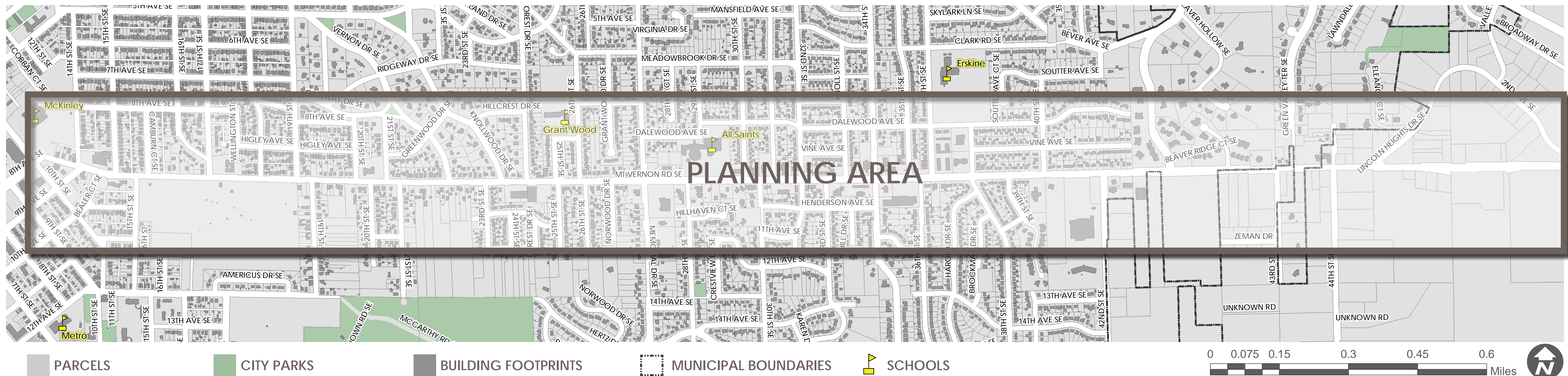
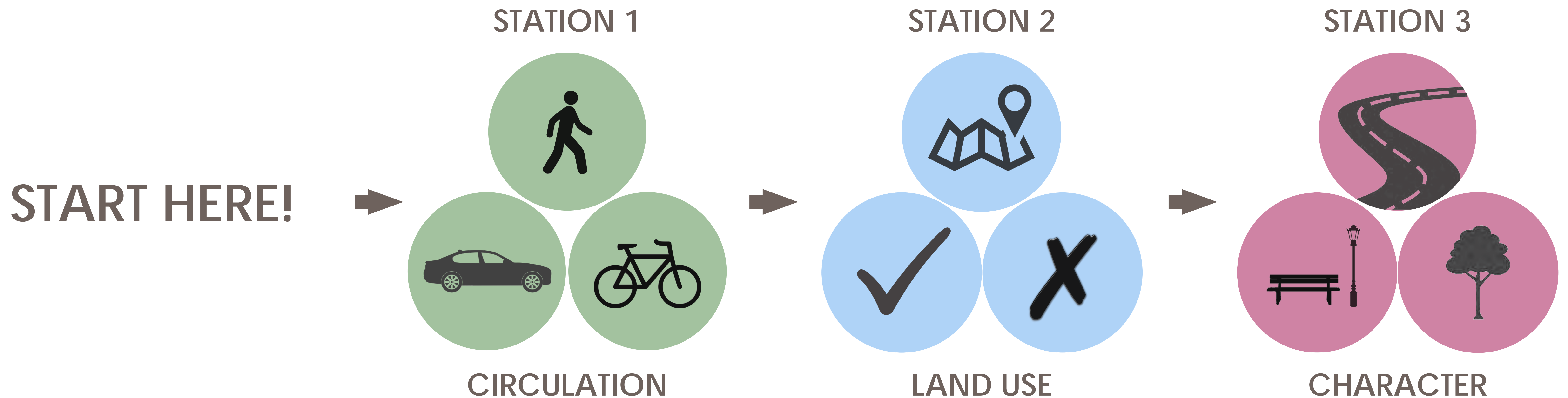


WELCOME!

MT. VERNON ROAD CORRIDOR ACTION PLAN



Please visit the three stations we have developed as part of the Mt. Vernon Road Corridor Action Plan:
Circulation | Land Use | Character

Please use the comment form for any additional thoughts or comments that you may have.
www.cityofcr.com (search Mt. Vernon Road)

ACTION PLAN FOCUS AREAS

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 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 complement and enhance the appearance of the surrounding area.

