



City of Five Seasons®

City of Cedar Rapids

**Development Committee Meeting Agenda**

City Hall Training Room

Wednesday, January 21, 2015

4:00 pm – 5:00 pm

**Purpose of Development Committee:**

To enable the City Council to discuss and evaluate in greater detail these specific issues that directly impact the physical, social, and economic vibrancy of the City of Cedar Rapids.

**City Council Committee Members:**

Council member Monica Vernon, Chair

Council member Pat Shey

Council member Susie Weinacht

- Mayor Ron Corbett is an ex-officio member of all Council Committees per City Charter Section 2.06.

**Agenda:**

- Approval of Minutes – November 19, 2014

- Presentations:

1. Five Year Consolidated Plan Update                      Paula Mitchell                      (10 minutes)  
*Community Development*

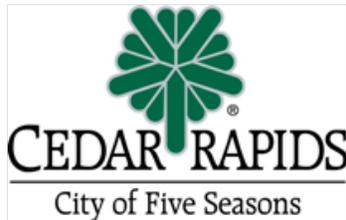
- Recommendation Items:

1. Indian Creek                      Caleb Mason                      (10 minutes)  
*Community Development*
2. 214 1<sup>st</sup> Street SW                      Caleb Mason                      (5 minutes)  
*Community Development*
3. Smulekoff's RFP                      Caleb Mason                      (15 minutes)  
*Community Development*
4. Opening of Waiting List                      Sara Buck                      (5 minutes)  
*Community Development Housing*
5. National Register Nominations                      Anne Russett                      (5 minutes)  
*Community Development*

- Informational Items:

1. MedQuarter Overlay                      Seth Gunnerson                      (10 minutes)  
*Community Development*
2. MedQuarter Operations                      Kirsty Sanchez                      (10 minutes)  
*Community Development*

- Public Comment



**City of Cedar Rapids  
DEVELOPMENT COMMITTEE MINUTES  
City Hall Training Room  
Wednesday, November 19, 2014  
4:00 p.m.**

The meeting was brought to order at 4:03 p.m.

Present: Council members Vernon (Chair) and Shey. Staff members present: Jennifer Pratt, Community Development Director; Seth Gunnerson, Community Development Planner; Anne Russett, Community Development Planner; Jeff Hintz, Community Development Planner; Sara Buck, Housing Programs Manager; Paula Mitchell, Housing and Redevelopment Manager; and Anne Kroll, Community Development Administrative Assistant. Commission members present: Scott Overland, Chair, City Planning Commission; Bill Stamats, Chair, Visual Arts Commission; and Amanda McKnight-Grafton, Chair, Historic Preservation Commission.

Council member Shey motioned to approve the minutes from October 15, 2014. Council member Vernon seconded the motion. The motion passed unanimously.

**Presentations:**

**1. City Planning Commission Work Plan**

Seth Gunnerson, Community Development Planner, stated that The City Planning Commission (CPC) is a body required by State statute to review and make recommendations to the City Council on matters related to the zoning ordinance. This includes land development applications such as rezoning and preliminary plats, along with amendments to the zoning ordinance. The Development Services Department works with the CPC on reviewing and presenting Land Development cases, while the Community Development Department continues to work with the CPC on code and policy updates.

Scott Overland, Chair, City Planning Commission, stated that some of the items on the work plan are ongoing year to year. Increasingly, they are looking more at sustainable practices. CPC will take advantage of training opportunities and conferences. The Commission will bring guest speakers into their meetings to learn more about upcoming projects. EnvisionCR and the Comprehensive Plan will bring many projects as well as the change in the Zoning Code. CPC will continue to be available to assist the City Council from an informational standpoint.

Council member Vernon expressed interest in sending an email stating that the Council members on the Development Committee strongly urge the City Planning Commission to attend Trees Forever.

## 2. Visual Arts Commission Work Plan

Bill Stamats, Chair, Visual Arts Commission, stated that most of the items on the work plan are ongoing. The Commission took some of the city's collection and found a home for them and would like to put more pieces in City Hall. The airport wants to let go of some of their pieces and they could be placed in the Public Services building. The Commission is working on a brochure of the City's collection and it should be complete by early 2015. The Commission is giving recommendations to the Linn County Visual Arts Commission for the gift for Greene Square.

Mr. Gunnerson stated that the Commission is in the final stages of an RFP to hire someone for professional services to assess the condition of the art in the City, identify what maintenance is needed, and hopefully get the art on a rotation to be assessed over the years. The Commission is also working with the 2% policy to identify if there's an opportunity to place art as part of the projects the City has coming up.

Jennifer Pratt, Community Development Director, stated that it is 2% of projects, but doesn't include projects that have FEMA funding or that type of funding. The concept is 1% is for actual artwork and 1% is to help cover the ongoing maintenance and insurance. The issue is that, even though it is a City funded project, funds for future maintenance needs cannot be pooled. Council member Vernon encouraged the Visual Arts Commission to come to the City Council with any ideas or opportunities that might arise.

## 3. Historic Preservation Commission Work Plan

Amanda McKnight-Grafton, Chair, Historic Preservation Commission (HPC), spoke about the accomplishments of the HPC. They include:

- Reviewed 10 certificates of appropriateness and 41 demolition applications
- Partnered with other organizations on the 2014 Preserve Iowa Summit and hosted the third annual Preservation Awards ceremony to honor the City's most outstanding preservation efforts
- Completed the following projects from the FEMA Memorandums of Agreement:
  - Designation of the 3<sup>rd</sup> Avenue SW Commercial National Historic District, accepted by the National Park Service in Summer 2014
  - Completion of the *Cedar Rapids Citywide Historic and Architectural Reconnaissance Survey*

Ms. McKnight-Grafton discussed the five goals of the HPC:

**Goal 1:** Participate in preservation, salvage, and documentation of historic structures.

**Tasks:**

- Prepare a list of criteria to aid property owners, developers, and others in the identification of potentially historic buildings
- Explore potential financing strategies and economic incentives and recommend incorporation into the Historic Preservation Plan. HPC is exploring funding from other grants, financial institutions that would be willing to offer low interest loans, assistance from other nonprofit organizations, and looking at other cities close by that have received grants that they can offer as a city to their citizens.
- Continue recommending improvements to historic preservation ordinance and processes through the development of the Historic Preservation Plan. HPC is seeing success in the demolition application process.

**Goal 2: Increase communication**

**Tasks:**

- Continue to improve the HPC website for ease of use and to provide more information
- Create informational brochure(s) to explain benefits of historic districts and HPC processes

**Goal 3: Improve Public Relations**

**Tasks:**

- Send brochure to all property owners in historic districts explaining benefits and requirements
- Continue to honor exemplary preservation efforts through annual Community Preservation Awards and the Preservation Showcase. The next showcase will be May 2, 2015.

**Goal 4: Provide information and educational opportunities for the public**

**Tasks:**

- Hold two trainings per year on various practical preservation topics like adaptive reuse, wood window repair, and brick tuckpointing
- Plan and host the 2015 Preservation Showcase
- Develop historic district markers and signage to help the public identify key historic areas and landmarks. The goal is to have them installed by the spring of 2015.

**Goal 5: Provide educational opportunities for HPC members**

**Tasks:**

- Continue to provide outside training opportunities, and encourage attendance at the 2015 Preservation Showcase

Ms. McKnight-Grafton discussed the upcoming events/ongoing efforts of the HPC:

- 2015 Preservation Showcase scheduled for Saturday, May 2
- Working toward the City's first nomination of a local landmark
- Continue to work with the City staff to implement various projects from the FEMA Memorandums of Agreement, including the development of a Historic Preservation Plan and the Downtown National Historic District

Council member Shey inquired about how to encourage people to have their neighborhood become a historical district. Ms. McKnight-Grafton stated that the surveys have helped HPC to identify potential local historic district. Council member Vernon inquired about having the HPC present at neighborhood meetings. Ms. McKnight-Grafton stated that the HPC has done a few meetings and will continue to reach out to the neighborhood associations.

Council member Vernon showed appreciation of the positive approach with the awards. What Cedar Rapids is doing since the flood is creating a different culture. The combination of things happening is making people realize that old buildings are important. People like to see the older buildings being preserved. Council member Vernon stated the signage in the historic district and on historical buildings is important because Cedar Rapids has so much history that needs to be documented before it is lost. Council member Vernon commented on the importance of historical tours.

