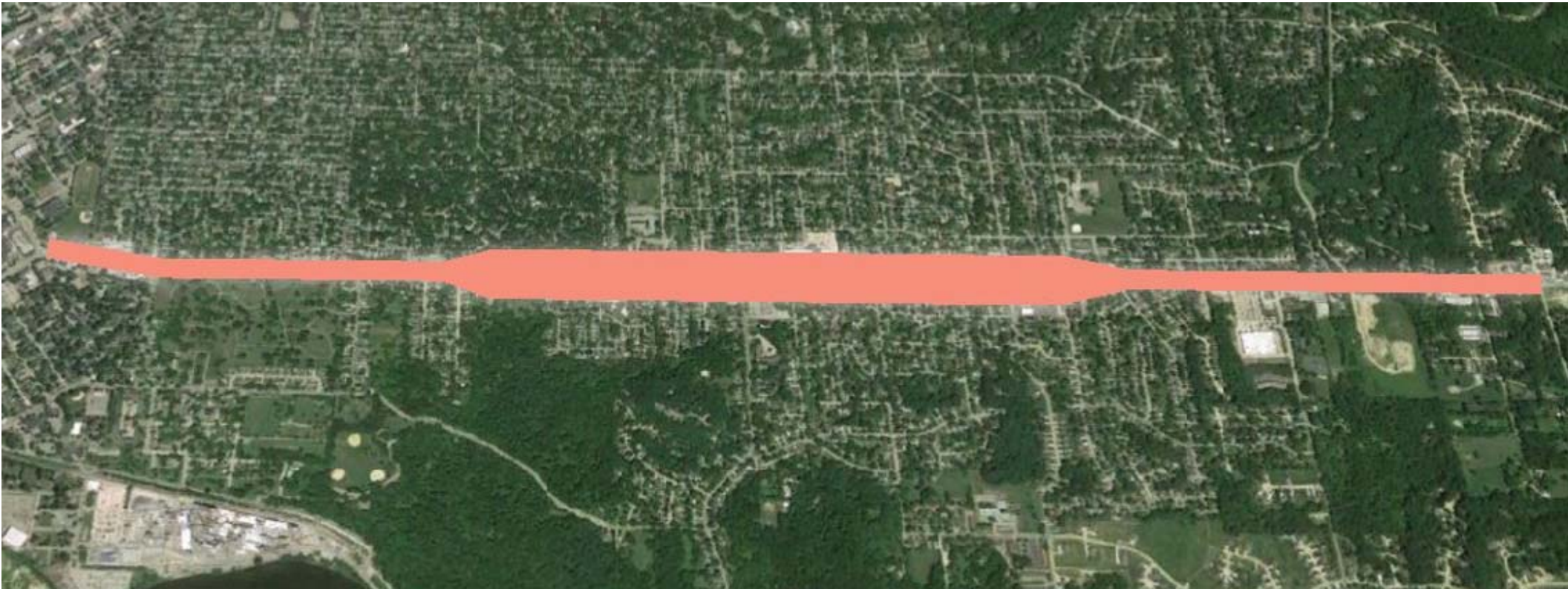
Public Workshop
June 16, 2016

Welcome!



CEDAR RAPIDS
City of Five Seasons

MT. VERNON ROAD CORRIDOR ACTION PLAN

CONFLUENCE

HRGreen

AGENDA

- TEAM INTRODUCTION
- SCHEDULE OVERVIEW
- PROJECT INTRODUCTION
- COMMUNITY VISIONING EXERCISE
- BREAKOUT GROUPS
- SWOT ANALYSIS
- NEXT STEPS

PROJECT TEAM

Chris Shires
Project Manager
CONFLUENCE

Patrick Alvord
Principal-in-Charge
+ Placemaking
CONFLUENCE

Brenda Nelson
Landscape Architecture
+ Sustainability
CONFLUENCE

Shannon Gapp
Planning Support
+ Mapping
CONFLUENCE

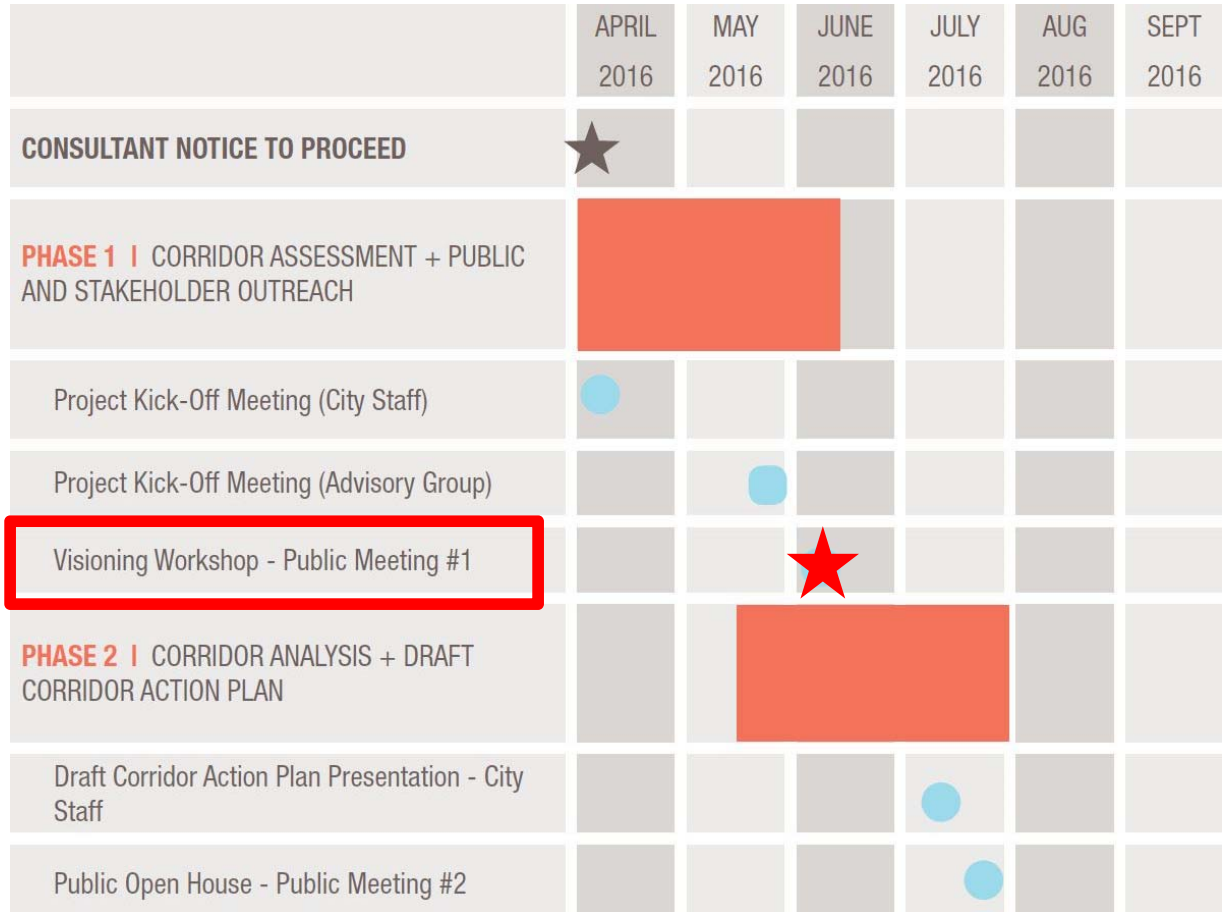
James Halverson
Technical Advisor
Funding + Public Involvement
HRGreen

