downtown, including specific locations for art installations and parameters for thematic design.		A	Arts & Entertainment Coalition, City Staff, Carbondale Community Arts
51	Establish a “Downtown Calendar” for events, festivals, parades, and community gatherings occurring Downtown or close to the area.		A	Arts & Entertainment Coalition, City Staff
Art, Entertainment & Retail District Framework – Reposition Downtown as both a retail and entertainment district				
52	Encourage businesses of similar types (i.e. retail, restaurants, bars) to standardize hours of operation to provide more coordinated and cohesive Downtown environment, and a more consistent and predictable downtown environment for visitors and patrons.	☐	B	Arts & Entertainment Coalition, City Staff, Chamber of Commerce, Carbondale Main Street
53	Prioritize establishing Downtown Carbondale as the preferred location for all special events and activities relating to arts and entertainment within the community and the larger region.	☐	A	City Staff, Arts & Entertainment Coalition
54	Include entertainment events such as live performances, concerts, and theater shows as part of the recommended “Downtown Calendar”.		A	Arts & Entertainment Coalition, Carbondale Music Coalition, City Staff
55	Develop a “buy local” campaign to encourage shoppers to patronize businesses in Downtown.		A	Chamber of Commerce, Carbondale Main Street, City Staff
56	Identify opportunities for and construct outdoor performance spaces as additional parks and open space areas are added or contemplated in Downtown.		B	City Staff, Arts & Entertainment Coalition, Carbondale Music Coalition
57	Work with property owners to utilize vacant storefronts for display of public art and promotion of Downtown points-of-interest and events.		A	Arts & Entertainment Coalition, City Staff, Carbondale Community Arts
58	Develop a marketing campaign, including advertising in local and regional media outlets promoting Downtown Carbondale as a “district” along with Downtown activities, events, and destinations.		A	Arts & Entertainment Coalition, City Staff, Chamber of Commerce, Carbondale Main Street
Art, Entertainment & Retail District Framework – Bolster & Increase Events & Activities Downtown				
59	Conduct an analysis of properties within Downtown to identify potential spaces for community events at varying scales.		A	Arts & Entertainment Coalition, City Staff
60	Work with IDOT to establish a plan and process that could temporarily divert traffic from Illinois Avenue, allowing the right-of-way of this Downtown spine to be used for periodic special events.		A	City Staff, IDOT
61	Strengthen the connection and patronage between Southern Illinois University and Downtown by encouraging SIU, and SIU affiliated groups, to host events and activities within the Downtown.		A	City Staff, SIU
62	Coordinate with SIU to bring nationally-recognized performers to SIU Arena and Shyrock Auditorium.		A	Arts & Entertainment Coalition, City Staff, SIU
63	Coordinate with SIU to develop cross-promotion between the University and Downtown for all local events hosting in Downtown.		A	Arts & Entertainment Coalition, City Staff, SIU
64	Review past and historic events and festivals which could be revived or incorporated with other events.		A	Arts & Entertainment Coalition, City Staff, Carbondale Main Street
65	Establish new events and festivals that take advantage of Carbondale’s noted music culture, including integration of live music into other activities.		A	Arts & Entertainment Coalition, City Staff, Carbondale Music Coalition
66	Establish either a seasonal or year-round farmers market in Downtown Carbondale, working with local farmers, wineries, and agritourism businesses.	☐	A	Arts & Entertainment Coalition, City Staff, Carbondale Main Street
67	Create a “Taste of Carbondale” or similar event which offers inexpensive food and drink demonstrating local cuisines and dining options.		A	Arts & Entertainment Coalition, City Staff, Carbondale Main Street, Business Owners
68	Promote the use of food trucks in Downtown as supportive amenities for events and festivals in the area.		A	City Staff, Arts & Entertainment Coalition
70	Coordinate with Carbondale Music Coalition to improve and elevate live music within Downtown.		A	Arts & Entertainment Coalition, City Staff, Carbondale Music Coalition
71	Establish a pinnacle event in Downtown Carbondale that acts as the community’s premier event or festival.	☐	C	Arts & Entertainment Coalition, City Staff, Carbondale Main Street

