

Interim Report Compiling the Results of Public Participation and Interaction

For the Period July 15 through December 10, 2014



**Prepared by the
Carbondale Downtown Master Plan
Advisory Committee (DAC)**

Table of Contents

<u>Chapters</u>	<u>Page Number</u>	
1	Introduction and Overview	1
	Background	1
	Purpose	1
	Meeting Themes and Potential Issues	2
	Concluding Remarks	3
2	City Council Interaction and Schedule of Events	5
	Formation	5
	Marketing for Public Participation	5
	Downtown Study Area	6
	Schedule of Meetings in 2014	7
	Committee Processes	8
3	Summary of Findings	11
	Transportation	11
	Business Development	11
	SIU/SIH/Neighborhood Interfaces	13
	Signs and Streetscapes	15
	Arts and Entertainment	16
	Economic, Civic, and Neighborhood Viability	17
	Summary of Findings	18
4	Setting the Vision	21
	Background	21
	Setting the Vision for the Downtown	21
5	Recommendations	23
	Desired Expertise	23
	External Consultants	25
	City Staff	26
	Community	26
	<u>List of References</u>	27

List of Figures and Tables

Figures:

Figure 1. Downtown Master Plan Study Area	2
Figure 2. Top Five Choices on Transportation Issues	6

Figure 3. Downtown Business Development Weighted Vote Rankings	7
Figure 4. SIU/SIH/Neighborhood Interface	8
Figure 5. Signage, Streetscape and Beautification – Carbondale Downtown Advisory Committee	9
Figure 6. Arts and Entertainment – Top Five Weighted Choices	10
Figure 7. Economic and Civic Responsibility	11

Tables:

Table 1. Meeting Schedule of the Downtown Advisory Committee for Calendar Year 2014	3
Table 2. Committee Guiding Principles	4
Table 3. Summary of Top Five Choices by Meeting Theme	19
Table 4. Recommendations for Desired Expertise	23

Appendices **Tab**

Assignments of Members of the Committee	1
Meeting #1: DAC Report: Focus on Organization and Guidelines	2
Meeting #2: DAC Report: Focus on Transportation	3
Meeting #3: DAC Report: Focus on Business Development	4
Meeting #4: DAC Report: Focus on SIU/SIH/Neighborhood Interfaces	5
Meeting #5: DAC Report: Focus on Signage and Streetscapes	6
Meeting #6: DAC Report: Focus on Arts and Entertainment	7
Meeting #7: DAC Report: Focus on Economic/Civic/Neighborhood Viabilities	8
Meeting #8: DAC Report: Focus on Summation and Setting the Vision	9
E-Mails from the Public	10

Chapter 1: Introduction and Overview

Background:

The last effort to develop a master plan for the downtown was completed in 1989 for a ten-year horizon from 1990 through 2000. There were significant recommendations that were implemented by the City. The City Hall and Civic Center consolidated within a new building in the downtown area. The Town Square, where the district headquarters of the Illinois Central RR had been located, was rehabilitated and is now a featured attraction in our downtown area. The downtown also got a railroad overpass that has helped alleviate long lines of traffic going east and west through Carbondale. It is hoped that this study will capture similar ideas that will continue to shape our downtown into a viable destination for residents, students, and visitors alike.

Purpose:

The Carbondale Downtown Master Plan Advisory Committee, commonly referred to as the Downtown Advisory Committee or “DAC”, was chartered by the City Council to develop and recommend a plan that will provide a doable improvement of the downtown and, working ultimately with specific consultants, provide recommended designs and a comprehensive document that can be used to steer future progress as the plan is implemented. Acting Mayor Don Monty specifically stated that he did not want to see an “off the shelf” plan submitted by a consultant. The Council indicated a desire to see extensive public participation from the residents and business owners and developers, as well as input from visitors to the city. Accordingly, the DAC scheduled a series of eight meetings, up front, and prior to engaging a consultant. This allowed the DAC to develop their own recommendations from public input, and then shape their own plan with subsequent and specific design guidance for the consultant. Thus, the community, through the DAC, developed the plan, and not the consultant. These meetings were spaced about two weeks apart at different venues throughout the community because the DAC wanted to be accessible to everyone by reaching out into the community for meeting sites where people are accustomed to gathering, or convening at new locations that will surprise the public with what they offer. They were planned to generate both committee interaction and loads of comment from the public. The meetings were real opportunities for the public to offer their ideas, identify issues, and help the DAC to reach consensus and recommendations.

A major website was developed on the city’s site that included history of the last study committee, the role of the Illinois Central, historical photographs, and recent pictures of the downtown. All reports and other materials were posted on the site in a timely manner. Funding was made available to videotape and record each of the meetings in their entirety, providing a valuable record of the meetings and their dynamics.

The first meeting was scheduled for the Carbondale Civic Center on Wednesday, August 20, at 6:30 p.m. An extensive advertising campaign preceded this event and included an Every Door Delivered Mailing (EDDM) to approximately 14,000 unique addresses in the Carbondale area. Multiple radio interviews and press conferences were held to get the word out and attract attendance. It was emphasized that

the committee of 19 members was an all-volunteer body, which cared about Carbondale and wanted to see the best plan generated for downtown development. The marketing campaign was intended to be heard as an open invitation to work with the DAC on this effort. The first meeting helped the committee to plant their feet and work out the objective strategies for this study. The next seven meetings focused on a specific area of interest that channeled public input to better understand the issue and lead to recommendations for improvement.

Meeting Themes and Potential Issues:

Transportation: The DAC needs better ideas regarding transportation – the Amtrak Station, at one time, was also a service center for regional bus lines. The DAC needs to think about all of the transportation modes and how best to offer their centralized services in the downtown area. Transportation also includes parking for a growing number of automobiles passing through the downtown. Is the patchwork quilting of parking areas our best solution, or does it currently break up the continuity of the downtown and distract from a pedestrian adventure? The DAC should look at improvements, perhaps a parking garage, and do their best to keep parking lots away from the front of our buildings.

The DAC is aware that bike paths are on their way to the downtown area, and contracts have been let for a north-south path along both South Illinois and University Avenues. How will it integrate into the streetscape and how will they attract and protect the many riders that are anticipated to travel these paths? Is the signage adequate? Is public safety an issue?

SIU/SIH/adjacent neighborhood interfaces: The downtown does not have a common fluid pedestrian flow from the north to the south end of the footprint. The interface between SIU and our downtown as well as the interface between SIH Memorial Hospital and our downtown needs to be improved. They need to make it pedestrian friendly so students and their families have a destination during their off-time or family visits. Similarly, patients on extended stay (more than same day surgery), particularly regional patients who are taking advantage of our exceptional Heart Center, need a place to stay overnight with conveniently located restaurants. There can be improvements regarding this issue as well. What can IDOT do for us to improve connectivity? The adjacent residential areas need to be included in any development to insure more density that will patronize the nearby entertainment area as well as housing for SIH and SIU STAFF. What use can be made of the high speed fiber optic cable being laid throughout the area?

Arts and entertainment: With the opening of the Varsity Center for the Arts, the Jackson County Stage Company, and the nearby Carbondale Community Arts facilities, we have a very strong basis for featuring Carbondale as a regional arts and entertainment destination. Plans are available and members of all of these organizations are working hard to improve their programs and attract more patrons to their events. It provides a concentrated arts attraction larger than Carbondale's ever had in the past, and cultivation of public attention to these venues and their special events is needed. There are at least seven other venues for music entertainment at bars and or restaurants in the downtown area.

Can Carbondale become a center for festivals and music? A large venue is needed as well as an integrated effort by partnering with arts, music and entertainment groups. Do we have enough

activities for our children in the downtown area? Entertainment might include a small skate park or hobby store with working model layouts for the kids to use. Perhaps a video screening room with an adjacent snack shop might bring the kids to town.

Business development: Our downtown currently features 11 public places, more than 25 religious organizations and community services, more than 30 professional offices for physicians, lawyers, dentists, architects, morticians, and insurance experts. There are 31 restaurants and more than 60 retail stores providing products ranging from books to bicycles, hairstylists to tattoo artists, design studios to laundromats. But is this the right mix? Is there a lack in services, retail or otherwise, for which there is a demand and there is no response? What is the balance that Carbondalians want in their downtown? We are unable to retain graduating students from SIU because we simply do not have sufficient career and professional service industries in Carbondale. Would such corporate establishments located downtown foster a better retention rate of our college graduates as seen in other university towns, where students actively engage in internships, many of which lead to career jobs after graduation?

Signs and Streetscapes: How does one begin to change the fragmented appearance of the downtown and move toward a common theme? Consistent directional signage, color coded to point out attractions or public facilities, mounted at intersections in the downtown area, can begin to pull things together. Signage such as a downtown kiosk or multiple kiosks to display events, showcase restaurants, provide bus and/or train schedules, directions for calling a taxi, and others might help considerably. Do the signs that welcome travelers into the city need TLC? Are they visible and friendly? Is there a way to “Brand” the downtown?

Economic and Civil Validity: Are there funds or tax incentives to pay the costs for what is wanted? Do existing codes help or hinder downtown development and growth? Which ones and what should be recommended in lieu of those that are most troublesome? Are there State or Federal grants available to help us make our eventual recommendations turn into reality?

Concluding Remarks:

The current charge of the Downtown Advisory Committee is to gather as much public input as possible on relevant downtown planning issues. When completed, the charge will be modified to identify and use the design expertise of one or more consultants to produce a quality plan for review and approval by City Council. The ultimate test of the success of this committee will be seen in the changes that occur to the downtown in the five to seven years following adoption of the recommendations. The Committee is up to the tasks ahead, and we hope the community of Carbondale is ready to pitch in and make this study a crucial pivoting point in the evolution of downtown Carbondale.

Chapter 2: Formation, Scheduling, and Processing

Formation:

The DAC was formed and given its role by City Council in early July, further clarified in mid-July, and subsequently operationalized by its initial public meeting on August 20. The mayor selected and appointed 19 representatives of organizations, businesses, and the larger public to serve on the committee. Their dedication and participation in the process has been instrumental to move this study to its current posture. Although there was no budget established for the expenses associated with the actions of the DAC, support from City Staff has been responsive and has served the DAC's needs well. Expenses to date have been absorbed by discretionary actions taken by the City Manager.

The DAC was required to conduct itself in accordance with the provisions of the Illinois Open Meetings Act. With a quorum of ten members, any meeting equal to or exceeding six DAC members would require announcement of the agenda at least 48 hours in advance of the scheduled date and efforts to announce the meeting to the public. Each member of the committee was required to undertake applicable training prior to the start of any public meetings. Compliance was achieved and the committee moved forward with some occasional and unintentional irregularities that were always corrected. All DAC members received the internet training from the Illinois Attorney General's Office and were qualified.

Each member of the committee was asked to declare their interests in the six themes to be addressed during the public participation meetings. Each DAC member identified their favored themes and was subsequently placed as a member of the leading group that would plan the agenda of one or more of those themes. In all cases, the lead group for all themes never exceeded five, so planning for the meeting could be conducted in a non-public forum. The chair or vice-chair was further required to provide a monthly verbal progress report to the City Council to keep both the Council and public informed. Although all meetings were video and audio recorded, the added briefings gave additional emphasis to those in attendance at the City Council meetings.

Marketing for Public Participation:

The DAC began and continues to carry out a publicity campaign to invite everyone to attend the meetings and to keep all interested parties informed of the progress to date through a dedicated web page located on the City of Carbondale website. Those persons who are unable to attend are invited to send input via the DAC e-mail address, which electronically forwards the message to every DAC member. The DAC has received several dozen messages to date and they are shown at enclosure 10. Comments that fit one or more of the study themes were included as issues for the applicable themes. The DAC has used media releases, press conferences, newspaper post-its, mailed announcements and street banners at strategic locations in the downtown district. The committee sees a continuation of these approaches throughout the process.

Downtown Study Area:

The map below (Figure 1) marks the proclaimed study area, the downtown of Carbondale, as roughly defined by the two Tax Incentive Financing Districts (TIFs) shown in the diagram.

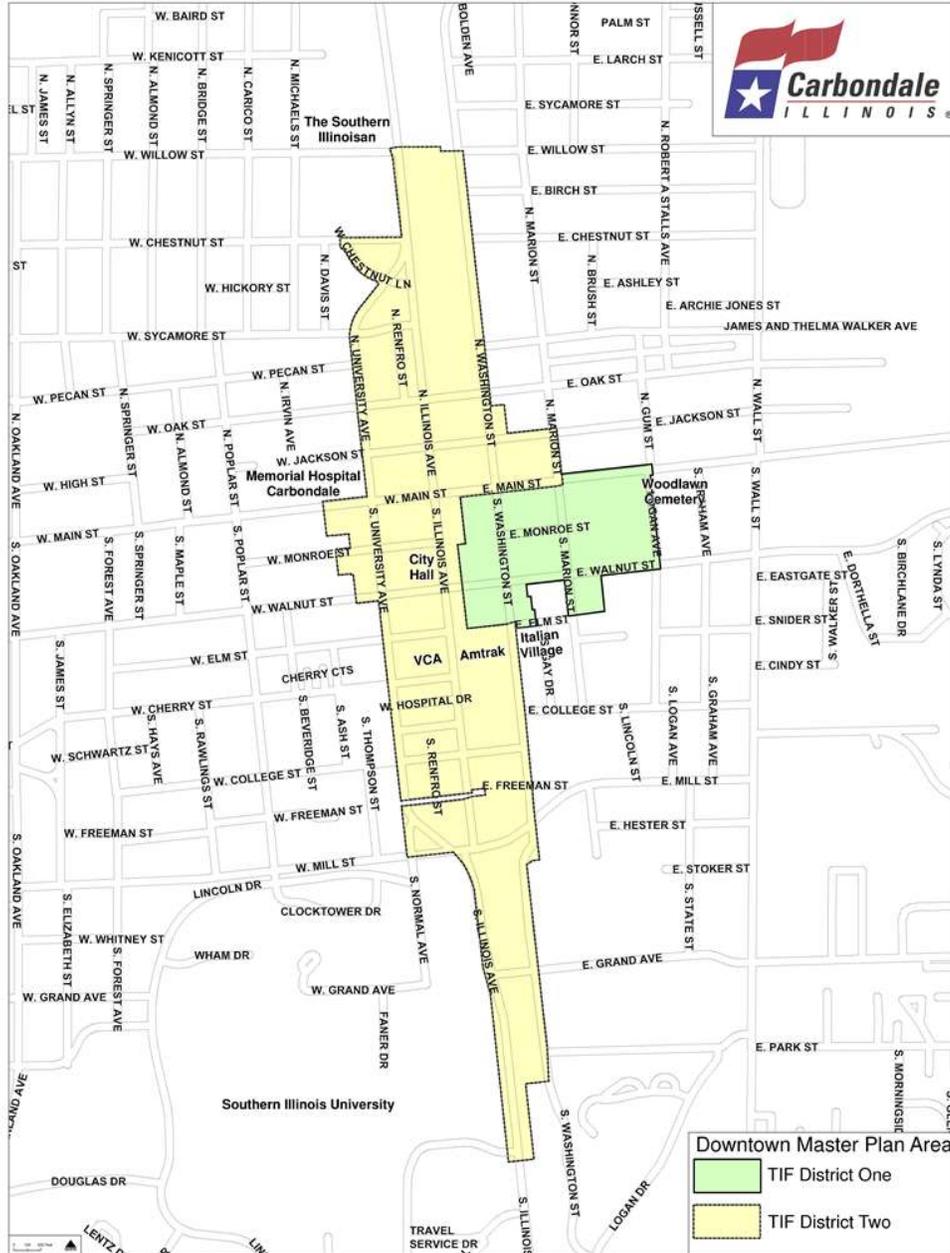


Figure 1. Downtown Master Plan Study Area

The DAC wants to make it clear, however, that it does not intend to disregard or exclude the neighboring residential areas or businesses that run adjacent to these boundaries. There are positive synergies that are currently working in the downtown area and are being further developed to fit the

downtown desires and expectations of all parties and the committee wants to recognize and further explore what they may offer to the plan as the project progresses.

Schedule of Meetings in 2014:

The DAC adopted the schedule shown in Table 1 and it has not deviated from the dates or themes.

Table 1. Meeting Schedule of the Downtown Advisory Committee for Calendar Year 2014

Date	Focus Area	Location	Attendees
August 20	Organization and Guidelines	City Hall, Room 108	113
September 3	Transportation	Carbondale Main Street; old train station	84
September 17	Business Development	Dunn-Richmond Incubator	67
October 1	SIU/SIH interfaces	SIU Student Health Center Auditorium	74
October 15	Signs and Streetscapes	Eurma Hayes Center	39
October 29	Arts, Entertainment, and Business Presentation	Varsity Center for the Arts	76
November 12	Economic, Civic, and Neighborhood Viability	Carbondale Community High School	59
December 3	General Summation and Setting the Vision	City Hall, Room 108	61

The DAC is sincerely grateful for the co-sponsorship of these meetings with the organizations who provided the meeting venues at no cost to the city. The Paul Simon Institute for Public Policy not only provided the SIU Student Health Center for a meeting, but also hosted a luncheon at City Hall for Ann Markusen who spoke on Creative Placemaking. The Institute also conducted a survey of SIU Alumni during the course of the public meetings and the results were presented by Dr. Charles Leonard at the Economic, Civic, and Neighborhood Viability meeting in November.

The DAC anticipates additional meetings in 2015 through mid-summer. Those meetings will feature the reports of consultants selected in early 2015 to conduct detailed analyses and design not within the technical capabilities of the DAC to render independently. The proposed dates and locations of those meetings are given in Chapter Five of this report.

Committee Processes:

DAC Guiding Principles. The Chair of the DAC prepared guidelines (see Table 2) for the members of DAC to steer their direction during the months it would take to complete the study. The guidelines were meant to be a set of internal checks to keep uniformity and a degree of discipline prevailing. These guidelines were first presented at the initial public meeting and remained in effect throughout the project.

Table 2. Committee Guiding Principles

1. **Visit the meeting site and coordinate requirements early.**
2. **Make thoughtful recommendations on a rolling basis.**
3. **Start on time and respect our agendas and schedule.**
4. **As we plan each meeting, coordinate with city staff as soon as possible.**
5. **Identify, specify, and invite guest speakers.**
6. **Take good notes, make meaningful comments, and do your homework.**
7. **Start preparing your report now.**
8. **Talk to the other committee members who share the same area of interest.**
9. **Listen well to each other and to public comment and ideas.**
10. **Finish together with the best possible product.**

Ranking the Issues within Each Theme. It is important that all parties understand the mechanics used to determine the top five recommendations for each of the themes. With the assistance of a professional facilitator, the DAC recorded input from every individual offering new insight on the given theme. This included both the members of the audience, others writing e-mails or letters to the committee, and the members of the DAC. Then each committee member was asked to rank order the top five issues that they determined to be the most urgent or dominant during the discussion. The tally results were collected from each member at the close of each meeting and weighted the results based on the rank order given to each issue. In simple terms, the #1 issue by committee member X was given five points, the #2 issue four points, and so on. Thus the results are influenced by the rank order chosen for each item, and not just the number of times the issue was selected. These tally sheets and results are presented in the meeting reports (see enclosures 2 through 9).

Report Preparations. Each Lead group of DAC members for a given theme was charged to prepare individual inputs to a specified coordinator who would pull all of the inputs into a consolidated document (see Appendix 1). Draft reports were due within ten days of the conclusion of a public meeting and the final draft was placed on the DAC web page prior to the start of the next meeting. Thus there was less than two weeks available to generate and review every report. Each of these reports is included as enclosures to this document (see Appendices 2 through 9).

External Input from Surveys and Studies. The DAC provided input questions for a survey of SIU alumni regarding their likes and dislikes of the downtown area during their time as a student at the university.

The study was conducted by the Paul Simon Institute for Public Policy and more than 4,000 alumni responded. The analysis was presented at a DAC public meeting.

The DAC has received valuable input from a class of 15 students from the Urban Design and Community Development course at the SIU School of Architecture. The instructor, Otto Chanyakorn, and his students assembled a project titled, "Revitalizing Carbondale," and it was conducted concurrently with the DAC process. The class presented the results of their research to the members of the DAC on September 12 and their results were well received. The DAC in turn provided constructive input and comments to assist in the development of their design phase. Their design was presented on October 10 and the DAC hosted a reception on December 3 during which the models prepared by the students depicting changes to the downtown were exhibited to the public. The DAC will receive a digital version of their research which will be included as a reference source for this project.

The DAC was also made aware of a student-led Civic Soul production titled, "Residents' Visions of Carbondale," intended to contribute to the downtown redevelopment effort. The project was undertaken by the Civic Communications Collective as an Imaging Geographies project. The interviews and video results were supported by the College of Mass Communications and Media Arts of the Southern Illinois University – Carbondale. Frequenters of the downtown district were asked what they think should be the vision guiding development of a master plan for Carbondale's downtown area. A draft report of the results of the interviews was shared with the DAC during their deliberations to frame a vision statement of the downtown.

Public e-mail input. The DAC received approximately thirty (30) e-mails from interested parties during this phase of the project. The input was given to all members of the DAC and individual DAC members responded or the issue raised by the e-mail was integrated into a DAC member's presentation so that everyone attending that meeting would have the benefit of hearing the issues as well. A complete compendium of these e-mails are given in Appendix 10.

Chapter 3: Summary of Findings

A detailed listing of recorded issues at each of the public meetings is contained within each meeting report. They are thematically related, but in some cases can be seen repeated in different themes. The DAC anticipated this redundancy because the underlying basis for many issues is shared across theme boundaries. What is accomplished in this chapter is to highlight the top five issues identified by the DAC for each of those themes.

Transportation:

The most dominating issue voiced by the public, DAC members, and city staff was the need to assume control and maintenance responsibilities for US Highway 51 known as South Illinois Avenue and University Avenue. The road currently bifurcates on the north and south entrances to the city and proceeds as one-way traffic north bound on South Illinois Avenue and south bound on University Avenue. The action requires application and negotiation with the Illinois Department of Transportation which most recently appeared to be receptive to the concept. Controlling these two streets would allow the city to improve signage and streetscapes in the downtown area, through which these streets pass as major and dominating arteries. It would facilitate sidewalk improvement, benches for pedestrians, and a myriad of other improvements.

An exciting and strongly supported proposition was offered by city staff to expand on the undersized AMTRAK Station, and include a hub for both regional and national bus lines and cab services. It includes an overhead walkway across South Illinois Avenue from the multi-modal station to a new parking garage that would accommodate the added cars of travelers. The multi-modal station and the parking garage were chosen as #2 and #3 among the top five issues.

The fourth issue was the addition of bike paths throughout the downtown, and the city has already received State funding for bike paths along University and South Illinois Avenues scheduled for placement in 2015. The fifth issue was public safety, particularly for pedestrians and the disabled, ensuring that the main arteries in the downtown area were properly marked at the intersections and signaling devices put in place to enhance the safety of visitors in the downtown area.

The graphic depicted in Figure 2 shows the weighted values and scores for each of these issues.

Business Development:

The highest scoring issue involved the reinforcement or revision of business-related codes. Feedback from business developers, current business owners, and entrepreneurs indicated difficulty in navigating through the buildings and ground codes of the City of Carbondale. The codes were not made available in a compact guide, and often remained unknown to the business developer. City inspections after the fact found violations to codes that were not understood or explained in advance of making the construction investment. At times, different departments interpreted the codes differently. The desired action is a compact business-friendly guidebook on codes, similar to such references available in the Marion, Illinois.

Figure 2.

TOP FIVE CHOICES ON TRANSPORTATION ISSUES



There were 32 suggestions gathered during the Transportation discussion. At the end of the evening, the members of the Downtown Advisory Committee voted on their top five choices. This chart indicates the weighted vote with the number 1 choice given five points, number 2 is four points and so on.

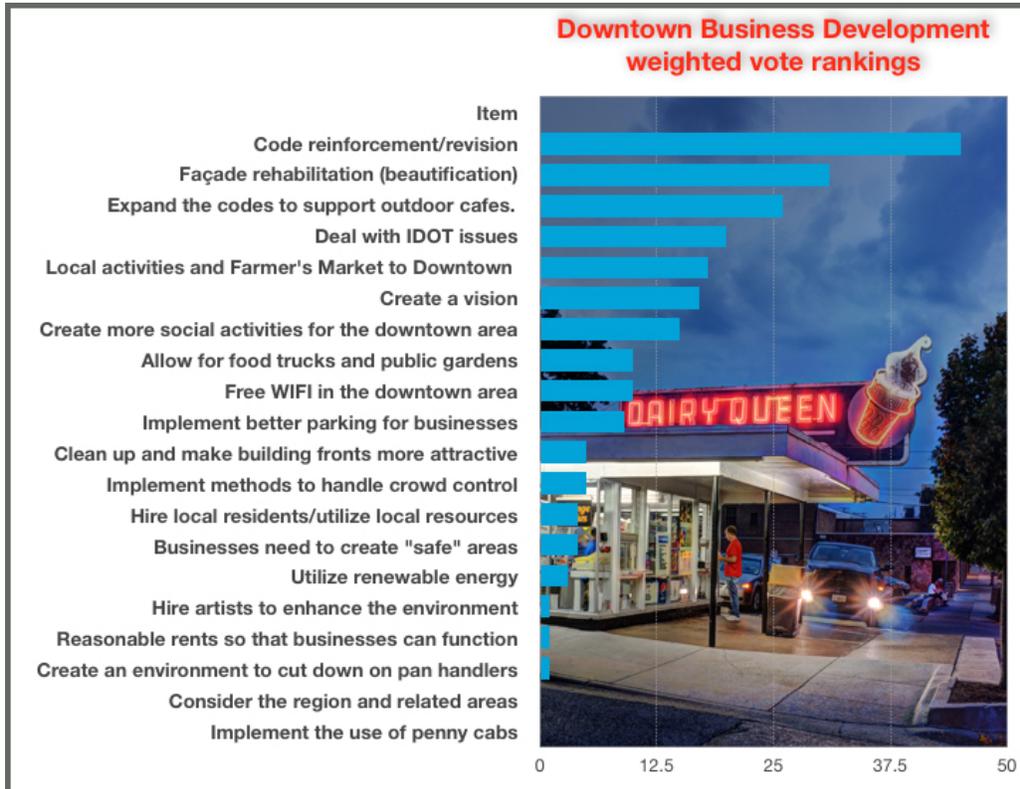
The second issue of greater importance was façade improvement in the downtown area. Grants are available through Carbondale Main Street to improve the appearances of buildings in the downtown area. Dressing businesses with harmonious colors and awnings, with proper signage and accessories such as plants and benches was a high priority and doable with existing funds.

There is a strong desire to place outdoor cafes in the downtown area to create casual meeting and mingling places for downtown visitors. Here again, the codes need revision to accommodate the actions associated with this issue. The public reinforced the need to take control of U.S. Highway 51 in the downtown area as issue #4 because none of the sidewalk cafes can be installed until the sidewalks are corrected and traffic is changed along this major roadway.

There was also a desire to initiate local attractions and festivals in the downtown area. Current annual or periodic events are quite limited and there could be many more exciting events if the city controlled South Illinois Avenue. These are people events that reflect the character of the community and create the flow of people to and from the downtown. A major addition to these attractions could be an all-year, all weather enclosed farmers market along Washington Street. Although there are currently two such open markets available on the east and west sides of the town, the added market would provide

more convenient and desired access for SIU students and low income city residents. It could also be used as a gathering place for music, art, and exhibitions. The graphic shown in Figure 3 represents these findings and their related scores. It also reflects the other issues that surfaced during the meeting.

Figure 3.



SIU/SIH/ Neighborhood Interfaces:

There was great enthusiasm for a downtown hotel to service train commuters, short and long term visitors, and travelers to our city. We enjoy a large number of visitors annually, to include student families, hospital patient families, art and entertainment goers, and future residents (SIU and SIH staff and faculty) shopping for a home for next semester. A feasible location would be adjacent to the proposed parking ramp, close to the proposed multi-modal transportation center. Close behind in popularity and civic need is moderate cost housing for visiting nurses, physicians, and professors who cannot afford daily hotel rates or the costs of an annual lease when they will remain in Carbondale for only part of that time.

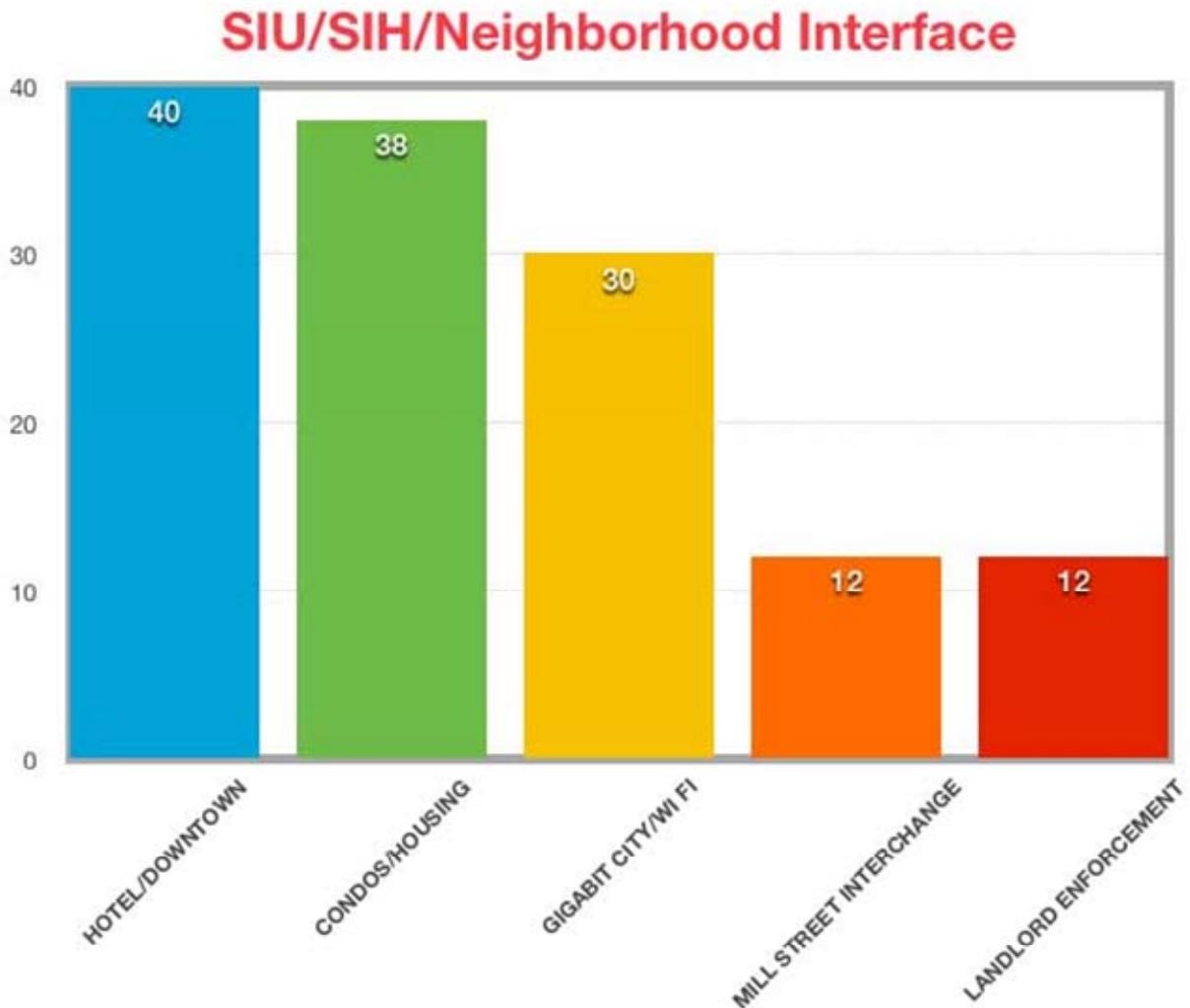
An attractive argument was given for a “Gigabit City” downtown high speed internet and Wi-Fi capability that would attract entrepreneurs needing a speed of a gigabit per second and negotiations are already under way to begin marketing this product along Highway 13 and US Highway 51. Ideas to revitalize the adjacent neighborhoods included special overlay districts for entrepreneurs who could live/work and

access the gigabit fiber optic cables. Free wireless access will attract students and visitors to our downtown where they can surf the net while enjoying good coffee or great wine. The fourth major issue that needs confrontation is the traffic intersection of Mill Street, South Illinois Avenue and University Avenue. It is seen as a barrier by the majority of students who feel unsafe crossing Mill Street to get into the downtown district. We will need a traffic engineer to solve this problem, but it may also prove to be an eventual high point if designed properly, integrating a park-like environment and a place for students to meet along with improved traffic flow and safety. Finally, the DAC chose equitable enforcement of codes on landlords in the downtown area.

The weighted values of these five issues are shown in Figure 4.

Figure 4.

This chart indicates the top five choices of the Committee with weighted voting of 1st choice 5 votes, 2nd choice 4 votes, and so on.

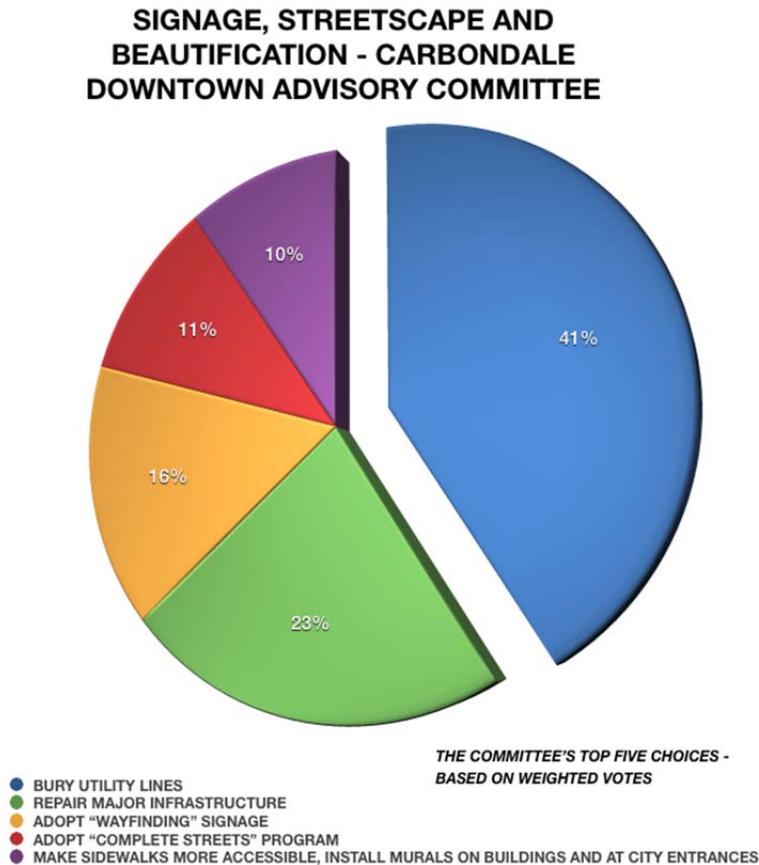


Signs and Streetscapes:

The most compelling need expressed by the public is to bury the utility lines that hang noticeably throughout the downtown and always cause the trees that grow adjacent to them to be butchered to protect the lines from being damaged during weather outbreaks. This must be one of the earliest issues to tackle because it will require careful planning to avoid disruption and the work needs to be done before other aesthetic and environmentally enhancing projects can be initiated. There is also a strong desire to correct the infrastructure problems associated with sewer and storm water flow that can cause flooding in the downtown.

The community wants improved way-finding signage that tells visitors the directions to get to their favorite restaurant, coffee shop, or bar and lights the way in the evenings. This issue and number 4, “Adopt a Complete Streets Program” combine to give us a safer, better illuminated, and clearer markings for pedestrians and the disabled at any time of the day. Finally, the people want the sidewalks more accessible to outdoor cafes, coupled with murals painted by student and local artists, and improved signage at the entranceways to the city and downtown. The weighted scoring is depicted in Figure 5.

Figure 5.

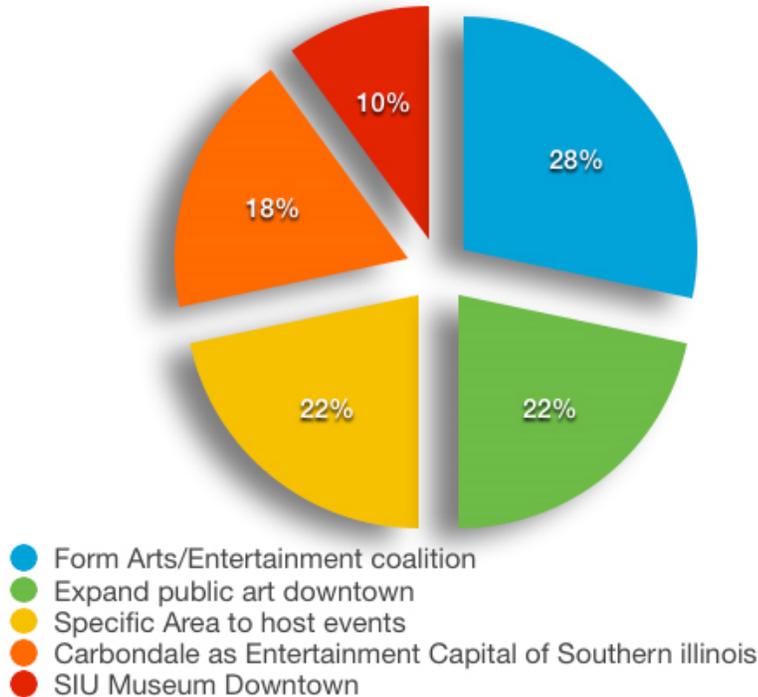


Arts and Entertainment:

It became clear early in the meeting (see Figure 6) that although there are nearly a dozen different organizations or businesses that conduct art and entertainment events in the downtown area, there is no specific entity that coordinates events and mutual activities among them and the result is a lot of little acts, but very few annual events such as art and music festivals, parades, and community gatherings. A clear statement was made that there is a need for an arts and entertainment coalition or council to guide the way, post the events and activities for all to see, and plan and execute annual events with the smaller organizations doing the work. People want to see public art downtown, on the streets and in the buildings. They also want to preserve the music heritage of our downtown and become the entertainment capital of southern Illinois. Finally, there is no museum other than the fine but limited display of our railroad heritage in the Old Train Station. We need a museum in the downtown and the assistance of SIU to curate the building with the 70,000 archived items at their disposal.

Figure 6.