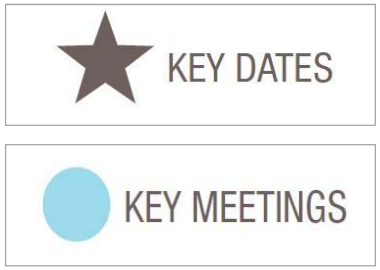
Aaron Gwinnup
Stormwater Specialist
HRGreen

Lauren O'Neil
Water + Sanitary Sewer
HRGreen

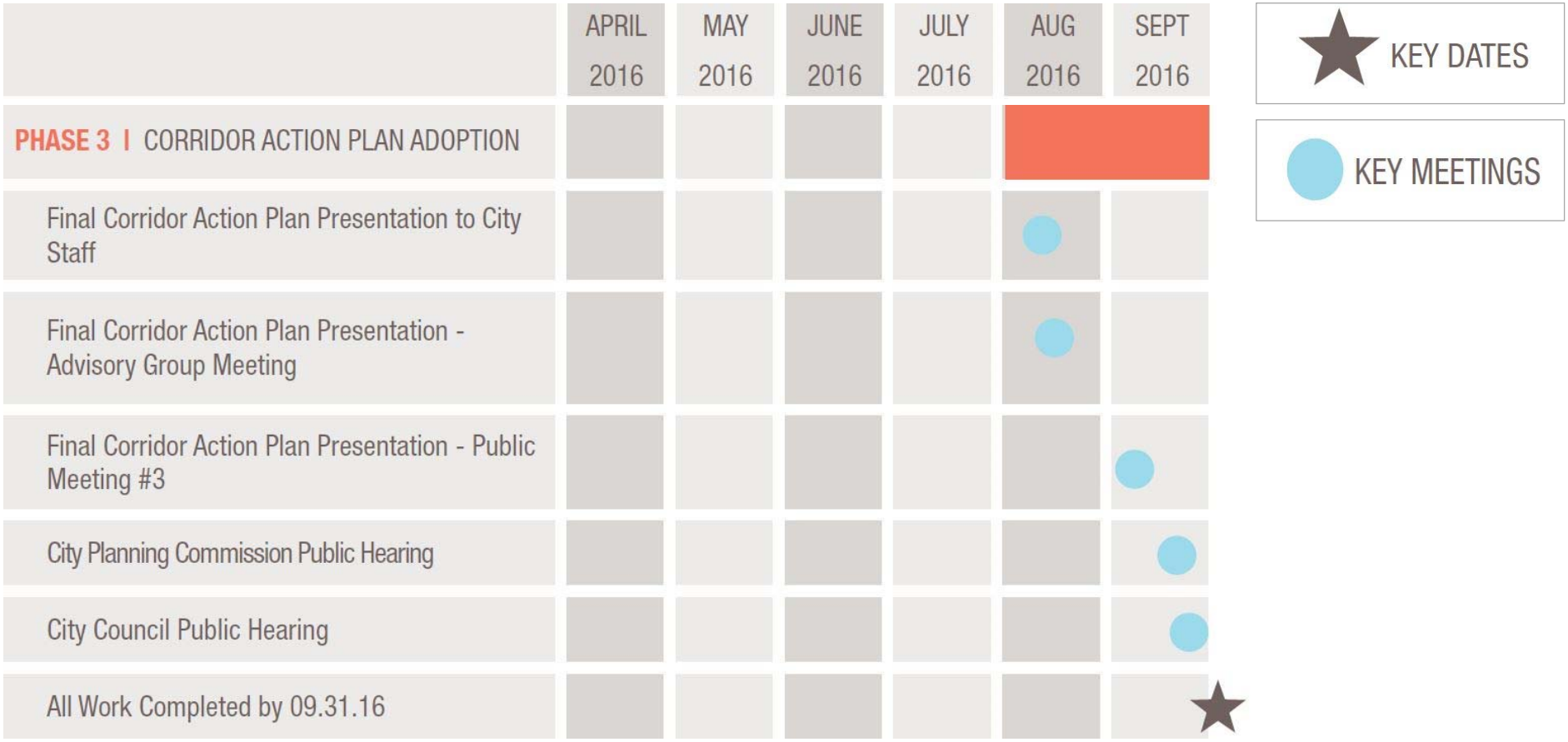
Jeremy Kaemmer
Transportation specialist
HRGreen

