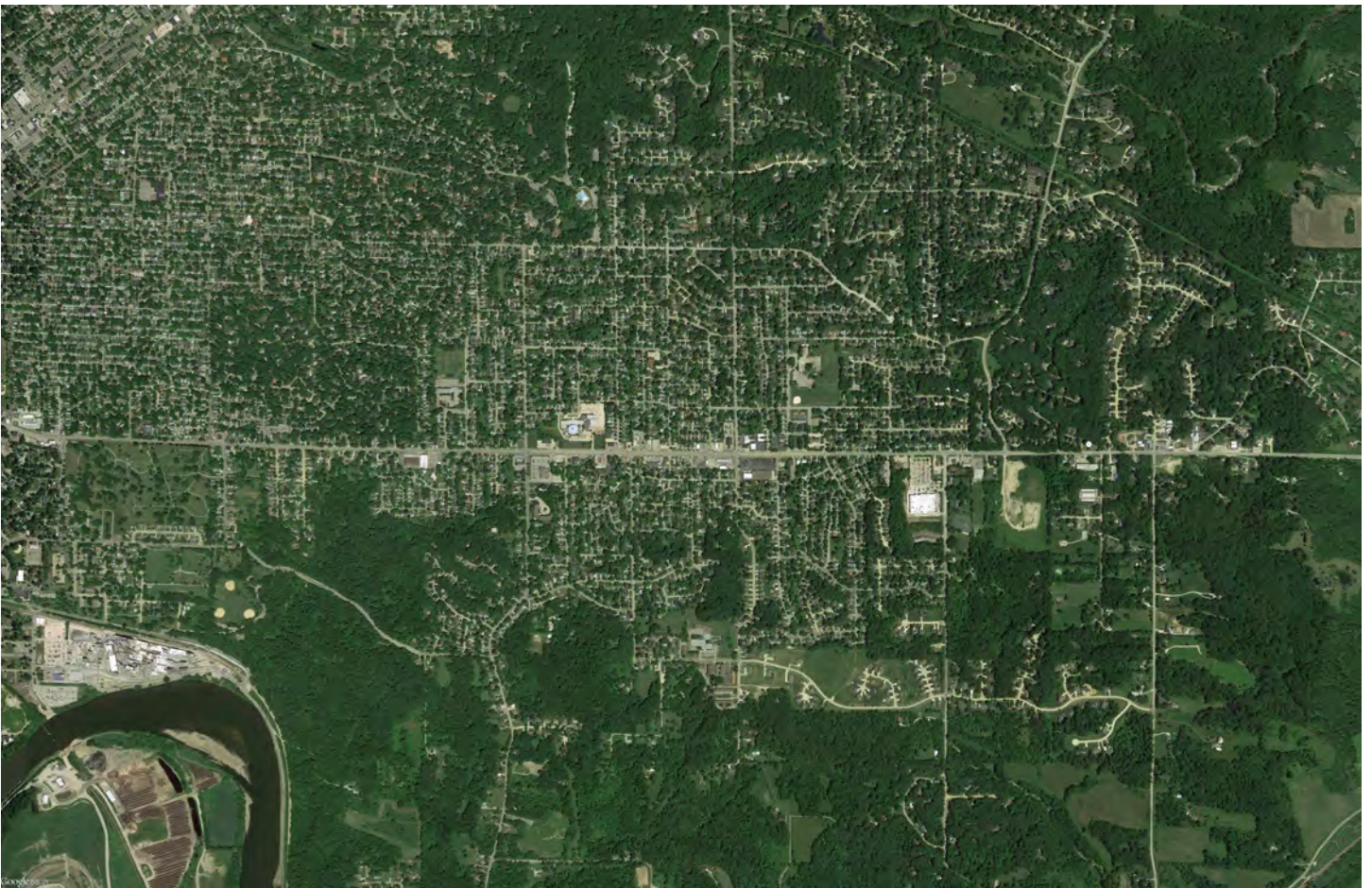


# MT. VERNON ROAD CORRIDOR ACTION PLAN

CEDAR RAPIDS, IOWA

## VISIONING WORKSHOP RESULTS SUMMARY



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# 1 EXECUTIVE SUMMARY

## 1.1 OVERVIEW

A public visioning workshop was facilitated on June 16, 2016, to identify key issues, priorities, and land use preferences in Cedar Rapids that will be used to guide the direction of the Mt. Vernon Road Corridor Action Plan. During the workshop, the project schedule was presented to the public and details regarding the project were reviewed to provide a better understanding of the project goals and the process by which those goals are planned to be achieved. This was carried out by review of focus areas including:

- Aesthetic Improvements + Place making opportunities
- Development and Redevelopment Opportunities
- Pedestrian and Bicycle Improvements
- Residential Mixes and Uses
- Existing and Future Land Uses

The project approach was then reviewed in detail and covered components such as the basic elements of Corridor Master Planning, recommended focus areas along the Mt. Vernon Road Corridor, a plan for implementation, and review of potential catalyst sites and intersections for future design. The project area as a whole was presented along with more detailed views depicting each of the three segments within the study area. Subdividing the corridor allows for more detailed and efficient evaluations of the corridor as the process moves forward.

Upon conclusion of the project review, attendees were asked to participate in a digital preferencing exercise using key pad voting in which they voted on their preference of a variety of residential, streetscape, signage, and gateway images. This was used to gain insight regarding the direction of future development residents would like to see moving forward.

To acquire additional detail about the way the community views the corridor, participants engaged in a notecard activity in which they were asked to write three words describing the Mt. Vernon Road Corridor today, on one side of an index card, and three words describing their hopes for the future of the corridor on the reverse side of the index card.

Additionally, a SWOT analysis was carried out in which breakout groups were formed to identify the Strengths, Weaknesses, Opportunities, and Threats facing the Mt. Vernon Road Corridor. Groups formed lists within each of the four categories detailing specific issues, locations, thoughts, or ideas they felt pertained to prospective growth.

Following the SWOT analysis, the next steps in the process were recapped and attendees were given the option to write out their thoughts and comments regarding the corridor and it's development on a notecard or sheet of paper.

## 1.2 COMMENT SUMMARY

Feedback from all four exercises was carefully assessed and reviewed in detail, then compiled into documents where it was sorted according to themes derived from the input collected. Themes were developed to categorize the comments. Those themes are included below:

- Appearance
- Locations along the corridor
- Retail/Commercial
- Zoning
- Traffic
- Safety
- Walkability
- Atmosphere
- Conditions (building facades/roads/sidewalks)
- Bikes
- Utilities
- Sewage/Storm water
- History
- Identity
- Parks/Rec

Based on thorough analysis of the many responses received, a number of specific issues and concerns were observed. These concerns include the following topics:

- **Foul odor along/near the corridor due to the Water Pollution Control Facility (sewer treatment plant)**
  - Many individuals noted the unpleasant smell caused by the Water Pollution Control Facility and referenced the ways in which it affected their quality of life (e.g. Unable to open the windows of their home during the summer due to the intense odor).
- **Speeding and reckless driving by drivers of grain trucks along this route**
  - The topic of grain trucks driving along this road was a major concern among participants. They felt that this road, functioning as a trucking route, posed serious safety concerns. Multiple people described in detail the issue of grain trucks speeding down the road “using it as a racetrack”.
- **The incompatibility of bike lanes along the road**
  - The large majority of participants were strongly opposed to bike lanes or facilities along the Mt. Vernon Road. Two main reasons for this were presented:
    1. The road is not safe for cyclists, especially children.
    2. Cyclists slow down traffic speeds.
- **A lack of sit-down, family restaurants and shopping**
  - The lack of sit-down, family restaurants in the area is a concern that was shared by almost everyone who addressed the topic. Residents felt that the only options available in the area are fast food; they also noted that this prevents them from having a place to go to dinner with their families.
- **High disapproval of tobacco outlet**
  - Based on the total amount of feedback received, it was clear that a local tobacco outlet is not well received by the community. Residents stated that the establishment of this business has resulted in higher crime activity and unsafe behavior. It was also brought up that this business has a very bright neon sign that is kept on all night long, (after the business has closed) and that it is very disturbing to residents who live nearby.
- **High disapproval of appearance of tree service business**
  - There were many responses noting disapproval of the appearance of the local tree service business. It was categorized as being detrimental to property values as well as taking away from the aesthetic appearance of the area. Residents also mentioned that it does not blend cohesively with the surrounding area.
- **The unattractiveness of the corridor**
  - The lack of aesthetics along the corridor presented itself as a leading theme as responses were evaluated. Feedback regarding dissatisfaction of the existing appearance were found in all input forms (notecard, comment form, and SWOT analysis). People described the corridor as “Ugly” and “Dirty”, stating its overall condition is a sign of neglect.



