Please visit the four stations we have developed as part of the Mt. Vernon Road Corridor Action Plan:
Workshop Results | Circulation | Land Use | Character
Please use the comment form for any additional thoughts or comments that you may have.
**VISIONING WORKSHOP RESULTS SUMMARY**

**CIRCULATION**

It is recommended that efforts to increase the walkability of the corridor address components such as bicycle circulation (including alternate route identification), sidewalks, crosswalks, public transit, Right-of-Way, and other variables that contribute to the safety of pedestrians and cyclists alike. Roads along the corridor should be suitable for all users and all modes, providing ease to individuals using all transportation types. Walkability assessments may also take into account the proximity to amenities as well as population and intersection density.

**LAND USE**

It is recommended that current land uses be maintained where practical as to not negatively impact the existing single-family residential in the area. Future residential and commercial development should be carried out in an effort to provide fluidity and cohesiveness in the surrounding area. Developing the area along Mt. Vernon Road to promote connectivity and organization will allow Mt. Vernon Road to be viewed positively by both residents and visitors of the area.

**CHARACTER**

Recommendations for character improvements along Mt. Vernon Road include streetscaping elements, branding (emphasizing the historic Lincoln Highway), building façade improvements, as well as generalized efforts to enhance the cleanliness and overall appearance of Mt. Vernon Road. These enhancements will serve to create an identity and sense of place for Mt. Vernon Road and the surrounding community. It is recommended that private development follow standards that contribute to the quality, preservation, and long-term maintenance of the corridor. These efforts may include but are not limited to green building, energy conservation, and exteriors that complement and enhance the appearance of the surrounding area.
VISIONING WORKSHOP RESULTS SUMMARY

**STRENGTHS**
- Mix of residential price points (5)
- Functional thoroughfare (4)
- Accessibility to downtown (3)
- Active areas and schools (3)
- Sense of community (3)
- Traffic flow (2)
- Good sidewalks (2)
- Near Bever and key parks (2)
- New Hy-Vee (2)
- High gross income neighborhood
- Long-term residents
- History/Tradition
- Mature trees
- Lincoln Highway
- Stable Neighborhoods
- Straight road
- Easing turn-lanes
- Lots of potential
- People who care

**WEAKNESSES**
- Lack of turn lanes (9)
- Run-down housing/business facades (9)
- Lack of funding (3)
- Traffic congestion (2)
- Speeding along road (2)
- Zoning (2)
- Too much rental housing (2)
- Risk of losing families/other options (2)
- Lack of walkability (2)
- Lack of character (2)
- Existing strip mall
- Commercial development of area
- Evacuation of rental housing
- Vacant lots
- Goodwill/Dollar store
- Too much ROW on sidewalks
- Noise
- Poverty
- Decline in jobs
- Negatively impactful new development

**OPPORTUNITIES**
- More sit-down restaurants (4)
- Increase greenspace (4)
- Traffic calming (3)
- More/better sidewalk connectivity (2)
- Road condition improvements (2)
- Mixed-use development (2)
- Elevated over-road pedestrian overpass (2)
- Decrease truck traffic (2)
- Keep historic district (2)
- Increase signage (2)
- Improve aesthetics (3)
- Clearly defined zoning (2)
- Another grocery store (2)
- Increase cohousing (2)
- More local restaurants (2)
- Build on Historic Lincoln Highway (2)
- Market the area (2)
- Create character-sense of place (2)
- Redevelop vacant lots & old buildings (3)
- Boutique shopping
- More coffee shops
- Remove house in cemetery
- People who care
- Code to enforce property upkeep (all types)
- Move parking behind buildings

**THREATS**
- Too much semi-truck traffic/speeding (5)
- Big-Box stores Do Not Want (5)
- Crime (4)
- Bike lanes/facilities Do Not Want (3)
- Lack of funding (3)
- Traffic congestion (2)
- Speeding along road (2)
- Zoning (2)
- Too much rental housing (2)
- Risk of losing families/other options (2)
- Lack of walkability (2)
- Lack of character (2)
- Existing strip mall
- Commercial development of area
- Evacuation of rental housing
- Vacant lots
- Goodwill/Dollar store
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- Noise
- Poverty
- Decline in jobs
- Negatively impactful new development