PROJECT SCHEDULE





PROJECT SCHEDULE



PROJECT ELEMENTS

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

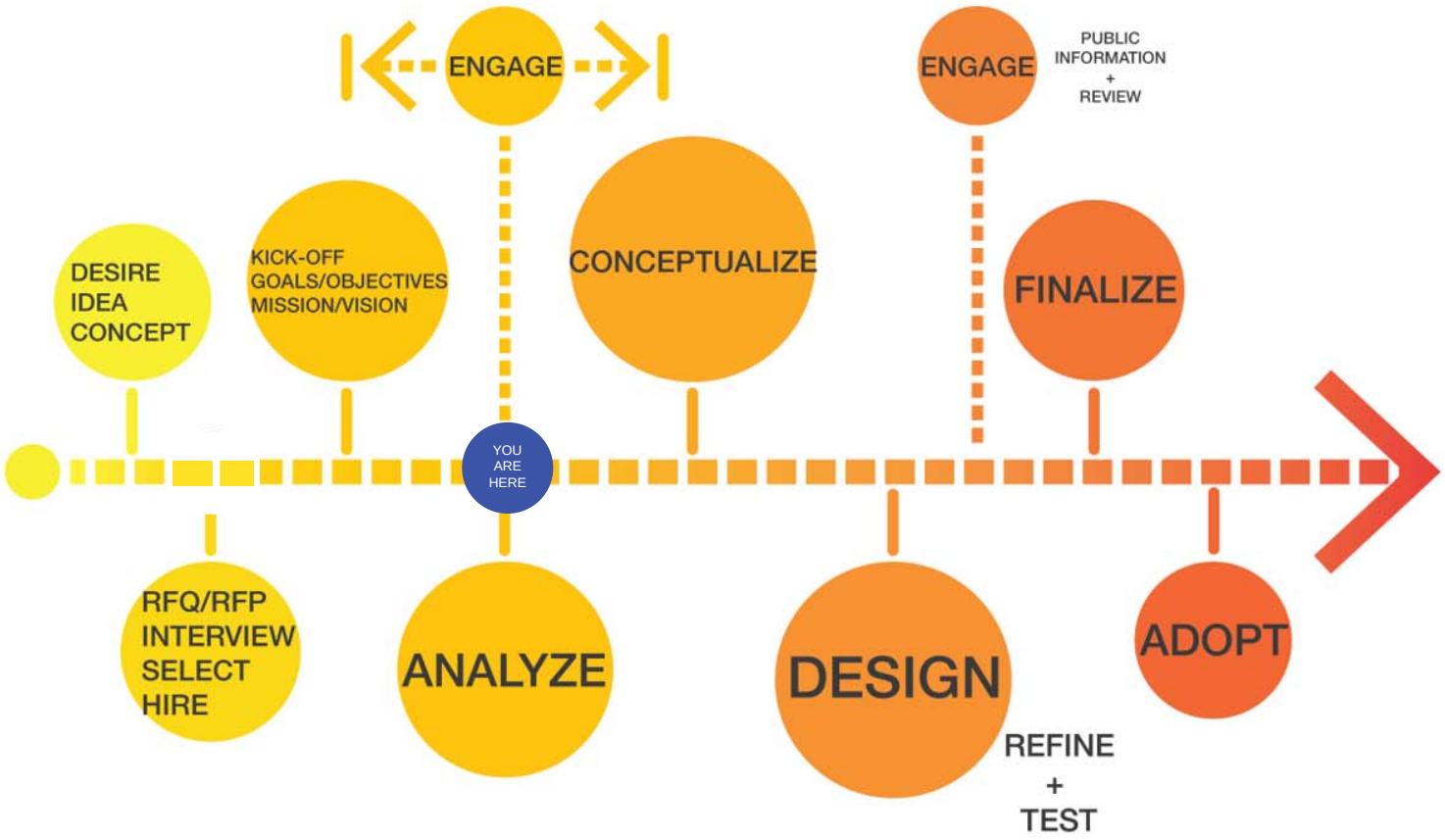
PROJECT GOALS

- Aesthetic Improvements
- Placemaking Opportunities

- Development Opportunities
- Redevelopment Opportunities

- Pedestrian Improvements
- Bicycle Improvements

PROJECT APPROACH

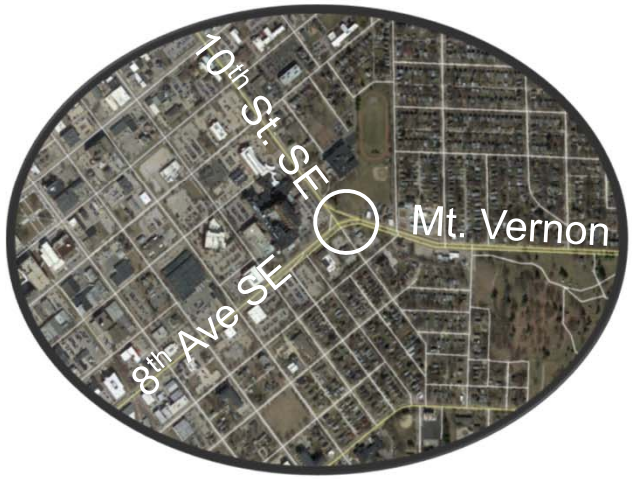