- **High disapproval of big box retail**
  - Many residents were unhappy about big box retail. Some questioned why a used goods retailer was allowed into the community when there is a greater need for restaurants and shopping. Individuals also disapproved of big box, chain retail stores in general. Many stated that they would prefer local businesses instead.
- **Zoning inconsistency**
  - Numerous comments about the area along the corridor as being a “hodge podge” were received. Residents feel that the zoning does not make sense and does not allow for cohesiveness. There was also mention of the fact that the corridor should be separated into distinct retail and commercial areas.
- **Road conditions**
  - The community as a whole seemed to be dissatisfied with the road conditions on and throughout the corridor. Specific intersections repeatedly mentioned were 19th St., 10th St., Memorial Dr., and East Post Rd. Concerns ranged from pavement quality to lane widening among others.
- **Light pollution**
  - Multiple comments regarding light pollution were received from the community. Residents wrote that they would like to see a reduction in the amount of lighting along Mt. Vernon Road and that the current lighting is excessive.
- **A need for buried utilities**
  - Comments regarding the aesthetic takeaway caused by utilities included mention of the hope for buried utility poles and wires. People felt that this would help to greatly improve the aesthetic appearance of the area along Mt. Vernon Road.
- **Snow plowed onto the sidewalks during Winter**
  - Many people touched on the issue of street plows piling snow onto the sidewalks as a result of clearing the road. They said that the residents then have to take it upon themselves to go shovel the sidewalks in order to clear the snow and ice in order for the sidewalks to be functional. They believe this should be the City’s responsibility.
- **Lack of turn lanes**
  - The lack of turn lanes seemed to be a prevalent issue and was the most frequent concern during the SWOT analysis. People feel that this is both a traffic and a safety issue.

The evaluation of responses and comments resulted in a greater knowledge regarding key community concerns as well as the types of growth and development they hope to see along the Mt. Vernon Road Corridor in the future; resident feedback serves as a valuable part of the planning process and allows for a better understanding of the opportunities and challenges facing the community. Through a high attendance count and participant receptivity, a candid perspective was gained and can be applied to further efforts as planning continues to move through the design and implementation phases. It should be noted that several of the above concerns cannot be practically or legally addressed by the City, and it will be important to provide this feedback to the community on those items.

## 1.3 FOCUS AREAS

### Focus Areas

Based on derived themes along with our review and analysis therein, we see the following as the main areas of focus to address as planning for the Mt. Vernon Rd. Corridor Action Plan moves forward:

#### 1. Aesthetics

Recommendations for aesthetic 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 surrounding community.

#### 2. Walkability

It is recommended that efforts to increase the walkability of the corridor address components such as bicycle circulation (including alternate route identification), sidewalk width, 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.

#### 3. 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.

#### 4. Design Standards

It is recommended that private development follow standards that contribute to the quality, preservation, and long-term maintenance of the corridor. These efforts may include but are not limited to green building, energy conservation, and exteriors that blend well with/enhance the appearance of the surrounding area.

#### 5. Vehicular Circulation

Recommendations regarding vehicular circulation may address variables such as the consideration of alternative routes for grain trucks currently traveling along Mt. Vernon Road.

# 2 EXERCISE RESULTS

## 2.1 OVERVIEW

On June 16th, 2016, the Mt. Vernon Road Corridor Action Plan Design Team hosted a public input meeting at All Saint's Elementary School. During the event, over 200 residents provided their input through a variety of exercises led by the Design Team and City Staff. A description of each exercise is provided below.

### **Dot Exercise**

Participants were asked to review boards and place stickers, or “dots”, on positive and negative elements along the corridor. Those comments and sticker locations are summarized in this report to highlight locations identified as most important by the public.

### **SWOT Exercise Results**

In small groups, team leaders led discussions about Strengths, Opportunities, Weaknesses and Threats (SWOT) throughout the project area.

### **Today/Future Notecard Exercise Results**

In small groups, team leaders asked that the group provide three words describing the Mt. Vernon Road Corridor today and three words describing how they would like to use to describe the corridor in the future. Those words are compiled here and have been studied to develop common themes.

### **Today/Future Notecard Word Cloud**

The words submitted as part of the Today/Future Notecard Exercise were compiled in a more graphic format. Words that occurred more frequently are shown larger. This graphic is a tool that can be used to quickly identify the most frequently used words during the notecard exercise.

### **Digital Preferencing Exercise**

Through polling devices called “clickers”, the public was able to vote for images projected on a screen based on what they thought was most appropriate throughout the project area.

### **Comment and Notecard Response**

Attendees of the Mt. Vernon Corridor Action Plan Public Visioning Workshop were given the option to provide any additional thoughts, ideas or comments regarding the corridor through a comment sheet.

A summary of these exercises is provided to aid in the identification of overarching themes brought up during the workshop. A complete summary of the themes that developed as a result of these exercises is provided within the Executive Summary in Section 01.

2.2 DOT EXERCISE

Area A: Positive Comments		Repetition of Comment	Comment Category	
A.	Historic homes and long-standing cemetary are assets	<div><div></div><div></div><div></div></div>	Appearance/ Experience	<div></div>
B.	Opportunity for more green space (in commercial zoned areas)	<div><div></div></div>	Retail/ Restaurants	<div></div>
C.	Wellington Heights is the best neighborhood in town	<div><div></div></div>	Safety/ Circulation	<div></div>
			Zoning	<div></div>

Area A: Negative Comments

D.	Congestion/ backup/ traffic lights needed <ul style="list-style-type: none"><li>19th St. SE &amp; Mt. Vernon Rd.</li><li>Forest Dr. SE &amp; Mt. Vernon<ul style="list-style-type: none"><li>Curve at 8th Ave SE</li></ul></li><li>14th St. SE/9th Ave SE &amp; Mt. Vernon Rd</li></ul>	<div><div></div><div></div><div></div><div></div><div></div></div>
E.	Crosswalks dangerous and not ADA compliant	<div><div></div><div></div></div>
F.	Retail businesses/ corridor needs asthetic improvments	<div><div></div><div></div><div></div></div>





Retail/ Restaurants

Safety/ Circulation

## Zoning

\*\*number/size reflects  
repetition of comment\*\*

(



Location Specific Positive Comments

\*None recorded



Location Specific Negative Comments



Appearance/ Experience

Retail/ Restaurants

Safety/ Circulation

Zoning

\*\*number/size reflects repetition of comment\*\*








































1

2

3

4+

## 2.2 DOT EXERCISE (CONTINUED)












<u>Area B: Positive Comments</u>	<u>Repetition of Comment</u>	<u>Comment Category</u>
A. Area available for a bike path		Appearance/ Experience 
B. Restaurant opportunities are available		Retail/ Restaurants 
		Safety/ Circulation 
		Zoning 
<u>Area B: Negative Comments</u>		
C. Need additional/ improved sidewalks	   	
D. Bike Paths are needed	 	
E. Traffic speeds are too fast	 	
F. Dangerous Intersections <ul style="list-style-type: none"> <li>• 30th &amp; Mt. Vernon</li> <li>• 36th &amp; Mt. Vernon</li> <li>• 30th &amp; Dalewood Ave SE.</li> <li>• 31st and Dalewood Ave SE.</li> </ul>	    	
H. Improve crosswalk at 8th & 15th St SE.		
I. Better lighting - All Saints Parking Lot		
J. No lower end retail, auto parts stores, gas stations or liquor stores	     	
K. Need nicer bars/ variety of restaurants	    	
L. Big Box stores are not a desirable use		
M. Homes and yards are unkempt	 	
N. Street repairs are needed		
O. Too much street noise		
P. Recovered stolen bike at 2613 Mt. Vernon Rd	 	

## 2.2 DOT EXERCISE (CONTINUED)

### Area C: Positive Comments

### Repetition of Comment

### Comment Category

A.	Desire for bike routes to downtown		Appearance/ Experience 
B.	Opportunity for retail /restaurant	   	Retail/ Restaurants 
C.	More opportunity to beautify vs widen		Safety/ Circulation 
D.	New business at 4398 Mt. Vernon Rd.		Zoning 

### Area C: Negative Comments

E.	East Post Rd.- Widen, extend, no bike lane	 
F.	Semi's should be routed away from Mt. Vernon Rd.	 
G.	Do not widen	  
H.	Streets dangerous and traffic is too fast	  
I.	Cyclists want a safe way to travel to Mt. Vernon and Indian Creek	
J.	No Big Box store in HyVee parking Lot	
K.	More variety of businesses/ restuarants	   
L.	Big Box Stores are not a desireable use	     
M.	Lot at Mt. Vernon Rd./ East Post Rd. Intersection is an eyesore	
N.	Lincoln Heights Rd./ Mt. Vernon Rd. intersection is trashy	
O.	44th St SE- road is not taken care of	
P.	Too much noise	
Q.	Dirty streets	  
R.	Too much light coming from strip mall	
S.	Multi-Family or single family, no commercial	  