**MT. VERNON ROAD CORRIDOR ACTION PLAN**

- Accommodate commuter traffic
- Increase variety of housing types
- Unified plan and appearance
- Encourage sustainable practices
- Create community gathering space
- Strong community anchors
- Off-street bike paths
- More turn lanes
- Historic signs
- Citizens Community Review Board
- Better lighting/Move light poles
- Potential to be marketable
- Road diet

- Balancing residential/commercial
- Displaced businesses and homes
- Lack of affordable housing
- Risk of decreased property values
- Losing sense of place
- Threat of commercial/industrial encroachment of rental housing
- Feeder roads into Mt. Vernon
- Pollution
- Surface lots
- Self-interest of realtors/developers
- Elimination of retirement homes
- Increased traffic due to road widening
- Medians with flowers
- Flooding at 38th St.
- Lack of a traffic routes
- Lots are too shallow
- Location of subdivision
- Large development by East Post Rd.
- Constraints on economic development incentive tools
- Appearance and amount of signage
- Placemaking
VISIONING WORKSHOP RESULTS SUMMARY

WORD CLOUD DESCRIBING THE CURRENT CONDITIONS OF THE MT. VERNON ROAD CORRIDOR

WORD CLOUD DESCRIBING THE IDEAL FUTURE FOR THE MT. VERNON ROAD CORRIDOR

MT. VERNON ROAD CORRIDOR ACTION PLAN

CONFLUENCE

HRGreen
1. What do you primarily use the Mt. Vernon Road Corridor for? (Multiple Choice)

<table>
<thead>
<tr>
<th>Responses</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Going to work</td>
<td>22.5%</td>
<td>36</td>
</tr>
<tr>
<td>Going to school</td>
<td>0.6%</td>
<td>1</td>
</tr>
<tr>
<td>Shopping/Errands</td>
<td>48.1%</td>
<td>77</td>
</tr>
<tr>
<td>A Thoroughfare</td>
<td>28.1%</td>
<td>45</td>
</tr>
<tr>
<td>None of the above</td>
<td>0.6%</td>
<td>1</td>
</tr>
<tr>
<td>Totals</td>
<td>100%</td>
<td>160</td>
</tr>
</tbody>
</table>

2. How do you feel about the number of retail options along the corridor? (Multiple Choice)

<table>
<thead>
<tr>
<th>Responses</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>There are too many</td>
<td>2.5%</td>
<td>4</td>
</tr>
<tr>
<td>There are not enough</td>
<td>38.9%</td>
<td>63</td>
</tr>
<tr>
<td>There is not enough variety</td>
<td>47.5%</td>
<td>77</td>
</tr>
<tr>
<td>There are a sufficient amount</td>
<td>11.1%</td>
<td>18</td>
</tr>
<tr>
<td>Totals</td>
<td>100%</td>
<td>162</td>
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</table>

3. How often do you use sidewalks, trails, walking paths, etc.? (Multiple Choice)

<table>
<thead>
<tr>
<th>Responses</th>
<th>Percent</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>Very Frequently (4+ times per week)</td>
<td>17.8%</td>
<td>28</td>
</tr>
<tr>
<td>Somewhat Frequently (1-3 time per week)</td>
<td>15.9%</td>
<td>25</td>
</tr>
<tr>
<td>Occasionally</td>
<td>24.2%</td>
<td>38</td>
</tr>
<tr>
<td>Rarely</td>
<td>19.7%</td>
<td>31</td>
</tr>
<tr>
<td>Never</td>
<td>22.3%</td>
<td>35</td>
</tr>
<tr>
<td>Totals</td>
<td>100%</td>
<td>157</td>
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</table>
4. Which goal included in the current EnvisionCR plan do you feel is most important?

<table>
<thead>
<tr>
<th>Responses</th>
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</thead>
<tbody>
<tr>
<td>Goal 1:</td>
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<td>11.7%</td>
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<tr>
<td>Goal 2</td>
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<td>57.2%</td>
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<tr>
<td>Goal 3</td>
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<td>11.0%</td>
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<tr>
<td>Goal 4</td>
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</tr>
<tr>
<td>Totals</td>
<td>145</td>
<td>100%</td>
</tr>
</tbody>
</table>

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.