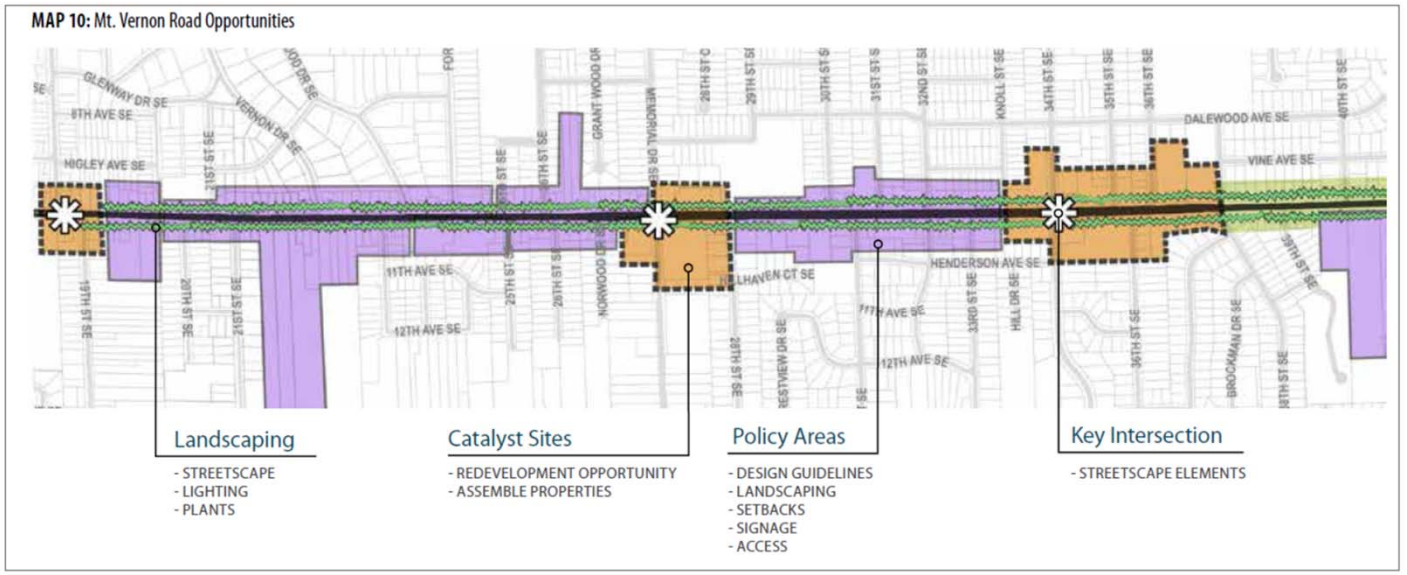
PROJECT APPROACH

Review potential catalyst sites and intersections for future funding and design

Entrance as a Focus Area

(8th Ave and 10th Street)

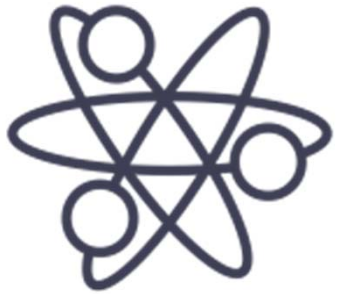




Source: EnvisionCR / City of Cedar Rapids, HR Green, Inc, RDG Planning & Design

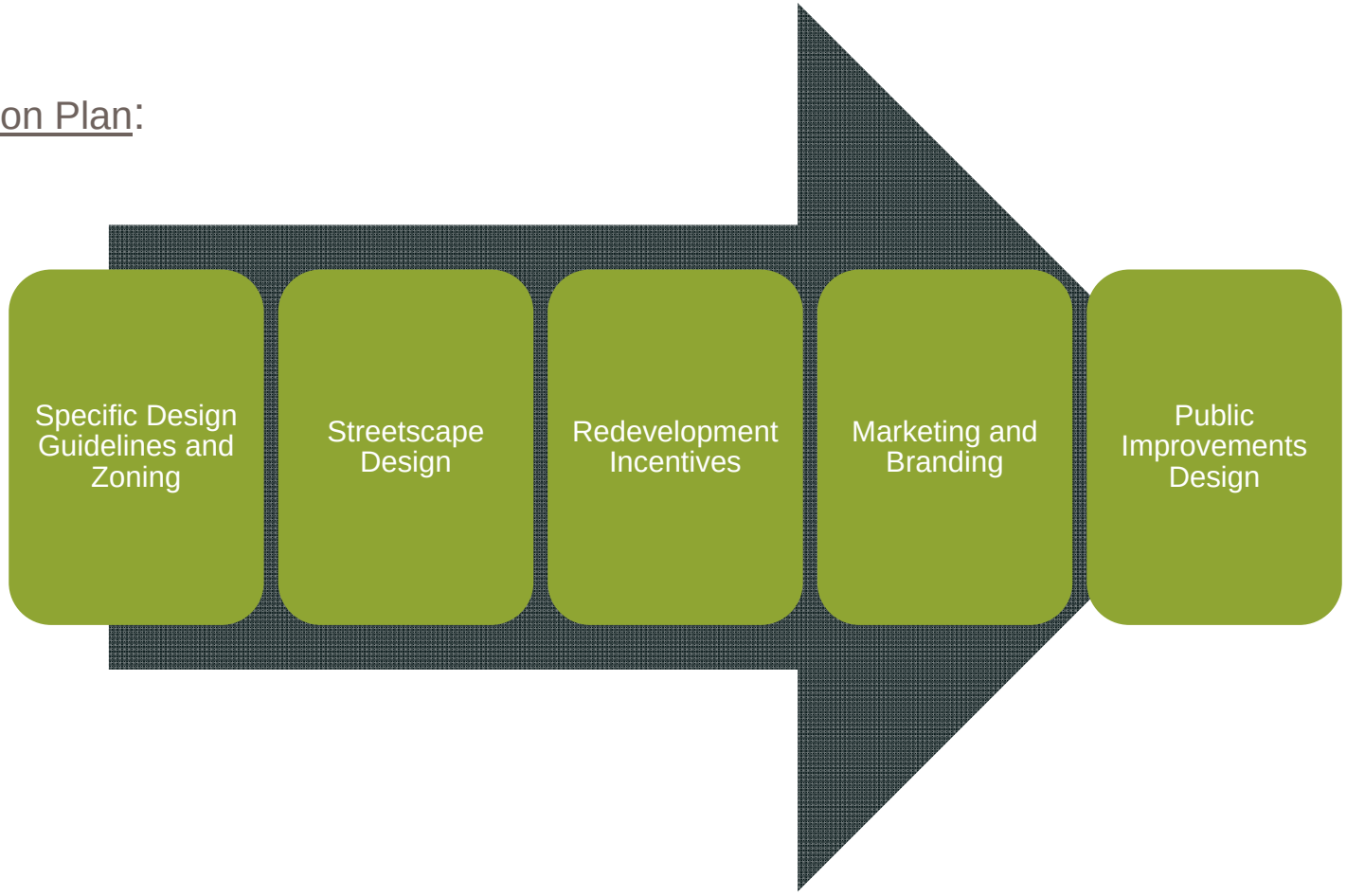
WHAT IS A CATALYST SITE?

