# WELCOME!

# MT. VERNON ROAD CORRIDOR ACTION PLAN



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.





# **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 auality, 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.







#### **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)
- High gross income neighborhood
- Long-term residents
- History/Tradition
- Mature trees
- Lincoln Highway
- Stable Neighborhoods
- Straight road
- Existing turn-lanes - Lots of potential
- People who care

New Hy-Vee (2)

- Pride in ownership - Convenience/Easily accessible
- Socio-economic diversity - Local small businesses
- Trails behind Bever

Topography

Good lighting

- Lincoln Highway

- Variety of services

- Quiet and safe neighborhoods

- Cemetery provides green space

- Areas for retail development

- Gateway to Cedar Rapids

- Established business hub
- Amenities within walking distance
- Bus/transit access
- Variety of businesses

#### WEAKNESSES

- Lack of turn lanes (9)
- Run-down housing/business facades (9)
- Too much semi-truck traffic/speeding (6)
- Not enough commercial/retail variety (6) Not enough sit-down restaurants (5)
- Unattractive (4)
- Lack of walkability (4)
- Speeding (4)
- Water Polution Control (WPC)- odor (4)
- Too many visible utilities (3)
- Narrow roads (3)
- Lacking cross walks (3)
- Neglected areas (3)
- Road/Sidewalk conditions (3)
- Dangerous (3)
- Traffic congestion (2)
- Hodge podge of building design
- No splash pad at Bever Park
- Undeveloped lot south of East Post Rd.
- Lack of variety in housing prices
- No neighborhood associations east of 19th st.

- Increase function
- Too much rental housing
- Lack of trees Deer crossings
- Neighborhood zoning
- No community gathering places
- Lack of speed limit enforcement
- Retaining walls in despair
- Needs more density/intensity
- Not enough lighting
- Dollar General/Family Dollar
- More/better sidewalks
- Not enough drainage to prevent flooding
- No extension of East Post Rd. South to 30th
- Area is not cohesive-does not blend well
- Not enough rental housing
- Not holding land lords accountable
- Lack of housing variety
- Limited cable options
- 19th st. intersection lacks flashing yellow sianal

#### **OPPORTUNITIES**

- More sit-down restaurants (4)
- Increase greenspace (4)
- Traffic calming (3)
- Improve area from 10th to 19th (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 historical districts (2)
- Increase signage (2)
- Improve aesthetics (3)
- Clearly defined zoning (2)
- Another grocery store (2)
- Increase cohesiveness (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 shoppina
- More coffee shops
- Remove house in cemetery
- People who care
- Code to enfore property upkeep (all types)
- Move parking behind buildings

- Accommodate commuter traffic
- Increase variety of housing types
- Unified plan and appearance
- Extend East Post Rd. to Hwy 30
- Keep neighborhood feel
- Limit big-box development - No strip malls
- Improve streetscape
- More destination facilities
- Retain residential character
- Keep 10th to Memorial residential
- More walkability
- Lessen traffic congestion
- Need high density residential
- Commercial variety
- Bury utilities
- New destination that blends with history
- Local buisiness development incentives
- Encourage sustainable practices
- Create community gathering space
- Strong community anchors
- Off-street bike paths
- More turn lanes
- Historical signs - Citizens Community Review Board
- Better lighting/Move light poles - Potential to be marketable
- Road diet

#### THREATS

- Too much semi-truck traffic/speeding (5)
- Big-Box stores- Do Not Want (5)
- 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
- Encroachment of rental housing Vacant lots

- Poverty

- Goodwill/Dollar store
- Too much ROW on sidewalks - Noise
- Decline in jobs Negatively impactful new development

- Balancing residential/commercial
- Displaced businesses and homes
- Lack of affordable housing
- Risk of decreased property values
- Losing sense of place - Threat of commercial corridor
- Losing historic neighborhoods
- 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 alternative routes
- Lots are too shallow - Location of substation
- Large development by East Post Rd.
- Restraints on economic development
- incentive tools - Appearance and amount of signage
- Placemaking