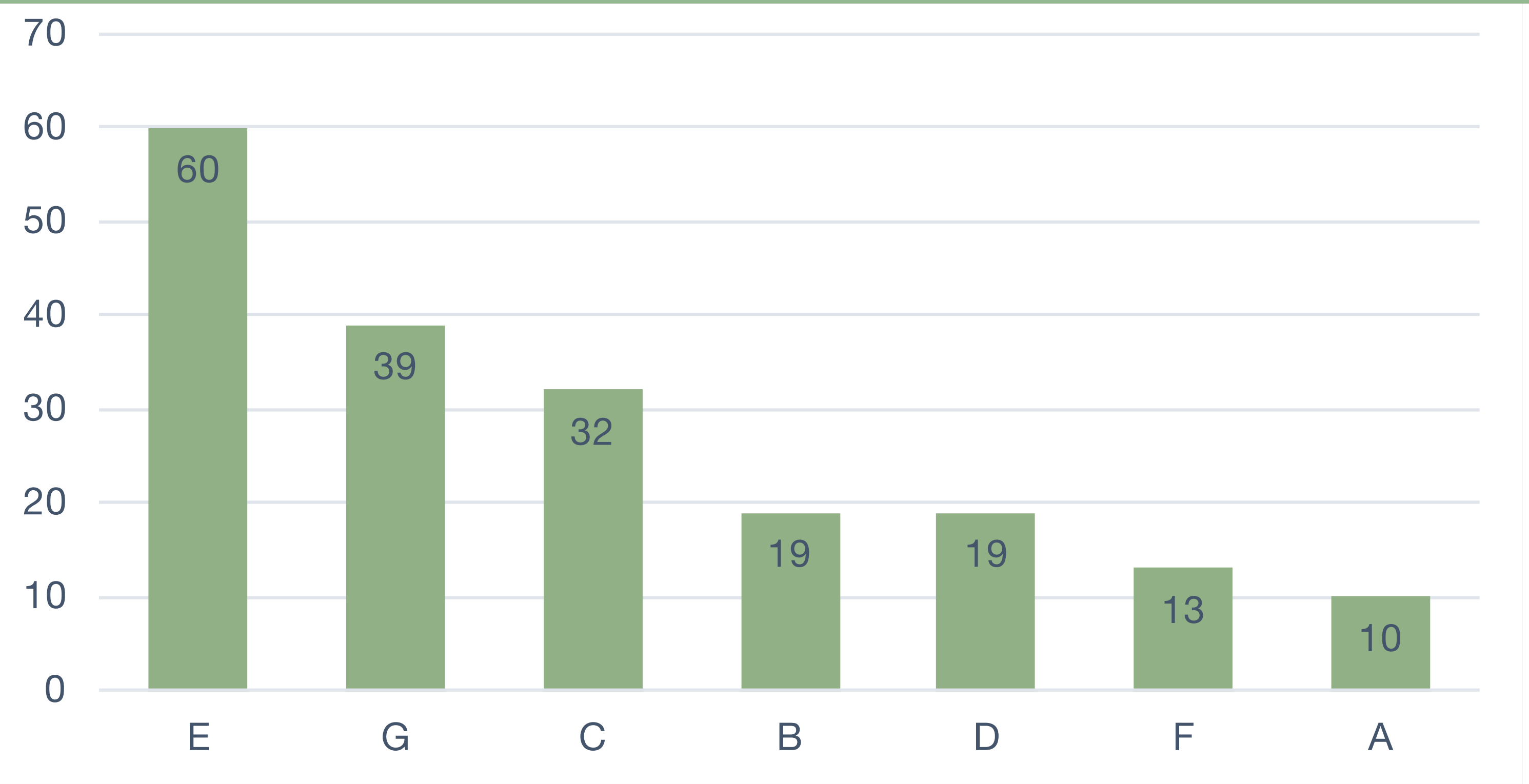
MT. VERNON ROAD CORRIDOR ACTION PLAN

PUBLIC INPUT SUMMARY - CIRCULATION

CIRCULATION



ACTION ITEMS VOTING RESULTS



ACTION ITEMS

- E** Develop a plan to phase roadway, median, turn lane, sidewalk, and crosswalk improvements with priority given to areas with the most congestion.
- G** Provide signage to delineate the preferred bicycle routes through and around the Mt. Vernon Road Corridor.
- C** Establish a minimum standard street profile and right-of-way that accommodates 4 travel lanes, turn lanes, center median, sidewalks and snow storage.
- B** Reduce the number of commercial driveways that directly access Mt. Vernon Road and restrict left turns with a center median.
- D** Create a plan to improve access to and use of public transit including bus stop locations and minimum necessary improvements to bus stop locations such as sidewalk accessibility, signage, benches and shelters
- F** Require right-of-way dedication, street and sidewalk improvements, and driveway relocations at the time of development or redevelopment of adjoining properties.
- A** Analyze and make improvements to reduce the number of and/or impact of the existing off-street intersections.

DRAFT ACTION ITEM DESCRIPTIONS

- E** Work with paving for progress projects and other Capital Improvement Program (CIP) projects to implement improvements based on funding and greatest impact to reduce congestion.
 - Areas of concern have been identified as 15th Street through 19th Street and Memorial Drive intersection.
- G** Implement comprehensive alternative bike route for cyclists traveling along the Mt. Vernon Road corridor from East Post Road to 8th Ave. SE.

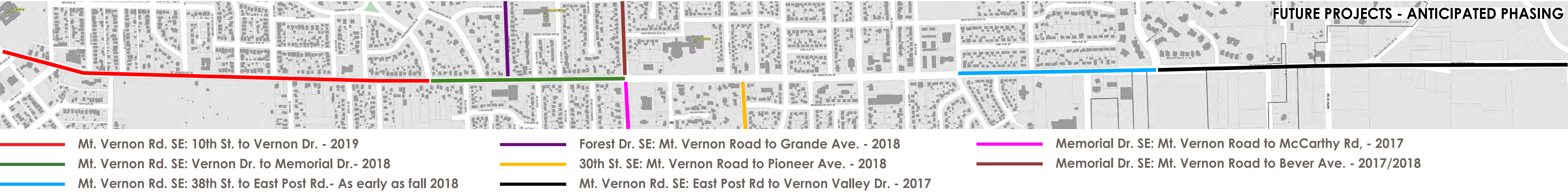
Develop signage both along the alternate route and directing cyclists from Mt. Vernon Road to the alternate route.
- C** At the time of development or redevelopment, acquire Right-of-Way (ROW) on the South side of Mt. Vernon Road to meet ideal standard profile as identified in this document.

Develop Mt. Vernon Road corridor roadway plan identifying locations of turn lanes, center medians, pedestrian bump outs, crosswalks, paved medians, landscaped medians and reduced commercial driveway access to Mt. Vernon Road.

Implement phased roadway plan.

