

Renewal / Inspiration / Growth  
THE RESULTS OF A RAINY DAY

C3 • March 20, 2008





RAINY DAY DESIGNS

970 963 9748 | sixteen north fourth street carbondale colorado 81623 | rainydaydesigns.org

## WHAT IS THE CHALLENGE?

The “name” Community Center feels like Rec Center

Getting update out to the people

What is the incubator space, will it exist?

Developing a priority system for tenants (local non-profit and arts), and not getting criticized

Original pricing – \$8.50 sq ft, \$50 sq=own

Pay for \$ building w/ non-profits

Creating community in building

Name that defines the entity

Tenants Competing for donors – possible negative energy

Inheriting the negative legacy from previous development group

Dynamic tenant base/stable but changing

Building is self sufficient (low turn over can pay bills)

Long term affordable home for non-profits that enhances C'dale

Whole is greater than sum of parts — strengthened by a facility that allows them to succeed

Pride of ownership within building and outside perspective — Hey we did it!

Community Amenity

Green demonstration project — educational component, recyclable materials, tenants, etc

Project speaks to what C'dale is all about – home for non-profits in our valley and state and green

Keeping momentum going now and later – getting information together, too much uncertainty in moving forward together

Dealing with unsophisticated real estate tenants, clear expectations



RAINY DAY DESIGNS

970 963 9748 | sixteen north fourth street carbondale colorado 81623 | rainydaydesigns.org

## **WHO MATTERS?**

Tenants:

The big three: KDNK, SEI, CCAH

Town of Carbondale

Town Trustees



RAINY DAY DESIGNS

970 963 9748 | sixteen north fourth street carbondale colorado 81623 | rainydaydesigns.org

## **WHAT IS GOING ON?**

Timeline/Feasibility Study



RAINY DAY DESIGNS

970 963 9748 | sixteen north fourth street carbondale colorado 81623 | rainydaydesigns.org

## **WHAT ARE YOU REALLY?**

Non-profit center

45,000 sq ft

Community resource center – non-profit, for profit, arts

Venue for community events

C3 –Carbondale Community Center

Inexpensive space for mission based organizations

Subsidized

A reflection of our local community

Repurposed building

Behind schedule, but moving forward

1 board driving the project

Young in the process of details

Sensitive to those who feel strung along



RAINY DAY DESIGNS

970 963 9748 | sixteen north fourth street carbondale colorado 81623 | rainydaydesigns.org

## **WHAT DO PEOPLE THINK?**

CES

Round room

When is it going to happen?

Enthusiasm but skepticism on time line

Will it be affordable?

North Face trade off of lands – what are we getting?

Property is there, why aren't we moving forward?

People don't understand the what the process is and where they stand in the process

The tenants don't know where they are in the process

Frustrated with the early pricing switch

They Feel in the dark as to when – anxious, but no animosity



RAINY DAY DESIGNS

970 963 9748 | sixteen north fourth street carbondale colorado 81623 | rainydaydesigns.org

## **WHAT SHOULD THEY THINK?**

Green redevelopment process

Affordable – we are not making money on it

Non-profit/for profit/arts

It's good for you (the community)

Local first – start here

85% Non-profit, 15% business incubator (+ artists)



RAINY DAY DESIGNS

970 963 9748 | sixteen north fourth street carbondale colorado 81623 | rainydaydesigns.org

## **WHAT WILL WE TELL THEM?**

Community based

Synergetic (?) non-profit center reflecting C'dale values and goals

Fabulous example of sustainability on all levels – green, redeveloped, helping non-profits survive and set-up home in C'dale

Collaboration of RE-1 and town together

Collaboration of non-profit — play nice

Carbondale first



RAINY DAY DESIGNS

970 963 9748 | sixteen north fourth street carbondale colorado 81623 | rainydaydesigns.org

## WHAT IS YOUR RALLYING CRY?

CES (acronym) — Carbondale Environmental Sustainable Center

On the beaten path — on the way to where they are going

Creative collaboration

Comfortable, accesible, engaging, inviting

Holy shit it worked!