## **Recommendation Items:**

### **1. Communication Tower**

Jeff Hintz, Community Development Planner, described the communications facilities timeline thus far:

- Public Engagement on:
  - August 13 – Citizens with industry professionals
  - September 10– Citizen only input session
  - October 20 – Citizen only input session
  - November 5 – Industry professionals phone conference update
- Resulted in recommended changes today

Mr. Hintz stated that the recommended changes are:

- Tower placement based on distance from existing detached one and two family units
- Establishment of a three tier system where tiers determine the following:
  - Notification requirements
  - Height of tower
  - Materials used in construction of facility
  - Process length

Mr. Hintz showed a chart that described each of the three tiers and displayed maps that showed the distance between 500 feet and 300 feet.

Council member Vernon stated that if these are built they should be stealthed as much as possible. Council member Vernon is interested in what extremely progressive cities are doing.

Council members Vernon and Shey agreed to move forward with unanimous consent.

Mr. Hintz reminded the Committee of the next steps:

- Dec. 2 – Motion setting a public hearing
- Dec. 4 – City Planning Commission review and recommendation
- Dec. 16 – Public hearing and 1<sup>st</sup> reading of proposed ordinance
- Jan. 13 – 2<sup>nd</sup> and possible 3<sup>rd</sup> reading

### **2. Administrative Plan**

Sara Buck, Housing Programs Manager, discussed the following program details:

- Administration of the program for 37 years
- Public Housing Authority (PHA) for Linn and Benton Counties
- Federally Funded Program by the U.S. Department of Housing & Urban Development (HUD)
- Program is designed to accommodate very low-income families and individuals with rent assistance for decent, safe, and sanitary housing provided by private owners and rental agents.

Ms. Buck discussed who they served this year:

- 2014 New Admissions
  - 92% Iowa Residents

- 8% Other States – These people applied in another state and then moved to Iowa
- Current Participants:
  - 13% Elderly
  - 40% Disabled

Ms. Buck discussed the background for the reasoning of the changes. The waitlist has been closed since November 2011 because there were 4,000 people on it with a 3-5 year wait. In preparation for reopening the waitlist, City Staff met with Community Service Agencies on October 29, 2014 to discuss policy and procedures. Current Policy requires the waitlist to remain open until it reaches approximately 60 months (5 years) worth of applicants. Because of this urgent needs are not being met and the success rate drops from 75% to 25% after two years.

Ms. Buck stated the proposed changes are to update PHA Policy within the Housing Choice Voucher Administrative Plan to allow the waitlist to be closed with 24 months (2 years) of applicants. This allows the PHA to open the waitlist more often, better meeting the community need. The success rate will increase with more recent applications and decrease the cost of purging the waitlist annually. These changes are recommended by HUD.

Council member Shey asked how the waitlist is prioritized. Ms. Buck stated that the applications on the waitlist are sorted by preference first and then by time and date of application. The last preference would be applicants from out of state without children.

Ms. Buck reviewed the timeline:

- Dec. 2 – Motion setting a public hearing
- Dec. 16 – Public hearing
- Jan. 13 – Resolution to City Council

Ms. Pratt stated that on December 16 Ms. Buck will provide Council a more in depth overview.

Council members Vernon and Shey agreed to move forward with unanimous consent.

## **Informational Items**

### **1. Low Income Housing Tax Credits**

Ms. Pratt stated that there are no Low Income Housing Tax Credit projects at this time. Ms. Pratt explained that staff met with IFA representatives and it is believed that the reason behind this is there are so many projects for the Multifamily New Construction Program.

Paula Mitchell, Housing and Redevelopment Manager, stated that 16 applications were submitted and forwarded it IEDA. IEDA is expected to notify people of awards in January.

## **Public Comment**

The meeting adjourned at 5:24 p.m.

Respectfully submitted,

DRAFT



Community Development Department  
City Hall  
101 First Street SE  
Cedar Rapids, IA 52401  
Telephone: (319) 286-5041

**To:** City Council Development Committee  
**From:** Paula Mitchell through Jennifer Pratt, Director of Community Development & Planning  
**Subject:** Five Year Consolidated Plan Update  
**Date:** January 14, 2015

---

### **Background**

Cedar Rapids, as an Entitlement Community eligible to receive funding through the Community Development Block Grant (CDBG) and HOME Investment Partnership Programs, is required to submit a Consolidate Plan 5-Year Strategy document to HUD every five years. The City has engaged Morningside Research and Consulting, Inc. to assist with public outreach and facilitation of stakeholder input for the update to the plan, covering the period of July 1, 2015 – June 30, 2020. The plan is due to HUD no later than May 15, 2015.

The Consolidated Plan provides demographic data required by HUD and identifies priorities for Housing and Community Development activities to be funded with CDBG and HOME program dollars. Any activities proposed for CDBG or HOME funding must be consistent with needs identified in the Consolidation Plan. Prioritization is increasingly important as Entitlement funding has seen a downward trend in the past 5 years.

### **Public Outreach**

The City is reaching out to obtain community input in a variety of ways. A survey tool has been developed and will be used to collect public feedback on community needs. The survey will be promoted on the City's social media sites and will also be distributed via many of the City's community service provider agencies to their clientele. This will assist in obtaining feedback from program beneficiaries, which is sometimes a difficult demographic to engage.

A stakeholder focus group meeting and a public meeting will be held on January 22, with activities planned to assist in establishing shared priorities for the City's scarce resources. The City's consultant will also be conducting key stakeholder interviews on January 21 and 22.

A public hearing will be held at the City Council meeting on January 27, 2015 to collect citizen input, and a draft plan will be made available for public comment in March of 2015. The plan will be available for review and comment for at least 30 days prior to consideration for adoption by City Council.

### **Next Steps:**

- January 21-22, 2015 – Key stakeholder interviews
- January 22, 2015 – Stakeholder Focus Group Meeting, 9:00 – 10:30 a.m. at the African American Museum of Iowa.
- January 22, 2015 – Public Open House Meeting, 4:00 – 7:00 p.m. at the City Services Center (Time Check Hall)
- January 27, 2015 – Public Hearing to collect citizen input regarding priorities

- March 2015 – Draft plan available for public review and comment
- April 28, 2015 – City Council consideration of draft plan
- May 15, 2015 – Final adopted plan due to HUD



Community Development Department  
City Hall  
101 First Street SE  
Cedar Rapids, IA 52401  
Telephone: (319) 286-5041

**To:** City Council Development Committee  
**From:** Caleb Mason through Jennifer Pratt, Director of Community Development & Planning  
**Subject:** Indian Creek Nature Center Request  
**Date:** January 16, 2015

---

At the Development Committee's October 2014 meeting, staff presented information about a request received from the Indian Creek Nature Center (ICNC) to acquire approximately 78 acres of City property located north of Otis Rd SE and west of Bertram Rd SE. Additional time was needed to research property and the nature of the City's acquisition in order for an appropriate recommendation to be made to the Development Committee. The additional research has been conducted and is presented in this memo.

### **Background**

The City acquired the requested properties along with other land along the Cedar River and Indian Creek through the Open Space Land Program (OSLP) through the U.S. Department of Housing and Urban Development (HUD). The City's acquisition came following flooding occurring in the late 1960s in order to return the properties back into natural, green space.

At the time, the OSLP required assisted property to remain open space through deed restrictions, which could be modified or lifted only by the Secretary of HUD. The open space requirement and other program requirements were repealed by federal law in 1983. Effectively, the repealers remove the federal interest in the properties and allow jurisdictions to sell, lease, or use the properties in any way it determines in the public interest.

### **Nature Center Lease**

The Nature Center has managed the City property as open space since their establishment in 1973. In 2001, the City and Nature Center renewed a lease agreement for an additional 50 year term which ends June 30, 2051 and includes a total of 168 acres.

The Lease includes the following terms:

- \$1.00 per year rent;
- The lease can be terminated under the following circumstances:
  - Cause – material breach of the terms of the lease
  - Convenience – intention to terminate four (4) years after written notice
- The Nature Center can only use the property for:
  - environmental education;
  - non-obtrusive recreation;
  - preservation, restoration, protection and enhancement of the land in its natural, scenic, historical, agricultural, and/or open space condition;
  - habitat manipulation – prescribed burns, managing walking/hiking trails; and
  - energy and resource conservation demonstrations.

- The Nature Center is to maintain the property;
- The City is to approve any plans for the construction of any facilities on the site;

Since their initial lease in 1973, ICNC has invested in excess of \$1M in improvements on the leased property through:

- Retrofitting the barn to habitable space;
- Installation of net-metered solar panels;
- Flood renovations;
- Permeable concrete driveway;
- Planting over 600 trees;
- Prairie restoration and planting;
- Creation of wetlands and boardwalk;
- Creation and maintenance of 5+ miles of trails;

### **Amazing Space Project**

Staff began discussion with the Nature Center beginning in summer 2014 regarding plans to expand operations through the construction of facilities and improvements through a project known as “Amazing Space”. The \$5.9 million project involves the construction of a 12,000 square foot facility. To date, ICNC has raised in excess of \$5 million of the project through a capital campaign and intends to break ground on the project in the spring of 2015. The ICNC has requested fee simple ownership of the property to protect the significant capital investment in the property not afforded in a lease.