MT. VERNON ROAD CORRIDOR ACTION PLAN

CIRCULATION

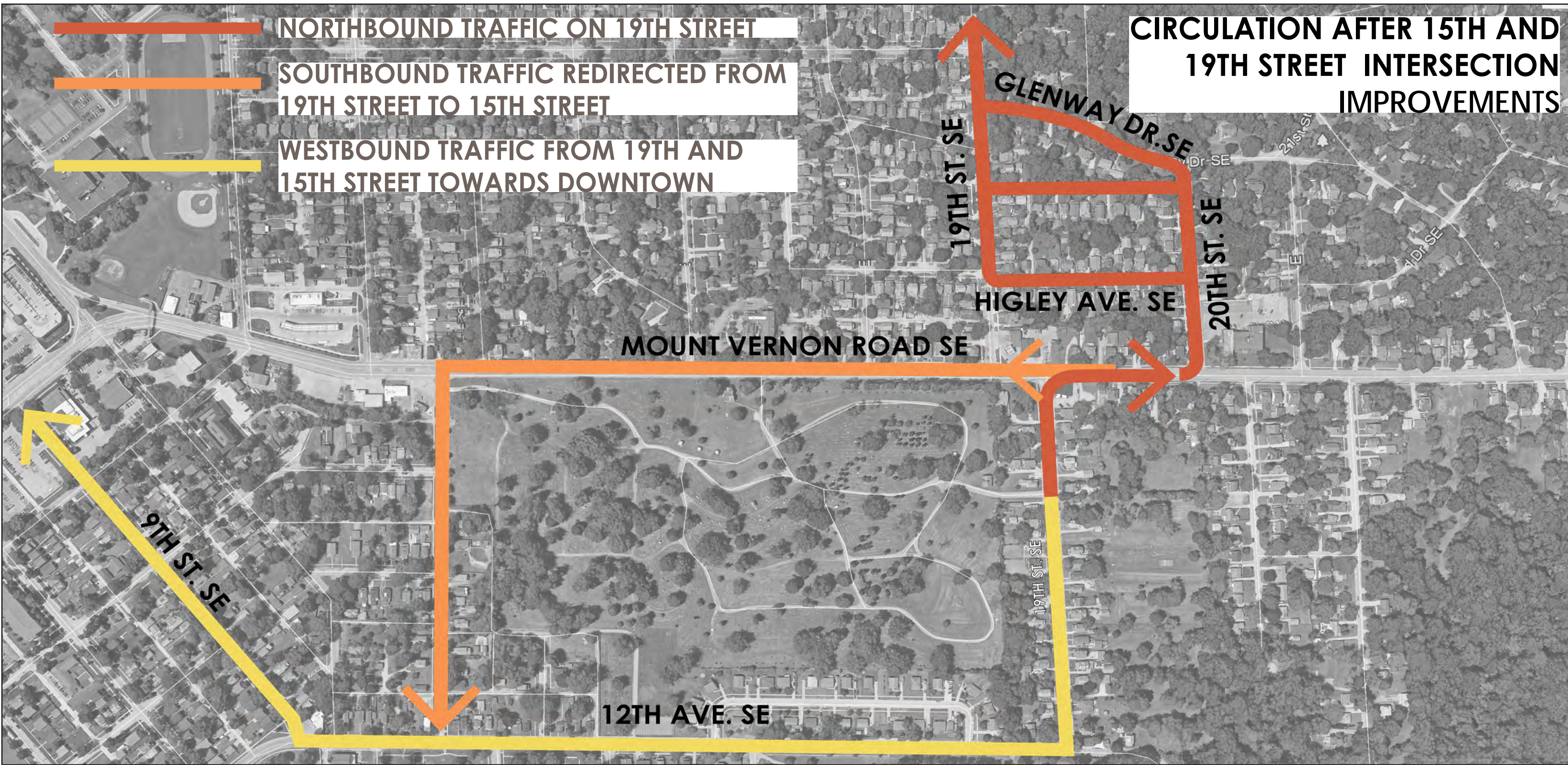


15TH AND 19TH STREET INTERSECTION IMPROVEMENTS ARE PART OF THE 10TH STREET TO VERNON DRIVE PROJECT SHOWN ABOVE



CIRCULATION AFTER 15TH AND 19TH STREET INTERSECTION IMPROVEMENTS

The diagram to the right illustrates the vehicular traffic patterns at the Mt. Vernon Road intersections of 15th Street and 19th Street after improvements have been made. Each of the three colors represents the general directions available for travel; east/north (dark orange), west/south (orange), and south/west (yellow). The long term improvement, if constructed, will allow left turns from Mt. Vernon Road to travel south on 19th St.