WORD CLOUD DESCRIBING THE

CURRENT CONDITIONS

OF THE MT. VERNON ROAD CORRIDOR

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







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

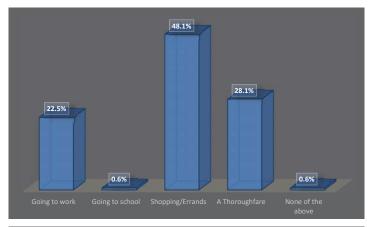
	Responses		
	Percent Count		
Going to work	22.5%	36	
Going to school	0.6%	1	
Shopping/Errands	48.1%	77	
A Thoroughfare	28.1%	45	
None of the above	0.6%	1	
Totals	100%	160	

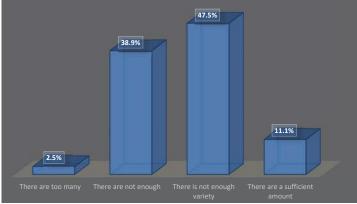
#### 2. How do you feel about the number of retail options along the corridor? (Multiple Choice)

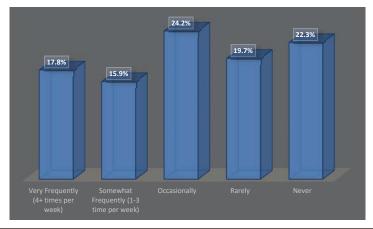
	Responses	
	Percent	Count
There are too many	2.5%	4
There are not enough	38.9%	63
There is not enough variety	47.5%	77
There are a sufficient amount	11.1%	18
Totals	100%	162

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

	Responses	
	Percent	Count
Very Frequently (4+ times per week)	17.8%	28
Somewhat Frequently (1-3 time per week)	15.9%	25
Occasionally	24.2%	38
Rarely	19.7%	31
Never	22.3%	35
Totals	100%	157











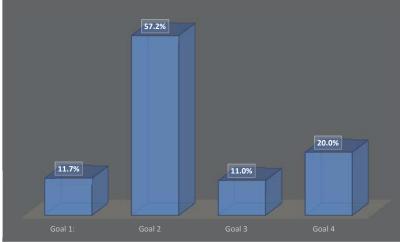
4. Which goal included in the current EnvisionCR plan do you feel is most important?

	Responses		
	Percent	Count	
Goal 1:	11.7%	17	
Goal 2	57.2%	83	
Goal 3	11.0%	16	
Goal 4	20.0%	29	
Totals	100%	145	



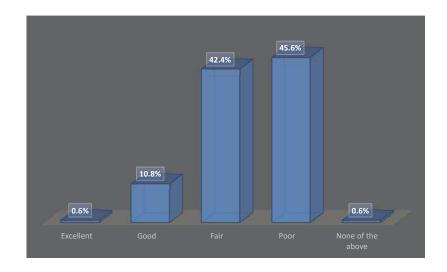
Goal 2: Improve the quality and identify of neighborhoods and key corridors.

Goal 4: Create a city that is affordable and accessible to all members of the community.



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

	Responses		
	Percent Count		
Excellent	0.6%	1	
Good	10.8%	17	
Fair	42.4%	67	
Poor	45.6%	72	
None of the above	0.6%	1	
Totals	100%	158	







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



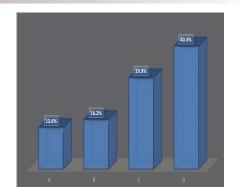






#### 6. STREETSCAPE PREFERENCE (Multiple Choice)

	Responses		
	Percent	Count	
Α	13.6%	21	
В	16.2%	25	
С	29.9%	46	
D	40.3%	62	
tals	100%	154	





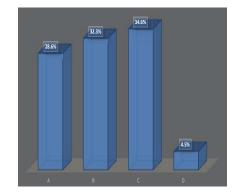






#### 7. TRAFFIC SIGN PREFERENCE (Multiple Choice)

	Responses		
	Percent	Count	
Α	28.6%	38	
В	32.3%	43	
С	34.6%	46	
D	4.5%	6	
otals	100%	133	