IMPLEMENTATION MATRIX

#	Action	Key Action	Ease of Implementation	Responsibility
Art, Entertainment & Retail District Framework – Make Downtown inviting for all ages				
72	Provide recreation and gathering areas that are desirable for all ages, including young children, teenagers, students, adults, and senior citizens.	<input type="checkbox"/>	B	Art & Entertainment Coalition, City Staff, SIU, SIH
73	Encourage developers to provide outdoor gathering spaces and plazas as a public amenity associated with their development.		B	City Staff, Arts & Entertainment Coalition, Carbondale Main Street
Art, Entertainment & Retail District Framework – Expand open space & recreation opportunities				
76	Conduct a review of properties in Downtown and establish a plan that identifies potential new parks, plazas, and gathering spaces. This should include a prioritization schedule based on feasibility and availability of land and incorporate potential programming to create recreational opportunities.	<input type="checkbox"/>	A	City Staff
75	Remove the public parking lot in the Town Square, allowing the entire site to become a traditional Town Square providing a central open space in Downtown.	<input type="checkbox"/>	C	City Staff
76	Develop a park on the site east of the City’s Police Station, featuring programming and improvements to benefit Downtown visitors and the adjacent residential neighborhoods.	<input type="checkbox"/>	B	City Staff, SIU
77	Establish a pedestrian-activated plaza utilizing the public right-of-way along Washington Street between Main Street and Walnut Street.		B	City Staff
78	Conduct a study to determine the feasibility of a community recreation center in Downtown. This study should take into account potential sites, costs, and impacts of such a development.		B	City Staff, Consultant
Art, Entertainment & Retail District Framework – Promote public art				
79	Support activities and initiatives of the Carbondale Community Arts (CCA) and utilize them as a resource for organizing and installing public art displays and installations.		A	Art & Entertainment Coalition, City Staff, Carbondale Community Arts
80	Conduct an analysis of all City-owned properties and rights-of-way to identify locations for public art displays in Downtown.	<input type="checkbox"/>	A	Art & Entertainment Coalition, City Staff
81	Include new public art spaces as part of any new parks, plazas, or gathering spaces.		A	City Staff
82	Work with local property and business owners to identify building facades and blank walls that can be used for painted murals.		B	Art & Entertainment Coalition, City Staff, Business/Property Owners, Carbondale Community Arts
83	As part of potential streetscape or infrastructure projects, incorporate artistic elements and local artists to create a more cohesive identity in the Downtown.		A	City Staff, Arts & Entertainment Coalition, SIU, Carbondale Community Arts
84	Coordinate with local artists and SIU students to create artistic designs for Downtown amenities that incorporate elements of Carbondale’s culture and heritage.		A	City Staff, Arts & Entertainment Coalition, SIU, Carbondale Community Arts
85	Establish a program to display local student art in spaces Downtown.		A	City Staff, Arts & Entertainment Coalition, SIU, Carbondale Community Arts
86	Work with property owners to utilize vacant store fronts for display of public art and promotion of investment opportunities, eliminating the “empty” or “vacant” look of unoccupied properties in the Downtown.		A	Arts & Entertainment Coalition, City Staff, Business/Property Owners, Carbondale Community Arts
87	Encourage property owners to work with the local art community to create innovative ways of screening parking lots and vacant properties from the public right-of-way.		A	Arts & Entertainment Coalition, City Staff, Business/Property Owners, Carbondale Community Arts
Art, Entertainment & Retail District Framework – Support grass roots initiatives				
88	Incorporate a dedicated community garden or agricultural area as part of the potential new open space east of the Carbondale Police Station.		A	City Staff
89	Continue to install Little Free Libraries in Downtown.		A	City Staff
90	As parking recommendations of the Downtown Plan are implemented, the City should convert some of the existing or removed parking meters to pieces of public art and charity donation boxes, themed or painted to a specific local charity or non-profit organization.		A	City Staff, Arts & Entertainment Coalition, Carbondale Community Arts
91	Establish a program for the short-term, non-permanent use of vacant properties in Downtown for box-top urban agriculture.		A	City Staff, Property Owners
92	Promote the implementation of sustainable practices when reviewing future development proposals, infrastructure projects, and streetscape improvements.		A	City Staff

