



EXECUTIVE SUMMARY

ROCKFORD ROAD MICRO-AREA ACTION PLAN

ADOPTED BY THE CEDAR RAPIDS CITY
COUNCIL ON JANUARY 23, 2024



EXECUTIVE SUMMARY

This document is an Executive Summary of the Rockford Road Micro-Area Action Plan. [The entirety of the Plan is available on the City's website through a story map, an interactive online experience.](#) The Plan story map provides additional detail on each of the sections contained in this summary through additional narrative and interactive graphics and maps.

ACKNOWLEDGMENTS

A special thanks to all those who attended the stakeholder workshops and open house; provided insights, thoughts, and guidance; and assisted through the course of the planning process.

CITY COUNCIL

- » Mayor Tiffany O'Donnell
- » Marty Hoeger, District 1
- » Scott Overland, District 2
- » Dale Todd, District 3
- » Scott Olson, District 4
- » Ashley Vanorny, District 5
- » David Maier, At Large
- » Tyler Olson, At Large
- » Ann Poe, At Large

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INTRODUCTION

Introduction

Area and neighborhood action plans help the City prioritize public investment in a designated area. They build engagement with community stakeholders: businesses, residents, and employers. Ultimately, the plans create a vision for the area with goals and action steps to reach that vision. This Executive Summary includes brief summary of input received from area stakeholders, existing conditions within the study area, and the goals and actions steps developed. The Rockford Road Micro-Area Action Plan will be a component of the City's comprehensive plan, EnvisionCR , and is intended to guide future decisions.

The study area boundaries for the Rockford Road Micro-Area Action Plan are:

- North: 8th Ave SW
- East: CRANDIC Railroad
- South: 16th Ave SW
- West: 15th St SW

The study area consists of approximately 0.13 square miles (82 acres), more than half of which is owned by the City of Cedar Rapids or the Cedar Rapids Community School District.



Plan Study Area

WHY THE ROCKFORD ROAD AREA?

Three factors served as the impetus for this Plan:

Area as Regional Destination

Veterans Memorial Stadium, ImOn Ice Arena, Kingston Stadium, Jefferson High School's Baseball Field, and Veterans Memorial Tennis Center are all located within the study area. Each of these sport facilities draw both local and out-of-town visitors to the area making the sport facilities regional destinations in our community.

History of Flooding

The study area is susceptible to localized flash flooding during heavy rain events. Large tracts of impervious surfaces (buildings and parking lots) combined with soil known to have slow infiltration rates and undersized stormsewer contributes to the risk of flooding in the area. The most recent flooding event occurred in 2014 where in some areas peak 5-minute rainfall intensities exceeded 8 inches per hour.

Opportunity for Transition

The majority of uses along the Rockford Road corridor are light industrial such as warehouse and manufacturing. However, existing zoning along the corridor presents an opportunity for a variety of uses such as entertainment, dining, or retail.

December 2022

Plan Kick-Off

January 2023

Stakeholder Engagement

February to October 2023

Existing Conditions Analysis & Draft Plan Development

November 2023

Stakeholder Engagement

January 2024

Plan Adoption

STAKEHOLDER ENGAGEMENT

Stakeholder Engagement

STAKEHOLDER WORKSHOPS

Between January and February 2023, the City engaged with area stakeholders to understand the needs and interests around the study area. The overall goal of this outreach was to understand stakeholders' vision for the future and opportunities for improvement. Input was gathered through two in-person stakeholder workshops in which sport facility operators, neighborhood associations, and property/business owners were invited to participate.

At the workshop, attendees were asked to describe the current state of the Rockford Road area versus what they envision it to be in the future. A Strengths, Weaknesses, Opportunities, and Challenges (SWOC) analysis was also conducted to better understand:

- Things the area does well. What is liked about the area.
- Things to be improved within the area. Issues, concerns, or noted problems.
- Opportunities for change or improvement.
- Challenges or barriers for change or improvement.

Stakeholders unable to attend the workshops were invited to share their input via email, phone call, or virtual meeting.



Plan Open House held on November 13, 2023.

What three words would you use to describe the Rockford Road area as it exists today?



What three words would you use to describe your future vision of the Rockford Road area?