**ARTS AND ENTERTAINMENT -
TOP FIVE WEIGHTED CHOICES**

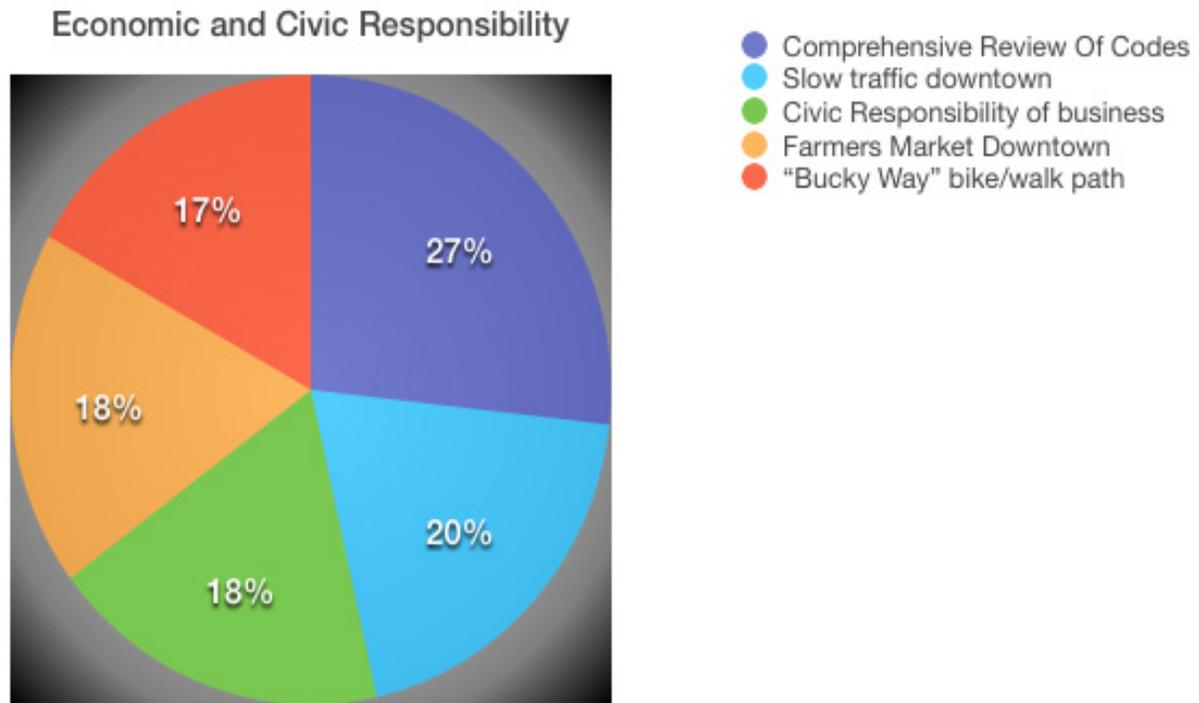


Economic, Civic, and Neighborhood Viability:

This session was organized to address the ability to implement the top choices that were previously recognized by the DAC and to determine if that implementation was practical and doable. Many of the projects brought forward will need city involvement and funding, but there are also many top choices that can be brought to reality by responsible citizens who are willing to take the lead on a project and get it done. The city had the wisdom and foresight to declare the downtown district to be a tax increment financed district to attract entrepreneurs and developers who receive a significant property tax reduction if the funds are used to improve their startup businesses. There are also both state and federal grants to pay for larger projects, such as the multimodal transportation center. Volunteers can get much accomplished as evidenced by the nearly all-volunteer workforce that was used to reopen the doors of the old Varsity Theater to the new Varsity Center for the Arts.

During the discussion, the public also tended to recall the major projects already identified in earlier sessions, but with the intent of adding emphasis to their importance and doability.

Figure 7.



The call was again sounded for a comprehensive review of the codes to make Carbondale more attractive to the developers. It may not be the content of the codes that discourage entrepreneurs, but the lack of a clear understanding of city expectations if they do decide to place their business in

Carbondale. There seemed to be a call for one-on-one assistance by city staff to help them in their quest to settle in Carbondale. The need to slow down traffic in the downtown was also echoed and the people urge that City Council and staff continue their pursuit of regaining control of Illinois Avenue.

There is much that can be done to keep a customer base in our downtown. Current proprietors need to take pride in their business and their immediate environment by training their employees in customer service and keeping their shops attractive and clean. That is not always the case today and we would like to see improvement made on this point.

There was also a resounding vote for a farmers market and a bike path/walkway in the downtown area that makes the attraction of the downtown both sustainable and practical. Presenters posited that Buckminster Fuller was the face of our highly educated community and the IC RR was the historic engine of downtown as a way to develop “Branding” for the downtown. For instance, Fuller Domes as part of the walkways; train styled bike racks and way posts. They also recalled the historic presence and public support for blue-grass music which might also serve as a branding theme. The breakout of the top issues is shown graphically in Figure 7.

Summary of Findings:

Table 3 on the next page displays the summary of the top five choices selected by the members of the DAC for each themed category. Although these are the most significant actions in each category, there were many other issues brought to the table during meeting discussions that can also bear fruit and improve the downtown area. Those issues should be weighed for implementation as supplements of the major issues. Not all are practical or sustainable, but they are all meaningful and sincerely presented by the public. For a complete listing and voting results of all identified issues, please refer to Appendices C through H.

Table 3. Summary of Top Five Choices by Meeting Theme

TRANSPORTATION:

Create Business Route 51 & Univ. Hwy 51, make each 2-way
Multi-modal transportation center
Downtown Parking Garage
Bicycle Friendly Community
Pedestrian Friendly Streets

BUSINESS DEVELOPMENT:

Code reinforcement/revision
Façade rehabilitation (beautification)
Expand the codes to support outdoor cafes.
Deal with IDOT issues
Move the Farmer's Market and other local activities to the downtown area.

SIU/SIH/NEIGHBORHOOD INTERFACES:

Downtown hotel
Housing (condos/apartments) downtown
Have a wireless network downtown - Gigabit city
Address Mill Street interchange between downtown and campus
Enforce landlords taking care of property
Connect campus with downtown and other areas

SIGNAGE AND STREETSCAPES

Bury the utility lines in the downtown area
Take care of major infrastructure issues
Use appropriate lighting in downtown area
"Way Finding" directional signage and technology
Adopt the Complete Streets Program

ART AND ENTERTAINMENT

Form an arts and entertainment coalition.
Expand public art in downtown, possibly interactive.
Need a specific area in downtown to host events.
Embrace Carbondale's role as the entertainment capital of Southern Illinois.
Museum downtown – piggyback off SIU.

ECONOMIC, CIVIC, AND NEIGHBORHOOD VIABILITY:

Comprehensive review of city codes – education – assure compliance – don't sacrifice safety.
Slow down traffic through downtown.
Assure responsibility of business owners to improve their buildings (civic responsibility).
Farmers market
Bucky paths – walking and biking

Chapter 4: Setting the Vision

Background:

A vision statement is a declaration of the desired future, sometimes set with a specific date in mind, ranging from five to seven years into the future. A vision with fewer out years will not allow sufficient time for implementation, and a vision of more than seven years becomes guesswork at best. The content can range from one line to several paragraphs. A vision statement identifies what the community, in this case the citizens of Carbondale, would like to achieve or accomplish. A good vision statement provides the inspiration for the daily operations of a community and molds its strategic decisions.

The target for this vision statement is the downtown of Carbondale. It may overlap the vision for the future of the city, but it should certainly support the vision of that larger entity. It should be aspirational in nature and lay out the most important primary goals for the downtown. It does not outline a ~~plan-for-to~~ achieve the goals, but it will enable City Council and City Staff to develop the business strategies to achieve the stated goals. With a single unifying vision statement, all stakeholders are on the same page and can be more productive.

Setting the Vision for the Downtown:

Some business intellects will argue that a vision statement should be identified at the outset of a master plan project and guide the selection of specific objectives identified in the course of formulating the plan. Others will argue that there is no complete basis for a vision statement unless the desired changes are known that would give the proper character and content to the statement. The DAC chose to follow the latter template, and find out initially the desired changes that the citizens of Carbondale anticipate and expect for the proposed horizon. Through a series of public meetings the DAC identified thirty major improvements or changes that would make the downtown what they want it to be. Knowing the intent of the citizens, the following vision statement was crafted, discussed, modified, and finalized for adoption.

“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.”

The majority of the committee voted to recommend this vision for adoption by City Council.

Chapter 5: Recommendations

The results of this initial phase of the study indicate a need for consultant support to study or design various recommended improvements. There are also recommendations from the DAC to City Council regarding actions that can be taken in the near term. Finally, there are recommendations to the citizens of Carbondale that focus on community involvement, support and leadership.

These are the interim recommendations that the DAC submits for consideration by the City Council of Carbondale. We will continue to guide the contractor and the community volunteers through the completion of the final report and acceptance by City Council in 2015.

Desired Expertise:

The DAC recommends three primary sources for the expertise to bring this plan together and make it work. External consultants with technical expertise in transportation design AND urban planning are needed to validate and design the major improvements selected by the DAC for implementation. The second source of expertise is the City Staff which is aware of the historical development in recent years and is already involved in many of the recommendations. The third source of expertise and leadership comes directly from the community. The citizens have volunteered in the past to make good things happen in the downtown, and the DAC is confident that they will be willing to “step up” and lead the way on specific recommendations. Table 4 describes the technical skills that a consultant could bring to bear on each of the issues.

Table 4. Recommendations for Desired Expertise

TOP FIVE ISSUES BY THEME	DESIRED EXPERTISE
Transportation:	
Create Business Route 51 & Univ. Hwy 51, make each 2-way	City Staff with Transportation Engineer
Multi-modal transportation center	City Staff, Design Architect
Downtown Parking Garage and Parking Enhancement/Integration	City Staff with Transportation Engineer (parking expert)
Bicycle Friendly Community	City Staff with Transportation Engineer
Pedestrian Friendly Streets	Transportation Engineer
Business Development:	
Code reinforcement/revision	City Staff with external Urban Planner
Façade rehabilitation (beautification)	Design Architect
Expand the codes to support outdoor cafes.	Transportation Engineer

TOP FIVE ISSUES BY THEME (cont.)	DESIRED EXPERTISE (cont.)
SIU/SIH/Neighborhood Interfaces:	
Downtown hotel	City Staff, Urban Planner
Housing (condos/apartments) downtown	City Staff, Urban Planner
Have a wireless network downtown - Gigabit city includes the nearby neighborhoods	Frontier Communications (already underway), and local IT providers
Address Mill Street interchange between downtown and campus	Transportation Engineer
Enforce landlords taking care of property	City Staff
Connect campus with downtown and other areas	City Staff, SIU Staff, Transportation Engineer, Urban Planner
Signage and Streetscapes:	
Bury the utility lines in the downtown area	City Staff and Civil Engineer, Ameren Illinois
Take care of major infrastructure issues	City Staff and Civil/Sanitary Engineers, Ameren Illinois, Storm Water Management Expert
Use appropriate lighting in downtown area	Urban Lighting Engineer
"Way Finding" directional signage and technology	Sign and Streetscapes Designer, Branding Consultant
Adopt the <u>Complete Streets Program</u>	Sign and Streetscapes Designer, Transportation Engineer
Art and Entertainment:	
Form an arts and entertainment coalition.	Community Leaders
Expand public art in downtown, possibly interactive.	Community Leaders, SIU, with Sign and Streetscapes Designer, and Branding Consultant
Need a specific area in downtown to host events.	Community Leaders
Embrace Carbondale's role as the entertainment capital of Southern Illinois.	Community Leaders with Sign and Streetscapes Designer and Branding Consultant
Museum downtown – piggyback off SIU.	Community Leaders, SIU
Economic, Civic, and Neighborhood Viability:	
Comprehensive review of city codes – education – assure compliance – don't sacrifice safety.	City staff with Urban Planner
Slow down traffic through downtown.	Landscape Architect with Transportation Engineer
Assure responsibility of business owners to improve their buildings (civic responsibility).	Community Leaders
Farmers Market	Urban Planner, Design Architect
Bucky path – walk and bike.	Landscape Architect, Traffic Specialist, Branding Consultant

External Consultants:

The most pressing issue seems to be the retaking of control of US Highway 51, both South Illinois and University Avenues. A compelling and convincing argument must be made to the Illinois Department of Transportation (IDOT) to return control of this major thoroughfare to the City. The intent is to return to two way traffic on these streets with improved safety, signage and streetscape design to follow. Traffic is currently one way on both avenues and state restrictions ranging from sidewalk usage to closing these roads for annual events are difficult if not impossible to negotiate. The City has shown the desire to move in this direction and assistance in designing a plan to show traffic flow is essential. The design should also propose an improvement to the Mill Street intersection with both avenues. This focal point is also the main crossway from the university to the downtown area and it must accommodate the change in traffic flow as well as substantial pedestrian and bicycle traffic. A strong consultant presence is needed to determine the feasibility of a parking garage in the downtown area to accommodate future hotel users and travelers coming in and out of the multi-modal transportation hub. There may also be shifting of parking from both public and private lots to on street parking and on-street diagonal parking. The total number of spaces must indeed increase to accommodate the need for businesses, while allowing for some areas to become gathering places with parks and landscaped areas. The streets in the downtown area must also be made to be pedestrian friendly. Traffic density and speed makes it difficult to cross both South Illinois and University Avenues not only at the Mill street intersection but also at the north end in the vicinity of Jackson Street where visitors to and staff from the Memorial Hospital of Carbondale find it difficult to cross over to the downtown restaurant, business and entertainment offerings.

The City has been awarded a grant for a bicycle pathway along US 51. It seems apparent that a change in traffic patterns may cause changes in the placement and signage related to the pathway. This project should be installed in conjunction with any changes in the traffic patterns planned as a result of the assignment of operation and maintenance by IDOT to the City of Carbondale, including sidewalk, bump outs and parking.

The citizens were also quite vocal regarding the appearance of the downtown district. They have strongly advocated the removal of utility lines from poles along the main trafficked arteries. Whether they are buried or relocated behind the buildings, the details need study and a consultant is needed for this task. There is also a major issue regarding storm water drainage, evidenced by flooding during high intensity and extended duration rain events. If changes to the storm water conveyances occur such as inlets, lines, storage areas, and outlets, these fixtures and infrastructure revisions should be implemented early in the street redesign to avoid damage to any new street signage or streetscape improvements. An external water resources engineer would be needed to help identify problem areas and design a solution.

The look of the downtown needs enhancement with a landscape and lighting plan that creates a complimentary and harmonious flow throughout the downtown footprint. Seasonal trees and flowering plants would help considerable. Many of the existing trees have been disfigured to prevent damage to the overhead utility lines. They should be trimmed properly or removed upon relocation of the utility

lines. A lighting engineer and landscape architect are needed to develop this component of the master plan.

City Staff:

It is practical and desirable that the city staff be made aware of the development of every top issue shown in Table 4, regardless of who is taking the lead and getting the work done. Although staff is not always noted in the table under desired expertise, they should be kept aware of ongoing actions to make sure that they are both scheduled and coordinated properly to ensure effectiveness and efficiency. When they are listed, the intent is to stress that they are also a major member of the team involved in developing a particular improvement. The DAC requests that the City Manager orchestrate the implementation of these recommendations if and when they are approved by City Council. The staff is also familiar with funding sources and can apply for grants and recommend to Council financing strategies, particularly those which tap funding from regional, state, or federal sources.

Community:

Community expertise is essential to the success of the downtown master plan. Volunteers will be needed to form the recommended arts and entertainment coalition and expand the presence of public art in the downtown. Periodic community events will need volunteer leaders and experienced planners to organize events and pull all of the details together.

An excellent example of the power of volunteers can be seen in the restoration and renovation of the former Varsity Theater to become the Varsity Center for the Arts (VCA). The entire process from building acceptance to opening the doors was primarily a volunteer effort, and depended primarily on the donations from the community who simply wanted to see the venue come alive again and provide a focal point for the downtown. The evolution continues, but the spirit in which this project came about and made the progress to date remains imbedded in the community.

There is no reason to think that other projects cannot be approached and grown as was the VCA. Public art and entertainment should be led and sponsored by the community. These improvements can lead to an increase in visitors to the downtown and reinstall the reputation that Carbondale once nurtured as a music destination in southern Illinois. Community support and enthusiasm for this entire master plan will see that it gets done, and not shelved for a later date.

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1	Assignments of Members of the Committee
2	Meeting #1: DAC Report – Focus on Organization and Guidelines
3	Meeting #2: DAC Report – Focus on Transportation
4	Meeting #3: DAC Report – Focus on Business Development
5	Meeting #4: DAC Report – Focus on SIU/SIH/Neighborhood Interfaces
6	Meeting #5: DAC Report – Focus on Signage and Streetscapes
7	Meeting #6: DAC Report – Focus on Arts and Entertainment
8	Meeting #7: DAC Report – Focus on Economic/Civic/Neighborhood Viability
9	Meeting #8: DAC Report – Focus on Summation and Setting the Vision
10	Correspondence/E-Mail Received from Interested Parties

**Assignments for the Downtown Masterplan Advisory Committee
As of December 3, 2014**

Name	Area of Focus/ Interest(s)	Interest Area Assignment
Jack Langowski (Chair)	Economic, Civic, and Neighborhood Viability; Summation and Setting the Vision; Organization and Guidelines	Organization and Guidelines; Economic Viability; Summation and Setting the Vision
Bob Bleyer	SIU/SIH/Neighborhood Interface; Business Development	SIU/SIH/Neighborhood Interface
Dan Boeckman	SIU/SIH/Neighborhood Interface; Economic, Civic, and Neighborhood Viability	SIH Interface
Marie Bukowski (Secretary)	Signage and Streetscapes; Transportation	Signage and Streetscapes
Sally Carter	Economic, Civic, and Neighborhood Viability	Civic Viability
Megan Cole (Vice Chair)	Transportation; Business Development; Signage and Streetscapes	Transportation, Business Development, Signage and Streetscapes
Nathan Colombo	Transportation; Signage and Streetscapes	Transportation
Jeremy Clow	Signs and Streetscapes; Arts and Entertainment	Signage and Streetscapes
Kristin Gregory	Signage and Streetscapes; economic and civic viability	Signage and Streetscapes
D Gorton	Economic, Civic, and Neighborhood Viability; Neighborhood interfaces	Neighborhood Viability Neighborhood Interfaces
Adrian Miller	SIU/SIH/Neighborhood Interface; Arts and Entertainment	SIU Interface
Elaine Ramseyer	SIH Interface; Arts and Entertainment; Economic, Civic, and Neighborhood Viability	Economic Viability; Arts and Entertainment
Pradeep Reddy	SIU/SIH Interface	SIU Interface
Kris Schachel	Transportation; Arts and Entertainment	Transportation
George Sheffer	SIU/SIH/Neighborhood Interface; Business Development	Business Development
Jason Sigler	Business Development; Transportation	Business Development
Trent F. Stevens	Arts and Entertainment; Business Development	Arts and Entertainment
Dan Terry	Signage and Streetscapes; Business Development	Signage and Streetscapes

2

**Meeting #1: DAC Report – Focus on
Organization and Guidelines**

Summary of Meeting

The Carbondale Downtown Master Plan Advisory Committee conducted its initial meeting on August 20, 2014 at the Carbondale Civic Center. The committee will be referred to as the “DAC”, or the Downtown Advisory Committee. The meeting was chaired by Jack Langowski and all 19 members of the committee attended. The theme for the business of the day was to confirm various aspects of the organization, set guidelines for the committee members, and provide an overview of what other college towns have done to improve the attractiveness and flow of the public from University corridors to the downtown district.

The first item of business was to select and vote on a Vice Chair and a Secretary. Nominations for Vice Chair resulted in a secret ballot between Elaine Ramseyer and Meghan Cole, with Meghan receiving the majority of votes and she was declared Vice Chair of the DAC. Marie Bukowski was nominated by Jack Langowski and the DAC unanimously approved. It was also announced that D Gorton was appointed by the Chair to serve the DAC as its communication specialist.

The task of forming a purpose statement was tabled for discussion at a later meeting. It became clear that the immediate mission was to invite and listen to comments from the public regarding their desires for improvement in the downtown district. The “listening” would occur during a series of seven public meetings that would follow, each with its own theme tied to potential improvements for the downtown. The public could also send comments to the DAC through their website, which listed their email address as downtownplan@ci.carbondale.il.us. All documents generated by the committee would become a part of the public record, and everyone had access to these documents through the DAC webpage at www.explorecarbondale.com.

The DAC and public were informed of the planned schedule for these meetings by the Chair, who also noted that the meetings would be held at different venues to facilitate attendance. The themes represented transportation, signage and streetscapes, business development, and downtown integration with SIU, the

Hospital, and adjacent neighborhoods. There would also be separate meetings for arts and entertainment, and economic, civic, and neighborhood viability. Members desiring to be involved in specific themes would be grouped together to plan for the agendas of each theme. That planning would include prepared presentations by DAC or external speakers to stimulate the input and discussion of the public. Each meeting would result in a separate report prepared by the theme group and placed on the website. Ultimately, the reports would be submitted to Council for consideration with recommendations for the tasks to be accomplished by consultants. Upon completion of the consultant support, a final report would be prepared and submitted to City Council tentatively by June of 2015. The process was adopted by vote of the entire committee.

Jack Langowski then listed and discussed a set of guiding principles that would apply to all members while serving the committee. The guiding principles are:

- Visit and coordinate the site requirements
- Start on time and respect agendas and schedules
- Coordinate with City staff as soon as possible
- Invite guest speakers that can shed light on the specific theme being discussed
- Take notes, provide meaningful comments and do your homework on the topic
- Start your reports early and get them in as soon as possible
- Talk to other committee members who share the same interest area theme and listen to each other and to public comment and ideas
- Finish with the best products possible

Mr. Langowski then asked the City Manager to deliver a prepared presentation on what other college towns are doing to improve their downtown areas. Mr. Baity gave current examples of current developments, and examples taken from the cities of Paducah, KY; Milwaukee, WI; Kent, OH; Champaign, IL; Normal, IL; Collinsville, IL; Evansville, IL; Effingham, IL; and Knoxville, TN. He discussed the imminent downtown bike path and

additional parking area currently in the planning stages. He talked about the advantages of making South Illinois Avenue a two-way street and the improvements in arts and entertainment that could be made if that action could occur.

Summary of Concepts Generated

Public Comment was requested by the Chair and the following points were raised by the attendees:

- Bury the utility lines that currently hang in the downtown district
- Install trees and outdoor café seating to improve the mood and create life in the downtown
- Eliminate parking to create better environmental spaces (landscaping and parks)
- Keep the parking and consult with sign-making companies on signage
- Two-way street would slow traffic and allow the elimination of some traffic lights
- Request that the DAC remain open-minded to alternative concepts and ideas
- Requests recreational areas in the downtown space
- Encourage walkable downtowns
- Include foot patrol officers for safety and a bike hostel to support the Trans America Bike Trail
- Promote walking and riding of bikes
- Include edible greens in the street green space
- Include graphic designers to create a city brand based on heritage and history
- Support young business owners and more bike paths

Future Direction

Although the meeting was heavily skewed towards DAC organization and guidance, there was time allocated to public input and committee comments. Future meetings will be designed to begin with one or more stimulating presentations on the meeting theme, followed immediately by public comment and input, then committee comments, followed by a vote on the top five issues heard during the meetings discussion.



MINUTES

Downtown Master Plan Advisory Committee

Wednesday, August 20, 2014

Room 108, 6:30 p.m.
City Hall/Civic Center

Mr. Langowski called the meeting to order at 6:31 p.m.

Members Present: Bleyer, Boeckman, Bukowski, Carter, Cole, Colombo, Gorton, Gregory, Langowski, Dr. Pink-Harper, Ramseyer, Dr. Reddy, Schachel, Sheffer, Sigler, Terry

Members Absent:

Staff Present: Baity, Burtley, Price, Taylor, Wallace

1) Approval of Minutes:

No minutes to approve.

Opening comments by **J. Langowski**

- A. The area of study was defined by the boundaries of TIF District number one and two.
- B. J. Langowski stressed the committee members are not consultants but the City will employ consultants in December to create a finished plan.
- C. Information and ideas are requested from all members of the Committee, the community and from visitors to the community.
- D. The schedule of upcoming meetings is posted on the Committee's website. A way to submit ideas and contact the committee members is also provided.

2) Report of Officers, Committees, Communications:

A. Nomination and Election of Vice Chair and Secretary:

J. Langowski described the role and duties of the Vice Chair.

J. Langowski nominated **M. Cole** and gave her qualifications to hold the position of Vice Chair.

D. Gorton nominated **E. Ramseyer** and gave her qualifications to hold the position of Vice Chair.

The floor was closed for nominations by **J. Langowski** and votes were cast by secret ballot. 14 votes were cast for **M. Cole** and 3 votes were cast for **E. Ramseyer**.

M. Cole was elected Vice Chair.

J. Langowski described the role and duties of the Secretary.

J. Langowski nominated **M. Bukowski** and gave her qualifications to hold the Secretary position.

The floor closed for nominations by J. Langowski and votes were cast. She was elected unanimously.

M. Bukowski was elected Secretary.

B. Committee Purpose and Member Comments:

J. Langowski asked the committee to approve the proposed purpose statement. Committee members began a discussion over the purpose statement.

D Gorton felt the committee should add redefining and improving the downtown to its purpose statement.

M. Cole The plan should be used and not be put on a shelf. The plan should be a living document that can be changed and has a time line for projects to be implemented.

J. Langowski The plan should set a time frame that is short in nature so the plan has achievable goals.

Eric McMillen (audience member) stated the proposed statement is a mission statement not a purpose statement. A purpose statement is why the committee exists and the mission statement is what you wish to accomplish.

M. Stalls (audience member) stated the committee needed a black male representative.

Trent Stevens 104 ½ E. Jackson St. (audience member) volunteered to serve as the black male representative.

Karen Martin (audience member) The committee needs to define what the committee is looking for and talking about.

Michael Fripp (audience member) asked is there a budget established with a projected cost to implement projects?

J. Langowski responded that the plan does not have a budget.

Danielle Salisco (audience member) feels the state of residences in Carbondale is the number one complaint and slum lords are the issue, not the beautiful downtown. The residences need to be improved before the economy can turn around.

J. Langowski changed the title of the proposed purpose statement to the proposed mission statement.

Trent (Audience Member) Try and use more resources from the university.

A. Miller asked for clarification of D. Gorton's comments as it relates to the culture and soul of downtown.

D. Gorton responded that the committee should be seeking what it is the community is seeking from its downtown master plan.

A. Miller states the committee should include language regarding ensuring the downtown stays the economic engine for the community.

G. Sheffer stated he intended to listen to the people and keep an open mind and add their comments to the mission statement. The mission statement has to be general in nature to accommodate the public comments.

Bernard Hennaburger (Audience Member) stated the plan should develop the

existing City culture and showcase it to the rest of the world.

E. Ramseyer asked that the committee include an open forum portion to the mission statement.

J. Langowski summed up the comments and agreed the addition of a statement regarding active listening and promoting the existing culture should be added.

The motion to approve the purpose statement was tabled by **J. Langowski**.

C. Committee Process and Member Comments:

J. Langowski stated areas of interest pertinent to the master plan were identified and noted they were flexible and somewhat overlap each other.

1. Transportation – This section will focus on the different modes of transportation in our community and how we can better integrate them into our downtown. It will also discuss traffic patterns, parking and public safety.
2. Signage – This section will focus on the use of objects to assist creating a downtown character that is unique.
3. Business Development – This section will focus on our variety of businesses and ask the question “Do we have the right mix for our town?” The city has 250 different establishments. The plan should help identify impediments to growth.
4. Downtown Integration – This section will look at the interface of downtown area with the university and hospital and neighborhoods that surround the downtown area. Improve ease of access to the downtown. Students, hospital persons, and residents to be involved in the discussion
5. Arts and Entertainment – Carbondale has several bands and other entertainment options such as the Carbondale Community Arts, and some great venues are here. This section will help define how to support and grow this segment of our downtown help develop a great marketing plan for the community.
6. Economic Civic Viability – This section focuses on how to make the plan doable and starting to implement the ideas contained above.

J. Langowski continued describing the process from which the committee will use to develop the downtown master plan.

1. Members interested in a particular topic should join in on the planning of the specific meeting that will be focused on that topic and help plan and direct that meeting.
2. The committee will gather public input in an ongoing basis through the meetings or website, provide written reports to City Council on a monthly basis, and the members that lead each meeting will provide reports, in both a short and long form about the issues and ideas brought up during the meetings.
3. Those reports will be given to the consultants to allow them to incorporate all

the public comments and desires into the Downtown Master Plan.

4. Identify and select a consultant in a timely manner.
5. Receive from the consultant, monthly community meetings and progress reports from the consultants.
6. Review draft report and obtain public comment on the draft report.
7. Approve a final plan.

J. Langowski and **D. Gorton** had a discussion over requirements for subcommittees and their meetings with regards to the open meetings act.

J. Langowski made a request for a motion to adopt the process as described above. **E. Ramseyer** moved to adopt. **J. Langowski** adopted the process with the notion that it can be changed in the future.

J. Langowski discussed and listed the following guiding principles.

- A. Visit and coordinate the site requirements.
- B. Make thoughtful and meaningful basis.
- C. Start on time and respect agendas and schedules.
- D. Coordinate with city staff as soon as possible.
- E. Invite guest speakers that can shed light on the specific topic being discussed
- F. Take notes, provide meaningful comments and do your homework on the topic.
- G. Start your reports early and get them in as soon as possible.
- H. Talk to other committee members who share the same area of interest and listen to each other and to public comments and ideas.
- I. Finish with the best product possible.

3) Old Business

None

4) New Business

Mr. Kevin Baity, City Manager, provided a presentation on what other similar communities have done to revitalize their downtown areas. Mr. Baity gave examples of current developments occurring in the City of Carbondale. Mr. Baity provided a thorough presentation with examples from Paducah, Kentucky; Milwaukee, Wisconsin; Kent, Ohio; Champaign, Illinois; Normal, Illinois; Collinsville, Illinois; Evansville, Illinois; Effingham, Illinois; and Knoxville, Tennessee. Mr. Baity also discussed the future Carbondale Bike Path and additional parking lots that are currently in the planning stages right now.

Mr. Baity also focused on arts and entertainment in other towns. Shelbyville, Ohio

provides public artwork. Evansville, Illinois provides public art sculpture. Centralia, Illinois provided a large clue board to cover an issue with an existing building and provide a public art piece. He showed a scene in Kent Ohio of a street festival in full swing. Mr. Baity suggested creating two way streets from University Avenue and Illinois Avenue. Illinois Avenue would become a business route and have the ability to be closed to allow for street festivals and other public events. A discussion followed regarding how this idea would work and what things would change. Mr. Baity shared the secrets to success with the group and then completed his presentation.

J. Langowski wants to make sure the environment is not artificially created and is really built to support the community. **Mr. Langowski** asked for public comments.

5) Public Comments

Stephanie Eicholz (Audience Member)– Wishes to bury the power lines in the downtown area and feels this is the only way to achieve the goals stated by this commission.

Karen Martin (Audience Member) – feels trees and outside café seating improve the mood of a city and creates life on the city streets. She feels the town has lost its historic cohesiveness and thinks it's just ugly.

Simone Beck (Audience Member) – noted other communities eliminating parking to create successful downtowns.

Larry Weatherford (Audience Member) – Keep the downtown parking and wishes the city would consult the local sign companies when addressing signage in the downtown area.

Currin Bishop (Audience Member)– two way traffic would slow traffic and allow for the elimination of some traffic lights.

Jesus Ponce De León (Audience Member) – Wishes for a different downtown and not a downtown that every other town has developed in the last 20 years. He wishes the city to use the “open innovation” process where the community reaches out to ask for new ideas and concepts via the web and other resources. He asks for the committee to be open to alternative concepts and ideas. He hopes real ideas and change will come as a result of this plan.

Stacy Swoboda (Audience Member) – The downtown area needs new recreation areas in the downtown area.

Treesong (Audience Member)– Consider our values, social justice and environmental sustainability. Consider integral cities and support a creative economy. Encourage walkable downtowns.

Trent Stephens (Audience Member)- He suggested adding foot patrol officers to the downtown, specifically at the fountain in town square. He suggested moving the parking lot in front of ABC liquors to surrounding vacant lots and convert it into a park area to support community events. He also suggests adding a bike hostel to the downtown as we are on the trans America bike trail. He also suggested investing in tents and materials to host a professional street fair.

Erin Palmer (Audience Member)- She feels the community should promote walking and riding bikes. Street parking should be restricted to promote biking on the street. The new 710 building is too big and out of proportion and the city should set size laws to limit the size of buildings. Be careful not to just accept anything and ensure new development

is good for the community.

Cody Roach (Audience Member)- Include edible greens in the street green space.

J. D. Higler (Audience Member)- Graphic designers should be brought in to create a city brand that is controlled by the city. The brand story (our history and where we want to go as a city) will tell the city why to do things and guide us to find our future.

Jeremy Clow (Audience Member)- Feels there is no substantial historical façade south of 13 and the committee should keep an open mind to changing things. Mr. Clough also stated he is very much in favor of a bike path in the community.

Shelly Hill (Audience Member)- In favor of increasing the presence of the bike paths in the community. Strongly encourages supporting young business owners in our community.

J. Langowski asked for comments from the committee.

J. Sigler – Felt the committee did too much talking in this meeting and not enough listening. He agrees to removing the parking from downtown. The young professionals graduating from SIUC should be encouraged to stay and build our community. He is the demographic that the community needs to keep and it is his goal to be convinced into staying in Carbondale. If he can be convinced then the plan should be a success. The community needs to create resources to complete projects rather than only working with what we have.

G. Sheffer – Challenge committee to see both sides of ideas and find a way to compromise and keep an open mind. He also strongly suggests keeping parking in the downtown area.

J. Langowski – Noted it is only 16 and a half minutes to walk from Longbranch to Harbaughs. Noted its 30 to 45 minutes of walking to get to where you want to go in a larger city and you don't think about it.

A. Miller – Community must improve the economy to keep the university growing. He challenged the committee to come to these meetings with a community agenda not a personal one. We must keep graduating students and make them want to start a family here. Building more parking is also critical to the town.

D. Terry – Asked does the university support the town? Community has to provide parking for the downtown area or businesses will not succeed. Keep personal agendas out of the plan.

6. Adjournment

J. Langowski thanked the public and committee for coming and announced the next meeting will be September 3rd at 6:30 p.m. at the offices of Carbondale Main Street.

J. Langowski asked for a motion to adjourn.

A. Miller made the motion to adjourn and **G. Sheffer** seconded.

The meeting was adjourned at 8:52 pm.

3

**Meeting #2: DAC Report – Focus on
Transportation**

Report on DAC Meeting #2

Focus on Transportation

Meghan Cole

Nathan Colombo

Kris Schachel

September 14, 2014

Table of Contents

Table of Contents.....	2
Summary of Public Meeting.....	3
Summary of Concepts Generated.....	4
Concept Voting Results.....	7
Future Direction.....	9
Meeting Minutes.....	11

Summary of Meeting

The Downtown Advisory Committee (DAC), commissioned by the Carbondale City Council, met for the second time on September 3, 2014, at 6:32pm at the Historic Train Depot at 121 S Illinois Avenue, Carbondale, IL. The DAC meeting was Chaired by Jack Langowski, and facilitated by John Washburn. Members of the committee were first asked to introduce themselves and offer a statement of why they wanted to be a part of the DAC. Seventeen out of nineteen members were present. John Washburn also introduced himself.

Gary Williams, Economic Development Coordinator for the City of Carbondale, presented the City's current transportation plans and upcoming projects. He also discussed regional plans and unveiled preliminary plans for a multimodal transportation center.

Kris Schachel, DAC member, presented information about transportation modes in downtown Carbondale. She used data from the SIMPO transportation and safety report. She highlighted bike sharing, bike fix-it stations, and spaces for electric cars to recharge may be forward-thinking measures to take when planning for transportation needs.

Nathan Colombo, DAC member, discussed how transportation modes interact with each other. He suggested that we need a better way finding system in downtown Carbondale so that travelers can know where they are headed.

Meghan Cole, DAC member, discussed parking issues in the downtown. She referenced a book, "Walkable City" by Jeff Speck, and showed a map highlighting all the public and private parking lots in downtown Carbondale. She emphasized the need for a better parking plan.

Jack Langowski turned the meeting over to John Washburn, who laid ground rules for public commenting and opened the floor to the public. The committee heard many public comments, including much interest for turning Illinois Avenue into a two-way street, having more control over it, the need for streetscaping and landscaping throughout downtown Carbondale, the need for both a multimodal center and also a parking garage, the removal of parking meters, and more. The full minutes of the meeting (which can be found in this report, on page 9) include all public comments in detail.

John Washburn called for a recess after all public comments were heard. At 9pm, Jack Langowski called the meeting back into session. Several committee members made comments, including the need for an overnight parking option for those who may have had too much to drink the night before, drastic code changes to allow for sidewalk cafes with alcohol sales and other street activities, the need to fix the sidewalks, the need for a parking garage, and the importance of knowing whether Illinois Avenue could really be taken back to two-way traffic. All committee comments can be found in the full meeting minutes (page 9 of this report).

John Washburn asked the committee to review the list of concepts generated via both public and committee comments, and to vote individually, by putting pen to paper, on their top five most important concepts to pursue to improve transportation planning in the downtown. The committee members did so.

Adrian Miller, DAC committee member, made a motion to table the discussion to review the committee's mission statement. The motion was unanimously accepted. Jack Langowski announced the next meeting, set for September 17, 2014, at 6:30pm at the Dunn-Richmond Economic Development Center. The meeting was adjourned at 9:35pm.

Summary of Concepts Generated

Through public and committee member comments, facilitated by John Washburn, the following thirty-two concepts were generated from the DAC meeting on Transportation issues:

1. Establish Carbondale as a bicycle-friendly community.
2. Continue development of a multi-modal transportation center.
3. Create infrastructure for electric vehicles.
4. Consider the possibility of “car sharing” alternatives.
5. Maintain a law enforcement presence downtown.
6. Create an accessible parking plan using experts in the field.
7. Develop a multi-year bicycle plan focusing on those who commute, families, and those moving to and from different locales.
8. Reroute traffic creating a Business Route 51 and University Highway 51.
9. Consider the need for a downtown parking garage (perhaps in conjunction with a new transportation center).
10. Address unattractive and dangerous areas surrounding downtown by examining the larger environment around the downtown area.
11. Study the implications of increased rail/freight traffic, particularly with the emergence of fracking and its varied transportation needs.
12. Clean up the downtown area, taking care of what we already have.
13. Consider implementing an Uber system.
14. Address issues associated with the types of vehicles moving through town, particularly large trucks.

15. Establish pedestrian-friendly streets.
16. Consider the possibility of establishing a “bike share program.”
17. Establish a wifi hotspot downtown and consider the need for high-speed access throughout the Carbondale area.
18. Improve access to the northeast side of town from Illinois Avenue.
19. Find places for employee parking.
20. Consider differences in downtown day and downtown night parking needs.
21. While addressing transportation issues, maintain a focus on accessibility for those with special needs.
22. Develop a set of guiding principles for the future of transportation in Carbondale’s downtown area.
23. Eliminate parking meters.
24. Incorporate “roundabouts” into the traffic flow downtown.
25. Consider the need for parking on both sides of Illinois Avenue.
26. Add pedestrian crossways, particularly in front of SIU and establish pedestrian-free zones.
27. Consider a “complete streets resolution.”
28. Consider branding the city as “Zero Carbondale,” focusing on the use of green technology.

- 29.Utilize creative strategies to address storm water drainage, particularly at the intersections of Cherry and Illinois.

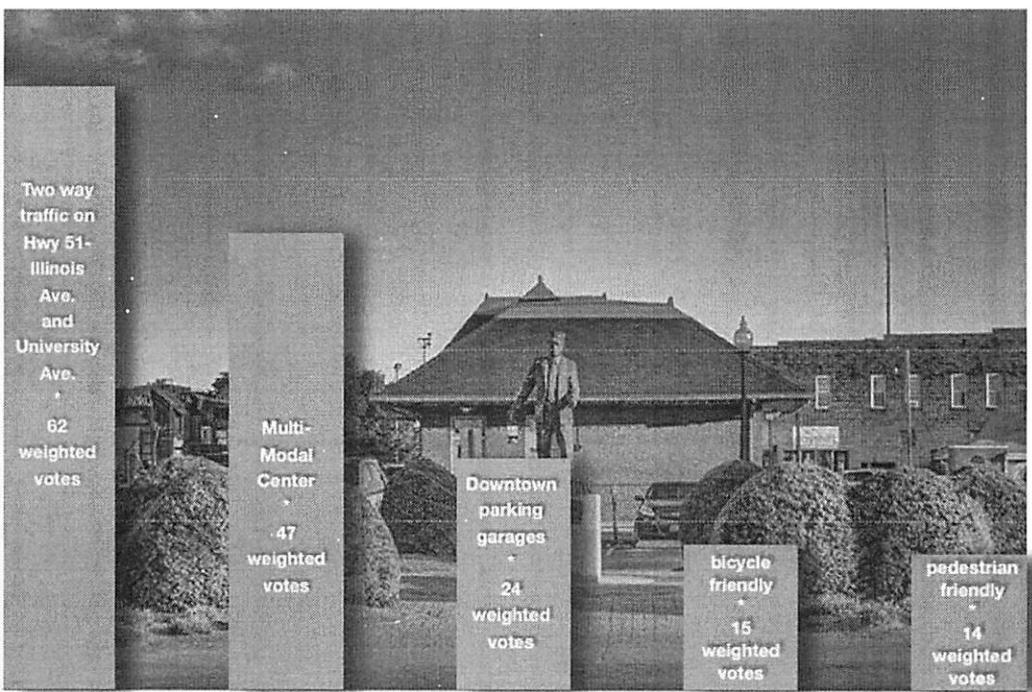
- 30.Identify parking lots for overnight parking.