IMPLEMENTATION MATRIX

#	Action	Key Action	Ease of Implementation	Responsibility
Art, Entertainment & Retail District Framework – Continue to promote local tourism				
93	Compile, organize, and display the archived historic railroad items in a dedicated railroad heritage museum to attract and educate visitors.		A	City of Carbondale, SIU, Arts and Entertainment Coalition, Preservation Commission
94	Establish a shared use wine tasting room in Downtown, where multiple vineyards can offer tastings on a rotating schedule.		B	Chamber of Commerce, Carbondale Main Street
95	Develop incentives or programs to encourage the use of architectural or landscape elements that are inspired by local cultural amenities, such as Buckminster Fuller, the City's unique railroad history, or the natural beauty of the surrounding region, such as Giant City State Park.		B	City Staff, Arts & Entertainment Coalition, Carbondale Main Street
96	Explore the possibility of creating additional self-guided tours both within the Downtown and the larger community, building off the Town Square Audio Tour.		B	Arts & Entertainment Coalition, City Staff, Carbondale Main Street, Preservation Commission
Art, Entertainment & Retail District Framework – Empower Community Champions				
97	Support and foster entrepreneurship through allocation of resources, education, mentorship, and promotion.		A	City Staff, Chamber of Commerce, Business Owners, Carbondale Main Street
98	Establish periodic but regular meetings open to the public at which the City can report on progress, success, and offer opportunities for additional dialogue to identify and address new issues and concerns.		A	City Staff
99	Foster and promote an “open door” policy with City officials and staff, encouraging and supporting local activism for all things downtown, encouraging greater communication between passionate individuals and the City as it relates to Downtown.	☐	A	City Staff
Parking & Transportation Framework – Provide adequate parking to support the needs of all downtown users				
100	Conduct a comprehensive downtown parking study to obtain more detailed parking demand data by location, time period, and day of week.	☐	B	City Staff, Consultant
101	Explore feasibility for new public parking facilities in areas of high demand to maintain supply of convenient employee and patron parking, reduce walking distances, and promote commerce.	☐	A	City Staff, Consultant
102	Identify potential locations for new remote public parking facilities for event days and downtown resident overflow parking.		A	City Staff
103	Evaluate the need for incorporating a parking structure into the future multimodal transportation center, potentially include an elevated connection to the Home2Suites Hotel.		B	City Staff
104	Evaluate acquiring and converting the First Mid-Illinois Bank & Trust surface parking lot on Hospital Drive to a centralized, city-owned parking structure with commercial frontage along Illinois Avenue.		C	City Staff
105	Replace the existing gravel parking lot on the east side of Illinois Avenue (Jackson Street to Oak Street) with a new City parking lot to replace parking potential removed from Town Square.		B	City Staff
106	Evaluate acquiring and converting the property at the southeast corner of University Avenue and Oak Street to a new public parking lot.		B	City Staff
107	Consider a land swap with SIU to exchange the former Lot 3 (located along the east side of the railroad south of Grand Avenue) with SIU's Washington Square Complex lot at Mill Street and Marion Street. Alternately, the City could reconstruct and re-use Lot 3 for additional public parking.		A	City Staff, SIU
108	Explore shared use of private parking facilities on weekday evenings and on weekends and post parking policies at the lots and on the City's website.	☐	A	City Staff, Business/Property Owners
109	Install real-time parking count signs on the outside of new parking garages.		A	City Staff