### **Staff Recommendation**

Community Development and Park & Recreation staff recommended initiating the disposition process for the property and inviting proposals that foster an appreciation of nature through environmental education, non-obtrusive recreation, and enhancement of the land in its natural, scenic, and historic condition.

Further, staff recommends that any future transfer of the property would include reversionary clauses where the land would revert back to the City if the property is used for any other purpose and use that what is stated above.

### **Next Steps**

January 13, 2015	Motion Setting a Public Hearing
January 17, 2015	Public Notice Published in Gazette
January 27, 2015	Public Hearing
February 16, 2015	Proposal Deadline
February 28, 2015	City Council Consideration of a Development Agreement



Community Development Department  
City Hall  
101 First Street SE  
Cedar Rapids, IA 52401  
Telephone: (319) 286-5041

**To:** City Council Development Committee  
**From:** Caleb Mason through Jennifer Pratt, Director of Community Development & Planning  
**Subject:** 214 1<sup>st</sup> Street SW  
**Date:** January 13, 2015

---

### **Background**

KHB is redeveloping properties at 100 & 102 3<sup>rd</sup> Ave SW within the 3<sup>rd</sup> Ave SW Commercial Historic district in Kingston Village. The properties were awarded and sold to KHB by the City through a competitive disposition process.

In April 2014, staff brought forward for the Development Committee's consideration a request from KHB for the City to initiate disposition of 214 1<sup>st</sup> ST SW for development as parking to support its project. The Committee recommended not issuing an RFP for the property citing interest in developing density in key districts and ensuring the highest and best uses of City land.

Staff has continued discussions with KHB about its interest and needs for tenant parking. As an alternative to purchasing the property, KHB has requested a ground lease for 214 1<sup>st</sup> ST SW to make parking improvements for its tenants use and in partnership with adjacent property owners.

### **Staff Recommendation**

Staff is recommending pursuing negotiating a ground lease with KHB and its partners to use 214 1<sup>st</sup> St SW for parking as an interim use. In this model, the developer would make necessary parking lot improvements at its expense. The developer would be given a three year lease for the land with optional extensions. This model has been used in the past by the City to preserve the highest and best use of a City-owned property while allowing a temporary use of the property.



Community Development Department  
City Hall  
101 First Street SE  
Cedar Rapids, IA 52401  
Telephone: (319) 286-5041

**To:** City Council Development Committee  
**From:** Caleb Mason through Jennifer Pratt, Director of Community Development & Planning  
**Subject:** Smulekoff's Building RFP  
**Date:** January 7, 2015

---

The City has taken possession of the former Smulekoff's building at 97 3<sup>rd</sup> Avenue SW which was acquired through the Voluntary Property Acquisition Program. This memo provides the timeline, process, and draft criteria for the City's request for redevelopment proposals (RFP) for the property. Staff is aware of numerous parties interested in redeveloping the facility.

### **Flood Control System**

The property will be impacted by the City's Flood Control System (FCS) both in terms of extensive noises levels generated during construction and also through permanent easements required for ongoing maintenance of the FCS. Interested proposers will be encouraged to consider a redevelopment schedule that accommodates and coordinates with the design and installation of the FCS. The most up-to-date information on the alignment of the FCS will be provided to proposers in the RFP so that design considerations can be made.

### **Staff Recommendation**

Staff is recommending inviting redevelopment proposals for the property. The development objectives of the RFP include:

1. Financially viable redevelopment based on current market conditions
2. Retention of the building's historic character
3. Preference for the incorporation of market rate housing
4. Acknowledges and allows for construction and ongoing maintenance of City's Flood Control System

The proposals will be evaluated and ranked in the following three categories by a stakeholder review panel:

1. Developer Capacity and Project Feasibility
  - a. Capacity, experience, and capability of the Proposer
  - b. Marketing Feasibility
  - c. Financial feasibility
  - d. Timeline for redevelopment and built-out
2. Community Benefit
  - a. Innovative sustainability features in the site and building design

- b. Inclusion of market rate housing options
  - c. Architecture and design
3. Economic impact
- a. Overall project investment
  - b. Jobs created or retained
  - c. Amenities or services provided

<b>January 21, 2015</b>	<b>City Council Development Committee</b>
<b>February 10, 2015</b>	<b>Motion Setting a Public Hearing (consent agenda)</b>
<b>February 24, 2015</b>	<b>Public Hearing</b>
February 27, 2015	Informational Meeting & Property Walkthrough
Ongoing	Property walkthroughs
April 27, 2015	11:00 a.m. - Proposal Deadline
May 1, 2015	Stakeholder panel review of proposals
<b>May 12, 2015</b>	<b>City Council consideration of preferred Developer (Resolution to pursue a Development Agreement)</b>
<b>July 14, 2015*</b>	<b>City Council consideration of a Development Agreement</b>

*Bold items denote City Council action*

*\*Subject to mutual agreement of terms and conditions of a Development Agreement*



Community Development Department  
City Hall  
101 First Street SE  
Cedar Rapids, IA 52401  
Telephone: (319) 286-5041

**To:** City Council Development Committee  
**From:** Sara Buck, Housing Programs Manager, through Jennifer Pratt Director of  
Community Development & Planning  
**Subject:** Housing Choice Voucher – Section 8 Opening of Waiting List  
**Date:** January 21, 2015

---

**Background:**

The City of Cedar Rapids Housing Services Office has been administering the Section 8 Housing Choice Voucher (HCV) as the Public Housing Authority (PHA) of Linn and Benton Counties for approximately 37 years. This program is federally funded by the U.S. Department of Housing & Urban Development (HUD) and is designed to accommodate very low-income families and individuals with rent assistance for decent, safe, and sanitary housing provided by private owners and rental agents. On average the program assists 1,200 families with rent assistance per year.

The Housing Services Office maintains the programs waiting list, which was closed in 2011 with upwards of 4,000 people on the list and a 3-5 year wait for assistance. Since that time, the waiting list has remained closed to new applicants. In order to ensure that all applicants had an opportunity to participate in the program, the waiting list was completely expended prior to re-opening.

**Proposed Changes:**

Opening the Section 8 waiting list.

- Opening day will be held at Veterans Memorial Building in the Armory.
  - 24 months (2 years) worth of applications will be accepted.
  - We anticipate reaching the maximum number of applications in 1-3 days, at which time the waiting list will be closed.
  - Coordinating with other agencies to provide information on additional resources and services available in the community.
  - Applications will be sorted by preference, and then by time/date within the preference.
  - Applications will be pulled from the waiting list as funding becomes available.

**Recommendation:** Community Development Staff recommends the opening the Section 8 waiting list.

**Timeline:**

January 27, 2015 – Resolution to City Council for Approval



Community Development and Planning Department  
City Hall  
101 First Street SE  
Cedar Rapids, IA 52401  
Telephone: (319) 286-5349

To: City Council Development Committee  
From: Anne Russett, Planner III  
Subject: National Register Nominations  
Date: January 21, 2015

---

### ***Background***

After the flood in 2008, the City of Cedar Rapids entered into multiple memorandums of agreement (MOA) with the Federal Emergency Management Agency, the State Historical Society of Iowa, and the Iowa Homeland Security & Emergency Management Division. These MOAs outline a variety of mitigation measures that the City has agreed to implement in order to address the adverse impact on historic properties from the flood.

The City is currently working on implementing three mitigation measures related to nominations to the National Register of Historic Places. These include the following district and individual nominations:

1. Downtown National Historic District
2. St. James Methodist Church, 1430 Ellis Boulevard NW
3. Harper and McIntire Building (also known as the Smulekoff's Warehouse), 409 – 411 Sixth Avenue SE

### ***Downtown District***

In October 2012, the City entered into a contract with Summit Envirosolutions, Inc. for the preparation of a historical and architectural study of downtown. Based on the historical and architectural research conducted by the consultant and preliminary coordination with the State Historic Preservation Office, a proposed boundary for a district was identified (Attachment 1). In addition, the City staff coordinated closely with the Historic Preservation Commission, which provided feedback on proposed boundary.