Location Specific Negative Comments



Appearance/ Experience    ●    Retail/ Restaurants    ●    Safety/ Circulation    ●    Zoning    ●

\*\*number/size reflects repetition of comment\*\*

1   2   3   4+



## 2.3 SWOT EXERCISE RESULTS

### Strengths

- Mix of residential price points (5)
- Functional thoroughfare (4)
- Accessibility to downtown (3)
- Active areas and schools (3)
- Sense of community (3)
- Traffic flow (2)
- Good sidewalks (2)
- Near Bever and key parks (2)
- New Hy-Vee (2)
- High gross income neighborhood
- Long-term residents
- History/Tradition
- Mature trees
- Lincoln Highway
- Stable Neighborhoods
- Straight road
- Existing turn-lanes
- Lots of potential
- People who care
- Topography
- Good lighting
- Cemetery provides green space
- Lincoln Highway
- Areas for retail development
- Gateway to Cedar Rapids
- Variety of services
- Pride in ownership
- Convenience/Easily accessible
- Socio-economic diversity
- Local small businesses
- Trails behind Bever
- Quiet and safe neighborhoods
- Established business hub
- Wildlife
- Amenities within walking distance
- Bus/transit access
- Variety of businesses

### 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 shopping
- More coffee shops
- Remove house in cemetery
- People who care
- Code to enforce 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 business 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

## 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 Pollution 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
- ROW
- 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 signal

## Threats

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

## 2.4 TODAY/FUTURE NOTECARD RESULTS

Using notecards, participants were asked to write three words that described the Mt. Vernon Road Corridor on one side. On the reverse side, they were asked to write three words that described their future hopes for the corridor. The compiled responses are listed below:

### Today

- 1.) "Busy"
- 2.) "Too many utility poles"
- 3.) "Like the turn lanes from memorial to 38th"
- 4.) "Neglected"
- 5.) "Unattractive"
- 6.) "Zombie (busy but dead)"
- 7.) "Busy"
- 8.) "Fast"
- 9.) "Crowded"
- 10.) "Unplanned"
- 11.) "Unattractive"
- 12.) "Speed obsessed"
- 13.) "Unappealing"
- 14.) "Lack of options"
- 15.) "Trashy"
- 16.) "Dangerous"
- 17.) "Horrible Roads"
- 18.) "Trashy"
- 19.) "Bumpy"
- 20.) "Cluttered"
- 21.) "Good"
- 22.) "Satisfactory"
- 23.) "Cost too high"
- 24.) "Not good"
- 25.) "Home maintenance"
- 26.) "Disrepair"
- 27.) "Good neighborhood area"
- 28.) "Roads are a little rough"
- 29.) "Has grocery, gas, hardware, restaurants at a good % for the area"
- 30.) "Unkempt & disorganized, bumpy roads"
- 31.) "Loud"
- 32.) "Unsightly"
- 33.) "Dirty"
- 34.) "Congested"
- 35.) "Loud"
- 36.) "Mixed"
- 37.) "Poor"
- 38.) "Not enough varied dining/shopping"
- 39.) "Ugly looking"
- 40.) "Congested feeling"
- 41.) "No cable competition"

### Future

- 1.) "More trees"
- 2.) "More lanes toward Hy-Vee"
- 3.) "Active"
- 4.) "Vibrant"
- 5.) "Care"
- 6.) "Beautified"
- 7.) "Casual"
- 8.) "Attractive"
- 9.) "Planned"
- 10.) "Less congested"
- 11.) "Another corridor"
- 12.) "Appealing"
- 13.) "Residents walking allover"
- 14.) "Variety of opportunities/options"
- 15.) "Lots of nice restaurants"
- 16.) "Exciting"
- 17.) "Energetic"
- 18.) "Groomed"
- 19.) "Smooth"
- 20.) "Planned"
- 21.) "Will have too much traffic"
- 22.) "Too many people"
- 23.) "More crime"
- 24.) "Beautify"
- 25.) "Up Scale"
- 26.) "Attractive"
- 27.) "No Walmart"
- 28.) "No more gas stations"
- 29.) "Beautiful with variety of small businesses that care about their exteriors"
- 30.) "Visually beautiful"
- 31.) "Small shops"
- 32.) "Mix of residential"
- 33.) "Landscaped"
- 34.) "Traffic-friendly"
- 35.) "Variety-shopping"
- 36.) "No bikes"
- 37.) "Fix rest of road"
- 38.) "10th to memorial"
- 39.) "Better shopping & dining options"
- 40.) "More attractive"
- 41.) "More green space"

## 2.4 TODAY/FUTURE NOTECARD RESULTS (CONTINUED)

### Today

- 42.) "Community/history"
- 43.) "Mixed Use"
- 44.) "Link"
- 45.) "Dilapidated"
- 46.) "Uninspiring"
- 47.) "Depressing"
- 48.) "Trashy"
- 49.) "Dangerous"
- 50.) "Narrow"
- 51.) "Not attractive"
- 52.) "Shabby"
- 53.) "Cluttered"
- 54.) "Small houses- no consistency along Rd.-  
Mixed use- very disheveled- retail &  
residential all along road- unkempt houses"
- 55.) "Semi-traffic- don't all weight on Rd."
- 56.) "Bad roads"
- 57.) "Shabby aesthetically"
- 58.) "Non-destination"
- 59.) "Boring"
- 60.) "Dangerous"
- 61.) "Claustrophobic"
- 62.) "Scary"
- 63.) "Congested"
- 64.) "Plain"
- 65.) "Unsafe"
- 66.) "Uninspiring"
- 67.) "Copycat"
- 68.) "Hidden gems"
- 69.) "Shoddy"
- 70.) "Poor road conditions"
- 71.) "Busy"
- 72.) "Ugly"
- 73.) "Low class"
- 74.) "Dirty"
- 75.) "Ugly"
- 76.) "Busy"
- 77.) "Loud"
- 78.) "Run-down"
- 79.) "Tired"
- 80.) "No Character"
- 81.) "Dirty"
- 82.) "Unappealing"
- 83.) "Shoddy"
- 84.) "Boring"
- 85.) "Busy"
- 86.) "Loud"
- 87.) "Combination of diff zones- resulting clutter  
look- anything goes"
- 88.) "Noisy- too many semis"
- 89.) "Not pedestrian friendly"

### Future

- 42.) "Encourage Blue Zone"
- 43.) "Mixed Use"
- 44.) "Renewed"
- 45.) "Energetic"
- 46.) "Inviting"
- 47.) "Wider"
- 48.) "Cleaner"
- 49.) "More variety"
- 50.) "Interesting"
- 51.) "Prideful"
- 52.) "Cleaned up"
- 53.) "City Committee to approve of improvements  
to match a consistent look- even if mixed  
use-look needs to conform to a tighter  
standard and blend well"
- 54.) "Less small housing- flatten house & make  
green space or thought out well- matched  
plan of mixed use"
- 55.) "Attractive"
- 56.) "Inviting"
- 57.) "Destination"
- 58.) "Safe"
- 59.) "Stops"
- 60.) "Restaurants"
- 61.) "Safe"
- 62.) "Unique"
- 63.) "Clean"
- 64.) "Game-Changer"
- 65.) "Inviting"
- 66.) "Marketable"
- 67.) "Beautiful street scape/historical"
- 68.) "Easy to use for cars/safe for kids on bikes-  
separate path"
- 69.) "Good retail/shopping"
- 70.) "Historical"
- 71.) "Cute"
- 72.) "Classy"
- 73.) "Shopping"
- 74.) "Quiet"
- 75.) "Visually Appealing"
- 76.) "Beautiful"
- 77.) "Historical"
- 78.) "Fine shopping"
- 79.) "Get rid of Goodwill & that entire strip.  
It brings an undesirable population to the  
corridor."
- 80.) "More restaurants"
- 81.) "Better retail"
- 82.) "Peace"
- 83.) "Tranquil"
- 84.) "Quiet"