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.



PROJECT APPROACH

Implementation Plan:



STUDY AREA (A)

Area A

STUDY AREA (B)

Area B

STUDY AREA (C)

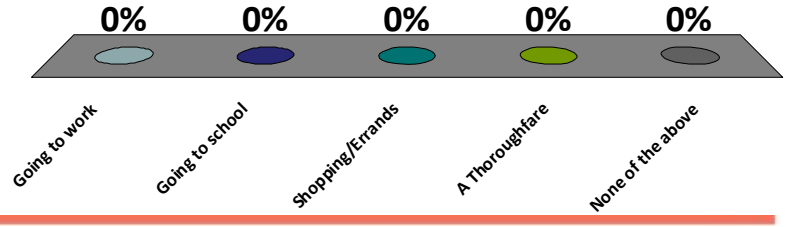
Area C

Key Pad Questions

COMMUNITY VISIONING EXERCISE

What do you primarily use the Mt. Vernon Road Corridor for?

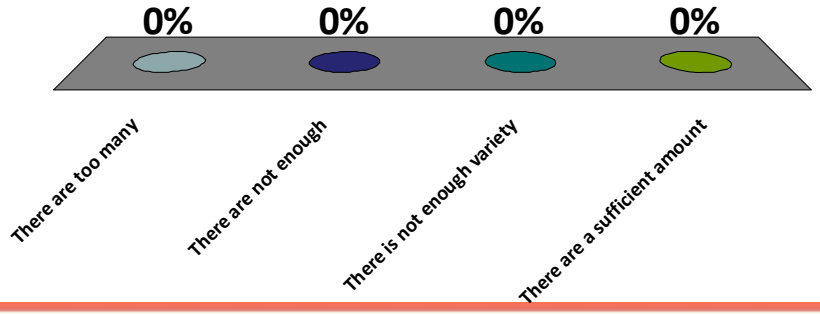
A. Going to work
B. Going to school
C. Shopping/Errands
D. A Thoroughfare
E. None of the above



COMMUNITY VISIONING EXERCISE

How do you feel about the number of retail options along the corridor?

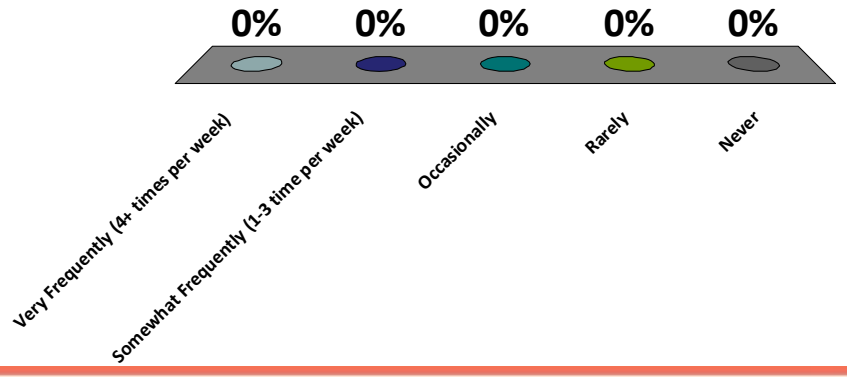
A. There are too many
B. There are not enough
C. There is not enough variety
D. There are a sufficient amount



COMMUNITY VISIONING EXERCISE

How often do you use sidewalks, trails, walking paths, etc.?

A. Very Frequently (4+ times per week)
B. Somewhat Frequently (1-3 time 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?

COMMUNITY VISIONING EXERCISE

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.

COMMUNITY VISIONING EXERCISE

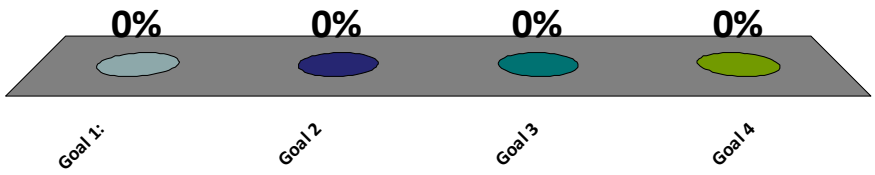
Which goal included in the current EnvisionCR plan do you feel is **most** important?

A. Goal 1: Neighborhood support through action plans

B. Goal 2 Improve quality of neighborhoods and corridors

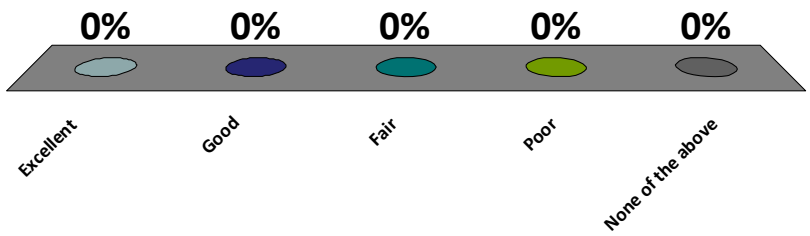
C. Goal 3 Create variety in housing types and prices

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



STREETSCAPE

Please choose your favorite streetscape example of from the following images. Up to two answers may be selected.