- 31.Consider rebranding Saluki Express to the Saluki-Carbondale Express.

- 32.Expand and fix sidewalks for outside dining and walkway areas, putting power lines underground.

Concept Voting Results

TOP FIVE CHOICES ON TRANSPORTATION ISSUES



There were 32 suggestions gathered during the Transportation discussion. At the end of the evening, the members of the Downtown Advisory Committee voted on their top five choices. This chart indicates the weighted vote with the number 1 choice given five points, number 2 is four points and so on.

The above graphic shows the top five concepts to be explored, as voted on by the DAC members at the meeting held September 3, 2014. For all results in detail, see the Microsoft Excel spreadsheet found [here](#).

TRANSPORTATION TALLY RESULTS

Ranking	Item #	Item	Number of times selected 1	Weighted rank 1=5	Number of times selected 2	Weighted rank 2=4	Number of times selected 3	Weighted rank 3=3	Number of times selected 4	Weighted rank 4=2	Number of times selected 5	Weighted rank 5=1	Overall Rank
	8	Create Business Rte 51 & Univ. Hwy 51, make each 2-way	11	55	1	4			1	2	1	1	62
	2	Multi-modal transportation center	3	15	6	24	1	3	2	4	1	1	47
	9	Downtown Parking Garage	1	5	3	12	1	3	1	2	2	2	24
	1	Bicycle Friendly Community			1	4	3	9	1	2			15
	15	Pedestrian Friendly Streets					2	6	3	6	2	2	14
	6	Accessible parking plan			2	8	1	3	1	2			13
	23	Eliminate parking meters			1	4			1	2	3	3	9
	7	Change city codes to allow for sidewalk cafes			1	4	1	3	1	2			9
	5	Increased law enforcement in downtown	1	5	1	4							9
	22	Establish guiding principles for Downtown Master Plan	1	5			1	3					8
	21	Open access to all					2	6			2	2	8
	27	Adopt Complete Streets resolution					1	3	1	2	1	1	6
	16	Create bike share program			1	4					1	1	5
	12	Clean up downtown area					1	3			1	1	4
	32	Expand & fix sidewalks/Remove power lines					1	3			1	1	4
	17	Need for high-speed access in Carbondale					1	3					3
	30	Overnight parking lots for inebriated patrons					1	3					3
	29	Address storm water drainage							1	2			2
	4	Car sharing alternatives							1	2			2
	13	Implement an Uber system							1	2			2
	20	Night/Day differences for parking							1	2			2
	28	Zero Carbondale Initiative									1	1	1
	10	Address unattractive & dangerous areas									1	1	1
	3	Create infrastructure for electric vehicles											
	11	Implications with fracking & transportation needs											
	14	Issues with vehicles moving through town											
	18	Improve access to the NE side of town											
	19	Find places for employee parking											
	24	Incorporate roundabouts into the traffic flow											
	25	Parking on both sides of Illinois Ave.											
	26	Pedestrian crossways, particularly in front of SIU											
	31	Rebranding Saluke Express to Saluki-Carbondale Express											

Future Direction

Overwhelmingly, both the public and committee members were interested in the possibility of two-way traffic on Illinois Avenue, so that the City would have more control over traffic, street-scaping, landscaping, directional signage, street closures for events, and the like. If the street cannot be returned to bi-directional traffic, we feel the City of Carbondale needs to implement traffic calming measures, however possible. Slowing down traffic with bump-outs, landscaping, and creating a more attractive, safer roadway for all types of users is key.

There was also a lot of interest for both a multimodal transportation center and a parking garage for downtown. We feel the City of Carbondale needs to explore both of these options, sooner than later. If land acquisition is needed, we think the City should start that process now.

The committee should recommend to City Council that these three concepts be looked into. Are these feasible? How can we creatively use dollars to make these concepts happen? These are questions that need to be explored by City Council and staff, and by whichever consultant(s) the City decides to contract with as we further the Master Planning Process for downtown.



MINUTES

**Downtown Master Plan Advisory
Committee
Wednesday, September 3, 2014
Carbondale Main Street, 6:30 p.m.
Old Train Depot 111 S. Illinois Ave.**

Mr. Langowski called the meeting to order at 6:32 p.m.

Members Present: Bleyer, Boeckman, Bukowski, Carter, Cole, Colombo, Gorton, Langowski, Dr. Pink-Harper, Ramseyer, Dr. Reddy, Schachel, Sheffer, Sigler, Stevens, Terry

Members Absent: Clow, Gregory,

Staff Present: Baity, Price, Sergeev, Williams

1) Bring to order:

Opening comments by **J. Langowski**

2) Roll Call and member/facilitator introductory remarks:

G. Sheffer stated he is on this committee to try and grow jobs and the community and to help create a vibrant downtown.

M. Bukowski stated she is on the committee to bring the arts community into the plan and use their input to help beautify the Downtown.

B. Bleyer stated he is on the committee to help build the student relationship with the town and help to return vibrancy to the downtown.

D. Terry wishes to continue to invest in downtown and help encourage other developers to invest in downtown.

E Ramseyer wishes to help build a stronger community.

D. Boeckman was there to represent the hospital and see how they could help. He felt the overhead utilities should be installed underground and the infrastructure should be improved.

S. Carter wants to bring vibrancy back to downtown.

Dr. Pink-Harper wants to help the committee understand the universities impact on the local economy.

M. Cole wishes to improve and promote downtown.

Dr. Reddy wants to ensure that health care and SIH are interfaced with downtown and also to have technology integrated into the plan as well.

K. Schachel is happy the city is installing bike trails and wants to find ways to incorporate them into the plan.

N. Colombo is going to work to provide the youth perspective on the plan.

J. Sigler wished to help build the business ecosystem to help retain students in Carbondale.

T. Stevens wishes to provide his incites as a resident of downtown.

D. Gorton wishes to ensure our housing stock is restored and the neighborhoods surrounding the downtown are represented in the plan making.

A. Miller wishes to get the student input incorporated into the plan. He also hopes the plan will make the downtown more student friendly.

J. Langowski would like to change the downtown.

J. Langowski introduced **John Washburn** who is a professional facilitator and would help lead the meeting, take notes and control the public comment portion of the meeting.

John Washburn introduced himself and made a few comments on his qualifications.

3) **City Staff presentation: ongoing transportation projects, actions and plans:**

J. Langowski introduced **Gary Williams**, the Economic Development Director, for the City of Carbondale.

G. Williams presented the City's transportation plans and planed improvements. These included the approved Bike Path Phase 1 that is along the railroad tracks from Main Street to Mill Street and Bike Path Phase 2 is from Mill Street to the pedestrian crossing over Highway 51 through a path by the student recreation center.

G. Williams presented activities that are occurring in New Orleans, Louisiana; Memphis, Tennessee; Washington, D.C.; and Cape Girardeau, Missouri as examples of what Carbondale could accomplish and he discussed the Bicycle Friendly designation from the League of American Bicyclists.

G. Williams discussed the broken nature of the bicycle lanes and explained that the on street bicycle lanes are being implemented as funding is available and projects are taking place. There will be bicycle lanes on University Avenue from Chestnut St. to Mill St. and on Illinois Avenue from Mill St. to Walnut St.

G. Williams noted that the Jackson County Health Department has a Built Environment Action Team that is suggesting many changes to the downtown to make it more pedestrian friendly.

G. Williams began discussing the multimodal transportation needs in our community. The current station was built in 1980 and was designed to process 175 passengers a day. Amtrak currently processes 380 passengers a day through the station for a total of approximately 135,000 riders per year. Amtrak projected, based on current ridership trends, in 20 years, Carbondale's ridership would be 221,000 riders per year.

G. Williams stated there will also be several public transportation options that will be housed in the multimodal transportation hub. The RIDES mass transit system operates 5 daily buses; the Smart buses operate 5 daily buses; Jackson County Mass Transit has a bus every 45 minutes; the Saluki Express operates a bus every hour; and Greyhound has 5 daily stops in Carbondale. The preliminary plan for the multimodal transportation center was shown.

4) **Current transportation issues as seen by the theme organizers:**

J. Langowski introduced **K. Schachel** and explained she would be talking about transportation modes.

A) **K. Schachel** reported several results from the Southern Illinois Metropolitan Planning Organization's (SIMPO) transportation and safety report. She noted the bicycle paths in town were very disjointed. She suggested coordinating the laws of Carbondale with the campus laws as far as where bike riders are permitted to ride. SIU is installing bike fix it stations and she thought they might be a great idea to use in our downtown or along the bike paths. She noted the Saluki express provided transportation for 559,000 riders last year. She also requested that car sharing and spaces for electric cars to park and recharge might be good to include in the plan.

J. Langowski introduced **N. Colombo** and explained he would be talking about how different modes of transportation interact with one another.

B) **N. Colombo** discussed how transportation modes interact with one another. He focused on vehicle traffic's interaction with bicycle and pedestrian traffic. He suggested the addition of a foot or bicycle patrolling police officer. He also suggested a better way finding system so you would know where you are headed in downtown.

J. Langowski introduced **M. Cole** to present on Parking in Downtown Carbondale.

C) **M. Cole** discussed a book by Jeff Speck called "Walkable City How downtown can save America, one step at a time". She also discussed the Complete Streets initiative. She addressed both sides of the "is there enough parking" argument. If there is too much parking, we need a greater business mass and to try and focus the community on walking or biking instead of driving. If there is too little, we need to realize that people visit us from other communities with homes too far from the services to walk or bike. She stated a better parking plan is required in the City of Carbondale. She stated that parking lots make the public feel less safe about being downtown. This may just be a perception but the public tends to believe perception.

J. Langowski turned the meeting over to **John Washburn (facilitator)**.

5) Comments from the public

John Washburn (facilitator) laid the ground rules for commenting and gave the process for considering the comments.

Jesus Ponce Deleón (audience member) Consider a plan to build a multi modal system that includes a commuting system for the students, to allow for families looking for recreation, and to allow transit to the eastern commercial areas.

Karl Rexro (audience member) Turn 51 into a two way street. Asked when it became one way street. He believed it was before 1988.

A discussion was had between committee members and the audience to create a complete

idea regarding the changing of Highway 51 from a one way to a two way street.

Larry Weatherford (audience member) Discussed creating a central parking garage.

Mike Burns (audience member) What are the population numbers based on? Amtrak needs a reliable passenger train schedule.

G. Williams population numbers based on an Amtrak projection based upon ridership increases and regional population increases.

Jane Adams (audience member) There is a pedestrian barrier that exists between her home and the downtown and that is the blight that exists between the downtown and Poplar Street. She stated the downtown should be looked at as part of a city not as a freestanding entity. This plan needs to address parking, the areas between parking and the downtown and areas adjacent to the downtown. Fracking is going to increase freight train traffic through Carbondale and that needs to be considered in this plan. The process needs to be started to make all crossings in Carbondale a quiet zone.

Annie Malark (audience member) Make the downtown look nice and clean and improve litter and trash pickups.

Michael Frick (audience member) Recommended the UBER car system and noted that mass transit reduces car ownership.

A discussion occurred regarding the specifics of the UBER car system.

Gale White (audience member) feels the industrial type of traffic is a detriment to the downtown area. He stated transportation engineers are required to move traffic and planners are tasked with growing the town. He feels these two positions are at odds in this particular situation. He discussed the walkability score of his home.

Jay Danson (audience member) loves the idea of Bike Share. Wishes to expand high speed internet networks as we grow.

sp? **Kareim Sherriodd (audience member)** wishes committee would improve access to the Northeast section of town. He recommended a possible Willow Street to Willow Street connection. He made note of the lack of interconnections between the rest of Carbondale and that neighborhood.

Jacky Schmidt (audience member) pointed out that day businesses use the parking differently than night businesses. Day parking is primarily employees close to the building and night parking is primarily customers. An overnight parking for customers of businesses should be implemented in the downtown.

Cinnamon Smith (audience member) Amtrak is a big plus and the new station would allow the city to introduce the visitors to what the city has to offer. Feels the rerouting of 51 would serve the downtown well and allow a lot of new events downtown.

Susan Ferinbacker (audience member) the plan must include improvements and considerations for the disabled population of Carbondale.

Lee Fronabarger (audience member) suggested an outside expert to assist with the downtown parking plan. He supports turning highway 51 into a two way street again. It should be presented to IDOT as the community as a whole is requesting this and not just the city.

Nick Samallago (audience member) agrees with an additional entrance to the northeast neighborhoods. He believes the downtown vibrancy went east when the mall and strip centers were built. He feels bicycles are important because cars are hurting the environment. He wants the committee to dream at least half as big as planners did 50 years ago. He also suggested the committee should do everything in its power to create reasons to not drive cars in the downtown area.

Diane Baine (audience member) feels the city should remove all parking meters.

K. Baity stated the meters support the downtown parking lots that are city owned.

Shyler Beets (audience member) suggested using roundabouts to smooth traffic flow.

Patrick King (audience member) suggested parking on both sides of the strip with a roundabout, a bicycle lane and a buffer between the bicycles and traffic. He also feels there should be a pedestrian crossing bridge at Lincoln Street and that traffic speed should be significantly slowed.

M. Cole noted some items that can be used to slow traffic; vegetation islands, roundabouts, narrower traffic lanes, lower speed limits and projections into the traffic flow. We need to pay attention to vehicle and traffic calming measures.

Jesus Ponce Deleón (audience member) asked what the budget was for this plan so we could dream within a budget and know what we can and cannot accomplish.

Angie Bailey (audience member) She represents the Jackson County Health Department's Built Environment Action Team (BEAT). She stated BEAT's mission is to promote Healthy Environments, Healthy Economies and Healthy People. Sidewalks, improving crosswalks, providing safe opportunities to bike and walk, providing bike racks, benches, lights, plants and safe interaction with cars all allow for a more healthy community. She suggested adopting a "Complete Streets" approach.

Jennifer Johanson (audience member) feels that any removal of 51 from the downtown would kill Carbondale. She also feels that hiding the parking is a great idea.

Dr. Reddy feels that transportation organization is lacking in Carbondale. Buses should link all areas of town. Parking is vital to the downtown in order to thrive. Technology needs to be implemented and added to our downtown. The community needs to plan for the additional transportation burden fracking is going to place on the community.

Mike Dismore (audience member) he felt that there should be more protection of pedestrians and vehicles should be forced to stop at all cross walks when a person is waiting to cross.

Dean Reese (audience member) feels the disabled community must be cared for in the new plan. A taxi service for the disabled should be considered as well.

G. Williams plans for the transit center include a parking garage as well it was just not shown.

Bernard Hennaburger (audience member) suggested the city pick a direction to head and then brand the city with that direction. He suggested a green city slogan might be “0 Carbon Carbondale”. He also suggested the new transit center should be a 0 net energy use building.

Don Monty (audience member) He addressed the crowd and discussed the problem with going from plan concept to plan feasibility. He informed the group that the roundabouts use a lot more land than a normal intersection. Increasing the use of the roundabouts will cost corner businesses their location. He also mentions the railroad crossing into the northeast neighborhood had been dismissed in the past and would require a bridge that extended from two blocks into the northwest neighborhood to two blocks into the northeast neighborhood.

A discussion was had regarding when highway 51 became a one way street.

Jane Adams (audience member) The downtown has an issue with flooding that needs to be addressed in a manner that would potentially benefit and promote the downtown.

John Washburn (Facilitator) called for a recess as no one else had comments to add to this portion of the discussion.

6) Brief Recess

Recess began at 8:55 pm.

7) Comments from the committee members

The meeting was called back into session at 9:00 pm by **J. Langowski**.

A. Miller stated he believed the public parking lots should allow overnight parking for those that had too much to drink the night before and were trying to do the right thing by not driving home.

D. Boeckman feels that burying the overhead utility lines should be one of the first projects. Stormwater control should also be a major project in the plan.

A discussion was had regarding how the utility lines are part of a complete street system.

E. Ramseyer feels that children bicycling to school should be part of our plan.

T. Stevens feels that our buses should have bike cradles on the front of them to support bicyclists. He also requested real city buses not school buses. He wishes to rebrand the Saluki Express to Carbondale Express. He suggested making the bus routes two directional. He also noted that roundabouts take a lot of training for the public to use.

K. Baity stated all routes are centered on the student center and there are multiple routes.

E. Ramseyer suggested turning Illinois Avenue into a pedestrian only zone.

B. Bleyer suggested expanding the sidewalks to allow for on street cafes and other street activities.

Dr. Reddy suggested drastic code changes were required to grow our downtown. He also asked for beat cops on foot or on bicycle be deployed to the downtown area.

M. Cole said we should have sidewalk cafes and alcohol sidewalk sales.

A. Miller suggested a parking garage at Highway 51 and Mill Street and to expand public transportation. Saluki Express is called Saluki Express because it is paid for by the students and a \$1.00 fee from city riders.

D. Gorton asked that the sidewalks be fixed and brought to modern standards.

G. Sheffer asks that we keep our planning to a doable plan. He also states that investors must support the plan or it won't happen. Students must be drawn to our downtown. Control over Illinois Avenue is critical.

A discussion was had over where the new residents will park from the 710 lofts development.

J. Sigler stated that who controls Highway 51 will determine the outcome of the plan. How do we judge if the downtown is better because of the plan? Do we want a green community, a better business community or something else?

S. Carter stated all future plans hinge on ownership of Illinois Avenue. She asked who can answer the Highway 51 question and if the transit center funded.

K. Baity stated IDOT would answer the Highway 51 question and that the design shown for the center is 4-5 years from being shovel ready.

S. Carter asked should the group assume that that parcel of land should be considered out of use for anything else?

K. Baity discussed the issues with moving the station.

G. Williams stated the conversation with Amtrak requires the station to stay where it is

or an entirely new location would have to be selected and the process started as if a station never existed.

G. Sheffer stated the project has to be ready to go to get funding.

John Washburn (facilitator) asked Mr. Baity about what is under development regarding Highway 51.

K. Baity described the discussion with IDOT and he said IDOT will look at the conversion.

S. Carter asked if it becomes a top project and we would then need to look at how it would affect the town really closely.

Dr. Reddy stated we should just assume the two way Highway 51 will happen and that the transit center will happen and plan based on that.

D. Gorton stated he feels we should determine where we are going and then act. He feels creating a green city is the way to go. Green city initiatives and Business friendly city initiatives are able to work together and can coexist in the same city.

John Washburn (facilitator) suggested the committee get together and create guiding principles for the committee.

G. Sheffer asked if the items that were not selected as top five, will they be discussed as well.

John Washburn (facilitator) stated the vote will be over all 33 items and will create priorities for the committee.

J. Langowski stated all ideas are important and all will be included in the reports to City Council.

8) Summary of major recommended actions and member selection

John Washburn (facilitator) asked the committee to review the options presented tonight.

9) Approval of Minutes

No action

10) Review of mission statement

A. Miller made a motion to table item 10 on the agenda.

D. Gorton seconded and received a unanimous voice vote in favor of the motion.

11) Announcement of next meeting

J. Langowski announced the next meeting September 17, 2014 6:30 pm at the Dunn-Richmond Economic Development Center.

12) Adjournment

G. Sheffer made the motion to close the meeting

E. Ramseyer seconded the motion

J. Langowski closed the meeting at 9:35 p.m.

4

**Meeting #3: DAC Report – Focus on
Business Development**

Report on DAC Meeting #3

Focus on Business Development

DRAFT

Meghan Cole

Jason Sigler

George Sheffer

September 28, 2014

Table of Contents

Table of Contents.....	2
Summary of Public Meeting.....	3
Summary of Concepts Generated.....	5
Concept Voting Results.....	6
Future Direction.....	8
Meeting Minutes.....	9

DRAFT

Summary of Meeting

The Downtown Advisory Committee (DAC), commissioned by the Carbondale City Council, met for the third time on September 17, 2014, at 6:30pm at the Dunn-Richmond Center on SIU's campus. The DAC meeting was Chaired by Jack Langowski, and facilitated by Tel Brown. During roll call, Kristin Gregory and Jeremy Clow were asked to introduce themselves, as they were not present at the last meeting. Fifteen out of nineteen members were present.

Dr. Kyle Harfst, the Executive Director of the Southern Illinois Research Park, spoke about the Research Park, what it does and who it currently serves. He also answered some questions from the committee.

Jack Langowski introduced Tel Brown, who outlined the agenda for the committee and public comments section.

Jason Sigler, DAC member, presented information about the current business mix in downtown. He highlighted the fact that the majority of our businesses are small and locally owned. He showed photos of underused areas in the downtown and stated that we need to make efforts to keep students in Carbondale, and to grow our business ecosystem with small, medium and large companies.

George Sheffer, DAC member, discussed incentives and challenges that exist in Carbondale, and in the downtown. He described the downtown area enterprise zone, TIF District, façade improvement program, and talked about some intangible benefits, like our people, SIU University, and the local banking system. He outlined several challenges, both tangible and intangible. All of Mr. Sheffer's comments can be found in the full minutes of the meeting (found on page 9 of this report).

Meghan Cole, DAC member, discussed how the attractiveness of the downtown related to business development. She discussed methods that large companies used for site selection, and how the look of a community and the look of a site was a major part of those kinds of decisions. She also discussed what the City of Carbondale and local businesses could do to improve the look of downtown,

without incurring major costs. Ms. Cole pointed out that investing in the downtown will grow the number of businesses, increase the sales tax generated, and bring more dollars to Carbondale.

Jack Langowski turned the meeting over to Tel Brown, who laid ground rules for public commenting and opened the floor to the public. The committee heard many public comments, including much interest for beautifying the downtown, keeping the small town feel while being friendly to businesses with reasonable rents, and making code changes to allow for sidewalk cafes and food trucks. The full minutes of the meeting (which can be found in this report, on page 9) include all public comments in detail.

Tel Brown called for a recess after all public comments were heard, at 8:20 pm. At 8:25pm, Jack Langowski called the meeting back into session. All committee members present made comments, mostly reflecting that the public seemed to want "vibrancy" in the downtown. All committee comments can be found in the full meeting minutes (page 9 of this report).

Jack Langowski asked all of the committee members to vote on their top 5 comments or ideas, generated from both public and committee comments, collected by Tel Brown.

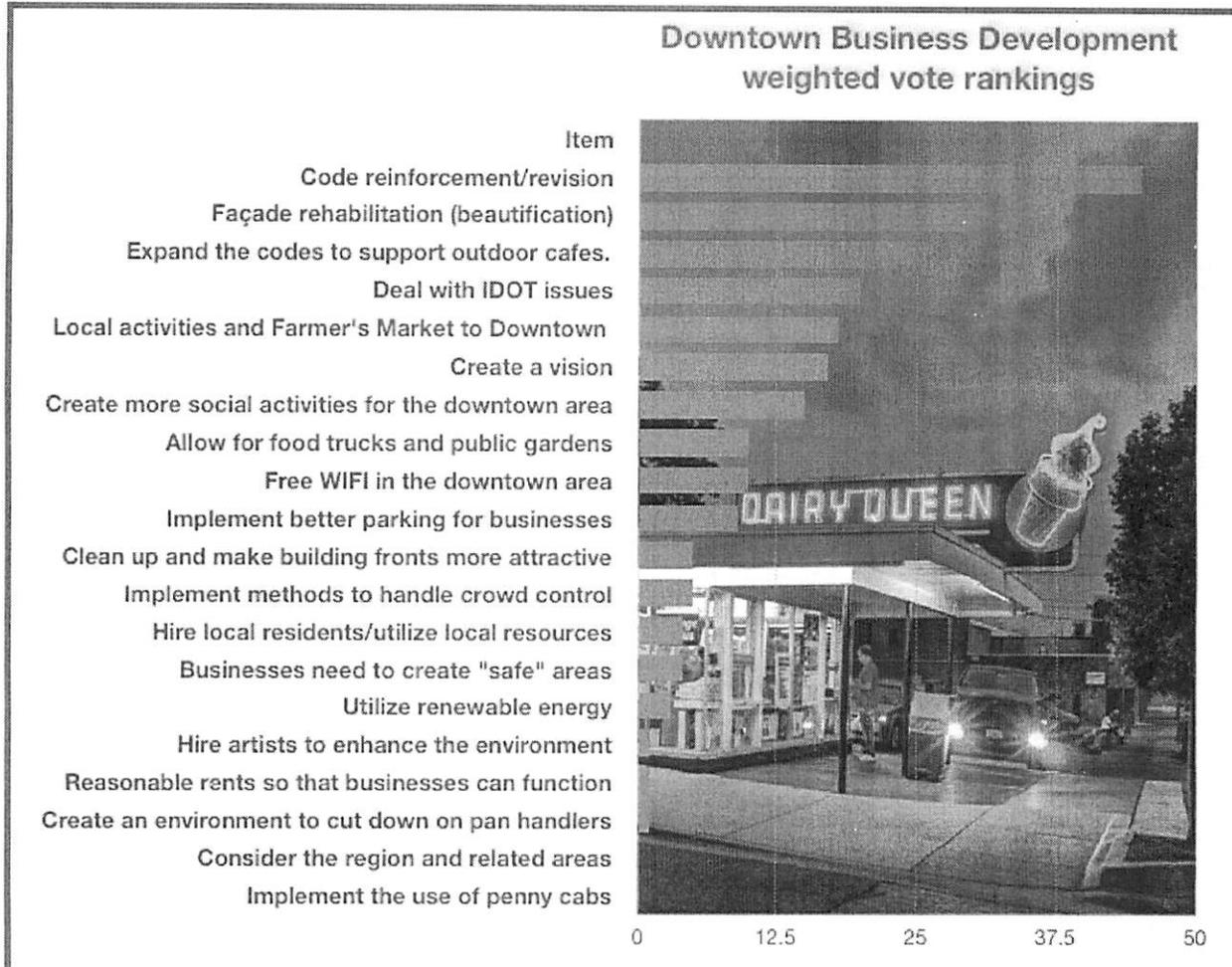
Adrian Miller, DAC committee member, made a motion to table the approval of minutes to make sure all edits had been made before requesting DAC approval. The motion was unanimously accepted. Jack Langowski announced the next meeting, set for October 1, 2014, at 6:30pm at the SIH Student Health Center Auditorium. The meeting was adjourned at 9:05pm.

Summary of Concepts Generated

Through public and committee member comments, facilitated by Tel Brown, the following twenty concepts were generated from the DAC meeting on Transportation issues:

1. Consider the region and related areas.
2. Move the Farmer's Market and other local activities to the downtown area.
3. Implement the use of penny cabs.
4. Businesses need to create "safe" areas.
5. Hire artists to enhance the environment.
6. Hire local residents/utilize local resources.
7. Create more social activities for the downtown area.
8. Create reasonable rents so that businesses can function.
9. Encourage businesses to clean their sidewalks and curbs to make the building fronts more attractive.
10. Implement better parking for businesses.
11. Create an environment to cut down on panhandlers by businesses.
12. Expand the codes to allow for food trucks and public gardens.
13. Utilize reusable energy.
14. Implement methods to handle crowd control.
15. Façade rehabilitation (beautification).
16. Deal with IDOT issues.
17. Create a vision.
18. Expand the codes to support outdoor cafes.
19. Free WIFI in the downtown area.
20. Code reinforcement/revision.

Concept Voting Results



The above graphic shows the top five concepts to be explored, as voted on by the DAC members at the meeting held September 17, 2014. For all results in detail, see the Microsoft Excel spreadsheet found [here](#).

BUSINESS DEVELOPMENT TALLY RESULTS

Ranking	Item #	Item	Number of times selected 1	Weighted rank 1=5	Number of times selected 2	Weighted rank 2=4	Number of times selected 3	Weighted rank 3=3	Number of times selected 4	Weighted rank 4=2	Number of times selected 5	Weighted rank 5=1	Overall Rank
	20	Code reinforcement/revision	4	20	5	20	1	3	1	2	0	0	45
	15	Façade rehabilitation (beautification)	4	20	0	0	2	6	2	4	1	1	31
	18	Expand the codes to support outdoor cafes.	1	5	2	8	2	6	1	2	5	5	26
	16	Deal with IDOT issues	2	10	0	0	0	0	5	10	0	0	20
	2	Move the Farmer's Market and other local activities to the downtown area.	1	5	2	8	1	3	1	2	0	0	18
	17	Create a vision	1	5	0	0	4	12	0	0	0	0	17
	7	Create more social activities for the downtown area	1	5	1	4	2	6	0	0	0	0	15
	12	Expand the codes to allow for food trucks and public gardens	1	5	0	0	1	3	1	2	0	0	10
	19	Free WIFI in the downtown area	0	0	1	4	0	0	1	2	4	4	10
	10	Implement better parking for businesses	0	0	1	4	1	3	1	2	0	0	9
	9	Encourage businesses to clean their sidewalks and curbs to make the building fronts more attractive	0	0	1	4	0	0	0	0	1	1	5
	14	Implement methods to handle crowd control	0	0	1	4	0	0	0	0	1	1	5
	6	Hire local residents/utilize local resources	0	0	1	4	0	0	0	0	0	0	4
	4	Businesses need to create "safe" areas	0	0	0	0	0	0	2	4	0	0	4
	13	Utilize reusable energy	0	0	0	0	1	3	0	0	0	0	3
	5	Hire artists to enhance the environment	0	0	0	0	0	0	0	0	1	1	1
	8	Create reasonable rents so that businesses can function	0	0	0	0	0	0	0	0	1	1	1
	11	Create an environment to cut down on pandhandlers by businesses	0	0	0	0	0	0	0	0	1	1	1
	1	Consider the region and related areas											
	3	Implement the use of penny cabs											

Future Direction

The voting results were not as clear-cut as they were at the meeting on Transportation, but we saw a heavy interest in the need for code revision (to allow for sidewalk cafes, etc), for beautification of the downtown to create a more attractive environment, and “to deal with IDOT issues”, which refers to the concept of returning Illinois Avenue to bi-directional traffic.

There was a lot of public discussion on sustainability, food trucks, and food forests, but the committee clearly felt strongly that code revision, beautification, and gaining control over Illinois Avenue were sweeping changes that are needed.

The committee should recommend to City Council that these three concepts be looked into, and that investments be made in the beautification of downtown. Codes need to be adjusted or Illinois Avenue needs to become more controlled to allow for things like sidewalk cafes, outdoor seating, landscaping, benches and the like. How can we creatively use dollars to make these concepts happen? These are questions that need to be explored by City Council and staff, and by whichever consultant(s) the City decides to contract with as we further the Master Planning Process for downtown.



MINUTES

**Downtown Master Plan Advisory Committee
Wednesday, September 17, 2014, 6:30 p.m.
Dunn-Richmond Economic Development Center
150 E. Pleasant Hill Road**

Mr. Langowski called the meeting to order at 6:32 p.m.

Members Present: Bleyer, Boeckman, Bukowski, Clow, Cole, Colombo, Gorton, Gregory, Langowski, Dr. Pink-Harper, Ramseyer, Schachel, Sheffer, Sigler

Members Absent: Carter, Dr. Reddy, Stevens, Terry

Staff Present: Price, Sergeev

1) Bring to order:

J. Langowski made his opening remarks.

2) Roll Call and member/facilitator introductory remarks:

J. Langowski called roll and introduced **Jeremy Clow** and asked him to give his opening comments.

J. Clow stated he is an architecture student and business owner in Carbondale. He wishes to give the student and business owner perspective to the Committee.

J. Langowski continued to call roll and asked **Kristin Gregory** to give her opening comments.

K. Gregory stated she lived and grew up in Carbondale and wants to help the local government and community come together.

J. Langowski finished roll call and announced a quorum was present.

3) Introductory Remarks:

J. Langowski introduced the Executive Director of the Southern Illinois Research Park, **Dr. Kyle L. Harfst**.

Dr. Harfst spoke about the opportunities and capabilities offered by the Southern Illinois

Research Park. The park assists with business startup questions and plans as well as providing a place to start your business in the Small Business Incubator building.

Dr. Harfst spoke about the Small Business Development Center, which is also known as the Small Business Incubator, having helped over 500 clients per year over the last 30 years. The Center has helped most of those clients at no cost. The center primarily focuses on technological innovation and helps with finding funding for entrepreneurs to begin their business.

Dr. Harfst outlined the Small Business Development Center's place in the community by letting the committee know it is part of the University but not an academic unit. It is intended to provide resources and training to starting business owners. He also highlighted some of the technological resources that are available; a 3D printer and a large plotter are but two examples.

J. Langowski thanked **Dr. Harfst** for his time, building and information.

D. Gorton asked of **Dr. Harfst** who had access to the 3D printer

Dr. Harfst stated the clients of the center had access.

A. Miller asked if **Dr. Harfst** could speak to what the city could do differently to encourage the new entrepreneur to come and stay in Carbondale.

Dr. Harfst stated he was not prepared to answer that question specifically, however he stated the navigation of regulations tends to be the road block for most new business owners. The rules themselves are not typically the issue.

J. Langowski introduced **Tel Brown (Facilitator)** for this meeting.

Tel Brown (Facilitator) reviewed the rules for the evening and requested the audience follow them.

J. Langowski introduced **J. Sigler**.

J. Sigler spoke about the current mix of downtown businesses. He stated the city currently has 250 businesses in the downtown area. They specialize in retail, entertainment, dining, service oriented businesses such as lawyers and doctors, and government services.

J. Sigler asked the Committee to remember and think about how all downtown businesses are owned by local business owners and not chain or corporate stores.

J. Sigler wanted to ensure the previous meetings and the goals from those meetings are still kept in mind in this meeting. He reviewed the top five ideas from the last meeting.

J. Sigler felt the goals of the committee are missing and need to be defined so ideas can grow from that. Does the committee feel the city should grow as a cultural center, a

business center, or as a gathering area for the community, or all three?

J. Sigler stated he walked the strip the first Thursday students were back in town at about 7:30 p.m. and found the streets were empty and businesses appeared to be closed. The only location that had activity was the Dairy Queen. He noted the open spaces we do have, we do not use.

J. Sigler stated the community needs to tell the Committee what to do and keep in mind that the actions of today will impact the future. He asked what we are doing to keep students in the area. He felt the University and the City need to have a set of goals to keep students in town and keep businesses growing here. He believes in a Business Ecosystem that keeps a city running. A few large businesses, several medium size businesses and a lot of small businesses help to keep the community moving. He also asked how do we market downtown and its capabilities.

J. Langowski thanked **J. Sigler** for his presentation and asked for **G. Sheffer** to give his presentation.

G. Sheffer stated he is going to talk about incentives and restrictions.

G. Sheffer listed multiple incentives that are currently in place to help grow businesses. He described the Downtown area Enterprise Zone and stated how the Enterprise Zone works.

G. Sheffer described the TIF district and how that helps the business owner.

G. Sheffer described the Façade Loan Program and how that program can help.

G. Sheffer also provided the following list of additional incentives and benefits.

- 1) The ability to use the resources of the research park.
- 2) Carbondale is the largest town in Southern Illinois
- 3) The great people of Carbondale
- 4) The great University
- 5) The large amount of diversity in the population.
- 6) SIH hospital and the personnel that want to live downtown.
- 7) The local banks that help the local entrepreneur are better than corporate banks.
- 8) The great entertainment and the great businesses that already exist downtown.

G. Sheffer provided the following list of Restrictions, Disadvantages and Challenges.

- 1) Lack of a vision for downtown is preventing the revitalization.
- 2) Convenient parking is a requirement for business.
- 3) The water retention problem in the downtown needs to be solved.
- 4) Code restrictions need to be discussed.
- 5) The limit on the number of liquor licenses needs to be removed.
- 6) The restrictions on sidewalk cafes need to be lifted.
- 7) Parking meters are a problem and need to be removed. It should be two hour parking and free.
- 8) Engineering Assistance Committee is a problem. The changing of personnel

on the committee is the primary issue.

- 9) The City and City Council need to be business friendly.
- 10) Too much talk and no action. Too many committees and studies are required.
- 11) IDOT controls too many streets in Carbondale.
- 12) The area is not pedestrian friendly. The no standing ordinance needs to be removed.
- 13) The Sign ordinances are too strict.
- 14) Downtown needs a truly free Wi-Fi system.
- 15) Outside music is not allowed and this needs to change.
- 16) Building Design Standards should not exist.
- 17) Provide way finding signs that look attractive.
- 18) Cameras should be installed to provide safety downtown.
- 19) Improve the downtown appearance.
- 20) Improve business diversity downtown.
- 21) Do not stereotype the customer. We should welcome all.
- 22) Remove the undesirables from downtown.
- 23) Snowballing can be good or bad. If things go well they get better, if it goes bad it gets worse.
- 24) We must compromise to achieve goals.
- 25) Provide economically feasible ideas.
- 26) We need more Businesses and events downtown to draw more people downtown.
- 27) The community must make it so businesses will want to invest in downtown and it must address the needs of the downtown customer.

G. Sheffer wanted to note that business community comes in many different forms. It comes from the restaurants, arts, businesses, entertainment, offices and apartments.

J. Langowski thanked **G. Sheffer** for his presentation and introduced **M. Cole** and asked her to give her presentation.

M. Cole stated she was going to speak on Downtown Attractiveness.

M. Cole discussed methods that large corporations use to evaluate a town where they are looking at moving a new business or factory. She said they look at infrastructure, available talent in the area, land and the quality of life. The consultants hired by the firms do the site visits and suggest a town, however the CEO makes the final decision.

M. Cole discussed the purpose and methods of the Main Street program. It looks at the physical attributes of the community, economics, promotion and organization.

M. Cole also discussed what the business owner could do to help the city look better without any major additional costs occurred to the business owner. Things like, clean the outside of your business, pick up trash, paint and clean the building. The look of the town can speak to how the hidden infrastructure is maintained. The look of the town will affect business. If you cannot get the customer to the front door, they will not spend money in your business. Investing in the downtown will bring better businesses.

4) Comments from the public

J. Langowski asked for public comment at this time.

Jesus Poncedeleón (audience member) stated that in the past we had forty manufacturing facilities in southern Illinois, now we only have a few. We need to help bring the businesses back to southern Illinois. In the mid 80's Toyota and Boeing were told "no" by the City because a new factory would have driven the wages too high for the area. He encouraged the Committee to think beyond Carbondale and think how their actions might affect the community at large.

Simone Beck (audience member) We need to build on the past meetings and current ideas to help the community. The farmers market moving to downtown would be great. She said projects like this would involve a small amount of investment for a large reward.

Danielle Zelisko (audience member) stated she likes our small town and the well maintained infrastructure. She requested the committee encourage food trucks, cabs to take those that have chosen to drink home safe, and provide over 21 and under 21 spaces in our local bars. She liked the discussion of the positives of downtown. She also had an issue with how we define "undesirables." She felt it should be people that make you feel unsafe or make the space feel unsafe. She stated the city should be "pretty in our soul" i.e. pretty based on our values, based on our inspirations, not our vision.

Nick Smallago (audience member) He disagreed with the assumption that we must compete with all towns worldwide for the "blessings a corporation would bestow on us." He felt we should strive to achieve "food sovereignty." He also felt the businesses in Carbondale are only about making money and not about creating vibrancy. If we wish to have spaces or things to create vibrancy we should provide those. He also suggested a food forest for downtown.

Ellis Reed (audience member) stated 200 million dollars of construction is going on in downtown right now and none of it is going to local construction companies. He also stated when we lost the union hall we lost a lot of good union jobs. He stated the ordinance we have on record to keep people from gathering together was put in place to prevent another Halloween-style riot from happening. He stated we could bring the Halloween party back as a festival that is family friendly.

Sandy Litecky (audience member) stated the rental rates for commercial spaces need to be reasonable. The streets and sidewalks need to be kept clean and in good repair. The customers need to be year round and not just during the school year. Parking needs to be provided close to businesses with strict enforcement of parking times. Parking generates \$80,000 to \$90,000 per year in sales. Employee parking must be provided but far off. The "street people" need to be addressed.

Susan Fehrenbacher (audience member) stated as a business owner she has had a great experience with the City of Carbondale and has no idea what everyone is talking about

with the City not being business friendly. She feels the business owner should be proud of their location and keep it clean.