## 2.4 TODAY/FUTURE NOTECARD RESULTS (CONTINUED)

### Today

- 90.) "Busy"
- 91.) "Crowded"
- 92.) "Too many stops"
- 93.) "Lack of (architectural) consistency"
- 94.) "Busy"
- 95.) "Mixed use"
- 96.) "Busy"
- 97.) "Rough"
- 98.) "Fast"
- 99.) "Average"
- 100.) "Not aesthetically pleasing"
- 101.) "Bare"
- 102.) "Forgettable"
- 103.) "Uninviting"
- 104.) "Congested"
- 105.) "Unattractive"
- 106.) "Dirty"
- 107.) "Generally traffic flows well on 4 lane section but challenging when narrows to 2 lane- bottlenecks where traffic wants to turn left on to another street, business, or residence"
- 108.) "Good variety of business selections"
- 109.) "Ugly"
- 110.) "Unwalkable"
- 111.) "Uninviting"
- 112.) "Traffic"
- 113.) "Cluttered"
- 114.) "Disjointed"
- 115.) "Cluttered"
- 116.) "Non-descript (Anywhere in run down old USA)"
- 117.) "Congested"
- 118.) "Mixed use"
- 119.) "Disjointed"
- 120.) "Lincoln Highway"
- 121.) "Speedway"
- 122.) "Through way"
- 123.) "Inconsistent"
- 124.) "Limited shopping"
- 125.) "Need bigger stores"
- 126.) "Competition for Hy-Vee"
- 127.) "Unkempt"
- 128.) "Dangerous traffic"
- 129.) "Tons of grain trucks moving fast"
- 130.) "A bit run down currently however many families have lived in this area for many generations"
- 131.) "Dead"
- 132.) "Boring"
- 133.) "Out of date"

### Future

- 85.) "Combination retail/housing with "visual friendly" rules- need to follow rules when built (signs/height/location from street)"
- 86.) "Decreased street/car noise"
- 87.) "No bicycles"
- 88.) "More restaurants"
- 89.) "More shopping"
- 90.) "Destination"
- 91.) "Retail mixed use"
- 92.) "Repave"
- 93.) "Traffic flow"
- 94.) "Well maintained"
- 95.) "Exciting"
- 96.) "Aesthetically pleasing"
- 97.) "Inviting"
- 98.) "People friendly"
- 99.) "Tie into our history"
- 100.) "Welcoming"
- 101.) "Bigger neighborhood parks, etc."
- 102.) "Invigorating to walk, shop, etc."
- 103.) "Walkable"
- 104.) "Inviting"
- 105.) "Aesthetically pleasing"
- 106.) "Eye catching"
- 107.) "Retail"
- 108.) "Neighborhood feel"
- 109.) "Aesthetic appearance"
- 110.) "Focus on historic Hwy 30 Lincoln Hwy"
- 111.) "Put together"
- 112.) "Cleaner"
- 113.) "Less congested"
- 114.) "Lincoln Highway"
- 115.) "Consistent feel"
- 116.) "Safe"
- 117.) "Controlled"
- 118.) "More stop lights- Forest; 32nd"
- 119.) "Slow trucks down"
- 120.) "Turning lanes"
- 121.) "Safe"
- 122.) "Modern"
- 123.) "Eating"
- 124.) "Bustling"
- 125.) "Shopping"
- 126.) "Urban"
- 127.) "Prosperous"
- 128.) "Exciting"
- 129.) "Character"
- 130.) "Efficient, fresh, healthy- needs to be future"
- 131.) "Better traffic flow"
- 132.) "Smoother"
- 133.) "Water pollution control facility"



## 2.4 TODAY/FUTURE NOTECARD RESULTS (CONTINUED)

### Today

134.)“Need of repair”  
135.)“Old”  
136.)“Run-down”  
137.)“Unwelcoming”  
138.)“Desolate”  
139.)“Needs food variety”  
140.)“Congested”  
141.)“Needs work”  
142.)“Thoroughfare”  
143.)“Very busy”  
144.)“Lack family restaurants”  
145.)“Stinky”  
146.)“Busy”  
147.)“Rundown”  
148.)“Bad smell”  
149.)“Limited number of businesses”  
150.)“Under maintained”  
151.)“Out-of-date”  
152.)“Road congested”  
153.)“Boring”  
154.)“Dead”  
155.)“Dull”  
156.)“Desolate”  
157.)“In need of repair”

### Future

134.)“Variety of small businesses”  
135.)“Another thoroughfare”  
136.)“Sewage improvements”  
137.)“More family restaurants”  
138.)“Wider street”  
139.)“Historical”  
140.)“Aesthetics, clean”  
141.)“Welcoming”  
142.)“Vibrant”  
143.)“Interesting”  
144.)“Commercial variety”  
145.)“Modern”  
146.)“Attractions”  
147.)“Bustling”  
148.)“Updated”  
149.)“Shopping”  
150.)“Prosperous”

Based on participant responses, major themes were identified. Themes included but are not limited to:

- Appearance
- Locations along corridor
- Retail/Commercial
- Zoning
- Traffic
- Safety
- Walkability
- Atmosphere
- Condition
- Bikes
- Utilities
- Sewage/Storm water
- History
- Housing
- Identity
- Parks/Rec

## 2.5 TODAY/FUTURE WORD CLOUD







**Session Name:** CR MVR CAP 01 6-16-2016 6-08 PM

**Date Created:** 6/16/2016 4:40:13 PM

**Active Participants:** 98 of 98

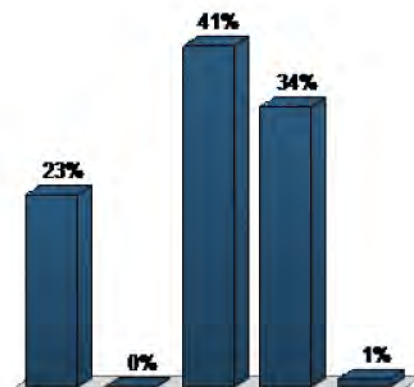
**Average Score:** 0.00%

**Questions:** 8

## Results by Question

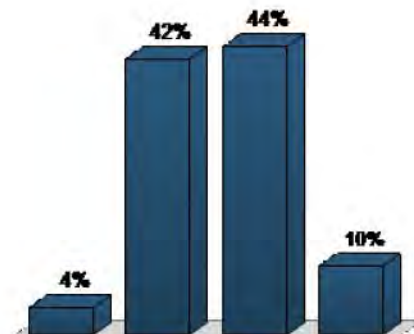
### 1. What do you primarily use the Mt. Vernon Road Corridor for? (Multiple Choice)

	Responses	
	Percent	Count
Going to work	23.4%	22
Going to school	0%	0
Shopping/Errands	41.49%	39
A Thoroughfare	34.04%	32
None of the above	1.06%	1
<b>Totals</b>	<b>100%</b>	<b>94</b>



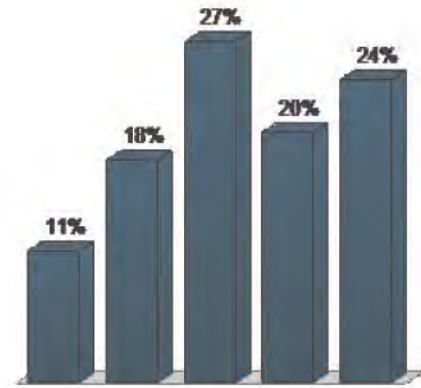
### 2. How do you feel about the number of retail options along the corridor? (Multiple Choice)

	Responses	
	Percent	Count
There are too many	4.17%	4
There are not enough	41.67%	40
There is not enough variety	43.75%	42
There are a sufficient amount	10.42%	10
<b>Totals</b>	<b>100%</b>	<b>96</b>

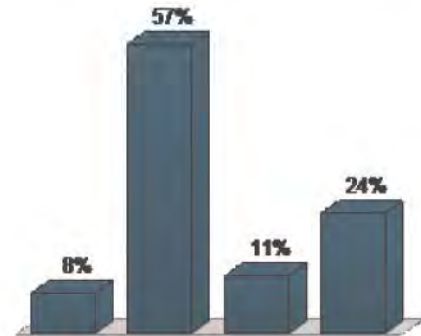


**3. How often do you use sidewalks, trails, walking paths, etc.? (Multiple Choice)**

	Responses	
	Percent	Count
Very Frequently (4+ times per week)	10.53%	10
Somewhat Frequently (1-3 time per week)	17.89%	17
Occasionally	27.37%	26
Rarely	20%	19
Never	24.21%	23
<b>Totals</b>	<b>100%</b>	<b>95</b>

**4. Which goal included in the current EnvisionCR plan do you feel is most important? (Multiple Choice)**

	Responses	
	Percent	Count
Goal 1:	7.87%	7
Goal 2	57.3%	51
Goal 3	11.24%	10
Goal 4	23.6%	21
<b>Totals</b>	<b>100%</b>	<b>89</b>



**Goal 1:** Neighborhood support through action plans

**Goal 2:** Improve quality of neighborhoods and corridors

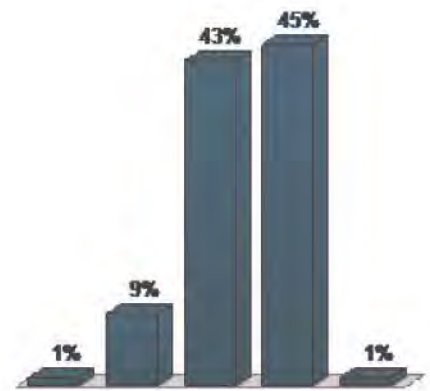
**Goal 3:** Create variety in housing types and prices