STRENGTHS

S

- » Free parking, shared parking
- » Entertainment area
- » Proximity to downtown
- » Public art
- » History (sports and veterans)
- » Accessible
- » Walkable
- » Area identity (people know where the area is)
- » Recent building façade improvements
- » Sports complexes

WEAKNESSES

W

- » Aged, old
- » Dreary, unpleasant, not inviting
- » Building maintenance
- » Lack of code enforcement
- » Slow snow removal
- » Poor quality sidewalks and streets
- » Lack of street lights and pedestrian scale lighting (safety at night)
- » Few pedestrian amenities
- » People congregating in parking lots (litter in parking lot, car racing) and concerns for employee/consumer safety
- » Traffic with sporting events
- » 8th Ave/Rockford Rd intersection (safety)
- » Homelessness / homeless encampments
- » Lack of entertainment (non-sports related) and dining
- » Noise from industry/sports facilities

OPPORTUNITIES

- » Branding/neighborhood identity
- » Embracing of sport/veteran history
- » Development/redevelopment opportunities (sports focused retail, mixed use/housing, trendy area, entertainment)
- » Increased accessibility (all modes—sidewalk/trails, transit, shuttles to downtown for events)
- » Façade improvements/property maintenance (cohesive look)
- » Pedestrian amenities (places to hangout, improved streetscape, trees along street, improved street crossings, etc.)
- » Improved traffic flow through sport facility lots
- » Events (sport and non-sport related, open container)
- » Expand sport facilities/offerings (sports dome, another sheet of ice, deck hockey)
- » Coordination between sport venues

CHALLENGES

- » Follow through, acknowledging past challenges
- » Limited space to expand
- » Funding
- » Operations at different times of the year and yet occasional overlap
- » Transportation
- » Meeting needs of young professionals/next generation of consumers (future trends/needs)
- » Buffering industrial users
- » Neighborhood complaints (fireworks)
- » Parking on game days/events

*Bolded items represent themes or ideas identified as “most important” by stakeholders.

PLAN OPEN HOUSE

On November 13, 2023, the City held an open house to share a summary of the input received during the stakeholder workshops as well as the draft goals and action steps. Attendees at the open house were asked to identify which goals and action steps should be prioritized by placing sticker dots on the three action steps they felt were most important. The results of the activity are summarized below:

7 votes

- » Character & Placemaking Goal 1, Action Step 4 - Identify possible locations and responsible parties for installation of pedestrian comfort amenities such as benches, shade trees, and trash cans along Rockford Road.
- » Connectivity Goal 1, Action Step 4 - Complete engineering study to determine if pedestrian crossing improvements are needed at the 8th Ave SW crossing at Rockford Rd.

6 votes

- » Character & Placemaking Goal 1, Action Step 1 - Investigate developing a sports-facilities-inspired naming strategy for the study area.

5 votes

- » Connectivity Goal 1, Action Step 1 - Complete a parking study for the sport facility properties and adjacent streets.

4 votes


- » Character & Placemaking Goal 1, Action Step 2 - Explore enhancements to the space around the T-33A Aircraft public art piece to promote pedestrian interactions and sense of place.
- » Connectivity Goal 2, Action Step 2 - Explore use of 380 Express, CR Transit, and other transit services, as transit opportunity for sporting events.

3 votes

- » Connectivity Goal 2, Action Step 4 - Develop and implement themed game days and/or “tailgate” events with local restaurants/businesses to promote active transportation.

1 vote

- » Land Use Goal 1, Action Step 2 - Monitor investment in the area to determine if future rezoning is needed to support commercial and/or mixed use redevelopment.
- » Connectivity Goal 1, Action Step 2 - Analyze locations of existing sport facility wayfinding signs to determine if additional signs are needed.
- » Connectivity Goal 2, Action Step 3 - Improve location and accessibility of existing bike parking and install bike parking, where it does not exist, near entrances of the sport facilities.




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City of Five Seasons

Character & Placemaking


DRAFT Goals & Action Steps

Timeline Lead / Support

Goal 1 - Boost area vibrancy and sense of place.




Action Step 1 - Investigate developing a sports-facilities-inspired naming strategy for the study area.




2-3 years

City / Sport
Facilities /
CR Tourism




Action Step 2 - Explore enhancements to the space around the T-33A Aircraft public art piece to promote pedestrian interactions and sense of place.




4-5 years

City




Action Step 3 - Identify locations for additional public art in the area.




2-3 years

City



Action Step 4 - Identify possible locations and responsible parties for installation of pedestrian comfort amenities such as benches, shade trees, and trash cans along Rockford Road.