Cody Roach (audience member) stated he stayed in Carbondale because of its small town feel. He also supports the idea of pretty to the soul for downtown. He also feels we should have a festival and cultural event space.

Joshua Kidd (audience member) stated the Food Trucks could be allowed by expanding the ice cream trucks and hot dog carts section of the ordinances. He suggested extending operating hours to 3 am. He felt it is an opportunity for underemployed service professionals and hospitality and culinary arts students to start a low cost exciting business.

Sabrina Hardinberg (audience member) stated she was concerned about how the community could convert to renewable energy. She asked if we could give incentives to businesses that use renewable energy systems. She asked if we could use empty factories to create and build renewable energy resources. She liked the idea of sidewalk cafes.

Winslow (audience member) stated he was co-owner of El Greco. He asked the Committee to address both large and small crowd control methods downtown.

Karriem Shariat (audience member) feels that façade rehab and beautification engenders community pride.

Jesus Poncedeleón (audience member) wanted to inform the Committee that several members of the community just started the entrepreneur coalition. They want to try and make an area that is similar to Silicon Valley that removes the shackles and allows for free thought and a free flow of ideas.

Larry Weatherford (audience member) stated he felt that progress was being made. He felt if IDOT retained control of S. Illinois Avenue, it would really kill most of the redevelopment ideas for downtown.

6) Brief Recess

Tel Brown (Facilitator) began a recess at 8:20 pm.

7) Comments from the committee members

The meeting was called back into session at 8:25 pm by **J. Langowski**.

G. Sheffer stated the Committee needs to decide on a vision for downtown. Convenient parking must be provided. Sidewalk cafes should be allowed and an unlimited number of liquor licenses should be issued. The downtown should be bike and pedestrian friendly. Free downtown Wi-Fi should be provided. Outside music should be allowed. Great directional signage should be a priority. Cameras should be installed to promote security in our downtown. Any project proposed should be economically feasible.

K. Schachel felt the idea of focusing on food in the downtown was a great one. Food forests and turning the area into a foodie mecca is a fantastic idea.

M. Cole felt that we should make the downtown attractive and vibrant.

M. Bukowski stated attractive towns help development with both façade improvement and incorporating art into the downtown.

K. Gregory felt the small business needs to connect with the students and University. She thinks the idea of growing and selling things downtown would help to promote downtown. She likes the idea of promoting the farm to table concept and she felt that we should find a way to make money from this.

E. Ramseyer stated the Committee needed to develop a vision to serve the community and support the diversity of the community. She would like to expand what her block did all around the downtown. She thinks we should have an area that would serve to attract people outside and that would cater to families. The community should have a space dedicated to community gatherings. She suggested changing the code to allow for outdoor beer and wine. She felt the silliness should be written out of the code.

J. Langowski stated he has heard the community wants vibrancy and fun in the downtown. He also felt the codes needed to be made more business friendly. We need to attract businesses not turn them away.

A. Miller asked who would pay for the improvements and said it is the downtown business owners. He said we should look at how the interactions occur between members of the community and the downtown environment and see how other communities handle them. He also stated that customer service is a big part of government. He stated the City helps sell the town to investors and also provide for fair code enforcement.

D. Gorton reminded the Committee that they were appointed by Mayor and confirmed by the City Council and they were tasked with telling the city what they can do to improve the downtown. He asked what we want our downtown to be. He discussed the removal of the limit on the number of the liquor licenses and the potential consequences of that. He also mentioned the railroad tracks are a major corridor for the fiber optic utilities.

Dr. Pink-Harper likes the idea of focusing on the beauty of downtown and promoting sustainability.

D. Boeckman stated grants are available from IDOT to improve sidewalks and streets. Façade improvements need to happen and the infrastructure needs to improve. The City should focus on façade improvements and wait on the train station.

B. Bleyer stated the more people attracted to downtown the more viable downtown is. Beautification is critical to improving the downtown. He feels the power lines need to be buried as well.

J. Clow stated he believes festivals are a great idea. The incoming tourists need to be captured and directed into the downtown area. The Small Business Incubator needs to have a downtown presence. When looking for ideas remember that Carbondale is a small community. Large towns were suggested for pulling ideas from. The city should develop a FAQ for new business owners containing information on who to contact for what resources. Remember to not ignore our outlying communities as a lot of our customers come from there.

J. Sigler noted there is a lot of creative energy in Carbondale. He noted a manufacture of bikes would go well here as we have a biking community, three bike retailers and several bike trails. Bringing the farmers market downtown could cause downtown businesses to open earlier and produce more economic trade. We have lots of open space downtown and it should be used for things like traveling museums, traveling gardens, or moving artwork. All day festivals would be a great addition to downtown. We should make downtown pet friendly. He suggested the city develop an entrepreneur center to bring businesses from the incubator to that location to help build the businesses faster.

J. Langowski asked for the committee to pick its top 5 comments or ideas.

9) Approval of Minutes

A Miller made a motion to postpone minute approval as J. Langowski wished to ensure all edits have been made.

D. Gorton seconded the motion and a unanimous yes vote was had.

11) Announcement of next meeting

J. Langowski announced the next meeting October 1, 2014, 6:30 pm at the Student Health Center Auditorium.

12) Adjournment

A. Miller made a motion to adjourn the meeting

J. Sigler seconded all were in favor.

J. Langowski closed the meeting at 9:05 p.m.

5

**Meeting #4: DAC Report – Focus on
SIU/SIH/Neighborhood Interfaces**

Report on DAC Meeting #4
Focus on
SIU/SIH/Neighborhood
Interfaces with the Downtown

Meghan Cole
Elaine Ramseyer
October 12, 2014

Table of Contents

Table of Contents.....	2
Summary of Public Meeting.....	3
Summary of Concepts Generated.....	6
Concept Voting Results.....	8
Tally Results.....	9
Future Direction.....	10
Meeting Minutes.....	11

Summary of Meeting

The Downtown Advisory Committee (DAC), commissioned by the Carbondale City Council, met for the fourth time on October 1, 2014, at 6:30pm at the Student Health Center Auditorium on SIU's campus. The DAC meeting was Chaired by Jack Langowski, and facilitated by John Washburn. Jack Langowski called roll; seventeen out of nineteen members were present.

The committee unanimously approved the minutes from the previous three meetings, including the meetings of August 20, 2014, September 3, 2014, and September 17, 2014. Jack Langowski introduced John Washburn, facilitator, who laid out expectations for the committee and the public.

Delio Calzolari, Associate Director of the Paul Simon Public Policy Institute highlighted upcoming events that the Institute would be sponsoring. He announced that a survey had recently been sent out to SIU Alumni about their feelings regarding the downtown area of Carbondale, and about the city in general. Receiving over 4,300 responses, he stated that the Institute would soon make that data available to the committee.

Kevin Baity, City Manager for the City of Carbondale, spoke about the ways that the City currently connects with SIH and SIU, through several regular meetings and organizations. He identified SIH's need for both temporary and permanent housing for families of long-term patients and in recruiting new doctors. He also suggested that the construction of a downtown hotel, which was an idea included in the 1990 Downtown Plan, would help SIU, SIH, and the City of Carbondale. He let the public know, and reminded the committee, that a feasibility study for a downtown hotel was available on the City's website, explorecarbondale.com. The study showed a need for 70-80 rooms downtown.

Dr. Randy Dunn, President of SIU-Carbondale, said that the University has a positive outlook and that "SIU is strongly committed to this project. All players must be active." He stated that SIU and the City's futures are bound together.

Dr. Dunn referred to a “wow” factor that students and parents are searching for when they are considering a college town. He said, “Right now, the competition is beating us on this.” He also stated, “We need to come down off that hill and integrate into the city.” He emphasized that our future plan needs to focus on the entrepreneur, city codes and zonings laws, and regulations.

He said, “others have figured out how to do this and we can, too.” He referred to Kent, Ohio, Bowlinggreen, Kentucky, and Normal, Illinois. He compared Normal, Illinois to Carbondale, finding many similarities between the two communities. He stated emphatically, “One theme that comes through is the element that gets things done is leadership...don’t lose the willingness to be bold in this work and throw the long bomb...if we don’t get it done on this pass, I worry that it’ll never get done...it’s time to strike the iron. It’s going to be transformational for future generations.”

SIH President and CEO, Rex Budde, presented on SIH’s standing as the second greatest employer in the Carbondale community. He highlighted how SIH is keeping patients for longer stays and bringing patients from further distances. This creates a need for better temporary housing and the need for a downtown hotel. He said, “It would be nice if we had a better integration.”

He reviewed statistics about SIH’s number of employees, payroll, charity care, in-patient visits, etc. He highlighted SIH’s current investments in the community. They just began a \$55M project in Carbondale. In 2015, SIH Cancer Institute will open. They have one of the top-three stroke care centers in Illinois. He stated, “I have every interest in seeing downtown improve. Our organization is very interested in doing what we can...being a good corporate citizen.”

D Gorton spoke on “Neighborhoods and the Gigabit City” - the neighborhood interface and synergies that may move us forward. He referred to the history of Carbondale as the history of the Illinois Central Railroad, and how the internet can be our new railroad. He stated, “high speed internet can transform our downtown.” He cautioned that housing is in a crisis in our town and that there has been a flight to outlying cities. He believes that Carbondale is losing professionals, in part, due to poor housing.

The Carbondale population peaked in 1990; SIU payroll peaked in 2009, and has since dropped 30%, which is very hard to overcome. He stated that only 14% of SIH employees live in Carbondale, yet we are in the 95% percentile of higher education for the state, outclassed only by Urbana, Illinois. He stated that Frontier recently laid fiber optic cable in Carbondale, and that Saint Louis is currently building a loop media hub.

Steve Mitchell, IT Manager of Man-tra-con Corp/Connect SI spoke, as did James Mayer, CEO of Mayer Networks. They both felt that Carbondale is unique in that it has extensive fiber capability and that the City is poised to make a major impact. Mr. Mayer said, "Wireless...is critically important to having people even use downtown." He said that Mayer Networks would be willing to help free of charge.

D Gorton further stated, "Cable networks are as essential as roads to create an entrepreneurial ecosystem." He suggested SIU, SIH and the City create a neighborhood downtown committee to explore what could be possible.

Jack Langowski turned the meeting over to John Washburn, who laid ground rules for public commenting and opened the floor to the public. The committee heard many public comments: safety concerns, perspective from the American Institute of Architectural Students, who have put together a master plan of their own, using the Strip as a place where families congregate by day and students congregate at night, police on bicycles forming relationships with people, the improvement of housing stock, the lack of faculty housing, the need for visually integrated linkage between the Town Square and the hospital, the improvement of the Mill Street intersection, burying the power lines so that trees can grow downtown, reducing traffic speed, creating green-space, addressing littering and the Metropolitan drainage into street, the lack of connectivity with the northeast neighborhood, SIH initiating a program that helps employees buy homes nearby, the need for condos downtown, and making downtown aesthetically pleasing. The full minutes of the meeting (which can be found in this report, on page 11) include all public comments in detail.

John Washburn began a recess at 8:30pm; he called the meeting back into session at 8:35pm. All of the committee members present made comments, mostly reflecting that the public seemed to be calling for a better synergy between the City, SIU and SIH. All committee comments can be found in the full meeting minutes (page 11 of this report).

Jack Langowski asked all of the committee members to vote on their top 5 comments or ideas, generated from both public and committee comments, collected by John Washburn.

The meeting was adjourned at 9:30pm.

Summary of Concepts Generated

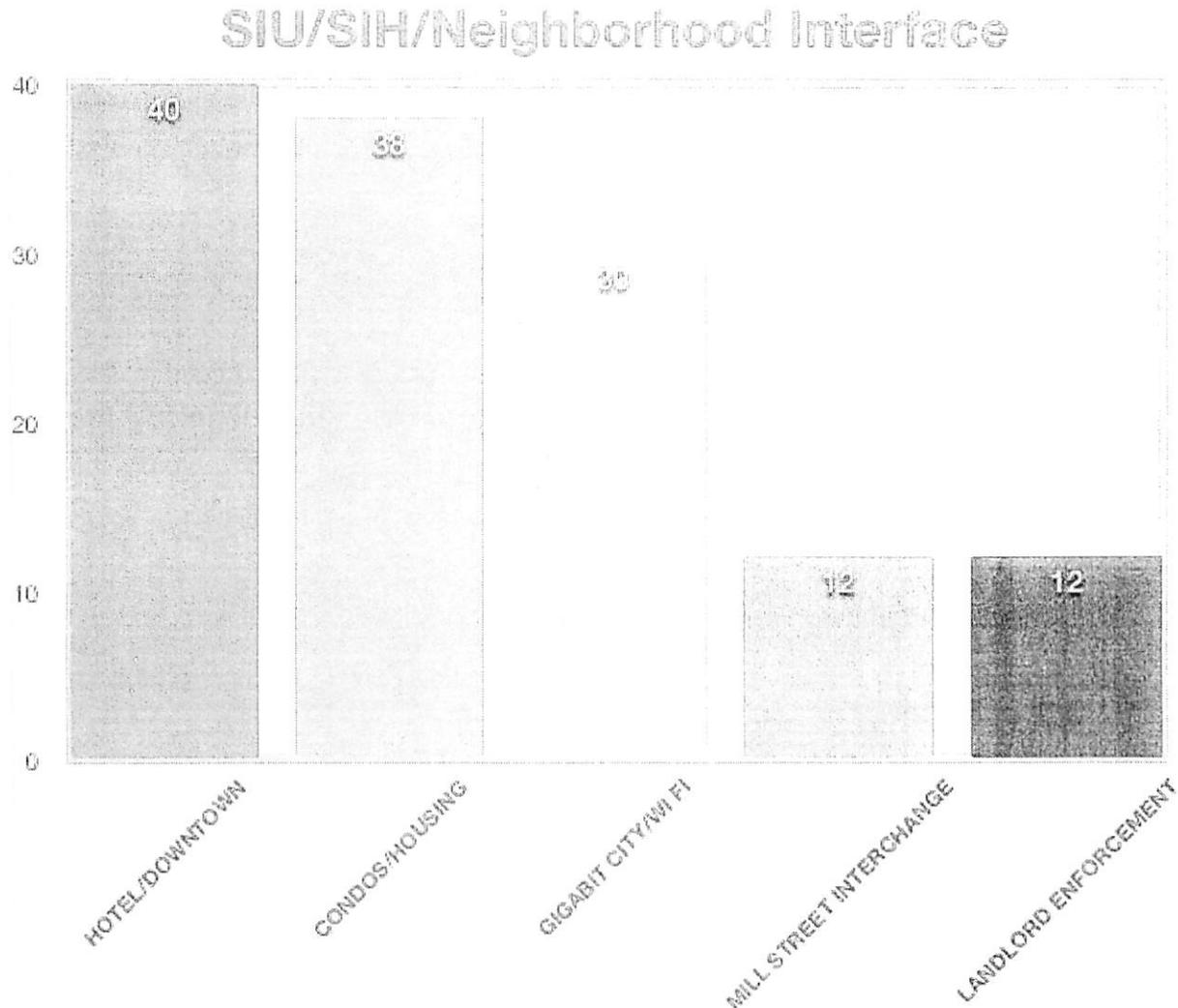
Through public and committee member comments, facilitated by John Washburn, the following twenty concepts were generated from the DAC meeting on SIU/SIH Interface issues:

1. Downtown hotel.
2. Focus on codes, financing, etc. as they affect prospective developers.
3. Don't hesitate to be bold.
4. Have a wireless network downtown – Gigabit city.
5. Re-conceptualize downtown neighborhoods (historic district).
6. Create an SIU-SIH neighborhood community.
7. Get the community involved in a safe city campaign.
8. Partner with the Architecture RSO: American Institute of Architecture Students (AIAS).
9. Positive police presence with campus and downtown (police on bicycles).
10. Don't abandon student housing in Carbondale neighborhoods.
11. Corridor from SIH campus to downtown integrated tightly together.
12. Address Mill Street interchange between downtown and campus.

13. Address trash issues in neighborhoods – basic cleanliness.
14. Enforce landlords taking care of property.
15. Connection from downtown to northeast Carbondale.
16. Explore possibilities of SIH purchasing property for employees.
17. Housing (condos/apartments) downtown – retail/condo.
18. Connect students with dilapidated properties.
19. Connect campus with downtown and other areas – green pathways.
20. Housing for visiting professors.
21. Housing for families of people in an SIH facility.
22. Bed & Breakfast.
23. SIH use resources to provide expertise with Farmer's Market.
24. Consider an SIU satellite museum downtown – Julia Building purchase by SIU.
25. Create an art district downtown.
26. Encourage SIH to develop green spaces.
27. Students need safe, fun opportunities downtown.
28. Establish a downtown project that all the entities could be invested in.
29. SIU should build tech enterprise at Dunn-Richmond Center.
30. Bike path from SIU to SIH through downtown.

Concept Voting Results

This chart indicates the top five choices of the Committee with weighted voting of 1st choice 5 votes, 2nd choice 4 votes, and so on.



The above graphic shows the top five concepts to be explored, as voted on by the DAC members at the meeting held September 17, 2014. For all results in detail, see the Microsoft Excel spreadsheet found [here](#).

SIUC/SIH INTERFACE TALLY RESULTS

Item #	Item	Number of times selected 1	Weighted rank 1=5	Number of times selected 2	Weighted rank 2=4	Number of times selected 3	Weighted rank 3=3	Number of times selected 4	Weighted rank 4=2	Number of times selected 5	Weighted rank 5=1	Overall Rank
1	Downtown hotel	3	15	4	16	3	9	0	0	0	0	40
17	Housing (condos/apartments) downtown	3	15	4	16	2	6	0	0	1	1	38
4	Have a wireless network downtown - Gigabit city	1	5	3	12	2	6	2	4	3	3	30
12	Address Mill Street interchange between downtown and campus	1	5	0	0	1	3	2	4	0	0	12
14	Enforce landlords taking care of property	1	5	0	0	1	3	1	2	2	2	12
19	Connect campus with downtown and other areas	1	5	1	4	0	0	1	2	1	1	12
6	Create an SIU-SIH neighborhood community	1	5	0	0	2	6	0	0	0	0	11
9	Positive police presence with campus and downtown	0	0	1	4	0	0	2	4	3	3	11
2	Focus on codes, financing, etc., as they affect prospective developers	2	10	0	0	0	0	0	0	0	0	10
24	Consider an SIU satellite museum downtown - Julia Building purchase by SIU	1	5	0	0	1	3	0	0	1	1	9
28	Establish a downtown project that all entities could be invested in	1	5	0	0	0	0	1	2	2	2	9
16	Explore possibilities of SIH purchasing property for employees.	1	5	0	0	1	3	0	0	0	0	8
21	Housing for families of people in an SIH facility	0	0	1	4	0	0	1	2	1	1	7
5	Re-conceptualize downtown neighborhoods (historic district)	0	0	1	4	0	0	1	2	0	0	6
8	Partner with the Architecture RSO: American Institute of Architecture Students (AIAS)	0	0	1	4	0	0	0	0	0	0	4
13	Address trash issues in neighborhoods - basic cleanliness	0	0	0	0	1	3	0	0	0	0	3
20	Housing for visiting professors	0	0	0	0	1	3	0	0	0	0	3
25	Create an art district downtown	0	0	0	0	0	0	1	2	1	1	3
29	SIU should build tech enterprise at Dunn-Richmond Center	0	0	0	0	1	3	0	0	0	0	3
30	Bike path from SIU to SIH through downtown	0	0	0	0	0	0	1	2	1	1	3
11	Corridor from SIH campus to downtown integrated tightly together	0	0	0	0	0	0	1	2	0	0	2
22	Bed & Breakfast	0	0	0	0	0	0	1	2	0	0	2
27	Students need safe, fun opportunities downtown	0	0	0	0	0	0	1	2	0	0	2
3	Don't hesitate to be bold											
7	Get the community involved in a safe city campaign											
10	Don't abandon student housing in Carbondale neighborhoods											
15	Connection from downtown to northeast Carbondale											
18	Connect students with dilapidated properties											
23	SIH use resources to provide expertise with Farmer's Market											
26	Encourage SIH to develop green spaces											

Future Direction

The committee should ask that the City Council hear the communities loudly calling for the creation of new housing downtown in the form of hotels and condos. Moreover, the City Council should hear a repeated concern regarding the lack of code enforcement of existing housing. Our housing stock must be upgraded in order to strengthen our downtown and our city overall.

Sixty percent of our community is designated as millennials, clearly needing high speed internet access, and free wifi. Wifi has become not just an amenity but a necessity. The City Council should explore how to install free downtown wifi, as many other communities have done.



MINUTES

**Downtown Master Plan Advisory Committee
Wednesday, October 1, 2014, 6:30 p.m.
Student Health Center Auditorium
374 East Grand Avenue**

Mr. Langowski called the meeting to order at 6:33 p.m.

Members Present: Bleyer, Bukowski, Carter, Clow, Cole, Colombo, Gorton, Gregory, Langowski, Miller, Dr. Pink-Harper, Ramseyer, Dr. Reddy, Schachel, Sheffer, Sigler, Terry

Members Absent: Stevens, Boeckman

Staff Present: Baity, Price, Williams

1) Bring to order:

J. Langowski made his opening remarks.

2) Roll Call and member/facilitator introductory remarks:

J. Langowski called roll and noted two absences and announced a quorum was present.

3) Approval of minutes:

J. Langowski asked for a motion to approve the minutes from the August 20th, 2014 meeting.

A. Miller made the motion and **M. Cole** seconded the motion and all were in favor.

J. Langowski asked for a motion to approve the minutes from the September 3rd, 2014 meeting.

A. Miller made the motion and **M. Bukowski** seconded the motion and all were in favor.

J. Langowski asked for a motion to approve the minutes from the September 17th, 2014 meeting.

M. Cole made the motion to approve and **A. Miller** seconded and all were in favor.

4) Introductory Remarks:

J. Langowski made introductory remarks.

J. Langowski introduced **John Washburn (Facilitator)** for this meeting.

J. Langowski introduced the Associate Director of the Paul Simon Public Policy Institute at Southern Illinois University, **Delio Calzolari**.

D. Calzolari spoke about the upcoming events the Paul Simon Public Policy Institute will be cosponsoring. He also discussed a survey sent out to all of the Alumni about their feelings regarding the downtown and Carbondale in general. They have received more than 4,300 responses. He stated they will make the data available to the committee.

J. Langowski thanked **D. Calzolari** for his time and information.

J. Langowski introduced **Kevin Baity**, City manager for the City of Carbondale.

K. Baity spoke about the interaction between the City and Southern Illinois University (SIU) and the City and Southern Illinois Healthcare (SIH). He discussed the different groups in which he is a representative of the City and how those groups have created many synergies. He discussed how SIH's decision on how to handle future office needs can have a large impact on the city. The University and the City Manager's office meet once a month to discuss any topics that need coordination between the two groups. Mr. Baity suggested the construction of a hotel downtown that is ran by the hospitality students from SIU and used by visitors and hospital staff. The 1990 downtown plan included this idea. The developer that had agreed to construct had to back out and it never was completed. As part of that, a downtown hotel study was completed and is available on the web site, This plan has generated several inquiries by potential developers. This plan could answer what the city may be willing to help with to offset the construction costs of the hotel downtown.

J. Langowski thanked **K. Baity** for his presentation and introduced **Dr. Randy Dunn, President of SIU**, to give his presentation.

Dr. Dunn stated he loved the interfacing theme and that the university has a positive outlook. The university has an open mind regarding the project and is willing to help where possible. He stated all members that are impacted by this plan must be equal and willing participants for it to succeed. If you have skin in the game, you should be an active member of the discussion and implementation of the plan. There are four main points he wishes to make.

- 1) Creating and implementing a plan to improve downtown is integral to the success of SIU and Carbondale. The downtown is the first thing visitors see and the university needs a "wow factor" downtown to attract new students. The plan needs to pull the university down into the downtown area.

- 2) The 1990 plan accomplished alot. This master plan must have a stronger focus

on the business owner, entrepreneurs, developers, and how the community can help them to improve the downtown. The codes must be streamlined and the city needs to take chances. The community must help to guide developers and help them overcome obstacles.

3) Other places in this country have revitalized their downtown, we can too. The President's staff has been looking at how other cities have accomplished the revitalization of their downtown. The university has established a Business Leaders Network. Leadership is what makes these types of plans come to fruition.

4) Don't lose the willingness to be bold. Fight the tendency to water down ideas. If we don't reach for the bold ideas now, it may never happen.

J. Langowski thanked **Dr. Dunn** for his presentation and introduced **Rex Budde, President and CEO of Southern Illinois Healthcare**, and asked him to give his presentation.

R. Budde stated he thought it was a wonderful idea to integrate the hospital campus with the downtown. The hospital contributes 75 million dollars in payroll to its employees. It spends 83 million dollars in supplies purchased. It donated 7.2 million in charity care and 34 million in Medicaid care last year. They saw 10,500 inpatient persons and 33,088 Emergency Room visits. The hospital is currently in the middle of a 52 million dollar modernization project. They have added 18 new doctors to the hospital providing a wide range of new services to the area. They are building a 25 million dollar cancer institute in our area. They provide medical services to a wide region and would love to have the hotel downtown as mentioned earlier. The hospital sees a large need for community interaction. The hospital wishes to do what it can to help support the revitalization of the downtown community.

J. Langowski thanked **R. Budde** for his presentation and introduced **D. Gorton** and asked him to give his presentation.

D. Gorton discussed the Gigabit City. The era of the downtown area being primarily student housing is over. Housing downtown is in a crisis. The professionals are living in our outlying areas because of poor housing conditions. D Gorton discussed statistical data regarding the population and income of the area's residents over the last several decades. The city has one of the highest concentrations of post secondary educated people in the state. The city's housing stock is ripe for rehabilitation and restoration. The city has a large amount of fiber optic utilities, their capabilities and we should be capitalizing on these. The populations coming into Carbondale from other cities want faster internet speeds. He provided an example of Highland, Illinois which issued bonds for 20 million dollars to build their gigabit network for its residents. The city needs to provide a wireless internet connection to the downtown area.

D. Gorton introduced **Steve Mitchell, IT Manager for MANTRACON and Corporation Connect SI**.

S. Mitchell stated he advocates for broadband infrastructure all over Illinois. He is excited by the diversity in the group working for the downtown plan. The Governors Community Gigabit Challenge is trying to get gigabit internet to most communities in Illinois. He obtained a grant to install fiber optic into the city for this purpose. Mediacom, Clear wave, and Frontier all have extensive fiber optic infrastructure in the City. The area stands poised to make a profound impact on the local economy.

D. Gorton introduced **James Meyer** from Meyer Technologies.

J. Meyer discussed the benefits to having a free wireless system downtown, how a wireless network would work in the downtown and offered his companies services to get a network up and running for the city. He feels a wireless system downtown is a critical portion of the plan as the majority of visitors will have a digital device that needs internet access. He is offering his company's services free of charge to assist the downtown area.

D. Gorton discussed creating an overlay district to allow for accessory dwelling units over garages and business spaces along the Gigabit infrastructure. He suggested creating a downtown historic district and potentially creating a TIF district to support the restoration of the city's historic properties. He stated some of the tax benefits of designating an historic district. He wants the community to assist in recruiting developers to help rehabilitate the older apartment complexes in the City. He stated we should support the active downtown areas. He suggested adding a skate park or some other area to accommodate the active persons in the community. He said we should deploy inexpensive movable security cameras in the downtown. He feels the City's soul comes from the social offerings, the openness of the community, and the aesthetics of the community.

D. Gorton suggested creating an SIU-SIH Neighborhood committee sponsored by the City of Carbondale that is a standing committee.

J. Langowski discussed the fiber optics in the city and recessed the meeting at 7:42 p.m.

J. Washburn (Facilitator) brought the meeting back to order at 7:45 p.m. and offered a mental aerobics exercise.

5) Comments from the public

J. Washburn (Facilitator) asked for public comment at this time.

Von Gathes (audience member) stated the city has a crime problem. He referenced the "It's on us" campaign recently started by the university as a way to help fight that crime. He asked if the city and community were going to participate in that campaign.

A. Miller described the "It's on us" campaign. He responded that he helped launch that campaign and at this time, the City is not participating but he welcomed the city to participate.

Patricia McKissack (audience member) She stated she is the President of the American

Institute of Architecture Students Carbondale Chapter and she felt the campus community connections were not as strong as they could be. The students lack a knowledge of available city services. She feels the students could help design and clean up downtown and assist with other service projects. There could be architectural installations used as traveling art pieces. Empty parking spaces and fields could be used as temporary dog parks or soccer fields.

J. Clow thanked the AIAS for their input and also thanked a subcommittee of theirs, Freedom by Design, for the accessibility help they provided to members of the community.

Kendall (audience member) Getting people to interact is important to the growth of downtown. Rerouting Highway 51 would help that goal significantly. He feels the police officers should be on foot and bicycle more in order to form connections between citizens and officers in the community.

Stacy Swoboda (audience member) stated she feels that downtown cannot be improved without improving the housing stock around downtown. She felt the university should be paying attention to the areas where its students live and how they behave. She also suggested the university could provide temporary faculty housing options to its staff by restoring older homes in the community.

Jane Adams (audience member) stated that she agrees with Stacy. We need to build off of the Comprehensive Plan and its statements regarding the connection of Town Square with the hospital. These areas need to be integrated both visually and how the pedestrian navigates the area. Our designs should make people want to move through downtown.

Otto (audience member) stated the mill street and highway 51 intersection needs to be improved. City trees need to have better pruning. Additional trees should be added to the community. The speed limit on Highway 13 is too high. He felt the highways cut the town into pieces. He also felt the heavy traffic should be removed from the highways.

Greg Went (audience member) stated he rides his bicycle on poplar and sycamore and there is too much trash on the ground. To him it looks like the inner city. He feels the city could focus on the general cleanliness of the city and that would help a lot. The City might get a grant to provide garbage pails to the landlords to prevent additional trash ending up on the ground. He also suggests dealing more strictly with the landlords who do not maintain their properties.

Delio Calzolari (audience member) He hears from people visiting the Paul Simon Public Policy Institute that the hotels are too far away. He thinks that condo's should be an option in the downtown area. He thinks condominiums and hotels should share the same building.

Jessica Bradshaw (audience member) stated the northeast neighborhood needs a new connection on the northern end of the city. Could the hospital provide housing assistance to the employees to help them buy a home near the hospital to allow for easier access to the hospital for the employees during bad weather and other emergencies.

No name given (audience member) She liked the work D. Gorton has been doing in remodeling and renovating the historic homes in his neighborhood. She wondered if some of those homes could be converted into Bed and Breakfast locations. She thought there should be a way to connect students wanting to have gardens and other temporary uses with the cheap and inexpensive land in the community so they can use it.

Nana Went (audience member) stated most people have not experienced riding a bike from one end to the other. She wished we had more visually attractive greenways to connect our community.

Jack Mayer (audience member) stated the city is not a bike friendly place. He is upset about the trash in the community and the state of the rental housing. He feels the area should be more pedestrian and bike friendly.

Mary Palm (audience member) noted that the university and the hospital draw visiting professionals and they have no place to stay. She also spoke of a need for a place for families that can stay for a short stay place that is affordable. She feels the city needs to fix the pot holes and debris left on the streets after a weekend.

James Mayer (audience member) stated he felt there should be stronger rules for landlords who do not maintain their properties.

M. Cole stated she is on the board for Keep Carbondale Beautiful and they do weekend cleanups and gave the number to Keep Carbondale Beautiful.

Jack Mayer (audience member) stated he felt the community was not using the natural resources we have to draw retirees to the area.

6) Brief Recess

John Washburn (Facilitator) began a recess at 8:30 pm.

7) Comments from the committee members

The meeting was called back into session at 8:35 pm by **John Washburn (Facilitator)**.

S. Carter asked what the process was for the e-mailed comments. She had some she wished to relay. The e-mail she read stated the following: SIH should examine how it supports sustainability in the community. SIU should help develop the arts by locating a museum or a satellite museum in downtown. She felt we should have a process to incorporate the e-mails into the discussion.

J. Langowski stated the all emails that the committee receives go to all members of the committee. The presenters for each meeting are to include the e-mailed comments in their presentation for that evening's topic.

D. Terry stated it's easy to lay all the problems on the City. It cannot all be the City's

problem to fix. SIU, SIH, the landlords, the business owners on the strip and the City all have to partner to make a better downtown.

E. Ramseyer felt there was a need for clean housing for visiting professors and their families, for employees at SIH and for the general community. Bike paths and green spaces should be developed. She felt it was very encouraging that all the major players in downtown are willing to assist in making the area better. She suggested that SIU purchase the Julia building to help create an art district downtown. They could open a learning annex in the building and offer classes to artists and community members. They could also have a museum annex in that building. She asked SIH to deliver on its promise of 2009 to create a large garden downtown. We should also use the resources at SIU to create artwork for downtown.

M. Cole stated that having skin in the game would be buying a building and helping out. SIH could help integrate wellness and green spaces into the community. The housing stock has huge issues. The landlords that don't maintain their properties are a huge issue. If you increase the quality of housing, you will increase the quality of life. If you don't improve the housing stock, the quality of life cannot improve.

M. Bukowski agreed with SIU purchasing a building in downtown. She also liked the SIH/SIU/City condo hotel idea. She suggested a SIU funded small student business space.

J. Langowski stated the Army had bought offsite housing for the soldiers in Germany and that could be done here. Cars don't bring a social environment. We also need to ensure all can get around our city including our handicapped population.

A. Miller stated there is violence in downtown and they want to solve as many of those problems as possible. SIU can help by creating stricter admissions guidelines. Students are working with Students to try and make a change. SIU only has funding guidelines until January 1, 2015. Any commitments will be general in nature until they have more solid funding. He suggested trying to centralize the night life in Carbondale. Right now there are two separate areas that are pretty far from each other. They need to be brought closer or a system to connect them needs to be developed. The city must also look at the financial capabilities of the residents and plan accordingly. The area does not have the high paying jobs that those educated persons need to stay in the area.

J. Clow agreed with A. Miller and stated housing is not an SIU or SIH problem; it's a home owner problem. Local home owners could do a lot of repair and upgrading to make a huge difference. There are also grants and other funding mechanisms to help home owners.

D. Gorton Housing is a large issue. Owners need to do the repair work themselves and not blame others or ask for others to do it for them. He feels the code enforcement should be equal across the city. He said we should keep our ideas to things that can be accomplished, not "pie in the sky" ideas, not fanaticizing about things.

B. Bleyer Parents look at the entire town in order to make the decision to send their

children to our school. How do we change our appearance to make them want to send their children here? What are the students looking for in the area? What can the downtown do to attract the types of students? The downtown must be integrated with the community and it will solve a lot of the economic issues that are in our community.

Dr. Pink-Harper noted the relationships between the major members and stake holders of the community are all unique. The city will only thrive when all groups work together towards a common goal. All projects have to be cooperative or no one will lead them to get it accomplished.

G. Sheffer Presenters spoke in general terms. They did not want to control the process they wanted to help the process. He asked what the students wanted and how the committee could address those issues.

K. Schachel She struggles with the committee's purpose. She would love to get the AIAS temporary exhibits up and running.

Dr. Reddy would like for the Police Chief to be at the next meeting to discuss security issues. He would like to see a bike police patrol. If money is not invested in the downtown there will be no improvement. The SIU alumni should be challenged to support and donate to the cause. We must market SIU overseas to try and draw students here. We should work to draw large technology firms to Carbondale. The community could use SIU land to build technology firms on and create a cycle of improvement for the community. We have lots of world class professors, yet none of them have a T.V. presence. We should fix that. The SIU and SIH bike paths should be combined.

8) Adjournment

J. Langowski asked for a motion to adjourn the meeting.

A. Miller made a motion to adjourn the meeting

G. Sheffer seconded all were in favor.

J. Langowski closed the meeting at 9:30 p.m.

6

**Meeting #5: DAC Report – Focus on
Signage and Streetscapes**

Report on DAC Meeting #5

Focus on Signs and Streetscapes

DRAFT

**Meghan Cole
Jeremy Clow
Kristin Gregory
Dan Terry
October 25, 2014**

Table of Contents

Table of Contents.....	2
Summary of Public Meeting.....	3
Summary of Concepts Generated.....	5
Concept Voting Results.....	7
Tally Results.....	8
Future Direction.....	10
Meeting Minutes.....	11

DRAFT

Summary of Meeting

The Downtown Advisory Committee (DAC), commissioned by the Carbondale City Council, met for the fifth time on October 15, 2014, at 6:30pm at the Eurma C. Hayes Center. The DAC meeting was Chaired by Jack Langowski, and facilitated by John Washburn. Jack Langowski called roll; thirteen out of nineteen members were present.

The committee unanimously approved the minutes from the meeting held October 1, 2014. Jack Langowski introduced Kevin Baity, who gave a presentation regarding the sign code, which was updated recently, in April of 2013. He stated that the City Council, as well as the Liquor Advisory Board, were looking into changes to the code to allow sidewalk seating and sales.

Jack Langowski introduced Meghan Cole, and explained that she would be presenting for Dan Terry. Ms. Cole read the purpose of the sign code, and then highlighted several suggestions that Mr. Terry had outlined, including some changes to the regulations, and also that every new business should be presented with a copy of the sign code and be required to have street numbers plainly posted on their buildings.

Jeremy Clow presented what he considered to be “pros” and “cons” of Carbondale. He also discussed traffic calming measures and how these should be implemented into our streetscape. He suggested the use of solar trees, adding small seating areas, rocks that would act as benches, and other affordable measures. He recommended better signage, with advertising opportunities for downtown businesses.

Meghan Cole presented the definition of a streetscape, and provided some examples of what other communities have done to improve the look of their downtowns while increasing the economic viability of their cities. She focused on Lancaster, California, where the city spent \$11.5 million and generated 52 new

businesses and 800 housing units in the last five years. She said, “We have the opportunity to dream big”.

Kristin Gregory discussed several case studies, focusing on tangible results that streetscaping had generated. She highlighted both Normal, Illinois and Kent, Ohio, and several other communities. She discussed the return on investment associated with streetscaping and traffic calming measures.

Jack Langowski turned the meeting over to John Washburn, who laid ground rules for public commenting and opened the floor to the public. The committee heard many public comments: streetscape as a means for health improvement, marketing the downtown to students, the need for better City maintenance, using the railroad as inspiration, using pervious concrete, burying the power lines or moving them to the backs of lots, and more. Jerry Mulomby, President of Keep Carbondale Beautiful, presented results from a town meeting in 2013 which outlined many suggestions for streetscaping, many in the downtown. Other public comments included using a tariff to finance the burying of the lines, year-round lighting, painting the curbs, using crowdfunding to raise money for improvements, and using art displays behind buildings to beautify our train-scape. The full minutes of the meeting (which can be found in this report, on page 11) include all public comments in detail.

John Washburn began a recess at 7:58pm; he called the meeting back into session at 8:04pm. All of the committee members present made comments, mostly reflecting on public comments and echoing the need for a better streetscape and better signage throughout downtown. All committee comments can be found in the full meeting minutes (page 11 of this report).

Jack Langowski asked all of the committee members to vote on their top 5 comments or ideas, generated from both public and committee comments, collected by John Washburn.

The meeting was adjourned at 8:47pm.