COMMUNITY VISIONING EXERCISE

A.

COMMUNITY VISIONING EXERCISE

B.

COMMUNITY VISIONING EXERCISE

C.

COMMUNITY VISIONING EXERCISE

D.

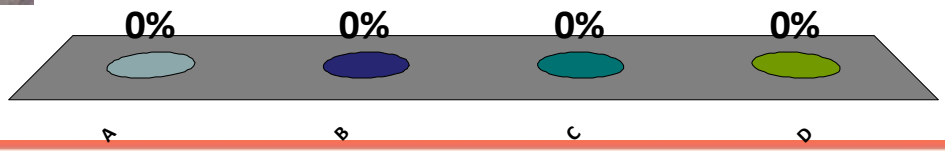
STREETSCAPE PREFERENCE

A.

B.

C.

D.



TRAFFIC SIGNS

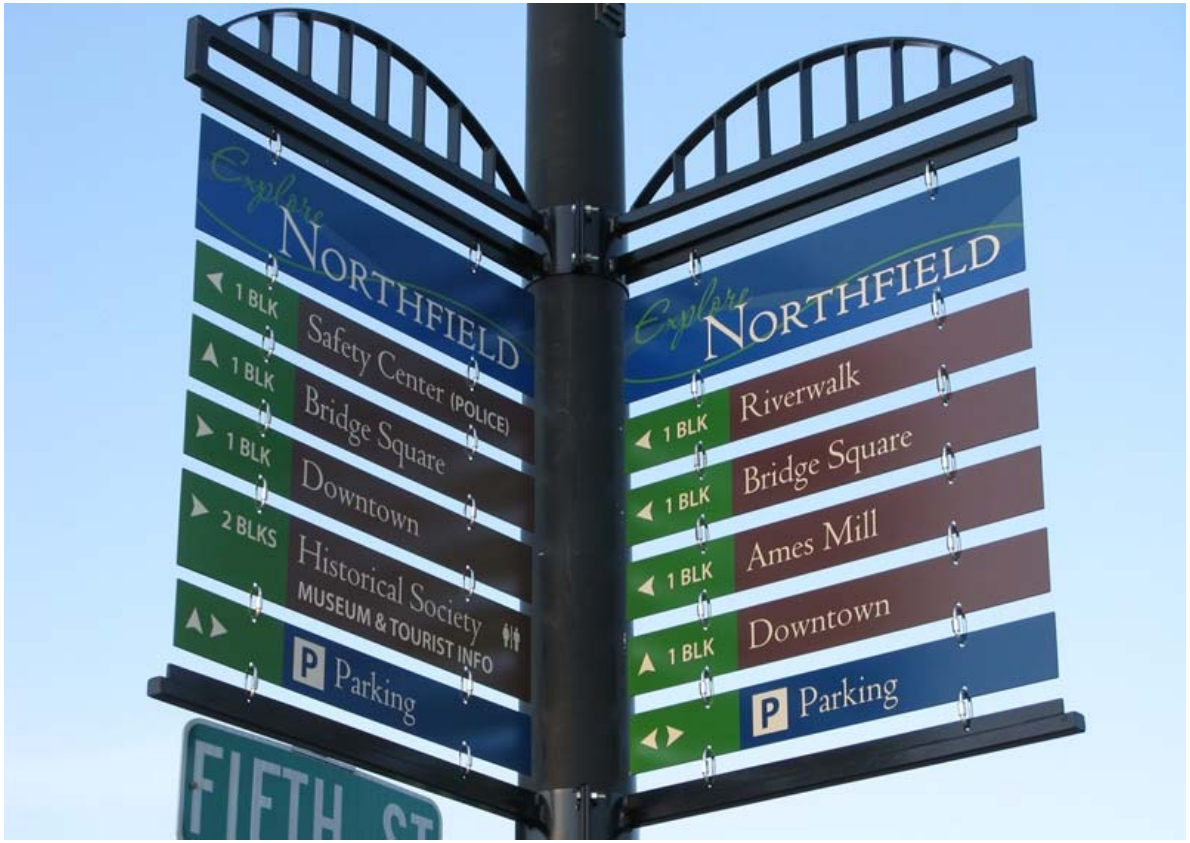
Please choose your favorite example of traffic signs from the following images. Up to two answers may be selected.

COMMUNITY VISIONING EXERCISE

A.

COMMUNITY VISIONING EXERCISE

B.



COMMUNITY VISIONING EXERCISE

C.

COMMUNITY VISIONING EXERCISE

D.

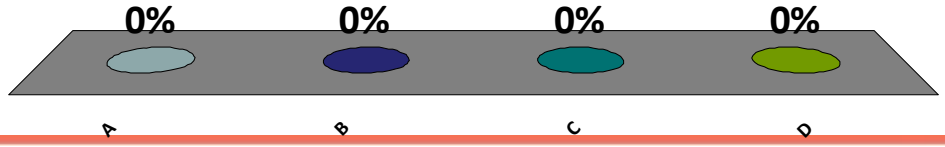
TRAFFIC SIGN PREFERENCE

A.

B.

C.

D.