Upon receiving confirmation from the State that this is a viable historic district, the City staff began work on engaging a variety of stakeholders, especially property owners. The City held a public open house on the proposed Downtown National Historic District on October 22, 2014 to answer questions and provide more information to interested stakeholders. Approximately 30 individuals attended the event.

### ***St. James Methodist Church***

In October 2012, the City entered into a contract with The Louis Berger Group for the preparation of the survey of religious institutions. After preparation of a preliminary draft of the survey, the staff obtained feedback from the Historic Preservation Commission on which religious building should move forward in the nomination process. The Historic Preservation Commission selected St. James Methodist Church [Attachment 2] for the following reasons: 1) the church's interest in the nomination, 2) the State Historic Preservation Office's preliminary determination of eligibility, 3) the post-World War II architecture, and 4) the flood damaged incurred by the building in 2008.

### ***Harper and McIntire Building***

In October 2012, the City entered into a contract with Summit Envirosolutions, Inc. for the preparation of the industrial survey. Based on the research conducted by the consultant and the interest of the property owner, the Harper and McIntire building [Attachment 3] was selected to move forward in the nomination process. The Historic Preservation Commission was also supportive of this nomination.

### ***SHPO Review Process***

All of these nominations were submitted to the State Historic Preservation Office for the first review on December 1, 2014. SHPO's final draft nomination deadline is April 1, 2015 which will be followed by a June 12, 2015 meeting before the State Nomination Review Committee. The final step in the process is the submission of the nominations to the National Park Service. This is anticipated in July 2015.

### ***Benefits of the National Register of Historic Places***

Inclusion on the National Register of Historic Places is an honorary distinction. Unlike local districts and landmarks, there is no local historic review for properties on the National Register. In fact, there are many benefits:

- Property owners may be able to obtain Federal historic tax credits and State tax credits for rehabilitation for eligible projects.
- Property owners may be eligible for certain Federal grants related to historic preservation as they are available.
- Property owners may also be eligible for certain State incentives and benefits.
- Listing on the National Register generally does not decrease property value and, in some cases, may actually increase the value or marketability of a property.
- Properties may be eligible for a one time, four-year tax exemption through Linn County's tax exemption program. This program applies to historic properties that have an approved application for substantial rehabilitation from the state historic preservation officer.

### ***Recommendation***

The City staff recommends that the Development Committee support these nominations and recommend support by the full City Council.

### ***Attachments***

1. Downtown National Historic District
2. St. James Methodist Church
3. Harper and McIntire Building



1 of 22. 1<sup>st</sup> Avenue SE at 2<sup>nd</sup> Street SE, camera facing east



2 of 22. 1<sup>st</sup> Avenue SE at 3<sup>rd</sup> Street SE, camera facing east



3 of 22. 1<sup>st</sup> Avenue SE at 4<sup>th</sup> Street SE, camera facing east



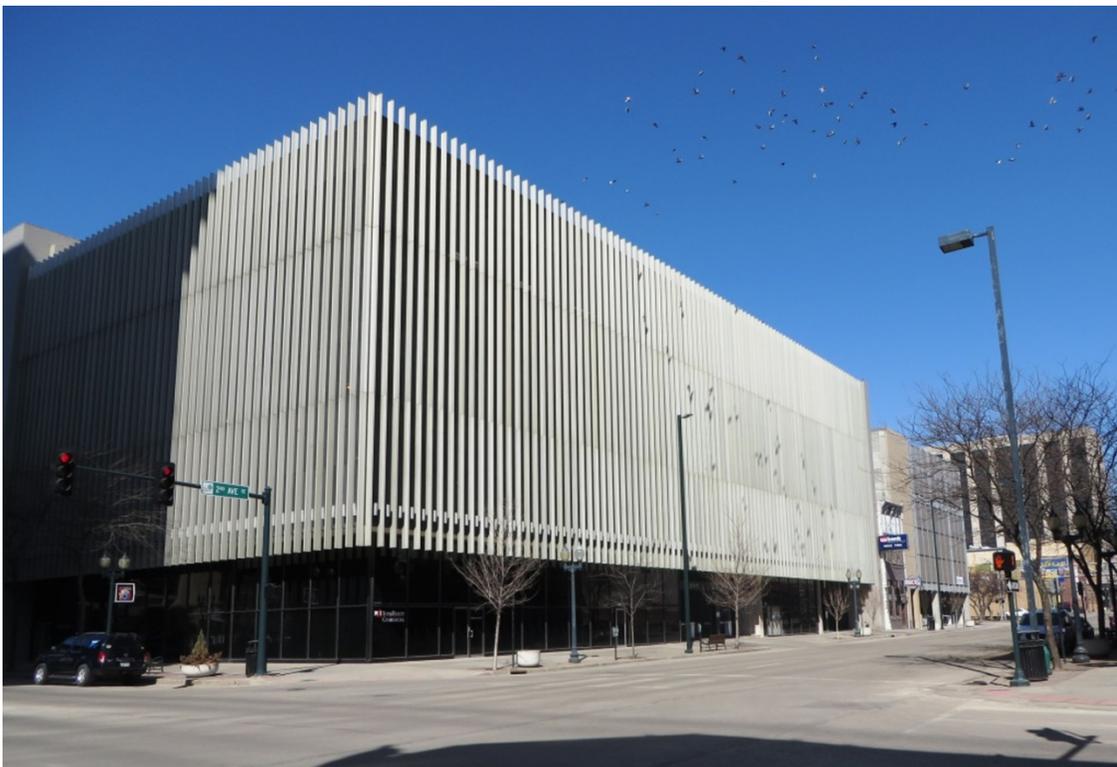
4 of 22. 2<sup>nd</sup> Avenue SE at 2<sup>nd</sup> Street SE, camera facing north



5 of 22. 2<sup>nd</sup> Avenue SE, 200 block from 3<sup>rd</sup> Street SE, camera facing west



6 of 22. 2<sup>nd</sup> Avenue SE, 300 block from 3<sup>rd</sup> Street SE, camera facing north



7 of 22. 2<sup>nd</sup> Avenue SE, 300 block from 4<sup>th</sup> Street RR corridor, camera facing south



8 of 22. 2<sup>nd</sup> Avenue SE, 400 block from 5<sup>th</sup> Street SE, camera facing southwest



9 of 22. 3<sup>rd</sup> Avenue SE, 100 block from 1<sup>st</sup> Street SE, camera facing north



10 of 22. 3<sup>rd</sup> Avenue SE, 100 block from 1<sup>st</sup> Street SE, camera facing east



11 of 22. 3<sup>rd</sup> Avenue SE at 2<sup>nd</sup> Street SE, camera facing north



12 of 22. 3<sup>rd</sup> Avenue SE at 3<sup>rd</sup> Street SE, camera facing east



13 of 22. 3<sup>rd</sup> Avenue SE, 300 block from 4<sup>th</sup> Street RR corridor, camera facing southwest



14 of 22. 3<sup>rd</sup> Avenue SE, 400 block from 5<sup>th</sup> Street SE, camera facing west



15 of 22. 4<sup>th</sup> Avenue SE, 200 block from 2<sup>nd</sup> Street SE, camera facing north



16 of 22. 2<sup>nd</sup> Street SE, 100 block from 1<sup>st</sup> Avenue SE, camera facing southeast



17 of 22. 2<sup>nd</sup> Street SE, 100 block from 2<sup>nd</sup> Avenue SE, camera facing north-northwest



18 of 22. 2<sup>nd</sup> Street SE at 2<sup>nd</sup> Avenue SE, camera facing south-southeast



19 of 22. 2<sup>nd</sup> Street SE, 300 block from 4<sup>th</sup> Avenue SE, camera facing northwest



20 of 22. 3<sup>rd</sup> Street SE, 200 block from 3<sup>rd</sup> Avenue SE, camera facing northwest



21 of 22. 3<sup>rd</sup> Street SE at 4<sup>th</sup> Avenue SE, camera facing north



22 of 22. 3<sup>rd</sup> Street 400 block from 5<sup>th</sup> Avenue SE, camera facing west



Attachment 2 -  
St. James Methodist Church



102.JPG



103.JPG



104.JPG



105.JPG



106.JPG



107.JPG



108.JPG



109.JPG



110.JPG



111.JPG



112.JPG



113.JPG



114.JPG



115.JPG



116.JPG

Attachment 3 -  
Harper & McIntire Building





Community Development and Planning Department  
City Hall  
101 First Street SE  
Cedar Rapids, IA 52401  
Telephone: (319) 286-5041

**To:** City Council Development Committee  
**From:** Seth Gunnerson through Jennifer Pratt, Interim Community Development and Planning Director  
**Subject:** Medical Quarter Overlay District  
**Date:** January 21, 2015

---

At the September 24, 2014 Development Committee meeting, staff reported that representatives from the Medical Quarter SSMID (MedQuarter) had approached the City about creating a Design Review Overlay District that would encompass the MedQuarter boundaries. The district would be similar to existing overlay districts in the Czech Village/New Bohemia area, Kingston Village and Ellis Boulevard.