WOW

Carbondale jewel

Across the spectrum

High Idol

Cared for from cradle to grave

Progressive

Center for caring

Free beer, free lunch

A place where everyone knows your name

Feels like home

Interactive

Community

Synergistic solutions

Strangers are friends

Trully democratic

Rebuilt in Bonedale

Fun for everyone

Center for good



RAINY DAY DESIGNS

970 963 9748 | sixteen north fourth street carbondale colorado 81623 | rainydaydesigns.org

Place called home

Sustainable synergies

Lemonade out of lemons

C3 — creative, collaboration, crazies

Green pirate flag

(C5) San Fran

CES



RAINY DAY DESIGNS

970 963 9748 | sixteen north fourth street carbondale colorado 81623 | rainydaydesigns.org

## NAMES?

CES — Carbondale Environmental Solution

C3 — creative, community, Carbondale consortium centers

Damn Hippie Place

The Green Ranch

The Hang-out

S Dup/Stew + 2 nuts

The Foundry

The Round Room — padded

Carbondale Energizing Synergies

The Living Center

Out of the Box

C3 — as in 501 C3

The Next Stage

“JUMP”

Elementary, my dear Carbondale

The Full Circle

Quantum Leap

Around Town

Phase: Future

Phase: One

The Creative Asylum

The Other Side of the Fence — Across Fence



RAINY DAY DESIGNS

970 963 9748 | sixteen north fourth street carbondale colorado 81623 | rainydaydesigns.org

## WHAT SHOULD PEOPLE THINK?

Brilliant

Carbondale

Regenerative

Site Specific

Nourishing

Freedom to be

Finally

I want one in our town

Supportive

Light, easy, vibrant community — supportive

Fuel

Cool place

Inviting

Fresh

Light, airy

State of the art

Possibility

Solutions

True community

New conversations

Engaging

Unforgettable

Well designed, beautiful gradens



RAINY DAY DESIGNS

970 963 9748 | sixteen north fourth street carbondale colorado 81623 | rainydaydesigns.org

C3 — collective imagining

One for all, all for one

Open

Mecca

Canyons

Egalitarian

Innovative

Child's Play

Healthy

Fearless

What a good idea

Do gooders

Upbeat — off beat

Think tank

Exciting

Inspiring

Future focused

Comfortable

Timeless

Visionary

Synergistic

Dynamic

Enterprising

Cooperative

Collaboration



RAINY DAY DESIGNS

970 963 9748 | sixteen north fourth street carbondale colorado 81623 | rainydaydesigns.org

## CAR?

Shuttle to center for people from town

Red hybrid

VW van

Hybrid biodiesel bus

H<sub>2</sub>O powered hay truck

RFTA

4WD

Subaru

Yellow convertible rabbit — battery operated

Bike

Electric bike and burley 4 (2)

Take “car” out of Carbondale

Horse drawn wagon

Pick-up

Tandem

Yak

Rickshaw

Art car

Repurposed school bus — hybrid

Tour bus - panorama view, hybrid

Galloping goose logo

Solar powered anything



RAINY DAY DESIGNS

970 963 9748 | sixteen north fourth street carbondale colorado 81623 | rainydaydesigns.org

## MUSIC?

Spearhead — progressive, barefoot, jam band, kid friendly, garage band, fun, not flashy

Grateful Dead

Red Knuckles & Trailblazers — why not, silly

Drum Circle

Mary Goshay

Keller Williams

Sam Bush

Bluegrass Festival in general

Twirp Anderson — Heart of the Rockies, Josh Summers

Kids in Action — great kids music

KDNK

Heathens — name says it all

Song — Steve Winwood, Different Light & John Lennon, Imagine



RAINY DAY DESIGNS

970 963 9748 | sixteen north fourth street carbondale colorado 81623 | rainydaydesigns.org

## SHOE?

Chacos

Keens — nuevo

Cowboy boots

Flip flops — Meisers

Anything from Meisers

Tele boots

Crocs — recycled plastic

Snowshoes

No shoes

Dog booties

Slip-ons

Birks

Hip waders

Hiking boot

Leather

Canvas

Natural

Handmade

Dirty

Bike shoes

Faux heels

XC ski boots

Supportive and comfortable — stylish, timeless, muddy, grass, dung



RAINY DAY DESIGNS

970 963 9748 | sixteen north fourth street carbondale colorado 81623 | rainydaydesigns.org

## WHO DOES C<sub>3</sub> RESPECT?

Patagonia

Apple

Spearhead

Boettcher Foundation

KDNK

NPR

SEI

Anshutz Foundation

CCAH

1% 4 Planet

People who make a difference in Carbondale

Bake House (Miami)

Packard Foundation

Alliance Center (Denver)

Alpine Bank

Working Assets

Red Brick (Aspen)

Heifer Foundation

New Belgium Brewery

El Pomar

Torpedo Factory (Alexandria, VA)

The LAB (Lakewood)

The HUB (London)



RAINY DAY DESIGNS

970 963 9748 | sixteen north fourth street carbondale colorado 81623 | rainydaydesigns.org

SAW

Burning Man

Dairy Center for the Arts (Boulder)

Susan G Komen

William Mc Donough (Architecture/Foundation)

Holy Cross

Sun Power

Real Goods Center

what a  
glorious  
feeling

RAINY DAY DESIGNS

970 963 9748

sixteen north fourth street

carbondale, co 81623