IMPLEMENTATION MATRIX

#	Action	Key Action	Ease of Implementation	Responsibility
Parking & Transportation Framework – Make improvements to existing parking facilities				
110	Convert 24-hour metered street parking regulations in commercial areas to shorter-term (2-hour) limits to foster parking turnover and deter employee parking.		A	City Staff
111	Add overnight parking spaces in Lot 12 (Amtrak station) similar to the spaces in the adjacent Lot 13.		A	City Staff
112	Reconstruct Lot 6 (303 S. Illinois Avenue) and Lot 26 (behind Harbaugh’s Cafe) to increase utilization and capacity.		B	City Staff
113	Consolidate curb cuts & interconnect private parking lots, particularly along segments of Illinois Avenue, College Street, and Hospital Drive.		B	City Staff
114	Replace parking meters in public parking lots and for street parking with kiosk system to improve streetscape aesthetics and reduce meter maintenance and replacement costs.		B	City Staff
115	Implement a car sharing program jointly sponsored by the City & SIU similar to the Zipcar program on the SIU-Edwardsville campus.		C	City Staff, SIU
116	Dedicate preferential parking spaces in public lots for no- or low-emission vehicles, car-sharing services, carpools and/or vanpools. Encourage larger private businesses to do the same in their parking lots.		A	City Staff
117	Replace the Federal standard green and white parking guide signs at the public parking lot entries with more prominent and attractive parking identification signs.		A	City Staff
118	Incorporate parking guide signage into Downtown destination signage system to reduce circulation and driver confusion.		A	City Staff
Parking & Transportation Framework – Improve Downtown traffic patterns and circulation				
119	Conduct a traffic study and coordinate with IDOT to determine feasibility of design options for converting US 51 to a two-way flow.	□	A	City Staff, Consultant
120	Complete a traffic study of design feasibility for a roundabout at the Mill Street intersection.	□	B	City Staff, Consultant
121	Install left-turn lanes on Mill Street at Washington Street and modify the traffic signal phasing.		C	City Staff
122	Complete a traffic signal warrant study to determine justification for a traffic signal at the Walnut Street/Marion Street intersection.		B	City Staff, Consultant, IDOT
123	Install bus turnouts along IL 13 (Walnut Street and Main Street) where right-of-way is available.		C	City Staff, IDOT
124	Replace the rough timber railroad crossing surface on Oak Street with a more durable rubber or concrete surface.		B	CN Railroad
125	Install emergency vehicle preemption devices at all signalized intersections.		B	City Staff
126	Install advance motorist notification boards on IL 13 (east of Wall Street and west of Oakland Avenue), interconnected with the rail crossing gates, advising when the train gates are down and alternate routes should be sought.		C	City Staff
127	Develop a comprehensive downtown/wayfinding and destination signage system.	□	B	City Staff
128	Identify ways to consolidate curb cuts and off-street parking lots, reduce driveway widths, develop cross-access agreements, and maximize parking capacity, particularly along major pedestrian streets such as Illinois Avenue, College Street, and Hospital Drive.		B	City Staff, IDOT
129	Require shared driveways and encourage cross access easements between adjacent properties to limit the number of access points along arterial roadways, particularly University Avenue, Illinois Avenue, Main Street, and Walnut Street.		B	City Staff, IDOT
130	Coordinate with IDOT to investigate options for identifying an alternative truck route that would bypass Downtown.		B	City Staff, IDOT