Staff has met multiple with the MedQuarter Standards Committee, which is comprised of property owners and business representatives within the district, to develop draft overlay district standards. The standards were presented to the full MedQuarter SSMID Board on December 3, 2014 and after receiving no negative comments the Board unanimously endorsed the standards on January 7, 2015.

The draft is the result of several initiatives, including existing Overlay District Standards, the City's recent Interim Zoning Code Amendment and feedback from the community as part of EnvisionCR. The draft also incorporates elements recommended to the MedQuarter by the Lakota Group as part of the development of their Master Plan.

Each section of the draft contains a number of standards which all new development will be required to meet, along with recommendations on best practices. The draft recommendations cover five aspects of building and site design:

- **Building Massing, Orientation and Site Design** – Requiring appropriate placement for urban infill development with an emphasis on pedestrian friendly design.
- **Building Design** – Requiring high quality of design
- **Site Furnishings and Landscaping** – Recommendations for elements that enhance site design.
- **Signage** – Requirements for attractive building signage as well as permitting districtwide signage.
- **Greenway Design Standards** – Required and recommended elements for the proposed “greenway” along 4<sup>th</sup> Avenue SE

A copy of the draft recommendations are attached to this memo.

**Next Steps:**

Staff is working with the MedQuarter to conduct public outreach on the proposed overlay standards. It is anticipated that once that outreach is completed a draft ordinance will be brought back to the Development Committee for Recommendation in February before a City Council Public Hearing in March.

# MedQuarter Overlay District

---

The MedQuarter Overlay District standards shall be used to guide future development within the district.

The Medical Quarter Overlay District Standards and Guidelines shall apply to new construction, additions to existing buildings and/or the exterior rehabilitation of buildings located within the boundaries of the CB-O District and that are submitted after **DATE**.

The District Standards and Guidelines shall not apply to single-family and two-family dwellings.

Standards may be waived by the zoning administrator for existing structures if necessary to preserve the historic character of the building.

The Standards and Guidelines found within this document shall apply as follows:

**Medical Quarter Overlay District Standards** – Shall apply to new construction, additions to existing buildings and/or the exterior rehabilitation of buildings located within the boundaries of the CB-O District and that are submitted after **APPROVAL DATE**. The Zoning Administrator may waive certain standards which may not be applicable to certain projects due to scope of work. For example, specific façade requirements may be waived for rehabilitation work on existing structures.

**Design Recommendations** – Should be considered as part of the development of site plans and the design of buildings within the district. These recommendations include best practices along with suggested strategies to meet district standards and other aspects of the zoning ordinance. These recommendations may be included in recommendations made by the Design Review Committee and may be considered by approval bodies such as the City Planning Commission, Board of Adjustment or City Council

# Section A: Building Massing, Orientation and Site Design

## MEDQUARTER OVERLAY DISTRICT STANDARDS

- 1) Building setbacks for new construction shall be as follows:
  - Along 4th Avenue SE – 20' build-to-line
  - Along 1st Avenue SE – maximum setback of 5'
  - Along 10th Street SE – 10' build-to-line
  - Along all other streets – contextual setback and location close to the sidewalk encouraged
- 2) Building height shall be set by the underlying zoning classification except within the following transition zones:
  - Properties located on the half-block on either side of 2<sup>nd</sup> Avenue SE between 12<sup>th</sup> and 13<sup>th</sup> Streets SE



- Properties located within the Overlay District Boundaries which are south of 8<sup>th</sup> Avenue SE



<p>Within these transition zones building height shall be limited to three stories. An additional (fourth) story may be granted for projects which provide enclosed parking on at least 50% of the ground floor.</p>
<p>3) Building scale and massing shall maintain a relationship with adjacent structures to create building street walls along streets, drives and sidewalks where possible. Building massing shall be consistent with the City's Comprehensive Plan and may use the MedQuarter Master Plan as a reference.</p>
<p>4) Building shall be oriented towards the street with a pedestrian entrance facing the street encouraged.</p>
<p>5) Protective canopies are encouraged for entrances or vehicular drop-offs that are located within the property for the express purpose of dropping off people with physical limitations</p>
<p>6) Buildings shall hold the corners of intersections where possible to enhance the sense of enclosure and pedestrian-orientation of the commercial area</p>
<p>7) Multi-story buildings are encouraged. Single-story commercial buildings shall be at least 22 feet in height. These should be constructed with high ceilings or parapet walls to create a greater feeling of enclosure along the street and to compliment horizontal elements of adjacent buildings.</p>
<p>8) Buildings shall be placed close the street (or the build-to line, if required), drives and other buildings. Pedestrians shall be able to easily travel between buildings on clearly defined pedestrian paths, not parking lot driveways.</p>
<p>9) Service/loading areas should not be located near primary entrances to buildings.</p>
<p>10) The required screening of mechanical, loading, trash, and utilities shall complement materials used on the adjacent building. Brick or decorative stone in combination with decorative fencing and landscaping is preferred.</p>
<p>11) Sharing of loading, trash and utility areas among business is encouraged</p>
<p>12) Site plans should conform to the Pedestrian Friendly Site Design standards of the Commercial and Office Building Placement Guidelines section of the ordinance.</p>
<p>13) Sites shall be designed to provide for vehicular access in the following order or priority:</p> <ul style="list-style-type: none"> <li>i. Alley or any street not listed below</li> <li>ii. 10th Street SE</li> <li>iii. 4th Avenue SE</li> <li>iv. 1st Avenue SE</li> </ul>
<p>14) Where feasible, parking lots shall be linked between sites to reduce the need for district visitors to drive between adjacent stores and services. Shared parking between parcels is encouraged, and parking should be coordinated and signed appropriately to avoid user confusion</p>

**DESIGN RECOMMENDATIONS:**

- Any mechanical equipment, whether on rooftops or in service/loading areas, should be consolidated if possible and screened from view.
- Screening should be at least as high as the equipment it is supposed to hide and should be of a color and material that matches or is compatible with the dominant colors and materials found on the building. Chain link fencing, with or without slats, is prohibited.
- Loading, trash, and utility areas adjacent to a building should be designed as an integral component of the building. Outside storage of materials, equipment, or trucks should be kept to a minimum and in areas screened from view.
- Parking and service areas should incorporate attractive materials to minimize the “hard” appearance of driveways and surface parking lots. Decorative paving should be used to delineate pedestrian crossings, parking aisles, and entrances within parking lots.
- Parking and service areas, including alleys, should be well lit with glare on surrounding properties minimized
- All parking and service areas should be designed to accommodate efficient snow removal and storage.
- Parking and service areas should be located and designed to minimize interference with pedestrian circulation and sidewalk connections to surrounding neighborhoods.
- Parking areas should be buffered with landscaping, fencing, and or architectural elements to help contribute to an attractive streetscape

## Section B: Building Design

New and reconstructed elevations within the MedQuarter Overlay District shall comply with the requirements of this section.

A high quality of design is expected of all new construction within the MedQuarter. Criteria may vary whether an elevation is facing a street frontage, interior portions of a property, or are places close to a property line. The diagram and tables below shall be used to guide the application of Building Design requirements in the MedQuarter.