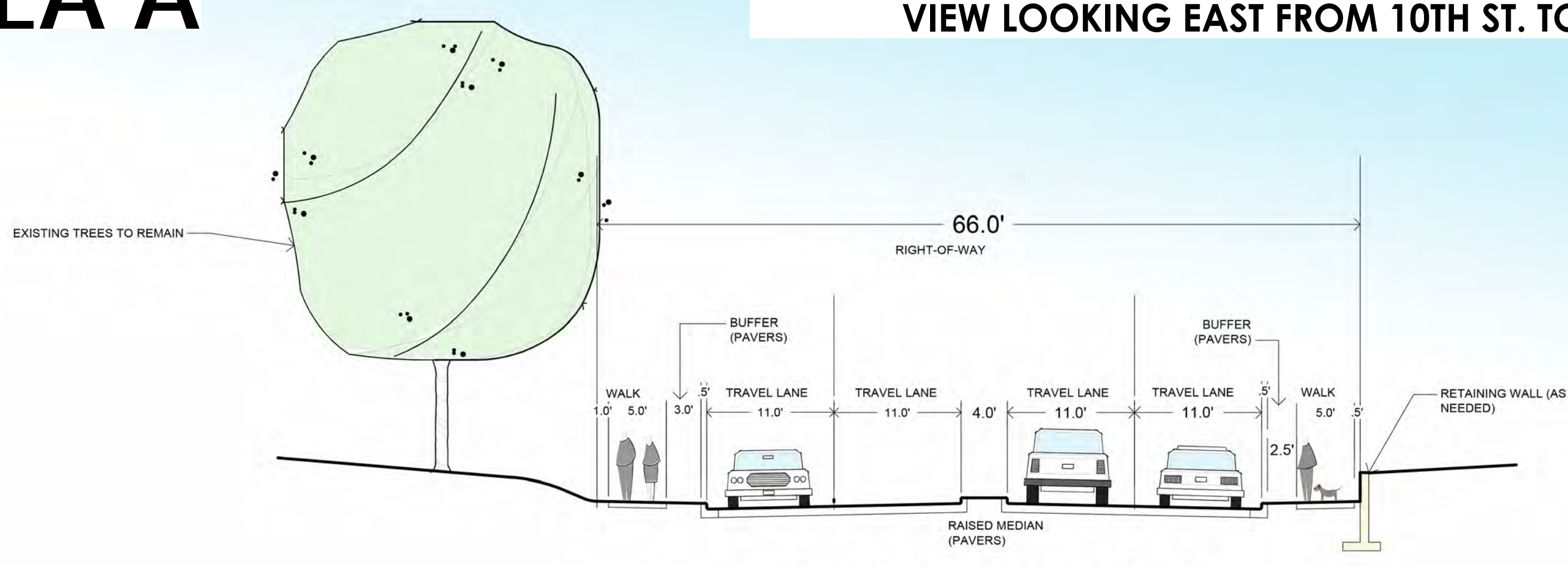
MT. VERNON ROAD CORRIDOR ACTION PLAN

CIRCULATION



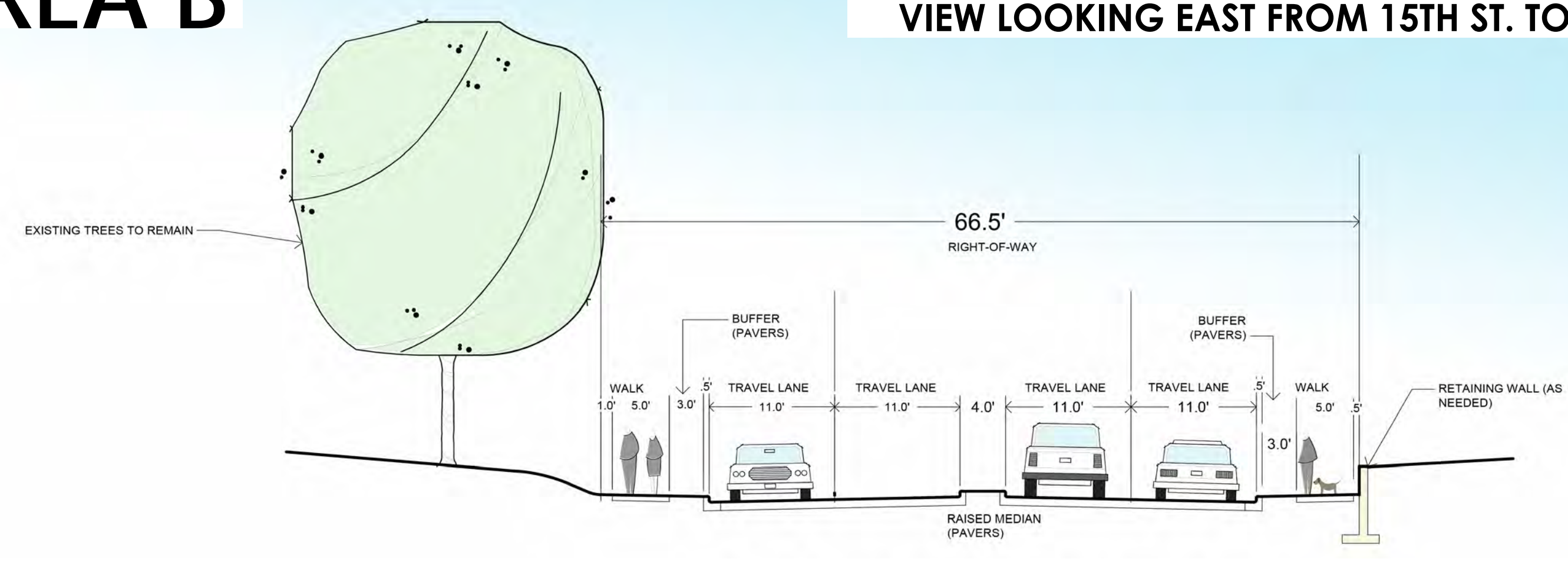
AREA A

EXISTING 66' RIGHT-OF-WAY SECTION
VIEW LOOKING EAST FROM 10TH ST. TO 15TH STREET



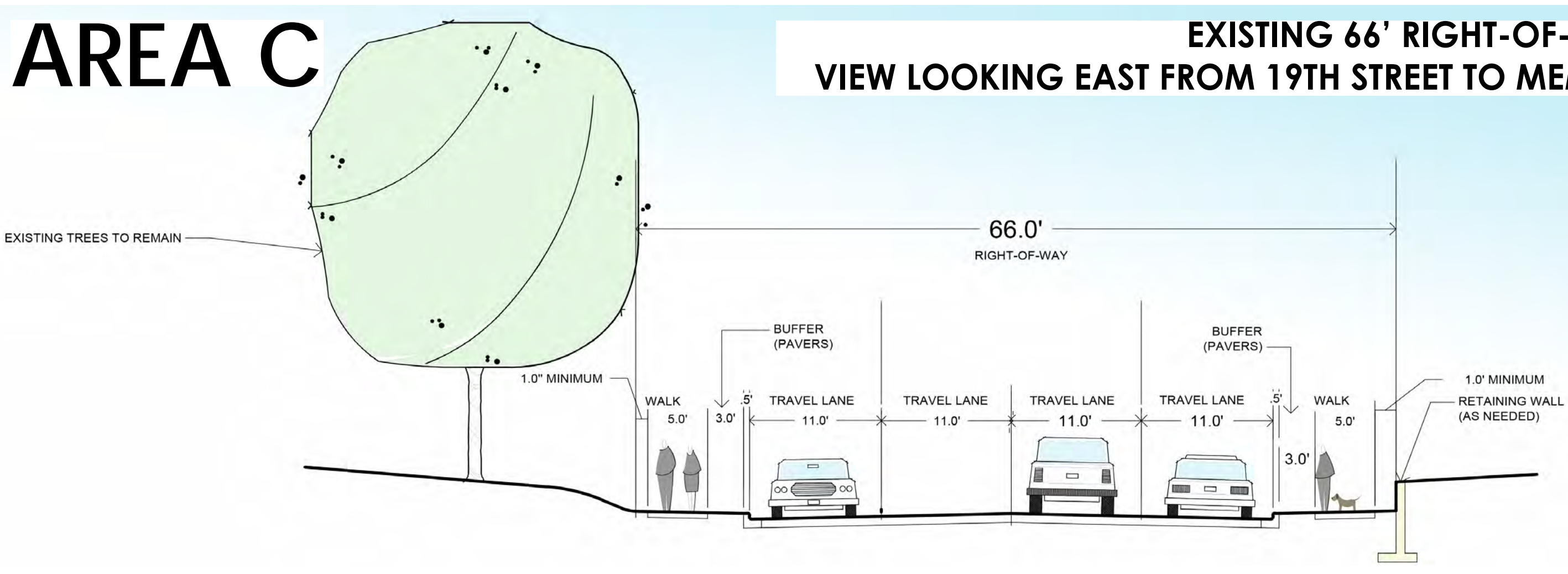
AREA B

EXISTING 66.5' RIGHT-OF-WAY SECTION
VIEW LOOKING EAST FROM 15TH ST. TO 19TH STREET

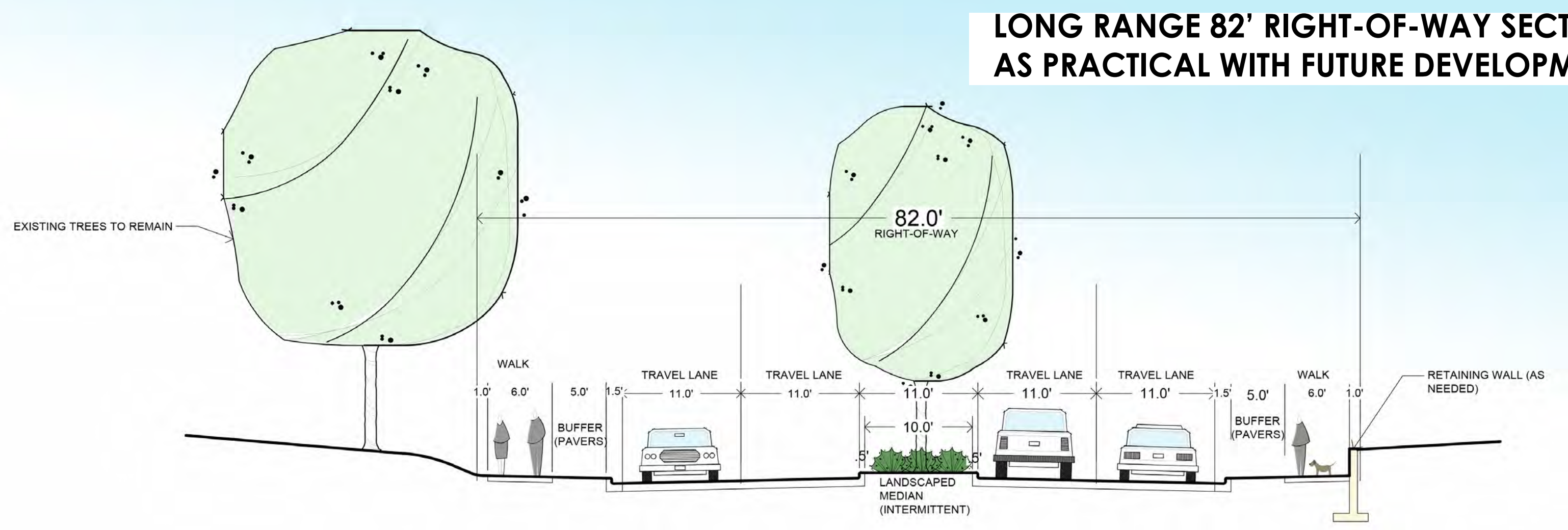


AREA C

EXISTING 66' RIGHT-OF-WAY SECTION
VIEW LOOKING EAST FROM 19TH STREET TO MEMORIAL DRIVE



LONG RANGE 82' RIGHT-OF-WAY SECTION
AS PRACTICAL WITH FUTURE DEVELOPMENT



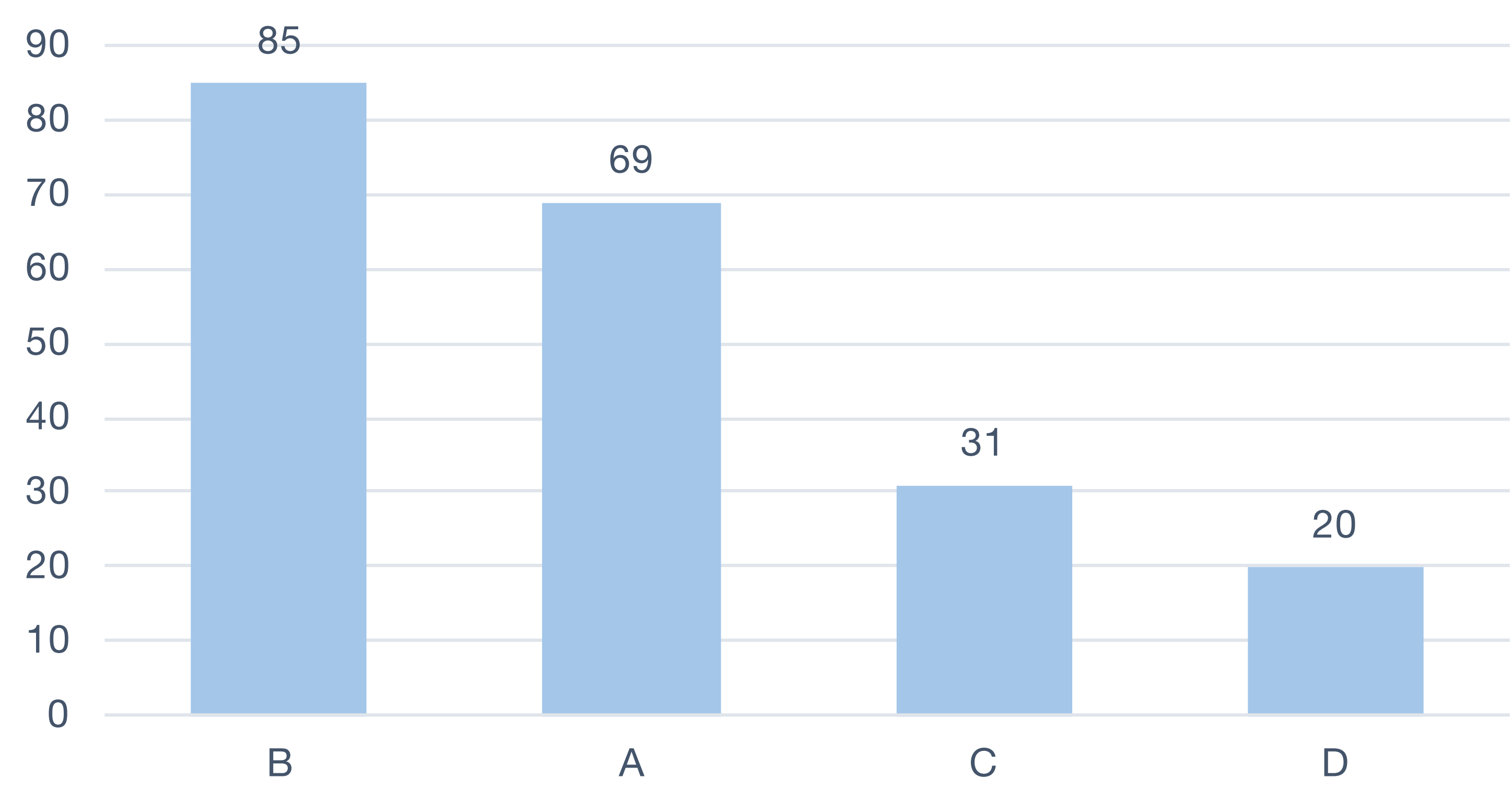
MT. VERNON ROAD CORRIDOR ACTION PLAN

PUBLIC INPUT SUMMARY - LAND USE

LAND USE



ACTION ITEM VOTING RESULTS



ACTION ITEMS

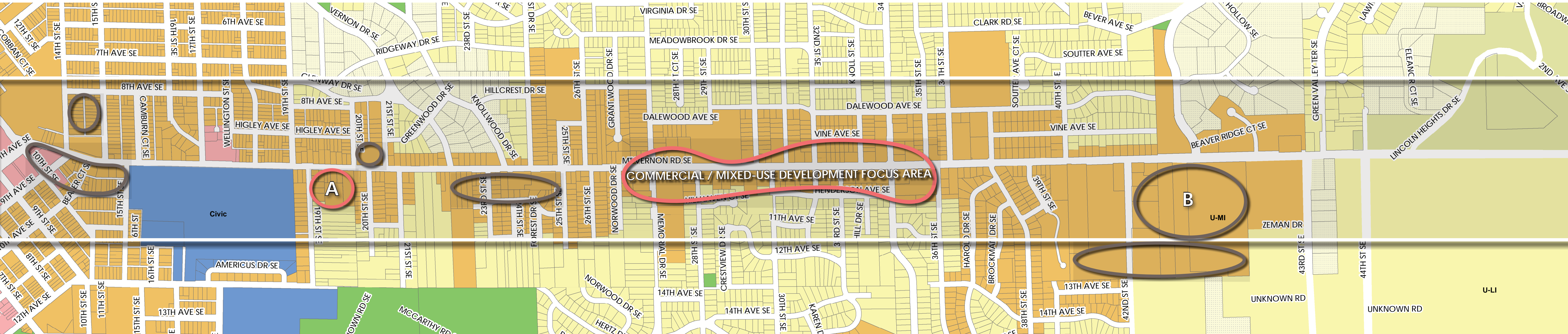
- B** Restrict or prohibit uses that are not considered neighborhood friendly.
- A** Establish design and use standards that support redevelopment on smaller lots, promote buildings that are in scale with the surrounding neighborhood.