**Goal 4:** Make the city affordable and accessible to all



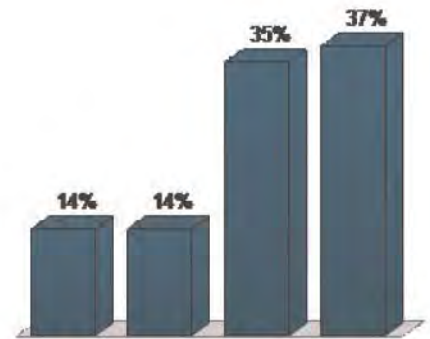
5. How do you feel about the corridor today in its current state? (Multiple Choice)

	Responses	
	Percent	Count
Excellent	1.05%	1
Good	9.47%	9
Fair	43.16%	41
Poor	45.26%	43
None of the above	1.05%	1
Totals	100%	95



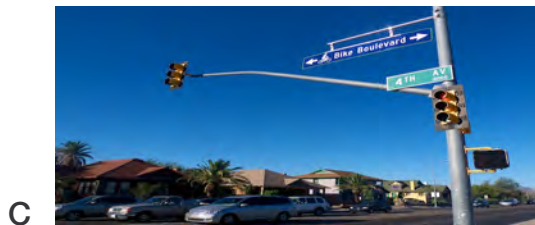
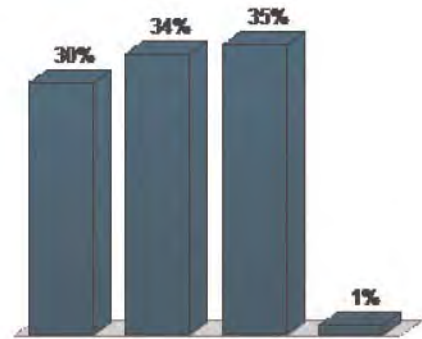
6. STREETSCAPE PREFERENCE (Multiple Choice)

	Responses	
	Percent	Count
A	13.83%	13
B	13.83%	13
C	35.11%	33
D	37.23%	35
Totals	100%	94



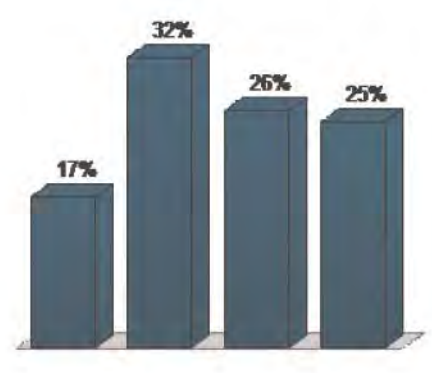
7. TRAFFIC SIGN PREFERENCE (Multiple Choice)

	Responses	
	Percent	Count
A	30.23%	26
B	33.72%	29
C	34.88%	30
D	1.16%	1
<b>Totals</b>	<b>100%</b>	<b>86</b>



8. GATEWAY PREFERENCE (Multiple Choice)

	Responses	
	Percent	Count
A	16.67%	14
B	32.14%	27
C	26.19%	22
D	25%	21
Totals	100%	84



**Session Name:** CR MVR CAP 02\_6-16-2016 6-21 PM

**Date Created:** 6/16/2016 6:08:24 PM

**Active Participants:** 70 of 70

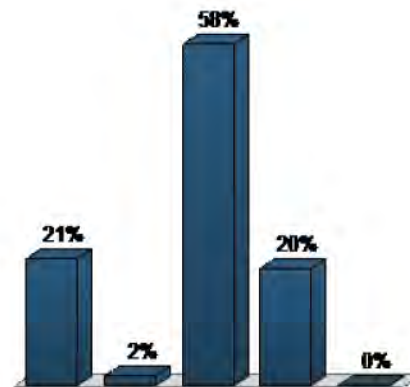
**Average Score:** 0.00%

**Questions:** 8

## Results by Question

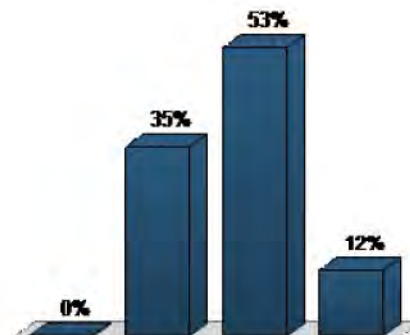
### 1. What do you primarily use the Mt. Vernon Road Corridor for? (Multiple Choice)

	Responses	
	Percent	Count
Going to work	21.21%	14
Going to school	1.52%	1
Shopping/Errands	57.58%	38
A Thoroughfare	19.7%	13
None of the above	0%	0
<b>Totals</b>	<b>100%</b>	<b>66</b>



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

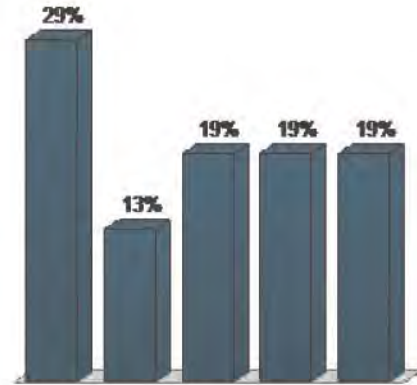
	Responses	
	Percent	Count
There are too many	0%	0
There are not enough	34.85%	23
There is not enough variety	53.03%	35
There are a sufficient amount	12.12%	8
<b>Totals</b>	<b>100%</b>	<b>66</b>



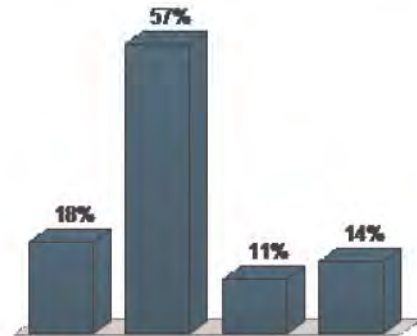


**3. How often do you use sidewalks, trails, walking paths, etc.? (Multiple Choice)**

	Responses	
	Percent	Count
Very Frequently (4+ times per week)	29.03%	18
Somewhat Frequently (1-3 time per week)	12.9%	8
Occasionally	19.35%	12
Rarely	19.35%	12
Never	19.35%	12
<b>Totals</b>	<b>100%</b>	<b>62</b>

**4. Which goal included in the current EnvisionCR plan do you feel is most important? (Multiple Choice)**

	Responses	
	Percent	Count
Goal 1:	17.86%	10
Goal 2	57.14%	32
Goal 3	10.71%	6
Goal 4	14.29%	8
<b>Totals</b>	<b>100%</b>	<b>56</b>



**Goal 1:** Neighborhood support through action plans

**Goal 2:** Improve quality of neighborhoods and corridors

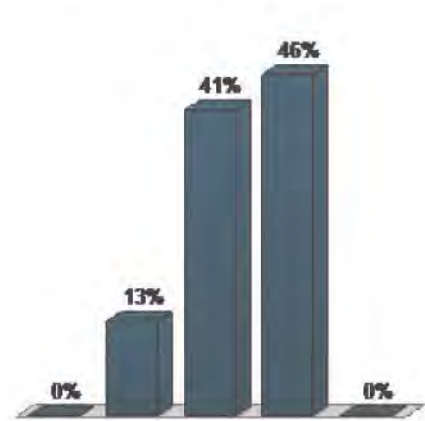
**Goal 3:** Create variety in housing types and prices

**Goal 4:** Make the city affordable and accessible to all



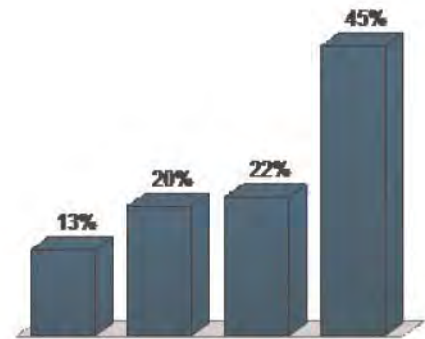
5. How do you feel about the corridor today in its current state? (Multiple Choice)

	Responses	
	Percent	Count
Excellent	0%	0
Good	12.7%	8
Fair	41.27%	26
Poor	46.03%	29
None of the above	0%	0
Totals	100%	63