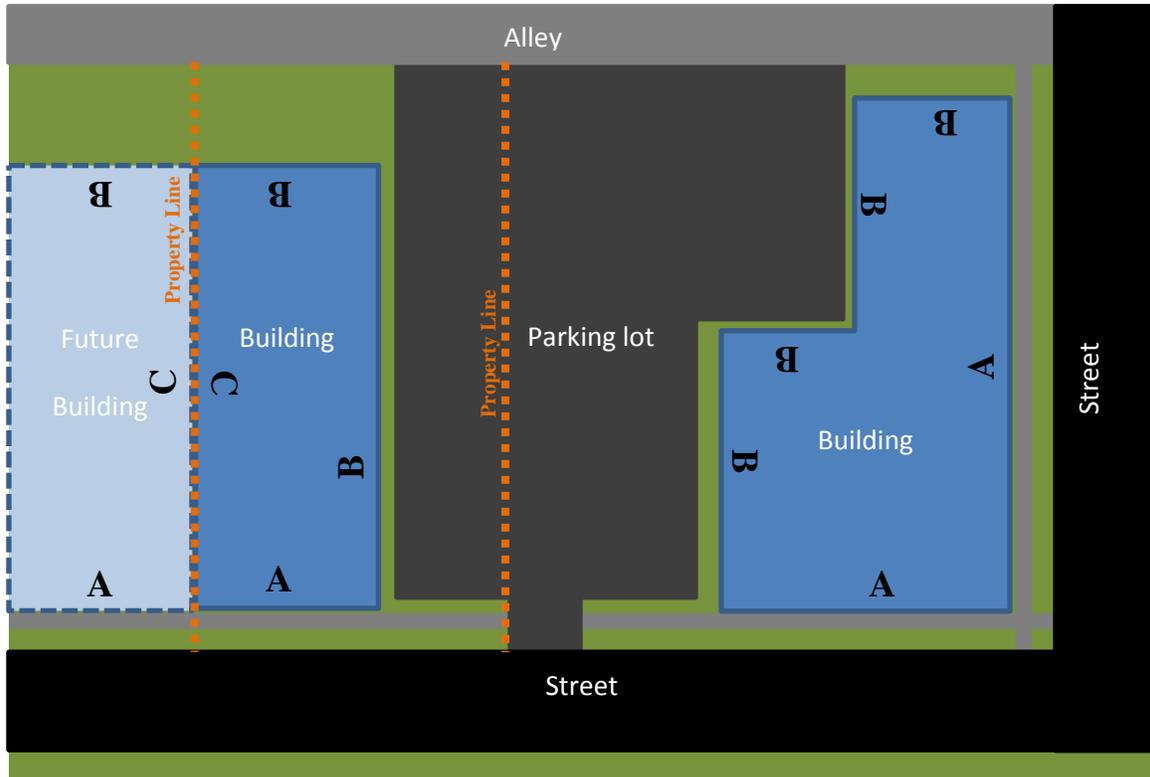


Diagram Reference	Location	Description
A	Street elevation	Elevations along street frontages
B	Interior elevation	Elevations interior to the parcel which are visible to the street
C	Lot line elevation	Elevations <b>without a public entrance</b> which are located within 7' of a rear or side yard parcel boundary which may be obscured by future construction.

Symbol	Description
●	All new or reconstructed elevations must comply with this requirement.
◇	All new or reconstructed elevations are encouraged to comply with this requirement.
×	This requirement is not applicable to the elevation

MEDQUARTER OVERLAY DISTRICT STANDARDS	Street Frontages	Interior	Lot line
<p>1) Building design and architectural style create and enhance the character of the MedQuarter for pedestrians and motorists. A range of architectural styles is preferred. However, all buildings should be designed with common elements:</p> <ul style="list-style-type: none"> <li>○ Open glass storefronts (where retail is provided) or public entrances (other non-residential development)</li> <li>○ Clearly defined entrances to ground and upper floors (if applicable);</li> <li>○ Sign bands and awnings incorporated into the design and scale of the buildings;</li> <li>○ Upper floor windows</li> </ul>	<p>● ● ● ●</p>	<p>◇ ● ● ●</p>	<p>× × ◇ ×</p>
<p>2) Variations in rooflines are encouraged add interest to buildings and reduce the massive scale of large buildings. Buildings which are taller that adjacent structures by more than 1 story should consider the use of upper-floor setbacks, dormers or other architectural features to soften the transition between structures.</p>	<p>●</p>	<p>◇</p>	<p>◇</p>
<p>3) The top edge of the building shall be defined by a cornice line or similar articulation.</p>	<p>●</p>	<p>●</p>	<p>◇</p>
<p>4) Highly reflective, opaque or darkly tinted glass shall not be used for windows or doors around public entrances.</p>	<p>●</p>	<p>●</p>	<p>×</p>
<p>5) Rear building entrances and facades shall be designed in a manner consistent with the front and a side facade, especially when parking is behind buildings.</p>	<p>×</p>	<p>●</p>	<p>◇</p>
<p>6) Entrances into commercial buildings should not be recessed more than five feet from the exterior building wall</p>	<p>●</p>	<p>●</p>	<p>×</p>
<p>7) Buildings shall primarily be constructed of high-quality materials such as brick, stone, split face block masonry, architectural paneling, and glass. The use of natural indigenous materials, such as limestone, is strongly encouraged. Exterior finish insulation systems (EFIS) may be used on upper floors but use should be limited on the ground level. Concrete block, metal or plywood should not be used on building facades or on walls that are visible from streets, driveways, sidewalks or parking areas. Stucco is allowed but should be limited on any building façade to a maximum of 10% of the façade.</p>	<p>●</p>	<p>●</p>	<p>◇</p>
<p>8) At a minimum 60% of the building elevation dedicated to non-residential uses should be windows, doors, and fenestration.</p>	<p>●</p>	<p>◇</p>	<p>×</p>

## DESIGN RECOMMENDATIONS:

- Interesting architectural details and features are preferred to provided layers of interest and variety for pedestrians and motorists
- Whenever possible, adjacent buildings should have component parts in good proportion with one another. Similar design linkages include placing window lines, belt courses, and other horizontal elements in a pattern that is harmonious and reflects the same elements on neighboring buildings.
- Solid windowless walls are discouraged unless necessary to the function of the building. These should be avoided along building elevations which face the right-of-way or interior elevations which are visible from the right-of-way.  
In such a case, a solid, windowless wall should incorporate material and color variations, arches, piers, columns, murals, high quality graphics, landscaping and other elements that reduce building scale and add visual interest.
- Building entrances should be designed so that doorways and vestibules are easily seen by shoppers and visitors, easily distinguished by tenant and use, and open and visible from the sidewalk. Entrances should provide a sense of welcoming hospitality.
- Architectural design should articulate and enhance buildings, especially those at street corners because of their prominence and visibility.
- Buildings that attempt to use the building itself as “advertising” are discouraged, particularly where the proposed architecture is a corporate or franchise style.
- Building projections, such as awnings, window bays, and terraces should be pedestrian scale, proportional to the building façade, and proportional to adjacent structures.
- Building entrances should be visible from the street, well-lit, and easily accessible. Architectural elements, canopies, and/or lighting are preferred to identify entrances, not screen them. If vehicular canopies are provided, provide adequate lighting – either natural or artificial – to avoid dark or unsafe conditions.
- Main commercial building entrances should be emphasized with larger door/window combinations, overhangs, slight recesses, unique roof forms, arches, accent colors, or architectural details.
- Building-mounted lighting should be carefully integrated into the design of the building and streetscape.
- The number of materials on an exterior building face should not exceed five to prevent visual clutter.

## Section C: Site Furnishings and Landcaping

---

MEDQUARTER OVERLAY DISTRICT STANDARDS
1) Visual continuity within the district is important. Site furnishings and other amenities significantly contribute to the overall image of any district. These elements include approved benches, waste receptacles, planters, railings, bollards, bike racks, and tree grates
2) Site furnishings are encouraged to be provided in pedestrian spaces such as building entrances, along walkways and in pedestrian plazas and seating areas.

**DESIGN RECOMMENDATIONS:**

- Visual continuity within the district is important. Site furnishings and other amenities significantly contribute to the overall image of any district.
- The elements should include approved benches, waste receptacles, planters, railings, bollards, bike racks, and tree grates
- Benches should be provided near drop-off areas and entryways to major buildings, at key locations along pedestrian ways, and at bus stops and plazas.
- Planters should be provided in plaza areas, building entry areas, and other paved open spaces to provide green space and sense of scale to pedestrian spaces.
- Waste and recycling receptacles should be provided at building entry ways, public plazas, bus stops, and near benches.
- Bike racks should be provided at public plaza spaces and major building entryways.
- Tree grates should be provided in paved plazas and pedestrian ways to protect tree roots from compaction.
- Plants installed to satisfy the requirements of this section should meet or exceed the standards of the most recent edition of the American Standard for Nursery Stock, published by the American Association of Nurserymen. Plants should be capable of withstanding the extremes of individual microclimates, be nursery-grown, and be balled and burlapped (when applicable)
- Landscape treatment should be provided to enhance architectural features, strengthen vistas, and provide shade.
- Plant materials should be selected for structure, texture, color and for ultimate growth potential. Plants that are indigenous to the area and that will be hardy, harmonious to the design, and attractive (including seasonal interest) should be used
- In locations where plants will be susceptible to injury by pedestrian or vehicular traffic, they should be protected by appropriate curbs, tree guards or other devices
- Trees should be installed consistently along all sidewalks and pedestrian paths in parks/plazas
- New plantings and color pockets should be added along the street where space allows. Raised beds, moveable planters, flower boxes, and hanging baskets are favored and provide seasonal interest, enhance the pedestrian experience, and reinforce an areas character.
- Along wider sidewalks, raised landscape planters may be used to break up large paved areas, add visual interest to the street, and separate pedestrians from traffic.