- C** Focus retail and multi-family development and redevelopment to major intersections and existing commercial areas.
- D** Continue to track the effectiveness of standard City financial incentive assistance programs that can benefit redevelopment of vacant or existing sites.

DRAFT ACTION ITEM DESCRIPTIONS

- B** As part of ReZone Cedar Rapids, evaluate the appropriate mix of land uses and tools to ensure quality development.
- A** Utilize the ReZone Cedar Rapids project to explore the development of form-based zone districts that align with the goals and vision of the plan and encourage mixed-use, retail and residential development and redevelopment along the corridor.

MT. VERNON ROAD CORRIDOR ACTION PLAN

LAND USE



- URBAN HIGH INTENSITY
- URBAN MEDIUM INTENSITY
- PUBLIC / SEMI-PUBLIC
- URBAN LOW INTENSITY
- RURAL
- URBAN LARGE LOT
- OPEN SPACE
- COMMERCIAL
- COMMERCIAL / MIXED USE DEVELOPMENT FOCUS AREA
- MULTI-FAMILY DEVELOPMENT FOCUS AREA

Conceptual Land Use Diagram



Commercial / Mixed Use Development Focus Area



Multi-family Development Focus Area

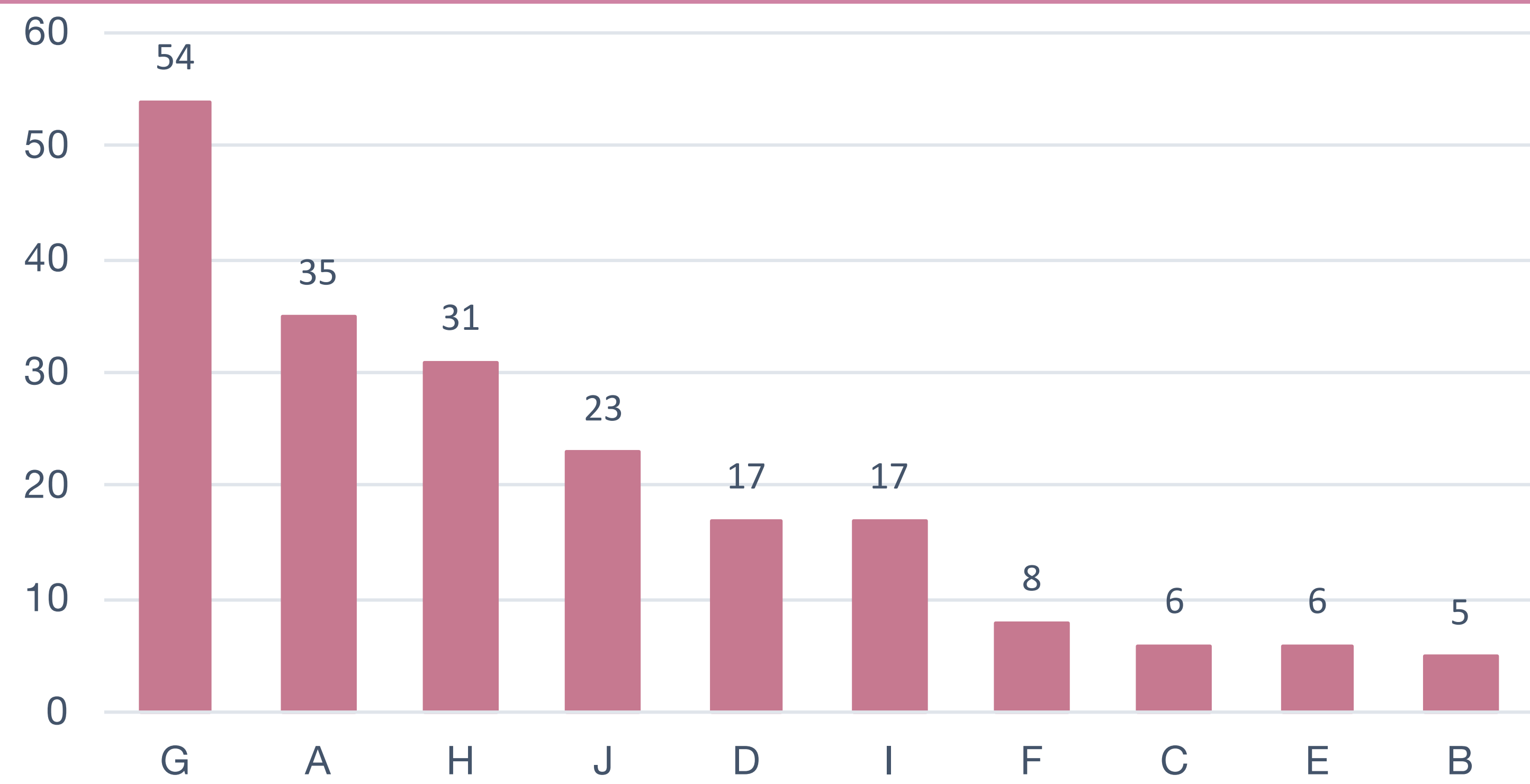
MT. VERNON ROAD CORRIDOR ACTION PLAN

PUBLIC INPUT SUMMARY - CHARACTER

CHARACTER



ACTION ITEMS VOTING RESULTS



ACTION ITEMS

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

DRAFT ACTION ITEM DESCRIPTIONS

- G** Work with utility companies to bury lines as part of phased roadway construction.
- A** Develop form-based zone districts.
 - As part of ReZone Cedar Rapids, develop zone districts that outline massing and form standards, as well as site design standards that address building and parking placement, screen, signage, lighting and landscaping.

Consider a branding study to determine an appropriate brand for the Mt. Vernon Road district.

 - Give tribute to the historic Lincoln Highway.
 - Provide unique brand that captures the essence of the history of this part of Cedar Rapids and provides the catalyst for a fresh new outlook moving forward.