5. How do you feel about the corridor today in its current state? (Multiple Choice)

<table>
<thead>
<tr>
<th>Responses</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
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<td>0.6%</td>
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<tr>
<td>Good</td>
<td>17</td>
<td>10.8%</td>
</tr>
<tr>
<td>Fair</td>
<td>67</td>
<td>42.4%</td>
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<tr>
<td>Poor</td>
<td>72</td>
<td>45.6%</td>
</tr>
<tr>
<td>None of the above</td>
<td>1</td>
<td>0.6%</td>
</tr>
<tr>
<td>Totals</td>
<td>158</td>
<td>100%</td>
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</tbody>
</table>

Responses represent the percentage and count of responses for each category.
6. STREETSCAPE PREFERENCE (Multiple Choice)

<table>
<thead>
<tr>
<th>Responses</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>13.6%</td>
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<tr>
<td>B</td>
<td>16.2%</td>
<td>25</td>
</tr>
<tr>
<td>C</td>
<td>29.9%</td>
<td>46</td>
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<tr>
<td>D</td>
<td>40.3%</td>
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<tr>
<td>Totals</td>
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<td>154</td>
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</table>

7. TRAFFIC SIGN PREFERENCE (Multiple Choice)

<table>
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<th>Responses</th>
<th>Percent</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>A</td>
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<tr>
<td>B</td>
<td>32.3%</td>
<td>43</td>
</tr>
<tr>
<td>C</td>
<td>34.6%</td>
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<tr>
<td>D</td>
<td>4.5%</td>
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<tr>
<td>Totals</td>
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8. GATEWAY PREFERENCE (Multiple Choice)

<table>
<thead>
<tr>
<th>Responses</th>
<th>Percent</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
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<td>19.4%</td>
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<tr>
<td>B</td>
<td>27.8%</td>
<td>40</td>
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<tr>
<td>C</td>
<td>27.8%</td>
<td>40</td>
</tr>
<tr>
<td>D</td>
<td>25.0%</td>
<td>36</td>
</tr>
<tr>
<td>Totals</td>
<td>100%</td>
<td>144</td>
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</tbody>
</table>
MULTI-FAMILY DEVELOPMENT FOCUS AREA

FUTURE LAND USE - PROPOSED CONCEPTS

MT. VERNON ROAD CORRIDOR ACTION PLAN

COMMERCIAL / MIXED-USE DEVELOPMENT FOCUS AREA

Cedar Rapids
City of the Golden Triangle

Confluence

HRGreer
# Public Input Summary - Land Use

## Land Use

### Summarized Public Input

- Need more retail variety
- Redevelop vacant sites
- Provide incentives for businesses to develop
- Transition between land uses
- Buffer existing residential
- Restrict certain types of uses
- Limit large box type retail
- More restaurants needed
- Lack of cohesiveness
- Some areas are suitable for redevelopment
- Desire for local shops and boutiques

### Goals

- Promote new retail development and redevelopment along the corridor.
- Encourage neighborhood scale and neighborhood friendly uses.

### Action Items

| A | Establish design and use standards that support redevelopment on smaller lots, promote buildings that are in scale with the surrounding neighborhood. |
| B | Restrict or prohibit uses that are not considered neighborhood friendly. |
| C | Focus retail and multi-family development and redevelopment to major intersections and existing commercial areas. |
| D | Continue to track the effectiveness of standard City financial incentive assistance programs that can benefit redevelopment of vacant or existing sites. |

### Dot Voting

- A
- B
- C
- D
### CHARACTER

#### SUMMARIZED PUBLIC INPUT

- Improve aesthetics
- Unattractive area
- Visible utilities
- Improve property maintenance
- Need district signage
- Build on Historic Lincoln Highway
- No cohesive architectural style or design
- Lack of character
- Losing sense of place

#### GOALS

- Improve the aesthetic appeal of the corridor.
- Celebrate the historical significance of the corridor.
- Reduce visual clutter along the corridor.