- All parking lots should be designed with perimeter and island landscaping. Such planting areas should be sufficient in size to provide visual breaks in parking areas and to allow for plant materials to grow. Sidewalks provided in parking lots to direct pedestrians to commercial frontages and storefronts should also include edge landscaping.
- Plant materials in islands, excluding shade trees, should not exceed a height of 36" at maturity.
- Vacant lots should be maintained with sod and low-level plantings until developed with new buildings.
- In areas where general planting will not prosper, other materials, such as fences, walls and pavers should be used. Carefully selected plants should be combined with such materials where possible.
- Where a building does not form the street edge, landscaping should be used to delineate that separation.
- All required landscaping areas not dedicated to trees, shrubs, or preservation of existing vegetation should be landscaped with grass, ground cover, or other landscape treatment, not including sand, rock or pavement.
- For each plant type associated with the landscaping requirements of this section, no single plant species should represent more than 40% of the total plantings.
- Plant material should be installed so it related to the natural environment and habitat in which it is placed
- The scale and nature of landscape material should be appropriate to the site and structures. For example, large-scale buildings should be complemented by large-scale plant material. Plant material should be selected for its form, texture, color and concern for its ultimate growth.

## Section D: Signage

---

<b>MEDQUARTER OVERLAY DISTRICT STANDARDS</b>
1) Signage shall be simple and incorporated into the building's architecture. New signage shall not obscure significant architectural details of structures.
2) All freestanding signs shall be low in height and placed within planting areas that are coordinated with the overall design of the site. Small directional signs under 6 square feet are not required to be in planting areas.
3) Public Art, sculpture, murals, etc are encouraged in the MedQuarter
4) Acceptable forms of signage include signs integrated into or affixed flat against a building facade, wall signs, projecting signs and monument signs. Other types of signage, including pole signs, may be considered if compatible with the unique character of the District.

### **DESIGN RECOMMENDATIONS:**

- Signs should be constructed of high-quality, solid, and durable materials.
- Sign colors and materials should be consistent with the colors and materials of the associated building.
- Sign lighting should be carefully considered in the building design. Back-lit panel signs are discouraged. Back-lit lettered signs are appropriate. If direct lighting is used, glare, brightness, visible hardware, and maintenance issues must be addressed. Strategically placed lamp fixtures that are compatible with the sign design and building architecture should be used for illuminated signs.
- All signs placed on a site be designed as part of a coordinated signage theme.
- Text on signs should be simple and easy to read
- To avoid visual clutter, redundant signage or multiple external signs should not be used.

## Section E: Greenway Design Standards:

---

(for the 10' required setback along 10<sup>th</sup> Street SE or the 20' required setback along 4<sup>th</sup> Ave SE)

### **Prohibited uses:**

- Parking (new construction)
- Buildings
- Accessory structures
- Asphalt surfaces
- Undecorated pavement over 8' in width

### **Required elements**

- Pedestrian path from sidewalk to adjacent structure or parking area.
- Green landscaping (grass, trees, planters) which covers at least 50% of the area

### **Encouraged elements**

- Trees
- Planters or flower beds
- Grass
- Decorative plaza areas for outdoor seating
- Pedestrian amenities such as benches and bike racks
- Art such as sculptures and fountains



Community Development Department  
City Hall  
101 First Street SE  
Cedar Rapids, IA 52401  
Telephone: (319) 286-5041

**To:** City Council Development Committee  
**From:** Kirsty Sanchez through Jennifer Pratt, Director of Community Development & Planning  
**Subject:** MedQuarter Operations Committee Update  
**Date:** January 21, 2015

---

### **Background**

The MedQuarter Operations Committee and Branding and Marketing Committee have been working together on creating a sense of place in the District. In October 2014, 108 banners were installed throughout the MedQuarter. Current branding efforts include the following:

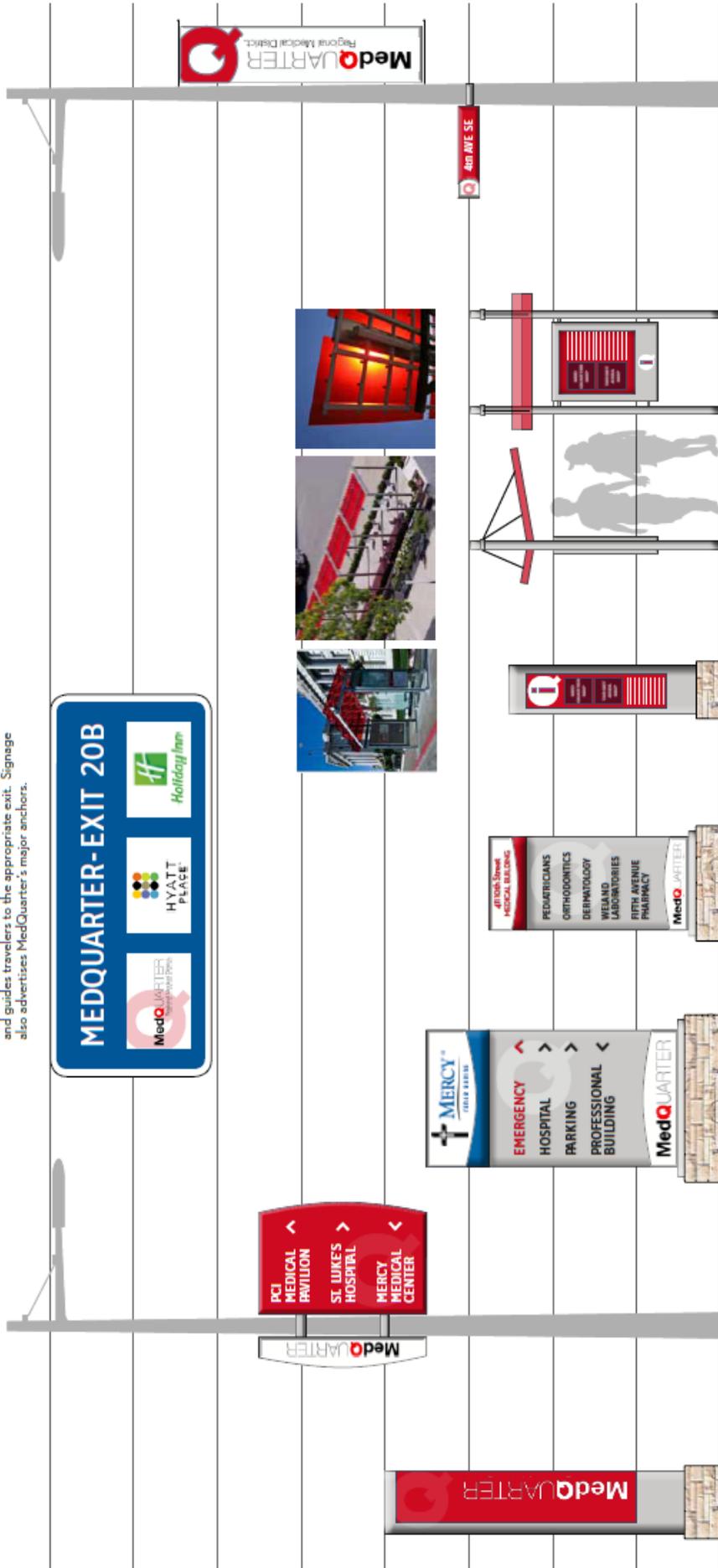
- A Request for Proposals for gateway entry monument sign design services was issued on January 8, 2014. The submittal date for proposals is January 29<sup>th</sup>. Examples of potential signage and gateways from the MedQuarter Master Development Plan by The Lakota Group are attached.
  - The Purchasing Services Division will begin drafting a Request for Bids for the fabrication and installation of the gateway entry monument signs in the near future.
- The Board of Adjustment approved a variance permitting a 22-foot-wide sign at 625 A Avenue NE on January 12, 2014. The sign will include a mural of Grant Wood's "Spring in the Country" and "Young Corn" paintings, as well as a description of the artworks (see attached).
- The Committees are working with de Novo on a new banner design for the District. These banners will be rotated every 3-6 months. Installation of the new banners could occur as early as spring/summer of 2015, budget pending.
- The Committees are working with City staff on potential street sign designs (attached). Staff will create mockups of the attached signs for review by the Medical SSMID Commission.