Summary of Concepts Generated

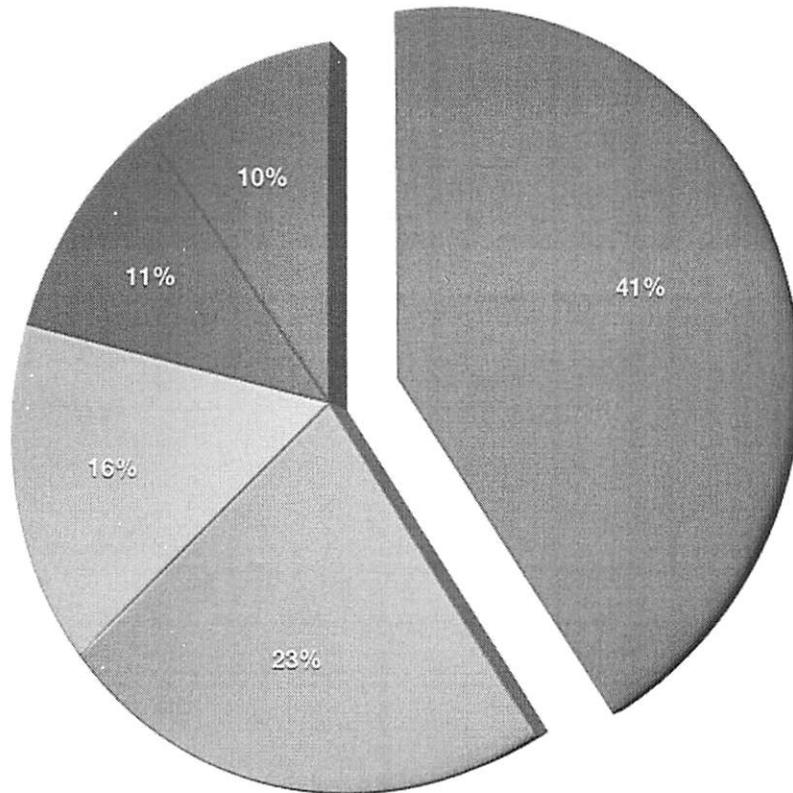
Through public and committee member comments, facilitated by John Washburn, the following twenty concepts were generated from the DAC meeting on Signage and Streetscape issues:

1. Lessen distance a sign can extend over a sidewalk from 6 feet to 5 feet.
2. Maximum brightness for signage to bring clarity and guidelines.
3. Extend minimum clearance from sidewalk to signage extending over sidewalk from 8 feet to 9 feet.
4. Set a minimum distance between signs that extend over sidewalk.
5. Allow one sign per building per side of building.
6. Send signage letter to new businesses with signage and landscape codes.
7. Make sidewalks more accessible – level and remove stairs.
8. Need directional signage/maps to show where businesses or events are located both within the downtown and beyond (wineries, Shawnee Forest Trail; apply “way finding” technology
9. Install fountains.
10. Be cognizant of streetscapes effect on health and safety.
11. Streetscaping should be cognizant of serving SIU student market.
12. Maintain existing and new signs; too many are angled.
13. Repair the pavement on East Jackson and North Washington.
14. Make landscaping and signage attractive for railroad passengers.
15. Consider Washington Street along the railroad tracks as a public space for children and adults.
16. Adopt the recommendations of the Complete Streets Program.
17. Use recommendation of “solar trees”. (same as 23)
18. Consider a pervious concrete ordinance.
19. Bury the overhead utility wires and finance with a utility bill tariff or other similar mechanism.

20. Place murals on buildings and at the entrance to the city.
21. Be cognizant of how pedestrians, bicyclists and vehicle drivers get to and from the downtown.
22. Use appropriate lighting in the downtown to make it brighter (lower the lamp to spread out the brightness).
23. Consider the use of solar trees to conserve power. (same as 17)
24. Consider student – downtown interface (both walkways and bike paths) as a destination area.
25. Use colored squares like the train station along the tracks as you approach Carbondale.
26. Consider solar-powered streetlights and within parking lots.
27. The city ordinance for signage is too strict and needs more flexibility to cater to the human element.
28. Consider an internet application that would represent a “talking” sign for businesses.
29. Install phones in the downtown area for visitors to request help or directional assistance.
30. Establish large signs at the entrance roads to the city and the downtown area showing home of SIU and SIH and along the railroad tracks.
31. Create and install signage along the bike paths.
32. Before we can beautify the downtown, we need to take care of major infrastructure issues, such as storm water drainage, uneven sidewalks, etc.
33. What’s the brand for downtown Carbondale?
34. Consider colored sidewalks, coded to represent different types of businesses.
35. Install secure bike racks in the downtown area.
36. We need a proactive city staff that makes frequent recommendations to the city council.
37. Adopt the “railroad heritage” theme into future signs.
38. Mount security camera in the downtown area.
39. Paint curbs and crosswalks in the downtown area.

Concept Voting Results

SIGNAGE, STREETScape AND BEAUTIFICATION - CARBONDALE DOWNTOWN ADVISORY COMMITTEE



*THE COMMITTEE'S TOP FIVE CHOICES -
BASED ON WEIGHTED VOTES*

- BURY UTILITY LINES
- REPAIR MAJOR INFRASTRUCTURE
- ADOPT "WAYFINDING" SIGNAGE
- ADOPT "COMPLETE STREETS" PROGRAM
- MAKE SIDEWALKS MORE ACCESSIBLE, INSTALL MURALS ON BUILDINGS AND AT CITY ENTRANCES

The above graphic shows the top five concepts to be explored, as voted on by the DAC members at the meeting held October 15, 2014. For all results in detail, see the Microsoft Excel spreadsheet found [here](#).

BUSINESS DEVELOPMENT TALLY RESULTS

Signage/Streetscapes/Beautification of Downtown

Ranking	Item #	Item	Number of times selected 1	Weighted rank 1=5	Number of times selected 2	Weighted rank 2=4	Number of times selected 3	Weighted rank 3=3	Number of times selected 4	Weighted rank 4=2	Number of times selected 5	Weighted rank 5=1	Overall Rank
	20	Place murals on buildings and at city entrances	1	5	1	4							9
	16	Adopt the Complete Streets Program					11	6	1	2	11	2	10
	35	Install secure bike racks in downtown							1	2			2
	19	Bury the utility lines in the downtown area	1 11 1 11	30			1	3	11	4	1	1	38
	6	Send signage letter and codes to business applicant									1 1		2
	36	Pro-active city staff			1	4							4
	32	Take care of major infrastructure issues	1	5	11	8	11	6	1	2			21
	37	Adopt the "railroad heritage" theme in signage							1 1				2
	15	Consider space along railroad tracks/Washington Street as a public space for children/adults	1										5
	22	Use appropriate lighting in downtown area			1111	16	1	3			11	2	21
	8	"Way Finding" directional signage and technology	11	10	1	4					1	1	15
	14	Attractive signage for railroad passengers					1 1	6	1	2			8
	33	Establish a brand for downtown			1	4			1	2	1	1	7
	10	Understand health and safety implications of signage			1	4					1	1	5
	7	Make sidewalks more accessible			1	4	1	3	1	2			9
	23	Consider solar trees to conserve power			1	4					11	2	6
	34	Colorcoded sidewalks							1	2			2
	24	Consider student downtown walkways/bike paths	1	5			1	3					8
	11	Streetscape aligned with SIU student market									1		1
	30	Establish large signs at the entrance to Carbondale	1	5			1	3					8
	27	Reduce strictness of city code for signage					1	3					3
	28	Internet application as a "talking sign" for business							1	2			2
	39	Paint curbs and sidewalks							1	2			2
	1	Lessen signage extension distance over sidewalk											
	2	Maximum brightness for signage											
	3	Extend minimum clearance from sidewalk to overhead signage											
	4	Set minimum distance between signs hanging over sidewalks											
	5	Allow one sign per each side of a building											
	9	Install fountains											
	12	Perform maintenance on new and existing signs											
	13	Repair pavement at East Jackson and North Washington Streets											
	17	Use solar trees (same as 23)											
	18	Consider a pervious concrete ordinance											
	21	Be cognizant of walkers, bikers, and drivers											
	25	Use colored squares along the tracks as you approach Carbondale											

Future Direction

The committee should recommend to City Council that when implementing a new streetscape design, which is very much needed, burying utility lines should be central to the design. While burying lines, we should also repair other infrastructure issues, like the street drainage system, the leveling of sidewalks, etc., and we should use signage to better direct people downtown. Traffic calming measures were brought up several times during the meeting.

The City Council should explore ways to fund streetscape and infrastructure improvements, but should understand that an investment in downtown is necessary, and that the community is crying out for improvement. We as a community should make a commitment to beautifying and improving our downtown for the future residents and businesses of Carbondale.

At the same time, the City should first do some of the “easier” things to improve our streetscape, like paint the curbs and install cohesive, welcoming signage. These things can signify a start to downtown improvement.



MINUTES

**Downtown Master Plan Advisory Committee
Wednesday, October 15, 2014, 6:30 p.m.
Eurma C. Hayes Center
441 East Willow Street**

Mr. Langowski called the meeting to order at 6:34 p.m.

Members Present: Boeckman, Carter, Clow, Cole, Colombo, Gorton, Gregory, Langowski, Ramseyer, Dr. Reddy, Schachel, Sheffer, Sigler

Members Absent: Bukowski, Stevens, Bleyer, Miller, Terry, Dr. Pink-Harper

Staff Present: Baity, Price, Williams

Approximately 60 persons in attendance.

1) Bring to order:

J. Langowski made his opening remarks.

2) Roll Call and member/facilitator introductory remarks:

J. Langowski called roll and noted six absences and announced a quorum was present.

3) Approval of minutes:

J. Langowski asked for a motion to approve the minutes from the October 1st, 2014, meeting.

K. Gregory made the motion and **G. Sheffer** seconded the motion and all were in favor.

4) Introductory Remarks:

J. Langowski made introductory remarks.

J. Langowski introduced **Kevin Baity** to give a presentation regarding the sign regulations and provide a vision of updates to the sign code.

K. Baity stated the city updated its sign code in April of 2013. The sign code brought signs that are installed into scale with the rest of downtown. It prevents large commercial

signage from overwhelming the area. The city also added a section to the code that allows for A-frame signs or sandwich board signs.

K. Baity reviewed some of the required spacing to place sidewalk sales and sidewalk seating. For a sidewalk sale, six feet of clear space is required between the curb and the sale area. There has to be an additional three feet of clear space for a walking path. For tables or patio cafés there is a minimum six foot setback from the curb.

K. Baity stated the City Council is currently considering several suggestions made by the committee and is close to implementing some of the items suggested. In particular, they are currently reviewing allowing the serving of alcohol on the City's right-of-way in the area by that business only. The city is currently working on 15 to 18 items to bring to the City Council for their consideration.

J. Langowski thanked **K. Baity** for his comments and introduced **John Washburn (Facilitator)** for this meeting.

J. Langowski introduced **M. Cole** to present **D. Terry's** presentation.

M. Cole stated she was giving this presentation for **Mr. Dan Terry** who was unable to present tonight. She would be stating his opinions and thoughts on the matter. She read the purpose of the sign code. She recommended a maximum 5' overhang for signage over the sidewalk. This would allow for the signs to not interfere with the existing street trees. She also recommended that there be a control over how bright a sign can be. The signs on the rear of a building should not count towards the overall sign square footage of the building. Signs should be a minimum of 9' off the ground to prevent vandalism, to allow for snow removal by equipment, and to create uniformity to the community. There should be a minimum required distance between signage. Both sides of a sign should be counted as part of the total architectural signage requirements. Signs that extend over the sidewalk should be limited to one sign of that type per building side. All new businesses should be given a copy of the regulations that pertain to them. All buildings should be required to have street numbers plainly posted on the building. Most owners don't take time to read the ordinance and complain about things they can do. This is an education issue.

J. Langowski thanked **M. Cole** and introduced **J. Clow** to give his presentation regarding business and directional signage in downtown.

J. Clow discussed Carbondale's pros and cons. He discussed how the following towns slowed traffic and how they streetscaped: Charleston, West Virginia, Effingham, Illinois, Portland, Oregon, Albuquerque, New Mexico and Rosemont, Illinois. He discussed the techniques used by these towns to calm traffic and adds life to the downtown. He discussed the poor design of Carbondale's sidewalks and the large quantity of parking along Highway 51. He discussed the addition of Solar Trees to the downtown area. He also suggested making biking a more integral part of our transportation plan. He suggested adding seating spaces, rocks that act as benches, and small park spaces. He also felt the city needs to add directional signage at the Amtrak station. Directional signage needs to be map based with logos of the businesses on top of the business

location. These signs could be funded by the local businesses advertising on them.

J. Langowski thanked **J. Clow** for his presentation and introduced **M. Cole** to present her presentation on effective streetscape opportunities and kiosks.

M. Cole stated the need to define streetscapes. There are two definitions for streetscapes. One definition is a noun, a pictorial view of a street. It can also be defined as an environment of a street. She then showed a typical European streetscape that was pedestrian oriented and then she showed a typical American streetscape that is car oriented. She stated there must be a plan in place to build a downtown effectively. She shared ideas from Lancaster, California and from Decatur, Illinois. In Lancaster, they invested 11.5 million dollars in a 9 block make over. They created parking in the middle of the street and through lanes that were small. This allowed for small gathering spaces in the middle of landscaped islands in the right-of-way. This generated 300,000 dollars in private investment, 52 new businesses and the construction of 800 new housing units, all within the last 5 years. The street festivals held in this area have drawn tens of thousands of people to the town. The idea of a streetscape is wonderful, but there has to be a plan that guides it all. She stated the need to provide the “WOW” factor that is being sought.

J. Langowski thanked **M. Cole** for her presentation and introduced **K. Gregory** to give her presentation.

K. Gregory reviewed the improvements that occurred as a result of the 1990 downtown plan. She spoke about Kent, Ohio and its 130 million dollar downtown project. Kent added wide sidewalks and open spaces. The project created 700 jobs, opened 50 businesses, 55 million a year in investments in the downtown and increased the taxes from downtown by 12.62%.

K. Gregory discussed Normal, Illinois and its downtown improvement program. Kent used the downtown roundabout as a public space. The city used traffic calming techniques, public arts, buried electrical lines and bike paths to help improve the downtown. It increased the equalized assessed value of the downtown 200 million dollars. She suggested looking at Lancaster, California; Portland, Oregon; Greenville, South Carolina; Cleveland, Ohio; and Indianapolis, Indiana. We must be aesthetically intentional, attractive and viable. The improvements to downtown will help improve the quality of life for all members of the community.

J. Langowski thanked **K. Gregory** for her presentation and turned the meeting over to **John Washburn (Facilitator)**

5) Comments from the public

John Washburn (Facilitator) asked for public comment at this time.

Miriam Link-Mullison, Director of the Jackson County Health Department (audience member) she stated the improvements in the sidewalks and cross walks would greatly improve the walkability of downtown which would improve the health of the

community. If the downtown is visually appealing, people will want to walk and this will make huge health impacts in our community. She provided a copy of the Complete Streets manual to J. Langowski.

J. D. Hagler (audience member) stated he is in marketing and wants the community to think about who our market is and that should tell us how to develop our downtown. He feels the only market for the strip is the students. Most residents do not frequent the strip portion of the downtown, they frequent the malls. He asks how we are able to best serve the student market.

Arnold Taylor (audience member) stated we should take care of the things we have. If we would maintain the signs and existing streetscape, downtown would look a lot better.

Jane Adams (audience member) stated she noted there were no railroad towns noted in the examples provided. The city should be making the town attractive from the train passenger's point of view as well. Carbondale has an opportunity to treat the bike path as a kind of "river walk" and treat it as a public asset. It should be landscaped and made into a very attractive place. The city should find a way to make the railroad an asset.

No name given (audience member) We should focus on the Complete Streets program. The use of pervious concrete should be required. He felt there is not a great path for walkers from Memorial Hospital to come into downtown.

Lee Fronabarger (audience member) stated he feels the utility lines must be buried for downtown to thrive. Parade magazine featured 15 of the best downtowns in a recent article and 14 of the 15 had buried their utility lines. We need way-finding signs downtown.

Jerry Molumby, Keep Carbondale Beautiful (audience member) stated he sent a report to the Committee on the streetscape and landscaping topic that was issued in November of 2013. This report was generated out of meetings Keep Carbondale Beautiful held regarding this topic. The number one issue in the report was to bury utility lines.

Don Monty (audience member) the soils in the area won't support pervious concrete. The burying of the utility lines would be prohibitively expensive. If the city moves the lines to the back of the building, many building owners will have to spend money to rewire their buildings. Normal, Illinois achieved this by placing a tariff on the utility bills to pay for the project. He asked that the committee figure out how to make things practical and affordable.

Jane Adams (audience member) she stated she went to a meeting with Craig Anz's architectural students and they stated that downtown was too dark. She asked how we can make Carbondale and the downtown brighter year round.

J. D. Hagler (audience member) Albuquerque, New Mexico has created some interesting ideas. They have painted concrete. He suggested using crowd funding to pay for projects. Solar trees are a great idea.

G. Sheffer asked what he was suggesting we paint.

J. D. Hagler (audience member) stated he wasn't sure but concrete is ugly. Maybe we paint the curbs to tie areas of downtown together using color and a design language both on the way-finding signs and on the street itself.

Luke Henson (audience member) Lighting is a huge issue downtown. The lack of lighting makes it feel unsafe downtown.

Jessica Bradshaw (audience member) she suggested creating a barrier between the railroad and the northern businesses. This barrier would hide those businesses and provide for a space for public art to be enjoyed by the train passengers. She liked the color tiles across from the Amtrak station and suggested something similar for the barrier wall. She likes the idea of solar trees and suggested covering parking lots with solar panel canopies. She suggested looking at Santa Cruz, California. **E. Ramseyer** and **J. Bradshaw** discussed the solar panel canopies.

6) Brief Recess

John Washburn (Facilitator) began a recess at 7:58 pm.

7) Comments from the Committee members

The meeting was called back into session at 8:04 pm by **John Washburn (Facilitator)**.

Dr. Reddy stated he feels the sign code is very strict. He asks for flexibility in the code. He asked for more murals to be used. He wants an app for downtown that would inform visitors and residents where businesses are and what events are occurring downtown. There should be a phone line available downtown to get help when needed. The phones should be placed frequently down the strip. Big way-finding signs should be provided and they should be a unique shape. The same type of signage should be provided along the bike path. Future sign technology needs to be accommodated.

J. Sigler asked what the options are if we do not control Highway 51. Can we fix the flooding along S. Illinois Ave. to protect the future investments to be made? Can the sidewalk layout be changed if we don't control the highway? The infrastructure and base has to be solid before we can start making things pretty. We need to develop a downtown brand.

J. Clow stated SIH has a great pedestrian path into the downtown. The block between N. University Ave. and N. Illinois Ave. along E. Jackson St. is one of the prettiest blocks in the city. What if every new project had to provide green energy? All of our streetscape needs to be cohesive and thought out.

N. Colombo stated we need to make our improvements work to direct people around downtown. Color coding improvements, provide maps and street guides will assist directing people around downtown. Produce utilitarian lighting that is at a lower level to

cause brighter lighting at street level.

K. Gregory stated uptown Normal, Illinois was so successful because they were nearly debt free. This allowed them to take out bonds to assist with the project and their council was very workable. She felt the downtown area needs more bike racks.

J. Langowski stated cities tend to place welcome signs only on the perimeter of the city. We need signs to attract people to the downtown area. He loves the idea of welcome signs along the railroad.

D. Gorton stated on his journeys he has noticed all downtowns are trying to improve. He is happy the City is trying to be proactive and not waiting until the Committee finishes its work to begin putting ideas into motion. He felt our signage should be inspired by our railroad heritage.

D. Boeckman stated utility burying needs to occur. The City needs to work harder on providing better infrastructure downtown. We need to work on our sidewalks downtown to allow for better pedestrian circulation.

K. Schachel stated she feels we need more bike racks in the downtown area. She liked the idea that Greenville, Illinois had regarding the little paintings of people on buildings. Welcome to downtown signs are needed as well as way-finding signage.

G. Sheffer stated the first image someone sees of a town gives them their impression. We should improve our welcome signs, mow the grass along our roads, make the bike trail a destination area and provide safe, convenient parking. The downtown requires local residents to survive. The area needs to be known for something, such as our bike paths. Lighting downtown is important. Provide security cameras downtown. We must support new businesses downtown so others will follow in their footsteps. Success breeds success.

E. Ramseyer stated the businesses downtown must have local people to survive. Downtown traffic needs to be slowed with wider sidewalks. Her block could be used as a model to share with downtown. During the day, the strip could be for locals and residents, during the night, the strip could be for students and nightlife. The City's way-finding signs need to include things that are outside of our downtown. Decorative lighting should be encouraged downtown. Additional bike racks are needed.

Sally Carter stated we should bury the utility lines. We need to clean the debris from downtown and repaint our curbs. Welcome signs should be at all entrances to the city. They should incorporate SIU, SIH, and the city.

M. Cole stated the downtown cannot survive with only students. Students are only here 7 to 8 months out of the year. People come to Carbondale to be entertained. 50% of our sales tax dollars come from outside our City limits. We should also do more than one project at a time so we do not have to repeat work. Retail will come once there is a customer base built.

8) Adjournment

J. Langowski announced the next meeting. It will be at the Varsity Center for the Arts on October 29th, 2014 at 6:30 p.m.

J. Langowski asked for a motion to adjourn the meeting.

D. Gorton made a motion to adjourn the meeting

G. Sheffer seconded; all were in favor.

J. Langowski closed the meeting at 8:47 p.m.

7

**Meeting #6: DAC Report – Focus on
Arts and Entertainment**

Report on DAC Meeting #6

Focus on Arts and Entertainment

Marie Bukowski

Meghan Cole

Elaine Ramseyer

Trent Stevens

November 7, 2014

Table of Contents

Table of Contents.....	2
Summary of Public Meeting.....	3
Summary of Concepts Generated.....	6
Concept Voting Results.....	8
Future Direction.....	10
Meeting Minutes.....	11

Summary of Meeting

The Downtown Advisory Committee (DAC), commissioned by the Carbondale City Council, met for the sixth time on October 29, 2014, at 6:30pm at the Varsity Center for the Arts. The DAC meeting was Chaired by Jack Langowski, and facilitated by John Washburn. Jack Langowski called roll; sixteen out of nineteen members were present.

Peter Pirmann, the host and President of the Varsity Center for the Arts, began the evening with a presentation on how the Varsity can help facilitate what it can do for the downtown. He stated that arts and entertainment should be a focal point for Carbondale. The Varsity's role is to enhance cultural opportunities and public art. Through the Varsity, Carbondale can access the broadest spectrum of the arts. Pirmann noted that with the renovated and restored façade of the theater, this will be a wow-factor for visitors who exit the train station. He reminded the audience that the Varsity is already hosting events and that there are arts and entertainment activities currently in Carbondale. Pirmann stated that there is a need for an arts and entertainment coalition to facilitate all arts-related events for the community.

Trent Stevens, DAC member, presented information on what Carbondale currently offers and what it needs. He noted that the downtown has The Stage Company, Carbondale Community Arts, music venues, and an African American Museum. He went on to mention that the restaurants around the square offer shows, classes, films, live jazz, and Latin and Soul music. There is an importance to having annual and regular events on the calendar such as Lights Fantastic, The Great Pumpkin Race, Farmer's Market, and Sunset Concerts. Currently, Carbondale is lacking a downtown museum and annual events that showcase the downtown area. He mentioned that we are on the Trans America Cycling Route, and suggested that we could host an annual cycling event and build a hostel for cyclists coming through our area. He commented that community engagement is

a cornerstone of any effective revitalization effort and must be an early ingredient in building a strong downtown.

Curtis Conley, President of the Carbondale Music Coalition, discussed music entertainment. He pointed out that Carbondale is known as a music town and is the regional music destination to see live music on a regular basis. The Hangar 9 is the only downtown concert destination, therefore a larger music venue is needed for larger music venues. He noted that only 16% of the 350 attendees at a recent sold out show at the Hangar 9 were Carbondale residents; he noted that 200 came from over fifty miles away. With better venues and marketing, the City of Carbondale needs to embrace our role as the music capital of Southern Illinois; they could do so by hosting a Spring music festival, like in Austin, TX. He noted that private groups and venues are currently in place and working, but could be improved with further City assistance. He said, "Turning the Strip around would be very expensive. Events would be much less expensive." Successful music festivals could encourage private investment.

He also said, "The Varsity is a big, open, building that's not open a lot; not in the mind of downtown goers. We have a 150 seat theater. What can we do to make the building more functional and draw more people?...We have a 500 seat theater right next door that is unused." Conley recommended bringing larger shows to Southern Illinois University's Shryock Auditorium and the Arena. He also stated that we can use music as a draw to get people to come to downtown Carbondale. A new multi-modal transportation center and downtown hotel would help the music scene. He commented that we could be a "real music town" that would have a big impact on the economy of Carbondale.

Marie Bukowski, DAC member, presented information on the role that the arts has in small cities. She spoke of experiences in other cities that brought the arts directly to the public. In Pittsburgh, PA, art galleries were placed directly above subway stations in the city and suggested that this could take place in the multi-modal transportation center in Carbondale. This transportation center would also be ideal for murals that depicted the history of the city. She also recommended an annual arts event, like what was successful in Ruston, LA, that can take place

downtown as a means for economic development. The event in Ruston grew to have an annual impact of over \$3 million in just ten years. With the number 1 blacksmithing program in the country, SIU has the resources to create unique bike racks and public art works with a music or railroad theme. Painting crosswalks is an exciting and inexpensive way of bringing functional art directly to the public.

Jack Langowski turned the meeting over to John Washburn, who laid ground rules for public commenting and opened the floor to the public. The committee heard many public comments, including interest in creating a specific area in downtown to host events, reviving the Buckminster Fuller legacy, a venue for international films, a movie theater downtown, and many more suggestions. The full minutes of the meeting (which can be found in this report, on page 11) include all public comments in detail.

John Washburn called for a 5-minute recess after all public comments were heard. At 8:20pm, Jack Langowski called the meeting back into session. Committee members offered comments, including the need for an arts coalition, having a food fest, more advertising for downtown events, diverse events through community partnerships, year-round Friday night fairs, and a master calendar of events for Carbondale. All committee comments can be found in the full meeting minutes (page 11 of this report).

Jack Langowski asked the committee to review the list of concepts generated via both public and committee comments after the meeting adjourned, and to vote individually on their top five most important concepts to pursue to improve arts and entertainment planning in the downtown.

Langowski announced the next meeting on November 12, 2014 at 6:30pm at the Carbondale Community High School. The focus will be Economic, Civic, and Neighborhood Vitality. The meeting was adjourned at 8:50pm.

Summary of Concepts Generated

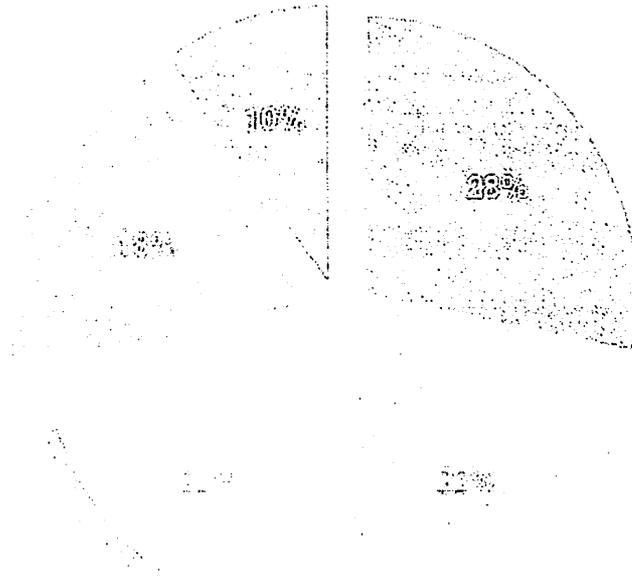
Through public and committee member comments, facilitated by John Washburn, the following concepts were generated from the DAC meeting on Arts and Entertainment issues:

1. Arts & Entertainment as a focal point for downtown – the Varsity as center.
2. Form an arts and entertainment coalition.
3. Place where bands can showcase that are family friendly.
4. Remove selected parking meters.
5. Museum downtown – piggyback off SIU.
6. Annual BBQ competition, street fairs, Taste of Carbondale, downtown carnival, international festival (multiple events).
7. Embrace Carbondale's role as the entertainment capital of Southern Illinois – music festival – encourage outside consumers (music destination).
8. Partner with SIU to use Shryock Auditorium or Arena.
9. Put an art gallery on top of multi-modal transportation center – paint a large mural sharing history of Carbondale.
10. Holiday Art Tour downtown.
11. Artistic bike paths/sculpture/partner with SIU – crosswalks, bike racks.
12. Expand public art in downtown, possibly interactive.
13. ~~Identify Carbondale as a music destination.~~ (Duplicate of Number 7)
14. Revive Buckminster Fuller legacy – interpretive dome.
15. Take into consideration the needs of young people in Carbondale for arts and entertainment.
16. Consider economic and multi-national diversity as an issue when formulating arts and entertainment events.

17. Utilize Southern Arts Fund to engage young people and community.
18. Revive "Stars on Main".
19. Multi-use, year-round farmer's market to draw people downtown.
20. State-of-the-art skateboard park.
21. As we consider art, engage local citizens in the process.
22. Consider food as entertainment.
23. Street performers.
24. Movie theater downtown.
25. Fall sunset concert series.
26. Need a specific area in downtown to host events.
27. Monthly event calendar.
28. Access to movies for international students (screening international films).

Concept Voting Results

ARTS AND ENTERTAINMENT - TOP FIVE WEIGHTED CHOICES



- Form Arts/Entertainment coalition
- Expand public art downtown: Specific Area to host events
- Carbondale as Entertainment Capital of Southern Illinois
- SIU Museum Downtown

The above graphic shows the top five concepts to be explored, as voted on by the DAC members at the meeting held October 30, 2014. For all results in detail, see the Microsoft Excel spreadsheet found [here](#).

ARTS AND ENTERTAINMENT TALLY RESULTS

Ranking	Item #	Item	Number of times selected 1	Weighted rank 1=5	Number of times selected 2	Weighted rank 2=4	Number of times selected 3	Weighted rank 3=3	Number of times selected 4	Weighted rank 4=2	Number of times selected 5	Weighted rank 5=1	Overall Rank
1	2	Form an arts and entertainment coalition.	5	25	1	4	1	3	1	2	0	0	34
2	12	Expand public art in downtown, possibly interactive	2	10	4	16	0	0	0	0	0	0	26
2	26	Need a specific area in downtown to host events.	3	15	1	4	1	3	2	4	0	0	26
4	7	Embrace Carbondale's role as the entertainment capital of Southern Illinois.	2	10	2	8	1	3	0	0	1	1	22
5	5	Museum downtown – piggyback off SIU.	0	0	2	8	0	0	2	4	0	0	12
6	25	Fall sunset concert series.	0	0	0	0	2	6	2	4	1	1	11
6	19	Multi-use, year-round farmer's market to draw people downtown.	0	0	1	4	1	3	1	2	2	2	11
8	6	Annual BBQ competition, street fairs, Taste of Carbondale, downtown carnival, international festival (multiple events).	0	0	1	4	2	6	0	0	0	0	10
8	11	Artistic bike paths/sculpture/partner with SIU – crosswalks, bike racks.	0	0	0	0	1	3	2	4	3	3	10
8	14	Revive Buckminster Fuller legacy – interpretive dcme.	1	5	0	0	1	3	1	2	0	0	10
11	10	Holiday Art Tour downtown.	0	0	1	4	0	0	1	2	1	1	7
11	27	Monthly event calendar.	1	5	0	0	0	0	0	0	2	2	7
13	3	Place where bands can showcase that are family friendly	0	0	0	0	2	6	0	0	0	0	6
13	17	Utilize Southern Arts Fund to engage young people and community.	0	0	0	0	2	6	0	0	0	0	6
13	28	Access to movies for international students (screening international films).	0	0	0	0	1	3	0	0	3	3	6
16	15	Take into consideration the needs of young people in Carbondale for arts and entertainment.	1	5	0	0	0	0	0	0	0	0	5
16	23	Street performers.	0	0	1	4	0	0	0	0	1	1	5
18	9	Put an art gallery on top of multi-modal transportation center – paint a large mural sharing history of Carbondale.	0	0	1	4	0	0	0	0	0	0	4
18	22	Consider food as entertainment.	0	0	1	4	0	0	0	0	0	0	4
18	24	Movie theater downtown.	0	0	0	0	0	0	2	4	0	0	4
21	4	Remove selected parking meters.	0	0	0	0	0	0	1	2	0	0	2
21	16	Consider economic and multi-national diversity as an issue when formulating arts and entertainment events.	0	0	0	0	0	0	1	2	0	0	2
23	20	State-of-the-art skateboard park.	0	0	0	0	0	0	0	0	1	1	1
	1	Arts & Entertainment as a focal point for downtown – the Varsity as center.											
	8	Partner with SIU to use Shryock Auditorium or Arena											
	13	Identify Carbondale as a music destination.											
	18	Revive "Stars on Main".											
	21	As we consider art, engage local citizens in the process.											

Future Direction

There was an overwhelming interest in forming an arts and entertainment coalition to initiate and facilitate arts-related events in Carbondale. There was also a strong interest in expanding public art/interactive art in the downtown area as a means of beautification and bringing the residents of Carbondale together. Another idea that generated the same strong interest was creating a specific area in downtown to host arts and music events. This will revitalize Carbondale, bringing people together in family-friendly environments. There was also a lot of interest in strengthening Carbondale's role as the entertainment capital of Southern Illinois. This would make Carbondale the catalyst of economic development in the region. It is recognized that the arts and music can be the economic driver to bring residents to artistic venues and draw visitors to the city for cultural experiences.

The committee should recommend to City Council that these areas are economically feasible approaches to reinvigorating the city through the creation of public art. The City Council should also support the creation of a Carbondale Arts and Entertainment Coalition.



MINUTES

**Downtown Master Plan Advisory Committee
Wednesday, October 29, 2014, 6:30 p.m.
Varsity Center for the Arts
418 South Illinois Avenue**

Mr. Langowski called the meeting to order at 6:31 p.m.

Members Present: Boeckman, Bukowski, Carter, Clow, Cole, Colombo, Gorton, Gregory, Langowski, Miller, Ramseyer, Dr. Reddy, Schachel, Sheffer, Sigler, Stevens

Members Absent: Bleyer, Terry, Dr. Pink-Harper

Staff Present: Baity, Price, Williams

Approximately 73 persons in attendance.

1) Bring to order:

J. Langowski made his opening remarks.

2) Roll Call and member/facilitator introductory remarks:

J. Langowski called roll and noted three absences and announced a quorum was present.

J. Langowski noted Dr. Pink-Harper had resigned due to complications with her work.

3) Approval of minutes:

J. Langowski asked for a motion to approve the minutes from the October 15th, 2014, meeting.

A. Miller made the motion and **M. Cole** seconded the motion and all were in favor.

4) Introductory Remarks:

J. Langowski made introductory remarks.

J. Langowski introduced **John Washburn (Facilitator)**

J. Langowski introduced **Peter Pirmann** to give a presentation regarding the Varsity Center for the Arts view on what downtown should do and how the Varsity can help.

P. Pirmann stated the renovation of the Varsity Center for the Arts should help create a focal point for downtown. The renovated and restored theater will provide a “wow” when passengers exit the train station. The Varsity can help enhance the cultural options of the region, provide a location for cultural events, provide access to performing arts for all ages and incomes, provide a home for the Jackson County Stage Company also known as The Stage Company, and provide a resource for the artistic, cultural, educational and entertainment industries in the area that services the community.

P. Pirmann reviewed some of the events that the Varsity has hosted this year. They had 8 events with the Carbondale Music Coalition, 5 plays presented by The Stage Company, and had 249 days of events in the facility. They actively work with Carbondale Main Street and the Carbondale Park District. The Varsity is currently working to begin having art shows at the facility.

P. Pirmann stated the community has a need to found an Arts and Entertainment Coalition. We must work together to accomplish goals.

J. Langowski thanked **P. Pirmann** for his comments and introduced **Trent Stevens** to present his presentation.

T. Stevens stated he was going to speak about what Carbondale has and does not have as far as arts and entertainment goes.

T. Stevens stated we have the Varsity Center for the Arts, The Stage Company, Carbondale Community Arts and the African American Art Museum. We have the Long Branch which offers multiple types of entertainment. We have Global Gourmet, The Newell House and Tres Hombres. They all offer music venues. We host the Lights Fantastic parade, The Great Pumpkin Race, Farmers Markets and the sunset concerts. He noted the downtown is primarily parking lots. He stated you could change the lot next to the Town Square Pavilion into a gathering area and music venue.

T. Stevens stated the downtown is lacking a downtown museum. The use of SIUC museum resources could help build a museum downtown. We need to have annual events like the Great Pig Out, Art Festivals, Food Events and a downtown farmers market. We also need a bike hostel for the riders of the Transamerica bike trail. We also need to relax our rules regarding outdoor alcohol consumption at restaurants. We must engage the community to be successful. The suggestion of the coalition will help keep the downtown active.

J. Langowski thanked **T. Stevens** and introduced Curtis Conley to give his presentation regarding music entertainment in downtown.

C. Conley, President of the Carbondale Music Coalition, discussed his background and his connection with the Carbondale Music Coalition. He stated Carbondale is a music town. We are the main center for music between St. Louis and Nashville. We

have a large number of live music events and draw national acts to Carbondale. Live music provides for positive memories of Carbondale. We have a very diverse set of musicians that play in our entertainment venues. We have Jazz, Rock, Blue Grass, and many others. Carbondale could host a spring and fall music festival. The City should support the venues. We need a larger venue in downtown to support larger shows. He asked if the SIU facilities could be used more often and could the City and SIU host events together. A solid downtown hotel and a great taxi service or two are needed in the City.

J. Langowski thanked **C. Conley** for his presentation and introduced **M. Bukowski** to present her presentation on Art Streetscapes.

M. Bukowski stated there are 750,000 arts businesses in the United States that employ 3.06 million artists. In other cities she has been to, they took to installing art in places people go to for other uses, such as subway stations. Pittsburg has begun the process of removing old steel mills and turning their footprint into community cultural centers. She recommended that we place an art gallery on the second floor of the new multi-modal transit center the City is proposing. We could also place a large 18th century style lithograph of events in the City's past on the first floor lobby area to great newcomers to the City. We could have an art tour of downtown where the art areas are open and businesses offer spaces for artists to display their work and drive business downtown. We could paint unique cross walks on our streets, we could have unique bike racks downtown that are created by our blacksmithing and metalsmithing schools. We could create public interactive art downtown. The Carbondale Community for the Arts obtaining a permanent location should greatly help the artistic community.

J. Langowski thanked **M. Bukowski** for her presentation and introduced **John Washburn (Facilitator)** to handle the public comment portion of the meeting.

5) Comments from the public

John Washburn (Facilitator) asked for public comment at this time.

Kaylen Hill (audience member) stated he believes Carbondale is a music town. It's a great resource to revitalize the downtown. In his experience, 20% of the attendees at the Hanger 9 productions are local. That means 80% of the people are from a non-Carbondale address and are bringing in new money to the city and staying longer. The Downtown can be a destination all by itself. We need to showcase downtown by having a concert series that includes downtown as a venue.

D. Gorton asked how does the concert series work?

Kaylen Hall (audience member) stated the city provides permits and a small budget for support. If we create the energy, people will get on board. The concessions and sponsorships could pay for the concert series. If it is done correctly, people will get on board and support it.

Kathy Livingston (audience member) stated we should revive Buckminster Fuller's

ideas. We are the only city that can claim him and we should use him to promote the town. People around the world already associate him with Carbondale. We should build an interpretive dome downtown so the community could learn about his ideas and concepts. It could also provide a “wow” factor for downtown. We should also provide for more film showings. The community should all support one another.

Patricia Preston (audience member) stated she has worked for years with underprivileged youth. We must consider the young person when dealing with the arts. She felt art has the ability to change a person. It has the ability to touch the soul. We need to bring family events into town to help expose the entire family unit to the art work. We must involve the schools and help provide easy access to the art and entertainment offered in Carbondale. We should consider offering free, or very low cost, art shows. We need to consider diversity in our art and music offerings. A Gospel concert would be a wonderful addition to the music scene.

Nancy Stemper, Executive Director Carbondale Community Arts (audience member) stated the city does help the arts community by providing funding to the Carbondale Community Arts to use grant funds to local artists. They do partner with the Varsity and The Stage Company. They are moving to a building one building off of S. University Avenue on West Walnut Street. She would like to revive the “Stars on Main” program. It promotes local people and provides a method to teach about Carbondale’s history. She discussed upcoming events that are hosted by Carbondale Community Arts.

Jane Adams (audience member) stated the community needs a permanent building to host the farmers market in. This building could be a multi-use building and host music events, winter farmers markets, art festivals and many other events. There needs to be more unstructured teen activities in town. One activity could be to provide a world class skate park.