IMPLEMENTATION MATRIX

#	Action	Key Action	Ease of Implementation	Responsibility
Parking & Transportation Framework – Provide for safe and comprehensive public transit options				
131	Replace the existing Amtrak station with a higher-capacity multimodal transportation center with adjoining weather-protected parking, bicycle storage, and off-street loading space for multiple buses and taxicabs.	☐	C	City Staff, Consultant, Amtrak, CN Railroad
132	Install crossing gates with audible ADA warnings across all sidewalks at the 6 at-grade rail crossings.		B	City Staff, CN Railroad
133	Explore the cost considerations of implementing Federal Railroad Administration (FRA) required supplemental safety measures to designate the downtown as a “train quiet zone.” Alternatively, work with the FRA to install wayside train horns which reduce the noise footprint of the audible warning.	☐	C	City Staff, CN Railroad
134	Install fencing between the two rail tracks from Mill Street to Grand Avenue to discourage mid-block pedestrian crossing of tracks, similar to the rail fencing between College Street and Walnut Street.		B	City Staff, CN Railroad
135	Install gateways along the tracks announcing entry into Downtown Carbondale before arriving at the station platform.		B	City Staff
136	Improve areas visible from the railway corridor with high quality redevelopment, onsite improvements on private properties, landscaping, and a coordinated streetscape effort.		B	City Staff
137	Improve the commuter parking lots with landscaping and plaza spaces.		B	City Staff, Amtrak
138	Install passenger waiting amenities along all Saluki Express routes.		B	City Staff, SIU
139	Retrofit Saluki Express and Jackson County Transit buses with bicycle carrying racks.		B	City Staff, SIU
Pedestrian Mobility & Connectivity Framework – Enhance pedestrian connections				
140	Infill pedestrian system gaps and repair damaged sidewalk segments as part of the annual Community Investment Program.	☐	A	City Staff
141	Provide an elevated walkway between the planned Home2 Suites Hotel and future multimodal transportation center.		B	City Staff, IDOT
142	Conduct a study to determine the feasibility of providing an elevated walkway over the railroad tracks connecting the future multimodal transportation center with potential development or supporting parking structure on the east side of the rail tracks.		B	City Staff, Consultant, CN Railroad
143	Complete a multi-use path from Main Street (Town Square) south to Mill Street along the former railroad right-of-way on the east side of the railroad tracks.		A	City Staff, SIU
144	Consider developing an overpass at Mill Street as part of the programmed multi-use path. Alternatively, develop an at-grade pedestrian crossing at Mill Street.		B	City Staff, SIU
145	In coordination with SIU, extend a multi-use path from Mill Street south to the SIU pedestrian overpass of Illinois Avenue.	☐	A	City Staff, SIU
Pedestrian Mobility & Connectivity Framework – Improve safety of pedestrian crossings				
146	Install and/or replace standard parallel crosswalk markings at all signalized and unsignalized intersections in Downtown with high visibility continental-style crosswalks.		A	City Staff, IDOT
147	Incorporate pedestrian countdown timers, push buttons, audible features for the visually impaired, and replace intersection curb ramps that do not comply with ADA standards at all 16 traffic signal controlled intersections.		B	City Staff
148	Install bump outs at specified intersections in Downtown.	☐	C	City Staff
149	Install pedestrian signals with push buttons and countdown timers, ADA-compliant curb ramps, high visibility crosswalks, and sidewalk extensions push buttons at the Illinois Avenue/Lincoln Drive intersection to connect Lot 4 with the SIU pedestrian system.		B	City Staff
150	Install crosswalks on the southern approach to Illinois Avenue and University Avenue at Mill Street along with a sidewalk and ADA-compliant curb ramps through the island that separates the northbound and southbound lanes.		B	City Staff, IDOT
151	Install a pedestrian refuge island, high visibility crosswalk, and crosswalk warning signs on the east leg of Mill Street at Normal Avenue.		B	City Staff, IDOT
152	Install highly-visible crosswalk markings and crosswalk warning signage at the mid-block crossings of the planned multi-use path (along former railroad right-of-way) with Main Street, Walnut Street, and College Street, similar to the mid-block crossing on Grand Avenue in front of the SIU Student Recreation Center.		A	City Staff