### **Next Steps**

Staff will continue working with the Committees on signage in the MedQuarter and will provide Development Committee with updates. Once a final design for the street signs has been selected, staff will work with the Committees to amend the District's Memorandum of Understanding. The proposed amendments will be reviewed by Development Committee prior to City Council approval.

**Interstate Directional - Distance Read**

Signage denotes MedQuarter as a regional destination and guides travelers to the appropriate exit. Signage also advertises MedQuarter's major anchors.



**Major Gateway - Site Entry**

Gateway element confirms arrival to the MedQuarter and denotes district boundaries.

**District Wayfinding - Site Orientation**

Pole mounted directional signage directs travelers to major anchors and orients them to the overall district layout.

**Institutional Wayfinding - Parking / Drop Off / Pick Up**

Monument signage directs travelers to primary parking locations and drop off / pick up locations for institutions.

**Building Identity - Facility / Entrance**

Monument signage identifies building name/address and facility locations. This signage also denotes primary building entrances.

**Shared Space Identity - Staff / Waiting / Outdoor Spaces**

Signage identifies and denotes shared spaces for breaks, waiting, play, relaxation or escape.

**Pedestrian Kiosk - Cafe / Retail**

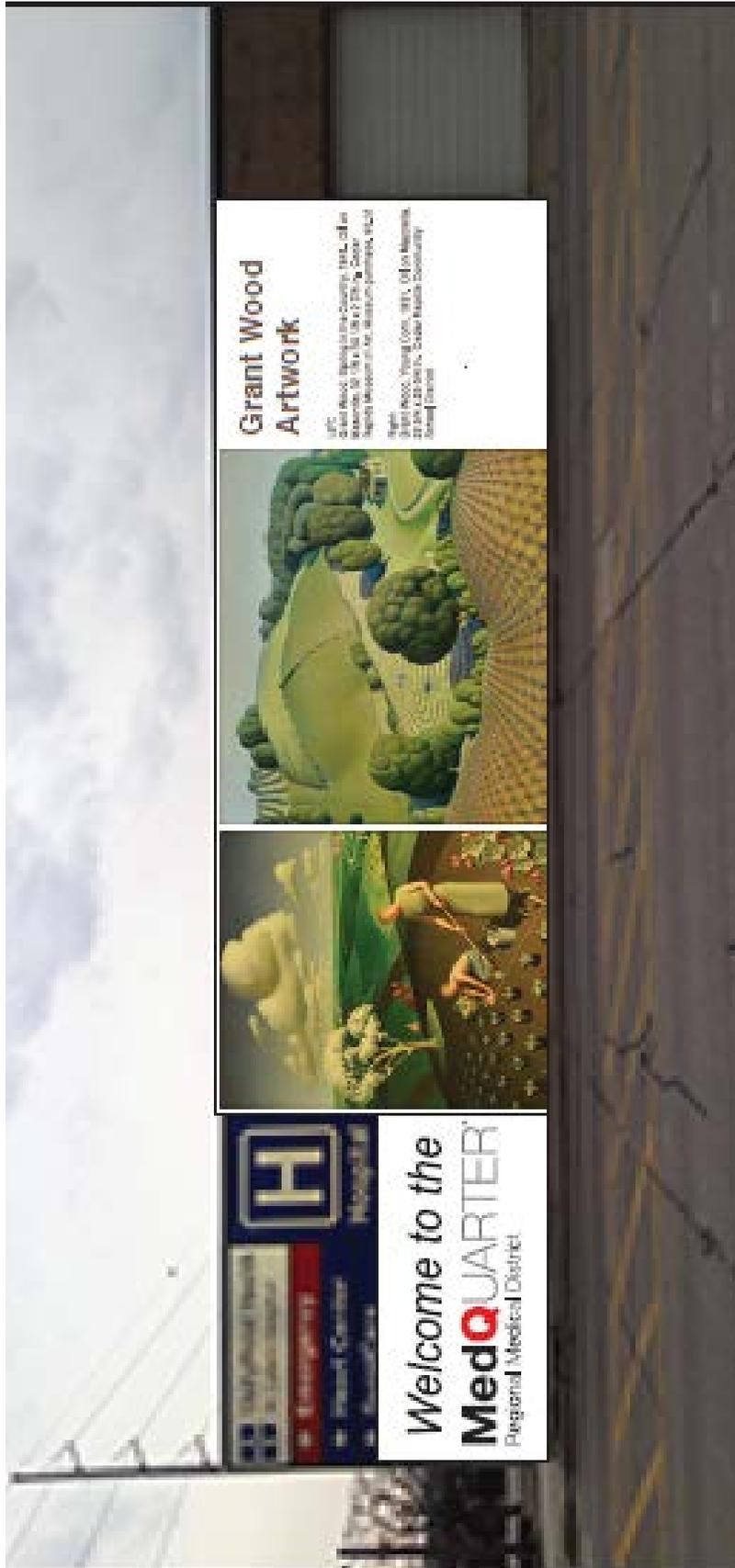
Information signage and district map communicates nearby businesses and retail establishments.

**Banner and Street Sign - Site Entry / Site Orientation**

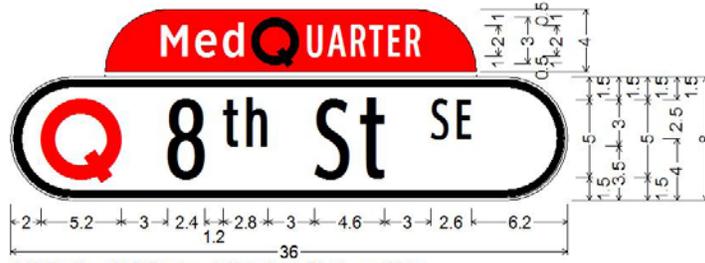
Signage confirms arrival into the MedQuarter and denotes district boundaries. Signage also orients travelers to street names and locations.

**Approved Signage for 625 A Avenue NE**

(by MediaQuest Signs)



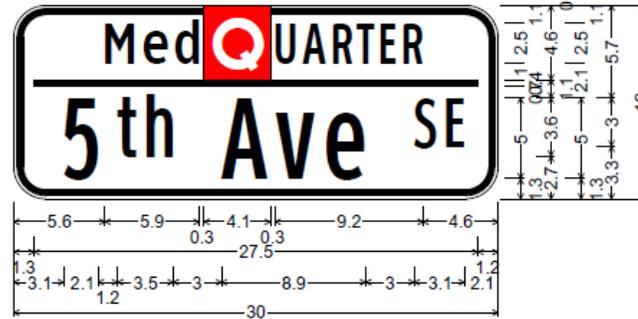
## Potential MedQuarter Street Sign Designs



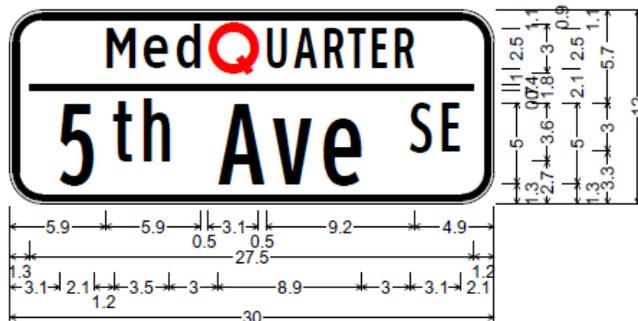
4.0" Radius, 0.5" Border, 0.2" Indent, Black on White;  
 "Q" Red F; "8" ClearviewHwy-1-W; "th" ClearviewHwy-1-B;  
 "St" ClearviewHwy-1-W; "SE" ClearviewHwy-1-W;



4.5" Radius, 0.5" Border, 0.2" Indent, Black on White;  
 "Q" Red F; "8" ClearviewHwy-1-W; "th" ClearviewHwy-1-B;  
 "St" ClearviewHwy-1-W; "SE" ClearviewHwy-1-W;



2.0" Radius, 0.4" Border, 0.2" Indent, Black on White;  
 "Med" ClearviewHwy-2-B; Rectangle Red;  
 "QUARTER" ClearviewHwy-1-B; "5" ClearviewHwy-1-B;  
 "th" ClearviewHwy-1-B; "Ave" ClearviewHwy-1-B;  
 "SE" ClearviewHwy-1-B;



2.0" Radius, 0.4" Border, 0.2" Indent, Black on White;  
 "Med" ClearviewHwy-2-B; "Q" Red F;  
 "QUARTER" ClearviewHwy-1-B; "5" ClearviewHwy-1-B;  
 "th" ClearviewHwy-1-B; "Ave" ClearviewHwy-1-B;  
 "SE" ClearviewHwy-1-B;