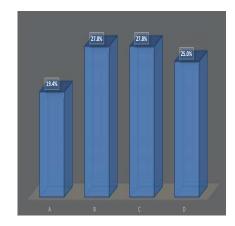






#### 8. GATEWAY PREFERENCE (Multiple Choice)

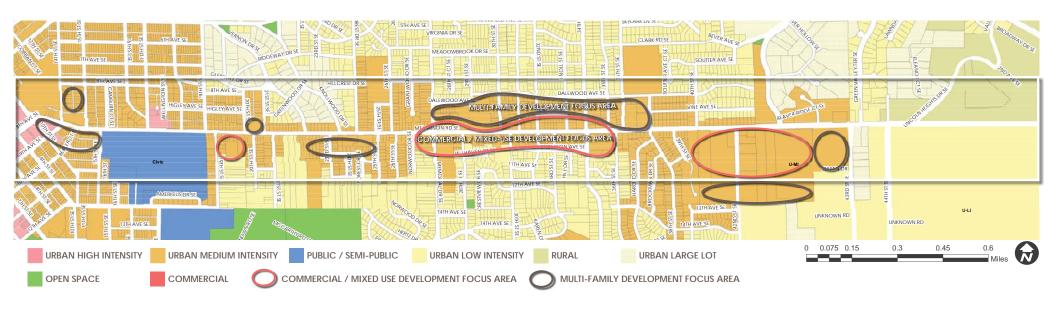
	Responses		
	Percent	Count	
Α	19.4%	28	
В	27.8%	40	
С	27.8%	40	
D	25.0%	36	
otals	100%	144	







# FUTURE LAND USE - PROPOSED CONCEPTS





MT. VERNON ROAD CORRIDOR ACTION PLAN





## **PUBLIC INPUT SUMMARY - LAND USE**

# LAND USE







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- 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.
- Restrict or prohibit uses that are not considered neighborhood friendly.
- Focus retail and multi-family development and redevelopment to major intersections and existing commercial areas.
- Continue to track the effectiveness of standard City financial incentive assistance programs that can benefit redevelopment of vacant or existing sites.

## **DOT VOTING**

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- D







# **GATEWAY AND INTERSECTION MARKERS**





MT. VERNON ROAD CORRIDOR ACTION PLAN

CONFLUENCE



## PUBLIC INPUT SUMMARY - CHARACTER

# 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**

- Provide a unique sense of place through streetscapes, gateways, and signage.
- B Identify future funding resources for enhanced maintenance and joint marketing opportunities such as a Self-Supporting Municipal Improvement District (SSMID).
- Incorporate unifying plant materials throughout the Mt. Vernon Corridor.
- Include Lincoln Highway identity as part of aesthetic improvements.
- Provide educational signage and/or landmarks at historical sites along the corridor.
- Identify established neighborhoods and provide signage to celebrate these neighborhoods.
- When possible, bury overhead feeder lines and remove timber poles.
- Reduce the quantity and size of commercial signage along Mt. Vernon Road. Consider eliminating pole signs as a sign option.
- Plant additional street trees to unify appearance of Mt. Vernon Road where possible.
- Evaluate the need for regular sidewalk and crosswalk inspection process and maintenance plan.