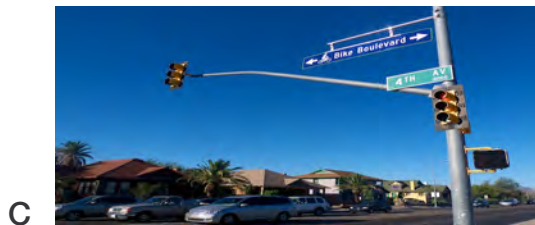
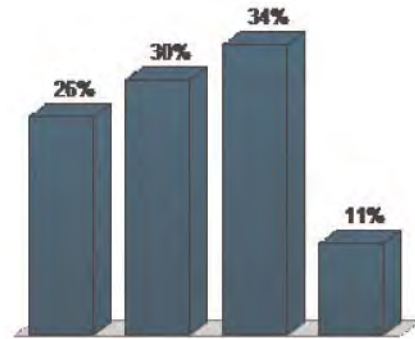
6. STREETSCAPE PREFERENCE (Multiple Choice)

	Responses	
	Percent	Count
A	13.33%	8
B	20%	12
C	21.67%	13
D	45%	27
Totals	100%	60



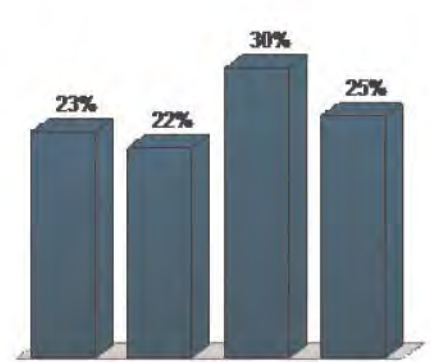
7. TRAFFIC SIGN PREFERENCE (Multiple Choice)

	Responses	
	Percent	Count
A	25.53%	12
B	29.79%	14
C	34.04%	16
D	10.64%	5
<b>Totals</b>	<b>100%</b>	<b>47</b>



8. GATEWAY PREFERENCE (Multiple Choice)

	Responses	
	Percent	Count
A	23.33%	14
B	21.67%	13
C	30%	18
D	25%	15
Totals	100%	60



## 2.7 PUBLIC COMMENTS

### APPEARANCE

- “As a truck route does that limit our choices for design?”
- “Build on music and art”
- “Dick’s Tree Service does not blend cohesively with the surrounding area.”
- “I would like to see it cleaned up and more aesthetically pleasing”
- “Would like to see flowers in the medians on the street”
- “Street banners on light poles or fixtures would make streets more welcoming.”
- “The entrance to C.R. on Mt. Vernon Rd. has long been a poor introduction to our area”
- “Make Mt. Vernon Rd. Visually beautiful!”
- “Need to improve street signage- with hanging flower pots”
- “Yes” (in response to question asking if there is a sufficient amount of street lighting on this road)
- “Please don’t waste money on expensive signage and monuments- we need function foremost.”
- “Yes” (in response to question asking if there is sufficient street lighting along the road)
- “I feel that Dick’s Tree Service has a negative impact on property values.”
- “The corridor is aesthetically unpleasing”
- “Yes” (in response to question asking if there is a sufficient amount of street lighting along the road)
- “Do not need monumental markings to identify the neighborhood, just readable signs.”
- “Median with plantings; this is a corridor.”
- “Improve all C.R. streets- Embarrassing.”
- “Nothing fits; it’s all a hodge podge”
- “The area lacks beautification and building standards, not necessarily the buildings themselves.”
- “Vacant lot at Memorial and Mt. Vernon/Front of Hy-Vee (strip mall near old drug store) does not blend well with the surrounding area.”
- Street lighting could be improved from 19th to 10th St./8th Ave.
- “Yes” (in response to question asking if there is a sufficient amount of street lighting along the corridor)
- “Only allow for low-level business signage.”
- “Smokin’ Joes/Tobacco outlet/vacant lots” (in response to question asking if there is anything along the corridor negatively impacting property values)
- “Greenspace welcome anywhere along Mt. Vernon Rd. where feasible.”
- “Add greenery along road side, especially in all parking lot frontages.
  - Example: Parking lot across from Iowa Court House on the south side of Mt. Vernon Rd.; commercial type large flower pots, similar to ones in downtown Cedar Rapids could be utilized for the planting of large bushes or trees”
- “Make a restriction on residential properties for the following
  - No cars/trucks should be parked on the lawn
  - Items strewn in front lawns should not be allowed
  - Restrict Satellite Dishes from being placed in front lawns”

### SEWAGE/STORM WATER

- “All manhole covers (sewer cover lids) should be street level. A good example of this is located at the intersection of 19th and Mt. Vernon Rd. Westbound. Drivers swerve to avoid this bump which could easily lead to an accident.”

### PARKS/REC

- “Community gathering spaces and outdoor benches”
- “I would like a bingo hall for people of all ages or a place to enjoy neighborhood cookouts and community activities.”
- “The cemetery should be preserved”
- “You could place benches for people to sit & rest & also interact. Also, couldn’t the City place some garbage receptacles along the street to encourage people not to toss trash into the road? There is always a lot of trash due to so many fast food businesses”
- “Need more green space to enjoy”
- “Keep what we have of natural wooded areas- they help clean the air & mitigate flooding.”

### LOCATIONS ALONG CORRIDOR

- “Widen East Post Rd. and develop to Hwy 30”
- “The large lot across from E. Post Rd. Has sat empty for many years. I do not want a Walmart, but some mixed-use retail/restaurants would be awesome. The lots where the Greek restaurant and where the old Hardee’s were located need to be utilized again.”
- “Considerations should be made regarding 8th to Memorial (Residential), and Memorial to 42nd (Commercial)- the two neighborhood cannot be lumped into one in making the decision.”
- “East end needs to be cleaned up- looks like crappy part of town”
- “The stretch from 10th to 34th (not all but most) needs to be better maintained.”
- “Virtually the full stretch from Memorial to 42nd St. needs to be redeveloped.”
- “Extend East Post Rd. to Hwy30- too hard to get to SW side”
- “Open up Memorial Dr. with a bridge across the river by the roller dam; repair Memorial Dr. North of Mt. Vernon”
- “The stretch from Hy-Vee to Hwy 13 is suited for redevelopment.”
- “It is my understanding that the East end of the corridor discussed will soon be upgraded by Linn County to Highway 13, but only 3 lanes; why are the City and Linn County not interested in extending 4 lanes of traffic beyond East Post Rd.?”
- “I wish there was a bypass type option from East Post Rd. to 10th to 1st. Too much traffic at certain times of day and ridiculous stoplights on every block (almost) between 1st and 10th.”
- “Area West of 19th St. needs to be better maintained.”
- “Corner of 34th, corner of Memorial, and corner of 44th need to stand out.”
- “A 4-way stop put in at 31st St. and Dalewood Ave. along with speed limit signs both ways.”
- “Massive overgrowth of plants (at one particular home) between street and sidewalk on the North side of Mt. Vernon Rd. between 21st and Vernon Dr. I’m assuming the intention was lawn beautification but the sidewalk is narrowed to 8 inches of clear space and there is also a low hanging branch limiting passability.”



## 2.7 PUBLIC COMMENTS (CONTINUED)

- “From Memorial Dr. all the way down to intersection with 10th Ave., addition of turning lane, dropping to one lane on the East/West road and also, addition of bicycle lane”
- “Lanes all the way from 8th Ave. to Memorial.”
- “Vacant lot at Memorial & Mt. Vernon/Front of Hy-Vee is should be considered for redevelopment”
- “South side corner of 19th St. does not blend well with the surrounding area.”
- “Memorial Rd. corner and 19th St. corner are suited for redevelopment.”
- “Vacant lots at Memorial Dr. corner should be better maintained in terms of aesthetic appearance and functionality.”
- “All stretches of road along Mt. Vernon should be better maintained.”