Develop a streetscape plan.

 - Identify primary gateways.
 - Develop a unified planting plan.
 - Assess street and pedestrian lighting needs. Develop a unified lighting plan that coordinates with the City's aesthetic streetlight standards.
 - Provide unified pedestrian amenities along the corridor.
 - Provide consistent use of design, colors and materials for elements such as retaining walls, signage, lighting, benches, and trash receptacles to develop a cohesive corridor aesthetic.
- H** Study the City's sign ordinance as part of ReZone Cedar Rapids.
 - Explore ordinance changes to limit or eliminate pole signs and reduce the size of signs along the Mt Vernon Road Corridor.

MT. VERNON ROAD CORRIDOR ACTION PLAN

CHARACTER



 Intersection Signage Location  Gateway Signage Location Gateway and Intersection Locations



Stacked Stone Wall Facade



Form Liner Wall Facade



Segmental Retaining Wall



Site Furnishings



Site Furnishings



Bus Shelter



Special Paving at Selected Areas



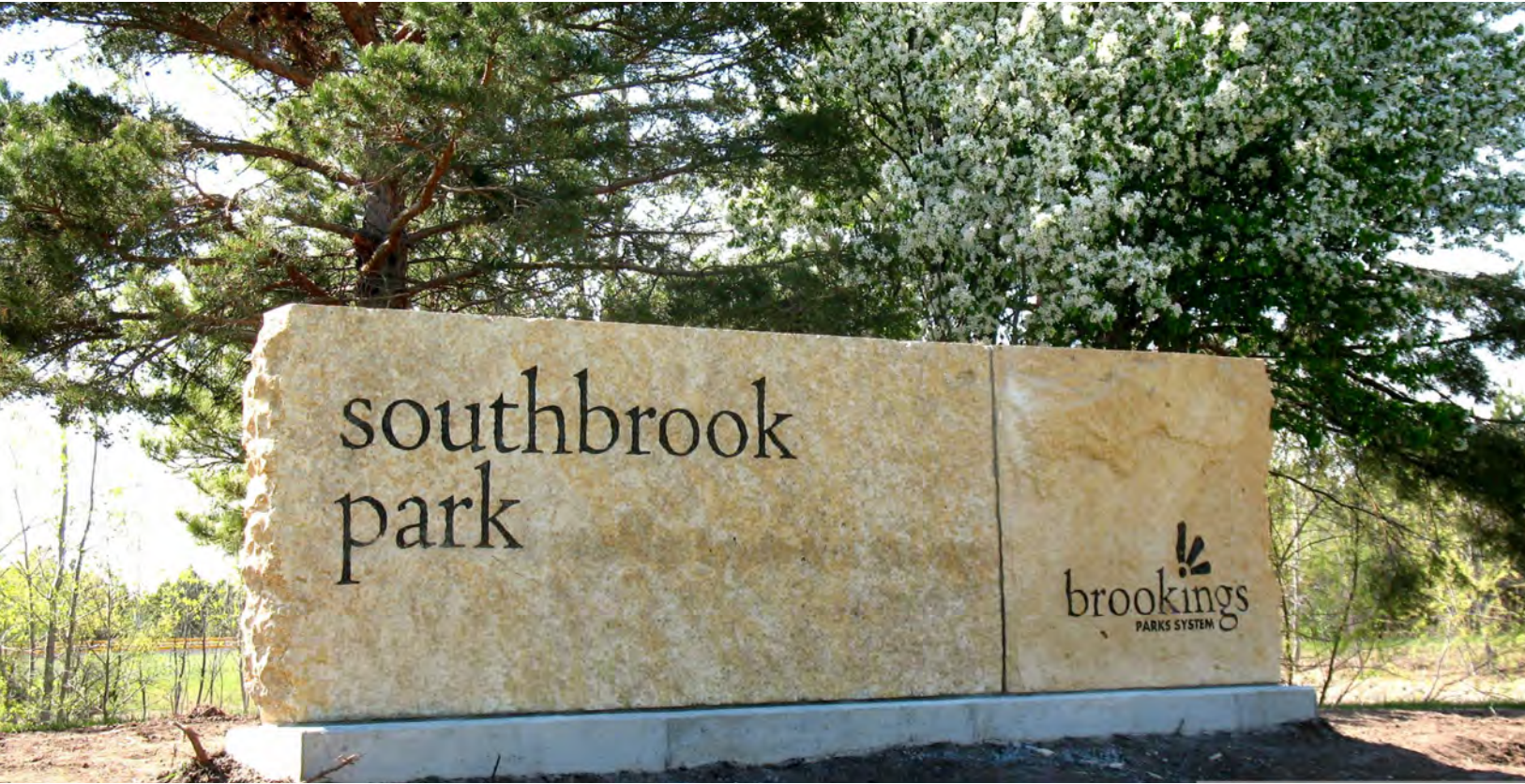
Landscaping at Center Median



Landscaping at Center Median



Gateway Signage



Gateway Signage



Branding Signage

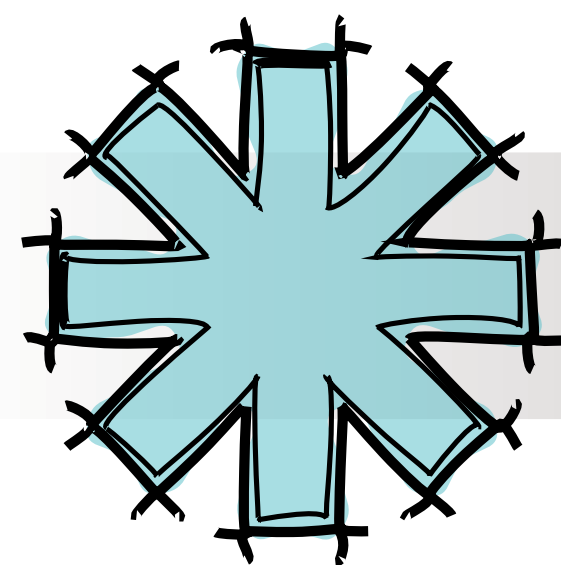


Branding at Center Median

NEXT STEPS

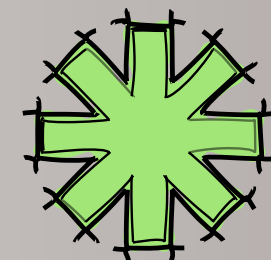
MT. VERNON ROAD CORRIDOR ACTION PLAN

PROJECT INITIATION



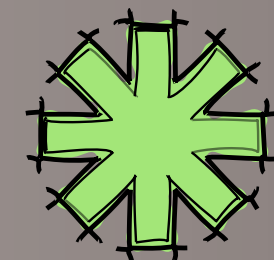
APRIL
2016

1ST PUBLIC MEETING



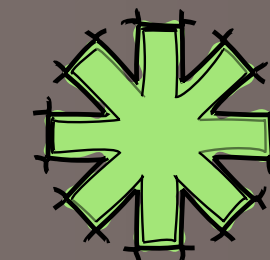
6.16.2016

2ND PUBLIC OPEN HOUSE



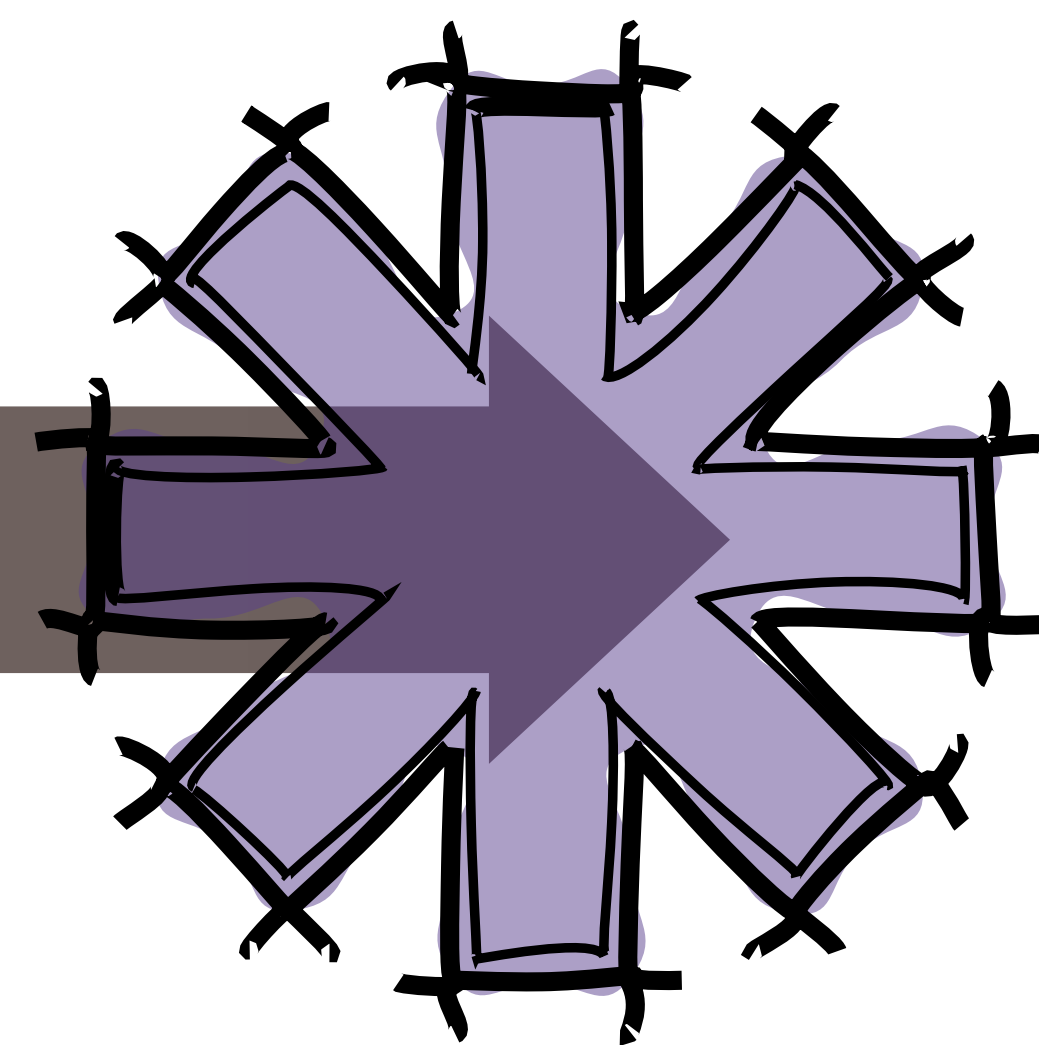
9.12.2016

3RD PUBLIC OPEN HOUSE



11.9.2016

PLAN ADOPTION



JANUARY
2017

PLAN IMPLEMENTATION:

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

SHORT TERM ACTION ITEMS

Estimated at 1 to 5 Years

Examples of Projects in this category

- * Completion of improvements to 15th Street SE and 19th Street SE intersections.
- * Development of form-based zoning districts.

LONG TERM ACTION ITEMS

Estimated at 5+ Years

Examples of Projects in this category