2-3 years

City / Sport
Facilities

CEDAR RAPIDS
City of Five Seasons

Land Use

DRAFT Goals & Action Steps

Timeline Lead /
Support

Goal 1 - Support opportunities for commercial and mixed-use development.

Action Step 1 - Complete a Future Land Use Map amendment to re-guide parcels in the study area identified as Urban Medium Intensity to Urban High Intensity.

Within 1 year

City

Action Step 2 - Monitor investment in the area to determine if future rezoning is needed to support commercial and/or mixed-use redevelopment.

4-5 years

City

NEED ADJUSTMENT TO THE
PROPOSED LAND USE
The Cedar Rapids Land Use Map is the official
map of the City of Cedar Rapids. It is the
responsibility of the City of Cedar Rapids to
maintain the map in accordance with the
City of Cedar Rapids Land Use Ordinance.
The Cedar Rapids Land Use Map is a
public document and is available for
inspection and copying at the City of Cedar
Rapids, 100 North Washington Street, Cedar
Rapids, Iowa 52402.

Action Step 3 - Consult with East Central Iowa Council of Governments (ECIGOG) to determine best methods to increase awareness and visibility of Cedar Rapids Revolving Loan Funds (RLFs) to Rockford Road Area businesses.

Within 1 year


City

Goal 2 - Promote opportunities to improve stormwater management.

Action Step 1 - Promote the City's Stormwater BMP Cost Share program to area property and business owners.

Within 1 year

City







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Connectivity

DRAFT Goals & Action Steps

Timeline Lead / Support

Goal 1 - Improve pedestrian and vehicular traffic flow to and through the study area.

	<p>Action Step 1 - Complete a parking study for the sport facility properties and adjacent streets.</p> <p>● ● ● ● ● ● ●</p>	<p>2-3 years</p>	<p>City</p>
	<p>Action Step 2 - Analyze locations of existing sport facility wayfinding signs to determine if additional signs are needed.</p> <p>● ● ● ● ● ● ●</p>	<p>2-3 years</p>	<p>City</p>
	<p>Action Step 3 - Study feasibility of extending sidewalk under the 16th Ave bridge to connect existing pedestrian infrastructure.</p> <p>● ● ● ● ● ● ●</p>	<p>Within 1 year</p>	<p>City</p>
	<p>Action Step 4 - Complete engineering study to determine if pedestrian crossing improvements are needed at the 8th Ave SW crossing at Rockford Rd.</p> <p>● ● ● ● ● ● ●</p>	<p>Within 1 year</p>	<p>City</p>

CEDAR RAPIDS
City of Five Seasons

Connectivity

DRAFT Goals & Action Steps

Timeline Lead / Support

Goal 2 - Support opportunities for alternative modes of transportation.

Action Step 1 - Conduct a Transit Demand Analysis for the study area using the Corridor MPO's Travel Demand Model.

2-3 years

Corridor MPO / City

Action Step 2 - Explore use of 380 Express, CR Transit, and other transit services, as transit opportunity for sporting events.

2-3 years

City / Transit Providers / Sport Facilities

Action Step 3 - Improve location and accessibility of existing bike parking and install bike parking, where it does not exist, near entrances of the sport facilities.

Within 1 year

City / Sport Facilities

Action Step 4 - Develop and implement themed game days and/or "tailgate" events with local restaurants/businesses to promote active transportation.

2-3 years

Sport Facilities / Economic Alliance

Sticker dot activity results from November 13, 2023, open house.

PLAN ELEMENTS

Plan Elements

To guide the City toward implementation, Plan recommendations are separated into three general planning categories. These categories, or plan elements, represent the overarching principles that drove plan development and serve as an outline for the Plan's goals and action steps, listed later in this document. The plan elements include:

- Character & Placemaking
- Land Use
- Connectivity

To better understand how these plan elements function within the study area today and could be improved upon in the future, an existing conditions analysis of the study area was completed. This analysis supplements the stakeholder input received and consisted of walk audits, photo documentation of existing conditions, collection of digital map information, and compilation of recently completed or future infrastructure projects within the study area.



Photo documentation of existing conditions within the study area.