### **DOT VOTING**

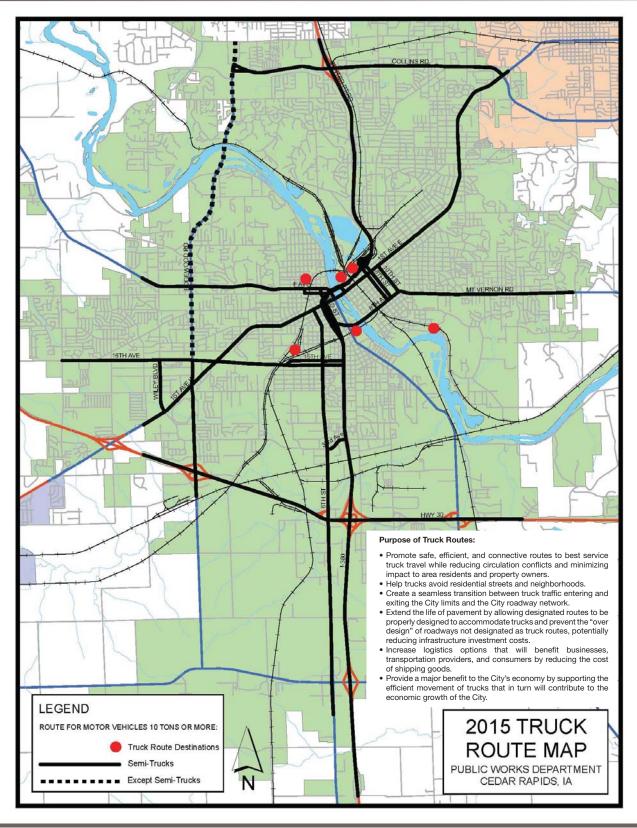
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## **CEDAR RAPIDS 2015 TRUCK ROUTE MAP**