## RETAIL/COMMERCIAL

- “Could be a great place for local food and infrastructure”
- “Add a new grocery store like Aldi and Save-A-Lot and a Wells Fargo Bank”
- “No more auto stores, tobacco outlets, or vacant lots- negatively impact property values.”
- “More restaurants and retail to go to along the corridor”
- “No Walmart Ever- or any other big box store (like Target)”
- “Retail options- not enough and not enough variety”
- “Please do not invite/allow big box stores into the Mt. Vernon Rd. Corridor”
- “Casual restaurants are needed”
- “Missing bar & grill/upscale restaurant services, businesses, multi-tenant commercial, music venue, and general store.”
- “Service businesses”
- “Missing restaurant options”
- “PLEASE NO TATTOO PARLORS/VAPOR (ordinances need to be established for this type of business)”
- “Sufficient amounts of restaurants/fast food/retail are missing along the corridor.”
- “Suggestion for property located at East Post Rd. & Mt. Vernon Rd. (South Side). This would be an excellent location for a medical building or a senior citizen facility (similar to Methwick/Cottage Grove)
- “I would like to see more interesting/unique restaurants/shopping. No big box style stores- basically it would be nice to continue Newbo type look into Mt. Vernon Rd. area”
- “Mt. Vernon Rd. has had literally NO growth in 30 years. We NEED more restaurants and retail shops.”
- “We need incentives for businesses to come to Mt. Vernon Rd.”
- “Need to improve requirements for stores to maintain paving lots with quality landscaping materials”
- “We don’t want strip malls.”
- “No more junk businesses- alcohol/tobacco stores, Goodwill, etc.”
- “There are no hip or fun spots to go to!”
- “Why a Goodwill when we have such limited shopping and restaurants on the SE side?”
- “Make it a destination  
“I’d like to see more options for restaurants (not fast food)!! Neighborhood bar & grill, drive through coffee shop, boutique shops, etc. We don’t need another car parts store where Vernon Inn was located.”
- “Why a Goodwill when there is a need for shopping?”
- “No Walmart”

## 2.7 PUBLIC COMMENTS (CONTINUED)

- “More dining/nightlife options with outdoor seating would be nice. SE side doesn’t have much at all if you don’t count downtown.”
- “Need more restaurants”
- “Small-scale retail- no big box
- “More restaurants”
- “We use the corridor predominantly for travel to other areas of town. We certainly would be patrons of any shops and nice restaurants that would come there. The aesthetics would be important if we want this to be a destination. I do not think trying to achieve this for the entire length of the corridor would be good. I would suggest a few blocks of commercial zoning. Perhaps a widening of the road in this area to allow for faster travel for those not stopping.”
- “Very limited restaurant and other business options, and they are mostly separated from each other.”
- “No big box stores please!”
- “The building that houses the Women’s Club will be empty soon- the youngest member is 79yrs old (my mother).
- “Lack of dining and food is often communicated”

### ATMOSPHERE

- “Area is diverse in people and economics- follow the lead of schools and build on the community they have developed.

### ZONING

- “Mt. Vernon Road should be separated into retail area & residential- these ideas presented apply to different sections of the road. Use the land use maps as they were designed to protect the residential neighborhoods and home values.”
- “Housing and commercial properties should be separated”

### WALKABILITY

- “Plant lots of trees to make Mt. Vernon Rd. walkable/bikeable. It’s currently hot & barren & dismal.”
- “Area is not walkable- 38th E to 42nd St. 38th St. E to Hy-Vee should be addressed.” (in response to question of walkability in the area) ... “Yes- to trails @ Nature Center.”
- “Yes” (in response to question asking if the area is walkable)
- “Area is somewhat walkable, but businesses are fairly spread out and crossing for large stretches is difficult; widen sidewalks and landscape between street and sidewalk.”

## 2.7 PUBLIC COMMENTS (CONTINUED)

### TRAFFIC

- “Traffic is too slow”
- “Please re-route semi-truck traffic at least from 34th to Newbo”
- “Street is too narrow for the amount of traffic traveling it. It is not bike friendly; certain areas (around 14th and 15th St.) are particularly dangerous.”
- “Put an interchange at Hwy 13 and Mt. Vernon Rd. to help keep cars that don’t need/want to be on Mt. Vernon Rd. off of it by facilitating their speedy progress to Hwy 30 and/or 380. No stupid archway or its cousins.”
- “Try to route semi-traffic off of Mt. Vernon.
- “At times there is some congestion, but nothing drastic- standard work time traffic”
- “Traffic on Mt. Vernon Rd. typically runs at 35-40mph, with high volume at morning and evening rush periods. Bikes are usually half this speed or less. This is too great a speed difference to allow a mixed car/bike traffic stream. Therefore, NO BIKES should be permitted. Side streets where most cyclists already go should be bike friendly.”
- “Congestion is not really an issue on this road.”
- “Yes, from 19th to Memorial Dr.” (in response to question asking if congestion is an issue along the corridor)
- “Rush hour; not really” (in response to question asking if congestion is an issue along the corridor)
- “19th and Memorial Dr.” (In response to question asking if there is congestion along the corridor)

### HISTORY

- “Incorporate history”
- “Remember: Mt. Vernon Rd is the old Lincoln Highway- very historical. Any design improvements should include reference to the history of the road.”
- “Mt. Vernon should remain a 4 lane road”
- “Historical Lincoln Highway and more; build on the history of this area.”

### SAFETY

- “Put speed bumps in the streets like 34th St. and Mt. Vernon Rd.; the grain trucks speed down Mt. Vernon like a race track- a safety issue for both drivers and pedestrians”
- “Since it’s a high-traffic corridor, the safety and efficient flow of vehicles should be a priority, while safeguarding pedestrian and bicycle traffic. The street needs to be widened.”
- “Crime” (in response to question asking if there are any factors that are negatively impacting property values along the corridor)
- “The curve located in front of the Kum and Go at 1420 Mt. Vernon Road is extended too far into the road. It is such a sharp curve that often times cars do not clear and bounce off the curb causing danger to cars in the outside lane.”
- “There needs to be more crosswalk/intersection control buttons. Currently you have to walk from 34th St. to Memorial Drive before you find a button to push if you want to cross Mt. Vernon Rd. when you are walking, then you must go to 19th St. for the next one. Children & families face danger in crossing from residential to businesses on the south side.”
- “Take out some of the median from 19th by the cemetery- dangerous and too narrow.”

- “Lights at Hy-Vee may reduce accidents.”
- “Speed cam at 34th may be good.”
- “9pm yellow flashlights are good.”
- “I am very concerned with safety. The grain trucks that race downtown when many are traveling to work are a huge danger.”
- “Have turn lanes the entire length.”
- “Increased illegal activities along Mt. Vernon Rd (Smokin-Joe’s). Ever since it opened, the number of disturbances have increased. The sign TOO BIG and there is no need to have it on all night. Owners are not open to discussion, which in my view, is a sign of disrespect to current residents.”
- “Better signage and lighting at the crosswalk between 25th and 26th street. I work that crosswalk for Grant Wood School and cars run this light every day! It is poorly marked and the “Prepare to Stop” light near Memorial Dr. is obscured by tree overgrowth. The lights hanging by a string do NOT give a visual impression of authority. Also, the crossing point marks fade too fast.”

### ROAD/SIDEWALKS

- “The City plows snow over cleared sidewalks; Is the resurfacing project coordinated with this effort?”
- “Snow from snow plows being thrown on sidewalks and driveways”
- “Need more/better sidewalks in residential areas”
- “Need sidewalks down on both sides & clearly marked cross walk”
- “Widen road near Hy-Vee.”
- “There are a few areas of road and sidewalk that could use some work”
- “Don’t widen Mt. Vernon Rd. & don’t widen existing sidewalks. Many homes on Mt. Vernon Rd. have almost no front yards currently.”
- “Snow plows plow 2 lanes of snow onto the sidewalk-90% of the snow there is put out by City trucks. The City should be able to plow the sidewalks without threatening home owners.”
- “I’m tired of paying high property taxes to drive on poor streets.”
- “Use permeable pavement to lessen flooding.”
- “Yes” (in response to question asking if the road conditions are satisfactory)
- “The City build retaining walls when they widened the road. They NEED to repair them.”
- “No more bump-outs in street designs. Bever Ave is now a mess and dangerous”
- “Sidewalk on Memorial Dr. needs attention; overhead interactive canopy like Fremont St. in Vegas.”
- “Area is not walkable, especially to/from Mt. Vernon from side”
- “Roads need to be safe to drive- taking into consideration the needs of senior citizens- they no longer feel Bever Ave is safe to drive”
- “Roads are bad- nowhere for snow to go”
- “When asked how much people use the sidewalks- people would use them more if they were wider for bicyclists and pedestrians- they are just too bad to enjoy.”
- “Widening the road hurts the businesses on each side of the street...especially small businesses between 42nd and Highway 13.”
- “Regarding street construction: If manholes were located in lane centered, rather than edges, the street would require less maintenance, and the driving would be smoother.”
- “The streetscape recommendations were disconcerting”
- “Sidewalks are present, except 38th E to 42nd St.”
- “Bever provides trails for bikes, people can cross over side street”
- “Better visibility at intersections is important”

## 2.7 PUBLIC COMMENTS (CONTINUED)

- “Lincoln Highway- historical aspects should be incorporated
- “Addition of walking path along Knollwood Dr.”
- “Light pollution control along Mt. Vernon Rd. City and business owners as well as residents should use light fixtures that would minimize high pollution”
- “The curb extensions or “bump outs” such as those on the reconstructed point of Bever Ave are terrible and should be removed and never placed anywhere again.”
- “I never use the sidewalk because it’s unpleasant walking so close to that busy road. But I do walk from Grant Wood school area to work (St. Luke’s) over Bever Ave.
- “Has the City ever taken into consideration the home owners when it comes to clearing the sidewalks during the winter? The sidewalks between 19th down towards town where it is very close to the street is our concern. A number of residences are required to clean up after the City has snowplowed the street which ends up on our sidewalks. At that time the snow has turned to ice and it’s hard packed and impossible to remove. As good citizens, it brings on much stress that we have no control over the removal.”
- “The City used to maintain their retaining wall up to 2008. Since then, they could care less about the SE. side. They have money to hand lay bricks for sidewalks down on First Street that 90% of the people will never see, but not for Mt. Vernon Rd. where thousands of people coming into C.R. see how poorly maintained it.