CHARACTER & PLACEMAKING

Character and placemaking play a vital role in shaping the essence and attractiveness of a neighborhood or community. They encompass the unique qualities, features, and overall feel that make a place special, distinguishing it from others and fostering a sense of belonging among its stakeholders and visitors. Character refers to the distinct physical, cultural, and historical aspects that give a locality its identity and charm. Placemaking, on the other hand, focuses on the intentional and inclusive process of transforming spaces into lively, functional, and people-centered environments. This Plan element aims to explore and celebrate the character and placemaking potential of Rockford Road, with the goal of enhancing its distinctiveness, preserving its history, and fostering a sense of pride and ownership among its stakeholders.



Industry - Industrial development took root early in the Plan area, benefiting from its strategic proximity to I-380 and relatively low land costs.



Sport Facilities - The trio of major sports facilities—Veterans Memorial Stadium, ImOn Ice Arena, and Kingston Stadium—stand out as unique amenities.



Veterans History - Adjacent to Veterans Memorial Stadium, All Veterans Memorial Park features diverse displays commemorating Eastern Iowans' contributions in various conflicts.



Lighting - The lack of lighting and expressed concerns from stakeholders spotlight the need for improved lighting to address safety worries along Rockford Road and in public parking lots at night.



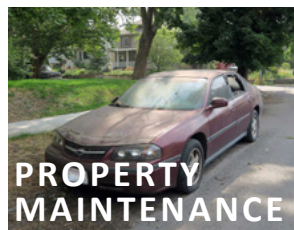
Public Art - Public art installations such as the "Olympic Torch" sculpture and the United States Air Force T-33A airplane serve as distinctive landmarks.



Streetscaping - The area would benefit from improved streetscaping (i.e. benches, public art, lighting, hardscaped boulevard, etc.) to enhance the pedestrian experience.



Architecture - Industrial architecture dominates the building landscape, but recent developments and exterior building remodels have enhanced the visual appeal of Rockford Road.

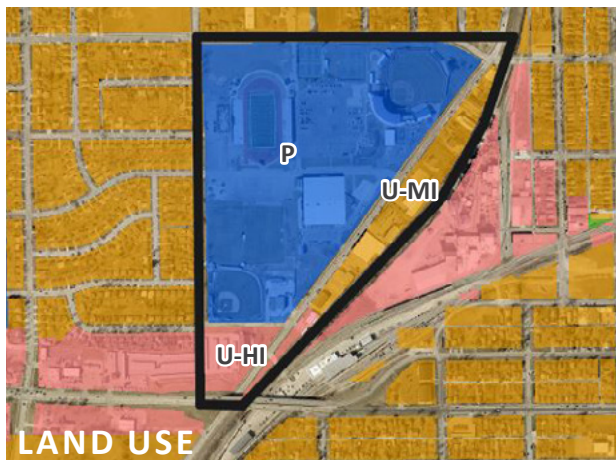


Property Maintenance - Property maintenance issues, particularly the presence of junk or abandoned vehicles on properties and streets, pose a concern as noted by stakeholders.

[Additional detail on the Character & Placemaking plan element is available in the Plan story map.](#)

LAND USE

Land use broadly describes the types, forms, and intensities of development allowed within an area. Historically, land uses were separated into distinct categories such as residential or commercial. When EnvisionCR was adopted in 2015, a Land Use Typology Areas (LUTAs) concept was developed to integrate, rather than separate, different land uses. Integrating compatible uses, rather than separating them, can help create walkable, interesting neighborhoods and shorten commute times while preserving privacy, security, and aesthetics.



Land Use - There are 15 total Land Use Typology Areas found throughout the City, but only three are present in the study area:

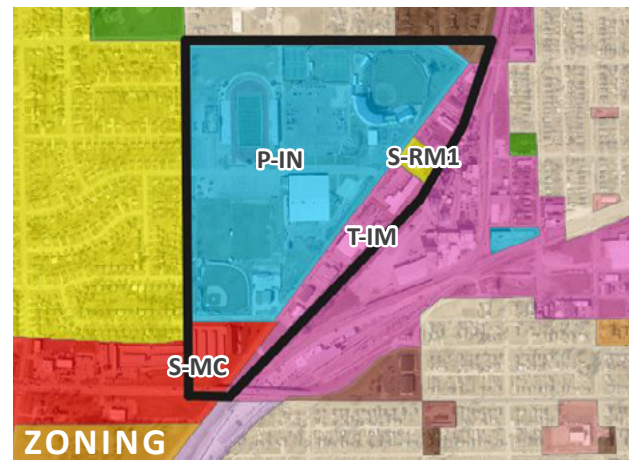
- » Urban Medium Intensity (**U-MI**)
- » Urban High Intensity (**U-HI**)
- » Public, Semi-Public (**P**)