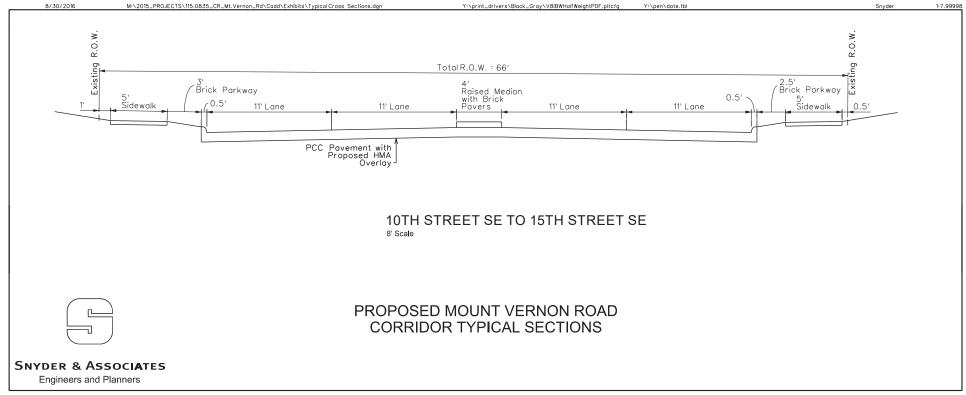




## POTENTIAL MT. VERNON ROAD CROSS SECTIONS

## **LOCATION MAP**



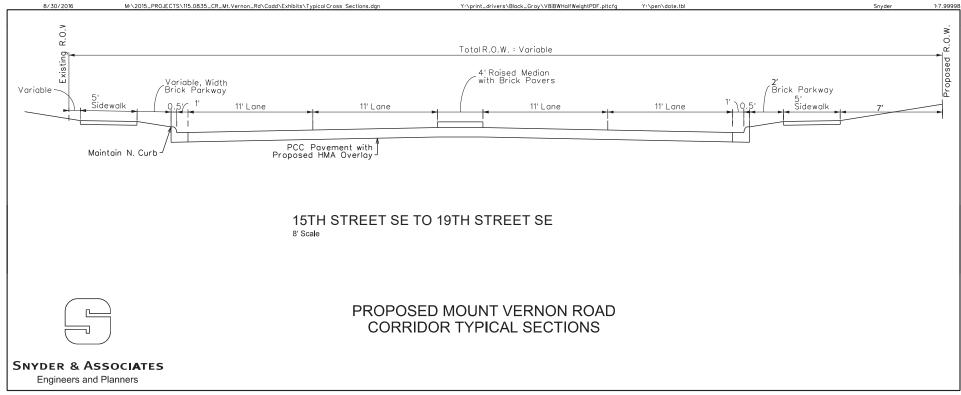






## POTENTIAL MT. VERNON ROAD CROSS SECTIONS



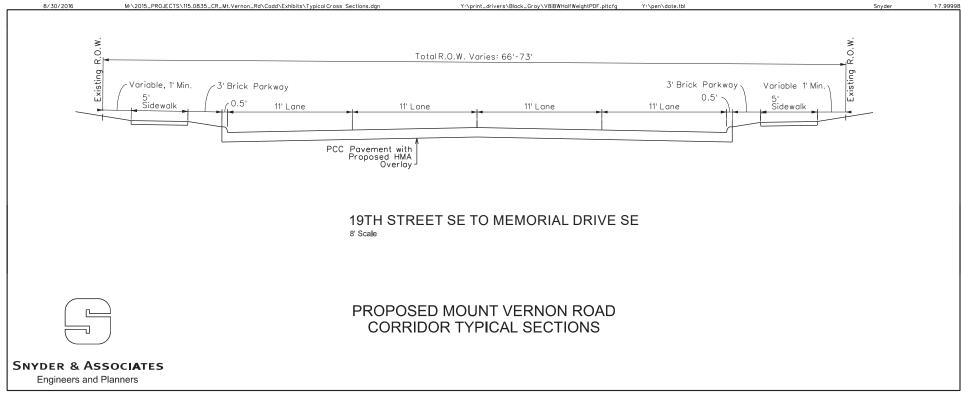






## POTENTIAL MT. VERNON ROAD CROSS SECTIONS











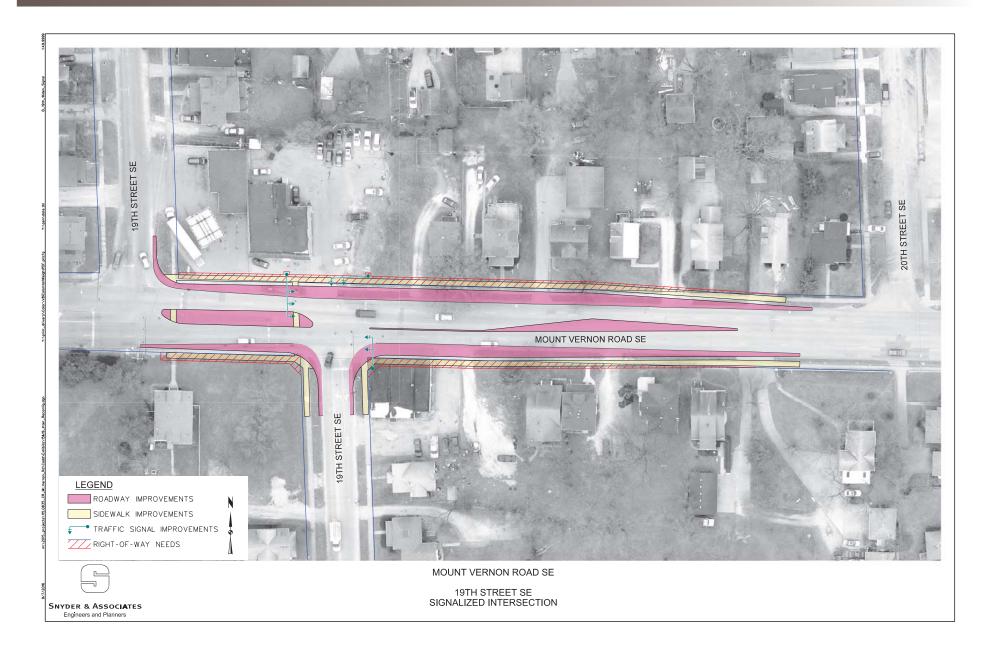






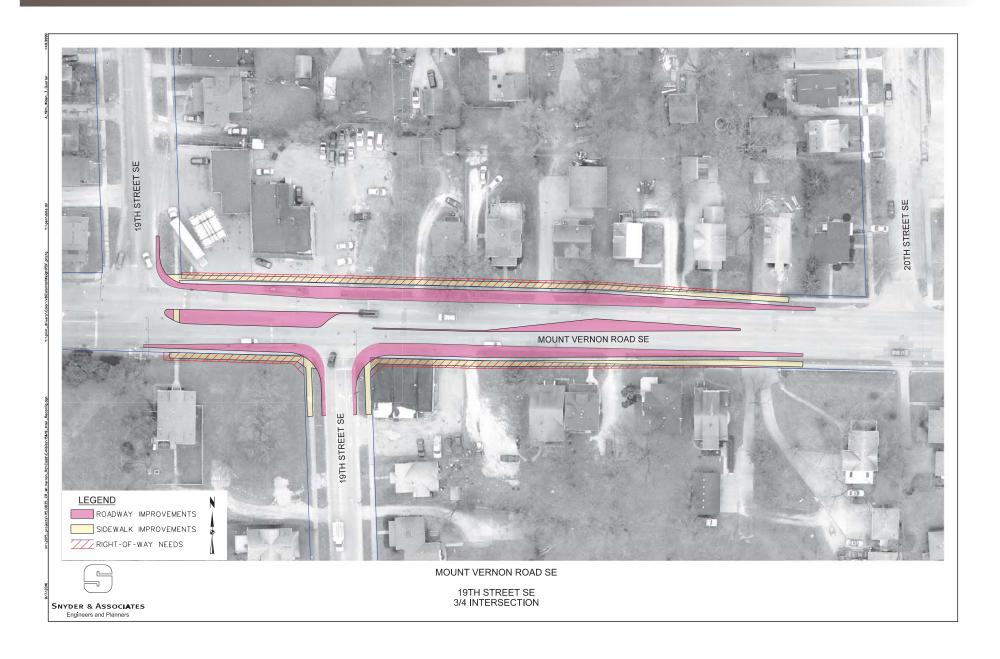
















## PUBLIC INPUT SUMMARY - CIRCULATION

# CIRCULATION (\*\*)







SUMMARIZED PUBLIC INPUT	ACTION ITEMS	DOT VOTING
Too much truck traffic		
Reduce truck traffic	Analyze and make improvements to reduce the number of and/or impact of the existing off-set street intersections.	A
• Speeding		
Traffic congestion	Reduce the number of commercial driveways that directly access Mt. Vernon Road and restrict left turns with a center median.	В
Lack of turn lanes	median.	
Not walkable	Establish a minimum standard street profile and right-of- way that accommodates 4 travel lanes, turn lanes, center	С
Lack of pedestrian crosswalks	median, sidewalks, and snow storage.	
More sidewalk connectivity	Create a plan to improve access to and use of public	
No room for/not safe for bikes	transit including bus stop locations and minimum necessary improvements to bus stop locations such as sidewalk accessibility, signage, benches and shelters.	D
