Public Workshop
June 16, 2016

Welcome!
PROJECT TEAM

Chris Shires
Project Manager

Patrick Alvord
Principal-in-Charge
+ Placemaking

Brenda Nelson
Landscape Architecture
+ Sustainability

Shannon Gapp
Planning Support
+ Mapping

James Halverson
Technical Advisor
Funding + Public Involvement

Aaron Gwinnup
Stormwater Specialist

Lauren O’Neil
Water + Sanitary Sewer

Jeremy Kaemmer
Transportation specialist

MT. VERNON ROAD CORRIDOR ACTION PLAN

Cedar Rapids
City of Five Seasons

Confluence

HRGreen
# Project Schedule

## Consultant Notice to Proceed

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## Phase 1 | Corridor Assessment + Public and Stakeholder Outreach

- Project Kick-Off Meeting (City Staff)
- Project Kick-Off Meeting (Advisory Group)

## Phase 2 | Corridor Analysis + Draft Corridor Action Plan

- Draft Corridor Action Plan Presentation - City Staff
- Public Open House - Public Meeting #2
## Project Schedule

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PROJECT ELEMENTS

- Public outreach facilitation
- Placemaking - Key intersections, Gateways, Greenspace
- Connectivity
- Land Use - Catalyst Sites (EnvisionCR)
- Character - Policy Areas
PROJECT GOALS

• Aesthetic Improvements
• Placemaking Opportunities
• Development Opportunities
• Redevelopment Opportunities
• Pedestrian Improvements
• Bicycle Improvements
PROJECT APPROACH

Review potential catalyst sites and intersections for future funding and design

Entrance as a Focus Area

(8th Ave and 10th Street)

Source: EnvisionCR / City of Cedar Rapids, HR Green, Inc, RDG Planning & Design
WHAT IS A CATALYST SITE?

A Catalyst site is a location with strong potential to spur growth and development within a community based on analysis of various elements within the surrounding area.
Implementation Plan:

- Specific Design Guidelines and Zoning
- Streetscape Design
- Redevelopment Incentives
- Marketing and Branding
- Public Improvements Design
Key Pad Questions
What do you primarily use the Mt. Vernon Road Corridor for?

A. Going to work
B. Going to school
C. Shopping/Errands
D. A Thoroughfare
E. None of the above
How do you feel about the number of retail options along the corridor?

A. There are too many
B. There are not enough
C. There is not enough variety
D. There are a sufficient amount
How often do you use sidewalks, trails, walking paths, etc.?

A. Very Frequently (4+ times per week)
B. Somewhat Frequently (1-3 times per week)
C. Occasionally
D. Rarely
E. Never
Please rate which of the following 4 goals included in the current Cedar Rapids comprehensive plan, EnvisionCR, you feel is most important?
GOAL 1: Support existing and new neighborhood associations through the development of Neighborhood Action Plans.

GOAL 2: Improve the quality and identity of neighborhoods and key corridors

GOAL 3: Adopt policies that create choices in housing types and prices throughout the city.

GOAL 4: Create a city that is affordable and accessible to all members of the community.
Which goal included in the current EnvisionCR plan do you feel is most important?

A. Goal 1: Neighborhood support through action plans
B. Goal 2: Improve quality of neighborhoods and corridors
C. Goal 3: Create variety in housing types and prices
D. Goal 4: Make the city affordable and accessible to all
How do you feel about the corridor today in its current state?

A. Excellent
B. Good
C. Fair
D. Poor
E. None of the above
Please choose your favorite streetscape example of from the following images. Up to two answers may be selected.
COMMUNITY VISIONING EXERCISE
STREETSCAPE PREFERENCE

A.

B.

C.

D.

MT. VERNON ROAD CORRIDOR ACTION PLAN
Please choose your favorite example of traffic signs from the following images. Up to two answers may be selected.
COMMUNITY VISIONING EXERCISE

A.
COMMUNITY VISIONING EXERCISE

C.

MT. VERNON ROAD CORRIDOR ACTION PLAN

CEDAR RAPIDS
City of Five Seasons

CONFLUENCE

HRGreen
TRAFFIC SIGN PREFERENCE

A. [Image A]
B. [Image B]
C. [Image C]
D. [Image D]
Please choose your favorite gateway example from the following images. Up to two answers may be selected.
COMMUNITY VISIONING EXERCISE

A.

MT. VERNON ROAD CORRIDOR ACTION PLAN
COMMUNITY VISIONING EXERCISE

B.

MT. VERNON ROAD CORRIDOR ACTION PLAN
C.
COMMUNITY VISIONING EXERCISE
GATEWAY PREFERENCE
BREAKOUT GROUPS - SWOT ANALYSIS EXERCISE

- Strengths (S)
- Weaknesses (W)
- Opportunities (O)
- Threats (T)
## SWOT Analysis Exercise

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<td>What are this area’s strong suits/best traits?</td>
<td>What is currently not working here?</td>
<td>What aspects can be improved upon?</td>
<td>What obstacles is this area currently facing?</td>
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### Next Steps

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**Key Dates**

**Key Meetings**
Please visit the City’s Website:
www.cedar-rapids.org
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Thank You!