ECONOMIC DEVELOPMENT

Economic Development - Zoning within the study area presents an opportunity for new businesses complimentary to the sport facilities to locate in the study area. Dining and entertainment uses could offer spectators a place to recreate before or after sporting or other events, while retail and/or service could draw an increase in the number of consumers visiting the area. These uses would also support a pedestrian friendly environment by increasing the number of destinations people want to walk or bike to and creating an environment where people can linger.

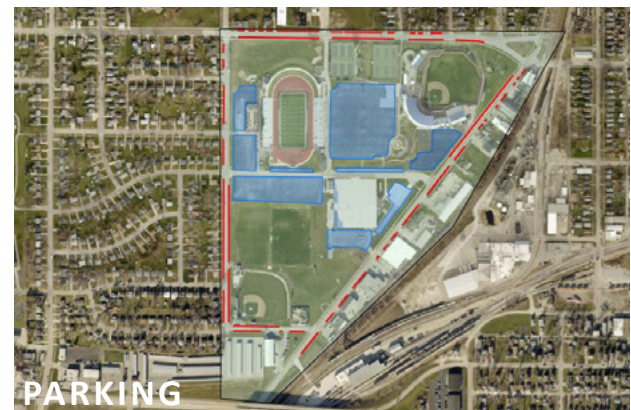
STORMWATER MANAGEMENT

Stormwater Management - There is a history of flooding from storms along Rockford Road SW. The most recent was in June of 2014. The entirety of the Rockford Road study area has a hydrologic soil classification of Type D (very slow infiltration rate). The slow infiltration rate increases the risk of flash flooding associated with heavy rainfall. To help prevent future flooding, stormwater management projects within the study area have been completed and potential future projects have been identified.



Zoning - Compared to land use, zoning more specifically identifies types of uses allowed, building aesthetics, and site design criteria within an area (zone district). The specific zone districts found in the study area are:

- » Suburban Residential Medium Single Unit (**S-RM1**)
- » Suburban Mixed Use Community Center (**S-MC**)
- » Traditional Industrial Mixed Use (**T-IM**)
- » Public Institutional (**P-IN**)



Parking - A parking analysis revealed around 22% of the study area is dedicated to public parking with approximately 230 on-street parking spaces (**red lines**) and 1,400 off-street parking spaces (**blue polygons**). All public parking in the area is free of charge and shared between sport facilities.

Additional detail on the Land Use plan element is available in the [Plan story map](#).

CONNECTIVITY

Connectivity signifies the mobility enhancements necessary to connect spatially separated places and to enable movement from one place to another. Connectivity for all modes of transportation (vehicular, bicycle, pedestrian) is essential for the survival and success of any community as it directly impacts accessibility, travel choices, health and well-being, emergency access, and general quality of life. Theoretically, a community's transportation network (including streets, trails, bike lanes, and sidewalks) connects every place in the community to every other place in the community. In reality, the quality of connections and/or network gaps can create barriers that can disconnect areas of a community, making them more difficult to get to.



Streets - All streets within the study area are considered local streets, which provide direct access to the adjacent sport facilities, businesses, and homes. Despite being classified as a local road, Rockford Road serves as a connector for more heavily trafficked streets such as Wilson Ave SW and 3rd Ave SW. The City's Paving for Progress (PFP) program is utilized to improve and maintain streets throughout the City. PFP projects are identified by the City's 10-year PFP Management Plan, which is updated every two years to correspond with newly collected pavement condition data. The current 10-year Management Plan identifies five future projects within and adjacent to the study area. The recently completed (2023) road project at the 8th Ave SW and Rockford Rd SW intersection was a PFP project.

Sidewalks - While sidewalks are present along at least one side of Rockford Road and 8th Ave SW, many sidewalk gaps limit safe pedestrian access and create a barrier for those wanting to walk to, or through, the area. What appears to be a small gap on the network may serve as a major barrier to pedestrian access. It requires much more time and energy for a pedestrian to walk an additional block to cross a street than for a driver of a car to be diverted one block heading to a destination. In 2019, the City updated its Sidewalk Master Plan resulting in the Cedar Rapids Pedestrian Master Plan. Several sidewalk gap projects and one crossing project within the study area were prioritized for implementation through the Pedestrian Master Plan.