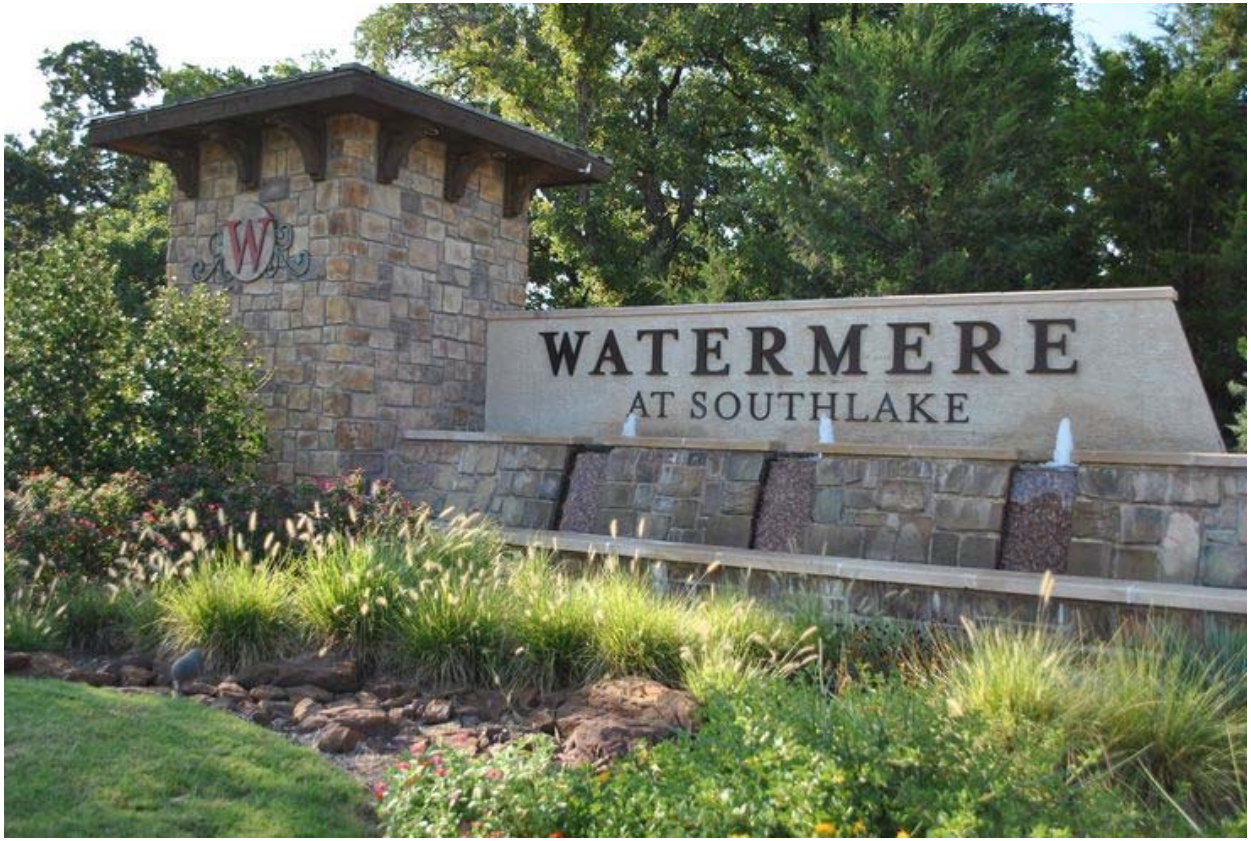


GATEWAY

Please choose your favorite gateway example from the following images. Up to two answers may be selected.

COMMUNITY VISIONING EXERCISE

A.



COMMUNITY VISIONING EXERCISE

B.

COMMUNITY VISIONING EXERCISE

C.

COMMUNITY VISIONING EXERCISE

D.

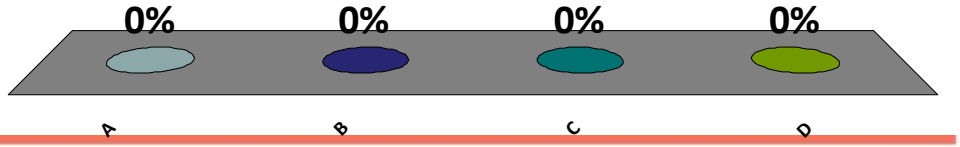
GATEWAY PREFERENCE

A.

B.

C.

D.