Beth Martel, SIU Special Collections (audience member) stated she has set up some exhibits in the SIU museum in Fanner hall regarding Carbondale’s history on Halloween. She also discussed upcoming exhibits.

John Davie, President of the Buckminster Fuller Dome Home Preservation Project (audience member) asked the committee to use the Buckminster Fuller dome as a branding device. He also announced upcoming events that would be occurring at the Buckminster Fuller dome.

Cody Roach (audience member) stated we need to empower the people who live here to participate and express themselves creatively. We need to remove the red tape and allow more events downtown.

6) Brief Recess

John Washburn (Facilitator) began a recess at 8:15 pm.

7) Comments from the Committee members

The meeting was called back into session at 8:20 pm by **John Washburn (Facilitator)**.

T. Stevens stated he did not know about all the things Hanger 9 does.

E. Ramseyer stated we need an arts coalition for the city. A place for art in this town is needed. Arts and Entertainment is the real economic engine that can drive this town.

K. Schachel stated food can be an entertainment source. Having a food fest could generate a lot of interest in downtown. There is also a program to help at risk youth that provides personal discipline and conflict resolution through martial arts and dance and other creative means.

J. Langowski stated this meeting had many great ideas. He gathered the main idea was the community needs to come together to allow for larger events.

M. Cole We need to advertise our downtown more. We need to take pride in our downtown and our art and entertainment scene.

N. Colombo stated the streets need to be made appealing to the eyes and ears. We should encourage more street performers and fill our streets with sound.

D. Gorton stated the group must turn in its vision statement on the 15th of November. The community partnerships are vital in order to make any plan work. How do we define our statements and ensure the ideas are understood?

K. Gregory stated we need a larger venue that is either privately owned or city owned. We must make diverse events available through community partnerships.

J. Clow stated we need a movie theater downtown to allow for a “date night” activity. All of the museums in town should be in one building to allow more publicity and partnerships between the museums. We should have year round Friday night fairs. We need a downtown carnival. He thinks the crosswalk ideas could be done immediately.

S. Carter stated she loved the idea of public art. It should be coordinated with the School of Art at SIU. It would allow SIU students to produce and install the art and have a sense of ownership of downtown. We should have our own regional event. We should continue the Sunset Concert series into fall so the students can attend.

G. Sheffer said the partnerships are required for this plan to function. The downtown won't work without events and we need an area for them. All of the arts should be pulled together in coalitions. Parking is vital to the downtown. With 80% of the customers coming from outside Carbondale, there has to be a place to park or they won't come. When all these ideas are pulled together in a final document, it must be usable and valuable.

J. Langowski stated there is a solid plan in place to provide for summation and a valuable report to City Council.

G. Sheffer stated we must be able to pay for the plan as well.

Dr. Reddy stated we need a master calendar of events for Carbondale and copies need to be in every downtown business. He felt the City should convert the old Horizon Inn into a concert venue. The city needs festivals. There is a large international population in Carbondale and we need to allow for them to have events. There should be a theater here that shows international films.

8) Adjournment

J. Langowski announced the next meeting. It will be at the Carbondale Community High School on November 12th, 2014 at 6:30 p.m.

J. Langowski asked for a motion to adjourn the meeting.

S. Carter made a motion to adjourn the meeting

G. Sheffer seconded; all were in favor.

J. Langowski closed the meeting at 8:50 p.m.

8

**Meeting #7: DAC Report – Focus on
Economic/Civic/Neighborhood
Viability**

Report on DAC Meeting #7

Focus on Economic, Civic, and Neighborhood Viability

Sally Carter

Meghan Cole

D. Gorton

Jack langowski

Elaine Ramseyer

November 23, 2014

Table of Contents

Table of Contents.....2
Summary of Public Meeting.....3
Summary of Concepts Generated.....6
Concept Voting Results.....7
Future Direction.....12
Meeting Minutes.....13

Summary of Meeting

The Downtown Advisory Committee (DAC), commissioned by the Carbondale City Council, met for the seventh time on November 12, 2014, at 6:30pm at Carbondale Community High School. The DAC meeting was Chaired by Jack Langowski, and facilitated by John Washburn. Jack Langowski made opening remarks; fifteen out of nineteen members were present. The DAC unanimously approved the minutes from the meeting held October 29, 2014.

Jack Langowski introduced Dr. Charlie Leonard, who presented results from an Alumni Community Survey that was recently administered by the Paul Simon Public Policy Institute. With more than 4,300 responses, the survey indicated that only 25% of alumni would recommend Carbondale as a place to live. Dr. Leonard also highlighted some of the words used to describe downtown Carbondale, including “fun”, but also including “rundown” and “outdated”.

Jack Langowski, DAC Chair, went through a run-down of topics that have been discussed throughout the DAC meetings. He highlighted several ideas that have been sparked from the DAC that are currently being explored by the City of Carbondale, including free downtown wi-fi, and developing a cost structure to move utility lines. He also reported that the Liquor Advisory Board and Liquor Control Commission are meeting to discuss the outdoor consumption of alcohol within a patio of café space. In his final comments, he recommended that the City create a Downtown Development Authority that would act as an agent of the City to get these types of projects done.

D Gorton, DAC member, presented about branding for Carbondale, including the use of the railroad and Buckminster Fuller in our brand. He highlighted several areas in downtown that could be improved, with things like cricket fields, a skate park, and park space in the Town Square. He presented an idea for the “Bucky path”, which would include domes and also educational items, and would run through the downtown area.

Jack Langowski and Elaine Ramseyer, DAC members, presented on the past, present and future of Carbondale. Ms. Ramseyer presented several photos of

downtown throughout history, and showed how with just some trees, the burying of lines and a bike path, our streetscape could be very much improved.

Mr. Langowski discussed the future of Carbondale, and showed many areas where, with the right kind of private and public investment, we can improve intersections, create an art district, and make a welcoming area for students, community members, and visitors fresh off the Amtrak. He added that we should not demolish our community, rather “facelift” it.

Jack Langowski turned the meeting over to John Washburn, who laid ground rules for public commenting and opened the floor to the public. The committee heard many public comments, including interest in creating playgrounds and parks in the downtown, creating an accessible downtown, having a comprehensive review of city codes, and creating an atmosphere for public and private partnership. The full minutes of the meeting (which can be found in this report, on page 13) include all public comments in detail.

John Washburn called for a 5-minute recess after all public comments were heard. At 8:55pm, Jack Langowski called the meeting back into session. Committee members offered comments, including the need for better signage and way-finding, the importance of doing what is feasible, and the need to do things project by project instead of all at once. All committee comments can be found in the full meeting minutes (page 13 of this report).

Jack Langowski asked the committee to review the list of concepts generated via both public and committee comments after the meeting adjourned, and to vote individually on their top five most important concepts generated in the meeting. The meeting was adjourned at 8:50pm.

Summary of Concepts Generated

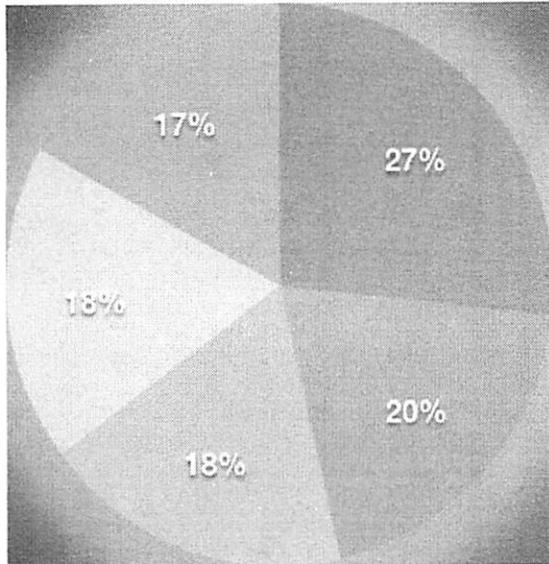
Through public and committee member comments, facilitated by John Washburn, the following concepts were generated from the DAC meeting on Economic, Civic and Neighborhood Viability:

1. Bucky path – walk and bike.
2. Cricket field and skate park.
3. Farmers Market.
4. Family area.
5. Trains and Fuller as the “brand”.
6. Formation of arts and entertainment coalition.
7. Need to be receptive and friendly.
8. Create a flow between SIU, SIH, and town.
9. Recreational space and playground.
10. Consider using Kaboom to partner investors and civic projects.
11. Assure accessibility to downtown area – bus and bike.
12. Assure responsibility of business owners to improve their buildings (civic responsibility).
13. Consider practical problems involved in leveling streets/sidewalks/buildings/physical terrain.
- ~~14. Education on the codes – don’t sacrifice safety.~~ (duplicate of #17)
15. Slow down traffic through downtown – widen sidewalks.
16. Consider set backs of buildings – code won’t currently allow.
17. Comprehensive review of city codes – education – assure compliance – don’t sacrifice safety.
18. Look at rezoning close to downtown for professional housing.
19. Quiet city law.
20. Recognize importance of public/private investment/partnership including SIU and SIH.

21. Visible crosswalks.
22. Allow private entrepreneurs to flourish – create conditions – one point of contact.
23. Need an economy downtown creating sales tax revenue.
24. Unite around a single focus – what are the one or two goals we want to achieve?

Concept Voting Results

Economic and Civic Responsibility



- Comprehensive Review Of Codes
- Slow traffic downtown
- Civic Responsibility of business
- Farmers Market Downtown
- "Bucky Way" bike/walk path

The above graphic shows the top five concepts to be explored, as voted on by the DAC members at the meeting held November 12, 2014. For all results in detail, see the Microsoft Excel spreadsheet found [here](#).

Future Direction

Many concepts that were generated focused on a “big picture” look at downtown Carbondale, including a comprehensive look at codes, and the slowing down of traffic throughout the downtown district. Comments from both the public and the DAC members seemed to center around parks, public space, beautification, but also on practicality and feasibility, and in the top five concept results, we see an almost even split among several ideas. To make our downtown viable, we need to weigh the practical with the vision of vibrancy that the community seems to so desperately desire.

The committee should recommend to City Council that work begins today on some tangible projects and ideas generated throughout the DAC meetings. “Low hanging fruit” or “doable” projects could be attained first, like adding usable park space in the downtown, painting the curbs, and creating better signage. A public education about city codes should also begin, and traffic calming measures should be looked into.

Bigger projects can be executed down the road, but should not be placed on the back burner. We need to have urgency as we pursue both large and small projects to ensure that we manufacture results and create a viable, vibrant downtown.



MINUTES

**Downtown Master Plan Advisory Committee
Wednesday, November 12, 2014, 6:30 p.m.
Carbondale Community High School
1301 East Walnut Street**

Mr. Langowski called the meeting to order at 7:00 p.m.

Members Present: Bleyer, Bukowski, Clow, Cole, Colombo, Gorton, Gregory, Langowski, Miller, Ramseyer, Dr. Reddy, Schachel, Sheffer, Sigler, Terry

Members Absent: Boeckman, Carter, Dr. Pink-Harper, Stevens

Staff Present: Sergeev

Approximately 30 persons in attendance.

1) Bring to order:

J. Langowski made his opening remarks.

2) Approval of minutes:

J. Langowski asked for a motion to approve the minutes from the October 29th, 2014, meeting.

A. Miller made the motion and **D. Gorton** seconded the motion and all were in favor.

3) Introductory Remarks:

J. Langowski made introductory remarks.

J. Langowski introduced **Dr. Charlie Leonard** to give a presentation regarding the Alumni Survey that was administered by the Paul Simon Public Policy Institute. He received more than 4,300 responses out of 160,000 surveys sent out. The respondents rated the city as poor for reasons to stay in the city after graduation and do not have a friendly business owner environment. 75% of the respondents had visited the downtown at least once per week when they were students here. 25% of respondents recommended Carbondale as a place to live. Dr. Leonard reviewed additional highlights of the survey and stated the full report can be obtained on the Paul Simon Institute's web page.

J. Langowski thanked **Dr. Leonard** for his comments and stated many of the results of

the survey confirm what the committee has heard in these meetings.

J. Langowski began his presentation on economic viability.

J. Langowski defined economic viability. The committee does not wish to create a plan that is not able to be completed. The committee would like to have the public's input on how to make the ideas happen. In 2012, the city created the TIF district #2. It helps with the brick and mortar investments. This has helped to start six projects downtown, including the new downtown apartment building being built by Tartan developments. A plan needs to be developed on how to spend the potential capital generated by the TIF district #2. Carbondale needs to redefine and reconsider the function of the current Amtrak station. 140,000 passengers rode Amtrak in 2012. The new station can integrate a multimodal system into the new station. Many monies can come from outside our city through grants and highway funds. A traffic study needs to be performed to determine feasibility design for the taking over of South Illinois Avenue. The downtown parking garage is important to the downtown area. Parking fees and cost sharing could help to make this garage economically feasible. A study from a consultant will be requested to determine if a garage is feasible. The gigabyte city is currently under development. Frontier is putting this on hold to fix a infrastructure issue. They want to place a wi-fi network downtown. The city should lead this project and create a contract for three years at a contract rate. The city met with Ameren to develop a cost structure to move the utility lines. The liquor commission is meeting to discuss the outdoor consumption of alcohol within a patio or café space. He recommended a permanent item be placed on the City Council agenda regarding the progress of the Downtown Plan. He recommended a Downtown Development Authority that act as an agent of the City. The public should help the non-profits in the downtown to help improve the downtown.

J. Langowski introduced **D. Gorton** to give his presentation regarding neighborhood feasibility.

D. Gorton spoke about Branding. There needs to be a certain quality that attracts people to the town. The root of our town is the Illinois Central Rail Road and the University. Mr. Buckminster Fuller is a worldwide personality that can help advertise our community. We need to create spaces that are welcoming and allow access for all. If we are to accommodate the world wide populations that Carbondale enjoys, we need to provide entertainment facilities to support many outdoor activities. Items like a cricket field, a skate park, a farmers market, and a family park, are great for all members of our community. The Bucky Path could be developed with these items. The path could be themed with domes and provide education about Mr. Buckminster Fuller. The Farmers Market could happen at the intersection of E. Walnut and S. Washington streets. We could host music and festivals in this location. A town square family park could occur where the parking lot is currently on the north east corner of the town square. All of the items included in the plan should be supportive of each idea.

J. Langowski thanked **D. Gorton** for his presentation and began speaking on S. Carter's behalf as she was sick.

J. Langowski spoke on community leadership. The arts and entertainment collation

should be formed to market and support the music and entertainment scene in Carbondale. The yearly art fairs used to be a large attraction to the City and we should bring it back. The city council should be informed as to the community's progress on items in the plan. The businesses in the downtown should strongly address how they present themselves to the community. The local owners can really help in cleanliness of downtown and the friendliness of our downtown as well.

J. Langowski introduced **E. Ramseyer** and began his presentation with her regarding the Past Present and Future of Carbondale. The committee gave a draft plan for where certain items can be installed and stressed it was only a draft.

E. Ramseyer discussed the Past and Present of downtown Carbondale. She discussed the locations of former locations on the strip. She discussed that the hospital has been a major contributor to our community since the establishment of Holden Hospital. She stated the town had at one time had a great community spirit. The town has a strong history of live music performances. We need more private investment in the streetscape. Her street was turned around through private investment. She showed an example of Charleston, West Virginia as a vision to strive for.

J. Langowski discussed the Future of Carbondale. There is a desire to create a flow between the SIH, SIU, Neighborhoods and downtown. J. Langowski showed a potential development that could establish this flow. He discussed all the proposed spaces on the flow. One suggestion is to create a boutique hotel on the old Tuscan lodge property. Provide parallel parking areas along the streets. Create a downtown park next to a downtown farmers market for fairs, music festivals, and art festivals. We should add substantial trees to our parking lots and streets. We should also provide a bike path through the downtown that is protected. We should provide a multimodal transportation center. We should renovate the Varsity Center. The city cannot fund it all, we must help. The West Mill Street and South Illinois Avenue intersection needs a traffic and transportation engineer to help figure out how to fix that intersection. This intersection hinders student interaction with the downtown. We must create an entrepreneur handbook. Help them find their way through the codes. We need to brand and use our music scene to help advertise the town. We should face lift our community rather than demolish it.

John Washburn (Facilitator) to handle the public comment portion of the meeting.

4) Comments from the public

John Washburn (Facilitator) asked for public comment at this time.

Stacey Sloboda (audience member) spoke on the importance of playgrounds in the neighborhood and providing funding for their construction through "KABOOM!". They are a national nonprofit organization that provides funding to help solve a "Play Deficit" Benefits for children to play recreational space.

Jesus Ponce Deleon (audience member) provide a place that is accessible for people to congregate and provide transportation to get people to destinations within the city.

Don Monty (audience member) spoke on civic responsibility. Everyone wants trees along the streets but business owners don't want trees downtown because they block their signs. The building owners are responsible to upgrade and maintain their buildings. The city does provide incentives to business owners to maintain their buildings. Sidewalk cafes are a great idea. He asked people to walk up and down S. Illinois Ave. and notice all the slopes and terrain changes and these make sidewalk cafes difficult. The store fronts are at the original heights of the streets. Many streets have been lowered and that's why there are steps on some of our sidewalks. Streets can be made two-way, sidewalks can be widened, but the physical terrain must be dealt with as well. Too often, the public looks to the city to complete all projects but the city does not have the funds to do everything. The community must be willing to step up to the plate and help complete projects. There must be a Public-Private partnership in order to accomplish the goals of the plan.

Mary O'Hara (audience member) Carbondale has some of the best disaster preparedness codes. At an earthquake conference she attended, they said Carbondale's codes are going to let the community survive the best. Code enforcement needs to know why each code is in place.

Navreet Kang (audience member) Madison, Wisconsin and Naperville, Illinois downtown used trees and lights to create an environment that encourages drivers to slow down and enjoy surroundings. Currently, Carbondale has thoroughfares running thru downtown. Making our downtown one lane instead of two lanes everyone would slow down. Sidewalk Cafés in Montreal are well lit with wide sidewalks and this causes traffic to slow down so people see surroundings and stop and shop.

Jane Adams (audience member) the downtown sidewalks are two narrow. The code requires the buildings to be up against the property lines and we should change that to require them to be set back from the property line to allow for more space for sidewalks and sidewalk cafes.

Jesus Ponce Deleon (audience member) Bloomington IN has enjoyed a ten year revitalization process. The key to success was their City Council member's review of all the codes and ordinances to understand what is enforced. This process allowed them to make changes to outdated systems and improve setbacks and allow for congregation places.

Gail White (audience member) stated the city codes and building codes are complex and overlap. Carbondale is a medium strict municipality compared to other municipalities. He is in a tough position as designer and property owner. Some places have no enforcement and others are very strict. Carbondale is doing what it needs to be doing to protect life and property. Most codes come about because of problems in the past or insurance regulations. In the long run, codes protect property values and life safety. The city could help owners understand the codes. In the time he has spent in the city, the city has gotten better being business friendly. He spoke about the 1990 process and noted some of the projects that were accomplished. The town has improved greatly since the 1970's when he moved here.

Ray Simpson (audience member) When he moved to Carbondale in 2008 he intentionally bought home as close to downtown as possible. He wanted to be able to walk downtown from his home. The housing located near downtown would be great for an SIH professional housing area.

Stacey Sloboda (audience member) stated we need noise abatement for the freight trains to allow for further development downtown.

Don Monty (audience member) spoke about trains and horns. Chicago and its suburbs have been addressing this issue. Train horns are required to sound at every crossing. Maybe if safety at the railroad crossings can be increased, the horn blasts might be decreased. The required improvements, such as adding nets to make it impossible to cross, may be expensive. This idea needs research. Even if an idea looks like it can't be done, put it out there so others can start researching it.

Jane Adams (audience member) Wayside-horns and directional horns don't arch too far and go in the direction of the train movement and do not go into the neighborhoods. These options should be pursued.

5) Brief Recess

John Washburn (Facilitator) began a recess at 8:50 pm.

6) Comments from the Committee members

The meeting was called back into session at 9:00 pm by **John Washburn (Facilitator)**.

J. Langowski announced the committee has a quorum with 15 of the 18 members in attendance.

M. Bukowski stated she agreed with ideas that had been presented.

M. Cole Private and public investment is required to make the plan happen. There must be a public and private cooperative. The action should happen sooner because the longer we wait, the more expensive the projects become.

E. Ramseyer she believes in private investment. The city should work with SIH/SIU to ensure they help as well.

N. Colombo The social environment created with low income housing and fine dining establishments may not be the best pairing for economic growth. Parks being in place that bring people downtown may not work with what property owners want from their property. Placing park land on some of the most expensive property downtown may not be the best use of the property. The ideas must be considerate of how people behave.

D. Terry The committee should look at how Champaign has redeveloped versus how other college towns the size of Carbondale have redeveloped. We need to see how they

financed their redevelopment and use that as guidance. Biggest obstacle is going to be SIU enrollment. If the enrollment does not turn around at the university, it's going to be hard to encourage property owners to invest in their businesses. The students are viable part of downtown Carbondale. How do we encourage current and proposed owners to invest in downtown without additional students?

J. Clow wanted to reinforce the use of signage as way finding maps. SIU students could be used as volunteers to help make visible crosswalks. There should be a code reform meeting that involves city officers, code consultant and entrepreneurs. The farmer's market area can host many events. Buckminster Fuller should be used as a branding too for the city. There is more to him than a dome. His main focus was sustainability and ecologically friendly design. The city should be more eco-friendly, we should be the first city in Illinois to be green city.

D. Gorton Increase the students downtown and they will bring their friends and they help make the place viable. City should lead off the renovations and gain the revenue back in the future. Enforcement of the codes and ordinance are unequal and needs to be more professional.

K. Gregory passed her turn to speak.

G. Sheffer we discussed what's feasible and what's right. As a business owner, he is upset. The day by day is going to have to be done by the business person. We need to ensure the plan is business friendly. If parking removed, it will cause a loss of businesses downtown. Parking must be considered when an event is hosted. He gave an example of how much parking is occupied by the sunset concerts in the Murdale shopping center. We must make sure our ideas fit the spaces that exist. Create competition that will weed out bad businesses. We need to adjust our codes to ensure families and quality homes are brought in. We also need quality students.

Dr. Reddy Obesity can be greatly helped by play grounds. More education will help much more than parks. Codes are there for safety. Carbondale has to change to compete with Marion. We must offer flexibility. SIH and SIU are not going to help. Solution must be entrepreneur driven, the City cannot drive it. Allow them to simplify the process. The developer needs one contact person at the City. We lack access to highway 57 compared to Marion.

B. Bleyer discussed his concern for trees in front of the signage. There is not a lot of vacancy in our downtown. We must discuss with building owners what will happen to their buildings. The business owner's plans must be determined so they can be supplemented by the downtown plan and assisted where possible. Where is the economic viability for return for the city and the business owners? What are the business owner's plans?

J. Sigler Always keep in mind moving forward-such as, opportunities new jobs, new parks, expand businesses. We need a road map to achieve the plans. The area has a competition for funding and there is no focus on how to get everybody the money and resources they need. We need choose a brand for the downtown. We started this review

process with 150 people and we are down to 10 people. The Carbondale community tends to lose attention on long term projects. What is the community going to do to keep interest in this topic? We need to achieve one or two goals as a community at a time to ensure completion instead of competing for the same fundraising. Where are the road maps, trees, parks, bike paths? There are too many cooks in the kitchen.

J. Clow Effingham is in lead for a 1,000 job Amazon.com location. Has anyone investigated if Carbondale could be the future location?

D. Gorton Carbondale has the infrastructure and data available but we lack the freeway access if it is going to be a distribution location.

J. Langowski the committee's mission has been to get input from the public and present to council progress is being made.

7) Adjournment

J. Langowski asked for a motion to adjourn the meeting.

D. Gorton made a motion to adjourn the meeting

N. Colombo seconded; all were in favor.

J. Langowski closed the meeting at 9:40 p.m.

9

**Meeting #8: DAC Report – Focus on
Summation and Setting the Vision**

Report on DAC Meeting #8

Focus on Visioning for

Downtown Carbondale

Marie Bukowski

Meghan Cole

December 4, 2014

Table of Contents

Table of Contents.....	3
Summary of Public Meeting.....	5
Final Vision Statement from DAC.....	7
Meeting Minutes.....	8

Summary of Meeting

The Downtown Advisory Committee (DAC), commissioned by the Carbondale City Council, met for the eighth time on December 3, 2014, at 6:30pm at the Carbondale Civic Center. The DAC meeting was chaired by Jack Langowski, and facilitated by John Washburn. Jack Langowski made opening remarks; fifteen out of nineteen members were present.

Jack Langowski commended the advanced architecture students for their presentation on their work on the new vision for downtown Carbondale. He announced that their renderings and 3D model (on display during the visioning meeting) will move to the train station for viewing after tonight's meeting. This work can be of help to both consultants and the public to visually understand possibilities for the future of downtown Carbondale.

Langowski discussed the committee business for the meeting. A motion to approve the minutes from the November 12, 2014 meeting was accepted. Langowski stated that the vision statement considers the future of Carbondale to the years 2020-2022, therefore it notes the primary goals for planning. Another point of discussion was the Imagining Geographies interviews conducted by SIU students in the College of Mass Communication and Media Arts (MCMA). The one question that was asked to 87 different residents of Carbondale was: *What is the vision of Carbondale guiding redevelopment of the downtown area?* Not surprising, the responses to this single question were overwhelmingly part of the DAC vision statement. Peter Lemish, MCMA faculty, has submitted a report to the DAC and is currently editing the video interviews created by his students. This project will be important as we move forward to work with consultants.

Langowski introduced John Washburn, facilitator, who has been with us during all our meetings. Washburn reviewed the top five recommendations of the committee from each meeting. He also reviewed the major themes that emerged for the Steering Committee as they worked to prepare the final vision statement draft. Washburn described different types and purposes of vision statements and noted the DAC's vision statement as one that is internally focused and broad in

scope. Washburn presented the vision statement drafted by the Steering Committee. After a small discussion and minor modifications were made, the audience was in agreement with the final revised version. Adrian Miller made a motion to approve the vision statement and Marie Bukowski seconded. The newly revised vision statement was adopted.

Langowski shared the 2015 tentative meeting schedule for DAC. These meetings will include the selection of a consultant and meetings with the consultant that will result in their final report to the City with substantial plans.

The meeting adjourned at 7:25pm.

Final Vision Statement

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.



MINUTES

**Downtown Master Plan Advisory Committee
Wednesday, December 3, 2014, 6:30 p.m.
Carbondale Civic Center
200 South Illinois Avenue**

Mr. Langowski called the meeting to order at 6:33 p.m.

Members Present: Bleyer, Bukowski, Carter, Cole, Colombo, Gorton, Gregory, Langowski, Miller, Ramseyer, Dr. Reddy, Schachel, Stevens

Members Absent: Boeckman, Clow, Sheffer, Sigler, Terry

Staff Present: Baity, Price, Williams

Approximately 50 persons in attendance.

1) Bring to order:

J. Langowski made his opening remarks.

2) Approval of minutes:

J. Langowski asked for a motion to approve the minutes from the November 12th, 2014, meeting.

A. Miller made the motion and **D. Gorton** seconded the motion and all were in favor.

3) Introductory Remarks:

J. Langowski made introductory remarks and discussed the architectural student's project that was on display. The students spent the semester reimagining downtown. They have provided their work to us to help the consultants get started. J. Langowski reviewed where the committee's reports and minutes could be found on the City website. During the eight meetings the committee has hosted, over 230 unique ideas were presented. If the survey done by the Paul Simon Public Policy Institute is included, that number of ideas jumps to over 5,000. The committee narrowed those ideas down into 30 suggestions that contained the majority of the comments. A vision statement places all stake holders on the same page and allows them to work toward a common goal. J. Langowski introduced the four members of the steering committee for the Downtown Advisory Committee. They were; Meghan Cole, Maria Bukowski, D. Gorton, and Jack Langowski. He also stated that a downtown sidewalk survey had been completed and

would be included in the final report to the City Council.

J. Langowski introduced **John Washburn (Facilitator)** to continue the meeting.

J. Washburn (Facilitator) stated the committee used the comments to define overall problems and to ensure ideas and meanings are conveyed in a clear and concise manner. He reviewed the top 5 ideas from each meeting, then identified the top 7 or 8 core themes from those. He then discussed the types of vision statements and concluded with a presentation and discussion of a proposed vision statement offered by the steering group.

J. Washburn (Facilitator) covered the top five ideas from each meeting.

Transportation

1. Create a business route 51 and a Highway 51. Make them both two-way.
2. Create a multi-modal transportation center.
3. Build a downtown parking garage.
4. Create a bicycle friendly community.
5. Have pedestrian friendly streets.

Business Development

1. Code enforcement/revision.
2. Façade rehabilitation (beautification).
3. Expand the codes to support outdoor cafes.
4. Deal with IDOT issues.
5. Move the farmer's market and other local activities to the downtown area.

SIU/SIH/Neighborhood interfaces

1. Establish a downtown Hotel.
2. Housing (condos/apartments) downtown.
3. Have a wireless network downtown –Gigabit City.
4. Address the Mill Street interchange between downtown and campus.
5. Enforce landlords taking care of property.
6. Connect campus with downtown and other areas.

Signage and streetscapes

1. Bury the utility lines in the downtown area.
2. Take care of major infrastructure issues.
3. Use appropriate lighting in the downtown area.
4. "Way Finding" directional signage and technology.
5. Adopt the Complete Streets Program.

Art and Entertainment

1. Form an Arts and Entertainment coalition.
2. Expand public art in downtown, possibly interactive.
3. Need a specific area in downtown to host events.
4. Embrace Carbondale's role as the entertainment capital of Southern

Illinois.

5. Museum downtown-piggyback off SIU.

Economic, Civic, and Neighborhood Viability

1. Comprehensive review of city codes – education – assure compliance- don't sacrifice safety.
2. Slow down traffic through downtown
3. Assure responsibility of business owners to improve their buildings (civic responsibility)
4. Farmers market
5. Bucky Path –walk and bike.

J. Washburn (Facilitator) then discussed the core themes for the committee.

1. Infrastructure should be addressed; two-way traffic on 51, a better plan for the Mill Street intersection, buried utility lines, and lighting are fundamental to any other changes in the downtown.
2. Parking, way-finding, sidewalks, and crosswalk issues must be addressed, with Complete Street principles.
3. A multimodal transportation center should be built, and we should promote a safe and accessible environment.
4. A review of, and public guide to, regulations and codes is mandatory.
5. Branding of the downtown with festivals, farmers markets, parks, walking and bike paths, music venues, and entertainment spots is needed with an eye to the uniqueness of Carbondale.
6. New housing, hotels, and other facilities that will enhance the medical centers and SIU are needed, with world-class digital access. A general cleaning up and beautification of the district is needed.
7. Development of an Arts and Entertainment Coalition, a downtown museum, and public art is key.

J. Washburn (Facilitator) discussed the four different kinds of vision statements.

1. Externally-focused and narrow in scope
2. Externally-focused and broad in scope
3. Internally-focused and narrow in scope
4. Internally-focused and broad in scope

J. Washburn (Facilitator) identified and gave an example of each. He stated the vision statement for downtown Carbondale is an “Internally-focused and broad in scope” statement.

J. Washburn (Facilitator) discussed the difference between a tag line and a vision statement.

J. Washburn (Facilitator) presented a draft vision statement for the committee's discussion and approval.

The committee and the public discussed minor changes to the draft statement and a consensus was reached. The following statement is the proposed vision statement.

“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.”

J. Langowski asked for a motion to adopt the above stated vision statement.

A. Miller moved to adopt the vision statement.

M. Bukowski seconded the motion.

D. Gorton asked if the public had any comments before they voted.

There were no comments.

The committee voted and all were in favor.

J. Langowski reviewed upcoming events for the committee. He then asked for a motion to adjourn the meeting.

A. Miller motioned to adjourn the meeting.

D. Gorton seconded the motion and all were in favor.

J. Langowski closed the meeting at 7:45 p.m.

10

**Correspondence/E-Mail Received
from Interested Parties**



Peter Lemish

Tue, Dec 2 8:27 AM

to Jack Langowski; downtownplan@ci.carbondale.il.us
cc Dafna Lemish; Brian C Chapman; nicksmaligo@gmail.com; Anna Sporre; lauren stoelzle;
Doron Alter; Aziza McNeese; Dean Reece; George Lowery; Carrie Mulderink; Carrie Mulderink

**RE: Residents' Visions of Carbondale - A Research Report - -
November 2014**

Dr. Langowski:

Thank you for your email and for your feedback on our team's efforts. I am sure that those of our team who are able to attend tomorrow's meeting will do so in order to hear the DAC's vision statement and recommendations.

We will proceed to make final adjustments to our written and video reports, and then make it available to the press as well as on the websites of Imagining Geographies - www.imagining.siu.edu, and Civic Soul - www.civicsoul.wordpress.com

I should also note that portions of the video we prepared will be featured on the Civic Soul program devoted to issues facing persons with disabilities who seek to live independently in Carbondale. As you may know, such persons have great difficulty frequenting the downtown area - this in a city reputed to be hospitable to this population. For this reason, we will be listening especially close to hear how the DAC addresses the needs of this population of our residents - so that we can include such recommendations in our program.



Thank you again for reading our report and for your email.

Peter LemishFacilitator

**Imagining Geographies www.imagining.siu.edu
Civic Communication Collective www.cccsiu.wordpress.com**

**School of Journalism
College of Mass Communication & Media Arts
1100 Lincoln Dr. MC 6601
Southern Illinois University
Carbondale, IL 62901
Tel. 618-534-3989**

From: langowsk@gmail.com <langowsk@gmail.com>
Sent: Tuesday, December 2, 2014 6:09 AM
To: Peter Lemish; downtownplan@ci.carbondale.il.us
Cc: Jane Adams; Jane_Adams_for_Carbondale@mail.vresp.com; Dafna Lemish; Brian C Chapman; nicksmaligo@gmail.com
Subject: Re: Oops - Mistaken Version - - RE: Residents' Visions of Carbondale - A Research Report - - November 2014



Peter,

We want to thank you and your team for this interesting report of your findings. We would like to invite all of you to our meeting on Wednesday, December 3, at the Carbondale Civic Center, where we will determine the vision statement for the downtown district. The meeting begins at 6:30 p.m., but please come earlier and enjoy the miniatures created by an SIU architectural class which exhibits their ideas of improvements to the downtown.

We have developed a draft which mirrors the comments of those whom you interviewed and from those whom have made statements at our series of meetings. This draft is under review by the DAC members at this time. There is a noticeable consistency and we think we will wholesomely represent the vision for our downtown in light of your contributions.

We are grateful for your interest in Carbondale's future and in the work of the Downtown Advisory Committee.

Jack Langowski
Chair, DAC

Sent from Windows Mail

From: Peter Lemish
Sent: Monday, December 1, 2014 12:26 PM
To: Jack Langowski, downtownplan@ci.carbondale.il.us
Cc: Jane Adams, Jane_Adams_for_Carbondale@mail.vresp.com, Dafna Lemish, Brian C Chapman, nicksmaligo@gmail.com

Please use the version of this report attached to this email, rather than the previous version sent by mistake a few minutes ago.

My apologies.
Peter

Peter Lemish, Ph.D.
Facilitator
Imagining Geographies www.imagining.siu.edu
Civic Communication Collective www.cccsiu.wordpress.com

School of Journalism
College of Mass Communication & Media Arts
1100 Lincoln Dr. MC 6601
Southern Illinois University
Carbondale, IL 62901
Tel. 618-534-3989



From: Peter Lemish

Sent: Monday, December 1, 2014 12:10 PM

To: langowsk@gmail.com; downtownplan@ci.carbondale.il.us

Cc: Jane Adams; Jane_Adams_for_Carbondale@mail.vresp.com; Dafna Lemish; Brian C Chapman; nicksmaligo@gmail.com

Subject: Residents' Visions of Carbondale - A Research Report - - November 2014

Dear Dr. Langowski and members of the Masterplan Advisory Committee:

Following up on our previous exchanges, I am pleased to submit to you and DAC members a draft report of the research study we conducted, entitled - *Residents' Visions of Carbondale*, to be found as an attachment to this email.

As a draft report, we welcome your comments or requests prior to our making this report available to the public, via both the Imagining Geographies and Civic Communication Collective websites. We are entirely amenable to the final report being made available on the DAC and city websites, should you desire to do so.



We are also willing and able to complete preparation of a video presentation of interviews we conducted. We held off finishing this video, in part, to devote our efforts to the full report, but also with the view that DAC members might want to collaborate with us in preparation of this video text.

Given the tight turnaround, members of the Civic Communication Collective worked especially hard over the last few days to complete this draft in time for this week's meeting of the DAC. We did so in the hope that we can contribute an additional source of residents' views to your deliberations.

We wish you much success in completing this project, which as you will see in the attached report, is strongly supported by residents we interviewed - who are very hopeful that our collective voices will provide meaningful input into the redevelopment of downtown Carbondale.

Respectfully submitted,
Peer

Peter Lemish, Ph.D.

Facilitator

Imagining Geographies www.imagining.siu.edu

Civic Communication Collective www.cccsiu.wordpress.com

School of Journalism

College of Mass Communication & Media Arts

1100 Lincoln Dr. MC 6601

Southern Illinois University



Carbondale, IL 62901
Tel. 618-534-3989



From: langowsk@gmail.com <langowsk@gmail.com>
Sent: Tuesday, November 25, 2014 8:49 AM
To: Peter Lemish; downtownplan@ci.carbondale.il.us
Cc: Jane Adams; Jane_Adams_for_Carbondale@mail.vresp.com; dgorton@dgorton.org; Marie Diane Bukowski; D. Gorton; Dafna Lemish; Brian C Chapman
Subject: Re: Proposed Visions to Guide Redevelopment of Downtown Carbondale

Peter,

Thanks for your reply. The DAC is currently preparing to adopt a final vision statement at our December 3 meeting. If your report is sent to me by December 3, I can make it known to the DAC and the public that it can be viewed on our web page, which is where we place all resource material. If you can send me an executive summary before that date, your results may be considered in our process.

It is likely that we will not meet as a committee until late February following the December 3 meeting. In the interim, I would be glad to co-host with you a forum to share results and processes. If this fits your schedule, we could plan for such a meeting in mid February to help restart the DAC momentum. It is important that the DAC understand your survey approach, techniques, and results prior to such an event. Please let me know if this will work for you.



Jack Langowski
Chair, DAC

Without knowing any
Sent from Windows Mail

From: Peter Lemish
Sent: Tuesday, November 25, 2014 8:15 AM
To: Jack Langowski, downtownplan@ci.carbondale.il.us
Cc: Jane Adams, Jane_Adams_for_Carbondale@mail.vresp.com, dgorton@dgorton.org, Marie Bukowski, D. Gorton, Dafna Lemish, Brian C Chapman

Good morning Mr. Langowski:
Thank you for your email.

Following our meeting yesterday, I can tell you that the students and I are pleased to learn that you and the committee are interested in receiving our report.

We remain uncertain about the committee's timeline, and would appreciate knowing if there is some latitude in terms of submitting the report. If pressed, I estimate we can provide you with a written summary of interviewee responses by December 3rd. A video recording with selected interviews is also





in preparation, and we may be able to provide it to you by December 8. A final report including visuals might be a project that we take in collaboration with the committee.

Please let me know if there is some latitude in this timeline.

Thank you again for your interest in what we hope you and the committee will view as a contribution to your most welcome and appreciated efforts.

Respectfully

Peter

Peter Lemish, Ph.D.

Facilitator

Imagining Geographies www.imagining.siu.edu

Civic Communication Collective www.cccsiu.wordpress.com

School of Journalism

College of Mass Communication & Media Arts

1100 Lincoln Dr. MC 6601

Southern Illinois University

Carbondale, IL 62901

Tel. 618-534-3989



From: langowsk@gmail.com <langowsk@gmail.com>

Sent: Sunday, November 23, 2014 7:19 AM

To: Peter Lemish; downtownplan@ci.carbondale.il.us

Cc: Jane Adams; Jane_Adams_for_Carbondale@mail.vresp.com; dgorton@dgorton.org; Marie Diane Bukowski; D. Gorton

Subject: Re: Proposed Visions to Guide Redevelopment of Downtown Carbondale

Good Morning, Peter---

Thanks for conducting this important project and I am anxious to read your findings. Is the report ready for distribution? I would be glad to pick up one or more copies for the committee to review. Please let me know as soon as possible via e-mail or call me at 201-5245.