Trails and Bikeways - In addition to sidewalks, the City also plans for trails and bikeways to support additional active transportation modes. Within the study area, only a short segment of trail width sidepath (off-street) and wide paved shoulder (on-street) exist along the southern portion of Rockford Road. In 2012, the City adopted its Comprehensive Trails Plan. This Plan identifies future trail and bikeway routes and prioritizes implementation of routes. In January of 2023 the City, in partnership with Linn County, kicked-off a planning process to update this Plan. The new Linn County and Cedar Rapids Trails and Bikeways Plan is still being developed, but is anticipated to be complete in February 2024. Through this plan update, additional trails and bikeways in the study area are being considered.

Transit - Another active transportation mode available in the study area is transit. Cedar Rapids Transit operates 12 routes throughout the community. Route 1 is the only route that travels directly through the study area (along 8th Ave SW). Routes 8, 10, 11, and 12 have stops nearby, but require walks ranging from approximately 0.15 to 0.8 miles to get from the closet stop to the study area. In some cases, the most direct walking route from these stops lack pedestrian infrastructure, which could make taking transit infeasible for some. Cedar Rapids Transit operates from 5:30 AM to 7:15 PM on weekdays and from 9:15 AM to 4:15 PM on Saturday. No Sunday service is available. The Cedar Rapids Transit hours of operation are such that spectators or visitors may be able to take transit service to an evening sporting event, but service may not be available after the event.



[Additional detail on the Connectivity plan element is available in the Plan story map.](#)

GOALS AND ACTION STEPS

Goals and Action Steps

In response to stakeholder feedback, goals and action steps were developed. The intent of the goals and action steps is to provide a road map to support the future vision of the area through implementation of the Plan. Each goal, and subsequent set of action steps, are organized among the Plan's three elements:

- Character & Placemaking
- Land Use
- Connectivity

Each action step identifies a recommended time frame and responsible parties for implementation. The time frames assigned are estimates and are assumed to be flexible in response to future projects or circumstances. The responsible party listed first shall be the implementation lead.

CHARACTER & PLACEMAKING

Goal 1 - Boost area vibrancy and sense of place.

Action Step 1 - Investigate developing a sports-facilities-inspired naming strategy for the study area.

Today, the Rockford Road area is referred to as “Sports Complex,” “Stadiums,” or “Ice Arena” on wayfinding and street signage. The City should investigate the opportunity to brand the area by developing a name that highlights the area’s history and builds upon the existing sports and/or military themes. Once completed, existing wayfinding and street signage should be updated. The City should also work with community partners to promote the name and update any existing promotional or marketing materials.

Time Frame | Responsible Party

2-3 years | Community Development, Communications, CR Tourism, Sport Facilities

Action Step 2 - Explore enhancements to the space around the T-33A Aircraft public art piece to promote pedestrian interactions and sense of place.

A plaza type area with benches or seating is envisioned to enhance the space around the T-33A Aircraft while also serving as an “entrance” into the area. If a name for the area is developed through action step 1 above, a sign with said name could be considered with the design.

Time Frame | Responsible Party

4-5 years | Community Development, Veterans Memorial



T-33A Aircraft with surrounding green space.

Action Step 3 - Identify locations for additional public art in the area.

Two public art pieces, Olympic Torch and T-33A Aircraft, exist in the study area. Future public art installations could build upon the military themes and/or embrace the sports history of the area. Locations for public art on both public and private property should be considered.

Time Frame | Responsible Party
2-3 years | Community Development



Olympic Torch, public art piece, located inside Kingston Stadium.

Action Step 4 - Identify possible locations and responsible parties for installation of pedestrian comfort amenities such as lighting, benches, shade trees, and trash cans along Rockford Road.

Street scape improvements within the study area could enhance the pedestrian experience and improve aesthetics of the area. Through the ReLeaf Cedar Rapids Plan, street trees are planned for 2027-2028. In the meantime, other pedestrian amenities such as benches or trash cans should be considered.

Time Frame | Responsible Party
2-3 years | Community Development, Public Works, Sport Facilities



Existing streetscape along Rockford Rd SW.