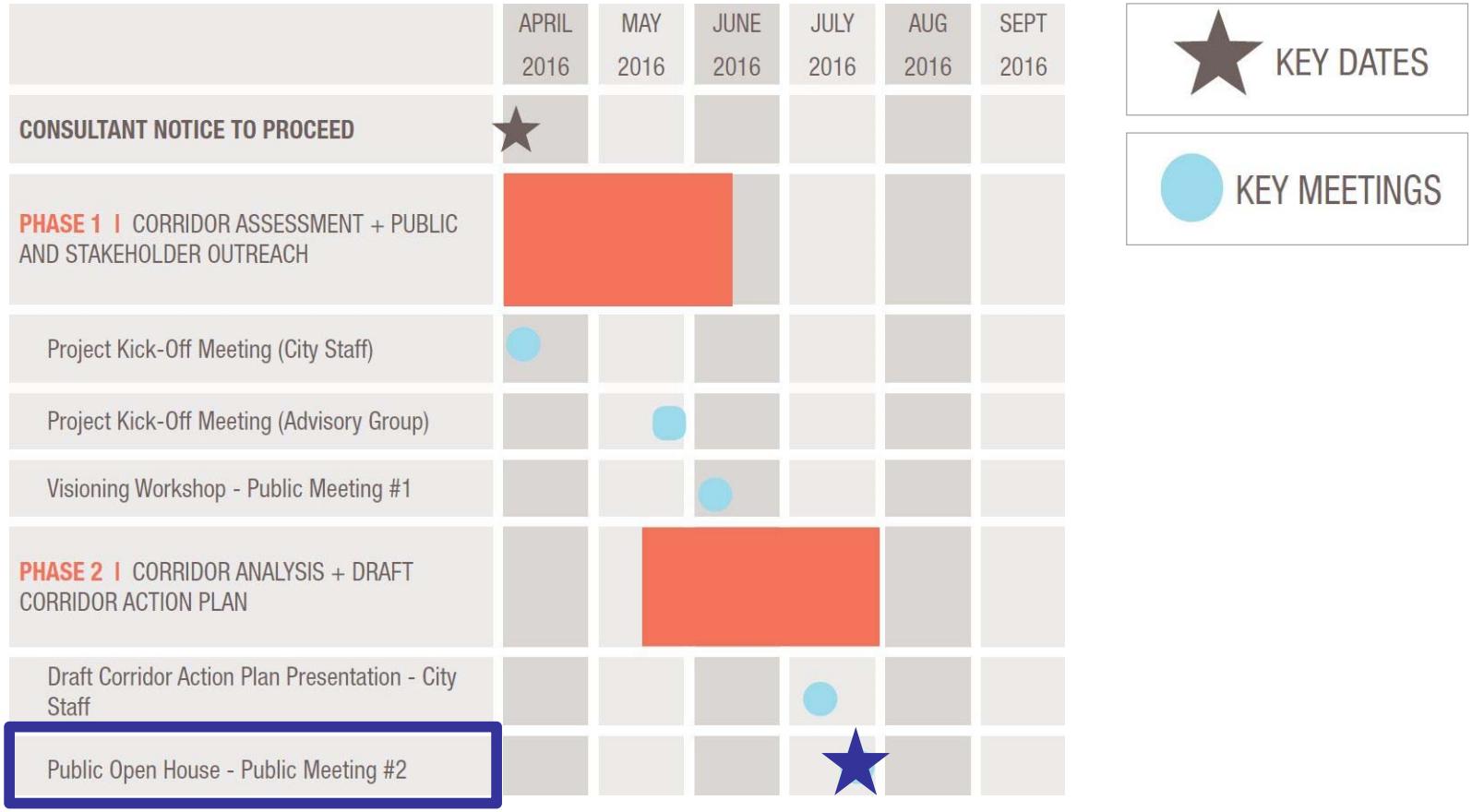


BREAKOUT GROUPS - SWOT ANALYSIS EXERCISE

SWOT ANALYSIS EXERCISE

Strengths	Weaknesses	Opportunities	Threats
What are this area's strong suits/ best traits?	What is currently not working here?	What aspects can be improved upon?	What obstacles is this area currently facing?

Next Steps


APRIL 2016
MAY 2016
JUNE 2016
JULY 2016
AUG 2016
SEPT 2016
CONSULTANT NOTICE TO PROCEED
PHASE 1 I CORRIDOR ASSESSMENT + PUBLIC AND STAKEHOLDER OUTREACH
Project Kick-Off Meeting (City Staff)
Project Kick-Off Meeting (Advisory Group)
Visioning Workshop - Public Meeting #1
PHASE 2 I CORRIDOR ANALYSIS + DRAFT CORRIDOR ACTION PLAN
Draft Corridor Action Plan Presentation - City Staff
Public Open House - Public Meeting #2
KEY DATES
KEY MEETINGS

ADDITIONAL THOUGHTS AND COMMENTS?

Please visit the City's Website:
www.cedar-rapids.org

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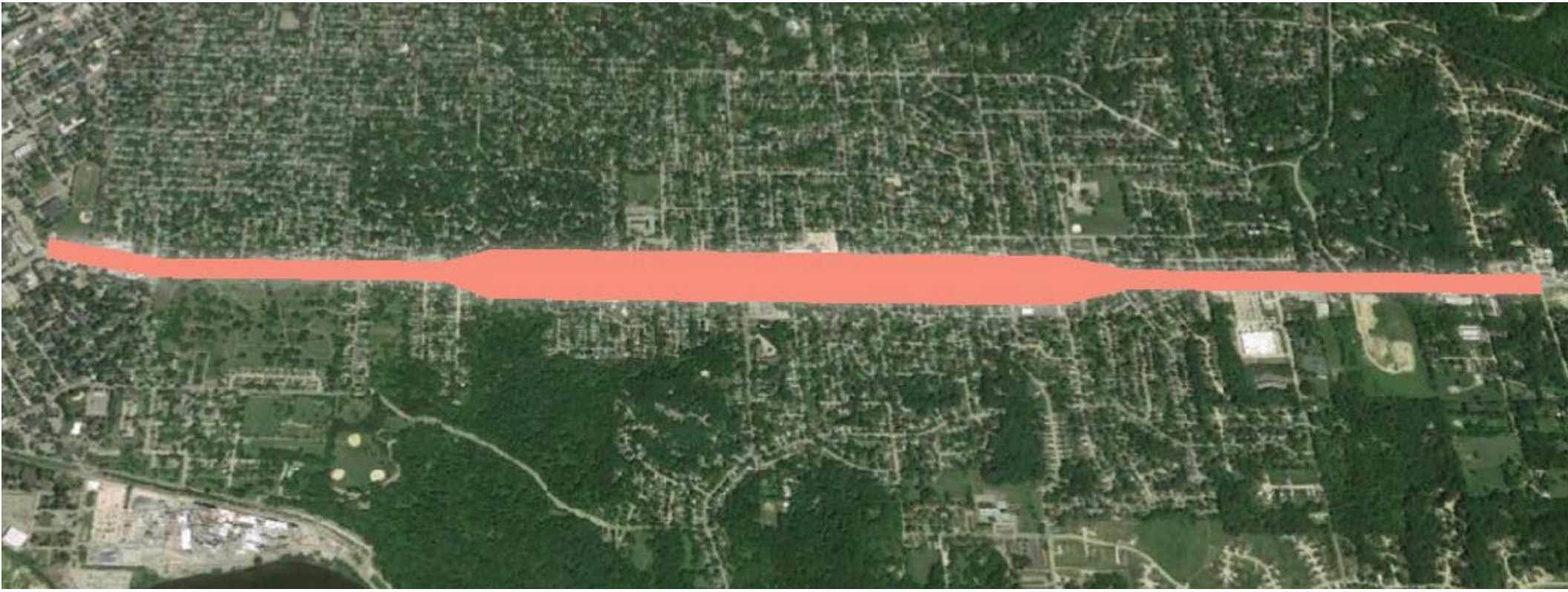
Thank You!