- * Completion of comprehensive streetscape improvements.
- * Completion of bicycle facility improvements related to the corridor.

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 on 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.

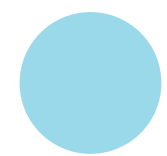
NEXT STEPS

MT. VERNON ROAD CORRIDOR ACTION PLAN

LEGEND



KEY DATES



KEY MEETINGS

| | APRIL 2016 | MAY 2016 | JUNE 2016 | JULY 2016 | AUG 2016 | SEPT 2016 | OCT 2016 | NOV 2016 | DEC 2016 | JAN 2017 |
|--|---------------|-------------|--------------|--------------|-------------|--------------|-------------|-------------|-------------|-------------|
| CONSULTANT NOTICE TO PROCEED | ★ | | | | | | | | | |
| PHASE 1 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 CORRIDOR ANALYSIS + DRAFT CORRIDOR ACTION PLAN | | | | | | | | | | |
| Draft Corridor Action Plan Presentation - City Staff | | | | | ● | | | | | |
| Public Open House - Public Meeting #2 | | | | | | ● | | | | |
| PHASE 3 CORRIDOR ACTION PLAN ADOPTION | | | | | | | | | | |
| Final Corridor Action Plan Presentation to City Staff | | | | | | | ● | | | |
| Final Corridor Action Plan Presentation - Public Open House #3 | | | | | | | | ● | | |
| Final Corridor Action Plan Presentation - Advisory Group | | | | | | | | | ● | |
| Development Committee Presentation | | | | | | | | | | ● |
| City Council Public Hearing | | | | | | | | | | ● |
| All Work Completed by 1.24.16 | | | | | | | | | | ★ |

Thank you for attending the Mt. Vernon Road Corridor Action Plan public open house held on November 9, 2016.

Your valuable input is key to the success of this plan. Shown to the left is the overall schedule for this project. As highlighted on the project schedule, this is the third open house.

Once again, thank you for visiting each of the stations provided here today, and please visit the project website for continued updates and to provide any additional feedback at:

www.CityofCR.com
(Search Mt. Vernon Road)