Keep bikes off the roadway	Dovolon a planta phase readway modian turn lane	
Improve road and sidewalk maintenance	Develop a plan to phase roadway, median, turn lane, sidewalk, and crosswalk improvements with priority given to areas with the most congestion.	Е
GOALS		
Improve traffic circulation and safety.	Require right-of-way dedication, street and sidewalk improvements, and driveway relocations at the time of development or redevelopment of adjoining properties.	F
<ul> <li>Increase walkability and safety for pedestrians and bicycles.</li> </ul>	Provide signage to delineate the preferred bicycle routes through and around the Mt. Vernon Road Corridor.	G





# **NEXT STEPS**

# MT. VERNON ROAD CORRIDOR ACTION PLAN

PROJECT INITIATION



APRIL 2016

1ST PUBLIC MFFTING

2ND PUBLIC OPEN HOUSE

3RD PUBLIC MEETING



6.16.2016 9.12.2016



**OCTOBER** 

## **PLAN IMPLEMENTATION:**

Action Items within the plan will take time to implement, often subject to funding availability.



Estimated at 1 to 5 Years LONG TERM
ACTION ITEMS

Estimated at 5+
Years

Certain items may be tied to future road improvement projects.

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.



CONFLUENCE



PIAN

**ADOPTION** 

**NOV/DEC** 

2016