IMPLEMENTATION MATRIX

#	Action	Key Action	Ease of Implementation	Responsibility
<i>Pedestrian Mobility & Connectivity Framework – Expand the bicycle network and related amenities</i>				
153	Eliminate gaps in the bicycle network to ensure bicycle access is provided in a safe manner throughout Downtown and connects existing and planned bicycle facilities.	□	A	City Staff
154	Redirect the bike route guidance on Washington Street and Marion Street to guide bicyclists to cross Walnut Street at a protected (signalized) location at Washington Street until the Walnut Street/Marion Street intersection is signalized, if warranted.		A	City Staff
155	Install additional bike route signage to provide guidance at regular intervals, particularly along Illinois Avenue, University Avenue, Marion Street, Washington Street, and Elm Street.		A	City Staff
156	Widen the bike lanes on both sides of Marion Street and the east side of Poplar Street to 5 feet consistent with AASHTO standards.		A	City Staff
157	Conduct a feasibility study regarding a bike share program to make bicycle conveniently available at low costs.		B	SIU, City Staff, Consultant
158	Install additional bicycle racks throughout Downtown at major employment centers, transportation hubs, public facilities, retail centers, and the SIU campus.	□	A	City Staff
159	Install additional bike pump stations and do-it-yourself bicycle fix-it stations in Downtown, including at the Amtrak Station or future Transportation Center, Memorial Hospital, and Town Square.		A	City Staff, SIU, SIH
160	Collaborate with bicycle advocacy groups to promote bicycle awareness and develop bike-to-work programs for businesses Downtown.		A	City Staff
<i>Streetscape, Beautification & Signage Framework – Enhance the safety and appearance of the sidewalk environment</i>				
161	Develop a dedicated Downtown Streetscape Plan that considers the identified Streetscape Frontages and specific amenities and improvements listed in the Downtown Plan.	□	A	City Staff, Consultant
162	Relocate or bury existing overhead utilities.	□	B	City Staff, AMEREN, Private Utility Companies
163	Screen surface parking lots from the public right-of-way with a combination of ornamental fences and landscaped plant materials.		B	City Staff, Business/Property Owners
164	Utilize landscape screenings, trees, and parkway enhancements to improve views upon entering Downtown.		A	City Staff
165	Incorporate street furnishings and pedestrian amenities throughout Downtown and at key locations such as major intersections, bus stops, and the Amtrak station or future multimodal center.		B	City Staff, IDOT, Amtrak
166	Continue to provide opportunities for outdoor dining and gathering spaces. Review development regulations and make necessary revisions to allow outdoor sidewalk dining within the public realm.	□	A	City Staff
167	Install appropriate lighting that adequately lights both the roadway and pedestrian right-of-way. This should utilize a single design to unify Downtown and include banners and planters to promote activities and special events.	□	B	City Staff, IDOT
168	Upgrade to high-efficiency LED lighting and use a brighter white light as opposed to more typical yellow hues.		B	City Staff, AMEREN
169	Make local streetscapes ADA compliant through the installation of detectable warning strips at corners, accessible slopes, handrails, and level landings at ramps.		B	City Staff

IMPLEMENTATION MATRIX

#	Action	Key Action	Ease of Implementation	Responsibility
Streetscape, Beautification & Signage Framework – Improve the safety and appearance of Downtown intersections				
170	Implement traffic calming design features including sidewalk bump-outs, clearly designated traffic lanes, and highly visible directional signage.	□	B	City Staff, IDOT
171	Beautify intersections with parkway landscaping and infiltration planters.		B	City Staff
172	Introduce pedestrian friendly improvements at major intersections include pedestrian activated walk signals and decorative pavement treatments.		B	City Staff, IDOT
173	Introduce pedestrian activated walk signals at major intersections.		B	City Staff, IDOT
174	Create new street signage with a unique design specific to Downtown.	□	A	City Staff
Streetscape, Beautification & Signage Framework – Incorporate landscaping Downtown				
175	Utilize landscaping to improve the overall aesthetics of Downtown and assist with placemaking.		A	City Staff
176	Install landscaping in all parkways and medians, where feasible.	□	A	City Staff, IDOT
177	Increase the amount of shade trees in Downtown to reduce urban heat island effects in areas with large amounts of pavement.		A	City Staff
178	Plant street trees that are salt tolerant, suitable for hardiness zones 5 and 6, and appropriate for planting in grass parkways, tree grates, and parkway planters.		A	City Staff
179	Increase vegetation biodiversity and use of plants native to the Southern Illinois Region.		A	City Staff
Streetscape, Beautification & Signage Framework – Develop gateways, wayfinding, and directional signage				
180	Install gateways at prominent locations along US Route 51 and IL Route 13, and other additional sites, announcing entry into Carbondale's Downtown.		B	City Staff, IDOT, SIU
181	Implement a wayfinding program to guide travelers and effectively direct movement both to Downtown Carbondale and to key destinations within Downtown.	□	A	City Staff, Carbondale Main Street
182	Place directional signage "before" street intersections along highly traveled roadways to aid motorists, increase traffic safety, and reduce confusion while navigating Downtown.		A	City Staff
183	Establish wayfinding signage to and from the Amtrak station.		A	City Staff, Amtrak
184	Enhance the downtown experience through the use of directional signs, maps, kiosks, and banners to create an intuitive navigational system for vehicles and pedestrians.		B	City Staff, Carbondale Main Street
185	Enhance existing historical and information signage to provide more information about Carbondale's historical buildings, cultural features, community history, and memorials.		B	City Staff, Preservation Commission