Jack Langowski, Ph.D.

Chair, DAC

Sent from Windows Mail

From: Peter Lemish

Sent: Wednesday, November 12, 2014 12:30 PM

To: downtownplan@ci.carbondale.il.us

Cc: Jane Adams, Jane_Adams_for_Carbondale@mail.vresp.com, dgorton@dgorton.org, Marie Bukowski, D. Gorton



Dear Mr. Langowski:

I am writing to share with you that SIU students conducted and recorded 100+ street interviews with frequenters of downtown Carbondale, under my supervision, that I think will be of interest to members of the DAC.

Our initiative follows up on a comment made by Nick Smaligo at the session devoted to Transportation, in which he stressed the importance of having a vision of Carbondale to guide downtown redevelopment efforts.

Accordingly, we asked our interviewees one question: What is the vision for Carbondale that you propose should guide downtown redevelopment efforts?

We are in the final stages of preparing a written summary and analysis of responses we received, along with an eight minute video sharing selected interviewee proposals - both of which I think you and the committee members will find to be quite interesting and informative.

We welcome the opportunity to contribute these materials to DAC members for inclusion in your deliberations. If the Committee is so interested, we anticipate being able to submit them to you in a week to ten days. Please let me know if there is interest and if this timeline is appropriate with the schedule of deliberations.

Thank you for your attention to this report.

Respectfully
Peter Lemish

P.S.: Marie Bukowski and Jane Adams are aware of this project and may have shared it with you. I apologize for the delay in informing you about it, but I wanted to be sure that the students were able to complete this volunteer effort.

Peter Lemish, Ph.D.

Facilitator

Imagining Geographies www.imagining.siu.edu

Civic Communication Collective www.cccsiu.wordpress.com

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Southern Illinois University

Carbondale, IL 62901

Tel. 618-534-3989



Meghan Cole

to Andrew Wichmann; Jack Langowski

Wed, Nov 19 10:44 AM

Re: Downtown master plan

Andrew, yes! All of these meetings are open to everyone. However, the next meeting is the 3rd.

This message was send from my iPhone; I can be reached at 6189276878.

On Nov 19, 2014, at 10:37 AM, Andrew Wichmann <andyp.wichmann@gmail.com> wrote:

To whomever it may concern, I read in the Carbondale Communiqué that there will be a "Downtown Master Plan" on Dec 6th. Is this meeting open to the public and students (like myself)?





DaEnergyMon

to downtownplan@ci.carbondale.il.us

Thu, Oct 16 7:32 PM

Fill in the Blank: I Wish this Abandoned Building Was ... | Messy
Nessy Chic

See the App at the end of the article

<http://www.messynessychic.com/2014/10/16/fill-in-the-blank-i-wish-this-abandoned-building-was/>





DaEnergyMon
to Jack Langowski

Thu, Oct 16 1:03 PM

Re: Downtown planning

Jack,

It is a very interesting process and I am glad to participate.

On Thu, Oct 16, 2014 at 9:13 AM, <langowsk@gmail.com> wrote:

Thanks, Aur. I'm glad you were at the meeting last night to offer these improvements in person.

Jack Langowski
Chair, DAC

From: DaEnergyMon
Sent: Monday, October 13, 2014 6:33 PM
To: downtownplan@ci.carbondale.il.us



Here is my thoughts on Streetscapes;

--Bike racks should be mandated for all businesses. This city is so small (2 miles across) that we should be an easily walkable and bikeable city.

--pervious concrete for all sidewalks, driveways, and walkways (see attached photo).

---Make it easier for students to walk downtown. No easy way now.

---More trees and greenery planted. Planters on every corner.

--Put pedestrian walkway (with light) from SIH to downtown. Move existing street light one block south.

--Complete streets-

<http://www.smartgrowthamerica.org/complete-streets>

<https://www.planning.org/research/streets/>

See attached picture (I took that picture when visiting St Louis) of what they have done on South Grand in St. Louis;

<http://southgrand.org/who-we-are/south-grand-projects/>

<http://www.greatstreetsstlouis.net/>



<http://www.greendiningalliance.org/2014/06/south-grand-greening/>

I am very excited to hear that people are considering making the strip under city control. I love Madison, WI where they close off the streets for the farmer's market or in the evenings to through car traffic (expect public transportation and emergency vehicles). So much energy and people due to making the pedestrian king.

carbondale resident,
aur beck

--

Come visit the Cayman Islands

My Air B n B profile so you can see pictures and a description of my place

<https://www.airbnb.com/users/show/10456258>

Follow this link for an Air B n B credit

<https://www.airbnb.com/c/abeck>

PEACE>

Oil Addicts Anonymous (a new 12 step program) www.lamanOilAddict.org

Be an Energy Patriot

Living on Earth is Expensive, but it does include a FREE trip around the Sun!

--

Come visit the Cayman Islands

My Air B n B profile so you can see pictures and a description of my place

<https://www.airbnb.com/users/show/10456258>

Follow this link for an Air B n B credit

<https://www.airbnb.com/c/abeck>

PEACE>

Oil Addicts Anonymous (a new 12 step program) www.lamanOilAddict.org

Be an Energy Patriot



Living on Earth is Expensive, but it does include a FREE trip around the Sun!





Sorrel Kunath

to downtownplan@ci.carbondale.il.us

Thu, Oct 16 11:09 AM

Input on sign regs, Green suggestions

1 file attached ^



Green Streets Palmet...

.doc 14.5 KB

Good morning. I would like to add a suggestion regarding signs in Carbondale. I am running a local nonprofit called Common Greens that creates and maintains public greenspaces such as community gardens. I would like to request adding the ability to place permanent signs at garden sites in residential zones for nonprofits in the official regulations for signs. I understand there is a process of requesting a sign in residential areas that ultimately have to be cleared by city council for each site. By adding the language, it may save time and money by not having to appear before the council each time.

I also highly suggest incorporating "Green Streetscapes" into future projects in Carbondale, especially in the downtown area. Green Streets are popular in Oregon, Palmetto, FL and other cities for the aesthetic and environmental benefits (please see attached document), not to mention attracting shoppers to downtown businesses. St Louis has a great Green Street program that features signs informing the public of their program and how each aspect works, its benefits, etc... As a member of the Sustainability Commission, I believe the concepts behind Green Streets will help solve several environmental problems, such as stormwater runoff, flooding, and urban blight and/or decay.

I would also like to suggest turning the vacant lot that used to be the site of the Old Tuscon Lodge into a public greenspace that benefits the town square businesses, shoppers and employees through partnership with Common Greens and other interested organizations. There are lots of details to discuss on this topic and would appreciate the opportunity to introduce the idea in the future.

I'll be happy to discuss these ideas further and appreciate the opportunity to offer ideas on how to make Carbondale more attractive. Have a great day,

Sorrel Kunath

Common Greens
302 E. Oak St.
Carbondale, IL 62901
(618) 303-0703





Palmetto Green Street Construction Starts

Published Monday, April 23, 2012 2:00 am
by [City of Palmetto](#)

Ugarte said he was inspired by the green streetscapes that are popular in Oregon as part of urban infrastructure which is incorporated into the aesthetics of the community. Native Florida plants and trees will be utilized as landscaping; their roots will serve to filter street runoff. No pipes will be installed for the streetscape, instead all the asphalt and brick that is utilized will be porous – allowing for water to pass through it.

The project is just the start of a plan to re-urbanize downtown Palmetto into a compact community. The CRA hopes to bring back the “small town flavor” that was created over a century ago when Palmetto originally became a city. The philosophy behind the current land development code reinforces urban sprawl and discourages community-enhancing infill development, but the new CRA promotes an unbroken pattern of people-friendly streets and diverse storefronts with shops on the first floor, living spaces on the second floor and parking behind the building. The CRA is offering a variety of incentives for developers who chose to construct buildings in accordance with this plan.



“The Fifth Street project is innovative way to create new business opportunities and remove old and outdated buildings and infrastructure,” said Mayor Shirley Groover Bryant. The project beautifies downtown for residents, brings in more business and creates jobs.”

A similar undertaking is in the works for Palmetto’s Riverside Park. The CRA became the first to utilize Environmental Protection Agency Coalition Grants to help offset the development of urban shops near Palmetto’s gateway as well as the enhancement of Palmetto Boat Ramp with increased parking.

“In a the span of two week period, the City Commission has approved \$2 million in CRA contracts for two major downtown investments, almost \$600,000 of which is a Southwest Florida Water Management District Grant. They are also moving forward to develop the Riverside boat ramp gateway into the City and a new eastside park with the County Commission, West Coast Inland Navigational District and the Sarasota Manatee Metropolitan Planning Organization as partners and potentially another \$500,000 SWFWMD grant. They should be commended for their vision and foresight,” said Bryant.





Jerry Molumby

to downtownplan@ci.carbondale.il.us

Tue, Oct 14 6:11 PM

Keep Carbondale Beautiful

2 files attached ^ Save all



TownMeetingReport1...
.docx 37.8 KB



TownMeetingReport1...
.pdf 432 KB

Downtown Committee Members,

Keep Carbondale Beautiful conducted a Town Meeting last November, seeking input on how to beautify Carbondale. Some of you attended that meeting.

Attached is a summary of the results of that meeting, which coincide with the theme of Wednesday's meeting. I will attend and make a few brief comments.

Jerry Molumby, President

Keep Carbondale Beautiful



KEEP CARBONDALE BEAUTIFUL

Report on November 4, 2013 Town Meeting

On November 4, 2013, Keep Carbondale Beautiful* hosted a town meeting that asked the question, “**What would you do to make Carbondale more beautiful?**” The purpose of this meeting was to obtain input from local residents that could then be put into a report suggesting how these ideas might be accomplished. Feedback was also solicited online and at farmers markets. This report will be used by Keep Carbondale Beautiful to guide beautification efforts and is made available to residents with suggestions on who to contact to advocate for a specific initiative.

Participants at the town meeting voted for their top 5 initiatives:

1. Bury lines (phone/power) and use Streetscape planning (downtown and all around town)
2. Plant flowering trees at 4 major entrances to Carbondale (13 E&W/51 N&S)
3. Add plantings to medians (Mill Street and 51)
4. Conduct Sustainability Assessment for Carbondale (Whole city)
5. Create a Dog Park (in Carbondale)

Subsequently, all feedback was consolidated into 49 suggestions, which were grouped into 7 categories: Beautification, Plan Creation, Code Enforcement, Downtown/Streetscape Improvements, Pedestrian/Bicycle Connections, Public Spaces and Southern Illinois University. Keep Carbondale Beautiful hopes that this information is helpful to citizens and all of the constituents in Carbondale in planning for Carbondale’s beautiful future. Keep Carbondale Beautiful will continue to:

1. Promote beautification efforts,
2. Encourage responsible parties to act proactively,
3. Cooperate with community efforts where possible,
4. Coordinate volunteers in short-term, long-term and ongoing projects, and
5. Seek out funding for targeted projects

We hope that this Town Meeting will lead to a reinvigorated community effort to make Carbondale beautiful.

The Staff and Board of Keep Carbondale Beautiful,

Sarah Heyer, Executive Director

Board of Directors: Jerry Molumby, President; Andy Morgan, Vice President; Meghan Cole, Treasurer; Kris Schachel, Secretary; Sandy Litecky, Calvin Stearns, Chris Wallace, Tena Bennett, Melissa Camasta

Keep Carbondale Beautiful initiates, plans, and directs cooperative efforts in litter control, recycling, community beautification, and environmental education.

KEEP CARBONDALE BEAUTIFUL

Beautification

During the Town Meeting there were many comments directed at how Carbondale can be made more beautiful. Given the diversity of the comments received, Keep Carbondale Beautiful (KCB) will attempt to address each comment individually, or as part of a group if the comments are closely related.

“Plant flowering trees, and wildflowers galore, at 4 major entrances to Carbondale (13 E&W/51 N&S), more plantings in general”

“Soften the hardscape (So Ill Ave)”

“Add plantings to medians, and landscape the islands (Mill Street and 51)”

Beautification efforts that focus on improving the overall appearance of the community through landscaping and planting should be considered as a short-term goal. There are three components to accomplishing these efforts: labor, materials, and permission. KCB has effectively used volunteers over the years and could facilitate the planting of trees and plants. In some instances, the City may be able to assist with tree plantings. KCB receives some grant funding to purchase trees and plants and will continue to look for more grant opportunities. In collaboration with the City of Carbondale, the Carbondale Park District and/or Carbondale Main Street, KCB will assist in beautification efforts that occur in the Main Street service area. As planning develops the City of Carbondale would work with the Illinois Department of Transportation to obtain permission.

Selection of potential sites would be an early component of beautification efforts. Once the sites are identified, landscape plans could be drawn and cost estimates performed. With this completed, obtaining permission to perform the work would be sought. There should be efforts to utilize the resources available through SIU for landscape design. Native plants and hardy species requiring little to no maintenance should be utilized in order to reduce maintenance and upkeep. KCB may be able to coordinate the donation of plant materials through private individuals thinning out home gardens and/or potential donations from local businesses. Once established, these areas could be added to the Adopt- a-Spot program, with an emphasis on landscape maintenance.

Key Contacts: Local Garden Clubs; Southern Illinois University School of Agriculture and School of Architecture; The City of Carbondale, Carbondale Main Street; Green Earth; and the Illinois Department of Transportation.

“More public art”

“Sculptures at the entrances of the City (51 and 13)”

Carbondale Community Arts (CCA), the Downtown Arts Coalition (a committee of CCA) and Carbondale Main Street (CMS) are currently working on initiatives to bring more public art into the downtown area. These efforts could also focus on the entrances to the community.

Key Contacts: Nancy Stemper with CCA at 457-5100; Meghan Cole with CMS at 529-8040.

KEEP CARBONDALE BEAUTIFUL

Beautification (continued)

“Create mural on building wall (between Amtrak and Bike Shop)”

The Downtown Arts Coalition has discussed the idea of commissioning an artist to do a mural here. They have formed a partnership with the SIU School of Art and Design and its graduate student RSO to help implement murals at various locations. The wall of the building was repaired last year but is already showing signs of deterioration. Before any work on a mural is performed, the wall should be repaired to ensure the mural can be preserved in good condition. Further deterioration of the wall could have a negative appearance.

“Clean up alley between Dona Camilla and Premier Lounge”

The City of Carbondale can require the space to be clean and free of litter. The City can also monitor any overgrowth that might need to be cleared. In coordination with CMS, landscaping could be installed near the sidewalk to beautify this area. The owner(s) should be contacted to gauge their interest in creating a more appealing appearance between the buildings.

“Add more trash cans (high traffic areas)”

The City’s Public Works Department installs and empties the public trash cans and recycling bins. The City would need to purchase additional cans.

“Eliminate or spruce up dilapidated buildings”

The City has made considerable progress on this issue over the past 10 years. Several old dilapidated buildings have been removed from the downtown area and structures are consistently being demolished in residential areas. As buildings become dilapidated over time, the City can address the issues through strict code enforcement. Overly dilapidated buildings that remain, including the Horizon Inn and the Veach station behind the mall, are being monitored.

Key Contacts: Carbondale City Council; Building and Neighborhood Services.

“Fill the Tuscan Lodge lot”

The Tuscan Lodge property is currently owned by the Tuscan Lodge organization. The City has implemented economic incentives that will assist in any new development on the lot.

Key contact: City of Carbondale Economic Development Coordinator, 457-3226.

“Revitalize Marberry Arboretum”

The Marberry Arboretum is owned and maintained by the Carbondale Park District. In cooperation with the Park District, KCB could help organize volunteers to assist in the maintenance of the park. The SIU Forestry Department can be consulted for proper tree maintenance techniques.

Key contact: Kathy Renfro, Executive Director of Carbondale Park District, 618-529-4147.

KEEP CARBONDALE BEAUTIFUL

Beautification (continued)

“Creative light displays (downtown and dark areas)”

This would be a great project for CCA or CMS, with permission from the City or private ownership, of course. CMS is working with the City’s Economic Development Coordinator on getting permanent lighting on several of the poles in the downtown area.

Key contact: Meghan Cole at CMS.

“Promote Adopt a Spots (busy roads)”

Keep Carbondale Beautiful currently maintains the Adopt-a-Spot program. KCB will continue to expand this program through the use of reliable volunteers and organizations.

Key contact: Sarah Heyer, Executive Director of KCB, 618-525-5525.

“Annual student trash pick-up”

KCB currently hosts the annual Carbondale Spring Clean-up Day. Many students and community members participate in this very successful event.

Key contact: Sarah Heyer, Executive Director of KCB, 618-525-5525.

Additional KCB Roles in Beautification:

Continue to advocate for creation of a more appealing Carbondale through creative use of design, light and art, whether in downtown, commercial or residential locations.

Advocate for more trash and recycling receptacles to reduce litter, especially in the downtown area.

Plan Creation

“Create a master plan for downtown”

The City is currently working on the creation of a downtown master plan with the assistance of an advisory committee recently appointed by the City Council.

‘Complete Streets’ (planning for how greenways work with bikes, creeks, trails, roads, highways, looking at wheelchair traffic, foot traffic, vehicle traffic, etc)

The concept of complete streets is gaining momentum around the country as communities place a greater emphasis on pedestrian and bicycle traffic. The goal behind ‘Complete Streets’ is to create a safer and more inviting environment for pedestrians and bicyclists. JCHD recently hosted a ‘Complete Streets’ training at the Carbondale Civic Center, and community leaders and City staff were in attendance.

“Conduct Sustainability Assessment for Carbondale”

A Sustainability Assessment is something the City’s Sustainability Commission might want to investigate. Without understanding the complexities of the plan it is difficult to determine the amount of resources necessary for this undertaking.

“Water retention structures (all medians and parking lots)

The City requires storm water detention to be incorporated into all new construction. However, pre-existing sites that were constructed prior to the City’s regulation may not have any type of storm water detention system. In most cases, storm water systems cannot be retrofitted on an existing site. Excess pavement along the medians should be discouraged and in some cases removed.

“Create a northern bypass for trucks (north of Carbondale)”

The creation of a bypass has been discussed in the past but was found to be unnecessary as most truck travel is traveling to Carbondale and not through the community. This is based upon an origin/destination study conducted by IDOT.

“Conduct Compassionate Cities campaign”

This could perhaps be a project for Nonviolent Carbondale.

KEEP CARBONDALE BEAUTIFUL

Code Enforcement

“Adopt standards/guidelines (form based code) for infrastructure (all over)”

There are many standards already included in the Carbondale Revised Code (CRC) which address this issue. Many deficiencies in the code were corrected with the recently adopted update to Title 15 of the CRC.

“Mandatory recycling with steep fines”

The City currently encourages recycling but there is no fee for not participating. The City Council would need to adopt regulations establishing a fine.

“Fresh paint (on houses with peeling paint)”

The City’s Building and Neighborhood Services Division monitors the conditions of homes and will issue a notice if a home has peeling paint or other code violations.

“Enforce littering fines”

The City enforces littering and monitors the issue on a daily basis. Most areas are addressed through code enforcement.

“Reduce amount of household garbage”

There are several ways the amount of trash could be reduced, whether through an expanded recycling program or higher fees for trash pick-up as opposed to recycling. The City Council may explore options in this area.

“Ban electronic billboards”

The City recently adopted regulations to address the size and appearance of electronic billboards. The new regulations should help minimize the glare associated with electronic signs.

“Enforce litter enforcement with foot patrol”

Litter is monitored on a daily basis by the City’s Neighborhood Inspectors. If there are problems with litter, anyone can contact the City and the issue will be addressed.

“Reduce noise pollution and improve the audible landscape (everywhere)”

This would probably fall on the City police (motorcycle noise, loud parties). Contact City Council.

“Enhance the streetlight inspection process (all over)”

“Reduce light pollution”

This would be the City’s job to have street lights face the sidewalk to reduce their distraction to drivers; it would require new street lights to be purchased and installed. Contact City Council.

Downtown/Streetscape Improvements

“Bury lines (phone/power) and use Streetscape planning (downtown and all around town)”

The presence of overhead power lines can be a major detractor for many areas of the community, particularly in the downtown area. The cost associated with relocating these power lines is excessive and will require a major commitment from the City.

“Educate the public about streetscapes and how their town could look”

This education process could be done through the City, but also through CMS, CCA, and KCB. Pictures always help. This type of public awareness campaign could be developed and launched within six months.

“Angle parking downtown”

The City would need to change parking, and would probably need to look at how the lots are laid out. Contact your City Council.

“Eliminate parking meters”

The parking meters downtown serve a dual purpose. The revenue generated from the parking meters helps fund future parking lot improvements. The meters also help ensure that parking spaces will be available throughout the day as vehicles may not take up a space for the entire day, and thus reduce the amount of parking available. The meters charge a nominal fee of \$.25 per hour and should not be cost prohibitive for most consumers. This is an issue the City’s Downtown Advisory Committee will be commenting on in the near future.

“Beer and wine garden and outdoor dining, especially downtown”

The City currently allows sidewalk cafes with the issuance of an Encroachment Permit. There are issues that need to be resolved with IDOT to further expand the presence of outdoor dining in the downtown.

KEEP CARBONDALE BEAUTIFUL

Pedestrian/Bicycle connections

“Bike paths with green spaces (connecting the community E & W, between districts)”

The City is currently designing a bike path that will connect the Town Square with the University. This path was funded with two separate grants from IDOT. The path is expected to be completed in 2015.

“Greenways trail signage”

The Carbondale Park District is responsible for maintaining the greenways trail that runs near Piles Fork Creek. The Park District could work in cooperation with the City’s Public Works Department to produce new signs.

“Pedestrian Overpass at Main and Oakland”

The intersection of Main and Oakland is located along a state-controlled highway and any modifications would need to be completed by IDOT. Given the complexity of designing an overpass that meets all accessibility standards, there is little possibility of this project being completed. Crosswalks do exist at this intersection.

“Bike racks and bike rentals”

Installing additional bike racks in the City can be accomplished through both public and private efforts. The City has installed several bike racks in the downtown area but additional racks are still needed. The City also requires that all new construction must include a bike rack located at least 25 feet from the front entrance. Although this requirement has increased the amount of bicycle parking available, it does not affect pre-existing developments. Keep Carbondale Beautiful could work with the Chamber of Commerce to inform businesses of the benefits of providing bicycle parking. KCB may also be able to partner with Carbondale Main Street and the City on a bike rack grant program similar to the grants CMS provides for building improvements. The grant could cover the cost of the bike rack (approximately \$200-\$300), and the City could install the rack at the City’s expense. This could be a way of increasing the amount of bicycle parking downtown in areas where business owners actually want it.

“Increase accessibility”

The City and IDOT are working to improve accessibility in many areas of the City. Current efforts include the installation of new sidewalks, repairs on deteriorated sidewalks, and intersection improvements.

KEEP CARBONDALE BEAUTIFUL

Public Spaces

During the Town Meeting the following comments were made expressing a desire for more public spaces:

“Create a Dog Park in Carbondale”

There is a functional Dog Park in Riverside Park in Murphysboro. This could be a model for either the Carbondale Park District or another organization to follow and implement.

“Create playground in Arbor District”

Many of the public spaces within the City are maintained by the Carbondale Park District with the exception of the Plaza located downtown and maintained by the City. There are other public spaces owned and maintained by Green Earth Inc., but these spaces are for conservation rather than for the development of actual parks. The creation of a dog park and a playground in the Arbor District could be administered by the Carbondale Park District. The dog park may be the easier of the two to create as the Park District already owns property that could potentially be utilized. The model used to create the dog park in Murphysboro may provide guidance. A park within the Arbor District would require the Park District to obtain property and develop the site. There may be substantial cost associated with this effort.

Key contact: Kathy Renfro, Carbondale Park District

KEEP CARBONDALE BEAUTIFUL

Southern Illinois University

During the Town meeting the following comments were submitted that relate to Southern Illinois University.

“Renovate existing community/SIU ties”

“Rebuild SIU physical plant/remove smoke stack”

“Tear down dorms”

Southern Illinois University is a state-run institution and is therefore not subject to the City’s zoning, building, or any other requirements. The SIU Power Plant produces steam which is used to heat campus buildings, produce chilled water for cooling, and to generate electricity. The power plant supplies a significant portion of the University’s energy demands and presumably saves the University a significant amount on energy cost. In addition, the power plant is available for research and development, hosting both state and federal projects. Additional information on the power plant can be found at http://www.crc.siu.edu/research/SIU_powerplant.pdfs.

The demolition of dormitories on the campus of SIU has been in the works for the last couple of years and will continue in the future. The University has already demolished the triads which included Wright Hall, Boomer Hall, and Allen Hall. The University has plans to demolish the Brush Towers in the future. Plans call for the development of new dormitories that meet the demands of today’s students. Information on the future of the University’s housing can be found in the Housing Master Plan adopted in 2011. This document can be accessed at http://www.housing.siu.edu/system/documents/72/original/2011_Master_Plan.pdf?1330033908

Key Contact: The Chancellor’s Office, 453-2341

Keep Carbondale Beautiful, Inc.

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Carbondale, IL 62903-1326

(618)525-5525

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www.keepcb.org

“Keep Carbondale Beautiful initiates, plans, and directs cooperative efforts in litter control, recycling, community beautification, and environmental education.”



Jack Langowski
to Randy Osborn

Tue, Oct 14 6:03 PM

Re: City Welcome Signs

Randy,

I agree with your issue and it will be presented at the meeting.

Jack Langowski
Chair, DAC

From: Randy Osborn
Sent: Tuesday, October 14, 2014 2:22 PM
To: downtownplan@ci.carbondale.il.us

Hello all:



One item on my mind, which is probably on your agenda already, is to improve the City Welcome Signs at the four major 'gateways' to Carbondale. Currently the signs posted are a random variety of Governor's Award, Storm Ready, population, Rotary Club and others scattered around a broad area, showing no consistency, inclusiveness, or unified message. The newer official Carbondale City signs and flower beds are a good start, but the rest of the collection present now, and many that could be included, should be considered in a comprehensive redesign. Notice the sign as you enter DeSoto, for an example, of an eye-catching welcome to that small community. I believe that this type of project could find funding from some of the service organizations in the community.

Randy Osborn
Executive Director
Boys & Girls Club of Carbondale
P.O. Box 3092
Carbondale, IL 62902
(618) 457-8877 ext.21
rosborn@bgc-cdale.org





TO: Downtown Planning Cmte

From: Lynette Miller

Date: October 9, 2014

RE: Regarding the whole “*downtown improvement*” thing ...

When I received a postcard announcing this series of meetings, I pondered whether to attend or not, because the premise was intriguing.

I’m an urban kid, born and raised in Chicago, and have been in “The ‘Dale” for a while now, since graduating from SIU and working steadily since. “Downtown” to an urban kid means something different to me.



Anyone who has been here for any length of time knows the economic engine of the region is SIU. The notable speakers, politicians, shows, big names, etc ., come here because of SIU, and the names attached (*Paul Simon in particular*). As an undergrad, I enjoyed the SIU vibe, being akin to a self-contained Chicago neighborhood (*I grew up in 2: South Loop and Roseland*), where whatever you needed was in walking distance. From campus to my parents’ house was also in walking distance for me, and provided an escape from campus noise: this was how I grew up and it was nice and familiar to me. The bustle of both the Strip and the campus environs (people forever walking somewhere) was what I was used to, so I was a bit puzzled when what was considered “downtown” was somewhere else entirely.

Carbondale is an international community, and as such, should have something of a different vibe than your typical Midwestern college town. Don’t forget, CHICAGO is a college town, too! Chicago State University was in my neighborhood, as was Kennedy-King College, and UI Circle campus was further up the road, but still on the South side. With so much else going on in the city, you tended to forget that. In the ‘Dale, you CAN’T forget that, especially with all the “saluki” references everywhere.

At some point, the City of Carbondale should play that up, and take advantage of the eco-engine that takes up the most real estate. The narrow focus of “downtown,” makes me scratch my head, because with declining SIU enrollment, the multitude of vacant buildings up and down Rte 13, and other issues, it seems to me revamping ‘downtown’ (*wherever it actually IS*) is the least of your worries!



I get that visiting other college towns gives you some ideas and points of reference, but like I ranted during the controversy surrounding Coach Lowery’s salary and the bad years of Saluki basketball, ***‘At some point, you need to remember who YOU are and do what YOU do, because***

trying to play somebody else's part will only end up costing you in the end. Whatever the 'Dale's identity is, that's what the 'Dale needs to do.

All that said, I like the idea of community input, think global/shop local and all that (all politics IS local, after all) and the coalition of willing city/university/county/region + households putting their heads together to make something happen. Very grass-rootsy, and there's nothing wrong with that at all. My biggest concerns are (a) meeting for the sake of meeting and saying we met, (b) the committee not many people ever heard of arbitrarily positioned to be the Ones, and (c) getting caught up in 'fluff n' stuff' and not much coming from this series of meetings. (I participated in the "Study Circles" series a few years back – the original reason for all that was to address a problem we still have, but the 'Dale's getting' a pool out of it! Oooo!)

Yes, it's nice to have people come together, bringing their different experiences, cultures, ideas and POVs in order to meet a common challenge/goal/purpose; it's even nicer when something that benefits all the diverse groups actually gets done.

Back to the empty buildings:

I keep trying to track how many are empty and the number of 'For Sale' signs, and how many seem to change hands from week to week. One minute a joint's a restaurant, the next, it's a jewelry store; one day the gas station says 'Under New Management,' the next day, all the lights are off. Is there something practical that can be done for the CITY, as a whole, business-wise? With that Rte 13 corridor upgrade going on in Williamson County, why does none of the residual effect of new construction spill over into Jackson County? Even coming down I-57 from Memphis or other parts south, there isn't even much road-sign touting that you're nearing Carbondale, "Saluki Country" or SIU until you're practically up on it – what's that about? If maintaining a low-profile is the look you're going for, congratulations! If, however, the powers-that-be are looking to beef up local images, perceptions, and 'brands,' you almost have to start the trumpeting in Sangamon county! I guess I'm missing why a town like Marion, half the size of Carbondale, has grown so much more over the last decade. I understand the ridiculous amount of governmental bodies in Illinois practically insure that the right hand NEVER knows what the left is doing, but, at some point if the goal is economic growth, something else has to be done. If a student from, say, the Quad-cities area, moves here to attend SIU – taking advantage of all things campus – and discovers there's not much else to do in town, the chances are good they're not making Carbondale home after graduation. No industry, no large business, not heavy on the job front, unless it's retail or restaurants – not many reasons to remain or buy a house. These are the main reasons people re-locate to larger metro areas, where they can rent, if they can at least find a job.

I admit, I've been blessed and fortunate to have been employed, from the time I graduated SIU the first time in 1985, and steadily to the present. The fact that The 'Dale is somewhat centrally located between at least 3 major metro areas works for me – I still get some urban with my rural!



– and as an alum, I continue to take advantage of all things campus, from visiting speakers, to events at Shryock. That’s just MY preference; however, what I hear from other people is ‘there’s nothing to keep me here, no jobs, no this, no that...’ and while that works for the whole small-town feel, folk in small towns still NEED a healthy economy. When half the town’s businesses close or reduce operating hours because the students go home for break or between semesters, that’s a problem – folk LIVE here and support those businesses, and it makes no difference if it’s ‘downtown,’ east side, west side, wherever. The vibrancy of a ‘downtown’ has to take some cues from everywhere else in town. Downtown Chicago has banks, stores, restaurants, transport -- STUFF! -- and people doing stuff, all the time. There is activity, a ‘Main Drag,’ streets they make up songs about. Is Carbondale’s ‘main drag’ Main Street? Illinois Avenue? Route 13? Wherever the most activity is, one would think that would be the hub; hence, my confusion as to where exactly *downtown Carbondale* really is.

Hopefully, these discussions will lead to something practical, helpful and commonsensical. There’s no reason to re-invent the wheel because we all know what needs to be done. The question, as always, will be how will we do it, and how much will it cost?





Rick Wysocki

to downtownplan@ci.carbondale.il.us

Tue, Oct 7 4:03 PM

Downtown Carbondale

A few thoughts from a frequent visitor, 83,85 alum, active alumni member, spouse to an alumna and parent to a current SIU student. I sent this letter to a friend of mine that retired from SIU a few years ago. He suggested I forward it to this email address.

I read the article from the Southern. Interesting I had a similar conversation with Dr Dunn at the Cubs game this summer. I mentioned my daughter goes to ISU then he mentioned he received a few degrees from there. I asked why can't our downtown look like Normal's???? He agreed and both mentioned the Marriot that is walking distance from the train station. I pointed out we liked the downtown area and that helped us in supporting her decision to go there. ISU's campus is not in the same league as SIU's but their downtown is very nice, useful and accessible. As a parent I feel my daughter would be safe in Normal. I really hope a plan can come together to make downtown Carbondale the same.

The ideas presented like changing the strip to two way instead of one-way is a great start, parking will be a major issue since two way traffic will probably not support parking on the street, sadly enough a parking garage will probably be needed. Love the hotel idea and doesn't SIU offer classes or a major in hotel and restaurant management – they will have unlimited staff resources that will be within walking distance of the hotel – they could even offer internships etc, free or cheap labor! But in the mean time is there a hotel van service that can take patrons from the train station to downtown and SIU?

Currently everyone stays at the Hampton, Holiday Inn, Comfort etc why not talk to them about pooling resources and offering a free shuttle service to downtown and SIU. This will keep them invested in the project and will allow family's like mine that are getting tired driving 5 hours to Carbondale - 4 times in the last 45 days - too relax and take the train, have a ride to our hotel and SIU/downtown and not have to invest in a rent a car from Marion Airport!. My wife and I are already planning a winter trip to see my youngest perform at one of SIU's basketball games (Shaker) and we are thinking of taking the train on a Friday evening – the only place within walking distance is the train stop inn.. We need new small businesses. There's plenty of big box stores out on 13 now let's get a Panerars, Starbucks, micro brewery, maybe a tasting room for the local winery's, the Shawnee Wine Trail probably pulls some business away but if the town decided to open a store front with reasonable rent they could offer space and staff to offer wine tasting from the different vineyards so people don't have to drive to Alto Pass for tasting. Plus most of those places close at 5 or 6, even on a Friday night, they can "stay open" longer at their tasting rooms and not impede on their onsite business But the key will be making the space available, attractive and reasonable for the vineyards to jump in - they do this in downtown Grand Haven, Fennville, and Saugatuck Michigan for their local winery's. Heck talk to Cindy Bunch maybe she can open a boutique restaurant that offers a lighter fare from her winery restaurant. Students will be huge contributors so we should cater to their needs for diversity and weekday traffic (affordable lunch shops, salons, coffee houses) but still maintain the quaint feel, look and offerings of small town southern Illinois for family and non-student populations. The internet ideas are fantastic and will contribute to daily visits. I like the idea of street fairs and festivals especially during homecoming and family weekends, and now with more night football games, which I think will be continued, they are not



taking anything away from SIU sporting event attendance. I realize talk and throwing out ideas are easy - getting commitments from city hall, local businesses, and SIU will be the challenge. Hopefully the results of the recent alumni surveys, and future surveys from locals and current students will give way to better insight and planning. Also maybe something can be done about the low income housing "free for all" or are the local landlords too powerful?

Rick





adulsak otto chanyakorn
to downtownplan@ci.carbondale.il.us

Sun, Oct 5 7:50 PM

Revitalizing Downtown Carbondale, Midterm Review Invitation

1 file attached ^



16-00_midterm revie...
.pdf 5.68 MB

Dear DAC,

As members of Carbondale community and students, we have been working on design ideas for Revitalizing Downtown Carbondale assignment in our class. We would like to present our ideas to the committee and community as a whole.

I email you on behalf of the 4th year students (Urban Design Studio), School of Architecture, Southern Illinois University. We are going to have their midterm review for their master plan design phase (Revitalizing Carbondale) on October 10 at 1:30 p.m. in the gallery 119 (Quigley Hall). We would like to invite you to the review if you are available around that time. We have 5 groups, and each group will take approximately take 20-30 minutes to present. You do not have to stay the entire time if you have something to take care of. I really think the input from you will be valuable for students to move on to the next phase.



The presentation is focusing on the overall master plan in various aspects of the design such as gentrification of each program or function, transit and traffic configuration, bicycle and pedestrian routes, and main concept of their master plan designs.

If you have additional questions for the presentation, please do not hesitate to email me anytime. Please find the attached poster for the review.

Sincerely,

adulsak "otto" chanyakorn

instructor
school of architecture
southern illinois university
carbondale, il
62901



arc451
urban design
and
community development
studio 2

Revitalizing Carbondale



midterm review

october 10, 2014

1:30 p.m.

gallery 119

school of architecture

quigley hall

Southern Illinois University



Luke A Henson

to downtownplan@ci.carbondale.il.us

Sat, Oct 4 3:29 AM

Student input: Integration as well as outreach focus

To the Committee,

My name is Luke Henson. I was among the students in attendance at last Wednesday's meeting. I have attended the last three, and am heavily invested in Carbondale's future student culture. The committee has shown outspoken support of student growth and engagement, and that's something I've found incredibly encouraging. I wish there was stronger student participation in the committee, and am working to raise student awareness and interest. I'd like to address that, not just as an issue the committee faces, but an issue Carbondale faces.

I understand your frustration with a lack of student participation. To help, I would like to shed light on what students want. **Students want a place to belong.** We don't focus on aesthetics or bike-friendliness or economic vitality nearly as much as they focus on how at home we feel. Examples of this were cited at the last meeting, students dining with professors and business owners and families; students are a part of the community. Can the same be said of Carbondale?

What I want to call attention to is students who are already here. Roughly 20,000 students are already coming to SIU, which is significant for Illinois State Universities, and even though enrollment rates are dropping the core issue is not numbers. The issue which the committee is fleshing out is that the students who are already here are not integrating into the larger community of Carbondale. Student life has concentrated into outlying "ghettos" apart from the downtown and the Strip, in contrast with the vibrant cases of "college streets" in Champaign or Normal. Student presence brings passive exposure to businesses and parks and amenities, which creates vitality which then feeds back into the community. So the first goal of any effort to increase student connection must be to integrate the students who are here. Focus less on increasing our numbers in the long term, and instead focus on integrating students who are here now in the short term.

How do we accomplish this? Start with those students who are already actively pursuing community involvement. Today, Carbondale has a huge creative stock, which can be seen in the museum or at the Student Center or in scattered pockets of the town. These students come together in groups to pursue these interests, and to actively practice their work. These Registered Student Organizations are proof that there are students who want to positively affect their community. We offered our the AIAS's assistance in the process as an example of how students could participate as the city works to form a stronger connection with them, and were met with a lot of support from the community during the recess. I believe city outreach to registered student organizations will be the first step in creating a more vital student-city relationship.

Short of purchasing a space downtown for the university, and a lot more feasibly, what can the city do to encourage RSO presence in the city? Student organizations need funding to operate, as do all organizations. Most of their activity is directed toward fund raising. These means of generating funds are diverse, and can strong, positive impacts on the community. The city does not have the money, nor the responsibility to fund student involvement, but a modest award to be offered for RSO's who demonstrate strong community action is far from unreasonable. The "scholarship" would generate competition among students, which would increase community involvement overall and begin to bridge that student-resident gap.

This addresses the long term issue of student numbers because, as the current student body makes investments in the community, they come to know, care, and feel responsible for the town they live in and the businesses that they frequent. When that sense of home and community spreads through the student body, it spreads to families



and future students. We have a city that wants a stronger student connection. We have students who *want* to make SIU and Carbondale their home. If the city creates opportunities to put equity this place, I guarantee students will follow and start to call it home.

To summarize, as a student my recommendations are:

1. Creation of a committee to explore current RSO involvement, and ways the city can encourage these pre-existing activities. (already happening, good)
2. A small fund to be set aside by the City of Carbondale, to be used by either Keep Carbondale Beautiful or a related service-based non-profit, as a cash reward for RSO involvement/service in the community, to incentivize what our president called "putting some skin in the game."

The goal is to create paths for students to get involved with the community. This leads to reinvestment, which begets equity, which creates accountability for students to be good stewards of their time here.