#### ACTION ITEMS

<table>
<thead>
<tr>
<th>ACTION ITEMS</th>
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<tbody>
<tr>
<td>A</td>
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<td>H</td>
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<tr>
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#### DOTVOTING

<table>
<thead>
<tr>
<th>DOTVOTING</th>
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<tbody>
<tr>
<td>A</td>
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<td>B</td>
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<td>F</td>
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<td>G</td>
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<tr>
<td>H</td>
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<tr>
<td>I</td>
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<tr>
<td>J</td>
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</tbody>
</table>
Purpose of Truck Routes:
- Promote safe, efficient, and connective routes to best service truck travel while reducing circulation conflicts and minimizing impact to area residents and property owners.
- Help trucks avoid residential streets and neighborhoods.
- Create a seamless transition between truck traffic entering and exiting the City limits and the City roadway network.
- Extend the life of pavement by allowing designated routes to be properly designed to accommodate trucks and prevent the "over design" of roadways not designated as truck routes, potentially reducing infrastructure investment costs.
- Increase logistics options that will benefit businesses, transportation providers, and consumers by reducing the cost of shipping goods.
- Provide a major benefit to the City’s economy by supporting the efficient movement of trucks that in turn will contribute to the economic growth of the City.
MT. VERNON ROAD CORRIDOR ACTION PLAN

POTENTIAL MT. VERNON ROAD CROSS SECTIONS

LOCATION MAP

PROPOSED MOUNT VERNON ROAD CORRIDOR TYPICAL SECTIONS

Snyder & Associates
Engineers and Planners

10TH STREET SE TO 15TH STREET SE
8' Scale
POTENTIAL INTERSECTION IMPROVEMENTS

LEGEND
ROADWAY IMPROVEMENTS

MOUNT VERNON ROAD SE
15TH STREET SE
3/4 INTERSECTION
POTENTIAL INTERSECTION IMPROVEMENTS

LEGEND
ROADWAY IMPROVEMENTS

Snyder & Associates
Engineers and Planners

MT. VERNON ROAD CORRIDOR ACTION PLAN

CONFLUENCE

HRGreen

Cedar Rapids
City of First Sense
POTENTIAL INTERSECTION IMPROVEMENTS
## Public Input Summary - Circulation

### Summarized Public Input

- Too much truck traffic
- Reduce truck traffic
- Speeding
- Traffic congestion
- Lack of turn lanes
- Not walkable
- Lack of pedestrian crosswalks
- More sidewalk connectivity
- No room for/not safe for bikes
- Keep bikes off the roadway
- Improve road and sidewalk maintenance

### Goals

- Improve traffic circulation and safety.
- Increase walkability and safety for pedestrians and bicycles.

### Action Items

<table>
<thead>
<tr>
<th>Action Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Analyze and make improvements to reduce the number of and/or impact of the existing off-set street intersections.</td>
</tr>
<tr>
<td>B</td>
<td>Reduce the number of commercial driveways that directly access Mt. Vernon Road and restrict left turns with a center median.</td>
</tr>
<tr>
<td>C</td>
<td>Establish a minimum standard street profile and right-of-way that accommodates 4 travel lanes, turn lanes, center median, sidewalks, and snow storage.</td>
</tr>
<tr>
<td>D</td>
<td>Create a plan to improve access to and use of public transit including bus stop locations and minimum necessary improvements to bus stop locations such as sidewalk accessibility, signage, benches and shelters.</td>
</tr>
<tr>
<td>E</td>
<td>Develop a plan to phase roadway, median, turn lane, sidewalk, and crosswalk improvements with priority given to areas with the most congestion.</td>
</tr>
<tr>
<td>F</td>
<td>Require right-of-way dedication, street and sidewalk improvements, and driveway relocations at the time of development or redevelopment of adjoining properties.</td>
</tr>
<tr>
<td>G</td>
<td>Provide signage to delineate the preferred bicycle routes through and around the Mt. Vernon Road Corridor.</td>
</tr>
</tbody>
</table>

### DOT Voting

<table>
<thead>
<tr>
<th>DOT Voting</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
</tr>
</thead>
</table>
Once adopted, the Mt. Vernon Road Corridor Action plan will serve as the guiding document for future initiatives in the Mt. Vernon Road Corridor.

A Corridor Action Plan focuses on a major transportation corridor that provides connectivity within the city. These plans provide an analysis of current conditions and a list of recommended actions to be taken to make improvements or address issues, and invite full public participation. Corridor Action Plans were identified through EnvisionCR (the City’s Comprehensive Plan), which was adopted in January 2015 following extensive public feedback.

**Short Term Action Items**
Estimated at 1 to 5 Years

**Long Term Action Items**
Estimated at 5+ Years

Certain items may be tied to future road improvement projects.