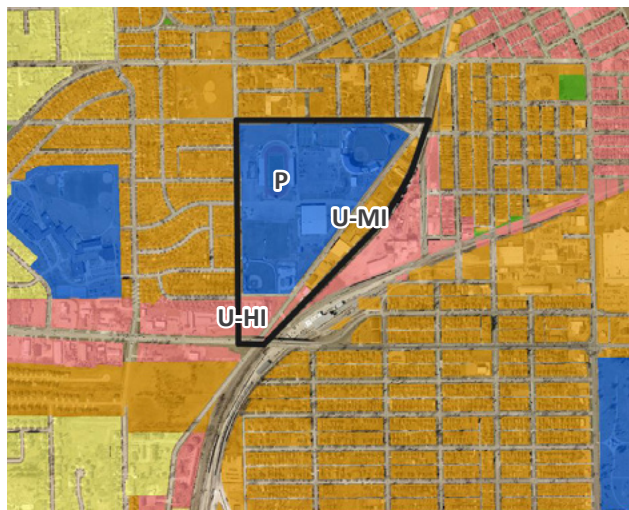
LAND USE

Goal 1 - Support opportunities for commercial and mixed-use development.

Action Step 1 - Complete a Future Land Use Map amendment to reguide parcels in the study area identified as U-MI to U-HI.

The Future Land Use Map presents land uses envisioned for the future. The large scale adjacent sport facility and industrial uses presents an opportunity for higher intensity/density uses along Rockford Road that remain compatible with the area. The intent of the U-HI LUTA is to provide full urban services that create walkable, mixed-use neighborhoods.

Time Frame | Responsible Party
Within 1 year | Community Development



Existing land use.

Action Step 2 - Monitor investment in the area to determine if future rezoning is needed to support commercial and/or mixed-use redevelopment.

The existing T-IM zoning allows for the development and continued use of light industrial and storage operations mixed with a diversified range of commercial and mixed-use residential. As such, the T-IM district creates opportunities for the adaptive reuse of structures that are currently underutilized or vacant. Through implementation of this Plan, public and private investments will be made that make the area more desirable for commercial and/or mixed-use redevelopment opportunities. Future rezonings could be initiated to support those opportunities while limiting a transition back to industrial.

Time Frame | Responsible Party
4-5 years | Community Development

Action Step 3 - Consult with ECICOG to determine best methods to increase awareness and visibility of Cedar Rapids Revolving Loan Funds (RLFs) to Rockford Road Area businesses.

The Cedar Rapids RLFs support business creation and expansion. The Revolving Loan Fund is administered by the East Central Iowa Council of Governments (ECICOG) and is available to assist

new or existing businesses with gap funding to develop and expand. Through this action step, the RLF programs could be promoted to area property and business owners through methods such as: in-person engagement opportunities, annual mailers, or utility bills.

Time Frame | Responsible Party
Within 1 year | Economic Development

Goal 2 - Promote opportunities to improve stormwater management.

Action Step 1 - Promote the City's Stormwater BMP Cost Share program to area property and business owners.

The Stormwater BMP Cost Share program supports private stormwater infiltration projects by providing a financial reimbursement. As the City works to identify funding sources for implementation of public stormwater management improvements, targeted efforts to promote the Program to area property and business owners should be made. The Program is currently promoted through the City's communication channels (i.e. social media, OurCR magazine, CitySource Newsletter). A more targeted effort to promote the Program to property and business owners, such as through in-person engagement opportunities or direct outreach, should be implemented to supplement the current communications.

Time Frame | Responsible Party
Within 1 year | Public Works - Stormwater

CONNECTIVITY

Goal 1 - Improve pedestrian and vehicular traffic flow to and through the study area.

Action Step 1 - Complete a parking study for the sport facility properties and adjacent streets.

With approximately 1,630 off-street and on-street public parking spots in the study area, parking makes up around 22% of the land area. To improve pedestrian and vehicular flow through the parking areas and reduce impervious surface, the proposed study should consider:

- Pedestrian connectivity within the parking lots and between sport facilities
- Parking lot design for improved traffic flow after events
- Reduced parking surface area for facility expansion
- Recommendations for paid parking, including metered on street parking and paid event parking
- Stormwater management solutions, including parking lot landscaping and pervious pavement
- Development of a traffic garden

Time Frame | Responsible Party
2-3 years | Community Development, Public Works

Action Step 2 - Analyze locations of existing sport facility wayfinding signs to determine if additional signs are needed.

