



Guiding Principles

The principles of the plan emerged through the public engagement process, and establish the desirable conditions for Cedar Rapids' future.

1 Achieve unified vision.

Collaborate to achieve a unified vision for the City and Region.

- Regionalism.
- Creative hub to the creative corridor.

2 Live healthy.

Create a healthy and desirable place to live. Healthy places support residents' mental and physical health.

- A community of choice.
- Downtown vitality.
- Industry embraced.

3 Strengthen neighborhoods.

Strengthen the quality of Cedar Rapids' neighborhoods. Create housing options for all.

- Strong neighborhoods honor the traditions of the past, but keep a mindful eye to resident needs for the future.
- Neighborhood hubs, preserving community character.

4 Keep business vibrant.

Reinvest in the city's business corridors and districts. Compete successfully for private investment.

- Support and benefit from the long-term employers.
- Authentic experiences.
- Skilled workers.

5 Connect the City.

Connect all parts of the city. Integrate land uses and encourage pedestrian-scaled design.

- Cedar Rapids' growth of the future includes increased linkages.
- Places and paths.

6 Embrace the outdoors.

Preserve natural areas and manage impacts. Establish a premier system for parks and recreation.

- Embracing its natural systems.
- A greener city.

7 Streamline services.

Provide efficient urban services.

- Streamlined government, effective partnerships.

Themes

The themes underpin the entire plan and establish the shared philosophy.

Sustainability

Sustainability is the ability to meet the needs of the present generation without compromising the ability of future generations to meet their needs by working toward a healthy environment, community, and economy.

Health

Healthy places support residents' mental and physical health and in so doing, quickly attain a distinction as a place for families and young professionals to call home. For example, trails and parks spaces support the health of the body, while education and cultural facilities support the intellectual development.

Placemaking

People will often identify with one particular place within their city. Sometimes this location is a school, a park, or even one's home. Placemaking is about building memories through public spaces and activities, often associated with a destination like the riverfront, downtown or neighborhood.

Efficiency

Efficiency is about doing things in an optimal way, for example completing an infrastructure project in the fastest or in the least expensive way. Effectiveness is about doing the right task, completing activities and achieving goals. The plan is about being both efficient and effective.