## BIKES

- “No bike lanes”
- “No bicycles”
- “Area is not bicycle friendly”
- “Need separate bike path- not just painted on an existing road”
- “Area is not bike friendly, but it should be!!!”
- “I do not wish to have bikes on Mt. Vernon Rd. It is too busy and widening the road would take up people’s yards and parking.”
- “NO BIKE LANES, okay??? Sorry for my terrible penmanship. P.S. No bike lanes, got it?”
- “NO BIKE LANES”
- “Area is not bike friendly and should not be- especially with driving commute 19th to 10th St./8th Ave.”
- “If bikes want equality of access City wide, they should rightly accept EQUALITY OF ENFORCEMENT, simply as a matter of fairness. Blatantly unsafe behavior is far too common and only vigorous evaluation and enforcement will rectify this.”
- “Bicycles should be licensed and registered, with identification at least as clearly marked as current car license plates, for obvious reasons.”
- “No bike lanes.”
- “Area is not and should not be bicycle friendly”
- “No” (in response to question asking if the area is/should be bike friendly)



## UTILITIES

- “Bury the wires”
- “Bury all telephone and electrical lines.”
- “Utility poles” (in response to question asking if there is anything that does not blend cohesively with the surrounding area)
- “Utility poles” (in response to question asking if there is anything along the corridor negatively impacting property values)

## OTHER

- “Remember, M.V. is used to get to other parts of town and for local errands- traffic still needs to move through the corridor.”
- “Noise is not a problem along this road.”
- “During the slide/question/voting presentation, the presenter did not sound neutral or objective. Some of his descriptions, particularly when describing traffic and street signs, he interjected his opinion & it sounded like he was trying to influence your vote, Others sitting next to me noted his demeanor.”
- “Open a thesaurus and find another word for corridor”
- “Shouldn’t the polling question regarding how you use the corridor have included an “all of the above” option?”
- “Typical” (in response to question asking if noise is an issue along this road)
- “What does long term mean (in regards to a long-term action plan for the corridor)?”
- “I think you already know what you are going to do. You’re just using this to say that you met with the people and got their input. I think this is a farce.”
- “We need a new city flag! Crflag.org- sigh the petition.”
- “Noise is not a problem along this road.”
- “Traffic sign preference- if you don’t expect it, why put it as a choice?”
- “Let’s immediately initiate some standards for redevelopment”
- “Traffic flow problem at Memorial Drive intersection. Remember the historical significance that Mount Vernon Road was once Lincoln Highway. Historically, the Oak Hill cemetery was the first cemetery in town and we could tout the history of the first residents in a more powerful way. The areas like Newbo and Czech Village have a distinct character. Why not have City incentive grants to have new business. For example, have a theme for the various businesses. The store fronts of the small businesses could be more welcoming. Historic markers could remind tourists of our significant past. Zoning could solve the hodge podge of residential and businesses.”
- “From Hy-Vee to Hwy 13, Mt. Vernon Road should be TOTALLY developed.”
- “Many around me asked none of the above”
- “This is not urban, other than freight allowed to pass through to feed the grain processors”
- “P.S. Absent from ‘Street View’ sections: Major Power Transmission Poles”
- “No need to incentivize development!”
- “We had Leonardo’s Pizza at 40th St. near Hy-Vee. We now have Little Caesar’s, Papa Murphy’s. Pizza Hut, and Sweet Basils. None are sit down restaurants. We don’t need more pizza places! What we had hoped for was for some sit-down family restaurants. Not the Vernon Bar and Grill or just Brueggers. I want some place I can take my grandchild to for supper that does not only include fast food such as Burger King. A Perkins, Cheddars, Applebee’s, Panera Bread, Olive Garden, a Los Compadres Mexican Restaurant, Etc. would be so welcomed.” “Staff standing along wall at the meeting should be educated in proper talking volume among themselves as the community is attempting to participate.”

## 2.7 PUBLIC COMMENTS (CONTINUED)

- “We have lived two blocks off of Mt. Vernon Road SE for 43 years. In 1973 there was a vision that this side of town would develop. There were seven gas stations between Memorial Dr. and 40th St. We were sure that a housing development would go up out near the area of Wilder Dr. that we could move in to. Nothing developed for a normal working man’s neighborhood as did all other sides of town.
- “Question 1: What do you like about the look of the corridor? What would improve it?”
- “Question 2: What development would you like to see in the corridor? More retail, eating or other?”
- “We feel each year this area deteriorates.”
- “We now have one gas station (we used to have seven: DX, Sinclair, Phillips 66, Don’s Conoco, Skelly, one I don’t remember the name of but at the corner where the Greek Place was torn down and another where the car wash is by Hy-Vee).”
- “We had three grocery stores. We now have one expensive one. (We used to have Sun Mart, Hy-Vee, and the Vernon Village grocery stores).”
- “The Goodwill on Mt. Vernon Rd. should have been placed below 19th St. That would have been a great spot for an Aldi’s or sit-down restaurant.” “We don’t need any more Smokin’ Joes/Family Dollars.”
- “The True Value and Dollar Store should be developed into more of a restaurant setting. These were older stores when we moved in. I’m not sure if the stores to the right of True Value are even handicap accessible. Most of the time several of those stores sit empty.”
- “We shop across town for most everything we need. Theisen’s, Walmart, Menards, Harbor Freight... we never shop Hy-Vee on Mt. Vernon Rd. because when we shop, there are more stops we want to make, so we go across town and take care of all our shopping before coming back out to Mt. Vernon Rd. Gas is ALWAYS cheaper on the West side (\$2.08 to \$2.19). Why would we not go across town for out gas also?”
- “We would have liked to see East Post Rd. extended across Mt. Vernon Rd. There is room for development there for a large restaurant. We would like to see less truck traffic going to Cargill on Mt. Vernon Rd. The road was widened in Phase 1 and all the traffic just dumps into the hospital area. We feel a lot of traffic would love a bypass around Mt. Vernon Rd. as they are headed to I-380 South without maneuvering down 8th Ave.”
- “We are in a great school district. Erskine School provides a great education to children and I would highly recommend this area for raising children. We moved into our home as a starter home and raised our family. Now it is our retirement home. We still love our house and the neighborhood is great. We have no plans of moving.”
- “We know you surveyed Mt. Vernon Rd. last summer. We know that before this meeting you already had the plans drawn up as to how much land you plan to take to widen the road.”
- “From the meetings from the first phase...the first meeting people were upset at the changes and you listened. Meeting two, people were still upset, but resigning to the fact that what was going to be done was already writing on the wall. The third meeting, the neighbors seemed resigned to the fact that all their input was not going to change anything. We really hope you listen to the input people have. We don’t always want to leave our side of town to shop, buy gas, or eat. We really hope you can create a welcoming entry for Mt. Vernon Rd.”
- “Does someone own the land across from the end of East Post Rd.? Could the city buy it and leverage

for a small shopping mall there? No big stores like Walmart, but just some interesting small businesses and unique restaurants. Hy-Vee manages to be the community center for most of us and their restaurant business should not be threatened. More businesses could be encouraged along Mt. Vernon Rd. closer to Hwy 30. I think an arched entrance is funny like you're headed into Disneyland and would raise false expectations. I would like a dignified column with an announcement of South East Cedar Rapids or a really big outstanding piece of sculpture or a mature growing showy tree. Thank you for letting us voice our opinions but I think the traffic is a real problem. Could there be an elevated roadway? I love Cedar Rapids and am so happy to live here. Be careful you don't fix something that isn't broken."

- "Leave the median from South 19th St. to 15th St. Do not rename for the following reasons:
  - "17th St. was a racetrack and extremely dangerous until the early 70s when the median was put into place."
  - "It is difficult now with the median to go West at certain times of the day. The only opportunity is when the light is red at 19th St."
- "Do not put in any roundabouts on Mt. Vernon Rd. for the following reasons"
  - "Grain trucks use Mt. Vernon Rd. to go to Cargill"
  - "Livestock carriers use Mt. Vernon Rd."
  - "It is a main quick through save for fire trucks (station on Mt. Vernon Rd.), police, and emergency vehicles. All of these would be a problem with a roundabout."