New wayfinding signage with directions to the “Sports Complex” have been installed on the 1st Ave bridge over the Cedar River, along the I-380/1st Ave W off-ramp, and at the 1st Ave W/15th St NW intersection. Street signage with directions to “Stadiums” or “Ice Arena” also exist along I-380 off-ramps near the area and along Wilson Ave traveling westbound. Wayfinding signage in other locations, such as for those traveling east on 1st Ave W or Wilson Ave SW from the Westdale area, may be beneficial. Should a name for the area be developed through Character & Placemaking Goal 1, Action Step 1, new signage should reflect the developed name.

Time Frame | Responsible Party
2-3 years | Public Works - Traffic



Existing and example wayfinding signage.

Action Step 3 - Study feasibility of extending sidepath under the 16th Ave bridge to connect existing pedestrian infrastructure.

Based on aerial imagery, it appears the sidewalk gap under the 16th Ave SW bridge has existed since the 1970s. The gap can likely be attributed to the bridge piers/abutments adjacent to the road. This action step will study the feasibility of filling the sidewalk gap by creating space for a connection.

Time Frame | Responsible Party
Within 1 year | Public Works - Traffic



Rockford Rd SW Sidepath ending at the 16th Ave SW bridge.

Action Step 4 - Complete engineering study to determine if pedestrian crossing improvements are needed at the 8th Ave SW crossing at Rockford Rd.

A recently completed 2023 PFP project reconstructed the 8th Ave SW and Rockford Rd intersections to remove the 8th Ave SW split to Rockford Rd. This change improves pedestrian safety in the area as there are fewer crossings at through streets. However, with the grade changes along 8th Ave SW, pedestrian and vehicular sight lines are limited. Completion of the engineering study will determine if pedestrian safety/crossing amenities are warranted and what type (i.e. painted crosswalk, rectangular rapid flashing beacon (RRFB), etc.).

Time Frame | Responsible Party
Within 1 year | Public Works - Traffic



8th Ave SW crossing.



8th Ave SW crossing looking west.



8th Ave SW crossing looking east.

Goal 2 - Support opportunities for alternative modes of transportation.

Action Step 1 - Conduct a Transit Demand Analysis for the study area using the Corridor MPO's Travel Demand Model.

To support alternative modes of transportation, demand for transit should be studied in the area. Various scenarios should be considered such as event vs. non-event days, peak vs. non-peak hours, and weekday vs. weekend. Findings from the analysis should then be utilized to identify opportunities for transit improvements in the area.

Time Frame | Responsible Party
2-3 years | Corridor MPO, CR Transit, Community Development

Action Step 2 - Explore use of 380 Express, CR Transit, and other transit services, as transit opportunity for sporting events.

The last CR Transit service currently begins at 7:15 PM on weekdays and 4:15 PM on weekends. Most sporting events occur in the evening hours which means taking transit to sporting events

may not be an option. This action step will explore options for providing transit service for sporting and other events. Findings from the transit demand analysis can also be utilized to identify transit opportunities and inform solutions specific to sporting events.

Time Frame | Responsible Party
2-3 years | Community Development, Transit Providers, Sport Facilities

Action Step 3 - Improve location and accessibility of existing bike parking and install bike parking, where it does not exist, near entrances of the sport facilities.

Despite drawing large crowds of spectators, the sport facilities in the area lack bike parking. One rack does exist near the Veterans Memorial Tennis Center, but accessibility and maintenance could be improved. Additional bike parking should be installed near the entrances of Veterans Memorial Stadium, Kingston Stadium, ImOn Ice Arena, and the Jefferson Baseball Field. The type of racks selected should also be able to accommodate scooters or other mobility devices.

Time Frame | Responsible Party
Within 1 year | Community Development, Parks and Recreation, Sport Facilities



Existing bike rack at Veterans Memorial Tennis Center.

Action Step 4 - Develop and implement themed game days and/or “tailgate” events with local restaurants/businesses to promote active transportation.

Themed game days and/or tailgate events could support efforts to increase alternative modes of transportation. For example, a “walk (or bike) to the game” event creates an opportunity to demonstrate that the area is walkable while building excitement for attending a game. Similarly, local restaurants could host a tailgate event before the game and have those in attendance walk to the game together.

Time Frame | Responsible Party
2-3 years | Sport Facilities, Economic Alliance