An integrated population creates interest, vitality, and accountability, all things that Carbondale desperately needs. If the city's priority is to become an economic and culture center for the region of Southern Illinois, it must make ***student integration programs*** a priority.

Thank you for your consideration, and contact me if you have any questions for clarification or further discussion.

Luke Henson
Service Committee Chair
American Institute of Architecture Students
Southern Illinois University at Carbondale
School of Architecture

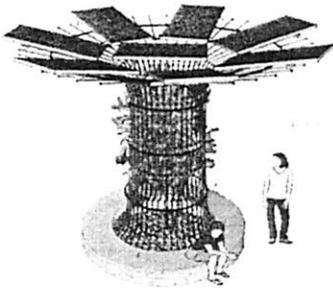
p: 217.720.7180

Bernard Henneberger

Wed, Oct 1 5:54 PM

to Adrian Miller; downtownplan@ci.carbondale.il.us; Jeremy Clow; Meghan Cole;
gwilliams@ci.carbondale.il.us; tiensolarllc@gmail.com

PVTREE (solar landscaping)

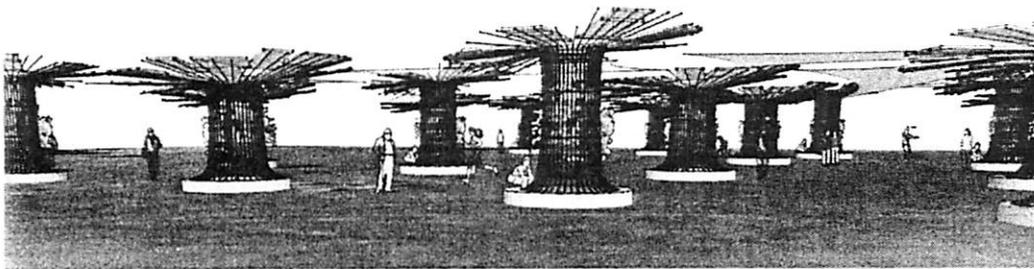


Dear Members of the Carbondale DAC:

I have attended the previous DAC meetings and have talked with some of you individually. I am 50% owner of a small business startup in Carbondale and San Diego that designs solar (Photo Voltaic) landscaping or PVTrees as pictured above. Please see websites www.pvtree.org or www.tiensolar.net.

I believe that PVTrees can address some of the priorities that have been set for the development of our downtown. PVTrees will pay for themselves over time with green energy production while providing added value like shaded seating and protection for interior plant(s) such as knockout roses.

My Partner is an architect by training. We have a shared vision of creating a PV Park such as the one shown below. Please consider including PVTrees in your vision of our downtown.



Best regards,
Bernie Henneberger
Electrical Engineer, Tien Solar LLC



Mary Ohara

to downtownplan@ci.carbondale.il.us

Sun, Sep 28 3:07 PM

Synergies between SIU, Memorial Hospital, the nearby neighborhoods, and Downtown

Dear DownTown Planners

My two synergy wishes are as follows:

1. That SIH would examine its commitments to wellness and sustainability and connect some of its' insights and resources to the development of Carbondale's Farmer's Markets.
2. That SIU would examine its role in nurturing the developing arts/culture of downtown Carbondale by locating its Museum or a satellite of its museum Downtown. My visitors from around the country are so impressed by SIU's Museum. Its' present location greatly limits access to people of the region and beyond.

Thank you for all you are doing,

Mary O'Hara





Doreen Gregory
to downtownplan@ci.carbondale.il.us

Sat, Sep 20 4:07 PM

Downtown Cdale funding

As an alumnus of SIU I am an interested party. Green Design is of much interest for city planning. LEED design brings much interest from the public to visit. The Government has special tax incentives to help with the adventure of saving natural resources, which the design community calls "Green Design".

Another source when funding is an issue, the web site: CDFI Fund US Treasury

Doreen Gregory, ASID
D&V Midwest Design, Inc
Doreen Gregory & Associates, Inc
(o) 913-780-6552
(f) 913-780-6589
Web: www.dvmidwestdesign.com
Facebook: www.facebook.com/dvmidwestdesign

Offering choices in the healthcare environment.





Jack Langowski
to Jessica Louise Lynn

Fri, Sep 19 10:58 AM

Re: Big interest, Little evening time

Jessica,

Thank you for your note. Others cannot attend the meetings as well for various reasons, so we ask that you write your comments and suggestions for downtown improvement and send them to the same e-mail address to which you sent this message. Every member of the committee will receive your message and appropriate committee members assigned to the various meeting themes will fold your ideas into their presentations given at those meetings. Your input will be heard!

I hope this will help. We are grateful for your input and ideas.

Jack Langowski
Chair, DAC



From: Jessica Louise Lynn
Sent: Wednesday, September 17, 2014 5:27 PM
To: downtownplan@ci.carbondale.il.us

Dear Advisory Board,

As a long time Carbondale-area resident I have a BIG interest in these developments. However, with a toddler and family at home, as well as other commitments, I have a hard time getting to these meetings, despite the fact that they are every two weeks and after traditional dinner time. I mostly blame the two year old.

I wondered if there were/would be a forum for those with interest who have a hard time attending the meetings, to express ideas, concerns, questions, and offer experiential insights. If not, I suggest you create one.

I currently reside on Forest Ave and work at a local arts organization. I have a deeply vested interest in Carbondale's developments, and I think as part of the current 30-something creative culture, have valuable perspective to offer.

(After saying all this, I feel pretty lame that I am not prioritizing these meeting— despite legitimate time-management issues— So perhaps this will fall as flat as it feels typing it.)



Thanks for your consideration, your time spent working on these developments, and your everyday service to our community.

Jessica Louise Lynn

10/1/11



Dear [Name],

I am so glad to hear from you and that you are well. I hope you are enjoying the weather and the school year. I have been thinking about you and how much I miss you. I hope you are doing well in school and that you are having a great time. I am looking forward to seeing you again.

With love,

[Name]

[Address]

[Address]



I hope you are doing well in school and that you are having a great time. I am looking forward to seeing you again.

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Betsy Herman
to Jack Langowski

Wed, Sep 17 2:21 PM

Re: alternative crime reduction strategy

You're welcome, Jack.

Betsy Herman
Vital Writer Services
618-559-1641

From: "langowsk@gmail.com" <langowsk@gmail.com>
To: Betsy Herman <hermanbetsy@yahoo.com>
Sent: Wednesday, September 17, 2014 1:56 PM
Subject: Re: alternative crime reduction strategy



Thank you, Betsy, for your input.

Jack Langowski
Chair, DAC

From: Betsy Herman
Sent: Wednesday, September 17, 2014 10:05 AM
To: downtownplan@ci.carbondale.il.us

Dear DAC members,

Please consider the following story about crime reduction in Oakland, CA.

In Carbondale, it might be worthwhile to find the most crime-ridden neighborhood and use the same technique here.

As we all know, crime is bad for business and peace is good for the overall prosperity of the community. If you are willing to discuss this possibility at the next meeting, or would like more information, please feel free to investigate for yourselves.



Buddha seems to bring tranquility to Oakland neighborhood



Buddha seems to bring tranquility to Oakland

A lone Buddha statue placed in a crime-troubled neighborhood becomes a shrine that seems to have helped quell illegal activity. The 11th Avenue resident in Oakland's...

Betsy Herman
Vital Writer Services
618-559-1641

View on www.sfgate.com Preview by Yahoo



Jack Langowski
to adulsak

Sun, Sep 14 6:34 PM

Re: Revitalizing Carbondale: Research Phase Presentation by
Architecture Students

Thank you, Otto. It was a pleasure to see the enthusiasm of the students and all of their work had value. We look forward to your next presentation on October 10.

Jack Langowski
Chair
Downtown Advisory Committee

From: adulsak otto chanyakorn
Sent: Sunday, September 14, 2014 12:18 PM
To: downtownplan@ci.carbondale.il.us



DAC Committee,
I'm writing on behalf of architecture students at SIU who presented the research phase for Revitalizing Carbondale Project on Friday, Sept 12. We would like to thank the DAC committee. We have received constructive input and comments from the committee which will help us develop the design phase of our project effectively. We are starting our design phase for the project and we have been working very hard on the project to ensure we will have a good outcome. We aim to have two more presentations to the public: the next presentation will be on October 10 for master plan design, and the final review will be December 6 for the Carbondale revitalizing design conclusion. For the time and place, we will inform you again when the presentation time comes closer. We would love to see you at our presentation because we believe your input is valuable. Once again thank you so much for your input for our first presentation. We are going to provide the digital version of our research to Carbondale Main Street.

Sincerely,
adulsak "otto" chanyakorn
instructor
school of architecture
southern illinois university
carbondale, il
62901





Jessica Bradshaw
to downtownplan@ci.carbondale.il.us

Wed, Sep 10 10:38 PM

Interesting article on a great site

Grist.org is one of my favorite news sites, and they just posted a really interesting article: <http://grist.org/cities/how-to-give-a-community-a-soul/>
I missed the initial article about Arlington, but there are links in this article to it, and others. I thought it had applicable points, like: "Neighborhoods that are widely considered charming or full of character are typically designed to make pedestrians feel cozy by having buildings that are attractive, human-scaled, and engaging to the street, and streets that are narrow and lined with appealing sidewalks."

Just some food for thought for Carbondale.

Thanks,

Jessica Bradshaw





Jack Langowski
to adulsak

Tue, Sep 9 8:30 AM

Re: Carbondale Revitalization, Research phase presentation

Dear Otto,

Thank you for the invitation. I will plan to attend and other members of the committee, based on their personal and work schedules, may also be attending. We look forward to viewing and commenting on the work of your students.

Jack Langowski
Chair, DAC

From: adulsak otto chanyakorn
Sent: Tuesday, September 9, 2014 7:48 AM
To: downtownplan@ci.carbondale.il.us



Dear DAC Committee,
My name is Otto Chanyakorn, and I'm an instructor for Urban Design and Community Development at the School of Architecture, SIU. 15 students have been assigned to work on the Revitalize Carbondale Project. They are going to have the first phase (research phase) presentation at the Historical Depot. My students and I would like to invite you to the presentation. The presentation will be on September 12th at 1:30 and will take a little over an hour. The main aim of this presentation will focus on the various aspects of Carbondale such as society, culture, streets, traffic, pedestrians and bicycles, green and open spaces, parkings, ecology, etc. We would love to see you there and hear your feedback.

Sincerely,
adulsak "otto" chanyakorn
instructor
school of architecture
southern illinois university
carbondale, il
62901





Ethen Jefferson

to downtownplan@ci.carbondale.il.us

Wed, Sep 3 5:08 PM

Fwd: Carbondale Advosory Board

Hello board members,

I sent the following email to Mr. Nathan Colombo and he suggested I forward it on to the whole board.

Thank each of you taking such an interest in the future of our downtown, and I look forward to your findings/ recommendations.

Best regards,

Ethen C Jefferson

E&W Catering/ DBA El Greco



----- Forwarded message -----

From: **Nathan Colombo** <colombonathanc@gmail.com>

Date: Tue, Sep 2, 2014 at 10:01 PM

Subject: Re: Carbondale Advosory Board

To: Ethen Jefferson <ethenj@gmail.com>

Thanks for reaffirming a lot of these points with me Ethen.

I also suggest sending this well-articulated email to the rest of our DAC members at downtownplan@ci.carbondale.il.us.

These are a lot of topics we've been discussing, and receiving quality feedback from business owners and community members like yourself really helps!

Have a good evening. Look forward to seeing you tomorrow!

-Nathan



On Sep 2, 2014 9:48 PM, "Ethen Jefferson" <ethenj@gmail.com> wrote:

Nathan,

Here some thoughts for you and the board to consider regarding traffic and parking.

- No parking zones on Illinois Avenue, including the East side, are often ignored as are no parking zones on surrounding side streets. The standard parking signs are small and hard to see and are sparsely placed. Perhaps having larger signs that simply have a big "P" with a red circle and slash would be easier to read and thus cut down on illegal parking and therefore keep the the flow of traffic moving.

- Reduced speed limits through the Carbondale strip would help increase pedestrian safety as well as slow traffic down which would make pulling in and out of traffic to park much easier. Many towns I have visited have reduced speeds through their shopping areas especially those with heavy foot traffic . I and others liked the idea that Kevin Beatty spoke of about making Illinois Ave a two way business route and routing faster through traffic to University Ave. Doing so, with parking on both sides of Illinois Ave, could help to attract more visitors to our local businesses.

- Parking availability is important, and knowing where to park is doubly so. More and larger signs directing visitor "where" to park would be a big help. Just like in big cities and other towns, Carbondale could put up the big green signs with the giant "P" and an arrow showing exactly "where" to find city parking. This would help get our downtown shoppers out of the flow of traffic and quickly to parking, thus getting them to their destinations with less hassle. I often hear people expressing confusion and frustration about where to park downtown even though there is plenty of parking available. Many out of town and local visitors alike do not realize that there is available parking behind the businesses on the East side of Illinois Ave North of College Street.

- In the early evening and into night, lack adequate lighting in parking areas is a concern among older people and people with children. Good lighting creates a feeling of security. Unfortunately downtown Carbondale is seen by many as unsafe at night, and that crime is rampant. I own a business on the strip, and I don't like to be there at night and I most certainly would not bring my 10 year old son there after dark.

- Bicycle lanes wide enough to ensure biker safety and readily accessible areas to safely parking one bike would be nice. Though I am sure there are some, I can't think of any bike racks along the strip or around Jackson Square. The racks need to be positioned so that they, along with the bicycles remain, in view of the general public, thus helping deter bike theft and vandalism.

- Safety for people and property is a big concern downtown. How about having police officers on foot or bike patrol? This would be a great chance for officers to be out in the community they serve interacting with the public they protect. Just having the presence of an officer walking down the street waving to shop owners, or chatting with people they pass on the sidewalk would go a long way towards instilling a sense of safety to the everyone in the downtown, as well as acting as a big deterrent to those who would seek to cause harm. It would be good if officers also walked or bike through parking areas to ensure public and property safety. Plus, bikes cost much less than patrol



cars to maintain and operate, a good pair of walking shoes cost even less. Plus, is it a great way to keep our officers in shape. I am not asking that officers fight crime from bikes, but instead that they maintain a visible presence, putting a face to the police, a reminder that they are there to keep the peace.

- On another note, panhandling in the downtown area remains a problem. Well lit parking, bike paths, and great traffic flow mean very little when people avoid the downtown for fear of being approached by vagrants asking for cash, food, and booze as they get out of their cars, as they walk down the street, and as they try to enter local businesses. This happens every single day outside my place of business. Several of my customers have reported being approached by persons asking for money, food, or alcohol, and how uncomfortable it makes them feel. Other business owners have expressed the same feelings. One person even made a recent post on Facebook that talk specifically about being accosted by panhandlers outside of my business, El Greco. This is a public relations nightmare. There is a strong feeling among many business owners and patrons alike of a lack of concern from law enforcement and the city about panhandling in downtown Carbondale. Carbondale City code section 14-4-10 prohibiting panhandling should be enforced, especial in the downtown areas to where the city wants to attract people. Police on foot and bike patrols would aid greatly in decreasing this sort of activity.



There's my two sense for you. I look forward to seeing you at the meeting tomorrow and wish you and all of the board members the best of luck in this endeavor.

Thank you,

--

Ethen C. Jefferson
E&W Catering/ DBA El Greco
516 S. Illinois Ave
Carbondale, IL 62901
W (618) 201-9729
C (618) 201-9729

--



Ethen C. Jefferson
E&W Catering
516 S. Illinois Ave
Carbondale, IL 62901
W (618) 201-9729
C (618) 201-9729



Liang Xu
to Jack Langowski

Wed, Sep 3 9:18 AM

Re: Direction for Spet 3 downtown transportation meeting

Thanks so much~

On Sep 2, 2014, at 1:19 PM, langowsk@gmail.com wrote:

Dear Arthur,

Thanks for your inquiry. The meeting site is located at 121 S. Illinois Avenue in Carbondale. It is on the southeastern corner of the intersection of South Illinois Avenue and Main Street. We hope to see you at the meeting.

Jack Langowski
Chair, Downtown Advisory Committee

From: Liang Xu
Sent: Tuesday, September 2, 2014 12:45 PM
To: downtownplan@ci.carbondale.il.us

Dear Members of the DAC,

My name is Arthur and I am very interested in attending the downtown plan meeting at Spet 3 2014. However, not being a native carbondale, I don't know the exact address of

**Carbondale Main Street
Old Train Station
Carbondale, Illinois**

Could you please give me some info where I can find this place? Maybe a google address that I could be able to search, thanks so much~

Have a great day,

Arthur





Meghan Cole

to Alex Garrido; Jack Langowski; D. Gorton

Tue, Sep 2 7:43 PM

Re: Downtown help

We have seven public meetings left!

The first is tomorrow, with business starting at 630pm at 121 S Illinois Avenue, the old train depot, across from Mary Lou's.

The full schedule can be found at downtowncarbondale.com!

This message was sent from my iPhone; I can be reached at 6189276878.

> On Sep 2, 2014, at 5:34 PM, Alex Garrido <sckorpio@yahoo.com> wrote:

>

> I have many ideas and potentially hands to work on them from rotary club. Carbondale has many great old mansions that need some TLC and needs parks, and some ornamental reforestation. I will try to come to meeting tomorrow, place and time?

>

> Sent from my iPhone

>

>> On Sep 2, 2014, at 5:31 PM, Meghan Cole <info@carbondalemainstreet.com> wrote:

>>

>> Alex, I think right now the thing we need most is public feedback. Coming to meetings or sending in emails with opinions to help shape the argument would be a great help. Other members may have other ideas...but right now we are here to listen and report to Council.

>>

>>

>> Meghan Cole

>>

>> This message was sent from my iPhone; I can be reached at 6189276878.

>>

>>> On Sep 2, 2014, at 4:30 PM, Alex Garrido <sckorpio@yahoo.com> wrote:

>>>

>>> To whom it may concern,

>>>

>>> I am a resident of Carbondale and would like to get involved with the plan for Carbondale rehab, i have some friends that also would like to get involved along with a rotary club from the area that I am the president of, please let me know what I can do



>>>

>>> Alex I. Garrido, MD

>>>

>>> Sent from my iPhone

>





Mary Ohara
to Jack Langowski

Fri, Aug 29 7:13 AM

RE: transportation challenges

Thank you,

I will be attending the Planning Commission meeting that same evening. I have been part of the Neighborhood Business Advisory Committee and code revisions we worked on are coming up for approval. Otherwise I would be there. Take Care, Mary O'Hara

From: langowsk@gmail.com [mailto:langowsk@gmail.com]
Sent: Friday, August 29, 2014 6:57 AM
To: Mary Ohara
Subject: Re: transportation challenges

Dear Ms. O'Hara,

Thank you for your valuable input.



We invite you to the meeting on Wednesday at 6:30 p.m. at the offices of Carbondale Main Street. We will be seeking public input on transportation-related issues, and "Complete Streets" is most tangent and appropriate for everyone attending. If you are not able to attend, we will make sure the public is informed.

Jack Langowski
Chair
Downtown Advisory Committee

From: Mary Ohara
Sent: Thursday, August 28, 2014 3:25 PM
To: downtownplan@ci.carbondale.il.us

Dear Downtown Advisory Members,

This Spring, I attended a "Complete Streets Workshop" at Carbondale's City Hall organized by Jackson County Health Department. It was very well attended and inspiring.

Complete Streets is a planning model that ensures new and reconstructed streets are designed to accommodate bicycle and pedestrian traffic in addition to automobiles and public transportation. This means that every transportation project in a given jurisdiction will make the street network better and safer for all commuters. Complete Streets will make it easy to cross the street, walk to shops, and bike to work; allows buses to run on time; and makes it safer for people to walk to and from train stations http://www.idpn.state.il.us/wechoosehealth/wch_healthy_environments.htm.



It reflects a movement to make Illinois law on smart growth and transportation a reality
<http://www.smartgrowthamerica.org/documents/cs/media/cs-il-pressrelease.pdf>

As a part of the workshop, we walked a two square block area around City Hall. We were asked questions about the experience—Safety, shopping ease; window dressings, awnings and shade. It made me see the complexity of planning for “complete” streets, streets that reflect the social and environmental changes that are “afoot”. If you want people to walk, well designed and similarly scaled awnings, make a walk more desirable and comfortable. I saw how much design standards are linked to transportation issues. With this in mind, I would like to pose this question to the Committee for discussion : How significant is a “Complete street model” of transportation related to the future of Downtown Carbondale’s success? I hope the fruits of this discussion will be incorporated into your recommendations. Thank you for your time and efforts. Mary O’Hara





National Complete Streets Coalition

1707 L St. NW Suite 1050
Washington, DC 20036
Phone 202-207-3355 ext. 25
fax: 202-207-3349
info@completestreets.org

For Immediate Release
October 16, 2007

For more information, contact:
Barbara McCann 202-234-2745
Margo O'Hara 312-427-3325, ext. 224

Illinois Passes Complete Streets Law

Major Victory for National Complete Streets Movement

In near-unanimous votes, the Illinois House and Senate have overridden a gubernatorial veto to adopt a statewide complete streets law.

The new law requires the Illinois Department of Transportation to include safe bicycling and walking facilities in all projects in urbanized areas, and is a victory for the movement to create complete streets that serve the needs of all road users. It is effective immediately for project planning and required in construction beginning August 2008.

"The law is a very cost-effective way to improve safety and access for bicyclists and pedestrians," says Randy Neufeld, Chief Strategy Officer for the Chicagoland Bicycle Federation. "In the past, the state was prompted by death or injury to correct unsafe conditions on a given project. This law requires projects be built correctly the first time, which will save taxpayers' money and protect people."

Illinois' action on makes it the first state to adopt complete streets into law since the complete streets movement began in 2003. While Governor Blagojevich had used an amendatory veto to gut AB 314, in special session both houses voted to override, the Senate unanimously (Oct 5) and the House by 109 to 3 (Oct. 10).

Five other states have some form of complete streets law on the books, and eight states have other types of complete streets policies. The California legislature is considering a complete streets measure that requires all jurisdictions to plan roads for

AARP • Active Living by Design • America Bikes • America Walks • American Council of the Blind • American Planning Association • American Public Transportation Association • American Society of Landscape Architects • Association of Pedestrian and Bicycle Planners • City of Boulder • Institute of Transportation Engineers • League of America Bicyclists • National Center for Bicycling and Walking • National Parks Conservation Association • Natural Resources Defense Council • Paralyzed Veterans of America • Smart Growth America • Surface Transportation Policy Partnership • Thunderhead Alliance

all travelers – including transit users and disabled people. To date, more than 50 jurisdictions, including cities such as Salt Lake and Seattle, have adopted complete streets measures, and many others are considering them.

“The Illinois Legislature recognized what is becoming common sense across the country – that our roads need to serve everyone using them, whether they are driving, walking, bicycling, or catching the bus.” says Barbara McCann, Coordinator of the National Complete Streets Coalition. “By routinely completing their streets, transportation agencies increase road capacity, avoid costly retrofits, encourage physical activity and help create the walkable communities that so many people want today.”

The Illinois legislative push was inspired in part by the death of 17-year-old Nate Oglesby, who was killed in 2000 while trying to get across the Fox River outside of Cary, Illinois on his bicycle. The sole bridge across the river, US 14, only had room for cars. His family won a wrongful death lawsuit against the state, and community pressure forced the Illinois Department of Transportation to go back at great expense and add a bicycle and pedestrian path leading up to and crossing the US 14 bridge.

Groups supporting complete streets have formed the National Complete Streets Coalition, with active participation from groups representing seniors, transit users, pedestrians, bicyclists, and disabled people, as well as smart growth proponents and professional organizations such as the American Planning Association and the Institute of Transportation Engineers. For more information, visit www.completestreets.org or call 202-234-2745.



Najma

to downtownplan@ci.carbondale.il.us

Mon, Aug 25 3:23 PM

What Carbondale needs

To the Carbondale Downtown Plan Commission,

My Carbondale resident friend just sent this to me, and I thought the Carbondale Planners should consider this in its mix of ideas. Please look at the two photos and note the comments.

Best,

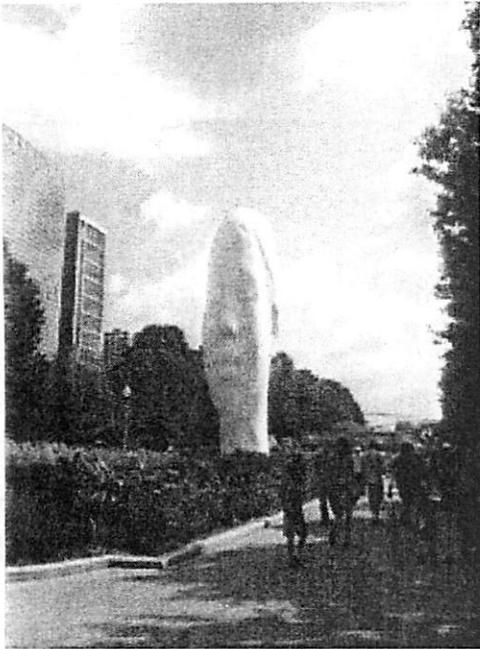
Lynn Waters
512. N. Springer Street



Begin forwarded message:

The girls and I took a quick trip up to Chicago this past week and I wanted to share a couple of pics.





Public art in Millennium park. You know what Carbondale needs?



This is the famous "bean" sculpture with the Chicago skyline in the background. A perfect sculpture for this day and age of pocket cameras and endless "selfies."



Jack Langowski
to finnegan@midwest.net

Thu, Aug 21 4:46 PM

Re: Comments

Thanks for your comments. We will be exploring your questions during follow up meetings. Thanks for your input.

Jack Langowski
Chair
Downtown Advisory Committee

From: finnegan@midwest.net
Sent: Thursday, August 21, 2014 12:04 PM
To: Carbondale DAC

I attended your first meeting last night and would like to share a few thoughts. I've lived in Carbondale for 44 years, close to downtown for the last 30.



There's some basic information that would help the discussions. You may already have some of it at hand.

1. Who owns downtown? Property already owned by the city would be relatively easy to develop according to the committee's recommendations. Private property owners who are Carbondale residents might be easily persuaded that your recommendations are in their long-term interests. Absentee property owners might be a harder sell.
2. Who is likely to be downtown, and when are they likely to be there? Do they live in Carbondale or elsewhere? Do they require parking or not? Without revealing confidential data, Memorial Hospital should be able to provide numbers of employees on duty, preferably by time of day and day of week and ZIP of residence (no names, addresses or the like). Also, patient census data would help in an estimate of daily visitors and inpatients.
3. Similarly, data from SIU showing students enrolled in on-campus classes by hour of day and day of week would also be helpful. My impression is that many of those Amtrak passengers the city manager bragged about are leaving on Thursday afternoon and returning on Monday or Tuesday. Every SIU member I've ever spoken to thinks teaching classes on Friday is cruel and unusual punishment. If the university doesn't already have this data, it should.

The city manager's suggestion that US 51 could be re-routed onto a two-way, four-lane University Avenue with center turn lanes would certainly be major determinant of every other aspect of your plan. As I envision this (with the help of Google Earth) I see that the distance on University between Main and Walnut is approximately 620 feet. If Monroe Street were to remain open (with turns prohibited from University, obviously), each left-turn lane would be a maximum of 270 feet. Given that the entire light cycle would be longer because of the additional left-turn arrow, and with the average



passenger car about 15 feet, the average commercial vehicle about 25 feet, and the average tractor-trailer over 70 feet, it seems inevitable that stopped left-turning traffic would back up into the through lanes, and that traffic would back up into the intersections at Main and Walnut. Even if Monroe were to be dead-ended in both directions at University, I doubt there would be enough room to stack even normal traffic. This is all amateur guesswork, of course. But under your guideline of the "doable," I suggest you contact IDOT about this right away. They have the design specs, plenty of traffic data about these intersections, and would be the ultimate deciders anyway. If they think this is feasible, carry on; if not, it needs to be dropped from consideration right away, so that more doable options can be explored.

Thanks for considering everybody's input.

Dan Finnegan
706 W. Elm St.

P.S. Since I'm not totally sure I have the correct e-mail address for you, I'd appreciate an acknowledgement that you received this.



Pradeep Reddy

Thu, Aug 21 12:25 PM

to Curtis Conley; downtownplan@ci.carbondale.il.us; Adam Testa; Chris Wissmann;
eli.mileur@dailyegyptian.com; Jessica Bradshaw; Lance Jack

Re: Downtown Master plan meeting recap

Dear Curtis,

My name is Pradeep Reddy and I am a pediatrician working in Carbondale Hospital and outside; I also serve as a adjunct teaching faculty at SIU. I have lived in the area since 2003. I also have business interests in down town Carbondale; Marion , Harrisburg, among other places in IL. I have served as president of AAPI- DI, HTCSSI (non profit) along with being a board member on several public, private and professional groups.

I sincerely appreciate your enthusiasm to see changes and progress in Carbondale. For the same reasons I have volunteered my time and experience to serve on the committee. I would like to see the changes needed from an **outsider perspective**, by comparing Carbondale to other places that I have experience with and see why Carbondale is lagging behind and what needs to be done. My areas of interest are in teaching and healthcare and I will be discussing the interface between city and SIU/ SIH along with bringing in outside hospitals (telemedicine) to invest in Carbondale in a meaningful way along with using our **biggest untapped asset: SIU graduates**.

I did not discuss like many others last night, as the topics for discussion was outside my area of interest / expertise. Last night was reserved as an opening interaction and to state the agenda as laid out by open meeting act of IL. Another important reason is the job of this group is to receive input from community regarding their needs, to analyze, evaluate and implement what is practical and doable within financial constraints. I am confident all the members have volunteered their valuable time because we all want to see our Carbondale do better and in due course will input their ideas. I believe that this group is not a one man show, but a group led by a very capable person. If public is interested, we probably can have all members state their interests in a brief time during next meeting.

Thank you again for taking the time to help make Carbondale a better place.

Pradeep Reddy
Pediatric Group LLC

From: Curtis Conley <curtisconley@yahoo.com>
To: "downtownplan@ci.carbondale.il.us" <downtownplan@ci.carbondale.il.us>; Adam Testa <adam.testa@thesouthern.com>; Chris Wissmann <nightlif@midwest.net>; "eli.mileur@dailyegyptian.com" <eli.mileur@dailyegyptian.com>; Jessica Bradshaw <jbradshaw21@yahoo.com>; Lance Jack <fatpatties1@gmail.com>
Sent: Thursday, August 21, 2014 10:36 AM
Subject: Downtown Master plan meeting recap

Last night was the first meeting for the Downtown Planning Committee in Carbondale and thought I would give a basic rundown of what went on....

I went in to the very full city hall with skepticism and optimism. I was very pleased to see a larger than expected



crowd although everyone had to know at that point it was going to be a long meeting if public comments were going to be heard.

Through years of working with different organizations I know one thing. If you want a project to get accomplished in a painfully slow and ineffective way put a "board" in charge of it. The larger the board the worse they are at accomplishing the mission. This board consists of 17 people. What is concerning about his boards debut is only a handful of them even spoke during the whole meeting. Would have like to hear a 30 second to minute long introduction from each one of them stating why they are on board and what they believe are asset to this board. Who are you? Why are you getting a say in what happens in my downtown? These are things we want to here. Do you have a plan or an area that you believe your experience will be helpful in? Right now it seems like there a leader, a couple people willing to speak up, some followers, and the rest I don't know because you didn't make a peep all night and at times didn't even appear to be paying attention. I will reserve judgement on this board for now because it was their first meeting and I understand that some due process has to be conducted to get off the ground. Next meeting I expect to see something from each member of this board either in a written or spoken statement stating why they are there and why my downtown is going to be better because you are there. There was basically no substance from the board last night outside of a few procedural.moves. That was the disappointing part of the night.

The bright side of the night was the City Manager's presentation. He had real substantive ideas with photos and drawings to back them up. Ideas, plans, and examples for things such as streetscapes, a downtown hotel, the new addition to the Amtrak station, addressing parking issues, eliminating eyesores such as the old American Tap lot and the Yellow Cab, and changing the flow of traffic through Carbondale. They were all practical, affordable, and doable. It doesn't mean that is exactly what is going to be done but it gave a vision of things we can accomplish. The most interesting part of his plans was the redirection of traffic downtown. Basically turning the Strip and Illinois Ave into two way roads. Making the Strip a downtown business district with two way traffic with a turn lane and Illinois Avenue a two way street with a turn lane to act as bi pass for traffic trying to get through Carbondale. This means most semis, buses, and other through traffic wouldn't be on the strip anymore, making it a safer and more pedestrian friendly area. After sleeping on this idea I think I love this idea and haven't thought of many major cons (seems to be really affordable). Gaining control of from the state allows to do control much more of what we do downtown. You want to have Beale Street type event downtown where we block off streets this is the only way this can happen. That is just one example but gaining control of what we can and can't do would be a huge benefit to us. I would like to see Mr Baity's ideas discussed in length at future meetings to see how the downtown business community feels about them. Kudos to the City Manager for at least doing his homework and get people dreaming of what we could do.

Downside of public forum is unfortunately public comments. It started out like a scene of Parks and Rec with statement from the public that belonged in our City Council meetings. Slumlord talk, race issues, and bashing of developments that are already on their way to being built. Fortunately it did get better as the night went along with some real informative and well thought out comments from some of the public. The bad thing is a lot of people left because there was too much time wasted on comments that have nothing to do with downtown development. I have to think some of the people that left had some good ideas. Perhaps there should rules read, posted, and repeated before comments from the public should be heard.

The topic that stood out among the rest was parking. Carbondale's personal boogey man. For years I've heard owners, citizens, and city officials express completely different opinions about how to handle parking. We heard



everything from saying "eliminating parking in downtown will improve business" from "we need to expand parking in every place we possibly can". There seemed to be a generational divide on the issue. For my two cents on the issue..... You will never convince downtown business owners that parking isn't important. You know why? Because having ample and accessible parking goes hand in hand with having a successful business in Carbondale. Name the top businesses in town that have had success for years and notice a common theme? They all have accessible parking lots right next to their business. We don't live in a city culture where people are willing to walk 10-30 minutes to their desired destination. I see this every night I work, people hop in their cars and drive from Pk's to Hangar or to Tres. Either you don't feel safe downtown walking (don't blame you) or it is just a lazy thing. If you took away the city lot next to Pk's we would go out of business in less than a year. I always hear from folks that went to school here in the 70s-80s that "We walked everywhere back in those days". My rebuttal to that is that we live in much more mobile society now and instead of everyone having one friend with a car now everyone pretty much has a car and want to drive. There is a balance I think we can find between adding parking where we can to encourage new businesses while encouraging an environment where people would be willing to go for nice walk downtown. Last night Jack Langowski mentioned that he walked from Harbaugh's to Longbranch and it took him 16 minutes. I would encourage everyone on the board to do the same but I would like you to do it a midnight on a Friday night. I don't know if it would be quicker but I can tell you will see plenty of reasons why people wouldn't want to walk downtown at night unless they were in a group (even then not always safe). Create an downtown environment that people can walk at anytime and just maybe parking wouldn't be the boogey man that we all treat it as. This doesn't mean that you don't take advantage of a great development simply because it has potential to damage a couple small businesses. It is about the big picture and what is best for the downtown as a whole not any individuals. You can tell this topic will be highly debated over the course of this process but I would save your breath because downtown business owners aren't going to go for anything that doesn't include expanding parking. You have to change the culture of why having a parking lot in Carbondale is vital to your success.



I encourage everyone to attend future meetings. Next one is September 3rd at Carbondale Main Street and is focused on Transportation. This includes not only vehicle transportation, but walking, biking, skating, and Mr. Boogeyman himself parking. I want to thank everyone that is volunteering their time in whatever capacity in voicing your opinion on improving our downtown.

Curtis Conley
President of the Carbondale Music Coalition
Pk's employee





Karen Martin
to downtownplan@ci.carbondale.il.us

Wed, Aug 20 8:21 AM

downtown master plan

Thank you for the opportunity to provide input. I will try to be at tonight's meeting but there are significant barriers to my attending.

My first three comments are negative (save the best for last).

1. When I first moved to southern Illinois, I was excited to live near a university community. I have lived in or near university communities almost all my life. I was shocked to first see Carbondale, which I considered the ugliest university community I had ever seen, particularly downtown. There is no cohesiveness, few historic buildings, and little liveliness.

2. I think it's very unusual and sad not to have any little sidewalk cafes, where people can sit outside and watch people go by. Sidewalk cafes add life to a street, and make people want to come outside and be a part of things.

Carbondale looks dead.

3. I can't believe how dangerous it is to ride a bicycle in Carbondale. I live on the southwest side, near Turley Park. I want my daughter to be able to ride her bicycle safely (and efficiently) to the high school and to the library. This is impossible. She rides the sidewalks and is very careful about pedestrians, but has been stopped by the police for doing this - how unfriendly. It's unbelievable a university town has such poor bicycle rights of way. Check out Portland, Oregon and how they do it - what a friendly and safe way to allow people to ditch their cars.

Now, the positive. I am overjoyed at the friendliness of Carbondale residents. I love my neighborhood and the ease of access to everything I need. I love the east side farmers market, the Longbranch, the library, the schools. I have found city government to be accessible (if not always responsive) and friendly. I have had occasion to talk with police officers, who have been friendly and actively responsive.

Given all that, I want to help make Carbondale a better place to live and raise a family. Thank you.



Karen Martin

506 S. Skyline Drive
618-751-2995





Elaine Ramseyer

to adulsak|otto|chanyakorn
cc downtownplan@ci.carbondale.il.us

Tue, Aug 19 9:18 PM

Re: Renew Downtown Carbondale

Dear Adulsak,

Thank you for writing. I would be very interested in what your ideas are and what your class comes up with. Perhaps we could have a public presentation of your students ideas in the Back Room of the Longbranch Cafe (which I manage, so it's easy to arrange and free).

I would also welcome the opportunity to meet one-on-one to discuss your ideas. My cell phone is 618/713-2227. You may contact me directly.

Please keep me in the loop of your communications.

Best,



Elaine Ramseyer

On Aug 18, 2014, at 8:21 PM, adulsak|otto|chanyakorn wrote:

- > Dear DAC group,**
- > My name is Adulsak Chanyakorn, but you can me Otto.**
- > I'm an instructor at the school of architecture, SIU. I'm currently teaching Urban Design and Community Development with a group of 4th year students (16 people). I actually have assigned the Carbondale project for them for this semester. The theme of our studio project is to revitalize the main street area of carbondale and reconnect the city with Southern Illinois University to enhance the city and university as a whole. We would like to explain more information about our project to the city if we can contribute our knowledge and ambition to make a better place for our community.**
- >**
- > Today, I received a flyer in the mail about revitalizing downtown Carbondale. I am really interested to let the students participate and be part of project with the city of Carbondale.**
- > Who will I be able to have direct contact with for more details about this project and for future contributions?**
- > Thanks for your time.**
- >**
- > Sincerely,**
- > adulsak "otto" chanyakorn**



> instructor
> school of architecture
> southern illinois university
> carbondale, il
> 62901





Peter Mykytyn
to downtownplan@ci.carbondale.il.us

Sat, Aug 16 1:25 PM

A Couple of Thoughts

Hello,
Hopefully, your Committee will gather relevant and useful information that the Committee and City can put to good use.

I am not certain if the westbound lanes of route 13, roughly around where the old Holiday Inn is located, is part of downtown, but that part of the city is indeed an eyesore. The old Holiday Inn building is especially troublesome. Certainly, some type of action could be initiated that would lead to its removal and perhaps adding some commercial development in its place that might lead to further development.

Pete Mykytyn





Michael Nolan

to downtownplan@ci.carbondale.il.us

Fri, Aug 15 4:36 PM

Idea about hosing

Hello,

I'm writing about the vacant houses the university owns along South Oakland Avenue. I understand these are scheduled to be torn down.

It seems a waste. My suggestion is the university deed these properties to the city, and the city make them available to people who will restore them and bring the area back as a residential neighborhood, not more campus open space which is not needed.

Just a thought.

Michael J. Nolan
1200 W. Carter Street
Carbondale

317 414-7904

